

## Calgary Arts Development - Artistic and Public Impact

*This is a working document. Calgary Arts Development is open to feedback and suggestions on how to better articulate these measurements. Thank you.*

### ARTISTIC IMPACT MEASUREMENTS

Definition: The quality of the artistic output and the quality of artistic organization and working practices

MEASUREMENT	NOTES	Example
<b>1. Work Created *</b>		
New work <ul style="list-style-type: none"> <li>Innovative work</li> <li>Re-inventive work / interpretation</li> </ul>	-advancing the art form -making 'art history'	- working with a new technology - modern re-interpretation of a classic work
Potential life span of the work's impact	-maximized investment over time	-permanent work placed in the public realm
Impact of the work	- ability of work to illicit a strong emotional or intellectual response	- work that elicits strong public debate
<b>2. Creative Process *</b>		
New work practices <ul style="list-style-type: none"> <li>Innovative work practices</li> <li>re-inventive work practices</li> </ul>	- advancing the practice of creating	- combining new mediums - collaborations / ensemble creation
Risk taking	- both successful and unsuccessful	- combining opposing art forms (symphonic / electronic)
Learning and development	- adaptability - capacity building - mentorship and network building	- commitment to professional development
Artistic leadership	- ability to create and achieve an artistic vision	- an empowered and respected artistic director
<b>3. Critical acclaim</b>		
	- through established critics / critical medium	- awards - reviews
<b>4. Peer opinion *</b>		
	- earned professional praise and/or respect	- opinion of a peer jury
<b>5. Audience response</b>		
Audience's connection to the work	- active audience response	- audience participation in dialog about work
Level of artistic expectation from the audience	- desire of audience to be transformed by work	-audience support of innovative / challenging work
<b>6. Organization or individual reputation</b>		
	- proven ability to execute at a high level of artistic return	- notoriety from communities outside of direct audience

*\* Judgement by peers and citizens will be applied to these measurements in order to assess artistic impact for many of the investment programs*

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### PUBLIC IMPACT MEASUREMENTS

Definition: the positive impact on the public (public is defined as the varied constituents involved in the sector including audience, artists, and cultural workers)

MEASUREMENT	NOTES	Examples
<b>1. Participation</b>	Audience / viewers Artists Volunteers Sponsors and supporters Arts sector workers	
<b>2. Education</b>	- as an important part of formal (K-12 and post secondary) and informal (classes / workshops)	-enrollment in the arts through post-secondary institutions - education programs in schools - arts binder activities
<b>3. Public opinion</b>	- earned public praise and/or respect	- opinion of public jury
<b>4. Public response</b>	- citizen awareness - citizen pride	-many ongoing subscribers & supporters -loyalty and commitment of audience
<b>5. Outreach</b>		
Touring of work		
Audience / viewer development		- expansion of new ongoing audience members
Audience diversity	- cultural diversity and socio-economic diversity	- broad age range of audience
Dissemination of work	- including through publication and media channels	- on-line distribution to a large audience
<b>6. Accessibility</b>		
Physical	- able to be reached and physically accessed for many levels of physical ability	-presentation in a venue accessible through public transit - wheel chair accessibility
Economic	- affordable	- free public programming
Inclusive	- open and encouraging to the general public	- providing an artistic voice for under-represented community to the entire community