

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



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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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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



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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

