

About Manitobans for the Arts

Manitobans for the Arts was created in 2012 to advance arts, culture, heritage and creativity in Manitoba. Manitobans for the Arts is a non-partisan, volunteer and member-led group that places arts, culture, heritage and creativity at the centre of our province's prosperity and quality of life.

Manitobans for the Arts will:

- Promote access to arts and culture for all Manitobans.
- Encourage participation and engagement in all aspects of the creative sector.
- Conduct research into how arts, culture, heritage and creativity impact the province.
- Share information among a diverse group of creative people working in the arts and cultural sector and with the community at large.
- Emphasize the role of arts and culture in Manitoba's well-being, growth and development.
- Identify gaps in service and promotion needs in the community.

SOURCES CITED

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PHOTO CREDITS

FRONT PAGE: *Manito Ahbee*
PAGE 2: *Cluster Festival 2015*, Photo Leif Norman; *On Screen Manitoba*, Photo Dodie Graham McKay
PAGE 3: *Winnipeg's Contemporary Dancers*, Photo Leif Norman; *Winnipeg Symphony Orchestra*, Photo Keith Levit Photography;
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CULTURE FOR ALL

We celebrate an arts, culture, heritage and creativity sector that is vibrant and diverse, which has a positive and profound impact on Manitobans in every corner of this province. The sector has a deep connection to our identity: **our culture is who we are.**

Culture enriches the lives of all Manitobans, with performances, festivals, museums, screenings, readings, art galleries, concerts and displays of public art.



Culture is an Economic Driver

The arts, culture, heritage and creativity sector is an essential part of Manitoba's economy. Investments in culture bring great returns – demonstrated by vigorous GDP growth and good jobs – and provide significant social, educational, international image and quality of life benefits.

- A combined workforce of over 22,000 high quality jobs.
- A provincial GDP of more than \$1.7 billion, out-performing other Manitoba industries considered to be major economic drivers.
- Culture's impact on GDP increased by 23% from 2010-2014, outpacing provincial GDP growth, making culture one of Manitoba's fastest growing sectors.

Manitoba Supports Culture

Provincial investment in the cultural sector is important to the social and economic prosperity of our province. Public art funding in this province was put in place 50 years ago to ensure that Manitoban arts and culture would thrive, and express our unique vision to the world.

- Culture fosters a desirable environment for business development and community growth.
- Culture raises Manitoba's national and international profile.
- Culture enhances the quality of life for Manitobans.
- As demographics shift, culture can help us understand one another; it's an essential tool for building a harmonious society.

What part does Government play?

- An essential leadership role in preserving and enhancing the cultural legacy the citizens of Manitoba have created over generations.
- Ensuring the vitality of the cultural sector as part of Manitoba's diversified economy.
- Government support enables organizations and individual artists to leverage public sector revenue at the Municipal and Federal levels, and helps foster public / private partnerships.

MANITOBANS ARE ACTIVE PARTICIPANTS

Of Manitobans 15 years or older, **40%** visited a museum, AND **69%** attended a performing arts event or cultural festival.

In Winnipeg, just **12** local arts and cultural organizations fill **1.9 million** seats each year.

The arts and culture volunteer rate is **4%** (**45,000 individuals**), higher than the national average.

Donor support to arts and cultural organizations is among the highest in Canada, with **5%** of Manitobans (**49,000**) making a personal contribution.

In this first year of the government's new mandate, Manitobans for the Arts has three key requests for budget and planning consideration:

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



Manitobans for the Arts recognizes and values the provincial government's long-standing investment in the cultural sector. Organizations across the Province rely on the stability of government investment. While investment hasn't declined, it also hasn't grown.

Manitoba's government has a long-standing commitment to agencies and partners, including Manitoba Arts Council, the Arts Branch and Manitoba Film and Music.

Increased investment to these agencies and the Department of Sport, Culture, and Heritage will ensure that the cultural sector can build Manitoba's reputation as a centre of artistic excellence.

Maintaining and enhancing support to the cultural sector through other Departments such as Education and Training, and Growth, Entrepreneurship and Trade is also essential.

Manitoba's non-profit cultural organizations are resourceful; since 2009, earned revenue has increased from 41% of total revenue to 47%, while public sector revenue has declined from 40% to 33%.

Manitoba has enjoyed a national and international reputation as a cultural leader and the subsequent tourism brand linked to that reputation. We need to invest in both marketing and the actual attractions, to help to build and maintain our world class cultural tourism destinations.



2. Renovate and expand cultural infrastructure, with a new cultural capital fund, and new investment for creative production and presentation spaces.

Across the province, culture is housed and created in provincial buildings, historical homes, museums, libraries and other community hubs. While Manitoba has numerous creative spaces, the demand is greater than the supply.

There is also an infrastructure deficit affecting existing spaces and facilities. Past investments and our architectural history require a commitment to maintain, update and enhance our cultural infrastructure.

As our province's artists and creative practitioners innovate and grow, investment in infrastructure will ensure that Manitoba's cultural sector continues to make its mark nationally and internationally.

3. Support the development of new Cultural Policy, and ensure that key recommendations are prioritized and resourced in future budget cycles.

The Manitoba Cultural Policy Review is underway, with the mandate to improve funding and sustainability of Manitoba's arts and culture sector. The Province of Manitoba last commissioned a Cultural Policy Review in 1990; the cultural sector and the province have changed dramatically in the intervening twenty-five years.

A well-defined cultural policy:

- Offers a framework for decision-making and the allocation of resources in a rapidly changing economy.
- Informs the government's formulation of specific initiatives.

The Cultural Policy Review requires resources to ensure that a wide range of Manitobans can contribute to the conversation.

Recommendations arising from new policy and review will require commitment and dedication. Policy development must not delay additional investment in the cultural sector, but can help frame future investments.

