

2013 Arts facts using CADAC data

Media Arts Organizations in Canada



Economic Impact

49 Media Arts Presenters

- ❖ Almost \$21M in public investment (26% of total revenues) and \$30.6M in private support (37% of total revenues) went to these media arts presenters
 - ❖ Over \$29M (36% of total revenues) was generated through earned revenues, over half \$19M (64%) came from production and presenting/hosting admissions and box office
 - ❖ For each dollar spent on marketing activities, these 49 organizations earned \$1.35 in total earned revenue. For each dollar spent on fundraising activities, these presenters earned \$4.48 in private revenues
 - ❖ \$40M (50% of total operating budgets) was paid in salaries and professional fees
 - ❖ 22.4% of work positions were full-time
 - ❖ The workforce increased by 40% since 2009
- Financial position:*
- ❖ accumulated deficit fluctuated over the past five years, from - \$1M in 2009 to - \$1.8M in 2014
 - ❖ working capital ratio rose from 0.89 in 2009, 0.71 in 2011 to 0.96 in 2013
 - ❖ Operating margin increased from -1.8% in 2010 to 1.9% in 2013

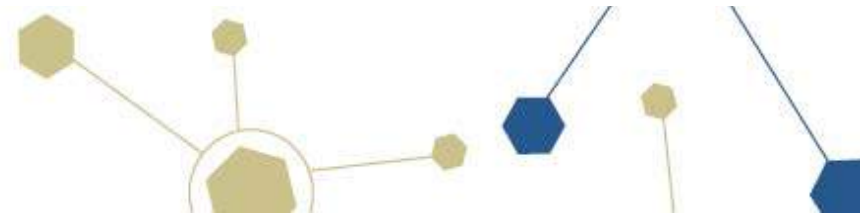
45 Media Arts Production Centres

- ❖ Almost \$12M in public investment (63% of total revenues) and \$1.3M in private support (7% of total revenues) went to these media arts presenters
 - ❖ Over \$5.7M (30% of total revenues) was generated through earned revenues, almost \$2.2M (38%) came from facilities and equipment rental, and sale of works of art
 - ❖ For each dollar spent on marketing activities, these 45 organizations earned \$0.42 in total earned revenue. For each dollar spent on fundraising activities, these producers earned \$3.2 in private revenues
 - ❖ \$10M - more than half of total operating budgets - was paid in salaries and professional fees
 - ❖ 39.2% of work positions were full-time
 - ❖ The workforce increased by 33% since 2009
- Financial position:*
- ❖ accumulated surplus was stable at \$3M in the last five years
 - ❖ working capital ratio rose from 1.2 in 2009, 0.9 in 2011 to 1.2 in 2013
 - ❖ Operating margin decreased from 16.9% in 2009 to 3.9% in 2013



2013 Arts facts using CADAC data

Media Arts Organizations in Canada



Canadian artists reaching audiences

49 Media Arts Presenters

- ❖ 4,571 artists were featured in 19,074 local film / video / media screenings attracting more than 1.4M in attendance
- ❖ 71% of artists who received artists fees were Canadian
- ❖ 3,910 regional/national screenings attracting almost 440K attendees and 464 international screenings, brought in about 62K in attendance
- ❖ new works (created or commissioned) increased by 40% between 2009 and 2013; and 79% of these new works were created by or commissioned from Canadian artists
- ❖ 5% of total screenings presented were co-presented

45 Media Arts Production Centres

- ❖ 2,824 artists were featured in 2,780 local film / video / media screenings attracting more than 109K in attendance
- ❖ 90% of artists who received artists fees were Canadian
- ❖ 1,578 regional/national screenings, attracting almost 14K attendees and 57 international screenings, brought in 12.6K in attendance
- ❖ new works (created or commissioned) increased by 17% between 2009 and 2013; and 90% of these new works were created by or commissioned from Canadian artists
- ❖ 3% of total screenings presented were co-presented



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Media Arts Organizations in Canada



Access to the arts

49 Media Arts Presenters

- ❖ 51% of the arts education and professional development activities were delivered to adults, 25% to youth, 17% to children and 7% to teachers and arts professionals
- ❖ 2,329 activities that added value to artistic programming attracted 880K participants as well as 35 community arts activities with almost 34K participants and attendees
- ❖ Over 240K children and youth attended the arts education activities
- ❖ 1,100 teachers participated in 39 workshops, and used over 90 curriculum-related materials created by these presenters
- ❖ There were 87 artist-in-residence projects and 32 conferences

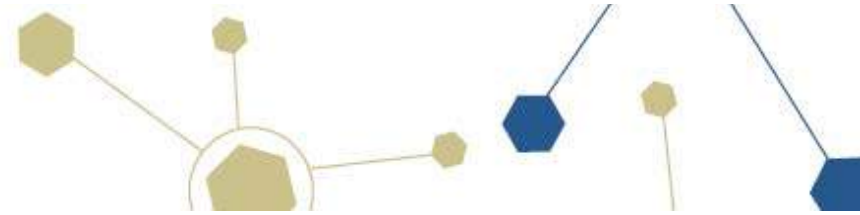
45 Media Arts Production Centres

- ❖ 72% of their arts education and professional development activities were delivered to adults, 12% to youth, 6% to children and 10% to teachers and arts professionals
- ❖ 956 activities that added value to artistic programming attracted more than 25K participants as well as 152 community arts activities with more than 31K participants and attendees
- ❖ 14k children and youth attended the arts education activities
- ❖ 151 teachers participated in 13 workshops, and used 30 curriculum-related materials created by these production centres
- ❖ There were 301 artist-in-residence projects and 52 conferences



2013 Arts facts using CADAC data

Media Arts Organizations in Canada



Public participation and support

49 Media Arts Presenters

- ❖ \$30.6M in support from the private sector represents 38% of total revenues
- ❖ Private support from corporate sponsorships and donations increased from \$10.8M in 2009 to \$16.6M in 2013
- ❖ The majority of earned revenue, \$19M or 64%, came from production and presenting / hosting admissions and box office
- ❖ \$3.9M came from sales, commissions, broadcasting, facilities and equipment rental and the sale of works of art
- ❖ \$7.80 as earned revenue by participant to their artistic, educational and professional development activities
- ❖ 8,557 volunteers collectively contributed over 249,461 hours of their time

45 Media Arts Production Centres

- ❖ \$1.3M in support from the private sector represents 7% of total revenues
- ❖ Private support from corporations through in-kind good and services increased from \$400K in 2009 to \$600K in 2013
- ❖ An important part of earned revenue, more than \$2M or 38%, came from facilities and equipment rental, and sale of works of art
- ❖ \$684K\$ came from fees from arts education and professional development activities
- ❖ \$10.40 as earned revenue by participant to their artistic, educational and professional development activities
- ❖ 2,752 volunteers collectively contributed over 72,444 hours of their time





Canada Council
for the Arts

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Arts facts using CADAC data

49 Media Arts Presenters in Canada

Research, Evaluation and Performance Measurement Section

June 2016

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Overview of 49 Media Arts Presenters in Canada

- Arts facts using CADAC data -

CADAC (Canadian Arts Data / Données sur les arts au Canada) is a web-based integrated financial and statistical system for Canadian arts organizations applying for recurring funding which allows the Canada Council for the Arts and other public funders to collect and share common financial and statistical data. CADAC currently collects data from more than 1,400 funded organizations across all arts disciplines.

CADAC partners include provincial, territorial and municipal arts funders. These include: the British Columbia Arts Council, the City of Vancouver, the Alberta Foundation for the Arts, the Edmonton Arts Council, the Saskatchewan Arts Board, the City of Saskatoon, the Manitoba Arts Council, the Ontario Arts Council, the Toronto Arts Council, the City of Toronto Culture Division, the City of Greater Sudbury, The City of Kingston Arts Fund, the New Brunswick Arts Development Branch / Department of Tourism, Heritage and Culture, the Newfoundland and Labrador Arts Council and the Canada Council for the Arts.

Statistical data from CADAC not only includes receptive audience involvement such as number of performances and attendance, but also contains participatory data including volunteering and community arts projects. Appendices contain a breakdown and more detailed tables on CADAC data. All Media Arts Presenters reporting in CADAC are professional not-for-profit organizations directed by a board composed of a majority of practicing media artists.

These reports are part of an ongoing series of reports using CADAC data produced by the Research and Evaluation Section of the Canada Council for the Arts. Other reports in the series are *The Visual Arts Landscape in Canada As Seen Through CADAC, 2011-12*; *Arts facts using CADAC data, Overview of 88 Dance Companies*; *Arts facts using CADAC data, Overview of 78 Public Arts Galleries*; and *Arts facts using CADAC data, Overview of 75 Artist-Run Centres*.

CADAC methodology

- This report describes 49 media arts presenters that receive recurring funding from the Media Arts Section of the Canada Council for the Arts; these data do not include data from all media arts organizations in Canada (see appendix for complete list of organizations included).
- Quebec is not a CADAC partner; however, the Canada Council for the Arts funds Quebec-based media arts presenters.
- Data collected for this report is locked as of August 25, 2015. For the most part, data is being reported for 2009 to 2013 (historical data); the years with the most accurate CADAC data. In some instances, projections of financial data for 2014 and 2015 have been included.



Overview of 49 Media Arts Presenters in Canada

- Arts facts using CADAC data -

- Financial figures from CADAC are reconciled with the financial statements presented by the arts organizations, while statistical data are not validated and represent what is reported by organizations and may include double counting. Data was removed, in rare instances, when the exceptional circumstance of one organization skews the overall picture of the whole group or statistical data presents unexplained trends over a period of time.
- For more information regarding the indicators presented in this report, please refer to the Notes section (page 20). For interpretation of the CADAC lines, please consult the definitions sections of the CADAC Financial and Statistical Forms available at <http://www.thecadac.ca/cms/en/guides.html>
- The next phase of this type of CADAC data report consists of an investigation and validation process that will analyse and respond to significant deviation from the normal trends, e.g. attendance with variations higher than 20% over a period of time.



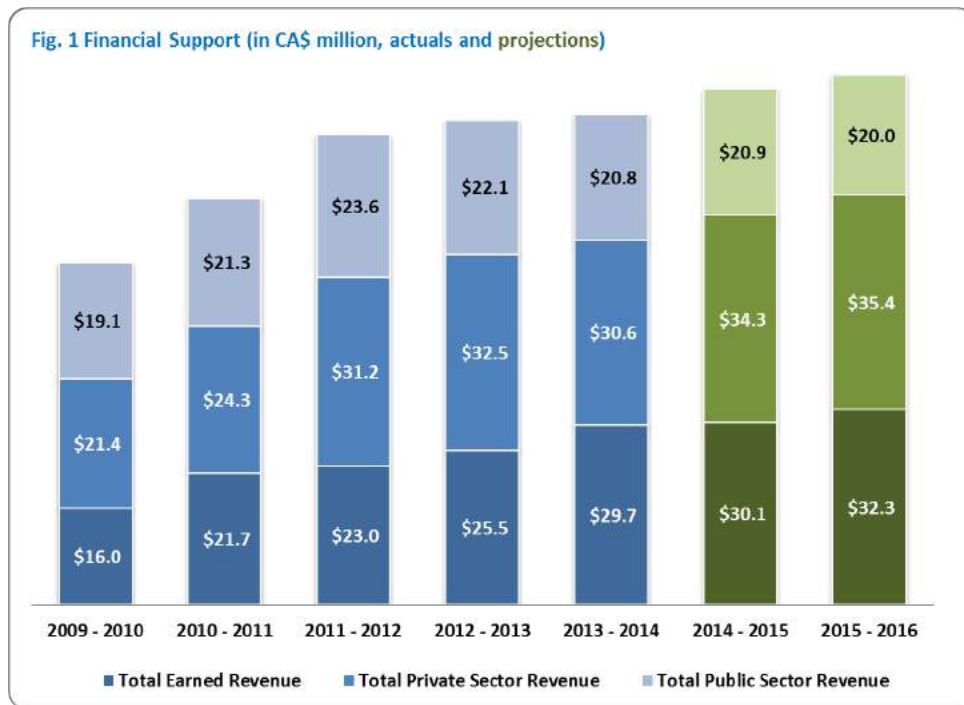
Overview of 49 Media Arts Presenters in Canada
- Arts facts using CADAC data -

Economy

Financing model

Growth through earned revenue: in 2013-14, public funders contributed almost **\$21M** to this sample of 49 media arts presenters across Canada. In the context of the increase of the total revenues of this group of organizations by 44% (from \$56.7M in 2009 to \$81.6M in 2013) over the past five years, the share of public support to operating budgets decreased from 34% of total revenues in 2009 to 26% in 2013. However, the total grants amount from the public sector remained relatively stable, from \$19M in 2009 to \$20.9 in 2013 (see Fig. 1).

These organizations saw a significant increase of earned revenues, which went from 28% of total revenue in 2009 to 36% in 2013 and is projected at 37% in 2015. These organizations generated **\$29.7M** through **earned revenues** and **\$30.6M** from **private support** in 2013 (see Fig. 1).¹ This increase was more significant than the increase of the public funding over the past four years.



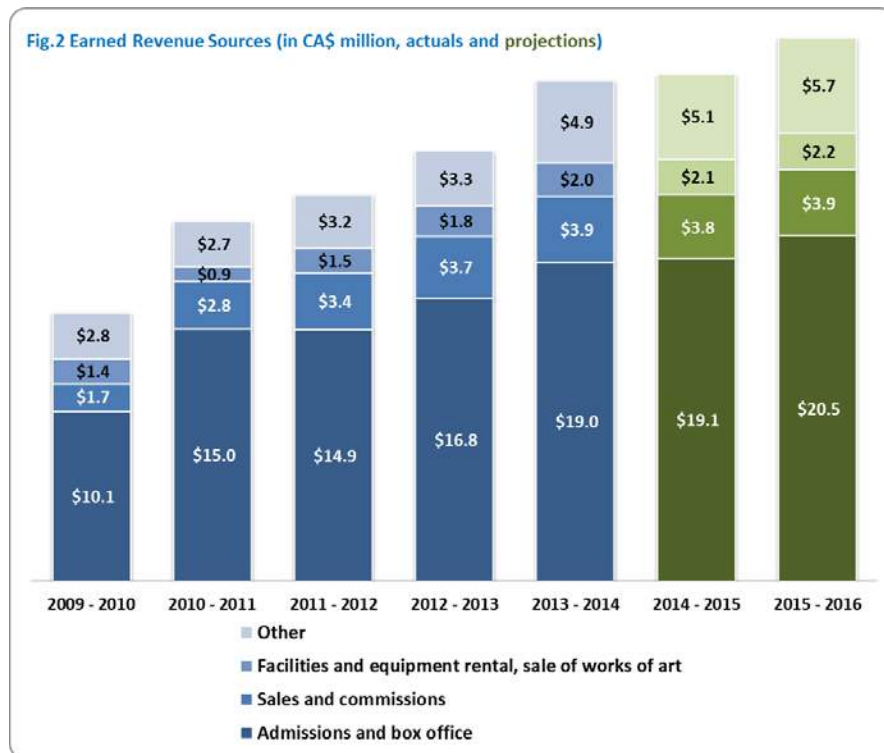
Canada Council revenue as a percentage of total revenues decreased slightly from 6% in 2009 to 4% in 2013. These 49 presenters projected greater increases in earned and private revenue compared to Canada Council revenue in 2013.

Overview of 49 Media Arts Presenters in Canada - Arts facts using CADAC data -

The percentage of **provincial arts funder** revenue decreased from 4% of total revenues in 2009 to 3% in 2013 (see Table 1). Also, the percentage of **municipal arts agency/council** revenue fluctuated between 2% and 1% over the past five years and is projected at 2% in 2014 and 2015. The share of the public funding appears to decrease over the period 2009-10 to 2013-14, even through dollar amounts are higher (i.e. \$19.1M in 2009-10 to \$20.8M in 2013-14).

Table 1. Revenues distribution (actuals and projections)	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014	2014 - 2015	2015 - 2016
Total Earned Revenue	28%	32%	29%	32%	36%	35%	37%
Total Private Sector Revenue	38%	36%	40%	40%	37%	40%	40%
Total Public Sector Revenue	34%	31%	30%	27%	26%	24%	23%
Total Canada Council Revenue	6%	5%	5%	4%	4%	5%	4%
Total Provincial Arts Funder Revenue	4%	4%	4%	3%	3%	3%	3%
Total Municipal Arts Funder Revenue	2%	1%	1%	1%	2%	2%	2%

In 2013, the majority of **earned revenue (almost \$19M or 64%)** for these 49 media arts presenters came from production and presenting /hosting admissions and box office (see Fig. 2).²



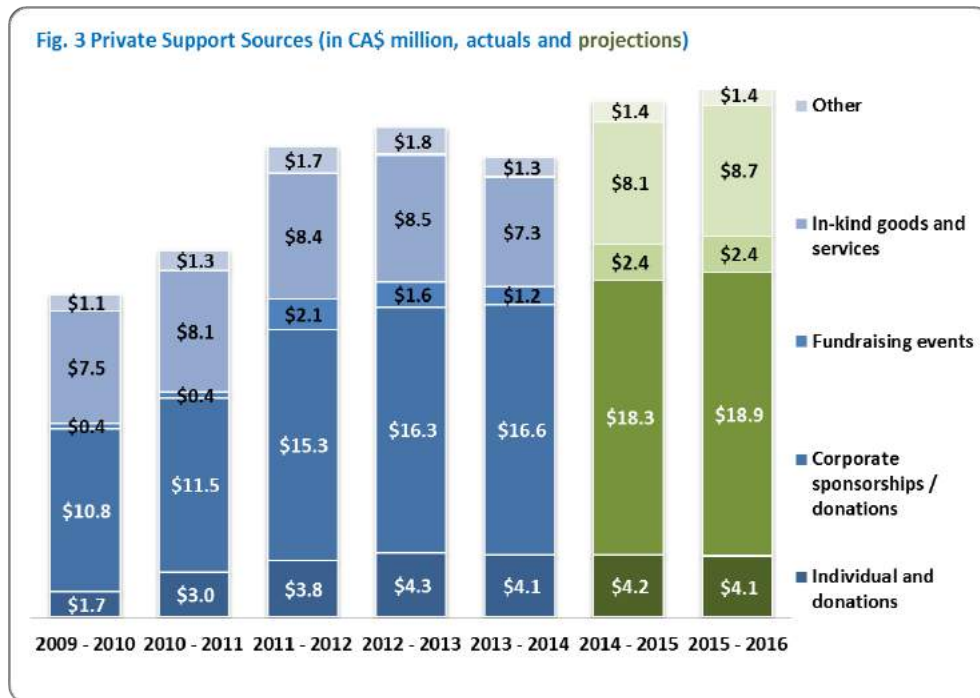
Revenue earned through sales, commissions, broadcasting, facilities and equipment rental and the sale of works of art increased from \$1.7M in 2009 to \$3.9M in 2013, and is projected to remain the same in 2014 and 2015 (see Fig. 2).

Overview of 49 Media Arts Presenters in Canada

- Arts facts using CADAC data -

Majority of private support from corporations:³ in 2013, **54%** of private support (**\$16.6M**) was generated from **corporate sponsorship and donations**.⁴ Other sources of private revenues, i.e., individual donations, also increased over the past five years, from \$1.7M in 2009 to \$4.1M in 2013 (see Fig. 3).

In comparison, for all organizations in CADAC, corporate sponsorship and donations comprised 27% of the total private support in 2013 (see Fig. 2).



Staffing and Programming

In 2013, artists, cultural workers and technical staff of these 49 media arts presenters earned more than **\$15.9M in fees and salaries**,⁵ which accounts for **47% of total artistic expenses** (see Table 2). In general, artists’ fees are paid to artists for the creation and presentation of their work. Artistic salaries are paid to cultural workers who may or may not be professional artists.

(in millions, actuals)

Table 2. Artists, Cultural workers and Production / technical staff earnings	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
Artists' and professional fees	\$ 2.0	\$ 3.2	\$ 3.0	\$ 2.6	\$ 2.4
Artistic salaries - permanent and temporary employees	\$ 5.3	\$ 6.0	\$ 5.3	\$ 6.8	\$ 7.1
Production / technical services professional fees	\$ 0.7	\$ 0.8	\$ 1.1	\$ 0.9	\$ 1.1
Production / technical salaries - permanent and temporary employees	\$ 3.8	\$ 4.9	\$ 4.9	\$ 5.5	\$ 5.3
Total	\$ 11.9	\$ 14.9	\$ 14.2	\$ 15.7	\$ 15.9
<i>% of Total Artistic Expenses</i>	45%	50%	46%	48%	47%

Overview of 49 Media Arts Presenters in Canada
- Arts facts using CADAC data -

In 2013, just over **seven of every ten** (71%) artists paid fees were Canadian.⁶

Also, **almost \$40M** – half of total operating budgets – was paid as **salaries and professional fees** for artistic, technical, facility operating, marketing, fundraising and administration staff. This is same as the percent of total expenses that exists at the level of **all organizations in CADAC (50% of total expenses in 2013)** – see Table 3.⁷

(in millions, actuals)

<i>Table 3. Salaries and professional fees</i>	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
Total salaries and professional fees paid	\$ 26.4	\$ 31.9	\$ 34.7	\$ 38.5	\$ 40.0
<i>% in Total Expenses</i>	45%	46%	45%	49%	50%

In 2013, **22.4%** of the overall workforce positions of these media arts presenters were **full-time** (see Fig. 4). In comparison, the same ratio for all CADAC organizations is **29.6%**.

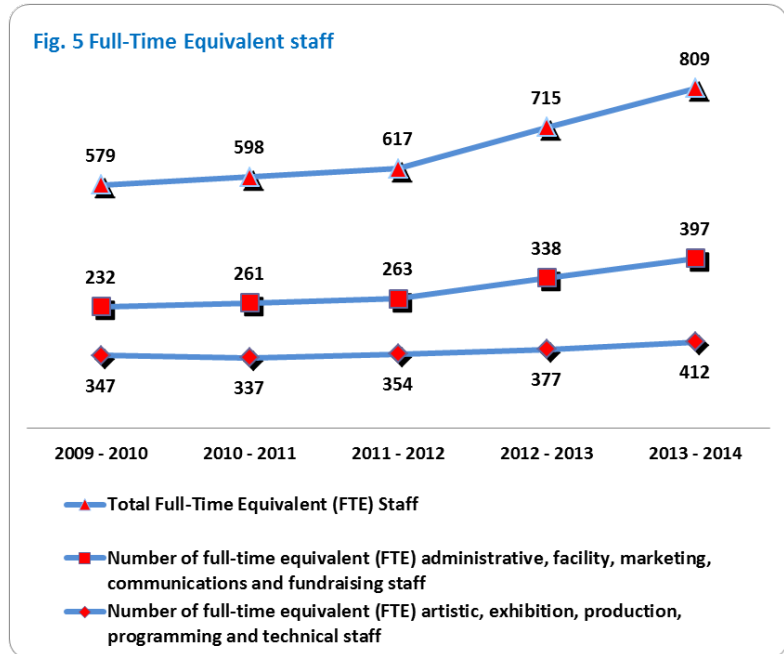
The change of the distribution between full-time seasonal positions and part-time has been determined by the major staffing changes undertaken by a large arts media organization in 2011 and 2012.





Overview of 49 Media Arts Presenters in Canada
- Arts facts using CADAC data -

These 49 media arts presenters have a total of **809 full-time equivalent (FTE) staff**.⁸ The workforce saw a significant **increase (40%)** from 2009 to 2013 (see Fig. 5).



In addition to salaries, **\$17.2M** – about 22% of total expenses – was paid as **programming expenses** in 2013, such as artistic production, programming, presentation, catalogues, etc. (see Table 4), which is higher than the average at the level of **all organizations in CADAC** (10.1% of total operating budgets in 2013).⁹

(in millions, actuals)

Table 4. Total Programming expenses - production costs	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
Total programming expenses	\$ 14.2	\$ 15.0	\$ 16.6	\$ 16.5	\$ 17.2
% in Total Expenses	24%	22%	21%	21%	22%



Overview of 49 Media Arts Presenters in Canada

- Arts facts using CADAC data -

Summary

These 49 media arts presenters saw an increase in earned revenues from \$16M in 2009 to \$29.7M in 2013, representing an increased share of these revenues from 28% to 36% of total revenues in the same period. The majority of earned revenue, \$18.9M or 64% in 2013, came from production and presenting / hosting admissions and box office.

Support from the private sector increased from \$21.4M in 2009 to \$30.6M in 2013, representing 38% of total revenues respectively and is projected at \$35.4M (40% of total revenues) in 2015.

Private support from corporate sponsorships and donations increased from \$10.8M in 2009 to \$16.6M in 2013 and remained stable as a percentage of total private revenues (more than 50% in each year). Individual donations also increased over the past five years, from \$1.7M in 2009 to \$4.1M in 2013.

Public funding to these 49 media arts presenters remained relatively stable, increasing slightly from \$19.1M in 2009 to \$20.8M in 2013. The share of this funding as a percentage of total revenues decreased from 34% to 26% and is projected to decrease further to 23% in 2015 in the context in which the total revenues increased by 44% over the past five years.

These presenters have seen a growth in employment numbers over the past five years. The creative workforce increased by 40% since 2009; and the number of full-time full year positions increased from 19.5% in 2009 to 22.4% in 2013.

More than \$40M was paid as salaries and professional fees, which represents 50% of total expenses in 2013. These 49 media arts presenters paid artists fees to 3,183 Canadian artists (70% of all artists receiving fees).



Overview of 49 Media Arts Presenters in Canada
- Arts facts using CADAC data -

Artistic activities and Public Participation

Artistic activities and Public participation¹:

In 2013, **4,571 artists** were featured in **19,074 film / video / media screenings** programmed and presented by these 49 organizations in **their city / town / reserve**, attracting **more than 1.4M in attendance** (see Table 5).¹⁰

Table 5. Activities, attendance and revenues	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
Number of film / video / media screenings programmed by organizations and presented in own city / town / reserve	9,239	13,273	15,285	17,465	19,074
Attendance	1,082,440	1,471,460	1,263,720	1,633,910	1,430,950
Production admissions and box office from subscriptions / admissions membership, group admissions or single ticket sales (in CA\$ million)	\$ 10.1	\$ 15.0	\$ 14.9	\$ 16.8	\$ 19.0

Of the 21,495 total film / video / media screenings programmed and presented by this group of 49 organizations, the majority were presented in their community (81%). There were also numerous **regional/national screenings** (3,910 or 17%) and **international screenings**^{*2} (464 or 2%) presented in 2013 (see Table 6).

Table 6. National and international activities and attendance	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
Number of film / video / media screenings programmed by organizations and presented nationally	2,603	2,710	2,872	3,805	3,910
Attendance	459,992	374,866	412,410	437,479	439,592
Number of film / video / media screenings programmed by organizations and presented internationally	155	153	264	225	464
Attendance	16,338	16,186	115,798	22,903	61,982

Canadian artists represent **71%** of all artists who received artists fees in 2013 (see Table 7).¹¹

Table 7. Canadian artists	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
Total number of Canadian artists who received artists fees	2,793	2,876	2,812	2,676	3,183
% in Total Artists	70%	71%	70%	70%	71%

In 2013, **1,089 film / video / media screenings** were **co-presented** (5% of total screenings presented) – see Table 8.¹²

Table 8. Co-presentations	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
Number of film / video / media screenings co-presented	535	739	811	827	1,089
% in Total Presentations	4%	5%	4%	4%	5%

¹ Statistical data are not validated and represent what is reported by organizations and may include double counting.

* 2011-12 data on *Number of film / video / media screenings presented internationally* might be affected by a one-time international screening project undertaken by a major organization. This data will be investigated and validated in the second phase of the CADAC data reporting project.

Overview of 49 Media Arts Presenters in Canada

- Arts facts using CADAC data -

The number of **new works** presented by this group of 49 organizations increased by 40% between 2009 and 2013 (see Table 9); and 79% of these new works were created by or commissioned from Canadian artists (819 of 1,127).

Table 9. New works	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
Number of new works presented or exhibited which were created by or commissioned from Canadian artists	693	658	678	1,010	891
<i>Total Number of New Works</i>	782	735	789	1,187	1,127

Arts education and learning activities and Public participation

In 2013, there were **over 1M participants** in the combined **5,319 arts education and arts learning activities** produced by these 49 media arts presenters (see Table 10).¹³

Table 10. Arts Education and Arts Learning Activities and Attendance	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
Total Number of Arts Education and Arts Learning Activities	2,539	3,091	3,277	4,566	5,319
<i>Attendance</i>	840,589	980,070	1,061,520	1,066,590	1,178,770

Included in this, there were 2,329 activities that **added value to artistic programming*** with 881,970 participants as well as 35 community arts activities with 34,391 participants and attendees in 2013 (see Table 11).

Table 11. Activities for adults or all ages and public participation	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
Number of activities that add value to artistic programming	1,295	1,413	1,440	1,880	2,329
<i>Participants</i>	644,084	759,165	787,377	796,437	881,970
Number of training workshops	90	123	144	209	391
<i>Participants</i>	3,260	2,630	3,507	8,326	18,769
Total Number of Community Arts Activities	42	28	21	33	35
<i>Attendance and Participants</i>	47,307	41,605	38,703	30,926	34,391

In 2013, **17%** of all **arts education and arts learning activities** were designed for **children**, and **25%** for **youth** (see Table 12).¹⁴ Over 240,000 children and youth attended and/or participated in these activities.

Table 12. Activities for children and youth and public participation	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
Percentage of total activities for children	10%	16%	15%	15%	17%
Percentage of total activities for youth	26%	27%	26%	31%	25%
<i>Attendance and Participants</i>	181,546	207,839	233,052	222,682	240,277

* 2013-14 data on *Number of activities that add value to artistic programming* and *Number of training workshops* might be affected by a one-time project undertaken by a major organization. This data will be investigated and validated in the second phase of the CADAC data reporting project.

Overview of 49 Media Arts Presenters in Canada

- Arts facts using CADAC data -

Between 2009 and 2013, there was a **271%** increase in activities delivered by these presenters in which **children and youth create works** (from 165 to 447). These activities attracted over 18,000 children and youth participants in 2013.

Also, more than **1,100 teachers** participated in the **39 workshops** organized by this group of presenters, and used over **90 curriculum-related materials** prepared by these 49 presenters (see Table 13).

<i>Table 13. Teachers and Curriculum</i>	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
Number of workshops for teachers	27	40	51	44	39
<i>Participants</i>	487	826	1,501	698	1,101
Number of study guides, curriculum and curriculum-related material	85	86	96	88	93

In 2013, there were **over 36,650 participants** in the combined **338 professional training programs and development activities*** produced for arts professionals by these media arts presenters (see Table 14). In addition, there were **87 artist-in-residence projects** and **32 conferences** in 2013.

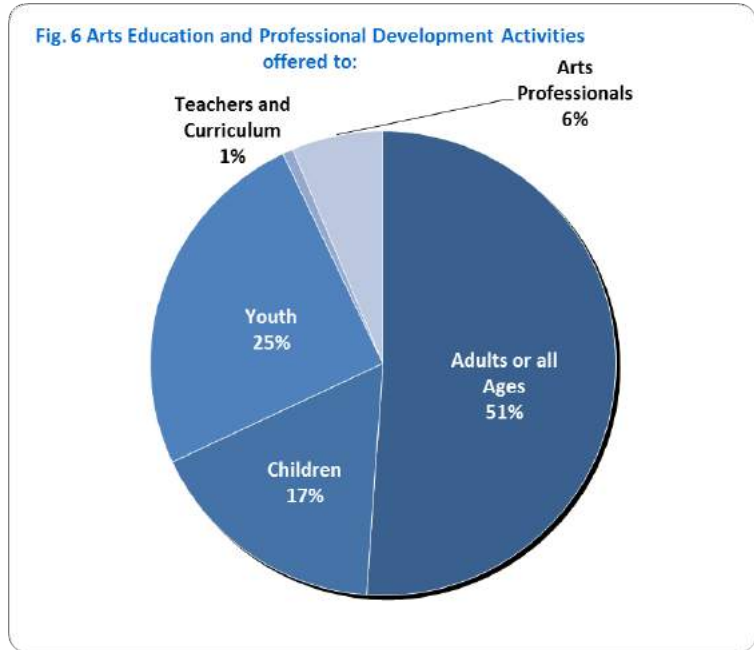
<i>Table 14. Activities for Arts Professionals</i>	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
Number of professional training programs	87	89	108	118	134
<i>Participants</i>	2,922	3,504	3,659	4,148	4,586
Number of professional development activities	120	106	189	203	204
<i>Participants</i>	8,290	6,106	32,420	34,301	32,064
Number of artist-in-residence projects	43	47	49	99	87
<i>Participants including public</i>	1,348	4,812	5,686	4,997	6,159
Number of conferences organized and presented by organizations	18	19	27	32	32

* 2009 and 2010 data on *participants to professional development activities* will be investigated and validated in the second phase of the CADAC data reporting project.

Overview of 49 Media Arts Presenters in Canada

- Arts facts using CADAC data -

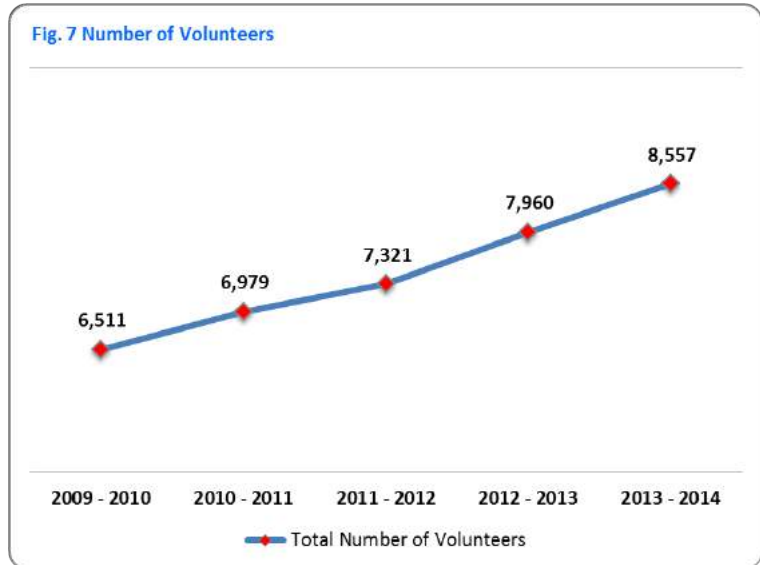
As an overview, this group of media arts presenters offered 51% of their arts education and professional development activities to adults, 25% to youth, 17% to children and 7% to teachers and arts professionals.



There has been a 31% increase in volunteers offering their support to these media arts presenters over the past four years. In 2013, **8,557 volunteers** collectively contributed over **249,461 hours** of their time.¹⁵

In 2013, the annual average of this group of presenters that reported data in CADAC was 175 volunteers working 1,430 hours per organization.

In comparison, for all CADAC organizations the average was 112 volunteers working 3,420 hours.





Overview of 49 Media Arts Presenters in Canada

- Arts facts using CADAC data -

Summary

Canadian art is strongly promoted by these 49 media arts presenters; 70% of the artists presented each year between 2009 and 2013 were Canadian. More than \$17M was generated in admission and box office (64% of total earned revenues).

In 2013, more than 19,000 film / video / media screenings were programmed and presented locally. In addition, 3,910 screenings were presented nationally and 464 internationally. The total attendance at all film / video / media screenings is more than 1.9M.

Arts education and professional development activities represent a large part of the activity that connects these media arts presenters with their communities; there were 1.1M participants at 5,319 activities in 2013. Further to this, 391 workshops for 18,769 participants took place in 2013.

The programming and arts education activities were well supported by the involvement of 8,557 volunteers.

17% of all arts education and arts learning activities were designed for children, and 25% for youth. Over 240,000 children and youth attended and/or participated in these arts education activities.

In 2013, there were over 36,000 participants in the combined 338 professional training programs and development activities produced for arts professionals by these media arts presenters.



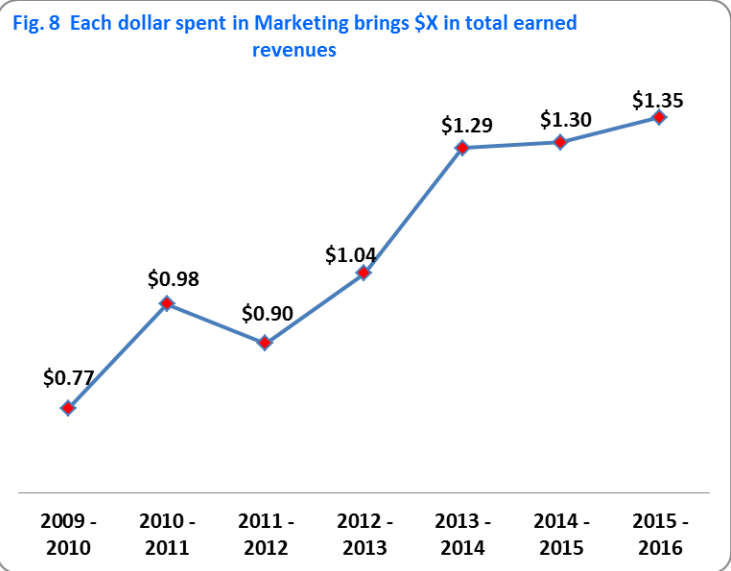
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Financial position and long term continuity

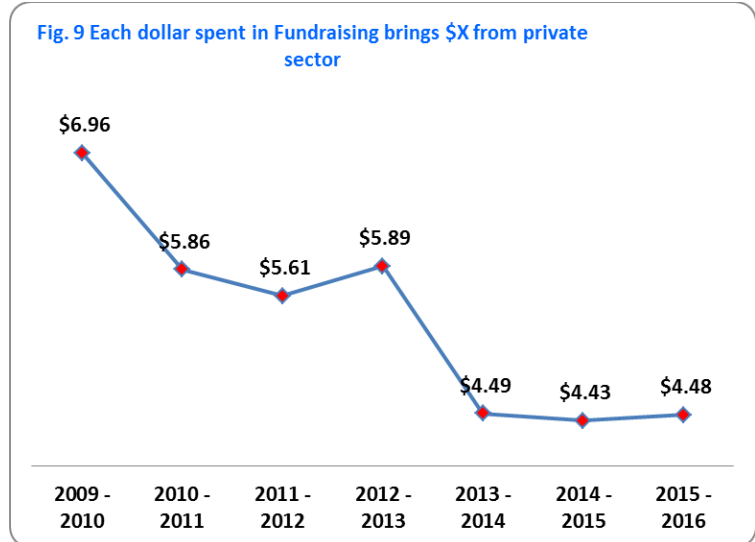
In 2015, for **each dollar** spent in **marketing** activities, this group of 49 media arts presenters made **\$1.35** in **earned revenue**.¹⁶

In comparison, the same ratio for all CADAC organizations is **\$3.45**. The total earned revenue for each dollar spent in marketing by this group of media arts presenters is lower than the average for all CADAC organizations.



For **each dollar** spent in fundraising activities in 2013, media arts presenters earned **\$4.48 in private revenues**.¹⁷

In comparison, the same ratio for all CADAC organizations is **\$5.00**. The media arts presenters ratio is close to the average for all CADAC organizations.



Overview of 49 Media Arts Presenters in Canada

- Arts facts using CADAC data -

For these 49 media arts presenters, **administrative costs** accounted for **20%** of total expenses in 2013, increasing from 18% in 2009 (see Table 15). This increase might be attributed to a reduction of the seasonal staff and increase of the full-time staff (see Fig. 5); an increase of the salaries and professional fees paid to marketing, fundraising and administrative staff (see table 3); and the fact that some of the organizations do not split the salaries paid to senior staff between the different functions of the organizations according to their roles and responsibilities (e.g. the salary paid to a General Manager, who has an artistic and administrative role in the organization, should be pro-rated between these two functions).

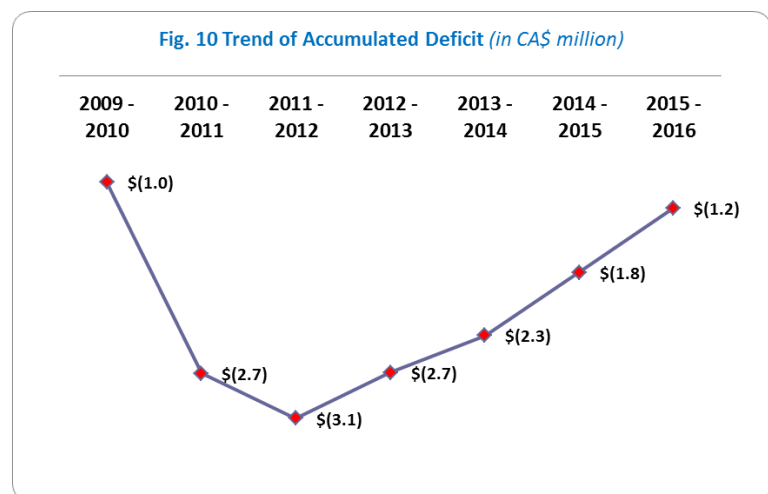
Artistic expenses represent on average **42% of total expenses** while **facility operating expenses** represent about **11%** of total expenses in 2013 (see Table 15).¹⁸

	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
Total Artistic Expenses	45%	43%	40%	41%	42%
Total Facility Operating Expenses	10%	10%	12%	11%	11%
Total Administration Expenses	18%	18%	19%	20%	20%

In 2013, this group of media arts presenters recorded **\$7.80 as earned revenue by participant** to their artistic, educational and professional development activities; and **\$21.10 as total expenses by participant** (see Table 16). The shortfall was covered by the revenues from private and public sectors.

	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
Earned Revenue / Attendee	\$ 5.4	\$ 6.2	\$ 6.4	\$ 4.9	\$ 7.8
Expense / Attendee	\$ 20.0	\$ 19.9	\$ 21.6	\$ 15.2	\$ 21.1

Stable financial position: the data for all these presenters shows a fluctuating level of **accumulated deficit**¹⁹ over the past five years, from - \$1M in 2009 to - \$1.8M in 2014. The spike of - \$3.1M in 2011 has been determined by an operating deficit of one of the major media arts presenters, which made an important investment in its infrastructure during that year.



Overview of 49 Media Arts Presenters in Canada

- Arts facts using CADAC data -

The deficit follows the same trend as the capacity of these media arts presenters to cover short-term debt with a **working capital ratio** rising from 0.89 in 2009, 0.71 in 2011 and 0.96 in 2013 (see Table 17).²⁰ The value of this indicator for all CADAC organizations is 0.92 in 2013. The working capital ratio indicates the ability of an organization to meet its payment obligations as they become due. In general, the higher the number the greater an organization's financial flexibility.

<i>Table 17.</i>	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
Working Capital Ratio	0.89	0.72	0.71	1.21	0.96

The investment capacity of this group of 49 media arts presenters is also evident by a **stable level of investment in capital assets** (\$80.3M in 2009 and \$89.9M in 2012) and by the **total of net assets** (\$78.9M in 2009 and \$87.2M in 2012).²¹

Operating margin increased from **-1.8%** in **2010** to **1.9%** in **2013** (see Table 18), which is much higher than the national benchmark for all CADAC organizations (0.6% in 2013). Revenue growth may have been affected by new accounting standards implemented in 2011-12. Generally, an increase in the operating margin measures the ability of an organization to allocate revenues for future projects.

<i>Table 18. Financial Ratios</i>	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
Revenue Growth		19.7%	15.1%	3.0%	1.3%
Operating Margin	-4.4%	-1.8%	0.6%	1.6%	1.9%
Surplus to Total Assets	-1.7%	-0.7%	0.3%	0.8%	5.7%
Debt to Assets	45.5%	46.9%	46.3%	45.6%	87.4%

The **debt to assets ratio** fluctuated over the past five years ranging from **45.5%** in **2009** to **87.4%** in **2013** (see Table 18) – this is the same as the national benchmark for all CADAC organizations (87.5% in 2013).²² Consequently, there is pressure on these media arts presenters to find additional financial resources to cover their long-term debts.



Overview of 49 Media Arts Presenters in Canada

- Arts facts using CADAC data -

Summary

Comparing the financial data of these media arts presenters with similar information for all CADAC organizations, the Research and Evaluation Section observed the following facts that present their financial position:

- An increasing return of marketing expenses over past five years (\$0.77 in 2009 to \$1.35 in 2013), but this remains much lower than the national benchmark for all CADAC organizations;
- An important decrease in the return of fundraising expenses over past last five years (between \$6.96 in 2009 and \$4.49 in 2013);
- A stable organizational infrastructure that ensures a constant balance between artistic and administrative expenses shown during the two-year timeframe (2012 to 2013);
- An important adjustment of the accumulated deficit in the last 4 years, from - \$1M in 2009 to - \$3M in 2011 and to - \$1.8M in 2014; a major spike in 2011 of - \$3M was identified;
- The Working Capital Ratio (current assets/current liabilities) was negative in the past five years for this group of media arts organizations ranging between 0.89 and 0.96;
- These organizations have seen a major increase of the *debt to assets ratio* in the past five years, 45.5% in 2009 to 87.4% in 2013 (same as the national benchmark for all CADAC organizations).

Overview of 49 Media Arts Presenters in Canada

- Arts facts using CADAC data -

Notes

¹ The information was obtained from the following CADAC lines: 4175 Total Earned Revenue, 4345 Total Private Sector Revenue, 4550 Total Public Sector Revenue, and 4700 Total Revenues.

² The information was obtained from the following CADAC lines: 4105 Production admissions and box office from subscriptions / admissions membership or group admissions, 4110 Production admissions and box office from single ticket sales, 4115 Co-productions, 4120 Touring revenue / exhibition rental, 4145 Fees from workshops / classes / conferences / annual meetings / seminars / colloquia, 4150 Revenue from associated school (gross), 4160 Sales, commissions and broadcasting (gross) and 4165 Facilities and equipment rental, sale of works of art.

³ It is important to note that individual donations include donations of artwork in addition to monetary donations.

⁴ The information was obtained from the following CADAC lines: 4305 Individual donations, 4310 Corporate donations, and 4330 Fundraising events (gross).

⁵ The information was obtained from adding the following CADAC lines: 5015 Artists' and professional fees, 5110 Artistic salaries

⁶ The information was obtained from the following CADAC line: 2325 Total number of Canadian artists.

⁷ The information was obtained from the following CADAC lines: 5105 Artists' and professional fees, 5110 Artistic salaries - permanent and temporary employees, 5125 Production / technical salaries - permanent and temporary employees, 5130 Production / technical services professional fees, 5205 Facility operating salaries - permanent and temporary employees, 5210 Facility operating professional fees, 5305 Marketing and communications salaries - permanent and temporary employees, 5310 Marketing and communications professional fees, 5405 Fundraising salaries - permanent and temporary employees, 5410 Fundraising professional fees, 5505 Administrative salaries - permanent and temporary employees, 5510 Administrative professional fees and 5600 Total Expenses.

⁸ The information was obtained from the following CADAC lines: 2360 Number of full-time equivalent (FTE) artistic, exhibition, production, programming and technical staff, 2385 Number of full-time equivalent (FTE) administrative, facility, marketing, communications and fundraising staff, and 2405 Total Full-Time Equivalent Staff.

⁹ The information was obtained from the following CADAC lines: 5140 Exhibition / programming / production / distribution (media arts) / special projects expenses, 5145 Loan and acquisition of works of art / performance, 5150 Touring / circulation expenses, 5155 Professional development programming for arts community, 5160 Expenses of associated school (gross), 5165 Catalogues / documentation / publications, 5170 Collections management, 5175 Education, audience development and outreach, 5180 Advocacy (arts service organizations only), 5185 Member communications (arts service organizations only), 5187 Membership and Registration, and 5190 Other artistic, program, and services expenses.

¹⁰ The information was obtained from the following CADAC lines: 1140 Total Number of Public Performances produced by your organization, 1545 Total Attendance/ Participants at Public Performances produced by your organization, 4105 Production admissions and box office from subscriptions / admissions membership or group admissions, 4110 Production admissions and box office from single ticket sales, and 2350 Total Number of Artists.

Overview of 49 Media Arts Presenters in Canada

- Arts facts using CADAC data -

¹¹ The information was obtained from the following CADAC lines: 2325 Total number of Canadian artists and 2350 Total number of Artists.

¹² The information was obtained from the following CADAC line: 1275 Number of exhibitions co-produced.

¹³ The information was obtained from the following CADAC lines: 2155 Total Number of Arts Education and Arts Learning Activities and 2160 Total Attendance at/Number of Participants in Arts Education and Arts Learning Activities, 1420 Total Number of Community Arts Activities, 1670 Total Number of Participants in Community Arts Activities and 1700 Total Attendance at Community Arts Activities.

¹⁴ The information was obtained from the following CADAC lines: 2040 Number of activities in which children create work, 2050 Number of activities specifically designed for children, 2075 Number of activities in which youth create work, and 2085 Number of activities specifically designed for youth, and their participation.

¹⁵ The information was obtained from the following CADAC lines: 2425 Total Number of Volunteers and 2430 Estimated number of hours worked by all volunteers.

¹⁶ Calculation using CADAC lines: 4175 for Total Earned Revenues / 5330 Total Marketing and Communications Expenses.

¹⁷ Calculation using CADAC lines: 4345 Total Private Sector Revenue / 5425 Total Fundraising Expenses.

¹⁸ Calculation using CADAC lines: 5195 Total Artistic Expenses or 5235 Total Facility Operating Expenses or 5525 Total Administration Expenses / 5600 Total Expenses.

¹⁹ The information was obtained from the following CADAC line: 6215 Accumulated surplus or (deficit), end of year.

²⁰ The information was obtained from the following CADAC line: 6360 Working capital ratio.

²¹ The information was obtained from the following CADAC line: 6315 Invested in Capital / fixed assets and 6340 Total Net Assets.

²² Calculation using CADAC lines:

Revenue Growth: (Annual % growth in total revenues) = $\frac{\text{Total Revenues } t - \text{Total Revenues } t-1}{\text{Total Revenues } t-1}$

Operating margin: (Ratio of surplus to total revenues) = $\frac{4700 \text{ Total Revenues} - 5600 \text{ Total Expenses}}{4700 \text{ Total Revenues}}$

Measures the ability/willingness to allocate revenues to future periods. A negative value is a strong indicator of financial distress.

Surplus to Total Assets (Operating surplus generated by each dollar of assets) = $\frac{4700 \text{ Total Revenues} - 5600 \text{ Total Expenses}}{6275 \text{ Total Assets}}$

A higher ratio indicates that investments in assets are generating a higher surplus. A low ratio might cause an increase in the cost of capital. A negative ratio is a strong indicator of financial distress.

Debt to Assets (Measure of leverage) = $\frac{6300 \text{ Total Liabilities}}{6275 \text{ Total Assets}}$

A measure of total liabilities relative to total assets. A high/increasing value may indicate future problems with solvency, the ability to pay debts as they come due. A ratio less than 1 is considered favorable; A high or increasing value may indicate future problems with solvency.



Overview of 49 Media Arts Presenters in Canada

- Arts facts using CADAC data -

Appendix

The organizations included in this report are:

Legal Name (as registered in CADAC)	City	Province / Territory
ACREQ/Elektra	Montreal	Quebec
Antitube	Quebec	Quebec
Artists Film Exhibition Group	Toronto	Ontario
Canadian Film Institute	Ottawa	Ontario
Centre du Cinéma Parallèle	Montreal	Quebec
Centre for Aboriginal Media	Toronto	Ontario
Diffusions gaies et lesbiennes du Québec	Montreal	Quebec
FairyTales Presentation Society	Calgary	Alberta
Festival du nouveau cinéma de Montréal	Montreal	Quebec
Festival International du Film sur l'Art (FIFA)	Montreal	Quebec
Film Zone inc.	Moncton	New Brunswick
Groupe Molior	Montreal	Quebec
Hot Docs	Toronto	Ontario
House of Toast Film and Video Collective	Windsor	Ontario
Inside Out Lesbian and Gay Film Festival, Inc.	Toronto	Ontario
Kino00	Montreal	Quebec
La Cinémathèque québécoise	Montreal	Quebec
Les Rendez-vous du cinéma québécois	Montreal	Quebec
Metro Cinema Society	Edmonton	Alberta
Movie Monday Society	Victoria	British Columbia
MUTEK	Montreal	Quebec
New Adventures in Sound Art	Toronto	Ontario
New Forms Media Society	Vancouver	British Columbia
Nickel Independent Film Festival	St. John's	Newfoundland and Labrador
Northern Visions Independent Film & Video Association	Toronto	Ontario
OBORO GOBORO	Montreal	Quebec
Pacific Cinematheque Pacifique Society	Vancouver	British Columbia
Perte de Signal	Montreal	Quebec
Planet in Focus: International Environmental Film & Video Festival	Toronto	Ontario



Overview of 49 Media Arts Presenters in Canada

- Arts facts using CADAC data -

Productions Caravane films	Chicoutimi	Quebec
Queer City Cinema Inc.	Regina	Saskatchewan
Reelout Arts Project Inc.	Kingston	Ontario
Rencontres internationales du documentaire de Montréal	Montreal	Quebec
Runnymede Enhancement Society	Victoria	British Columbia
send + receive: a festival of sound	Winnipeg	Manitoba
Southern Currents film & video collective	Toronto	Ontario
St. John's International Women's Film & Video Festival Inc.	St. John's	Newfoundland and Labrador
Subtle Technologies Arts Projects	Toronto	Ontario
The Documentary Media Society	Vancouver	British Columbia
The Workman Arts Project of Ontario	Toronto	Ontario
Toronto Community Videotext	Toronto	Ontario
Toronto International Film Festival Inc.	Toronto	Ontario
Toronto Reel Asian International Film Festival	Toronto	Ontario
Urban Shaman Inc.	Winnipeg	Manitoba
Vancouver Cooperative Radio	Vancouver	British Columbia
Vancouver Out On Screen Film and Video Society	Vancouver	British Columbia
Victoria Independent Film & Video Festival	Victoria	British Columbia
Vidéographe Inc	Montreal	Quebec
WNDX Inc.	Winnipeg	Manitoba