



ARTS IN ACTION YYC

Stories and data about how arts build a city

Photo: Trudie Lee, courtesy of Three Left Feet

HOW DO ARTS HELP BUILD A CITY?

Large-scale and small, traditional and cutting-edge, amateur and professional, once-in-a-lifetime and part of daily life—all of these aspects combine into a vital arts ecosystem that helps a city thrive. At [Calgary Arts Development](#), we believe that arts build our city by:

MAKING CONNECTIONS

Arts build community and enhance well-being, through our personal enjoyment of participation and creative expression, along with the connections we make with artists and each other through artistic experiences.

[LEARN MORE](#)

BOOSTING ECONOMY

Arts contribute to our economy, both as a sector and in making Calgary a great place to make a living and to make a life.

[LEARN MORE](#)

SHAPING IDENTITY

Arts shape our city's character, reflecting our diversity of experiences and voices, and attracting businesses, workers and visitors.

[LEARN MORE](#)

INSPIRING YOUTH

Arts develop essential skills in our youth, such as creative thinking, confidence, team-building, discipline and social interaction.

[LEARN MORE](#)

This report provides a snapshot of all of these benefits in action. For each area, you'll find data that captures how Calgarians are currently engaging with arts, as well as a few representative stories (which were difficult to select—there are hundreds to choose from!). We'll share updated data and new stories annually.

Whether you're looking for information or inspiration, we hope you'll find it here. More importantly, in the 364 days between updates, we hope you'll recognize the many ways that arts build our city and celebrate the presence that arts have in your own life.

Patti Pon, President & CEO

Dean Prodan, Chair

Calgary Arts Development



Photo: Michael Tan, courtesy of Sled Island

MAKING CONNECTIONS

Although today's technology connects us more than at any other time in history, some studies show that many people still feel alienated and disconnected—and arts are a catalyst for belonging, well-being and community strength. Artistic expression connects us socially and emotionally to fellow Calgarians and to our city.



Photo: Courtesy of Alberta Theatre Projects

The Circle engenders feelings of belonging

To kick off their 2015-16 season, Alberta Theatre Projects programmed the world premiere of *The Circle* by Geoffrey Simon Brown. In addition to wanting to launch this important new play, they wanted to spark a discussion about how hard it is for young people in our society to find a place to belong. Knowing young people needed to be part of the conversation, they took measures in every part of the organization to welcome them.

[READ MORE](#)

IN 2015:

3,727,913

attendees to arts activities in Calgary

24,812

volunteers for arts-related activities

620,794

volunteer-hours for non-profit arts organizations

Based on data from organizations funded in part through [Calgary Arts Development](#).

Calgary Folk Music Festival creates a true sense of community through its robust volunteer programs

People volunteer for many reasons, and one of them is certainly to collaborate with others on projects or events that give back to the community. One of the bonus benefits of a volunteer program, such as the one run by the Calgary Folk Festival, is the potential to create a deep sense of community amongst the volunteers themselves.

[READ MORE](#)



Photo: Sebastian Hanlon, courtesy of Calgary Folk Fest

CALGARIANS' ENGAGEMENT WITH THE ARTS

87%

of Calgarians believe that arts help bring people together and enable people to connect to each other

82%

of Calgarians believe that a strong arts and culture scene is key to creating a vibrant, safe and prosperous city

87%

of Calgarians engage with the arts in some way:

70%

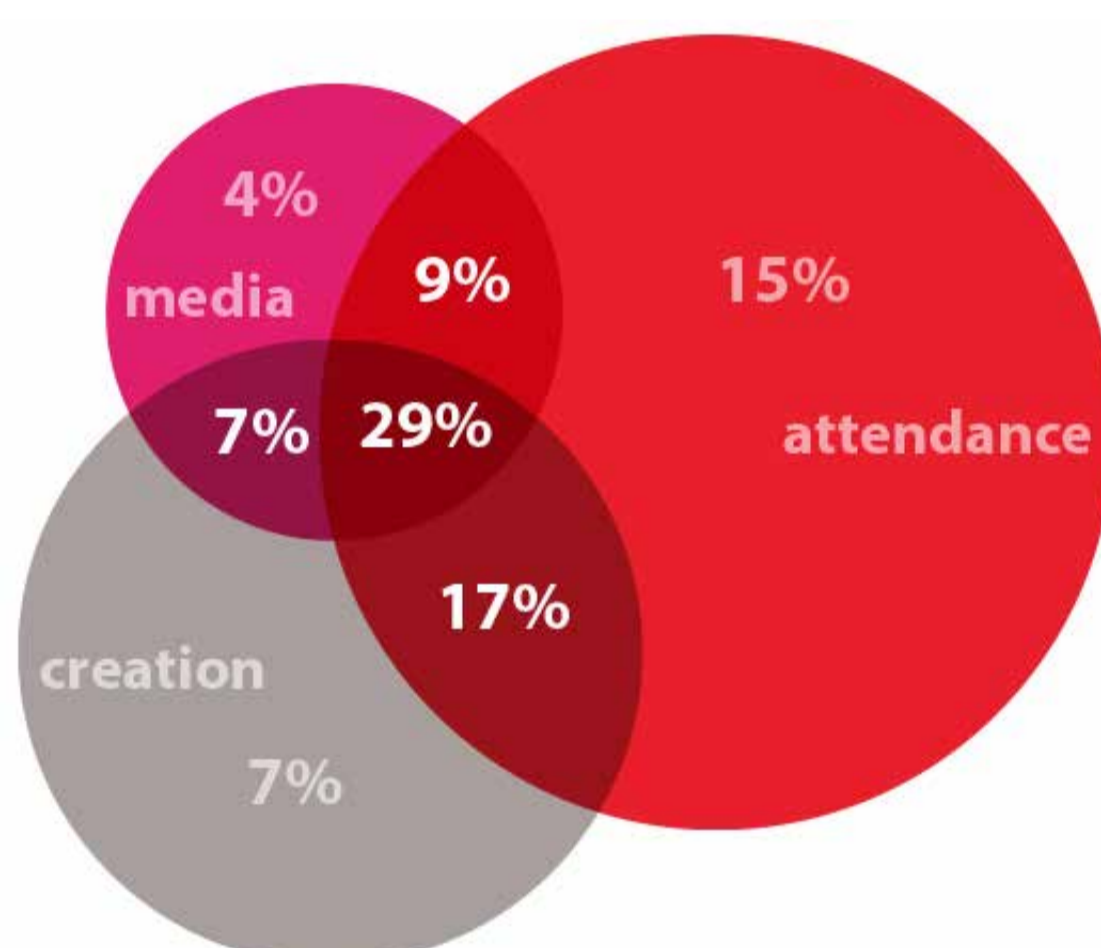
attend arts events (visiting galleries, attending performances, etc.)

59%

have a creative or personal practice (photography, sketching, playing music, etc.)

48%

engage through media (watching TV, downloading music, reading magazines, etc.)*



19%

donate to a not-for-profit arts or cultural organization

17%

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ARTS AND CIVIC ENGAGEMENT

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Performing arts attendees were:

2.6x

more likely to volunteer

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[Arts-Goers in Their Communities: Patterns of Civic and Social Engagement](#), National Endowment for the Arts, October 2009.



Photo: Courtesy of Arts Commons

ARTS SNAPSHOT NEW BLOOD

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Source: [Arts Commons](#)

ARTS SNAPSHOT VIEW FROM THE INSIDE

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Source: <http://vppuppet.com/view-from-the-inside/>



Courtesy of W.P. Puppet Theatre

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In the summer of 2015, the Calgary Folk Music Festival engaged more than 1,800 community volunteers, 56% of whom were returning, and some whom had been volunteering with the Folk Fest for more than 30 years! The summer Festival volunteers span an age demographic of 13 to 80 years old. This diverse group of people donates their time and talent to take care of everything, including site set-up, ticketing, staging, hospitality, and recycling, with a multi award-winning environmental initiative that covers plate and cup recycling, composting, wind-powered energy and secure bicycle parking. The four-day, family-friendly cultural and musical jamboree has become a Calgary favourite, this summer's festival featuring more than 75 musicians from 16 countries on 8 stages. The Calgary Folk Music Festival takes over Prince's Island Park the fourth weekend every July.



Photo: David Kenney, courtesy of Calgary Folk Fest

In September 2012, the Folk Festival Society of Calgary opened Festival Hall – an intimate performance and event space located in historic Inglewood. The Folk Festival curates arts and culture events throughout the year in the Hall, including film, food, theatre, poetry and workshops.

In 2015 the Folk Festival produced 34 of their own concerts in Festival Hall, participated in seven co-productions, had 91 days utilized by non-profit and arts groups, and 18 private events.

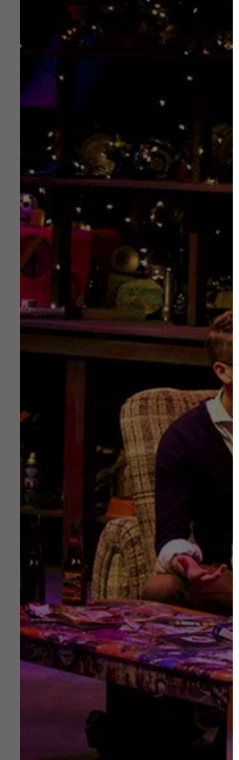
The 2015 events at Festival Hall involved 220 volunteers, with 90% returning to the program in its second full year. And most recently, 52 volunteers were recruited from within for their first three-day multi-venue winter music event – *Block Heater* in February 2016. This is a perfect example of how a multi-tiered volunteer program can help keep year-round programs running smoothly.

And how's this for putting volunteers at the centre of your organization – Festival Hall has become an important home base for the volunteers themselves, with 55 days / evenings being used for volunteer trainings in 2015. That's not only giving back to the community – that's creating community.

Bravo to the Folk Festival for their amazing volunteer program and for showing us how it's done!

For more information about the Calgary Folk Festival Society, visit calgaryfolkfest.com

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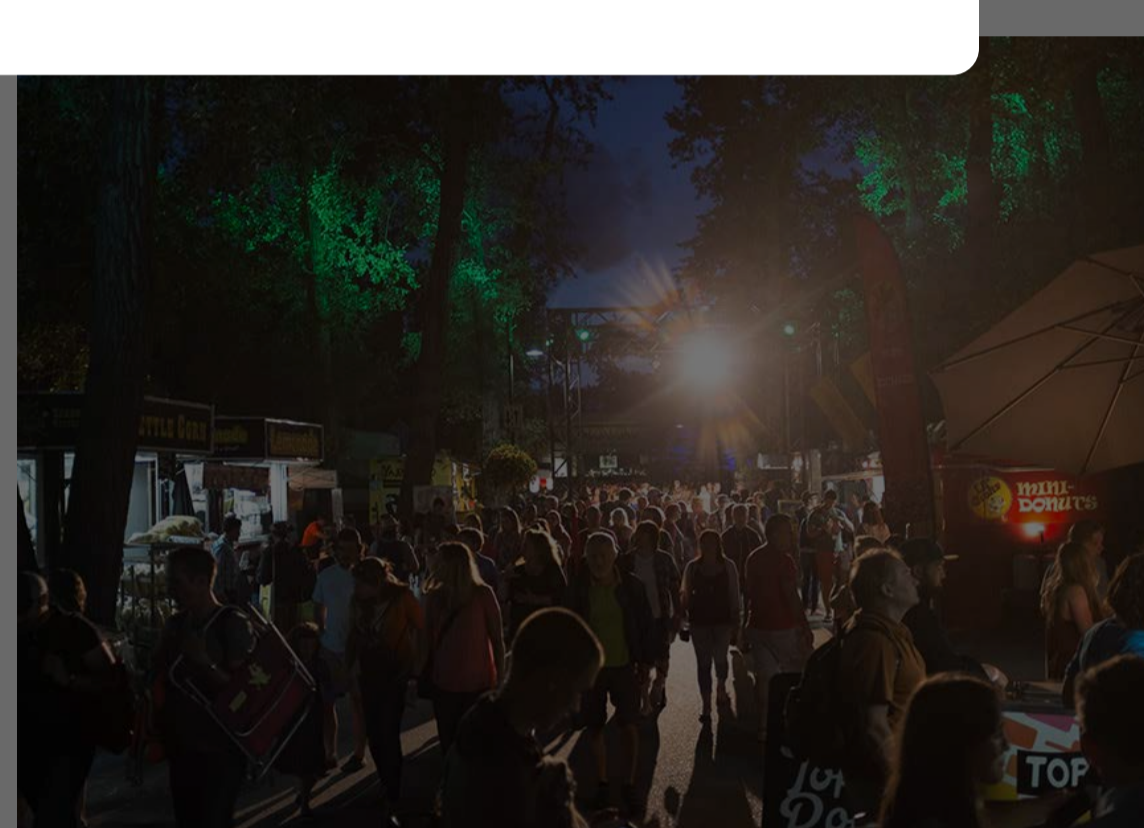


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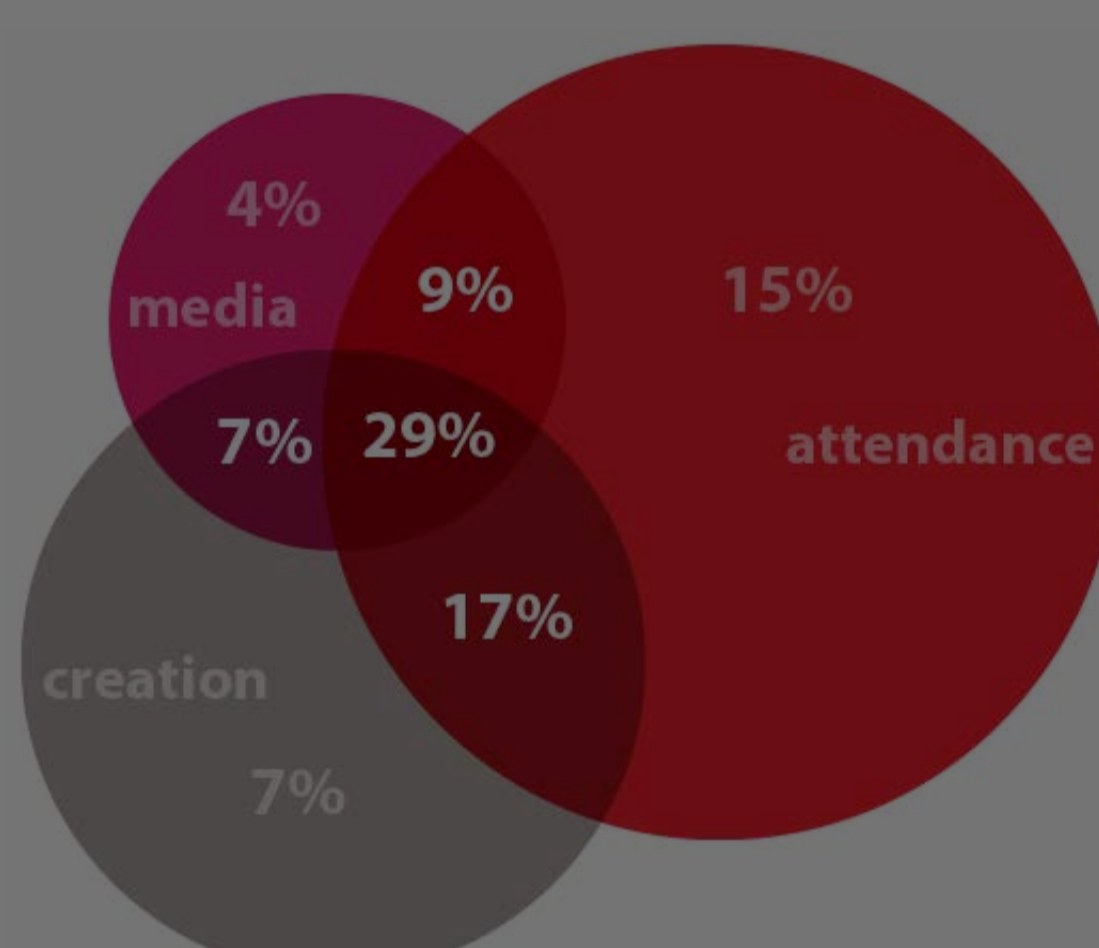
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Six young Calgary actors were cast in the production, on principle: the audience would literally see themselves on stage. A special price was created: \$25 for people 25-years-old and under, which was broadly advertised. In addition to their popular *That \$10 Ticket Thing*, they worked with a philanthropist who underwrote complimentary tickets for students at post-secondary institutions for the preview performances of the play. They collaborated with many youth organizations and emphasized social media knowing it is the way their target audience communicates and socializes. And they programmed more talkbacks and 'meet the artist' opportunities than for any other production.



Photo: Michael Tan, courtesy of Sled Island

Photo: Courtesy of Alberta Theatre Projects

They came. They laughed. They cried. They stood. Most importantly they talked. They debated and discussed. They argued, they revealed. They were heard.

Other patrons observed how refreshing it was to see so many young people in the theatre.

One night, the Front of House Manager said, "That's the first time we've coat-checked a skateboard."

Much of the most impassioned feedback from young people was spoken, live, at the six vigorous talkbacks that were held during the run of the production. The lobby of the Martha Cohen Theatre rang with ethical debates, thematic analysis, personal disclosures, and contrary points of view. ATP staff claims these were some of the most exciting nights ever spent in the theatre.

Here is some feedback from audience members.

"It was a great experience for the students because it allowed them to connect with some new organizations in town and to learn about what is being done in the city to create space for youth. For myself, I particularly enjoyed learning about the YMCA programming that is in place at Manning and Crescent. What an amazing program! SO cool!"

"A great big thank you for transforming the life, and likely future arts engagement, to one of the Antyx youths. She was blown away. You could see the cathartic medicine of theatre taking hold. Thank you thank you thank you!"

"This play was awesome. I happen to work with vulnerable street youth in Calgary and the person who wrote the play really captured the trauma, desperation and danger that many homeless youth face daily. Plays like this is why I have subscribed to ATP for years! Well done and thanks!"

"It was hilarious, infuriating, smart, sick, rough, obnoxious and heart wrenching all at the same time. I enjoyed myself immensely. And what an eclectic and diverse audience. To one side of me was a man who was completely incredulous and seemingly angry through the whole show but he stayed until the end and stood with 40 or so others at the curtain call. To the other side was a woman who wept uncontrollably for the last 30 minutes of the play. In front of me was a young kid who's body language told me that he wanted to be up on that stage with those actors and his snort laugh at the oddest times was totally infectious. Kudos for taking such a worthwhile risk!"

"Thank you for doing this play. I've never seen myself on stage before. Now I know my life has value."

"I've never been to a play before. You made me so welcome. Thank you for making me feel like I belong."

The Circle is a wonderful example of the power of live theatre to bring people from different walks of life together and to create a more connected, vibrant city.

For more information on ATP visit atplive.com

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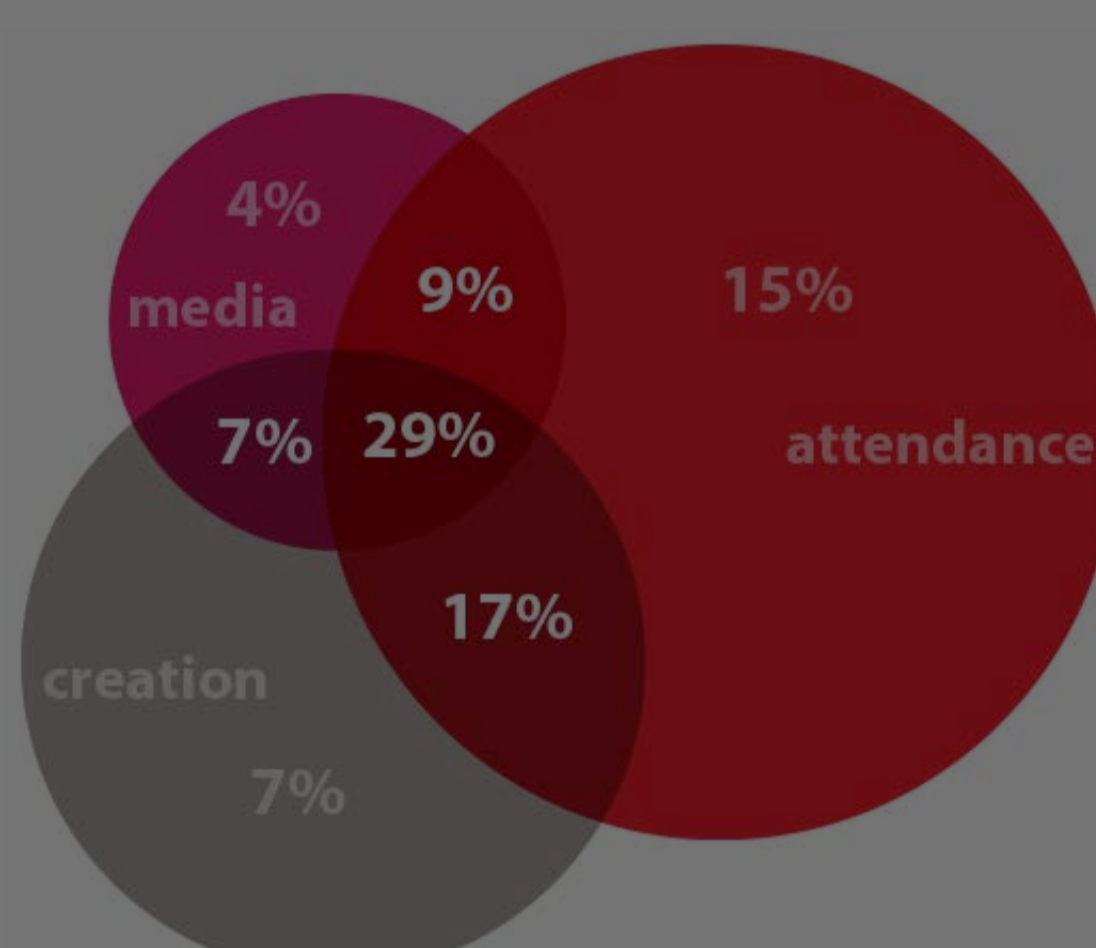
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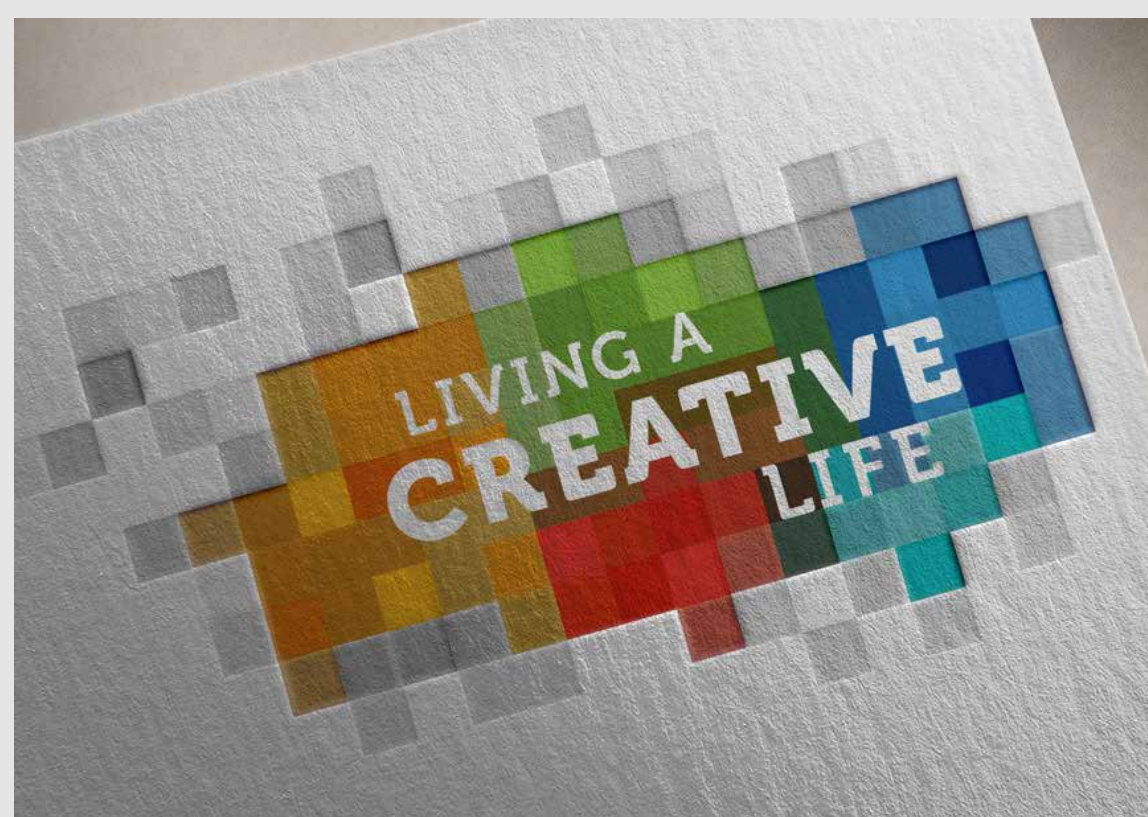
Courtesy of W.P. Puppet Theatre



Photo courtesy of Calgary Economic Development

BOOSTING ECONOMY

As an economic engine for our country, Calgary's success increasingly hinges on creative thinking and innovation, skills honed by arts participation. Also, a healthy arts sector typically punches above its weight economically and helps attract top talent to our city.



The arts and shared prosperity

The economic downturn of 2015 has had an enormous effect on our city. Massive layoffs. Increased vacancy in buildings. Nervousness about the future. What role can the arts play in this new reality? What can artists contribute to the conversation? How can the arts sector best serve our city and citizens in these complex times?

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IN ALBERTA, \$1,000,000 OF INVESTMENT CREATES

22

full-time jobs in the arts, recreation and entertainment sector

This is greater than many other industries, including retail trade; accommodation and food services; professional, scientific and technical; administrative and support services; wholesale trade; crop and animal production; and oil and gas extraction.

Research Note: *The Economic Impact of Arts Organizations Supported by Calgary Arts Development*, Calgary Arts Development, June 2014.

Remarkable arts experiences draw tourists to our city

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[READ MORE](#)



Photo: Arnell Tailfeathers, courtesy of Making Treaty 7

IN 2015:

4,545

Calgarians work in an artist occupation, comprising 0.7% of our city's overall labour force*

\$114

million in direct economic output, including artistic expenses, facility costs, administration and more, via Calgary's investment in its arts sector

664

full-time equivalent staff hired by Calgary arts organizations

8,295

artists hired by Calgary arts organizations

Based on data from organizations funded in part through *Calgary Arts Development*.

**Artists and Cultural Workers in Canadian Municipalities*, Hill Strategies, December 2014 (based on 2011 National Household Survey).



Photo: Bobbi Barbarich, courtesy of Sled Island

ARTS SNAPSHOT SLED ISLAND

Since 2007, Sled Island's thoughtful, eclectic programming and independent spirit have fused with Calgary's youthful energy to produce a one-of-a-kind festival experience. Each June, the five-day music and arts festival brings together a community of over 250 bands, comedians, filmmakers and artists as well as over 30,000 attendees in more than 35 venues, transforming the city into an arts lover's paradise that has earned rave reviews from artists, fans and media from across the globe. Sled Island has been described as "...one of Calgary's most eclectic and expansive music festivals..." (CBC); "One of the most exciting music festivals in the world..." (AUX.TV); and "Sled Island has single-handedly redefined Calgary's music scene, which is no small feat." (Get Outside Canada).
Source: <http://www.sledisland.com/about/about-sled>

ARTS SNAPSHOT PROTOSPACE

In the spirit of innovation and creativity there is Protospace – a shared workspace that provides tools and a pool of creative knowledge to our community. Protospace is Calgary's original, community-based, member-driven maker space, offering access to workshop space, education, community, and shared tools. The space is located in the Northeast quadrant of the city. Their doors are open to the public every Tuesday night for Meet and Geek open house events, and 24/7 for members.

Source: www.protospace.ca



Photo: Steve Tsuida, courtesy of Protospace



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Calgary's arts strategy - *Living a Creative Life* states the following vision for our city and citizens: Calgary is a place that empowers every resident to live a creative life, fuelling a vital, prosperous and connected city.

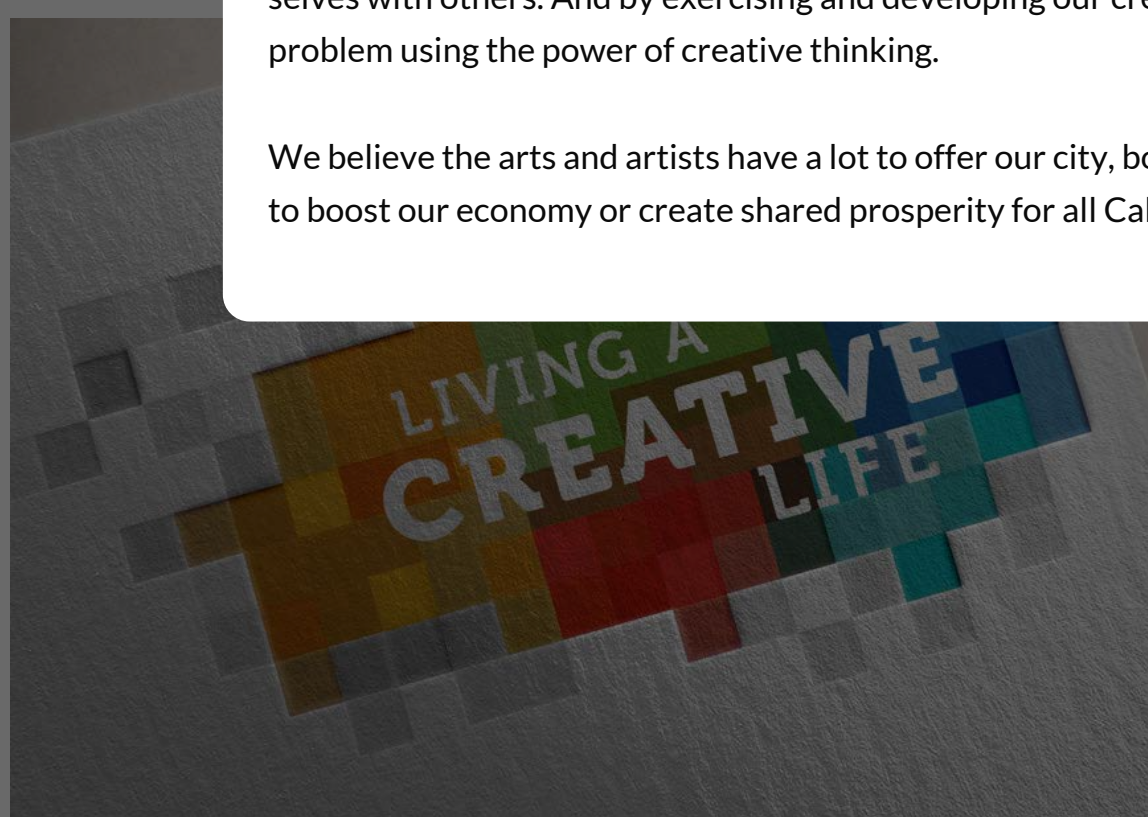
That vision can manifest in so many different ways. Calgary's vibrant arts scene helps attract a creative workforce, which increases the possibility of innovation and economic diversification. Creative economies begin to emerge. An example is the creation of the new Calgary Film Centre, which is an anchor that will attract creative industries to our city. And what about the music industry, the fashion industry, the maker movement, the culinary industry - all of these growing creative industries will play a greater and greater role in defining our city and helping us be more resilient.

When arts are central to education, young people develop their creative muscles, discover who they are, and learn to see things from new perspectives. Although this will not have an immediate direct economic impact, it will equip the next generation of leaders with the necessary skills to be forward thinkers, adaptable creative workers, and engaged citizens.

Living creatively can help people repurpose their skills. Artists are experts at finding ways to weather the ebbs and flows of work - only 3% of artists claim 100% of their income from making art. Their ability as divergent thinkers, risk-takers, experimenters, and entrepreneurs positions them well to find meaningful work, purposeful work, and sometimes even lucrative work.

Then there is the notion of "prosperity." At Calgary Arts Development, we like to look at the root of the word, which is from the Latin *prosperus* - 'doing well.' Why does 'doing well' have to pertain to financial wealth? Perhaps as we strive for a shared prosperity in our city, we can broaden our understanding of the word, and work hard to ensure that all Calgarians are *doing well*. Doing well by connecting with others and feeling a sense of belonging. By discovering who we are and sharing our best selves with others. And by exercising and developing our creativity so we are more adaptable and better able to solve life's problem using the power of creative thinking.

We believe the arts and artists have a lot to offer our city, both in good times and in challenging times, whether we're trying to boost our economy or create shared prosperity for all Calgarians.



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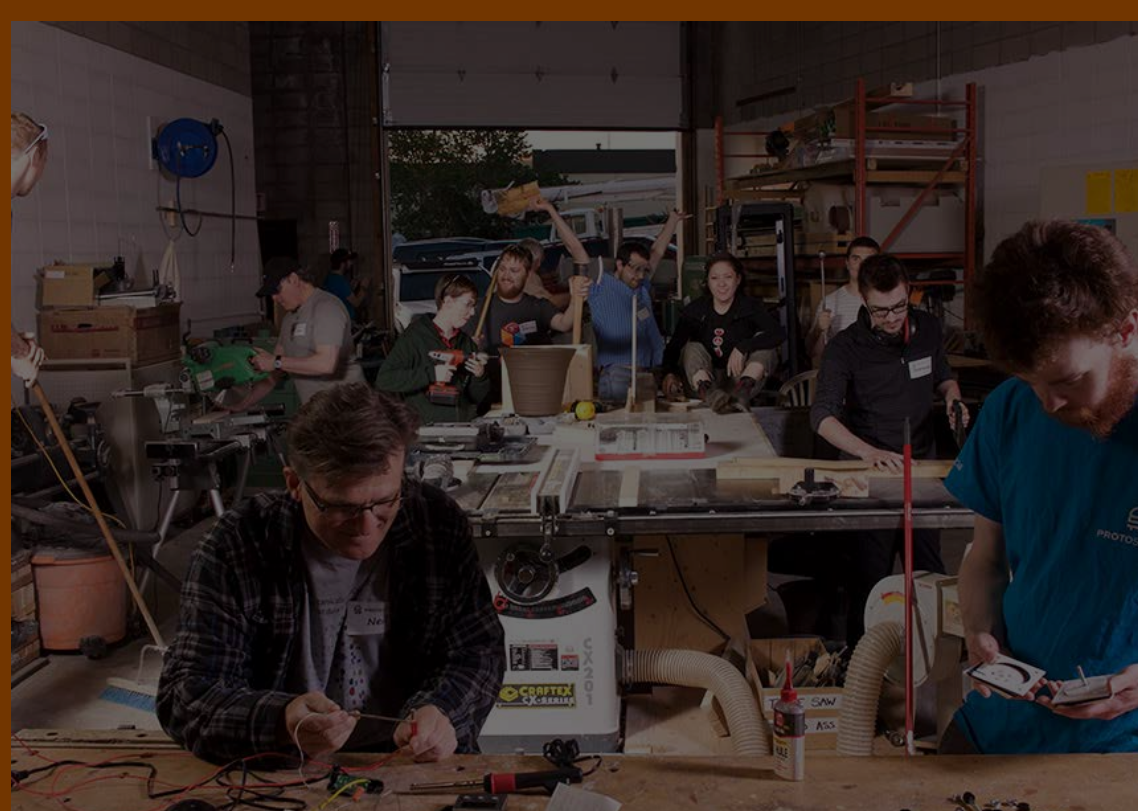


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Through the first year's investment, participating organizations boosted Calgary's reputation as a cultural hotspot, engaging 145,000 attendees, with 13% of that audience from out of town. Their activities generated over \$8 million in economic impact for Calgary and over 3,700 room nights.

In 2015 the CHA renewed its commitment to the program with an investment of up to \$1,164,000 from the Destination Marketing Fund (DMF) over three years to accelerate medium to long-term (at least two years) plans for remarkable arts experiences. The investment allows organizations in the REA program to take the risks they need to grow into sustainable, regional, national and international draws for Calgary, while at the same time improving the experiences that contribute to Calgary's brand as a cultural tourism destination. In addition to DMF investment, the REA provides development advice based on each organization's needs and multi-year strategic plan. The current program is also providing a consultant to develop tourism marketing strategies for three of the participating organizations.



Photo: Rachelle Ashcroft, courtesy of Calgary International Film Festival

In 2015, the Remarkable Experience Accelerator (REA) program entered into multi-year investment programs with six organizations presenting a compelling vision for remarkable experiences that would benefit Calgarians and visitors alike. Those included:

- Beakerhead
- Calgary International Film Festival
- Block Heater and the Calgary Folk Music Festival
- Honens
- Making Treaty 7
- Sled Island

Here are a few examples of the progress some of the participants are making in realm of cultural tourism.

The Calgary International Film Festival participated in the program from 2012 to 2014, and saw attendance jump from about 20,000 to 29,000 between 2013 and 2014. In 2015, CIFF's attendance registered another 22% growth, reaching 35,177 attendees, which means they had a 73% growth in attendance between 2013 and 2015. Spending by visitors along with the expenditures made by CIFF supported more than \$2.8 million in economic activity across Alberta, of which more than \$2.1 million occurred in Calgary. As for visitor attendance, there is a growing interest in the festival from the out-of-town market, with the number of visitors increasing to 2,100 in 2015 (a 47% increase from 2014), comprising 6% of the total audience.

Honens also attracts audience members from outside Calgary with 16% of attendees residing more than 40 km from Calgary. Among non-locals, 19% were from BC, 15% from other provinces and 17% from outside Canada.

Another example of a remarkable arts experience is Making Treaty 7, which performed to sold-out audiences at the new Bella Concert Hall in the fall of 2015. Almost one in five people at the performances were from First Nations communities and 16% were from outside Calgary. Out-of-towners stayed an average of almost three days in the area, with a total economic impact of \$163,000.

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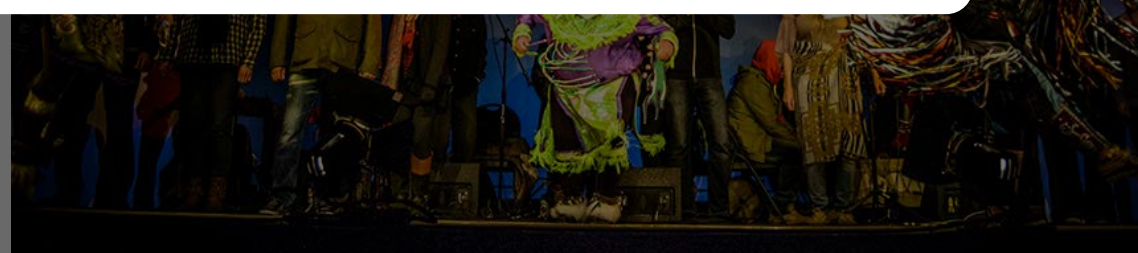


Photo: Arnell Tailfeathers, courtesy of Making Treaty 7

IN 2015:

4,545

Calgarians work in an artist occupation, comprising 0.7% of our city's overall labour force*

\$114

million in direct economic output, including artistic expenses, facility costs, administration and more, via Calgary's investment in its arts sector

664

full-time equivalent staff hired by Calgary arts organizations

8,295

artists hired by Calgary arts organizations

Based on data from organizations funded in part through [Calgary Arts Development](#). *Artists and Cultural Workers in Canadian Municipalities, Hill Strategies, December 2014 (based on 2011 National Household Survey).



Photo: Bobbi Barbarich, courtesy of Sled Island

ARTS SNAPSHOT SLED ISLAND

Since 2007, Sled Island's thoughtful, eclectic programming and independent spirit have fused with Calgary's youthful energy to produce a one-of-a-kind festival experience. Each June, the five-day music and arts festival brings together a community of over 250 bands, comedians, filmmakers and artists as well as over 30,000 attendees in more than 35 venues, transforming the city into an arts lover's paradise that has earned rave reviews from artists, fans and media from across the globe. Sled Island has been described as "...one of Calgary's most eclectic and expansive music festivals..." (CBC); "One of the most exciting music festivals in the world..." (AUX.TV); and "Sled Island has single-handedly redefined Calgary's music scene, which is no small feat." (Get Outside Canada). Source: <http://www.sledisland.com/about/about-sled>

ARTS SNAPSHOT PROTOSPACE

In the spirit of innovation and creativity there is Protospace – a shared workspace that provides tools and a pool of creative knowledge to our community. Protospace is Calgary's original, community-based, member-driven maker space, offering access to workshop space, education, community, and shared tools. The space is located in the Northeast quadrant of the city. Their doors are open to the public every Tuesday night for Meet and Geek open house events, and 24/7 for members.

Source: www.protospace.ca

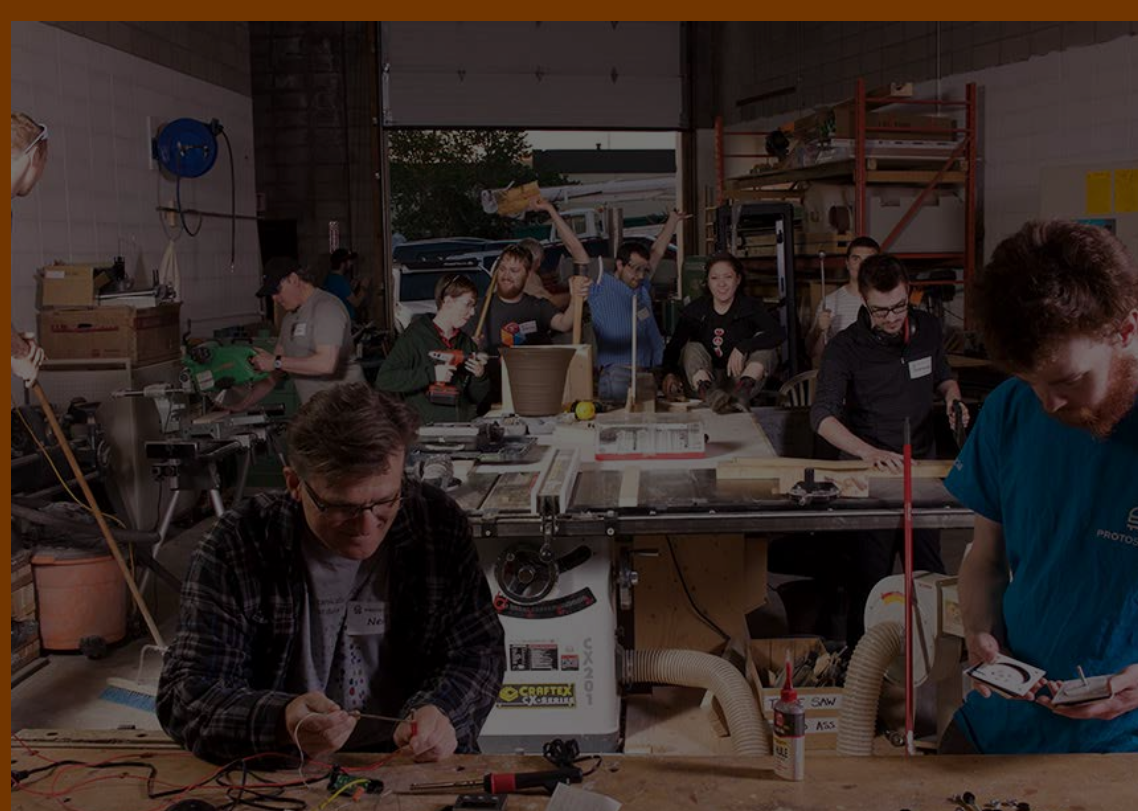


Photo: Steve Tsuida, courtesy of Protospace



Photo: Sebastian Hanlon, courtesy of Calgary Folk Fest

SHAPING IDENTITY

Our city leaves its thumbprint on all our citizens and the millions of visitors we welcome each year. That unique Calgary character comes from our history and geography, our artistic and cultural vitality, and the stories of the people who live here. Arts have the ability to both reflect and interpret who we are, and project that image beyond our borders.



Photo: Mike Tan, courtesy of Calgary Folk Fest

Cultural Tourism draws visitors to our city

Canadians' perceptions of Calgary have improved positively in the last five years but we still have room for improvement. Destination Canada has identified concerts, festivals, and other music events as key motivators for youth travel. In Ontario, arts and culture tourists outspend typical tourists at a rate of almost two to one. And tourists spend considerably more while attending festivals and concerts.

[READ MORE](#)

IN 2015:

9,167

public activities produced by Calgary arts organizations

984

held outside of Calgary in 2015

5,529

arts education and public arts activities held in the Centre City

11,199

held outside the Centre City

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Calgary artists are receiving opportunities for international exchange, developing their craft and acting as ambassadors for Calgary. Of the artists who received funding for professional development:

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[READ MORE](#)



Photo: Amy Jo Espetveidt, courtesy of Calgary Arts Development

IN 2015:

Calgary-produced arts activities reported engaging artists and participants from diverse communities

3,221

activities engaging multicultural communities

2,691

activities engaging people with disabilities

694

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467

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Photo: Courtesy of Genesis Centre

ARTS SNAPSHOT GENESIS CENTRE

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Photo: Brian Batista, courtesy of Quickdraw

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A vital, prosperous and connected city starts with citizens and their communities, and *Animate the Avenue* featured a vibrant group of Calgarians who make it their business to live creative lives.

But arts champions are not only our artists–dancers, writers, actors, musicians, filmmakers, painters, and more—but those who live a creative life every day with and through the arts. You'll find arts champions in every community; they are the natural connectors, creators, and visionaries who bring people together and vitalize neighbourhoods.

So, what was presented on that beautiful May evening in 2015? Some of our favourite made-in-calgary arts stories such as the irreverent professional opera company Cowtown Opera, who has been delighting Calgarians since 2011 by exploring the intersection of classical and popular culture. Known for performing classic operas in English, Cowtown Opera also shares the joy of opera through singalongs, flash mobs and interactive performances.

Also participating was Antyx Community Arts who worked with community youth to build Play on Wheels, a mobile playground that has seen plenty of fun since its creation. Passers-by were invited to lend a hand in creating and painting a collaborative mural.

BassBus DJs were spinning sets and inviting folks inside their brightly coloured school bus that doubles as a pop-up stage (painted by local artist Shane Haltman) to gather, connect and have fun.

MoMo Dance, a company on the leading edge of performance, working with people of all abilities to explore movement, voice, theatre, dance and improvisational disciplines, shared some of their dance pieces at the street festival.

Various other acts also performed, including living statues and dancers from la Caravan Dance Theatre, stilt-walkers from Green Fools Theatre, the Stoney Nakoda musical group Eya-Hey Nakoda performing with musical duo Kris Demeanor and Chantal Vitalis, Hip Hop dance from Pulse Studios, and Rubim de Toledo and his Dixieland band.

And with the excitement of the new home for the National Music Centre, Studio Bell, opening in 2016, folks from NMC were on hand to share their story, a model of their new home, and some of their artifacts such as a theremin and DJ tables. They also presented an NMC synth jam featuring Brandon Smith and friends.

Animate the Avenue was the perfect way to welcome delegates with true Calgary spirit. There were many smiles and the event was talked about for the rest of the conference.

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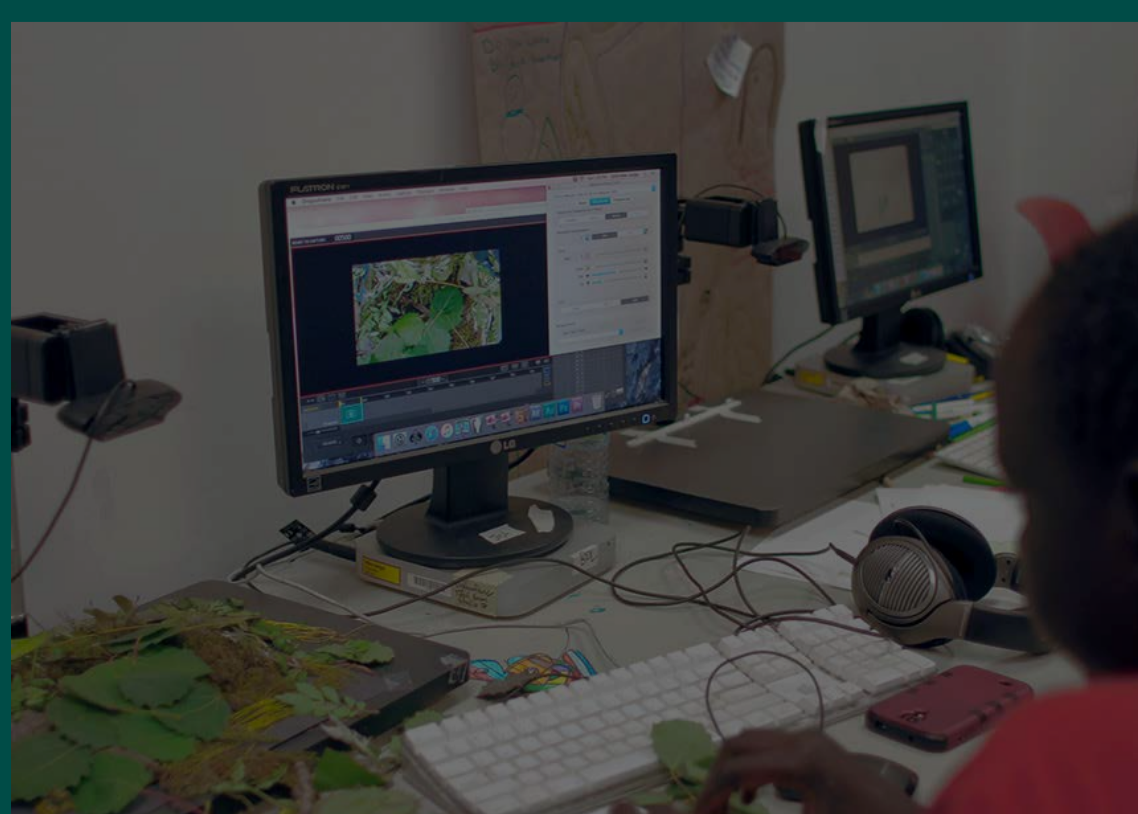


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Photo: Courtesy of National Music Centre

When Tourism Calgary looked at what was coming up in 2016 it made perfect sense to focus in on music in our city. Music was, more and more, becoming part of the Calgary story. There were major cultural facilities like the Bella Concert Hall, which was opening in the fall of 2015; the DJD Dance Centre – the only facility in Canada dedicated to jazz dance and music; and the spectacular home of the National Music Centre, Studio Bell, opening in 2016. The 45th Annual JUNO Awards would be held in our city. Some of Calgary's major music festivals and organizations, like the CPO and Sled Island, were celebrating major anniversaries. Cornerstone Companies like Alberta Ballet and Calgary Opera were known as leaders for their work in developing new work, with the Ballet having collaborated with music icons Joni Mitchell, Elton John, k.d. Lang, and Sarah MacLachlan. New organizations like Canada Boy Vinyl and new festivals like the Block Heater and Country Thunder are adding new energy to our already vibrant music scene. All of that in addition to the more than 30 music festivals that take part in Calgary every year.

So when Mayor Nenshi announced on national TV during the JUNOs in 2015, that 2016 would be the Year of Music in Calgary, the spark was ignited and the idea took off.

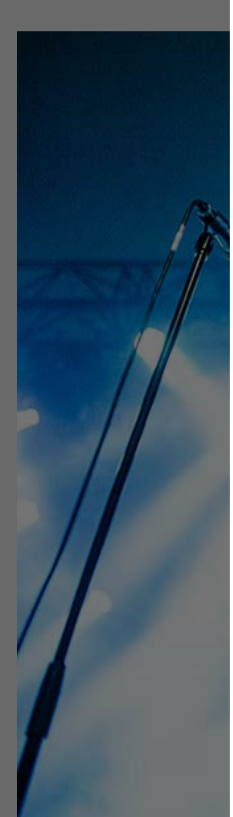
That's when Tourism Calgary brought together a number of community partners and music industry experts to create a steering committee around this idea of the Year of Music in Calgary. That's when plans for Calgary's Music Mile accelerated. And that's when the serious planning began to launch Calgary's Year of Music in January 2016. The committee's work provided a platform for partners in the music, arts and tourism community to showcase their experiences, bring new people to their events or venues, work together with new partners, and try something new.

Calgary is telling a new story. The arts are helping to shape our city's identity. And we believe that Canadians' impression of our city will continue to change positively in the future if we continue to amplify all of the exciting music and arts events that take place right here.

For more information about Glenbow visit pushplaycalgary.com

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Our city
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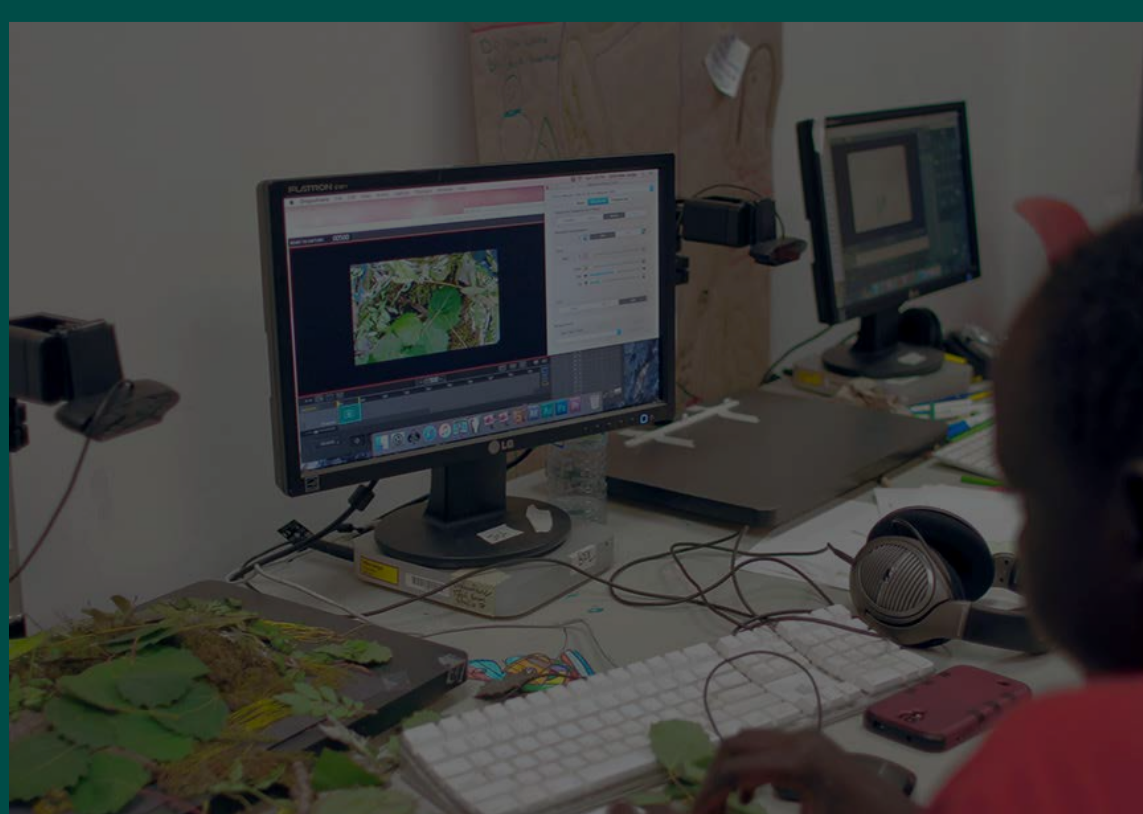


Photo: Brian Battista, courtesy of Quickdraw



Photo: Sean Blair, courtesy of Calgary Girls Choir

INSPIRING YOUTH

Everyone wants our youth to have the foundation they need for a full and rewarding life. Some will grow up to be professional artists, but no matter what their path, arts experiences help build essential 21st-century skills like creative thinking, confidence, teamwork, discipline and social interaction.



Photo: Courtesy of Glenbow Museum

Glenbow Museum engages thousands of young people

Glenbow's School Programs open the museum's doors to thousands of students each year, delivering educational and engaging content to school children, opening young minds, and encouraging new ways of looking at the world. Glenbow delivers the best in art education and appreciation initiatives to a new generation of art and culture lovers.

[READ MORE](#)

IN 2015:

6,920

arts education activities provided by Calgary arts organizations for children and youth

409,978

participants in arts education activities provided by Calgary arts organizations

Based on data from organizations funded in part through [Calgary Arts Development](#).

A recent study by Business for the Arts found that:

83%

of Canadian parents believe that engaging children in the arts is important for their development

80%

of Canadians believe that arts education improves children's academic performance

79%

of Canadians believe that the arts help children from disadvantaged communities succeed

[Building the Case for Business Support of the Arts](#), Business for the Arts, February 2015.

National Music Centre mentoring next generation at Guitar Club

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3x

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[The Arts and Achievement in At-Risk Youth: Findings from Four Longitudinal Studies](#), National Endowment for the Arts, March 2012.



Courtesy of Calgary Chinese Orchestra

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ARTS SNAPSHOT

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Photo: Glen Co Photography, courtesy of Pulse Studios

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Photo: Wanda Martin, courtesy of National Music Centre

One of their notable programs is an after-school program called Guitar Club, and this is one they were able to continue at their old home throughout 2015. Free every Thursday during the school year from 3-6 pm, this program attracts youth between the ages of 13 and 19 who want to learn to play guitar, hang out with other guitarists, and jam. The young musicians can either bring their own guitar or borrow one from NMC. No experience is necessary and Guitar Club students are mentored by volunteer musicians.

100% of parents surveyed stated that they saw an increase in their youth's self-esteem, leadership skills, friendships and social skills. They also commented on the quality of the learning and the benefit of having such a program to keep kids out of trouble, away from malls and off the streets.

One parent commented that *The gift of music is exactly what my son wanted and the volunteer mentors are excellent role models.*

And here's a story from a parent that demonstrates the impact of a program such as Guitar Club:

My 15-year-old son joined the National Music Centre's after-school free program—the Guitar Club in late May 2014, at the end of the season. He had just started playing that month but he managed to learn several songs in just three weekly visits. He performed solo at the Gig Night in mid June, which was well received. He couldn't wait for September to roll around again for his Thursday night mentorship with Duncan, Mike, Chad, Mark and the rest of the volunteers who share their passion and provide inspiration for these teens. Halfway through his first full year he started writing his own songs, creating music and the words for seven songs and has performed in coffee houses in front of audiences and at open mic evenings. He has blossomed into a powerful performer and a competent guitarist. He has jammed with other musicians his age and looks forward to starting his own band, setting up his own recording studio in his bedroom, and is about to record his first demo in the hopes of catching the ear of a music producer. He might become one Calgary's notable musicians. And it all started right here at the National Music Centre Guitar Club. But best of all, it is a safe place where he can be himself, meet like-minded people, and be engaged creatively—which helps him achieve more academically. Guitar Club gives him all he needs.

For more information about Glenbow visit www.nmc.ca/program/guitar-club

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Glenbow School Programs are designed with great attention to engaging the imagination and curiosity of Albertan students, while also filling specific elements of the provincial school curriculum. The variety of programs means that students can experience Glenbow many times and be exposed to different learning each time they visit the museum. School programs are also a source of ongoing audience development for Glenbow. Many students who attend School Programs bring their parents and families back for a visit, and are excited to share with them what they saw and experienced during their programs. This increased level of engagement leads to further outreach in our community.



Photo: Courtesy of Glenbow Museum

During the 2014-15 school year, Glenbow's 18-member Education Team was presented with the internal organizational recognition of the 'Peter Loughheed Public Service Award, for significant and positive impact on the community at large, specific groups and/or Glenbow visitors.' This group of highly dedicated and passionate employees genuinely deserved this award for their enormous contribution to the ongoing success of Glenbow and its education programs.

For the 2014/15 school year 67,636 participants took part in school programs at Glenbow. This included 28 schools who brought their students to Glenbow for a week-long Museum School/Chevron Open Minds School Program, the maximum number that could fit into the program (49 schools actually applied). At Museum School students spend a week at Glenbow discovering exhibitions, behind-the-scenes artifacts and more.

There are also opportunities for teachers to work with their students in the classroom. 149 Museokits from Glenbow were booked during the 2014/15 school year (82 different kits). Each kit was used on average between 3-5 classes per booking for a two-week period.

Their museum-on-the-go program includes objects for display accompanied by study and educator notes with student-centered activities. All support materials and are designed specifically to support a broad range of curriculum-related subjects and grade levels.

Glenbow partners with several schools and community organizations to engage youth in meaningful volunteer experiences including: Youth Central, Winston Churchill High School, Strathcona-Tweedsmuir School and Propellus. Glenbow communicates youth volunteer opportunities regularly to the Calgary Board of Education and Calgary Catholic School District, as well as communities outside of Calgary including Okotoks, Chestermere and Cochrane.

Youth volunteers at Glenbow participate in skills-based training and education, facilitated by museum educators and participate in many opportunities such as the Discovery Room, Weekend at the Museum, Community Days, Free First Thursdays, Schmancy, Film Nights, Guest registration, and Launch Parties.

Youth volunteers often comment they are "always happy to help," "excited and looking forward to" their shift or that they "can't wait" to volunteer again.

All of these programs contribute to youth development. Here are some examples of feedback from teachers and students demonstrating the power of these programs:

"Our students learned the importance of Blackfoot heritage, culture and history. They were happy and 'astonished' to see the Residential School display. The Glenbow displays showed respect and sensitivity to our Blackfoot way of life, and doing that with Blackfoot employees to represent and teach about our own artifacts was very nice to see."

– Crowfoot School, Grade 6 Teacher

"The Glenbow educators are great at ensuring students understand material, hands-on and visual cues. Your leaders are well informed and teach to the student's level of understanding!"

– Le Roi Daniels School, Grade 3 Teacher

"An amazing day! Great variety of activities, modeled good questioning techniques for parents and the structure gave the students an opportunity to learn how to be in a museum and to slow down and appreciate art. Great to see such a variety of school groups in the museum!"

– Teacher, Our Lady Queen of Peace, Grade 3

"My class learned to appreciate and understand art in a whole new way ... getting into the mind of an artist. We had a fantastic time! The students said it was the 'best field trip ever!'"

– Olympic Heights Elementary, Grade 3

"I am a student in the beautiful program (LEAD). I am from Iraq. I used to live in Syria 4 years after that I came to Canada. I loved the Glenbow museum because this beautiful museum teaches us about the First Nations in Canada. I saw the huge buffalo after that I draw it. We felt so joyful and happy there. It was a nice day."

– Saif, Calgary Student

For more information about Glenbow visit www.glenbow.org

READ MORE

Photo: Courtesy of National Music Centre

Young adults with many arts-rich experiences in high school are:

5x

more likely to graduate high school

3x

more likely to earn a bachelor's degree

... and they are more likely to volunteer, vote and participate in political campaigns.

The Arts and Achievement in At-Risk Youth: Findings from Four Longitudinal Studies, National Endowment for the Arts, March 2012.



Courtesy of Calgary Chinese Orchestra

ARTS SNAPSHOT

CALGARY CHINESE ORCHESTRA

The Calgary Chinese Music Development Association believes that music education helps develop language, reasoning, memorization, coordination, discipline and a sense of achievement. Many musical education programs require teamwork as part of a band or orchestra and students work together to build camaraderie. The organization is home to the Calgary Chinese Orchestra, which trains and educates adult and youth to gain a better appreciation and understanding of genuine Chinese music. The Orchestra includes traditional and modernized Chinese instruments as well as suitable Western instruments. In addition to performing at festivals, fundraising and charitable events in the community, the Association also presents lectures and classes concentrating on the education of Chinese music. For further information visit calgarychinesemusic.org

ARTS SNAPSHOT

PULSE STUDIOS

"We seek to create a community where the knowledge and traditions of Hip Hop in dance, music, art, and lifestyle can be shared." Pulse Studios is the only dance studio in Calgary dedicated exclusively to Hip Hop and Urban Dance styles. Their focus is to promote and educate dancers in the history and techniques of all the dance forms associated with Hip Hop. They have a talented roster of instructors on board who are among the top Hip Hop dancers in Canada and they are dedicated to passing on the living history of Hip Hop through the pioneers and innovators of all these dance styles. They are heavily active on a local level fostering a sense of positivity and community through events, dance battles, and jams, with programs including dance classes in Breaking, Funk, Locking, Popping, Vogue-ing, Waacking, House, and Hip Hop for kids ages 3+, teens, and adults.

For more information visit pulsestudios.ca



Photo: Glen Co Photography, courtesy of Pulse Studios

ARTS IN ACTION YYC | Stories and data about how arts build a city is produced annually by [Calgary Arts Development](http://CalgaryArtsDevelopment.com). The City of Calgary's designated arts development organization. This online report captures the latest data related to Calgary's arts sector along with a few stories from the community.

For details about Calgary Arts Development's programs, download the [2015 Accountability Report](#).



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