State of the Arts

Annual General Meeting, September 13, 2016
Vision:
Creative City Block by Block

As arts-makers we are all city-builders; together we create a city alive to its potential.
BENEFITS OF THE ARTS TO THE CITY

96% of Torontonians see at least one benefit of the arts to the city.

Net: 96%

- Attract Tourists: 75%
- Highlight the city’s cultural diversity: 73%
- Make the city a better place to live: 67%
- Create a more beautiful city: 65%
- Improve the city’s economy: 55%
- Create employment: 52%
- Attract people to move to Toronto: 32%
The arts are important to Toronto

**ARTS ATTENDANCE**

71% of Torontonians are regular attendees of the arts.

**ART IN PUBLIC SPACES**

94% of Torontonians see a personal benefit of having art in public spaces.

**ARTS OPPORTUNITIES**

81% of Torontonians see opportunities for children and youth to participate in the arts as being important.
TAC Grants Program – Increased Funding 2012-2016

Cost per Torontonian:

$4.10  $5.70  $6.43  $6.43  $7.23
New funding responds to identified Priorities

Priority: Growth & Sustainability
- Address funding inequities
- Increase core funding to arts organizations
- Increase project funding to arts orgs, individual artists

New Grant Programs Introduced:
- Indigenous Arts Projects
- Performing Arts Facility Support

Total New Investment, 2012-2015: $8,132,405
New funding responds to identified Priorities

Priority: Community Connections
• Youth led arts projects
• Community engaged art projects in inner suburbs
• Culturally diverse artists and arts organizations
• Partnerships with Toronto’s civic institutions

New Grant Programs Introduced:
• ArtReach Toronto
• Targeted Enhanced Funding
• Music Creation & Audio Recording
• Platform A
• Artists in the Library, Schools, Historic Sites, Parks

Total New Investment, 2012-2015: $4,461,355
New funding responds to identified Priorities

Priority: Innovation & Partnerships
- Respond to exceptional one-time events
- Facilitate professional development opportunities
- Stimulate increased investment in Toronto arts

New Grant Programs Introduced:
- Pan Am Path
- Open Door Funding
- TAC Leaders Lab
- ArtsVest, Business for the Arts

Total New Investment, 2012-2015: $3,052,485
Geographic Distribution

TAC’s new online grants system populates an interactive map showing the location of TAC funded programming in every ward of Toronto, searchable by year, program and location. www.torontoartscouncil.org/tac-impact
Increase in Operating Organizations’ Annual Revenues compared to TAC Grants, in $ millions 2012-2015

- Increase in TAC Operating Grants: $2.4
- Increase in Total Private Sector Revenue: $5.3
- Increase in Total Earned Revenue: $8.5
- Increase in Total Revenues: $17.2
For every $1 in operating grants by TAC in 2015, $16.13 was raised from other sources
Toronto Arts Council
Youth-led projects funded, 2012-2015
TAC 2015 Funding Impact

- $16.1 million support for 941 artists & organizations
- 283 grants to first time recipients
- 21,000 performances, exhibitions, events
- Attended by 11 million people
- Presented in all 44 wards of Toronto

Esmeralda Enrique Dance Company, “Resonancias”
Photo: Hamid Karimi
TAC 2015 Funding Impact

• Earned $60 million in ticket sales
• Raised $51 million private sector support
• Employed 18,250 artists
• Encouraged 26,000 volunteers to donate
• Over 540,000 hours
• Cost of TAC grants per Torontonian: $6.43
Arts in Toronto – Developing Trends

Growth in:

▲ Artists / Organizations / Activity
▲ Interdisciplinary work and collaboration
▲ Local, national & international collaborations
▲ Artists working with mental health survivors
▲ Deaf and disabled artists practicing
▲ Newcomer artists in Toronto
Identified Needs

• Opportunities for youth artists
• Equitable access for culturally diverse artists and organizations
• Access to arts programming for residents outside the downtown
• Affordable and accessible arts space
• Living wage for artists and arts workers
Arts-Making 2025: Toronto Arts Council Strategic Priorities

NEW INVESTMENT: realizing the potential of Toronto’s artists and arts organizations

STRONG PARTNERSHIPS: extend opportunities, reach and profile of Toronto artists

URBAN LEADERSHIP: speak with a compelling voice for a creative, equitable and thriving city

RESPONSIVE GRANTING: reflect the city, embrace technology and build on success
DIVERSE VOICES.
EQUITABLE ACCESS.
DEVELOPMENT AND GROWTH.

REFLEXIVE ENGAGEMENT.
SURPRISING ENCOUNTERS.
SHARED STORIES.

VIGOROUS EXPERIMENTATION.
CREATIVE INSPIRATION.
CRITICAL ACCLAIM.

VIBRANT COMMUNITIES.
PARTICIPATORY CULTURE.
OPEN ACCESS.
TAC & Toronto Arts Foundation Shared Programs
Arts in the Parks, 2016
Bringing free family friendly arts events to parks throughout Toronto.

- TAC Animating Toronto Parks grant program allocated $343,000 for events in 23 parks outside the downtown core. Attendance at 23 parks: 7,000+
- With private sector support, Toronto Arts Foundation recruited 200 volunteers and created a massive outreach and promotion campaign to attract people to events at neighbourhood parks
- Over 150 events were held in the summer of 2016 in parks throughout the city.
- All events free and open to the public.
- Total attendance, 2016: TBD
Newcomer and Refugee Arts Access Program

Developed as a partnership between TAC and Toronto Arts Foundation, the Newcomer and Refugee Arts Access program will:

• Provide mentorship for newcomer and refugee artists to develop and advance their artistic practice
• Create opportunities for newcomer and refugee artists to integrate and influence the Toronto arts sector
• Create paid, meaningful artistic and collaborative opportunities for professional artists
• increase the visibility of TAC in diverse communities
BMO Learning Room

This is a curated resource space designed to direct you to specific professional development opportunities, online learning, lesson plans, funding initiatives, toolkits, reports and valuable information.

If there is anything you would like to see added to this section, do not hesitate to contact us today!

- HOW TO
- LEARNING
- MONEY
- SPACE
- READING
- SELF CARE

NEWS & OPPORTUNITIES
Stay up to date on opportunities, events, jobs and initiative taking place in Toronto community engaged arts community!

CHECK OUT THE LATEST!

SONG LIBRARY FOR FACILITATORS & SOCIAL ARTISTS 🎵
Are you looking for some simple melodies or call and response songs to bring to your youth group, community choir, drop-in centre or classroom? Check out PYE Global’s amazing open-source library, its filed with great resources!

ARTS & EQUITY TOOLKIT 📝
Practical tools and resources for artists and groups working towards equity in the arts. The Arts & Equity toolkit emerged from the needs and concerns identified by artists working to engage Toronto communities through the arts.

ARTIST INSIGHT | CREATIVE BALANCE
Check out popular craft artist, Kāpna Patel insight’s on how to manage a productive creative practice and career. She includes insights on productivity, evaluation, process and maintaining individual personality in your work.
An arts and leadership symposium exploring emerging trends, community innovation and creative leadership in the field of arts & equity.
Making A Living, Making Art
East End Arts
Incubating the startups of a Local Arts Organizations
SPOTLIGHT
Newcomer Program & RBC Arts Access Fund

The Neighbourhood Arts Network and RBC Foundation announce an exciting new partnership and present the inaugural RBC Arts Access fund for newcomer artists.
TD Arts Diversity Award

“The arts serve as a powerful vehicle for sharing and disseminating the overlooked and unacknowledged stories and histories of marginalized peoples.”

Art Gallery of York University
2016 Finalist

Recipient to be announced September 21, 2016.

Photo credit:
Marlon Griffith, Ring of Fire 2015. Photo by Anthony Gebrehiwot

#TOArtsAwards

TORONTOARTSFOUNDATION.ORG
Newcomer Artist Award
Toronto Arts Stats
Public Opinion Survey with Leger

BENEFITS OF THE ARTS TO INDIVIDUALS

NET: 89% of Torontonians see at least one benefit of the arts to them personally.

OUT OF TOWN VISITORS & THE ARTS

Likelihood of Taking an Out of Town Visitor to an Arts Activity

Top 5 Activities

76% Museums, 59% Galleries, 58% Festivals, 50% Concerts, 48% Theatre

92% of Torontonians state a likelihood to take out of town visitors to arts activities.

Top 40% of artistic activities for out of town guests include museums, galleries and theatres.

First and foremost, Torontonians cite exposure to new ideas as a benefit of the arts (95%).

Just under one half of Torontonians (48%), say that the arts makes them feel proud about the city they live in and a comparable 43% say the arts belong as a spiritual or reflective part of their lives (46%).

TOArts Stats Public Opinion 2016

Toronto Arts Council | Toronto Arts Foundation

9/14/2016
Toronto Arts Facts

THE ARTS HELP YOUNG PEOPLE FLOURISH

FINDING SUCCESS THROUGH THE ARTS
- 92% of students who participated in structured music programs finished high school, compared to 89% of those who did not.15
- At-risk students who are involved in the arts, compared with students who had little or no arts exposure, had higher secondary school graduation rates, higher overall grade-point averages, higher test scores in science and writing, and were more likely to enroll in post-secondary education.16

EDUCATING STUDENTS IN THE ARTS
- 1,522,032 students participated in 13,939 activities and programs for children and youth, offered by Toronto-based, Ontario, and national organizations.14
- 69% of arts organizations offering programming in schools create teacher resource guides, 69% create student study guides.16

82% of students who participated in structured music programs finished high school.
Creative Champions Network
The Art of Good Governance
THE MAYOR’S EVENING
FOR THE
IN SUPPORT OF
TORONTO ARTS
FOUNDATION

$1.4 million raised
North York Arts – Highlights

NYA highlights (2011 - 2016):

140,021 Community members attended and participated in programs, events and workshops

5,849 Volunteer Hours

576 Volunteers

408 Artists and performers contracted to showcase their work at the local community events

140 Partnerships developed

124 Programs, events and workshops produced

5 research projects conducted with North York Arts’ participation

New office hub established at the Toronto Centre for the Arts in 2014

New strategic plan developed (2016-2020) with the enhanced vision to bring art and community together throughout North York
September 13, 2016

Kathleen Sharpe, Chair
Claire Hopkinson, Director and CEO

Dear Kathleen and Claire:

On behalf of the North York Arts Board and Staff, we would like to thank the Toronto Arts Foundation for all your support. Since the beginning of our incubation in 2011, the Toronto Arts Foundation has connected us with artists, arts groups and the North York community. Over the last five years, we have made great strides in supporting more artists, hosting more community events, and providing much-needed arts programming to the Neighbourhood Improvement Areas of North York.

The vision and leadership of the Toronto Arts Foundation during our incubation allowed North York Arts to continue to enhance its daily operations and services to support the North York community. Since inception, our highlights and

In closing, we thank you for your support and look forward to our continued partnership to further build and celebrate the arts in North York!

Sincerely,

Chair, Board of Directors

Executive Director