



CANADIAN ARTS
PRESENTING ASSOCIATION
ASSOCIATION CANADIENNE
DES ORGANISMES ARTISTIQUES

March 30th, 2012

The Honourable James Moore
Minister of Canadian Heritage and Official Languages
House of Commons
Ottawa, Ontario
K1A 0A6

Dear Minister Moore,

We write to you today on behalf of the Canadian presenting and touring sector in response to yesterday's Federal budget. We are truly appreciative that your "government recognizes that arts and culture is an important generator of jobs and growth" and we commend you for ensuring that funding for the Canada Council for the Arts remains stable. Council's responsibility for facilitating the creation of Canadian culture, the role they play for artists – and the commitment those artists make on behalf of all Canadians places our nation at the apex of global creativity.

As with all industry, supply requires distribution – a robust ecology that connects the work with audiences. Performing arts presenters are the "amplifiers" of culture, helping the artists to share their distinctively Canadian messages. As importantly, presenters provide artists with a source of reliable income in an environment where traditional revenue streams have been eroded by others issues (such as the economy, piracy, etc.).

CAPACOA members are grateful recipients of support through Canadian Heritage programs such as the Canada Cultural Investment Fund, Cultural Spaces and the Canada Arts Presentation Fund. We trust that these programs and their importance will continue to be recognized when the time comes for the Department to implement deficit reductions as outlined in Budget 2012. We look forward to understanding more about the mechanisms and measures the Department will be putting into place as you "move to a more integrated policy framework" and seek to "focus on funding that leverages contributions from partners".

The presenting and touring sector welcomes partnerships, be they with the public or corporate sector. In fact, a recent EKOS survey revealed that three in four presenters say that they have "a large role to play in building partnerships". Both the National Arts Centre and the CBC provide excellent examples of such value-added partnerships as they offer leadership by cultivating audiences, developing artists and championing a strong sense of *shared ownership* within the ecology. Their contributions create indispensable synergies within the sector. We are eager for ongoing dialogue with your government regarding their decreased capacity and the impact of these and other funding cuts on, and future opportunities for, the cultural sector.

As you do, CAPACOA believes that "supporting the arts is essential to supporting Canada's economy and quality of life". Presenters help to tell our unique stories. Your commitment to ensuring strong support for Canadian culture makes certain these stories can be heard.

Sincerely,

A handwritten signature in cursive script that reads "Phyllis Stenson".

Phyllis Stenson
President, CAPACOA Board of Directors