



# Partner Naming – Ward 7

C2024-0512  
April 30, 2024

**For Public Release**

**Date:** 2024-05-14  
**Dept:** Community Services

# Recommendations

Review by 2025 August 31.

That Council:

1. Approve the philanthropic naming of the Arts Commons Campus, where the Arts Commons Campus contains The City assets which are to be expanded (new building), modernized (renovation of the existing building), and redeveloped (redevelopment of Olympic Plaza and adjacent portion of 8 Avenue SE) under the Arts Commons Transformation (“ACT”) and Olympic Plaza Transformation (“OPT”) Projects, to “Werklund Centre”; and
2. Direct that the Closed Meeting discussions, Report and Attachments be held confidential pursuant to Section 16 of the *Freedom of Information and Protection of Privacy Act* to be reviewed by 2025 August 31.

A large, light blue arrow pointing to the right, positioned on the left side of the slide.

**OUR BELIEF** is that equitable access to the arts is a human right.

**OUR RESPONSIBILITY** is to redefine a bold and adventurous Calgary by championing and investing in creativity.

**OUR MISSION** is to be an inspirational force where artists, community, and organizations celebrate cultural identities, experience the full breadth of human emotions, and ignite positive change.

*City of Calgary Public Building*

**Werklund Centre**

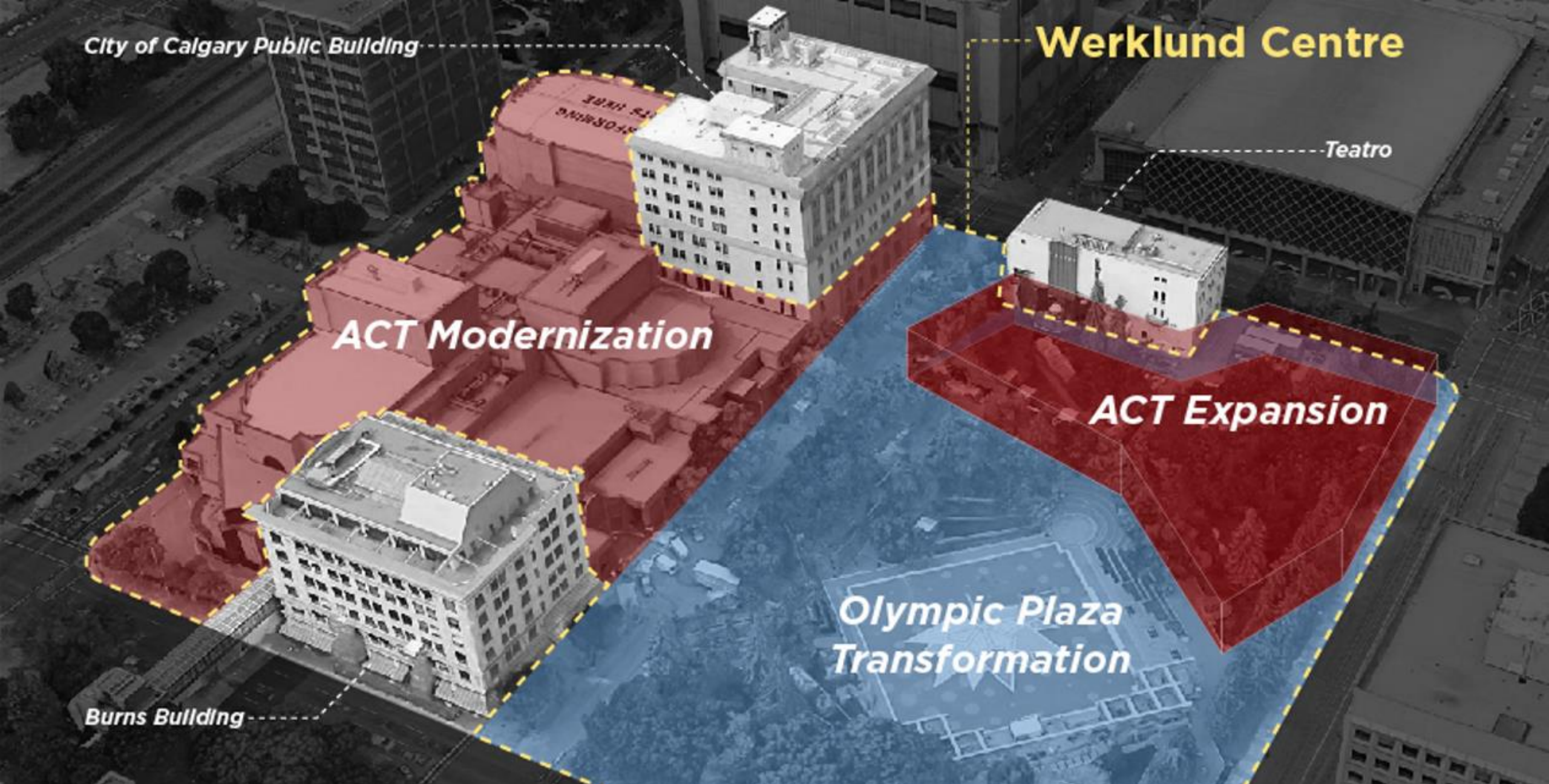
*Teatro*

**ACT Modernization**

**ACT Expansion**

**Olympic Plaza Transformation**

*Burns Building*



# GOAL 1: INCREASE ACCESS TO THE ARTS FOR ALL—IN OUR VENUES, OUTDOORS, AND DIGITALLY

## VALUE STATEMENT:

In every detail of our design, programming, and operations, we will reflect a fierce determination to make the arts available, accessible, and relevant to all. Dissolving the barriers that have traditionally kept the arts from reaching a broader audience will be accomplished through new state-of-the-art facilities, more culturally diverse programming, an increased commitment to arts education, advancing digital platforms and technologies, and evolving innovative relationships and community partnerships. We will be a bold, disruptive force, and a vital hub of energy and activity that transforms Downtown Calgary into a more vibrant, inclusive, and welcoming destination—fundamentally changing the way people perceive, experience, and talk about our city.

## GOAL 2: CONTRIBUTE TO THE HEALTH AND EMOTIONAL WELL-BEING OF ALL CITIZENS

### VALUE STATEMENT:

We will be an inspirational gathering place where audiences, artists, and communities celebrate cultural identities, experience the full breadth of human emotions, and ignite positive change. Our new and enhanced spaces will be a destination that invites visitation and exploration—with safe, inclusive, beautiful spaces meant for relaxing, socializing, and engaging with one another. We are re-envisioning how the life-changing power of the arts can help to remedy society's growing need for safety, health and wellness, social cohesion and enrichment. We are uniquely designed to contribute to the individual and collective well-being of our community. By amplifying engagement and participation opportunities for artists, patrons, and visitors of all ages, we are instrumental in ensuring our city is a thriving place to live, work, and play.

# GOAL 3: BE A CANADIAN AND GLOBAL HUB FOR THE EXPLORATION OF ARTISTIC INNOVATIONS AND PARTNERSHIPS

## VALUE STATEMENT:

We will be a magnet for world-class artists—beginning with home grown talent—by providing the outstanding spaces and support systems they need to realize their full potential. As the key driver for a thriving arts ecosystem in our city, we are responding to the growing demand for facilities and opportunities that will keep local talent innovating at home, as well as attract gifted creators from around the world. By creating a more collaborative arts ecosystem, and amplifying our partnerships with resident organizations, local arts companies, and international artists, we will be a Calgary-based incubator that inspires the global development of entrepreneurship in the creative economy—redefining the future of our city as a top destination for arts and culture.

# GOAL 4: CREATE A RIPPLE- EFFECT OF ECONOMIC ACTIVITY IN OUR DOWNTOWN AND BEYOND

## VALUE STATEMENT:

The quality of a community's cultural infrastructure has a direct impact on its competitiveness in attracting people and investment. We are charting a new course that will redefine the role of arts and culture as a powerful driver of financial activity and economic diversification. A rich resource for endless experiences, our campus will fuel a more sustainable business model built on a greater diversity of offerings and a comprehensive endowment strategy. We will animate the economy of the surrounding community, energize downtown businesses, and build a global brand of excellence that will bring the best and brightest to Calgary, attract new tourism to our city, and celebrate our enduring creative spirit for generations to come.

A blue-tinted architectural rendering of the Werklund Centre, a large, modern building with a curved, ribbed facade, set against a city skyline at dusk. The building is surrounded by a plaza with trees and people walking.

# WERKLUND CENTRE

## AN INSPIRED DESTINATION THAT REDEFINES CALGARY

In every detail of its fiercely sustainable design, operations, and programming, the **Werklund Centre** will become the manifestation of our commitment to make the arts accessible and relevant to all, with safe, inclusive spaces, and featuring sustainable arts practices—making Calgary the most culturally rich and innovative hub in North America.



# WERKLUND CENTRE

**LOCAL PHILANTHROPIC LEADERSHIP THAT WILL DRAW GLOBAL ATTENTION.** At \$65 million, the largest philanthropic gift to the performing arts in Canadian history, this gift changes everything:

**NAMING:**

1. **Werklund Centre**
2. **David Werklund Education Wing**  
(8<sup>th</sup> Avenue between 1<sup>st</sup> & 2<sup>nd</sup> Streets SE)
3. **Three Named Endowment Funds**

**CAPITAL:**

\$50 million towards  
\$610 million in construction

**PORTFOLIO 1:**

Education

1. **Deanna Werklund Fund** - \$5 million  
(generating approx. \$250K annually)
- 2.
- 3.

**PORTFOLIO 2:**

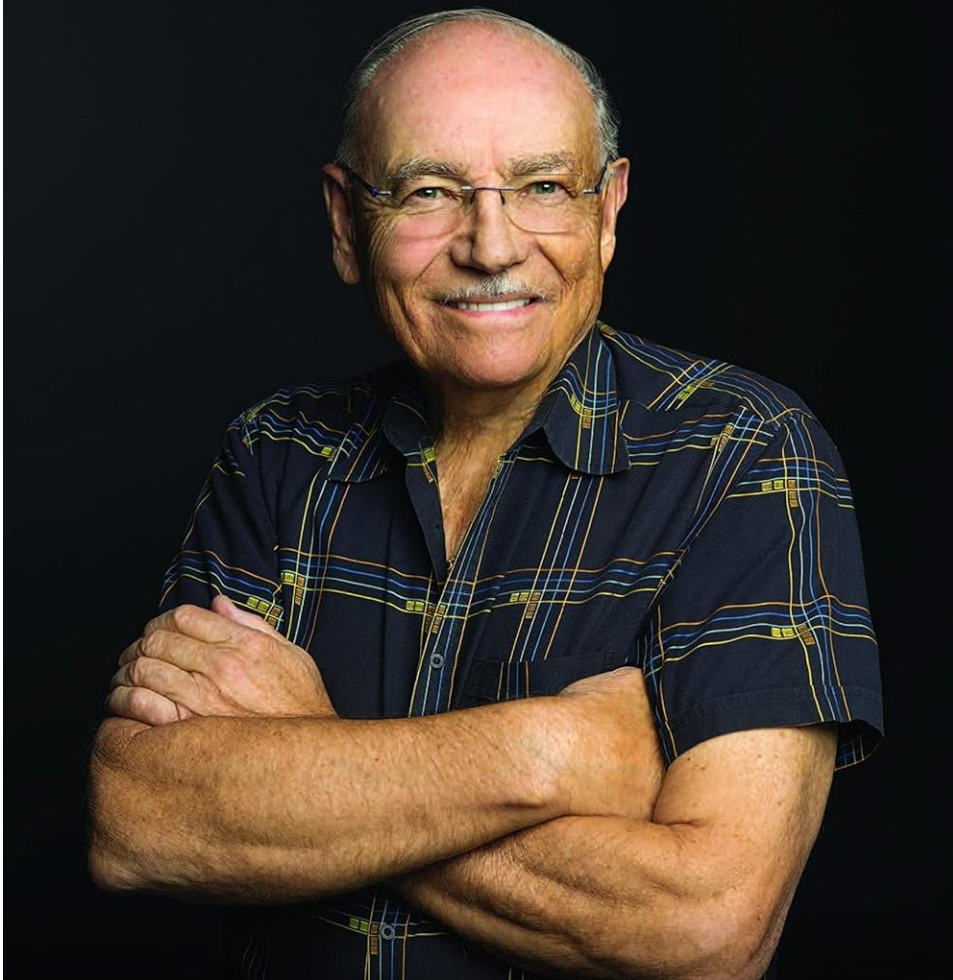
Access

1. **Maxwell Werklund Fund** - \$5 million  
(generating approx. \$250K annually)
- 2.
- 3.

**PORTFOLIO 3:**

Sustainability

1. **Mark Werklund Fund** - \$5 million  
(generating approx. \$250K annually)
- 2.
- 3.



Canadian entrepreneur, oilfield-industry leader and dedicated philanthropist, **David (Dave) P. Werklund** developed a can-do attitude from his upbringing on a farm in rural Alberta. He is well known for his commitment to strong leadership principles, life-long learning, and strong values. He has also devoted considerable time and resources to building and growing his foundation, which funds projects that foster education and instill leadership in youth. His engaged philanthropy has led to broader educational and agricultural opportunities at post-secondary institutions in Alberta.

Calgary



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