



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

The priorities that we outline below are informed not only by our observations as Executive Directors of Arts Service Organizations but also by an extensive survey that was undertaken by the Ontario Arts Council as part of its strategic planning process. In June 2013, 28,000 surveys were distributed to individuals in the OAC database. A total of 1,858 individuals responded to the survey resulting in 1,460 completed questionnaires.

### **PASO PRIORITIES**

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

1. Support youth employment in the Province through a robust community-driven training/internship strategy.
2. Confirm its commitment to the sector by increasing investment in the arts through the Ministry of Tourism, Culture & Sport and key agencies such as the Ontario Arts Council and the Ontario Trillium Foundation.
3. Strengthen the *Status of Ontario's Artists Act* through a consultative process so that it better addresses the financial challenges of artistic creation.
4. Address the public perception of the value of the arts through increasing arts education in schools.
5. Invest in adequate and affordable facilities for artists and arts organizations.

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

- 252,300 Ontarians are directly employed by the cultural sector. This represents 4.1% of total Ontario employment
- Ontario's cultural sector contributes \$19.7 billion to the province's Gross Domestic Product, or 4.2% of our total GDP
- 4.5 million Ontarians participated in arts education activities offered by organizations

funded annually by the Ontario Arts Council (OAC); of these 4.5 million, 2.1 million were children and youth

- 43% of Ontarians, 15 years or older, attended a performing arts event; 36% visited a museum or gallery

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

- 9.5 million overnight tourists – or 22% of all of Ontario's overnight tourists – participated in arts/culture activities during their trips.
  - 66% were Canadians, 23% were Americans, and 11% were from overseas.
    - 39% of all American overnight visitors to Ontario were arts/culture tourists.
    - 63% of Ontario's overseas visitors engaged in an arts/culture activity during their trip.
- Arts/culture tourist spending generated:
  - \$3.7 billion in GDP province-wide
  - 67,000 jobs and \$2.4 billion in wages
  - \$1.7 billion in taxes.

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

What follows is a list all of the Coalition members.

Submitted by:



**Kristian Clarke**  
Co-Chair



**Demetra Christakos**  
Co-Chair

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## PASO Coalition 2014

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