

SASKATOON'S INVESTMENT IN CULTURE, 2009 TO 2012

PRESENTATION BY KELLY HILL

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- A Canadian company that specializes in arts research.
- Free resources available via internet & email

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ARTS RESEARCH MONITOR

- Summaries and links to research evidence
- Free report (10 times per year)

- Starting 13th year of publication
- 500+ articles so far
- All categorized and searchable at www.HillStrategies.com

- First stop for research information on the arts

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Arts Research Monitor

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

- **Impacts of the arts**
 - Economic impacts
 - Social impacts
 - Arts and health

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ARTS RESEARCH MONITOR

- **Evidence base 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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Statistical Insights on the Arts

41 reports in the series (so far)

- Diversity and arts attendance by Canadians in 2010
- Volunteers and donors in arts and culture organizations in Canada in 2010
- Arts and individual well-being in Canada
- Factors in Canadians' arts activities in 2010
- Provincial profiles of arts, culture and heritage activities in 2010
- Statistical profile of artists in Canada / provinces / cities

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Commissioned research projects

- Municipal Cultural Investment in Seven Canadian Cities (7 reports)
- Municipal Cultural Investment in Five Large Canadian Cities
- Financial and Statistical Analysis of 50 Canadian Orchestras: 2004-05 to 2010-11
- Performing Arts Education Overview
- A Delicate Balance: Music Education in Canadian Schools
- Senior Artists' Research Project
- All available at www.HillStrategies.com

Presentations

- Opportunity to combine information bits into new insights
 - Saskatchewan arts & culture statistics and data gaps
 - Factors in Canadians' arts attendance
 - Audiences, markets and motivations in the performing arts (bilingual webinar)
- All available at www.HillStrategies.com

WHY STUDY MUNICIPAL CULTURAL INVESTMENTS?

- Cities want to know where they stand in relation to others
- 7 participants opted into the process
- Data for 2009 to 2012 for:
 - Edmonton (2011 census population of 812,200)
 - Hamilton (519,900)
 - Halifax (390,100)
 - Saskatoon (222,200)
 - Windsor (210,900)
 - Richmond, B.C. (190,500)
 - Oakville (182,500)

WHY STUDY MUNICIPAL CULTURAL INVESTMENTS?

- Arts, culture, and heritage have benefits for people attending and participating
 - Personal benefits: Entertainment, fun, and inspiration
 - Community benefits: 3 choices in a public survey
 - 42% of respondents selected “bringing energy and vitality to the community”.
 - 38% chose “improved quality of life and well-being of residents”.
 - 37% chose a “more creative community”.
 - 32% selected “greater economic development in the community”.

The Value of Presenting: A Study of Arts Presentation in Canada, CAPACOA / Strategic Moves (2012).

WHY STUDY MUNICIPAL CULTURAL INVESTMENTS?

- Arts are important in our communities
- Canadian public recognition of the benefits of the arts
 - 93% strongly or somewhat agree that “the arts are an important way of helping people think and work creatively”.
 - 93% agree that “arts experiences are a valuable way of bringing together people from different languages and cultural traditions”.
 - 91% agree that “arts and cultural activities in a community make it a better place to live”.
 - 90% agree that “exposure to arts and culture is important to individual wellbeing”.
 - 87% agree that “the arts and culture help us express and define what it means to be Canadian”.
 - 86% agree that “arts and cultural activities are important to a community's economic wellbeing”.

Arts and Heritage in Canada: Access and Availability Survey 2012, Department of Canadian Heritage, Phoenix Strategic Perspectives Inc. (2012).

WHY STUDY MUNICIPAL CULTURAL INVESTMENTS?

- Significant economic impacts
 - Culture Satellite Account estimate of economic impact of the arts, culture, and heritage
 - \$49.9 billion in 2009
 - 3.4% of Canadian GDP

Federal-provincial-territorial ministers focus on cooperation to promote culture and heritage, Department of Canadian Heritage (2013), <http://www.pch.gc.ca/eng/1376510778523>

WHY STUDY MUNICIPAL CULTURAL INVESTMENTS?

- Music education helps students' self-esteem, discipline, creativity, and musical ability
- Arts attendance is connected to Canadians' health and well-being
 - *The Arts and Individual Well-Being in Canada* (Hill Strategies Research, 2013)

Statistical correlations	Better (self-identified) health	Stronger (self-identified) satisfaction with life	Higher volunteer rates
Art gallery visits	Yes	No	Yes
Theatre attendance	Yes	Yes	Yes
Classical music attendance	No	Yes	Yes
Pop music attendance	Yes	Yes	Yes
Cultural festivals attendance	Yes	Yes	Yes
Reading books	Yes	Yes	Yes

SASKATOON'S CULTURE PLAN (2011)

- "Culture is inextricably linked to the city's economic, environmental, and social well-being".
- "Opportunities for culture and recreation are among Saskatoon's greatest strengths and vital to building a healthy city".

SASKATOON'S CULTURE PLAN (2011)

- Culture Plan goals:
 - Support the economy, including the creative sector;
 - Attract and retain youth;
 - Ensure that Saskatoon has a thriving and lively downtown;
 - Maintain Saskatoon neighbourhoods' character and unique identity;
 - Ensure that residents of all ages and income levels have access to arts and cultural opportunities; and
 - Position the arts as a way to build bridges between cultures.

WHY STUDY MUNICIPAL CULTURAL INVESTMENTS?

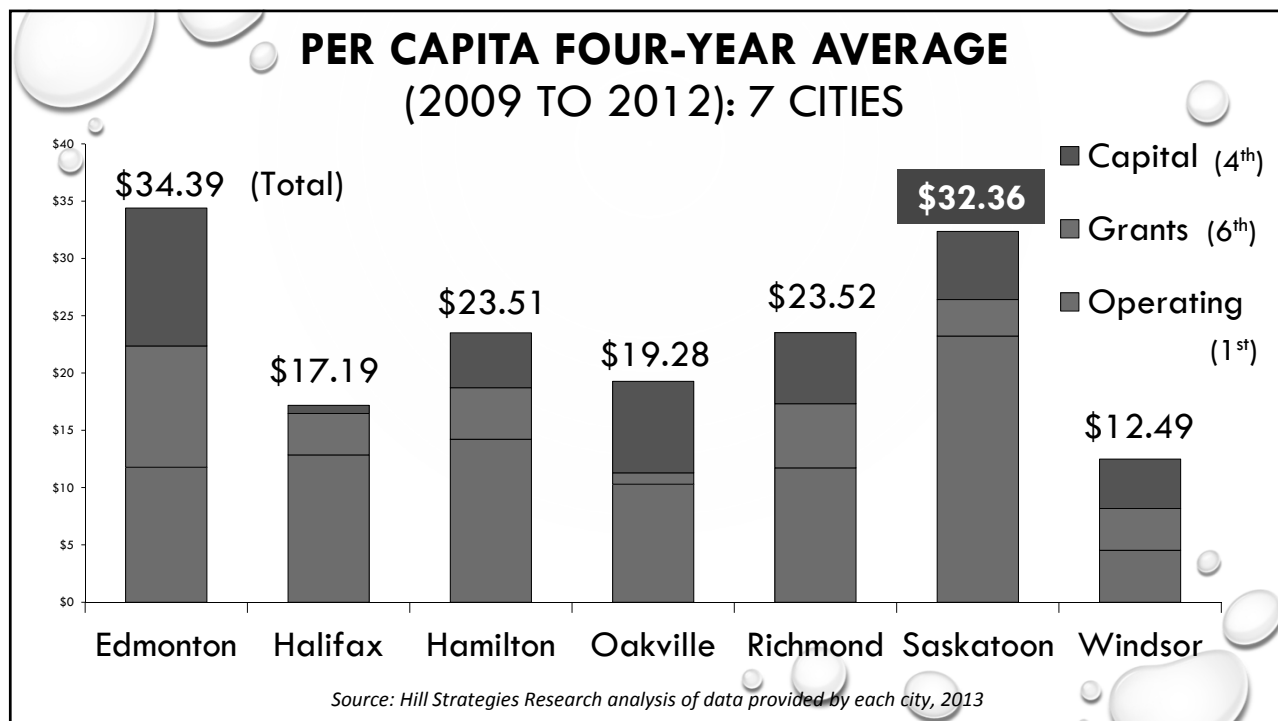
- Goal 1: quantify the City of Saskatoon's current investment in the arts, culture, and heritage using established methodology and definitions
- Goal 2: Has investment increased or decreased between 2009 and 2012?

WHAT MUNICIPAL CULTURAL INVESTMENTS?

- Net municipal investment = spending from the municipal tax base
- No other sources of funding (e.g., transfers from other levels of government, ticket sales, sponsorships)
- Four years: 2009, 2010, 2011, 2012
- Data collected by City staff
- Relates to entire City spending – not just Community Development Division spending
- Checked, verified, and analyzed by Hill Strategies Research

WHAT MUNICIPAL CULTURAL INVESTMENTS?

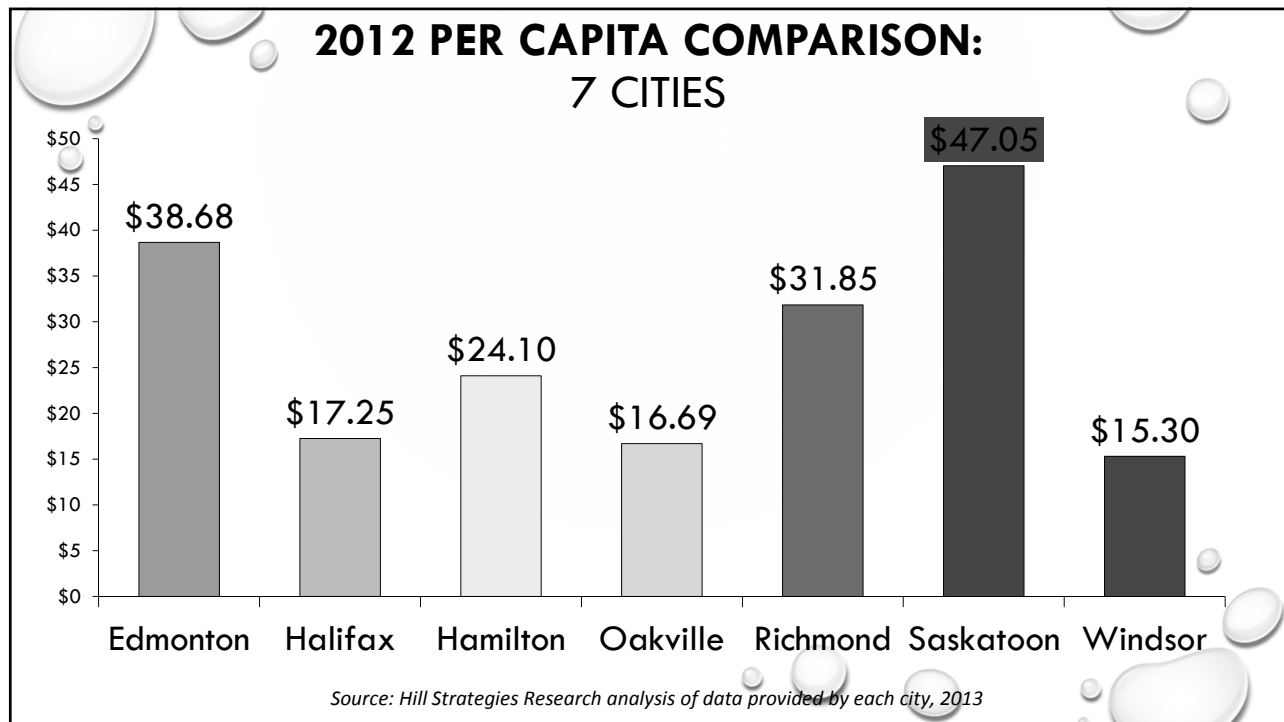
- Operating, grant, and capital expenditures
 - performing arts
 - visual and media arts, crafts, design, museums, heritage
 - special events, multidisciplinary activities
 - creative and cultural industries
 - city-owned cultural facilities
 - cultural districts, public art, and other art purchases



**OVER \$10 MILLION – OR \$47 PER LOCAL RESIDENT
– INVESTED IN SASKATOON'S CULTURAL SECTOR**

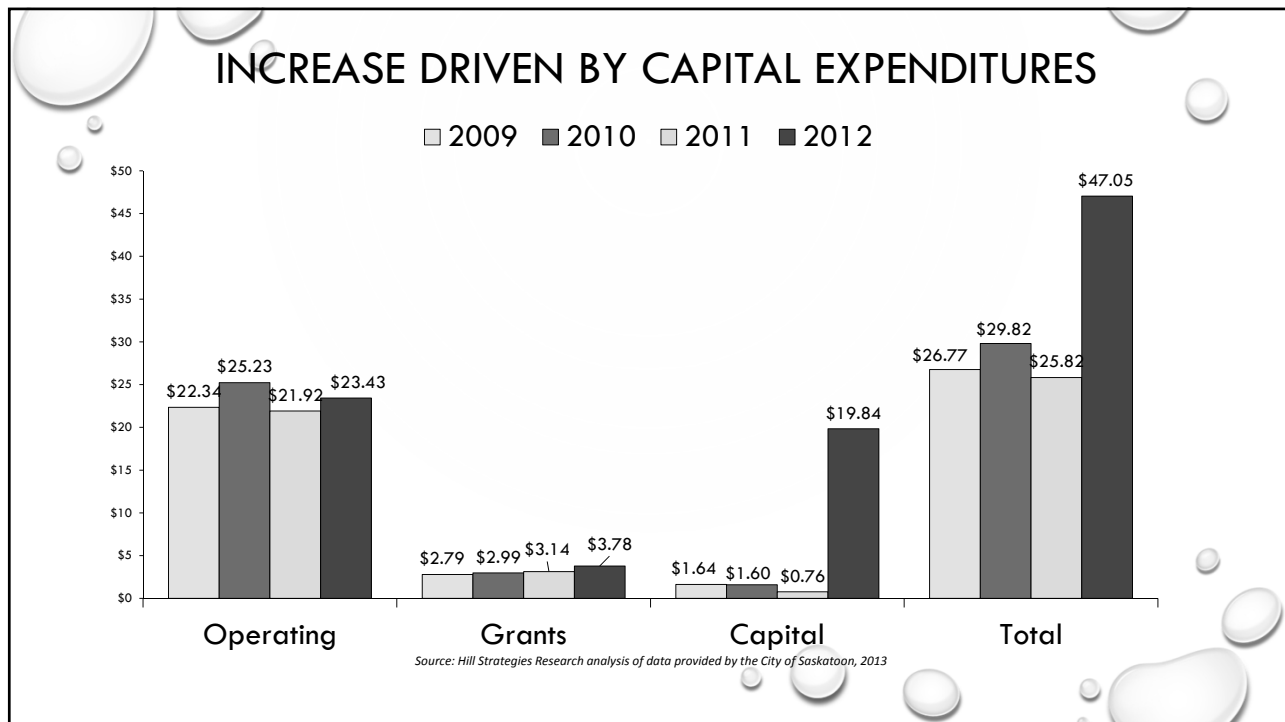
- Municipal net investment of \$10.5 million in the cultural sector in 2012
 - \$5.2 million in operating expenditures
 - \$840,000 in grants
 - \$4.4 million in capital expenditures

- \$47.05 per local resident in 2012 (2011 census population = 222,200)
 - \$23.43 in operating expenditures
 - \$3.78 in grants
 - \$19.84 in capital expenditures



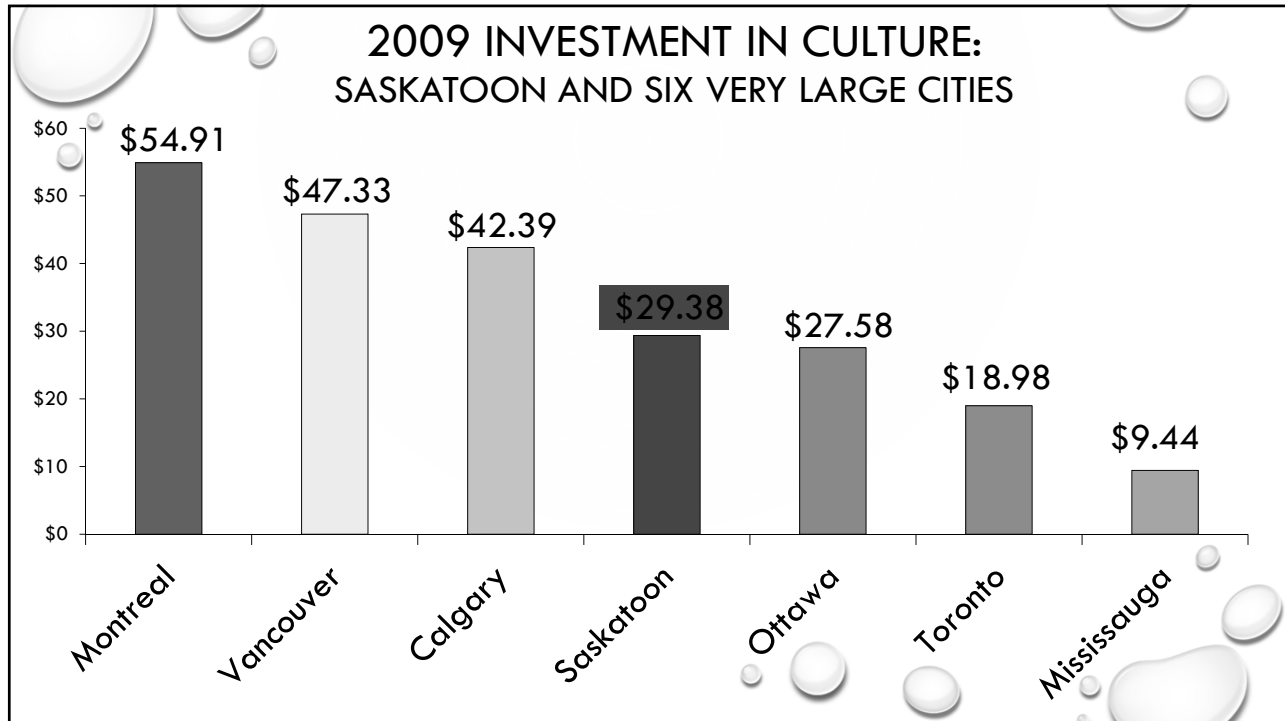
SUBSTANTIAL INCREASE BETWEEN 2009 AND 2012

- Overall cultural investment increased by 76% between 2009 and 2012
- 2012 was a big year
- Large capital investment: redevelopment of the Mendel Art Gallery into the Remai Art Gallery of Saskatchewan
- 5% increase in operating expenditures between 2009 and 2012
 - Largest components = City-owned facilities such as the Mendel Gallery, TCU Place, and local heritage properties.
- 35% increase in grants to arts, culture, and heritage organizations



PREVIOUS STUDIES

- **“Big 5” cities (published in 2012)**
 - Calgary, Montreal, Ottawa, Toronto, and Vancouver
 - Data from 2006 to 2009
- Followed by separate Mississauga report (published 2013)
- Data from 2008 to 2011



**ATTEMPT TO CAPTURE INDIRECT OR NON-MONETARY
SUPPORTS FOR CULTURE**

- Property tax abatements for arts and heritage organizations worth \$193,000 in 2012
- Donation of services for arts, heritage, and festivals (estimated value of \$24,000)

DATA LIMITATIONS

- Per capita figures are widely used but imperfect
 - especially if large population disparity
- Municipal cultural investments may fluctuate from year to year
- Ideally: also culture expenditures as % of municipal operating spending
 - But: In different provinces, cities have different financial responsibilities.
 - Comparisons on this basis are not appropriate.

THANK YOU!



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