

**TORONTO**  
**ARTS**  
**FACTS**

**#TOArts**

**2016**





# THE ECONOMY

## THE ARTS ARE AN ECONOMIC POWERHOUSE

### BOOSTING OUR ECONOMY

- ▶ Toronto's arts and culture sector contributes \$11.3 billion to Ontario's Gross Domestic Product.<sup>1</sup>
- ▶ 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.<sup>2</sup>

### CREATING EMPLOYMENT

- ▶ 174,000 Torontonians work in the culture sector.<sup>3</sup>
- ▶ With 23,700 resident artists, Toronto is home to nearly twice as many artists as any other Canadian city. One in every six Canadian artists resides in Toronto.<sup>4</sup>
- ▶ Toronto's creative workforce has grown by 34% since 2001<sup>5</sup> – a higher rate of growth than our overall labour force.
- ▶ Ontario is among North America's top entertainment and media economies, ranking third in employment behind California and New York.<sup>2</sup>
- ▶ In 2010, the number of culture jobs in Ontario was 278,801 (representing 4.1% of the provincial economy) while the number of jobs in cultural industries was 301,090 (representing a 4.5% share of the provincial economy.<sup>7</sup>

### PROVIDING RETURNS ON INVESTMENT

- ▶ Every \$1 the City invests in the non-profit arts sector generates \$8.25 in earned revenues plus an additional \$11.77 from other levels of government and the private sector.<sup>8</sup>
- ▶ The City of Toronto has made a commitment to increase arts and culture funding to \$25.00<sup>9</sup> per capita by 2017 but it has a long way to go. This is less than Montreal (\$55), Vancouver (\$47), Calgary (\$42) and Ottawa (\$28) spent in 2009.<sup>10</sup>

# 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.<sup>11</sup>

## CREATING CENTRES OF INNOVATIVE INDUSTRY

- ▶ Creative clusters attract the “creative class” – high-tech workers, architects, engineers, computer scientists, and other highly sought-after professionals.<sup>12</sup>
- ▶ This attracts investment in high growth industries, more innovation, the growth of new high-tech businesses, new jobs and economic growth.<sup>13</sup>

# THE ARTS BRING TOURISTS AND DOLLARS TO TORONTO

## ATTRACTING VISITORS

- ▶ 4 times more tourists come to Toronto for culture than for sports.<sup>14</sup>
- ▶ 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.<sup>15</sup>
- ▶ Scotiabank Nuit Blanche attracted more than 1 million people in 2014, including close to 200,000 out-of-town visitors, for an economic impact of \$40.5 million.<sup>16</sup>

# 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.<sup>17</sup>
- ▶ Overall spending in Toronto increased by 12.1% during the 2014 Toronto International Film Festival (TIFF).<sup>18</sup>
- ▶ Attendees at the 2015 Hot Docs Festival spent \$6.4 million, and the Festival’s industry market yielded Canadian business deals worth \$16.1 million.<sup>19</sup>
- ▶ Since 2007, the Luminato Festival has generated over \$450 million in visitor spending.<sup>20</sup>
- ▶ Torontonians spent over \$132 million on tickets to Toronto Alliance for the Performing Arts (TAPA) members’ performances in 2009/10, supporting local employment and commerce.<sup>21</sup>

## 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.<sup>22</sup>
- ▶ 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.<sup>23</sup>
- ▶ 52% of Canadians feel more favourably towards businesses that support arts and culture.<sup>24</sup>
- ▶ Average annual corporate support of arts and cultural organizations rose to \$69,000 per organization in 2014, from \$56,000 in 2008.<sup>25</sup>
- ▶ 57% of Torontonians think support for arts in Toronto should be a priority for local businesses.<sup>26</sup>

# A CITY OF CULTURE

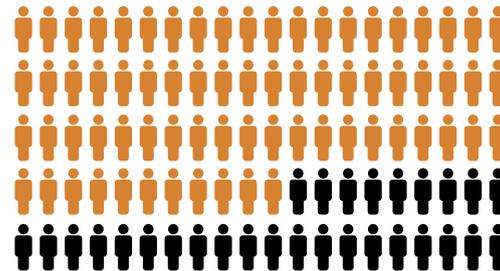
## THE ARTS MATTER TO TORONTONIANS

### PARTICIPATING IN THE ARTS

- ▶ In 2012, 19.5 million people attended city-supported cultural events.<sup>27</sup>
- ▶ 71% of Torontonians regularly attend the arts.<sup>28</sup>
- ▶ In 2009/10, 2.3 million tickets were sold for theatre, dance and opera performances by Toronto Alliance for the Performing Arts (TAPA) members.<sup>29</sup>
- ▶ Significantly more Toronto residents donate to the arts (10%)<sup>30</sup> than in all of Canada (2.7%) and Ontario (2.8%).<sup>31</sup>

### VALUING THE ARTS

- ▶ 96% of Torontonians see at least one benefit of the arts to the city.<sup>32</sup>
- ▶ 81% of Ontario residents believe that government should invest in the arts.<sup>34</sup>
- ▶ 94% see a personal benefit of having art in public spaces.<sup>35</sup>



71%

of Torontonians regularly attend, volunteer, or donate to the arts.





## PEOPLE AND COMMUNITIES

# THE ARTS HELP YOUNG PEOPLE FLOURISH

### FINDING SUCCESS THROUGH THE ARTS

- ▶ 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.<sup>44</sup>
- ▶ Music education has been found to speed the development of speech and reading skills; help train children to focus their attention for sustained periods; and help them gain a sense of empathy for others.<sup>45</sup>

### 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.<sup>46</sup>
- ▶ 64% of arts organizations offering programming in schools create teacher resource guides; 53% create student study guides.<sup>47</sup>
- ▶ 83% of Canadian parents believe that engaging children in the arts is important for their development.<sup>48</sup>
- ▶ 80% of Torontonians see arts education programs in schools as being important.<sup>49</sup>

# THE ARTS STRENGTHEN OUR COMMUNITIES

## BUILDING BRIDGES BETWEEN CULTURES

- ▶ 46% of Toronto residents seek out a broad range of artistic activities including those from cultural traditions that are not familiar to them.<sup>50</sup> This is significantly higher (66%) for 18-24 year olds.
- ▶ 87% of Torontonians see at least one benefit of the arts to their neighbourhood. The top benefits are: creating a strong sense of community (60%), engaging youth (58%), making the neighbourhood a great place to live (55%), bringing neighbours together (52%), and supporting local businesses (48%).<sup>51</sup>

## STRENGTHENING COMMUNITIES

- ▶ 40% of Toronto's performing arts organizations offer programs for the community, including youth, artists, adults, and at-risk/equity groups.<sup>52</sup>
- ▶ Arts, culture and heritage enhance understanding and capacity for action; build social cohesion; contribute to community development; and foster civic participation.<sup>53</sup>
- ▶ Neighbourhood arts centres like 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.<sup>54</sup>



# THE ARTS ALLOW PEOPLE TO GIVE BACK TO THEIR COMMUNITIES

## VOLUNTEERING ENCOURAGES COMMUNITY-BUILDING

- ▶ 5% of Torontonians regularly volunteer for an arts organization.<sup>55</sup> This is higher than the national average of 3%.<sup>56</sup>
- ▶ Volunteering helps “build stronger and safer communities,” forms “strong community bonds,” and creates “relationships between people who might not otherwise find each other.” Arts goers are more likely to volunteer and donate their time to community groups and other organizations.<sup>57</sup>



## ENDNOTES

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# ACKNOWLEDGEMENTS

*Toronto Arts Facts 2016* is a publication of Toronto Arts Foundation compiled and edited by Jini Stolk, Creative Trust Fellow, with assistance from Margo Charlton, Susan Wright, Kathleen McLeod, and Christine Pellerin (Carleton University practicum placement).

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