The Ask

The Winnipeg Arts Council requests, beginning in 2012, a ***multi-year funding agreement*** with the City of Winnipeg which, ***over an eight-year period***, through annual increments of $500,000, will double the City's investment in the arts, culture and the creative industries in Winnipeg, from $4,000,000 to $8,000,000.

This may look like a lot of money, but it isn't: it works out to less than a $1 per person per year over eight years, or, to be precise, 71 cents a year.

Winnipeg 2012

The City's support of the arts has remained flat since 2007.

Our Winnipeg is the City's master plan governing its direction for the next 25 years. It **recognizes** the value and importance of **the arts and creative industries to the City; together, they** are fundamental to Winnipeg's identity as a city and increasingly important to a successful **civic** economy. To quote directly:

> *"We are a city that values its artists and creative industries for their immeasurable contributions to our quality of life and for making this city a great place to live."*
> (*OurWinnipeg*, Section 03-3, Creativity.)

Winnipeg 2020

In its mandated role as advisor to the city on cultural policy, the Winnipeg Arts Council has briefed the Mayor and most Councillors over the last months, on the cultural action plan, *Ticket to the Future*. That plan turns the intentions of *OurWinnipeg* into specifics through an integrated, multi-year strategy that will, **with the modest increase in funding requested,**

a) *help* the City maximize the value it derives from the arts;

b) *give* the City a coherent, civic-wide policy on culture;

c) *bring* Winnipeg in step with progressive cities around the world that use arts, culture and creative industries to enhance the quality of life, fortify the local economies, enhance city reputations, and generate positive social benefits for all of Winnipeg's diverse communities.

CONSEIL DES ARTS DE
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