



NEWS RELEASE

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New Story for an Old School

100-year old school to become a 21st century model for cultivating leadership, collaboration and creativity in Calgary

(Calgary, AB) – Calgary Arts Development and The Calgary Foundation today formally announced the purchase of the King Edward School site from the Calgary Board of Education.

King Edward School is a distinctive heritage building located on a three-acre site in South Calgary at 1720 – 30 Avenue SW. Built as one of nineteen sandstone schools between 1894 and 1914, the School is centrally located in the community of South Calgary.

The King Edward School site is the first of a future portfolio of spaces for cSPACE Projects. After five years of research, advocacy and planning, cSPACE Projects has been founded as a non-profit real estate enterprise dedicated to developing a network of multi-disciplinary creative workspaces across the city.

Responding to a call for proposals in 2010 to purchase the surplus school from the Calgary Board of Education, a unique partnership between The Calgary Foundation and Calgary Arts Development formed to advance a vision for the historic school and site as an innovative arts hub and incubator. As funders working across Calgary to build capacity and vibrancy in the arts and culture sector, Calgary Arts Development and The Calgary Foundation have mobilized to address a critical deficit of stable, affordable and compelling workspaces to create, rehearse, produce and collaborate in Calgary.

The vision for the King Edward School site is a sustainable, mixed-use hub that provides a dynamic and collaborative environment focused on the incubation and advancement of professional arts practice, social enterprise and community development in Calgary. The King Edward School project is intended to connect and enable nonprofit cultural organizations, the next generation of artists, social entrepreneurs and the neighborhood of South Calgary.

The property was formally transferred from the Calgary Board of Education to cSPACE Projects on December 2, 2011 for the amount of \$8.027 million. The land purchase was supported by an \$8 million loan from The Calgary Foundation, along with a \$5 million grant from the City of Calgary's Municipal Sustainability Initiative, which will contribute to the loan repayment. The Foundation also granted \$3 million in multi-year funding toward the development of the project.

Current estimates for the adaptive reuse of the heritage school and additional new-build spaces related to the hub and incubator range between \$19-21 million. While a major milestone has been achieved in the purchase of the site, a project of this magnitude is a complex, multi-year process. Construction is anticipated to begin in 2013.

An open house will be held in March 2012 to celebrate the purchase of the site, thank the community and allow a sneak peek of the heritage school before redevelopment.

A proposal call for hub tenants and incubator program partners will be circulated in the spring to identify and assess potential non-profit organizations, artists and social entrepreneurs to anchor the redevelopment.

Read more: Partner Statements and Project Backgrounder (below)
Photos available upon request. Hashtag: #transformKES

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PARTNER STATEMENTS

KING EDWARD SCHOOL PURCHASE

Calgary Arts Development

“Supporting a diversity of arts facilities that advance the cultural and economic vibrancy of our city has been a longstanding strategic priority of Calgary Arts Development and its community partners. Our 2008 Arts Spaces Strategy and Capital Plan articulated a critical infrastructure gap for incubator spaces in Calgary. Through cSPACE and projects like the King Edward School, we are addressing that gap for individual artists and small- to medium-sized arts organizations.” -Terry Rock, President & CEO, Calgary Arts Development

- **Calgary Arts Development** is The City of Calgary's designated arts development authority. Formed in March 2005 through the auspices of the 2004 Civic Arts Policy, Calgary Arts Development plays a leadership role to promote, foster and direct investments that develop the capacity of Calgary's arts sector to achieve public and artistic impact.

The Calgary Foundation

“The creative combination of support from The Calgary Foundation enabled cSPACE to purchase the King Edward School and begin development of a collaborative, community-based hub to meet the needs of Calgary's small- and mid-sized arts organizations. The Calgary Foundation provided an \$8 million loan, along with a \$3 million grant over six years supported by six Funds at the Foundation, including the Forever Fund for Arts and Heritage and the Gertrude Cohos Arts Endowment Fund. This funding represents a unique way that the Foundation can assist charities in Calgary. We look forward to our continued role in supporting the success of the King Edward School Arts Incubator.” -Eva Friesen, President & CEO, The Calgary Foundation

- **The Calgary Foundation** was established in 1955 and is one of the largest community foundations in Canada. The Foundation assists individuals, families and businesses of all means, to meet their philanthropic goals and, as a knowledgeable grantmaker, supports issues in all sectors of the Calgary and area community (Arts & Heritage, Community Development, Education, Environment, Health, Human Services and Recreation). The Foundation provides community leadership by acting as a catalyst, convener and connector to serve the public good and encouraging informed civic engagement and action.

cSPACE PROJECTS

“Calgary is well known for its entrepreneurial and community spirit – in this city, compelling ideas that contribute to the City's vibrancy attract innovative collaborators. cSPACE is one of only a few specialist non-profit companies in North America that own, build and operate a diverse portfolio of creative workspaces. We are joining progressive cities like Toronto, Edmonton, Minneapolis, Washington and Providence in supporting arts, culture and creativity through mission-driven real estate development. New York has also just announced a dedicated public/private organization to develop artists studios and rehearsal spaces. Once again, Calgary is at the leading edge of supporting our creative communities.” - Reid Henry, President and CEO, cSPACE Projects

- **cSPACE Projects** was formed in 2011 as a subsidiary of Calgary Arts Development. cSPACE was created as a non-profit real estate enterprise. The enterprise is dedicated to developing a network of multi-disciplinary creative workspaces across the city. cSPACE will own, develop and manage the King Edward School as well as other multi-tenant spaces that enable creative communities to thrive. The newly appointed President and CEO of cSPACE, Reid Henry and his team bring over 15 years of experience in planning and developing multi-tenant non-profit facilities across Canada.

Calgary Board of Education

“We are pleased to finalize the sale of the King Edward school property with cSPACE,” said Frank Coppinger, Superintendent of Facilities and Environmental Services. “We are delighted that this historic school will continue to benefit the community.”

- **The Calgary Board of Education (CBE)** provides learning as unique as every student. We understand that schools are an important part of Calgary's communities. When a school facility no longer meets the needs of our students we certainly hope that it can add value in a new way to the community. The CBE is delighted that the long tradition of learning will continue at King Edward School as it is re-developed and revived to be a hub of activity for Calgary's arts community. This sale is part of a long-term integrated facilities strategy for the CBE. Proceeds from the sale went into replenishing our capital reserve fund.

Marda Loop Communities Association

“The residents of The Communities of Marda Loop are excited to welcome this new addition. The character, vibrancy and energy that a one of a kind world-class institution such as this can add to a community has us very excited. I would like to thank Calgary Arts Development and the Calgary Foundation for all their hard work and the collaborative approach that they have taken on this project. We look forward to building a strong and lasting partnership with our new neighbour.” – Marc Doll, President, Marda Loop Communities Association.

BACKGROUND KING EDWARD SCHOOL PURCHASE

CREATIVE AND CULTURAL SECTOR

The Arts Hub and Incubator will provide affordable, sustainable and collaborative spaces and business support that fosters leading edge artistic practice, innovative social missions and creative entrepreneurship. Calgary Arts Development has recognized the essential role these spaces play in the creation of new work, the nurturing of talent, the exploration of ideas and the animation of neighbourhoods. Among the priorities highlighted in the *2008 Arts Spaces Strategy and Capital Plan*, a broadly defined category of ‘incubator’ spaces to promote collaboration and encourage career development for emerging creative talent was identified. If the city is to sustain and grow this talent pool while maximizing their impact in communities, establishing a network of affordable spaces for them to work and create is critical.

The King Edward School Arts Incubator follows The Calgary Foundation’s commitment to address vital and emerging needs in the Calgary & area community. This commitment prompted the establishment of the Forever Funds, including the Arts and Heritage Forever Fund which supports and celebrates creativity and history, interpreting the past and forging links to contemporary discussions. The signature project for the Arts and Heritage Forever Fund has been the development of the unique partnership with Calgary Arts Development to advance a vision for the historic King Edward School to serve as an innovative arts incubator.

While fundamental to the cultural and creative sector’s vitality, creative workspaces are particularly challenging to sustain in Calgary due to property instability, organizational capacity and limited investment capital. Facing substantial competition for space in the inner city, small non-profits typically locate in under-valued buildings that require significant operational or mission-related tradeoffs to meet their threshold of affordability. *(Various statistics are available to substantiate these claims.)*

Recent studies on the labour market for Canada’s culture sector suggest the strongest growth over the last decade has been in cultural management and the creative/artistic production occupations – essentially those that lead our non-profit enterprises and those that are artist-entrepreneurs who work at the intersection of culture and commerce. However, emerging artists and startup non-profit enterprises face immense barriers to establishing and growing their creative practice and artistic ventures.

Creative careers demand people who are entrepreneurial, resourceful, enterprising and savvy about boundary-defying markets and opportunities. However, there is a recognized lack of support/training for entrepreneurship in the cultural and creative sector. Institutions tend to provide a single course on arts-based business skills, requiring graduates to leap from formal arts education or self-taught work to entrepreneurial and ‘DIY’ activity without a well-developed toolbox of business skills.

A recent national study of U.S. arts graduates illustrates the importance of entrepreneurship as 60% of arts graduates have been self-employed at some point, 57% hold at least two jobs concurrently, and 14% started their own companies. This next generation of Calgary’s creatives are fashioning careers through self-employment, working in multiple jobs, starting their own businesses and working across disciplines. Many non-profit organizations are addressing even greater complexity in their environments by seeking new alliances, partnerships and collaborations both within and across sectors in order to achieve their cultural, ecological, economic and social goals. Growing interest in developing social enterprises in Calgary requires new thinking about the skills required by non-profit leadership.

HERITAGE SIGNIFICANCE

The redevelopment of the King Edward School propels forward a 100-year legacy of education into a 21st century model for cultivating leadership, collaboration and creativity. The distinctive heritage school built in 1912 will be transformed from a venerable sandstone institution for education to a dynamic ‘sandbox’ for ideas and creativity.

Built in 1912 during the pre-World War I boom years, the King Edward School is a distinctive heritage building that has provided a longstanding contribution to Calgary’s education system and emergence as a city. At various points in its history, the School functioned as:

- a temporary military cadet training centre at the outbreak of World War I,
- the Normal School for teacher training during WWII, pioneering the junior high school model for generations of rural and urban students,
- a home for William Aberhart, former Premier of Alberta, as the institutions’ first principal, and
- a community gathering and social space.

SUSTAINABLE COMMUNITY DEVELOPMENT

The transformation of King Edward School will be a showcase of leading thinking and practice around sustainable placemaking. The King Edward School transformation represents an immense opportunity to showcase a ‘four pillar’ approach to sustainability in Calgary, delivering benefits around cultural vibrancy, environmental stewardship, economic vitality and social inclusiveness.

Cultural Vibrancy

Neighbourhoods across Calgary are valued for their unique identities, human scale and as places where culture is lived on a daily basis. Art, culture and creativity are at their most impactful in a community’s quality of life when they are accessible, participatory and responsive to local aspirations. Through the unique open spaces, working artist studios, accessible exhibition/presentation facilities and community-focused tenants, the King Edward School will provide a diversity of creative and cultural engagement, expression and celebration opportunities for local residents.

Environmental Stewardship As an historic rehabilitation project and urban intensification initiative, the development of the King Edward School site will deliver on principles of a ‘complete community’ by reusing and updating existing infrastructure, increasing residential densities, promoting a mix of land uses and delivering a walkable urban form. Through the design, planning and management of the King Edward School, cSPACE is committed to a high level of sustainable measures that:

- reduce energy consumption,
- reduce transportation impacts,
- incorporate alternative energy sources (e.g. solar and/or geothermal energy),
- reduce waste and water consumption, and
- encourage recycling or re-use of materials.

Economic Vitality

Recent research on the impacts of arts-focused hubs in Canada, the United States and United Kingdom illustrates various positive outcomes to commercial districts in close proximity to arts hubs. Depending on the context, these impacts range from enhanced property values, higher foot traffic, stronger retail/service mix and improved safety to stabilized storefront vacancies, enhanced programming partnerships and a more vibrant sense of place. It is anticipated that the critical mass of organizations and artists converging in South Calgary through the activation of the building and site will contribute to the health and viability of local businesses on the 14th Street SW corridor and in the Marda Loop Business Revitalization Zone (BRZ).

Social Inclusiveness

The growing neighbourhoods adjacent to the School are undergoing significant demographic changes as young, professional households continue to drive demand for housing reinvestment, bringing an increasingly affluent population to the community. In this context, it is envisioned that the redevelopment of the King Edward School site will anchor a rich diversity of cultures, incomes and lifestyles through its tenant base, providing a foundation for the area’s evolving character and identity as an inclusive, accessible and tolerant community.

Media Interview Availability:

Topic	Name	Organization
Creative Workspaces, Entrepreneurship, School Purchase, Community Process, Adaptive Reuse of Heritage, Sustainable Design, Community Impact, Vision	Reid Henry, President and CEO	cSPACE Projects TransformKingEdward.com
School Purchase, Philanthropic Interest, Social Entrepreneurship, Vision, Shareholder in cSPACE	Eva Friesen, President & CEO	The Calgary Foundation TheCalgaryFoundation.org
Civic Arts Policy, Cultural Spaces Initiatives, Origins of Project, Vision, Shareholder in cSPACE	Terry Rock, President & CEO	Calgary Arts Development CalgaryArtsDevelopment.com
Municipal investment; community impact	Alderman John Mar, Ward 8	City of Calgary
School Purchase, Historical Perspective	Frank Coppinger, Superintendent of Facilities and Environmental Services	The Calgary Board of Education CBE.ab.ca
Community Consultation, Local Impact	Mark Doll, President	Marda Loop Communities Association SouthCalgaryCommunity.ca
Small/Med Arts Organization, Entrepreneur, Small Business Impact	Evangelos Diavolitsis, Quickdraw Animation Fran Morriset, Resident Bernadette Geronazzo, Executive Director	Organization submitted Request for Expressions of Interest for tenancy Lives adjacent to the site and was a member of the Advisory Committee: Marda Loop BRZ