



CANADIAN
ARTS PRESENTING
ASSOCIATION

ASSOCIATION
CANADIENNE DES
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Brief to the Standing Committee on Finance Pre-Budget Consultations in Advance of the 2017 Budget

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Clerk, Standing Committee on Finance
6th Floor, 131 Queen Street
House of Commons
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“[The arts] are like green spaces in the city – they help bring it to life”

Léger Research Intelligence Group, Toronto Arts Stats 2016, commissioned by the Toronto Arts Foundation, 2016

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Canadian Arts Presenting Association (CAPACOA)

Executive Summary

CAPACOA supports the recommendations submitted by the Canadian Arts Coalition to the Standing Committee on Finance, namely:

1. Implement the **Artist's Resale Right** in order to recognize the rights of individual artists, especially Indigenous artists
2. Extend and sustain two-year arts investments from Budget 2016, in the **Cultural Spaces and in the Showcasing Canada programs**.

In addition, CAPACOA wishes to present additional information regarding the impact of cultural infrastructure investments on Canadian arts organizations and on Canadian Communities.

Sound Recommendations for the Benefit of Canadian Artists, Arts Organizations and Communities

CAPACOA participated in the design of the Canadian Arts Coalition's recommendations and is supportive of each one.

Recommendation 1: Implement the Artist's Resale Right in order to recognize the rights of individual artists, especially Indigenous artists

The Artist's Resale Right has been advocated for by the visual arts sector for many years. It is a progressive measure that will not cost anything to the Canadian government while providing needed revenues to self-working artists who earn on average 61% less than the average Canadian worker. While this recommendation won't benefit CAPACOA members, we are particularly sensitive to the fact that it will particularly benefit Indigenous artists, many of whom work in rural and remote communities. As such, we believe this recommendation directly addresses the questions raised by the Standing Committee on Finance.

Recommendation 2: Extend and sustain two-year arts investments from Budget 2016, in the Cultural Spaces and in the Showcasing Canada programs.

CAPACOA is grateful for the arts investments made in Budget 2016. The investments in the Showcasing Canada program will positively impact our touring members, and the investments in arts infrastructure will assist our presenting members in the delivery of their arts programs to Canadian communities. However, both investments need to be extended beyond two years to deliver these benefits.

Many performing arts venues in Canada were built in the 1960s and 1970s and are in need of renovations and equipment upgrades in order to continue to serve Canadian communities. A survey conducted with performing arts presenting organizations in 2012 indicated that 58% had identified needs for renovations or new capital expenditures.ⁱ Out of 242 respondents (in a sector counting 1,400 presenting organizations), we identified capital needs totalling \$64 million (nearly as much as the \$83 million invested in the Canada Cultural Spaces Fund by Budget 2016 for the current fiscal year) – and yet, the performing arts presenting sector represents only one segment of the broader arts and culture sector. The Canada Cultural Spaces Fund has a proven track record in supporting small and mid-size arts infrastructure projects such as lighting upgrades, environmental control systems upgrades, accessibility improvements, and other capital improvements needed by performing arts organization. Moreover, since the government is investing \$120 billion over ten year in its Infrastructure Plan, there are opportunities for synergies between the Canada Cultural Spaces Fund and the federal-provincial bilateral agreements: the Canada Cultural Spaces Fund has the capacity to support the development of major capital projects up to shovel readiness; the bilateral agreements have the resources to take these major projects through completion. It thus appears necessary to extend the additional investment in the Canada Cultural Spaces Fund over the whole duration of the Infrastructure Plan.

The need for investment in arts infrastructures is also felt by Canadians. In 2012, a survey commissioned by Canadian Heritage found a significant gap between the appreciation of arts infrastructure by Canadians and their perception of the quality and availability of these infrastructures. 86% of Canadians reported that live performance spaces in their community contribute to quality of life. However, just over half (53%) rated positively the quality of arts and culture facilities and only 43% said the number of facilities in their community is good or very good.ⁱⁱ

Arts facilities deliver several benefits to Canadians and the small and large communities they live in. As mentioned above, they contribute to quality of life. They also have a symbolic value, enhancing peoples' sense of pride in their community, regardless whether they attend or not.ⁱⁱⁱ They also are community hubs that enable people of various languages and cultural traditions to meet, share meaningful experiences and bond as a community.^{iv} As a matter of fact, U.S. and Canadian studies found that social offerings – including vibrant nightlife, places to meet people, and arts and cultural opportunities – were one of the strongest predictor of sense of belonging in the local community.^v This correlation was deemed strong enough for Canadian researchers to recommend that “local governments should continue to invest in cultural activities and recreational facilities that meet the needs of the entire population, including recent and longer-term immigrants.”^{vi} This matters a great deal, for sense of belonging in the local community is the strongest predictor of high satisfaction with life^{vii} and is an important social determinant of health^{viii}.

Investments from the federal government in arts and culture infrastructure via the Canada Cultural Spaces Fund thus bear the potential to yield significant societal benefits, in addition to economic impact.

About CAPACOA

The Canadian Arts Presenting Association/l'Association canadienne des organismes artistiques (CAPACOA) serves the performing arts touring and presenting community through its commitment to integrate the performing arts into the lives of all Canadians. CAPACOA represents 120 professional for-profit and not-for-profit presenters, festivals, presenter networks, artistic companies, agents, managers and other stakeholders working across the presenting and touring sector in Canada. Collectively, our network members represent nearly 2000 professional and volunteer organizations, associations and companies. According to Statistics Canada's Provincial and Territorial indicators, the live performance domain served by CAPACOA has a GDP of \$2.5 billion and provides employment to 55,000 Canadians.

ⁱ EKOS Research Associates, Survey of Presenters, *The Value of Presenting*, 2012.

ⁱⁱ Phoenix Strategic Perspectives, *The Arts and Heritage in Canada – Access and Availability* 2012.

ⁱⁱⁱ 87% of Canadians believe that performing arts venues foster a sense of community pride.

EKOS Research Associates, Survey of the General Public, *The Value of Presenting*, 2012.

^{iv} 92% of Canadians believe arts experiences are a valuable way of bringing together people from different languages and cultural traditions.

The Arts and Heritage in Canada – Access and Availability 2012.

^v Knight Foundation and Gallup, *Soul of the Community*, 2010.

^{vi} Peter Kitchen, Allison M. Williams, and Melissa Gallina, "Sense of belonging to local community in small-to-medium sized Canadian urban areas: a comparison of immigrant and Canadian-born residents", *BMC Psychology*, 2015.

^{vii} Andrew Sharpe et al., *Does Money Matter? Determining the Happiness of Canadians*, Canadian Centre of study of living standards, 2010.

^{viii} Sense of belonging is one of 80 health indicators in Statistics Canada's Canadian Community Health Survey. In the 2014 CCHS, 63.6% of people who reported a very strong or somewhat strong sense of belonging to their local community also reported very good or excellent health, compared with 52.6% of those who felt weaker ties to their local community. Several other studies in Canada and abroad have found a similar correlation.