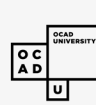




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**Attachment 2**

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**C1. (Revised)**  
**Communication**  
**Creative and Cultural Industries**  
**Advisory Committee – April 9, 2025**  
**Item No. 1**

# Ontario's Arts, Culture, and Creative Industries

## Strengthening Competitiveness and Communities

*Presentation for the City of Vaughan Creative and Cultural Industries Advisory Committee*

*April 9, 2025*



# Overview

- Ontario's culture sector is an economic powerhouse but often overlooked in economic plans and discussions.
- Government, industry, and academia all have a role to play:
  - Support Ontario's cultural exports on the global stage
  - Build capacity for regional cultural economic development and investment attraction
  - Develop funding models for inclusive, long-term growth





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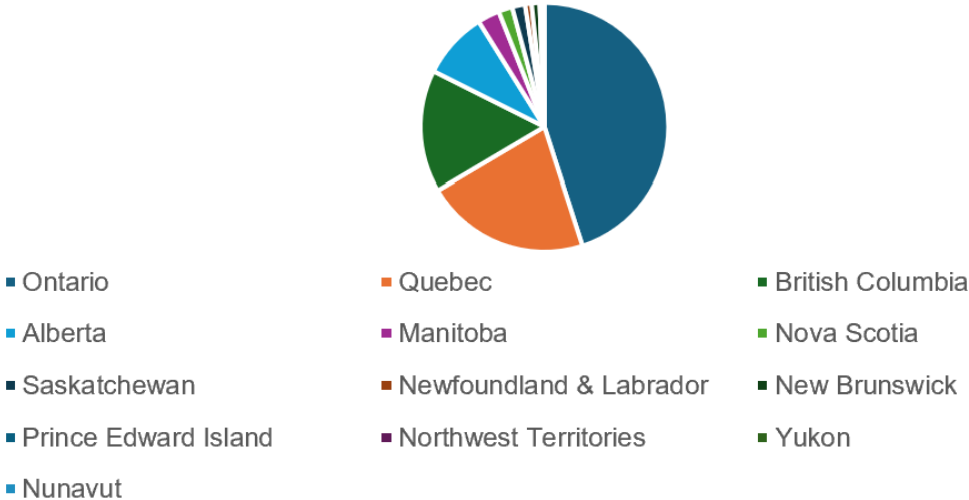
# Ontario - The Cultural Capital of Canada - Fueling Productivity and Competitiveness on a Global Scale



# Ontario - The Cultural Capital of Canada - Fueling Productivity and Competitiveness on a Global Scale

Provincial/Territorial Culture GDP Totals - 2022

In 2022, Ontario's culture sector contributed over \$26 billion to the provincial (GDP), accounting for nearly 45 per cent of Canada's total GDP growth in the sector.



Source: Government of Canada. "Culture Satellite Account." Canada.ca, July 5, 2024.



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# Ontario - The Cultural Capital of Canada - Fueling Productivity and Competitiveness on a Global Scale

With Canada's lagging productivity amid growing economic uncertainty, Ontario's culture sector plays a pivotal role in cementing the nation's trade position and influence on the world stage.



Source: Government of Canada. Culture Satellite Account, November 19, 2024.



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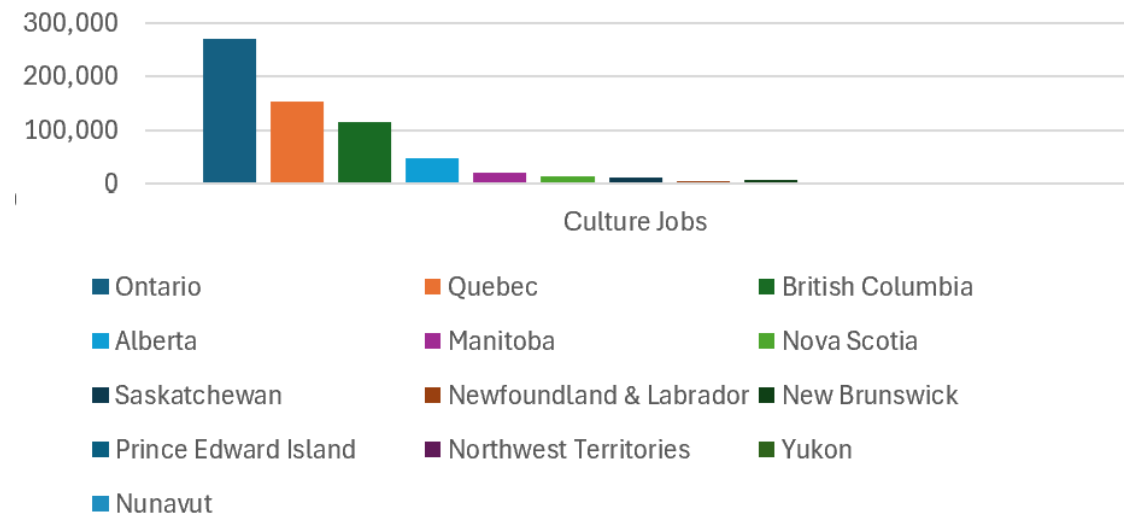
# Unlocking Potential - Workforce Resilience in Ontario's Culture Sector



# Unlocking Potential - Workforce Resilience in Ontario's Culture Sector

As of October 2024, Ontario's culture sector workforce included over 273,000 direct jobs, the largest in Canada.

Provincial/Territorial Culture Jobs Total - 2022



Source: Government of Canada. Culture Satellite Account, November 19, 2024.



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# Unlocking Potential - Workforce Resilience in Ontario's Culture Sector

Regionally, the sector's upward workforce trends can be seen in initiatives such as the [Cultural Industries of Ontario North \(CION\)](#). North Bay, for instance, hosted 94 film productions over 10 years, generating \$167 million, directly supporting workforce development, and filling labour gaps in the region.



Source: Cultural Industries Ontario North



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# **From the Stage to the Streets - Culture's Role in Regional Economic Development**



# From the Stage to the Streets - Culture's Role in Regional Economic Development

The Government of Ontario's 2021- 22 Celebrate Ontario Blockbuster and Reconnect funding generated an estimated \$1 billion in economic impact across the province, with every dollar of provincial funding driving nearly \$21 of visitor spending



Source: Vaughan International Film Festival



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# From the Stage to the Streets - Culture's Role in Regional Economic Development

In 2023, the world-famous Stratford Festival generated an overall economic impact of over \$276 million. Of that, \$147.3 million was spent within Stratford and the surrounding area. Restaurants benefited the most with \$24.4 million spent by visitors to the Festival

Expanding regional investments, transit access, and culture-based infrastructure will drive economic growth and community prosperity across Ontario.



McMichael Canadian Art Collection. Source: Attractions Ontario



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# Cultural Pathways - A Cross-Sectoral Accelerator for Economic Growth



# Cultural Pathways - A Cross-Sectoral Accelerator for Economic Growth

Though comprising only 13 per cent of all visitors, arts and culture tourists in Ontario account for **30 per cent** of total tourist spending.

Additionally, **40 per cent** of these tourists stay three days or more (compared to only 13 per cent of nonculture visitors).



Source: Visit Vaughan



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# Connected Communities - Cultivating Belonging through Culture



# Connected Communities - Cultivating Belonging through Culture

Culture is a connector that creates a sense of belonging and inclusion.

**79% of Ontarians** say the arts support their mental health, fostering self-expression, social cohesion, and a better quality of life.



Source: Community Arts Council Canada

# Examples of Municipal Culture Plans

- City of Toronto's ***Culture Connects Action Plan***: This plan seeks to boost cultural investment by \$35 million over the next decade.
- City of Markham's ***Markham is More: Markham's Economic Development and Culture Strategy***. This plan prioritizes its Main Street as a hub for the arts, culture, and business.
- City of Guelph's ***Everywhere, Everyday. Everyone. Culture Plan 2030***. This plan prioritizes cultural investment through support for anchor cultural sites, service organizations, public art acquisitions, and specialized funding programs for arts and culture.



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# Catalyzing Funding and Investments for Inclusive Growth



# Catalyzing Funding and Investments for Inclusive Growth

Investments in the culture sector have been shown to deliver significant benefits and a high rate of return.

In 2022, Ontario Creates-supported industries contributed over \$3.6 billion to Ontario's GDP, generated over 44,000 jobs, and exported over \$3.8 billion in products and services internationally.



Source: Kleinburg Film Studios

# Catalyzing Funding and Investments for Inclusive Growth

**30 per cent** of non-profit arts organizations forecast being at high risk of closing within three years, with nearly half unable to sustain operations for more than 12 months.

To fuel inclusive growth, special attention must be paid to reducing barriers to entry, mitigating administrative burdens in accessing funding, and creating flexible funding models that can better support SMEs and artists in the long-term.



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**Any questions, please reach out: Neeky Dalir [neekydalir@occ.ca](mailto:neekydalir@occ.ca)**



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