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June 26, 2025

To Whom It May Concern,

On behalf of Arts Commons (soon to be Werklund Centre), I am pleased to express my support of Creative Calgary in their advocacy efforts for the arts and culture sector in Calgary. As President and CEO of the soon-to-be largest performing arts campus in Canada, I cannot emphasize enough the cultural and social benefits that the arts contribute to our rapidly growing city.

As Arts Commons continues the journey to becoming Werklund Centre, we are actively working to revitalize our city through the Arts Commons and Olympic Plaza Transformation projects (ACT & OPT). Together, these projects are a comprehensive investment in Calgary's downtown core that will do far more than expand and modernize Calgary's premiere performing arts centre — it will revitalize our downtown, fundamentally changing the way people perceive, experience, and talk about the arts. This endeavour will result in a vibrant, accessible, safe, and welcoming centre for all to gather, celebrate cultural identities, improve social cohesion, and enrich lives – both inside the venues and outside on historic Olympic Plaza.

The arts are also a significant contributor to our city's economic revitalization. By aligning with the long-term strategic vision for Calgary and Alberta, ACT and OPT (and a vibrant arts and culture community overall) will both attract talent and retain lifelong citizens. These transformational projects will not only create jobs, bringing needed immediate and ongoing economic benefits, but will also serve as a longer-term draw for those who take part in its creation, operation and performances. Additionally, OPT will play a pivotal role in making our downtown a safer and more attractive destination.

We are grateful to the City of Calgary for supporting and partnering on this transformative project and we look forward to continuing work with the municipal government and community partners to strengthen and grow this important sector.

Sincerely,

A handwritten signature in blue ink, appearing to read "A. Sarian", with a long, sweeping horizontal line extending to the right.

Alex Sarian
President & CEO
Arts Commons (soon to be Werklund Centre)