

About Performing Arts Presentation

In hundreds of communities across Canada, people and organizations are devoting their skills to bring together touring artists and audiences. These **presenters** may work within non-profit organizations, municipalities, universities, schools or festivals, but they all share a common passion: supporting artists, developing audiences and building community.

Here are a few facts about performing arts presentation.

- There are more than 1,400 presenting organizations in Canada. They present series or festivals or both. Annually, they present more than 80,000 performances by professional artists, and pay artistic fees estimated at more than **\$ 200 million**.ⁱ
- **Three in four Canadians** (75%) attended a performing arts performance by professional artists in 2011.ⁱⁱ This is an increase of 54% since 2005.ⁱⁱⁱ
- Between 2005 and 2010, in spite of economic challenges, the number of Canadians attending cultural or artistic **festivals** increased by 57%. In comparison, Canada's gross domestic product grew by 18% over the same period.^{iv}
- Presenters are **community builders**. Three in four presenting organizations (76%) say that they apply a great deal of effort to community involvement or social development. Three in four (76%) also say that they have a large role to play in building partnerships with other organizations in the community. Their main reason for engaging in such partnerships (84%): to enrich the community.^v
- Arts presentation generates **economic and social outcomes**, such as "economic development spin-offs; the formation of innovative partnerships; better quality of life in a revitalized, energized community."^{vi}
- Arts presentation contributes to the **wellbeing and health** of Canadians. People who attend live performing arts and festivals have a stronger sense of identity^{vii}, which is known to be one of the strongest predictors of a high level of satisfaction with life.^{viii} Live performing arts attendees are also healthier and live longer.^{ix}
- There are 39 presenters support organizations, also known as **presenting networks**, in Canada. They are national in scope or regionally-based, and some are specialized in one type of presenting activity (festivals or discipline-specific presenters). Presenting networks provide presenters with a marketplace to do business, and with professional development opportunities and tools. They also offer specialized services such as block booking, which increases the cost-efficiency of touring activities, thereby enabling presenters to deliver more benefits to more communities.^x

For more information on arts presentation, visit www.capacoa.ca or www.valueofpresenting.ca.

ⁱ A presenters' survey conducted in 2011 found that there are at least 1418 presenting organizations in Canada. Unweighted results indicate that these organizations present annually 60 artists or artistic groups and pay artistic fees in the amount of \$131,500. The sample for the survey (288 respondents) included high proportions of producers/self-presenters and of minority-language organizations, which tend to pay lower annual artistic fees. While no weighting can be conducted, we can presume that the average fees paid by all Canadian presenting organizations are closer to the average of presenting-only organizations, which is \$164,400.

CAPACOA, "The Value of Presenting: A Study of Arts Presentation in Canada", to appear.

<http://www.diffusionartspresenting.ca/?p=585>

ⁱⁱ CAPACOA, "The Value of Presenting: A Study of Arts Presentation in Canada", to appear.

<http://www.diffusionartspresenting.ca/?p=629>

ⁱⁱⁱ In 2005, 49% of Canadians 15 or older attended "a concert or performance by professional artists of music, dance, theatre, or opera" and/or a "cultural festival".

Statistics Canada, *General Social Survey, 2005*, as reported by Hill Strategies Research in *Cultural and Heritage Activities of Canadians in 2005*. http://www.artsresearchmonitor.com/article_details.php?artUID=50409

^{iv} In 2010, 37.2% of Canadians 15 or older attended a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy) (10.4 million Canadians).

Statistics Canada, *General Social Survey, 2010*, as reported by Hill Strategies Research, and CAPACOA, "Canadians Value their Arts Festivals", published online February 6, 2012.

<http://www.capacoa.ca/en/services/arts-promotion/news/287-value-arts-festivals>

^v CAPACOA, "The Value of Presenting", to appear.

<http://www.diffusionartspresenting.ca/?p=585>

^{vi} Canada, *Summative Evaluation of the Arts Presentation Canada Program, 2008*, p. 28.

<http://www.pch.gc.ca/pgm/em-cr/evaltn/2008/2008-11-3/apc-eng.pdf>

^{vii} Many studies and publications have found or indicated a correlation between attendance of performing arts activities and a sense of identity or sense of belonging to a community. A Creative City Network report established that rural festivals, events and facilities can help create and maintain rural identities, foster a collective sense of belonging. Focus group participants in a Canadian Heritage study said that arts and cultural activities and events contribute to building a sense of community and a sense of pride. Similarly, a briefing paper by the American Planning Association made strong connections between "festivals, events and performances" and the sense of identity in a community.

Creative City Network of Canada, *Developing and Revitalizing Rural Communities Through Arts and Culture, 2009*, "Summary Overview" p. 3.

<http://www.creativecity.ca/resources/ccnc-research-mainmenu-170/rural-research-mainmenu-218>

Canada, *The Arts and Heritage in Canada: Access and Availability 2007*, report prepared by Phoenix Strategic Perspectives for the Department of Canadian Heritage, 2007, p. 35.

http://epe.lac-bac.gc.ca/100/200/301/pwgsc-tpsgc/por-ef/canadian_heritage/2007/448-06-e/report.pdf

American Planning Association, *Community Character: How Arts and Cultural Strategies Create, Reinforce, and Enhance Sense of Place, 2011*.

^{viii} "We find that the most important reason for geographical variations in happiness in Canada is differences in the sense of belonging to local communities."

Centre for the Study of Living Standards, *Does Money Matter? Determining the Happiness of Canadians, 2010*, p. 2.

<http://www.csls.ca/reports/csls2010-09.pdf>

^{ix} CAPACOA, "Performing Arts Attendees are Healthier", published online November 14, 2011.

<http://www.capacoa.ca/en/services/arts-promotion/news/248-performing-arts-health>

^x CAPACOA, "Survey of Presenting Networks", 2010, unpublished.

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