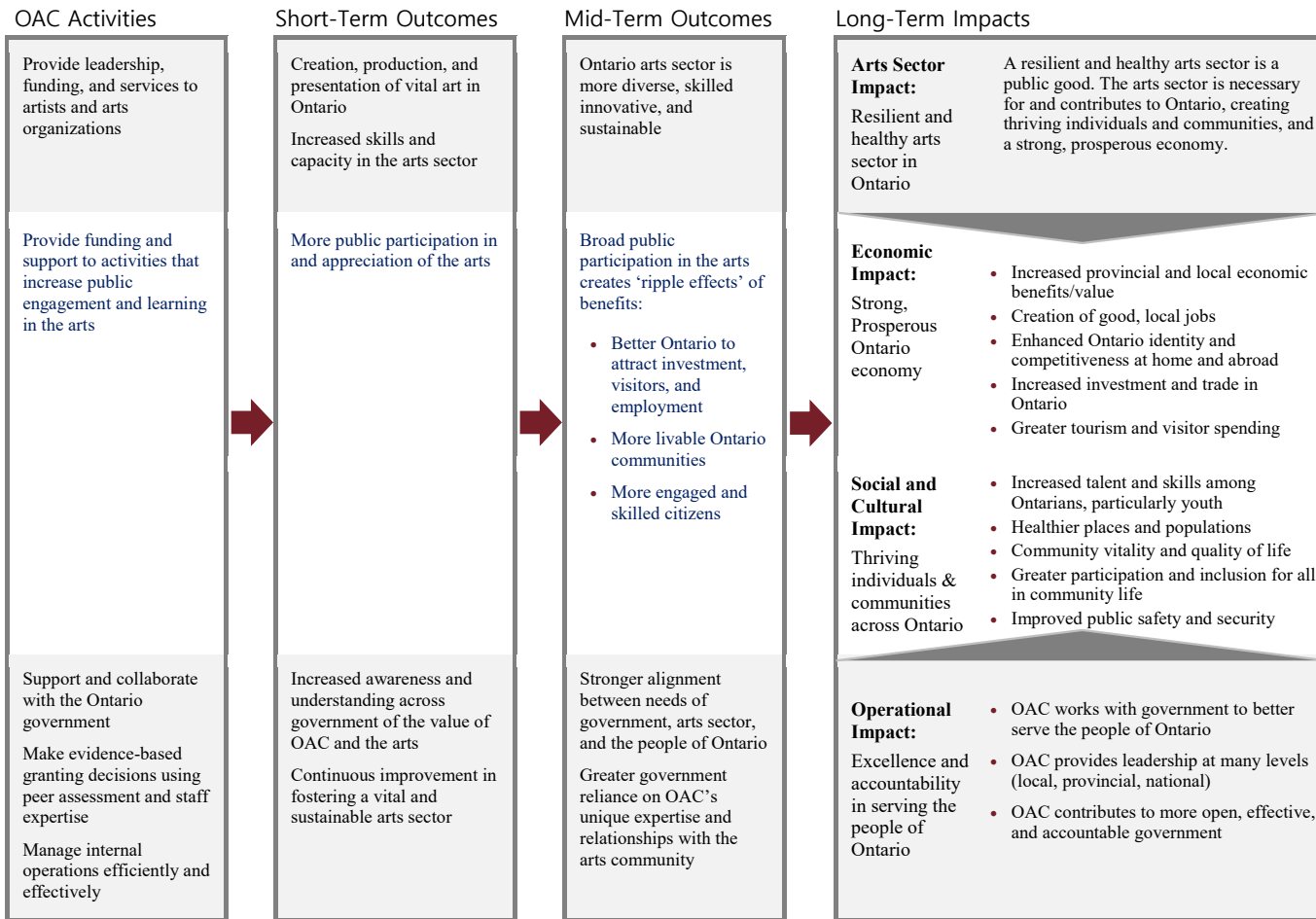




Performance Measurement Framework

Logic Model

OAC's mandate is to foster the creation and production of art for the benefit of Ontarians



Measurement Rationale

This logic model shows how OAC activities contribute to public value: from short- and mid-term outcomes through to long-term impacts on Ontario's economy, society and culture. The logic model reflects OAC's strategic plan and is the foundation of OAC's performance measurement framework.

OAC's performance measures are short-term outcomes that: (1) can be clearly attributed to OAC activities, (2) can be feasibly measured every year, and (3) help to guide decisions and build understanding about how OAC is achieving its goals.

By collecting performance measurement data on short-term outcomes, OAC gains evidence about its progress and contributions to longer term impacts.

Performance Measures and Indicators

The table below is an overview of selected OAC performance measures and related indicators for key short-term outcomes from the logic model.

Short-term outcomes

Measures

Indicators

A) Creation, production, and presentation of vital art in Ontario	Funding of artists and arts organizations in all parts of the province.	→	% of Ontario counties/districts where resident artist or arts organization received OAC funding
	Employment and income for arts professionals in Ontario.	→ →	# artists & arts professionals paid (fees or salaries) through OAC-funded activities \$ value of income paid to artists/ arts professionals through OAC-funded activities
B) Increased skills and capacity in the arts sector	Funding of grants and services that increase skills and capacity.	→	# artists & arts professionals who attend activities/events for training and skill development supported or provided by OAC
		→	# activities/events for training and skill development supported or provided by OAC
		→	% of total # grants provided by OAC for training and skill development
C) More public participation in and appreciation of the arts	Opportunities for Ontarians to experience and participate in the arts.	→	# public activities and events produced by OAC-funded artists & organizations in their home communities
		→	# total audience for home community events in Ontario
		→	# public activities and events produced by OAC-funded artists & organizations touring in Ontario
		→	# total audience for touring events in Ontario
	Opportunities for people outside Ontario to experience Ontario artists and arts organizations.	→	# of public activities and events produced by OAC-funded artists and organizations and toured nationally (outside Ontario) and internationally
		→	# total audience for events toured nationally (outside Ontario) and internationally
D) Continuous improvement in fostering a vital and sustainable arts sector	Administrative efficiency in OAC's assessment process.	→	% of applications meeting the service commitment to a 4-month turnaround from program deadline to decision
	Stakeholder satisfaction with OAC processes and decisions.	→	% applicants who report satisfaction with OAC grant process
		→	% of complaints responded to within three business days

Outcomes, Measures, and Indicators

Outcome A: Creation, production, and presentation of vital art in Ontario

Measure	Indicator	Target	Baseline 2013-14 ¹	Results 2014-2015	Results 2015-2016	Results 2016-2017	Results 2017-2018	Results 2018-2019
Funding of artists and arts organizations in all parts of the province	% of Ontario counties/districts where resident artist or arts organization received OAC funding	100%	100%	100%	100%	100%	100%	100%

Measure	Indicators	Target (> baseline over 5 years)	Baseline 2013-14	Results 2014-2015	Results 2015-2016	Results 2016-2017 ²
Employment and income for arts professionals in Ontario	# artists & arts professionals paid (fees or salaries) through OAC-funded activities	> 56,255	56,255	57,001	56,634	62,073
	\$ value of income paid to artists/ arts professionals through OAC-funded activities	> \$345.9 million	\$345.9 million	\$356.5 million	\$361.9 million	\$382.6 million

¹ The 2013-2014 baseline was chosen because it is the year before OAC's current strategic plan was launched.

² Here, and elsewhere in this document, these are actual figures for 2016-17 as submitted with the 2018-19 OAC operating applications/CADAC, or with the 2016-17 project grants' final reports, and represent the most currently available data.

Outcome B) Increased skills and capacity in the arts sector

Measure	Indicator	Target (> baseline over 5 years)	Baseline 2013-14	Results 2014-2015	Results 2015-2016	Results 2016-2017	Results 2017-2018	Results 2018-2019	\$ Value (million) (2018- 2019)
Funding of grants and services that increase skills and capacity	# artists & arts professionals who attend activities/events for training, skill development supported or provided by OAC	> 123,725	123,725	128,628	128,444	135,261			---
	# activities/events for training and skill development supported or provided by OAC	> 4,888	4,888	4,964	4,786	4,951			---
	% of total # grants allocated by OAC for training and skill development	> 8%	8%	8%	8%	9%	9%	8%	\$6.2 million

Outcome C) More public participation in and appreciation of the arts

Measure	Indicators	Target (> baseline over 5 years)	Baseline 2013-14	Results 2014-2015	Results 2015-2016	Results 2016-2017
Opportunities for Ontarians to experience and participate in the arts	# public activities and events produced by OAC-funded artists & organizations in their home communities	> 36,507	36,507	37,037	38,912	40,841
	# total audience for home community events in Ontario	> 17.6 million	17.6 million	17.1 million	19.2 million	19.6 million
	# public activities and events produced by OAC-funded artists & organizations touring in Ontario	> 4,063	4,063	4,762	4,464	4,889
	# total audience for touring events in Ontario	> 1.2 million	1.2 million	1.3 million	993,799	1.2 million

Measure	Indicator	Target (> baseline over 5 years)	Baseline 2013-14	Results 2014-2015	Results 2015-2016	Results 2016-2017
Opportunities for people outside Ontario to experience Ontario artists and arts organizations	# public activities and events produced by OAC-funded artists & organizations and toured nationally (outside Ontario) and internationally	> 4,872	4,872	3,727	3,842	4,354
	# total audience for events toured nationally (outside Ontario) and internationally	> 1.6 million	1.6 million	1.4 million	1.5 million	1.6 million

Outcome D) Continuous improvement in fostering a vital and sustainable arts sector

Measure	Indicator	Target	Baseline 2019-20
Administrative efficiency in assessment process	% of applications meeting the service commitment to a 4-month turnaround from program deadline to decision	85%	

Measure	Indicators	Target Over 3 years	Baseline 2019-20
Stakeholder satisfaction with OAC processes and decisions	% applicants who report satisfaction with OAC grant process	85%	
	% of complaints responded to within three business days	90%	