

April 10, 2007

## Miscellaneous facts on arts and culture in Vancouver

### The City of Vancouver:

- awards almost \$10 million annually to non-profit arts and cultural organizations through its grants programs
- owns and operates the Queen Elizabeth Theatre, Vancouver Playhouse and the Orpheum
- owns the Pacific National Exhibition, BC's largest annual festival.
- is landlord to more than 36 arts and cultural organizations who receive rent-free and tax-free occupancy of public facilities
- develops public art through civic, private sector and community arts programs.
- supports the creation of new cultural facilities through planning and development incentives.

In 2006, the City of Vancouver supported 1,800 performances of more than 540 different live productions. In addition, our galleries and museums hosted more than 600 exhibitions. Total attendance - 2.9 million people.

### Vancouver gives the most in cultural grants, per capita, of any major city in Canada.<sup>4</sup>

In 2006, the City of Vancouver spent \$8.9 million in cultural grants. Here is a comparison of 2005 grant levels (most recent stats available) with other large cities across Canada:

### Vancouver has more artists per capita than any other city in Canada.<sup>1</sup>

Vancouver has fewer artists in total number than Toronto and Montreal, but Vancouver has the highest percentage of artists in the total labour force.

City	Number of artists	Total labour force	Artists as %
Vancouver	7,250	307,290	2.4%
Montreal	10,075	535,715	1.9%
Toronto	21,025	1,332,460	1.6%

### The creative sector employs many people in Vancouver.<sup>2</sup>

The creative and retail sectors both represent eight per cent of the total employment in Vancouver's Metro Core area.

Sector	% of employment
creative sector	8%
retail sector	8%
manufacturing	5%
education sector	3%

*(Vancouver's Metropolitan Core is an area that includes the downtown peninsula and extends to 16th Avenue on the south and Clark Drive on the east.)*

### Artists in Canada are not well-paid.<sup>3</sup>

The average annual income for an artist in Canada is \$23,500 (26% less than the average annual income of \$31,757 for a Canadian in the general labour force). Here are the average annual income levels in the performing, visual and literary arts in Canada:

Occupation	Average Annual Income
conductors, composers and arrangers	\$27,381
actors	\$21,597
painters, sculptors and other visual artists	\$18,666
musicians and singers	\$16,090
artisans and craftpersons	\$15,533
dancers	\$14,587

*(But while the City's support is high relative to other municipalities, regional support is nominal, and both provincial and federal support of the Vancouver arts and culture sector has remained modest relative to support in other areas of the country. This means that Vancouver arts organizations are under-resourced relative to their counterparts in the rest of Canada.)*

*However the City, using property tax revenues cannot make up for the lack of regional, provincial or federal funding. But the City can and does work with other levels of government using civic investment to leverage additional resources. The City also looks to additional non-financial means to support the sector.)*

## Spending on arts and culture has a ripple effect.<sup>5</sup>

For every dollar contributed by the City of Vancouver, arts organizations earn or raise an addition \$12.75, which is reinvested in the Vancouver and regional economy through salaries, services and the continuation of the creative cycle.

## Canadians spend more on books or on live arts events than on live sports events.<sup>6</sup>

In 2005, Canadians spent \$1.4 billion on the purchase of books. They also spent a further \$1.2 billion on live performing arts, more than double that spent on live sporting events.

Category	2005 Spending
books (excluding school books)	\$1,400,000,000
live performing arts	\$1,200,000,000
works of art, carvings and vases	\$830,000,000
live sporting events	\$540,000,000
admissions to museums and heritage-related activities	\$510,000,000

## BC leads the country in attendance rates at art galleries.<sup>7</sup>

Here's the breakdown:

British Columbia	32%
Ontario	26%
Alberta	25%
Canadian average	24%
Saskatchewan	22%
Quebec	21%
Nova Scotia	21%
Manitoba	18%
New Brunswick	16%
PEI	14%
Newfoundland and Labrador	14%

## More than half of the people who attend events at the Orpheum, Queen Elizabeth and Playhouse Theatres live outside of Vancouver.<sup>8</sup>

Yet taxpayers from outside Vancouver contribute almost nothing toward the cost of operating these theatres.

Vancouver taxpayers support the operations of the Vancouver Civic Theatres, as well as rental subsidy for many of the non-profit groups who perform there - such as the Vancouver Playhouse Theatre, Vancouver Opera, Symphony, Vancouver Bach Choir, Vancouver Chamber Choir, and Vancouver Recital Society. Ticket prices cover only a fraction of the cost of presenting these events.

## Volunteers are important to arts and culture.<sup>9</sup>

In 2005, 15,200 volunteers contributed 467,400 volunteer hours to Vancouver arts and cultural organizations. BC, Saskatchewan and Territorial residents are the most likely Canadians to volunteer.

## End Notes

- 1 Source: Hill Strategies Research Inc. *Artists in Large Canadian Cities*. March 2006, p.4.
- 2 Source: City of Vancouver. *The Metropolitan Core Jobs Study and Land Use Plan*.
- 3 Sources: Hill Strategies Research Inc. *A Statistical Profile of Artists in Canada Based on the 2001 Census*. September 2004, p.7.  
Statistics Canada. Culture, Tourism and the Centre for Education Statistics. *Census Metropolitan Areas as Culture Clusters*. October 2004, p.42.
- 4 Source: City of Vancouver, Office of Cultural Affairs.
- 5 Source: City of Vancouver. *2004 Annual Review*: Office of Cultural Affairs. p.24.
- 6 Source: Hill Strategies Research Inc. *Consumer Spending on Culture in Canada, the Provinces and 15 Metropolitan Areas in 2005*. February 2007, p.4.
- 7 Source: Hill Strategies Research Inc. *Museums and Art Gallery Attendance in Canada and the Provinces*. March 2003, p.10.
- 8 Source: City of Vancouver Administrative Report. February 17, 1998 vancouver.ca/ctyclerk/cclerk/980303/A4.htm
- 9 Source: Hill Strategies Research Inc. *Volunteers in Arts and Culture Organizations in Canada in 2004*. January 2007, p.13.