

Evaluation of the Impact of Increases to City of Toronto Cultural Grants from 2012 to 2016

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Delivered to

Toronto City Council

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Nordicity's Mandate

Assess the incremental impacts of the new cultural grants funding disbursed from 2013 to 2016.

Council had set six priority objectives:

1. Promote more arts activity in Toronto, but **outside the downtown core**
2. Stimulate greater opportunities for **young and emerging artists**
3. Develop and leverage a greater range of **partnerships**
4. Stimulate greater opportunities for **youth and community arts** activities
5. Increase the **capacity of small and medium-sized arts organizations**
6. Improve **cultural spaces** across the city

Key Highlights...

- Increase put city on track to reach **\$25/capita** target by 2018
- Provincial/federal funding down **5%** but private/earned revenue up **20-21%**
- Number of public arts activities up **6.1%/year** and attendance up **5.5%/year**
- New TAC operating funding recipients **23%** outside the downtown core
- Youth engagement in arts creation through **18,000** activities delivered
- Community arts participation up **34%** to **400,000** in total

Observations about future focus

Sustainability | Diversity | Collaboration | Space | Funds Allocation

Recommendations about Measurement

Define Success | Improve Data Collection/Analysis Tools | Benchmark

Evaluation Approach

Scope

- Outputs
- Outcomes
- Observations and recommendations

Data Sources:

- Canadian Arts Data/Données sur les arts au Canada (CADAC) data
- Interviews with 60+ stakeholders, some in group settings

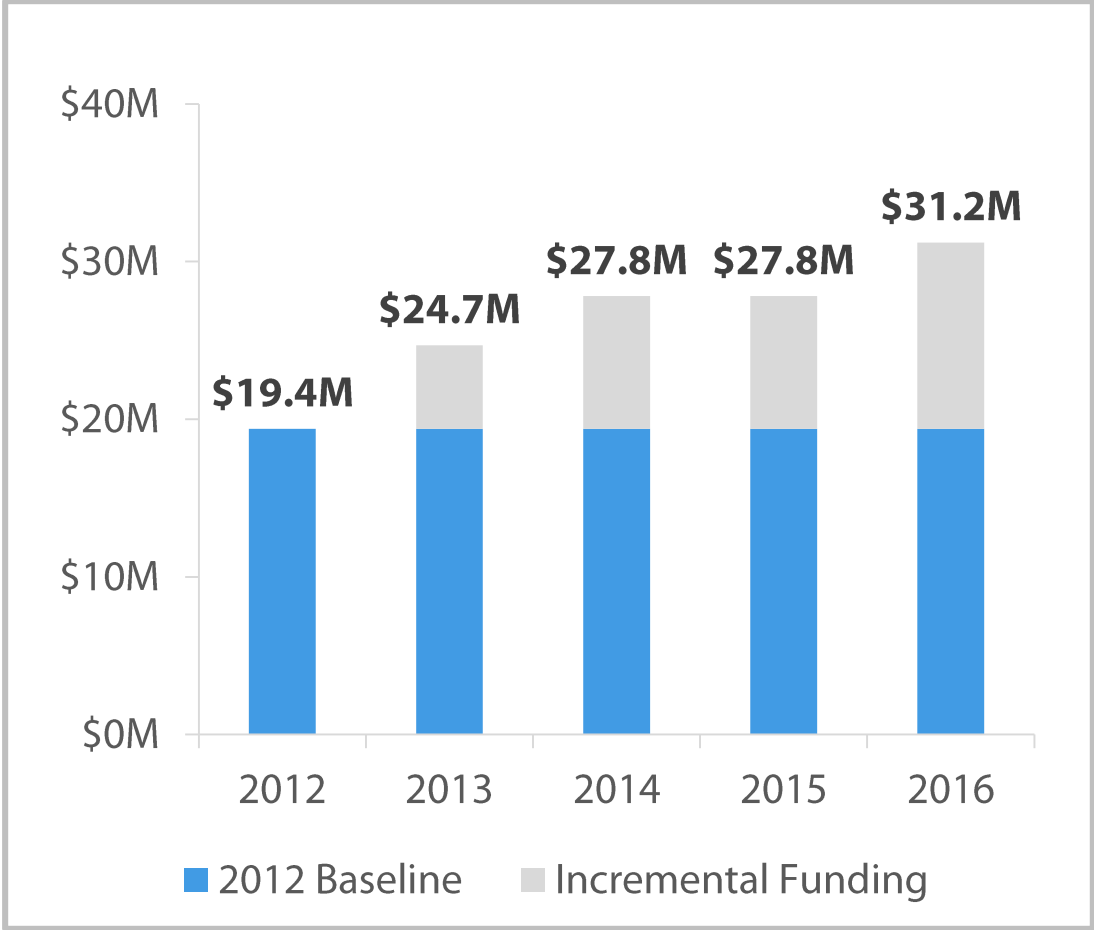
A Note on Attribution of Outcomes

- Neither outputs nor outcomes are directly or exclusively attributable to the funding increases
- Many variables contribute to the state of Toronto's arts community, and each recipient organization is influenced by a unique combination of factors
- This study does not try to assess the degree of attribution – it captures the aggregate outputs of the funded organizations and activities, as well as the outcomes in relation to the City's six stated priorities

Overview of Funding Increases

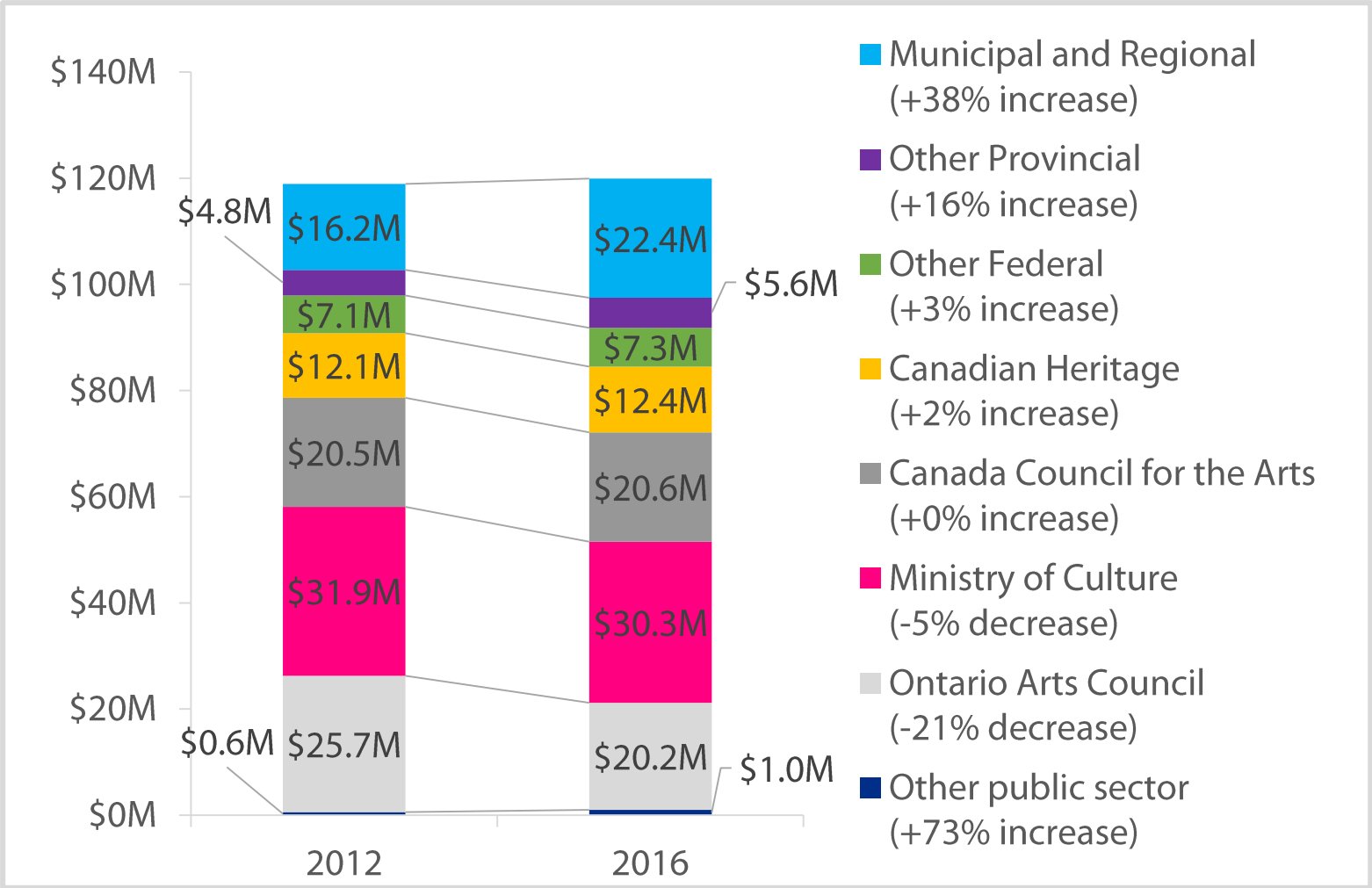
61% increase
in annual
investment in
culture through
grants, 2012 to
2016

City on track
to meet \$25
per capita
target by
2018

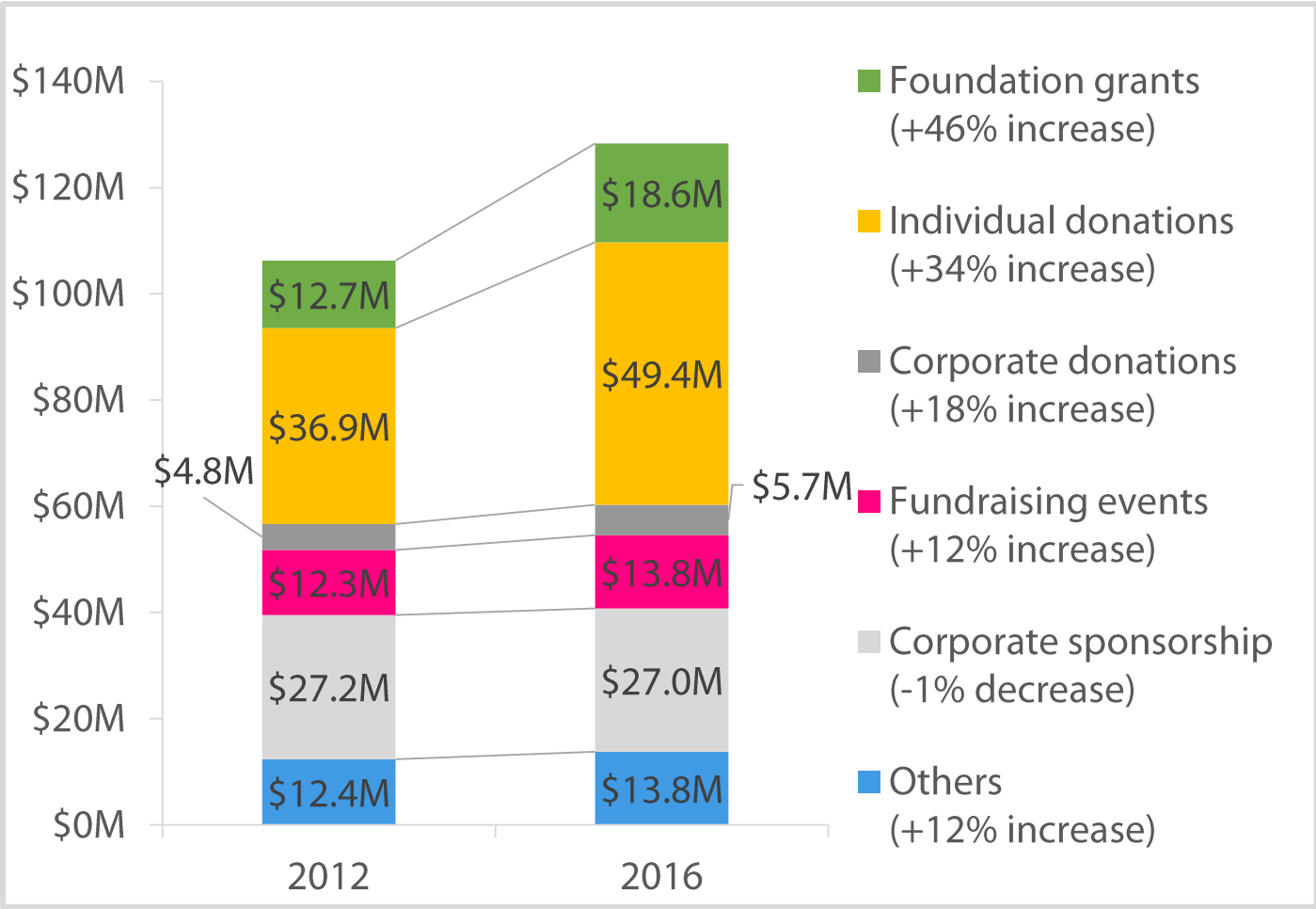


Public Support for Toronto Arts Organizations

5% decrease in revenue from **public sector** sources from 2012 to 2016



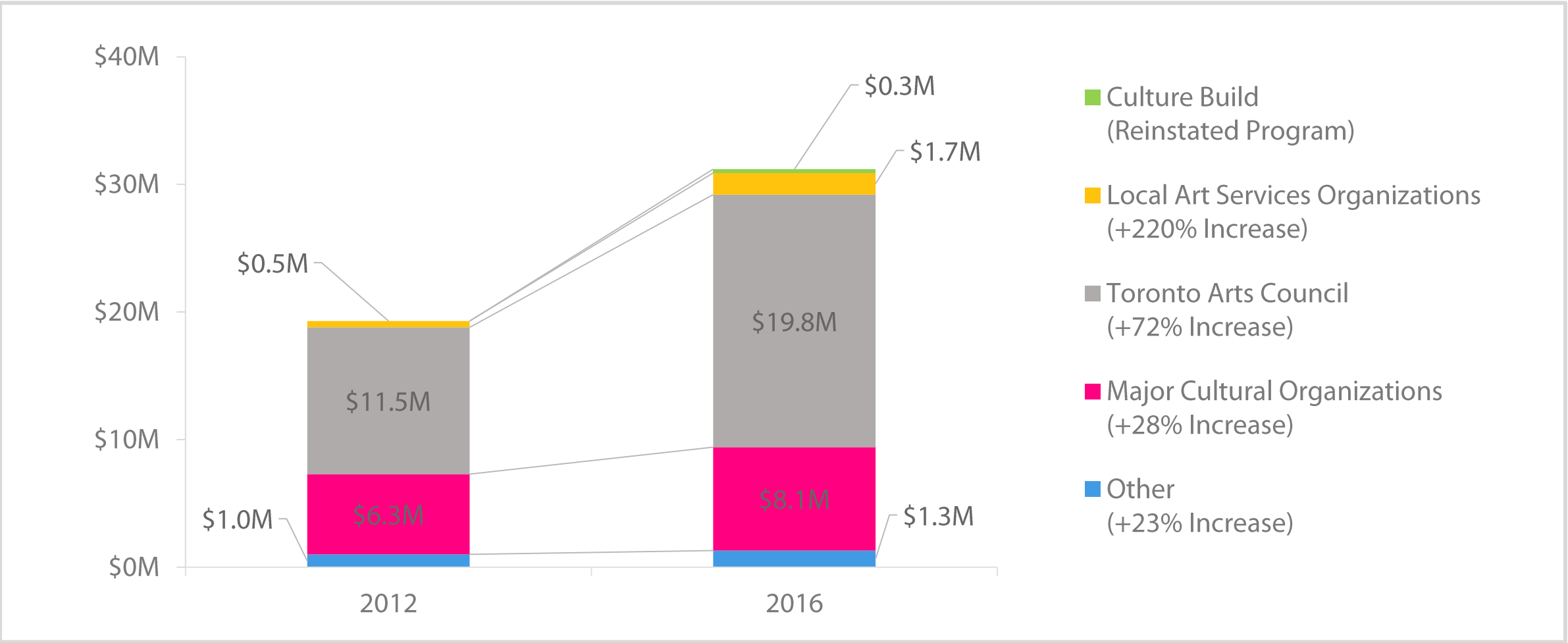
Private Support for Toronto Arts Organizations



20% increase in revenue from **private sources** from 2012 to 2016

21% increase in **earned revenue** from 2012 to 2016

Allocation of Increases to Cultural Grants



- Culture Build (Reinstated Program)
- Local Art Services Organizations (+220% Increase)
- Toronto Arts Council (+72% Increase)
- Major Cultural Organizations (+28% Increase)
- Other (+23% Increase)

Key Output Statistics for Increases to Cultural Grants

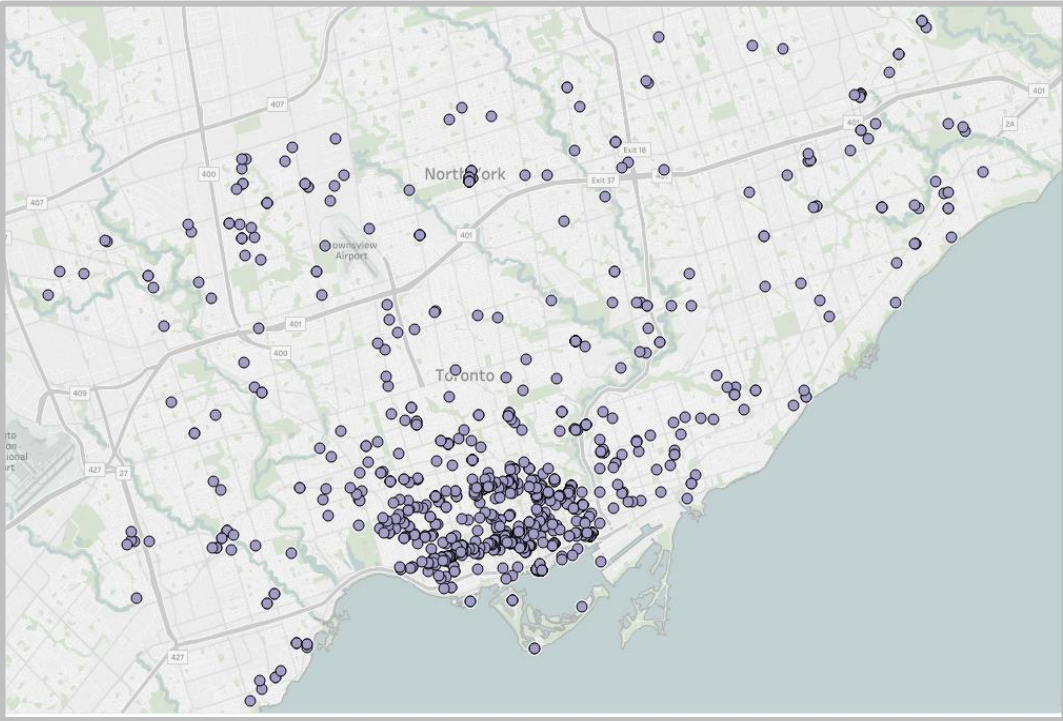
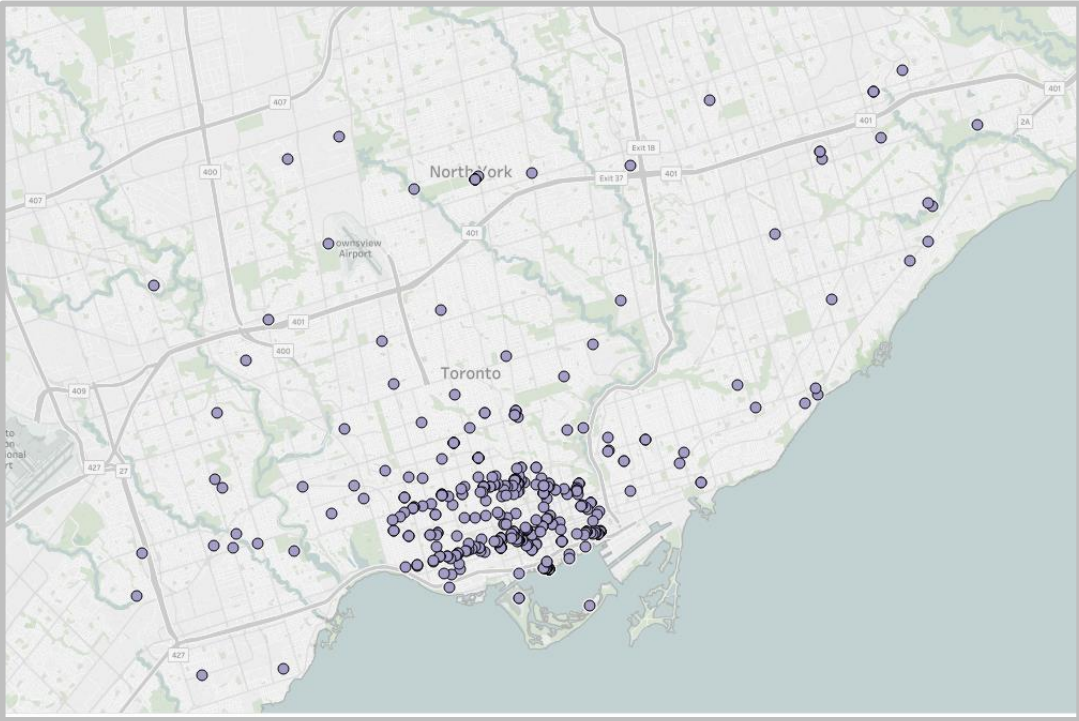
Indicators	All Arts Organizations	
	Total	Year-to-year Δ
Public activities delivered	115,000	6.1%
Attendance at public activities	59 million	5.5%

Increased Arts Activity outside the Downtown Core | General

All Granting Programs*

2012

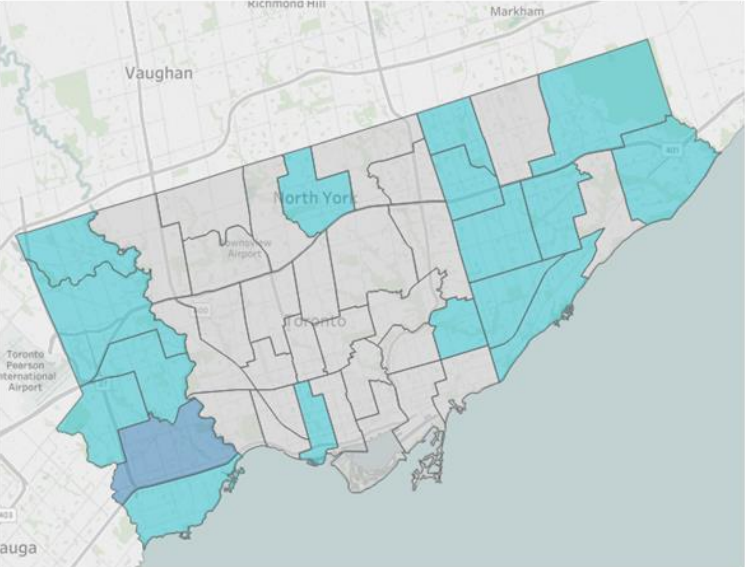
2016



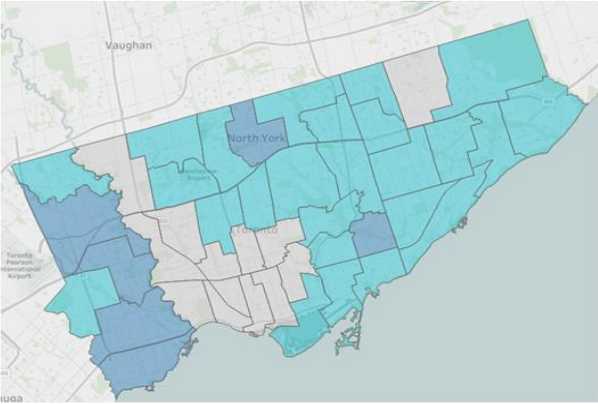
*Excludes grants to individual artists

Increased Arts Activity outside the Downtown Core | LASOs

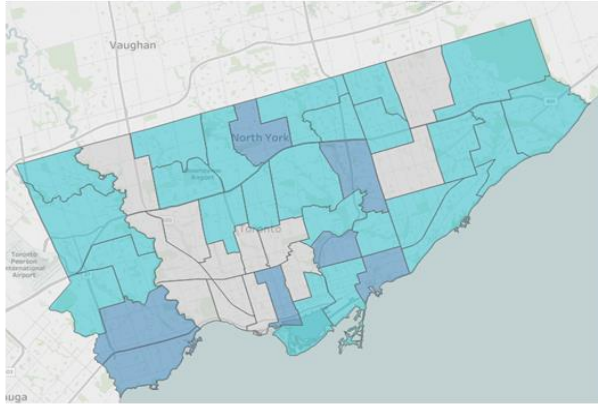
2012 (prior to funding increase)



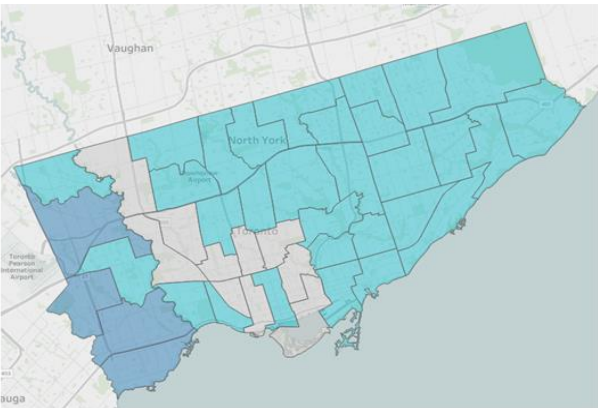
2013



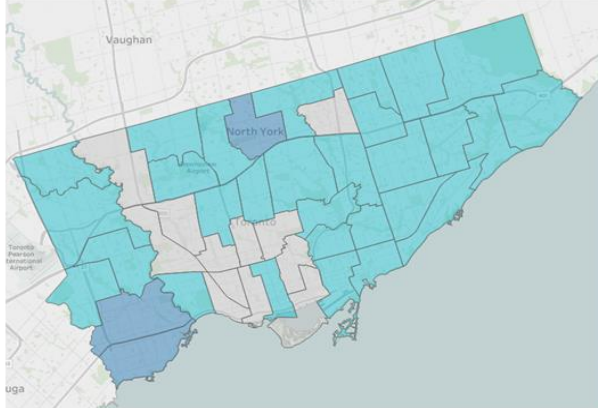
2014






2015



2016

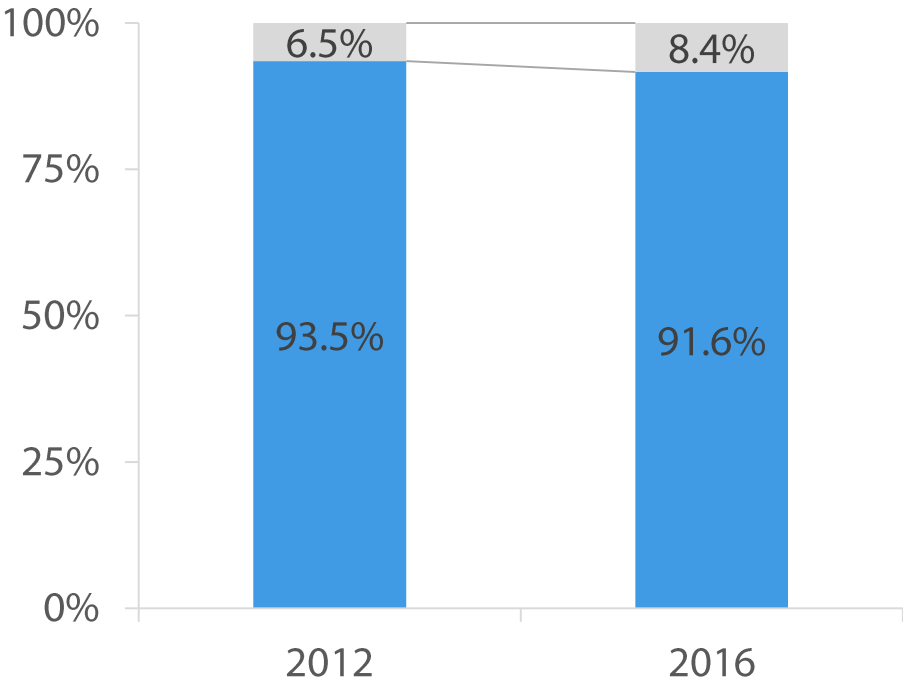


-  Not served
-  Served by one LASO
-  Served by two LASOs

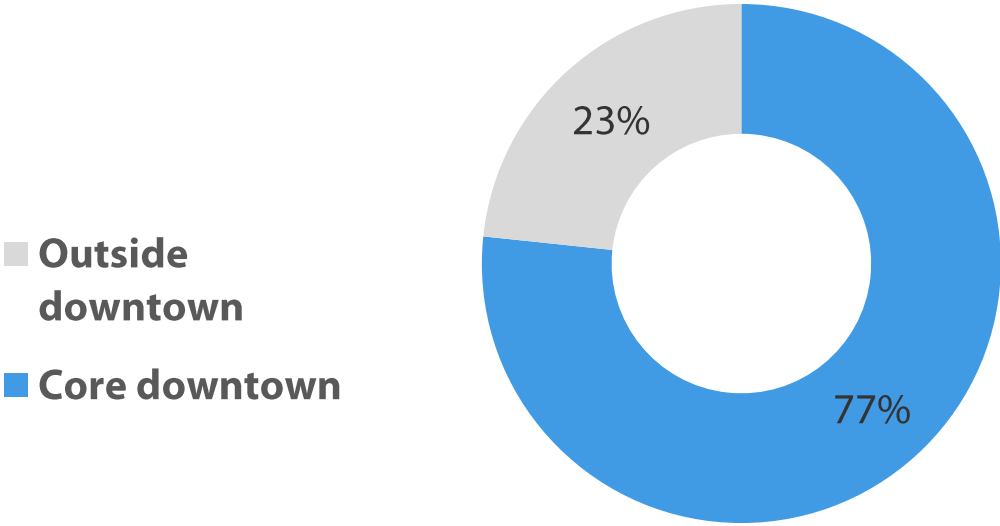
Increased Arts Activity outside the Downtown Core | TAC

TAC Operating Grants

Funding Allocation



Breakdown of New Recipients



Increased Opportunities for Young and Emerging Artists

- Organizations supporting young and emerging artists as a core part of their mission **continued to expand their capacity** (e.g., VIBE Arts, ArtsReach)
- Other organizations **expanded youth-focused aspects of their programming** (e.g., Soulpepper Youth Academy).

18,000
activities
delivered in
which youth
engaged in arts
creation.

300,000
total
attendance at
these
activities.

Increased Opportunities for Community Arts – A Big Win!

- Community Arts was perhaps the area with the **most significant outcomes** during the period.
- Community Arts saw **the largest proportional increase in TAC operating grant allocations** ((an increase of 99% over the four years, from \$0.4 million in 2012 to \$0.8 million in 2016).

4,600
community arts
activities
delivered, with
25.6% average
yearly increase.

400,000 total
participation at
these activities,
with **33.8%**
average yearly
increase.

Improved Cultural Spaces

- The reinstated **Culture Build** program contributed to this area - though funding envelope too small to address space challenges
- **TAC strategic funding programs** activated new public spaces
- **LASOs** also instrumental in this area, expanding into more spaces over the course of the four years

140-150%

increase in
Toronto
commercial and
retail real estate
prices from 2012
to 2016.

Arts
organizations saw
an average yearly
increase of
4.3% on rent
and mortgage
interest expenses.

Observations | Directions for New Funding

- Supporting organizational **sustainability**
- Focusing on **diversity**
- Supporting **collaboration and knowledge-sharing** across the sector
- Promoting **international** exchange and engagement
- Addressing the **space** challenge
- Focusing on **collective impact** within the broader arts funding landscape
- Addressing **allocation** issues, **sources** of new funding and **communication** of objectives

Recommendations | Improved Measurement and Evaluation

A new vision and framework for measurement and impact analysis, which includes:

- Defining success
- Improving Data Collection and Analysis Tools and Processes
- Benchmarking

Thank You

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