On today's agenda…

1) Thanks to BCRPA
2) Why care about cultural vibrancy?
3) Cultural attendance
4) Volunteers and donors
5) Discussion / questions

Evidence?

Why should we care about the cultural vibrancy of B.C. communities?

4

Free report (10 times/yr)

Research evidence from many sources

Arts Research Monitor

Summaries and links to the source

5

Free

Categorized

www.ArtsResearchMonitor.com

Searchable information

6

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

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 …

Why should we care?

Personal enjoyment & emotional rewards

Personal rewards of performing arts attendance

1. desire to socialize with family or friends
2. emotional rewards of attendance
3. desire to experience high-quality art

Motivations Matter: Findings and Practical Implications of a National Survey of Cultural Participation, Wallace Foundation (USA), 2006

Personal rewards of art museums and galleries

1. desire to gain knowledge
2. desire to experience high-quality art
3. emotional rewards of attendance

Motivations Matter: Findings and Practical Implications of a National Survey of Cultural Participation, Wallace Foundation (USA), 2006

Personal rewards of festivals and fairs

1. desire to socialize with family or friends
2. emotional rewards of attendance
3. desire to gain knowledge

Motivations Matter: Findings and Practical Implications of a National Survey of Cultural Participation, Wallace Foundation (USA), 2006

Efforts to enlarge attendance should take into account:

- why people attend that type of cultural event
- where they attend
- with whom they attend, and
- the experiences they hope to have.

Motivations Matter: Findings and Practical Implications of a National Survey of Cultural Participation, Wallace Foundation (USA), 2006

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Why should we care?

Personal rewards

Healthy, vibrant, communities

14

"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

15

"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

16

Indicators and relationships: The 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

17

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 Arts

18

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 Arts

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Impacts

Personal rewards

Healthy, vibrant, communities

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

21

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

22

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 …combined
- Tools

Consumer Spending on Culture in Canada in 2005
Hill Strategies Research
(Feb. 2007)

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Impacts

Personal rewards

Healthy, vibrant, communities

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*

26

Impacts of community-based arts programs

… on children in low-income communities

National Arts and Youth Demonstration Project

McGill University
Dept of Social Work

27

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

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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

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Impacts

- Personal rewards
- Healthy, vibrant, communities
- Economic importance
- Social benefits
- Health benefits

30

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)

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

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

Impacts

Personal rewards

Healthy, vibrant, communities

Economic importance

Social benefits

Health benefits

Education

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

"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

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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Hill Strategies Research

- An independent company that aims to provide
  - top-quality,
  - highly-relevant and
  - insightful research for the arts

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Research for the Arts | Recherche pour les arts

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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: B.C. evidence about…

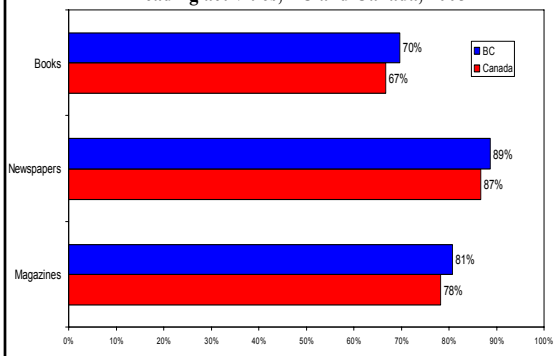
- Cultural participation
  - Reading
  - Art gallery attendance
  - Performing arts attendance
  - Festival attendance
- Volunteers
- Donors

Cultural participation in B.C.

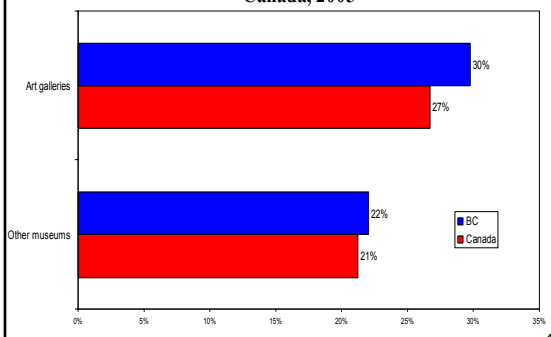
A sneak peak
at data based on Statistics Canada's 2005 General Social Survey

- New Hill Strategies report to be released on June 22

Reading activities, BC and Canada, 2005



Art gallery and other museum attendance, BC and Canada, 2005



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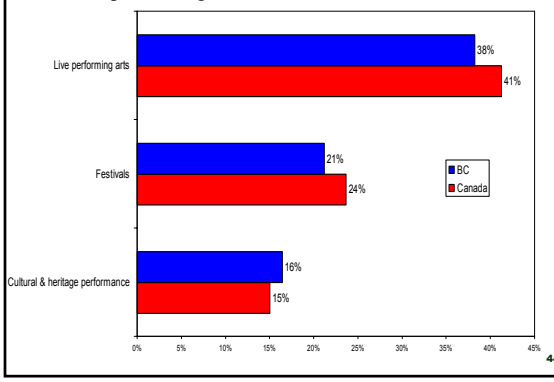
Live performing arts attendance, BC and Canada, 2005



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How can you build attendance?

Know your market

45

Separating B.C. performing arts attendees from non-attendees

What is the best question …

Q1. Are you female?
Q2. Are you over 55?
Q3. Did you visit an art gallery last year?
Q4. Did you graduate from college or university?
Q5. Did you read a book last year?
Q6. Do you read a newspaper 3 times per week or more?
Q7. Is your household income $60,000 or more?

Predicting B.C. performing arts attendance

What is the best question …

- Calculations:
  If respondent is female, you guess that she attended a performance during the year.
  *If respondent is male, you guess that he did **not** attend a performance.*
- Attend rate: Women 40%, Men 36%
- Correct: Women 40%, Men 64%
- Overall: correct 52% of the time

Predicting B.C. performing arts attendance

7th best (i.e., worst choice):
Attendance rate by frequent newspaper readers

- 41% if read at least 3 newspapers per week
- 33% if did not (i.e., correct 67%)
- Overall: correct 49% of the time

Predicting B.C. performing arts attendance

6th best (i.e., second worst choice):

Attendance rate by sex

- 40% if female
- 36% if male (i.e., correct 64%)
- Overall: correct 52% of the time

Predicting B.C. performing arts attendance

5th best:

Attendance rate by age

- 36% if over 55
- 39% if under 55 (i.e., correct 61%)
- Overall: correct 54% of the time

Predicting B.C. performing arts attendance

4th best:

Attendance rate by education

- 45% if college/university graduate
- 33% if not (i.e., correct 67%)
- Overall: correct 57% of the time

Predicting B.C. performing arts attendance

3rd best:

Attendance rate by book readers

- 46% if read a book
- 20% if did not read a book (i.e., correct 80%)
- Overall: correct 57% of the time

Predicting B.C. performing arts attendance

2nd best choice:

Attendance rate by income

- 48% if household income $60k or more
- 33% if other incomes (i.e., correct 67%)
- Overall: correct 60% of the time

Predicting B.C. performing arts attendance

Best choice:

Attendance rate by art gallery visitors

- 67% if visited an art gallery
- 26% if did not visit (i.e., correct 74%)
- Overall: correct 72% of the time

Performing arts attendance by B.C attendees at other cultural activities

- Festival: 71%
- Cultural/heritage performance: 69%
- Art gallery: 67%
- Other museum: 67%
- Historic site: 59%
- Zoo, aquarium, gardens, etc.: 58%
- Library: 54%
- Movie: 52%
- Conservation area: 49%
- Book: 46%
- Downloaded music: 46%
- Music on CD: 42%
- Video: 42%
- **Overall B.C. population: 38%**

48% if household income $60k or more

45% if college/ university graduate

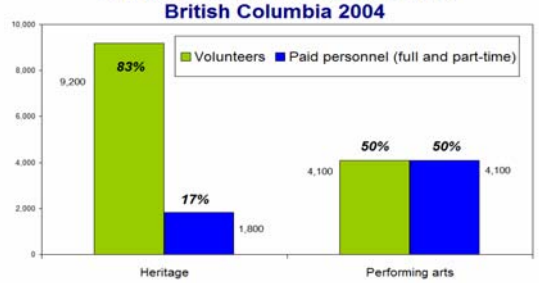
Volunteers and individual donors in B.C.

- *Volunteers in Arts and Culture Organizations in Canada in 2004* (January 2007)
- *Donors to Arts and Culture Organizations in Canada in 2004* (November 2006)
- 15th and 16th reports in the *Statistical Insights on the Arts* series
- financed by
  - Canada Council for the Arts
  - Canadian Heritage
  - Ontario Arts Council

For full reports, visit ***www.HillStrategies.com***

Importance of volunteers

Volunteers and paid personnel in heritage and performing arts organizations, British Columbia 2004



Source: Statistics Canada surveys of performing arts organizations and heritage organizations, 2004

Volunteers and individual donors in B.C.

- Custom tabulations that Hill Strategies Research commissioned from Statistics Canada
- Data from 2004 Canada Survey of Giving, Volunteering and Participating

Volunteers and donors: Methodology and definitions

- Very large sample size
- 3,019 British Columbians 15 and older
- statistically representative sample
- Questions about volunteer work and donations in all types of not-for-profit organizations in the 12 months preceding the survey

Volunteers and donors: Methodology and definitions

- Broad definition of cultural sector
  - visual arts
  - architecture
  - ceramic art
  - performing arts
  - museums, zoos, aquariums
  - media and communications
  - historical, literary and humanistic societies
- No breakdowns by type of arts or culture organization

B.C. 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

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B.C. 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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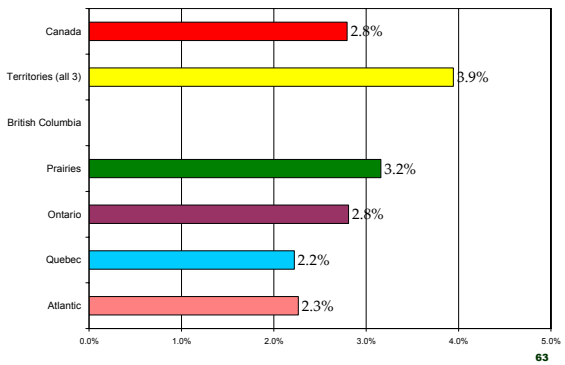
Arts & culture volunteer rate by region of Canada, 2004



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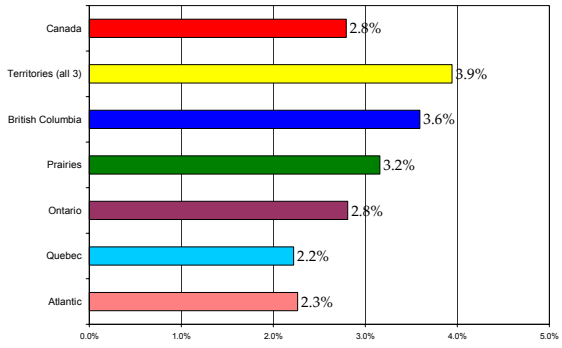
Arts & culture volunteer rate by region of Canada, 2004



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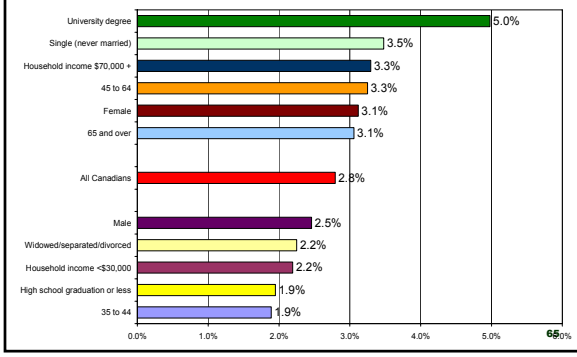
Who are the volunteers?

Figure 2: Arts & culture volunteer rate for select demographic groups, Canada, 2004



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Importance of donors

- In 2004, private support (individuals, companies and foundations) equalled …
  - 21% of operating revenues of performing arts organizations
  - 11% of operating revenues of heritage organizations

Source: Statistics Canada data analyzed in the *Arts Research Monitor* Vol. 5, no 5 and Vol. 5, no 6

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Importance of donors

- Supporting the growth of the arts and culture in B.C.
  - Number of artists increased by 47% in B.C. between 1991 and 2001.
  - Much higher than overall labour force growth of 18%

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

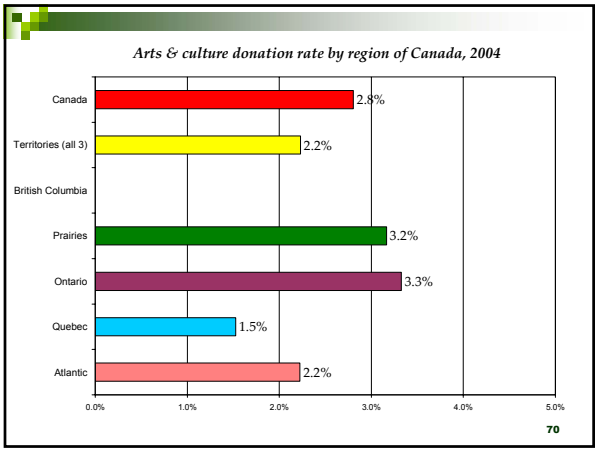
Importance of donors

- Government spending lagged behind
  - After adjusting for inflation, government spending on culture decreased by 0.3% between 1992-1993 and 2002-2003 in Canada

Source: *Government Spending on Culture in Canada between 1992-93 and 2002-03*, prepared for the Canadian Conference of the Arts by Hill Strategies Research

B.C. 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



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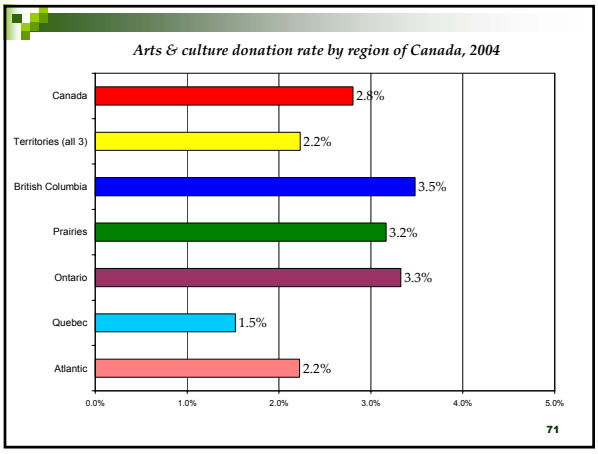

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Donors in Canada

Average annual donation per donor

Religious organizations: $395
Universities and colleges: $258
Arts and culture organizations: $257
All other types of organizations: <$200

"Those who like it,
like it a lot"

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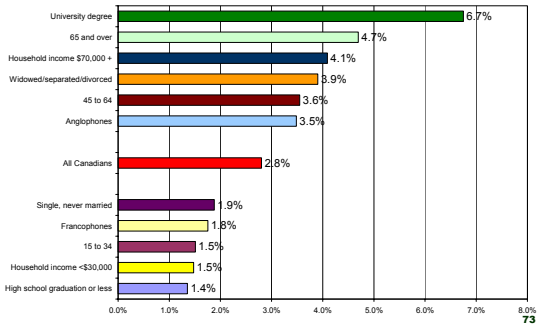
Who are the donors?

Figure 2: Arts & culture donation rate for select demographic groups, Canada, 2004



Volunteer or donor?

- More likely to volunteer than to donate
  - < 35 years of age
  - Low income
  - Single
  - Francophones (Quebeckers)

Volunteer or donor?

- About equally likely to volunteer and donate
  - 45 to 64 years of age
  - Mid-incomes ($30,000 to $70,000)
  - College diploma
  - Married / common-law
  - Anglophones
  - Women
  - Men

Volunteer or donor?

- More likely to donate than to volunteer
  - 65 years and older
  - Higher incomes ($70,000 +)
  - University degree
  - Widowed / Separated / divorced

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Key condition for donors and volunteers

You know it already
= key condition for arts attendance

- **Perception of value**
- What does this mean in relation to donors and volunteers?

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What motivates …

… donors?

- Contribute to their community
- Have been personally touched by the cause
- Compassion for those in need
- Support a cause in which they personally believe

… volunteers?

- Contribute to their community
- Have been personally touched by the cause
- Opportunity to use their skills and interests

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Perceptions of donors and volunteers

- Potential donors or volunteers must perceive a need
- They must know that organizations make effective use of their money or time
- Organizations must ask them to give
  - … in a way that they consider appropriate
- Organizations must offer a positive experience

What are the barriers for arts and culture organizations?

- time
- money
- expertise
  - To recruit donors and volunteers
  - To train volunteers
  - To ensure that donors and volunteers are appreciated

What are the barriers for arts and culture organizations?

- perception of the value of arts and culture for communities (and for individuals)
- perception that governments and entry fees cover 100% of costs?

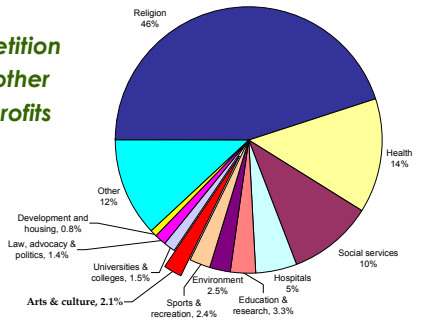
What are the barriers for arts and culture organizations?

- Relatively low confidence in arts organizations
  - 61% of Canadians have "a lot" or "some" confidence in arts non-profits
    - Higher only than international development organizations (57%)
    - 79% for non-profits overall
    - 89% for hospitals
    - 85% for children's charities
    - 84% for health promotion and research organizations
  - Source: Muttart Foundation telephone survey, www.muttart.org, 2006

What are the barriers for arts and culture organizations?

Figure 1: Value of donations by type of non-profit organization, 2004

Competition from other non-profits



Opportunities?

- Lots of people like to:
  - Be in contact with artists
  - Be in contact with art
  - Feel like they are part of the arts community

From research to action …

- What you can do
  - Increase the visibility of cultural organizations with potential donors and volunteers
  - Work with other local organizations to build attendance, volunteers and donors
  - More and better communication with potential donors and volunteers
  - Develop philanthropic expertise among cultural organizations
  - Increase awareness of real costs of creating and presenting art (perception of need)
  - Ensure current donors and volunteers feel appreciated and valued

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Thank you!

Questions? Discussion?

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