

ProArt Alliance

The Professional Arts Alliance
of Greater Victoria

CULTURE MATTERS!

Restore Arts Funding Now

An Arts Advocacy Toolkit

- BC residents overwhelmingly support public funding of the Arts.
- British Columbia has the most artists per capita in the country.
- British Columbia already has the lowest per-capita investment in the Arts in the country.
- Every dollar the province invests in the Arts returns up to \$1.36 in tax revenue.
- Every other province is at least maintaining, or increasing, investment in the Arts.
 - The Arts help children do better in school, keep downtown areas vibrant, and improve health in seniors.

So why is the provincial government all but eliminating investment in the Arts?

HERE'S WHAT WE'RE ASKING THE GOVERNMENT TO DO:

- Restore funding to the BC Arts Council to the 2008-09 levels, and maintain the arms-length relationship with the province by funding it through the Ministry of Tourism, Culture, and the Arts;
- Restore gaming grants to the 2008-09 levels;
- Find ways to offset the impact of the HST on the arts and culture sector.

THE SAD TRUTH

In British Columbia, the Arts are under siege.

After eight years of BC Liberal government arts management that saw gradual improvements to the level of investment in the sector, arts and culture in BC is in the midst of its biggest crisis ever.

September's budget projected a drop in investment on arts and culture to \$3.6-million in 2010-11 from almost \$48-million last year.

The province's community gambling grant program approved only 350 of the 953 applications for funds requested by cultural organizations, for a total of \$8.9 million. Last year, 840 applications were approved, totaling \$18 million.

If we don't succeed in changing the government's course, the cuts will be 85 percent for next year, and 92 percent after that. **No other sector is facing cuts of that magnitude.**

No other province in Canada is slashing funding. Many are actually increasing their support for the Arts. They recognize that the Arts are a growth industry that more than pays for itself, both financially and through its many social benefits.

It's not too late to convince the BC government to see the error of its ways. How can you help? By contacting your MLA and telling them that you believe Culture Matters. The following pages contain information that will help.

Thank you for believing that ***Culture Matters.***

WHAT DO THESE CUTS MEAN?

ProArt conducted a preliminary survey of its membership to determine the potential impact on the Victoria area alone. Our findings included:

- More than 150 artists and arts administrators will be impacted, giving them fewer chances to practice and develop their craft;
- The equivalent of at least 22 full-time positions will be lost;
- One company alone says 300 hotel room nights will be lost because of cuts. If each of those rooms were to generate two restaurant visits, there will be 600 fewer meals served;
- The Jazz Festival will cancel many free events that normally entertain more than 35,000 people;
- The Jazz Festival, The Victoria Symphony, and the Art Gallery of Greater Victoria all say they will eliminate or severely limit their outreach programs that take art into the schools;
- Many organizations will be postponing renovations, upgrades, and maintenance that would provide work for carpenters, masons, plumbers, and other trades people. Fewer sets will be built, which means fewer purchases at hardware and building supply stores;
- Reduced programming means fewer programs, flyers, and posters will be printed and fewer ads will be placed with local newspapers, TV, and radio;
- The cuts to gaming alone mean hundreds of thousands of dollars will not be spent in this community.

WHY DOES CULTURE MATTER?

"... the arts, like education, health and social security, are universal goods that ought to be generally available regardless of ability to pay."

SIR WILLIAM REES-MOGG (former chairman of the Arts Council of Great Britain)

The economic, social, health and educational benefits to our communities created by investing in arts and culture, by all levels of government, are well documented and supported.

Public funding helps to ensure that the arts touch the lives of as many people as possible by keeping admission prices affordable.

Learning through the Arts, a three year national research study conducted by Queen's University concluded that involvement in the arts contributed to student achievement as much as 11 percentile points higher in math than their peers. Ninety per cent of parents reported that the arts motivated their children to learn. Teachers, parents, artists, and administrators talked about how the arts motivated children, referring to the emotional, physical, cognitive, and social benefits of learning in and through the arts.

According to the Conference Board of Canada, many educators also believe that creative activities provide positive learning experiences, such as:

- Helping to improve communication skills and promoting creative thinking
- Contributing to improved literacy and language development through libraries and reading programs
- Helping to develop information technology skills critical for employment in the knowledge economy as creative activities often involve information and communications technologies
- Art programs for youth and seniors measurably improve the lives of participants, visibly fostering healthier communities and innovatively addressing issues of youth at risk and eldercare.

***"There's a strong fiscally conservative argument for supporting the arts...
[without it we would be] culturally and economically soulless."***

Federal Heritage Minister James Moore

Public investment in arts results in healthier, happier, economically competitive, and liveable communities.

Public investment in the arts results in stronger creative industries, tourism, and social-profit sectors.

The province's own research shows that every dollar invested in arts and cultural organizations returns between \$1.05 and \$1.36 directly to provincial treasuries through tax revenues.

Of Canada's 10 provinces, BC has the largest percentage of its labour force in arts occupations.

As well, the arts and cultural sectors and B.C.'s creative industries generate \$5.2 billion each year and employ 80,000 people.

Growth in cultural employment in Canada from 1981 to 2001 was 81% higher than the 32% growth in the overall labour force during the same period.

Arts organizations use provincial funding to leverage investment from other sources: other levels of government, foundations, private donors; all aimed at keeping admission prices affordable. Many of those sources make their decisions based on the level of investment by the province. By slashing investment the Province is endangering the support that other sources are still willing to provide.

THE BC STORY

"British Columbia is the place for local arts and culture. People agree emphatically that funding for the arts should not be left up to private business and foundations, but should get a boost from local governments. Ninety-one per cent of B.C. residents praise the selection of [arts and cultural] events and activities in their community, and it's the only region in Canada where there's complete agreement with the idea that a vibrant cultural scene is great for the local economy."

From "We Know What You're Thinking", by Darrell Bricker and John Wright of Ipsos Reid

- Kevin Krueger, Minister of Tourism, Culture, and the Arts, says there "hasn't been a cut" in funding. That's because there has been a financial shell game going on where gaming moneys are being used for things that they were never meant for, which means 44% of arts and culture groups that received the money from gaming last year received nothing this year
- No other province in Canada has reduced support for the arts sector at this time of economic uncertainty. Ontario, Quebec, Alberta, Newfoundland and the federal government have all increased their investments.
- Provincial Government funding in British Columbia from all sources makes up an average of seven percent of the operating budgets of performing arts organizations. *This is the lowest in Canada.* The national average is 13 percent. In Quebec, provincial funding accounts for 26 percent of a performing arts organization's budget.
- The BC government has allocated half a million dollars to advertise the Olympics in schools, while cutting gaming grants that support BC Sports in schools for one-quarter of the cost.

- British Columbia has the highest number of artists per capita in the country. Vancouver has the largest concentration of any major city in Canada and Victoria has the second largest. Seven of the top ten municipalities with the highest number of artists per capita are also located in BC.
- Changing the allocation of the Gaming Funds represents a breach of the promise made to those communities that accepted casinos or slot machines based that the proceeds from gambling would be re-invested in the arts and their communities.
- In 1999, the province of BC entered into a “Memorandum of Understanding” with the BC Association of Charitable Gaming to commit one-third of the annual BC Lottery Corporation revenues for the purpose of supporting licensed charities. The government has never met that promise.

IN THEIR OWN WORDS

The government often pays lip service to the importance of culture. Directly and indirectly, in public speeches, and through studies and reports by its many committees and agencies, we are assured of the value they place on supporting the arts.

This is a good time to remind them of their own words and statistics:

- “The integration of arts, culture and heritage experiences into B.C.'s tourism sector plays a central role in building B.C.'s tourism industry” – BC Tourism, Culture and Arts Service Plan
- To win its bid for the 2010 Olympics, the BC government boasted about the province's vibrant arts and culture scene. It claimed that culture was the "second pillar" of the Games. Now, just five months before the Olympics begin, the government cuts arts funding. Not only will this tarnish BC's image in the eyes of the world, it will damage BC's arts sector beyond any chance of easy recovery.
- The BC Ministry's service plan states that we require "culturally rich communities that contribute to making B.C. the best place on earth to live, work and play", and states that "British Columbia's arts, culture and creative sectors are diverse, dynamic and growing". The government's current actions do not support these statements nor recognize that the arts should be looked towards as a key player in troubled and transitional times.
- “Our vibrant culture is a vital asset in drawing and retaining an increasingly mobile workforce to our province.” *BC Tourism, Culture and Arts Service Plan*

WHAT CAN I DO?

Contact your MLA. Write an email or call and request a meeting where you can tell them why they should fight to reinstate investment in the Arts.

Write to Gordon Campbell, Colin Hansen, Rich Coleman and Kevin Krueger and make the same argument [See below for contact information]

Remind them that the Arts are a growth industry. Use the data provided in this toolkit to support these key messages:

- Restore funding to the BC Arts Council to the 2008-09 levels, and maintain the arms-length relationship with the province by funding it through the Ministry of Tourism, Culture, and the Arts;
- Restore gaming grants to the 2008-09 levels;
- Find ways to offset the impact of the HST on the arts and culture sector.

Remind them that:

- A very small investment – less than 10 cents out of every \$100 the government spends – will deliver a return on investment that can't be matched anywhere else;
- No other province is cutting investment in the Arts. Every other part of the country recognizes the Arts as a wise investment that returns its investment in so many ways;
- BC's per capita support for the arts is already the lowest in Canada;
- Artists are real people who live in your community and contribute to the local economy. When jobs disappear in the Arts jobs also disappear in hotels, restaurants, grocery stores, drug stores, hardware stores, lumber mills, and everywhere else an artist – or an audience member – shops.

Also, contact your local Mayor and Councillor. The Union of BC Municipalities recently passed a resolution calling on the province to restore funding to the Arts. Remind your local representative that the Arts are important to their community. Many communities in the province that have lost resource-based industries are discovering that cultural tourism can create new economic vitality.

Finally, pass this on to everyone you know who supports the Arts. Remember, that's nine out of ten people in BC.

Thank you for believing that
Culture Matters

For further information, please contact
info@proartalliance.ca

CONTACT INFORMATION

Premier Gordon Campbell

E-mail: gordon.campbell.mla@leg.bc.ca or premier@gov.bc.ca

Office:

Room 156, Parliament Buildings, Victoria, BC, V8V 1X4
250-387-1715

Constituency:

3615 West 4th Avenue, Vancouver, BC, V6R 1P2
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Finance Minister Colin Hansen

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Office:

Room 153, Parliament Buildings, Victoria, BC, V8V 1X4
250-387-3751

Constituency:

5640 Dunbar Street, Vancouver, BC, V6N 1W7
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Rich Coleman, Minister of Housing & Social Assistance

[whose Ministry includes the Gaming Branch]

E-mail: rich.coleman.mla@leg.bc.ca

Office:

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250-356-7750

Constituency:

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604-882-3151

Kevin Krueger, Minister of Tourism, Culture, and the Arts

E-mail: kevin.krueger.mla@leg.bc.ca

Office:

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250-953-4246

Constituency:

9 – 111 Oriole Road, Kamloops, BC, V2C 4N6
250-314-6031

And be sure to contact your MLA

[If you're not sure who that is go to <https://www.leg.bc.ca/mla/3-1-1.htm>]

MLA'S BY REGION

<u>Riding</u>	<u>MLA</u>	<u>Party</u>	<u>Email</u>	<u>Local Phone</u>
<u>Northern BC</u>				
Nechako Lakes	John Rustad	Lib	john.rustad.mla@leg.bc.ca	250 964-5650
North Coast	Gary Coons	NDP	gary.coons.mla@leg.bc.ca	250 624-7734
Peace River North	Pam Pimm	Lib	pat.pimm.mla@leg.bc.ca	250 263-0101
Peace River South	Hon. Blair Lekstrom	Lib	blair.lekstrom.mla@leg.bc.ca	250 784-1330
Prince George-Mackenzie	Hon. Pat Bell	Lib	pat.bell.mla@leg.bc.ca	250 612-4194
Prince George-Valemount	Hon. Shirley Bond	Lib	shirley.bond.mla@leg.bc.ca	250 612-4181
Skeena	Robin Austin	NDP	robin.austin.mla@leg.bc.ca	250 638-7906
Stikine	Doug Donaldson	NDP	doug.donaldson.mla@leg.bc.ca	250 842-6338
<u>Kootenay, Columbia & Boundary</u>				
Boundary-Similkameen	John Slater	Lib	john.slater.mla@leg.bc.ca	250 495-2042
Columbia River-Revelstoke	Norm Macdonald	NDP	norm.macdonald.mla@leg.bc.ca	250 344-4816
Kootenay East	Hon. Bill Bennett	Lib	bill.bennett.mla@leg.bc.ca	250 417-6022
Kootenay West	Katrine Conroy	NDP	katrine.conroy.mla@leg.bc.ca	250 304-2783
Nelson-Creston	Michelle Mungall	NDP	michelle.mungall.mla@leg.bc.ca	250 354-5944
<u>Okanagan & Shuswap</u>				
Kelowna-Lake Country	Norm Letnick	Lib	norm.letnick.mla@leg.bc.ca	250 765-8516
Kelowna-Mission	Steve Thomson	Lib	steve.thomson.mla@leg.bc.ca	250 712-3620
Penticton	Hon. Bill Barisoff	Lib	bill.barisoff.mla@leg.bc.ca	250 487-4400
Shuswap	Hon. George Abbott	Lib	george.abbott.mla@leg.bc.ca	250 833-7414
Vernon-Monashee	Eric Foster	Lib	eric.foster.mla@leg.bc.ca	250 503-3600
Westside-Kelowna	Hon. Ben Stewart	Lib	ben.stewart.mla@leg.bc.ca	250 768-8426
<u>Thompson & Cariboo</u>				
Cariboo-Chilcotin	Donna Barnett	Lib	donna.barnett.mla@leg.bc.ca	250 395-3916
Cariboo North	Bob Simpson	NDP	bob.simpson.mla@leg.bc.ca	250 991-0296
Kamloops-North Thompson	Terry Lake	Lib	terry.lake.mla@leg.bc.ca	250 554-5413
<u>Fraser Valley</u>				
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Abbotsford West	Hon. Michael de Jong	Lib	mike.dejong.mla@leg.bc.ca	604 870-5486
Chilliwack	John Les	Lib	john.les.mla@leg.bc.ca	604 702-5214
Chilliwack-Hope	Barry Penner	Lib	barry.penner.mla@leg.bc.ca	604 858-6202
Fraser-Nicola	Harry Lali	NDP	harry.lali.mla@leg.bc.ca	250 378-4802
Langley	Hon. Mary Polak	Lib	mary.polak.mla@leg.bc.ca	604 514-8206
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Maple Ridge-Pitt Meadows	Michael Sather	NDP	michael.sather.mla@leg.bc.ca	604 476-9823
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Surrey-Green Timbers	Sue Hammell	NDP	sue.hammell.mla@leg.bc.ca	604 586-2791
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Surrey-Whalley	Bruce Ralston	NDP	bruce.ralston.mla@leg.bc.ca	604 586-2740
Surrey-White Rock	Gordon Hogg	Lib	gordon.hogg.mla@leg.bc.ca	604 542-3930
<u>Richmond & Delta</u>				
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Richmond East	Linda Reid	Lib	linda.reid.mla@leg.bc.ca	604 775-0891
Richmond-Steveston	Hon. John Yap	Lib	john.yap.mla@leg.bc.ca	604 241-8452
<u>Vancouver Eastern Suburbs</u>				
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Burnaby-Edmonds	Raj Chouhan	NDP	raj.chouhan.mla@leg.bc.ca	604 660-7301
Burnaby-Lougheed	Harry Bloy	Lib	harry.bloy.mla@leg.bc.ca	604 933-2077
Burnaby North	Richard T. Lee	Lib	richard.lee.mla@leg.bc.ca	604 775-0778
Coquitlam-Burke Mountain	Douglas Horne	Lib	douglas.horne.mla@leg.bc.ca	1 800 691-9158
Coquitlam-Maillardville	Diane Thorne	NDP	diane.thorne.mla@leg.bc.ca	604 933-2001
New Westminster	Dawn Black	NDP	dawn.black.mla@leg.bc.ca	604 775-2101
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Port Moody-Coquitlam	Hon Iain Black	Lib	iain.black.mla@leg.bc.ca	604 933-2312

Vancouver

Vancouver-Fairview	Hon. Margaret MacDiarmid	Lib	margaret.macdiarmid.mla@leg.bc.ca	604 660-7061
Vancouver-False Creek	Hon. Mary McNeil	Lib	mary.mcneil.mla@leg.bc.ca	604 775-2601
Vancouver-Fraserview	Hon. Kash Heed	Lib	kash.heed.mla@leg.bc.ca	604 775-2246
Vancouver-Hastings	Shane Simpson	NDP	shane.simpson.mla@leg.bc.ca	604 775-2277
Vancouver-Kensington	Mable Elmore	NDP	mable.elmore.mla@leg.bc.ca	604 775-1033
Vancouver-Kingsway	Adrian Dix	NDP	adrian.dix.mla@leg.bc.ca	604 660-0314
Vancouver-Langara	Hon. Moira Stilwell	Lib	moira.stilwell.mla@leg.bc.ca	250 356-2771
Vancouver-Mount Pleasant	Jenny Kwan	NDP	jenny.kwan.mla@leg.bc.ca	604 775-0790
Vancouver-West End	Spencer Herbert	NDP	spencer.herbert.mla@leg.bc.ca	604 660-7307

North Shore & Sunshine Coast

North Vancouver-Lonsdale	Hon. Naomi Yamamoto	Lib	naomi.yamamoto.mla@leg.bc.ca	604 981-0033
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West Vancouver-Capilano	Rslph Sultan	Lib	ralph.sultan.mla@leg.bc.ca	604 981-0050
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Vancouver Island

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Comox Valley	Don McRae	Lib	don.mcrae.mla@leg.bc.ca	250 703-2422
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Greater Victoria

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Saanich North and the Islands	Hon. Murray Coell	Lib	murray.coell.mla@leg.bc.ca	250 655-5711
Saanich South	Lana Popham	NDP	lana.popham.mla@leg.bc.ca	250 479-4154
Victoria-Beacon Hill	Carole James	NDP	carole.james.mla@leg.bc.ca	250 952-4211
Victoria-Swan Lake	Rob Fleming	NDP	rob.fleming.mla@leg.bc.ca	250 360-2023

WHAT'S BEING SAID ABOUT THE BC SITUATION?

"[The Arts] has to be a central component—in our judgment—if we're going to deal with economic recovery, support the quality of life in our cities, and support the creative economy in this country... The province of British Columbia has made its own decisions and they will, politically, live with them... [The proposed cuts to the arts are] devastating, and may not be recoverable."

Federal Heritage Minister James Moore

"What is it that power-hungry politicians want from artists? Control over the story through the annihilation of the former story-tellers? Is this the agenda behind the recent decapitation of arts funding in British Columbia, while mega-millions are poured into the Olympics? The BC arts community will retaliate, of course. Over the past 50 years they've put BC on the map, and now they're being told that their sorts of contributions are without value. They've always been a scrappy lot: Watch that energy bite back at Mr. Campbell – that would be my guess."

Margaret Atwood, author of "The Handmaid's Tale"

"I would also like to thank the BC provincial funding for the arts, something that is lacking at the moment if you've read your local newspaper... Without that funding, I don't think that I would be standing here this evening."

Actor Kim Cattrall, in accepting her star on Canada's Walk of Fame

"People come to BC not just because of the pretty mountains. They come here because they expect a place where society is both different and better. Haven't you noticed that when you say 'Vancouver' to people, their eyes light up? For foolish short-term reasons we're killing that light, and all the money in the world can't buy it back once it's gone. We become a parking lot with mountains and it doesn't have to happen."

Douglas Coupland, author of "Generation X"



[Courtesy of the Greater Vancouver Professional Theatre Alliance]