



**Canada Council for the Arts  
Funding to artists  
and arts organizations  
in New Brunswick, 2013-14**



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## 1.0 Overview of Canada Council funding to New Brunswick in 2013-14

- In 2013-14, the Canada Council for the Arts provided grants totalling \$2.2 million to the arts in New Brunswick.
- In addition to grants, \$163,490 in payments was provided to 418 authors through the Public Lending Right program<sup>1</sup> in 2013-14. This brings the total funding to New Brunswick to \$2.3 million.
- The Canada Council awarded \$313,150 (14.6%) to 31 artists and \$1.8 million (85.4%) to 43 New Brunswick arts organizations in 2013-14.
- Grants were awarded to artists and arts organizations in New Brunswick in all disciplines: dance, interdisciplinary arts, media arts, music, theatre, visual arts, and writing and publishing. In 2013-14, the largest amount of funding went to visual arts (\$597,100). Theatre received the second largest amount of funding (\$539,370), while writing and publishing received \$498,000.
- Every dollar invested in a New Brunswick-based arts organization through a Canada Council for the Arts' operating grant in 2013-14 leveraged \$7.27 in total revenues. Total Canada Council operating grants in New Brunswick represent 13.8% of total revenues of recipient arts organizations in that province.<sup>2</sup>
- 201 applications from New Brunswick artists and arts organizations were submitted to the Canada Council in 2013-14, representing 1.4% of the total number of received applications.
- Funding to artists and arts organizations in Moncton totalled \$673,050, comprising 31.3% of the total funding going to New Brunswick. Fredericton received \$618,415 in funds, representing 28.7% of total funding. The community of Sackville also received a significant amount of funding, \$311,875 or 14.5% of the total funding. A total of 13 additional communities in New Brunswick received \$548,580, comprising 25.5% of all funding to the province in 2013-14.
- In 2013-14, New Brunswick artists received 1.46% of Canada Council funding to artists, and New Brunswick arts organizations received 1.52% of the funding to arts organizations. In total, New Brunswick artists and arts organizations received 1.51% of Canada Council funding. In comparison, New Brunswick represents 2.15% of the total population of Canada,<sup>3</sup> and 1.36% of Canadian artists.<sup>4</sup>
- 17 New Brunswick artists and arts professionals served as peer assessors in 2013-14, making up 2.8% of all peer assessors.

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<sup>1</sup> The Public Lending Right program provides payments to authors whose books are held in selected Canadian public libraries.

<sup>2</sup> These figures reflect financial data from forms submitted, revised or locked by CADAC (Canadian Arts Data/Données sur les arts au Canada). These figures exclude book and magazine publishers because, due to the nature of their business, their financial information is not currently captured using CADAC.

<sup>3</sup> Statistics Canada: Canada's National Statistical Agency. "Population by year, by province and territory," November 2013, <<http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/demo02a-eng.htm>>.

<sup>4</sup> Hill Strategies Research Inc. "Artists in Canada's Provinces and Territories Based on the 2006 Census," *Statistic Insights on the Arts*, Vol.7 No. 5, March 2009, <<http://www.hillstrategies.com/content/artists-canada%E2%80%99s-provinces-and-territories>>.

## 2.0 Statistical highlights about the arts in New Brunswick<sup>5</sup>

- In total, 65% of surveyed Atlantic Canadians attended at least one live art performance—such as a play, musical, music, concert, dance performance, opera or storytelling—in the last year (2012), and 46% attended at least one arts or cultural festival in that same period. Overall, 43% of surveyed Atlantic Canadians rated the quality of arts and culture events in their community as good or very good.
- In 2010, all New Brunswickers 15 or older (99.7%, or 634,000 people) participated in at least one of the 18 arts, culture or heritage activities. The participation data also show that 87.1% of residents listened to downloaded music or music on CDs, 83.3% watched a movie or a video, 75% read a book, 60.5% attended a performing arts event or a cultural festival and 22.6% visited an art gallery.
- New Brunswickers spent \$540 million on cultural goods and services in 2008, which equals 3.0% of total consumer spending in the province. The \$540 million in consumer spending on culture is almost four times larger than the \$150 million spent on culture in New Brunswick by all levels of government in 2007-08. On a per capita basis, New Brunswickers' cultural spending ranks eighth in the country at \$747 per resident.
- On a per capita basis, Saint John residents' cultural spending in 2008 (\$846) ranks ninth among 12 metropolitan areas in Canada. Total spending was \$98 million in Saint John in 2008.
- In 2008, households in New Brunswick spent 26 cents out of every \$100 of income on books and 14 cents for every \$100 of income on magazines.
- In 2008, 97,000 households in New Brunswick reported spending a total of \$21 million on live performing arts, accounting for 1% of all spending on live performing arts in Canada.
- In 2006, there were 1,900 artists in New Brunswick, representing 0.47% of the overall provincial labour force.
- The number of artists in New Brunswick increased much more rapidly than the overall provincial labour force between 1991 and 2006 (38% vs. 11%). However, the rate of growth in the number of artists was much higher between 1991 and 2001 (29%) than between 2001 and 2006 (7%).
- The median earnings of artist in 2006 were \$8,800, less than half of the typical earnings of all New Brunswick workers (\$21,500).

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<sup>5</sup> Sources:

Phoenix Strategic Perspectives Inc. for the Department of Canadian Heritage. "Arts and Heritage in Canada: Access and Availability Survey 2012," November 2012, <[http://epe.lac-bac.gc.ca/100/200/301/pwgs-c-tpsgc/por-ef/canadian\\_heritage/2012/089-11-e/report.pdf](http://epe.lac-bac.gc.ca/100/200/301/pwgs-c-tpsgc/por-ef/canadian_heritage/2012/089-11-e/report.pdf)>.

Hill Strategies Research Inc. "Provincial Profiles of Arts, Culture and Heritage Activities in 2010," *Statistical Insights on the Arts*, Vol. 10 No. 3, March 2012, <<http://www.hillstrategies.com/content/provincial-profiles-arts-culture-and-heritage-activities-2010>>.

Hill Strategies Research Inc. "Consumer Spending on Culture in Canada, the Provinces and 12 Metropolitan Areas in 2008," *Statistical Insights on the Arts*, Vol.9 No. 1, November 2010, <<http://www.hillstrategies.com/content/consumer-spending-culture-2008>>.

Hill Strategies Research Inc. "Who buys books and magazines in Canada?," *Statistical Insights on the Arts*, Vol. 9, No. 3, March 2011, <<http://hillstrategies.com/content/who-buys-books-and-magazines-canada>>.

Hill Strategies Research Inc. "Patterns in Performing Arts Spending in Canada in 2008," *Statistical Insights on the Arts*, Vol. 9, No. 2, February 2011, <<http://www.hillstrategies.com/content/patterns-performing-arts-spending-canada-2008>>.

Hill Strategies Research Inc. "Artists in Canada's Provinces and Territories Based on the 2006 Census," *Statistical Insights on the Arts*, Vol.7 No. 5, March 2009, <<http://www.hillstrategies.com/content/artists-canada%E2%80%99s-provinces-and-territories>>.

### 3.0 Highlights of Canada Council grants to New Brunswick artists and arts organizations

#### Arts organizations

The Canada Council supports the work of arts organizations. In 2013-14, some of the New Brunswick arts organizations that received funding were:

| Organization                      | Community   | Total funding |
|-----------------------------------|-------------|---------------|
| Atelier D'Estampe Imago Inc.      | MONCTON     | \$49,000      |
| Atlantic Ballet Theatre of Canada | MONCTON     | \$96,000      |
| Beaverbrook Art Gallery           | FREDERICTON | \$68,000      |
| Éditions Perce-Neige              | MONCTON     | \$54,500      |
| Galerie Sans Nom Co-op Ltée       | MONCTON     | \$101,200     |
| Goose Lane Editions               | FREDERICTON | \$131,700     |
| Owens Art Gallery                 | SACKVILLE   | \$105,000     |
| Salon du livre d'Edmundston Inc.  | EDMUNDSTON  | \$25,000      |
| Struts Gallery Inc.               | SACKVILLE   | \$92,325      |
| Theatre New Brunswick             | FREDERICTON | \$144,400     |
| Théâtre Populaire d'Acadie        | CARAQUET    | \$222,470     |

#### Examples of Canada Council funding in New Brunswick<sup>6</sup>

The Canada Council supports the endeavours of professional artists and arts organizations through its programs. The following selection illustrates some of the activities supported by the Canada Council in New Brunswick:

During the summer of 2013, over 5,800 enthusiastic spectators in New Brunswick and Quebec attended the **Coopérative de Théâtre l'Escaouette's** latest teen play *Je ... Adieu*. The Moncton-based theatre cooperative toured the play following a successful tour in Ontario and overwhelming demand for it in Quebec. *Je ... Adieu* "tells the story of three colourful characters which evolves into a fantasy filled with intrigue and unexpected developments. As the play travels from fairy tale to everyday reality, it explores love, solitude and friendship." Written by Mélanie Léger, this production was co-created with Théâtre de Quartier from Montreal. Théâtre l'Escaouette received \$14,000 through the Theatre Touring and Special Initiatives Program for the tour, and \$520,000 over three years through the Theatre: Multi-Year Grants to Professional Organizations program for its programming and activities.

<sup>6</sup> Unless otherwise indicated, project descriptions and quotations are drawn from documents in the grant application.

New Brunswick musicians **François Godère** (trombone), **Gayle Martin** (organ) and **Linda Pearse** of ¡Sacabuche! – an early music ensemble – performed and presented at the 2013 International Conference of Asian Scholars in Macau, China. Their multimedia performance, *Matteo Ricci: His Map and Music*, reanimates the cultural exchange between Italian Jesuits and Chinese literati in 17th-century China through a combination of music and dramatic readings. The ensemble collaborated with other speakers and instrumentalists at the Festival, gave media interviews and also performed at the Hong Kong University of Science and Technology. Each musician received \$2,000 through the Music: Travel Grants program.

Thanks to newly formed partnerships, the 2013 Atlantic Dance Festival *Danse Atlantique* in Moncton surpassed its previous year's programming, offering additional performances and workshops and reaching more youth through their high school presentation series (*spectacle scolaire*). Presented by **Les Productions DansEncorps**, the Festival brought dance artists from across Canada in a variety of genres including Gatineau's Bboyizm, Halifax's Mocean Dance, Montreal's Cas Public and Toronto flamenco artist Ilse Gudiño. The Festival strives to go beyond political, geographical, cultural, and linguistic differences by celebrating the quality and excellence of the artists that assist in the blossoming of dance in Atlantic Canada. Les Productions DansEncorps received \$12,000 through the Dance Presentation Program: Support to Festivals.

Moncton multidisciplinary artist **Mathieu Arsenault** spent six weeks in Terra Nova National Park, NL creating a large-scale 3D sculpture incorporating collage, sculpture, installation, video, projection and sound. The residency, organized by The Rooms Provincial Art Gallery in partnership with Parks Canada, allowed Arsenault to collect and upcycle National Geographic magazines – creating a surrealistic nature environment influenced by intuition, circumstantial need and outside influence. During the residency, members of the public were invited to visit and spend time in the sculpture to watch it grow, contribute materials, ask questions and intervene. Arsenault's first Canada Council grant of \$750 was awarded through the Inter-Arts Office: Travel Grants program, allowing him to attend the August/September 2013 residency.

Moncton's **Agence Carol Doucet** has been busy launching its new label "Le Grenier Musique" while promoting Acadian artists by booking shows, through professional development and by exposure to international markets. Doucet manages Les Hay Babies, an indie-folk trio from three small Acadian villages, that creates colourful folk music by combining a guitar, a banjo, and a ukulele with powerful lyrics and pleasant harmonies. With the launch of their first full-length album *Mon Homesick Heart* (Simone Records) in April 2014, the group has 10 new songs to perform while on tour throughout Europe. Agence Carol Doucet received its first grant of \$10,000 through the Grants to Agents, Managers and Artists' Representatives in the Performing Arts: Annual program for their 2013-14 year.

In the fall of 2013, while in residence at Moncton's **Atelier D'Estampe Imago** artist-run print studio, Rotterdam-based artist Stefan Hoffman worked with the YMCA and the Aberdeen Cultural Centre on his interventionist project of printing on walls and windows. During his residency, Hoffmann gave a workshop to seven artists on vertical screen printing as well as a free public presentation of his work. While creating *Take a Duvet Day* and *danse macabre*, Hoffman was on hand to meet the public, talk about his work and encourage discussion around intervention and performance art. Imago received \$3,000 through the Visiting Foreign Artists Program for the residency.

Saint-Jacques, NB author **Édith Bourget** spent several months in 2013-14 working on a new manuscript for teenagers that blends two genres: poetry and the novel. *Mon frère et moi* will tell the story of 16-year-old Louis and his suffocating relationship with his doting mother and 10-year-old brother with Down syndrome who idolizes him. Feelings of guilt take over Louis's thoughts as he thinks of leaving his family to find freedom, happiness and his place in the world. Wanting to push the boundaries of writing and get out of her comfort zone, Bourget imagines the final manuscript as a picture book or graphic novel with a musical rap component. Bourget received \$15,000 through the Grants for Professional Writers: Creative Writing program to work on the project.

In its 2013-14 season, Moncton artist-run centre **Galerie Sans Nom Co-op** (GSN) presented a series of screenings organized by guest curators. *La danse machinale* included videos on dance chosen by Amanda Dawn Christie in a nod to GSN's many visitors who are dance students and teachers from the nearby DansEncorps dance school. Other presentations in the series were *The Land Behind: Contemporary Abstract Videos*, organized by Solomon Nagler; and *No Rhyme or Reason*, organized by Terrance Houle. GSN received \$25,200 through the Project Grants to Media Arts Organizations, Groups and Collectives program for the series.

## 4.0 Detailed tables of Canada Council funding to New Brunswick

### *Canada Council for the Arts funding to New Brunswick*

- Since 2004-05, Canada Council funding to New Brunswick has increased from \$1.9 million to \$2.2 million in 2013-14 (an increase of 13.88%).
- In terms of percentage of total grants from the Canada Council, funding to New Brunswick has registered small variations over the past ten years, and stands in 2013-14 at 1.51%, slightly less than in 2004-05.

**Table 1: Canada Council grants to New Brunswick and  
Canada Council total grants, 2004-05 to 2013-14**

| Fiscal year     | Grant to<br>New Brunswick | Canada Council<br>total grant | New Brunswick as<br>% of total |
|-----------------|---------------------------|-------------------------------|--------------------------------|
| 2004-05         | \$1,889,720               | \$121,455,742                 | 1.56%                          |
| 2005-06         | \$1,828,508               | \$120,519,422                 | 1.52%                          |
| 2006-07         | \$2,107,799               | \$140,838,547                 | 1.50%                          |
| 2007-08         | \$2,144,875               | \$152,803,607                 | 1.40%                          |
| 2008-09         | \$2,135,105               | \$145,639,343                 | 1.47%                          |
| 2009-10         | \$2,015,550               | \$146,136,164                 | 1.38%                          |
| 2010-11         | \$1,968,505               | \$142,324,085                 | 1.38%                          |
| 2011-12         | \$2,278,833               | \$145,148,810                 | 1.57%                          |
| 2012-13         | \$1,987,725               | \$141,695,453                 | 1.40%                          |
| <b>2013-14</b>  | <b>\$2,151,920</b>        | <b>\$142,072,039</b>          | <b>1.51%</b>                   |
| <b>% Change</b> | <b>13.88%</b>             | <b>16.97%</b>                 |                                |

| <b>Table 2: Canada Council grants to New Brunswick<br/>by discipline, 2013-14</b> |                     |                           |                      |
|---|---------------------|---------------------------|----------------------|
| <b>Discipline</b>   | <b>Artists</b>      | <b>Arts organizations</b> | <b>Total</b>         |
| Aboriginal Arts Office  | \$0                 | \$0                       | \$0                  |
| Audience & Market Development   | \$0                 | \$19,975                  | \$19,975             |
| Dance   | \$0                 | \$125,250                 | \$125,250            |
| Equity Office   | \$2,400             | \$0                       | \$2,400              |
| Inter-Arts Office   | \$750               | \$0                       | \$750                |
| Media Arts  | \$63,000            | \$192,375                 | \$255,375            |
| Music   | \$36,000            | \$76,700                  | \$112,700            |
| Prizes Section  | \$1,000             | \$0                       | \$1,000              |
| Theatre   | \$16,500            | \$522,870                 | \$539,370            |
| Visual Arts   | \$106,000           | \$491,100                 | \$597,100            |
| Writing and Publishing  | \$87,500            | \$410,500                 | \$498,000            |
| <b>Total grants to New Brunswick</b>  | <b>\$313,150</b>    | <b>\$1,838,770</b>        | <b>\$2,151,920</b>   |
| <b>Total Canada Council grants</b>  | <b>\$21,431,038</b> | <b>\$120,641,001</b>      | <b>\$142,072,039</b> |
| <b>Grants to New Brunswick as a % of<br/>total Canada Council grants</b>          | <b>1.46%</b>        | <b>1.52%</b>              | <b>1.51%</b>         |

**Grant applications from New Brunswick**

- There was a decrease of 27.96% in the number of grant applications from New Brunswick artists and arts organizations in the past ten years, while the Canada Council as a whole has seen a decrease of 10.88%. In 2013-14, the share of New Brunswick as a percentage of total number of Canada Council applications (1.35%) is lower than its share of population (2.15%) and about the same as its share of artists (1.36%) – see Table 4.

**Table 3: Grant applications to the Canada Council from New Brunswick and total grant applications to the Canada Council, 2004-05 to 2013-14**

| Fiscal year     | Grant applications from New Brunswick | Total Canada Council grant applications | New Brunswick as % of total |
|-----------------|---------------------------------------|---|-----------------------------|
| 2004-05         | 279                                   | 16,572                                  | 1.68%                       |
| 2005-06         | 256                                   | 15,831                                  | 1.62%                       |
| 2006-07         | 313                                   | 15,663                                  | 2.00%                       |
| 2007-08         | 216                                   | 14,768                                  | 1.46%                       |
| 2008-09         | 232                                   | 15,305                                  | 1.52%                       |
| 2009-10         | 217                                   | 16,139                                  | 1.34%                       |
| 2010-11         | 206                                   | 15,443                                  | 1.33%                       |
| 2011-12         | 218                                   | 15,694                                  | 1.39%                       |
| 2012-13         | 202                                   | 14,727                                  | 1.37%                       |
| <b>2013-14</b>  | <b>201</b>                            | <b>14,901</b>                           | <b>1.35%</b>                |
| <b>% Change</b> | <b>-27.96%</b>                        | <b>-10.08%</b>                          |                             |

These numbers include applications not assessed, deemed ineligible or transferred to another program.

***New Brunswick – Various comparisons with other provinces<sup>7</sup>***

- The province's share of grant funding is higher than its share of artists and applications but lower than its share of population. New Brunswick ranks 11<sup>th</sup> in terms of Canada Council grant funding on a per capita basis per province at \$2.85.

**Table 4: New Brunswick – various comparisons with other provinces, 2013-14**

| Province or territory     | per capita<br>Canada Council<br>Grant | % share of<br>grant funding | % share of Canada<br>Council grant<br>applications | % share of<br>population | % share of<br>artists |
|---------------------------|---------------------------------------|-----------------------------|--|--------------------------|-----------------------|
| Newfoundland and Labrador | \$2.76                                | 1.02%                       | 1.05%  | 1.50%                    | 0.86%                 |
| Prince Edward Island      | \$3.13                                | 0.32%                       | 0.31%  | 0.41%                    | 0.34%                 |
| Nova Scotia               | \$4.45                                | 2.95%                       | 2.89%  | 2.68%                    | 2.67%                 |
| <b>New Brunswick</b>      | <b>\$2.85</b>                         | <b>1.51%</b>                | <b>1.35%</b>                                       | <b>2.15%</b>             | <b>1.36%</b>          |
| Quebec                    | \$5.60                                | 32.15%                      | 31.62%   | 23.20%                   | 21.54%                |
| Ontario                   | \$3.47                                | 33.07%                      | 32.69%   | 38.51%                   | 40.60%                |
| Manitoba                  | \$5.12                                | 4.56%                       | 2.97%  | 3.60%                    | 2.80%                 |
| Saskatchewan              | \$3.06                                | 2.39%                       | 1.68%  | 3.15%                    | 2.17%                 |
| Alberta                   | \$2.08                                | 5.90%                       | 4.93%  | 11.45%                   | 8.68%                 |
| British Columbia          | \$4.38                                | 14.13%                      | 15.66%   | 13.03%                   | 18.49%                |
| Yukon                     | \$13.42                               | 0.35%                       | 0.41%  | 0.10%                    | 0.15%                 |
| Northwest Territories     | \$3.85                                | 0.13%                       | 0.22%  | 0.12%                    | 0.13%                 |
| Nunavut                   | \$15.50                               | 0.39%                       | 0.15%  | 0.10%                    | 0.18%                 |
| Other                     | ...                                   | 1.13%                       | 4.07%  | ...                      | ...                   |
| <b>Total</b>              | <b>(Mean: \$4.00)</b>                 | <b>100.00%</b>              | <b>100.00%</b>                                     | <b>100.00%</b>           | <b>100.00%</b>        |

<sup>7</sup> Sources:

Statistics Canada: Canada's National Statistical Agency. "Population by year, by province and territory," November 2013, <<http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/demo02a-eng.htm>>.

Hill Strategies Research Inc. "Artists in Canada's Provinces and Territories Based on the 2006 Census," *Statistic Insights on the Arts*, Vol.7 No. 5, March 2009, <<http://www.hillstrategies.com/content/artists-canada%E2%80%99s-provinces-and-territories>>.

**Table 5: Grant funding by community,  
New Brunswick, 2013-14**

| <b>Community</b>  | <b>Amount</b>        |
|---|----------------------|
| BAIE VERTE  | \$40,000             |
| CARAQUET  | \$240,470            |
| DIEPPE  | \$14,000             |
| EDGETTS LANDING   | \$20,000             |
| EDMUNDSTON  | \$92,700             |
| FREDERICTON   | \$618,415            |
| MIDGIC  | \$2,000              |
| MIRAMICHI   | \$13,250             |
| MONCTON   | \$673,050            |
| SACKVILLE   | \$311,875            |
| SAINT JOHN  | \$82,160             |
| SAINT-JACQUES   | \$15,000             |
| SAINTE-MARIE-SAINT-RAPHAËL  | \$13,000             |
| SHEDIAC   | \$3,000              |
| SHIPPAGAN   | \$12,000             |
| SUSSEX  | \$1,000              |
| <b>Total - New Brunswick</b>  | <b>\$2,151,920</b>   |
| <b>Total - Canada</b>   | <b>\$142,079,039</b> |
| <b>Grants to New Brunswick as a % of total Canada Council funding</b> | <b>1.51%</b>         |