



edmonton
arts
council

Edmonton Arts Council

Progress on *Connections & Exchanges:*
A 10-Year Plan to Transform Arts &
Heritage In Edmonton

Connections & Exchanges



Connections & Exchanges: How are we operationalizing it?



- Each **Action** is a piece of a jigsaw puzzle.
- When **Actions** (or puzzle pieces) are put together, the **Aim** comes into focus.
- Diverse **Aims** contribute to multi-layered scene(s).
- Over the next decade, **Ambitions** come into view creating the *Connections & Exchanges* to anchor Edmonton's transformative change.

Measurement, Evaluation & Learning Framework

- The MEL ensures the objectives are realistic, measurable and representative.
 - Measures the ongoing impact of implementation and encourages adjustments;
 - Outlines a mixture of six methods to collect data;
 - Reflects the principle of stakeholder participation in conducting research; and
 - Highlights the importance of streamlining and standardization of reporting.
- Each Action has Key Performance Indicators to measure organizational impact.
 - Developing a real-time tracking tool to achieve operational objectives.
 - Interactive Ecology Map

Implementation Highlights

Reimagining Grant Programs / COVID Response

- EAC Board through its Grants Review and Transition Committee (GRT) rapidly responded to COVID by strategically reallocating funds and leveraging additional dollars from the Edmonton Community Foundation to create new opportunities guided by *Connections & Exchanges*. (Aim 7, Book 4).
- **Creators' Reserve Grant**
 - Supported artists by funding creation activities.
- **Equity and Access in the Arts**
 - Doubled investment in the community.
 - Experimentation and professional development.
 - Major artist-driven projects.
- **Grants for Individuals and Collectives**
 - Experimentation and professional development.
 - Major artist-driven projects.



Lance Cardinal's "Love of Nations" at Amiskwaciy Academy, 2019.
Photo supplied.

Implementation Highlights

Community Programming

- Virtual and outdoor programming in 2020 engaged artists and Edmontonians, bringing Edmonton's neighbourhoods alive with meaningful and relevant opportunities for participation and engagement (Aim 1, Book 2 of *C&E*).
- **“Festival in a Box” pop-up parades**
 - Programmed parades in 20 neighbourhoods across the city.
- **Online professional development opportunities**
 - Hosted more than a dozen workshops, with more than 500 participants.
- **Hosted sessions for the Mayor and City Councillors to hear from the arts community (May 2020).**



Terwillegar Festival in a Box Parade, 2020. Photo supplied.

Implementation Highlights

Artist / Organizational Consultations

- Conducted online surveys with individuals and arts/festival organizations.
- Shifted to virtual, small group arts community roundtables:
 - Nine consultations were held in 2020 with members of various communities.
 - Separate consultations with Indigenous and equity-seeking communities.
- Involved community in qualitative conversations to learn about:
 - artistic practice
 - external supports
 - gaps and opportunities in investment
 - accessibility

**Input from these consultations continue to shape our programs and services (ensuring our planning process is flexible and iterative).*

Implementation Highlights

Public Art

- New Public Art policy suite to enable better:
 - artistic planning
 - flexibility with budgets
 - community animation
 - sustainable care of the collection
- Developing a curatorial plan for the City to set a vision for the public art collection.
- Partnered with City Administration on Downtown Vibrancy and Public Art Plan.



Agent Crystalline by Marc Fornes & THEVERYMANY. Photo: Doyle C. Marko.

Organizational Transformation and Board Development

New staff positions created with a focus on strategy, investment and relationship-building:

- Equity and Inclusion Advisor
- Indigenous Relations Advisor
- Strategic Investments and Community Relations Specialist
- Manager of Research, Measurement Analytics and Learning
- Business Manager, TIX on the Square

Board Development:

- Renewal of Board oversight and strategic foresight functions /mechanisms
- Renewal of Board Committees
 - New Terms of Reference
 - Recruitment Procedures
- Creation of the Grant Review and Transitions Committee

Organizational Redesign & Technological Infrastructure Transformation

Organizational Redesign

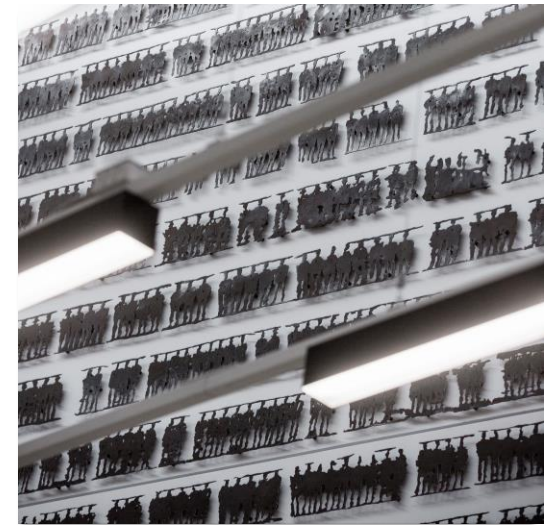
- Hired *Unified Edge* to facilitate Organizational Review and Redesign.
- Alignment of *Connections & Exchanges* implementation with human resources.
- Business process review, mapping and documentation of workflows and procedures.
- Workforce skill and competency assessments and adoption of learning plans.

Technological Infrastructure Transformation

- Hired Zitek Solutions to audit, manage and integrate new software systems.
 - More efficient and effective grants and public art and collections management platform.
 - More effective contact relationship management software to connect with community.
- Upgraded hardware and security of information / data management system.
- Working to create integrated, digital interface to improve quality, access and impact.



Thank you and questions



Morteza Abedinifard performing at the 2020 Edmonton Arts Council Social. Photo: Audrey French Photography; Festival in a Box Parade performer. Photo: supplied; Bottles of Orange Majestic and Monster Fruit soda created by Big Rock Candy Mountain and students from John A. McDougall Elementary School. Photo: Sarah Race Photography; "If the Drumming Stops" by Peter Morin, Tania Willard & Cheryl L'Hirondelle. Photo: EAC; New work by Cultural Diversity in the Arts recipient Christian Peres Gibaut. Photo: Gwen Hunka; Alma Visscher at work during her Yorath House residency. Photo: Taryn Kneteman; Hayley Moorhouse in *Tracks* by Mac Brock. Photo: supplied; Things I Knew To Be True by Peter von Tiesenhausen. Photo: Laughing Dog Photography.