

# IMPACT ASSESSMENT OF THE ARTS + CULTURE SECTOR

Vancouver Island + Gulf Islands  
Super Region



DIGITAL INNOVATION GROUP



# Agenda



**1. Social and Community Impacts**



**3. Business Impacts**



**2. Economic Impacts**



**4. Looking Ahead**

# About Nordicity

**Nordicity** is a leading global consulting firm specializing in policy, strategy, and economic analysis in the media, creative, cultural and information and ICT sectors. Nordicity leads **arts impact studies and cultural planning** for a variety of clients, locally and globally.



**Global firm** with associates around the world  
and offices located in:  
**Vancouver** | **Toronto** | **Ottawa** | **London** (UK)

## ~1500 Responses

- Cross-regional representation including:
  - 800 artists
  - 150 cultural organizations
  - 160 representative of local businesses
- 80% of respondents identified as over 50
- Most respondents (77%) identified as female.





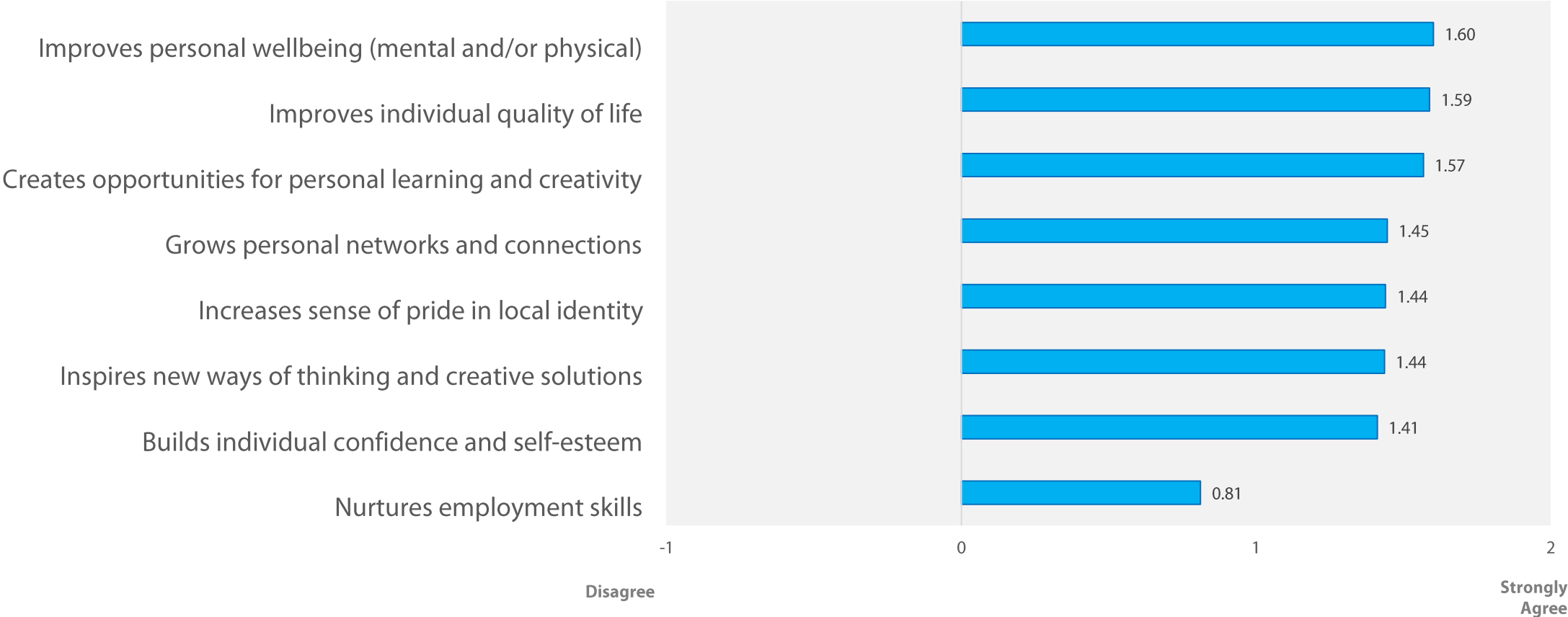
**SOCIAL +  
COMMUNITY  
IMPACTS**

## Wide-ranging Participation

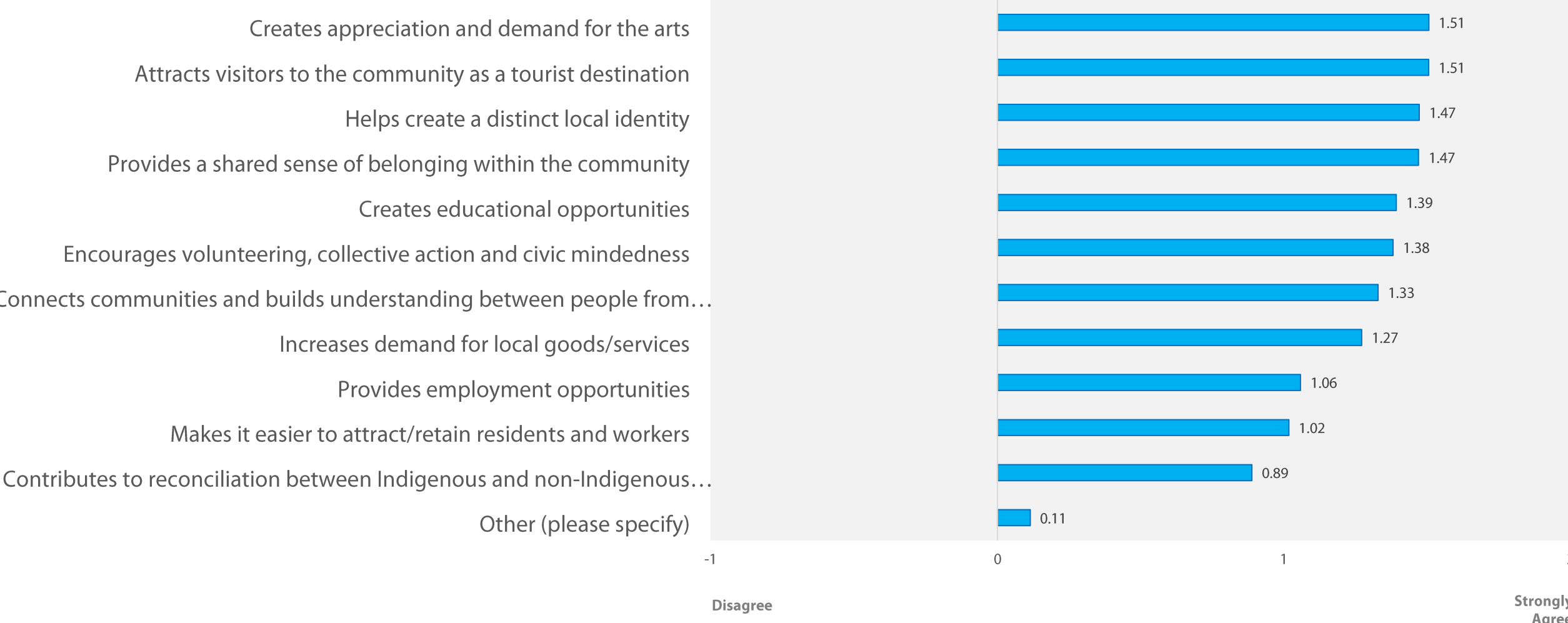
- **77% interact with digital content** and **68% create art** several times a week or more
- **Working, volunteering or collaborating** with cultural organizations
- **69%** indicated that they attend arts and culture **events more than once a month**

On average, respondents indicated spending roughly **\$300 per year on consuming art and culture** in the region

# Social Impacts



# Community Impacts





# Social and Community Impacts

Analyzing **non-economic impacts** using Matarasso's thematic framework:

Community  
Empower-  
ment



Imagination & Vision



Local Image  
& Identity



Personal  
Development



Social  
Cohesion



Health  
& Wellbeing

# Social and Community Impacts



## Health and Wellbeing

- Improves mental health outcomes – individuals feel **happier and healthier**
- Encourages physical participation which leads to more **active citizens**
- Used as **therapy** in programming in different sectors, e.g. healthcare
- Seen as an essential service, making communities **better places to live**, contributing to a sense of wellbeing

*As an individual with a disability, music is a social convener and therapy for my damaged brain.*

*Personally, it has helped my mental health, and provided me connections to other people with similar struggles.*

*Art is fundamental to quality of life, as places with vibrant arts are great places to live!*

- Interview and Roundtable Participants

# Social and Community Impacts



## Social Cohesion

- Connects people across communities and cultures
- Encourages new **partnerships and inter-sector co-operation**
- Encourages **community involvement, civic mindedness** and volunteering
- Potential to promote inclusion and contribute further to **reconciliation**

*Arts and culture is an increasingly inclusive sector that is helping to build understanding between people of different backgrounds.*

*Arts and culture can create new ways of connecting and interacting with one another.*

- Roundtable Participants

# Social and Community Impacts

## Personal Development

- Creating opportunities for learning
- Encourages experimentation and innovation
- Improves quality of life through feeling more **independent and confident**
- Increases desire to pursue training which provides new **practical and social skills**



*Art education nurtures an appreciation and understanding of the human condition.*

*Through art I learn from others and have [found] a sense of community.*

- Survey Respondents

# Social and Community Impacts

## Community Empowerment

- Helps individuals and communities **build a sense of shared ownership**
- Nurtures **local democracy** and heightens **sense of individual rights**
- Can **raise difficult questions** and inspire debate on issues that affect society more broadly



*Arts challenge the conversation and connect us to issues that may be difficult to talk about.*

*In an era when discourse can be quite fragile, arts [can be a way to] maintain and grow comradery with ourselves and others.*

- Interview Participants

# Social and Community Impacts

## Local Image and Identity

- Builds stronger communities through creating a sense of **shared identity and place**
- Helps to make communities **distinct and unique**
- Individuals feel more **positive** about where they **live**
- Arts and artists play a key role in **community and downtown renewal**



*Art brings colour and joy to the community!*

*Art is how we make the image of how we feel and see ourselves as Canadian– what it means to be Canadian*

- Interview and Roundtable Participants

# Social and Community Impacts

## Imagination and Vision

- **Artists are thought leaders** – clairvoyants addressing issues of future importance
- The local arts sector promotes human creativity, progress and **innovation**
- Develops individual and collective **ideas** and **understandings** of different issues



*Art expands the minds of people  
and makes life more vibrant!*

*Arts allow people to express  
things in ways that they may find  
difficult to express.*

- Interview Participants

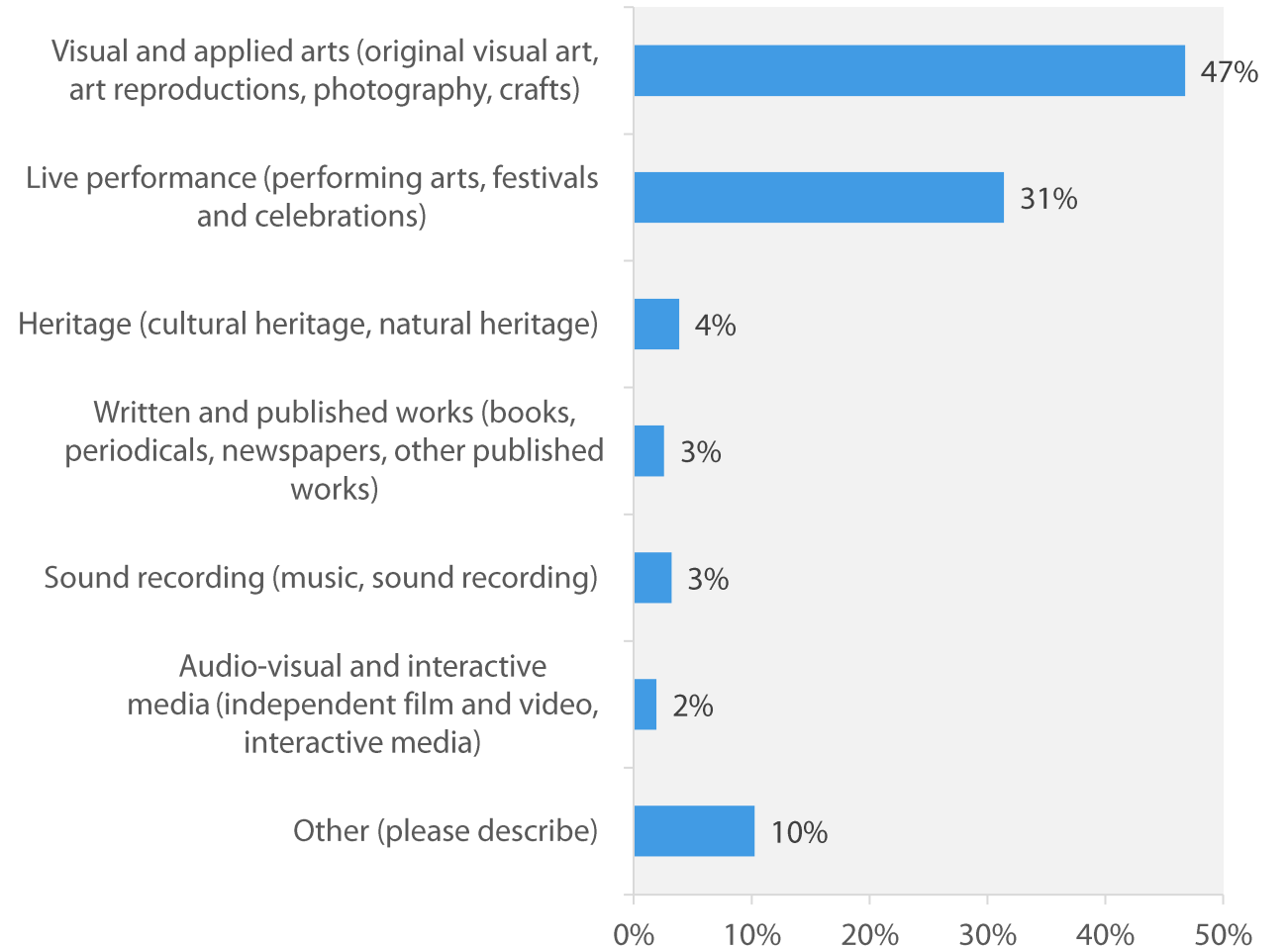


**ECONOMIC  
PROFILE +  
IMPACTS**



# Cultural Organization Profile

- More than 1,100 organizations identified through the survey and online databases
- Large cohort of small, mature organizations mostly in visual arts and live performance
- Average revenue: ~\$147k
- Average expenditures: ~\$141k
  - Over 90% spent within the region.



# Volunteer Contributions



Cultural organizations engaged **more than 40 volunteers in 2019**



Using an average of 120 hours per year and average hourly wage for arts workers, this contribution can **be valued at \$115 million**

# Arts Councils

- Operating with few full-time staff, relying on the valuable inputs of volunteers
- Act as important convenors of communities and creatives
- They can also help leverage funding from diverse sources and help others to achieve certain economies of scale

*The local Arts Council, through their strong presence and varied offerings, as well as the abundance of creative, highly skilled arts people has so enriched my living experience.*

- Community Member

# Artist Profile

- More than **35k artists** estimated in the region, with nearly **three quarters practicing visual arts**
- More than **20k artists that are revenue generating:**
  - Average income: ~\$18k
  - Average expenses ~\$14k

	Estimated # of Artists	Artist Population Breakdown	Regional Concentration Ratio
Revenue Generating Artists	22,700	61%	3%
Non-revenue generating	14,500	39%	2%
<b>Total</b>	<b>37,200</b>	<b>100%</b>	<b>5%</b>

# Cultural Tourism Profile

- Roughly **three quarters** of organizations with audiences indicated welcoming **visitors from outside of the region**
- While there was a wide range, organizations hosted an **average of 2,000 visitors** from outside the region in 2019

## Arts and Culture Tourists Spend More and Stay Longer

Cultural tourism is one of the **largest and fastest growing tourism markets** and research shows the arts and culture travelers:

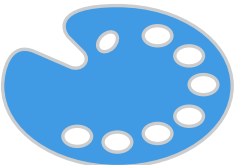
- spend more than other travelers.
- are more likely to spend \$1,000 or more during their stay.
- stay longer than other travelers

# Economic Impact

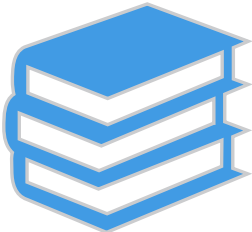
Through more than **\$900 million** in direct economic activity, the arts contributes **\$675 million in GDP** and supports more than **20,000 jobs** (FTEs).

	Organizations	Artists	Tourism	Total
<b>Direct Output (\$M)</b>	174	401	335	<b>910</b>
<b>Total GDP (\$M)</b>	162	322	192	<b>676</b>
<b>Total Employment (FTEs)</b>	3,260	15,630	3,030	<b>21,920</b>
<b>Total Labour Income (\$M)</b>	139	249	138	<b>526</b>

# Total Direct Outputs Compared to Other Industries



\$900 Million  
**Islands/  
Coast Arts  
and Culture**



\$624 Million  
**Vancouver  
Island  
University**



\$124 Million  
**Victoria  
Cruise Ship  
Economy**



\$32 Million  
**Regional  
Dairy  
Industry**

The arts also support ~35% more jobs than the region's forestry sector.



# **BUSINESS IMPACTS**



# Business Impacts

The local arts sector makes the community a better place to do business

The local arts sector offers networking opportunities

The local arts sector grows tourism, increasing demand for our products /services

The local arts sector helps generate interest in the products/services we sell

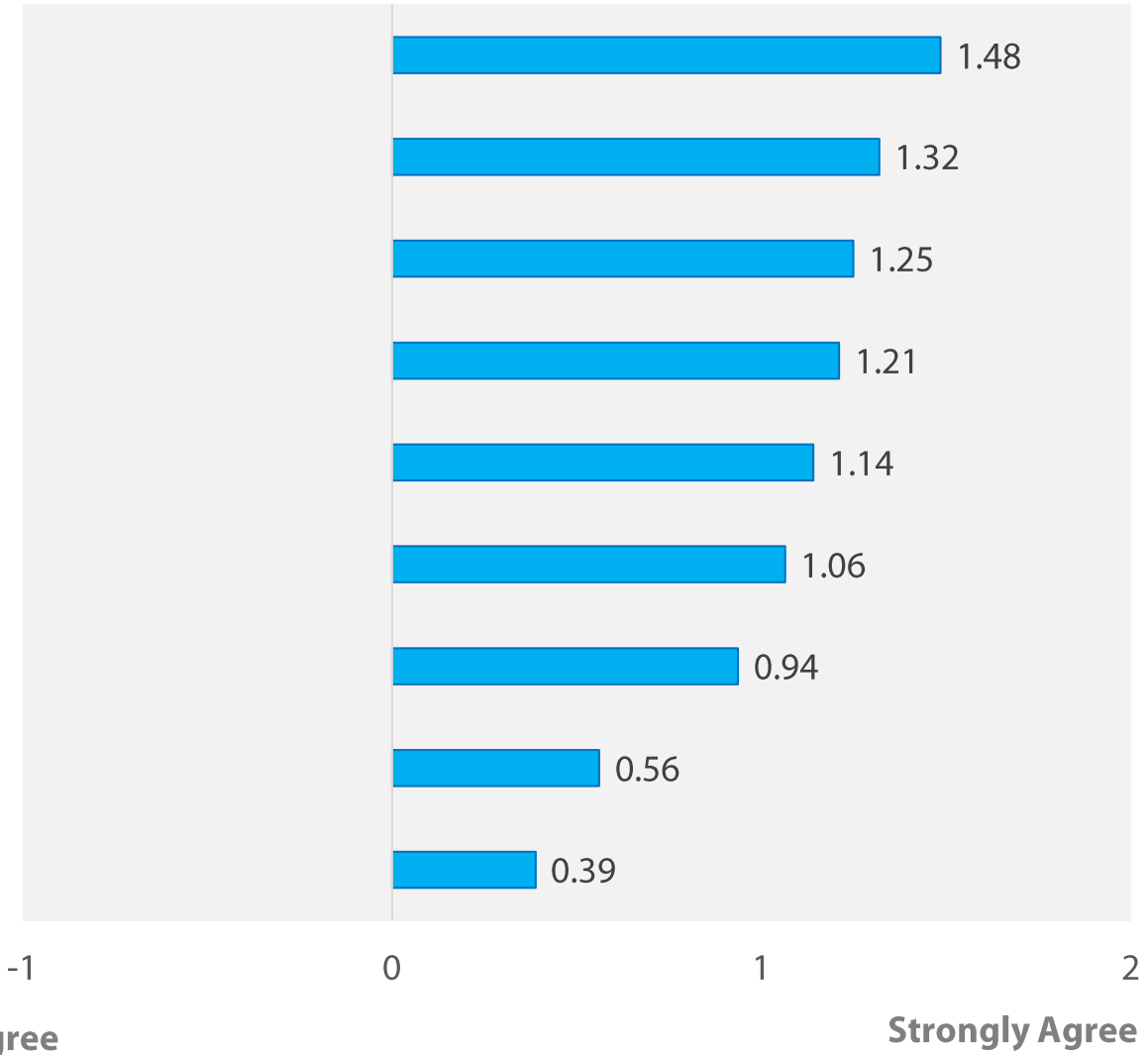
The local arts sector increases local wealth and spending on our products /services

Artists, creators and/or cultural workers buy our products /services

The local arts sector attracts more residents, increasing demand for our products /services

The local arts sector makes it easier to attract/retain workers locally

My business would not exist without the local arts sector



# Business Impacts

## Major Impact on Local Business

- Local arts help generate **interest and demand** for other businesses
- Increases **local wealth** and spending on products and services

## Attraction of New Residents/Investment

- Arts and culture play an important role in creating **attractive communities** where people want to work and live

*Art assets such as public murals and infrastructure are an extremely important way to **attract people to and create a sense of place within a community.** Creating a sense of place [in turn] **encourages investment.***

- Roundtable Participant

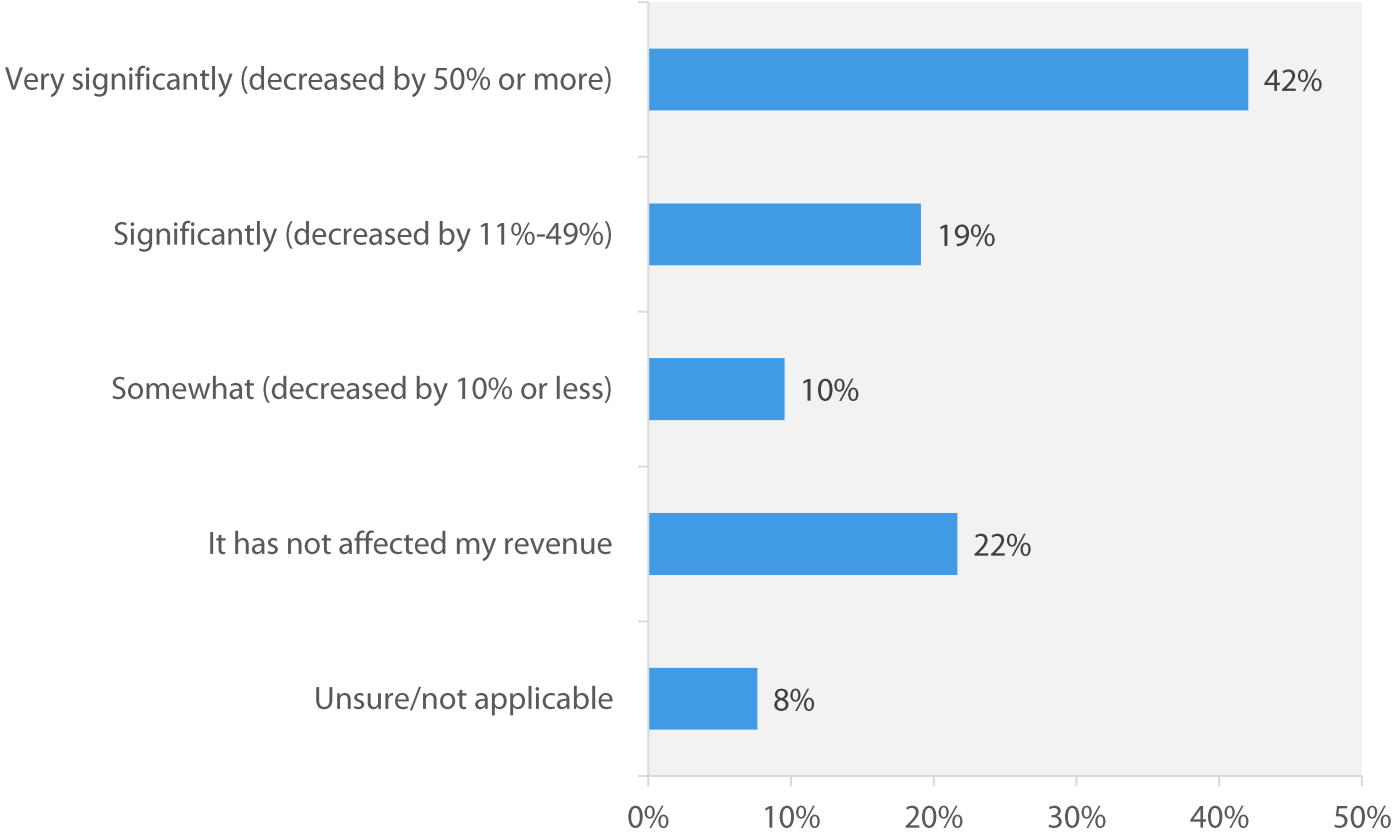
# Local Business Spending

- **91%** indicated that they **spend money at local businesses** before/after cultural events
- This spending averaged more than **\$60 before/after participating** in a single cultural event
- Based on organizational audience estimates, this resulted in approximately **\$400 million spent at local businesses**



# COVID Closures Impact Local Businesses

- 71% of businesses indicated that **arts and culture closures** negatively impacted their ability to generate revenues



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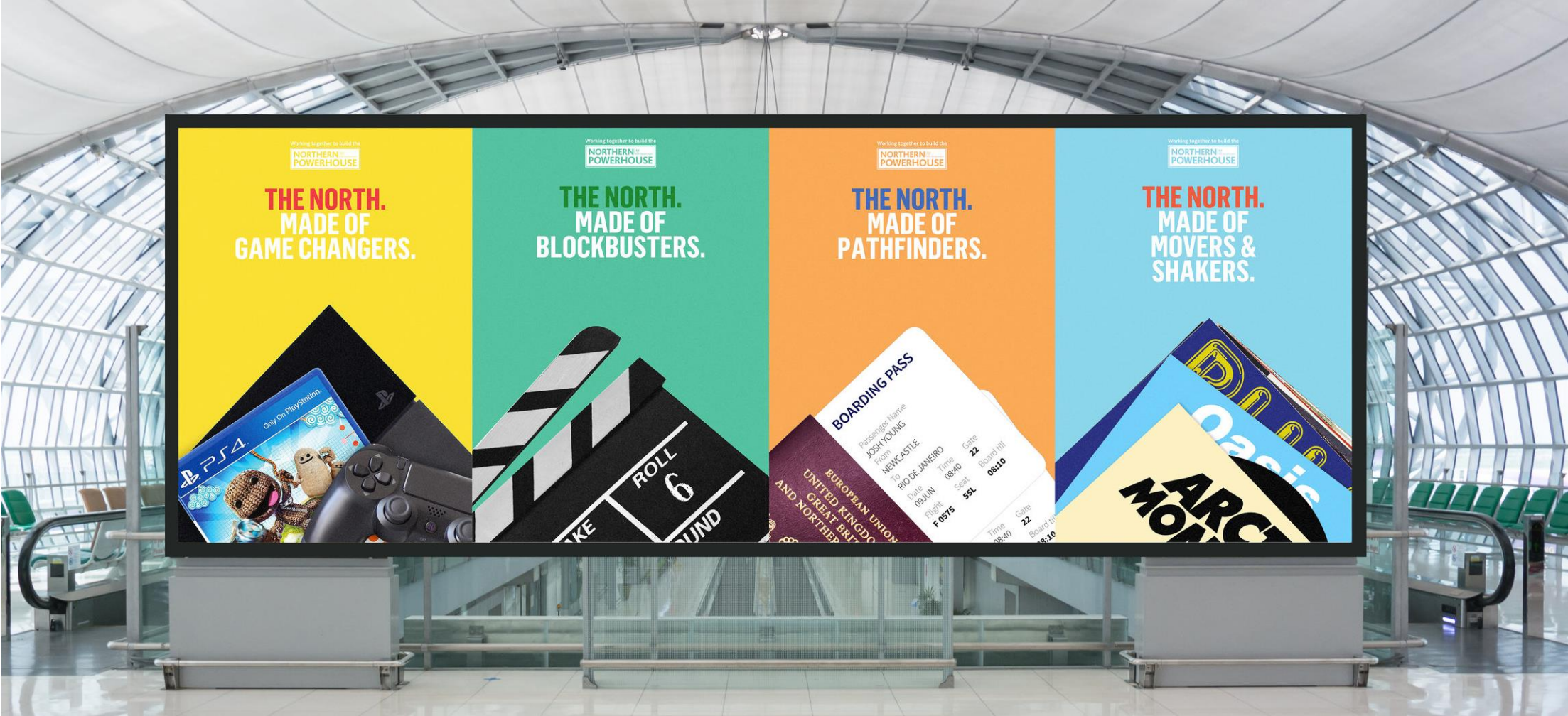
**CASE STUDIES:  
ARTS + BUSINESS  
INTEGRATION**

# Case Study: Northern Powerhouse

- Regional economic regeneration strategy in the north of the UK
- Changing perceptions and building infrastructure **to attract tourism, businesses and investment**
- 4 pillar strategy including arts & culture investment
- Impact reports played key role in defining the strategy



# Case Study: Northern Powerhouse




# Case Study: Northern Powerhouse

**THE NORTH.  
MADE OF  
FORWARD THINKERS.**

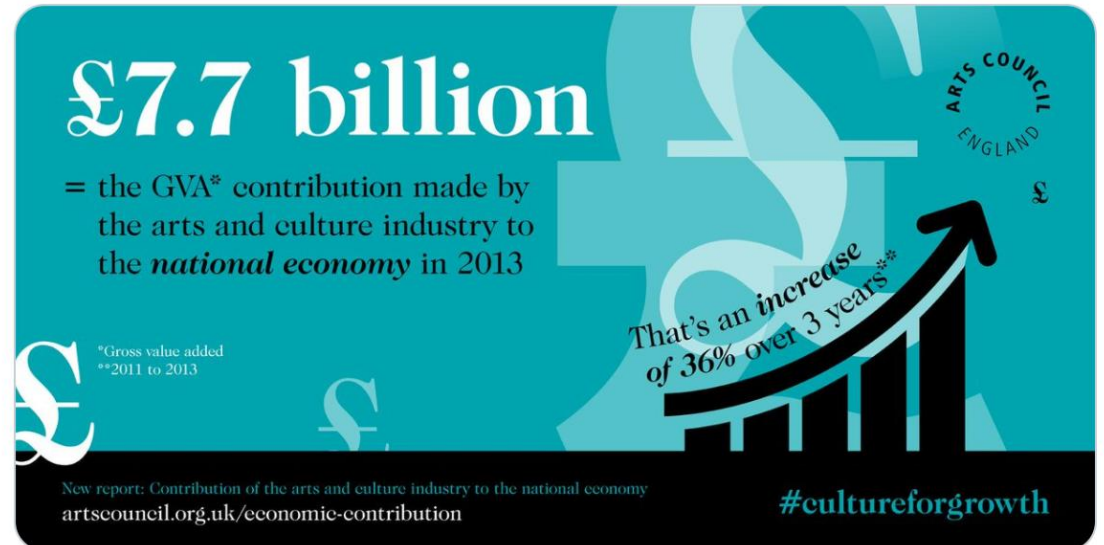


# Case Study: Northern Powerhouse

- **Key impact study by Arts Council England:**  
**The contribution of the arts and culture to the national economy**
- Rich heritage of arts & culture in the North – report demonstrated huge potential for growth in the region
- Informed government policy

 **Arts Council England** ✓  
@ace\_national

Arts and culture industry contributed £7.7 billion to economy in 2013 (increase of 36% over 3 years).  
[#culturematters](#)



# Case Study: Northern Powerhouse

## Outcomes to date:

- £20 million fund to help SMEs and £13 billion transport investment
- Great Exhibition of the North: 2-months celebrating art, culture, design
  - Attracted 3.8m visits
  - 90% of visitors said it changed perceptions of host city Newcastle-Gateshead; 84% recommend
- £15m Northern Cultural Regeneration Fund - already led to **£10bn increase** in economy size + **287,000 extra jobs**



# Case Study: Montréal, Cultural Metropolis

*“Montréal’s ambition is to become a **world-renowned cultural metropolis**, and members of the cultural and business communities are active participants in this grand project.”*

- Montréal Cultural Metropolis Action Plan, 2007-2017

- First Cultural Policy 2005-2015
- 2006 UNESCO Creative City of Design



Image: Tourisme Montréal

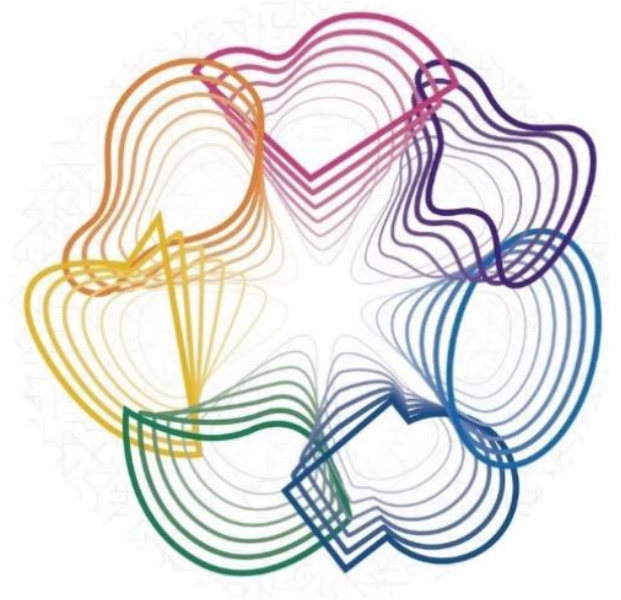
# Case Study: Montréal, Cultural Metropolis

- **“Creative City of Design”**
  - UNESCO Creative Cities Network
- Montreal's **Bureau du Design**
  - Prix Commerce Design - adopted by 14 other cities in the world
  - Portes ouvertes (Open Doors) Design Montréal
  - CODE SOUVENIR MONTRÉAL
  - International Design Missions
  - Hosting World Design Summit 2017



**MONTRÉAL**  
UNESCO CITY  
OF DESIGN

**UNESCO  
CREATIVE CITIES  
NETWORK**



# Case Study: Montréal, Cultural Metropolis

- **2007-2017 Montréal Cultural Metropolis Action Plan**
- **2017-2022 Cultural Development Policy**
  - Cultural Tourism key action area
- **2018–2022 Economic Development Strategy [Montréal Geared up for Tomorrow](#)**
  - Strategic sectors: **Cultural and creative industries**, life sciences and health technologies, mobility and transport, digital industry, cleantech sector
  - 8 Action Plans, including “Create Montreal”
  - Aiming to attract foreign investments



# Case Study: Montréal, Cultural Metropolis

## Some highlights:

### Quartier des spectacles (Place des Arts district)

- Major urban revitalization project in heart of city
- More than 40 cultural activities daily, free walking tours
- **1.6M spectators** per year
- La Vitrine – providing info on nearly 2,000 cultural organizations
- Total real **economic impacts \$1.5 to 1.6 Billion** (Ville de Montreal and Chamber of Commerce of Metropolitan Montréal, 2015)
- Investment in public squares, cultural quarters, artistic incubators, Creation Hubs for cultural workers
- **One quarter of tourists visit Montréal for its cultural attractions** (Tourisme Montréal, 2016)



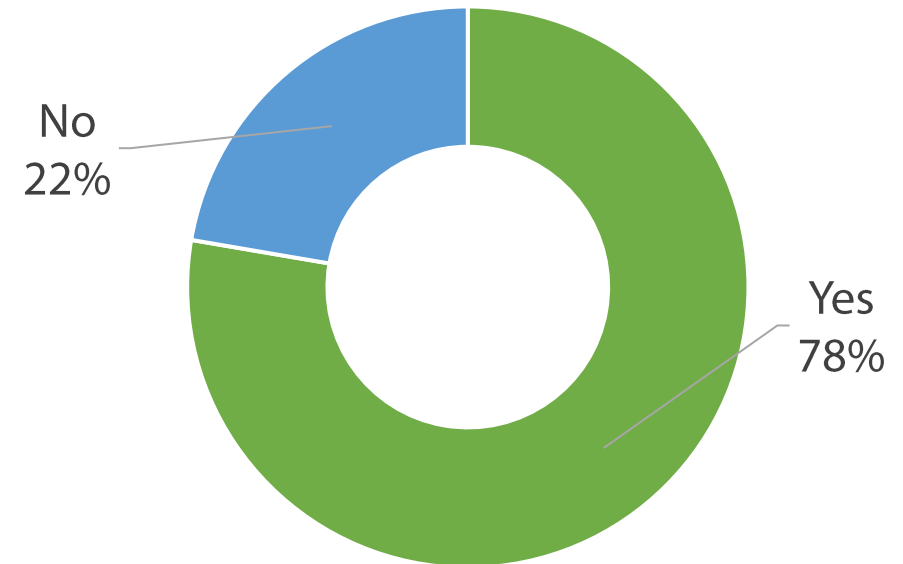
Image: Luminothérapie Festival, Quartier des spectacles, Tourisme Montréal



**LOOKING AHEAD**

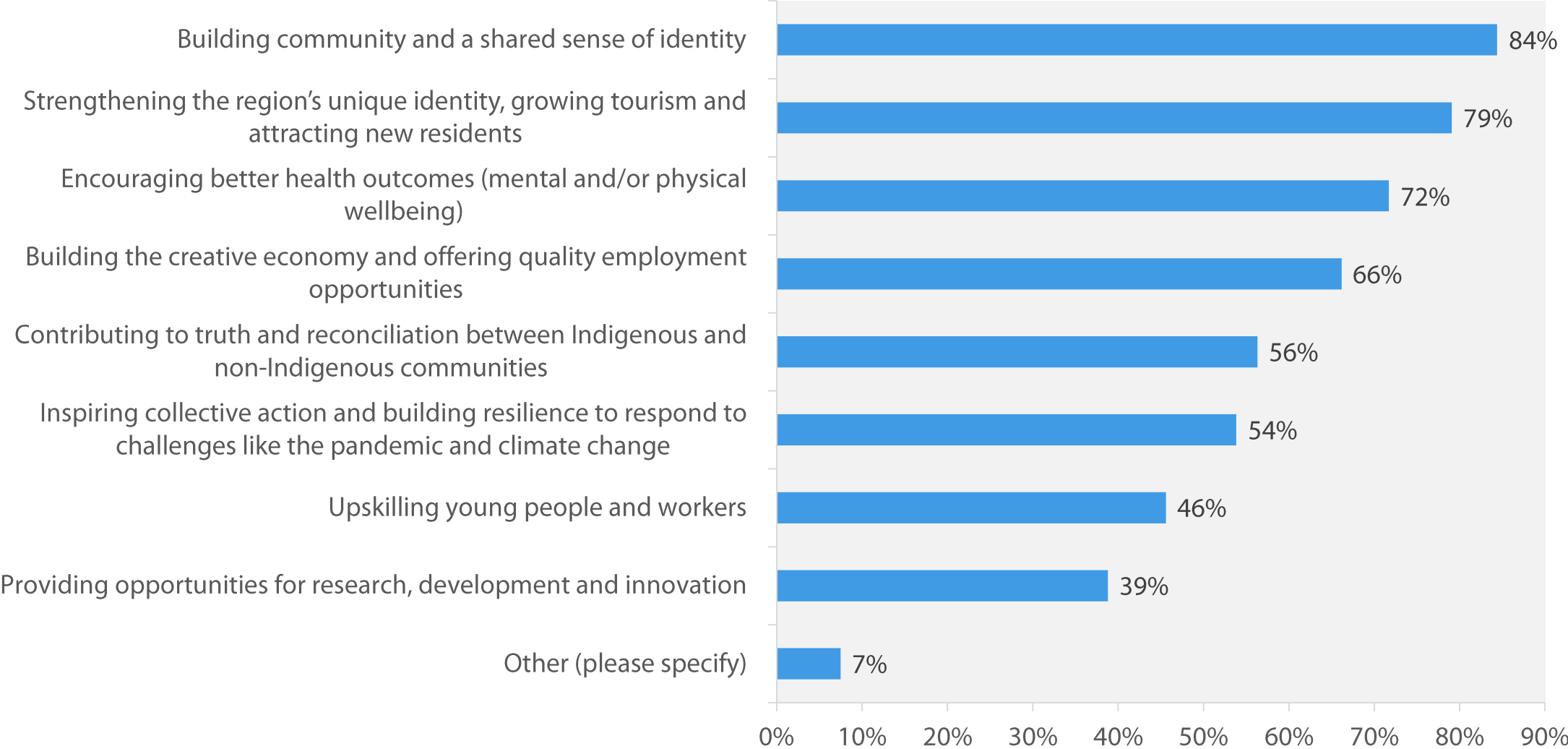
# Support for the Arts in COVID Recovery

- More than **three quarters** indicated they would consider making an **annual contribution to support arts and culture** in a post-COVID world
- The majority indicated that they would contribute more than \$100, with the estimated **average Willingness to Pay at more than \$200**

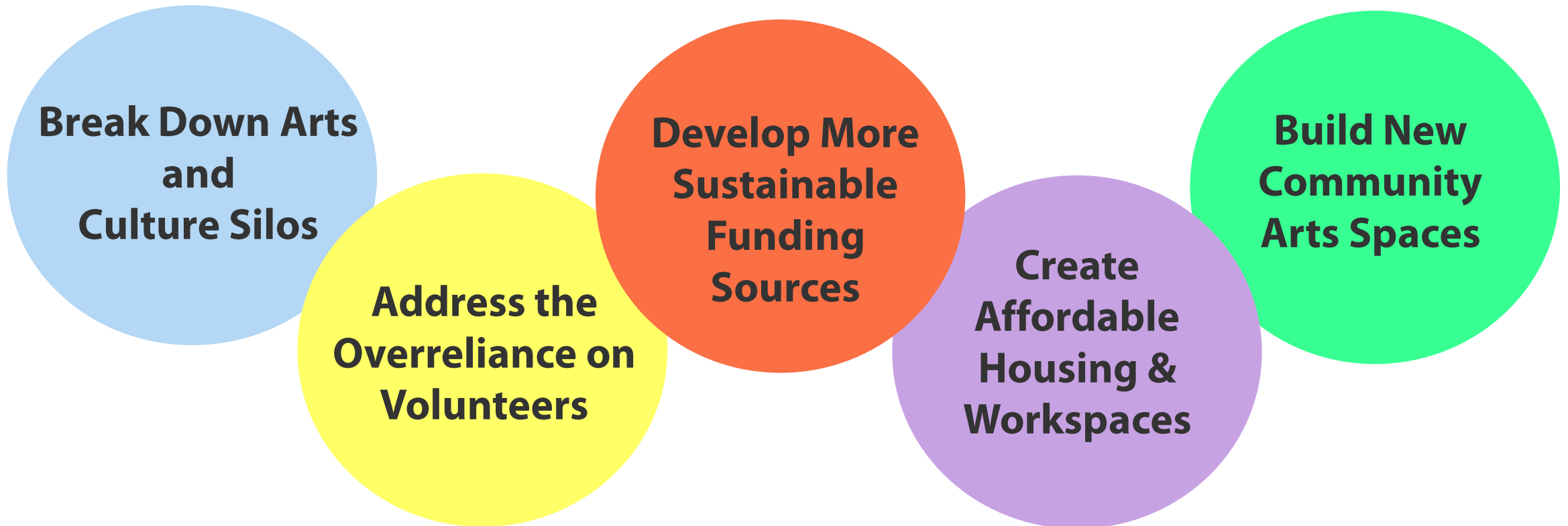




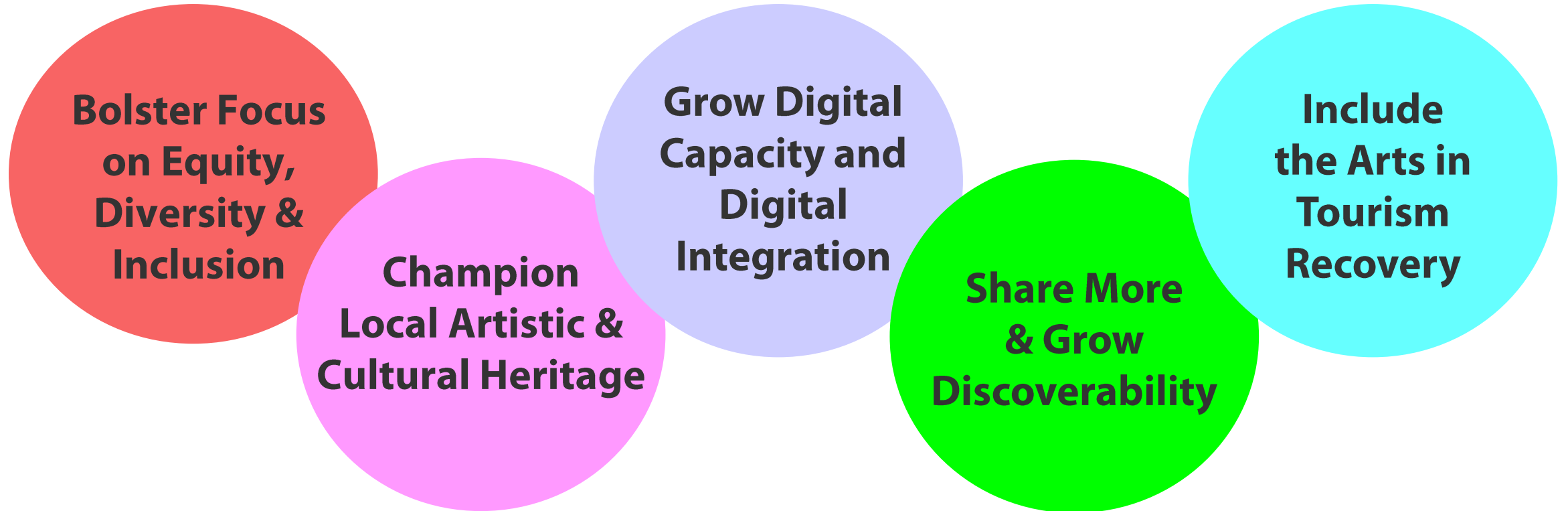
# Arts and Culture in COVID Recovery



# Opportunities to Enhance the Arts and Culture Offer



# Opportunities to Enhance the Arts and Culture Offer



# THANK YOU

QUESTIONS? PLEASE CONTACT:

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