

Creative Capital Gains: Arts and Culture Funding Update (Implementation Action 9)

APPENDIX 3: Creative Capital Investment Survey: Summary Report and Graphs







Creative Capital Investment Survey: Summary Report and Graphs

(Completion rate: 85.86%)






The Creative Capital Gains report made the following five recommendations. Please rank the recommendations in terms of investment priority. (1 being the most important, and 5 being the least):

	1	2	3	4	5	Total Responses
<u>Cultural Space</u> : Ensure a supply of affordable, sustainable cultural space.	206 (20%)	221 (21%)	219 (21%)	229 (22%)	178 (17%)	1053
<u>Access Diversity</u> : Ensure access and opportunity for cultural participation to all citizens regardless of age, ethnicity, ability, sexual orientation, geography, or socioeconomic status.	199 (19%)	164 (16%)	200 (19%)	200 (19%)	288 (27%)	1051
<u>Creative Industry</u> : Support the development of creative clusters and emerging cultural scenes to capitalize on their potential as generators of jobs and economic growth.	215 (20%)	214 (20%)	230 (22%)	220 (21%)	170 (16%)	1049
<u>Toronto as a Creative Capital</u> : Promote cultural institutions, festivals and other assets to enhance Toronto's position as a Creative City regionally, nationally, and internationally.	168 (16%)	218 (21%)	201 (19%)	187 (18%)	277 (26%)	1051
<u>Finance and Funding</u> : Keep pace with international competitors by making a firm commitment to sustain Toronto's cultural sector.	394 (38%)	194 (18%)	147 (14%)	126 (12%)	189 (18%)	1050

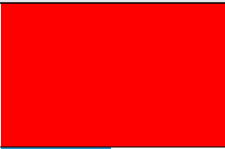






Cultural Space: Ensure a supply of affordable, sustainable cultural space.

Response	Chart	Percentage	Count
Establish a funding program to address state of good repair projects for arts, culture, and heritage facilities.		76%	787
Make culture easier to find by including Toronto's culture and cultural institutions into the City's Pedestrian Way-Finding System strategy for both visitors and residents.		41%	420
Create an inventory of available spaces across Toronto, and promote the use of these spaces for community cultural activity.		67%	692
Protect industrial and commercial space for cultural industries through stronger policy, and review of site-specific re-zoning applications.		58%	595
Undertake ward-by-ward community consultations on cultural infrastructure priorities in collaboration with City Councillors.		34%	354
Other, please specify...		14%	142
Total Responses			1030






Access Diversity: Ensure access and opportunity for cultural participation to all citizens regardless of age, ethnicity, ability, sexual orientation, geography, or socioeconomic status.

Response	Chart	Percentage	Count
Explore ways to streamline the permitting process and make it more user-friendly for arts organizations, notably those that are youth-led.		65%	661
Support arts programs across the city by funding Local Arts Services Organizations, including newly established branches in North York and East York.		67%	682
Support mentorships and partnerships cross-sectorally between established organizations and emerging cultural organizations, especially youth-led organizations, all across the city.		81%	817
Develop a rotating Cultural Hotspot of the Year program to celebrate cultural activity in Toronto's neighbourhoods.		48%	483
Other, please specify...		16%	158
Total Responses			1011

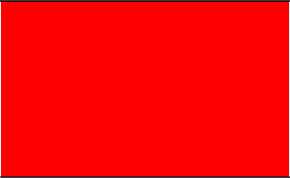




Creative Industry: Support the development of creative clusters and emerging cultural scenes to capitalize on their potential as generators of jobs and economic growth.

Response	Chart	Percentage	Count
Continue to study and map the cultural districts in Toronto and recommend policy tools to foster and protect the existing cultural clusters.		58%	574
Promote and foster Toronto's screen-based cluster.		27%	266
Promote and foster Toronto's digital media cluster.		32%	319
Develop a Cultural/Creative Hub in Weston Mount Dennis and use it to showcase the community's history.		13%	132
Develop a strategy to promote and foster Toronto's music cluster.		53%	528
Foster entrepreneurial skills for culture workers through the development of Artscape's proposed Creative Entrepreneurship Centre.		70%	701
Other, please specify...		21%	213
Total Responses			998

Toronto as a Creative Capital: Promote cultural institutions, festivals and other assets to enhance Toronto's position as a Creative City regionally, nationally, and internationally.

Response	Chart	Percentage	Count
Position and market Toronto internationally as a cultural destination and to define its creative image through large festivals and upcoming major events.		75%	750
Revitalize Toronto's historic sites in order to engage local and international visitors in the many stories that make up the city's 11,000 year history.		67%	672
Leverage existing City assets like Winterlicious and Summerlicious or use the model to create new programs to benefit the cultural community and creative sector.		52%	525
Develop a digital marketing strategy to integrate the branding and promotion of Toronto's cultural events.		56%	560
Other, please specify...		20%	197
Total Responses			1005

Finance and Funding: Keep pace with international competitors by making a firm commitment to sustain Toronto's cultural sector and position Toronto as a leading, globally competitive Creative Capital.

Response	Chart	Percentage	Count
Achieve \$25 per capita by 2016 by providing ongoing support to City-funded cultural organizations and implementing Creative Capital Gains recommendations.		74%	755
Challenge the private sector to match increased municipal cultural funding and work with charitable foundations to secure a pool of funds for creative capital initiatives.		77%	779
Advocate to the Province to include growth-related cultural facilities as eligible recipients of funding under the Development Charges Act.		64%	654
Enable cultural organizations to take advantage of community bond/social financing models for cultural infrastructure by using the City as loan guarantor.		55%	557
Other, please specify...		12%	120
Total Responses			1017

Impact: Tracking the impact of the City's investment in arts, heritage, or cultural industries is essential. Which of the following do you think are the best measures of success?

Response	Chart	Percentage	Count
Amount of cultural space		27%	275
Quality of cultural space		54%	552
# of venues and cultural facilities		25%	259
Diversity of organizations and programming		46%	475
# of cultural events		26%	267
Attendance at cultural events		55%	568
# of volunteers		11%	109
Hours volunteered		8%	78
# of youth programs		16%	162
Youth attendance at events		26%	272
# of cultural workers		30%	311
Employment income in the cultural sector		57%	587
# of cultural businesses and enterprises in Toronto		28%	291
Funds leveraged by arts and culture organizations from public and private sources		38%	389
City of Toronto per capita direct investment in culture		48%	494
% growth of private vs. public municipal funding		19%	193
# of new partnerships between cultural organizations and other sectors		30%	308
# of visitors who participate in cultural activities		42%	427
# of visiting international artists		25%	254
Other, please specify...		10%	101
Total Responses			1027

Gender

Response	Chart	Percentage	Count
Female		59%	590
Male		41%	412
Total Responses			1002

Age

Response	Chart	Percentage	Count
0-12		0%	0
13-18		1%	6
19-24		7%	71
25-39		48%	488
40-54		26%	263
55-69		14%	145
70 and over		3%	35
Total Responses			1008

Are you employed in the arts or culture industries?

Response	Chart	Percentage	Count
Yes		59%	602
No		41%	414
Total Responses			1016