Every $1 the City invests in the non-profit arts sector generates $12.46 from other levels of government and the private sector.

95% of Ontario residents believe that the success of Canadian artists gives people a sense of pride in Canadian achievement.

2.3 million tickets were sold for theatre, dance and opera performances in 2009/10 by Toronto Alliance for the Performing Arts (TAPA) members.

People who attend art galleries or live performances, or read literature, are more likely to vote, volunteer and take part in community events.

43 more facts: torontoartscouncil.org/ARTS-FACTS