

Update: Arts and Culture

Initiative Title:	Arts and Culture
City Council Lead(s):	Mayor Mandel and Councillor Henderson
Department Lead(s):	Lyall Brenneis, Community Services

Objective:

- Foster a vibrant and thriving arts and culture milieu as an integral part of the life of Edmontonians.
- Enhance the pride of Edmontonians in their arts and culture.
- Increase the range and scope of festivals in Edmonton.
- Enhance the attractiveness of Edmonton in all seasons.
- Grow Edmonton's presence in the national and international filming industry.

The arts support *The Way Ahead* goal of 'Improving Edmonton's Livability' three-year priority goal of preserve, celebrate and support Edmonton's heritage, arts and culture.

- *The Way We Live*; Edmonton's People Plan 10 year strategic plan will improve Edmonton's livability through;
 - Objective 2.3 "The City of Edmonton is a diverse, creative city with a rich and vibrant arts and cultural community."
 - Objective 2.5 "The City of Edmonton promotes the celebration of diversity, milestones, achievements and festivals."
 - Objective 2.6 "The City of Edmonton hosts world leading arts, cultural, sports and entertainment events that attract a local, regional and global audience".
- *The Way We Prosper*, the corporate economic development draft plan, was approved by Council in March 2013. This strategic plan will focus on goals and initiatives that will diversify Edmonton's economy. The importance of promoting and supporting Edmonton's arts and culture industry is an integral part of this comprehensive economic development strategic plan.

Key Outcomes, Projects or Activities and their Status as of May 2013:

Art of Living 10 Year Plan - Update

- Arts Hab worked in partnership with the City of Edmonton to identify bylaws and zoning regulations that inhibit the effective development of arts spaces in Edmonton. Administration prepared Zoning Bylaw amendments that addressed the identified issues. These proposed amendments were presented and accepted at a public hearing September 2012 (Art of Living Arts Recommendation #2).
- The City of Edmonton's website now includes an Art of Living page which provides an update for citizens on current progress on the Art of Living Implementation Plan as well as new initiatives, achievements and links to the Edmonton Arts Council and the Edmonton Heritage Council web sites.

- In 2012, all grants were increased due to additional funding allocated to the Edmonton Arts Council through Advancing the Ways (Art of Living Recommendations #6, #7, #8).
- City Council approved \$5 million for the Edmonton Film Entertainment Fund on August 31, 2011. Launched in March 2012, the \$10 million Edmonton Film Entertainment Fund invests in film and television projects made in and around Edmonton. A partnership between Edmonton Economic Development Corporation (EEDC) and Los Angeles-based Kilburn Media, the fund is profit-motivated. Both partners invest jointly and exclusively in projects that have a pre-sale agreement in place. Profits resulting from EEDC's investment will be returned to the fund to generate more opportunities for Edmonton film crews and ensure the fund's sustainability and viability (Art of Living Recommendation #9).

Art of Living Update- Heritage

- The Heritage Council hosted its second annual AGM on June 6th, 2012 (Art of Living Heritage Recommendation #1). AGM 2013 is scheduled for May 29th.
- In November 2012, Council directed Administration to prepare an unfunded service package in the amount of \$250,000, for consideration during the 2013 Operating Budget deliberations to facilitate the implementation of the Comprehensive Museums Strategy Report and the City Museum Development Strategy Report (Art of Living Heritage Recommendation #9).
- Heritage Council is to provide a report to Committee outlining the progress made to develop the Edmonton Museums Network, including the feasibility of coordinating joint financial initiatives by fall 2013 (Art of Living Heritage Recommendations #9 and #10).
- Administration was also directed to work with the Edmonton Heritage Council to prepare a report that considers the different options for museum buildings and suggests a capital project profile for a new City Museum for the 2015-2017 Capital Budget (Art of Living Heritage Recommendation #10).
- The Heritage Community Investment Grants Program was proposed in 2012 and was approved to the amount of \$275,000, subject to additional details on relevant city policy. This was provided in early 2013 and applications and processes are underway to provide operating funding to eligible heritage organizations (museums, archives, historical societies) and heritage project funding to eligible organizations who have innovative approaches to preserving and presenting Edmonton's history and heritage. This initiative is based on Art of Living Heritage Recommendation # 11.
- The Historian Laureate program is established with the selection of Ken Tingley as Edmonton's first laureate in 2010 and the second laureate, Shirley Lowe, was selected in 2012. The program is supported by the City of Edmonton in collaboration with the Edmonton Historical Board and the Edmonton Heritage Council.

Mayors Task Force on the Arts

In November 2011, the Mayor's Arts Visioning Committee released 12 recommendations on how to raise the profile of arts in Edmonton through partnerships

between the arts and business communities, and position arts as a point of pride for our city through to 2040 and beyond.

- The recommendations are being reviewed and worked upon individually. In some cases, the recommendations support the ongoing work of the city. In other cases, the recommendations are being pursued by members of the arts and business communities.

MacEwan West Campus

- In November 2012 the Council approved the purchase of the Grant MacEwan West campus to establish a community and cultural space with the transformation of the facility into a vibrant and significant arts, multicultural and Aboriginal destination.
- Property Acquisitions will receive a detailed building condition inspection after the Purchase Agreement is executed by both MacEwan and the City.
- Once Provincial approval for the sale of the west campus facility is confirmed, the City will pay the purchase deposit of \$5 million to MacEwan, in the fall of 2013.

Enterprise Square Galleries Initiative

- In fall 2012, Council approved three years of funding to test the viability of the Enterprise Square Galleries to catalyze and nurture the public appetite for local visual art.
- The Enterprise Square Galleries and Programs is an approved collaboration between the City of Edmonton and the University of Alberta. It will use the existing downtown gallery space at Enterprise Square to build programs to raise the profile of local artists, assist with showcasing the University of Alberta's Museum and Collections and engage students and the community in the arts, culture and science.

Edmonton Downtown Academic and Cultural Center – Galleria Project

- On February 2012 Executive Committee directed Administration work with the Arts Visioning Committee, to assist in the creation of a business case for the Galleria Project, then called the Edmonton Performing Arts Centre.
- In April 2013, Administration provided an update on the Business Case for the Edmonton Downtown Academic and Cultural Centre. City Council directed that Administration enter into discussions with the Edmonton Public School Board to establish the cost to secure the property that is currently functioning as the School Board Maintenance Building north of the CN Tower. The Galleria Project will come back to Executive Committee in June 2013.

Multicultural Outreach

- The Edmonton Arts Council (EAC) has progressed with the work of ensuring Edmontonians of all cultural backgrounds are recognized and supported by the Arts Council. An external audit (by the Centre for Race and Culture) was commissioned on the EAC grant and communications programs. EAC has reviewed the report and recommendations and the Board and Staff are implementing a number of initiatives to address outreach issues.

Arts Common

- The Avenue Initiative Revitalization Strategy identified the need for an arts and community facility to support local artists and the revitalization.
- Arts Habitat, Arts on the Avenue and the City have partnered to have a business case developed to replace the former Alberta Cycle building on 118th avenue in the Alberta Avenue neighbourhood revitalization area.
- The business case will provide a site analysis and development models, design and construction costs, ownership models, operating models a projected operating budget, and an operational plan as well as a funding strategy.
- Community Services has committed \$4 million in Great Neighbourhoods funds towards the project.
- The business case is scheduled to be complete by summer so that it can be presented to Council in early fall 2013.

Winter City Strategy

- The WinterCity Strategy, For the Love of Winter, was presented to and approved by Council in October 2012.
- The WinterCity strategy has been seeking out important opportunities to partner, sponsor and facilitate a variety of community events and initiatives.
- A new WinterCity Advisory Council was formed in February 2013 in order to build on the momentum of 2012 and oversee the development of a 10 year WinterCity Implementation Strategy by fall 2013.
- A WinterCity Coordinator in Community Services Department has been identified to manage the advancement and implementation of the WinterCity Strategy.
- WinterCity Office has led some community events, e.g. kicksledding for community leagues and free hot chocolate Sundays at toboggan hills and partnered to facilitate others, e.g. the Parka Patio Party, the Valentine's Day Disco Skate, and the outdoor winter fashion show.

Edmonton-in-Bloom

- Edmonton Capital Region hosted the National Symposium on Parks and Grounds and the National Community in Bloom Awards (CiB2012) in October 2012. Edmonton city centre played host to almost 300 delegates and over 60 volunteers for 4 days offering seminars, regional tours, and networking opportunities.
- With organizational participation from 10 regional municipalities, this event successfully enhanced regional relationships at political, administrative, and community levels.
- Partnership
 - The Edmonton Horticultural Society continues to play an integral role in promoting local beautification and enhancing the outcomes of this initiative.
 - Front Yards in Bloom continues to thrive as a joint partnership between the Edmonton Horticultural Society, the Canadian Union of Postal Workers and the City of Edmonton. The Realtor's Association of Edmonton is our program sponsor. Sustainable Food Edmonton and the Edmonton Naturalization Group judge the edible and natural front yard categories.

Nominations are open for the 2013 season so please nominate an edible, natural, or just plain pretty yard at frontyardsinbloom.ca

- New this year, Edmonton Federation of Community Leagues is trialing a Balconies in Bloom program to encourage multi-family housing to beautify their vertical spaces.

Future Steps:

- The Art of Living implementation plan contains 17 arts recommendations and 11 heritage recommendations to be implemented over 10 years (2008- 2018). The City of Edmonton will continue to support the work in the implementation plan.
- A detailed report on the Art of Living Implementation Plan progress is submitted to Community Services Committee in the fall of each year.
- Communities in Bloom 2012 was budgeted to include a legacy project in each of the participating communities. Project details and development will occur over summer and fall of 2013.
- Members of the community have been donating to an Edmonton Community Foundation grant program and have raised over \$6500. Funding from the Beautification and Naturalization budget will donate \$3500 to activate the grant program for fall of 2013.
- The Communities in Bloom 2012 conference website was developed to be converted into a regional beautification hub. The new website is in the process of being developed for the launch of gardening season 2014.
- The Edmonton in Bloom Awards will be held on August 15 at 7pm at City Hall to recognize community members who embody the overall values of the Communities in Bloom program.