



Goal: Expressing Ourselves

Vancouver has a diverse and thriving cultural ecology that enriches the lives of all residents and visitors.

Healthy City for All Target

- ❑ By 2025: increase public participation and community engagement in arts and culture by 25 per cent over 2014 levels.

Indicators in this Fact Sheet

- Arts and Culture Participation
- Community-Based Arts Programs
- Consumer Spending
- Arts and Well-Being
- Artists and Cultural Workers
- The Cultural Sector
- Investments in Culture

Key Findings

- Vancouver has a **rich and diverse** cultural sector that is engaging a growing number of people.
- Participation in arts and culture **enhances health and well-being**.
- Vancouver is a creative city, with a large share of **artists and cultural workers**.

Why it Matters

Participation in arts and culture is critical to building a vibrant, livable and healthy city. Arts and cultural events range from large scale performances, such as rock concerts or operas, to art galleries and exhibits that allow us to observe and engage with art, to street festivals and small-scale community art projects. Each type of activity plays a different but important role in improving our individual and collective well-being.

Art and cultural activities often bring people together and can be an important antidote to social isolation. For many people, participation as a creator or performer provides a creative outlet and an opportunity to build connections and make new friends. For others, participation as an audience member or a visitor to an exhibition can provide entertainment, intellectual and emotional stimulation, and an opportunity to spend enjoyable time with family and friends.

Arts and culture can benefit us in other areas of our lives: research suggests that participation in the arts can increase self-confidence and facilitate the development of creative as well as non-creative skills, such as communication or organizational skills. In some cases, participation in community-based arts projects can empower people to express their ideas and provide opportunities for people to make their voices heard.

At the community level, arts and cultural events foster the development of social capital and build bonds between different cultures and generations. Activities such as street festivals and public performances are a way to celebrate the cultures and contributions of diverse communities across the city.

About This Fact Sheet

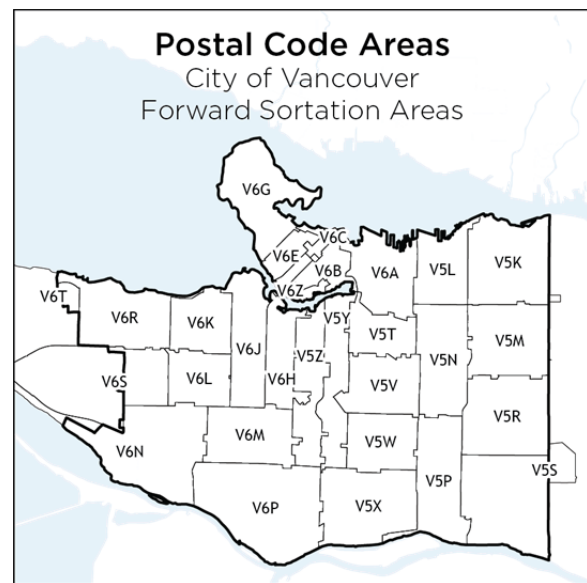
This series reports on social indicators and trends related to the 12 long-term goals of the City of Vancouver's Healthy City Strategy. More information on the Strategy is available online at vancouver.ca/healthycity4all. *Expressing Ourselves* explores the state of Vancouver's arts and culture ecology, building on work completed as part of Vancouver's Cultural Strategy.

Social research is always imprecise and uncertain. Collaboration, replication and information sharing are crucial to building a more complete and rigorous picture of health and well-being in Vancouver. Readers are encouraged to provide feedback, ask questions and to engage in exploring and interpreting the information presented here.

Areas of Study

Information in this fact sheet is presented for a number of different geographies. Comparisons between Vancouver and other cities refer to individual local governments, as defined by Statistics Canada's census subdivisions. Comparisons between Metro Vancouver and other regions refer to census metropolitan areas.

Within the City of Vancouver, this fact sheet provides information organized in two ways. The map below left illustrates Vancouver's local planning areas (neighbourhoods). Readers should note that the Dunbar-Southlands local area includes the Musqueam First Nation Reserve, but it is excluded from citywide figures unless otherwise noted.



In addition, some data presented here is organized by forward sortation areas (FSAs)—the first three digits of postal codes. The map above right presents the FSAs found within the City of Vancouver, but many FSAs cover territory outside the city as well.

Engaging with Data Sources

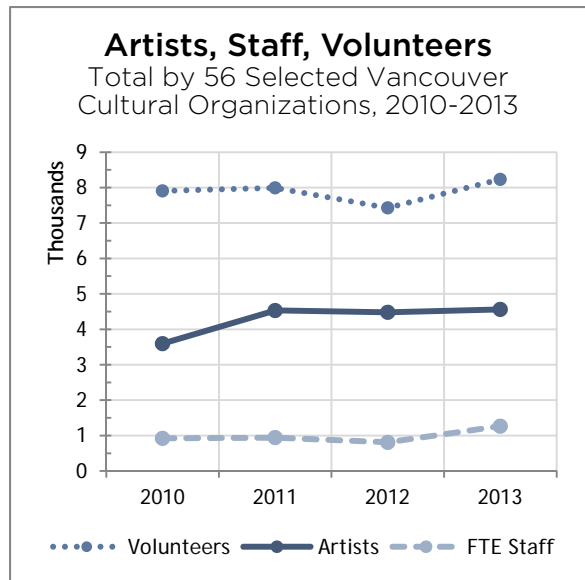
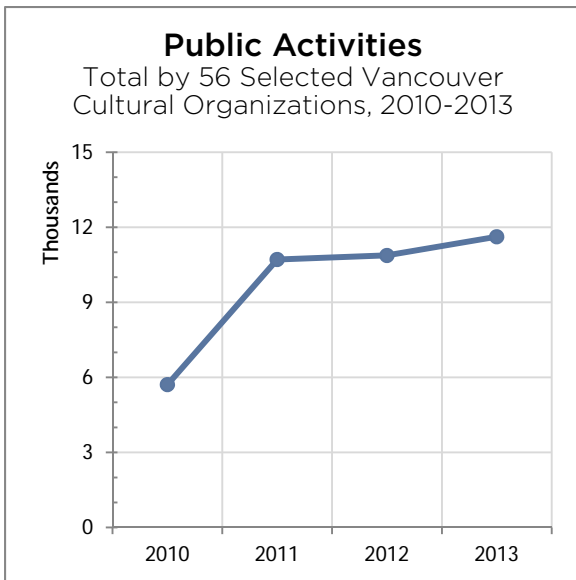
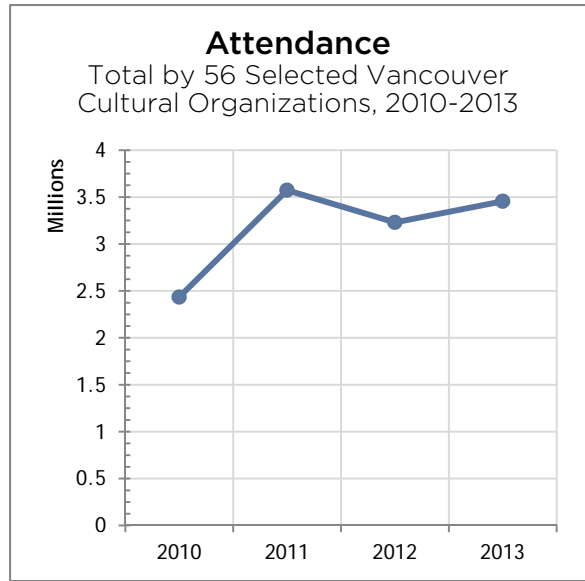
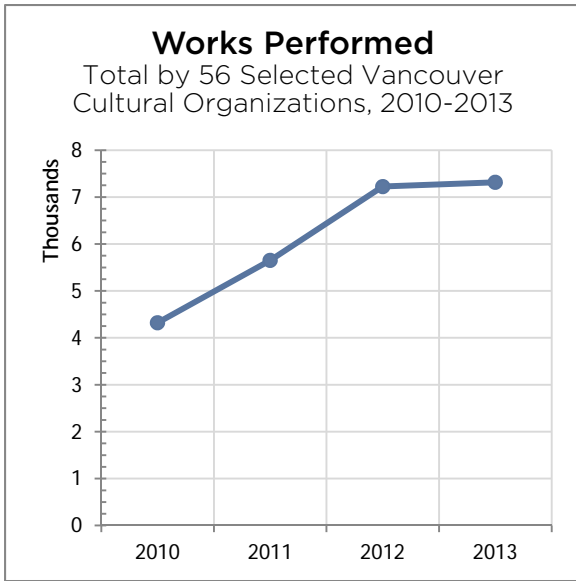
Sources used are noted in each section of this fact sheet. Key online resources include:

- Information from Statistics Canada's Census of Population and National Household Survey is available online at statcan.gc.ca. Custom neighbourhood profiles ordered by the City of Vancouver are available at data.vancouver.ca.
- Hill Strategies publishes a number of studies on arts and culture in Canada through a *Statistical Insights on the Arts* series, available at hillstrategies.com/resources/statistical-insights.

Indicator: Arts and Culture Participation

Vancouver has a rich and diverse cultural sector, which can make data gathering a challenge. The City of Vancouver’s Cultural Services Department receives data from the Canadian Arts Data (CADAC) for organizations which the City supports through grants and other subsidies. This allows for partial analysis of some key participation indicators over time.

The graphs below present a selection of information based on 56 non-profit cultural organizations in Vancouver that have received City support. Based on indicators from these selected organizations, there is a general trend toward increased cultural activities and participation over the past four years.

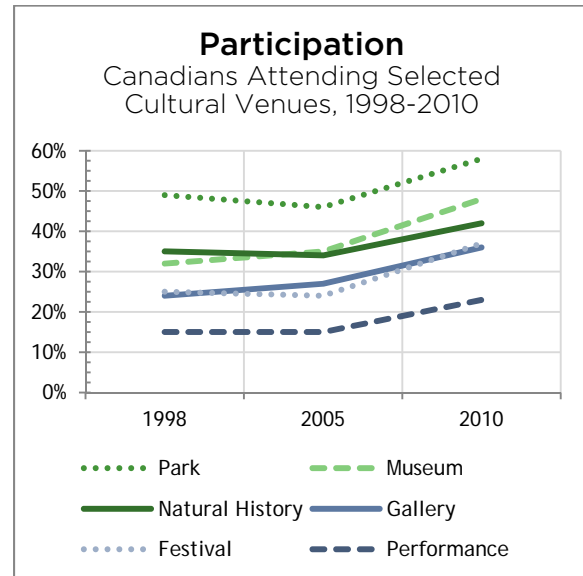
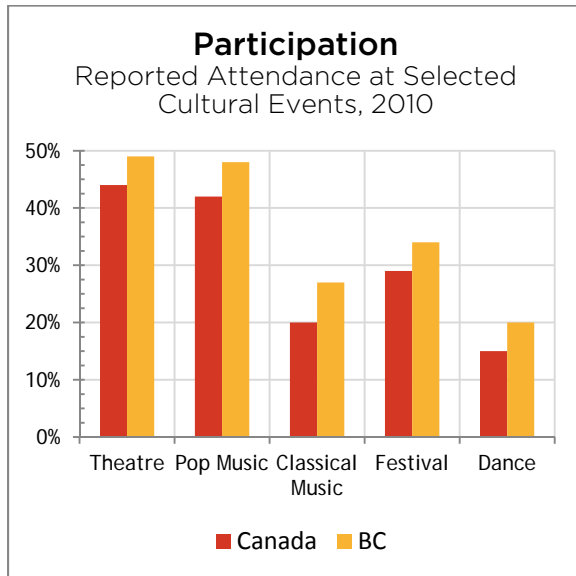


Arts participation is subject to a number of different pressures and shaped by broader economic forces. To encourage participation, the City contributed \$475,000 in funding for over 60 free public festivals in 2012.

Social Indicators and Trends 2014: Expressing Ourselves

Many British Columbians participate in arts and culture. Market research performed for the Canadian Arts Presenting Association suggests that BC residents' participation in many types of performing arts presentations, performances and festivals exceeded the Canadian average in 2010.

Virtually all Canadians participated in at least one arts, culture or heritage activity in 2010, and trends over time show an increased rate of participation in many activities.



Demographic and socioeconomic factors are key determinants of participation in arts and culture. Statistics Canada analyzed 2005 General Social Survey data to identify statistically significant factors that led to increased participation. Key findings included:

- Higher household incomes and educational attainment by survey respondents, their spouses and their parents all significantly increased participation.
- Married people, people with children and people with permanent jobs were less likely to participate in most arts and culture activities.
- People living in urban areas closer to the core were more likely to participate in most activities, except for visiting historic sites, visiting conservation areas and parks, listening to music and reading magazines.
- Women were more likely to participate in theatre, pop music and galleries, and to listen to music, watch movies, use library services and read books and magazines.
- Older people were more likely to attend theatre performances, visit historic sites, visit galleries and read books.

Data Sources

Vancouver participation statistics are obtained from CADAC (Canadian Arts Data/Donées sur les Arts au Canada), December 2013. They have been filtered and analyzed by the City of Vancouver's Cultural Services Department.

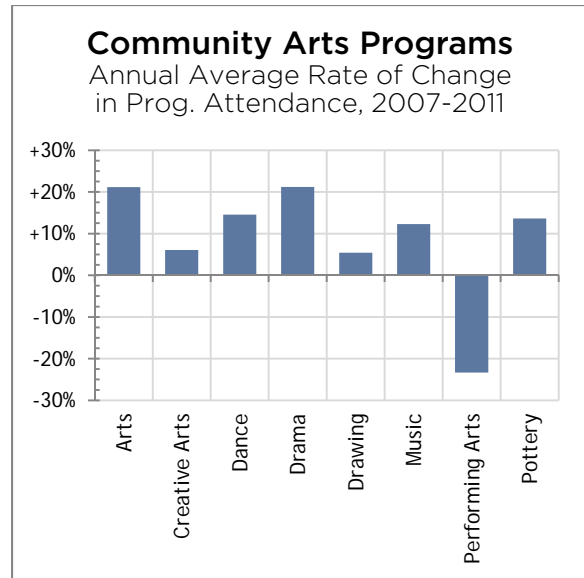
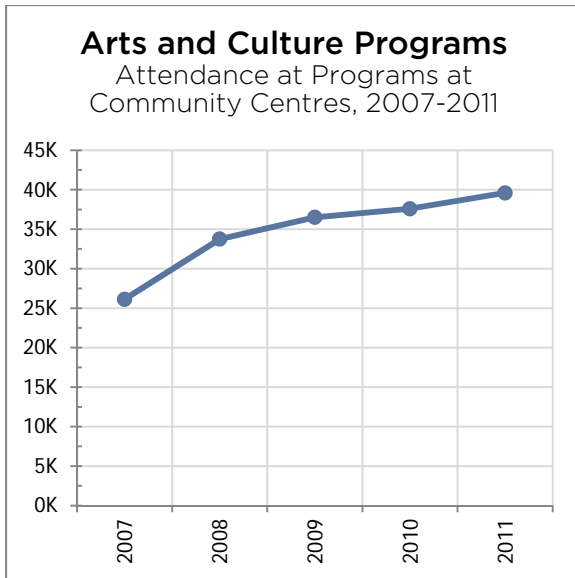
1998-2010 nationwide statistics are adapted from Hill Strategies' research report, "Canadians' Arts, Culture and Heritage Activities in 2010". Further research on participation in BC is adapted from CAPACOA's report on *The Value of Presenting*, at capacoa.ca/en/services/valueofpresenting.

Demographic statistics on participation are adapted from Statistics Canada's 2008 research report "Understanding Culture Consumption in Canada," catalogue number 81-595-M No. 66.

Indicator: Community-Based Arts Programs

Many institutions, agencies and organizations offer community arts programming to residents across Vancouver. Within the City of Vancouver, arts-based programs, events and residency projects are offered through the Park Board Community Centre system.

The Park Board and Community Centre Associations jointly operate this system to provide arts programming in community centres across the city. In addition, the Roundhouse Community Centre is a designated arts facility, and the Park Board has programming staff that develop recreation and arts programs. There is also a designated team of art programmers (ACE team) who work with artists and communities from a community cultural development perspective.



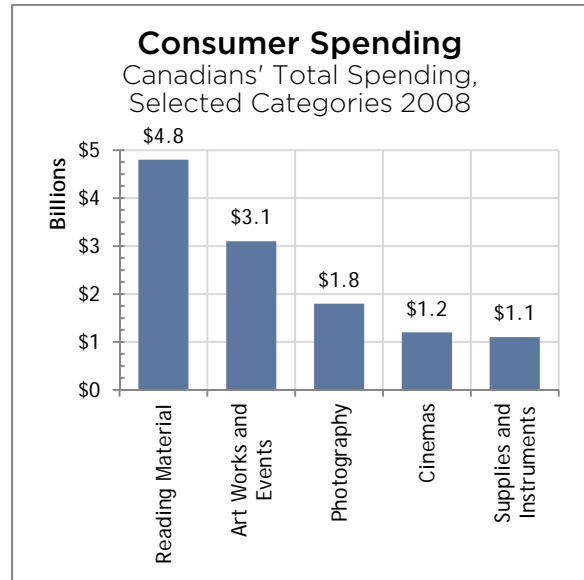
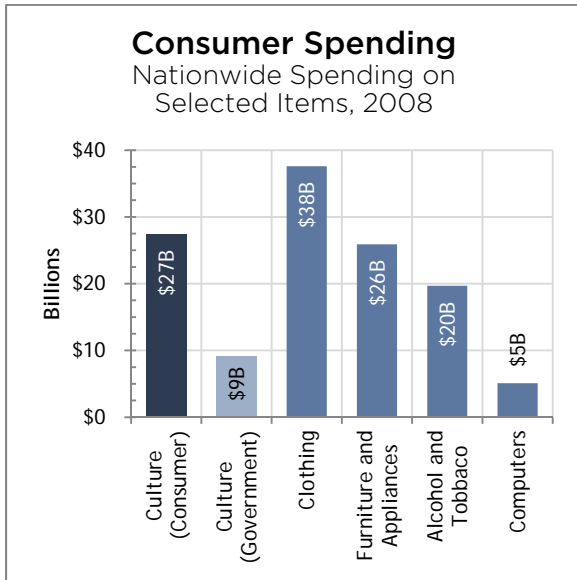
From 2007 to 2011, the number of people participating in arts programs at Vancouver community centres increased by over 50 per cent. Note that this does not account for population growth or changes in program offerings, funding or fees. Nonetheless, the overall trajectory shows that there are growing participation levels in arts programs in almost all categories.

Data sources

Information in this section is adapted from Vancouver Park Board community centre program attendance figures. Program categories are as entered in the Park Board’s SAFARI database, which may vary from year-to-year.

Indicator: Consumer Spending

Cultural consumption is not necessarily equivalent to participation. However, it is one important way in which Canadians interact with arts and culture. In general, Canadians are choosing to spend more on arts and culture over time. In 2008, total consumer spending on culture across Canada was over \$27 billion. This exceeded spending on many other items and, notably, was almost three times the amount invested by governments in the cultural sector. This suggests that public investment leverages additional spending.

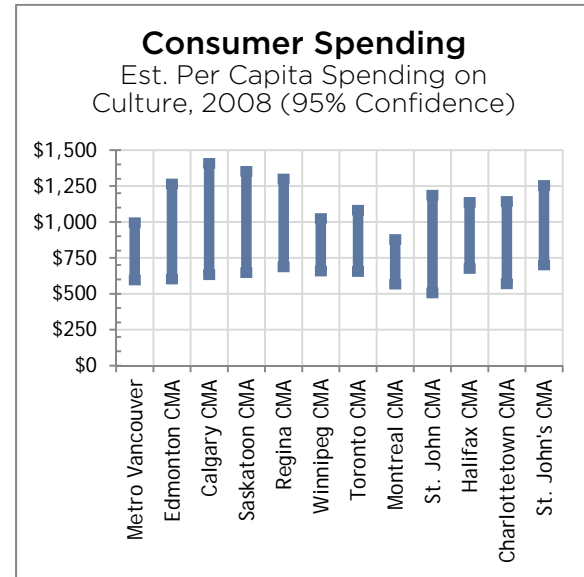


Among 12 selected municipal regions, Metro Vancouver had the second lowest per capita spending on cultural goods and services at \$795 per person in 2008. Per capita cultural spending in Metro Vancouver was also lower than both provincial (\$869) and national (\$841) figures in 2008. It is important to note, however, that the large margin of error for municipal data warrants caution in drawing conclusions here.

Between 1997 and 2008, per capita consumer spending on cultural goods and services increased by five per cent in British Columbia and 12 per cent across Canada, adjusted for inflation. All provinces saw an increase in per capita spending during this period.

Data Sources

Information in this section is adapted from Hill Strategies' research report "Consumer Spending on Culture in Canada, the Provinces and 12 Metropolitan Areas in 2008".

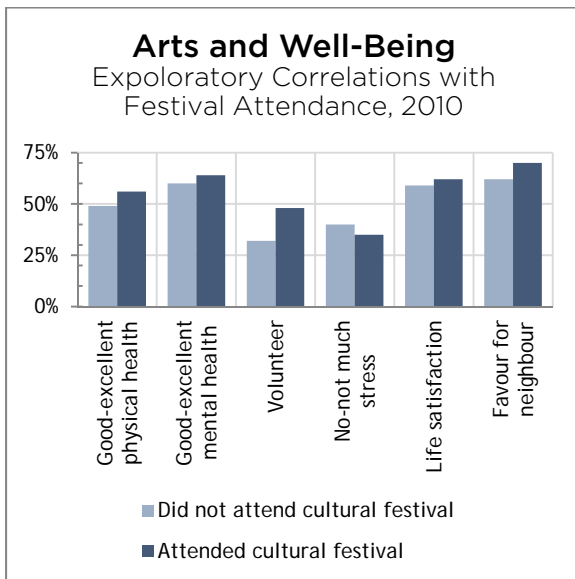


Indicator: Arts and Well-Being

This section reviews a selection of recent research exploring links between indicators of health and well-being and participation in arts and culture.

Nationwide Health Outcomes

Cultural activities are correlated with positive health outcomes. Using 2010 data from Statistics Canada’s General Social Survey, Hill Strategies undertook an exploratory statistical analysis to explore relationships between cultural activities and eight indicators of health and well-being. The below left graph presents an example of some significant correlations that emerged. People that attended cultural festivals were more likely to report very good or excellent physical and mental health. They were more likely to volunteer, to be satisfied with their lives and to do a favour for their neighbour. However, they were less likely to report little or no life stress.



Activity Type	↑ Perceived Health	↑ Life Satisfaction	↑ Volunteer Rate
Art Gallery Attendance	✓		✓
Theatre Attendance	✓	✓	✓
Classical Music Attendance		✓	✓
Pop Music Attendance	✓	✓	✓
Cultural Festival	✓	✓	✓
Reading Books	✓	✓	✓

However, these correlations do not account for demographic or socioeconomic factors, such as income, age, family structure, urban or rural living and general physical activity. To control for these, six activities (art gallery, theatre, classical music, popular music, cultural festivals and reading books) were analyzed using more detailed statistical models. The above right table provides a summary of the correlations that remained in the more detailed analysis.

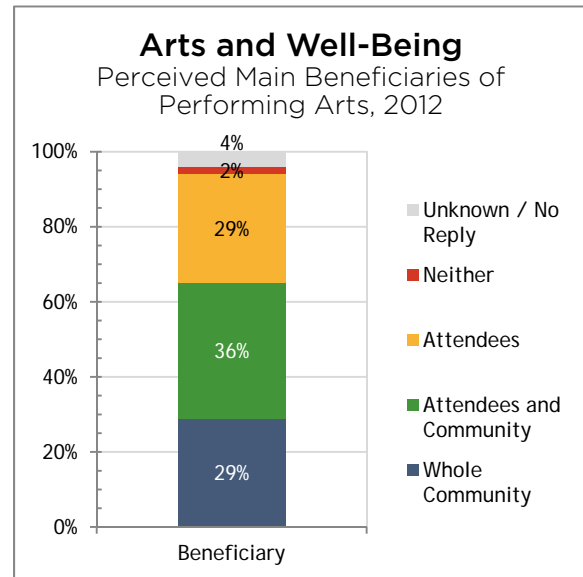
Generally, there is a positive relationship between participation in cultural activities and positive health and well-being outcomes. Ensuring that Vancouver has a diverse and thriving cultural ecology that is accessible to all is likely to result in a healthier, more vibrant city.

Nationwide Public Opinion

Market research has also found positive relationships between arts and culture and community well-being. In 2012, the Canadian Arts Presenting Association (CAPACOA) commissioned a survey of public participation in and perceptions of performing arts presentation.

65 per cent of survey respondents identified that the performing arts benefit the entire community, not just performance attendees. Some of the most frequently cited community benefits of the performing arts include:

- energy and vitality;
- improved quality of life and well-being;
- a more creative community;
- greater economic development;
- stronger sense of pride; and
- better understanding between cultures.



Vancouver Arts, Health and Seniors Project

The *Arts, Health and Seniors Project* is an ongoing Vancouver Park Board initiative engaging seniors in community-based arts practice, experience and exhibition/performance opportunities at local community centres.

Research into the impacts of the program was carried out from 2006 to 2009. Quantitative evaluation of the health of participants found significant positive impacts in participants' perceived health status, lessened experience of chronic pain and increased sense of community. Qualitative results demonstrated that seniors developed an increased sense of belonging, increased confidence, a stronger sense of identity, increased focus and an ability to find new ways to engage creatively.

Data Sources

Health and well-being statistics are adapted from Hill Strategies' 2013 research report, "The Arts and Individual Well-being in Canada".

CAPACOA's report on *The Value of Presenting: A Study of Arts Presentation in Canada*, including detailed results of the survey of the general public performed by Ekos Research, can be downloaded at capacoa.ca/en/services/valueofpresenting.

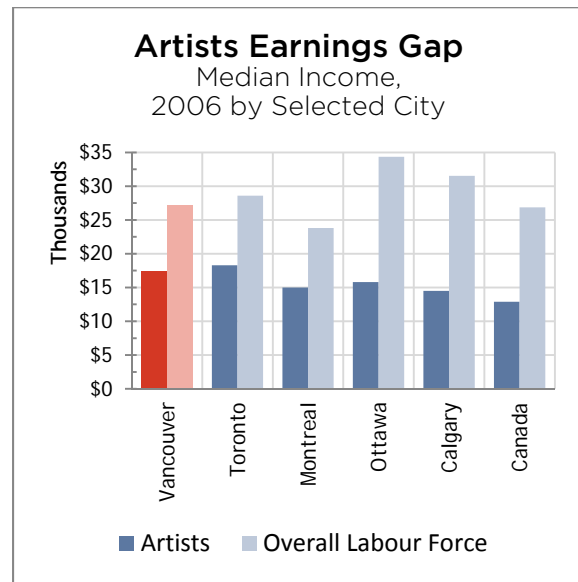
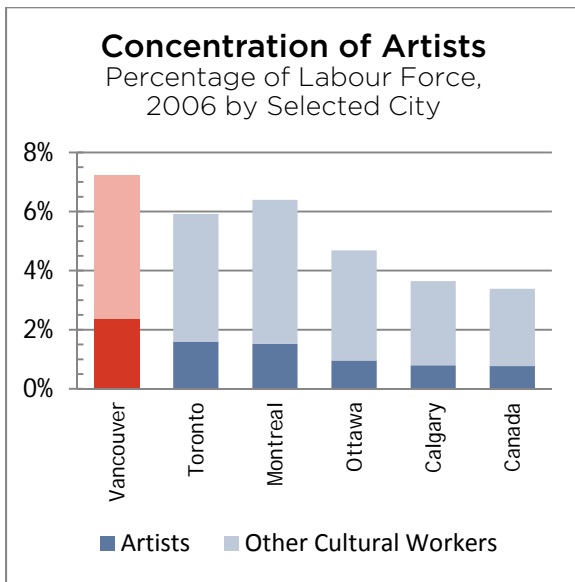
Research into Vancouver's *Arts, Health and Seniors Project* can be found through the City of Vancouver website at vancouver.ca/parks-recreation-culture/arts-and-health-project.aspx.

It should be acknowledged that assessing the impact of the arts on health and well-being faces methodological challenges. Case study findings are hard to generalize. It is often not possible to provide conclusive evidence of a cause and effect relationship between variables through a statistical model alone. Relatively little research has been undertaken specific to Vancouver to date.

Indicator: The Artists and Cultural Workers Sector

As of 2006, the City of Vancouver was home to 8,200 people working primarily as artists. These artists included actors and comedians; artisans and crafts-persons; authors and writers; conductors, composers and arrangers; dancers; musicians and singers; other performers; painters, sculptors and other visual artists; and producers, directors, choreographers and related occupations. A total of 25,100 people, including these artists, worked in the broader cultural sector, making up 7.2 per cent of Vancouver’s labour force.

Vancouver had a higher concentration of artists and cultural workers in 2006 than Toronto, Montréal, Calgary or Ottawa. British Columbia had the highest percentage of its labour force in arts occupations of any province in Canada. 25,900 artists lived and worked in BC, comprising 1.08 per cent of the total workforce, which was well above the Canadian average of 0.77 per cent. Between 1991 and 2006, the number of artists in BC increased by 58 per cent, compared to a 38 per cent increase in Canada overall.



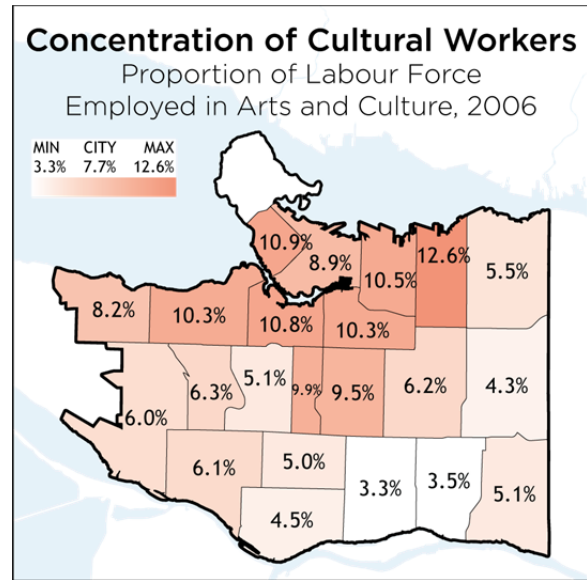
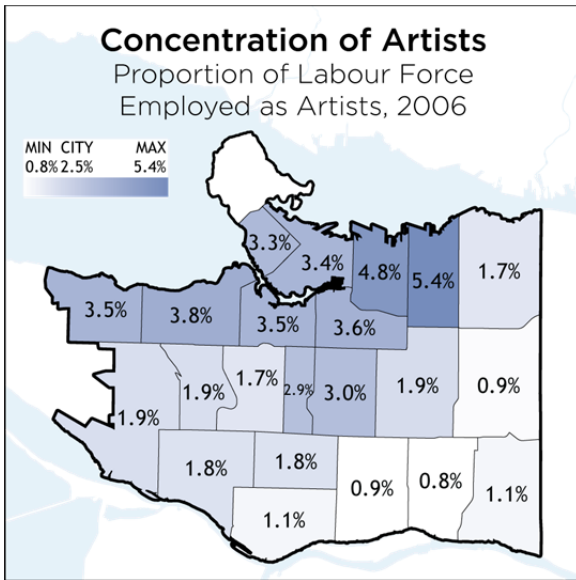
However, artists’ earnings in Vancouver were far below earnings for the overall labour force. In 2005, median earnings for artists in Vancouver were 36 per cent lower than the general workforce. This gap in earnings was seen across the country.

The arts and culture sector overall is impacted by ongoing trends. These include changes in government funding, changes in consumer spending, aging audiences, rapid societal changes and a population and infrastructure shift to the suburbs. Finally, the availability and popularity of digital and social media impacts art production, supply and consumption.

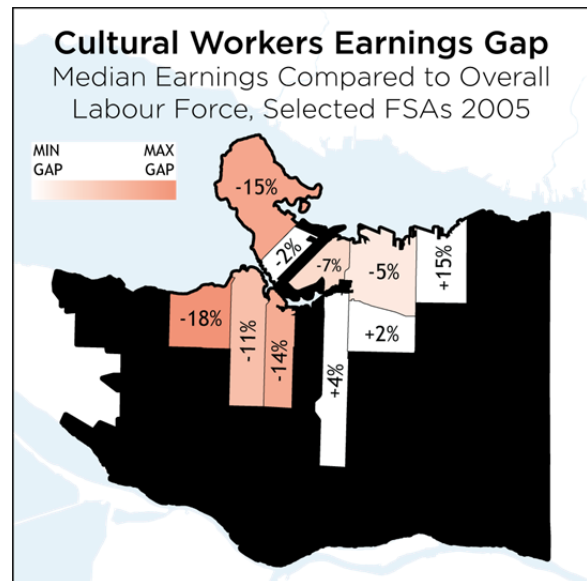
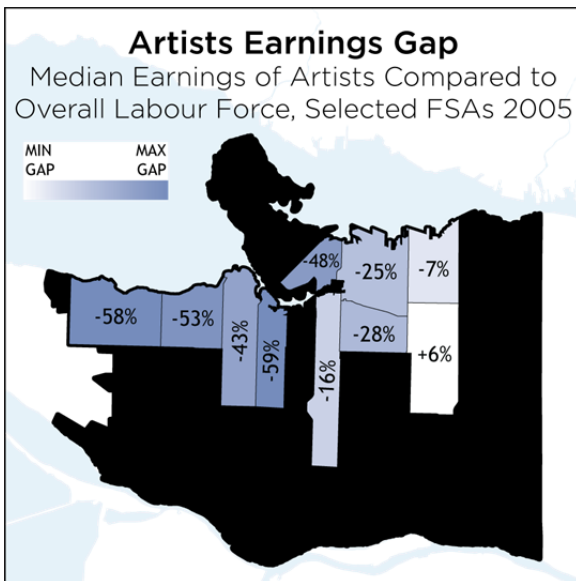
Artists in Vancouver face low earnings and challenges finding work and production spaces. Nonetheless, the arts sector in Vancouver is growing and vibrant. The City has made support and investment in the creative sector a priority.

Social Indicators and Trends 2014: Expressing Ourselves

Among Vancouver's neighbourhoods, Grandview-Woodland and Strathcona had the highest concentration of artists in 2006. Artists and cultural workers were most commonly found in neighbourhoods close to downtown.



The maps below illustrate the median income gap for artists and cultural workers in each sector's top 10 postal code forward sortation areas (FSAs). In general, artists were closest to parity with the general labour force in portions of Grandview-Woodland and Kensington-Cedar Cottage. Workers in the broader cultural sector had higher median incomes than the overall labour force in some areas. In both cases, west side FSAs appeared to have the largest gaps.



Data Sources

Information is adapted from Hill Strategies' research into 2006 census data, published through their *Statistical Insights on the Arts Series*. Additional statistics are adapted from their report "Mapping Artists and Cultural Workers in Canada's Large Cities", and from custom tabulations of Statistics Canada's 2006 Census of Population ordered by the City of Vancouver.

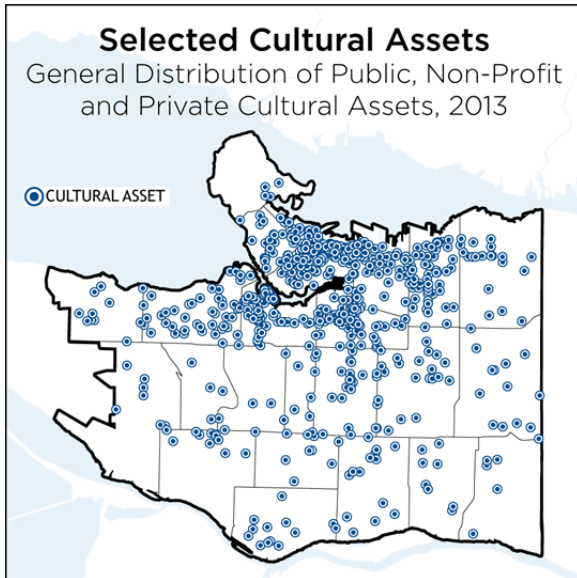
Indicator: The Cultural Sector

Creative Spaces

There are approximately 700 identified creative spaces and place across the City of Vancouver. A few are in City of Vancouver-owned spaces, while others are in buildings owned by other levels of government, non-profit organizations or private individuals or companies.

Cultural spaces are not evenly distributed across the city; creative hubs are apparent in the downtown core, at Granville Island and in neighbourhoods such as Strathcona, Grandview-Woodland and Mount Pleasant. The distribution of creative spaces mirrors, to a certain degree, the distribution of artists in the city.

Vancouver has over 400 non-profit organizations with arts and cultural mandates.

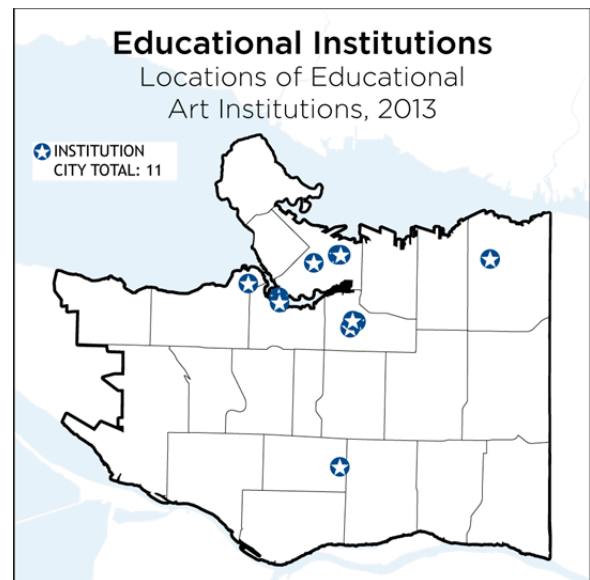


Selected Cultural Assets As Classified by City of Vancouver Cultural Services Department, 2014	
Asset Type	Number
Artist Studios	131
Galleries and Museums	173
Educational Institutions	11
Other Exhibition/Performance Spaces	106

Educational Institutions

There are 11 art institutions throughout the city providing programs, certificates and training to people studying the creative arts. These institutions are quite diverse; they include Emily Carr University of Art and Design, major public institutions with fine arts programs such as Simon Fraser University, private institutions such as the Vancouver Film School as well as specialized institutions such as the Sarah McLachlan School for Music.

These institutions contribute to Vancouver’s cultural scene by providing important creative spaces; by training artists and building skills; and by creating opportunities for collaboration and sharing among artists and with the public. They are critical parts of Vancouver’s creative ecology.



Public Art

The City of Vancouver Public Art Program integrates public art into the life of the city to stimulate discourse and increase awareness, to build community identity, to impact the urban landscape, and to transform the way Vancouver is seen and experienced. Through an annual capital budget, the Public Art Program commissions original artworks, develops public art master plans, manages the City's public art collection, provides capacity-building and educational opportunities, maintains leadership in the field of public art, and works with private developers to incorporate art in rezoning development projects.

Since the Public Art Program began in 1990, 88 per cent of civic commissions, 100 per cent of neighbourhood grant projects, and 75 per cent of private development commissions have been awarded to local artists. A combined total of 89 per cent of all public art projects commissioned through the Program have been created by local artists. In addition, local fabricators, engineers, trades people, and many other Vancouver suppliers are hired for new commissions and ongoing maintenance of public art.

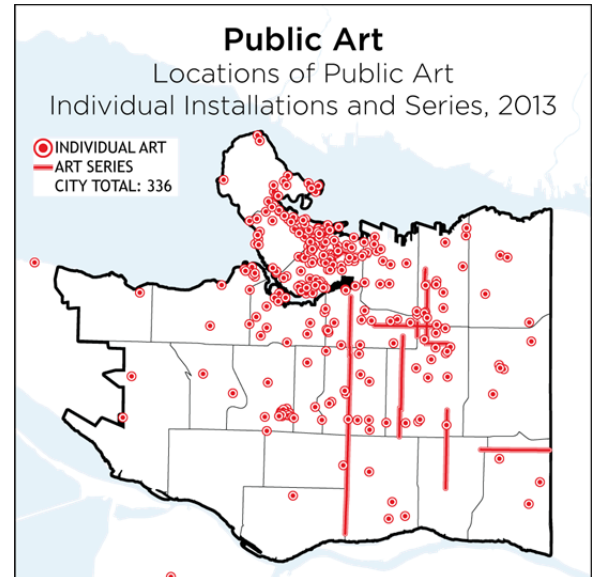
Vancouver's collection consists of 275 City-owned and 49 privately-owned works of art in the public realm. In addition to the City's collection, public art exhibited by other arts organizations (such as the Vancouver Biennale and Other Sights for Artists' Projects) can be seen throughout the city. The Public Art Program encourages active engagement between artists and project stakeholders and strives to honor the city's rich history, reflect its cultural and ethnic diversity, and inspire a dynamic creative character for the city's public realm.

Data Sources

Information on cultural assets and facilities is adapted from databases maintained by the City of Vancouver's Cultural Services Department, vancouver.ca/culture. Data are current as of September 2013.

Information on operating funding is compiled by CADAC, Canadian Arts Data/Données sur les Arts au Canada. More information about the group is available at thecadac.ca.

Public art locations are available in the City of Vancouver's open data catalogue, data.vancouver.ca. The extract present in this fact sheet was current as of November 2013.



Indicator: Investments in Culture

Investments in arts and culture have multiplier effects. Financial support by governments allows arts organizations to leverage and generate funding from other sources, and to enhance the benefits the arts provide to the whole community. Municipal funding in particular can strengthen the reputation of artists and arts organization or legitimize new or emerging artists and organizations.

Overall Government Expenditures

Different governments operate within different funding contexts. In 2008-2009:

- The federal government invested \$4 billion. Broadcasting accounted for the biggest share (47 per cent) of the total federal spending on culture, followed by the heritage sector (28 per cent) which includes museums, public archives and national libraries.
- Provincial and territorial governments invested \$3 billion. The biggest share was spent on libraries (34 per cent) followed by the heritage sector (29 per cent), including museums, public archives, historic and nature parks, and historic sites.
- Municipal governments invested \$2.7 billion, mainly on libraries (69 per cent)

City of Vancouver Support

A 2012 study comparing five large Canadian cities found that Vancouver ranked second in municipal cultural investment. In 2009, \$47 per person was invested in the cultural sector in Vancouver. This included operating grants and capital expenditures related to performing arts, visual and media arts, crafts, design, museums, heritage, special events, multi-disciplinary activities, creative and cultural industries, city-owned facilities, cultural districts, public art and other art purchases. A total of \$27 million was invested in the cultural sector by the City of Vancouver in 2009.

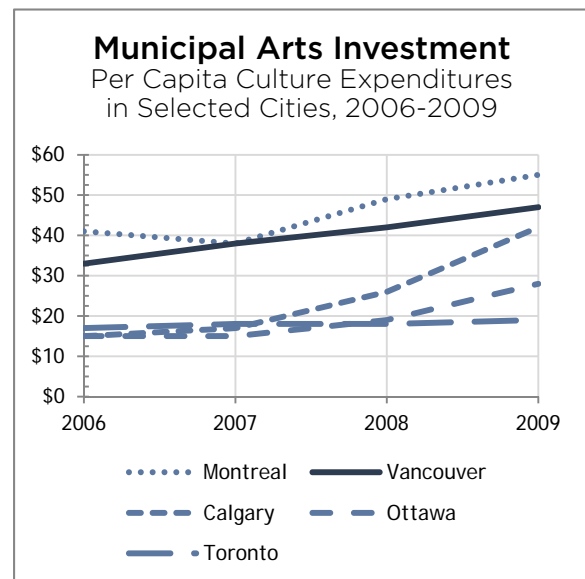
In addition, the City of Vancouver supports the sector through policy development and in-kind services, as well as by providing facility support to enable creative spaces to flourish. The City leases space in City-owned buildings to over 27 independent not-for-profit cultural societies for a nominal rent.

In 2010-2011, 106 organizations received City of Vancouver operating grants. The breakdown of these grants was 26 per cent for theatres; 21 per cent for festivals; 21 per cent for visual arts, museums and literary works; 19 per cent for music; and 13 per cent for dance.

Data Sources

Information on overall government expenditure is adapted from Statistics Canada Service Bulletin "Government Expenditures on Culture: Data Tables," catalogue number 87F0001X.

Municipal expenditure data are adapted from Hill Strategies' study "Municipal Cultural Investments in Five Large Canadian Cities," January 2012.



Toward a Healthy City for All

Celebrating community values and aspirations through arts and culture is critical to building a vibrant, livable and healthy city. Participation in arts and culture has been shown to have a strong connection with better health, more volunteering and greater satisfaction with life. The City of Vancouver currently supports arts and culture in many ways including:

- providing grants to over 220 Vancouver based not for profits;
- Mayor's Arts Awards;
- commissioning Public Art;
- supporting cultural facilities including: owning and operating the Civic Theatres (Queen Elizabeth Theatre, Vancouver Playhouse, Orpheum, and Annex) and owning 52 other spaces throughout the city operated by non-profits;
- Park Board Arts Programming;
- facilitating films and outdoor events through Engineering Film & Special Events office;
- VIVA Vancouver.

Culture Plan: Strategic Directions for the Next Five Years

In October 2013, Vancouver City Council received an update on Vancouver's *Culture Plan*. The City's vision is to develop a diverse and thriving cultural ecology that enriches the lives of residents and visitors. The five strategic directions are to:

- foster cultural leadership;
- increase community participation and engagement;
- provide sustainable support programs for the arts;
- optimize the City's cultural investments (such as City owned cultural facilities and collections); and,
- invest in Vancouver's creative economy.

Specific objectives that relate to the Healthy City Strategy include:

- promoting local arts and culture;
- improving arts access for new and under-served communities;
- supporting the breadth of diversity and artistic expression, from ideas to major facilities;
- integrating arts and culture in community planning and city-wide strategies;
- expanding and leveraging strategic partnerships, partnering to retain and develop affordable, sustainable spaces;
- cutting red tape for arts and cultural activities;
- commissioning new public artworks city-wide;
- celebrating artistic excellence and outstanding leadership; and
- expanding support to emerging, innovative artistic practices.

The *Culture Plan: Strategic Directions for the Next Five Years* is a strategic framework which will be implemented over the coming five years (2014 to 2018) with direction from Vancouver City Council in consultation with the Arts and Cultural Policy Council as well as stakeholders and the public.

Your Turn

All of us have a role to play in expressing ourselves. Learn more and get involved at vancouver.ca/healthycity4all.