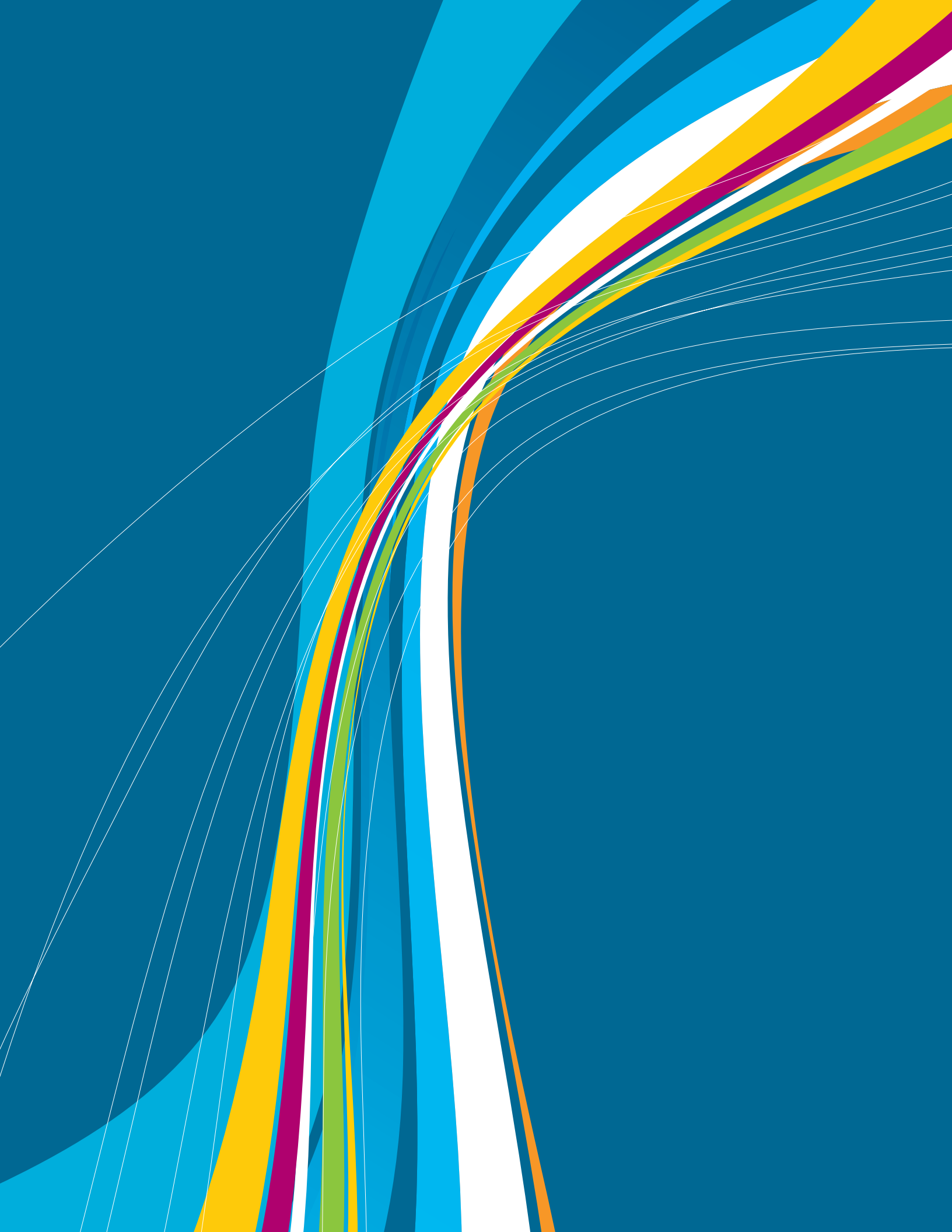


The Spirit of Alberta Progress Report 2010

Alberta

Freedom To Create. Spirit To Achieve.



MESSAGE FROM THE MINISTER

It gives me great pleasure to present *The Spirit of Alberta Progress Report 2010*.

The Spirit of Alberta, our cultural policy, is in itself a bold statement about the value and importance the Government of Alberta has placed on ensuring the province's culture grows and flourishes. As indicated in a province-wide survey conducted in 2008 by my ministry, Albertans see culture as including the arts, heritage, sport and recreation, the natural environment and a sense of belonging to a strong and inclusive community. Culture also includes creativity and innovation, and arts-related industries such as film, television and new media. Albertans want and expect to see all of these facets of culture preserved, protected and promoted for generations to come.



Ensuring that Albertans have an ongoing voice in Alberta's cultural identity has been a priority for me. In addition to conducting the 2008 survey of Albertans' perspectives on culture, the ministry established the Premier's Council on Arts and Culture. More than 275 Albertans applied to be members in the initial recruitment.

The Premier's Council represents a cross section of the province. Each member's role as a cultural ambassador also ensures government is linked to communities across the province.

The Government of Alberta has also shown significant support for culture in the reporting period. The first ever Alberta Arts Day in 2008 included 100 events in 30 communities. In 2009, the celebration was expanded to three days with more than 571 events taking place in over 116 communities. The Alberta Foundation for the Arts received an increase to its budget and completed an evaluation of its programs to better meet the needs of the arts community. Changes were introduced to the Film Development Program to create an attractive environment ensuring Alberta's film industry can continue to grow and compete on a global stage. Other grant programs are being streamlined and applications are being moved online.

I'm very pleased to report that the Government of Alberta significantly supported Alberta artists that participated in the Cultural Olympiad, in conjunction with the 2010 Winter Olympic Games in Vancouver, British Columbia. Athletics is the heart of the Olympics, but culture is its soul. This funding is demonstration of the government's support for Alberta artists – enabling them to gain international exposure.

Alberta's cultural policy has given us much to celebrate. In the pages that follow, you will learn of activities and achievements from all over the province that are helping to give Alberta a reputation around the world as a centre of cultural excellence. But culture isn't just about the things we do; it's fundamentally about who we are, as a province, and a people. It is a reflection of what we value and the goals to which we aspire. It truly is *The Spirit of Alberta*.

A handwritten signature in black ink that reads "Audrey Blackett". The signature is fluid and cursive.

Minister of Culture and Community Spirit
MLA, Calgary-North West

CULTURAL POLICY INITIATIVE PROGRESS REPORT

The Spirit of Alberta, Alberta's cultural policy, is built on the fundamental principle that culture is vital to the individual, social and economic well-being of the province and that the Government of Alberta is committed to supporting provincial culture.

Albertans' perspective

Albertans view culture in a broad sense, and see it as including not only the arts, but also heritage, sport and recreation, the natural environment and a sense of belonging to a strong and inclusive community. Culture also includes creativity and innovation, especially in business and the arts.

This broad and inclusive view of culture is addressed by the policy's four keystones:

- Access
- Capacity
- Excellence
- Cultural Industry

This progress report details the steps the Government of Alberta has taken in implementing the cultural policy since its inception. *The Spirit of Alberta* is an investment in the long-term prosperity of our province and is already helping to improve quality of life for all Albertans.

A thriving culture. A better life.

Launched in January 2008, *The Spirit of Alberta* provides the province with a valuable framework to improve the quality of life of Albertans by supporting the growth and development of an informed, outward-looking environment where Alberta's unique culture can flourish.

The Cultural Policy Initiative (CPI) was created in May 2008 from existing resources to ensure *The Spirit of Alberta* evolved from policy into practice. Implementing the policy is a key responsibility for the Ministry of Culture and Community Spirit.

As the policy continues to grow in significance as a provincial cultural support, the CPI's role in improving Albertans' quality of life will continue to gain profile.

Culture is an essential element of a vibrant, healthy and balanced society. Research tells us that participation in cultural activities helps reduce stress, promotes increased health, creates environmental benefits and improves academic learning.

The Spirit of Alberta identifies strong communities as a common agenda and CPI will continue to work with stakeholders to deliver the best possible outcomes through improved cultural services, inspiring citizens to make a difference, and supporting the developing and sustaining community hubs where civil society and cultural enterprises can thrive.

A vibrant culture also gives our province an important advantage as we compete to attract and retain skilled workers and their families to our communities. As well, our communities are strengthened through cultural activities and community engagement, fostering a sense of belonging and local pride.

The Government of Alberta acknowledges that culture is vital to the individual, social, environmental and economic well-being of this province. The CPI demonstrates the government's commitment to ensuring Alberta's cultural wealth thrives as the province moves into its second century.

We are committed to culture in the broadest possible sense, with the goal of becoming a Canadian centre for cultural excellence that contributes to the development of successful individuals, thriving communities, effective social institutions and a strong knowledge-based economy. At the heart of this commitment is a vision of personal and provincial identity, of unity, and of innovative solutions to the challenges our society will face as it continues to grow and diversify.

The Cultural Policy Initiative supports Goal 2 of the Alberta Culture and Community Spirit's 2008-11 Business Plan: A culturally vibrant province where awareness and appreciation of Alberta's unique cultural identity are shaped by Alberta's cultural policy.

Albertans receive a 12:1 return on every dollar spent on the arts.

Economic Impact of the Arts Study, 2004, Econometric Research Limited



MAJOR ACHIEVEMENTS AND HIGHLIGHTS

More than two years after adopting *The Spirit of Alberta*, culture continues to remain a priority for the Government of Alberta. The information summarized in the following report demonstrates that the goals of the policy are being fully embraced. Culture is indeed being supported and promoted by the Minister of Culture and Community Spirit, Hon. Lindsay Blackett, the entire Government of Alberta and its many cultural partners.

Establishment of Premier's Council on Arts and Culture

- The Premier's Council on Arts and Culture is an integral part of implementing *The Spirit of Alberta*. Through the Council, the province gains greater insight into the needs and opportunities at the community level, where council members have community and private connections. With only about 15 per cent of Albertans aware of *The Spirit of Alberta*, the Council plays an important role in raising the profile of arts and culture in the province.
- The Minister of Culture and Community Spirit values the Council's work in bringing together the volunteer/non-profit cultural organizations, business and other diverse members of communities to form partnerships and work collaboratively to promote culture for social and economic growth.

Arts Days

- Albertans celebrated the first ever Alberta Arts Day on September 6, 2008 to increase appreciation of the arts and culture in the province, and its contribution to our quality of life. During Arts Day, Albertans enjoyed more than 100 arts activities and celebrations in 30 communities across the province with concerts, exhibits and performances.
- Arts Day 2008 culminated in an arts forum at the Alberta College of Art and Design and a gala evening at the Southern Alberta Jubilee Auditorium, featuring exciting collaborations and a surprise appearance by Joni Mitchell.
- In 2009, Arts Day became Arts Days from September 18-20 with five flagship events in Fort McMurray, Grande Prairie, Edmonton, Olds, Calgary and Medicine Hat. In total, over 571 events took place in more than 116 communities.
- Arts Days 2009 also saw 122 libraries join the celebrations featuring a wide-range of cultural programs such as film nights, visual art displays and presentations by some of the province's most talented artists. Additionally, thousands of children took up an Arts Days School Challenge in 80 schools across the province, and 14,000 people attended eleven provincially-owned heritage sites and museums that featured special arts programming and offered free admission.



Cultural Inventories

- The Cultural Policy Initiative (CPI) completed the first Cultural Sites and Facilities Inventory, and a Cultural Facilities Strategic Overview of all cultural facilities throughout the province. These will be used to develop a cultural facilities capital plan for Alberta.
- As a major step in implementing the cultural policy, the CPI compiled the first ever inventory of existing programs and services across the Government of Alberta that focus on the cultural policy's four keystones, and government priorities. The inventories identified nearly 200 initiatives and 166 strategies focused on culture. A majority of initiatives aligned to the policy's goal of access, followed by capacity. This identifies future opportunities for Alberta Culture and Community Spirit to collaborate with other ministries on initiatives that focus on the goals of excellence and sustainable cultural industries. The inventories will be used by the Premier's Council on Arts and Culture and government ministries to inform policy for collaboration, partnership and effective use of resources by joined up delivery of culturally focused services to Albertans.



Building community capacity by facilitating financial success

- In an effort to remove some of the administrative burden on grant applicants and ensure dollars are being directed to where they are most critically needed, the department undertook a review of its community investment programs and streamlined a number of processes.
- In an effort to retain current productions and attract new productions to Alberta, the Film Development Program grant guidelines were adjusted. Grant percentages for eligible costs have been increased by six per cent, and the per project grant cap has been raised to \$5 million from \$3 million.
- The Community Spirit Program (CSP) was launched in April 2008. The goal of the program is to increase individual charitable giving to help support Alberta's non-profit and charitable organizations. The program is donor-driven, meaning it recognizes and encourages Albertans to make cash donations. Monies received from Albertans stay in Alberta to support Alberta-based non-profit and charitable organizations. The following financial incentives are available for individual donors and recipient organizations.
 - Enhanced Charitable Tax Credit: Encourages donations by individuals and boosts funding to the organizations that Albertans support. Effective January 2007, the Alberta tax credit for eligible charitable donations that exceed \$200 in a tax year has increased from 12.75 per cent to 21 per cent of the amount donated. Including the federal credit, Albertans now receive a 50 per cent tax credit on those donations. The increase gives Alberta one of the highest charitable tax credits in Canada.

To build on Albertans' spirit of giving, spirit of sharing, and spirit of doing, the Government of Alberta introduced these measures to benefit Albertans and registered charities.

- Donation Grant Program: The donation grant program is available to non-profit organizations and registered charities, and encourages Albertans to financially support the voluntary sector. The program provides organizations with a proportional grant based on the amount of eligible cash donations received from individuals.

These programs enable organizations to expand and broaden their donor base and, in turn, increase their revenues. The Community Spirit Program donation grant had 1,496 successful applicants in 2008 that shared a total of \$19 million in grant funding. In 2009, 1741 organizations split \$19 million in funding.

Supporting excellence

- The Sam Steele Collection, a historically significant collection of western Canadian artifacts and documents, was repatriated from the United Kingdom to Canada in June 2008. The collection represents a defining moment in protecting and preserving our province's cultural heritage.
- A number of cultural facilities received financial support for their construction and/or renovation through the Major Community Facilities Program. These include the Eleanor Pickup Centre for the Performing Arts in Drayton Valley, Mount Royal Conservatory in Calgary, the Art Gallery of Alberta and the Nina Haggerty Centre for the Arts in Edmonton, the Elk Point Regional Allied Arts Multi-Use Facility, and the Centre for Creative Arts in Grande Prairie to name a few.
- The Government of Alberta helped bring four major Canadian arts events to Alberta cities in 2008-09: Banff World Television Festival, Juno Awards (Calgary), Gemini Awards (Calgary) and the Western Canada Music Awards (Edmonton). These events spotlighted local artists and helped generate cultural tourism and economic spin-off.
- The provincially-owned and operated Royal Tyrrell Museum is Canada's only facility exclusively dedicated to the study of palaeontology. The museum is a pioneer in the use of technology and a leader in distance learning programming for schools, offering virtual tours of exhibits. It was the first Alberta museum to make available on-line purchase of summer programs and admission tickets. In 2009/10, the museum welcomed more than 20,000 students who participated in educational programs by visiting the Museum in person and through video conference connections to schools across North America, hosted from the Distance Learning Studio in the ATCO Tyrrell Learning Centre. The museum has won a number of national and provincial awards for its outreach programs, distance learning and digital education programs. It also won a 2009 Canadian Museums Association award for Outstanding Achievement in Education.
- The Alberta government also supported a number of other cultural facilities that received major national and international awards. By investing in Alberta's cultural capital, the government is not only creating a legacy for future generations, it is firing the imagination and releasing the potential of groups such as the Prairie Art Gallery in Grande Prairie, Rosebud Theatre in the rural community of Rosebud and the Esplanade Arts and Heritage Centre in Medicine Hat. The provincially-owned and operated Ukrainian Culture Heritage Village, and the Reynolds-Alberta Museum in Wetaskiwin also demonstrated a passion for excellence and won major awards for their achievements.

THE VOICE OF ALBERTANS THE HEART OF COMMUNITY

The Premier's Council on Arts and Culture

The Council's 'travelling' meetings help ensure that all regions of Alberta are represented when providing advice to the minister. Council members also act as cultural ambassadors, attending cultural events as a way of making connections and championing the policy.

The Council has made a recommendation to the Minister of Culture and Community Spirit to advance introduction of cultural education in schools from kindergarten to Grade 12. The Council is currently developing a prioritized list of recommendations for the minister's consideration.

Recruitment to the Council occurred throughout the summer and fall of 2008. Screening of the applications was conducted in accordance with the guidelines developed by government's Agency Governance Secretariat. Over 275 applications were received with equal geographic representation among Calgary, Edmonton and the rest of the province. Initial appointments were for one-, two- or three-year terms.

Premier Ed Stelmach and Minister Lindsay Blackett officially introduced the initial members of the Premier's Council on Arts and Culture on December 9, 2008.

The current members of the Premier's Council on Arts and Culture are:

- Chair – Mr. Tom McCabe, Calgary
- Vice Chair – Ms. Angela Keibel, Drumheller
- Ms. Amanda Affonso, Calgary
- Mr. Brad Hembroff, Lethbridge
- Ms. Diane Jones Konihowski, Calgary
- Mr. Jeff Kovitz QC, Canmore
- Mr. Martin Kennedy, Edmonton
- Ms. Audrey Luft, Edmonton
- Ms. Sherryl Sewepagaham, Edmonton
- Mr. Jason Valleau, Carstairs

Goal A: Ensure all Albertans have access to cultural experiences and opportunities

ACCESS

The 2010 Survey of Albertans identified that:

- 30 per cent of Albertans had visited a website over the past 12 months where Albertan cultural services, facilities or products can be accessed.
- 78 per cent of citizens had access over the previous 12 months to cultural services, presentation or facilities
- 61 per cent of Albertans visited a museum, historic site, interpretive centre or archives during the previous year.
- 91 per cent attended, participated or performed in an arts event or activity within the previous year.
- 92 per cent of Albertans indicated that arts activities are very or somewhat important in contributing to the overall quality of life in their community. There has been a large increase since 2008 in the percentage who rated them as very important (from 43.9% very important in 2008, to 55.7% in 2010).
- Of those Albertans who volunteered last year, 22 per cent volunteered in an arts or cultural area.

To help achieve the goal of increased access, Alberta Culture and Community Spirit:

- Developed the Culture in High Gear web page in November 2009, an exciting and multi-faceted web portal allowing Albertans access to a variety of online cultural resources. A number of engaging, interactive resources illustrate the diverse programs, services and collections offered by the department. Three special features of Culture in High Gear include:
 - Cultural Vignettes – These beautiful vignettes featuring Albertans who have contributed to, and are passionate about, Alberta's culture were shown to great acclaim at the Winter Olympics and now are featured on Culture in High Gear and the CCS YouTube channel.
 - Culture Calendar – Alberta's Culture Calendar is a community resource to promote Alberta's arts, heritage, volunteer and other cultural information and activities. It is available for community organizations to post upcoming events and for the public to search for events throughout Alberta.
 - Cultural Facilities Digital Atlas – The development of this interactive map enables Albertans to explore the richness and diversity of the province's the cultural facilities and heritage sites.
- Launched a new online resource, through the Provincial Archives of Alberta, that provides access to over 14,000 historic photographs that can be used by teachers, students and the public.
- Built on the success of Arts Day in 2008, expanding the celebration to three days for Alberta Arts Days 2009 providing increased opportunities for Albertans to engage in a celebration of arts and culture in this province.
- Provided innovative education, interpretive and outreach programming at Alberta's museums, historic sites and interpretive centres. The Alberta government's 18 historic sites, interpretive centres and museums open doors to Alberta's rich history and culture. Besides offering a variety of educational and learning activities for visitors of all ages, many heritage facilities have a wide range of special events and interactive programs throughout the year. From the torch relay at Head-Smashed-In Buffalo Jump to the Forts des Prairie Jamboree at Fort George and Buckingham House, these sites are exciting places where visitors come to learn and have fun.
- Promoted the Community Spirit Program to increase charitable giving to the non-profit sector through a new donation grant and an enhanced charitable tax credit.
- In 2008-09, more than 12,000 people attended provincial heritage sites and facilities on Family Day, including the newly renovated Frank Slide Interpretive Centre and a new exhibition at the Royal Tyrrell Museum.
- Increased attendance at the Royal Alberta Museum by more than 30 per cent and revenue by 50 per cent in 2008-09 by providing access to top notch interpretative programming, education and strong feature exhibitions.



Goal B: Enhance community capacity to support and promote cultural activity.

Capacity

The Capacity keystone supports linkages and partnerships among government, the private sector, non-profit organizations, cultural and educational institutions and individuals to increase communities' capacity to support culture. Building on the results of the 2008-09 Survey of Albertans, cultural policy work related to Capacity aims to:

- Ensure that funding provided to strengthen the operational, financial and leadership capabilities of cultural organizations enhances efficiencies and collaboration.
- Increase Albertans' satisfaction with the range of cultural activities provided in their community. According to the *2008-09 Survey of Albertans*, 52 per cent of Albertans are currently satisfied with the range of cultural activities offered in their communities. The 2009-10 survey results showed a 10 per cent increase in Albertans' satisfaction on this measure.

Alberta Culture and Community Spirit is pleased to report the following successes in achieving the Capacity goal:

- Six regional sessions were held in June 2009 through a facilitated dialogue to receive input on draft principles and strategies that would ensure effective future investment in regional cultural facilities. Growing out of this, a draft cultural facility capital planning framework has been developed. The framework is linked to the Regional Cultural Facilities Dialogue Report, *The Spirit of Alberta*, and the government's infrastructure plan.
- Greater private charitable giving to non-profit organizations was encouraged. From the YMCA to the 4-H, nearly 1,500 Alberta-based non-profit and charitable organizations have benefited from Alberta's Community Spirit Program.
- Funds contributed for communities to plan, build and upgrade cultural facilities. Programs such as the Major Community Facilities Program, now completed, and the Community Initiatives Program have provided funding for many worthwhile projects. Some of these projects

include the Camrose Gateway Centre and a historical interpretive centre and recreation multiplex in Fort McMurray.

- Building on a partnership between UpStart Champions for Children and Youth, Calgary school boards, and the City of Calgary, the Alberta government is contributing funds to assist with a two-year pilot project to provide children and youth in Calgary and area with recreational and cultural opportunities.
- To support excellence in the arts and cultural industries in Alberta, the Government of Alberta committed up to \$20 million to assist in the construction of the new Mount Royal Conservatory of Music. Focusing on arts education for youth, the new Mount Royal Conservatory will continue to expand its leadership role in providing musical opportunities for young people and provide Albertans with a new performance venue.
- The Government of Alberta has committed up to \$10 million to the new 40,000-square-foot home of Canada's Sports Hall of Fame in Calgary—a significant investment to celebrate and support excellence in sports, an important piece of Alberta's cultural identity.
- Through the Major Community Facilities Program, 141 grants were approved in 2008-09 totalling \$132.9 million. Examples of the projects that these funds assisted include: a \$1 million grant for the construction of the Provost Regional Activity Centre; \$500,000 towards reconstruction of the St. Joseph's Whitecourt Community Hall; \$566,100 to develop Berry Creek Community Cultural Centre; \$1 million to assist with the reconstruction of the Viking Carena Complex and \$6 million to the Family Leisure Association of Southeast Calgary to help build a second ice arena.
- The Community Facility Enhancement Program (CFEP) approved 503 grants totaling \$38.3 million in 2008-2009 and 541 grants totaling nearly \$37.5 million in 2009-2010. CFEP funding provides financial assistance to build, purchase, repair, renovate, upgrade or otherwise improve community facilities.



Capacity

- The Municipal Heritage Partnership Program (MHPP) provided funding assistance to nine Alberta municipalities to help build their capacity to manage places of local historic significance. Projects that received assistance included heritage surveys, heritage inventories and Municipal Heritage Resource Management Plans. In 2008-09 the MHPP helped in the designation of more than 35 heritage resources by Alberta municipalities – the most ever in one year.
- The Premier's Council on Arts and Culture met twice in 2008-09 and five times in 2009-10 to provide assistance on the implementation and communication of *The Spirit of Alberta*.
- The Alberta Historical Resources Foundation approved 133 grants totalling nearly \$5 million in 2008-09. These included operating grants to six provincial heritage organizations and project grants to not-for-profit groups and municipalities for conservation, awareness, publications, research and revitalization of historic commercial areas.
- Almost 1,500 Alberta based non-profit and charitable organizations shared \$19 million in grant funding through the Community Spirit Program's donation grant. Albertans and charitable organizations also benefited from the enhanced charitable tax credit. For the 2009-2010 grant year, the Community Spirit Program has updated its program guidelines and application to provide clarity on program requirements. As well, the program is accepting online grant applications.
- In 2008-09, 35 board development workshops were conducted in 18 communities. In addition, five leadership workshops, eight volunteer screening workshops and eight risk management workshops were delivered to voluntary sector organizations throughout Alberta.
- Culture and Community Spirit's Community and Voluntary Services Division also provided ongoing public consultation, training and facilitation services to more than 100 community cultural organizations.
- The Cultural Policy Initiative established the first-ever baseline inventories on cultural initiatives and cross-government business plan strategies. The inventory documents 198 existing cross-ministry cultural initiatives and 166 business plan strategies addressing the keystone goals of *The Spirit of Alberta*.
- The Premier's Council on Arts and Culture met twice in 2008-09 to provide assistance on the implementation and communication of *The Spirit of Alberta*.
- The first ever cultural sites and facilities inventory was developed, mapping existing government supported cultural assets in the province. A database of public-private cultural infrastructure was developed to establish baseline data.
- Culture and Community Spirit's Human Rights and Citizenship branch, in partnership with Alberta Urban Municipalities Association, Municipal Affairs, and Employment and Immigration, continued to provide support and guidance to Alberta communities, employers and employees with respect to human rights and the elimination of racism and discrimination.
- Some special connections were made with First Nations groups. The Alberta government returned sacred ceremonial items to Alberta's three Blackfoot Nations in order for these significant items to be actively used in traditional ceremonies. In addition, the Royal Tyrrell Museum unveiled a special gift to the students of Saipoyi Elementary School on the Blood Reserve - a cast of a prehistoric fossil discovered on the reserve.
- Alberta's diversity was supported and celebrated. From legislative amendments to program funding through the Human Rights Education and Multiculturalism Fund to celebrating Canadian Multiculturalism Day, the Alberta government is ensuring that the rich cultural diversity of this province is valued.
- Alberta's cultural policy is aligned with government priorities and is implemented in collaboration with other ministries and partners. The policy is being implemented with the support of the Premier's Council on Arts and Culture and government committees including the CCS Cultural Policy Steering Committee and the Cross-ministry ADM Committee. The activities of all three groups were informed by alignment of CCS business plan to *The Spirit of Alberta*.

Goal C: Encourage excellence in the work of Alberta's cultural professionals and organizations.

Excellence

The cultural policy's Excellence keystone supports the development and diversity of cultural programs and services. To support the achievement of this goal, cultural policy implementation plans focus on:

- Developing a framework that will:
 - preserve and protect cultural assets and resources, and
 - encourage more Albertans to participate in quality cultural experiences.
- Ensuring that Albertans have access to cultural activities in their communities.
- Ensuring community cultural organizations and professionals develop their cultural expertise and have the resources to meet local needs and the needs of diverse, new and underserved populations.
- Providing increased cultural learning resources via www.culture.alberta.ca.

Alberta Culture and Community Spirit is pleased to report on the following successes related to the Excellence keystone:

- In March 2010, a partnership between with the Government of Canada, Alberta International and Intergovernmental Relations (Alberta International Office – Mexico), Francophone Secretariat and Regroupement artistique Francophone de l'Alberta (RAFA) facilitated opportunities for Franco-Albertan cultural ambassadors in Mexico. These cultural ambassadors showcased Alberta and promoted diverse cultural offerings at the Festival del Centro Historico and the Francophonie Festival.
- Researchers from the Royal Tyrrell Museum in Drumheller have been working with leading scientists from around the world, including joining a team of renowned experts researching dinosaurs in Mongolia's Gobi Desert and helping to solve the mystery of the Dinosaur Death Pits in Xinjiang, a remote area of northwestern China.

- In 2008, thousands of Albertans took part in 100 cultural events celebrated in 30 communities across the province during the inaugural Alberta Art Day. More than 600 Albertans attended the provincially-hosted celebration in Calgary at the Southern Alberta Jubilee Auditorium.
- In 2009, Arts Day was expanded to three days with more than 571 events in over 116 communities.
- The Alberta Foundation for the Arts (AFA) completed a three-year comprehensive evaluation of all of its programs in order to better meet the needs of grant applicants and recipients.
- The department and the AFA sponsor a number of awards recognizing excellence. For instance, the Queen's Golden Jubilee Scholarships for Performing and Visual Arts are awarded to two young Albertans each year who demonstrate extraordinary talent along with clear educational goals.
- The Royal Tyrrell Museum won the *Best Canadian Content Provider in Distance Learning Programs* at the 2008 and 2009 Berrien County Teachers Choice Awards in Michigan, USA.
- The Tyrrell and the Golden Hills School Division shared the 2008 *Museums and Schools Partnership Award* from the Canadian Museums Association for their Palaeontology 15 high school course. The Tyrrell also won a 2009 Canadian Museums Association award for *Outstanding Achievement in Education*.
- In an effort to showcase our culture to the rest of the world and provide our talented artists with exposure; CPI developed a course of action to have cultural ambassadors participate in government missions. These cultural ambassadors will accompany Government of Alberta labour attraction, trade and investment missions, helping strengthen existing ties and forge new relationships both nationally and internationally.



Goal D: Foster growth, sustainability and investment in Alberta's cultural industries.

Cultural Industry

The keystone of supporting Alberta's Cultural Industries is founded on a long-term view of fostering Alberta's international reputation and supporting economic diversification. To that end, the department is working toward:

- Developing and increasing cultural partnerships with businesses to sustain investment in Alberta's cultural industries.
- Designing a strategic support framework with partners and stakeholders to grow Alberta's cultural industries. This growth will add to the economic vitality of communities and the province by attracting new business, contributing to the local workforce, and diversifying the tax base.
- Delivering an effective outreach and development strategy with our partners and helper agencies and exploring partnerships at all levels of government, industry and community to foster sustainable investment in culture and an increased ownership of culture in communities.
- Strengthening and supporting provincial cultural facilities (e.g. museums, historic sites and performance spaces) as places for the creation, production and dissemination of culture. This also includes the associated digital technologies facilitating the management, operation and accessibility of culture (e.g. new Culture in High Gear website).

In terms of achievements related to the Cultural Industry keystone, Alberta Culture and Community Spirit is pleased to report the following successes:

- Alberta's cultural industries were featured prominently at the 2010 Winter Olympics. Alberta's vibrant culture was showcased through the Cultural Olympiad and other arts programming connected to the games. From the middle of January through to the end of March, our home-grown talent showed the world that Alberta's arts and cultural talent is as rich and diverse as our province. Alberta athletes and entertainers were spotted at Alberta Plaza – the province's home-away-from-home in downtown Vancouver.

Every night, games-goers lined up outside the plaza for a chance to enjoy a sampling of Alberta food and music. Alberta Plaza quickly became one of Vancouver's Olympic hotspots.

- More than 60 Alberta artists and groups showcased their talents during the Olympics and the Cultural Olympiad.
- Through the Cultural Olympiad, 21 projects were showcased including the Alberta Ballet; Alberta Theatre Projects; Catalyst Theatre; David Hoffos; Theatre Calgary; and John Wort Hannam.
- Participation of Alberta artists in ancillary cultural programming at many venues including the Talking Stick Festival; PRIDE House Whistler; Place de la Francophonie; the Aboriginal Pavilion; Art of Craft exhibit at the Museum of Vancouver and the Athletes' Villages in both Vancouver and Whistler.
- Performance of Allez Ouest, Cadence Weapon, DJ Jay Mak and Raghav at the Victory Ceremony at BC Place on February 17 - Alberta Day. Paul Brandt also performed following the medal ceremonies.
- Release of Big Rock Brewery's Untapped Volume 3 compilation CD featuring 12 Alberta artists on February 19. Visitors to Alberta Plaza received free copies of the CD.
- To position Alberta as a leader in the next generation of production in the digital world, the Alberta Film Development Program's mandate has been modified to recognize the increasing use of digital media in screen-based productions. The requirement to have a broadcast license in order to pursue funding has been removed to encourage and support the development of forward-thinking and innovative productions and business models in Alberta.



- Four new grant streams, within the existing film development program, have been developed to encourage the production of stories that are Albertan in content and expression; assist Alberta producers and writers in creating marketable, production-ready projects and scripts; help local producers sell, market and create business relationships in national and international markets; and support the next generation of producers, filmmakers and technical personnel through workshops, courses and mentoring programs.
- One of the interesting stories currently under development is a television movie screenplay based on the life and adventures of one of the west's most revered and decorated Mounties, Sir Samuel Benfield Steele.
- The vibrancy of arts and culture in Alberta was on display during WorldSkills Calgary 2009. From September 2-5, several emerging Alberta musicians showcased their creativity during the competition. The Royal Alberta Museum and Royal Tyrrell Museum also hosted presentations on technical aspects of palaeontological fieldwork, moulding and casting. Through video presentations, the Alberta Film Commission highlighted the film industry in Alberta.
- There are twenty provincially-owned and operated historic sites and museums across the province including the Brooks Aqueduct, Frank Slide Interpretive Centre, Royal Alberta Museum, Royal Tyrrell Museum and Victoria Settlement. Each site/museum is directly staffed, operated and supported by Alberta Culture and Community Spirit.
- In 2009, the provincially-owned and operated Northern and Southern Alberta Jubilee Auditoria ranked first and second in Canada and 30th and 32nd respectively in Pollstar Magazine's rankings of the top 100 worldwide theatre venues by ticket sales.
- The Alberta Film Development Program supported the production of two successful pilot television series in 2008-09: *Heartland* and *Fear Itself*. The latter was nominated for the 2009 Alberta Motion Picture Industry Association Award in the Best Dramatic Series category.
- In 2008-09, the Alberta Foundation for the Arts awarded \$835,000 in grants to the book publishing industry.
- In 2008-09, the department provided funding to enhance training and education for film and television production in Alberta at NAIT, SAIT Polytechnic and Red Deer College.
- In 2008-09, the Alberta Film Commission marketed the Film Development Program and attended 14 trade shows and events to promote the industry locally, nationally, and internationally.



{ SETTING THE STAGE { BLAZING THE TRAIL

Establishing an action framework

As we move forward in the implementation of *The Spirit of Alberta*, we set our sights on raising Albertans' awareness of the economic and social impact of this "green" knowledge-based sector. We will focus on further developing Alberta's reputation as a cultural leader, and we will ensure that the people of this province continue to guide our work in safeguarding Alberta's cultural past and its cultural vitality well into the future.

The Cultural Policy Initiative commits to further the goals and strategies of *The Spirit of Alberta* through:

- Advancing Alberta's cultural profile at Alberta international offices and at federal posts abroad to market our province as the best place to live, work and raise families.
- Building on the inventory of all cultural facilities across the province, a Cultural Facilities Strategic Overview, to:
 - further inform the creation of a digital cultural atlas;
 - create a framework for strategic cultural facility development.
- Working with the Premier's Council on Arts and Culture and heeding their advice on advancing the policy.
- Raising awareness and appreciation of culture.
- Advancing cultural initiatives and industries and building partnerships that enhance economic development in communities.
- Exploring how new media and technology can increase participation in all aspects of Alberta's culture and further the growth of cultural industries in the province.
- Continuing to coordinate implementation of the cultural policy within government by:
 - working with the Cultural Policy Assistant Deputy Ministers' Cross-ministry Committee;
 - identifying linkages and opportunities to champion the policy; and
 - leading ministry implementation activities and the Cultural Policy Steering Committee, with a strong focus on technology.

Culture is who we are,
what we value,
what we consider beautiful,
how we spend our leisure time
and how we think about
and treat others.

**Government
of Alberta** 

www.culture.alberta.ca
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