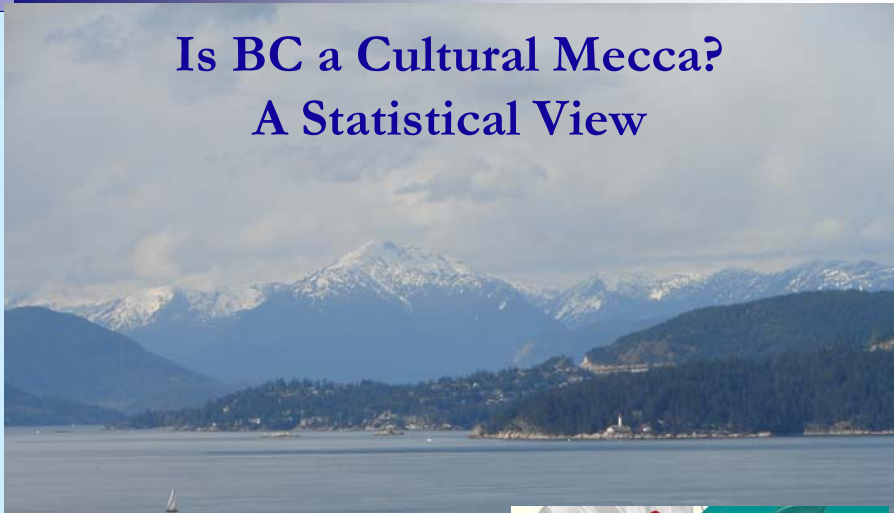


Is BC a Cultural Mecca? A Statistical View



**Kelly Hill
Hill Strategies Research
May 4, 2007**



Is BC a Cultural Mecca? A Statistical View



Canada Council
for the Arts Conseil des Arts
du Canada



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO



Canadian
Heritage Patrimoine
canadien

Evidence

Why should we care?

Is BC a Cultural Mecca?

3

Statistical Insights on the Arts

18 reports to date in the series

- *Cultural and heritage activities*
- *Consumer spending on culture*
- *Volunteers in the arts and culture*
- *Individual donors in the arts and culture*
- *Artists in Canada, provinces, large cities, small municipalities, neighbourhoods*

Stats

~ ~ ~

Facts

~ ~ ~

Insights

Available for free at HillStrategies.com

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Today: Evidence about ...

- Donors
- Volunteers
- Reading stats
- Art gallery attendance
- Cultural/heritage performance
- Other museums attendance
- Performing arts attendance
- Festival attendance

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Today: Evidence about ...

- Overall consumer spending on culture
- Consumer spending on art works & events
 - Government spending on culture
- Provincial government spending on culture
 - # artists in province
 - % growth in artists
 - Artist earnings
- Artistic neighbourhoods
- Artists in large cities
- Artists in small municipalities

6

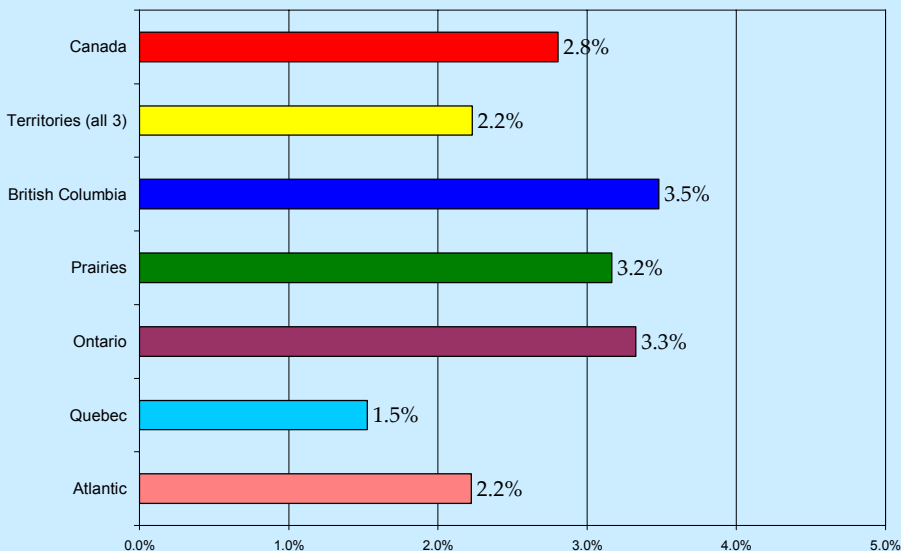
Donors and volunteers

Arts and culture organizations include:

- visual arts,
- architecture,
- ceramic art,
- performing arts,
 - museums,
 - zoos,
 - aquariums,
- media and communications non-profits, as well as
- historical, literary and humanistic societies.

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Arts & culture donation rate by region of Canada, 2004



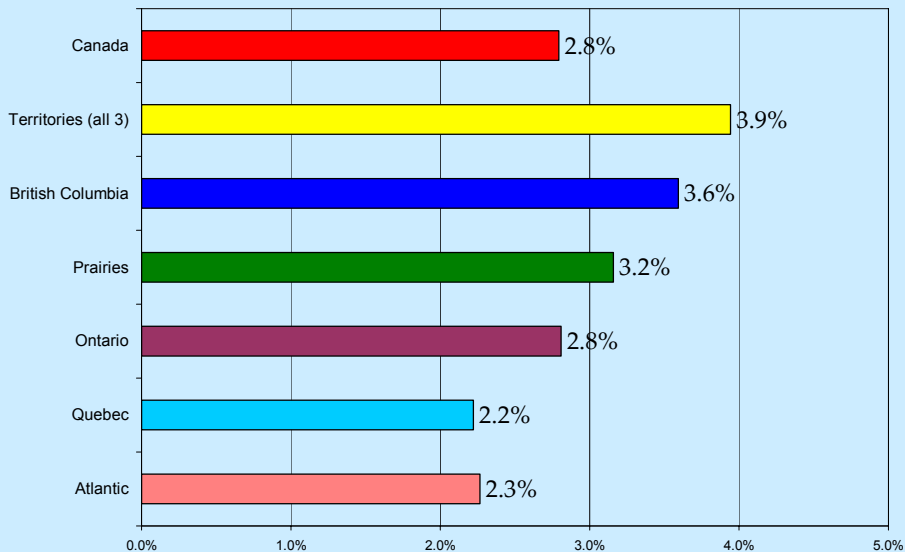
8

BC Arts and Culture Donors in 2004

- 122,000 B.C. residents made a donation to an artistic or cultural organization
- 3.5% of the population
- Approximately \$32 million in total donations

9

Arts & culture volunteer rate by region of Canada, 2004



10

BC Arts and Culture Volunteers in 2004

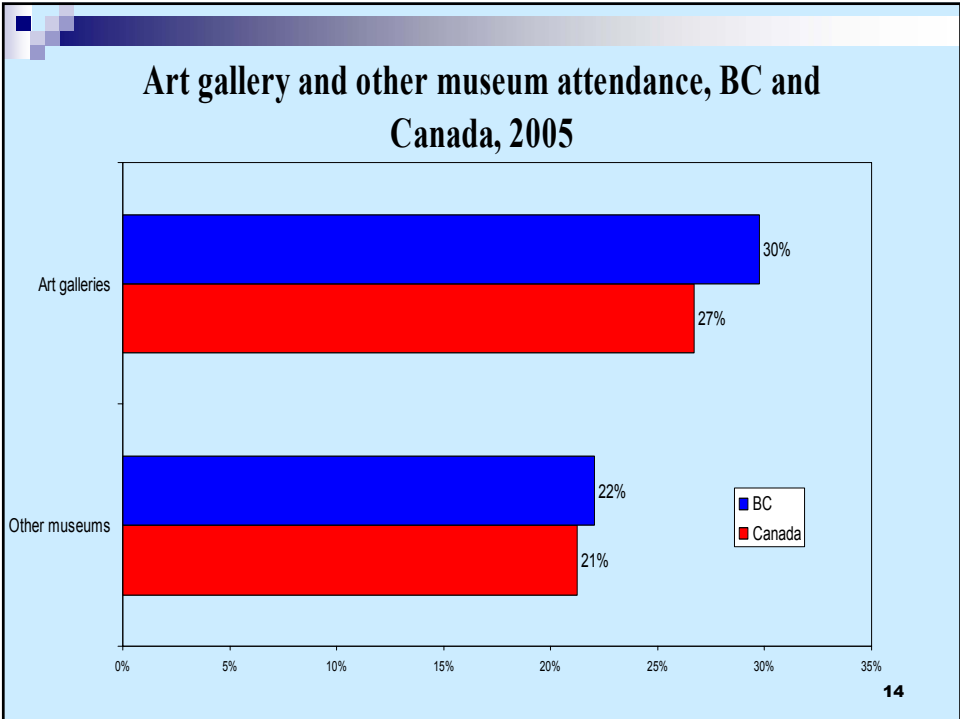
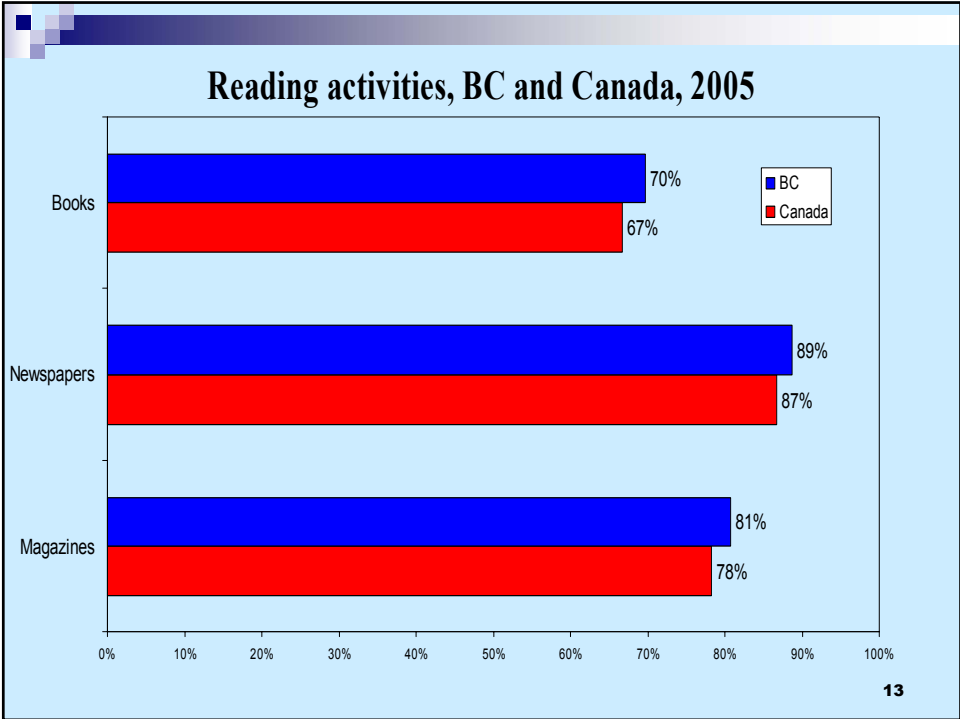
- 126,000 B.C. residents volunteered with an artistic or cultural organization
- 3.6% of the population
- Approximately 16.2 million in total hours volunteered

11

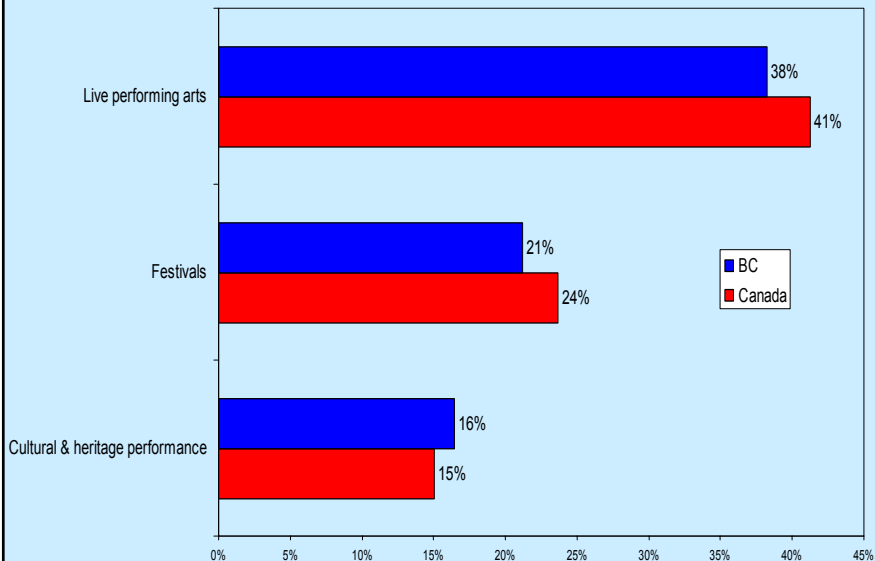
BC Arts and Culture Volunteers in 2004

- 16.2 million in total hours volunteered
- Equivalent # of full-time full-year jobs:
8,400
- Approximate value of this time:
\$209 million

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Live performing arts attendance, BC and Canada, 2005



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A quick recap: donors, volunteers, and cultural activities of BC residents

- Donors Above average
- Volunteers Above average
- Reading stats Average+
- Art gallery attendance Average+
- Cultural/heritage performance Average
- Other museums attendance Average
- Performing arts attendance Average-
- Festival attendance Average-

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Consumer spending on culture in BC

\$3.6 billion spent by BC residents on cultural activities, goods and equipment, including:

- art supplies and musical instruments,
 - art works and events,
 - home entertainment,
- movie theatre admissions,
- photographic equipment and services, and
 - reading material.

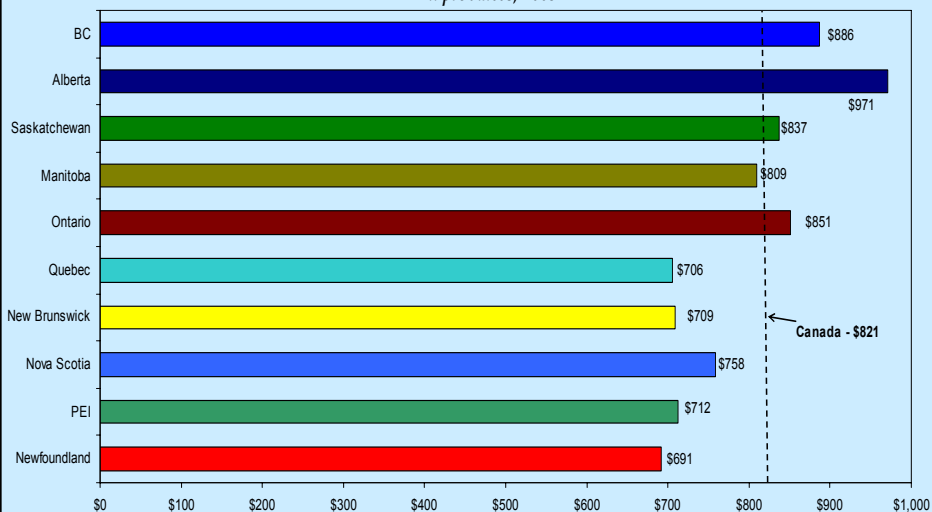
Raw data: Statistics Canada's Survey of Household Spending, a yearly paper-based questionnaire on Canadians' spending habits.

Sample of about 15,000 Canadian households, including 1,713 in B.C.

17

Consumer spending on culture per capita

All provinces, 2005



18

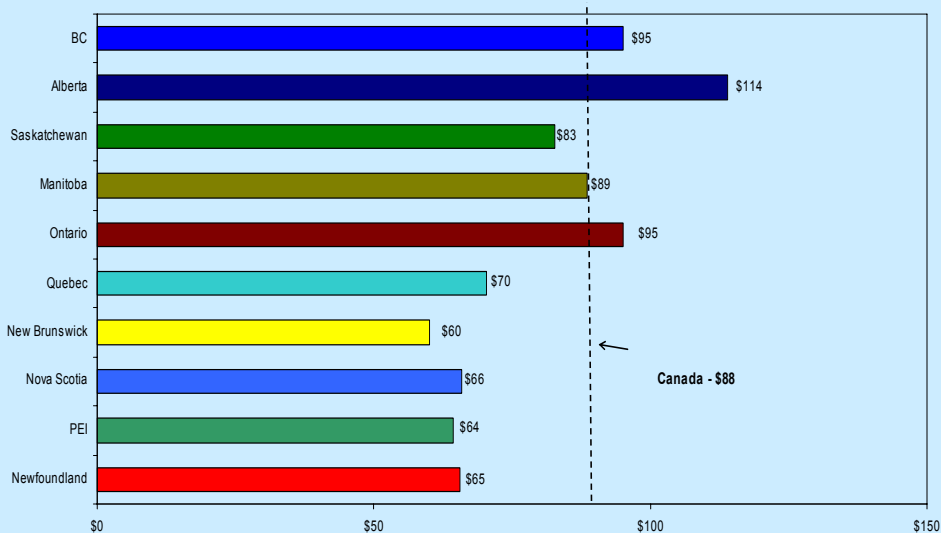
Consumer spending in BC

**\$380 million spent by BC residents
on *art works and events*,
including:**

- live performing arts events;
- works of art, carvings and vases;
- admissions to museums (and other similar activities); and
- antiques.

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*Consumer spending on art works and event per capita, All provinces,
2005*



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Government spending on culture in BC

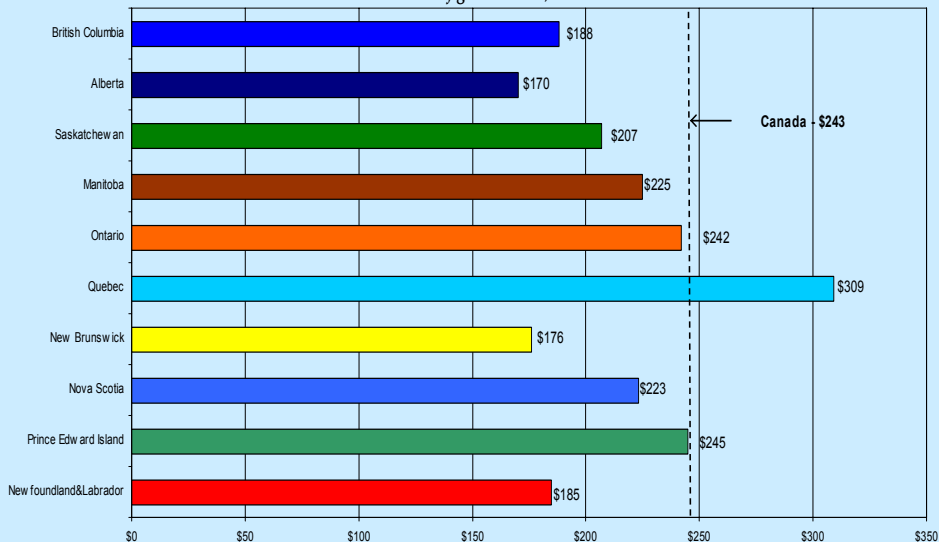
\$780 million spent by all levels of government on culture in B.C., including:

- Arts
- Museums, parks and heritage
- Libraries
- Cultural industries
- Multidisciplinary & other

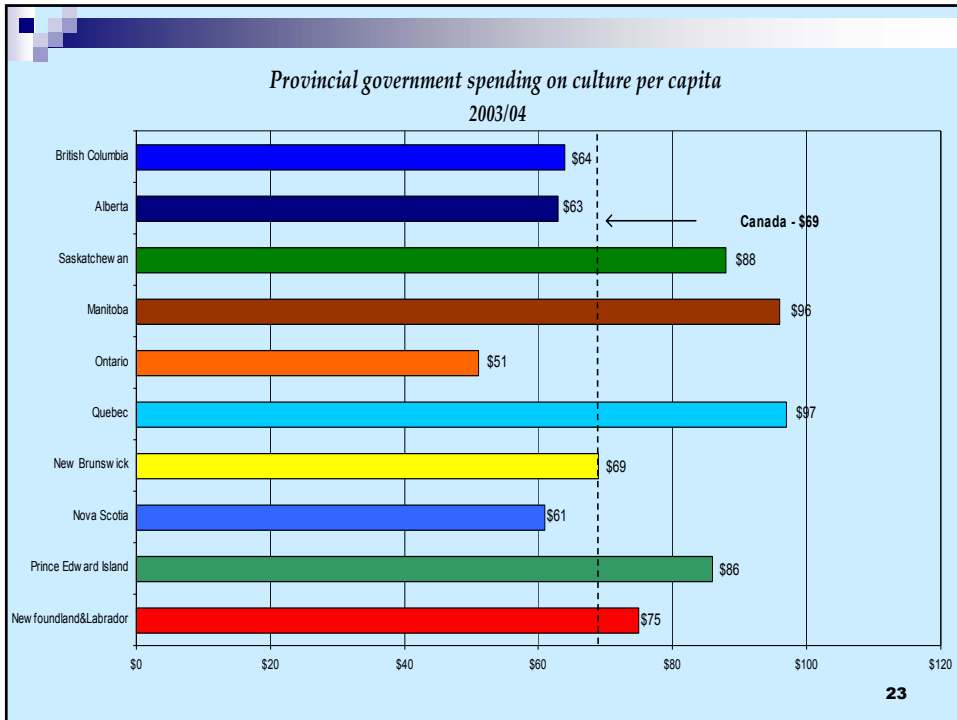
Raw data: Statistics Canada's Government Spending on Culture, 2003-04

21

*Government spending on culture per capita
All levels of government, 2003/04*



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Recap: Cultural spending in BC

- Overall consumer spending Average+
- Consumer spending on art works & events Average+
- Government spending Below ave.
- Prov govt spending Average-

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Where are the artists?

	Canada	B.C.
Number of artists	131,000	24,100
# per 1,000 labour force	8.0	11.3

- **BC**: highest ratio of all provinces
- the only province above 10 artists per 1,000 labour force

Source: *Artists in Canada's Provinces, Territories and Metropolitan Areas*, Hill Strategies Research, October 2004

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Definition of artists

Canadians (15+) with employment or self-employment earnings in any of 9 occupation groups:

- actors;
- artisans and craftpersons;
- conductors, composers and arrangers;
- dancers;
- musicians and singers;
- other performers;
- painters, sculptors and other visual artists;
- producers, directors, choreographers, and related occupations; and
- writers

And worked more time at their art than any other position (May 6 – 12, 2001)

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Growth in # of artists (1991 to 2001)

	Canada	B.C.
Change in # of artists	+29,100	+7,700
Percentage change	29%	47%
Comparison: overall labour force	10%	18%

- **BC: highest % growth in artists**
- **Ontario 2nd: 33% growth**

Source: *Artists in Canada's Provinces, Territories and Metropolitan Areas*, Hill Strategies Research, October 2004

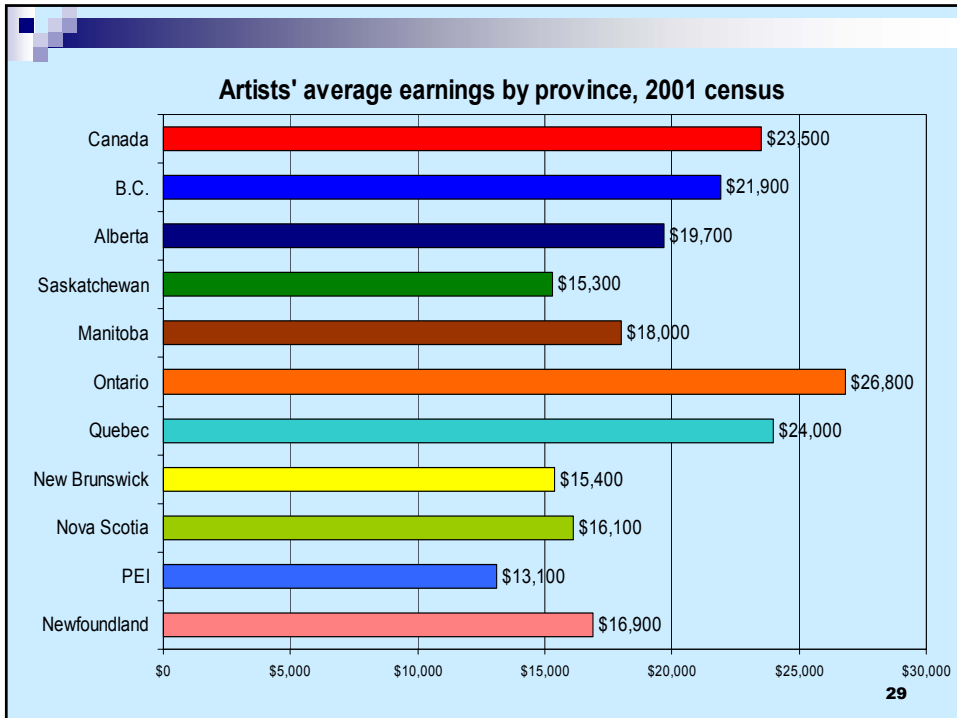
27

How much do artists earn?

	Canada	B.C.
Average earnings	\$23,500	\$21,900
"Earnings gap" compared with overall labour force	26% gap	31% gap

Source: *Artists in Canada's Provinces, Territories and Metropolitan Areas*, Hill Strategies Research, October 2004

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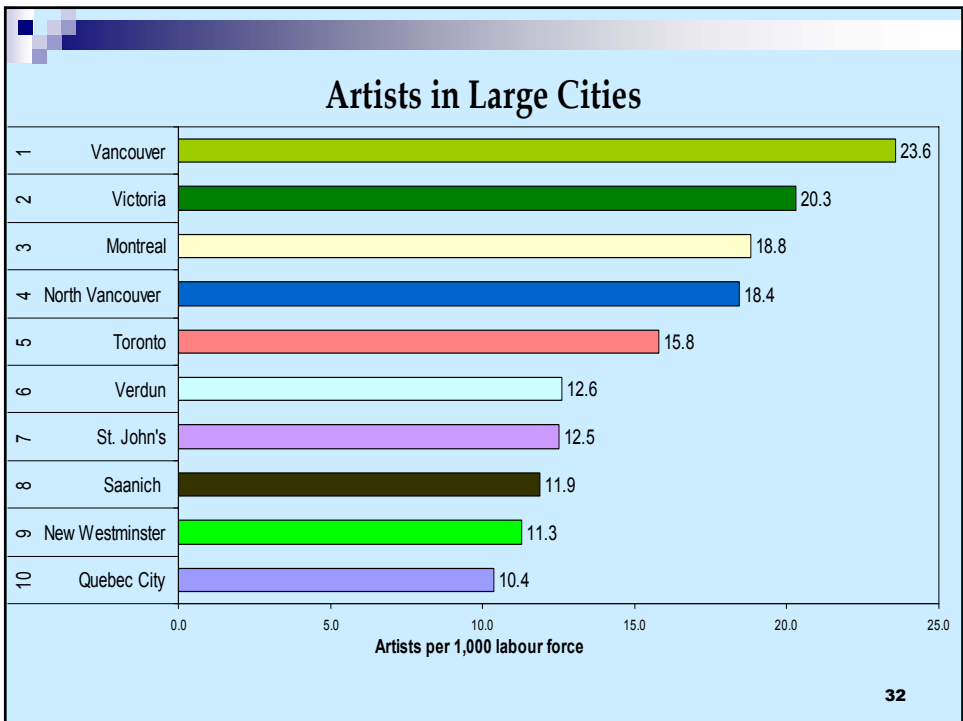
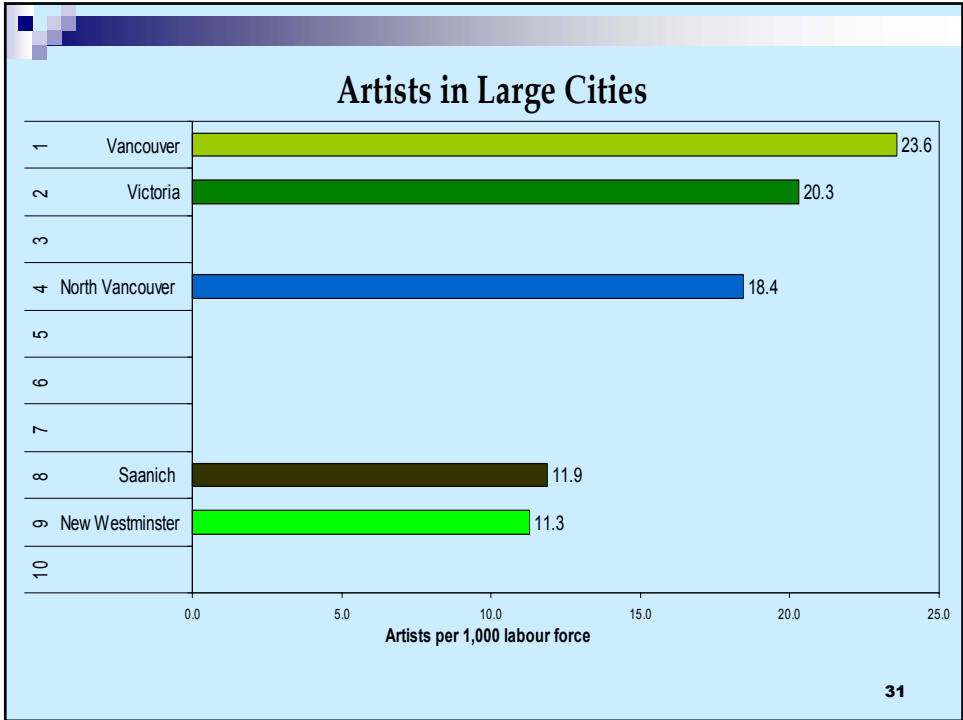
There goes the neighbourhood...

B.C. postal areas with many artists

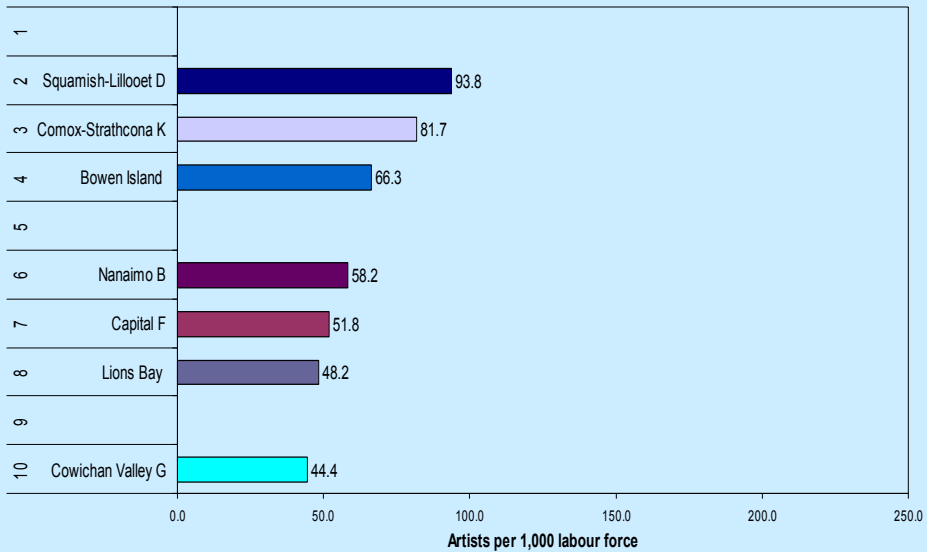
Area	Artists per 1,000 labour force	Rank in Cda
V8K, Salt Spring Island	50.4	8
V6A, Chinatown/east Vancouver	50.0	9
V5L, Commercial Drive (Vancouver)	42.7	16
V6R, Point Grey (Vancouver)	37.4	22
V6Z, Van. Yaletown/downtown	34.8	26
V6K, Kitsilano (Vancouver)	33.7	30
V6G, West End / Stanley Park	33.6	31
V6T, UBC (Endowment Lands)	33.2	33
V5T, Mount Pleasant (Vancouver)	32.8	34
V5Y, Mount Pleasant/Oakridge	32.6	35
V6J, Kitsilano (east part)	32.2	36

Source: *Artists by Neighbourhood in Canada*, Hill Strategies Research, 2005

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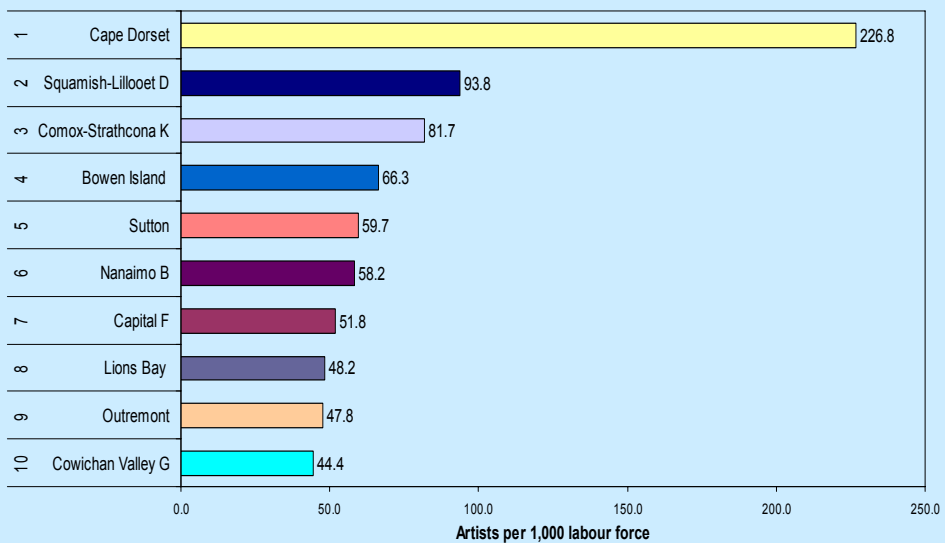


Artists in Small Municipalities

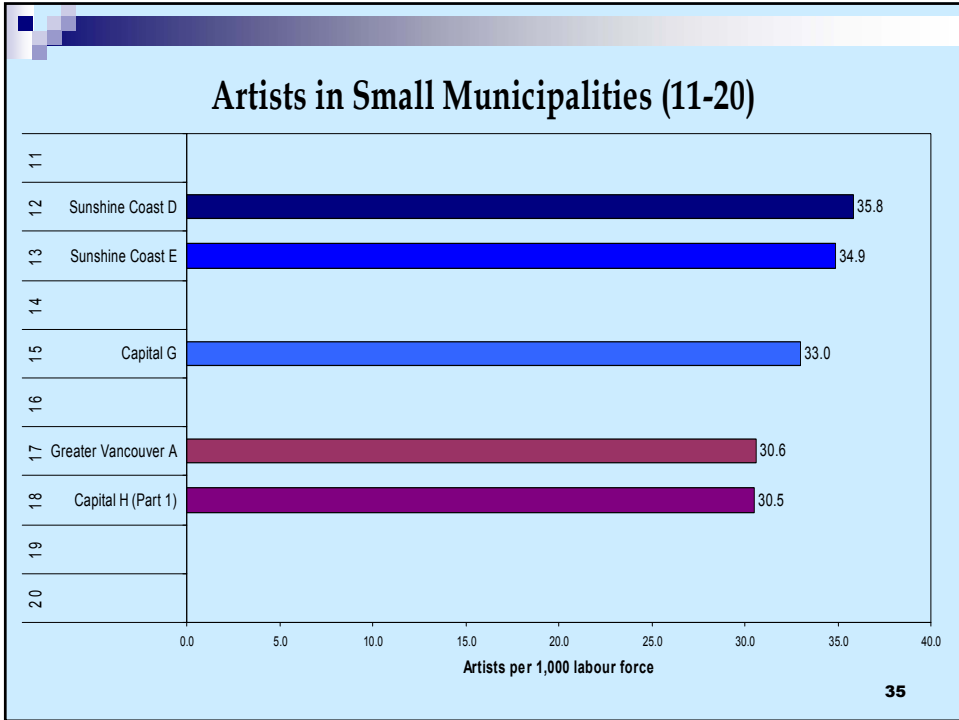


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Artists in Small Municipalities



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- ### A quick recap: artists in BC
- # artists in province Highest
 - % growth in artists Highest
 - Artist earnings Low
 - Artistic neighbourhoods ???
 - Artists in large cities High
 - Artists in small municipalities High
- 36**

Final recap of the evidence ...

High/above average

Donors
Volunteers
Reading
Art gallery attendance
Overall consumer spending
Consumer spending on art works & events
artists in province
% growth in artists
Artists in large cities
Artists in small cities

Average

Other museum attend.
Cultural/heritage perf.
Artists by neighbourhood

Low/Below average

Performing arts attend.
Festival attendance
Government spending
Prov govt spending
Artist earnings

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So is BC a cultural mecca?

- There is clearly a lot of artistic activity and vitality in BC
- Very strong on many indicators
- Unlikely that any other province has so many above-average indicators

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So is BC a cultural mecca?

- Still much room for improvement
- Many key issues:
 - Funding
 - Artists' earnings
 - Audiences
 - Human resources in the arts
 - Etc.

→ Jury is still out...

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Other possible indicators...

- Presence of formal and informal cultural districts
- Amateur participation in the arts
- Business support for the arts
- Cultural tourism levels
- Relationship to other public priorities
 - Health
 - Crime
 - Social services
 - Education

40

Other possible indicators...

■ Arts education

- How many children receive arts education?
- Which artforms, at what age?
- Which children receive, which don't?
- At school or elsewhere (or both)?
- How many arts teachers are there in primary and secondary schools?
- ... school librarians?
- ... arts consultants in Boards of Education?

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Other research of interest...

■ Arts education

- What role do (can) arts organizations play in arts education? For which children? How could this happen?
- Are the benefits of arts education felt equally by different groups of children?
- What are the benefits for different groups of adults?

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Evidence?

Why should we care if BC is culturally vibrant?

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*Free report
(10 times/yr)*

*Research
evidence from
many sources*

Arts Research Monitor

*Summaries
and links to
the source*

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Free

Categorized

***www.
ArtsResearchMonitor
.com***

**Searchable
information**

45

ArtsResearchMonitor.com

■ Evidence-based management for the arts ...

- Arts advocacy
- Arts attendance & participation**
- Arts education**
- Arts funding & finances**
- Copyright and the arts
- Creative class, cities, people, neighbourhoods**
- Diversity & immigration
- Facilities
- Human resources
- Internet, technology & the arts
- Miscellaneous resources
- Nonprofit sector information
- Organizational planning, management, governance & marketing
- Partnerships
- Provincial and local information**
- State of the artist: earnings, growth, etc.**
- Volunteers & donors
- Women in the arts

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ArtsResearchMonitor.com

- **Evidence about arts disciplines**
 - Performing arts
 - Media arts
 - Reading, writing, publishing and literacy
 - Visual arts

- **Impacts of the arts**
 - Economic
 - Social
 - Health
 - And more ...

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Why should we care?

***Local vitality / creative
community***

48

"artistic and cultural creativity plays an important role in transforming communities into destinations of choice for skilled people in any occupation"

*Canadian Council of Chief Executives,
From Bronze to Gold:
A Blueprint for Canadian Leadership
in a Transforming World*

49

"A community's cultural infrastructure has a direct impact on quality of life"

"and therefore on the competitiveness of communities in attracting people and investment"

*Canadian Council of
Chief Executives*

50

Knowledge workers have the skills and mobility to locate anywhere in the global economy.

Key arguments

Creative workers like to live in creative places

Richard Florida
The Rise of the Creative Class

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Talent

Creativity

Diversity

...lead to growth in the technology sector and overall economic growth

52

Impacts

Local vitality / creative
community

Economic importance

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Economic impacts of culture

- StatsCan: Conservative estimate
- Direct impacts only

Excluded are

- **indirect** impacts (the re-spending of culture establishments' expenditures)
- **induced** impacts (the spending of earnings of culture sector workers)
- **ancillary** spending of cultural attendees (at restaurants, hotels, etc.).

*Economic Contribution of the Culture Sector
to Canada's Provinces, Statistics Canada*

54

Economic impacts of culture in BC

Direct GDP impact

- \$5.2 billion in economic activity
- 3.8% of the province's GDP in 2003
- Output increased in every year between 1996 and 2003
- 43% increase overall between 1996 & 2003
- Higher than the 35% increase in provincial GDP

*Economic Contribution
of the Culture Sector to
Canada's Provinces*

55

Economic impacts of culture in BC

Direct employment impact

- 78,000 positions
- 3.9% of total employment
- 9% growth between 1996 and 2003
- slightly lower than growth in overall provincial employment (11%)

*Economic Contribution
of the Culture Sector to
Canada's Provinces*

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Consumer spending on cultural
goods and services

... is more than consumer spending on ...

▪ Furniture

▪ Appliances

▪ Tools

...combined

Consumer Spending on Culture
in Canada in 2005

Hill Strategies Research

(Feb. 2007)

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Impacts

Local vitality / creative
community

Economic importance

Social benefits

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Potential social benefits

Cultural participation can:

- enhance social understanding (expose people to ideas and understandings)
- promote identity formation (greater understanding of place in the world)
- build social cohesion (networks of social connections)
- foster community development and civic participation (increased capacity to achieve community goals)

Introduction: The Social Effects of Culture, Dick Stanley, Canadian Journal of Communication

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**Impacts of community-based
arts programs**

**... on children in low-
income communities**

National Arts and Youth Demonstration Project

***McGill University
Dept of Social Work***

60

**Comparison of arts participants vs.
control group of children**

Children participated well

Children developed artistic skills

**Children behaved well in a social
setting**

*National Arts and Youth
Demonstration Project*

61

**Comparison of arts participants vs.
control group of children**

Increased confidence

Fewer emotional problems

Better conflict resolution skills

Improved problem-solving skills

*National Arts and Youth
Demonstration Project*

62

Social benefits

Conclusion:

“culture is important both to the individual and to the health of the nation”

Introduction: The Social Effects of Culture, Dick Stanley, Canadian Journal of Communication

63

Impacts

Local vitality / creative community

Economic importance

Social benefits

Health benefits

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Potential health impacts

- creative arts therapies in modern medical treatment
- Public Health Agency of Canada's "Key Determinants of Health"

Arts and Culture in Medicine and Health
(literature review of health impacts)

65

The arts and modern medicine...

Visual arts, dance, drama, music and poetry have been used to ...

- reduce anxiety and tension in cardiac and surgery patients
 - reduce pain and discomfort
- provide better physical surroundings for patients and their families
- enhance the development of critically ill newborn children

Arts and Culture in Medicine and Health

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Health Canada's "Key Determinants of Health"

Arts and culture play an important role in

- personal confidence
 - control
- social connectedness
 - education
- supportive physical environments

Arts and Culture in Medicine and Health

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Impacts

Local vitality / creative community

Economic importance

Social benefits

Health benefits

Education

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Arts education impacts
(6 areas)

1. Reading and language skills
2. Mathematical skills
3. Thinking skills
4. Social skills
5. Motivation to learn
6. Positive school environment

Critical Evidence:

How the Arts Benefit Student Achievement,
National Assembly of State Arts Agencies

69

**“the arts help to promote both the
creative abilities and cultural literacy
that are critical to developing fully
engaged citizens in the global
society”.**

Art, Artists and Teaching,
J. Paul Getty Trust

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Businesses need creative people in order to compete in today's global economy

... yet there is much more emphasis on math, science and other "hardcore" disciplines

Art, Artists and Teaching,
J. Paul Getty Trust

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In conclusion

Arts and Healthy Communities

1. The arts bring together **diverse people**.
2. **Elected officials** understand the importance of supporting the arts and do so.
3. The arts are valued as a **critical component of learning** for all children and for adults.
4. Active participation in culture **creates individual and community meaning**.

Ten Characteristics of a Healthy Community: How the Arts Can Be Integrated, Americans for the Arts, 2002

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Arts and Healthy Communities

5. Business people and corporate citizens **recognize that the arts are important to a healthy business environment** and are involved in the arts in diverse ways.
6. The arts are infused in the **natural and built environments**.
7. The arts are integral to **civic dialogue and community building**.

Ten Characteristics of a Healthy Community: How the Arts Can Be Integrated, Americans for the Arts⁷³

Arts and Healthy Communities

8. The arts are valued as an industry because of their **contribution to the “new economy”** which encompasses quality of life, economic development, and tourism.
9. The **contributions of individual artists** are valued and supported.
10. The arts flourish with **new and diverse leadership** informed by those who paved the way for them.

Ten Characteristics of a Healthy Community: How the Arts Can Be Integrated, Americans for the Arts⁴

In conclusion

Another indicator of cultural vitality:

- Presence of service/coordinating/advocacy organizations
- **You play a key role in the artistic vitality of your communities.**
- **This conference will help you develop new skills.**
 - **Keep up the good work!**

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Thank you!
Kelly Hill
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Facts~Stats~Insights

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