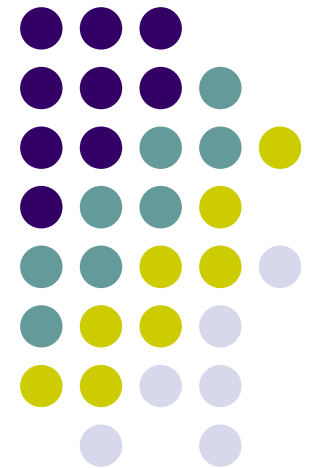


Culture Plan Progress Report

City of Toronto Culture Division, November 2005



Culture Plan Progress Report



In 2003 Toronto City Council set the direction for the city's cultural development. In adopting the *Culture Plan for the Creative City* Council made a strong commitment to promote Toronto's creativity and increase funding to the city's cultural organizations and facilities.

This is an exciting time as our dreams are being realized and the doors will soon swing open to expanded and new cultural buildings in our city like the Art Gallery of Ontario and the Four Seasons Centre for the Performing Arts.

In this time of transformation, self-evaluation will ensure long-term stable growth as we renew our commitment to invest.

This progress report reviews our achievements, reports on the health and gaps of the creative sector through our indicators, and outlines key priorities for the coming years.

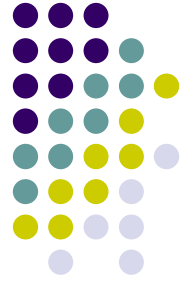


Above: Dancers Ian Huggins and Mikhail Parson in *Spirit of Carnival*. Courtesy of Ballet Creole; photographer Jun Sae Hong.

Front cover: PubliCity Viewers at Toronto Free Gallery. Courtesy of wvs.topleftpixel.com; photographer Sam Javanrough.

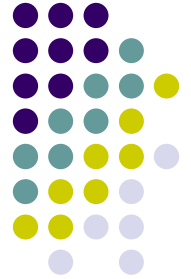
Don't have a copy of our Culture Plan? Download it at toronto.ca/culture

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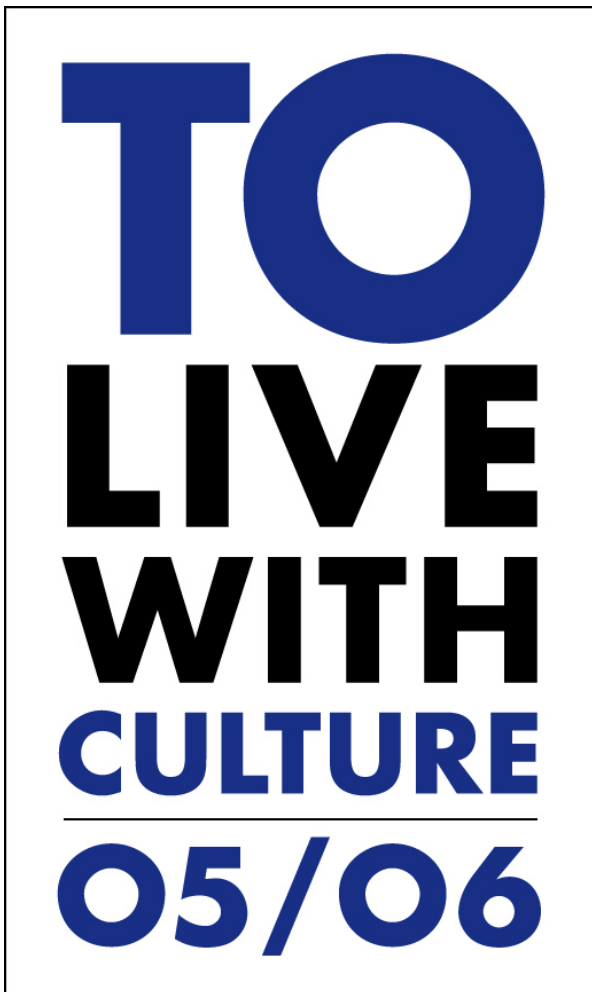
1. Culture Plan Achievements



1. Promote Creativity 2006
2. Restore Funding to the Major Cultural Organizations
3. Increase Funding to the Toronto Arts Council (TAC)
4. Maintain Culture Build Grants
5. \$1 Million Leveraged for Growth
6. Per Capita Increases



1. Culture Plan Achievements: Promote Creativity 2006



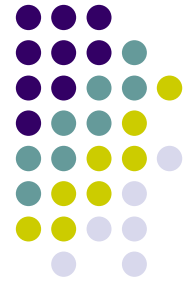
The first achievement of the Culture Plan’s goal to promote creativity is a new creativity brand for the city. “To Live With Culture” will be our large-scale 16-month campaign to celebrate culture.

With the remarkable amount of investment in renovating and expanding our city’s distinct cultural buildings, this is a timely opportunity to integrate Toronto’s creativity brand into a new and dynamic positioning of our city.

An extensive local marketing campaign and city-organized events will engage residents in the celebration, and help draw new audiences to Toronto’s cultural institutions. A legacy of the campaign is a one-stop-shop web portal, *livewithculture.ca*, where information on all arts and cultural activities taking place in our city can be accessed.

As recommended in the Culture Plan (recommendations 1 and 2) fresh messaging and strong visuals are needed to promote Toronto’s cultural sector across the border and out to the world.

Investment in the Celebration of Culture by the City of Toronto			
	Culture Plan Adopted	Year 1	Year 2
	2003	2004	2005 (approved)
Celebration of Culture	\$0	\$ 100,000	\$ 635,000



1. Culture Plan Achievements: Restore Funding to the Majors

Recommendation 45 of the Culture Plan pledged that the City will restore funding within five years to the Major Cultural Organizations.

Since the Culture Plan was adopted in 2003, grants to the Majors have increased by 10% in 2004 and 11% in 2005. This is a significant achievement as funding levels to this group had stagnated during the 90's. In 2004 the program expanded to include the Gardiner Museum of Ceramic Art, and in 2005 it expanded again to include the artistic component of Pride Toronto.

The Majors include the Art Gallery of Ontario, the Canadian Opera Company, the National Ballet of Canada, the National Ballet School, the Toronto Symphony Orchestra, the Gardiner Museum of Ceramic Art, Pride Toronto and the Caribbean Cultural Committee/ Caribana.

Investment in the Major Cultural Organizations by the City of Toronto					
			Culture Plan Adopted	Year 1	Year 2
	2001	2002	2003	2004	2005 (approved)
Majors	\$ 3,214,600	\$ 3,237,900	\$3,237,900	\$ 3,561,700	\$ 3,936,700
Per cent change		1%	0%	10%	11%



Right from top: design plans for the new Four Seasons Centre for the Performing Arts, the expanded Gardiner Museum of Ceramic Art, and the expanded Art Gallery of Ontario.



1. Culture Plan Achievements: Increase Funding to the TAC

Since the Culture Plan was adopted in 2003, investment by the City of Toronto in the Toronto Arts Council (TAC) has increased by 4% in 2004 and 5% in 2005. This achievement is the first step of recommendation 46 that pledges an increase to the TAC by at least 25% by 2008.

Investment in our city's arts and arts organizations through the TAC is an established and important mechanism for acknowledging the value of our cultural sector's contribution to the vitality and identity of our city. In 2004, TAC grants represented 7% of operating revenue for arts organizations in the city.

Investment in the Toronto Arts Council by the City of Toronto					
			Culture Plan Adopted	Year 1	Year 2
	2001	2002	2003	2004	2005 (approved)
TAC Grant (incl. oper.)	\$ 8,635,300	\$ 8,707,960	\$ 8,907,960	\$ 9,307,960	\$ 9,802,260
Per cent change		1%	2%	4%	5%



1. Culture Plan Achievements:

Maintain Culture Build Grants

Culture Plan recommendation 48 pledged that the City maintain the Culture Build grant program for at least five years.

Initiated in 2002, we are well on our way to achieving this goal and would like to see this program continue. The Culture Build grant program invests in the physical infrastructures of some of Toronto's small and medium-sized cultural facilities, many of which are in desperate need of repair. Using a system of matching grants, this program leverages money from the community for immediate repair needs such as broken heaters and leaky roofs. In 2004 11 arts organizations received Culture Build grants.

Investment in Culture Build Grant Program by the City of Toronto							
			Culture Plan Adopted	Year 1	Year 2	Year 3	Year 4
	2001	2002	2003	2004	2005 (approved)	2006 (target)	2007 (forecast)
Culture Build Grant	n/a	\$500,000	\$250,000	\$150,000	\$250,000	\$250,000	\$250,000



1. Culture Plan Achievements: \$1 Million Leveraged for Growth

To compete, Toronto needs to find sources of revenue in addition to the property tax. Culture Plan recommendation 52 pledged that the Culture Division will work with Urban Development Services to realize community cultural benefits under Section 37 of the Planning Act.

Our first significant achievement in this regard is \$1 million from a Section 37 agreement. This money will go towards Toronto Artscape’s restoration and redevelopment of the historic Wychwood TTC streetcar repair facility situated on a 4.3-acre brownfield site in Toronto’s St. Clair and Bathurst neighbourhood. The Green/Arts Barns will be a creative place of multi-tenant facilities. The land surrounding the barns will become a park.

Section 37 of the Planning Act allows the City to grant a height or density increase for new developments. In return, Toronto gets community benefits in capital facilities or cash contributions. Community benefits include non-profit arts and cultural facilities, public art, conservation of heritage resources and streetscape improvements.

Investment of Section 37 Money by the City of Toronto for Cultural Growth			
	Culture Plan Adopted	Year 1	Year 2
	2003	2004	2005 (approved)
Section 37 Money for Cultural Growth	\$0	\$0	\$ 1,000,000



Above: images of Wychwood TTC streetcar barns. Courtesy of www.anewpark.ca



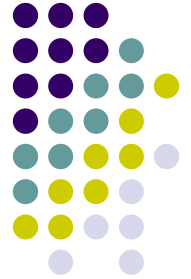
1. Culture Plan Achievements: Per Capita Increases

We need to invest to compete. In order to catch-up to Montreal's per capita investment, Culture Plan recommendation 62 pledged that Council set its target for cultural investment to reach about \$25 per capita within five years. In other words an increased investment could be phased in at \$2.00 per capita, each year, over five years.

Since the Culture Plan was adopted in 2003, City Council has increased investment in cultural spending by \$1.90 per capita over 2 years. An increase of \$2.70 per capita, per year, over the next 3 years would be required to get back on target.

Per Capita Increase in Expenditures on Arts and Culture Over Base-Year Population			
	Culture Plan Adopted	Year 1	Year 2
	2003	2004	2005 (budgeted)
City of Toronto Arts and Culture Total Expenditures	\$ 34,265,060	\$ 36,325,039	\$ 38,986,718
Base-Year Population (2001)	2,481,494	2,481,494	2,481,494
Per capita investment over base year population	\$ 13.81	\$ 14.64	\$ 15.71
Year-over-year increase since the Culture Plan was adopted		\$ 0.83	\$ 1.07

2. Culture Plan Indicators



In order to measure the health of Toronto's culture sector Culture Plan recommendation 63 stated that the Culture Division will report to Council every two years on eleven indicators. These are our measures:

1. per capita investment in culture, comparing Toronto with selected other cities;
2. funds leveraged by increased City investment in arts and culture grants;
3. the number of culture sector jobs in Toronto;
4. the impact of the culture sector in Toronto on GDP;
5. Toronto's ranking on the Creativity Index developed by Richard Florida, as compared with other major North American cities;
6. the number of and attendance at City-funded culture events;
7. the number of and attendance at City-funded cultural programs for youth;
8. the number of new arts organizations funded;
9. the number of designated and listed heritage properties;
10. the number of location permits issued for film and television productions; and,
11. the number of visitors to Toronto.



2. Culture Plan Indicators:

Per Capita Investment in Culture

Total Expenditure on Arts and Culture By City (2003)						
	Toronto	Chicago	Vancouver	Montreal	New York	San Francisco
Operating	16,458,200	42,437,529	2,538,210	36,000,000	3,133,216	32,412,216
Grants	13,899,850	2,228,493	8,056,381	8,742,000	221,329,304	25,410,862
Capital	3,907,000	1,286,000	205,675	14,730,000	214,103,568	1,987,844
Total Expenditures	34,265,050	45,952,022	10,800,266	59,472,000	438,566,087	59,910,923

Per Capita Expenditures on Arts and Culture By City (2003)						
	Toronto	Chicago	Vancouver	Montreal	New York	San Francisco
Population (2003)	2,611,661	2,869,121	577,962	1,871,700	8,115,135	751,682
Per Capita Expenditures	\$ 13.00	\$ 16.00	\$ 19.00	\$ 32.00	\$ 54.00	\$ 80.00

Note:

- Expenditures are rounded to the nearest dollar.
- All figures are for the fiscal year 2003 and are expressed in Canadian dollars.
- The Canadian dollar in this study is calculated at \$1 USD = \$0.714 CAD. This is the 2003 exchange rate as reported by Statistics Canada.
- Expenditures on libraries, zoos, parks, recreation, botanical gardens, and or science museums are not included in this study.
- Reported figures for Toronto per capita expenditures in the Culture Plan have been adjusted to reflect actual spending. In 2001 actual spending on arts and culture by Toronto was \$12.93 per capita.

2. Culture Plan Indicators:

Funds Leveraged from Increases



In 2004 the City of Toronto increased grants to arts and culture organizations by 7%. In the same year the total operating budgets for the same group of grant clients increased by 9%.

Governments can't make the cultural life of a city, but they can influence the climate that enhances it. It all comes down to capacity, and capacity is mainly a product of money – which is spent on talent, capital, operations and marketing.

Total Investment in Arts and Cultural Organizations by the City of Toronto		
	Culture Plan Adopted	Year 1
	2003	2004
Total City Arts and Culture Grants (Combined)	\$ 13,899,850	\$ 14,819,490
Year-over-year increase		\$ 921,640
Year-over-year % increase		7%

Total Operating Budget of Arts and Culture Grant Clients Combined		
	Culture Plan Adopted	Year 1
	2003	2004
Total Operating Budget of Grant Clients (Combined)	\$ 223,564,384	\$ 244,277,955
Year-over-year increase		\$ 20,713,517
Year-over-year % increase		9%



2. Culture Plan Indicators: Employment & Sector GDP

In 2001, Toronto's culture sector employed more than 100,000 people, or 8.3% of total employment. This includes individuals that work in a culture related occupation in the culture sector, in a culture related occupation outside the culture sector, or in a non-culture related occupation in a culture industry. This does not include indirect jobs created by this sector through the multiplier effect.

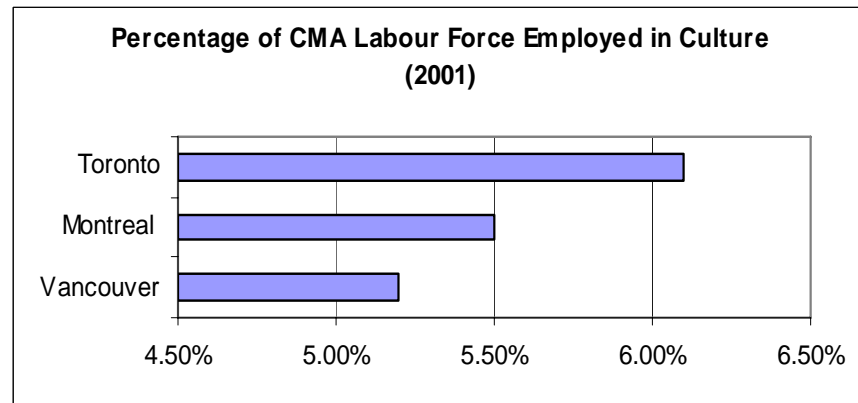
In 2001 the estimated value of the goods and services produced by Toronto's culture sector was approximately \$8.5 billion.

Using the value-added method GDP of the culture sector included the following sub-sectors: written media, broadcasting, film industry, advertising, performing arts, visual arts, libraries, design, sound recording and music publishing, heritage, architecture, photography and festivals.

Sources: Deloitte & Touche LLP and Affiliated Entities. *Final Report: Economic Contribution of Toronto's Culture Sector*. April 4, 2005. And Coish, David. *Census Metropolitan Areas as Culture Clusters*. Statistics Canada 2004.

Estimated Toronto Culture Sector Employment (40% of Ontario)					
1996	1997	1998	1999	2000	2001
86,080	87,040	87,640	92,840	106,780	101,240

Estimated Toronto Culture Sector GDP (47.5 % of Ontario) (current \$ millions)					
1996	1997	1998	1999	2000	2001
\$6,355	\$ 6,424	\$ 6,878	\$ 7,489	\$8,331	\$ 8,516



See report notes (pages 29 and 30) for further details.



2. Culture Plan Indicators: Ranking on the Creativity Index

Toronto's North American Rank

City	Super Creative Rank	Creative Class Rank
Toronto	1	7
Montreal	2	18
Vancouver	3	12
Washington DC	4	1
Seattle	5	5
San Francisco	6	3
Boston	7	2

Toronto's Canadian Rank

Diversity	
1	Toronto
2	Vancouver
3	Hamilton

Technology	
1	Montreal
2	Toronto
3	Ottawa-Hull

Creativity	
1	Vancouver
2	Toronto
3	Victoria

Talent	
1	Ottawa Hull
2	Halifax
3	Toronto

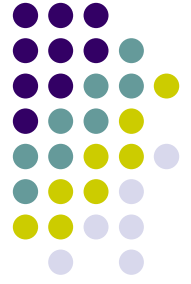
Toronto emerges as a city-region with the top North American rank in the 'Super Creative' category and an excellent overall ranking of scores compared to other Canadian cities.

The 'Super Creative Core' are the core creative types who generate a new product as an output of their work.

Sources: *Competing on Creativity: Placing Ontario's Cities in North American Context*. Richard Florida, Meric Gertler, Florida, et al. 2002. And *Montreal's Capacity for Creative Connectivity: Outlook & Opportunities*. Stolarick, Kevin. Florida, Richard et al. 2005.

See report notes (page 31 and 32) for details and definitions.

2. Culture Plan Indicators: Number of Events & Attendance



Estimated attendance at City-funded cultural events was highest in 2004 at over 10.5 million people. This includes attendance at over 230 organizations that receive annual funding by the Toronto Arts Council, attendance at the City's Major Cultural Organizations and our Local Arts Service Organizations.

The estimated number City-funded cultural events was also highest in 2004 at just over 20,000.

Cultural events includes number of performances, readings, touring performances; exhibitions, film, video and media screenings, community arts projects, artists' talks or artist in resident talks, lectures, classes, workshops, seminars, conferences, outreach and other public activities such as mentorship programs.

Source: City of Toronto Culture Division.

See report notes (page 32) for further details.

Estimated Attendance at City-funded Culture Events				
			Cul. Pln. Ad.	Year 1
2000	2001	2002	2003	2004
9,588,00	8,607,000	8,493,000	8,984,000	10,665,000

Estimated Number of City-funded Culture Events				
			Cul. Pln. Ad.	Year 1
2000	2001	2002	2003	2004
16,986	16,196	16,814	18,431	20,146

Attendance at City-funded and City-operated events in 2004 was an estimated 11.3 million.

There appears to be a correlation between an increased number of events and an increase in overall attendance.

2. Culture Plan Indicators: **Youth (16-24) Participation**



In 2004 attendance at City-funded and City-operated cultural programs for youth (16-24) was 272,652. This is the first year all City-funded arts and cultural organizations were asked to collect this data. New data will be added each year to the 2004 base year for this measurement. Number of events for youth was not calculated for 2004.

See report notes (page 33) for further details.

New Organizations Funded

In 2004, 8 new arts organizations were funded by the City of Toronto. There were 6 new organizations funded in 2003.

For the purposes of this study, “new” means additional city-funded arts and or cultural organizations to receive annual funding from the City of Toronto and the Toronto Arts Council.

See report notes (page 33) for further details.



2. Culture Plan Indicators: Heritage Properties

The number of designated and listed heritage properties in Toronto increases each year. These numbers also include properties designated as part of heritage conservation districts.

Source: City of Toronto, Heritage Preservation Services

Number of Designated and Listed Heritage Properties			
		Cul. Pln. Ad.	Year 1
2001	2002	2003	2004
3,184	3,697	4,847	5,382

Film & Television Production Permits

The number of location permits for film and television production has fallen since 2002. However the Ontario Media Development Corporation recently reported that Ontario's film and television production activity is bouncing back. Early estimates show \$200 million of new production activity in 2005 that in large part can be attributed to the Provincial Government's increase to the film and TV tax credits.

Source: City of Toronto, Economic Development and Ontario Media Development Corporation

Number of Location Permits for Film and Television Production			
		Cul. Pln. Ad.	Year 1
2001	2002	2003	2004
5,018	5,077	4,340	4,302

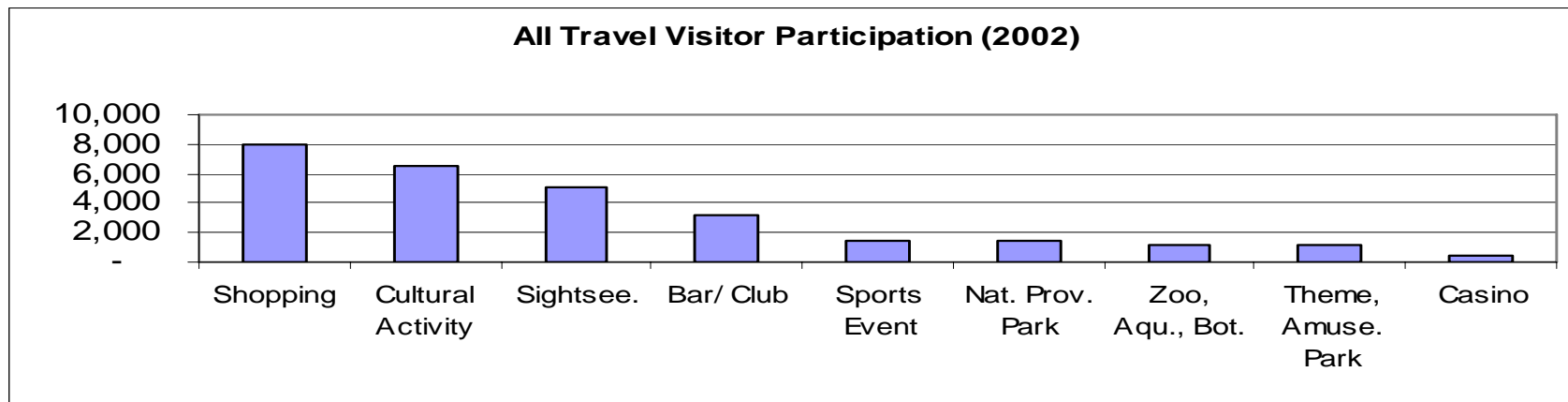


2. Culture Plan Indicators:

Number of Visitors to Toronto

In 2004 Toronto welcomed 17.8 million visitors, an increase of 5% from 2003, however still lower than 19.4 million visitors in 2001.

The newly adopted Greater Toronto Hotel Association's Destination Marketing Fee is estimated to have generated \$22 million in 2004, which has already translated into significant increase in new tourism business for the Greater Toronto region.



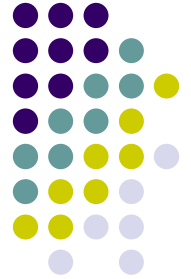
In 2002 participation in cultural activities was second only to shopping and proved significantly more popular than going to a casino, sports event, and theme or amusement park.

“Cultural activities” includes attending a cultural performance (such as plays, concerts), visiting a museum or art gallery, visiting an historic site, attending a festival or fair, and attending an Aboriginal/Native cultural activity.

Source: Greater Toronto Hotel Association and Tourism Toronto

See report notes (page 34) for further details.

3. Priority Actions:



1. Promote Creativity 2006
2. Continue Investment in the Majors and TAC
3. Invest in City Cultural Facilities
4. Commission Public Art
5. Expand Arts Services & Programs for Youth
6. Tell Toronto's Diverse Story



3. Priority Actions:

Promote Toronto Creativity

Investment in the Celebration of Culture by the City of Toronto					
	Cul. Pln. Ad.	Year 1	Year 2	Year 3	Year 4
	2003	2004	2005 (approved)	2006 (target)	2007 (forecast)
Celebration of Culture	\$0	\$100,000	\$ 635,000	\$1,500,000	\$500,000

Toronto is at the threshold of a Cultural Renaissance created by an unprecedented expansion of several iconic cultural facilities designed by internationally renowned architects such as the Art Gallery of Ontario's expansion by Frank Gehry.

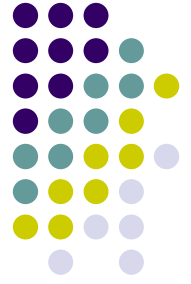
The Culture Plan anticipated this moment and in recommendation 2 pledged that the City will work with community partners to catch the wave created by the Cultural Renaissance capital projects. Our first step was the successful designation of Toronto as a 2005 Cultural Capital of Canada by the federal government. This program promotes arts and culture in Canadian municipalities.

Preparations are now underway to launch our 16-month campaign to celebrate Toronto creativity. This fall the City will kick-off the celebration at Nathan Phillips Square coinciding with the 40th anniversary of City Hall. The action will continue until December 2006 with festivals, performances and a major marketing initiative to raise public awareness and interest in Toronto's culture sector.



3. Priority Actions:

Invest in Majors and TAC



Investment in the Majors and the TAC by the City of Toronto						
	Cul. Pln. Ad.	Year 1	Year 2	Year 3	Year 4	Year 5
	2003	2004	2005 (approved)	2006 (target)	2007 (forecast)	2008 (forecast)
TAC Increase	\$ 183,400	\$ 345,000	\$ 494,300	\$ 400,000	\$ 400,000	\$ 400,000
Majors Increase	-	\$ 323,800	\$ 375,000	\$ 300,000	\$ 300,000	\$ 300,000

By continuing to invest in the Major Cultural Organizations and the Toronto Arts Council the City of Toronto offers its residents a high quality of life. These great arts and educational institutions create vibrant street life, promote ethno-cultural and intellectual diversity and space for critique and discussion, and support the creation of important social bonds.



Above: Art in the Park Open House © 2005 Art Gallery of Ontario

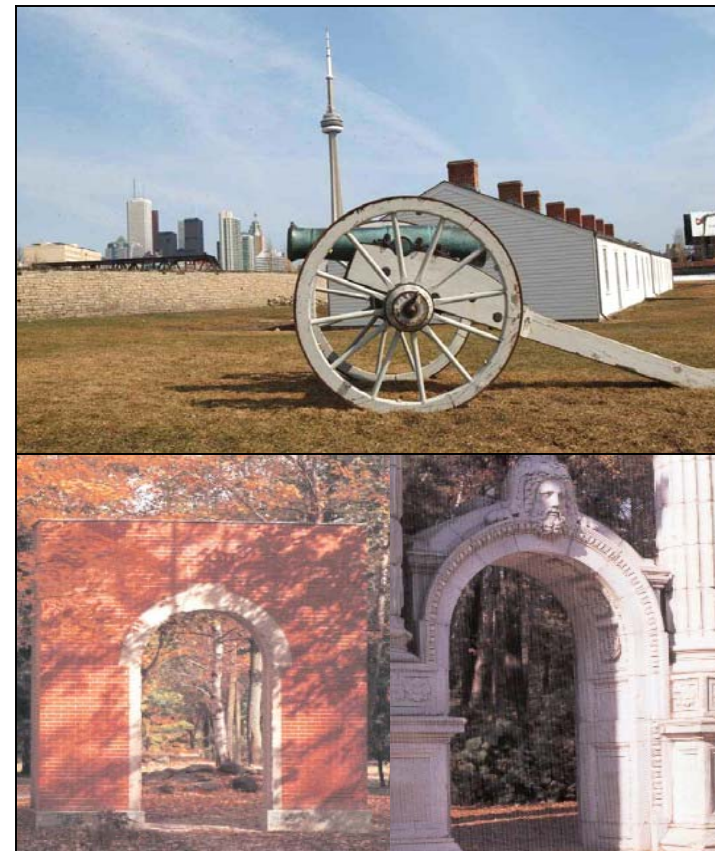
3. Priority Actions:

Invest in City Cultural Facilities



Investment in City Cultural Facilities by the City of Toronto			
	Year 2	Year 3	Year 4
	2005 (approved)	2006 (target)	2007 (forecast)
Renovate and Expand City Cultural Facilities	no increase	\$2,000,000	\$3,000,000
Improve state-of-good repair for City Cultural Facilities	no increase	\$500,000	\$500,000
Total Capital Budget for Culture	\$4,418,000	\$6,918,000	\$7,918,000

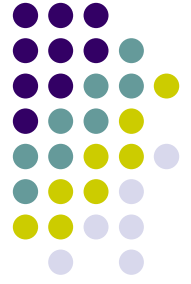
Toronto is asset rich but cash poor. The City owns museums, cultural centers, heritage sites and theatres, but the budget for maintenance and state-of-good repair work has not grown with the economy. The 31 cultural facilities that the Culture Division cares for have a state-of-good repair backlog of \$35.7 million.



Top: Historic Fort York. Above: Guild Inn grounds.

3. Priority Actions:

Commission Public Art



Investment in Commissioning Public Art by the City of Toronto			
	Year 2	Year 3	Year 4
	2005	2006 (target)	2007 (forecast)
Commission Public Art	no increase	\$500,000	\$750,000

The Culture Plan recommended that the City encourage public art initiatives on its property and that of its agencies boards and commissions.

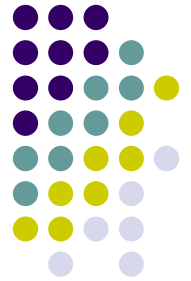
Public art programs have long been centerpieces of development and revitalization in the cities with which we now compete, such as San Francisco, Chicago and New York.



Above: Gardiner East Public Art Project by John McKinnon. Courtesy of wvs.topleftpixel.com; photographer Sam Javanrough.

3. Priority Actions:

Expand Arts Services & Programs for Youth



Investment in Arts Programs for Youth by the City of Toronto			
	Year 2	Year 3	Year 4
	2005	2006	2007 (forecast)
Expand Arts Programs for Youth	no increase	no increase	\$500,000

There are approximately 300,000 people in Toronto between the age of 16-24. They are the artists and audiences of the future. The City should develop their leadership skills and eliminate barriers. Although City-run programs are not expensive, they are often not free. By advocating the cause of opening doors to youth, the City will greatly enhance the future audience for arts and culture.





3. Priority Actions:

Tell Toronto's Diverse Story

The Culture Plan identified a need to tell the history of Toronto and address the gaps through expanded heritage programs.

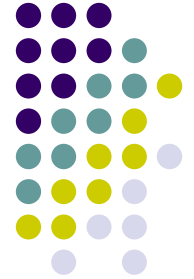
The underlying task of the City's museums is to tell Toronto's stories in all of their complexity. The City has done a good job presenting the Toronto of the 19th century, but many new communities arrived in the 20th century.

These communities are rightly determined to see their journeys and contributions reflected in Toronto's museum exhibits and programs.



Investment in Expanded Heritage Programs by City of Toronto			
	Year 2	Year 3	Year 4
	2005	2006	2007 (forecast)
Expand Heritage Programs	no increase	no increase	\$500,000

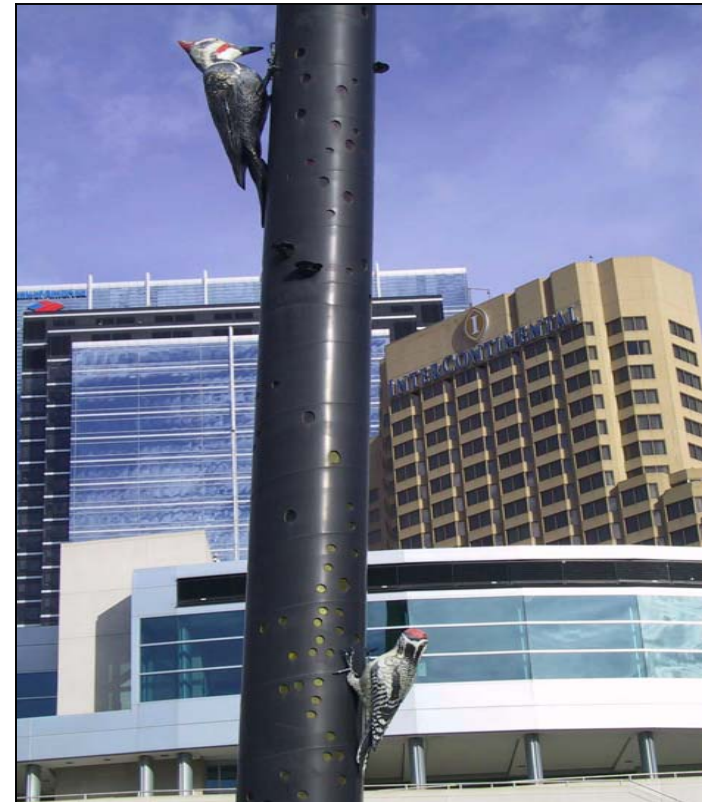
Right top: Dawn Roach as Mary Ann Shadd Cary. She wrote and acted the part and the performances took place at Mackenzie House Museum. Right bottom: Spadina Museum when the "Sharing Our Traditions" program featured the Chinese community and Chinese New Year.



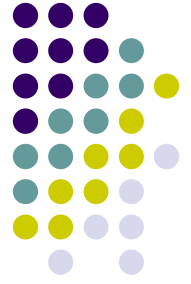
Conclusion

Over the past two years, with the guidance of the Culture Plan, Toronto City Council has started to turn things around. Our investment in promoting our cultural sector, grants and cultural infrastructure is beginning to pay off.

This progress report points to priority areas for investment such as commissioning public art, investing in youth, and telling Toronto's diverse stories in our museums. Most of all, it calls on the City to advocate on behalf of inspiration, beauty, ideas and dreams.



Above: *Woodpecker Column*. Fastwurms, 1997.



4. Report Notes:

1. Employment (p. 29)
2. Gross Domestic Product (p. 30)
3. Creativity Index –Toronto’s Ranking (p. 31 and p. 32)
4. Number of Events and Attendance (p. 32)
5. Youth (16-24) Participation (p. 33)
6. New Organization Funded (p. 33)
7. Number of Visitors to Toronto (p. 34)



Report Notes

1. Employment

Definition of the Culture Sector:

- The Canadian Framework for Culture Statistics developed by Statistics Canada (2004), defines the culture sector as “creative activity and the goods and services produced by it, and the preservation of human heritage.”

The number of culture sector jobs in Toronto:

- The number of direct jobs associated with the culture sector is largely based on Statistics Canada Labour Force Survey. Direct jobs include individuals who either work in a culture related occupation in the culture sector, in a culture related occupation outside the culture sector, or in a non-culture related occupation in a culture industry.
- The number of jobs reported does not include jobs created indirectly through the multiplier effect. The multiplier effect refers to indirect jobs generated when spending and wages earned by culture workers is circulated through the economy. These indirect jobs are located throughout the economy in the businesses that provide supplies or business services to the culture sector.
- Based on data provided by the City of Toronto on location of work for the Toronto CMA culture sector labour force for 2001, and data from Statistics Canada, it is estimated that around 40% of Ontario’s culture labour force worked within the City of Toronto in 2001. Therefore it is estimated that in 2001 direct employment in Toronto’s culture sector was greater than 100,000.
- Source: Deloitte & Touche LLP and Affiliated Entities. *Final Report: Economic Contribution of Toronto’s Culture Sector*. April 4, 2005.

Percentage of CMA Labour Force Employed in Culture:

- The percentage of Toronto’s CMA labour force employed in culture was 6.1% in 2001. For the same year Montreal CMA followed at 5.5%, and Vancouver CMA was third at 5.2%. The culture sector labour force in Toronto CMA accounted for about 25% of the culture sector employment in Canada in 2001.
- Source: Coish, David. *Census Metropolitan Areas as Culture Clusters*. Statistics Canada 2004.



Report Notes

2. Gross Domestic Product

The impact of the culture sector in Toronto on Gross Domestic Product:

- The value-added method was used by Statistics Canada to calculate the GDP attributable to the culture sector in Ontario. GDP is calculated by measuring the gross product of each firm and subtracting each firm's costs of production in the form of purchases from other firms. Statistics Canada based this calculation on the System of National Accounts (SNA) data, supplemented with specific surveys. This approach considers only direct impacts. Multiplier effects are not calculated.
- GDP data for the economic contribution of the culture sector at the Toronto level are not available. However, an estimate of Toronto's likely portion of the Ontario culture sector GDP was calculated.
- It has been estimated that in 2001, Toronto accounted for roughly 40% of Ontario's culture sector employment. Based on this data and the fact that Ontario's portion of Canada's GDP in the culture sector is higher than its portion of Ontario's culture sector GDP is likely to be higher than its portion of Ontario culture sector employment. For the purposes of providing a high-level estimate, it is assumed that the likely level of Toronto's portion of Ontario's culture sector GDP is somewhere between 45% and 50%.
- Based on the above assumptions, it is estimated that the Toronto culture sector accounts for somewhere between 45% and 50% of Ontario's culture sector GDP, or between \$8 billion and \$9 billion in 2001.
- Source: Deloitte & Touche LLP and Affiliated Entities. *Final Report: Economic Contribution of Toronto's Culture Sector*. April 4, 2005.



Report Notes

3. Creativity Index - Toronto's Ranking

Toronto's ranking on the Creativity Index developed by Richard Florida, as compared with other major North American cities:

Talent Index

- Of Canada's 25 largest metropolitan regions Toronto ranks third after Ottawa-Hull and Halifax on Richard Florida's Talent Index. Note, Florida defines the Talent Index to include only bachelor's degrees or higher. This index does not reflect other forms of post secondary educational attainment such as community college certificates and diplomas. Canadian data is from the 1996 Census of Population.

Creativity/ Bohemian Index

- Of Canada's 25 largest metropolitan regions Vancouver followed by Toronto lead all other Canadian city-regions on the Creativity / Bohemian Index. The Bohemian Index is defined using employment in artistic and creative occupations. It is a location quotient that compares the region's share of the nation's bohemians to the region's share of the nation's population. Canadian data is from the 1996 Census of Population.

Diversity/ Mosaic Index

- Of Canada's 25 largest metropolitan regions Toronto has the highest ranking in the Diversity / Mosaic Index. The Mosaic Index is the Canadian counterpart of Florida's 'Melting Pot Index.' Both are calculated as the proportion of the total population that is foreign-born. Canadian data is from the 1996 Census of Population.

Technology Index

- Of Canada's 25 largest metropolitan regions Montreal followed by Toronto (are the cities with the two largest concentrations of technology-intensive employment in the country) dominated all other city regions. The Tech-Pole Index is a measure based on an index created by the Milken Institute. However, due to differences in data collection and availability, Gertler and Florida recalculated the measure for both Canadian and American city regions using high technology employment data. The index compares a region's share of national employment in high-technology industries to the region's overall share of the national employment; this is then adjusted for city-size by multiplying by a region's share of national high-technology employment. Canadian data are derived from the Small Area File (SAF) of the Longitudinal Employment Analysis Program (LEAP) by Statistics Canada. For Canada, high-technology industries are defined using the 1980 Standard Industrial Classification (SIC) at the 3-digit level.
- Source: Gertler, Meric S. Florida, Richard et al. *Competing on Creativity: Placing Ontario's Cities in North American Context: A report prepared for the Ontario Ministry of Enterprise, Opportunity and Innovation and the Institute for Competitiveness and Prosperity.* November 2002.



Report Notes

3. Creativity Index - Toronto's Ranking (continue)

- Florida defines the “Super Creative Core” as those with occupations in computer-related fields, mathematics, architecture, engineering, life sciences, physical sciences, social sciences, education, training, library, arts, design, entertainment, and media.
- Source: *Montreal's Capacity for Creative Connectivity: Outlook & Opportunities*. Stolarick, Kevin. Florida, Richard et al. 2005.

4. Number of Events & Attendance

The number of and attendance at City-funded culture events:

- “City-funded” means arts and culture organizations that receive annual operating grants from the municipal government of Toronto through the Community Partnership Investment Program and Economic Development Sector Initiatives Program (cultural). The primary location and activities of these organizations lies within the geographic limits of postal code M, Ontario, Canada.
- “City-funded” does not include Heritage Grant recipients because the program is not equivalent to annual operating funding.
- “City-funded” does not include Culture Build grant recipients because the program is not equivalent to annual operating funding.
- “City-operated” includes City-operated museums, museum festivals and cultural centres, resident companies of City-operated theatres, and arts and cultural organizations that receive below market rent.
- “Cultural events” includes number of performances, readings, touring performances, exhibitions, film, video and media screenings, community arts projects, artists' talks or artist in resident talks, lectures, classes, workshops, seminars, conferences, outreach and other public activity such as mentorship programs.
- “Cultural events” does not include number of new works created or commissioned, publications, catalogues, newsletters or newsletter profiles, scholarships, award programs, membership services such as consultations or information requests.
- “Attendance” is the number of people present at a cultural event.
- Source: City of Toronto Culture Division.



Report Notes

5. Youth (16-24) Participation

Attendance at City-funded cultural programs for youth:

- The City of Toronto, Culture Division as well as the Toronto Arts Council defines “youth” as persons between the ages of 16 and 24.
- Source: City of Toronto Culture Division.

6. New Organizations Funded

The number of new arts organizations funded:

- “New” means additional “City-funded” and “City-operated” arts and or cultural organization to receive *annual funding* from the City of Toronto and the Toronto Arts Council.
- “New” includes grant recipients from the Community Partnership Investment Program and Economic Development Sector Initiatives Program (cultural), City-operated museums, museum festivals and cultural centres, additional resident companies of City-operated theatres, additional arts and or cultural organizations to receive below market rent and city-funded arts or cultural award events.
- “New” does not include changes in Culture Build grant recipients.
- Source: City of Toronto Culture Division.



Report Notes

7. Number of Visitors to Toronto

Travel attendance at cultural activities second only to shopping:

- “Cultural Activity” includes attending a cultural performance (plays, concerts), visiting a museum or art gallery, visiting an historic site, attending a festival or fair, and attending an Aboriginal/Native cultural activity. “All Travel” includes domestic (80km+), U.S. and overseas travel.
- In 2002, the total number of visitors for all travel to Toronto was 18.8 million, whereas total attendance at activities for the same period was 28.5 million. This demonstrates that visitors likely attended more than one activity.
- In 2002, Toronto’s two most attended cultural activities by all travel were plays and concerts at 1,942,000 attended, and museums and art galleries at 1,846,000 attended.
- Source: 2002 Visitor Activity Report, Tourism Toronto.