

TORONTO

ARTS

FACTS

DID YOU KNOW ...

Toronto Arts Facts gathers together key information about the arts in Toronto, compiled from a wide variety of research studies and statistical resources. This information - which falls into the general areas of the arts' role in the economy, its impact on communities, and its place in people's lives - was intended, at first, to provide fact-based information to funders and policy makers.

It turns out that *Toronto Arts Facts* also tells a compelling story about how the arts enliven and enrich Toronto's neighbourhoods and local businesses, help young people gain purpose and confidence, enhance the livability of our city, and build local pride. They also play a central role in building the creative economy, engaged citizenry and social cohesion on which Toronto's continued growth and prosperity depends. The fact that Torontonians enthusiastically participate in and value the arts speaks to those harder to measure impacts such as communal belonging, life-long learning, spiritual renewal and the empathy and mutual understanding so necessary to a multi-cultural community like ours.

We hope that this project becomes the first of many bringing together researchers and arts leaders to understand the impact of the arts in Toronto on an engaged and appreciative community - sparking continued creative growth and further recognition on the world stage.



Jini Stolk
Creative Trust Fellow
Toronto Arts Foundation



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THE ECONOMY

THE ARTS ARE AN ECONOMIC POWERHOUSE

BOOSTING OUR ECONOMY

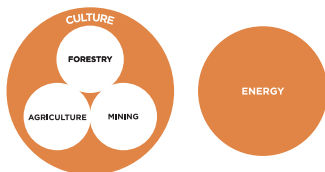
- ▶ Arts and culture contribute \$11.3 billion annually to Toronto's GDP.¹
- ▶ The creative industry's contribution to Ontario's GDP is greater than that of the energy industry, and the agriculture, forestry and mining sectors combined.²

CREATING EMPLOYMENT

- ▶ 174,000 Torontonians work in the culture sector.³
- ▶ Toronto is home to 93% more artists than any other Canadian city.⁴
- ▶ Toronto's creative workforce has grown by 34% since 2001 – more than twice the rate of growth of our overall labour force.⁵
- ▶ Ontario is among North America's top entertainment and media economies, ranking third in employment behind California and New York.⁶

PROVIDING RETURNS ON INVESTMENT

- ▶ Every \$1 the City invests in the non-profit arts sector generates \$12.46 from other levels of government and the private sector.⁷
- ▶ The non-profit arts sector brings in \$8.26 in earned revenues for each \$1 invested by the City.⁸
- ▶ It could be better. In 2014 Toronto spent far less per capita on arts, culture and heritage (\$22.38) than Montreal (\$55), Vancouver (at \$47), Calgary (\$42) and Ottawa (\$28) did in 2009.⁹



Contribution to Ontario's GDP by sector.

THE ARTS BUILD SKILLS FOR THE NEW ECONOMY

SPARKING CREATIVITY AND INNOVATION

- ▶ Arts education teaches skills that provide a competitive advantage in the global marketplace.¹⁰

CREATING CENTRES OF INNOVATIVE INDUSTRY

- ▶ Creative clusters attract the “creative class” – high-tech workers, architects, engineers, computer scientists, and other highly sought-after professionals.¹¹
- ▶ This attracts investment in high growth industries, more innovation, the growth of new high-tech businesses, new jobs and economic growth.¹²

THE ARTS BRING TOURISTS AND DOLLARS TO TORONTO

ATTRACTING VISITORS

- ▶ Cultural activities attract visitors: in 2010, Pride Week and the Scotiabank Caribbean Carnival each drew more than 1 million visitors to the City.¹³
- ▶ 4 times more tourists come to Toronto for culture than for sports.¹⁴

CREATING JOBS AND CONTRIBUTING TO A HEALTHY ECONOMY

- ▶ In 2010, arts and culture tourists to Ontario generated \$3.7 billion in GDP, 67,700 jobs, \$2.4 billion in wages and \$1.7 billion in taxes for all levels of government.¹⁵
- ▶ Scotiabank Nuit Blanche attracted more than 1 million people in 2013, including over 190,000 out-of-town visitors, for an economic impact of \$39.5 million.¹⁶

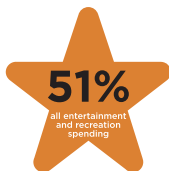
THE ARTS ARE GOOD FOR LOCAL BUSINESSES

INCREASING SPENDING

- ▶ Overnight arts and culture tourists outspent other tourists at a rate of almost 2-to-1, spending an average of \$667 per trip.¹⁷
- ▶ Overall spending in Toronto increases by 3.72% during the Toronto International Film Festival (TIFF).¹⁸
- ▶ Since 2007 Luminato has generated over \$450 million in visitor spending.¹⁹
- ▶ Torontonians spent over \$132 million on tickets to Toronto Alliance for the Performing Arts (TAPA) members' performances in 2009/10,²⁰ supporting local employment.

SUPPORTING LOCAL BUSINESSES

- ▶ In 2010 arts and culture tourists to Ontario spent \$1.1 billion on lodging, or 38% of all visitor spending on lodging, and \$1.1 billion on food and beverages.²¹
- ▶ These arts and culture tourists also contributed 43% (\$0.6 billion) of all retail spending by visitors in Ontario, and 51% (\$0.5 billion) of all entertainment and recreation spending.²²



A CITY OF CULTURE



THE ARTS MATTER TO TORONTONIANS

PARTICIPATING IN THE ARTS

- ▶ In 2012, 19.5 million people attended city-supported cultural events.²³
- ▶ 70% of Torontonians regularly attend, volunteer, or donate to the arts.²⁴
- ▶ In 2009/10, 2.3 million tickets were sold for theatre, dance and opera performances by Toronto Alliance for the Performing Arts (TAPA) members.²⁵
- ▶ Significantly more GTA residents donate to the arts (12%)²⁶ than in all of Canada (2.7%) and Ontario (2.8%).²⁷

VALUING THE ARTS

- ▶ 74% of Torontonians say that the arts benefit the community.²⁸
- ▶ 81% of Ontario residents believe that government should invest in the arts.²⁹
- ▶ 80% of Torontonians think that municipal investment in art in public spaces will boost the local economy.³⁰



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THE ARTS MAKE OUR CITY MORE LIVABLE

IMPROVING THE QUALITY OF OUR LIVES

- ▶ 71% of Torontonians feel that the arts improve the quality of life of individuals.³¹
- ▶ 8 major indicators of health and well-being (including physical health, mental health, stress level, and overall satisfaction with life) are strongly connected to attending, or participating in, cultural activities.³²

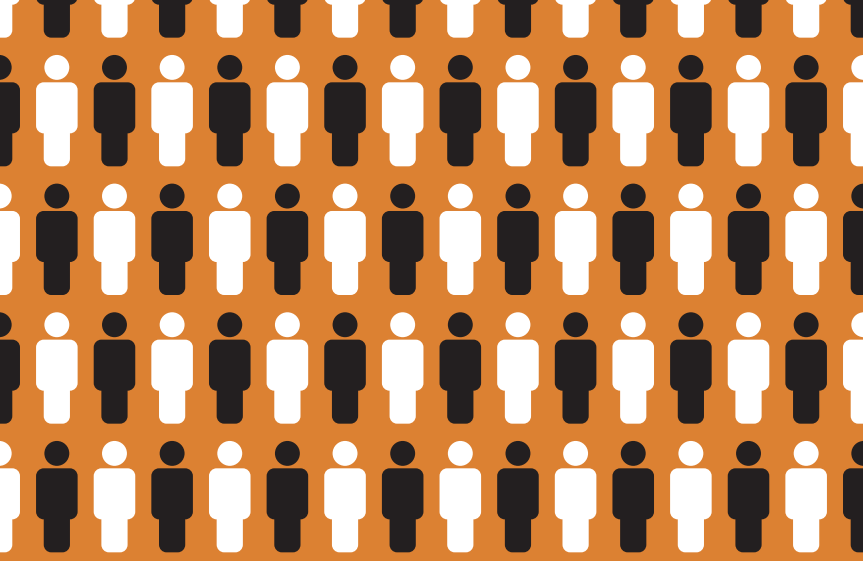


THE ARTS INCREASE CIVIC PRIDE AND INTERNATIONAL REPUTATION

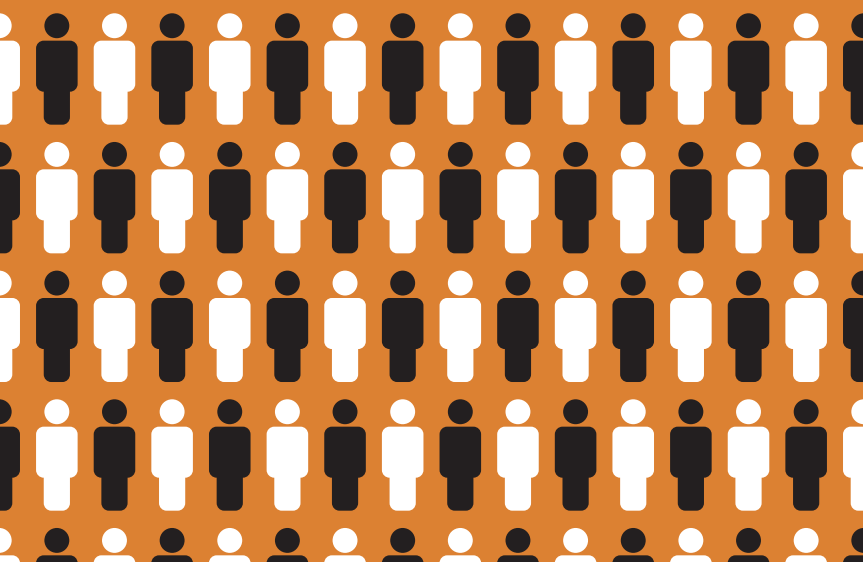
- ▶ 63% of Toronto residents say that the city's arts and cultural activities are important in their decision to live in the GTA.³³
- ▶ 95% of Ontario residents believe that the success of Canadian artists (singers, writers, actors and painters) gives people a sense of pride in Canadian achievement.³⁴
- ▶ Capital investment in arts infrastructure has a lasting impact: Toronto's participation in the 1999 SuperBuild program resulted in 7 internationally recognized major cultural buildings that attracted \$338 million in federal and provincial grants and more than \$1 billion in matching funds and in-kind donations from the private sector.³⁵



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PEOPLE AND COMMUNITIES



THE ARTS HELP YOUNG PEOPLE FLOURISH

FINDING SUCCESS THROUGH THE ARTS

- ▶ 82% of students who participated in structured music programs finished high school, compared to 68% of those who did not.³⁶
- ▶ At-risk students who got involved in the arts, compared with students who had little or no arts exposure, have higher secondary school graduation rates; higher overall grade-point averages; higher math grade-point averages; higher test scores in science and writing; and are more likely to pursue post-secondary education.³⁷

EDUCATING STUDENTS IN THE ARTS

- ▶ 1,522,532 students participated in 13,390 activities and programs for children and youth, offered by Toronto-based, Ontario Arts Council operating clients.³⁸
- ▶ 64% of arts organizations offering programming in schools create teacher resource guides; 53% create student study guides.³⁹



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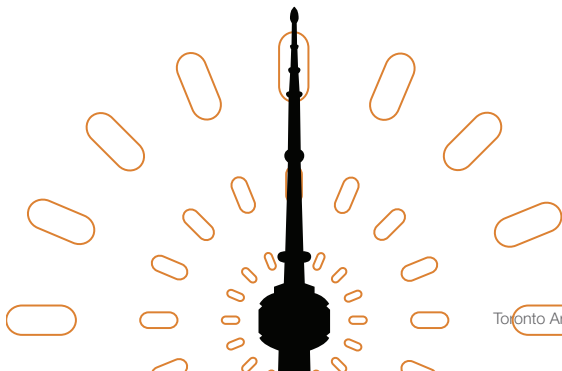
THE ARTS STRENGTHEN OUR COMMUNITIES

BUILDING BRIDGES BETWEEN CULTURES

- ▶ 79% of Toronto residents agree that the arts benefit the city by attracting tourists and highlighting the city's diversity.⁴⁰
- ▶ 42% of Torontonians say that the top impacts of the arts on communities are sharing experiences; building connections (39%); bridging differences (36%); increasing understanding between people (31%); increasing local participation (29%); and building local pride (15%).⁴¹

HELPING NEIGHBOURHOODS GROW STRONGER

- ▶ 40% of Toronto's performing arts organizations offer programs for the community, including youth, artists, adults, and at-risk/equity groups.⁴²
- ▶ Arts, culture and heritage enhance understanding and capacity for action; build social cohesion; contribute to community development; and foster civic participation.⁴³
- ▶ Neighbourhood arts centres like the Regent Park Daniels Spectrum increase local arts opportunities, but also nurture celebrations and other community events; provide a place for young people to develop skills; and create opportunities for community groups to collaborate, exchange ideas, and involve residents in revitalizing their neighbourhood.⁴⁴



THE ARTS ALLOW PEOPLE TO GIVE BACK TO THEIR COMMUNITIES

VOLUNTEERING ENCOURAGES COMMUNITY-BUILDING

- ▶ 11% of Torontonians regularly volunteer for an arts organization.⁴⁵
- ▶ People who attend art galleries or live performances, or read literature, are more likely to vote, volunteer and take part in community events.⁴⁶
- ▶ 58% of adults who attended an art museum or gallery volunteered in their communities, compared to only 24% of those who did not.⁴⁷
- ▶ Volunteering helps “build stronger and safer communities,” forms “strong community bonds,” and creates “relationships between people who might not otherwise find each other.”⁴⁸



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