Subject:	Re: Video production + documentation recommendations?
Date:	Friday, August 16, 2024 at 10:54:43 AM Mountain Daylight Time
From:	Alex Lingnau
То:	Tyler Los-Jones, Greg Burbidge, Candace De Vuyst, Helen Hu, Abigail Tsegaye, Dawn Van de Schoot, Sharon Stevens, Tiffany Wollman, Caroline Loewen, Natasha Jensen, Jared Tailfeathers, Tamara Cardinal
Attoohmont	an image 001 ing

Attachments: image001.jpg

Hi Tyler,

I keep forgetting to add this name to our shared vendor list but I recommend Kara Artym. I've worked with her before on video documentation of artworks. She has a long portfolio and has worked in a variety of styles. I don't have her email address at the moment, but I will get it for you.

[Name] Kara Artym [Mobile] +1 403-813-8689 https://vimeo.com/karaartym

Talk soon, Alex

Get Outlook for iOS

From: Tyler Los-Jones <<u>Tyler.LosJones@calgaryartsdevelopment.com</u>> Sent: Friday, August 16, 2024 12:43:18 PM To: Greg Burbidge <<u>greg.burbidge@calgaryartsdevelopment.com</u>>; Candace De Vuyst <<u>Candace.DeVuyst@calgaryartsdevelopment.com</u>>; Helen Hu <<u>Helen.Hu@calgaryartsdevelopment.com</u>>; Abigail Tsegaye <<u>abigail.tsegaye@calgaryartsdevelopment.com</u>>; Dawn Van de Schoot <<u>dawn.vandeschoot@calgaryartsdevelopment.com</u>>; Sharon Stevens <<u>sharon.stevens@calgaryartsdevelopment.com</u>>; Sharon Stevens <<u>sharon.stevens@calgaryartsdevelopment.com</u>>; Tiffany Wollman <<u>Tiffany.Wollman@calgaryartsdevelopment.com</u>>; Alex Lingnau <<u>Alex.Lingnau@calgaryartsdevelopment.com</u>>; Natasha Jensen <<u>Caroline.Loewen@calgaryartsdevelopment.com</u>>; Natasha Jensen <<u>Natasha.Jensen@calgaryartsdevelopment.com</u>>; Jared Tailfeathers <<u>jared.tailfeathers@calgaryartsdevelopment.com</u>>; Tamara Cardinal <<u>tamara.cardinal@calgaryartsdevelopment.com</u>>; Tamara Cardinal <<u>tamara.cardinal@calgaryartsdevelopment.com</u>>; Tamara Cardinal

Good morning team; I hope you're all having a lovely Friday!

I'm reaching out to ask for any recommendations you may have for local folks to create short videos for two separate projects.

The first project is for CADA's <u>Reconnecting to the Bow</u> project with Broken City Lab. We're looking for someone who can produce a short video documentation of this work for archival purposes. The

second request comes from one of the participants in the Art for Social Change Public Art Residency. <u>Incipio Modo</u> is seeking someone to produce a short video pitch for a project they're developing. I would be grateful if you would share any recommendations for local folks who work in video and may be a good fit for these projects.

Thank you in advance for any help you can offer; I really appreciate it!

Tyler

Tyler Los-Jones he/him/his Public Art Project Lead Calgary Arts Development

403.264.5330 ext. 114 The Edison, 14th Floor 1410, 150 9th Ave. SW | Calgary, Alberta T2P 3H9 tyler.losjones@calgaryartsdevelopment.com

Situated on Treaty 7 territory, home of the Siksika, Kainai and Piikani Nations, as well as the Tsuut'ina Nation, the Îyârhe Nakoda Bearspaw, Chiniki and Goodstoney First Nations, and Otipemisiwak Métis Government Districts 5 and 6.



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Subject:	Varying Proximities - Collection Activation
Date:	Tuesday, November 21, 2023 at 9:14:35 AM Mountain Standard Time
From:	Heather Campbell
To:	Kim Hallis, Tyler Los-Jones
Attachments: image001.jpg	

Good morning Kim and Tyler,

I hope your weeks are going well so far, beautiful weather were having!

I'm introducing you over email for a project that Tyler is leading. Broken City Lab has works in the collection and we want to activate one of them - with it being the ten year anniversary the their series of work, it feels like a good opportunity to have them make a response to the work as well.

I know we talked about it a while ago, but just for some context, they did a residency with WATERSHED+ 2013/14 where they created a series of works called Varying Proximities, which were then accessioned into the collection. There were the River Signs, connecting to the Bow Hotline (**1-844-OUR-BOW-RIVER**), a publication and jars of bow-inspired Hard Candy.

I double checked when talking with BCL that those all were accessioned and they said yes, they also said that they still have a recording of the bow if we don't have it. The Bow Hotline is the work we are particularly interested in at this time and I recall when we talked about it that you said you didn't think you had the recording - so I thought it would be prudent to connect you and Tyler so that we can ensure you have everything you should from BCL. If you want to see their paperwork, I'm sure Tyler can arrange

that 😊

Many thanks and best wishes, Heather

Heather Campbell she/her/hers Public Art Manager Calgary Arts Development

p 403.264.5330 ext. 203
The Edison, 14th Floor
1410, 150 9th Ave. SW | Calgary, Alberta T2P 3H9
heather.campbell@calgaryartsdevelopment.com

Situated on Treaty 7 territory, home of the Kainai, Piikani, Siksika, Tsuut'ina, Îyârhe Nakoda Nations and Métis Nation, Region 3.



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Monday, November 18, 2024 at 12:57:32 Mountain Standard Time

Subject:	Re: A few updates to share
Date:	Monday, March 4, 2024 at 10:26:30 AM Mountain Standard Time
From:	Hiba Abdallah
To:	Tyler Los-Jones
CC:	Joshua Babcock, Justin Langlois
Attachments: image001.png	

Caution! This message was sent from outside your organization.

Allow sender | Block sender

Hi Tyler,

Thank you for following up on all of this! Great news all around. I will update our budget accordingly.

Best, Hiba

On Sun, 3 Mar 2024 at 16:30, Tyler Los-Jones < <u>Tyler.LosJones@calgaryartsdevelopment.com</u>> wrote:

Hi everyone! I'm writing to share a few updates with you.

I received confirmation that any photo documentation of the project will be covered by CADA up to 2.5k. Any documentation costs over 2.5k will have to come out of the project budget, so video documentation might not be an option.

I've also attached some additional information about street-level advertising through Pattison. Greg has confirmed that we can pay for any of the street-level advertising costs using a separate budget, so using these advertising sites won't require any of your 15k budget.

I'm glad we have heard back from James! Please let me know how I can be most helpful for you regarding the next steps with him. I don't need to insert myself into the flow if you feel good about coordinating with James directly, but I'm happy to help in any way that would be useful for you.

Wishing you the best,

Tyler

Tyler Los-Jones he/him/his

Public Art Project Lead

Calgary Arts Development

p 403.264.5330 ext. 114

The Edison, 14th Floor

1410, 150 9th Ave. SW | Calgary, Alberta T2P 3H9

tyler.losjones@calgaryartsdevelopment.com

Situated on Treaty 7 territory, home of the Siksika, Kainai and Piikani Nations, as well as the Tsuut'ina Nation, the Îyârhe Nakoda Bearspaw, Chiniki and Goodstoney First Nations, and Métis Nation Districts 5 and 6.



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Hiba Abdallah (she/her)

Monday, November 18, 2024 at 13:00:53 Mountain Standard Time

Subject:	Draft communications plan + documentation questions	
Date:	Thursday, June 13, 2024 at 3:22:29 PM Mountain Daylight Saving Time	
From:	Tyler Los-Jones	
To:	Hiba Abdallah, Joshua Babcock, Justin Langlois	
Attachments: image001.jpg, DRAFT_BCL Varying Proiximities_Comms Plan_2024 06 13_V2.docx		

Hi again, everyone, and apologies for the multiple emails today.

I'm writing to share a draft communication plan for the project. The purpose of this document is to provide consistent information about the project for any CADA staff member who may be asked about the project. For example, there are often media outlets, city counsellors, or even the mayor's office who will reach out to CADA communications staff/leadership for information about a project in the city. These types of documents can help ensure that everyone has a shared understanding of the work we are supporting.

I would be grateful if you could review this and recommend any edits, revisions, or additions. The goal is to make this accurate and reflect your intention for the work, so please don't be shy with your edits.

On the topic of documentation, after we met with the City of Calgary folks last week, my colleague Candace (who you met during the meeting) was able to allocate some additional funds toward documenting the project. It would be great to get your thoughts on some of the following documentation opportunities:

- If we were to have video documentation for this project, what would you want the video documentation to focus on / look like?
- CADA will be starting a project called Collection Reflections (working title), where we commission writing about works in the collection. Would you be interested in writing a piece about the upcoming version of the work and its relation to the 2014 version? We would pay for this writing separately from your existing contract and can pay \$1\$ per word.

Again, I recognize that this is a lot to consider in addition to the emails I've already sent today, so just let me know if it's easiest to book a meeting so we can go through all of this together.

Thank you, and talk soon!

Tyler

Tyler Los-Jones he/him/his Public Art Project Lead Calgary Arts Development

403.264.5330 ext. 114 The Edison, 14th Floor 1410, 150 9th Ave. SW | Calgary, Alberta T2P 3H9 tyler.losjones@calgaryartsdevelopment.com Situated on Treaty 7 territory, home of the Siksika, Kainai and Piikani Nations, as well as the Tsuut'ina Nation, the Îyârhe Nakoda Bearspaw, Chiniki and Goodstoney First Nations, and Otipemisiwak Métis Government Districts 5 and 6.



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Clean. Clear. Concise. Consistent. Compelling.

Project Title: Reconnecting to the Bow

Date: July 31, 2024

Key Project Information

Name: Reconnecting to the Bow (1.855.269.5786) Note: PA folder is called Varying Proximities

Acronym: ACTV8

Phase: Launch on Aug 12, 2024

Communication Budget: \$1,000 for social media ads

Project Budget: TBD - no budget on website

Location: City-wide

Medium: Mixed Media — audio recordings, phone number, digital and physical billboards, social media ads

Important Dates:

July 10 — Project announcement on website / interview on CJSW

July 29 — Content and images and phone line

August 12 — Public launch (runs through December 2024)

Artist(s): Broken City Lab (artist collective) - note: not from Calgary

- Hiba Abdallah
- Justin Langlois
- Joshua Babcock

Project Lead: Tyler Los Jones

Executive Summary

What is the project?

Reconnecting to the Bow is a project that brings playful, provocative and meaningful art experiences into the daily lives of Calgarians. Eight different artworks for advertisements on posters, billboards, digital screens at transit stations and on social media invite Calgarians to reconnect with the Bow River through a simple but powerful gesture of making a toll-free phone call to 1.855.BOW.LSTN and listening to recordings of its various sounds. The recordings will change throughout the project, so people may hear different sounds at different times. The project reminds us that the Bow River is a central character in the past, present and future stories of this place. By revisiting a temporary time-based public artwork from 2014 a decade later, this project serves as an opportunity to activate Calgary's public art collection and weaves this artwork into the fabric of the city and the daily lives of Calgarians.



Why is the project being done (purpose)?

- To activate Calgary's public art collection and weave this artwork into the fabric of the city and the daily lives of Calgarians.
- To celebrate the Bow River as a central character in the past, present and future stories of this place.
- To bring playful, provocative and meaningful art experiences into the daily lives of Calgarians.
- To create public art that is engaging and accessible.
- To educate Calgarians about what public art can be and how it can impact our perspective.
- To provide a temporary and impactful public art experience for all Calgarians.

Who is doing the project?

Calgary Arts Development is working with The City of Calgary and Broken City Lab to activate/revisit the 2014 Call the Bow with new artworks, a new phone number and new audio recordings. Telus was involved in porting the phone number and Pattison will be involved in the digital billboards.

Broken City Lab is an artist collective that participated in Watershed+ in 2014 and created the Varying Proximities artwork. They were invited to revisit for its 10th anniversary. They are NOT local.

What partners are involved in the project

Calgary Arts Development, City of Calgary (does NOT want to have its logo on the artworks or advertisements), and Broken City Lab. City of Calgary can be mentioned on the project landing page as a partner.

Where is the project happening?

Throughout the city, artworks advertising the phone number will be on billboards, posters, digital screens at transit stations and on social media. The toll-free number can be dialed from anywhere.

When is the project happening?

Reconnecting to the Bow is launching to the public on August 12, 2024 and running through December 2024.

ARTIST STATEMENT

"Hello. One moment as I connect you to the Bow River."

In 2014, we created an artwork that aimed to connect Calgarians to the Bow River. With a simple greeting, callers were transported to the river's edge and experienced the Bow's rushing, gurgling, and babbling voice on the other end of the line. Anyone could call and connect to the Bow, experiencing its wisdom, its secrets, its songs, creating a unique opportunity to explore proximity and access as fundamental components of our relationship to the Bow River.

We want to capture this relationship once more, with added nuance and complexity in how we think about our relationship with the Bow a decade later. The Bow is not static, it is constantly in motion and shifting its flow, strength and sound depending on where you meet it. We highlight this characteristic with a multi-site re-recording of the Bow River by James Clemens-Seely, who is a sound specialist. These are long field recordings of the river that capture the variation of the Bow, changing throughout the 6-month run of the project.



Another update will be to the phone number. The original number highlighted a proprietary and commercial relationship with the river ('our'). In this version of the work, we shift the context of the phone number to give the authority back to the Bow. For example, choosing a local number that centers the Bow River as a beacon of knowledge and understanding.

With eight newly designed advertisements that act as the relaunch frame for the artwork, we will use billboard space, and street level ads throughout the City as well as online platforms such as Facebook and Instagram as targeted ads for Calgarians to call in and reconnect to the Bow.

Goals (big picture)

What are the desired outcomes of this project, what do we want to achieve? Should stem from the 'why' of the project. Use words like encourage, build, unite, collaborate, etc.

We want people to feel curious about the artworks so they dial 1.855.BOW.LSTN and hear the various sounds of the Bow River. We want to achieve accessibility to public art, a connection to nature and a reflection on how the Bow River impacts our lives — past present and future. We want to build awareness about the public art collection and what public art can be. This project reflects our goal of ensuring that Calgary continues to be a city that empowers local residents to participate in a vital connected city through the arts.

Objectives (tactical)

SMART - specific, measurable, achievable, relevant, time-bound

100% of participating artists have positive experience
100% City Councillors have positive sentiments about his project
100% of Calgarians who see these artworks phone the toll-free number
3-5 positive earned media stories
Track visits to landing page from August – December
Track calls to the phone number

Background/Links

https://calgaryartsdevelopment.com/public-art/projects/reconnecting-to-the-bow/

https://www.calgary.ca/arts-culture/public-art/watershed-program.html

https://www.stride.ab.ca/varying-proximities-broken-city-lab/

https://www.brokencitylab.org/blog/varying-proximities-a-new-series-of-works-by-broken-city-lab/

https://hibaabdallah.com/varying-proximities-ask-the-river

http://www.watershedplus.com/news/varying-proximities-article-in-the-calgaryherald/http://www.watershedplus.com/news/varying-proximities-article-in-the-calgary-herald/

https://cjsw.com/program/ears-have-eyes/episode/20240710 - Caitlind Brown and Wayne Garret



Audiences/Affiliates or Collaborators

CADA staff and board – Announcement at staff meeting, announcement on Teams City of Calgary -- Public Art team, UEP team, City PA newsletter, shared social posts City Councillors – email from Greg, councillor toolkit Watershed+ Lead Artists (Sans façon) and participants; Stride Gallery CADA followers, artists, arts community – CADA website, newsletter and social media channels Media – media releases, pitching stories to key media (see 2014 coverage) Calgarians who don't have as much exposure to public art – transit users, digital campaign (Andrew) Conservation/environmental groups? Noel Begin, Sustainable Calgary | Bow River Watershed Council

SWOT – strengths, weaknesses, opportunities, threats

Strengths:

Artists have proven track record and good reputation — initial project 10 years ago was considered a success Dedicated and experienced public art project leads

Strong support mechanism within PA team

- Good comms mechanisms (website, newsletter, podcasts, socials, media relations)
- Minimal cost for social media promotion

Accessibility – people can engage anywhere at anytime, from home, waiting for the bus etc.

Weaknesses:

Capacity / tight deadline — need to make sure there is time and full support available to effectively launch the project and sustain interest over a 4-plus month period

We mentioned high-quality audio recordings in initial announcement on landing page, but it's lower than people might be expecting (in discussion with artists – may use shorter, higher quality recordings)

Small budget for promotion

Opportunities:

	Fairly fun and easy project to implement
	Good relationship with artists
	Continue to build good relations with City Councillors
	Expose a lot of Calgarians to an engaging and accessible public art project
	Demonstration of how public art enlivens a city and reflects who we are
	Provides a different perhaps unexpected example of what a public art project can be
Timely opport	unity to talk about importance of river and water in general as awareness has been heightened by recent drought, water main break, heat wave, etc. (i.e. record number of people floating the Bow)
Threats:	
	May be tied to recent water main break from a negative perspective
	May not be received well, perceived as a waste of money or simply foolish

Potential for technical issues that can't be resolved internally, i.e. with phone number

Public might not like all the artwork



Artwork could be defaced Another water main break, a drought, a river drowning or closure (i.e. high levels of e coli)

Key Messages/Call to Action

Starting in August, and running until the end of December 2024, people will be invited to make a free phone call to 1.855.BOW.LSTN (1.855.269.5786) to hear the Bow's rushing, gurgling and babbling voice on the other end of the line.

Record numbers of people have been enjoying the Bow River this summer, swimming, splashing and floating in the water. Now they can phone the river too.

Ten years after a unique Public Art project gave us a chance to call and listen to the Bow River, Calgarians can dial a new phone number for a new opportunity to reflect on their relationship with the river and its significance.

Reconnecting to the Bow gives all Calgarians a chance to participate in a unique Public Art project in a fun, accessible and engaging way. You can call the number while relaxing at home, while waiting for the bus, or from out of town when you're missing Calgary.

Playful artwork on posters, billboards and social media invites Calgarians to indulge their curiosity and dial a phone number that connects them to the Bow River so they can hear its various sounds and states.

A simple phone call allows Calgarians to experience the sounds the Bow River has been making for thousands of years as it flows through the city—a powerful reminder of the role it plays in our past, present and future.

Q&A

Why are you wasting money on this public art project when our city's water infrastructure is crumbling?

Calgary has a long history of providing public art experiences to Calgarians. Public art is the most accessible art form as it is free and available in the public realm. Public Art brings beauty and vibrancy to our communities, reflects who we are as Calgarians, and has economic benefits for our city.

What does the Bow River have to say about the recent droughts in Alberta/water main infrastructure break or water restrictions/heat waves/climate change?

That's a great question. I'm sure every Calgarians who calls and listens to the sounds of the Bow River will have their own personal reactions and feelings. One of the great things about Public Art is that it creates these opportunities for people to reflect on their own thoughts and experiences, and to have conversations and consider other perspectives.

Why would I call the Bow River?

Why not? This is a chance to listen to the river and reflect on the impact it's had and will continue to have on the landscape and our lives. The Bow River has been a gathering place since time immemorial. This summer, record numbers of people are enjoying the river.

How long will people be able to call the Bow?



The artworks and phone number will be active through December 2024. The *Reconnecting to the Bow* project will be documented and the recordings will be saved, and then it will also become part of the Calgary Public Art Collection, joining the original *Call the Bow* project.

How is this project different than the project 10 years ago/ Is this the same project?

When Broken City Lab was invited to revisit the *Call the Bow* project from 2014 for its 10th anniversary, they wanted to reconsider how we view our relationship with the Bow a decade later. The original number highlighted a proprietary and commercial relationship with the river ('our'). In *Reconnecting to the Bow*, the focus is on giving authority back to the river and 'listening.' This is a fun and engaging way to spotlight a previous work in Calgary's Public Art Collection.

What is the Calgary Public Art Collection and where can I see it?

The City of Calgary has an art collection of over 1,300 works including outdoor sculptures located in parks and plazas, installations integrated into infrastructure, monuments, memorials, environmental art, temporary projects, street art and functional objects. Calgary's public art collection also includes an assortment of portable art that contains photographs, paintings, sculpture, glass, installations, ceramic and textiles. The portable collection is rotated throughout public spaces. You can learn more about it on the city's website.

Key Contacts

Spokespeople:

All media requests should come through Helen Moore-Parkhouse for vetting and assignment

Patti Pon is our spokesperson for Public Art writ large

The project leads are potential spokespersons depending on request

The artists may be spokespersons depending on request, and can be connected through the Project Lead.

A city representative would be spokesperson for questions/interviews about the Public Art Collection — go through Julie Yepishina-Geller <u>julieyepishina-geller.cavanagh@calgary.ca</u>

Project Lead:

Tyler Los-Jones

Communications Planner:

Maureen McNamee Maureen.mcnamee@calgaryartsdevelopment.com | 403-923-7357

Alternate (Aug 2-18): HMP helen.moore-parkhouse@calgaryartsdevelopment.com | 587-227-0150

Communications Manager:

Maureen McNamee <u>Maureen.mcnamee@calgaryartsdevelopment.com</u> | 403-923-7357

Media Relations:



HMP <u>helen.moore-parkhouse@calgaryartsdevelopment.com</u> | 587-227-0150

Comms Tools and Tactics

Before publishing project announcement

- Work with comms specialist to complete comms plan including who needs to know about the project (key audiences/affiliates) and how we will ensure transparency telling the story from beginning to end
- Does the project announcement or artist call require any other support (posters, promo cards?)

Project landing page on website

- Fill out landing page template and give to comms team at least 2 weeks prior to it going live once content has been submitted, same approval process as guidelines will take place.
- Update as needed

Announcing project – advance media

- Landing page introducing project went live in July to coincide with CJSW interview
- Information and a link to the project will be supplied to The City for their public art newsletter

Artwork Creation/Fabrication

- Artworks with phone number have been created by artists. Audio recording are completed. Phone number is active.
- Social media ads to be scheduled (Andrew? Or Haider?).

August 12 Launch

- Media release early-August to prepare media for launch of posters, digital screens and social media ads to build awareness about the project and the opportunity to phone the Bow River.
- Update content and image on landing page (include artwork with phone number, live on Aug 12)
- Social media engagement: What did you hear when you called the Bow? (Haider). Visit sites where people pull rafts out or start floating, get them to call the Bow and respond?
- Andrew run digital campaign through to December

September – December

- Artist blog post
- Article in *Create Calgary* magazine (October 4 release)
- Ongoing promotion throughout project
- How else can we continue to tell the story of the project? Seasonal posts? i.e. Fall and the river. Winter and the river...

Evaluation

Key Performance Indicators of tactics that relate to the SMART Objectives

E.G.:

<u>Online</u>



Sentiment, Reach, Likes, Shares, etc.

Click-thrus

Webpage visits

<u>Audience</u>

Anecdotal individual responses

Earned Media

Tone

Ad value

of articles in earned media

Communications Tactics – separate page/broken out

Tactic	Timeline/Deadline	Budget	Notes
Landing Page	Updates to Comms week in advance		Urgent
Update for launch			
Newsletter	Kari will use text/image from landing page		
Social Media Posts FB LI?? X IN	Big push Aug 12-26, then ongoing		Work with Haider/Andrew to plan and schedule
Artist calls	n/a		
Media Release Deadline Review with Prep spokespeople	Prep week in advance		Mo started template in MailChimp, Helen will provide content, Kari will send
Poster Campaign Design Review with Print deadline Distrib deadline	Posters and other artworks are finished		Tyler putting up printed posters?
Storytelling/Blog	Yes - September		Confirm revisions
Digital Marketing??	See social posts above		

Calgary Arts Development Departmental Income Statement 01/01/2024 to 11/19/2024

Activation Miscellaneous

City of Calgary	
Operating Funds (City of Calgary)	0.00
Capital Funding (City of Calgary)	0.00
Total City of Calgary	0.00
Earned Income	
Earned Interest	0.00
Other Income	0.00
Total Earned Income	0.00
TOTAL REVENUE	0.00
	0.00
EXPENSE	
Communications and Research	
Community Engagement	0.00
Advertising	0.00
Promotions	0.00
Design	0.00
Printing	0.00
Research and Data	0.00
Sponsorship	0.00
Call to Artists	0.00
Project Documentation	3,500.00
Total Communications and Research	3,500.00
Grants	
Grants - City of Calgary	0.00
Total Grants Committed	0.00
Human Resources	
Benefits	0.00
CPP Expense	0.00
El Expense	0.00
Professional Development	0.00
Recruiting	0.00
Salaries	0.00
Training	0.00
Total Human Resources	0.00

IT

REVENUE

Computer Hardware (Under \$5,000)

Conversion Conversion CF, Events and Celebrations 0.00 Meals/Catering 0.00 External Event Expenses 0.00 Administration 0.00 Equipment & Furniture(under \$5,000) 0.00 Administration 0.00 Equipment & Furniture(under \$5,000) 0.00 Administration transfer 0.00 Legal Fees 0.00 Program Delivery Fees 0.00 Legal Fees 0.00 Supplies 0.00 Total Operations Expense 0.00 Total Operations Expense 110.49 Travel 0.00 Total Operations Expense 0.00 Travel 0.00 Automobile and Parking 0.00 Travel 0.00 Travel 0.00 Artists 15,427,19 Total Travel Expense 0.00 Travel 0.00 Travel 0.00 Total Travel Expense 0.00 Total Travel Expense 0.00 <th>Computer Software (under \$5000)</th> <th>0.00</th>	Computer Software (under \$5000)	0.00
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	Total Hard Installation Costs	31,865.29

Responsible Program Management	
Accessibility	0.00
Total Responsible Program Mgmt	0.00
TOTAL EXPENSE	65,194.43
NET INCOME	-65,194.43

Generated On: 11/19/2024

From:	Greg Burbidge
То:	Fieldberg, Alesia
Cc:	Yepishina-Geller, Julie; Hallis, Kim
Subject:	[External] Re: City of Calgary Public Art Collection
Date:	Thursday, September 5, 2024 2:04:20 PM
Attachments:	<u>image001[83].png</u>

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Good question!

Images from the river recordings were taken by Tyler Los-Jones.Tyler also provided this information in addition to the photos:

The images produced during the May 16 recording session feature audio Engineer James Clemens-Seely and/or his equipment during river recording on May 16, 2024. These recordings took place along the banks of the Bow River in the Inglewood neighbourhood, including the Inglewood Bird Sanctuary.

Greg Burbidge Research & Policy Manager / Interim Director, Public Art My pronouns are he/him/his

Calgary Arts Development

p 403.264.5330 ext. 216 | c 403.919.7332
The Edison, 14th Floor
1410, 150 9th Ave. SW | Calgary, Alberta T2P 3H9
greg.burbidge@calgaryartsdevelopment.com

Situated on Treaty 7 territory, home of the Siksika, Kainai and Piikani Nations, as well as the Tsuut'ina Nation, the Îyârhe Nakoda Bearspaw, Chiniki and Goodstoney First Nations, and Métis Nation Districts 5 and 6.



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From: Fieldberg, Alesia < Alesia.Fieldberg@bellmedia.ca>
Date: Thursday, September 5, 2024 at 1:47 PM
To: Greg Burbidge < greg.burbidge@calgaryartsdevelopment.com>

From:	Yepishina-Geller, Julie
То:	Greg Burbidge
Cc:	Candace De Vuyst
Subject:	RE: Julie to Review: Call the Bow Contract
Date:	Wednesday, May 8, 2024 2:56:13 PM
Attachments:	image001.png

Thanks for sharing, it looks good to me.

From: Greg Burbidge <greg.burbidge@calgaryartsdevelopment.com>
Sent: Friday, May 3, 2024 5:26 PM
To: Yepishina-Geller, Julie <JulieYepishina-Geller.Cavanagh@calgary.ca>
Cc: Candace De Vuyst <Candace.DeVuyst@calgaryartsdevelopment.com>
Subject: [External] Julie to Review: Call the Bow Contract

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Hi!

Can you do a quick pass over the Call the Bow contract? Candace designed it, so I think we're all good, but because you're signing it and it's working with a collection relevant piece in a little more intense way than the billboard we wanted you to see it before we program it into docusign. As soon as you're good we can get it signed and the work moving forward for an activation in the next month.

Thanks!

Greg Burbidge Research & Policy Manager / Interim Director, Public Art My pronouns are he/him/his

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Subject:	Call the bow budget language
Date:	Monday, October 21, 2024 at 2:58:49 PM Mountain Daylight Time
From:	Greg Burbidge
То:	Maureen McNamee
CC:	Kirsten Schrader, Heather Campbell
Attachments: image001[25].png	

Here's some language we used in the summer when responding to people:

The current projection for the project is a budget of \$45,500. This includes the actual expense of activating a toll-free number, artist fees, installation and documentation costs, and the project lead who is actually overseeing all the work related to the project. This project is unique in that it's able to leverage other ongoing projects and realize cost savings as a result. Normally we like to share budget information once a project goes live, but the cost of toll-free numbers is based on use so we want to provide an accurate and complete budget once those numbers have come in at the end of the year.

Not quite website friendly, but a lot of the info is here.

Greg Burbidge Research & Policy Manager / Interim Director, Public Art My pronouns are he/him/his

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Subject:	budget attached
Date:	Tuesday, April 30, 2024 at 9:00:45 AM Mountain Daylight Time
From:	Greg Burbidge
То:	Candace De Vuyst
Attachments	image001[92].png, 2024 Public Art Q1 Projections-2.xlsx

Attached!

Capital Changes

Dept 2017 – Chinatown

Increased the Installation and Signage Costs, based on both inflation from the start of the project (paint is way up in price) as well as the project was not budgeted to take this long. Should be installed and completed Q2/Early Q3.

Dept Unknown – Project A / Famous 5 (3004)

Dept A didn't have a project number, but will soon need one. Through the City we are required to complete a response piece to the Famous Five. Research costs and a minimal amount of Project Lead time has been allocated from future years to 2024. The total project cost has not changed, just timing moved up which affects the budget for this year.

Dept Unknown – Project C / Chinatown Public Art Plan (3005)

Project C didn't have a project number, but will soon need one. Through ipat we are completing the Chinatown Public Art Plan. This project was almost the right budget size, in the wrong years. Total budget increased by \$13K and all years have been moved forward to 2024. This is a different Chinatown project than the one listed above.

Dept 4001 - St. Dunstan's

This project is moving faster than anticipated. The project originally had a low year 1 budget, which has been increased by 50K. Total budget has not changed, just reducing it from future years.

Dept 4005 – Additional UEP Projects / River Project 1

This is a small UEP opportunity to include public art in existing river programming. Total budget increase of \$65,000 using UEP allocated funding.

Programming Changes

Dept 2102 – Program Design and Support

Increased subscription to cover Smart Simple (is that what Melissa codes it to?), increased legal fees to cover contract reviews for initial contract templates and lawyer speaker fees, and charging a portion of Candace's time here to support template designing across all programs. Total Change +47,500

Dept 2301 – Public Art 101

Moved funds from Artist Fees to venues, food, technical support, and other contractors to reflect

change in program approach and rising costs. Total budget unchanged.

Dept 2304 – Public Lead mentorship program

Shifted funds from consultants to project leads to reflect how the program is coded now that it is running. Total budget unchanged.

Dept 2401 – Public Art Podcast

Increase of \$18,000 to reflect two additional podcast series and technical consultants for those projects.

Dept 2402 – Publications

Cut \$25,000 to reflect not producing a zine in 2024.

Dept 2403 – Collection Reflections

Added \$15,000 to reflect curatorial fees now that we have 7 curators.

Dept 2501 – Collection Activation

Reallocated \$20,000 from this department to Call the Bow (below).

Dept 2504 – Activation Misc / Call the Bow

Allocated an additional \$20,000 from the general collection activation to this specific project (call the bow). We will try to tackle one large scale activation per year so I don't know if it's better to rename the department each year, or just leave it named as is.

Dept 2502 – Billboard & Digital Opportunities

Added curatorial costs to reflect how the project will be managed going forward.

Dept – 2604 – Artist Roster

Reduced overall budget to reflect that it is now being created as part of the artist directory.

Dept 2605 – Mini Galleries

Increased by \$15,000 to reflect we have additional curators on the project as well as a second round of assessment panels.

Dept 2607 – Unhoused Artist Opportunities

Reduced total budget by \$100,000 to reflect a shift in priorities in 2024 to other project.

Dept 2606 – Artist Residencies

Increase in costs to consultants to reflect how we are allocated mentorship leaders.

Dept 2703 – Youth Programs School

Based on the popularity and demand of the program increased project lead allocation.

Greg Burbidge Research & Policy Manager / Interim Director, Public Art My pronouns are he/him/his

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Subject:FW: Google Alert - "Calgary Arts Development"Date:Thursday, August 15, 2024 at 4:23:52 PM Mountain Daylight TimeFrom:Greg BurbidgeTo:Haider Ali

FYI

From: Google Alerts <<u>googlealerts-noreply@google.com</u>> Date: Tuesday, August 13, 2024 at 3:03 PM To: Greg Burbidge <<u>greg.burbidge@calgaryartsdevelopment.com</u>> Subject: Google Alert - "Calgary Arts Development"

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"Calgary Arts Development" Daily update · August 13, 2024 NEWS	
Calgary Arts Development Invites Calgarians to Reconnect to Broadway World Calgary Arts Development will remount a popular public art project that was origin years ago. Reconnecting to the Bow is a Image: Market Project Pro	
Listen to Calgary's Bow River by calling this number CTV News Calgary Calgary Arts Development has announced the resurrection of a public art project listen to the Bow River over their phone. Flag as irrelevant	that lets Calgarians
Calling the Bow River CBC.ca CBC A newly relaunched art project in Calgary allows Calgarians to pick up the phone and "call" the Bow River. Patti Pon with Calgary Arts Development	

Flag as irrelevant



Original Peoples Investment Program: Offering One-Time Project Funding for Canada

fundsforNGOs

The **Calgary Arts Development** is pleased announce the Original Peoples Investment Program to provide one-time project funding to individual artists ...



<u>Flag as irrelevant</u>

Listen to Calgary's Bow River by calling this number | Canada - Head Topics

Head Topics

29, 2021. **Calgary Arts Development** has announced the resurrection of a public art project that lets Calgarians listen to the Bow River over their ...



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Clean. Clear. Concise. Consistent. Compelling.

Project Title: Reconnecting to the Bow

Date: July 31, 2024

Key Project Information

Name: Reconnecting to the Bow (1.855.269.5786) Note: PA folder is called Varying Proximities

Acronym: ACTV8

Phase: Launch on Aug 12, 2024

Communication Budget: \$1,000 for social media ads

Project Budget: TBD - no budget on website

Location: City-wide

Medium: Mixed Media — audio recordings, phone number, digital and physical billboards, social media ads

Important Dates:

July 10 — Project announcement on website / interview on CJSW

July 29 — Content and images and phone line

August 12 — Public launch (runs through December 2024)

Artist(s): Broken City Lab (artist collective) - note: not from Calgary

- Hiba Abdallah
- Justin Langlois
- Joshua Babcock

Project Lead: Tyler Los Jones

Executive Summary

What is the project?

Reconnecting to the Bow is a project that brings playful, provocative and meaningful art experiences into the daily lives of Calgarians. Eight different artworks for advertisements on posters, billboards, digital screens at transit stations and on social media invite Calgarians to reconnect with the Bow River through a simple but powerful gesture of making a toll-free phone call to 1.855.BOW.LSTN and listening to recordings of its various sounds. The recordings will change throughout the project, so people may hear different sounds at different times. The project reminds us that the Bow River is a central character in the past, present and future stories of this place. By revisiting a temporary time-based public artwork from 2014 a decade later, this project serves as an opportunity to activate Calgary's public art collection and weaves this artwork into the fabric of the city and the daily lives of Calgarians.



Why is the project being done (purpose)?

- To activate Calgary's public art collection and weave this artwork into the fabric of the city and the daily lives of Calgarians.
- To celebrate the Bow River as a central character in the past, present and future stories of this place.
- To bring playful, provocative and meaningful art experiences into the daily lives of Calgarians.
- To create public art that is engaging and accessible.
- To educate Calgarians about what public art can be and how it can impact our perspective.
- To provide a temporary and impactful public art experience for all Calgarians.

Who is doing the project?

Calgary Arts Development is working with The City of Calgary and Broken City Lab to activate/revisit the 2014 Call the Bow with new artworks, a new phone number and new audio recordings. Telus was involved in porting the phone number and Pattison will be involved in the digital billboards.

Broken City Lab is an artist collective that participated in Watershed+ in 2014 and created the Varying Proximities artwork. They were invited to revisit for its 10th anniversary. They are NOT local.

What partners are involved in the project

Calgary Arts Development, City of Calgary (does NOT want to have its logo on the artworks or advertisements), and Broken City Lab. City of Calgary can be mentioned on the project landing page as a partner.

Where is the project happening?

Throughout the city, artworks advertising the phone number will be on billboards, posters, digital screens at transit stations and on social media. The toll-free number can be dialed from anywhere.

When is the project happening?

Reconnecting to the Bow is launching to the public on August 12, 2024 and running through December 2024.

ARTIST STATEMENT

"Hello. One moment as I connect you to the Bow River."

In 2014, we created an artwork that aimed to connect Calgarians to the Bow River. With a simple greeting, callers were transported to the river's edge and experienced the Bow's rushing, gurgling, and babbling voice on the other end of the line. Anyone could call and connect to the Bow, experiencing its wisdom, its secrets, its songs, creating a unique opportunity to explore proximity and access as fundamental components of our relationship to the Bow River.

We want to capture this relationship once more, with added nuance and complexity in how we think about our relationship with the Bow a decade later. The Bow is not static, it is constantly in motion and shifting its flow, strength and sound depending on where you meet it. We highlight this characteristic with a multi-site re-recording of the Bow River by James Clemens-Seely, who is a sound specialist. These are long field recordings of the river that capture the variation of the Bow, changing throughout the 6-month run of the project.



Another update will be to the phone number. The original number highlighted a proprietary and commercial relationship with the river ('our'). In this version of the work, we shift the context of the phone number to give the authority back to the Bow. For example, choosing a local number that centers the Bow River as a beacon of knowledge and understanding.

With eight newly designed advertisements that act as the relaunch frame for the artwork, we will use billboard space, and street level ads throughout the City as well as online platforms such as Facebook and Instagram as targeted ads for Calgarians to call in and reconnect to the Bow.

Goals (big picture)

What are the desired outcomes of this project, what do we want to achieve? Should stem from the 'why' of the project. Use words like encourage, build, unite, collaborate, etc.

We want people to feel curious about the artworks so they dial 1.855.BOW.LSTN and hear the various sounds of the Bow River. We want to achieve accessibility to public art, a connection to nature and a reflection on how the Bow River impacts our lives — past present and future. We want to build awareness about the public art collection and what public art can be. This project reflects our goal of ensuring that Calgary continues to be a city that empowers local residents to participate in a vital connected city through the arts.

Objectives (tactical)

SMART - specific, measurable, achievable, relevant, time-bound

100% of participating artists have positive experience
100% City Councillors have positive sentiments about his project
100% of Calgarians who see these artworks phone the toll-free number
3-5 positive earned media stories
Track visits to landing page from August – December
Track calls to the phone number

Background/Links

https://calgaryartsdevelopment.com/public-art/projects/reconnecting-to-the-bow/

https://www.calgary.ca/arts-culture/public-art/watershed-program.html

https://www.stride.ab.ca/varying-proximities-broken-city-lab/

https://www.brokencitylab.org/blog/varying-proximities-a-new-series-of-works-by-broken-city-lab/

https://hibaabdallah.com/varying-proximities-ask-the-river

http://www.watershedplus.com/news/varying-proximities-article-in-the-calgaryherald/http://www.watershedplus.com/news/varying-proximities-article-in-the-calgary-herald/

https://cjsw.com/program/ears-have-eyes/episode/20240710 - Caitlind Brown and Wayne Garret



Audiences/Affiliates or Collaborators

CADA staff and board – Announcement at staff meeting, announcement on Teams City of Calgary -- Public Art team, UEP team, City PA newsletter, shared social posts City Councillors – email from Greg, councillor toolkit Watershed+ Lead Artists (Sans façon) and participants; Stride Gallery CADA followers, artists, arts community – CADA website, newsletter and social media channels Media – media releases, pitching stories to key media (see 2014 coverage) Calgarians who don't have as much exposure to public art – transit users, digital campaign (Andrew) Conservation/environmental groups? Noel Begin, Sustainable Calgary | Bow River Watershed Council

SWOT – strengths, weaknesses, opportunities, threats

Strengths:

Artists have proven track record and good reputation — initial project 10 years ago was considered a success Dedicated and experienced public art project leads

Strong support mechanism within PA team

- Good comms mechanisms (website, newsletter, podcasts, socials, media relations)
- Minimal cost for social media promotion

Accessibility – people can engage anywhere at anytime, from home, waiting for the bus etc.

Weaknesses:

Capacity / tight deadline — need to make sure there is time and full support available to effectively launch the project and sustain interest over a 4-plus month period

We mentioned high-quality audio recordings in initial announcement on landing page, but it's lower than people might be expecting (in discussion with artists – may use shorter, higher quality recordings)

Small budget for promotion

Opportunities:

	Fairly fun and easy project to implement
	Good relationship with artists
	Continue to build good relations with City Councillors
	Expose a lot of Calgarians to an engaging and accessible public art project
	Demonstration of how public art enlivens a city and reflects who we are
	Provides a different perhaps unexpected example of what a public art project can be
Timely opport	unity to talk about importance of river and water in general as awareness has been heightened by recent drought, water main break, heat wave, etc. (i.e. record number of people floating the Bow)
Threats:	
	May be tied to recent water main break from a negative perspective
	May not be received well, perceived as a waste of money or simply foolish

Potential for technical issues that can't be resolved internally, i.e. with phone number

Public might not like all the artwork



Artwork could be defaced Another water main break, a drought, a river drowning or closure (i.e. high levels of e coli)

Key Messages/Call to Action

Starting in August, and running until the end of December 2024, people will be invited to make a free phone call to 1.855.BOW.LSTN (1.855.269.5786) to hear the Bow's rushing, gurgling and babbling voice on the other end of the line.

Record numbers of people have been enjoying the Bow River this summer, swimming, splashing and floating in the water. Now they can phone the river too.

Ten years after a unique Public Art project gave us a chance to call and listen to the Bow River, Calgarians can dial a new phone number for a new opportunity to reflect on their relationship with the river and its significance.

Reconnecting to the Bow gives all Calgarians a chance to participate in a unique Public Art project in a fun, accessible and engaging way. You can call the number while relaxing at home, while waiting for the bus, or from out of town when you're missing Calgary.

Playful artwork on posters, billboards and social media invites Calgarians to indulge their curiosity and dial a phone number that connects them to the Bow River so they can hear its various sounds and states.

A simple phone call allows Calgarians to experience the sounds the Bow River has been making for thousands of years as it flows through the city—a powerful reminder of the role it plays in our past, present and future.

Q&A

Why are you wasting money on this public art project when our city's water infrastructure is crumbling?

Calgary has a long history of providing public art experiences to Calgarians. Public art is the most accessible art form as it is free and available in the public realm. Public Art brings beauty and vibrancy to our communities, reflects who we are as Calgarians, and has economic benefits for our city.

What does the Bow River have to say about the recent droughts in Alberta/water main infrastructure break or water restrictions/heat waves/climate change?

That's a great question. I'm sure every Calgarians who calls and listens to the sounds of the Bow River will have their own personal reactions and feelings. One of the great things about Public Art is that it creates these opportunities for people to reflect on their own thoughts and experiences, and to have conversations and consider other perspectives.

Why would I call the Bow River?

Why not? This is a chance to listen to the river and reflect on the impact it's had and will continue to have on the landscape and our lives. The Bow River has been a gathering place since time immemorial. This summer, record numbers of people are enjoying the river.

How long will people be able to call the Bow?



The artworks and phone number will be active through December 2024. The *Reconnecting to the Bow* project will be documented and the recordings will be saved, and then it will also become part of the Calgary Public Art Collection, joining the original *Call the Bow* project.

How is this project different than the project 10 years ago/ Is this the same project?

When Broken City Lab was invited to revisit the *Call the Bow* project from 2014 for its 10th anniversary, they wanted to reconsider how we view our relationship with the Bow a decade later. The original number highlighted a proprietary and commercial relationship with the river ('our'). In *Reconnecting to the Bow*, the focus is on giving authority back to the river and 'listening.' This is a fun and engaging way to spotlight a previous work in Calgary's Public Art Collection.

What is the Calgary Public Art Collection and where can I see it?

The City of Calgary has an art collection of over 1,300 works including outdoor sculptures located in parks and plazas, installations integrated into infrastructure, monuments, memorials, environmental art, temporary projects, street art and functional objects. Calgary's public art collection also includes an assortment of portable art that contains photographs, paintings, sculpture, glass, installations, ceramic and textiles. The portable collection is rotated throughout public spaces. You can learn more about it on the city's website.

Key Contacts

Spokespeople:

All media requests should come through Helen Moore-Parkhouse for vetting and assignment

Patti Pon is our spokesperson for Public Art writ large

The project leads are potential spokespersons depending on request

The artists may be spokespersons depending on request, and can be connected through the Project Lead.

A city representative would be spokesperson for questions/interviews about the Public Art Collection — go through Julie Yepishina-Geller <u>julieyepishina-geller.cavanagh@calgary.ca</u>

Project Lead:

Tyler Los-Jones

Communications Planner:

Maureen McNamee Maureen.mcnamee@calgaryartsdevelopment.com | 403-923-7357

Alternate (Aug 2-18): HMP helen.moore-parkhouse@calgaryartsdevelopment.com | 587-227-0150

Communications Manager:

Maureen McNamee <u>Maureen.mcnamee@calgaryartsdevelopment.com</u> | 403-923-7357

Media Relations:



HMP <u>helen.moore-parkhouse@calgaryartsdevelopment.com</u> | 587-227-0150

Comms Tools and Tactics

Before publishing project announcement

- Work with comms specialist to complete comms plan including who needs to know about the project (key audiences/affiliates) and how we will ensure transparency telling the story from beginning to end
- Does the project announcement or artist call require any other support (posters, promo cards?)

Project landing page on website

- Fill out landing page template and give to comms team at least 2 weeks prior to it going live once content has been submitted, same approval process as guidelines will take place.
- Update as needed

Announcing project – advance media

- Landing page introducing project went live in July to coincide with CJSW interview
- Information and a link to the project will be supplied to The City for their public art newsletter

Artwork Creation/Fabrication

- Artworks with phone number have been created by artists. Audio recording are completed. Phone number is active.
- Social media ads to be scheduled (Andrew? Or Haider?).

August 12 Launch

- Media release early-August to prepare media for launch of posters, digital screens and social media ads to build awareness about the project and the opportunity to phone the Bow River.
- Update content and image on landing page (include artwork with phone number, live on Aug 12)
- Social media engagement: What did you hear when you called the Bow? (Haider). Visit sites where people pull rafts out or start floating, get them to call the Bow and respond?
- Andrew run digital campaign through to December

September – December

- Artist blog post
- Article in *Create Calgary* magazine (October 4 release)
- Ongoing promotion throughout project
- How else can we continue to tell the story of the project? Seasonal posts? i.e. Fall and the river. Winter and the river...

Evaluation

Key Performance Indicators of tactics that relate to the SMART Objectives

E.G.:

<u>Online</u>



Sentiment, Reach, Likes, Shares, etc.

Click-thrus

Webpage visits

<u>Audience</u>

Anecdotal individual responses

Earned Media

Tone

Ad value

of articles in earned media

Communications Tactics – separate page/broken out

Tactic	Timeline/Deadline	Budget	Notes
Landing Page	Updates to Comms week in advance		Urgent
Update for launch			
Newsletter	Kari will use text/image from landing page		
Social Media Posts FB LI?? X IN	Big push Aug 12-26, then ongoing		Work with Haider/Andrew to plan and schedule
Artist calls	n/a		
Media Release Deadline Review with Prep spokespeople	Prep week in advance		Mo started template in MailChimp, Helen will provide content, Kari will send
Poster Campaign Design Review with Print deadline Distrib deadline	Posters and other artworks are finished		Tyler putting up printed posters?
Storytelling/Blog	Yes - September		Confirm revisions
Digital Marketing??	See social posts above		

Varying Proximities Re-Connecting to the Bow

Hiba Abdallah, Josh Babcock & Justin Langlois for Calgary Arts Development May 2024

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Varying Proximities: Re-connecting to the Bow

"Hello. One moment as I connect you to the Bow River."

In 2014, we created an artwork that aimed to connect Calgarians to the Bow River. With a simple greeting, callers were transported to the river's edge and experienced the Bow's rushing, gurgling, and babbling voice on the other end of the line. Whether nearby or across the world, anyone could call and connect to the Bow, experiencing its wisdom, its secrets, its songs, creating a unique opportunity to explore proximity and access as fundamental components of our relationship to the Bow River.

We want to capture this relationship once more, with added nuance and complexity in how we think about our relationship with the Bow a decade later. The Bow is not static, it is constantly in motion and shifting its flow, strength and sound depending on where you meet it. We want to highlight this characteristic by proposing a multi-site re-recording of the Bow River. These will be long recordings of the river that capture the variation of the Bow, changing throughout the 6 month run of the project.

Another update will be to the phone number. The original number highlighted a proprietary and commercial relationship with the river. In this version of the work, its important to shift the context of the phone number to give the authority back to the Bow. For example, choosing a local number that centers the Bow River as a beacon of knowledge and understanding. Some preliminary examples of new proposed numbers:

403-CAL-LBOW 403-ASK-BOW 403-BOW-KNOW

With 8 newly designed advertisements that act as the re-launch frame for the artwork, we will use billboard space, and street level ads throughout the City as well as online platforms such as Facebook and Instagram as targeted ads for Calgarians to call in and re-connect to the Bow.

Three of the ads will appear online, two on billboards and three through street level ads We are also working with James Clemens-Seely, who is a sound specialist. He will be collecting field recordings of the Bow and editing them to be used on the phone line.

1-844-OUR-BOW-RIVER





Budget

Advertising (billboards, online, Instagram, Facebook)		\$ 1,000.00
Sound Engineer Fee - record and edit sound of the Bow (James)		\$ 3,000.00
Design Fee		\$ 4,000.00
Artist Fee		\$ 4,000.00
Administrative Fee		\$ 3,000.00
	TOTAL	\$15,000.00

Timeline

May:

• Re-recording of Bow River. We are working with James Clemens-Seely, who is a sound specialist. He will be taking the field recordings and editing them to be used on the phone line.

• Phone line and number selected and set up. Currently working with Jasdeep Singh Dhillon from Telus to set this up.

• Preliminary design stage of all 8 advertisements. These will be submitted to CADA by end of May for approvals.

June:

· Design approvals, work with CADA to determine schedule for ad rollout

• Phone line and number final tests.

July 2 launch (if ads are approved on time).

- Duration of project until end of 2024 (6 months).
- July 2 will be the first roll out of ads (2 online, 1 billboard, 1 street level)

October 1

• Second roll out of ads (1 online, 1 billboard, 2 street level)

December 31

· Project end, phone line deactivated

Subject:	Re: CTV Interview request
Date:	Thursday, September 5, 2024 at 10:54:51 AM Mountain Daylight Time
From:	Greg Burbidge
То:	Fieldberg, Alesia
Attachments	: image001[16].png

Hi Alesia,

Thanks so much for making the time to chat today!

On the way into the office I passed one of the billboards, so that's a pretty convenient location. It was the corner of 11th Ave SE and Olympic Way SE. The ads rotate so it will appear every 10 ads. It's a block or two South from the National Music Centre.

The street level printed sign was in the Palomino parking lot, so right on Centre St S around the intersection with 7 Ave SW. I think there is also a sign near the intersection at 3 Ave SW.

- Centre St @ 4 Ave S
- Centre St S/O 7 Ave SW
- 11 Ave E/O 13 St SW

Street level digital:

- 16 Ave 40m E/O 19 St NE
- 32 Ave 10m E/O Rundleside Dr NE
- 16 Ave 65m W/O 19 St NE

Here's more information about the project:

https://calgaryartsdevelopment.com/public-art/public-art-announcements/reconnecting-to-thebow/

I'll send a separate email introduction to Julie from the City of Calgary. Here's some imagery of the original project: <u>http://www.brokencitylab.org/blog/varying-proximities-a-new-series-of-works-by-broken-city-lab/</u>

Tell the good people of Winnipeg I send greeting.

Greg Burbidge Research & Policy Manager / Interim Director, Public Art My pronouns are he/him/his

Calgary Arts Development

p 403.264.5330 ext. 216 | **c** 403.919.7332 The Edison, 14th Floor 1410, 150 9th Ave. SW | Calgary, Alberta T2P 3H9 <u>greg.burbidge@calgaryartsdevelopment.com</u> Situated on Treaty 7 territory, home of the Siksika, Kainai and Piikani Nations, as well as the Tsuut'ina Nation, the Îyârhe Nakoda Bearspaw, Chiniki and Goodstoney First Nations, and Métis Nation Districts 5 and 6.



Experience local music, theatre, dance, film, visual arts and more! Visit yycwhatson.ca.

From: Fieldberg, Alesia <<u>Alesia.Fieldberg@bellmedia.ca</u>>
Date: Thursday, September 5, 2024 at 8:21 AM
To: Greg Burbidge <<u>greg.burbidge@calgaryartsdevelopment.com</u>>
Subject: CTV Interview request

Caution! This message was sent from outside your organization.

Good morning Greg,

My colleague Teri passed along your contact info.

We are hoping to do the Call the Bow story today. Are you available to meet along the river sometime this morning?

Alesia Fieldberg

CTV Calgary 403-479-7832

Sent from my iPhone

Varying Proximities **Re-Connecting to the Bow**

Hiba Abdallah, Josh Babcock & Justin Langlois for Calgary Arts Development March 2024

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Varying Proximities: Re-connecting to the Bow

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Design Fee	\$ 4,000.00
Artist Fee	\$ 4,000.00
Administrative Fee	\$ 2,000.00
Contingency	\$ 1,000.00
TOTAL	\$15,000.00