

2nd Annual Arts Day at the City

November 14, 2011

About Us

Launched in 1980, the **Toronto Alliance for the Performing Arts (TAPA)** is an arts service organization, representing 187 professional theatre, dance and opera companies in the City of Toronto, including commercial and not-for-profit companies. TAPA is a member of the **Friends of the Arts** network, comprised of ArtsVote, Arts Etobicoke, Beautiful City, Business for the Arts, Creative Trust, Lakeshore Arts, Scarborough Arts, Toronto Arts Foundation and Urban Arts, and supported by more than 20,000 signatories who value a strong arts and culture sector in the City of Toronto.

Our Message

Culture is an essential part of Toronto's internationally competitive economy that positively impacts jobs, businesses, international profile and quality of life. Creative industries are growing faster than financial services, the medical and biotechnology industries, and the food and beverage industry. Cultural amenities retain and attract a talented workforce through the ideas, innovations and amenities that flow from a vibrant cultural life and scenes¹. The cultural sector generates \$9 billion of Toronto's GDP and employs 130,000 people².

Municipal investment in arts and culture brings proven economic benefits to Toronto and leverages millions of dollars of additional spending. Toronto's investment in the cultural economy must not stall. We cannot afford to lose ground.

In May 2011, Toronto City Council unanimously endorsed the City of Toronto Culture Plan: **Creative Capital Gains**. The Plan outlines a series of recommendations that will enhance Toronto's position as a global creative capital. To achieve these goals, **Creative Capital Gains** recommends an increase in municipal arts investment to \$25 per capita (this same goal also endorsed by City Council in 2003 and 2010). Toronto City Council's current investment level is just \$18 per capita (30% below the target), and lower than all major competitive North American cities.

TAPA and Friends of the Arts have identified the following priorities for the coming fiscal year:

1. To achieve economic vitality and quality of life, it is essential that the City of Toronto maintain or increase its current funding levels for arts and culture as approved in the **Creative Capital Gains** report.
2. To enhance Toronto's global position as a cultural capital, the Mayor and City Councillors must play a leadership role in promoting our City's rich cultural assets to its citizens and visitors.
3. To attract talent and business investment, the City must ensure a supply of affordable, sustainable cultural spaces in neighbourhoods across Toronto.

"Whenever and wherever societies have flourished and prospered rather than stagnated and decayed, creative and workable cities have been at the core of the phenomenon. Decaying cities, declining economies, and mounting social troubles travel together. The combination is not coincidental."

—Jane Jacobs

FRIENDS OF THE ARTS



¹ Martin Prosperity Institute et al, *From the Ground Up*, (2011)

² Deloitte & Touche LLP and Affiliated Entities, *Economic Contribution of Toronto's Culture Sector*, (2005)