

A woman with dark hair, wearing a black lace dress, is captured in mid-air, jumping or dancing. She is barefoot and has a blue patterned fabric trailing behind her. The background is a multi-story brick building with many windows. On the ground floor, there is a coffeehouse and bakery with large glass windows. A traffic light is visible on the corner. The overall scene is dynamic and artistic.

LIVING A CREATIVE LIFE

AN ARTS DEVELOPMENT
STRATEGY FOR CALGARY

Success Indicator Baseline Report: Centre City Arts District

NOVEMBER 2014



Success Indicator Baseline Report Overview: November 2014

Published in March 2014, **LIVING A CREATIVE LIFE** is an arts development strategy for Calgary, by Calgarians. As of November 2014, it has attracted over 100 signatories who are contributing to one or more of the strategy's five major focus areas: Creative Communities, Centre City Arts District, Arts Incubation, Artistic Exchange, and Youth & Education.

LIVING A CREATIVE LIFE includes success indicators for each focus area so that progress towards the strategy's outcomes can be tracked. These success indicators are systems-level measurements that will be evaluated annually, and this report provides baseline data for each indicator, using the most complete information available at the time. Future success indicator reports will compare their measurements against these baselines. Some baseline information has been omitted because of a lack of data sources; Calgary Arts Development continues to seek and draw from data sources for all indicators.

As success indicator measurement progresses, growth in any given indicator may be due to new sources of data or new signatories who contribute further information. All future success indicator reports will note when new baseline data is included and when new sources of data are contributing to the growth measured for any specific indicator.

The overall strategy is built around the framework below. Although drivers and tactics contribute to the achievement of each outcome, this report refers only to success indicators and outcomes. The complete strategy is available at LIVINGCREATIVE.CA.

Overarching Vision: Calgary is a place that empowers every resident to live a creative life, fuelling a vital, prosperous and connected city.

Mission: To align and activate Calgarians in creating a vital, prosperous and connected city through the arts.

The strategy is organized by five major focus areas that include the following elements:

Focus area: Each of five major goals that will contribute to **LIVING A CREATIVE LIFE**'s overarching vision. Each focus area is broken down into a vision, outcomes, drivers and tactics.

Vision: The aspirational description of what Calgarians would like their city to look like, as it pertains to the focus area.

Outcome: The state or condition that does not currently exist but must exist in order to achieve the vision.

Driver: A movement coordinated by various stakeholders to help achieve the outcome.

Tactic: A single program, task or initiative that contributes to the driver.

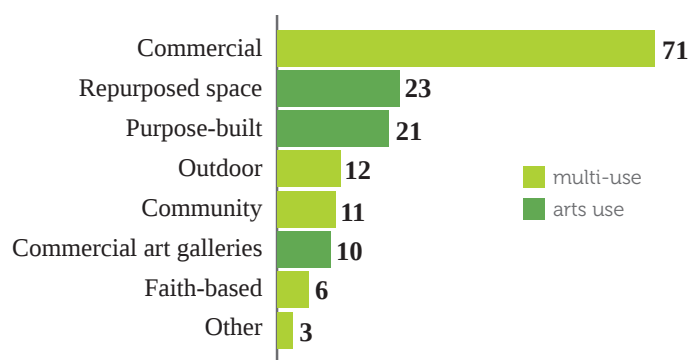
SUCCESS INDICATOR BASELINE REPORT: NOVEMBER 2014

Centre City Arts District

Outcome one: A wide variety of arts experiences are embedded in the Centre City, creating a dynamic, central arts hub for the city.

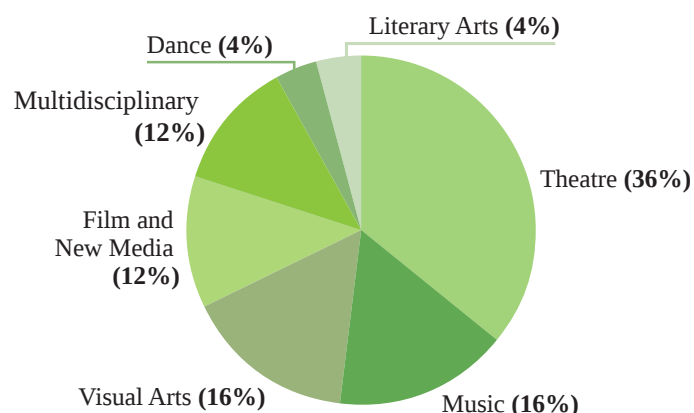
SUCCESS INDICATOR: QUANTITY AND USAGE OF CENTRE CITY ARTS SPACES

In 2013, there were **157 spaces used for arts purposes in the Centre City** of the following types:



SUCCESS INDICATOR: QUANTITY AND DIVERSITY OF ARTS EVENTS IN THE CENTRE CITY

In 2013, there were **2,806 arts events reported in the Centre City** in the following disciplines:

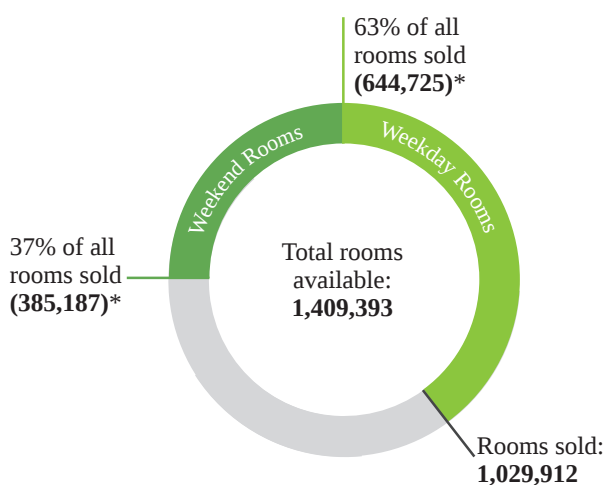


Outcome two: Calgarians and tourists often visit the Centre City specifically to experience the arts.

SUCCESS INDICATOR: NUMBER OF PEOPLE TRAVELLING TO OR WITHIN THE CENTRE CITY OUTSIDE OF BUSINESS HOURS

Note: This success indicator relates to the outcome by measuring whether transportation and access to the Centre City is correlated to how Calgarians engage with arts experiences in that area. The following data is not specific only to evenings and weekends.

In 2013, the **Downtown Quadrant had a 73.1% occupancy rate for hotel rooms.**



**estimate based on proportions of rooms sold in Calgary overall*

The Downtown Cordon Count monitors traffic in downtown Calgary and is conducted annually by The City of Calgary. Its borders are the Bow River to the north, the Elbow River to the east, the Canadian Pacific Railway tracks to the south and 14th St. to the west. The Downtown Cordon Count can be used to approximate the traffic flow for the Centre City area. Over a 16-hour period (6:00am – 10:00pm), the 2014 count included:

- **332,489** vehicles commuting in and out of the downtown
- **67,813** pedestrians commuting in and out of the downtown
- **12,566** bikes commuting in and out of the downtown

In 2013, **19%** of Calgarians reported using public transit and the average weekday ridership of the CTrain in the downtown free fare zone was **22,800**.

Vision: Calgary's Centre City radiates creative energy from the core out, making it a destination for Calgarians and visitors alike.

LIVING IN THE CENTRE CITY

In a 2013 Centre City perception survey, 49% of Calgarians stated that the Centre City is a desirable place to live. However, only 9% of residents who live or work outside the Centre City said that it is likely or somewhat likely that they will move into the Centre City in the next three years.