

# 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 **\$25 billion** annually to the provincial economy, representing **3.3%** of Ontario's GDP.<sup>1</sup>

There are more than **286,230 culture jobs** in Ontario or **3.9%** of total Ontario employment.<sup>1</sup>

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

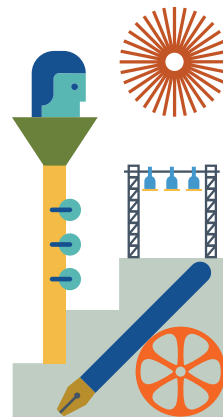
In a 2010 survey of 18 mid-sized Ontario cities, **all municipalities** reported using cultural and recreational amenities as a tool for downtown revitalization. **83%** deemed this strategy to be an effective tool.<sup>2</sup>

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

The Ontario Arts Council (OAC) is the province's primary arts funder. For more than 50 years, public funding of the arts through OAC has helped establish a strong and valued arts sector in communities across the province. OAC 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 **\$4.53 per person** in public funding for the arts through OAC. In **2018-2019**, OAC invested **\$61.1 million** in **228 communities across Ontario** through **2,252 grants to individual artists** and **1,424 grants to organizations**.

### For more information

communications@arts.on.ca

416-969-7434

1-800-387-0058, ext. 7434

www.arts.on.ca

f @OntarioArts    t @ONArtsCouncil

### Sources

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