



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.

References for the material cited in this report are available at **LIVINGCREATIVE.CA**.

SUCCESS INDICATOR BASELINE REPORT: NOVEMBER 2014

Creative Communities

Outcome one: A wide variety of arts experiences are embedded in neighbourhoods across the city.

SUCCESS INDICATOR: QUANTITY AND USAGE OF ARTS SPACES ACROSS THE CITY

In 2013, there were **406 spaces used for arts purposes across the city**.

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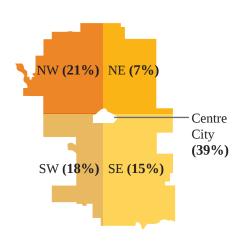
Vision: Calgary's

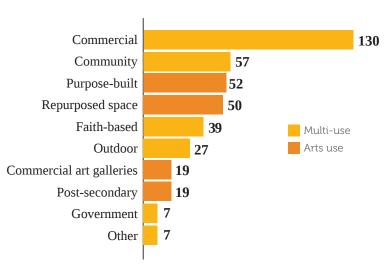
communities enjoy

access to a rich

spectrum of arts experiences.

Distribution of Arts Spaces Across Calgary Number of Spaces by Facility Type





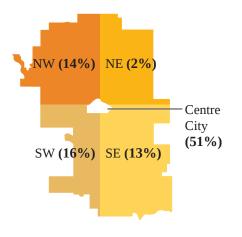
SUCCESS INDICATOR: QUANTITY AND DIVERSITY OF ARTS EVENTS ACROSS THE CITY

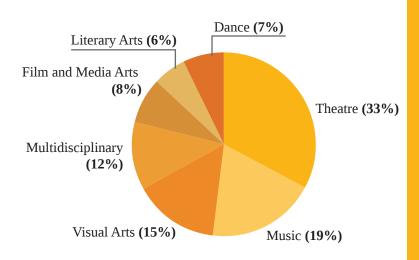
Data from CalgaryCulture.com and Calgary Arts Development's Operating Grant Program provides a distribution of place-based events held throughout the city in 2013, by location and discipline. This data reflects events that can be attributed to a specific area of the city and is drawn from Operating Grant applicants' programming reports, rather than their statistical totals. These events include performances, exhibitions, workshops, artist talks and special events.

In 2013, there were **5,540** arts events reported throughout the city, 4% of which were held in multiple or unspecified locations.

Distribution of Arts Events Across Calgary

Arts Events by Discipline





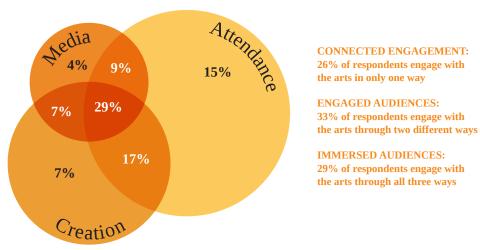
SUCCESS INDICATOR: CALGARIANS' ENGAGEMENT IN THE ARTS

The 2014 Calgarian Engagement Survey (commissioned by Calgary Arts Development and administered by Stone-Olafson) revealed that Calgarians are engaging with the arts through a variety of means.

87% of survey respondents reported engaging with the arts in some way:

- **70%** by attending arts events (visiting galleries, attending performances, etc.)
- 59% through creation or personal practice (photography, sketching, playing music, etc.)
- 48% through media (watching TV, downloading music, reading magazines, etc.)*
- 19% by donating to a not-for-profit arts or cultural organization
- 17% by volunteering for an arts organization or arts event
- * Note: Because media consumption is so widespread, respondents were considered to be engaged with the arts through media if they participated in at least half of the measured media activities each month.

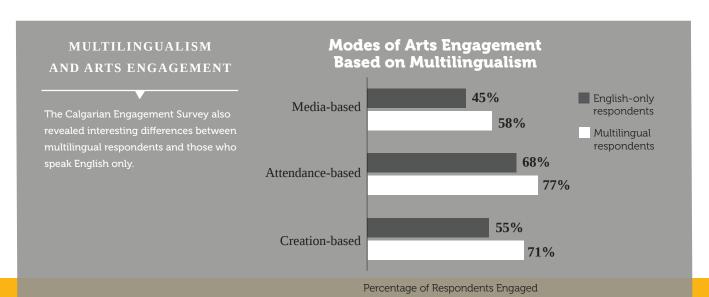




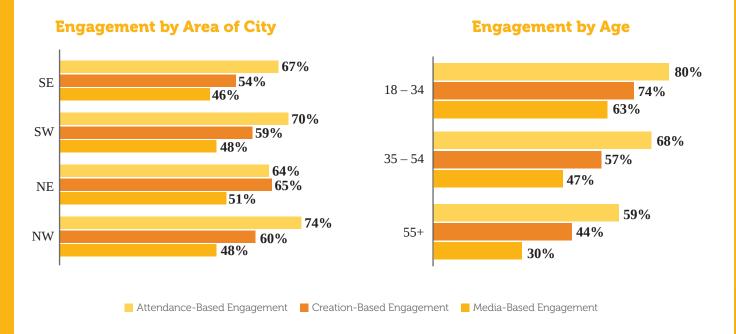
Outcome two: Calgarians' arts participation and the arts sector itself are reflective of Calgary's diversity, its inclusivity and the desire of Calgarians to learn more about one another.

SUCCESS INDICATOR: ARTISTS AND ARTS PARTICIPANTS REPRESENT DIVERSE POPULATIONS

The 2014 Arts Professionals Survey (commissioned by Calgary Arts Development and administered by Stone-Olafson) revealed that 15% of respondents identified as immigrants or non-permanent residents and 13% of respondents identified as a visible minorities. These individuals work as professional artists, amateur artists, arts administrators or arts educators.



The 2014 Calgarian Engagement Survey revealed differences in engagement based on which quadrant of the city respondents reside in and their age.



SUCCESS INDICATOR: QUANTITY AND VARIETY OF CULTURALLY DIVERSE ARTS EVENTS ACROSS THE CITY

Applications to the 2014 Calgary Arts Development Operating Grant Program revealed **54 not-for-profit arts organizations** had a mandate to serve either underrepresented or specific populations in Calgary. This represents 25% of all organizations that applied to the program.

Over half (56%) of those organizations served cultures from outside of Canada or the USA. The remaining organizations served a variety of underrepresented or specific populations, including people with disabilities, Aboriginal Canadians, Francophone Canadians, the LGBTQ community, seniors, the homeless and women.



