



Thank you

The Government of Canada's support encourages investment from the private sector and from other levels of government, helping to maintain a stable and vibrant creative sector. The creative economy in Canada is worth \$55B GDP annually and over 630,000 jobs (see our [Arts Facts](#)); the cultural sector provides a remarkable return on investment. The arts promote citizenship, belonging, social cohesion, dialogue, individuality, distinctiveness, as well as cross-cultural literacy and understanding in communities large and small across the country.

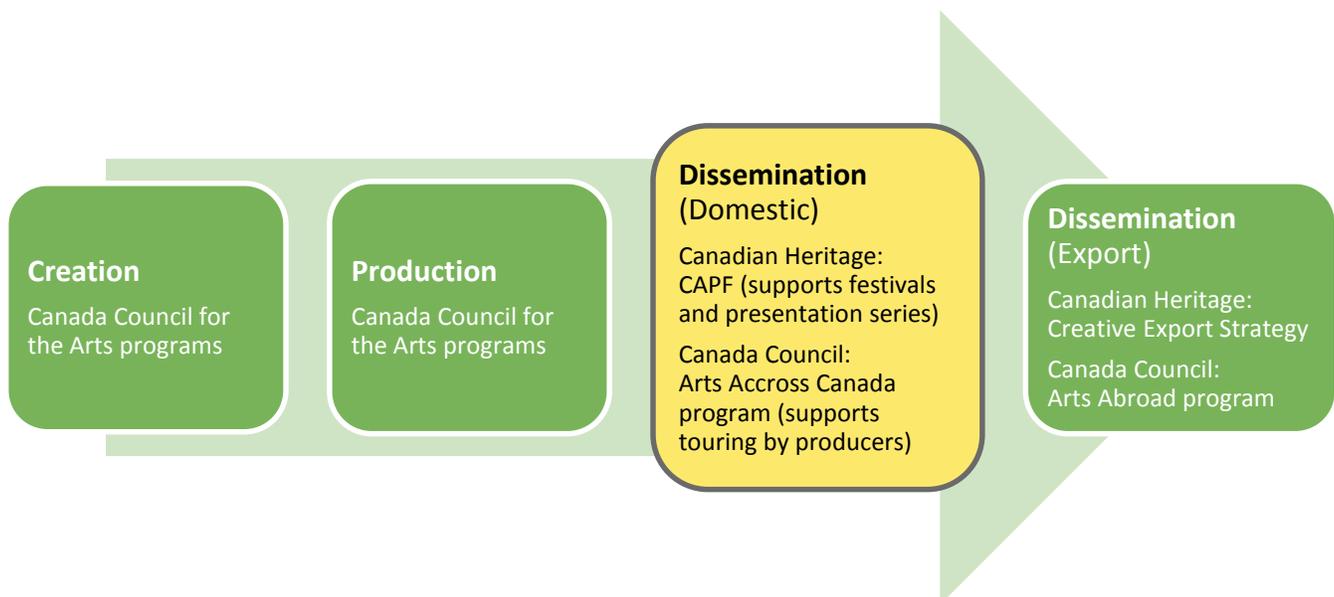
We are grateful for the continued support of Canadians across the political spectrum, and for growth along the creative value chain through this mandate and into the next one. Thank you for your support!

How can you help? We need to strengthen the weakest link in the chain

Festivals and performing arts series benefit communities large and small all over the country with direct and secondary economic impacts. Plus, they are often the feather in the town's cap. The Canada Arts Presentation Fund (CAPF) supports 600 professional arts festivals and performing arts series, in more than 250 communities, to over 20 million citizens and tourists. The program is currently 13.4% below its inception level (2003-04), impeding growth potential while holding many communities back.

We are requesting a **\$30 million annual increase** to the **Canada Arts Presentation Fund (CAPF)** to be phased in over three years. By addressing the strain on this critical link in the [creative value chain](#), we will:

- **Take advantage of economies of scale** through domestic market opportunities (improves ROI), and
- **Enhance export readiness.** A strong domestic market supports international market development and reinforces cultural trade reciprocity and diplomacy.



The Canada Council for the Arts plays a critical role

The historical new investments in the Canada Council for the Arts (over five years 2016-20) have opened a new chapter of artistic creation in Canada, helping to develop a more equitable field to better reflect our twenty-first century values.

Continued investments through the Canada Council for the Arts, in concert with Canadian Heritage programs, strategically support the creative value chain with positive social and cultural returns:

- Greater Indigenous participation is achieved through alignment with the Truth and Reconciliation Commission. Dedicated programs better engage with and support Indigenous arts as more adequate resources are now available (funding increased from \$6.3M in 2015-16 to \$13.1M in 2017-18).
- Greater emphasis and funding on equity, diversity, and inclusion that reflect Canadian values.
- The New Funding Model encourages collaboration and prioritizes digital innovation and strategies.

The beginning of the creative chain

Extraordinarily talented artists are trained at Olympic-calibre institutions across the country in various disciplines. The Canadian Arts Training Fund (CATF) needs to support more diverse artistic and cultural practices as the landscape responds to changing demographics. CATF requires an additional investment of \$10 million annually to bolster its role in step with an evolving creative chain.

Further, a better availability of internship opportunities for emerging arts administrators via Young Canada Works, with an additional injection of \$500K to this program stream, would help prepare the sector for significant turnover over the next decade.

Lastly, we need your help motivating individual donors

As part of the same package that created CAPF and CATF in 2002, the Canada Cultural Investment Fund (CCIF) was created to improve organizational stability and financial viability. It is an important motivation for donors thanks to its Endowment Incentives component. We would like to entertain a dialogue with your party on how to encourage more Canadians to actively develop their giving habits. This could take the form of an administrative increase to the Endowment Incentives program (raising the cap from \$2M to \$3M) and other mechanisms to grow the number of Canadians who make charitable donations.

The Canadian Arts Coalition is a collaborative non-partisan movement spearheaded by a group of national arts service and membership organizations, with a volunteer Steering Committee comprised of artists and arts administrators. We are united in the belief that the future of our citizens, their towns and cities, and the nation itself depends on a rich, vibrant and diverse arts and heritage community.