

APAC QUICK FACTS 2021

Culture-based businesses and organizations:

- provide direct economic benefits
- create job growth in the cultural sector, expanding the sector as a whole
- promote and enhance cultural development
- help foster creative cities and communities
- improve the ability of urban centres to attract skilled workers
- help a community distinguish itself based on strong identities, cultures, arts and crafts
- help a community gain a competitive advantage as a “destination city” for cultural tourism
- spawn “spin-off” businesses, fortifying and diversifying the original initiatives’ strengths
- can lead to subsequent economic regeneration through urban revitalization.

Culture as an Economic Engine, published by Creative City Network of Canada
https://www.creativecity.ca/database/files/library/culture_economic_engine.pdf

Arts organizations identified the most critical factors for success in both the remainder of 2020 and then 2021. In both cases, the only factors that received more than 50% of comments were the need for community support and engagement, followed by grant funding.

COVID-19 Impact Survey, Calgary Arts Development <https://calgaryartsdevelopment.com/wp-content/uploads/2020/09/COVID19ImpactSurvey-2020ArtsCultureCreativeIndustries.pdf>

Albertans seek out cultural experiences and participate on average in 2.5 cultural activities monthly. We are 4th highest in Canada. (Quebec, PEI, BC).

Culture Track: Canada; 2018; Business for the Arts <http://www.businessandarts.org/wp-content/uploads/2018/07/CT-Canada-Report.pdf>

In 2017, culture goods and services contributed \$5.3 billion to Alberta’s GDP, the fourth highest among provinces. Between 2010 and 2017, Alberta’s culture GDP increased overall by 16%. <https://www.affta.ab.ca/news/explore-economics-alberta-art>

Culture creates 53,739 annual jobs for Albertans.

Statistics Canada: Culture and sport jobs as a share of the total economy; 2017
<https://www150.statcan.gc.ca/n1/daily-quotidien/190425/t002b-eng.htm>

52% of artists are self-employed, much higher than that of all Alberta workers (12%). Female artists make up a large proportion of artists (60%) compared to 46% of all Alberta workers.

<https://www.affta.ab.ca/news/statistical-insights-arts-alberta>

84.7% of adult Albertans either attended or participated in arts activities or events last year.

87.3% of adult Albertans strongly, or somewhat, agree that arts and culture activities in their community make it a better place to live.

50.5% of Albertans attended a community arts festival, fair or cultural performance or event in the last year.

2020 Survey of Albertans – Alberta Culture, Multiculturalism and Status of Women, April 2020
<https://open.alberta.ca/dataset/f810079f-9344-4a44-81eb-8cc5770f8914/resource/cde25c8c-763a-4b82-9e89-a0e50fe78890/download/cmsw-survey-of-albertans-2020.pdf>

87.9% of Albertans feel that it is important that government fund and support the arts.

Alberta Culture and Tourism Survey of Albertans; 2017 <https://open.alberta.ca/dataset/f810079f-9344-4a44-81eb-8cc5770f8914/resource/8f0990ec-9107-42b9-bdff-a0d9426b16d7/download/survey-albertans-2017.pdf>

Nearly nine in 10 Canadians (88%) agree with governments providing support for the arts and culture. *Environics Research, Arts and Heritage Access and Availability Survey 2016-2017* https://epe.lac-bac.gc.ca/100/200/301/pwgsc-tpsgc/por-ef/canadian_heritage/2017/051-16-e/report.pdf

Creative products, produced by creative industries, directly supported the employment of just under 24,000 people in Calgary in 2016, earning \$1.6 billion in labour income and directly contributed over \$2.1 billion in local GDP in the same year.

Nearly 49,500 people volunteered 7.3 million hours for arts and cultural organizations in 2017, equal to 3,670 full-time equivalent jobs and an economic value of \$204 million.

An analysis of labour productivity (output per worker) suggests that average labour productivity of the sector is high, at just over \$90,000 of GDP per job.

Creative industries help attract tourists with tourists visiting Calgary spending just under \$71 million on creative industries goods and services in 2016.

Creative industries also provide social benefits contributing to quality of life, health and well-being, urban revitalization and community development, appreciation for diversity, enhancement of education and skills development, and civic engagement.

Creative Calgary - Calgary's Business Case for Arts Investment <https://www.creativecalgary.org/inspiration-and-statistics>

More information can be found at:

- COVID-19 Impact Survey, Calgary Arts Development <https://calgaryartsdevelopment.com/publications/covid-19-impact-survey/>
- Professional Arts Coalition of Edmonton (PACE) - Economic Impact of the Professional Arts in Edmonton 2017 <http://www.pacedmonton.com/wp-content/uploads/2017/09/PACE-EIA-Final-Report-September-13-2017.pdf>
- Economic Impact Study of Calgary's Creative Industries by Calgary Economic Development and the Conference Board of Canada <https://calgaryeconomicdevelopment.com/dmsdocument/268>