



THANK YOU!

A new **Culture Plan** sets the stage for a healthy future. Work is now underway on an action plan for Toronto's Culture Sector. We asked and you are delivering.

Public stakeholder engagement in the culture plan including **equitable access** for the **entire arts and culture community** is more important than ever.



THE CITY IS UNDER PRESSURE TO PRODUCE RESULTS

EXPENSES

NEW REVENUE
GENERATION IS
REQUIRED



REVENUES

The City of Toronto faces a **\$1.5B deficit in 2024**
Toronto needs a new deal with the province

THE CURRENT SITUATION

THE CITY
DEFICIT



SAFETY & SECURITY
ON PUBLIC TRANSIT



HYBRID
WORKING
MODELS

EMPTY
DOWNTOWN
CORE

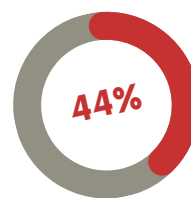


AFFORDABLE
HOUSING

SHELTERING
REFUGEES

SOCIAL
HOUSING

YOUR PROBLEMS ARE OUR PROBLEMS



BETWEEN 2022 - 2023

44% of City-funded arts and culture organizations posted a deficit

Combined, all deficits totaled \$13.6M

Closure of affordable live-work spaces is **triggering an exodus of artists from Toronto***

*as per impressions from arts orgs city-wide



12th Annual ARTS DAY AT THE CITY

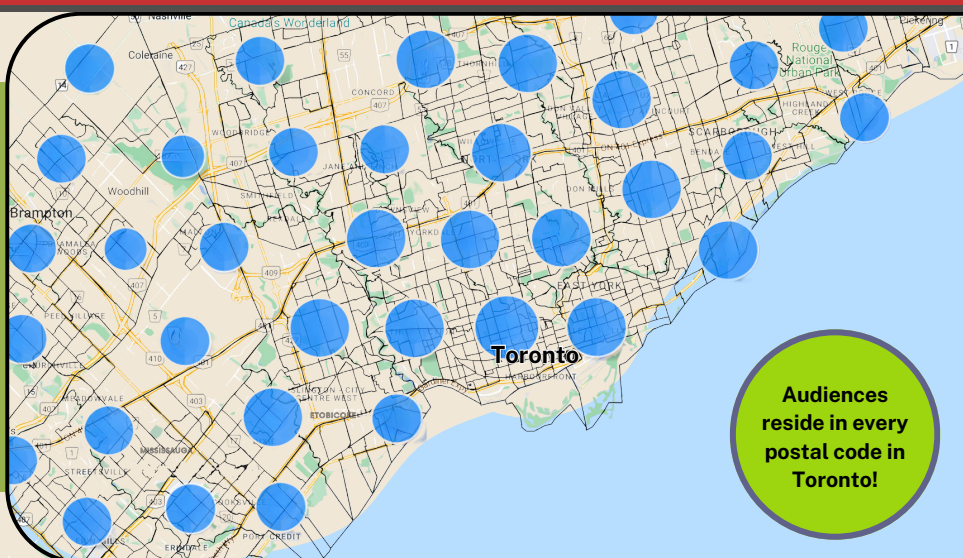
NOVEMBER 15, 2023

ART CONNECTS COMMUNITIES

AUDIENCES, ARTISTS, AND ARTS WORKERS LIVE IN EVERY WARD

This map represents 3 organizations that collect audience demographics (in collaboration with Canadian Opera Company, National Ballet of Canada, Toronto Symphony Orchestra).

Imagine this map...
if we added all cultural activity in Toronto.



Audiences reside in every postal code in Toronto!

WHAT ONTARIANS ARE SAYING

Stats provided by the Ontario Arts Council and Nanos.

82%

of Ontarians believe that an active local art scene helps communities attract business

78%

of Ontarians believe that making the arts available to communities is an important Government investment

79%

of Ontarians believe that the arts are important to their mental health

WHAT CAN WE LEARN FROM OTHER CITIES?

INVESTMENT CREATES RETURNS



More than **\$200M** is invested in Montreal's Quartier des spectacles, attracting **7M attendees** per year - **effectively creating an essential cultural destination**



Calgary made an **\$80M investment** towards the Arts Commons Transformation (ACT) project to generate **\$424M in contributions to GDP**



The Edinburgh Festival is supported by an investment of close to **\$16M**, attracting **4.5M attendees** to Festival City from **70 countries worldwide**

LET'S WORK TOGETHER ... DIFFERENTLY

- Arts and Culture is an easy investment with high return on investment. \$1 invested leverages \$17 in revenue
- Invite artswriters and arts organizations to discuss and solve our complex problems
- The City needs to implement municipally-focussed data gathering



We ask...

The campaign pledges declared by Mayor Chow be fulfilled:

- to **increase** Toronto Arts Council funding by **\$2M** annually for 5 years
- to **increase** Local Arts Service Organizations' funding by **\$1.8M**
- to work across the sector to **champion accessible, affordable, and sustainable spaces** for artists to live and work



Luminato Festival, photo credit Lizzie Coombes

North York Arts, photo credit Ricky Yu



Book*hug Press

Business/Arts



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#ArtsDayTO