



## Vote for the Arts Campaign 2008

The Professional Arts Coalition of Edmonton (PACE) has joined with local artists and arts supporters to form the *Vote for the Arts Coalition*. We have come together as we all believe that Arts, Culture and Heritage create vibrant and sustainable communities; places where people want to live and do business.

We believe one of Alberta's innate renewable resources, its creative spirit, is fostered through:

⊙ *Mandatory K to 12 Arts Education*

Arts education in school helps develop the ability of children to learn generally. Arts education heightens children's sense of well-being and self-esteem and encourages positive behavior. Today it is more important than ever that creative abilities be fostered to keep up with a rapidly changing and dynamic world.

⊙ *A stand alone Ministry for Arts, Culture and Heritage*

A stand alone ministry, as there was in the '70s, shows that Albertans value arts, culture and heritage and provides the leadership necessary in these sectors to ensure Albertans benefit from these industries reaching their fullest potential.

⊙ *A Provincial Percent-for-Art Policy*

Public art fosters a sense of community, improves urban landscapes and can regenerate aging neighborhoods. A percent-for-art policy would provide new performance venues, artist studios or works of art for public appreciation and consumption, across all communities.

⊙ *A network of well maintained and supported arts facilities, museums, historical sites, and libraries.*

A complete provincial inventory of arts and culture facilities and workspaces should be completed and analyzed for deficiencies. As with our roads and public buildings, artistic and heritage facilities require upgrades, repairs and ongoing financial support for the operation of these facilities.

⊙ *The national and international promotion of Alberta artists.*

Alberta artists produce world-class works in all fields, and must have the opportunity to present them within Canada and throughout the world. Promotion of our artists both at the national and international levels showcases our talented individuals who must compete within super-markets in the US and abroad.

⊙ *Implementation of Status of the Artist Legislation*

Status of the Artist Legislation would improve the working conditions and economic circumstances of artists by enabling them to engage in collective bargaining with producers and officially recognizes the importance of the artistic community to Albertans' lives.

⊙ *A consultation within Alberta's cultural industries to determine how best to support and revitalize these industries, to be completed within six months.*

Revitalization of Alberta's film and publishing industries will build on our reputation of excellence in film making and writing and publishing. It is necessary to complete an immediate, in-depth consultation to determine best practices and resources required to rebuild these industries. Implementation of the recommendations should begin immediately.

# Vote for the Arts Campaign 2008

We believe one of Alberta's innate renewable resources, its creative spirit, is fostered through:

## Key Messages

- Mandatory K – 12 Arts Education
- A stand alone Ministry for Arts, Culture and Heritage
- A Provincial Percent-for-Art Policy
- A network of well maintained and supported arts facilities, museums, historical sites and libraries
- National and international promotion of Alberta artists
- Implementation of Status of the Artist Legislation
- A consultation within Alberta's cultural industries to determine how best to support and revitalize the film and publishing industries, to be completed within six months
- An annual increase to the Alberta Foundation for the Arts to reflect cost of living inflation and growth within the arts sector

## Party Arts Policies Comparison for Funding Issues

### **CONSERVATIVES:**

- Ensure stable and predictable funding
- \$12 m in the next provincial budget including a 30% increase to the AFA
- Provide support for arts festivals, post-secondary artist-in-residence programs, community presenters, Aboriginal arts camps, traveling exhibitions, public galleries and the acquisition of art
- Encourage greater private charitable giving to non-profit organizations
- Provide funding for communities to plan, build and upgrade cultural and recreational facilities

### **LIBERALS:**

- Double Alberta Foundation for the Arts funding immediately and triple it within three years.
- Pursue Status of the Artist legislation.
- Launch an Alberta Arts Festival, equivalent to the Alberta Games.
- Create an Alberta Film and Television Tax Credit.
- Pilot an Alberta Publishers Fund.
- Develop a capital investment strategy for heritage and cultural facilities.
- Eliminate entrance fees for youth to cultural facilities.

### **NDP:**

- Create a separate Ministry of Arts and Culture to coordinate arts funding and programs, and offer stable funding to arts groups
- Improve the living and working conditions of artists by helping artists to establish thriving markets for their art, gain easy access to information about building their careers, and support collective bargaining in those sectors where the artists want it.
- Introduce \$30 million in new funding for the Alberta Foundation for the Arts. Ensure the independence of the Foundation's board. End political patronage in board appointments.

- Allocate 1% of all large capital projects for the commission of arts projects.
- Increase fine arts curriculum in elementary and secondary schools.
- Expand and coordinate Alberta's network of museums, historical sites, galleries and libraries
- Promote Alberta arts and artists on the national and international stage

**General Comment:**

We are dedicated to insuring that every political party and candidate understands that support for the arts is a priority because:

- We are enriched by the arts
- We want to share with our children more access to the arts through more performances, more affordable tickets, more contact between artists and our communities
- We know who we are as Albertans and our legacy is dependent on a vibrant arts community
- We want to enhance Alberta's international profile through the arts and make an even greater contribution to the Canadian economy

We recognize a need to maintain a balance in one of the fastest growing economies in North America. One critical consideration in corporate and industry growth is the availability, health and accessibility of Arts and Culture for their employees and their children.

## **SAMPLE QUESTIONS:**

- 1. As Premier of Alberta, what are the first actions you would take with regard to the *Arts, Culture and Heritage* portfolio in cabinet?**
- 2. What is your view on the current government of Alberta investments in the arts? Is it enough?**
- 3. What are the top three priorities of your arts policy?**
- 4. Do you have an overall vision for the Province of Alberta, and within this, how do you envision the role of arts, culture and heritage?**
- 5. How would you involve the cultural sector in broader issues impacting K – 12 education?**
- 6. What is the most effective way for the government of Alberta to encourage artists to live and create in Alberta?**
- 7. Do you consider Provincial investment in the arts, culture and heritage to be part of the fundamental role of Provincial government?**
- 8. For arts, culture, heritage and libraries, should there be a “target” provincial income percentage amount of investment established by the Province as core funding separate from the allocation derived from lottery funds?**
- 9. Have you consistently supported legislation that supports arts, culture and heritage?  
If not: What are your main concerns?**
- 10. Do you support the creation of a tax credit for the Alberta Film and Television industry?**
- 11. Establishing Status of the Artist legislation will enable artists and self-employed cultural workers to engage in collective bargaining rights enjoyed by the Canadian labour force. Do you support this initiative?**
- 12. How would you envision the opportunity for professional artists and self-employed cultural workers to improve their earning potential, including training and professional development?**
- 13. Do you support the elimination of entrance fees for young people so that they may benefit from the educational opportunities provided by cultural facilities such as art galleries and museums and cultural interaction provided by performance?**
- 14. Do you believe that cultural education creates a population that is well versed and competent in critical analysis?**
- 15. Do you support making K – 12 arts education mandatory?**
- 16. Non resident visitors travel to a location for what is available. Do you consider the development of a capital investment strategy to maintain the Province’s arts and culture facilities, workspaces and historical heritage sites to be of importance?**
- 17. Do you have a plan that promotes and markets Alberta’s cultural industries?**
- 18. Do you believe that the municipalities within this Province require assistance for historical conservation?**
- 19. How do you envision the further integration of First Nation, Metis and other distinct communities having the resources to further their individual cultural expression resulting in being positioned to share their culture and perspectives?**

- 20. Do you support the creation of a separate ministry of arts, culture, heritage and libraries with a significant increase to funding for the AFA of triple the current level?**
- 21. Many years ago in the United States, Lady Bird Johnson took on a task of beautifying the nation's highways with an elimination of litter campaign and the planting of trees, shrubs and flowers. The visual beauty of a place goes beyond geography and natural wonders. Do you agree with establishing a Provincial Percent-for-Art policy for Alberta's municipalities?**
- 22. Would you be willing to create legislation that encouraged taxation incentive for building new performance venues, exhibit venues and artist studio spaces?**
- 23. Dissemination of creative work is a vital part of an artist's reality. In order to compete and to draw crowds on an international stage it is imperative that the Alberta artist be placed in a position to promote their work. How do you see this occurring?**
- 24. What policy and legislation do you feel is important for the revitalization of Alberta's publishing industry?**
- 25. Do you believe Libraries should be a part of the Arts, Culture and Heritage portfolio?**

Cultural Policies 2008 – Comparison Table

	<b>Liberals</b>	<b>Conservatives</b>	<b>NDP</b>
Quality of Life	<p>“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.”</p>	<p>“Quality of life is measured not only by economic prosperity, but by the benefits incurred from participation in cultural activities: a sense of identity and belonging, of confidence, of community and of shared heritage. It is the sum of the physical, mental, social and spiritual components that make up our humanity. It is what will make Alberta an even more attractive place in which to live and visit.”</p>	
Funding	<ul style="list-style-type: none"> <li>▪ Immediately double AFA budget and triple funding within three years</li> <li>▪ Review ongoing operations and mandate of AFA and establish \$500 m endowment fund for the Arts, Social Sciences and Humanities</li> <li>▪ \$15 m over three years for the Alberta Publishers’ Fund to help publishing industry grow to one of largest in Canada</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ensure stable and predictable funding</li> <li>▪ \$12 m in next provincial budget including a 30% increase to AFA</li> <li>▪ Provide support for arts festivals, post-secondary artist-in-residence programs, community presenters, Aboriginal arts camps, traveling exhibitions, public galleries and the acquisition of art</li> <li>▪ Encourage greater private charitable giving to non-profit organizations</li> <li>▪ Provide funding for communities to plan, build and upgrade cultural and recreational facilities</li> </ul>	<ul style="list-style-type: none"> <li>▪ Introduce \$30 million in new funding for the Alberta Foundation for the Arts.</li> <li>▪ Allocate 1% of all large capital projects for the commission of arts projects.</li> </ul>

Education	<ul style="list-style-type: none"> <li>• Eliminate entrance fees for young people so they have every opportunity to benefit from the educational opportunities provided by cultural facilities such as art galleries and museums.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase public awareness of natural heritage and history through innovative education, interpretive and outreach programming <ul style="list-style-type: none"> <li>• Use technology to strengthen our ability to share and experience culture</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Increase fine arts curriculum in elementary and secondary schools.</li> </ul>
Film & TV	<ul style="list-style-type: none"> <li>• Qualified Alberta productions and co-productions will be eligible for a 45% tax credit based on Alberta labour expenses</li> </ul>	<ul style="list-style-type: none"> <li>• Explore and identify alternative funding models to enhance the sustainability and growth of Alberta's film, television and new media production industry <ul style="list-style-type: none"> <li>• Explore and consider options for a cultural industries and development program to enhance support for Alberta's sound recording, book and magazine publishing industries</li> <li>• Improve collaboration with cultural industry stakeholders to align government and industry efforts to increase industry capacity, sustainability and development</li> </ul> </li> </ul>	
Governance	<ul style="list-style-type: none"> <li>• Devote a ministry to arts and culture</li> <li>• Status of the Artist legislation to establish a framework for collective bargaining rights of professional artists and other self-employed cultural workers to improve their earning potential including training and professional development programs</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage ministries of the Government of Alberta to work together in implementing initiatives that fall under the umbrella of the Cultural policy</li> </ul>	<ul style="list-style-type: none"> <li>• Create a separate Ministry of Arts and Culture to coordinate arts funding and programs, and offer stable funding to arts groups. <ul style="list-style-type: none"> <li>• Ensure the independence of the Foundation's (AFA) Board.</li> <li>• End political patronage in (AFA) board appointments.</li> </ul> </li> </ul>

<p>Encourage Excellence</p>	<ul style="list-style-type: none"> <li>• Bi-annual Arts Festival to showcase the wide range of artistic talent that exists in Alberta</li> <li>• Incorporate arts, culture and heritage into existing tourism marketing and promotional programs</li> <li>• Conduct an audit of existing space to determine what needs to be repaired, updated, constructed or enhanced to meet the needs of present and future artists and provide necessary capital funding</li> </ul>	<ul style="list-style-type: none"> <li>• Provide support for individual artists, provincial arts services organizations, community support organizations and projects</li> <li>• Provide support for Alberta's major performing arts companies and community performing arts organizations</li> <li>• Promote and support opportunities to provide Alberta artists, cultural performers and heritage professionals with provincial, federal, and international exposure</li> <li>• Review existing cultural and recreational programs with a view to ensuring continued relevance and effectiveness</li> <li>• Continue to promote and market Alberta's cultural industries</li> </ul>	<ul style="list-style-type: none"> <li>• Improve the living and working conditions of artists by helping artists to establish thriving markets for their art, gain easy access to information about building their careers, and support collective bargaining in those sectors where the artists want it.</li> </ul>
<p>Heritage</p>	<ul style="list-style-type: none"> <li>• 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</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitate First Nations, Metis and other distinct communities in expressing and sharing their culture and perspectives</li> <li>• Provide support to communities, municipalities and individuals for the conservation of historic places and for heritage education</li> </ul>	<ul style="list-style-type: none"> <li>• Expand and coordinate Alberta's network of museums, historical sites, galleries and libraries.</li> </ul>

**Wildrose Alliance**

- A Wildrose Alliance Government will ensure that the arts, music and physical education curriculums are fully funded in Alberta's public schools.
- A Wildrose Alliance Government will encourage and support through funding for community projects and school programs such as music, art, theatre, dance, sculpture, reading-writing and other arts and cultural activities as an essential enrichment of life and integral part of Alberta's communities and cultural diversity.

**Green Party**

Respect for Diversity

We believe it is important to value cultural, ethnic, racial, sexual, religious and spiritual diversity, and to promote the development of respectful relationships across these lines.