

circular

having the form
of a circle

pertaining to a
circle of people

intended for
circulation

CalgaryVenues.com is a new website being launched by Calgary Arts Development to help connect artists with spaces.



An update from Calgary Arts Development

Arts Spaces Strategy Gets the Green Light

Calgary Arts Development received unanimous approval from City Council in April to move forward with a strategy and capital plan for \$150 million in municipal investment over the next seven years through the City's Culture Parks and Recreation Infrastructure Investment Plan (CPRIIP). This follows research indicating that arts facilities such as performance halls, theatres and art galleries, as well as spaces used for rehearsals and studios are in short supply in Calgary, restraining the growth of the arts sector.

Investment recommendations will be made in two key areas:

- In the centre city region and surrounding areas through the development of anchor facilities with iconic architecture

as well as incubator spaces.

- In communities throughout Calgary by developing spaces built specifically for arts experiences in communities across the city.

A full proposal to apply for funding through Calgary Arts Development to CPRIIP will be available in July 2007. Organizations that are in the preliminary feasibility and planning stages for a future capital project and are not ready to submit a full proposal will be asked to provide Calgary Arts Development with general information on their needs and vision for the future.

The strategy document *Reclaiming Calgary's Cultural Identity: Arts Spaces Strategy & Capital Plan* and the research report *The Current State of Cultural Spaces for the Arts in Calgary* are available at www.calgaryartsdevelopment.com

CalgaryVenues.com

We're pleased to announce the launch of CalgaryVenues.com, a new website to connect artists with spaces. The official launch of the site is planned for early June 2007. But if you own or operate a space, now is the time to load up venue information at CalgaryVenues.com .

Using CalgaryVenues.com is simple and free. Venue operators will list spaces available for rent. Then artists and producers in search of rental spaces such as theatres, galleries, studios, office space, rehearsal space and more will search the site to access all the listings in Calgary, yours included. We appreciate your assistance in helping us create an effective community resource.

Feedback or questions? E-mail us at info@calgaryvenues.com

granting

Special Projects Grants: Next Application Deadline is October 1

Special Project Grants encourage innovation and artistic excellence by providing funds for the development of special projects in the visual, performing, and literary arts. This program is designed to give consideration to projects which would fall outside the normal operating grant program in order to assist with special projects and events by individuals or groups that would not normally qualify for funding through operating grants. Proposals may be submitted by groups currently funded through an Operating Grant for projects which are innovative and clearly beyond the usual scope of the regular programming outlined in their Operating Grant schedule of events, performances and presentations. Details and complete application can be accessed at www.calgaryartsdevelopment.com/granting

Granting Highlights

A total of \$2,890,500 in 2007 Operating Grants was distributed (an increase of 16% over 2006 funding)

- 121 organizations were funded including 7 newly funded organizations
- Just over 80% of total eligible Operating Grant requests were met.
- On average, clients received a 26% increase over their 2006 Operating Grant

Alberta Creative Development Initiative

Calgary Arts Development, Edmonton Arts Council, Canada Council for the Arts and the Alberta Foundation for the Arts have come together in partnership for a new initiative that will see \$2 million per year over 3 years (a million each from the AFA and the Canada Council) for a total of \$6 million invested into Alberta's artists and arts organizations.

As a partner in this initiative, Calgary Arts Development looks forward to sharing details on this program as they become available and working to do whatever we can to ensure that Calgary artists and arts organizations have the best chance of success in securing support.

A complete backgrounder and press release on this initiative are available at www.calgaryartsdevelopment.com

For more information on our granting programs visit the website or contact Karen Ball, Director of Grants & Community Relations at 264.5330 or e-mail karen@calgaryartsdevelopment.com

check your logos

Please make sure that you are using Calgary Arts Development's logo instead of the Calgary Region Arts Foundation logo on your materials.

Funding for Calgary Arts Development's granting programs is provided by the City of Calgary, which currently allocates approximately \$3 million annually in funding for the arts. Wherever possible, please ensure you recognize both Calgary Arts Development and the City of Calgary in all promotional materials.

Logos can be downloaded at www.calgaryartsdevelopment.com/logos. Before using the Calgary Arts Development logo, please review our logo usage guidelines online.

Yes! Please recognize both Calgary Arts Development and the City of Calgary on your materials.



No! You should no longer be using this logo on any of your materials.



ArtsMART

We're currently in the process of re-developing ArtsMART, our permission-based e-marketing service to include a comprehensive online events portal. In the meantime, we're happy to report that the ArtsMART update is hitting the inboxes of over 7600 Calgarians every Wednesday, up 27% from this time last year. As well, 1,200 student LiveRush members currently enjoy ticket discounts and updates through ArtsMART.

We're committed to developing an open and comprehensive resource to support the arts community and deliver arts information to Calgarians. Beginning in the fall, all artists and organizations funded by Calgary Arts Development will be able to enter their events in the ArtsMART events portal free of charge. ArtsMART Update, traditionally offered as a pay-for-use service, will continue to offer more comprehensive pay-for-use promotional opportunities. More details on how to submit your 2007-08 season information and participate in other promotions will be communicated over the summer.

Collaborative Marketing Projects: New Funds

New support for audience development and marketing projects will be available from Calgary Arts Development as part of our Strategic & Cooperative Marketing Program. A call for submissions will be issued early in June 2007 for projects that are collaborative, innovative and will increase marketing capacity in the sector and contribute measurably to the development of awareness, audiences and participation in the arts.

Branding Calgary's Arts Scene

Calgary Arts Development has issued an RFP for an agency partner to help develop a branding strategy to increase the profile of Calgary's vibrant arts and culture

scene. A working group of artists, administrators, marketing professionals and representatives from the city's promotional agencies will join Calgary Arts Development and our partner firm in creating a branding and messaging strategy that presents Calgary's dynamic arts scene as a core component of the city's cultural identity.

Window Space

Two display windows located in the South Building of the Calgary TELUS Convention Centre (CTCC) are now available for programming by local artists and organizations thanks to a new partnership between the CTCC, Calgary Arts Development and Art-Central. The first installation by the Sled Island Music Festival will be up in late May, followed by Up-ercase Gallery's "Shatner Show" in June. Groups interested in using the space can contact us to submit a proposal for August, October and December 2007.

Promo Hot Spot

Located in the Calgary Tower, Tourism Calgary's Information Super Centre is a central information hub for visitors to the city. What better place for promotional material about events and activities that show off our city's vibrant arts scene?

Artists and organizations can drop off your posters and brochures at the Calgary Arts Development office by the 15th and 30th of each month for distribution in at the tourist information centre in the Calgary Tower.

marketing

For more information on our marketing programs visit the website or contact Erica Mattson, Marketing & Communications Manager at 264.5330 or e-mail erica@calgaryartsdevelopment.com

sign up!

Sign up for our e-newsletter at www.calgaryartsdevelopment.com to stay up to date with news from Calgary Arts Development.

While you're at it, register for an account on our site and start blogging in your own Creative Calgarians Journal. And subscribe to ArtsMART for weekly updates on arts events from at artsmartcalgary.ca.

JUNO Awards come to Calgary in '08!

Calgary Arts Development and Tourism Calgary partnered up on a successful bid to bring the 2008 JUNO Awards to Calgary, and are now working together to co-chair the host committee. This three-day celebration of Canadian music runs April 4 to 6, 2008, with thousands of visitors expected and an economic impact in the range of \$7 to \$10 million.

It's pretty exciting stuff, and we hope the whole city will get involved. As you're planning your programming and messaging for 2008, join us in celebrating Canadian music in the months leading up to the JUNO Awards. There will be promotional opportunities for events in 2008 that celebrate the best of the local, regional and national music scenes.

Our goal is to see lasting support for the local music scene through a program that delivers music opportunities for youth, supports artist career development and strengthens Calgary's reputation as a cultural centre. A subcommittee consisting of members of Calgary's music community has been created to plan and develop this program. Stay "tuned" for more updates over the next year.

Artsbinder.com

Calgary Arts Development is teaming up with the Arts Education Action Committee to increase the outreach and visibility of Artsbinder.com, a resource that delivers online information on arts education opportunities to Calgary teachers. Until recently, these

resources were delivered in the form of a physical binder delivered to schools. Our goal is for Artsbinder.com to become a widely known and comprehensive resource for all teachers in Calgary.

Artists and arts organizations: Visit artsbinder.com today to enter information about your arts education opportunities.

Teachers and educators: Log onto artsbinder.com to discover arts experiences that you can bring into your classroom!

Annual Report

Calgary Arts Development's 2006 annual report is available for download online starting May 24.

In it you'll read about all our activities in 2006, including our merger with the Calgary Region Arts Foundation and details on our strategic plan for 2007 - 2009.



about us

Calgary Arts Development plays a leadership role in realizing the potential of arts and culture in Calgary. As the city's designated arts development authority, we are a central hub that learns about, promotes, connects, advocates for, and leads strategic initiatives in the arts to animate Calgary as a vibrant cultural centre. Calgary Arts Development allocates municipal funding for the arts provided by the City of Calgary through granting programs that support 140 artists and organizations in Calgary.

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