

Edmonton Arts 2040: Prosperity with Creativity

- Summary of Recommendations -

November 2011

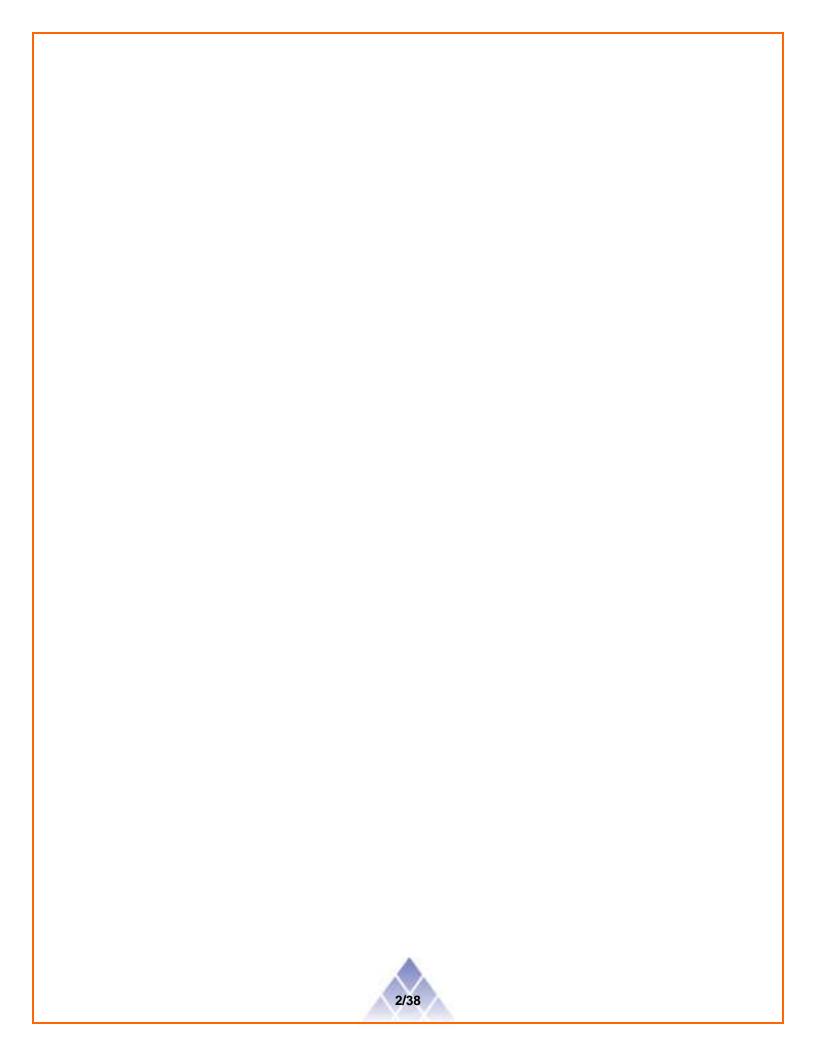
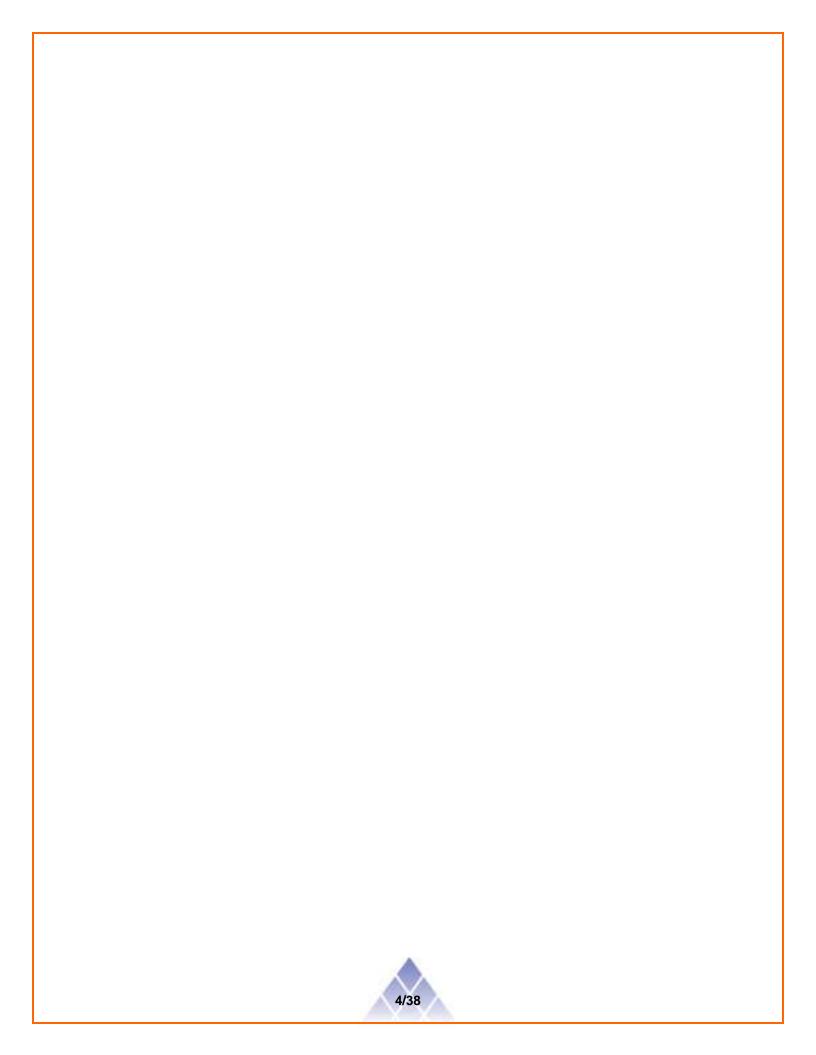


TABLE OF CONTENTS

EXECUTIVE SUMMARY	5
MESSAGE FROM THE CO-CHAIRS	9
INTRODUCTION	11
PRINCIPLES	15
RECOMMENDATIONS	17
SPACE OPPORTUNITIES	17
MACEWAN CENTRE FOR THE ARTS	17
ROSSDALE PLANT REDEVELOPMENT	18
DOWNTOWN ARTS DISTRICT AND PERFORMANCE CENTRE	20
ARTS CAPITAL ALLOCATION	22
COMMUNITY CENTRES	23
COMMUNITY COMMITTMENT	24
ARTS SUSTAINABILITY FUND	24
ARTS CENTRAL	25
CIVIC LEADERSHIP	26
ARTS AND CULTURE VISION IN CITY ADMINISTRATION	26
MULTICULTURAL ARTS OUTREACH	28
BUSINESS AND INSTITUTIONAL RELATIONSHIPS	30
ARTS IN EDUCATION	30
ARTISTS IN RESIDENCE PROGRAM	31
BUSINESS AND ARTS ADVISORY COUNCIL	32
CONCLUSION	33
APPENDIX 1: COMMITTEE PROCESS	36
APPENDIX 2: COMMITTEE MEMBERS	37



EXECUTIVE SUMMARY

The Mayor's Arts Visioning Committee was created by Mayor Stephen Mandel in early 2011.

The committee was asked to look beyond the City's 10-year plan – *The Art of Living* – and investigate new opportunities, especially in partnerships between Edmonton's arts and business communities to carry the plan forward.

The group set itself a foundational goal: how to develop recommendations to lift Edmonton to international recognition as a city of the arts by the year 2040. The committee pursued this objective by consulting the community with a kick-off event in June, through a variety of one-on-one interactions and group "discovery discussions" throughout the summer, and with a recommendation review session in October. Details of the Committee's overall process are contained in Appendix A.

This work culminates in the following series of 12 recommendations which are grouped under four major headings: Space Opportunities; Community Commitment; Civic Leadership; and Business and Institutional Relationships.

Space Opportunities

Edmonton artists and arts advocates described a critical need for additional creation, rehearsal, exhibit and performance space. Developing or designating new arts space is paramount to the vision in this report. Priority recommendations include:

°The City of Edmonton acquire and convert MacEwan University's west campus, the Centre for the Arts and Communications, into a multi-use, multicultural and City operated arts incubator.

°The City of Edmonton develop the former power plant site into a landmark cultural and commercial complex on the banks of the North Saskatchewan River which must include a premier Aboriginal arts and cultural celebration centre, as well as studio, exhibit and performance space for Edmonton artists.

- °The City of Edmonton endorse, in principle, a lan dmark performing arts centre (PAC) downtown, and designate land for such a development in the city core.
- °The City of Edmonton establish a capital allocation under the civic capital budget in anticipation of future opportunities to establish, enhance or acquire arts space of all types.
- ° The City of Edmonton create and sustain arts spaces within existing and future community recreation centres and other community spaces for creation, classes, exhibits and performance.

Community Commitment

Predictable and sustainable funding for the arts is critical if Edmonton is to become a city renowned for its arts and culture. Philanthropy and business partnerships are encouraged to reduce the burden on the public purse. Priority recommendations include:

- °Private and government partners establish an Edmo nton Arts Sustainability Fund for small and mid-sized arts organizations to help finance business development.
- °A community-lead initiative, modeled after Sports Central, be supported by the City of Edmonton to supply materials, equipment, and program support for disadavantaged and disconnected Edmontonians to pursue arts experiences.

Civic Leadership

Investment in the arts is an investment in quality of life and economic prosperity. The City, while a strong supporter, must make the arts a priority in city policies, processes and development projects. Priority recommendations include:

°The City Manager and Edmonton Arts Council leader ship develop a strategy to embed a broad vision of the arts into city planning and decision making.

^o Embed in downtown planning a commitment to the arts, comprised of funding for public art, as well as designated spaces for artists to live, create, rehearse and perform.

The City of Edmonton increase capacity for the Edmonton Arts Council to strengthen proactive outreach programs to ensure diverse communities are engaged in decision-making throughout the city's arts organizations and increase participation across the city.

Business and Institutional Relationships

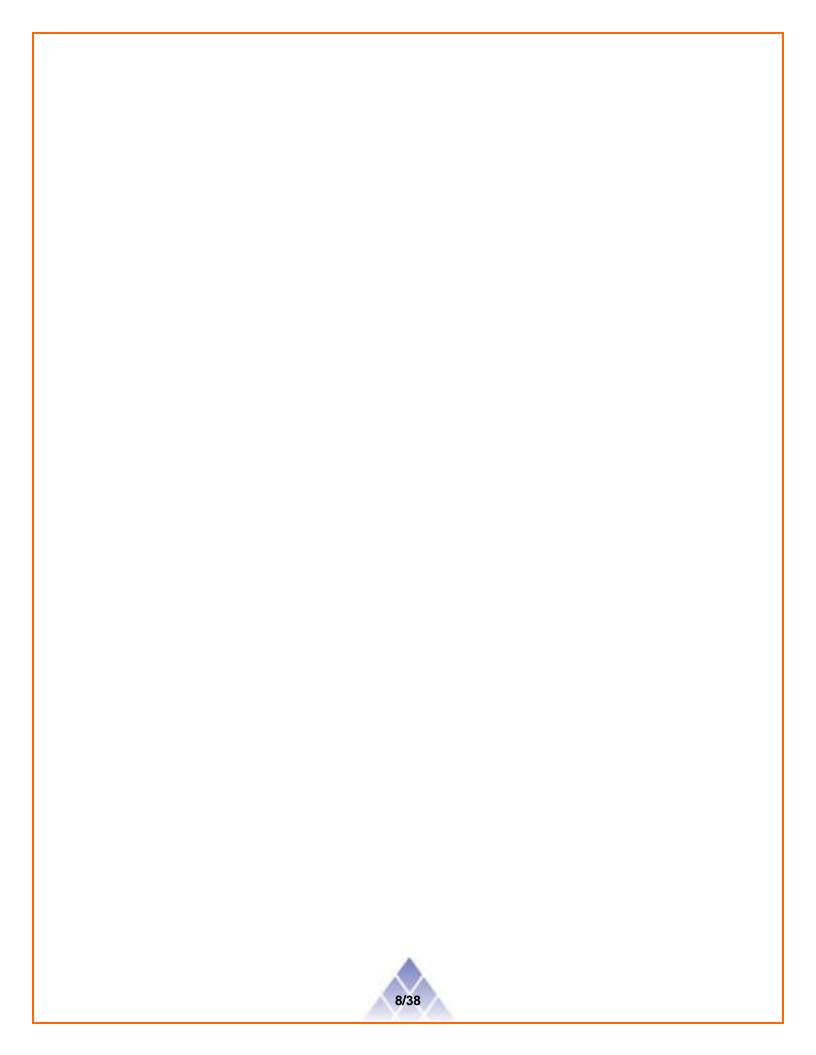
For Edmonton's arts community to flourish it needs support beyond City Hall.

Edmonton's schools, post-secondary institutions and businesses must be involved and better connected to artists. Better coordination, communication and joint ventures will benefit all. Priority recommendations include:

°The City of Edmonton takes a leadership role to invite a coalition of business, civic and community groups to strongly advocate for increased funding and emphasis on arts education in Edmonton schools and post-secondary institutions.

[°]The City of Edmonton and business partners increase support and awareness of the Edmonton Arts Council's "Artist in Residence" program to enhance in-house opportunities and collaboration for artists with local businesses.

°Corporate and arts community members establish a business and arts advisory committee to work with the Edmonton Arts Council to build on the 2040 arts vision and link the two communities with shared expertise, resources and ideas.



MESSAGE FROM THE CO-CHAIRS



Dr. Dianne Kipnes

One of the great delights of being co-chair of this task force was not only to work with Brian Webb and our fabulous committee, but to meet so many people who are dynamically engaged in the future of our city. Without question, whether it was artists, small or large business owners, architects or workers such as chauffeurs or wait staff, everyone had ideas for the improvement of this city.

Over the past six months, speakers talked about our attitude about the city and told us that without culture, there is no future. And we have, in Edmonton, a vibrant arts community. But it is diminishing quickly due to lack of space and funding. We need to enhance our recognition and support of this vital element in our community or we will lose it. Once lost, it is extremely difficult to regenerate.

We know that art, culture and design are central to ensuring future workplace success. We know what makes cities work. And indeed, it is our younger generation who are demanding such cities. My vision of a future city is one with a vibrant downtown core; with the major arts groups in the centre, housed in iconic buildings, surrounded with restaurants, parks, and places to walk and sit. The suburbs will also have cultural centres, integrating recreation facilities and the arts. Cultural communities will be an essential part of any future development. Artists' housing will be frequent, with space both for creation and living. Partnerships between business, government, health and the arts will be a natural occurrence with all working to increase the well being of our population. The arts will be an essential part of the core curriculum for our students.

I leave you with this thought: "A civilization is as great as its dreams, and its dreams are dreamt by artists," (Anonymous).

Our work needs to begin.





This is a unique moment in time in the history of Edmonton and in its desire to strive for excellence. Both the Mayor and City Council are showing huge support for the development of the arts. The Edmonton Arts Council is building strong programs that strengthen the ability for artists and arts organizations to reach their goals.

A huge volunteer force of engaged citizens works on arts boards and committees. It is time for all of us in the Arts Community to engage ourselves further in an interaction with other communities in the city, to participate more in building Edmonton's future, and to build a dialogue with all groups of Edmontonians who are working to realize our city's full potential. As artists and arts organizations, we need to take more responsibility for our destiny. We need to participate in ensuring that our whole City, it's Centre and it's Edge, is a place where all interested people may participate in arts experiences.

Edmonton is growing rapidly. Its demographics are shifting at a very rapid rate. It is really important that starting now, all people are given the opportunity to contribute to the creation of a vibrant local culture - a culture based on diversity, a culture that recognizes and appreciates diverse expressions from a diversity of people.

Our report proposes numerous recommendations, all of which will support an even stronger and more vibrant arts community. We must all participate and contribute in building our dynamic, northern city. All of our meetings have displayed an eagerness to create an ongoing conversation on the potential of the Arts in our community. No one has revealed more passion about the arts than this committees co-chair, Dr Dianne Kipnes. Thanks to her and to the whole committee for its work in bringing this report forward.

INTRODUCTION

It takes an artist to raise a community to greatness.

That idea, of arts enriching cities, is demonstrated through history and across the world. It is the thesis of our report and recommendations.

The arts, we believe, are critical to our collective future. Edmonton at its potential will create melody and dance, prose and painting, known around the globe.

Such aspirations not only mesh with Edmonton's economic development target — to become one of the world's great mid-sized cities — but show us the way to it.

In the emerging knowledge economy, cities with robust arts sectors will enjoy clear, competitive advantages. Arts cities are vibrant, cosmopolitan cities — essential to recruit and retain a creative, innovative workforce.

"A community's cultural infrastructure has a direct impact on quality of life ... and therefore on the competitiveness of communities," said the Canadian Council of Chief Executives in a 2006 report.

Simply put, creativity and innovation are the natural resources of a new economy, just as involvement in the arts is associated positively with health, learning and creative thinking.

The Conference Board of Canada said the arts made an \$85 billion impact on the Canadian economy in 2007 — roughly three times that spent by all orders of government on culture.

In recent years, the city has spent billions on new transportation infrastructure. Its expansion of sports and recreation facilities is nearing \$1 billion. Arts funding, relatively speaking, is pocket change.

"THE WAY WE LIVE: EDMONTON'S PEOPLE PLAN REDEFINES LOCAL GOVERNMENT AS A CARING **ENTITY THAT** CREATES A DIVERSE AND **INCLUSIVE CITY** BY CONNECTING PEOPLE, CREATING COMMUNITIES WHERE PEOPLE CAN AGE IN PLACE AND ACTIVELY NURTURING AN ARTS, CULTURAL AND ATHLETIC COMMUNITY"

IT FORMALIZES
EDMONTON'S
'JOIE DE VIVRE',
LOVE OF ARTS
AND CULTURE
AND PURSUIT
OF ACTIVE
LIVING AND
OUTRIGHT
FUN."

~ P. 10

As a result, we see Edmonton artists struggling to find affordable space to create, perform and exhibit their work.

We see them struggling to make ends meet, let alone find safe, affordable housing. Or we see them stop struggling and move away. The future looks no brighter, given current realities.

The local arts scene now must also compete in a vast, global market of digital arts and entertainment. Almost half of every dollar spent on entertainment in Canada is now consumed at home.

Into this challenging context we arrive with our recommendations. This committee, the Mayor's Arts Visioning Committee, was struck by Mayor Stephen Mandel in early 2011.

Mayor Mandel saw a need for an arts vision which looked beyond the ongoing work of the City's 10-year plan, *The Art of Living*, released in 2008.

The Mayor asked our committee to look ahead to the year 2040 and to investigate new opportunities, especially in partnerships between Edmonton's arts and business communities.

As well, we investigated potential for the arts in the major civic development projects that emerged after the release of *The Art of Living*.

Our committee of arts and business leaders was guided by two dynamic co-chairs: Dr. Dianne Kipnes, clinical psychologist and noted arts patron and philanthropist; and Mr. Brian Webb, celebrated founder of the Brian Webb Dance Company.

Our goal was to be inclusive. The committee engaged a broad crosssection of the arts and business community in discussing the arts as a force in Edmonton's future. "I HAVE A
PERSONAL
BELIEF THAT
CREATIVE
PEOPLE — NOT
JUST ARTISTS,
BUT ALL
CREATIVE
PEOPLE — ARE
RESPONSIBLE
FOR TAKING
COMMUNITIES
TO HIGHER
LEVELS.

THEY ALSO ENGAGE OTHERS IN THE PROCESS.

EVERYONE HAS MAGIC IN THEM.

IT JUST NEEDS TO ENCOURAGED.

THIS REPORT IS A GREAT START TO MAKE THOSE THINGS HAPPEN."

BLOUTY SANDY, EDMONTON URBAN GAMES We consulted with Edmonton's Aboriginal community whose artistic values and talents are, sadly, under-appreciated and largely untapped.

Edmonton's population of urban Aboriginal people will soon be the largest in Canada. Edmonton will be enriched if Aboriginal art and culture flourish here.

We engaged with Edmonton's diverse communities for their perspectives. Immigration is growing at a faster rate in Edmonton than in any other major city in Canada. Today, one in four children in Edmonton schools is learning English. New Canadians represent an abundance of largely undiscovered arts and musical forms to enrich city life.

The arts are inclusive. The arts build bridges and unleash creativity. Failing to welcome new and Aboriginal Edmontonians into our creative culture will impoverish lives and undermine the city's potential.

We also consulted leaders in the business community. They were enthusiastic about supporting the arts, promoting the arts and partnering with artists. They clearly recognized the business rationale for a vibrant arts sector, as well as the potential public benefits.

This committee believes Edmonton enjoys a unique opportunity here: to brand itself as an inclusive, energetic and open-minded city of culture and creativity.

Edmontonians are often too modest. We do not boast of our achievements. The arts, then, offer the means to express our civic pride in this great northern city; to tell our story through prose and poetry, dance, music and visual arts.

The arts offer Edmonton a great opportunity. But we must use the lens of business and see arts support for what it is: investments in public benefit and public profit. The notion of "handouts" to artists is a specious and dated argument.

"THIS CITY
WOULD BE
LOST
WITHOUT THE
ARTS.

COMMERCE CAN'T EXIST WITHOUT PEOPLE.

YOU MUST
HAVE
CUSTOMERS,
AND YOU'RE
ONLY GOING
TO HAVE
CUSTOMERS IF
YOU HAVE
ACTIVITIES
LIKE SPORTS
AND ARTS
THAT DRAW
PEOPLE TO A
CITY.

IT'S PART OF THE WHOLE PACKAGE."

DENNIS ERKERFAIRLEY ERKER
ADVISORY
GROUP

Instead, the arts offer Edmonton a way forward. A brand. A marketing strategy. A competitive advantage. Our recommendations can be viewed as an exercise in building this brand.

The risk for Edmonton in coming years is in missed opportunity.

Other Canadian cities are talking in similar terms, with similar aims. They, too, see the potential for the arts to energize the economy, create jobs and foster a more inclusive, cohesive and safe community.

The risk to Edmonton is in losing a generation of artists and creative thinkers; of losing a generation of fans and patrons who fuel a thriving local scene of dancers, musicians, actors, painters, poets and sculptors.

The risk is in watching our educated, creative young people leave for some other city that got it right.

The risks are real and are often difficult to see, until it's too late. Recent booms in the Edmonton economy devoured much of the once-marginal real estate — aging warehouses and vacant offices — that artists used as creation and exhibit space.

Some brilliant talents were enticed away to other cities with more artsfriendly programs and policies. Edmonton must learn from the lessons of its history and develop strategies to sustain artists during boom-and-bust cycles. So yes, we are here to advocate for art and the artist.

We do it because Edmonton is our hometown. We do it because we are in love with this city. We do it because we see so much potential in and through the arts.

Without apology, we seek greatness. To get there as a community, we must raise our artists.

~ THE MAYOR'S ARTS VISIONING COMMITEE

"I'M A STRONG BELIEVER THAT ART AND CULTURE ARE THE HEART AND SOUL OF CITIES.

YOU CAN
BUILD
ATTRACTIONS
AND
BUILDINGS,
BUT WITHOUT
ART AND
CULTURE
THERE'S NO
LIFE.

THE ARTS AND CULTURE DEFINE A CITY. THEY DRIVE THE ECONOMY, ATTRACT PEOPLE AND ALSO CREATE PRIDE IN COMMUNITY."

RICHARD WONG, TRAVEL ALBERTA

PRINCIPLES

Our recommendations flow from a number of the committee's priority values:

°That Edmonton's Aboriginal community is a community of potential. Its culture is imbued with an abundance of traditional and contemporary art forms. Welcoming Aboriginal artists into the fold — into festivals, arts spaces and advisory boards — promises to enrich the city and write a more hopeful narrative for our collective future.

°That Edmonton's multicultural communities are integral to our future arts vision. New Canadians bring unique rhythms and forms to Edmonton, as well as fresh insights into the local culture. They, too, must be graciously welcomed to join, inform and lead in the mainstream arts community.

^oThat Edmonton's business community is critical to future success in the arts. Business leaders express a strong desire to partner with artists. The potential synergies between the two creative realms promise to uplift the city to greater vitality and prosperity.

°That new spaces for artists — to create and exhib it, rehearse and perform — are critical to their success. The shortage of space today will become more dire in coming years if the issue is not properly addressed.

°That finding space for artists to create, exhibit and perform is not enough. Arts facilities require proper management, maintenance, programming, booking and marketing. Ongoing operating, administrative, and program funding is critical to sustaining artists and art in Edmonton.

°That the ability of artists to create is fundamental to the arts.

Experimentation, risk-taking, collaboration and incubation are essential elements to success.

"PEOPLE NEED TO EXPERIENCE CITIES.

READING
ABOUT A
CITY'S KEY
INDUSTRIES
OR EXPORTS
IN AN
ECONOMIC
JOURNAL
ISN'T WHAT
ATTRACTS
PEOPLE TO A
CITY.

CULTURE ATTRACTS PEOPLE.

CULTURE
MAKES A CITY
A HUB OF
ACTIVITY AND
ENERGY.

THE ARTS ARE GOOD BUSINESS."

NELLA SABO, U OF A, SCHOOL OF BUSINESS °That investment in arts is an investment in a who le community: To retain bright young minds; to connect diverse communities; to engage newcomers and attract visitors; and to grow creative industries and the economy as a whole.

°That embedding the arts in everyday experiences is integral to quality of life and sense of community. Exposure to the arts is critical to creating a dynamic, healthy and civil community.

°That early exposure to artistic experiences creat es a healthy and life-long connection to the arts, be it as a patron or supporter, or as a professional or amateur artist.

°That a broad 2040 arts vision must include everything from small community-based ventures to bold projects planned over years, or even decades.

"WE ARE SOCIAL ANIMALS.

PEOPLE MAKE CITIES AND CITIES THRIVE ON CULTURE.

THERE'S
ALWAYS A LOT
OF TALK IN
EDMONTON
ABOUT
REVITALIZING
DOWNTOWN.

WHETHER YOU TALK ABOUT MUSEUMS OR ARENAS OR SHOPPING, WHAT IT ALWAYS COMES DOWN TO IS PEOPLE.

IT'S
COMMUNITY
AND IT'S
CULTURE."

DAVE
COURNOYER,
DAVEBERTA
BLOGGER

RECOMMENDATIONS

We view our recommendations as a first step.

What follows is our collective advice. It emerged from a lively consultation process with the community and vigorous discussion within the committee.

We realize that much work must be done. Strategic plans must be created. Funds allocated. Expertise and volunteers found. We encourage leaders in the arts, business and other communities to step up and support this vision.

SPACE OPPORTUNITIES



The City of Edmonton acquire and convert MacEwan University's west campus, the Centre for the Arts and Communications, into a multi-use, multicultural and City operated arts incubator.

DESIRED OUTCOME:

Invest in a premier facility for arts incubation and collaboration that uplifts Edmonton's arts sector and contributes to the revitalization of Stony Plain Road and area.

NEED:

During consultations, we heard a strong desire in the arts community for collaborative workspace of the type offered at MacEwan. The opportunity to work together with multicultural artists was also emphasized.

BACKGROUND:

MacEwan University's coming amalgamation in downtown Edmonton will result in its
 156th Street campus being vacated and potentially sold or re-purposed.

- The campus offers a once-in-a-lifetime opportunity for the City of Edmonton to establish a premier, multi-use arts facility for creation, rehearsal and exhibit.
- The building was originally designed as an arts learning facility with, among other attributes, rehearsal and studio space. It also includes a 360-seat theatre, audio labs, as well as set design and construction rooms.
- The rewards for the broader community in acquiring the MacEwan campus are many. New artists, art and art forms will emerge from designated, collaborative space.
- The value of collaboration is taken for granted in business and research incubation models, which encourages the exchange of creative ideas to foster excellence and discovery. This same exploratory space is required by the arts community.
- Adjacent neighbourhoods, including Stony Plain Road, will enjoy spinoffs from the comings and goings of creative people.
- The risk to Edmonton is in losing a facility with a 30-year arts legacy. The risk is in losing a building specifically designed to nurture, create and perform art.

ROSSDALE PLANT REDEVELOPMENT

The City of Edmonton develop the former power plant site into a landmark cultural and commercial complex on the banks of the North Saskatchewan River which must include a premier Aboriginal arts and cultural celebration centre, as well as studio, exhibit and performance space for Edmonton artists.

DESIRED OUTCOME:

A community gathering place and visitor attraction along the North Saskatchewan River that honours our city's Aboriginal history, celebrates our vibrant arts community, and allows citizens to experience the river valley in new ways.

NEED:

Aboriginal art is under represented, if not under appreciated, in Edmonton and beyond. An Aboriginal arts and cultural centre is a significant and tangible way to honour, engage and inspire our Aboriginal citizens.

Throughout the community consultations and research phase, the committee heard of a need to respect our Aboriginal history by creating a centre for Aboriginal arts and culture.

- Developing a grand public plaza and commercial complex along the river in Rossdale is a remarkable opportunity. Edmontonians clearly want more river-side culture and entertainment experiences.
- Our committee is adamant that art be foundational to the redevelopment. Open studio and exhibit space — stages and screens — will add colour, vitality and interest to the project.
- The Rossdale area is a focal point for Aboriginal history and is steeped in legend, myth and meaning. Rossdale was once referred to as Pehonan, a gathering place for Aboriginal people's to trade and share in cultural activities.
- The committee is passionate about the opportunity to honour tradition and celebrate
 Aboriginal culture in bold strokes.
- Creation, exhibit and performance space for contemporary and traditional Aboriginal arts must be incorporated into the redesign of the decommissioned power plant.
- Such a facility also promises to enhance the broader community's understanding of Aboriginal peoples' history and aspirations, as well as opening up avenues of collaboration in the arts.
- The centre, being unique in Western Canada, would also become a showpiece in the city's inventory of attractions, drawing visitors and tourists from near and far.

DOWNTOWN ARTS DISTRICT AND PERFORMANCE CENTRE

The City of Edmonton endorse, in principle, a landmark performing arts centre (PAC) downtown, and designate land for such a development in the city core.

DESIRED OUTCOME:

Create the final missing signature piece for a world-leading arts district in downtown Edmonton to complement existing facilities, and to complete the district based on new facilities being planned and built in the near future, such as the new Royal Alberta Museum.

NEED:

The committee heard a strong need for a centrally located signature, high-quality performing arts facility that is technologically advanced.

Space needs studies conducted by professional consultants indicate that performing arts facilities reported demand at levels deemed high, very high or completely booked.

Ongoing feasibility work is also underway.

The Winspear Centre, Jubilee Auditorium and Citadel Theatre, as well as other smaller venues, are unable to meet current demand and are certain to face unrelenting pressure for more performance space in coming years.

- Currently, Edmonton's performing arts spaces are inadequate for major performing arts such as touring theatre, opera, and ballet. In addition current suitable large and mid-sized performance spaces are often unavailable due to heavy use, are not technically current, and do not offer appropriate training or rehearsal space to say nothing of appropriate audience amenities such as easy access to public transportation, parking, space for related special events or restaurants and banquet facilities.
- Existing venues are not equipped or capable of broadcast quality for video recording or filming, limiting the potential for companies to broadcast their work provincially, nationally or internationally.

- A committee of community leaders and arts organizations will be approaching the City of Edmonton to endorse in principle the creation of a landmark performing arts centre downtown and designate land for the development. In planning for this request the committee considered the immediate needs for space to grow for all major performance arts groups, as well as and equally, to create new, appropriate space for all performing arts groups, touring theatre, theatre broadcasts, postsecondary education performing arts programs and arts partners in the community. as well as post-secondary convocation opportunities.
- An iconic performing arts centre, as envisioned, would elevate Edmonton's downtown arts district — with the Art Gallery of Alberta, Winspear Centre, Citadel Theatre, Royal Alberta Museum, and downtown arena and entertainment district— into a class of its own in Canada.
 - Funding the facility will require a private and public partnership, along with a concerted fundraising effort in Edmonton.
- The payoff is in creating the final missing signature piece for the arts district to proclaim our civic vision as a global city of creativity and achievement.
- The performing arts centre envisioned will be designed to engage the street, have a pedestrian focus and act as a further catalyst for shops, boutiques, small galleries and cafes.
- Our recommendation meshes with the policies and goals in the city's new downtown plan stated as "concentrate cultural and entertainment opportunities in the downtown to ensure that it remains the primary destination for world-class cultural and entertainment venues and events." (Capital City Downtown Plan, p. 67)
- As well, it will house three theatres 1,800, 750, and 250 seats to meet current and future demand, as well as rehearsal and studio space. It would include appropriate wing configurations and pit areas.

 The vision for the performing arts centre arises from the dreams of Edmontonians who realize the critical role arts and culture play in the meaning and quality of life in the city and embrace the need for a new performing arts centre.

ARTS CAPITAL ALLOCATION

The City of Edmonton establish a capital allocation under the civic capital budget in anticipation of future opportunities to establish, enhance or acquire arts space of all types.

DESIRED OUTCOME:

Recognize and fund the arts at a level commensurate with sport and recreation through a standing City of Edmonton budgetary commitment to capital expenditures in support of the arts.

NEED:

City Hall must plan for arising opportunities to expand and enhance Edmonton's inventory of arts facilities. The committee heard from the community that funding to support capital projects often seems ad-hoc rather than planned, resulting in lost opportunities or rushed decisions.

- Various organizations in the city are in need of capital improvements and expansion to ensure their long-term viability. The Arts Habitat Association of Edmonton has identified 11 critical spaces required by artists that should opportunities arise should be explored for support or acquisition to ensure success of artists in our city.
- An annual capital allocation would allow the City to respond to emerging opportunities that may respond to the needs expressed by the community. For example, the community noted that no dedicated, public gallery space exists in the heart of the city linked to our flagship organizations which focuses on Edmonton visual artists. Should an opportunity present itself, the City, with the capital allocation, be able to respond to the needs of the community.

- This fund would also allow for such upgrade projects as those pursued in recent years for organizations like the Varscona Theatre, the Citadel and CKUA, as examples, where infrastructure upgrades were desperately required.
- A commitment to a civic capital fund, built up over years, would allow the city a timely and prudent way to respond to future demands and circumstances.

COMMUNITY CENTRES

The City of Edmonton create and sustain arts spaces within existing and future community recreation centres and other community spaces for creation, classes, exhibits and performance.

DESIRED OUTCOME:

Equal priority and programming given to arts activities in community facilities, current and future, to recognize the role that arts can play in quality of life, as well as neighbourhood sustainability and vitality.

NEED:

The committee was informed of a need for stronger integration of arts in community spaces to increase arts participation and appreciation.

- The Clareview Recreation Centre will feature multicultural programming in the arts.
 The Edmonton Federation of Community Leagues, along with the City, is programming community halls for the arts.
- But if Edmonton aspires to become a leading centre for the arts it must encourage and inspire citizens of all ages and abilities, in all areas of the city.
- Arts spaces, for example, must be incorporated into the City Centre Development design. Demand for space to create, rehearse, perform and exhibit will only rise in future.

- The City Centre Redevelopment is also ripe for the establishment of Edmonton's first Maison de la culture, or "house of culture", where recreation and arts activities are housed in the same venue.
- The city is currently expanding its inventory of multiplex recreation centres. It is not too late to incorporate dedicated arts space into these facilities.
- The need for arts spaces of all types is mentioned numerous times in this report. The repetition is purposeful. It is a high priority need today and the demand for places to create, rehearse, perform and exhibit will only grow in coming years.
- These spaces must also be properly managed, equipped, programmed and funded, in much the same way the City does with pools and arenas in its recreation facilities.

COMMUNITY COMMITTMENT

ARTS SUSTAINABILITY FUND

Private and government partners establish an Edmonton Arts Sustainability Fund for small and mid-sized arts organizations to help finance business development.

DESIRED OUTCOME:

A stable funding source, and coordination, for sustaining small and mid-sized arts organizations in the city for operations, programming, staff enhancements, and research and development opportunities.

NEED:

The committee heard that the lack of sustainable funding is a continuing problem for small or emerging arts organizations in Edmonton who may have challenges, either by human resources or knowledge, to access grant or funding programs. Additionally, grants and philanthropic contributions aren't predictable and often fall short of what's needed for organizations to prosper and grow.

BACKGROUND:

- Our committee recommends the creation of a made-in-Edmonton fund for local arts organizations. We see it being similar to the United Way model, in which support is pooled and targeted at organizations of need.
- The initial capital might come from a private and public partnership, perhaps hosted by the Edmonton Community Foundation. Grants would fund innovation, technology and entrepreneurship to ensure the applicants' viability over the long term.
- Unstable funding causes an inevitable decline for many arts organizations. Staff can't be maintained. Marketing and communications suffer. Basic materials and technology fall out of date.
- The province's Arts Sustainability Fund ended in 2000. And the current provincial model bases funding support on organizational revenue rather than program expansion or projections. The need continues and grows for funding which allows organizations to function while creating and exploring new works at the same time.

ARTS CENTRAL

A community-lead initiative, modeled after Sports Central, be supported by the City of Edmonton, to supply materials, equipment, and program support for disadavantaged and disconnected Edmontonians to pursue arts experiences.

DESIRED OUTCOME:

Create opportunities for newcomers, young Edmontonians and those with financial limitations to access the arts.

NEED:

The committee learned of ongoing challenges and barriers in language, culture and finances for some citizens to access arts in our city. Musical equipment, painting supplies or classes are inaccessible or beyond the means of some Edmonton families.

BACKGROUND:

This committee is passionate about creating an inclusive arts culture in Edmonton.
 Yet we realize some Edmontonians are unable to be involved in the arts.

"Sports Central", a non-profit clearing house of donated sports equipment, is a compelling model. In this case, donations of art equipment — from easels to musical instruments — would be donated, refurbished if necessary and given to families identified through schools or social agencies.



- The arts version, or "Arts Central", must also offer financial support. Music lessons, dance classes or painting courses are beyond the means of some families.
- Frankly, the committee views this recommendation as an opportunity. Not just for disenfranchised children and families, but to enrich local businesses and the community as a whole.
- Providing opportunities for healthy choices is part of the City of Edmonton's community safety priorities. The research literature is clear: Art is inspirational and uplifting; art is good for physical and mental health; art offers forms of expression and communication beyond culture and language; art creates opportunities for inclusion, understanding and growth.

CIVIC LEADERSHIP



ARTS AND CULTURE VISION IN CITY ADMINISTRATION

The City Manager and Edmonton Arts Council leadership develop a strategy to embed a broad vision of the arts into city planning and decision making.

DESIRED OUTCOME:

Embed consideration for the arts into the City of Edmonton's decision-making processes, programs and planning.

NEED:

As the city expands and looks for innovative ways to engage the community — to stimulate the economy and provide vibrant, dynamic experiences for visitors and citizens — it must ensure the arts are considered in all its decisions.

- In a community like ours, all roads lead to City Hall. The City of Edmonton is the focal point for decisions and planning affecting nearly all aspects of urban life
- Since the release of *The Art of Living* in 2008 a number of major development plans and projects came to light or were accelerated. Those projects include the Quarters, the Jasper Avenue Streetscape Improvements, the City Centre Redevelopment project, the Downtown Arena and Entertainment District, as well as Capital Boulevard. The Civic Precinct Master Plan, for the Churchill Square environs, is now under discussion.
- The scale and scope of these plans and projects are bold and exciting. Including the
 arts and artistic design as a planning priority, in our view, is critical to their success.
- The opportunities are far reaching. Public art especially major, iconic pieces will go far in establishing the arts in our civic consciousness, as well as creating landmarks and thrilling public spaces.
- Opportunities are often lost because of a lack of awareness, rather than a lack of interest or motivation.
- Public art in and around a new downtown arena would speak to creative values in Edmonton that might surprise and even delight tourists and visiting media. Public art along Capital Boulevard, for example, is a must, to accentuate its grandeur.
- The City Centre Redevelopment project, the city's bold aspirations are to create a sustainable community of global stature. Arts and culture fit perfectly into the vision and context. There are few sectors more green in practice than the arts.

 The Jasper Avenue redevelopment speaks to perhaps something broader — artistic expression in urban landscape and architecture.



- The city is encouraged to incorporate public art and artistic design downtown to create vital public space worthy of sidewalk strolling and people watching.
- We also want to stress our belief that public art and public spaces downtown must be designed for yearround use. Edmonton is a winter city yet too often neglects its outdoor potential in winter. Patio heaters or heated awnings, perhaps. Concrete flower beds might be "planted" with lights in winter months.
- But artistic innovation and creativity, incorporated into our civic planning philosophy,
 will offer bold ideas beyond this committee's imagination.
- o The question, then, is how best to ensure the arts are part of the civic mindset. How do we ensure artistic input on everything from program development and budget discussions to development plans and bylaw enforcement?
- The committee believes strongly in this idea, but leave it to the Edmonton Arts
 Council and City Manager to develop and implement a strategy.

MULTICULTURAL ARTS OUTREACH

The City of Edmonton increase capacity for the Edmonton Arts Council to strengthen proactive outreach programs to ensure diverse communities are engaged in decision-making throughout the city's arts organizations and increase participation across the city.

DESIRED OUTCOME:

Artists and representatives from culturally diverse communities are active, engaged and included in planning and participating across Edmonton's artistic spectrum.

NEED:

Artists from culturally diverse communities often work in isolation from mainstream culture. Many Edmontonians are unaware of the diversity of artistic expression in our community. The arts community is largely seen as an expression of main stream culture.

- o Edmonton is rich with a diverse and a broad range of artistic talent.
- Funding opportunities for artists from diverse cultural backgrounds must be strengthened, and their work must be presented alongside that of the more established art forms.
- Edmonton's arts companies and organizations should be encouraged to include diversity in programming and organizational structures.
- The Edmonton Arts Council is a leader in strengthening the diversity of the city's arts community. The EAC, we believe, should be empowered to ensure diversity is embraced and represented on its own board, on community committees and showcased at artistic events.
- Forums on diversity in the arts must also be organized to articulate inclusion and appreciation.
- The recognition and appreciation of diversity goes beyond heritage. It speaks to the participation of all people in contemporary society, as well as the arts community. The potential for the development of new styles and techniques through the inclusion of diverse arts is as real as it is exciting.

BUSINESS AND INSTITUTIONAL RELATIONSHIPS

ARTS IN EDUCATION

The City of Edmonton takes a leadership role to invite a coalition of business, civic and community groups to strongly advocate for increased funding and emphasis on arts education in Edmonton schools and post-secondary institutions.

DESIRED OUTCOME:

Create clear understanding in government and educational institutions of the priority Edmonton places on a strong and dynamic arts community to create a prosperous and vibrant city.

NEED:

During our consultations, Edmonton's arts community spoke loudly and clearly about the critical need to focus on improved arts education in local schools and post-secondary institutions.

- Arts programs complement and enrich the arts scenes in the community. Not only in the sense of training future artists — dancers, sculptors, novelists, painters — but in enriching the broad community with a greater appreciation for art in all its forms.
- Schools introduce and then mentor creative expression in children. Campuses bring in renowned artists for exhibits or guest lecturers.
- The energy and acumen bleeds over into the broad community, adding to the sense of community pride and ownership, as well as enhancing the city's reputation beyond its borders.
- Our committee believes strongly that the City of Edmonton, along with business and community partners, must press the provincial government for enhanced funding and support of a formal arts education.



The City of Edmonton and business partners increase support and awareness of the Edmonton Arts Council's "Artist in Residence" program to enhance in-house opportunities and collaboration for artists with local businesses.

DESIRED OUTCOME:

Increased opportunities for enhancing professional artistic experiences and financial stability business while creating innovative ways for businesses to connect with employees, customers and business partners via arts activities and business programs.

NEED:

Clear from the committee's consultations is that artist want to earn the bulk of their income from artistic work, be financially stable and stay in the community. Businesses, meanwhile, aren't aware of opportunities to work with local artists.

- Artists in residence programs offer an exciting opportunity for organizations to creatively communicate their vision and culture to staff and customers.
- The artist might be a writer or poet, documenting the workplace in prose or poetry.
 Or the artist might be a painter, photographer or filmmaker.
- The experience offers new vistas and inspiration to the artist, as well as a new audience.
- For a firm, association or business, an artist in residence offers novel insights into the work and workplace, as well as opportunities to express corporate values in novel and attractive ways.
- Artists in residence programs are typically funded by the organization for periods of weeks or months. But in some cases the relationship may lasts for years.



Corporate and arts community members establish a business and arts advisory committee to work with the Edmonton Arts Council to build on the 2040 arts vision and link the two communities with shared expertise, resources and ideas.

DESIRED OUTCOME:

Create a diverse community committee to work with the Edmonton Arts Council and organizations like PACE to identify opportunities to bolster and support the 2040 arts vision with events, collaboration and innovation.

NEED:

The consultations leading to this report revealed few deep connections between Edmonton's arts and business communities, though each side is keen to partner with the other. We feel it is essential to create a formal partnership so Edmonton can continue to build a prosperous and creative city.

- The committee sees great merit in creating a volunteer body with a mandate to create and maintain connections. Each side will benefit from the experience and expertise across the table. This idea expands upon the "Cultural Senate" recommendation in *The Art of Living* by incorporating business leaders into that body as well.
- Edmonton's business and arts communities typically rub shoulders at events like the Mayor's Evening for the Arts. However, the event, while a wonderful showcase and celebration of our city's talent, offers little chance to mingle, get acquainted or discuss issues of mutual concern or opportunity.
- Sharing ideas and expertise, we believe, will also be of benefit to the day-to-day work of artists and businesses. Inspiration, creativity and strong work ethic are shared values.

- Corporations might donate employee time to an individual artist needing help with marketing, technology or business planning. An artists might lead team-building sessions or offer creative ideas for problem solving.
- Business organizations often have vacancies within their holdings. Donating space to an artist is another way to support the arts. Matching donors with artists can already be done through Edmonton Space Finder (<u>www.edmontonspacefinder.ca</u>).
- Edmonton will clearly benefit from a bridging of these communities. New ideas, joint ventures, partnerships, or celebratory awards, such as an *Edmonton Arts Prize* may emerge.
- The Future Artists recommendation, based on the Sports Central model, could be one of this committee's first ventures.

CONCLUSION

We see Edmonton in the year 2040 as a place known around the world for its boundless, dynamic and inclusive arts scene.

Melody spills out onto boulevards where locals and visitors mingle around iconic art pieces. Downtown streets are alive with light and colour. Crowds stroll sidewalks between landmark art facilities and spontaneous street performance.

MacEwan and the University of Alberta regularly feature campus exhibits from their renowned fine arts departments.

The downtown arts district is alive with colour, fashion and music.

Community halls and recreation centres all over the city are booked solid

— their studios and halls filled with aspiring artists of all ages.

The opera, symphony and ballet break attendance records on an emerging generation exposed to diverse arts experiences.

And in 2040, we no longer talk about mainstream arts and multicultural or Aboriginal arts. The civic arts community is a mix and meld of all, working in traditional forms, as well as arts fusion and innovation.

At the same time, we no longer think of art as distinct from business. The two realms work closely together in 2040 to support and uplift each other's creative ventures.

This is our dream and our goal, as the Mayor's Arts Visioning Committee. We strongly believe the arts offer a way forward for Edmonton.

The benefits of an ambitious arts strategy extend far beyond an arts community and into our collective prosperity.

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BUT THEY ARE VERY MUCH A PART OF BUILDING A CITY WHERE PEOPLE WILL WANT TO LIVE AND WORK AND PLAY."

MARTIN GARBER-CONRAD, EDMONTON COMMUNITY FOUNDATION We used that word, prosperity, on purpose. Yes, we believe our economy will thrive if we unleash our creative potential and attract bright minds to Edmonton.

But a prosperous city is rich in so many other ways. In educational and personal-growth opportunities. In public health. In pride and in spirit.



We realize it takes all sectors, working together, to build a city. It takes an artist, though, to raise that city to greatness.

APPENDIX 1:

COMMITTEE PROCESS

The Mayor's Arts Visioning Committee was created by Mayor Stephen Mandel in early 2011. The Mayor and the two co-chairs, Dr. Dianne Kipnes and Mr. Brian Webb, then assembled the committee membership.

The committee was asked to look beyond the City's 10-year plan – *The Art of Living* – and investigate new opportunities, especially in partnerships between Edmonton's arts and business communities to carry the plan forward.

The discussion with the community began with the first major event, the initial "Think Tank" on June 21st, 2011. The event attracted 200 delegates from both business and the creative community who were asked to brainstorm ideas and opportunities for growing the arts across Edmonton.

In July and August the committee led small-group discovery discussions with business representatives, the Aboriginal community, multicultural groups, the festivals leadership, amateur arts groups, City administration, and flagship arts organizations.

Throughout months, committee members and the committee Co-Chairs also held oneon-one discussions with community leaders, practicing artists, local philanthropists, and young business leaders.

The committee met weekly from April to October to plan the discussions, craft a draft report from what was heard from the community, and to debate and select preliminary recommendations.

The recommendations were presented back to the community in a second "Think Tank" session on October 28th for validation and feedback.

The committee finalized the report in early November and presented it to Mayor Mandel for discussion with City Council and City Administration for review and consideration.

APPENDIX 2:

COMMITTEE MEMBERS

Chairs:

Dr. Dianne Kipnes

Mr. Brian Webb

City Council Lead:

Ben Henderson, City Councillor, Ward 8

Members:

Aroon Sequeira, Sequeira Partners
Carolyn Campbell, University of Alberta
C.J. Woods, FCA
Crystal Graham, Kasian Architects
Dick B. Wong, DBW Corporation
Gilles Hebert, Art Gallery of Alberta
John Mahon, Edmonton Arts Council
Katie Soles, Soles and Company
Ralph Young, Melcor Developments

Staff Support:

Catherine Keill, Mayor's Office Heather McRae, City of Edmonton

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ⁱ Candian Council of Chief Executives. February 21, 2006. **From Bronze to Gold: A Blueprint for Canadian Leadership in a Transforming World**. Retreived from http://www.ceocouncil.ca/wp-content/uploads/archives/From_Bronze_to__Gold_February_21_2006.pdf

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