



edmonton  
arts  
council

# Edmonton Arts Council

The City of Edmonton  
2019–2022 Operating Budget Presentation

# Who we are



The Edmonton Arts Council (EAC) is a non-profit, member-driven society and charitable organization that supports and promotes the arts in Edmonton. The EAC works to nurture arts and cultural activities that reflect Edmonton's diversity.

*Happy Wall installation by Thomas Dambo at Sir Winston Churchill Square  
Credit: Edmonton Arts Council*

# What we do and how we do it

Core programs and services include:

- Community Investment Program grants for individual artists and arts and festival organizations
- Percent for Art Program and Public Art Collection
- TIX on the Square community box office and gift shop
- Churchill Square daily programming and other neighbourhood programming
- Arts advocacy and other cultural development activities

# What's our focus in 2019-2022

## Phase I - implementation of *Connections & Exchanges*:

- Granting portfolio review to include:
  - Community consultations
  - Integration of best practices into program design
  - Improved, streamlined approach to program delivery
- Launch new granting programs, services and activities
- Redesign operations, build information management capacity and integrate performance measurement
- Leverage strategic partnerships to maximize community impact



# What's different in 2019-2022

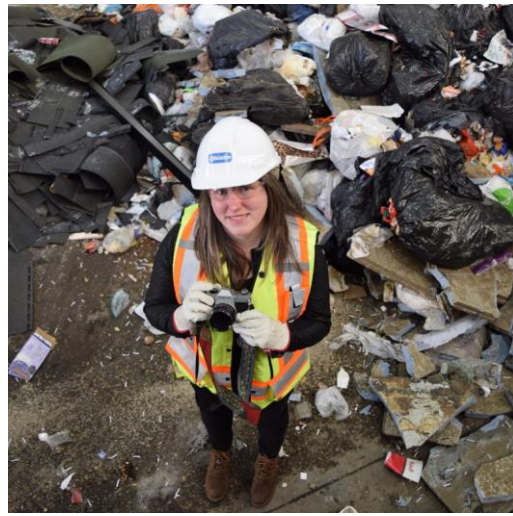
2019	<p><b>Community focus:</b></p> <ul style="list-style-type: none"><li>▸ Review of programs and services</li><li>▸ Engagement and targeted planning</li><li>▸ Improvements to investment portfolio</li></ul> <p><b>Organizational focus:</b></p> <ul style="list-style-type: none"><li>▸ Business process review and transformation</li><li>▸ Operational redesign to align with <i>Connections &amp; Exchanges</i></li></ul>
2020	<p><b>Implementations:</b></p> <ul style="list-style-type: none"><li>▸ Launch of new granting programs, services and activities, and information management system</li><li>▸ Increased organizational capacity and capabilities to support business needs</li></ul>
2021-2022	<p><b>Community Impact:</b></p> <ul style="list-style-type: none"><li>▸ Strengthen programming and audience engagement with strategic investments in arts and festival organizations</li><li>▸ Enable diverse projects and activities with strategic investments in artists, collectives, groups and ensembles</li><li>▸ MEL framework to provide progress reports in achieving aims and actions</li><li>▸ MEL framework to provide annual reports on effectiveness of implementation</li></ul>

# The way we demonstrate our performance

## Measurement, Evaluation and Learning (MEL) Framework

- Ensures the objectives are realistic, representative, and measurable
- Provides a high degree of transparency and accountability to stakeholders and the public
- Five Pillars of Measurement: validity & standardization, participation, data minimization, streamlining & simplification and mixed-methods
- Three Approaches:
  - Outcome Measurement – Applying qualitative and quantitative approaches to data collection
  - Performance Reporting – Synchronized with the City's budget cycle
  - Learning and Growth – Allows for flexibility and adjustments to better serve the community
- Advances Council's Strategic Plan





# Thank you and questions

