



# GREAT CITIES = ARTS AND CULTURE CITIES

**Toronto Arts Council and Toronto Arts Foundation invite all Mayoral candidates to champion the growth of arts and culture in Toronto.**

## **ARTS = TORONTO**

- ▶ Toronto's strong and diverse city-wide arts sector exists thanks to decades of public investment and the dedication of artists and arts organizations of every kind
- ▶ Leadership of the incoming Mayor is essential to build on Toronto's strength as an inclusive, creative city and global cultural destination

## **ARTS = VITALITY**

- ▶ Toronto is home to more artists than any other Canadian city
- ▶ Artists inspire innovation across all sectors

## **ARTS = COMMUNITY**

- ▶ Arts increase social engagement and connect communities across the city
- ▶ Evidence links arts participation with improved mental health

## **ARTS = YOUTH ENGAGEMENT**

- ▶ Arts programming builds resilience among youth
- ▶ Arts employment programs create meaningful career opportunities for young adults

## **ARTS = NEWCOMER PARTICIPATION**

- ▶ Arts experiences cross language barriers
- ▶ Arts promote belonging and inspire dialogue between cultures and communities

## **ARTS = ECONOMIC PROSPERITY**

- ▶ The arts and culture sector contributes \$11B to Toronto's GDP every year with the non-profit arts bringing in \$230M in ticket sales
- ▶ A vibrant arts scene is crucial to talent retention and new business investment in all sectors

# WAYS TO INVEST IN THE FUTURE OF THE ARTS

## **Create and preserve affordable arts spaces**

Toronto is facing an affordability crisis. The cost of living is skyrocketing, yet 69% of artists make less than Toronto's living wage of \$43K per year, and half make less than \$30K. Access to safe and affordable space to rehearse, create and present art is essential to the success of the industry. A plan to create and preserve arts spaces is needed.

## **Champion Toronto's next Culture Plan**

An ambitious and achievable Culture Plan sets the stage for the future and signals Toronto's confidence in the arts as a city-wide benefit. The City of Toronto released its last Culture Plan in 2011. Work has begun on a new plan to be released in 2024. Toronto's next Mayor should champion it as their signature plan to lead the city forward.

## **Direct the 2% hotel tax increase to the arts**

The additional 2% added to the Municipal Accommodation Tax in May 2023 is a welcome new investment opportunity. New \$50M annual investment in arts experiences will increase Toronto's ability to attract tourists, businesses and residents and increase the quality of life for all Torontonians. Allocating a share of hotel taxes to the arts is a successful strategy for US arts destinations including San Francisco and New York City.

## **Increase Toronto Arts Council's budget**

Toronto Arts Council (TAC) is the City of Toronto's partner in delivering public funds to the arts equitably and effectively. Every year, TAC distributes \$23+ million in grants directly to 950 artists and arts organizations, enabling them to create, connect and inspire. With more funds, TAC will be able to support more of the organizations and artists who are helping to build our vibrant, creative city and contribute to our economic growth.

## **Collaborate with Toronto Arts Foundation**

Toronto Arts Foundation, an affiliate of Toronto Arts Council, has city-wide impact through initiatives like Arts in the Parks, which brings free arts experiences to communities across the city. The Foundation is ready to work with Toronto's next Mayor on dynamic philanthropic arts solutions to the city's most pressing challenges and opportunities.

## **Implement the 10-year Public Arts Strategy**

The Toronto Public Art Strategy (2020-2030), guided by a vision of creativity and community everywhere and underpinned by a commitment to advancing truth and reconciliation with Indigenous communities through public art, recommends 21 actions to strengthen the City's commitment to public art.



# ART THROUGHOUT THE CITY

Toronto's arts and culture community supports our City's vibrant cultural sector across all 25 wards.

## WARD 7 HUMBER RIVER - BLACK CREEK

**Wheel it Studios**, a hands-on music studio recording training program promotes cross-cultural/cross-neighbourhood understanding.

## WARD 6 YORK CENTRE

**Toronto Arab Film** entertains and celebrates Arab people and culture through its annual festival.

The **Smile Company** enriches the lives of seniors through musical theatre performances.

## WARD 17 DON VALLEY NORTH



## WARD 24 SCARBOROUGH - GUILDWOOD

"I once learned that after 30 minutes of listening to drums, your heartbeat syncs with others." - audience member of **Nagata Shachu Japanese Taiko and Music**

"To share the cultures of Soca, Afro Cuban, Salsa, Flamenco, West African Dance, and Vernacular Jazz with the community was such a beautiful thing." - participant, **Dance Together Festival**

"It was my debut project here in Toronto, so it felt like being embraced by my new city, that I made the right choice to move here." - **Borelson**, TAC grant recipient

## WARD 14 TORONTO-DANFORTH

"What you are experiencing in this project is just a sliver of the infinite possibilities." Mumbi Tindyebwa Otu, Artistic Director, **Obsidian Theatre**, about their 21 Black Futures production.

## WARD 3 ETOBICOKE - LAKESHORE

## WARD 4 PARKDALE - HIGH PARK





# KEY ARTS FACTS & STATS

## ECONOMY

**\$11 Billion:** Arts & Culture sector contribution to Toronto's GDP.<sup>[1]</sup>

**\$230 million:** Ticket sales in the non-profit (city funded) arts sector<sup>[2]</sup>; additional economic benefits for hospitality and transportation sectors.

**30 million:** Annual audiences to city-funded arts events.<sup>[3]</sup>

**\$15:** Amount leveraged in donations and ticket sales for every \$1 invested by Toronto City Council in arts organizations.<sup>[4]</sup>

**0.5%:** Percentage of Toronto's operating budget dedicated to arts & culture in 2023. (dedicating a portion of the municipal accommodation tax to arts funding offers the ideal opportunity to increase this spending).

## TOURISM

- ▶ Arts and culture drive tourism.
- ▶ Arts and culture tourists outspend typical overnight tourists at a rate of almost two-to-one.<sup>[5]</sup>

## COMMUNITY ENGAGEMENT

**89%:** of Torontonians believe that the arts make Toronto a better place to live, work, visit and create.<sup>[6]</sup>

**40,000:** Toronto residents volunteer for city-funded arts organizations.<sup>[7]</sup>

## TORONTO CULTURE PLANS

Published in 2003: *Culture Plan for the Creative City*

Published in 2011: *Creative Capital Gains Report*

## HEALTH & WELLBEING

Access to arts improves mental health:

Stats Canada data supports strong connection between cultural participation and health.<sup>[8]</sup>

Social Science & Medicine reported in 2019 that cultural engagement is linked with a lower odds of depression amongst adults.<sup>[9]</sup>

Centre for Open Science compilation of 36 studies found that participation in arts interventions has positive mental health gains for young people.<sup>[10]</sup>

## TORONTO ARTS COUNCIL (TAC)

TAC is Toronto's arms length arts funder. Governed by artists, TAC has a strong reputation and is rooted in local knowledge. In 2023 TAC will:

- ▶ Distribute \$23+ million in grants.
- ▶ Support 950 arts organizations, collectives and professional artists.
- ▶ Support programming in every ward of the city.

## PANDEMIC IMPACT

- ▶ Performing arts hardest hit by pandemic lockdowns among all sectors.
- ▶ Real GDP for the live performance domain remains 10.7% away from pre-pandemic level.<sup>[11]</sup>

Supporting strong performing arts will be key to revitalizing downtown and returning tourism.

## ARTISTS ARE LOW-INCOME TORONTONIANS

Despite their outsize contribution to Toronto's quality of life, artists struggle to survive here:

- ▶ Half of Toronto's artists earn under \$30,000 per year.<sup>[12]</sup>
- ▶ Nearly one in five artists have been renovicted, and 75% of artists or arts workers have thought about leaving Toronto.<sup>[13]</sup>
- ▶ Like all low income Torontonians, artists rely on transit, struggle to find affordable space and must cope with Toronto's high cost of living.

Investment in the arts is investment in people, our City and well-being. Toronto's artists need more support.

[1] <https://www.toronto.ca/legdocs/mmis/2019/bu/bgrd/backgroundfile-124721.pdf>

[2] CADAC (Canadian Arts Data / Données sur les arts au Canada)

[3] CADAC (Canadian Arts Data / Données sur les arts au Canada)

[4] CADAC (Canadian Arts Data / Données sur les arts au Canada)

[5] Ontario Arts Council, Tourism Final Report <https://www.arts.on.ca/oac/media/oac/Publications/Research%20Reports%20EN-FR/Economic%20Contribution%20of%20the%20Arts/OAC-Tourism-Final-Report.pdf>

[6] Toronto Arts Stats 2018: <https://torontoartsfoundation.org/tac/media/taf/Research/2018-TAF-Arts-Stats-booklet.pdf>

[7] CADAC (Canadian Arts Data / Données sur les arts au Canada)

[8] <https://hillstrategies.com/resource/canadians-arts-participation-health-and-well-being/>

[9] Social Science & Medicine, 2019: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6695288/>

[10] Centre for Open Science <https://psyarxiv.com/ap476/>

[11] <https://capacoa.ca/en/research/covid-impact-statistics/>

[12] Toronto Arts Stats 2019 <https://torontoartsfoundation.org/initiatives/research/reports-and-publications/pages/toronto-arts-stats-2019>

[13] Toronto Arts Stats 2019 <https://torontoartsfoundation.org/initiatives/research/reports-and-publications/pages/toronto-arts-stats-2019>