

Canadian Arts Coalition

Canada Council for the Arts investment supports 2,100 arts organizations and a similar number of individual professional artists, like writers, musicians, dancers, actors, painters and sculptors.

Another 12,000 organizations and eligible individual professional artists are turned down for Canada Council support each year.

Applications from artists and arts organizations, the forerunners of the Canadian imagination, have increased 50% for arts organizations and 30% for individuals since 1998.

The Arts in Canada

Canada's future depends on creativity and imagination. Canada's artists need an enhanced public investment of \$5 per capita to fully realize the creative potential of the not-for-profit arts sector ... the sector that is the backbone of this country's \$39 billion cultural industry.

Last year, the Government of Canada, through the Canada Council for the Arts, spent \$156 million to support arts organizations and artists that make up the country's cultural backbone. This is less than half the cost of a federal election campaign.

Canadians increasing public support of the arts through a \$5 per capita increase to the Canada Council for the Arts will result in:

- **Enhanced access to the arts and arts education in every Canadian city, town and village** – Increased funding means more performances, more affordable tickets, and more contact with the art and artists in our communities. For example, \$110,000 in assistance from the Canada Council helps the Art Gallery of Greater Victoria to offer programs that reach more than 14,000 students. Across Canada, nearly 1 million school children are given tours of public art galleries each year.
- **An even stronger contribution to the Canadian economy** – The \$156 million invested by the Canada Council helps to drive the \$39 billion in economic activity generated by the arts, heritage, and cultural industries. One of the best examples is the Stratford Festival, which receives an annual grant of \$765 thousand from the Canada Council. The Festival uses this as the core of a \$52 million budget that has a regional economic impact of \$145 million, including 3,300 full year jobs, \$96 million in wages and salaries, and \$56 million in tax revenues.
- **Better understanding of who we are as Canadians** – Canadian author Gabrielle Roy said it best: "Could we ever know each other in the slightest without the arts?" This holds true now more than ever before. As we embrace the richness of our cultural diversity, the arts hold the promise and potential of bringing us together.
- **A higher international profile for Canada** – The arts define who we are as a nation and how other nations see us. They are our calling card in the international community. Our artists, many of whom have benefited directly from Canada Council support, are the face of Canada to countries around the world.

Background



Arts organizations and artists work in every province, territory, city and community of Canada. They transform our communities to become engaging, attractive and vital places to call home. They give us our identity.

- 93% of Canadians believe that the arts define Canada's national identity
- 91% of Canadians believe that cultural activities contribute to the vitality and competitiveness of our cities

Canada's (not-for-profit) arts organizations and artists are the backbone of the \$40 billion cultural sector in this country. This sector is bigger than the agriculture, forestry, mining and oil and gas sectors combined.

Arts organizations and artists support this backbone through passion and sheer perseverance. The average artist's income is \$23,500 – roughly the poverty line, despite years of formal and informal training. This has been their financial contribution to the arts in Canada.

Public investment is pivotal to the complex financing that supports the arts in Canada, yet current federal contributions add less than 10% to the revenues of a typical organization in this country. Earned revenue and private donations (corporate and individual) greatly outstrip public investment from all levels of government and generally account for at least 75% of an arts organization's budget.

Canadian citizens and corporations recognize the value of investing in the arts, but these contributions must be leveraged by significant and sustained public investment. Canada's contribution lags far behind most of its European counterparts in two important ways:

- Per capita spending
- Government spending on the arts as a percentage of GDP

Each year thousands of arts organizations and artists are turned down for support, resulting in the loss of enormous creative potential.