

Culture Sector Measurement 2012 - 2013

A continued commitment to measurement, analysis and informed strategy

Barrie Cultural Inventory Culture Report Card Mady Centre Patron Survey





Objectives

Create a sector profile

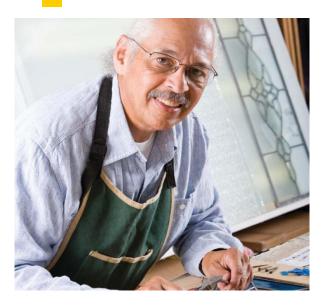
- Establish and document an accessible Cultural Inventory
- Estimate Barrie Culture sector size and scope
- Sector's contribution to quality of life and economic growth
- Identify areas of strength and measure ROI
- Dispel myths with quality data

Strategic planning use

- Fuel strategic decision making by Council and staff
- Guide resource allocation and investment strategy
- Guide policies and inform marketing efforts
- Disseminate information on City of Barrie strategies
- Show the benefits of measurement



Outcomes – Arts in action



Arts in Action

Barrie is a hub for professional and amateur artists and cultural entrepreneurs

2,797

Number of registrants at visual and performing arts classes run by the City of Barrie 4,500

Number of visits at drop-in arts programs for seniors

1,477

Number of people who work in Barrie's creative sector

163

Number of individual artists

463

Number of creative businesses

17

Number of designated heritage properties

Quality of Life

Residents of all ages, professional and amateur are engaged in arts activity and the programs we offer are readily consumed

Economic Growth

Artists contribute significantly to business creation and are employed in the creative sector



Performances in theatres

326
Number of days the theatres were used in 2012 241
Total number of shows and performances in 2012 37,196
Mady & Georgian Theatres tickets issued in 2012



Quality of Life

Residents are engaged by theatrical offerings. Mady well attended and Georgian renovation expected to positively affect future use.

Economic Growth

User fees, rental revenue, indirect revenue, positive effect on marketing efforts for downtown businesses



Mady Centre Patron Survey

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30%
$0 - $50 spent on trip to
Mady in addition to ticket
42%
$50 - $100 spent on trip to
the Mady
17%
$100 - $150 spent on trip to
the Mady
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93%
Patrons would return to the Mady
74%
Female
19%
35 – 44 years old
26%
45 – 54 years old
32%
55 – 64 years old
18%
65+ years old
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Quality of Life

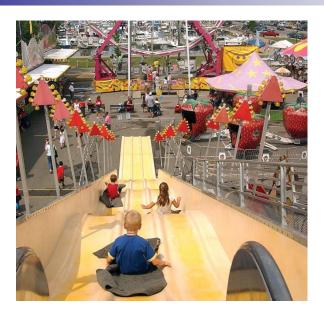
Residents above the age of 35 are engaged by theatrical offerings and would return. Growth opportunities in engaging 25 - 34 year olds

Economic Growth

An estimated \$1.5M spent by patrons on their trip(s) to the Mady Centre for the Performing Arts in 2012



Festivals and Events



Events hosted by the City of Barrie in 2012 591,300 Estimated total number of attendees at events & festivals in 2012 268

Total number of cultural events held in 2012

175

Special event permits issued for arts organizations in 2012

Quality of Life

Events and festivals are popular elements of Barrie's cultural landscape, enjoyed by diverse residents and visitors

Economic Growth

F & E attract patrons to City and downtown, increasing the GDP, strengthening the City's brand as live, work and play



Barrie Cultural Inventory

543

Number of cultural assets in Cultural Inventory

463

Number of businesses and organizations that identify as part of the cultural sector 163

Number of individual artists



Quality of Life

Barrie continues to attract talented artists who are encouraged by potential for nurturing environment

Economic Growth

Cultural sector businesses and organizations are a significant component of the Barrie business mix



Barrie Cultural Inventory



136

Businesses for learning arts and arts education

Quality of Life

Mix of services evolving to serve culture/creative sector

Economic Growth

Art retailers are indication of high demand from creative community

86

Places of art infrastructure – where art takes place

101

Financial sponsors of arts and culture

225

Retailers of art /art services/ art supplies

16

Involved in the preservation of, or directly involved in, art heritage



Financial Contribution

\$1,375,954

Total private sector contributions to organizations in the cultural grants program \$1,350,000

Total private sector contributions to the Mady Centre for the Performing Arts capital project \$330,000

Total grant amount provided by the City of Barrie to culture organizations, festivals and events in 2012

\$2,017,882

Total grants and donations from other levels of government/corporations/foundations and individual donors to support organizations/festival/event groups

Quality of Life

Private sector investing in improving residents quality of life

Economic Growth

City of Barrie achieves 600% return on investment from grants program. Private sector sees culture as important for growth.