

Vital Arts Vital Communities

For more than 50 years, public funding of the arts through the Ontario Arts Council (OAC) has helped establish a strong and valued arts sector in communities across the province.

**What is the
return on Ontario's
investment in the arts?**

**Remarkable
public value.**

**Remarkable
public impact.**



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO
an Ontario government agency
un organisme du gouvernement de l'Ontario

The arts provide value to Ontarians...

The arts contribute to a strong economy

- Arts and culture in Ontario directly contribute **\$25.3 billion** annually to the provincial economy, representing **3.8%** of Ontario's GDP.¹
- There are more than **276,000 culture jobs** in Ontario or **3.9%** of total Ontario employment.¹

The arts revitalize Ontario communities and build local economic development

- In a 2010 survey of 18 mid-sized Ontario cities, **all municipalities** reported using cultural and recreational amenities as a tool for downtown revitalization. **83%** deemed this strategy to be an effective tool.²
- According to the Federation of Canadian Municipalities, "arts, culture and heritage improve the ability of municipal governments to **influence local economic development** by attracting and retaining a skilled and talented workforce."³

The arts help communities attract and retain employees

- **65%** of Ontario business leaders say that a thriving arts and culture scene is something that would make it easier to attract top talent to their community.⁴
- **65%** of skilled workers agree that a thriving arts and cultural scene is something they would look for when considering moving to a new community.⁵

The arts help drive tourism across Ontario

- **9.5 million overnight tourists** participate in arts and culture activities while visiting Ontario, generating **\$3.7 billion** in GDP province-wide.⁶
- Arts and culture tourists spend more and stay longer: the average Ontario arts/culture tourist **spends twice as much** per trip as a typical tourist and **stays more than one night longer.**⁶

...and Ontarians value the arts.

Ontarians support public funding of the arts

- **81%** of Ontarians believe that the government should spend public dollars to support the arts.⁷

Ontarians link the arts with improved quality of life

- **95%** of Ontarians believe the arts enrich the quality of our lives.⁷
- **89%** believe that if their community lost its arts activities, people living there would lose something of value.⁷

Ontarians show their support for the arts in many ways

- Over **280,000** Ontarians volunteer in arts and culture organizations.⁸
- Over **380,000** Ontarians donate money to arts and culture organizations annually.⁸
- **A majority of Ontarians** attend professional audience-based arts activities (such as music concerts, plays or art museums/gallery visits) at least once a year.⁹

Canadians recognize how arts education can foster creativity and positive outcomes

- **84%** of Canadians agree that engaging children in the arts helps them be more creative and expressive.¹⁰
- **83%** of Canadians agree that engaging children in the arts is important to their overall development.¹⁰
- **78%** of Canadians believe that the arts help children from disadvantaged communities succeed.¹⁰

Canadians believe that the arts enhance community engagement and social connectedness

- **75%** of Canadians believe the arts make for a more integrated and healthier community.¹⁰
- **92%** of Canadians agree that arts experiences are a valuable way of bringing people together.¹¹

About the Ontario Arts Council

The OAC is the province's primary arts funder. It plays a vital role in promoting and assisting the development of the arts for the enjoyment and benefit of Ontarians.

The Government of Ontario invests **\$4.29 per person** in public funding for the arts through OAC. In **2015-16**, OAC funded **1,676 individual artists** and **1,125 organizations** in **209 communities** – small and large, all across Ontario – for a total of **\$50.5 million**.

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Sources

¹ *Provincial and Territorial Culture Indicators, 2010 to 2014 (product perspective)*, Statistics Canada, 2016.

² *Downtown Revitalization Strategies in Ontario's Mid-Sized Cities: A Web-Survey and Case Study*, by Christopher Lauder, (Masters' Thesis) University of Waterloo, April 17, 2010.

³ *Policy Statement on Social-Economic Development*, Federation of Canadian Municipalities, March 2016.

⁴ *Businesses' thoughts on attracting employees through arts and culture*, by Nanos Research for Business for the Arts, May 2016.

⁵ *Skilled workers' impressions of the arts*, by Nanos Research for Business for the Arts, April 2016.

⁶ *Ontario Arts and Culture Tourism Profile*, by Research Resolutions & Consulting Ltd. for Ontario Arts Council, November 2012.

⁷ *The Arts and the Quality of Life: The attitudes of Ontarians*. Prepared by Environics Research Group for the Ontario Arts Council, March 2010.

⁸ *Volunteers and Donors in Arts and Culture Organizations in Canada in 2013*, Statistical Insights on the Arts Vol. 13 No. 3, by Hill Strategies Research Inc., February 2016.

⁹ *Ontario Arts Engagement Study*. Wolf Brown for the Ontario Arts Council, September 2011.

¹⁰ *Building the Case for Business Support of the Arts*. The Strategic Counsel for Business for the Arts, February 2015.

¹¹ *Arts and Heritage in Canada: Access and Availability Survey 2012*. Phoenix Strategic Perspectives Inc., November 2012.

