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**REPORT TO ARTS COMMITTEE  
MEETING OF WEDNESDAY, NOVEMBER 14, 2012**

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**SUBJECT**     **Economic Activity Study of the Arts 2012-2013**

**ISSUE**

Discussion around potential changes or additional data points for the second Economic Activity Study of the Arts

**BACKGROUND**

In 2010 the Arts Development Service along with four other community organizations including the Victoria Foundation commissioned the Greater Victoria Arts and Culture Economic Activity Study. For the first time this study provided information on the economic activity related to the expenditures of the arts sector specifically in the Greater Victoria region.

Dr. Brock Smith, a faculty member of the Peter B. Gustavson School of Business, University of Victoria, produced the study using an approach developed for the Ontario Arts Council to assess the economic impact of arts organizations and cultural events. It was adapted for the purpose of assessing the economic activity of the entire industry including artist/hobbyists, not-for-profit arts organizations, and arts and culture businesses including individual artists.

The 2010 study was released in conjunction with the Victoria Foundation's Vital Signs report in fall of 2011. Information from the study was subsequently used by the ProArt Alliance in its advocacy to restore provincial arts funding, the Greater Victoria Development Agency added the arts statistics to its other local industry indicators, and the Arts Development Service was asked to present the report at the BCreative conference at Simon Fraser University in spring of 2012.

The study provided information not previously available and at their June 2012 meeting the Committee approved funding for a follow-up study in order to provide comparative data. The Victoria Foundation is also providing financial support for the second time.

Information is solicited through a web survey distributed by the various participating community organizations. The survey has three paths of information gathering and the respondent is directed to the appropriate path depending on their affiliation. The information paths relate to artist-hobbyists, arts organizations, and full-time artist or arts culture-businesses. The surveys have been previously distributed to the committee by e-mail and are attached to this report.

Data collection begins in December 2012 and there is an opportunity for the Arts Committee to include additional data points.

**RECOMMENDATION**

The Arts Committee should provide any pertinent additional data points or questions at this time for incorporation into the survey.



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James Lam  
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