



CANADIAN
ARTS PRESENTING
ASSOCIATION

ASSOCIATION
CANADIENNE DES
ORGANISMES ARTISTIQUES

200-17 YORK
OTTAWA ONTARIO
CANADA K1N 9J6

TEL/TÉL. 613.562.3515
FAX/TÉLÉC. 613.562.4005
CAPACOA.CA

A STRONG DOMESTIC MARKET FOR THE LIVE PERFORMANCE SECTOR

Brief submitted as part of the
Pre-Budget Consultations in Advance of the 2020 Budget

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For more information contact:

Frédéric Julien, Director of Research and Development
frederic.julien@capacoa.ca
Canadian Arts Presenting Association (CAPACOA)

Executive Summary

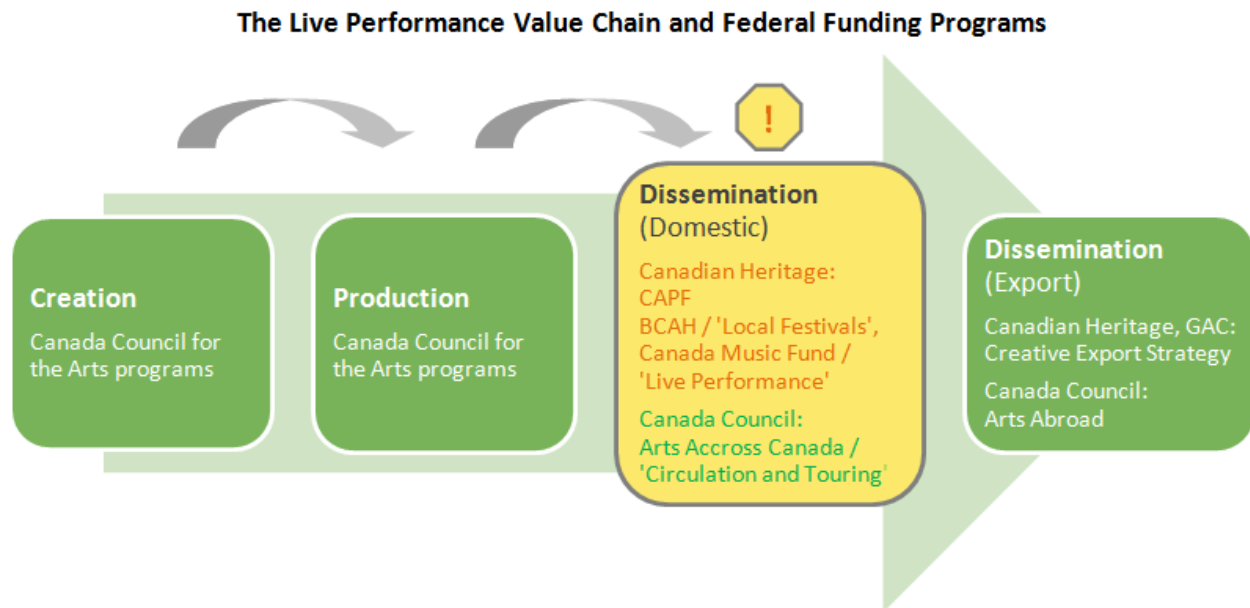
The two-year investments for the live performance sector announced in the 2019 federal budget are sunsetting in March 2021. These investments totalled \$25 million per year over two years for three programs:

- the Canada Arts Presentation Fund;
- the Building Communities through Arts and Heritage program;
- the Canada Music Fund.

The Canadian Arts Presenting Association recommends that these two-year investments for the live performance sector be extended for at least another three years.

A strong domestic market for the live performance sector

In 2018, CAPACOA and partner associations – via the Canadian Arts Coalition – advocated for an increase in funding to the Canada Arts Presentation Fund for performing arts presenters and festivals. Our rationale was that strong domestic touring circuits were needed to create synergies with funding for creation/production and for creative export.ⁱ



This rationale and our recommendation were endorsed by the Standing Committee on Finance in the pre-budget reportⁱⁱ:

Recommendation 75

Increase funding for the Canada Arts Presentation Fund for performing arts presenters and festivals over a three-year period in order to foster a strong domestic market that will serve as a launch pad for Canadian performing arts productions on international markets.

The [2019 federal budget](#) echoed this recommendation. It announced two-year investments for “expanding support to artists and cultural events” in:

- the Canada Arts Presentation Fund (CAPF): \$ 16 million over two years;
- the Building Communities through Arts and Heritage program (BCAH), Local Festivals component: \$ 14 million over two years;
- the Canada Music Fund: \$ 20 million over two years.

These three complementary programs support a range of touring and presenting activities – performing arts and music – by different kinds of presenting organizations – theatres and performing arts centres, festivals, music promoters – in more than 400 Canadian communities, urban and rural. These programs (along with the "Circulation and touring" component of the Arts Across Canada program at the Canada Council for the Arts) form a comprehensive support framework for activities that enable artists and production companies to connect with audiences.

The rationale for these investments hasn't changed since the 2019 federal budget. If anything, it was shored up by the Federal Tourism Growth Strategy. Released in May 2019, the strategy identified the CAPF and BCAH as contributors to "Empowering Communities to Develop Tourism Experiences".ⁱⁱⁱ

Renewing the investments in a timely fashion

These investments were long awaited. They can't be short-lived. And their extension has to be announced very soon.

These programs have few deadlines and fairly long service standards. For example, in the Canada Arts Presentation Fund, presenting organizations must apply on April 1st, 2020 for activities which will occur after April 1st of the following year. In addition, live performance tours and presentation engagements are complex activities that require planning years in advance – and such planning requires predictable funding. Unless the funding investments are renewed in the 2020 federal budget, touring and presenting activities will be jeopardized and the positive impact of the investments will be lessened.

Consequently, in order to avoid delays in program delivery and uncertainty for stakeholders of the live performance domain, **CAPACOA recommends that the two-year investments in the Canada Arts Presentation Fund, Building Communities through Arts and Heritage and the Canada Music Fund be extended for at least another three years, and that this extension be announced in the 2020 federal budget.**

This extension will give us time to properly evaluate the impact of the investments, and to assess the extent to which the live performance domain has contributed to whole-of-government strategies such as diplomacy and trade, tourism growth, and the 2030 Agenda for Sustainable Development.

About the Live Performance Domain

- The live performance domain “includes live performances of theatre, dance, opera, musical theatre, orchestras, music groups and artists, circuses, puppetry, and multidisciplinary events such as celebrations and festivals. The domain includes promoters and presenters involved with live performances, as well as the physical infrastructure used to house these events where these are facilities dedicated to live performance such as theatres or concert halls.”^{iv}
- The live performance domain was made up of 14,100 organizations and businesses (including 3,100 presenting organizations) in 2017.^v
- The GDP of the live performance domain was \$2.8 billion in 2017.^{vi}
- The live performance domain provided 70,000 jobs to Canadians in 2017.^{vii}
- International visitors spent \$220 million in direct spending for live performance events in Canada in 2016. This represents 1.1% of total tourism spending and 6.4% of non-tourism commodities (expenses other than travel, accommodation and food).^{viii}

About CAPACOA

The Canadian Arts Presenting Association/l'Association canadienne des organismes artistiques (CAPACOA) is a national arts service organization for the performing arts touring and presenting community. CAPACOA represents 150 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. CAPACOA's mission is to cultivate a vibrant, healthy and equitable performing arts ecosystem, from artists to audiences.

ⁱ Canadian Arts Coalition, [Written Submission for the Pre-Budget Consultations in Advance of the 2019 Budget, 2018](#).

ⁱⁱ Standing Committee on Finance, [Cultivating Competitiveness: Helping Canadians Succeed, 2018](#).

ⁱⁱⁱ Canada, [Creating Middle Class Jobs: A Federal Tourism Growth Strategy, 2019](#).

For more information on tourism and the live performance domain, you may consult: CAPACOA, [Tourism, Festivals and Live Performances: Facts, Trends and Opportunities, 2019](#)

^{iv} Statistics Canada, [Conceptual Framework for Culture Statistics 2011](#), p. 41.

^v Statistics Canada, [Table 33-10-0037-01 Canadian Business Counts, with employees, December 2017](#); and Statistics Canada, [Table 33-10-0038-01 Canadian Business Counts, without employees, December 2017](#). NAICS industry categories included in this specific count are consistent with the mapping for the live performance domain in the [Classification Guide for the Canadian Framework for Culture Statistics 2011](#).

^{vi} Statistics Canada. [Table 36-10-0452-01 Culture and sport indicators by domain and sub-domain, by province and territory, product perspective](#)

^{vii} Idem.

^{viii} Statistics Canada, National Tourism Indicators survey no. [1910](#) and [Culture Satellite Account, 2018](#).