

CULTURE

VALUE STATEMENT

I expect a diverse range of cultural programs and services that are accessible and affordable and bring the community together.

Culture

What is this Service?

Culture Services is the municipal investment in culture, local artists and heritage professionals, as well as arts and heritage organizations. Culture Services enriches quality of life, generates considerable benefits and greatly contributes to a community's ability to build wealth through innovation and creativity. Culture Services are provided to residents by creating and encouraging opportunities for the creative sector.

Objectives May Include:

- Display local culture.
- Promote interest in cultural festivals and events.
- Encourage development of the culture sector in each municipality.
- Fund and support non-profit cultural organizations to provide arts and heritage programs across the community.
- Promote and display local heritage through our museums and heritage initiatives.

Influencing Factors:

Culture can be defined in a number of different ways and varies in the services provided in each municipality. Because Culture is specific to each municipality, service delivery is relevant to that municipality's specific needs. This denotes service level and inevitably there will be differences in levels of services based on the uniqueness of each municipality. This uniqueness is reflected in the results of each of the measures collected below and should be carefully considered when comparing the results.

1. Access to Service/Service Levels – The number, size and scope of venues such as art galleries, historical sites, cultural centres and museums will vary between municipalities.
2. Type and Scope of Programming/Exhibits: Impacted by the types of programming /exhibits offered in different venues, such as art galleries, museums, historical sites, and performance, cultural & conference centres.
3. Non-Resident Use/Tourism: Cultural services often attract participants from beyond a municipality's boundaries and may serve as a key factor in tourists' decisions about whether to visit a particular community – a "per capita" denominator likely overstates the cost of these services.
4. "In Kind" Services: Responding municipalities have not reported the value of "in kind" services provided to cultural organizations (and may not be able to quantify the value of these services). The cost of services provided by other internal business units, such as policing and barricading during festivals and special events, may not be tracked the same way in all municipalities, therefore impacting the reported cost of providing cultural services.

5. **Municipal Policy:** Whether a municipality has adopted a cultural policy or other policies and plans such as public art, special events, etc. and how the municipality has defined its roles and responsibilities as it relates to Culture, may affect the way in which programs and services are delivered, how annual data is collected and the size of funding invested in the community.
6. **Demographics:** Local revenue policies may influence participation rates, to the extent that people may be more attracted to free/low-cost cultural activities; “user pay” policies or admission fees may present an access barrier to segments of the population. Expenditures also influence participation (i.e. lower advertising results in lower awareness).
7. **Type of service and service level:** Will vary between municipalities – the opportunity to derive useful insights about “successful” approaches to managing cultural services will be realized only after significant additional, more detailed analysis is complete including review of whether the culture services are directly delivered or administered by volunteer or third party.
8. **External Cultural Organizations:** Local policies about providing funding to cultural organizations will vary. Where they are provided, the municipality typically does not receive a direct financial benefit for doing so, but enjoys the economic spin-offs associated with the support cultural organizations/activities offer to local businesses.
9. **Provincial/Federal Policies:** Federal and Provincial grant programs may impact the level of spending in any given year. Municipal investment in local artists, culture and heritage organizations enriches quality of life, generates considerable benefits, and greatly contributes to a community’s ability to generate wealth through innovation and creativity. These impacts are difficult to quantify and as such, are not captured in the measures.

Extenuating Circumstances:

- **COVID-19 Pandemic:** There was a reduction in client usage for non-essential services in 2020 during the pandemic due to venue and event restrictions and/or shutdowns. Where possible, many municipalities transitioned to virtual cultural events. In many municipalities cultural staff were redeployed during this time to support local COVID response activities. The pandemic also had an impact on community organizations that receive funding or grants from the municipalities for cultural activities. There was limited return to pre-pandemic levels in the later part of 2021, but support was still provided to keep organizations operational throughout the year. In addition, some cultural organizations have shifted to a hybrid of in-person and virtual events.

Culture

CLTR125 - Culture Grants per Capita

The measure represents the funding dollars provided for Arts, Heritage and Festivals grants only. The direct municipal investment in arts funding is relative to a city's service delivery model, size of its arts community and its funding envelope. For example, some municipalities provide funding to their "anchor" organizations, e.g. art gallery, community auditorium, theatre and symphony through grants versus municipally owned/operated facilities.



Calgary: 2021 Increase mainly due to resumption of Festival and Event programs.

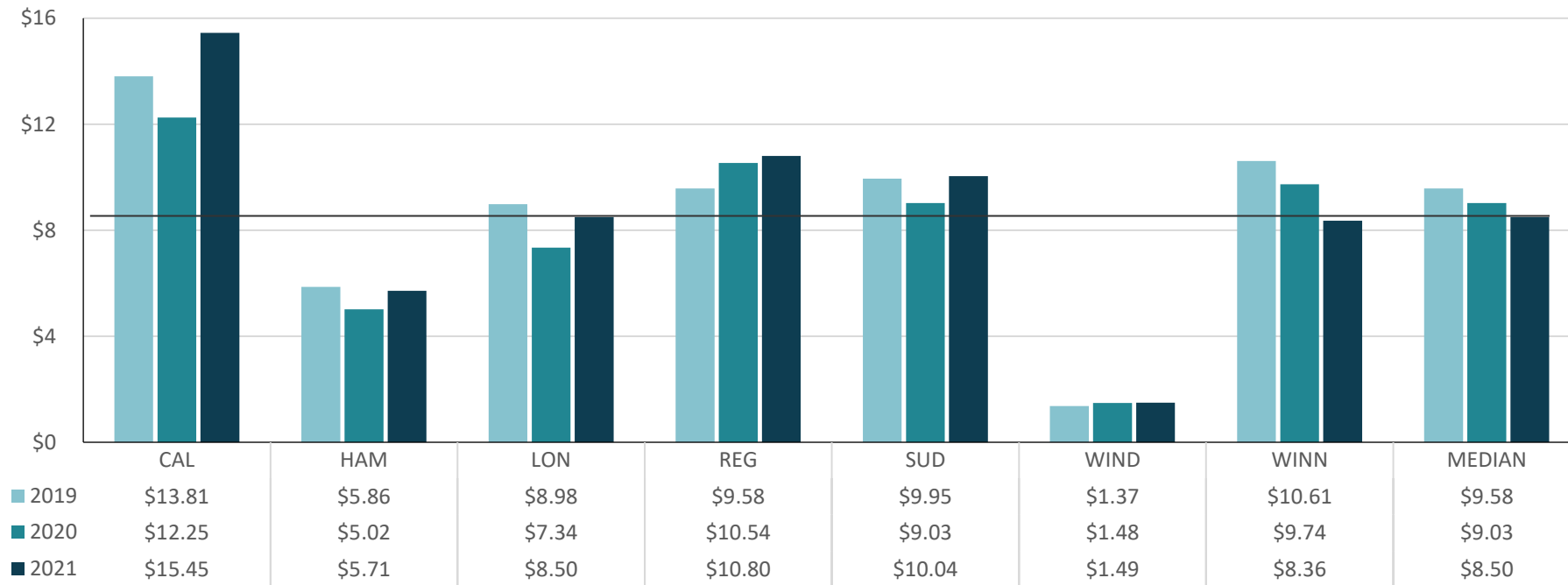
London: Increased COVID-19 recovery grant funding was provided in 2021.

Sudbury: Special events, festivals and museums were allowed to resume/reopen in 2021 under the provincial reopening plan.

Culture

CLTR200 - Culture Operating Cost to Manage Grants per Capita

This measure reflects the grants provided by municipalities plus costs incurred to administer arts, heritage and festival grants only.



Calgary: 2021 Increase mainly due to resumption of Festival and Event programs.

London: The City provided increased COVID-19 recovery grant funding in 2021.

Regina: The methodology for this measure is under review and data will be revised going forward.

Winnipeg: The decrease in 2021 is due to a 5-year funding commitment to the Winnipeg Art Gallery being fulfilled in 2020.

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CLTR205T - Culture Total Cost per Capita

This measure represents the total cost of providing cultural services including grants and the funding of cultural venues, e.g. art galleries, historical sites, cultural centres and museums per person. In 2020, closures or restrictions to cultural facilities/venues due to COVID impacted on the total cost for municipalities.



Regina: The 2019 results reflect an increase to the Neil Balkwill Civic Arts Centre capital renovation project.

Sudbury: Special events, festivals and museums were allowed to resume/reopen in 2021 under the provincial reopening plan.

Windsor: Cultural programming was limited, and facilities were closed or operating within provincial mandates in 2021.