

Key Successes: Toronto's Creative Sector

OPPORTUNITY In 2010, the cultural sector accounted for 3.1% of total employment in the Toronto Region (compared to 2.3% of total employment in Quebec and 2.0% of employment in Canada). In the City, employment in the cultural industries has increased 20.2% since 2000.

Source: [Toronto's Vital Signs® 2011](#), Toronto Community Foundation, 2011.

GROWTH The creative industries grew at a rate of 2.9% between 1991 and 2009, compared to 2% growth for Toronto's total labour force. This growth exceeds growth in other key sectors such as financial services (2.4%), medical and biotechnology (1.7%) and the food and beverage industry (1.4%) and approaches leading sectors like business services (3.4%) and information and communication technologies (3.2%).

Source: [From the Ground Up](#), Martin Prosperity Institute et al, 2011.

DEMAND In spite of the ongoing impact of the recession, household spending on arts and culture was 6.2% higher in the Toronto Region in 2009 than it was the year before. Toronto residents spent an average of \$1,074 on cultural activities over the year – well above the Canadian average of \$962. Attendance at City-funded or programmed cultural events grew to 17.4 million in 2010.

Source: [Toronto's Vital Signs® 2011](#), Toronto Community Foundation, 2011.

APPEAL International visitors pick Toronto second after only New York as their preferred destination in North America. We had almost 10 million overnight visitors last year, generating \$4.3 million in direct municipal taxes. Culture was a major tourism driver attracting 4 times more visitors than sports attractions.

Source: [Toronto's Vital Signs® 2011](#), Toronto Community Foundation, 2011.

DENSITY Toronto has the highest concentration of artists in Canada – 66% more than in any other city – and employs 25% of Canada's creative sector workers.

Source: [Toronto's Vital Signs® 2011](#), Toronto Community Foundation, 2011.

DIVERSITY The Toronto arts sector is comprised of performers, artists and audiences representing more than 200 ethnic backgrounds.

Source: [Toronto's Vital Signs® 2011](#), Toronto Community Foundation, 2011.

RETURNS The City is a key driver of revenue generation in the cultural sector. In 2009, for every dollar the City invested in arts and culture, cultural organization were able to leverage a total of \$17.75. \$1 in City funding generates \$5.15 from other levels of government, \$5.48 from the private sector, and \$7.12 in earned revenues.

Source: [Creative Capital Gains: An Action Plan for Toronto](#), Creative Capital Advisory Council, 2011.

Great cities remain so, in large part, because they are the ongoing laboratories of human interaction and of the art and culture produced by this enduring exchange.

Source: [Cities of Opportunity](#), PricewaterhouseCoopers, 2011.

FRIENDS OF THE ARTS

