

# ECONOMIC IMPACT AND NEEDS ANALYSIS STUDY FOR A PERFORMING ARTS CENTRE IN AJAX/PICKERING AREA



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An inventory of the arts in Durham Region with a focus on their economic contributions. Also a survey of the needs of the various arts sectors and recommendations about how they might use and benefit from a permanent regional arts centre located in Ajax-Pickering.

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## EXECUTIVE SUMMARY

### *Context*

The Town of Ajax, City of Pickering and their surrounding area have a very strong arts community combined with a heritage character and an exciting cultural life. The Durham West Arts Centre's Economic Impact Study will indicate that this strong arts community has the potential to provide significant economic benefits to the Region of Durham for its over 505,000 residents. The future development and support of the arts through a Regional Performing Arts Centre, will naturally magnify the current economic benefits.

The Durham area is one of the fastest growing centers in the GTA with a projected population of 576,000 residents by 2006. The rate of growth is expected to be approximately 11% per year, which is faster rate of growth than that of the province of Ontario. The population of Ajax will be approximately 99,500 in 2011; the estimated population of Pickering in 2011 approximately 112,402. Based on the 2001 Census of Statistics Canada the largest percentage (86%) of immigrants in Durham Region reside in Pickering, Ajax, Whitby and Oshawa with the highest percentage (26.5%) of newcomers residing in the City of Pickering. As an indicator of growth in Durham a report by Regional Municipality of Durham stated that the value of residential building permits issued in Durham between January and June of 2005 increased by 27.9%— from \$475.4 million in 2004 to \$607.9 million in 2005. Demand for new homes and an increase in population are driven by these positive demographic and economic factors which will result in more people wishing to participate in recreation and leisure activities such as the arts within the community.

Presently the numerous arts organizations in Durham regularly organize programs and events that attract thousands of citizens to mostly free events. At present, the appeal of and demand for these programs and events is far more visible than their economic impact. Although these events are invaluable to the well being of Durham citizens, further development of the arts and the presence of a Performing Arts Centre would make more visible the obvious economic benefit of the arts to the area.

It was stated in the City of Pickering's Master Plan that typically adults aged 45-65 have been the most common participants in arts activities. With the rise of baby boomers, the interest in arts and culture will continue to grow. The reduction of arts programming in the education system and the acknowledgement that leisure and recreation extend beyond sports further emphasize the importance of supporting the growing needs for arts in the community.



This Economic Impact Study will show mainly the expense side of the arts economy as it was more obvious to track than the demand side. The expense side consists of arts-related spending by residents, visitors and government. To track the demand side the study would have had to monitor all businesses throughout the year that could identify a direct induced spending impact that they have felt by the arts and also to have those citizens in attendance at events complete a study as to the amount of their expenses for that event and where that money was spent. This type of study would involve more resources and funding than is presently available.

Also, because of the lack of arts-related businesses in the Ajax/Pickering area the expense side impact of this study has a greater economic impact outside the immediate Ajax/Pickering area. **Conservatively, it is estimated that over \$16 million dollars is spent on the arts within Durham each year with a very healthy portion of that coming from the Ajax and Pickering areas.** The actual economic impact of that direct arts spending would be 2 to 3 times that amount if a study were to consider induced spending.

This study shows that there is a vibrant interest in all of the arts specifically within Ajax/Pickering and generally in Durham Region. Combining the developing need for recreation and leisure activities with the current support of the arts, and their strong economic impact, it seems fiscally prudent to plan for a future which includes a Performing Arts Centre. The presence of an arts centre would have a positive impact on fulfilling current arts-centered leisure and recreation needs in Durham, would play a major role in improving the life style of the citizens within this burgeoning community and it would attract revenue through tourism.

It is the recommendation of this Economic Impact Study that the Durham West Arts Centre proceed with its incorporated objects, "to create, manage and operate a centre for the advancement and promotion of artistic disciplines, and related activities throughout the community, for the benefit of the residents of the Regional Municipality of Durham, and the Province of Ontario."

It is further recommended that the Durham West Arts Centre seek stable funding from the Town of Ajax and the City of Pickering to enable them to pursue their objects.





## SUMMARY OF FINDINGS

Based on the survey research, below are finding that support the recommendations:

- There is a lack of adequate exhibition space and opportunities for visual artists of every medium to display and exhibit their art. Local visual artists annually spend in excess of \$2.5 million on arts supplies to create their artistic works. The impact of 2.5 million would amount to 2 to 3 times the actual amount by the time it traveled through the community as secondary spending. **Visual artists exhibit their art outside of Durham approximately 50% of the time** in order for their art to get exposed to a larger market and because there are limited and inadequate venues in Durham for that purpose. The number of visual artist is increasing because of the number of baby boomers who are starting to retire and devoting their time to the arts. Art classes in Durham are held in Whitby, Clarington, Scugog and Oshawa and most have waiting lists. Unfortunately the only support for art classes in Ajax and Pickering are at the community centres and these are not enough.
- Performing groups perform most of their events in churches and also buildings that have been converted into theatres. These venues are located in the Durham area, are reasonable to rent yet are not designed specifically for performances. Although performing groups have established a regular attendance base in Durham they gladly embrace the idea of performing in venues more suited to their performances. Performing groups now tolerate the lack of proper acoustics, small stage space, poor seating, lack of dressing rooms, no air conditioning, no box office, inadequate sound systems and other shortcomings to bring their performance to the Town of Ajax, City of Pickering and Durham public. An improved performing locale would allow them to further develop their attendance base. The Ajax community Theatre has served as a venue for a number of concerts. However, there are operational and facility problems that restrict this venue from being the home for performing artists in Ajax, Pickering and Durham or as a venue that would attract international talent.
- Town Halls, Courthouses and other type of buildings in the Durham area accommodate live theatre audiences and are suitable for small theatre groups and plays. However there are limited facilities in Ajax and Pickering that will properly accommodate audiences of 100-200 for Live Theatre or audiences of 300-1000 for concerts, orchestras or dance recitals and competitions.
- Dance studios based in Durham, and dance competition companies seeking out venues for them, travel as far as Markham or Toronto to hold their performances. Venues like Eastdale Collegiate in Oshawa or Ajax Community Theatre have their



shortcomings as explained in detail within this report. Also it is difficult for these dance studios to get the event dates they would like outside Durham because of the demand for the facilities by studios in the GTA . Provincial dance competition companies attempt to find venues somewhere outside of Durham for their dance competition because an appropriate venue does not exist in the Durham area. **The result is a huge economic drain out of Durham Region as parents and dance competitors make their significant economic impact in communities other than Durham.**

- Students in the secondary level are only required to take one arts class in a four year program. After that one arts credit, which may be music, drama or visual arts, they tend to keep open their options by concentrating on core subjects. Therefore, artists in the secondary level, are not given the support that is required for them to develop their art. A very limited number of arts classes exist within the Durham area however, there is a significant shortage of classes and support within the City of Pickering and Town of Ajax. Parents and young people may find music and dance lessons, but, they are left largely unsupported for the visual and dramatic arts. **Once again, there is an economic drain out of Durham as these young people seek classes in Scarborough and Toronto.**
- Writers' groups presently do not have adequate space to organize readings, lectures, book clubs for adults and children, and sales of their published books. **A great many successful local authors are sadly unknown in their own home communities. The literary arts require support.**
- There is a shortage of adequate conference rooms, workshops and theatre type venues for small to mid-size corporations to conduct training seminars, annual meetings and employee meetings. These areas should be competitively priced and have available the latest in technology for businesses to conduct their events.
- There are many accomplished performance groups in Ajax/Pickering and all of Durham region. However, it is difficult for them to grow professionally by means of interchange with other professional performers and groups as it is difficult for them to host events due to inadequacies of local arts facilities. Durham cannot attract the level of guest talent that is now performing in Toronto, Markham and other areas. **Once again, the monies drain out of Durham when residents drive elsewhere to see guest performers who could just as easily be guests of local groups at a Regional Performing Arts Centre in Ajax/Pickering.**
- To host travelling visual arts exhibitions from other arts centres in the province or from across Canada or to create the type of visual arts 'blockbuster' show that acts as an economic attractor and tourist destination for Durham Region, arts facilities need to be climate controlled and secured. **Positioned on the eastern edge**



of the GTA, a professionally equipped visual arts facility could start the flow of dollars moving eastward towards Durham. The same holds true for attracting theatrical productions. A suitably equipped theatre could host 'blockbuster' shows/performances to attract busloads of tourists to Durham.

- The arts in Durham are currently fragmented and although groups and associations are successful they would benefit greatly from a performing arts centre that meets their needs and can act as a 'hub' for all their activities.
- The arts community has grown in the Ajax and Pickering area along with the increase in overall population. With Pickering and Ajax becoming a more multicultural communities it is important to benefit from the talents of artists from other countries and to showcase their talents. The number of diverse music and dance groups and associations has grown significantly. This growth is supported by the attendance at cultural arts festivals and the waiting lists of artists wanting to learn to perfect their talents. Cultural arts festivals are a HUGE tourist/economic attractor and a Regional Performing Arts Centre could act to blend the Region's diverse talents.

In summary the Ajax and Pickering area and Durham Region do not have an adequate centre that supports and accommodates local artists or one that incorporates the needs to which professional Canadian and international artists are accustomed. **We have the audiences that will support a centre but we cannot reap the economic and non-economic impact of the arts in the community because we do not have a centre.**



## INCLUSIONS AND EXCLUSIONS OF STUDY

This study includes all mediums of the arts and (to some extent) heritage. The study looks specifically at five sub-sectors of the arts economy:

- Visual arts (excluding crafts)
- Performing Groups – bands, choirs, orchestras
- Dance Companies
- Education in the Arts
- Literary arts

While the present study has made every reasonable effort to be comprehensive, it has not considered the economic value of a number of the following activities that could be considered to be part of the larger arts and heritage economy:

- That part of the construction industry that is devoted to restoring, rehabilitating, and repairing historic buildings
- The external film industry, when it comes to Ajax/Pickering to shoot films
- Attendance at movie theatres (not considered to be 'arts' by our narrow definition)
- The full economic impact of cultural/art related festivals and events has not been included because the economic benefit of the visitors has not been tracked.
- Municipal tax revenues generated by the arts and arts institutions

These exclusions act to under-report the economic impact of the arts. Considering any or all of these excluded activities would increase the economic impacts beyond those reported in this study.



## THE APPROACH

Work on the Economic Impact Project began in the fall of 2004. Because of the lack of resources available for the project an intercept study (demand study) on the residents of Ajax/Pickering was not developed. It was decided first to discover what makes up the arts scene within the Ajax/Pickering area and all of Durham by gathering information on the artists and art associations within the area. A mail-out survey was conducted to approximately 170 artists, art organizations and associations but insignificant data in certain disciplines necessitated another survey mailout and a phone survey in 2005.

The data accumulated from the artists and art associations would be vital in determining the economic aspect of each of the arts and their specific needs. The surveys were mailed out with a letter explaining our objective, a survey and a stamped self-addressed envelope. In some cases where surveys were not returned a second survey was mailed or e-mailed out. Because of the poor response of some artists returning surveys, a phone-survey was conducted to attain the information required.

The information and data gathered was documented onto spreadsheets for analysis. Because all artists and art associations did not respond to the surveys and the fact that there are artists in Durham that do not advertise or list themselves as artists, a conservative estimate of the actual number of artists was determined. This estimated number was determined by consulting with professionals in the specific discipline as to how many such artists exist in the Durham area. The financial data was determined by calculating what the average expense of each artist or association was then multiplying that number by the total estimated number of artists or associations in Durham. The estimated number of artists and organizations that was used in this study to determine the total statistical data was conservative.

All facts and data received was collated and analyzed to determine the impact of the arts for this study.



# STATISTICAL INFORMATION ON THE ARTS IN DURHAM

## Visual

Number of visual artists in Durham (estimated)	2,000
Artists works that are sold locally	52.48%
Artists works that are sold non-locally	47.32%
Artists work that is exhibited locally	48.91%
Artists works that is exhibited non-locally	51.09%

Reason for exhibiting non-locally: broader customer base, greater possibility of sale, very few spaces locally to exhibit art, more art shows non-locally

Local expenses by visual artists	\$ 340,625
Non-local expenses	1,017,500
Local capital expenses	352,500
Non-local expenses	31,250
Local labour expenses	241,250
Non-local labour expenses	<u>553,750</u>
<b>Total expenses by visual artists</b>	<b>\$2,536,875</b>

Based on the survey replies received there were 41 businesses within Durham that benefit financially because of visual artists. There were 27 businesses outside the Durham area that benefit financially because of visual artists.

## Music/Theatre/Word Organizations

### Music/Theatre/Word Attendance

Local attendance to events for music/theatre	154,400
Non-local attendance to events by music/theatre	85,242
Attendance by Ajax/Pickering sponsored events	26,300
Ajax & Pickering library attendance	<u>763,779</u>
<b>Total attendance</b>	<b>1,029,721</b>

### Expenses by Music & Theatre Organizations

Local expenses	\$636,533
Non-local expenses	68,000
Local capital expenses (last 3 years)	163,400



Non-local capital expenses (last 3 years)	0
Local labour expenses	20,000
Non-local labour expenses	0
<b>Total expenses by Music and Theatre organizations</b>	<b>\$887,933</b>

Yearly volunteer hours	60,660
Volunteer hours translated into salaries at \$9 per hour	\$545,940
Number of paid employees	36*

*\*(This does not include those in graphic, architectural, photography, framing, art supplies stores, etc. that are employed in Durham)*

#### Libraries

Number of cardholders in Ajax and Pickering libraries	96,989
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#### Private Music Teachers in Durham

Revenue earned by piano teachers in Durham	\$5,280,000
Revenue earned by singing/voice teachers in Durham	\$440,000

#### Dance

Number of staff employed in dance	120
Number of dance events a year	51
Total attendance at all events	28,348
Average ticket price per event	\$16
Yearly ticket revenue by studios	\$403,680
Number of students enrolled in dance	4,800
Number of dance lessons per week	12,096
<b>Dance studio yearly revenue</b>	<b>\$6,209,335</b>
Percentage of expenses spent locally	8%
<b>Percentage of expenses spent non-locally</b>	<b>92%</b>

#### Summary:

- **Durham:** It is estimated that over \$16.8 million dollars is spent annually in Durham region on the visual arts, music, theatre and dance.
- **Town of Ajax & City of Pickering:** Proportionally, it is estimated that \$5.25 million dollars is spent annually by Ajax and Pickering residents on the arts. Unfortunately, a good portion of these dollars are spent outside Ajax and Pickering because of the lack of the adequate facilities in the area to service the artists and residents who reside here.
- **\$5,812,588** leaves Durham annually.



## RECOMMENDATIONS

This study concludes that a Performing Arts Centre in the Ajax/Pickering area should incorporate the following characteristics to result in a positive economic impact on the area, fulfill the need of artists and improve the lifestyle of residents.

A centre that will attract the best performers that Ajax, Pickering and the world has to offer and a centre that will draw audiences from all of Durham and the Greater Toronto Area. A centre that will be recognized as a performance venue in which professional and aspiring artists look forward to perform.

A first class centre that will become a “Home” for performing groups and accommodate the performance needs and budget needs of local soloists, actors, choirs, orchestras, dancers, bands, shows, ensemble groups, etc. A centre with a program of performances that will attract a wide range of patrons from young and old and from a multitude of cultures.

A centre that will be a “Home” for visual artists to develop their artistic talents and allow adequate space to display their works. A place where artists can display art shows and exhibitions to sell their art. An art and resource centre that would compliment the centre and assist in the developing of the talent in the area. Classes and seminars would be held on a regular basis with summer art classes available to students and to adults year round. These classes would include painting, pottery, sculpture and other disciplines.

A centre that includes performance hall(s) studio space, visual art exhibition space, workshops, rehearsal rooms for recitals, rehearsal space for dancers, teaching space, lecture rooms, kitchen facilities adjoining other rooms, storage space, a green room, closets, an adequate number of washrooms, wheelchair accessibility, a box office, a parking lot that can be used for outdoor festivals, a sound studio, a state of the art sound system, and offices for administration.

A Centre that focuses on sustainability through the following revenue generators:

- rental fees of its various halls, rooms and storage facilities
- commission from ticket prices
- commissions from art works sold
- many rooms which are multifaceted in their use





- fees from retail art groups that sell art-related products
- operating an “Artist’s Supplies/Café” where artists and art lovers can meet, purchase supplies at a competitive price and socialize
- fee percentage from artists who use the centre to teach classes of students, i.e. painting, music, dance, printmaking
- active fundraising campaign and annual fundraising events
- active corporate and governmental financial support
- making the centre a “home” for numerous art associations and groups, including cultural groups interested in preserving and promoting their arts

A Centre that focuses on reducing operating costs through:

- involving volunteers to reduce salary expenses
- developing self-sufficient energy operating systems to reduce costs
- establishing processes and systems that are effective and efficient
- closely monitoring costs and expenses through effective reporting and accounting
- being creative in determining ideas to reduce daily expenses
- joining provincial groups of “Art Centre Representatives” to share strategies and ideas on how to make centres more self-sustaining

A centre that serves a variety of community needs, it will be:

A Centre that will be an educational facility in the development and training of future artists of all ages by providing programs, workshops, meeting rooms and exhibition space.

A Centre that will provide corporations and associations with a first class location to book meeting, workshops, presentations, annual meeting and employee meetings.

A Centre where art lovers and artists can gather and socialize on a regular basis with food and refreshments either in the form of a café or restaurant.

A Centre that will support and promote the writers within Durham and the art of writing through workshops, lectures, readings and presentations. Also a centre that would support the libraries by co-ordinating the timing of events and sharing the resources so as to benefit the libraries and the arts centre.



## I. INTRODUCTION

Our culture is shaped by and reflected in the books, paintings, sculptures, musical concerts, live theatre productions and films that we see, hear and buy. The residents of the Durham area come from numerous backgrounds and nationalities, therefore this study is reflective of the diversity within our community. All aspects of our life are touched by the arts from the car we drive to the design of the cereal box at morning breakfast. We all have different opinions as to what we find appealing and what we don't.

The Town of Ajax and the City of Pickering are culturally rich communities with century-old architecture and an abundance of artists who display their works throughout Ontario and also internationally. The population of over 175,000 residents are beginning to realize the talents of artists from many diverse backgrounds that have come to reside right here in their own back yard. Residents continue to be exposed to a wide variety of events and festivals that improve and enhance their lifestyles and add economic value to the area. **As a hub in the community the Durham West Arts Centre has been playing a major role in promoting artists of every medium in the area with over 90 different arts-related activities in two years which have served over 60,000 individuals.** The continued support of the Durham West Arts Centre by the Town of Ajax and City of Pickering will undoubtedly continue to benefit the community economically and it will add value to the lives of its citizens.

This study has taken us outside of the Ajax and Pickering area because the needs and problems of artists and art-related associations in all of Durham reflect the same needs and problems of Ajax and Pickering. Also members of visual art, word and performing associations within Durham come from a multitude of communities, an example being Ajax Creative Arts with members from twenty-three different communities in Durham and elsewhere.

Receiving feedback from artists and arts groups in all of Durham is vital because a proposed Performing Arts Centre will in turn be supporting artists and performers of every medium who are geographically close to the Ajax/Pickering area. **There are many successful art associations and organizations in all of the Durham area and it is one of Durham West Arts Centre's goal to continue to promote them and make available to them a facility that will expose the talents of artists and performers regardless of where they live.**

Presently there is no central location where artists can socialize, work, display or perform their talents – Durham West Arts Centre wants to be that place. This arts centre wants to be the answer to the question “ What does the Ajax and Pickering area have to offer to visitors, new residents, tourists and corporations in the way of culture?”

“THOSE COMMUNITIES THAT ARE RICHEST IN THEIR ARTISTIC TRADITIONS ARE ALSO THOSE THAT ARE MOST PROGRESSIVE IN THEIR ECONOMIC PERFORMANCE AND MOST RESILIENT AND SECURE IN THEIR ECONOMIC STRUCTURE” -JOHN KENNETH GALBRAITH



## 2. THE ECONOMIC IMPACT AND NEEDS ANALYSIS

### 2.1 What is an Economic Impact and Needs Analysis?

An economic impact analysis measures the contribution of a portion of the overall economic activity of a defined area over a specified period of time. The present analysis measures the contribution of the arts economy of the Ajax/Pickering and surrounding area for the year 2004. The impact analysis attempts to measure the expense side of the contribution from the artist's position. Incomes earned by the arts sector is not part of this study because the vast majority of art-related organizations and associations are non-profit and the vast majority of visual artists and performing artists do not make enough income to cover their expenses which doesn't include the hours they spend creating their art. The exception in this study has been the analysis of the "dance" sector of the arts, where approximate income was determined by attaining various data and calculating from that data what their proposed income would be. All hours of labour by volunteers should be considered an expense that would otherwise be incurred by art organizations or an expense of the municipalities. From an arts organization standpoint a high economic benefit occurs if a relatively high proportion of the organization's purchases are made within the local community. Also a very low 'leakage' of money occurs if the organization primarily employs local residents and obtains goods and services from local suppliers.

The needs analysis area of this study determines the artists and art associations in Ajax, Pickering and Durham area and reports on their needs or their organization's needs to fulfill their goals and objectives. The analysis also focuses on all issues that may impact the operation of their medium of art and documents problems that presently exist that may prevent artists or arts groups from operating at the level that they desire. Once all the information is collected from each artists or organization an analysis is performed to determine collectively:

- what the artists needs are
- what the present environment is from an artistic standpoint
- problems with present environment

### 2.2 What Can the Economic Impact and Needs Analysis Tell Us?

Analysis can measure the expense side of the impact from an artist's perspective and also the effect of those expenses on local and non-local economies from the supply side. It is not possible to ascertain the share of the total economy by the arts because one would have to know the GDP (Gross Domestic Product) of the Durham area.



The study will show the degree of support by the citizens of Durham for the arts and the variety of events that are required in the community to satisfy the arts and culture needs of the citizens within the Durham area.

The study will also share the needs of Durham artists and what has to be put in place to ensure that the community will prosper culturally and artistically in the future. This development and support of cultural institutions will ensure that the cultural aspect of our community becomes a prominent feature in attracting residents and businesses to the area.

THE ARTS ENHANCE A CHILD'S DEVELOPMENT. THROUGH PARTICIPATION IN THE ARTS MANY SKILLS AND TRAITS ARE DEVELOPED SUCH AS COMMUNICATION, SELF-CONFIDENCE, ACADEMIC AND PERSONAL PROBLEM SOLVING, SELF-DISCIPLINE AND SOCIAL EXPRESSION.

The absolute contribution of tourists to the Durham economy is somewhat incidental to the study, in the sense that in order to approximate the contribution of visitors to the arts one would need to track the number of visitors to all the cultural activities and events throughout the area of Durham and document their direct, indirect and induced spending during their visit to that specific activity or event. Also to obtain the true economic impact you would need to determine which businesses are benefiting by the spending and what percentage of those dollars are re-spent with other businesses within the community. The resources and costs needed for such an undertaking are beyond the scope of the Durham West Arts Centre. However, we did determine the contribution that the artists themselves and the art-related organizations made to the community financially. This expense emphasizes the personal dedication that artists are willing to make financially to fulfill their own desires but also to enhance the lives of other citizens in the community by their creative talents, be it in the visual, performing or writing medium. In addition we can determine the demand of the arts from Durham citizens because of the increasing attendance at arts-related events.

### 2.3 What are the Arts?

This study uses the term 'the arts' to encompass the visual arts (e.g. painting, sculpture and fabric art), the performing arts (e.g. music, theatre, and dance), the literary arts (e.g. poetry, prose, the written word and libraries which promote the literary arts).



## 3. BENEFIT OF THE ARTS

### 3.1 Introduction

The Durham West Arts Centre will show that the arts do offer a high economic benefit to the community for each dollar received. A high economic benefit occurs if a relatively high proportion of an organization's purchases are made within the local community. If the organization primarily employs local residents and obtains goods and services from local suppliers, a very low 'leakage' of the income occurs to areas outside the community; therefore, the local benefit is maximized.

In terms of economic impact, job creation, and economic growth, the benefits of funds allocated to cultural organizations are no less than, and may be more than, the benefits of the alternative ways that public funds are spent. *Consequently, the level of future funding should be decided primarily on the basis of cultural merit, not totally on economic value.*

Economic benefits are normally considered to be increasing the income or wealth of either individuals or businesses. Considering the case of a cultural organization's expenditures, the beneficiaries included are not only direct suppliers and employees of the organization but also any individuals or businesses that profit from the related spending of employees, suppliers and visitors.

The total expenditure impact also includes the secondary effects of the organization's expenditures. When its employees or local businesses receive money, they re-spend a portion of it locally on goods and services. This secondary spending is a further addition to the income of local businesses that would not occur if a non-local business were a supplier. The original expenditures "ripple" through the economy as it is re-spent many times over, increasing the total income of the community. However each subsequent round of this ripple effect gets smaller since part of the income in each round goes to spending outside the community, savings and taxes. Eventually the ripple impact will disappear.

### 3.2 Types of Economic Effect

Economic impact can be measured either from the demand side and the supply side of the arts economy.

"WHAT DRIVES ECONOMIC GROWTH IN ANY COMMUNITY IS A WELLSPRING OF CREATIVITY, NOT COMPANIES OR ADVANCES IN TECHNOLOGY. IT IS THE ENERGY THAT MUNICIPAL GOVERNMENTS NEED TO NURTURE LOVINGLY, WITH DIVERSITY THE KEY, AND INCLUSIVENESS THE TARGET."

RICHARD FLORIDA, THE RISE OF THE CREATIVE CLASS



Measuring the total spending generated on the arts by those who demand it is one method. This is referred to as the expense side, which includes what citizens and tourists spend but also includes what the municipalities have granted, Trillium and other grants to DWAC, the libraries and the Ajax Cultural Arts Committee. Also, there are indirect costs that the Town of Ajax and City of Pickering spend on the arts that cannot be measured, i.e. staff costs devoted to art-related events like the photography show, art classes at community centre and operating costs of the community centres, road closures for art related events, etc.

Measuring the total incomes generated on the supply side is the process of producing and supporting the arts. This is another approach which includes artists and art groups expenses, jobs at art related art stores, volunteers hours translated into dollars and expenses by dance studios and other performances.

This study focuses more on the supply side but does recognize the economic impact that the expense side plays in the success of the arts in the area.

### 3.3 Non-Economic Benefits of the Arts

The arts should not be judged on a purely economic level. We have to be aware of the non-economic benefits of the arts. Activities and events involving the arts are an ideal way for people to establish closer relationships, and to connect with people from diverse backgrounds. Through these connections a mutual sense of community ownership and responsibility is created and communities are strengthened.

The following are the social benefits that local communities receive from the arts:

- **Strengthening social cohesion by establishing common ground between generations and cultures**
- Creating and preserving cultural heritage, which provides community identity, distinctiveness, and collective pride
- Providing diversity and choice in leisure, entertainment, and celebration opportunities
- Providing opportunities for personal and creative skills development, particularly by children and youth
- Providing opportunities for public involvement and support through participation, consumption, and volunteerism
- Assisting in the delivery of other public services, such as education, health/healing, community integration/socialization, and crime prevention

*(Source: Strategies for Regional Arts and Cultural Development in Greater Vancouver, a report of the Regional Cultural Plan Steering Committee, September 1999)*



As stated at the Canadian Conference of the Arts, June 1999, the arts have long been thought to have benefits to one's health and quality of life. Research from around the globe confirms what many of us already know that arts and culture are essential to the well being of people of all ages and from all backgrounds. Studies have shown that arts and culture have a positive impact on those in prison, at-risk youth, people living in poverty, and individuals with special needs, to name a few. Research conducted in Sweden has even found the death rate of those participating in the arts to be half of those who do not.

STUDIES HAVE SHOWN THAT ARTS AND CULTURE HAVE A POSITIVE IMPACT ON THOSE IN PRISON, AT-RISK YOUTH, PEOPLE LIVING IN POVERTY, AND INDIVIDUALS WITH SPECIAL NEEDS, TO NAME A FEW.

"Through cultural events and experiences, individuals connect with the community of humanity" *Arts and Culture in the Community, Greater Vancouver Alliance for Arts and Culture*. Arts and culture also contribute to building vibrant communities. **Cultural events and activities are an ideal way for people to establish closer relationships, and to connect with people from diverse backgrounds.** Through these connections a mutual sense of community ownership and responsibility is created, and communities are strengthened.

### The Economic Contribution: More than Money

In addition to their social benefits, arts and culture have significant economic benefits for communities. Jason Azmier, Senior Policy Analyst from the Canada West Foundation and author of *Culture and Economic Competitiveness: An Emerging Role for the Arts in Canada* explains:

*"It is a city's urban culture and 'livability' aspects that determine where someone decides to hang up their shingle and lay down roots... Climate, quality of public services, tax rates, crime levels, perceived opportunities, ethnic diversity, the cultural amenities of a city – all these elements are factored in.."* Azmier also explains that although there are definite financial benefits to arts and culture they cannot always (nor should they) be measured using a set formula; much of the contribution is not measurable in terms of dollars and cents.

### **3.4 Benefits of Corporations Supporting the Arts**

Corporate self-interest is best served by interest and involvement in society as a whole. Successful corporations believe this because they feel that "a stable society is essential to ensure a favorable business climate". As one executive put it: "By supporting groups which are important to the community, the

"COMPANIES WITH CREATIVE EMPLOYEES ARE SUCCESSFUL; THOSE WITHOUT GO BANKRUPT."



corporation acknowledges that it has a role and responsibility to contribute to the stability and betterment of society. These contributions are directly beneficial to the community at large and directly to general operations of the corporations.”

The benefits of corporations being involved in the arts are:

- A presence of the arts may be helpful in inducing executives to transfer from one city to another
- The arts may help to educate employees’ children
- An artistic community attracts tourist dollars to the community
- The arts certainly help to foster creativity of employees which is an essential element of successful business

### **3.5 Education in the Arts in Durham**

The present arts education environment in Durham is very similar to other regions in Ontario pertaining to the amount of hours devoted to the arts: visual arts, dance, music and drama.

Below is a breakdown of the approximate number of students enrolled in Durham and the number of hours that they spend on the arts.

#### Elementary Schools – 2005

- 120 elementary schools in Durham
- 47,332 elementary students are enrolled in Durham
- 47,332 students are taught 200 hours of music and art in a school year (100 for music, 100 for art)

Therefore, there are approximately 9,466,400 hours of art/music taught in Durham Elementary schools in one year to 47,332 elementary students.

*Note: Because in most schools there is only one specialist in art and music most of the students are taught art and music by a generalist*

#### Secondary Schools - 2005

- 22,082 students are enrolled in secondary school in Durham and are required to take 1 arts credit in their four year program. Therefore it is estimated that 25% of the





total students take an arts credit in each year. ( $22,082/4 = 5,521$ )

- 5,521 students receive 110 hours each on art or music in one calendar school year

Therefore there are approximately 607,310 hours of music or art taught in Secondary schools in one year.

*Note: Students generally take only one credit in the arts because of the encouragement in secondary schools to focus on the maths or sciences.*

### **Facts and Economic Opportunities:**

#### **Elementary:**

**Fact:** The highest number of residents in the Durham area (other than adults ages 25-44) are children aged 5-14 years of age.

**Economic Opportunity:** A centre that provides classes/workshops/camps for children in this age group would likely be successful because it gives parents an opportunity to enroll their children in an activity other than sports. Also it would increase the support and membership for such a centre because of the cost of classes/workshops and camps which would be less if one was a member of Durham West Arts Centre

#### **Secondary:**

**Fact:** Secondary students are required to take only 1 credit in the arts in a four year program

**Economic Opportunity:** Those students moving from elementary to secondary school spend far less time in school in the arts therefore a centre that provides development and encouragement to these budding artists would benefit DWAC financially through teaching facilities and art exhibitions.

### **Present Art Classes**

Durham Integrated Arts Camp offers opportunities for secondary students to spend nine days in Haliburton at the beginning of June of each year. The camp focuses on enriched experiences for students specializing in such disciplines as theatre, dance, vocal, instrumental, ensembles, sketching, water colour, sculpture, print-making and oil painting. There were 350 students who attended the camp in 2005.

Curry's Art Supplies in Whitby hold art classes throughout the year for adults and class-



es for children during July and August. Below are estimated statistics on the number of students who participate in classes, costs, etc:

- 108 art classes for adults are held yearly with an average of 10 per class
- 1,080 adults take classes yearly in visual arts taught by art professionals
- \$47.50 in the average cost of each class therefore
- \$51,300 is spent by artists (mostly over 50 years of age) on classes
- 960 children enroll in art classes each summer at approximately \$15 per class
- \$14,400 is spent annually on children's classes at Curry's

Art classes are available at Oshawa Art Association, Station Gallery, McLaughlin Gallery and other associations; however specific statistics were not available for this report. Also community centres offer classes throughout the year for adults and children.

*Observation: There is a definite interest by adults and children taking art classes in Ajax and Pickering and people are willing to go outside of the community to pursue these classes. This interest will grow over the years which creates an opportunity for a centre to take advantage of this need and ensure the art classes of all kinds be part of a new centre.*

### **3.5.1 Benefits of Arts Education**

The benefits of arts education are well documented . Numerous studies have shown that a comprehensive arts education helps children:

- Learn more effectively in all other areas of the school curriculum, including math, science, reading, and writing
- Experience greater meaning, excitement, and depth in what they learn
- Score higher levels of academic success in college

According to research by Professor Shirley Brice Heath of Stanford University, young people who practice the arts are:

- Four times more likely to win an academic award
- Eight times more likely to receive a community service award
- Three times more likely to win a school attendance award; and
- Four times more likely to participate in a math or science fair



*Dr. James Catterall of UCLA has analyzed the school records of 25,000 students as they moved from grade 8 to grade 10. He found that students from poorer families who studied the arts improved their overall school performance more rapidly than all other students.*

*Dr. Shirley Brice Heath of Stanford University has shown that at-risk students who actively engaged in arts learning and arts production improve their self esteem and confidence, assume leadership roles and improve their overall school performance.*

*Research has shown that those who study the arts improve their achievement in other subjects, including mathematics, reading and writing.*

“STUDENTS FROM POORER FAMILIES WHO STUDIES THE ARTS IMPROVED THEIR OVERALL SCHOOL PERFORMANCE MORE RAPIDLY THAN ALL OTHER STUDENTS.”

DR. SHIRLEY BRICE HEATH OF  
STANFORD UNIVERSITY



## 4. THE SUPPLY SIDE INFORMATION DURHAM

### 4.1 Visual Arts in Durham

#### 4.1.1 Survey Process for Visual Artists

To obtain statistical information on visual artists for this study, a letter and the following survey was mailed out with a stamped self-enclosed envelope to 80 visual artists in the Durham area for their input.

#### WHAT IS A VISUAL ARTIST ?

A PERSON WHO PRACTICES ONE OF THE FINE ARTS, ESPECIALLY A PAINTER, PHOTOGRAPHER OR SCULPTOR.

A PERSON WHOSE PROFESSION REQUIRES A KNOWLEDGE OF DESIGN, DRAWING, PAINTING, ETC.

The following are questions that visual artists were asked regarding their art:

#### Medium: Visual & Photography

1. Classes: # of classes do you hold or attend monthly  
# of students you teach monthly
2. How do you advertise your art ?
3. Do you have a website ?
4. What are your needs as an artist?
5. What percentage of your art is sold -locally/non-locally ?
6. What percentage of your art do you exhibit - locally/non-locally ?
7. Please list local businesses that benefit financially from your art.
8. Estimated art related expenditures in 2003 - local (Ajax/Pickering) & non-local ?
9. Estimated hired labor expenses (art related) you incurred in 2003 ?
10. Grants - Amount of grants your received in 2003 ?
11. Amount of capital expenditures in last 3 years ?
12. What would you like to see included in a permanent arts centre in the Ajax/Pickering area that would add to the success of your art ?

Of the eighty questionnaires mailed out, the response rate was an impressive 37.5% or 30 artists who answered the above questions pertaining to their art, their expenses and what their needs are to promote and develop their talents and succeed as an artist.



This appears to be a very good representation of the visual artists in the Durham area as the artists were from a wide geographical range within Durham. It is also worth noting that the answers to some of the questions were very consistent among the artists, especially in the *“Needs of the artist?”* and *“What they would like to see included in an arts centre?”*

#### **4.1.2 Results of “Visual Artists Survey”**

1. Based on the replies from visual artists, there were 78 classes held or attended monthly by visual artists or 936 classes yearly.
2. The number of students that are taught privately on a monthly basis is 200
3. 20% of visual artists responded that they have websites
4. **Visual artists stated that the greatest need is for “exhibition space for their art”**  
Exhibition opportunities and teaching space were the next most needed answers. Other needs included:
  - space that is designed as a gallery
  - high traffic venue for displaying art
  - affordable show fee for artists
  - an art resource library
  - a webmaster dedicated to artists
  - funds and assistance to exhibit/advertise/educate
  - more advertising non-locally for shows and exhibitions
  - inexpensive art supplies
5. The percentage of the artists' works that are sold locally is 52.58%  
The percentage of the artists' works that are sold non-locally is 47.32%
6. The percentage of the artists' works exhibited locally is 48.91%  
**The percentage of the artists' works exhibited non-locally is 51.09%**  
The main reason why the artists exhibit their art non-locally is to get a larger exposure of their art and a greater probability of sale, i.e. more art shows, larger number of patrons
7. The businesses that benefit from the artists' expenditures was broken down into



local and non-local, with local meaning businesses that are in the Ajax/Pickering area and non-local being those businesses outside of Ajax and Pickering. These businesses could benefit either artists purchased supplies there or by the donation of artwork for silent auctions, fundraisers, etc.

Local (Ajax/Pickering) businesses that benefited were:

<i>Rouge Hill Hospital</i>	<i>Durham Heart &amp; Stroke</i>
<i>Children's Aid Society</i>	<i>Black's Photo</i>
<i>Cosco</i>	<i>Staples</i>
<i>Home Depot</i>	<i>Envoy Printing</i>
<i>Chapters</i>	<i>Benjamin Moore Paints</i>
<i>Canadian Tire</i>	<i>Zellers</i>

Non-local (outside of Ajax/Pickering) businesses that benefited were:

<i>Michael's Crafts</i>	<i>A&amp;M Sales (Framer)</i>
<i>Aboveground Art</i>	<i>The Art Forum</i>
<i>Compu-Image</i>	<i>Byng Studio</i>
<i>Claremont Country Depot</i>	<i>Schell Lumber</i>
<i>Enterprise-Advantage Rental</i>	<i>City of Oshawa</i>
<i>Copy Zone</i>	<i>Art Affairs</i>
<i>Native Focus</i>	<i>Creative Past Times</i>
<i>Pottery Supply House - Oakville</i>	<i>Crafter's Marketplace</i>
<i>Imagine That</i>	<i>Curry's Artists' Materials</i>
<i>Framing Supplies Loblaws</i>	<i>Tucker's Pottery Supply</i>

*Note: The above businesses benefit directly from the artist's expenditures but there are many more businesses that benefit indirectly because any revenue above and beyond what the artist needs to spend on supplies would go back into the community to support their lifestyle.*

*Observation: Potters and visual artists indicated the Tucker's Pottery Supply in Markham and Curry's in Whitby received a large percentage of the economic benefit from their expenditures because there aren't any businesses of that category in Ajax or Pickering.*

The estimated art related expenditures in 2004 was indicated by 28 artists within the Durham area. There are approximately 2000 visual artists in Durham (conservative estimate) therefore by averaging the expenses of each of the 28



artists it was determined that the total amount of dollars expended for visual art supplies by 350 artists locally (Ajax/Pickering) and non-locally (outside Ajax/Pickering) was as follows:

8. Expenses by visual artists in the Durham area:

• Local Expenses	\$340,625
• Non-local Expenses	<u>\$1,017,500</u>
	<u>\$1,358,125</u>

9. Labour expenses are as follows:

• Local Labour Expense	\$241,250
• Non-local Labour Expenses	<u>\$553,753</u>
	<u>\$795,003</u>

10. Grants of the 28 artists who completed the survey:

-Only one artist of the 28 received a grant which was for \$600 therefore it was determined that of the 350 artists one in every 28 artists received grant money. Based on this calculation \$7500 was given out as grant money to artists in Durham.

11. Capital expenses of artists amounted to

• Local capital expenses	\$352,500
• Non-local expenses	<u>\$31,250</u>
	<u>\$383,750</u>

*(These capital expense numbers could result from a number of reasons including expansion of or the renovating of artists studios.)*

12. Please refer to the following table 4.2.4 to review what artists would like to see in a permanent arts centre.



#### **4.1.3 Visual Artists' Needs, Present Environment & Problems With Present Environment**

*The following table is a result of a survey conducted to determine the needs of Visual Artists in the Durham area.*

It reflects:

- What visual artists needs are in a Performing Arts Centre
- Present environment in which visual artists practice and perform their art
- Problems with the present environment in which the visual artists practice their art

(See *Visual Artists' Needs* table)





## Visual Artists' Needs

ARTISTS' NEEDS	PRESENT ENVIRONMENT	PROBLEMS WITH PRESENT ENVIRONMENT
<ul style="list-style-type: none"> <li>• LARGE AMOUNT OF GALLERY SPACE TO DISPLAY AND SELL</li> <li>• RETAIL OUTLET FOR ART SUPPLIES</li> <li>• STUDIO SPACE FOR AJAX CREATIVE ARTS</li> <li>• CLASSROOMS-LIFE DRAWING, ADVANCED CLASSES</li> <li>• EMPHASIS ON SCULPTURE-ARCHITECTURAL DESIGN</li> <li>• LEADING EDGE CENTRE</li> <li>• RECEPTION ROOM FOR FUNCTIONS</li> <li>• EASY PUBLIC ACCESS, CLOSE TO RESTAURANTS, PLACES OF INTEREST</li> <li>• DEMONSTRATION SPACE</li> <li>• ETCHING PRESS FOR PRINTMAKING</li> <li>• OPPORTUNITIES FOR ARTISTS TO TEACH</li> <li>• PROCESS TO EDUCATE PEOPLE ON VALUE OF ORIGINAL ART</li> <li>• GROUP ADVERTISING AND EXHIBITIONS</li> <li>• WEB SITE FOR AREA</li> <li>• CUSTOM FRAMING AT AFFORDABLE PRICE</li> <li>• ROTATING ART SHOWS</li> <li>• POTTERY WHEELS, KILNS</li> <li>• POTTERY TEACHING SPACE</li> <li>• POTTERY GALLERY</li> <li>• RENTAL SPACE FOR ARTISTS</li> <li>• ARTS LIBRARY</li> <li>• ART SEMINARS</li> </ul>	<ul style="list-style-type: none"> <li>• VISUAL ARTISTS WILL TAKE PART IN LOCAL AND NON-LOCAL SHOWS TO EXHIBIT THEIR ART</li> <li>• SOME ARTISTS WILL ALSO PARTICIPATE IN JURIED ART SHOWS</li> <li>• AT LEAST 90% OF ART SUPPLIES OF DURHAM ARTISTS ARE SPENT AT CURRY'S ART SUPPLIES IN WHITBY</li> <li>• ARTISTS IN AJAX &amp; PICKERING DISPLAY THEIR WORKS IN LIBRARIES, COMMUNITY CENTRES AND OPG AND DURHAM WEST ARTS CENTRE</li> <li>• MOST ADULT STUDENTS IN DURHAM TAKE CLASSES AT CURRY'S ART SUPPLIES IN WHITBY</li> <li>• 20% OF ARTISTS HAVE WEBSITES</li> <li>• 53% OF ARTISTS SELL THEIR WORK LOCALLY AND 47% NON-LOCALLY</li> <li>• DURHAM VISUAL ARTISTS SPEND OVER \$2.5 MILLION DOLLARS ON THEIR ART ANNUALLY WITH \$1.5 MILLION SPENT NON-LOCALLY</li> <li>• DURHAM ARTISTS SPEND \$352,500 LOCALLY ON CAPITAL EXPENSES AND \$31,250 NON-LOCALLY</li> <li>• POTTERS SPEND THAT MAJORITY OF THEIR ART RELATED DOLLARS AT TUCKER'S POTTERY SUPPLIES IN MARKHAM, ONTARIO</li> <li>• DURHAM ARTISTS ARE PROMOTED AND SUPPORTED BY PINE RIDGE ARTS COUNCIL AND DURHAM WEST ARTS CENTRE</li> <li>• PINE RIDGE ARTS COUNCIL ADVERTISE AND SUPPORT ARTISTS IN ALL OF DURHAM REGION.</li> <li>• DURHAM WEST ARTS CENTRE PROMOTE THE ARTS IN DURHAM BY MANY MEANS</li> </ul>	<ul style="list-style-type: none"> <li>• LACK OF SPACE FOR ARTISTS TO DISPLAY THEIR WORK</li> <li>• NOT ENOUGH ART SHOWS LOCAL- LY TO EXHIBIT THEIR ART</li> <li>• ART SUPPLIES ARE EXPENSIVE AND ARE MONOPOLIZED BY CURRY'S ART SUPPLIES</li> <li>• NO SUITABLE AND AFFORDABLE PLACE TO TEACH PAINTING</li> <li>• HAVE TO TRAVEL TO OTHER PARTS OF ONTARIO TO ENROLL IN ART SHOWS TO EXHIBIT ART (SEASON- AL)</li> <li>• NO EDUCATION PROCESS IN PLACE TO TEACH THE PUBLIC THE VALUE OF ORIGINAL ART</li> <li>• LACK OF RECOGNITION OF ARTISTS TO ENCOURAGE TO CONTINUE IN THEIR WORK</li> <li>• ART SCENE IN DURHAM IS VERY FRAGMENTED AND NOT CENTRAL- IZED FROM A PROMOTION STAND- POINT</li> <li>• NO "GATHERING PLACE" FOR ARTIST TO MEET AND SOCIALIZE</li> <li>• POTTERY SUPPLIES HAVE TO BE PURCHASED NON-LOCALLY</li> <li>• ADVERTISING OF SHOWS DEPEND ON VOLUNTEERS</li> </ul>



*Observation: **Durham visual artists spend over \$2.5 million dollars towards their art with over \$1.5 million of it going outside the community**, therefore there is an opportunity to attract that money back into the community by making available to the artists businesses that will satisfy the supply needs of the Ajax/Pickering artist and also attract artists from other areas of Durham and the eastern part of Scarborough.*

*Exhibition space and exposure for there art is the greatest need of artists in Durham.*

*The demand for art instruction of all types is in great demand in the Durham region.*

#### **4.1.4 Visual Artists “Seminar” Feedback**

A seminar for 41 visual artists from all area of Durham was held in 2005 by DWAC and presented by Visual Arts Ontario. The name of the seminar was “Taking Your Art to the Next Level” and covered the following points of interest for visual artists:

- Find out what goes into a portfolio and focusing presentations to galleries, competitions, etc.
- What galleries expect from you as an artist and how to approach them
- The Business of art
- Networking with other artists

A feedback form was completed by 40 of the 41 visual artists who attended the seminar. The form asked each artist what topics they would like presented in the future to help them be more successful as an artist. The number indicated after each topic in (brackets) represents the number of artists who requested that that particular topic be presented in the future:

- The Balancing Act: How working artist organize their lives to allow themselves time to balance the creation of work, full time jobs, part time jobs, family, late hours, eccentric studios, minimal budget, etc.
- Photographing Artwork: This seminar is naturally connected to the topic on portfolio presentation. Professional quality documentation is the basis for almost all portfolio presentation.
- Organizing Your Own Exhibition: An important topic for emerging and mid-career artists who may have difficulty finding exhibition opportunities



- **Juried Competitions:** Given the universal importance of this kind of presentation it is essential for emerging artists to know how to present their work effectively to a jury; the mistakes that are commonly made.
- **Marketing Strategies:** How different artists price, market and promote their work. Step by step strategies for approaching galleries, competitions, sales out of their studios, etc. effective use of cyber and digital technologies

*Observation: The positive response in attendance and the feedback from the artists indicates further that there is a strong need for the support, education and development of visual artists in the Durham region. Because this seminar made a profit of \$739 it is recommended that future seminars and workshops should be part of the program at Durham West Arts Centre.*

#### **4.1.5 Economic Benefit of Visual Artists**

A survey was mailed out to eighty visual artists asking them questions as to the expenses (local and non-local) that are directly attributed to their art in the last year. This could include art supplies such as paint, brushes, framing, canvases, potter supplies, in addition to any capital expenses that they may have incurred over the last three years. Replies from 28 artists was received which accounts for 35% of those who were mailed surveys. These visual artists who replied represented a wide range from beginners to very accomplished artists.

To determine the economic impact of visual artists in Durham it is estimated that there are at least 2,000 active visual artists in the Durham area. This estimate is very conservative because there are approximately 3,000 artists who are registered in art associations or organizations in the Durham area. This does not include the artists and student artists who are not registered with associations. Of the 28 artists surveyed it was determined that annual expenses of visual artists ranged from \$450 to \$90,000 in 2004. Based on the 26 artists surveyed it was determined that the average artist spends \$3,000 to \$5,000 annually on art related expenses. Note: This average did not include the expenses of two artists who collectively spent \$116,200 on their art. By including their expenses the overall average would have been overstated.

Below are the recorded expenses by the artists surveyed:

<u>Local &amp; Non-Local Expenses of Durham Artists</u>	
• Local expenses	\$ 340,625
• Non-local expenses	\$1,017,500



• Local capital costs	\$352,500
• Non-local capital costs	\$31,250
• Local labour expenses	\$241,250
• Non-local expenses	<u>\$553,750</u>
	<u>\$2,536,875</u>

*Observation: **The 63% of dollars that is being spent non-locally represents an economic benefit of \$1,602,500 that is benefiting communities outside of Ajax/Pickering.** It is estimated that over 90% of expenses by artists go towards art related supplies and those supplies are purchased from Curry's Art Supplies in Whitby. Curry's have on average 2,000 customers each week. If the average customer spends \$25 per visit that would translate into \$1,250,000 in sales each year on art supplies.*

*Based on the above figures, it is estimated that conservatively over one million dollars in art supplies benefits one community in Durham because it is basically the only art supply store in Durham. The lack of local retail outlets for artists and teaching facilities would justify a centre that includes the selling of art supplies, offers art classes, frames artwork, and a facility to rent space out for visual artists to practice their art. Also there are more opportunities for artists outside of the area to get more exhibition exposure and sell their works, therefore the expense of renting space for exhibitions is benefited by other communities.*

#### **4.1.6 Visual Art Recommendations**

Based on the visual artists input it is recommended that a Centre provide adequate space for visual artists to display their work at a reasonable cost. The artwork should be in an area that is exposed to traffic coming into the centre and also galleries dedicated to displaying artwork by a number of artists. There should be a gallery time allocated to multicultural artwork to accommodate the numerous artists from different cultures. The centre should work with art associations in allowing art shows to take place on a regular basis where artists can sell their works to the public. The centre should welcome artists of all levels to display and sell their art. Art classes should be an integral part of the centre for adults from September to June and for children from June to August.

Workshops and studios should be part of the centre where artists can demonstrate and practice their skills. The Centre should include a Café or meeting place where artists can socialize meet other artists from other backgrounds and cultures. An arts retail shop should be included that will offer art supplies at a competitive price. Meeting rooms should be available for art groups to meet on



a regular basis and an arts resource library would be a benefit to budding and seasoned artists.

An education outreach liaison to schools for artists should be part of the centre.

## 4.2 The Performing Arts in Durham

Theatre Groups, choirs, musical groups, dance organizations, bands and orchestras

### 4.2.1 Survey Process for Performing Artists

To obtain statistical information on performing artists for this study, a letter and the following survey was mailed out with a stamped self-enclosed envelope to performing groups in the Durham area for their input. Of the 35 surveys mailed out to musical groups, the response rate was 27% of those who answered the questions below.

*Note: There are a larger number of groups that exist in the Durham area who do not advertise or list themselves in directories therefore it was difficult to contact them for responses.*

The following are questions that performing artists were asked regarding their art:

#### Medium: Music, Dance & Theatre Organizations

1. Number of members in your organization:
  - # of members that are from Ajax/Pickering ?
  - # of members outside Ajax/Pickering
2. How do you advertise your art ?
3. Do you have a website ?
4. Performance and attendance numbers:
  - Number of performances per year ?
  - Where are performances held ?
  - Why do you hold them there ?
  - Estimated number in attendance at each performance ?
  - Estimated number of local people in attendance ?
  - Estimated number of non-local people in attendance ?



5. What is the general admission cost of your event ?
6. Estimated expenditures related to the operation of your organization in 2003?
  - Local (Ajax/Pickering) expenditures:  
Please list the local businesses where your expenditures are made:
  - Non-local expenditures:  
Please list the non-local businesses where your expenditures are made:
7. Please list local businesses that benefit financially from organization's operation:
8. How many volunteer hours are needed yearly for your organization to operate?
9. How many full time or part time staff are required and the approximate hours per month they worked towards the operation of your organization ?
- 10 Estimated outside labour expenses (performance related) you incurred in 2003 ?
  - Local\_\_\_\_\_ -Non-local\_\_\_\_\_
11. Have you had any capital expenditures in the last 3 years that relate to your organization ?
  - Local\_\_\_\_\_ -Non-local\_\_\_\_\_
12. Grants – Amount of grants you received in 2003 ?
13. What would you like to see included in a permanent arts centre in the Ajax/Pickering area that would add to the success of your organization?

The responses from the surveys were received from bands, theatre groups, choirs, dance groups one multicultural organizations. Two dance competition companies that arrange events responded with one company being from Durham and one from Florida.

The financial and statistical data retrieved by the surveys was averaged out over the number of replies received to determine what the average data for each group would be. To determine the total impact of the data in all of Durham area an estimated conservative number of such groups was determined. This estimated number of groups was used to determine the overall numbers that apply to all of Durham Region.



#### 4.2.2 Results of Performing Arts Survey

1. It is estimated that over 3,500 artists are involved in music or theatre groups in Durham. This included 1,400 church members but does not include solo performers, ensembles groups or garage bands because of the difficulty in determining their identity and whereabouts.
2. The most common form of advertising is newspapers, websites, flyers, posters and word-of-mouth promotion from artists themselves and those related to performers.
3. Over 90% of performing groups have websites
4. **There are approximately 530 performances by 27 musical or theatre groups each year in Durham.** Not included are performances by church choirs because the music performed by choirs is part of the church service and not a separate performance, although many do perform special musical performances at Easter and Christmas.
  - Community Choirs, the Durham Concert Association and the Oshawa-Durham Symphony Orchestra perform in churches in the Durham area
  - The groups perform there because the locations are accommodating, centrally located and in some cases the acoustics are acceptable.
  - **Estimated number in attendance for the following 27 groups is 55,375 patrons who are mostly local**
5. Average general admission for each event is \$16.00
6. Estimated local expenditures is \$463,200 and non-local expenditures are \$68,000
7. No replies listed where the expenditures were made, locally or non-locally
8. Only one group listed local businesses that benefited from their operation, however it is estimated that each of the 27 groups would have a similar amount of businesses that would benefit from their operation:

Custom Sound & Lighting Systems  
Bradley Bros. Insurance  
Millwork Home Centre  
Gordon Baker Inc.

MDG Computers  
Envoy Business Services  
Home Depot  
Built-4-U Ltd.



Fine Line Signs  
 Sauter's Inn  
 22 Church St.  
 The Fitz Restaurant  
 News Advertiser  
 Village Grape Vine  
 Royal Bank of Canada  
 Beck Web Design  
 Region of Durham  
 Services  
 Future Shop  
 Tim Horton's  
 End of the Roll

Casa Verde  
 Pennello Bistro  
 Soup Shack  
 O'Daily's Pub  
 Durham SUN  
 Durham Music  
 Water Street Studios  
 Microcell Solutions Inc.  
 Town of Ajax Recreation  
 Staples  
 Wal-Mart  
 Grand & Toy  
 Costco

9. The number of volunteer hours needed for the performing groups to operate effectively amount to 136,200 with 60,660 hours by musical or theatre groups and 75,600 hours by church choirs. The reason volunteer hours by church choirs was included in this response is because each member dedicates approximately 2 hours a week towards music which in-turn benefits residents musically at weekly services and special events.
10. Most groups operate on a volunteer basis, therefore any hours that were reported pertaining to actual part-time or full time staff are insignificant from an economic standpoint.
11. Local labour expenses amounted to \$20,000 with \$0 dollars spent on labour non-locally
12. Local capital expenditures for performing groups in the last 3 years amounted to an estimated \$163,400 with \$0 spent on non-local capital expenditures.
13. Actual grants received in 2003 by performing groups amounted to \$182,000 which included \$175,000 for the Oshawa-Durham Symphony Orchestra and \$7,000 for the Durham Philharmonic Choir.
14. Please refer to the following table in the column "Artists Needs" that answers the question, "What would you like to see included in a permanent arts centre in the Durham area that would add to the success of your organization"





#### ***4.2.3 Performing Artists' Needs, Present Environment & Problems With Present Environment***

The following table is a result of a survey conducted to determine the needs of Musical/Theatre Artists in the Durham area. It reflects:

- What Durham musicians and actors needs are in a Performing Arts Centre
- Present environment
- Problems with present environment in which the musicians and actors practice their art

*(See Performing Artists' Needs Table)*



## Performing Artists' Needs

ARTISTS' NEEDS	PRESENT ENVIRONMENT	PROBLEMS WITH PRESENT ENVIRONMENT
<p><u>MUSICIANS &amp; ACTORS</u></p> <ul style="list-style-type: none"> <li>• SEATING FOR 100-THEATRE</li> <li>• SEATING FOR 250-THEATRE</li> <li>• SEATING FOR 500-MUSIC</li> <li>• SEATING FOR 800-DANCE</li> <li>• SEATING FOR 1000-SYMPHONY ORCHESTRA &amp; DANCE STUDIOS</li> <li>• RISERS EASY TO MOVE</li> <li>• WARM UP SPACE FOR PERFORMERS AND VOCALISTS</li> <li>• RENTAL SPACE FOR STORAGE</li> <li>• VENUE FOR ROCK BANDS TO REHEARSE &amp; PERFORM</li> <li>• GRAND PIANO FOR STAGE</li> <li>• UPRIGHT PIANO IN REHEARSAL HALLS</li> <li>• RECORDING STUDIO</li> <li>• EXCELLENT SOUND SYSTEM</li> <li>• EXCELLENT MICROPHONES</li> <li>• PIPE ORGAN (D.P.CHOIR)</li> <li>• CHANGE ROOMS, SMALL &amp; LARGE</li> <li>• LOTS OF PARKING</li> <li>• RECITAL HALL FOR CHILDREN, PIANO &amp; VOICE RECITALS</li> <li>• VERY GOOD ACOUSTICS</li> <li>• ADEQUATE STAGE SPACE, MEDIUM &amp; LARGE</li> <li>• MONITORS FOR SINGERS</li> <li>• COAT ROOMS</li> <li>• STORAGE ROOM FOR COSTUMES, PROPS, STAGE SCENES</li> </ul>	<ul style="list-style-type: none"> <li>• MUSICAL GROUPS, SOLOISTS, CHOIRS, SYMPHONIES AND ORCHESTRAS PRESENTLY PERFORM IN CHURCHES IN THE DURHAM AREA BECAUSE OF LACK OF PROPER PERFORMANCE FACILITIES.</li> </ul> <p><u>AJAX COMMUNITY THEATRE</u></p> <ul style="list-style-type: none"> <li>• HAS ALLOCATED 90 DAYS OF THE YEAR FOR COMMUNITY USE. RENTAL FEE OF THE FACILITY INCLUDES ONE PERSON FOR SOUND SYSTEM AND MAINTENANCE PERSON. THE ENTRANCE TO THE CENTRE COULD BE THE NORTH OR SOUTH ENTRANCE, DEPENDING ON WHICH CUSTODIAN IS WORKING AT THAT TIME. YOU SET UP A TABLE INSIDE THE SCHOOL CAFETERIA AREA TO TAKE TICKETS. NO OUTSIDE CATERING IS ALLOWED.</li> </ul> <p><u>CARRUTHER'S CREEK CHURCH</u></p> <ul style="list-style-type: none"> <li>• CURRENTLY SUSPENDED RENTING TO OUTSIDE ORGANIZATIONS.</li> <li>• THEATRES OUTSIDE OF AJAX/PICKERING AREA - WHITBY, OSHAWA, UXBRIDGE, PORT PERRY AND OTHER COMMUNITIES HAVE SMALL THEATRES WHERE THEY PERFORM PLAYS AND SHOWS. THE AVERAGE SEATING IS APPROXIMATELY 250 PEOPLE.</li> <li>• DURHAM WEST ARTS CENTRE RUN OVER 30 PROGRAMS ANNUALLY TO SUPPORT AND PROMOTE ARTISTS IN AJAX/PICKERING &amp; DURHAM AREA</li> <li>• PINE RIDGE ARTS COUNCIL IS THE MAIN MEDIUM IN DURHAM IN PROMOTING ARTISTS OF EVERY MEDIUM</li> </ul> <p><u>CLUBS WITH ENTERTAINMENT</u></p> <ul style="list-style-type: none"> <li>• THERE ARE APPROX. 2 CLUBS IN DURHAM WHERE YOUNG ROCK MUSICIANS CAN PERFORM</li> </ul>	<ul style="list-style-type: none"> <li>• SEATING IS LIMITED FROM 200 - 300 IN MOST CHURCHES, POOR ACOUSTICS IN MOST CHURCHES</li> <li>• CHURCHES ARE NOT DESIGNED FOR PERFORMANCES</li> <li>• POOR SOUND SYSTEMS/SMALL STAGE AREA, NO RISERS</li> <li>• CHURCHES LIMIT NUMBER AND KIND OF PERFORMANCES</li> <li>• PRO: INEXPENSIVE RENTAL \$200 - \$400</li> </ul> <p><u>AJAX COMMUNITY THEATRE</u></p> <ul style="list-style-type: none"> <li>• VERY DIFFICULT CONTACTING RENTAL PERSON</li> <li>• POOR SOUND SYSTEM AND MICROPHONES</li> <li>• POOR OPERATIONAL SETUP</li> <li>• NO FOYER- POOR PARKING SET-UP</li> <li>• ENTRANCE AREA CONFUSING</li> <li>• IT'S DESIGNED FOR A SCHOOL, NOT THEATRE</li> <li>• CONTROLLED BY SCHOOLS</li> <li>• NO ADEQUATE DRESSING ROOMS</li> <li>• EXPENSIVE TO RENT</li> <li>• NO WING SPACE FOR DANCERS OR LARGE GROUPS</li> <li>• NO AMBIANCE TO ACTUAL THEATRE FOYER</li> <li>• NO REHEARSAL AREA</li> <li>• PRO: GOOD STAGE AREA AND COMFORTABLE SEATING FOR 500 PEOPLE</li> </ul> <p><u>THEATRES OUTSIDE OF AJAX/PICKERING</u></p> <ul style="list-style-type: none"> <li>• SEATING IS LIMITED TO 250 PEOPLE</li> <li>• WINGS AND DRESSING ROOMS ARE SMALL BECAUSE LOCATIONS WERE NOT DESIGNED ORIGINALLY FOR PERFORMANCES, I.E. PORT PERRY TOWN HALL, WHITBY COURTHOUSE THEATRE</li> <li>• INADEQUATE SOUND SYSTEM</li> <li>• PRO: SEATING DESIGN IS GOOD FOR THEATRE</li> </ul> <p><u>CLUBS WITH ENTERTAINMENT</u></p> <ul style="list-style-type: none"> <li>• ROCK BANDS HAVE A VERY LIMITED NUMBER OF LOCATIONS TO PERFORM</li> </ul>



*Observation: Performing artists find venues within the community to perform their talents regardless of the venues' shortcomings. The amount of performing talent in Ajax, Pickering and Durham is on par with performances in Toronto, however the lack of proper performing venues in Durham do not allow the organizations to present a professional performance in a manner that other areas in Ontario present them. Also **facilities limit to a great extent drawing national and international talent to perform in the area because there is not a venue of a professional nature in the area.** The number of performing organizations in Durham indicates, not only the amount of artists interested in performing but also indicates the demand by the public for such performances.*

#### **4.2.4 Piano and Singing/Voice Teachers and Choir Statistics and Needs**

Surveys were not mailed out to piano and voice teachers because the large majority of teachers do not list themselves in phone books as such, don't have web sites and do very little advertising. Their student base is achieved mainly through word-of-mouth.

##### Piano

Based on speaking to piano and voice experts in Ajax they stated that there are approximately 400 piano teachers in the Durham area and with an average of 15 students each which translates into 6,000 students. This would result in 240,000 lessons taught by all teachers at an average of \$22 per lesson. Therefore, these lessons result in an estimated expense of \$5,280,000 by residents of Durham on piano lessons and a **resulting income of \$5,280,000 by piano teachers** within the area.

##### Voice

There are approximately 50 singing/voice teachers in the Durham area and it is estimated that over 400 lessons are taught each year by each teacher based on a 40 week schedule. These lessons result in an estimated expense of \$440,000 by residents of Durham and a **resulting income of \$440,000 to singing/voice teachers** within the area.

##### Choirs

There are approximately 70 church choirs in the Durham region with an average of 20 members in each choir which results in 1,400 volunteer choristers. Each member is taught theory and voice by choir directors and normally participates in one practice per week lasting two hours. Based on a 36 weeks of practice this would result in 100,800 hours of musical practice. Special services and special musical events usually involve extra practices. Each church has a music



budget which is spent on salary for a choir director, sheet and book music. If these volunteer hours were translated into \$10 per hour it would result in an amount of \$1,008,000.

#### Economic Impact

Piano and voice teacher collectively earn an estimated \$5,720,000 in revenue which gets re-spent within the community resulting in a significant economic impact within Durham

*Observation: Each teacher has recitals for their students to give them experience of performing in front of people. However one of the vital needs of teachers is finding adequate recital space that is affordable. The above figures would result conservatively in **approximately 900 recitals being held on an annual basis** based on 450 teachers having two recitals per year. There is an revenue opportunity for a Centre to provide adequate space for rent for teachers to conduct recitals in a "Recital Hall" within the Centre and concerts in the main performance hall.*

#### **4.2.5 Survey for Dance Studios**

To obtain statistics and information on the operation of dance studios in Durham a written survey was forwarded to fifteen studios in the Durham area. The following questions were asked of each studio. In addition they shared with me issues that they are faced with in the present environment and their needs within a performance arts centre.

Medium: Performing Groups - Dance

- 1.Type of dance you perform?
- 2.Number of students in your studio?
- 3.How do you advertise?
- 4.Do you have a website?
- 5.Number of weeks of operation in a year?
- 6.Number of performances per year?
  - Where are performances held?
  - Why do you hold performances there?
  - Estimated number of attendance at each performance?



7. Approximately how many lessons does your studio conduct in one year?
8. Cost per lesson?
9. General admission costs for children, adults, seniors ?
10. What range of admission fee do you think people in Durham are comfortable with paying for one of your performances ?
11. What would your organization be willing to pay for renting a centre for one performance?
12. Est. expenditures related to your organization's yearly operation -  
Local \_\_\_\_\_ Non-local \_\_\_\_\_
13. Number of volunteer hours needed yearly for your organization to operate?
14. Number of paid staff ?
15. What would you like to see included in an arts centre in Durham area that would add to the success of your organization ?
16. If there was a performance centre in Durham that meets with your needs would you consider holding one of more of your performances there ?

Of the fifteen surveys mailed out three surveys were returned then a phone survey was conducted with two studios and two dance competition studios. This represents 33% of the dance students within the Durham area which is a very good representation of input relating to statistics of dance studios and what they would like to see within a performing arts centre.

#### ***4.2.6 Results of Dance Survey***

1. The type of dance performed at most studios is ballet, jazz, tap and hip hop
2. There are approximately 4,800 dance students in Durham Region
3. Advertising is usually done through the local News Advertiser Newspaper
4. 50% of the studios have websites
5. 36-40 weeks is the number of weeks of operation studios surveyed



6. 2.4 events is the average number of events based on the 5 studios surveyed which translates into approximately 36 recitals per year and 7 competitions per year

-Recitals and competitions are held at Mowat Collegiate-Scarborough/Eastdale in Oshawa/Armenian Centre-Scarborough/Agincourt Collegiate-Scarborough/Markham Theatre-Markham/J.Clark Richardson/Ryerson Collegiate-Toronto

- Recitals and competitions are held there because nothing else available
- I have a connection because I was a former teacher
- We have no choice because it's the only place that will accommodate our needs

-600 is the average attendance for dance recitals which translates into 26,680 people attending dance recitals or dance competitions

7. There are approximately 464,500 dance lessons conducted each year in Durham (based on 15 studios)

8. Average cost per lesson is \$12.50

9. General admission for dance recitals is \$16 and \$33 for competitions

10. The range of dance recital admission fees that people in Durham feel comfortable with is \$10-\$15

11. Studios on average pay \$3,000 per day for a recital or competition

12. Expenses per studios was not available however, revenues at 15 studios in Durham for dance lessons is approximately \$5,806,075 and revenue from ticket sales is estimated to be \$403,260. **Total approximate dance studio revenues amount \$6,209,335.** This represents that amount of money that parents spend for their children to participate in dance and does not include the expense of shoes and costumes for each recital and in a number of cases one student could require more than one costume.

13. There are insignificant amount of volunteer hours at dance studios except at recitals

14. It is estimated that 114 paid staff are employed at dance studios in Durham



15. Included in a new centre dance studios would like to see one that has air conditioning, good acoustics, sound system, large wings & dressing rooms, ability to book a year in advance, theatre to handle ticket sales, lobby area, computerized lighting, props to rent, seating for 800-1000, lobby area

16. Overwhelmingly dance studios stated that they would book their events at the new centre and if there is anything they can do to expedite the process to give them a call.

#### ***4.2.7 Dance Artists' Needs, Present Environment & Problems With Present Environment***

The following table is a result of a survey conducted to determine the needs of Dance Studio and students in the Durham area.

The following table is a result of a survey conducted to determine the needs of Musical /Theatre Artists in the Durham area. It reflects:

- What Durham dancers needs are in a Performing Arts Centre
- Present environment
- Problems with present environment in which the dancers practice their art

*(See Dance Artists' Needs Table)*



## Dance Artists' Needs

ARTISTS' NEEDS	PRESENT ENVIRONMENT	PROBLEMS WITH PRESENT ENVIRONMENT
<ul style="list-style-type: none"> <li>• SEATING FOR 700-1000</li> <li>• RENTAL SPACE FOR STORAGE</li> <li>• EXCELLENT SOUND SYSTEM</li> <li>• SYSTEM TO PROJECT VISUALS ONTO BACK OF STAGE</li> <li>• LARGE SIZE CHANGE ROOMS</li> <li>• DANCE ROOMS WITH MIRRORED WALLS FOR PRACTICE</li> <li>• VERY GOOD ACOUSTICS</li> <li>• LARGE STAGE AREA</li> <li>• LARGE WING AREAS BESIDE STAGE</li> <li>• GOOD STAGE LEFT EXIT</li> <li>• BOOKING SYSTEM</li> <li>• MONITORS FOR DANCERS</li> <li>• BOOKING SCHEDULE</li> <li>• COAT ROOMS</li> <li>• PROPS TO RENT</li> <li>• GOBOS TO RENT (IMAGES THAT CAN BE PROJECTED ONTO BACK OF STAGE)</li> <li>• DRESSING ROOMS FOR 125</li> <li>• TO BE ABLE TO BOOK A YEAR IN ADVANCE</li> </ul>	<p>Dance studios will book venues for recitals such as:</p> <ul style="list-style-type: none"> <li>• Markham Theatre-Markham</li> <li>• Agincourt Collegiate-Agincourt</li> <li>• Mowat Collegiate-Scarborough</li> <li>• Ryerson University-Toronto</li> <li>• J. Clark Richardson-Ajax</li> <li>• Eastdale Collegiate-Oshawa</li> <li>• Carruthers Creek</li> </ul> <p>The location of the recital is usually based on what is available within Durham or outside of Durham for that time.</p> <p>Dance Competition companies will book venues in Ontario that best meets their needs.</p> <p>Studios from the Ajax/Pickering area will take part in the competition regardless of the location.</p> <p>Studios will pay as follows for recitals:</p> <ul style="list-style-type: none"> <li>• \$5,000 for 3 days</li> <li>• \$2000-\$2,800 per day</li> <li>• \$3,000 per day</li> <li>• \$5,000 per day</li> </ul> <p>Competition:</p> <ul style="list-style-type: none"> <li>• \$1,500 for afternoon</li> <li>• \$13,000 for 3 days</li> </ul>	<ul style="list-style-type: none"> <li>• NO SUITABLE VENUE FOR DANCERS EXIST LOCALLY AND IT IS DIFFICULT BOOKING NON-LOCALLY BECAUSE OF AVAILABILITY AND DISTANCE FOR PATRONS TO TRAVEL</li> <li>• AT CARRUTHER'S CREEK YOU HAVE TO PUT A FLOOR DOWN SO YOU DON'T MARK UP THE FLOOR</li> <li>• AT EASTDALE COLLEGIATE THEY ALWAYS HAVE PROBLEMS WITH HELP FROM STUDENTS</li> <li>• RYERSON IS TOO FAR AND COST \$5,200 PER DAY</li> <li>• FORCED TO BOOK WHATEVER IS AVAILABLE REGARDLESS OF PROBLEMS OR DISTANCE</li> <li>• HIGH SCHOOLS ARE NOT AIR CONDITIONED</li> <li>• J. CLARK IS TOO SMALL (500) DRESSING ROOMS ARE SMALL, NO LOBBY , SOUND SYSTEM IS POOR, CAN'T GET IN FOR FULL DAY FOR CONCERTS, YOUR TIME IS LIMITED THEN THEY KICK YOU OUT, CAN'T GET A HOLD OF ANYONE TO BOOK A DATE</li> <li>• ONE STUDIO WILL NOT PERFORM AT CARRUTHER'S CREEK BECAUSE IT'S A CHURCH. CERTAIN CONCERTS ARE DEEMED UNSUITABLE</li> <li>• WANT TO HAVE MORE RECITALS BUT CAN'T FIND LOCATION TO BOOK</li> <li>• SCHOOLS ARE A PROBLEM BECAUSE IF THERE IS SOMETHING TO FIX THEY WON'T DO IT BECAUSE THERE ARE MORE PRESSING PRIORITIES.</li> <li>• IF YOU BOOK IN A SCHOOL YOU COULD GET BUMPED AT LAST MINUTE IF SOMETHING COMES UP THAT THE SCHOOL FEELS IS MORE IMPORTANT</li> </ul>





*Observation: The need for a performing arts centre that meets the needs of dance studios and competition companies would have a significant economic impact on the community based on the number of students enrolled in dance in Durham (approx. 5,000). Presently there is a large demand for facilities by studios not only in Durham but also in Toronto. This shortage of adequate venues for dance could have a positive impact economically for businesses in the area such as eating and hotel establishments.*

*Lessons alone generate an estimated \$4,625,000 of expenses by residents of Durham and thus resulted in the same amount being devoted to the salaries of dance teachers, expenses of rent, operating and maintenance expense, marketing, profit, etc.*

*Over \$6,000,000 is spent in Durham for children and adults to be involved in dance. This large participation in dance within the area and the obvious support could result in a significant revenue impact for a performance centre.*

### 4.3 The Literary Sector

The writers of Durham which include journalists, editors, poets, playwrights, songwriters, novelists, speech writers and illustrators are a very vital part of the arts. The libraries of Ajax and Pickering also play a major role in the literary arts within the area as experienced by the thousands of residents who take advantage of the multitude of activities and resources available.

A hub for Durham writers is “The Writers Circle of Durham Region” (WCDR) which is a non-profit organization that has 250 members who support and encourage each other and also budding scribes. They are a resource for published and yet-to-be published members of all ages.

#### 4.3.1 Writers’ and Readers’ Present Environment

The WCDR and lichen arts and literary journal are the major forces in the Durham writing environment.

What do they do:

- They provide an avenue for writers to be educated and an opportunity to network with other writers.
- They organize annual events that include poetry, short fiction and non-fiction contests



- Writing circles are organized where works in progress are discussed and critiqued.
- Workshops and writing courses are held regularly and monthly breakfasts are held with very renowned speakers taking part such as Ted Barris author/broadcaster of CBC. Topics include “How to make a living as a freelance writer”, “How to save on taxes” and more
- Opportunity for members to have their own web page
- Provide a bi-monthly newsletter call “Word Weaver” that provide helpful tips for writers and much more

#### **4.3.2 Writers’ Feedback**

In phone interviews with writers their needs were mainly

- location to meet
- opportunity and location to sell their published books
- a centre that supports and encourages writers

#### **4.3.3 Economic Benefits of Writers and Revenue Generators**

The economic benefit of reading and writing is difficult to measure. Like other art groups their tremendous contribution is of the non-economic benefit. This is evident by the number of members they have but more so by the benefit they are to the thousands of people in Durham and Canada because of their existence.

The WCDR web site had more than a million hits in nine months and they benefit businesses in the Durham area in the amount of \$20-\$30,000 annually. This does not include the thousands of dollars that individual authors spend on publishing their works.

*Observation: The talent of the writers in Durham is on par with the best writers in Canada. There is an opportunity for a centre to ensure that writers of Durham are supported and promoted continually through their programming*



## 5. THE ART SCENE ENVIRONMENT IN AJAX & PICKERING

The Town of Ajax, City of Pickering and cultural associations and organizations hold hundreds of cultural related events throughout the year that attract over thousands of patrons to the arts. The events are held in a variety of locations that are within the area and also events that are held outside of Ajax/Pickering area in other areas of Durham and also the Greater Toronto area.

This does not include all performances put on by elementary or secondary schools in the Ajax/Pickering area.

### 5.1 Festivals and Cultural Events

Below are some of the culture-related events that occur in The Town of Ajax and City of Pickering hold culture related events year-round as follows:

- Musical performances
- Pre-teen dances
- Winterfest Snow Sculptures
- Festival of trees
- Divali Celebration
- Seniors afternoon events
- Band nights
- Spirit walks
- Friends of Ajax Library events
- Pickering Library events
- Waterfront concerts
- Theatre in the park
- Artfest
- Artists' seminars
- Artists' studio tours
- Youth fest
- Teen spring fling
- Tamil Cultural Festival
- Senior Big Band
- Steam up & Opening Museum
- Pumpkin Fest
- Photo contest
- Juried art shows



- Multicultural music festival
- Jazz Festival
- Street dance and fall festival
- Pottery shows
- Art exhibitions at community centres
- Ajax Creative Art shows and exhibitions

The attendance at some of the events is tracked and others are not but it is estimated the events attract in excess of 35,000 residents annually.

## 5.2 Performing Groups

Performances are held regularly by the following musical groups from Ajax and Pickering:

- community choirs
- guest performers and choirs
- concert bands, jazz bands, big bands
- jazz quartets
- solo performances
- broadway shows
- piano recitals
- voice and instrumental recitals
- piano, voice competitions
- dance recitals
- dance competitions
- dance evenings for the youth
- plays and theatre productions
- multicultural festivals and concerts

## 5.3 Multicultural Groups

Multicultural Groups play a vital role in improving the lifestyle of residents in Ajax and Pickering and the Durham area. The following groups are a sample of the groups that organize festivals, musical evening, shows, etc. throughout the Durham area.

- Macedonian Orthodox Church - Ajax
- Sataya Satanan Dhauma Cultural Sabha
- Irish Traditional Music Society of Durham
- South Asian Cultural Society-Pickering
- Pickering Caribbean Cultural Association
- German Canadian Club-Pickering
- Greek Canadian Community of Oshawa and District



- Hispanic Canadian Alliance of Durham
- Hispanic Canadian Alliance of Durham-Oshawa
- Durham Phillipino Canadian Society-Oshawa
- Spanish Canadian Cultural Society-Oshawa
- Dante Alighieri Cultural Society of Durham- Oshawa
- Carnival in the Village Committee, Ajax

#### **5.4 Pine Ridge Arts Council**

Pine Ridge Arts Council is a volunteer non-profit organizations dedicated to enhance the quality of life within the community by developing widespread appreciation, support and involvement in the arts. They promote approximately 40 cultural related events monthly in Durham through their 16 page publication called "Art Scene". They have a circulation of

#### **5.5 Artistic Cultural Organizations in Town of Ajax & City of Pickering**

- Durham West Arts Centre
- Ajax Creative Arts
- Ajax Rug Hookers
- Dunbarton High School of the Arts
- Friends of Ajax Library
- Pickering Community Concert Band
- Pickering Museum
- Pickering Perennials
- Stone Circle Theatre
- Young Singers of Ajax
- George Lake Big Band
- Pine Ridge Arts Council
- Ajax Cultural Arts Advisory



## 6. DURHAM WEST ARTS CENTRE

### 6.1 The Benefit of the Durham West Arts Centre

The Durham West Arts Centre is and will, in the future, contribute to the life of the community through encouraging and developing creativity as a way of seeing and thinking. **DWAC is an inclusive and welcoming destination that promotes cultural exchange and understanding.** And the Centre will continue to reflect who we are as a society and provide opportunities for personal expression for all ages. In 2004-2006 there were 93 events organized by the Durham West Arts Centre that attracted exposure to all demographics of the area within Durham and in the province.

#### Individuals Reached Through Programming in 2004

- 9,775 children
- 1,702 adults
- 4 programs and 34 events were planned at DWAC in 2004
- DWAC website has between 30 to 40,000 hits per month
- Readathon program reached 41 schools and over 9,000 homes
- 29 articles were written in a variety of media newspapers or magazines in one year
- 1 Radio and 2 TV interviews were arranged to promote DWAC

#### Volunteer Impact

-60 volunteers contributed 2, 231 hours towards the centre which translated into economic impact would result in **\$22,310 that would have had to be spent to present the programs throughout the year**

#### Membership and Outreach

-membership has increased to 150 members and we have built relationships with over 25 arts related organizations

### 6.2 Exhibitions of local, regional and national interest

Twelve art exhibitions have shown the works of 365 artists of whom 85% were local artists. The shows included a students show; juried photography show; a diversity show; a members' show and an exhibition of the 85th Anniversary of the Group of Seven. Also a book titled *The Thomsons of Durham: Tom Thomson's Family Heritage* was published and has given the centre significant provincial exposure and recognition.



### 6.3 DWAC support of local artists

With the Art-to-Go program, the works of 30 local artists travelled to ten regional locations with the works moving every two months. An Visual Arts Seminar was held for 42 visual artists from all over Durham titled "Taking Your Art to the Next Level"; this all day event was facilitated by Visual Arts Ontario. DWAC also holds an annual members' exhibition.

### 6.4 Children and Youth Programming

- The Franklin The Turtle Read-a-thon involved over 9,000 school children in the Durham region who read Franklin books on Sept. 23, 2004.
- The illustrator Brenda Clark and author Paulette Bourgeois talked to 500 children about their careers.
- Over 5,000 people saw the 'Enviromonsters' exhibition which was the result of secondary students creating a sculpture from what they cleaned up along their watershed in Ajax & Pickering.
- Special events were planned for children on Sundays in addition to study guides and school tours. There were two student art shows, a March Break Camp for at-risk students and DWAC supervised hundreds of hours of student volunteer hours
- A "Reading and Remembrance" program was created for school children throughout the province to read "In Flanders Fields". 110 schools with approximately 35,000 students throughout the province participated.

### 6.5 Diversity Programming

- A show highlighting artists of different ages and cultures using different media.
- A literary evening by lichen magazine featured poets and spoken word artists from different cultures
- The Children's Sunday storytelling programs featured tales from different cultures
- The Jazz Festival included henna hand painting
- World of Music and Dance featured talents from Canadians with origins in India, Pakistan and Afghanistan.
- The children's activities of Carnival in the Village featured games from different cultures



## 7. FUNDING THE ARTS

### 7.1 Government Spending on Culture in Canada from 1992-93 to 2002-03

Based on Statistics Canada's Survey of Government Expenditures on Culture dated July 7, 2005, the report examines government spending by cultural subsector, by level of government, by province, and in relation to population size. Several key findings emerge, including:

The government spending on culture, including transfers, was \$7.4 billion in 2002-03. Of that total, heritage and libraries received \$3.7 billion (50%), the cultural industries received \$2.5 billion (34%), multiculturalism and other cultural activities received \$690 million (9%), and the arts received the smallest share at \$550 million (7%)

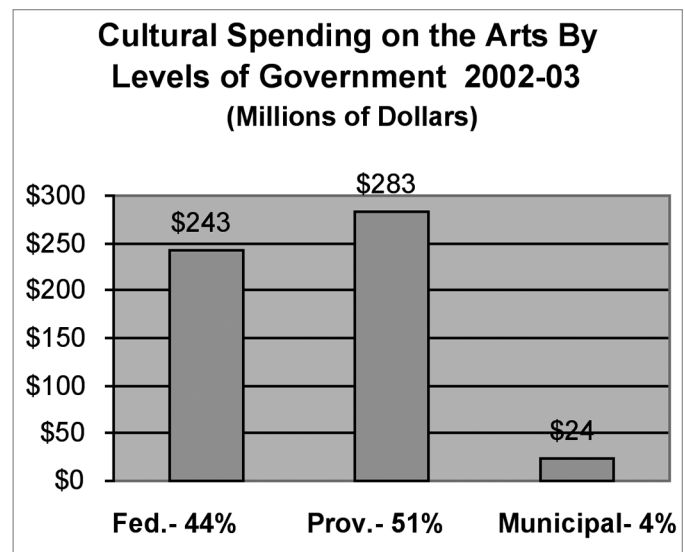
The \$7.4 billion in contributions from each level of government in 2002-03 were as follows:

- Federal: \$3.4 billion (46% of total, or \$109 per capita);
- Provincial: \$2.1 billion (28% of total, of \$67 per capita); and
- Municipal: \$1.9 billion (25% of total, or \$60 per capita)

Of the \$550 million spent by all levels of government on the arts in 2002-03:

- \$243 million was spent by the federal government (44% or \$8 per capita)
- \$283 million was spent by provincial governments (51% or \$9 per capita)
- \$24 million was spent by municipal governments (4% or \$1 per capita)

Per capita government cultural spending increased in four provinces between 1992-93 and 2002-03: New Brunswick, Nova Scotia, Saskatchewan and Quebec. Per capita government cultural spending decreased in the other six provinces: Alberta, Ontario, British Columbia, Prince Edward Island, Manitoba and Newfoundland and Labrador.





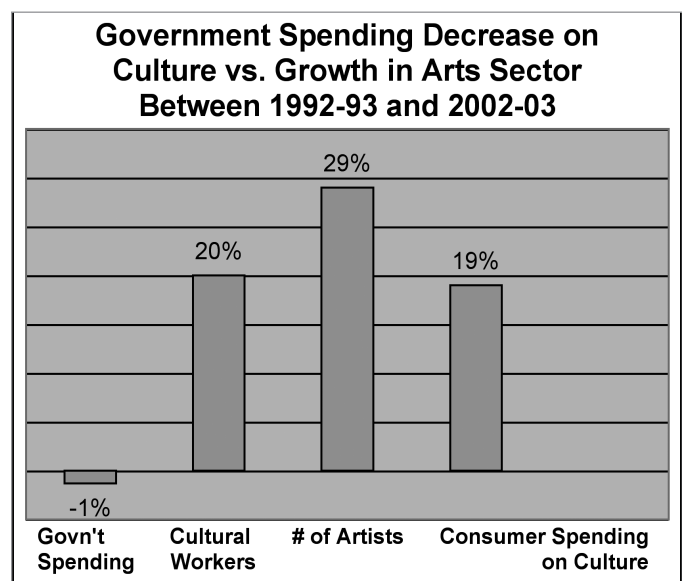


After adjusting for inflation, total government spending on culture decreased by 1.3% between 1992-93 and 2002-03.(Hill Strategies) In comparison:

- The number of cultural workers increased by 20% between 1991 and 2001
- The number of artists increased by 29% between 1991 and 2001
- Consumer spending on culture increased by 19% between 1997 and 2001
- The population of Canada grew by 11% between 1992 and 2002 and
- Canada’s Gross Domestic Product grew by 39% between 1992 and 2002

These comparisons clearly demonstrate that government spending has failed to keep pace with substantial growth in the culture sector over the past decade. They also reveal the relatively low level of support for the arts.

In an article published on August 2, 2005 in the Toronto Star titled “A Great Place to do Business-Just no Beacon for Culture” it stated that Canada ranked 18th in the area of culture and heritage as surveyed by Antalt-GMI Nation Brands Index and Seattle based Global Market Insite.



An examination of artists in Canada’s provinces, territories and metropolitan areas, based on the 2001 census (ID:5837) found that Ontario has the second-highest percentage of its labour force in arts occupations (0.83%) and has nearly twice as many artists as any other province.

Summary: It is impossible for arts organizations or centres to survive without financial support. As mentioned by Donna Scott in the Canada Council’s *Thirty-Ninth Annual Report*, the only problem is that no matter how successful a production of a show is, it can still lose money. We need to fund the arts because the theatre, the orchestra, and the gallery are not “built to make money” like a professional hockey team. If a hockey team is good, people will go see them play. If not, then they will “go broke”. (Canada Council Thirty-Ninth Annual Report)

“THE ARTS SHOULD NOT BE JUDGED ON A PURELY ECONOMIC LEVEL. WE MUST CONSIDER THE NON-ECONOMIC BENEFITS OF THE ARTS”



This is not the case for the arts. Even if a theatre production is extremely successful, the theatre can still lose money: **“Whether you’re a theatre, an orchestra, a gallery, or any other arts organization, the rule of thumb is that what you charge the public will cover half your costs”** (Canada Council Thirty-Ninth Annual Report, 4) Doubling the ticket prices is not an option since no one would come. Without public funding, the operational costs would never be completely covered. This is why we need to fund of the arts in the town of Ajax and City of Pickering.

**If the arts are simply seen merely as “frills” that can be cut or ignored then there would be no theatres, symphonies or galleries. There would always be another social or economic need that could prove its financial worth more easily, or earnestly than the arts can.** (Canada Council Thirty-Ninth Annual Report)

The total funding amount of the Durham West Arts Centre gets funneled back into the communities of Ajax and Pickering through salaries, community programs and operation of the Centre. Therefore the total funding amount becomes a direct benefit to the community with very little being leaked to other communities.



## 8. CONCLUSIONS

The Town of Ajax and City of Pickering have a wonderful opportunity to benefit economically on the wealth of artistic talent in the area. It is time to place the arts in the forefront of the community. Our communities have grown enormously in the arts; however, the municipalities have not kept up with that growth. Visual artists will display their art anywhere and performing artists will perform anywhere and in too many cases that 'anywhere' is outside of the communities of Ajax and Pickering. This means that other communities are benefiting economically and non-economically on the talent of our artists and also benefiting from our residents traveling outside the area to become exposed to talent that is right next door. The reason this is happening is that we do not have a centre to showcase our tremendous artistic talent. The statistical data and numerical information in this report supports very strongly an enormous need for an arts centre.

The groups identified in this report expressed the need for art galleries, performance hall, visual arts studio, meeting room space, art store, dressing rooms, storage facilities, instructional art space and more so that they can prosper as artists and bring the arts to the citizens here and beyond.

It is time to place the arts in the forefront of the Town of Ajax and City of Pickering's agenda if we are to grow as a community, enhance the livelihood of citizens and attract business.