



Alberta's Opportunity

FUELLING AN ALBERTA RENAISSANCE

POLICIES TO INVIGORATE ARTS & CULTURE IN ALBERTA

Alberta is overflowing with world-class artists — from new, young, developing talent to established masters.

It's time to support our artists and the institutions that foster arts and culture in Alberta. It's time to fuel an Alberta Renaissance.

An Alberta Liberal government will build on the many strengths of Alberta's arts and culture sector by implementing an innovative and flexible arts and culture policy that provides stable, sustainable, generous funding for our vital arts and culture sector. By supporting Alberta's artists, we can secure Alberta's prosperity and invigorate our cultural growth.

An Arts Policy By and For Artists

In June 2007, members of the Alberta Liberal Caucus met with members of Alberta's arts and culture community to identify ways that the arts and culture sector can be strengthened. The common themes identified by the group form the basis of this policy.



STARTING AN ALBERTA RENAISSANCE

Generous, Sustainable Funding

The arts enrich our lives; indeed, they can help give life meaning. Great art brings joy, hard questions, understanding and new challenges. The arts are essential; they fuel civilization. And investing in arts, culture and heritage attracts investment, creates jobs and diversifies the economy.

An Alberta Liberal government would immediately double the budget of the Alberta Foundation for the Arts and triple funding within three years. AFA grants support festivals, book publishers, artist-in-residence programs, emerging artists, education, community events and exhibits. We would also review the ongoing operations and mandate of the Alberta Foundation for the Arts, and establish a \$500 million endowment fund for the Arts, Social Sciences and Humanities, parallel to existing endowment funds for medicine, engineering and the sciences.

Establish a Ministry of Arts, Culture and Heritage

Devoting a ministry to arts and culture shows the value we place on arts and proves our dedication to helping Alberta's arts and culture sector realize its vast potential.

Explore Status of the Artist Legislation

Status of the Artist legislation would recognize the professional status of artists and acknowledge that artists are among the most underpaid workers in our economy; they lack many of the protections and benefits other workers rely on. Our legislation would establish a framework for collective bargaining rights of professional artists and other self-employed cultural workers to improve their earning potential. It would also allow access to training and professional development programs.



A Provincial Arts Festival

Modelled on the success of the Alberta Games, an Alberta Arts Festival would showcase the wide range of artistic talent that exists in Alberta and increase public awareness and engagement in Alberta's arts and culture scene.

Communities would bid to host the event, which would take place every two years. The host community would enjoy a range of benefits (new collections or facilities, media attention, a stronger economy, an expanded volunteer base) while Alberta artists would learn from world-class talent.

The Alberta Liberal Caucus is committed to achieving the following goals...

- Elevate Alberta's status as a leading cultural capital;
- improve Albertans' quality of life;
- nurture Albertans' talents and aspirations;
- advance a stable, energized arts and culture sector;
- transform the perception of arts and culture from "ornamental" to "essential."

...and accomplishing the following objectives:

- improve awareness and accessibility to arts and culture;
- stimulate social and economic development;
- recognize and support professional artists;
- raise the province's cultural profile within and outside Alberta;
- respect and celebrate cultural uniqueness/ differences.

The Arts: A Proven Investment

The value of cultural goods and services in Alberta grew by 73.6 per cent between 1996 and 2003, over 25 per cent higher than the national average. And the *Strategic and Economic Business Case for Investment in the Arts 2005* (McKinsey & Company) revealed that every dollar invested in cultural activities generates \$3.20 in economic activity.

Beyond the dollars, the artistic endeavours provide forums for debate, improved education, community engagement, multicultural expression, and neighbourhood regeneration.



Incorporate Arts and Culture into Tourism

According to the Canadian Tourism Commission, tourism offers the culture and heritage sector an opportunity to increase audience size, revenues, support and sponsorship, to partner with others to reduce costs, and to communicate Albertan art and culture to other provinces and nations.

The existing tourism sector can be used to increase awareness of Alberta's unique culture and heritage. An Alberta Liberal government would incorporate arts, culture and heritage into existing tourism marketing and promotional programs.

Create an Alberta Film and Television Tax Credit

An Alberta Liberal government will make Alberta competitive with other provinces for film and television producers. Qualified Alberta productions and co-productions will be eligible for a 45% tax credit based on Alberta labour expenses.

Invigorating Alberta's Heritage Sites

Museums, historic sites, provincial archives and libraries have priceless historical and artistic value, but many Albertans are unaware of their existence or have difficulty using these incredible resources. An Alberta Liberal government will establish clear priorities and develop a sustainable capital investment strategy to ensure that the province's heritage sites receive the support and resources they deserve.

Support and Expand Performance & Creative Spaces

Performance and creative spaces for artists are limited in both Edmonton and Calgary. Artists need to know that there will be adequate space available to create and showcase their work. We will conduct an audit of existing space to determine what needs to be repaired, updated, constructed or enhanced to meet the needs of both present and future artists, and we'll follow through with the necessary capital funding.

Eliminate Entrance Fees to Cultural Facilities for Youth

Young people should have every opportunity to benefit from the educational opportunities provided by cultural facilities such as art galleries and museums. Eliminating entrance fees for young people helps children and teenagers build an appreciation of art and culture, motivates them to pursue their own artistic ambitions, and cultivates an audience for the arts.

Establish an Alberta Publisher's Fund

Literature is one of the bastions of Alberta culture, and book publishing in Alberta employs hundreds of Albertans while entertaining, enlightening and educating. The Alberta Publisher's Fund (a pilot project in the beginning, providing \$15 million over three years, to be continued indefinitely if judged successful) will help our provincial publishing industry grow to one of the largest in Canada.