



March 3rd, 2015

The Honourable Charles Sousa
Minister of Finance
7th Floor, Frost Building South
7 Queen's Park Crescent
Toronto, ON
M7A 1Y7

Re: 2015 Pre - Budget Submission

Dear Minister Sousa,

PASO welcomes the opportunity to take part in the budgeting process in Ontario. PASO is a Coalition of Provincial Arts Service Organizations that strives to strengthen the environment for the individuals and institutions that create and disseminate the arts in this province and for public access to the arts. Our collective memberships are made up of individual artists as well as the performance and exhibition organizations that create and support artistic expression.

The priorities that we outline below are informed not only by our observations as Executive Directors of Arts Service Organizations but also by statistics that have been compiled by the Ontario Arts Council as well as Hills Strategies. ArtsBuild Ontario has provided insights into our thinking about arts facilities in the province.

PASO makes these recommendations for the benefit of the arts community and the people of Ontario.

PASO PRIORITIES

To build on the strength of Ontario's arts sector, PASO calls on the provincial government to:

- 1. Confirm its commitment to the sector by increasing investment in the arts through the Ministry of Tourism, Culture & Sport and key agencies such as the Ontario Arts Council and the Ontario Trillium Foundation.**

This would be achieved by:

- a. Immediately increasing the Ontario Arts Council's budget allocation by 5%

- b. Exploring the development of a *Reclaimed Assets Program* as has been suggested by the Ontario Non Profit Network (ONN) in their budget submission in which intangible, unclaimed properties such as insurance policies, returned stocks and bonds, bank deposits, unpaid wages, and pension benefits would be earmarked and used for direct investment in organizations. Funders such as the Ontario Arts Council and Ontario Trillium Foundation would be well-positioned to administer these additional funds for the benefit of the arts community.

2. Strengthen cultural policy framework in Ontario through a consultative process in order to better address the challenges of artistic creation.

This would be achieved by:

- a. Revisiting role and composition of *Minister's Advisory Council on Arts and Culture* so that it is representative of the community and given a clear mandate to create a cultural policy for the Government of Ontario
- b. Auditing Status of the Artist legislation in Ontario and comparing/aligning to other jurisdictions nationally and internationally

3. Support youth employment in the Province through a robust community-driven training/internship strategy.

This would be achieved by:

- a. Creating a task force administered by the Ministry of Training Colleges and Universities made up of students, cultural workers, educational professionals and government representatives to revisit internship/apprenticeship programs and rethinking their application and management in the 21st century
- b. Coordinating intergovernmental dialogue around this strategy so that legacy funding connected to Canada's 150th anniversary can be accessed and matched provincially
- c. Launching reframed strategy by 2017 in celebration of Canada's anniversary

4. Invest in adequate and affordable facilities for artists and arts organizations.

This would be achieved by:

- a. Ensuring that public facilities like schools that are transitioning to community hubs are made available for the arts community and that policy and legislation

affecting these facilities incorporates the needs of the arts community in its language

- b. Expanding Infrastructure Ontario's Loan Program eligibility to enable nonprofit arts organizations to access low cost and long term financing from its \$3.8 billion assets
- c. Convening a cross-ministerial forum that encompasses the Ministries of Tourism, Culture and Sports, Municipal Affairs and Housing, Energy, and Economic Development, Employment and Infrastructure to recommend innovative solutions to the housing and facilities needs of artists and arts organizations

THE ARTS MATTER

The impact of arts and culture on the Ontario economy is significant. PASO would like to draw attention to research commissioned by the Ontario Arts Council that highlights this impact:

- 252,300 Ontarians are directly employed by the cultural sector. This represents 4.1% of total Ontario employment
- Ontario's cultural sector contributes \$19.7 billion to the province's Gross Domestic Product, or 4.2% of our total GDP
- 4.5 million Ontarians participated in arts education activities offered by organizations funded annually by the Ontario Arts Council (OAC); of these 4.5 million, 2.1 million were children and youth
- 43% of Ontarians, 15 years or older, attended a performing arts event; 36% visited a museum or gallery

Arts and culture are a key driver of Ontario's tourism industry. For instance, in 2010:

- 9.5 million over night tourists – or 22% of all of Ontario's overnight tourists – participated in arts/culture activities during their trips.
 - 66% were Canadians, 23% were Americans, and 11% were from overseas.
 - 39% of all American overnight visitors to Ontario were arts/culture tourists.
 - 63% of Ontario's overseas visitors engaged in an arts/culture activity during their trip.

- Arts/culture tourist spending generated:
 - \$3.7 billion in GDP province-wide
 - 67,000 jobs and \$2.4 billion in wages
 - \$1.7 billion in taxes.

We sincerely appreciate that the Government of Ontario has recognized and supported culture's important place in the life of the province and its essential role in building a vibrant, rich and attractive place to live, work, grow and visit. PASO looks forward to the continued investment as part of the budgeting process.

Feel free to connect with PASO by e-mailing Kristian Clarke at: kc@carfaontario.ca. Kristian can also be reached by phone at: 416-340-8850

What follows is a list all of the Coalition members.

Submitted by:



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PASO Coalition 2015

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