

Strategic Direction

STRATEGIC GOALS	STRATEGIC OBJECTIVES	STRATEGIC PRIORITIES
Calgary is internationally recognized for the quality of its public art.	<p>To maximize the potential of public art in Calgary.</p> <p>To use public art as a mechanism to attract people to Calgary.</p> <p>To encourage a diversity of approaches and opportunities for public art in Calgary.</p>	<p>Encourage and capitalize on partnerships, collaborations and opportunities that promote unconventional and/or innovative approaches to public art.</p> <p>Maintain a high level of awareness about the current and ever-evolving field of public art and share this information.</p> <p>Implement and advocate for processes and procedures that uphold the principles of artistic freedom and expression, and emphasize the importance of art and the role of the artist in society.</p> <p>Position variety (i.e., representation of a spectrum of artists, approaches, disciplines and opportunities) as a priority in all planning and project initiatives.</p> <p>Adopt a culture of inquiry and innovation that supports experimentation, risk-taking and creative problem solving.</p> <p>Continually explore all the possibilities of public art.</p>
Calgarians are proud of their Public Art Collection.	<p>To encourage a sense of shared ownership and investment.</p> <p>To lead by example.</p> <p>To provide opportunities for participation and involvement.</p> <p>To be inclusive.</p> <p>To educate.</p>	<p>Care for, maintain and conserve the Collection in accordance with acceptable industry standards and within a “best practice” model.</p> <p>Encourage and seek out partnerships and collaborations to leverage resources, engage stakeholders and build capacity throughout the community.</p> <p>Ensure geographic dispersal of public art installations, displays and initiatives.</p> <p>Resource appropriate (permanent) facilities and sites for exhibit and storage of the Public Art Collection.</p> <p>Consider access for disabled persons in the planning and execution of all projects.</p> <p>Incorporate public art experiences into centres of daily life, such as transportation systems, schools, community and business centres, leisure attractions, as well as formal and informal gathering places.</p> <p>Use a variety of approaches, avenues and vehicles, both physical and virtual, to provide access to public art.</p> <p>Develop and implement contextually relevant interpretive and educational programming that resonates with Calgarians.</p>

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People enjoy and discuss public art in Calgary.	<p>To communicate what we do and celebrate public art.</p> <p>To instigate, monitor and contribute to the dialogue.</p> <p>To provide meaningful experiences.</p>	<p>Identify the needs of our stakeholders in relation to their participation and engagement in public art and create audience-specific communication to meet those needs.</p> <p>Ensure all information is timely, relevant, accurate and appropriately disseminated to be best received by the intended audience.</p> <p>Establish and maintain open lines of communication, and prioritize the gathering of feedback, to ensure two-way dialogue.</p> <p>Develop and implement communication plans and mechanisms that are strategic, effective and sustainable.</p> <p>Facilitate forums for dialogue and discussion and participate in hosted events of a similar nature.</p>
The City of Calgary is a leader in the field of public art.	<p>To pursue internal and external service integration that improves efficiencies, processes and outcomes.</p> <p>To ensure the sustainability of the Program.</p> <p>To work within industry standards and continually strive for best practices.</p>	<p>Incorporate an integrated planning approach across The Corporation and with community partners that captures our collaborative potential.</p> <p>Implement a sustainable funding framework that includes capital and operation budgets, as well as reserves for future maintenance and conservation.</p> <p>Continually review all tools, processes and procedures within The Corporation for compliance with industry standards and to identify areas for improvement towards best practice.</p> <p>Ensure collections management processes and procedures meet legal, social and ethical obligations as trustees of a public art collection.</p> <p>Establish management processes and procedures to ensure accountability, transparency and best use of resources.</p>

The Public Art Program is responsible for:

- ▶ *Implementing the Public Art Policy.*
- ▶ *Managing The Public Art Collection.*
- ▶ *Collaborating with civic partners, private developers and community members doing public art.*
- ▶ *Providing Public Programming and Community Development initiatives around public art.*