

ARTS IN EDMONTON

Unless otherwise stated, "Edmonton" refers to Census Metropolitan Area and not solely the City of Edmonton.

Edmonton Vital Signs is an annual checkup conducted by Edmonton Community Foundation, in partnership with Edmonton Social Planning Council, to measure how the community is doing. We will also be focusing on individual issues. VITAL TOPICS, that are timely and important to Edmonton. Watch for these in each issue of Legacy in Action, and for the full issue of Vital Signs in October 2019.

For the purposes of this document, this is what is referred to when discussing arts and arts organizations.

ARTS include a wide variety of creative disciplines including:

- **literature** (including drama, poetry, and prose),
- **performing arts** (including dance, music, and theatre),
- **and media and visual arts** (including drawing, painting, filmmaking, architecture, ceramics, sculpting, and photography).

ARTS ORGANIZATIONS

There are many types of arts organizations that have various structures. Organizations may have artists that are paid (professional) or unpaid (voluntary), be privately or publicly funded, or be considered a for-profit or non-profit. The structure of the organization does not necessarily denote the quality of the work or the commitment of the artists.

Why Arts are Important

Research shows that:

- **Where the arts thrive, there is also likely to be a vibrant, thriving economy.** Neighbourhoods are livelier, communities are revitalized, tourists and residents are attracted to the area.
- **There is a correlation between engagement in the arts and other types of civic engagement.** Adults who attend art galleries, attend live performances, or read literature are more likely than non-attenders or non-readers to vote, volunteer and take part in community events.

Health and Arts

There is a lot of evidence that art is good for your physical and mental health. Art therapy can help with self-expression, manage pain, and even reduce fatigue, stress, or anxiety.

In 2018-2019, the Health Arts Society of Alberta (HASA) will perform over 400 concerts for elders in care across the province. The concerts bring professional musicians in Alberta to care and retirement homes.

The McMullen Gallery at University Hospital in Edmonton runs the "Artist on the Wards" program, a free service that caters to the adult patients in the hospital. It provides therapeutic literary, musical, and visual arts programming. In addition, the gallery sees 1,200-1,500 visitors per exhibition.

IN A 2018 LEGER POLL:

79% of Edmontonians agree that Edmonton is a city that values the Arts

Public Engagement in the Arts

DID YOU KNOW?

- **76.3%** of Albertans attended an arts event in 2018.
- **Attendance at arts events** presented by Alberta Foundation for the Arts (AFA) operational grant recipients **exceeds the population of the province.**

According to a survey done by PACE (Professional Arts Coalition of Edmonton), organizations reported holding 11,727 days of arts events in the Edmonton region in 2016.

- This represents roughly **30 arts events per day.**
- Arts and cultural festivals and live art performance accounted for **over 90% of total event attendance.**

DID YOU KNOW?

The Kiwanis Music Festival in Edmonton began in 1908 and was one of the first competitive musical festivals in Canada. It features over 1,700 performers including choirs, bands, Aboriginal dancing, theatre performers, and more. This year will be its 111th year.

Arts Education in Edmonton

Both EPSB and ECSD offer focused arts education in addition to regular curriculum.

ONLY ABOUT ONE-QUARTER of those working in the arts in Canada have graduated from post-secondary arts education.

MORE THAN 10,000 INDIVIDUALS OVER THE AGE OF 15 IN THE CITY OF EDMONTON HAVE STUDIED VISUAL AND PERFORMING ARTS AT A POST-SECONDARY LEVEL. OF THOSE, **6,680 ARE FEMALE AND 4,300 ARE MALE.**

6,680
FEMALE

4,300
MALE

Individuals Working in the Arts

- Often work part time, **SUPPLEMENTING THEIR INCOME** with work outside the arts.
- **OFTEN HAVE A LOWER INCOME.** Since 2008 real wages have only increased 6.7% compared to 10% for the Canadian economy. Income from writing has decreased by 27% from 2014 to 2017.
- **FACE A HIGH TURNOVER RATE OF 13.3%**
This is higher than the all-industry average of 7.1%.

Top three categories of self-employment:

65.4%

OF PHOTOGRAPHERS

65.1%

OF MUSICIANS
AND SINGERS

63.9%

OF PAINTERS,
SCULPTORS AND
OTHER VISUAL
ARTISTS

35.8% OF ARTISTS

IN EDMONTON ARE SELF-EMPLOYED.

In **EDMONTON NON-PROFIT ARTS ORGANIZATIONS**
two-thirds are part-time employees or contractors.



Equity in the arts has a long way to go

WOMEN MAKE UP 51% OF THE 650,000 ARTS WORKERS IN CANADA, BUT REPRESENT ONLY 25% OF ARTISTIC DIRECTORS. MINORITY WOMEN ARE MORE LIKELY TO HAVE CONTRACT POSITIONS AND LESS LIKELY TO BE IN FULL-TIME POSITIONS OF LEADERSHIP.

A 2016 study found that of more than 2,300 theatre awards, the largest and highest-profile awards are most often given to men.

72% of directing awards
were given to men

62% of playwriting
awards were
given to men

According to a 2015 survey with the Canadian Actors Equity Association:

48% of racially diverse members of the Canadian Actors Equity Association did not feel adequately represented in live performance, as compared to 9% of white members

27% of members who were hard of hearing or living with a disability earned less than \$20,000 per year, as compared to 18% of able-bodied members in theatre or live performances

According to Best Practice Recommendations in Achieving Equity in Canadian Theatre, there is a link between women as artistic directors, directors, playwrights, and roles for women actors. Increasing women's representation in one area will have a positive effect on the others.

Economic Impact

The Edmonton arts sector contributes \$78 million to the local economy, providing more than 1,540 full-time job equivalents and generating \$59 million worth of income.

REALITY CHECK: Non-profit organizations are as adept at balancing a budget as for-profit organizations, and are well managed and stable.

FOR 2018, THE ALBERTA GOVERNMENT PROVIDED **\$101 MILLION FOR ARTS AND CULTURAL INDUSTRIES, ONLY 0.18% OF THE TOTAL BUDGET.**

- According to Statistics Canada data: Non-profit and for-profit performing arts companies as a whole had a positive operating margin in 2016.
- Non-profit performing arts companies tended to spend a larger proportion of their operating expenses on salaries, wages, commissions and benefits.

Volunteerism in the Arts

Volunteers are an important part of the arts in Edmonton. Volunteers provided the equivalent of an estimated 220 full-time jobs to assist arts organizations in 2016.

An average of 52,000 people volunteer each year to assist the arts in Alberta.

If volunteers were paid \$15 per hour, their labour would be worth more than \$28.5 million, equivalent to approximately 14% of the total revenue for the sector in the province.

Public Art

The City of Edmonton Percent for Art program allocates 1% of the eligible construction budget of any publicly accessible municipal project for the acquisition of art.

- As of January, 2019 there are **233** pieces of completed public art and **29** are in progress.

THE AFA CARES FOR THE LARGEST PROVINCIAL PUBLIC ART COLLECTION WITH **9,049 ARTWORKS.** AS OF MARCH 31, 2018, IT WAS **VALUED AT \$16,370,749.**