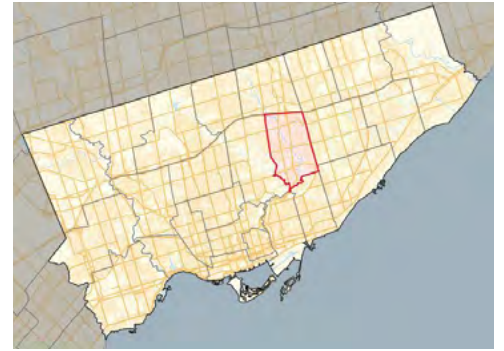


# TAC FUNDED ARTS ACROSS TORONTO



## WARD 16: DON VALLEY EAST



Shadowland Theatre, *Dearly Departed*. Funded by TAC's Creative Communities Multi-Year Operating program. Photo by Avery Schellenberg (2021).

### ARTS SPOTLIGHT

**Ward 16:** Don Valley East  
**Organization:** The Red Snow Collective  
**TAC Grant, 2020:** \$15,000

The Red Snow Collective was founded in 2009 to create compelling theatre drawing from eastern and western storytelling aesthetics to engage, provoke and challenge audiences. They bring together artists of the highest caliber and diversity to speak globally relevant stories to Toronto audiences. In 2021, Red Snow Collective received a TAC grant to develop, create and produce *Carried by the River* by Diana Tso. Inspired by rites, stories and songs of the ethnic minorities of China, the play explores the journeys of six women from three Chinese ethnic minorities and their relationship to the River.

For details of all 950 TAC grants for 2021, [click here](#).

**Toronto Arts Council (TAC)** is the City of Toronto's funding body for artists and arts organizations. TAC grants support an average of 950 organizations and individual artists every year.

**Toronto Arts Foundation** is a charitable organization that offers initiatives and programs throughout the year for artists, arts organizations and residents.

As affiliate organizations, we work together to build and support Toronto's vibrant cultural sector.



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## THE ARTS MAKE OUR CITY BETTER

The arts, in all its forms, unite, engage, offer beauty and inspire dialogue. They bring great opportunities for economic growth, prosperity, fulfillment and belonging. Residents agree: 90% of Torontonians believe that the arts make Toronto a better place to live.

Strong support for Toronto's art and artists is crucial to talent retention, maintaining the health of the arts sector and is the fastest route to growth and revitalization.

- ▶ Toronto City Council currently spends just **0.5%** of Toronto's total operating budget on arts and culture.
- ▶ Every **\$1** invested by Toronto City Council in Toronto's arts organizations leverages an additional **\$15** income from donations and ticket sales.
- ▶ Prior to the pandemic, Toronto ticket sales generated **\$230 million** in the non-profit sector alone, in addition to the economic benefits for sectors like restaurants and transportation.
- ▶ Arts programming is a magnet for international travellers and an anchor for local audiences, with **30 million** people attending city funded programs in 2019.

Toronto Arts Council plays a key role. In 2022 TAC will:

- ▶ Distribute **\$23+ million** in grants
- ▶ Support **950** arts organizations, collectives and professional artists

With an application success rate of 43%, TAC funds only a fraction of the artistic activity happening in the city. With more funds, we can invest more in the organizations and artists who are helping to build our vibrant, creative city and contribute to our economic recovery.

## THE ARTS MATTER – VOICE YOUR SUPPORT IN THE LEAD UP TO TORONTO'S 2022 MUNICIPAL ELECTION.