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PHOTO CREDITS

PAGE 1: *Nuit Blanche Winnipeg 2016, Graffiti Showcase presented by NOMAD and Friday Knights*, Photo by Michael Schneider
 PAGE 2: *Culture Days Manitoba 2016, Storytelling Day at Central Park*, Photo by Natalie Baird. *OnScreen Manitoba*.
 PAGE 3: *Gordon Binter (Figaro) and Andriana Chuchman (Susanna), The Marriage of Figaro, Manitoba Opera, 2015*, Photo by R. Tinker. *Nuit Blanche Winnipeg 2016, CLOUD by Caitlind r.c. Brown and Wayne Garrett*, Photo by Ian Walsh. *RWB Archives*.
 BACK PAGE: *Culture Days Manitoba 2016, Fubuki Daiko at Student Day at the Forks*, Photo by Natalie Baird. *Nuit Blanche Winnipeg 2016, Winnipeg Golden Chordsman at the Cube*, Photo by Andy Tymchyshyn. *Culture Days Manitoba 2016, Flamenco Dress Rehearsal Lecture Demonstration at Bolero Dance Theatre*, Photo by Ian Walsh. *Nuit Blanche Winnipeg 2016, Art at Bodegoes*, Photo by Michael Schneider. *Nuit Blanche Winnipeg 2016, Lunacy at ArtsJunktion*, Photo by Michael Schneider.

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Investment in the Cultural Sector: Investment in Growth and Innovation



In Winnipeg, we celebrate our vibrant and diverse arts, culture, heritage and creativity sector. Culture has a deep connection to our city's identity: our culture is who we are.

Culture enriches the lives of Winnipeggers through performances, festivals, museums, screenings, readings, art galleries, concerts and public art. Winnipeg is recognized nationally and internationally for its dynamic arts scene and cultural offerings that are accessible to people of all walks of life.

Winnipeg is at the forefront of Indigenous art and culture in Canada, strengthening our role as a major cultural centre.

The City is a Key Partner

From the official municipal plan, *OurWinnipeg*: "The City of Winnipeg recognizes that its role in the City of the Arts is one of stewardship. Working with partners, the City fosters creativity and expression by supporting the conditions and infrastructure that allow for a diversity of cultural and artistic practices."

Civic investment in the arts is cost-efficient and promotes growth. Every dollar of municipal funding attracts another \$18.23 in support. Civic investments set the bar to leverage other investment from the federal and provincial governments and from private sources.

Culture is an Economic Driver

The cultural sector in Winnipeg annually:

- Employs 26,600 people - 6.4% of the labour force
- Produces over \$1 billion of economic output
- Invests \$66 million in direct expenditures; 75% is wages, salaries, and honoraria
- Attracts 600,000 tourists who spend \$76 million

Winnipeg Citizens Support Culture

The Winnipeg Chamber of Commerce BOLD Platform calls for increasing civic funding of arts and culture to \$20 per capita, with future annual adjustments tied to inflation. Key business leaders recognize that the

cultural sector significantly enhances the quality of life for the city's residents, and serves to attract and retain skilled workers.

Citizens in every ward demonstrate their support for municipal investment in culture by engaging in record numbers:

- 6,300 cultural events welcome 2.6 million local admissions
- 1.6 million volunteer hours contributed by 39,000 citizens

How Winnipeg compares to other municipalities

Winnipeg City Council's current investment in culture of **\$7 per citizen** does not reflect the value Winnipeg's residents place on cultural activities. In 2009, the average municipal investment of five major Canadian cities was **\$35 per citizen**.

Municipal investment in culture represents less than half of one percentage point, or just 0.43% of the 2017 City of Winnipeg budget.

Other Canadian municipalities are increasing their commitment to culture because they recognize investment brings great returns – demonstrated by vigorous GDP growth and good jobs – and provides significant social, educational, international image and quality of life benefits.

Municipal Per-Capita Cultural Investment

WINNIPEG	\$ 7
WINDSOR	\$ 12
HALIFAX	\$ 17
OAKVILLE	\$ 19
TORONTO	\$ 19
HAMILTON	\$ 23
OTTAWA	\$ 28
SASKATOON	\$ 32
EDMONTON	\$ 34
CALGARY	\$ 42
VANCOUVER	\$ 47
MONTREAL	\$ 55

Toronto, Montreal, Ottawa, Vancouver and Calgary investments in 2009. Edmonton, Saskatoon, Hamilton, Oakville, Halifax and Windsor investments averaged 2009-2012. Source: Hill Strategies.

Three key strategies for budget and planning consideration:

1. Strengthen the financial capacity and sustainability of cultural organizations with increased investment in the cultural sector.

Manitoba's non-profit cultural organizations have been resourceful in the face of public funding falling behind inflation. Municipal support for the arts in Winnipeg benefitted from two modest increases in 2015 and 2016 that have allowed the cultural sector to reach a broader audience and deepen our impact.

The cultural sector needs the per capita investment to grow, by a minimum of \$1 per year, until Winnipeg ranks with other major cities.

City Council has a long-standing commitment to invest in cultural organizations across the City and ensure a strong framework for creativity and growth, while also investing in grants to individual artists so their work can animate and elevate our community.

2. Develop, renovate and expand cultural infrastructure, with a new cultural capital fund. Make a commitment to ensuring arts, culture, heritage and creative space is prioritized in new municipal developments.

Across the city, culture is housed and created in municipally-owned facilities, historic homes, museums, libraries, community hubs, iconic buildings and animated neighbourhoods.



It's critical that the City play a leadership role with projects like the Inuit Art Centre, but it must also develop a continuous program of support for all cultural facilities. Winnipeg faces an infrastructure deficit as existing spaces and facilities require capital investment. Our architectural heritage requires resources to maintain, update and enhance our historic cultural infrastructure. Investments in city-owned venues – including the Pantages Theatre, various museums, Rainbow Stage – are opportunities to ensure extraordinary assets are kept in top shape.

3. Assess the City of Winnipeg's indirect support to the cultural sector, and set new policy and processes to ensure continued support.

Municipalities across Canada are working to ensure they provide an environment for cultural organizations to thrive, with a variety of services and incentives including:

- Below-market or nominal rent to non-profit cultural organizations and artists
- Property tax rebates and exemptions
- Free or below-market rates for advertising on city structures (eg. bus shelters)
- In-kind services for festivals, special events, film, etc.
- Efficient public transit and safe bus stops throughout the city
- Heritage conservation incentives
- Density bonusing (ie. Allowing higher density development in return for cultural sector benefit)

- Community use agreements (ie. Allowing re-zoning conditional on cultural sector benefit)
- Modified planning regulations and support navigating civic procedures for the cultural sector

The City of Winnipeg must embrace its leadership role in preserving and enhancing the cultural legacy citizens have created over generations. Increased municipal investment will ensure the cultural sector continues to stimulate Winnipeg's diversified and growing economy by providing highly skilled employment; and by playing a vital role in attracting businesses and retaining workers in other sectors.

A deliberate municipal investment strategy for the cultural sector will ensure that Winnipeg remains an international leader in arts and culture and reaps the social and economic benefits of a flourishing cultural sector.

