

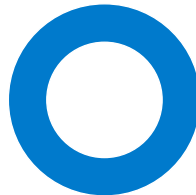
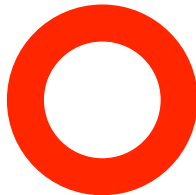
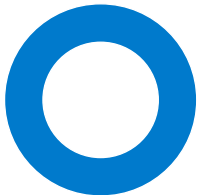


Pillars of the Olympic Movement

sport

culture

sustainability



Culture & education meetings	Engagement & presentations
<p>Secretariat And Cultural Leads of GoC – Sport Canada and Canadian Heritage, City Of Calgary, Town Of Canmore, Canadian Olympic Committee, Canadian Paralympic Committee GoA Arts Branch (Alberta Foundation For The Arts) GoA Ministry Of Indigenous Relations GoA Ministry Of Culture And Tourism Calgary Arts Development Authority Arts Commons Calgary Economic Development (CED) Calgary Heritage Authority Tourism Calgary Edmonton Arts Council Banff Centre For The Arts Calgary Technology Inc. Calgary Municipal Land Corporation</p>	<p>June 14: Members Briefing June 26: Assessment Committee, with follow-up report on '88 Cultural Legacy To E. Woolley July 19th: Live Site Session (w/City, Town, GoA) July 26: Live Site Working Session (w/City) Aug 22: Public Discussion On Culture Aug 28: Public Discussion On Culture Aug 26: Cultural Cornerstone (host: CADA) Aug 27: Cultural Attractions (host: Tourism Calgary) Aug 29: Calgary Culture Plan Advisory Session (host: City of Calgary Arts And Culture) Oct 12: Diversity & Inclusion – Centre for Newcomers & Calgary Arts Development Authority Oct 15: Making Treaty 7 Cultural Society Event Oct 16: Creative Calgary Board Meeting Oct 18: Art & Culture Leaders (host: Arts Commons)</p>



SHARED CULTURAL OBJECTIVES

Better Together:

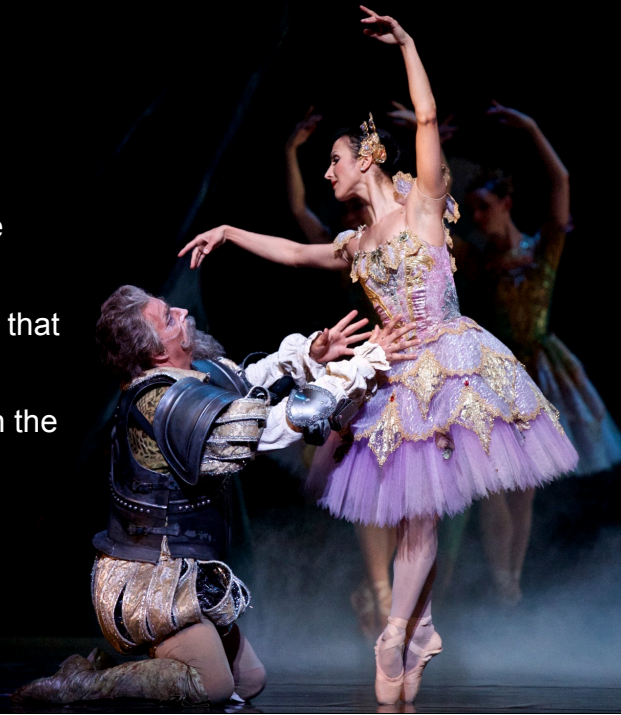
- Build a relationship of trust and respect with Indigenous peoples through increased cultural understanding
- Increase opportunities for communication, education and learnings around Truth and Reconciliation

Being Well:

- Enhance the social and emotional well-being through increased cultural understanding and shared experiences
- Build stronger and healthier communities that are connected to each other through creativity and the exchange of culture

Dreaming Big:

- Attract and retain creative, innovative and skilled workforce
- Create meaningful partnerships that advance culture and education priorities and leverage benefit in the community, throughout the province, and across the nation



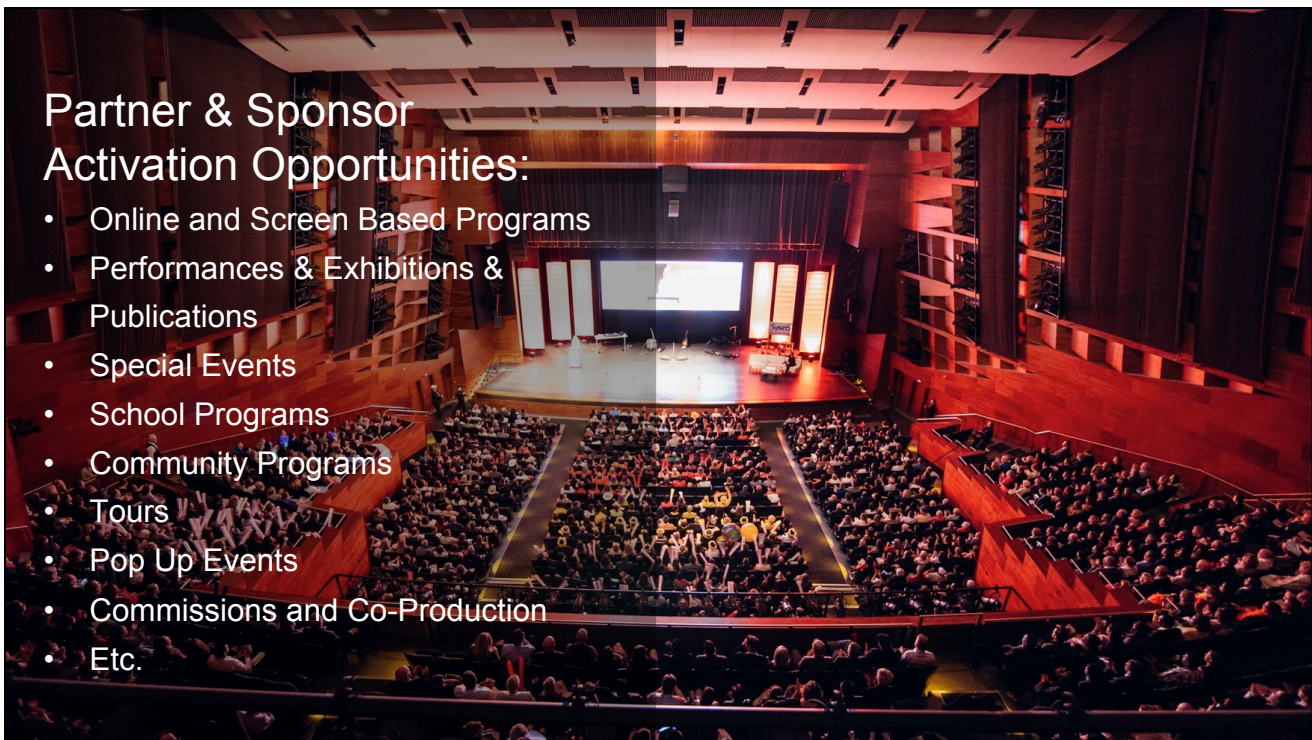
Programs run and budgeted by HostCo Culture & Education

- Flag Handover Ceremony
- Cultural Olympiad 2023 to 2026
- Education Programs
- Youth Programs



Culture & Education influences other HostCo run/budgeted programs:

- Torch Relays
- Live Sites
- Olympic and Paralympic Experience
- Welcome Ceremonies
- Opening and Closing Ceremonies
- Medal Awards Ceremonies and Celebrations



Partner & Sponsor Activation Opportunities:

- Online and Screen Based Programs
- Performances & Exhibitions & Publications
- Special Events
- School Programs
- Community Programs
- Tours
- Pop Up Events
- Commissions and Co-Production
- Etc.

Grass roots celebrations and participation

- Community-based and initiated celebrations at the neighbourhood level



VANCOUVER 2010 EXAMPLES:

4x investment = ~\$80M for culture

Games-time Arts and Culture Festival

- > 4,000 artists in 600 events over 60 days across 60 venues for > 2.2M people
- > 30 works of Indigenous art permanently installed at major sites in Vancouver

Other programs (Partner opportunities)

- Innovations: 195 projs in 60 comms
- Catalyst: 220 projs in 49 comms (business focus)
- Explorations: 16,000 students from 130 comms to attend arts/sports camps
- Infusion: in-school prog that introduced 1,200 students to visual art, dance, drama, music and art technology
- Creative Communities funded 49 munis and others to incorporate cultural progs



VANCOUVER 2010 EXAMPLES:

LiveCity Vancouver

- CoV's \$5M leveraged \$10M from GoC + \$3M of sponsorship
- 615,000 attendance; 350+ artists on stage
- Street performers – 2 sites x 17 days

Arts Partners in Creative Development (APCD)

committed \$6.5 million over three years:

- 2010 Legacies Now (\$1.5M)
- Canada Council for the Arts (\$1.5M)
- Province of British Columbia (\$1.5M)
- City of Vancouver (\$500K)
- Vancouver Foundation (\$1M)
- VANOC (\$500K)

