

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

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

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

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



5

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

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

Quality of Life

Mix of services evolving to serve culture/creative sector

Economic Growth

Art retailers are indication of high demand from creative community

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.