

Adopted by Council at its meeting held June 4, 2013 [M226-2013]

AA

Windsor, Ontario, June 4, 2013

**REPORT NO. 158 of the  
SOCIAL DEVELOPMENT,  
HEALTH & CULTURE STANDING COMMITTEE**  
of its meeting held May 8, 2013

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**Present:** Councillor Ed Sleiman, Chair  
Councillor Jo-Anne Gignac  
Councillor Alan Halberstadt  
Councillor Fulvio Valentinis


**Absent:** Councillor Percy Hatfield

That the following recommendation of the Social Development, Health and Culture Standing Committee **BE APPROVED** as follows:

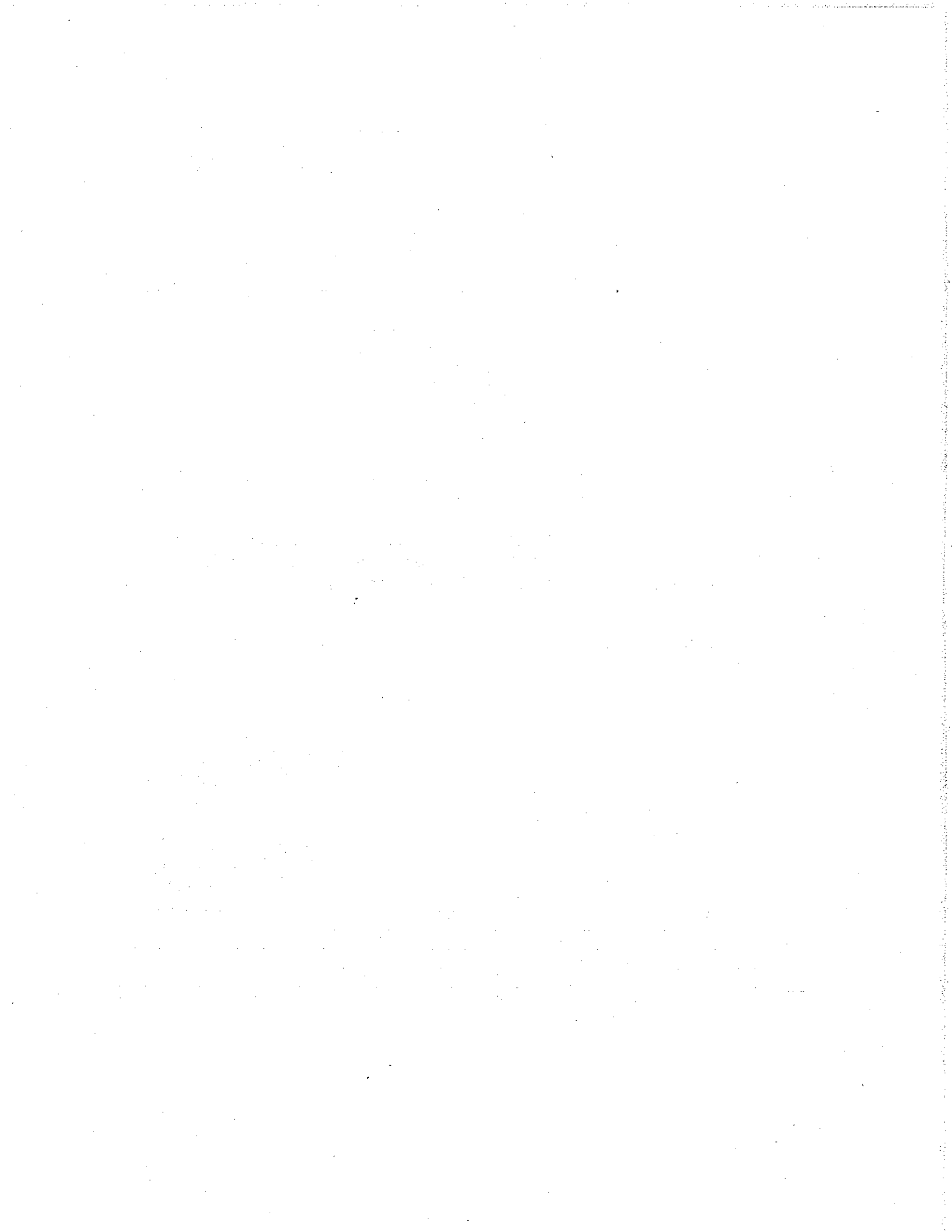
Moved by Councillor Halberstadt, seconded by Councillor Valentinis,  
**THAT** the presentation from the Manager of Cultural Affairs outlining the Economic Impact of Culture **BE RECEIVED** for information.  
Carried.


Clerk's Note: The PowerPoint presentation entitled "Economic Impact of Culture" is attached as background information.

  
CHAIRPERSON

  
DEPUTY CITY CLERK

NOTIFICATION:		
Name	Telephone	Email





**Economic Impact of Culture**

# creating the **SOUL** of our city

May 8, 2013 Social Development, Health & Culture Standing Committee

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## CULTURAL AFFAIRS

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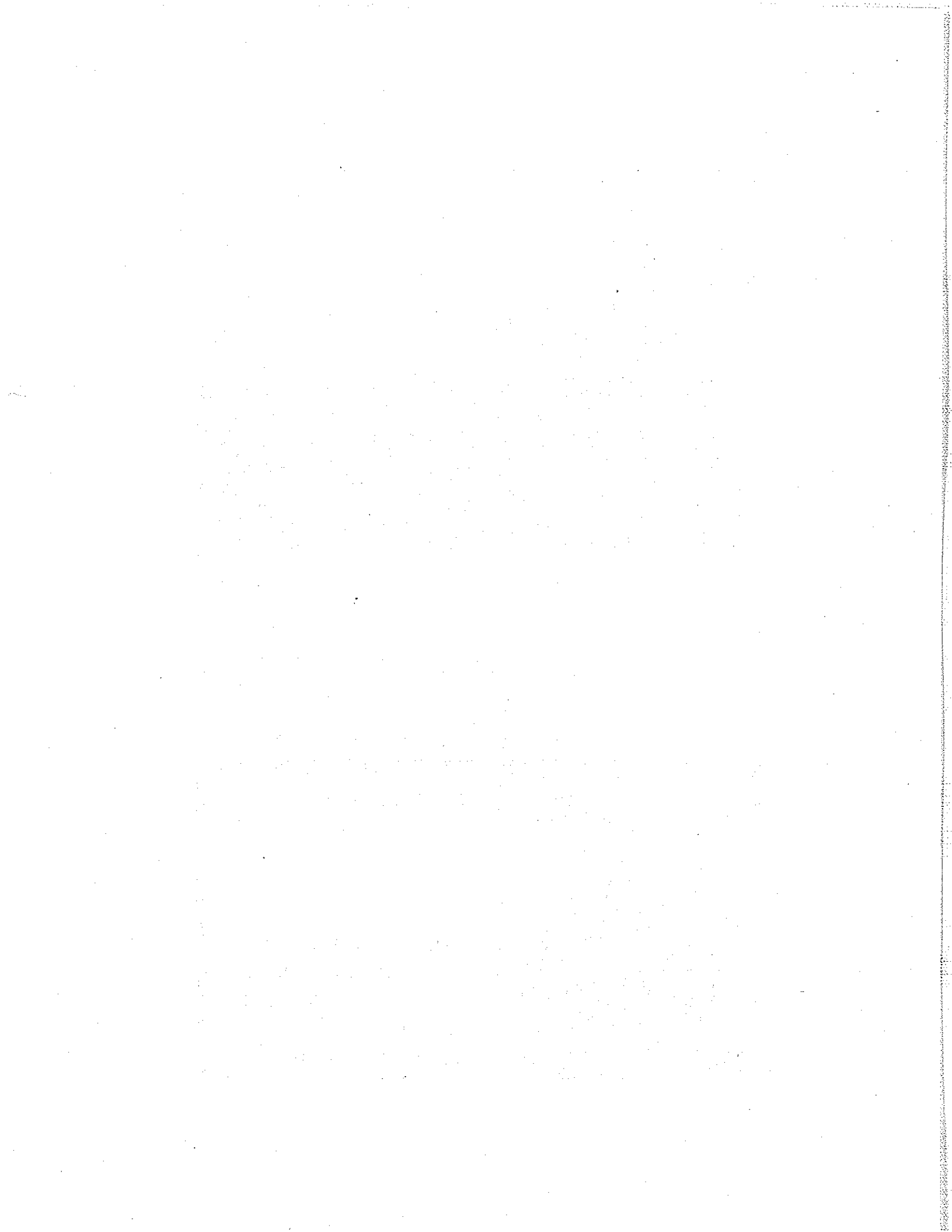


A great community includes culture.

### Why?

Culture contributes to...

1. Vibrant communities
2. Creativity & innovation
3. Quality of life
4. Economic vitality



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## Vibrant communities

- Build social networks
- Increase tolerance of others
- Foster a creative milieu that spurs economic growth
- Increase attractiveness of an area to tourists, businesses, new residents and investors
- Build ties and promote volunteering
- Reduce delinquency in Youth at Risk
- Build community identity and pride

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Consumer spending  
on culture in Ontario:

\$11.0 B (2008)

About 3 x larger than travel  
accommodations

About 3.5 x larger than  
government spending on culture

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## Consumer spending includes:

- Home entertainment \$6.3B
- Reading material \$2B
- Art works and events \$1.3B
- Photographic equip & services \$760M
- Movie theatre \$520M
- Art supplies & musical instruments \$360M

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## Consumer spending con't: Live performing arts & live sports

- Live performing arts = \$600M in 2008 ON
- Live sports events = \$280M in 2008 ON
- Live performing arts 37% of households reported purchase
- Live sports events 17% of households purchased

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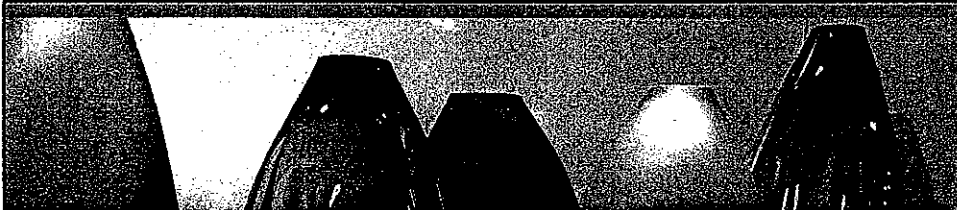


## Economic Impacts of culture:

- \$85B in 2007 = 7.4% of Canada's GDP
- 1.1M jobs = 7.1% total employment in Canada
- Sector generated approx. \$25B in taxes for all levels of government (more than 3x higher than governments spend on culture)
- Does not include ancillary spending on hotels, restaurants, transportation etc.

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## Artists & Cultural Workers in Canada

2006 stats

- 140,000 artists or 0.77% of overall labour force
- 135,000 employed in auto sector
- 609,000 cultural workers or 3.3 % of overall labour force
- More than double employment in banks (257,000) or forestry (300,000)

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## Artists & Cultural Workers in Windsor-Essex:

Windsor CMA: 930 artists and 3,990 cultural workers

Windsor: 690 artists and 2,740 cultural workers

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## Employment earnings:

Essex County

- Avg earnings artists \$17,600
- Cultural workers \$33,100
- Overall labour force \$38,100

**Artists: 54% lower average earnings than county labour force average**



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Culture in Windsor-Essex includes...

parks dancers dealers dance books  
 architecture libraries cultural visualorgs  
 publishers festivals public diverse  
 magazines printers galleries groups  
 organizations writers newspapers designers  
 antique art broadcasters aboriginal  
 bookshops music conservation  
 photographers arts kinds buildings  
 recording studios heritage  
 shops natural artists theatres stores actors  
 spaces events sand historic craft sites  
 firms

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*More specifically, in 2010:*

- 48.3% of Ontarians 15 or older visited a museum
- 76.1% visited a heritage venue
- 73.1% attended performing arts event or cultural festival
- 97.6% read a newspaper, magazine or book
- 87.6% watched a movie or a video
- 85.6% listened to downloaded music or music on CDs

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In 2010, **99.7%** of Ontarians 15 or older **participated** in at least one arts/culture/heritage activity including:

- Visiting art galleries or other museums
- Attending live performances
- Visiting historic sites & heritage organizations
- Reading newspapers, magazines or books
- Watching movies or videos
- Listening to recorded music

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## VISION

The City will be a creative and vibrant cultural community that encourages artistic expression, the celebration of the City's cultural identity and cultural diversity and that promotes and facilitates culture-led economic revitalization, cultural tourism, heritage preservation, and opportunities for partnership and collaboration.



# THE MASTER PLAN

**16 Recommendations to strengthen and develop CULTURE in the City of Windsor.**

**UP-TO-DATE PROGRESS is posted to the City's Website & SHARED with the PUBLIC**

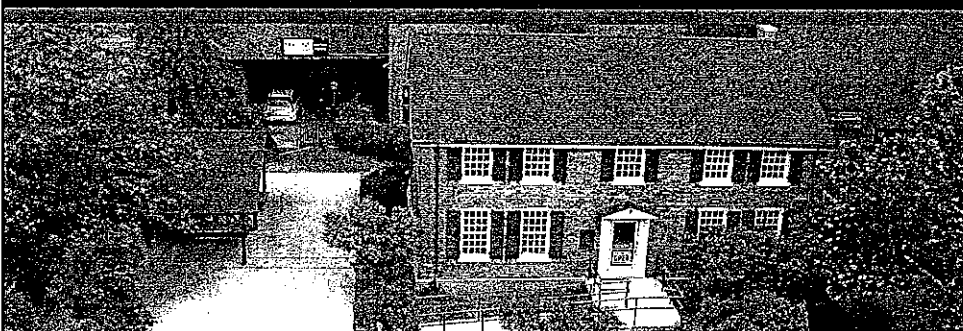
## The Cultural Affairs ROADMAP

16 Recommendations to strengthen and develop CULTURE in the City of Windsor.

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## WINDSOR'S COMMUNITY MUSEUM



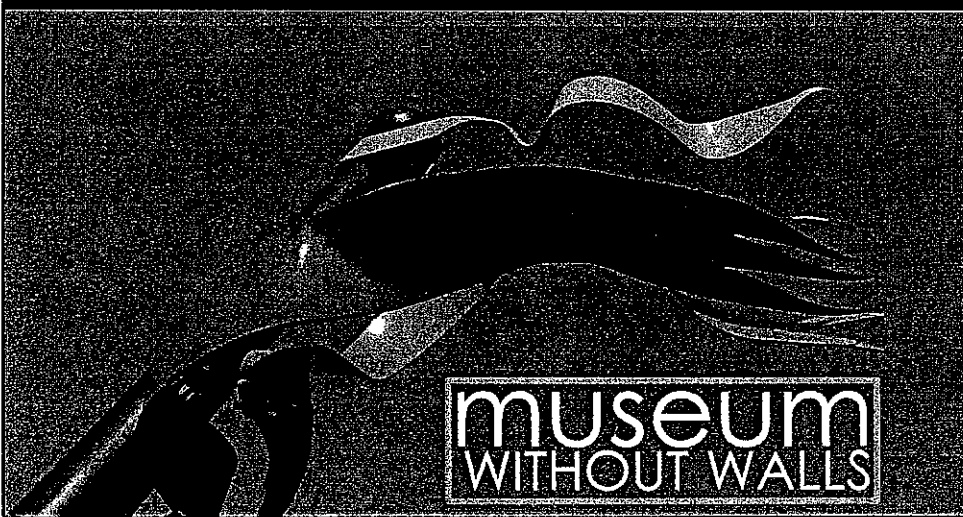
Telling *Our* Stories ~ Sharing *Yours*

**Visitors:** 6,126 in 2011 9,453 in 2012

**Artifacts:** 2,070 Objects 13,391 Images 526 Maps

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## WINDSOR SCULPTURE PARK

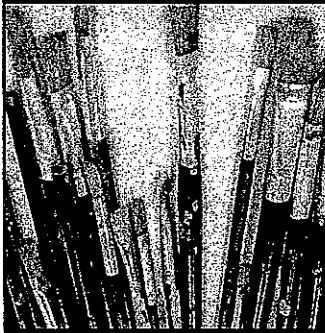


33 Sculptures in the Park + 11 through the City

## EXCITING PARTNERSHIP

# artist-in-residence

ACWR + BCL + City of Windsor



- Throughout Windsor Essex
- Contemporary art
- Non-traditional spaces
- Non-traditional ways

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## CULTURAL MAPPING



STAND  
UP  
& BE  
COUNTED

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# OUR PARTNERSHIPS



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