

#OTTAWACULTURECOUNTS

Good for our community, good for our economy



Keep Culture at the heart of our City: Keep Culture a Term of Council Priority for 2019-2022

Did you know Ottawa's vibrant local cultural sector generates significant economic impact and social benefits for our City? It is built on Ottawa's strengths, has momentum and is ripe for growth!

Built by home-grown talent, we have world-class festivals, award-winning artists, an outstanding new art gallery, heritage sites and museums, French and English theatres, rural fairs, expanding indigenous artistry, diverse cultural communities, arts schools, burgeoning music and film industries...and more!

From Carp to Cumberland, over 300 local organizations and professional artists were supported by City of Ottawa cultural funding in 2017 with an investment of only \$10 per resident, which is only 0.003% of the City's total budget. That small investment leveraged 6 to 12 times more in revenues from sales and other supporters – plus it drew audiences of over 5 million!

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Culture makes Ottawa a place where we all want to live. It animates our diverse neighbourhoods. It inspires our children to be creative. For low income families and seniors, this can transform lives.

Cultural activities are a powerful draw for tourists. They make Ottawa a good place to do business. Memorable culture events were the highlight of Ottawa 2017 celebrations.

Creative people and cultural leaders are entrepreneurs who drive innovation. In Ottawa, over 51,000 people work in culture and tourism – almost 10% of Ottawa's 545,700 jobs.

Culture is a big part of our economy - 4% of Ontario's workforce, and 3.5% of Ontario's GDP.

Ottawa's cultural sector is powered by hundreds of community and business partnerships and over **tens of thousands of volunteers donating hundreds of thousands of hours.**

Yet Ottawa's cultural sector is under-resourced to take advantage of the enormous potential that exists to create the world-class City we all desire.

Many of Ottawa's cultural organizations are stretched to the limit, operating on small budgets.

Artists' earnings are well below those of average residents.

Ottawa constantly risks losing talent to other cities.

Published by the Ottawa Cultural Alliance which works collaboratively to strategically advance Ottawa's cultural sector. The Alliance comprises six umbrella organizations that combined have over 800 members across the city, and collectively serve as an important voice for this vibrant sector. ottawaculture.ca

Recent Steps Taken to Advance Local Culture:

- In 2012, City Council unanimously approved a City-led [*A Renewed Action Plan for Arts, Heritage and Culture in Ottawa \(2013-2018\)*](#) with 57 recommended Actions based on community consultations to build a strong cultural sector. **This Plan expires at the end of 2018. Only 26% of Actions have been achieved. The Plan was under-resourced. This gap is a real concern.** Sustained and strategic investments are needed. Multi-year operational and capital investments are critical to ensure that cultural organizations/workers are viable and competitive.
- A major accomplishment in 2018 was the **new Ottawa Art Gallery**. The overwhelming positive public response shows **precisely why momentum must be maintained** for culture in Ottawa.
- In 2017 and 2018, **City Council funded Action Plan items that benefit the entire sector**. The Ottawa Cultural Alliance is leading research to identify what comes next:
 - **A Feasibility Study investigating potential new models for cultural leadership and funding. Recommended models will be presented to the City in 2018;**
 - **A pilot study** in the ByWard Market to help get the word out about what's happening on the local **cultural scene** and enhance the tourist experience (summer 2018);
 - **A cultural community needs assessment** (fall 2018) **and summit** (winter 2019) will guide development of a **new 2019-2022 Cultural Roadmap, setting our future course.**

Investments in culture make sense. Ottawa's cultural sector wants to and can do more!

- Research shows 94% of Canadians believe culture makes communities better places to live.
- Business leaders know that culture contributes to the vibrancy of the City's brand and its development goals. Shopify, the Ottawa Board of Trade and Ottawa Tourism actively support investing in culture.

Here's what the Ottawa Cultural Alliance needs from the next Ottawa City Council:

1) **Make culture a Term of Council Priority for 2019-2022.**

Culture is an essential part of our city's present and future – and a catalyst for innovation. It is an important foundation for a flourishing tourism sector – and the heart of livable city.

Keep culture a Term of Council Priority investment. Without it, the vibrancy and talent of our City will not thrive.

2) **Work with Ottawa's cultural leaders to build a strong cultural sector.**

The new Cultural Roadmap coming in 2019, developed by the cultural community with tourism and business sectors and the City of Ottawa, will require leadership and increased investment to carry the vision forward and achieve the desired results.

Work with Ottawa's cultural leaders to address the opportunities and gaps. Invest in our momentum. Bring our new Cultural Roadmap to life. CULTURE COUNTS for Ottawa!

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