

## **Calgary Arts Development – Request for Proposals Economic Impact Report**

*We acknowledge that the land we gather on, Moh'kinsstis, is the ancestral territory of the Siksikaitsitapi—the Blackfoot people—comprising the Siksika, Kainai, and Piikani Nations, as well as Treaty 7 signatories, the Tsuut'ina Nation, and the Îyâxe Nakoda Bearspaw, Chiniki, and Wesley First Nations. This land is also the home of Métis Nation Region 3.*

*We acknowledge that there has been art, music, dance, storytelling, and ceremony on this land since time immemorial and it is in the spirit of this land and its people that we do our work.*

### **About Calgary Arts Development**

*We are a connector, facilitator, collaborator, champion, supporter, amplifier, investor, catalyst, and opportunity-maker.*

As Calgary's arts authority, Calgary Arts Development strives to be the driver of arts-led city building. As a wholly-owned subsidiary of the City of Calgary, its mandate is to invest in the arts and artists within the city; and to encourage the average Calgarian to celebrate home grown culture. This is done through a variety of granting and arts development programs for individual artists, art collectives, and arts organizations.

### **Request for Proposals**

We are currently requesting proposals for an Economic Impact Report for our 2021 Operating Grant Program clients, an update to our 2018 Economic Impact Report.

## Background

Every four years Calgary Arts Development presents information and reports to our shareholder, City Council, in preparation for our budget allocation. This provides us with the opportunity to present the economic impact of public investment in the arts in Calgary, which is especially important now as Calgary is still recovering from an economic downturn that was present when COVID-19 hit.

COVID-19 has negatively impacted an already depressed economy in Calgary, particularly in the downtown core. The arts sector has been affected even more so, as the first to close and the last to re-open due to the pandemic. Many artists and arts organizations have not been able to generate revenue due to the restrictions on gatherings.

These groups will need continued financial support through Calgary Arts Development's regular granting programs and emergency grants. Furthermore, this budget session will involve a new council and mayor, as Calgary has had a recent election. There is a higher possibility that these new councillors and mayor may not be acquainted with our organization, or its general economic impact, especially as a part of a downtown revitalization strategy and economic recovery in general.

## Study Scope

The study must conduct an economic impact assessment of the annual operating expenditures of our operating grant clients that receive support from Calgary Arts Development, utilizing the *Statistics Canada Input/Output Model*, the widely-accepted model in Canada for this type of work. The report should relate to both the direct and indirect impacts of these organizations.

The report should define the value added or Gross Domestic Product (GDP) impacts representing the economic value of goods and services generated.

The report should reflect the economic impact of COVID-19 on the sector and how the loss of direct, indirect, and induced revenue has an effect on other aspects of the larger local economy, provincially, and federally.

The study should provide a summary of:

- Indicators of economic impact of the Calgary arts sector locally, provincially, and federally.
- FTEs and jobs added to the economy locally, provincially, and federally.
- Total salaries from FTEs compared to other sectors.

## Timeline

In late November the successful proponent will meet to discuss what data will be required. In early 2022 Calgary Arts Development and the successful proponent will work together to collect any needed data, with a report to be completed by late July 2022.

## Submission Requirements

Please include in a single PDF:

- A cover-letter, explaining the economic importance of the of the arts in city revitalization, particularly in cities that have faced an economic downturn.
- CVs of the team members that would be on the proposed project.
- A description of your methodological approach to the study described above.
- A detailed description of the deliverables (the Study Scope) above.
- A proposed budget and completion timeline.

## Proposals

Proposals must be submitted by **November 12, 2021, at 4:00pm.**

Proposals may be submitted to **[impact@calgaryartsdevelopment.com](mailto:impact@calgaryartsdevelopment.com)**

## Selection Criteria

Selection of the successful candidates will be based on:

- The proposed budget.
- Experience based on the skill-set of individual team members, and the experience of the team in creating Economic Assessments.
- Methodology – the feasibility of the approach based on the needs of Calgary Arts Development.
- The team's understanding of the arts economic impact in city revitalization.

## Previous Economic Impact Report

For reference, the 2018 Economic Impact Report can be found by visiting **[calgaryartsdevelopment.com/publications](http://calgaryartsdevelopment.com/publications)**.