

TORONTO
ARTS
FACTS

#TOArts

2016



We're delighted to welcome you to the 2016 version of *Toronto Arts Facts*, updated with new facts and stats about the arts in Toronto. Like our first edition, *Toronto Arts Facts 2016* draws on a variety of research studies – including a growing number by arts associations and organizations interested in uncovering our true size and impact – and statistical information from Statistics Canada, CADAC (Canadian Arts Data / Données sur les arts au Canada), and government and academic sources.

We've maintained the first edition's structure, gathering information on the arts' role in the economy, its impact on communities, and its place in people's lives – and, like before, *Toronto Arts Facts* is intended first and foremost to provide fact-based information to policy makers and funders.

Toronto Arts Facts tells an increasingly compelling story about how the arts enliven and enrich Toronto's neighbourhoods and local businesses, help young people gain purpose and confidence, and enhance the livability of our city, while playing a central role in building the creative economy, engaged citizenry and social cohesion on which Toronto's continued growth and prosperity depends.

Our companion booklet, *Toronto Arts Stats 2016*, gauges public opinion about the impact of the arts on the quality of life in Toronto. It explores how the arts connect residents, support individuals and enliven the whole city.

We are gratified at how useful and interesting people found the first Toronto Arts Facts, and are happy to be able once more to compile the up-to-date facts we need to understand and fully value the tremendous impact of the arts on Toronto.

Jini Stolk
Creative Trust Fellow
Toronto Arts Foundation

Claire Hopkins
Director and CEO
Toronto Arts Foundation



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.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
- ▶ 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.⁴
- ▶ Toronto's creative workforce has grown by 34% since 2001⁵ – 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.²
- ▶ 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.⁷

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.⁸
- ▶ The City of Toronto has made a commitment to increase arts and culture funding to \$25.00⁹ 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 2009.¹⁰

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.¹¹

CREATING CENTRES OF INNOVATIVE INDUSTRY

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

THE ARTS BRING TOURISTS AND DOLLARS TO TORONTO

ATTRACTING VISITORS

- ▶ 4 times more tourists come to Toronto for culture than for sports.¹⁴
- ▶ 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 2014, including close to 200,000 out-of-town visitors, for an economic impact of \$40.5 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 increased by 12.1% during the 2014 Toronto International Film Festival (TIFF).¹⁸
- ▶ 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.¹⁹
- ▶ Since 2007, the Luminato Festival has generated over \$450 million in visitor spending.²⁰
- ▶ 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.²¹

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.²²
- ▶ 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.²³
- ▶ 52% of Canadians feel more favourably towards businesses that support arts and culture.²⁴
- ▶ Average annual corporate support of arts and cultural organizations rose to \$69,000 per organization in 2014, from \$56,000 in 2008.²⁵
- ▶ 57% of Torontonians think support for arts in Toronto should be a priority for local businesses.²⁶

A CITY OF CULTURE

THE ARTS MATTER TO TORONTONIANS

PARTICIPATING IN THE ARTS

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

VALUING THE ARTS

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



71%

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

THE ARTS MAKE OUR CITY MORE LIVABLE

IMPROVING THE QUALITY OF OUR LIVES

- ▶ 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.³⁵
- ▶ 9 of 10 Canadians believe that exposure to the arts and culture is important to their well-being.³⁶
- ▶ 75% of Canadians believe that the arts make more integrated and healthier communities.³⁷

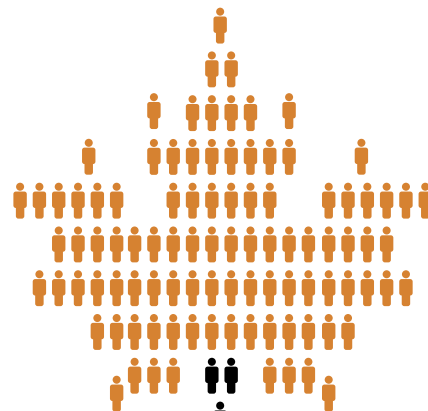
IMPROVING COMMUNITY INVOLVEMENT

- ▶ People who attend art galleries or live performances, or read literature, are more likely to vote, volunteer and take part in community events.³⁸
- ▶ 58% of adults who attended an art museum or gallery volunteered in their communities, compared to only 24% of those who did not.³⁹
- ▶ Between 2004 and 2013, the number of volunteers in arts and culture organizations in Canada increased by 23%, much higher than the 7% increase in all volunteers.⁴⁰



THE ARTS INCREASE CIVIC PRIDE AND INTERNATIONAL REPUTATION

- ▶ Six in ten Ontarians who live, work in, or visit Toronto say that the city's arts and cultural activities are important in their decision to do so.⁴¹
- ▶ 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.⁴²
- ▶ Toronto recently experienced an unprecedented Cultural Renaissance fuelled by the SuperBuild infrastructure program: 7 newly built or expanded major cultural buildings attracted \$338 million in federal and provincial grants and more than \$1 billion in matching funds and in-kind donations from the private sector.⁴³



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.



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.⁴⁴
- ▶ 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.⁴⁵

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

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.⁵⁰ 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%).⁵¹

STRENGTHENING COMMUNITIES

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



THE ARTS ALLOW PEOPLE TO GIVE BACK TO THEIR COMMUNITIES

VOLUNTEERING ENCOURAGES COMMUNITY-BUILDING

- ▶ 5% of Torontonians regularly volunteer for an arts organization.⁵⁵ This is higher than the national average of 3%.⁵⁶
- ▶ 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.⁵⁷



ENDNOTES

1. 2016 Operating Budget Briefing Note: Impact of Increased Investments in Arts and Culture <http://www.toronto.ca/legdocs/mmis/2016/bu/bgrd/backgroundfile-88367.pdf>
2. The Ministry of Tourism and Culture, Ontario (2012). Ontario's Entertainment and Creative Cluster: A Framework for Growth. http://www.investtoronto.ca/InvestAssets/PDF/Reports/Creative_Cluster_Report.pdf
3. City of Toronto (2012). Cultural Research Fact Sheet: Contribution of Arts and Cultural Industries to Toronto's Gross Domestic Product (GDP).
4. Hill Strategies Research (2014). Artists and Cultural Workers in Canadian Municipalities. <http://www.hillstrategies.com/content/artists-and-cultural-workers-canadian-municipalities>
5. City of Toronto (2012). Cultural Research Fact Sheet: Contribution of Arts and Cultural Industries to Toronto's Gross Domestic Product (GDP).
6. The Ministry of Tourism and Culture, Ontario (2012). Ontario's Entertainment and Creative Cluster: A Framework for Growth. http://www.investtoronto.ca/InvestAssets/PDF/Reports/Creative_Cluster_Report.pdf
7. Statistics Canada (2015). Provincial and Territorial Culture Satellite Account, 2010: Economic importance of culture and sport across Canada. <http://www.statcan.gc.ca/pub/13-604-m/2015079/eco-eng.htm>
8. CADAC (Canadian Arts Data/Données sur les arts au Canada). Aggregate 2013 Annual Audited Financial Statements.
9. 2016 Operating Budget Briefing Note: Impact of Increased Investments in Arts and Culture <http://www.toronto.ca/legdocs/mmis/2016/bu/bgrd/backgroundfile-88367.pdf>
10. In 2009, Toronto invested \$19/capita. Hill Strategies Research (2012). Municipal Cultural Investment in Five Large Canadian Cities. http://www.creativecity.ca/database/files/library/Municipal_cultural_investments_5cities.pdf
11. Information and Communications Technology Council, (2013). Music – A Catalyst for Technology Hubs and Innovative Talent. <http://www.ictc-ctic.ca/wp-content/uploads/2013/08/MusicCatalyst.pdf>
12. Stolarick, Florida, and Musante (2005). Montreal's Capacity for Creative <http://www.creativeclass.com/rfgodb/articles/montreal%20capacity.pdf>
13. Ibid.
14. Tourism Toronto, Statistics Canada (2009). International Travel Survey and Travel Survey of Residents of Canada and City of Toronto (2011). Creative Capital Gains: An Action Plan for Toronto. <http://www.torontoartscouncil.org/TAC/media/tac/Reports%20and%20Resources/Reports%20by%20outside%20organisations/CCI-Final.pdf>
15. Ontario Arts Council (2012). Ontario Arts and Culture Tourism Profile. <http://www.arts.on.ca/AssetFactory.aspx?did=8778>
16. Scotiabank Nuit Blanche (2014). Event History. <http://www.scotiabanknuitblanche.ca/about/event-history.html>
17. Ontario Arts Council (2012). Ontario Arts and Culture Tourism Profile. <http://www.arts.on.ca/AssetFactory.aspx?did=8778>
18. Toronto Star (2014). TIFF 2014 spending rose 12.1 per cent: report. http://www.thestar.com/entertainment/movies/2014/09/23/tiff_2014_spending_rose_121_per_cent_report.html
19. Hot Docs (2015). Hot Docs Reports \$33.3-Million Economic Impact for 2015 Festival. <http://www.hotdocs.ca/news/hot-docs-reports-33-3-million-economic-impact-for-2015-festival>
20. Toronto Community Foundation (2016). Luminato Festival. <http://ckc.torontofoundation.ca/org/luminato-festival>
21. Toronto Alliance for the Performing Arts (2012). TAPA Stats Report Phase III (2008/09 and 2009/10). http://tapa.ca/wp-content/uploads/2014/10/TAPA_Stats_Phase_3_Brochure.pdf
22. Ontario Arts Council (2012). Ontario Arts and Culture Tourism Profile. <http://www.arts.on.ca/AssetFactory.aspx?did=8778>
23. Ibid.
24. Business for the Arts and AIMIA (2015). Canadians Value Companies That Support the Arts. <http://www.businessforthearts.org/research-initiative/>
25. Ibid.
26. Toronto Arts Foundation and Leger (2016). Toronto Arts Stats: Public Opinion 2016. <http://www.torontoartsfoundation.org/knowledge-center/toronto-arts-stats>
27. CADAC (Canadian Arts Data/ Données sur les arts au Canada) (2013).
28. Toronto Arts Foundation and Leger (2016). Toronto Arts Stats: Public Opinion 2016. <http://www.torontoartsfoundation.org/knowledge-center/toronto-arts-stats>
29. Toronto Alliance for the Performing Arts (2012). TAPA Stats Report Phase III (2008/09 and 2009/10). http://tapa.ca/wp-content/uploads/2014/10/TAPA_Stats_Phase_3_Brochure.pdf
30. Toronto Arts Foundation and Leger (2016). Toronto Arts Stats: Public Opinion 2016. <http://www.torontoartsfoundation.org/knowledge-center/toronto-arts-stats>
31. Hill Strategies Research (2013). Volunteers and Donors in Arts and Culture Organizations in Canada in 2010. <http://www.hillstrategies.com/content/volunteers-and-donors-arts-and-culture-organizations-canada-2010>
32. Toronto Arts Foundation and Leger (2016). Toronto Arts Stats: Public Opinion 2016. <http://www.torontoartsfoundation.org/knowledge-center/toronto-arts-stats>
33. Environics Research Group on behalf of the Ontario Arts Council (2010). The Arts and the Quality of Life: The Attitudes of Ontarians. <http://www.arts.on.ca/assetfactory.aspx?did=6235>
34. EKOS Research Associates (2009). December 2009 Billboard Tax: Survey of GTA, City of Toronto Results. <http://www.beautifulcity.ca/ekos.pdf>
35. Hill Strategies Research (2013). The Arts and Individual Well-Being in Canada: Connections between Cultural Activities and Health, Volunteering, Satisfaction with Life, and Other Social Indicators in 2010. <http://www.hillstrategies.com/content/arts-and-individual-well-being-canada>
36. Department of Canadian Heritage (2012). Arts and Heritage in Canada: Access and Availability Survey. <http://www.pch.gc.ca/eng/1364987593253/1364990923637>
37. Business for the Arts and AIMIA (2015). Canadians Value Companies That Support the Arts. <http://www.businessforthearts.org/research-initiative/>
38. National Endowment for the Arts (2009). Art-Goers in Their Communities: Patterns of Civic and Social Engagement. <http://arts.gov/publications/art-goers-their-communities-patterns-civic-and-social-engagement>
39. Ibid.
40. Hill Strategies Research (2013). Volunteers and Donors in Arts and Culture Organizations in Canada in 2010. <http://www.hillstrategies.com/content/volunteers-and-donors-arts-and-culture-organizations-canada-2010>
41. Toronto Arts Advocacy Survey Leger (2013) [http://www.torontoartsfoundation.org/tac/media/taf/Research/Bringing%20the%20City%20Alive/Toronto-Arts-Advocacy-\(January-22-2013\).pdf](http://www.torontoartsfoundation.org/tac/media/taf/Research/Bringing%20the%20City%20Alive/Toronto-Arts-Advocacy-(January-22-2013).pdf)
42. Environics Research Groups and Ontario Arts Council (2010). The Arts and the Quality of Life: The Attitudes of Ontarians. <http://www.arts.on.ca/AssetFactory.aspx?did=6235>

43. Creative Capital Initiative (2011). Creative Capital Gains: An Action Plan for Toronto. These buildings included the Royal Ontario Museum, Art Gallery of Ontario, Four Seasons Centre for the Performing Arts, Gardiner Museum, Royal Conservatory of Music, Canada's National Ballet School, and Toronto International Film Festival's Bell Lightbox.
44. National Endowment for the Arts (2012). The Arts and Achievement in At-Risk Youth. <http://arts.gov/sites/default/files/Arts-At-Risk-Youth.pdf>
45. The Royal Conservatory of Music (2014). The Benefits of Music Education. https://www.rcmusic.ca/sites/default/files/files/RCM_MusicEducationBenefits.pdf
46. Hill Strategies Research and Creative Trust/PAONE (2011). The Performing Arts Education Overview. <http://www.creativetrust.ca/wp-content/uploads/2011/12/PAEO-Report-FINAL-REV.pdf>
47. Ibid.
48. Business for the Arts and AIMIA (2015). Canadians Value Companies That Support the Arts. <http://www.businessforthearts.org/research-initiative/>
49. Toronto Arts Foundation and Leger (2016). Toronto Arts Stats: Public Opinion 2016. <http://www.torontoartsfoundation.org/knowledge-center/toronto-arts-stats>
50. Ibid.
51. Ibid.
52. Hill Strategies Research and Creative Trust/PAONE (2011). The Performing Arts Education Overview. <http://www.creativetrust.ca/wp-content/uploads/2011/12/PAEO-Report-FINAL-REV.pdf>
53. Hill Strategies Research (2008). Social Effects of Culture: Exploratory Statistical Evidence. <http://www.arts.on.ca/AssetFactory.aspx?did=2696>
54. Daniels Spectrum at Regent Park (2014). Our Vision and Mission. <http://regentparkarts.ca/vision-mission/>
55. Toronto Arts Foundation and Leger (2016). Toronto Arts Stats: Public Opinion 2016. <http://www.torontoartsfoundation.org/knowledge-center/toronto-arts-stats>
56. Hill Strategies Research (2013). Volunteers and Donors in Arts and Culture Organizations in Canada in 2010. <http://www.hillstrategies.com/content/volunteers-and-donors-arts-and-culture-organizations-canada-2010>
57. Hill Strategies Research (2010). Putting Arts and Culture on the Map: Literally!. http://hillstrategies.com/sites/default/files/Toronto_cultural_mapping.pdf

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).

[TORONTOARTSFOUNDATION.ORG](https://torontoartsfoundation.org/knowledge)/KNOWLEDGE

