

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



Remarkable  
public value  
Remarkable  
public impact

## Vital Arts Vital Communities



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 **\$27.5 billion** annually to the provincial economy, representing **3.3%** of Ontario's GDP.<sup>1</sup>

There are more than **288,306 culture jobs** in Ontario or **4.1%** of total Ontario employment.<sup>1</sup>

#### The arts revitalize Ontario communities and build local economic development

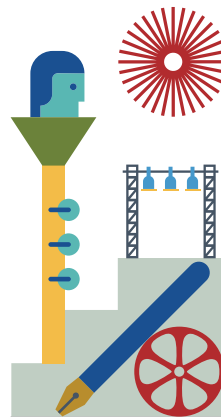
In a 2010 survey of 18 mid-sized Ontario cities, **all municipalities** reported using cultural and recreational amenities as a tool for downtown revitalization. **83%** deemed this strategy to be an effective tool.<sup>2</sup>

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."<sup>3</sup>

**88%** of Ontarians agree that arts and cultural activities are important to a community's economic well-being.<sup>4</sup>



#### 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.<sup>5</sup>

**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.<sup>6</sup>

**80%** of Ontarians agree that an active local arts scene helps communities attract business.<sup>7</sup>

#### 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.<sup>8</sup>

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**.<sup>8</sup>



## ...AND ONTARIANS VALUE THE ARTS.



### Ontarians support public funding of the arts

79% of Ontarians believe that the government should spend public dollars to support the arts.<sup>7</sup>

### Ontarians link the arts with improved quality of life

93% of Ontarians believe that arts activities help enrich the quality of our lives.<sup>7</sup>

90% of Ontarians agree that an active local arts scene helps make a community a better place to live.<sup>7</sup>

88% of Ontarians believe that if their community lost its arts activities, people living there would lose something of value.<sup>7</sup>

92% of Ontarians agree that exposure to arts and culture is important to individual well-being.<sup>4</sup>



### Ontarians show their support for the arts in many ways

86% of Ontarians attend live arts events or performances (such as music concerts, plays or visual arts exhibits) at least once a year.<sup>4</sup>

Over **280,000** Ontarians volunteer in arts and culture organizations.<sup>9</sup>

Over **380,000** Ontarians donate money to arts and culture organizations annually.<sup>9</sup>



### 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.<sup>10</sup>

97% of Ontarians agree that engaging children in the arts is important to their overall development.<sup>7</sup>

78% of Canadians believe that the arts help children from disadvantaged communities succeed.<sup>10</sup>

### Ontarians believe that the arts enhance shared community identity and belonging

88% of Ontarians agree that participating in arts activities builds a shared sense of community identity.<sup>7</sup>

90% of Ontarians agree that arts experiences help bring people from diverse backgrounds together as a community.<sup>7</sup>

86% of Ontarians agree that the arts help us express and define what it means to be Canadian.<sup>7</sup>



# About the Ontario Arts Council

For more than 55 years, the Ontario Arts Council (OAC) has played a vital role in promoting and assisting the development of the arts for the enjoyment and benefit of Ontarians.

In **2020-2021**, OAC invested its grant program budget of **\$53.6 million** in **195 communities** across Ontario through **1,828 grants to individual artists** and **1,172 grants to organizations**. A further one-time \$25 million Arts Recovery Support Fund that the Ministry of Heritage, Sport, Tourism and Culture Industries announced in March 2021 was allocated to eligible organizations the same month.

### For more information

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### Sources

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