



C R A I G
BURROWS
F O R M A Y O R



Burrows Campaign Announces \$100m Arts Policy

Calgary is a great city poised to become a world class city.

Calgary is a great city poised to become a world class city. City Council can play an active role by leading through strong policy and fiscal management. Great cities are great places to live; world class cities inspire people to visit, stay, and grow.

We are a community that **leads by innovation** with great made-in-Calgary music, television, movies, plays, dance, art, cultural and recreational events that Calgarians want to experience. We need to **enhance programming support** to encourage a rich **diversity of artistic expression** so that Calgary continues to be **a center of growth and excellence** not only for business but for our most natural resource – the creativity of Calgarians.

We need to **be competitive** by having the ability to **offer experiences** that meet the **highest quality standards** of local, national and international market places for the **least possible cost**.

We need **new partnerships** between **commerce and culture** to explore mutually **beneficial business** and improve **productivity relationships**.

With the growth of the city almost doubling in the past 25 years, our cultural and creativity communities have also greatly expanded. We need to ensure proper performance homes and opportunities for our artists and young people as well for being able to attract international stars when they wish to visit Calgary.

As a Mayoral candidate, I've made it very clear that a world class city needs to be safe and vibrant. We will foster a strong arts and culture community and create the right balance for sports and recreation. The two need not compete but balancing both will make for a healthy city: body, spirit, and mind.

Today we announce a new beginning in making Calgary a cultural leader; we will achieve this by embracing our past and expanding our future. We will implement a 5 point action plan.

Champion

As Mayor, I will be a champion for the arts by ensuring the importance of arts to our society. Those benefits are not only socially but economically as well.

- In first 100 Days of Office, we will create the first Annual Mayor's Ball to fundraise for great causes in our city while highlighting the many great artists that we are fortunate to have live in our city
- With the upcoming Stampede Anniversary and our Bid for the 2012 Cultural Capital of Canada, we will work together to create legacy projects that highlight our past and celebrate our future
- Tourism Calgary and Calgary Economic Development will promote our arts community to the outside world for tourism and economic opportunities and we will target major arts conferences and gatherings

Capital Infrastructure

I see East Village and the redevelopment of the Stampede area as key to Calgary's sustainable growth and a blank canvass for what could be. This area has the opportunity of becoming one of the most desired areas to live, work, and play. We will achieve this by:

- Supporting not only the Cantos Music Centre but building a new Contemporary Art Gallery joined with the new Downtown Public Library that will put Calgary on the map as the Cultural Capital of Canada
- We will support the Film and Movie Studio industry by committing \$5m to ensure the proper infrastructure is in place for your success
- We need to address ongoing operations and to review what is sustainable and what is not
- Supporting capital expenditures through property tax reliefs for non profits to allow them 10 years to build a legacy fund to sustain them into the future

Public Art

Public Art is a way for a city to express its soul and vibe. We will support public art by highlighting all forms of art. We will support Public Art by:

- Promoting Calgary's Civic Art Collection throughout Calgary's communities to allow all Calgaryans to view our collection in their own neighbourhoods
- Continue to support the 1% policy to self finance public art but concentrating it to create a vibrant downtown
- Create an Urban Arts Fund to counter graffiti hotspots

Embrace Local Talent

Calgary has some of the most gifted artists in Canada. We need to nurture and treasure our community of artists. For who else will tell our stories... stories of who we are, where we are, where we have been, and where we can go. With the growth of the city almost doubling in the past 25 years, our cultural and creativity communities have also greatly expanded. We need to ensure proper performance homes and opportunities for our artists and young people as well for being able to attract international stars who wish to visit Calgary. They are proud of their city and want to stay. Together with the Province, we will encourage their success by:

- Allowing Live / Work Artists studios
- Secondary suites around TOD areas of the city

- Promote affordable housing in the East Village area to balance the current citizens who live or depend on services in the East Village
- Highlight their many talents by actively promoting home grown talent

Improving Existing Policies

Many of the problems facing arts today is not just funding, many problems are city policies that delay funding, thus preventing events from happening. We will review:

- Who speaks for the Arts Community, CADA or City Workers?
- Support new idea of 10 Weeks of Summer Festivals to promote a sense of community. Not just led by BRZs but ways to promote the arts community. We will market these festivals collaboratively so Calgarians will know the many things to do in Calgary
- Sign Bylaws that reduce the opportunity to promote events
- Bring back the Buskers to downtown and LRT platforms

Today we announce a new vision; a vision that will embrace, excite, and excel local talent. As Mayor, we will invest \$100m into the Creative Industry in Calgary by supporting capital projects like Cantos Music Gallery, a new Contemporary Arts Gallery adjoined with new Downtown Library, and a new Film Studio on the west side of the City.

I can't do it alone. I need your help. This is a vision worth fighting for and I need your time, your advice, and your financial support to communicate a message of what Calgary could and will be.



Bringing City Hall to your Community Hall