

2019 – 2022 Strategic Framework



Vision A creative, connected Calgary through the arts.

Our why We believe that the arts have the power to build our city.



FOCUS 1	FOCUS 2	FOCUS 3	FOCUS 4
Grant investment	Arts development	Knowledge, impact & accountability	Awareness & connection

<p>Develop comprehensive grant investment programs for arts organizations that provide:</p> <ul style="list-style-type: none">• Operating• Seed investment• Risk investment• Facility operating <p>Identify & reduce barriers to engagement with CADA’s investment and arts development programs</p>	<p>Develop grant investment programs for artists that support:</p> <ul style="list-style-type: none">• Creation• Skills development (artistic & business)• Research• Experimentation <p>Acknowledge & support art & artists from diverse and equity seeking communities</p>	<p>Continue to leverage investment in the sector with other partners</p> <p>Strengthen artists & arts organizations through capacity building programs:</p> <ul style="list-style-type: none">• Workshops• Coaching <p>Create a digital strategy for the arts sector in Calgary</p>	<p>Continue to collect data to communicate sector impact</p> <p>Produce meaningful research for the arts sector</p> <p>Have transparent open data & reporting practices</p> <p>Provide strategic advice to our shareholder about the arts sector</p>	<p>Communicate information about and for the arts sector through:</p> <ul style="list-style-type: none">• Digital platforms• Social media• SpaceFinder <p>Become the central info hub for the arts in Calgary</p> <p>Convene & connect the arts sector on a sustaining basis</p>
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FOCUS 1	FOCUS 2	FOCUS 3
Vibrant downtown	Everyday creativity	Creative economy

<p>Leverage the role of the arts in partner strategies</p> <p>Identify & support milestone & signature opportunities for the arts, e.g.:</p> <ul style="list-style-type: none">• JUNO Awards• CCMA’s• Cultural Olympiad• Entertainment District <p>Provide support for the development of cultural tourism projects</p> <p>Support the arts in animating centre city through events, cultural celebrations and festivals</p>	<p>Embed artists & arts at a neighbourhood level through partnership</p> <p>Embed artists & the arts in neighbourhood planning</p> <p>Encourage all Calgarians to manifest their creativity</p> <p>Encourage cross-sector collaborations between:</p> <ul style="list-style-type: none">• Arts sector & community leaders• Arts sector & social sector	<p>Support opportunities for artists to develop as social innovators & entrepreneurs</p> <p>Identify & foster creative industry opportunities in YYC</p> <p>Support the development of YYC as a music city through a vibrant music industry and integrated music system</p>
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Key partners City Council, City of Calgary Arts & Culture, Alberta Foundation for the Arts, Canada Council for the Arts, Department of Canadian Heritage, the Calgary Foundation, Calgary Hotel Association

Key partners Calgary Economic Development, Tourism Calgary, Federation of Calgary Communities, City of Calgary Arts & Culture, City of Calgary Planning, Creative Calgary, Calgary Technologies Inc., Calgary Municipal Land Corporation, Alberta Music Cities Initiative, Calgary Convention & Visitors Bureau