

PERFORMING ARTS HAVE IMPACT

About Performing Arts Presentation

In hundreds of communities across Canada, people and organizations are devoting their skills to bring together touring artists and audiences. These **presenters** may work within non-profit organizations, municipalities, universities, schools or festivals, but they all share a common passion: supporting artists, developing audiences and building community.

Here are a few facts about performing arts presentation.

- The live performance sector contributed **\$2.1 billion** to the Canadian Gross Domestic Product and accounted for **57,000 jobs** in 2010.ⁱ
- There are 1,400 presenting organizations in Canada. They present series or festivals or both. Annually, they present more than 80,000 performances by professional artists, and pay artistic fees estimated at more than **\$200 million**.ⁱⁱ
- **Three in four Canadians** (75%) attended a performing arts performance by professional artists in 2011.ⁱⁱⁱ
- Performing arts presenters are **community builders**. Three in four presenting organizations (76%) say that they apply a great deal of effort to community involvement or social development. Three in four (76%) also say that they have a large role to play in building partnerships with other organizations in the community. Their main reason for engaging in such partnerships (84%): to enrich the community.^{iv}
- Participation in the performing arts predicts **civic engagement, volunteerism, tolerance, and altruism**.^v
- People who attend performing arts activities have been shown to be significantly **healthier**,^{vi} have lower anxiety and be less subject to depression.^{vii}
- Canadians believe that the presentation of performing arts brings **energy and vitality** to communities, improves quality of life and well-being of residents, makes communities more creative and fosters a stronger sense of pride and identity.^{viii}
- 79% of Canadians say they would miss it if there were no live, professional performing arts available in their community (21% to a moderate extent and 58% to a high extent).^{ix}

For more information on arts presentation, visit www.capacoa.ca.

ⁱ These figures include performing arts presenters as well as producing companies. They include all performing arts and presenting goods and/or services across the economy regardless of the producing industry. Statistics Canada, [Provincial and territorial Culture Statellite Account](#), 2015.

ⁱⁱ A Survey of Presenters conducted in 2011 established a sampling database of 1418 presenting organizations in Canada. Unweighted results indicated that these organizations present annually 60 artists or artistic groups and pay artistic fees in the amount of \$131,500 per year (N=288). Data collected by Canadian Heritage for the same period found that clients of the Canada Arts Presentation Fund paid on average artistic fees in the amount of \$177,000 per year (N=600). Using these two datasets, it is possible to estimate that 1,400 presenters paid \$212 million in artist fees in 2010 (no margin of error can be associated with this figure so it should be used with caution). This includes fees to both Canadian artists and foreign artists. The Canadian Heritage dataset indicates that 70% of fees were paid to Canadian artists and 30% were paid to foreign artists. EKOS Research Associates, [Survey of Presenters](#), *The Value of Presenting*, 2012; and, CAPACOA, [Trends Among Recipients of the Canada Arts Presentation Fund, 2003-2012](#), 2015.

ⁱⁱⁱ EKOS Research Associates, [Survey of the General Public](#), *The Value of Presenting*, 2012. This figure is in line with Statistics Canada's [General Social Survey](#), which found that 72.4% of Canadians attended a performing arts event or a cultural festival in 2010.

^{iv} EKOS Research Associates, [Survey of Presenters](#), *The Value of Presenting*, 2012

^v Adults who attend live arts performances are far more likely than non-attendees to vote (38% more), volunteer (2.6 times more), or take part in community events (3 times more).

National Endowment for the arts, [Art-Goers in Their Communities: Patterns of Civic and Social Engagement](#), 2009.

Festival attendees are twice as likely as non-attendees to volunteer, even accounting for other factors.

Hill Strategies, [The Arts and Individual Well-Being in Canada](#), 2013.

Participation in the arts, especially as audience, predicts civic engagement, tolerance and altruism, even after controlling other factors.

University of Illinois at Chicago, "[Interest in arts predicts social responsibility](#)," *ScienceDaily*, 16 Aug. 2012.

^{vi} People who attend theatre, pop music concerts or cultural festivals are up to 32% more likely to report very good or excellent health, even accounting for other factors.

Hill Strategies, [The Arts and Individual Well-Being in Canada](#), 2013.

^{vii} Koenraad Cuyppers et al, [Patterns of receptive and creative cultural activities and their association with perceived health, anxiety, depression and satisfaction with life among adults](#), 2011.

^{viii} EKOS Research Associates, [Survey of the General Public](#), *The Value of Presenting*, 2012.

^{ix} Ibid.