

YEAR:	2020
BUSINESS CASE NAME:	Amplify Creative Youth Development Program
LEAD DEPARTMENT:	Cultural Services

TYPE:	<input type="checkbox"/> Mandatory (legal, risk, safety) X Maintain Service Levels <input type="checkbox"/> Growth Requirement (new or enhanced service levels) <input type="checkbox"/> Corporate Business Plan
SCOPE STATEMENT:	This is a request for support for the delivery of a rescoped Amplify Creative Youth Development Program. The revised Amplify program will facilitate collaborative initiatives with other City departments, schools, funders, and industry organizations, to support positive asset development for youth through the arts and cultural sector throughout the year, culminating with an annual Festival.

BUSINESS CASE JUSTIFICATION:	<p>Current State</p> <p>The Amplify program began in 2013 and has evolved over the past 6 years to support youth in our community. The program has a strong mentorship focus and is coordinated by a staff person, providing guidance, coaching and support for the Amplify Youth Committee (aged 15-24) in the development and delivery of year-round arts programming, connecting and engaging youth through arts and culture. An additional one-year funding was provided for the Amplify program through the 2019 Budget.</p> <p>In 2018, the 18 young members of the Amplify committee volunteered more than 1300 hours to organize the Festival in October, as well as seven other Amplify events that happened during the year. Over the course of the year, 83 young artists from almost every discipline imaginable, including the traditional disciplines of visual arts and dance to the modern pursuits of fashion, culinary and environmental arts, presented their art. This is an increase of nearly 60% over 2017, and an increase of almost 300% in the number of performers from when the program started. In 2018, over 450 youth attended the Amplify Festival weekend, which is more than double the approximately 200 who attended the first Festival weekend in 2014.</p> <p>During the 2019 year, Administration and the Amplify Committee conducted extensive consultation with the Community and Social Development branch of the Department, and with the Recreation & Parks Department to identify opportunities for collaboration, and efficiencies in program delivery to best serve youth in our community. If ongoing funding is approved, we will redevelop the Amplify program, and shift to an enhanced mentorship model. The redeveloped Amplify Creative</p>
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	<p>Youth Development Program will enable us to integrate the skills and experience from a variety of agencies and departments to mentor and empower our youth.</p> <p>Focused on high impact activities that develop, nurture and prepare youth for careers in the arts and cultural industries, the Amplify Creative Youth Development Program enhances their skills in the arts as well as in business, education and leadership through:</p> <ul style="list-style-type: none"> • professional artistic opportunities, art exhibitions and performance showcases. • skill-based workshops • facilitated collaborations with partner organizations • a safe, supportive, inclusive environment for creative expression and development for the youth community • peer-to-peer educational programs • mentorship initiatives • therapeutic and preventative arts programming for mental health & wellness and youth at risk <p>The Amplify Creative Youth Development Program, as a core program, will be delivered throughout the year. The focus of the program will be to nurture and develop youth in the arts and culture sector and give young people equitable access to opportunities to develop their creative potential and develop critical learning and life skills.</p> <p>Amplify differs fundamentally from the current asset development programs, including BAM (Building Assets and Memories), in that Amplify's programming targets youth artist development, arts-based learning and career building, creating resiliencies by enhancing skills, and connecting youth with arts-based activities they are passionate about.</p> <p>BAM encourages youth involvement in general community-wide events through volunteerism and offers leadership opportunities for high school students to mentor junior high students at youth retreats. The focus is not on developing artistic skills in which Amplify specializes.</p> <p>Issue</p> <p>The approved funding for the Amplify Creative Youth Development Program expires in 2019. It is recommended that this program be approved as a core program and service to the community.</p> <p>Identified in the Service Levels Inventory under Community Event Hosting, and in the Cultural Master Plan as a priority by:</p> <ul style="list-style-type: none"> • addressing programs to nurture and develop young artists and the provision of an annual Youth Festival. • Increasing and deepening cultural participation through nurturing the next generation of participants. <p>It also connects with Corporate and Administrative priorities through Social Programming initiatives and activities tied to identifying key socio-economic strategies beneficial to both the local business and social profit sectors.</p>
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Opportunities

Partnerships

There is an opportunity to expand our existing collaborations and partnerships with other City departments and community organizations to share and strengthen service levels, broaden audiences and share resources. Past partnerships within the City have included Economic Development & Tourism, Recreation & Parks Departments, and St. Albert's Youth Advisory Committee. Amplify also partnered with the former Community Social Development Department, now part of the Community Services Department, and will collaborate on the redevelopment of the program going forward.

Amplify has partnered with external organizations such as MacEwan University, and the potential to increase the number and scope of these external partnerships is only beginning to be realized.

There is also a great deal of potential to partner with local businesses and industry for creative programming and to strengthen our community. A number of local businesses have provided either cash or in-kind support for Amplify including large corporations such as Servus Credit Union, service organizations like the Lions, Chamber of Commerce, and the Kinsmen Club, to small businesses such as Press'd and Nitza's Pizza.

In addition to the traditional sponsorship support, Amplify has started to engage the community in a more direct, co-creative manner by reaching out to local business, schools and clubs to co-host Amplify events. In 2018, fifteen (15) of these community partners contributed to either creating art or hosting a free, drop-in activity in their space. This demonstrates that there is significant potential for Amplify to have a positive impact not only on the youth themselves, but on the wider community. The impact of structured arts programming ripples out from the young artist, to the broader community at large.

There are additional opportunities for potential partnerships with other communities in the region. Amplify was the first in the region to offer this type of multi-disciplinary arts programming for youth. Other municipalities have taken Amplify's lead and are now programming youth arts development programs based directly on our model, such as Fort Saskatchewan; their Torch and Keystone Clubs offer the opportunity for youth to develop their own programming. Fort Saskatchewan's staff consulted extensively with COSA staff and modeled their new programming on Amplify, modeling its success.

Youth Community

The Amplify Creative Youth Development Program uses a tiered mentorship format, where junior high students are mentored by high school students, high school student are mentored by university students and university students are mentored by professional artists. The program creates a welcoming and inclusive community, where youth feel supported by their peers. All youth are encouraged to participate, regardless of talent or ability, based on the philosophy that all youth benefit from creative pursuits.


Risks

If this business case is not supported, it will result in a reduction in services levels to the community. The Amplify Program will cease to exist and cultural youth

	<p>programming in the community will be directly affected, negatively impacting the personal and social development of youth in our community.</p> <p>The benefits of participation in the arts and arts-based learning have been extensively demonstrated and documented. A study compiled by the Canadian Council on Social Development found that:</p> <ul style="list-style-type: none"> • The arts build resilience and self-esteem in young people • Low-income students who are highly engaged in the arts are twice as likely to graduate college as their peers with no arts education • 72 per cent of business leaders say that creativity is the number one skill they are seeking when hiring (https://www.creativecity.ca/database/files/library/personal_social_development_youth.pdf June 24, 2019) • A student involved in the arts is four times more likely to be recognized for academic achievement (https://issuu.com/americans4arts/docs/afta_navigator_facts-and-figures, June 24, 2019). <p>A 2017 study from the All-Party Parliamentary Group on Arts, Health and Wellbeing in the United Kingdom study points to the “social and emotional benefits derived from group creative activity,” as well as many other long-term health and educational benefits of youth participation in the arts (https://www.culturehealthandwellbeing.org.uk/appg-inquiry/ June 24, 2019).</p> <p>Amplify was designed to address the needs of St. Albert youth using the arts and creative industries to both develop and nurture our young artists but also to try to achieve positive, vital social and personal development outcomes for our youth and for our communities.</p> <p>If this business case is approved, and Amplify receives ongoing core funding, Department staff will assess the core youth programming Community Services provides, including asset development, to ensure that we are using our resources as efficiently to deliver these positive personal and social outcomes.</p>
STRATEGIC PLAN & CORPORATE BUSINESS PLAN ALIGNMENT:	<p>Council Priority: N / A</p> <p>Activity: N / A</p> <p>Administrative Priority: N / A</p> <p>Activity: N / A</p>
FINANCIAL INFORMATION:	<p>Year 2020 Total Revenue: \$10,000 Total Expense: \$90,000 Net Budget: \$80,000</p> <p>Year 2021 Total Revenue: \$10,200 Total Expense: \$91,800 Net Budget: \$81,600</p> <p>Year 2021 Total Revenue: \$10,404 Total Expense: \$93,636 Net Budget: \$83,232</p>

	Choose one: <input type="checkbox"/> One time <input checked="" type="checkbox"/> Ongoing
ASSOCIATED CAPITAL PROJECT:	N/A
CAPITAL IMPACTS:	N/A

APPROVAL

Author:	Paul Pearson	June 24, 2019
	Operating Business Case Developer	Date
Director:	 Kelly Jerrott	June 24, 2019
	Director	Date
DCAO:	Kerry Hilts	
	Deputy Chief Administrative Officer	Date