

2024 ARTS WEEK IN THE CITY: OCTOBER 21-25

Building a Robust Culture Sector for Toronto's 21st Century!

2024 Arts Week in the City from October 21 – 25, 2024

This year the **13th Annual Arts Day at the City** is expanding to a **full week!** We offer a heartfelt thank you to the City of Toronto — Mayor Olivia Chow and members of Council — for their ongoing support, meaningful investments, and leadership.

The timing this year of **Arts Week in the City** is critical, as it coincides with the recent launch of **Culture Connects**, Toronto's new culture plan. We are scheduling meetings with city councillors and city staff, and invite councillors like you to take the opportunity to connect with our arts advocates and explore our **EVENTS CALENDAR** and the many live events happening throughout Toronto during **Arts Week in the City**.

How can WE help YOU?

We are committed to working with the City to advocate for new revenue tools to support owned spaces, developers and property owners throughout Toronto to secure and protect vibrant space for art, theatre, dance, opera, music and film ensuring that Toronto is on a sustainable financial footing for the future.

TO ENSURE THAT TORONTO REMAINS AN ARTS CITY, WE SUGGEST THE FOLLOWING:

1. **Arts are an Investment:** The arts and culture sector is a proven driver of economic growth and community wellbeing. Investing in the arts isn't a handout - it's creating jobs, fostering local business, and building healthier, more engaged communities where residents are happier and less isolated.
2. **Support the new Action Plan for Culture in Toronto:** We support the new City of Toronto Culture Plan and the increased investments it will make in Local Arts Service Organizations (LASO) and in the Toronto Arts Council (TAC). An increase to TAC funding will flow through to artists and organizations throughout Toronto, as well as complement the increase to LASO funding, ensuring the Culture Plan reaches its full potential by connecting artists and communities city-wide.
3. **Fund now for the Future:** Art for everyone everywhere! Culture Connects is an ambitious plan and the initial new investments are a welcome start. After years of underinvestment, however, Toronto's arts sector is struggling to survive. We strongly recommend that City Council front-load the full \$10M increase to TAC this year so that artists and cultural organizations will have the resources they need now to thrive into the future.

ARTS FACTS & STATS

- **FINANCIAL PRECARITY:** The Ontario Nonprofit Network's [Built on Hope: Nonprofit Sector Seeking Stability](#) 2024 report surveyed over 1,000 nonprofits, charities, and grassroots organizations across Ontario, and the data shows the nonprofit sector is experiencing **stagnant and declining financial resources amidst climbing demand**:
 - **25% of arts and culture organizations report their overall revenues have decreased**, including decreases in individual donation, earned revenue, foundation grants, corporation sponsorship, and revenue from public sector funders:
 - 34% of arts and culture organizations report their revenue from Individual donations have decreased (compared to 20% increase and 46% no change, for net negative score of -14)
 - 28% of arts and culture organizations report their revenue from foundations decreased (compared to 19% increase and 54% no change, making a net negative score of -9)
 - **35% of arts and culture organizations report their revenue from corporations/business decreased** (compared to 14% increased and 52% no change, making a net negative score of -21)
 - **Meanwhile 79% of arts and culture organizations report an increase in expenses**, including 63% reporting professional fees have increased, 62% had salary and benefit increases and 67% have had program, services and activity costs increase.

- **DONATIONS DECLINING:** [Arts Response Tracking Survey 2023](#) shows that since 2020, the annual reported donated amount among culture-goers is **down 14%**.
 - About one in three culture-goers report donating to arts and culture in 2022.
 - In 2022, among the 1/3 of culture-goers who reported donating, **the average gift was only \$97.30**. This is \$49.10 less than their stated intentions to give for that year, a 33.5% gap between intention to give and reported donations.
 - Only **11%** of culture donors' "giving wallet" is **designated to arts and cultural** organizations compared to other causes.
 - * *Arts Response Tracking Survey (ARTS) in partnership between Business / Arts, the National Arts Centre, and Nanos Research. Data from October 2023. Note that October 2024 results will be released on November 12, 2024.*

- **SPACE PRECARITY:** TAPA 2024 Membership Survey reveals that there are 54 theatrical performance venues in Toronto; 69% of them are owned or operated by TAPA members, and **15% report that operations are NOT sustainable over the next two years** (ability to adequately cover all current physical and staffing costs for the venue, and to keep facilities in good repair) and are at risk of closing.
 - * *TAPA Survey Results September 2024: TAPA represents 119 professional theatre, dance and opera organizations all actively involved in their communities across the city.*

- **AFFORDABILITY CRISIS:** Executive summary of a Dance Umbrella of Ontario [Research Study and Needs Assessment on Dance Rehearsal Spaces in Ontario](#) includes need for:
 - Rethinking public support for spaces; Improving discoverability; Prioritizing relationships, collaboration and community

Reasons cited for rehearsing in a different city/town from where artists live

 - 26% lack of affordable options
 - 25% lack of suitable facilities
 - 20% lack of professional network