

2015 - 2017 Corporate Plan

Winnipeg Arts Council Inc.

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The Winnipeg Arts Council is mandated by the City of Winnipeg **to develop the arts in Winnipeg, distribute an annual allocation to local arts organizations and artists, and to advise the City on cultural policy.**

The Winnipeg Arts Council also administers the city's **Public Art Program**.

The Winnipeg Arts Council is **an independent non-profit corporation with charitable status.**

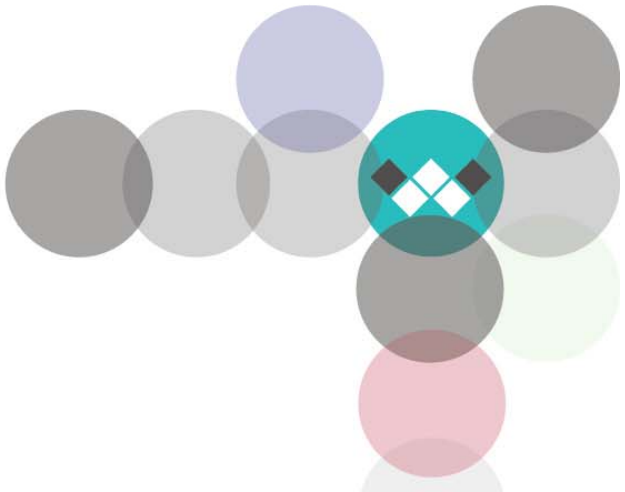
Among similar funding bodies, **the Council's administrative costs are the lowest in the country.**

Municipal core funding is essential for a vibrant arts sector. **Every dollar of additional funding attracts an additional $18.23 from outside sources**.

Yet Winnipeg's funding lags behind inflation, population growth, **and that of other major Canadian cities.**

Winnipeg's investment in the arts has decreased continuously since 2008 (with the exception of an additional $50,000 in 2012). The amount allocated per city resident will have ***declined*** 11% between 2008 and 2014.

To equal the purchasing power of **four million 2007 dollars, now requires four and a half million 2014 dollars**.



The Importance To Winnipeg of Municipal Funding for Arts & Culture

The Winnipeg Arts Council by delivering on priorities set by the municipal plan, *Our Winnipeg:*

a) Helps Winnipeg maximize the value it derives from the arts for purposes of the economy, tourism, employment, and quality of life;

b) Gives Winnipeg a coherent, civic-wide policy on culture based in efficiency and best practice;

c) Uses Winnipeg's arts, culture, and creative industries to enhance the quality of life, fortify the local economy, promote the City's reputation, and generate positive social benefits for all of Winnipeg's diverse communities.

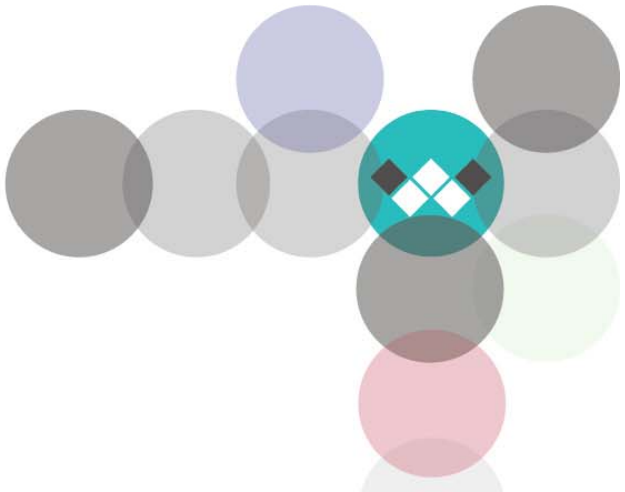
The great distinguishing factor from other organizations listed on the City's "Grants" list is the fact that

The Winnipeg Arts Council functions as an investor and administrator on behalf of the City

These funds are thereby distributed to over 200 arts organizations and artists each year at a **lower administration cost than any other public funder in the country.**

The Arts as an Economic Driver:

- Generates **over $1 billion** in economic activity in Winnipeg
- Employs **6.4% of the city's labour force** (approximately 26,000 citizens)
- **Every dollar of municipal funding attracts another $18.23 in support** to local arts and culture organizations from other levels of government and from the private sector.
- **More than 3 million** visitors attend Winnipeg's Concert halls, performances, art galleries, and museums annually
- **1.9 million seats** are filled each year by 12 professional local arts and cultural organizations.
- Cultural activities are the **third** most popular activity for tourists visiting Winnipeg; tourists spent **$87 million** in 2007 that included enjoying arts and culture in the city.







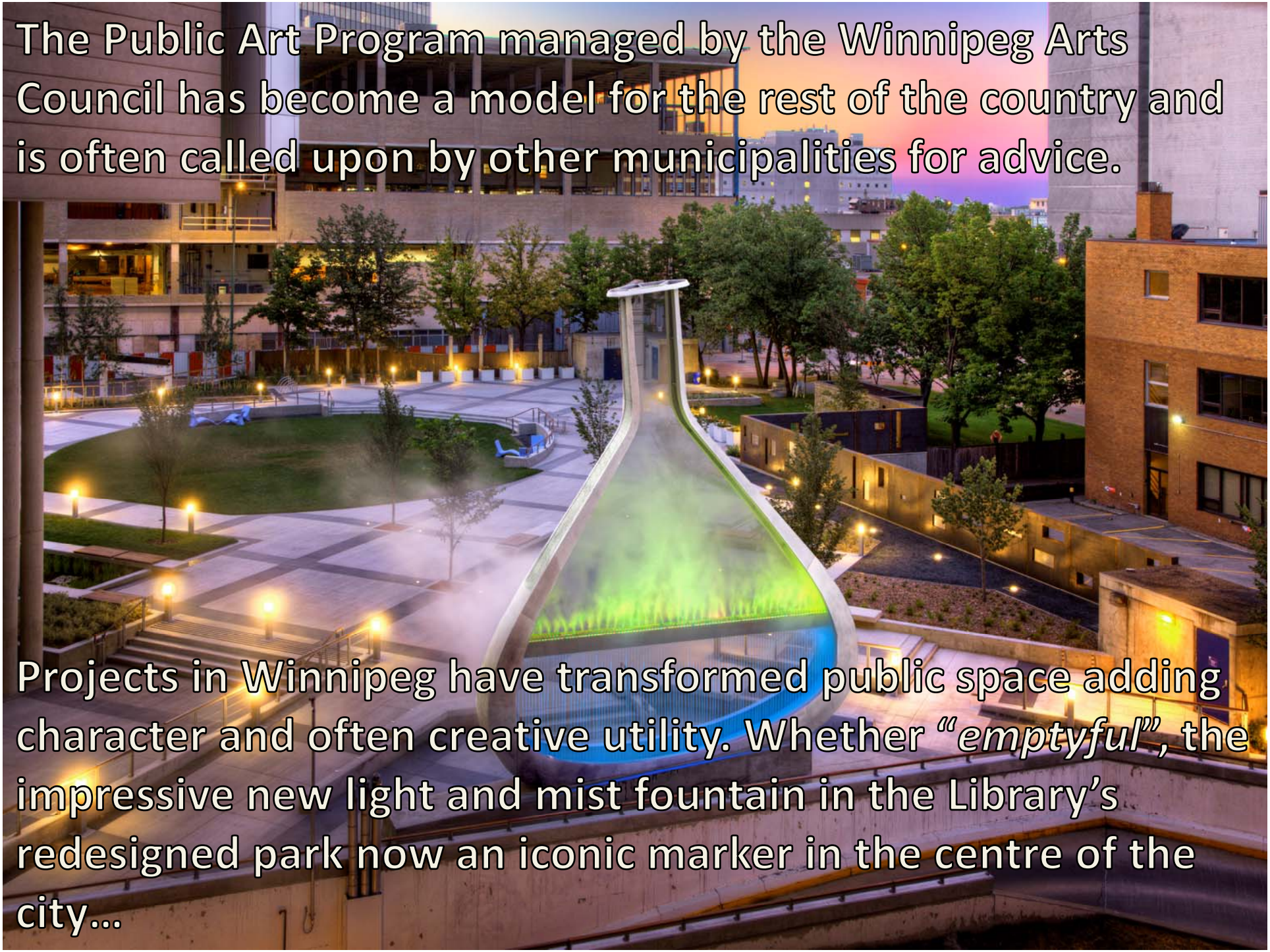


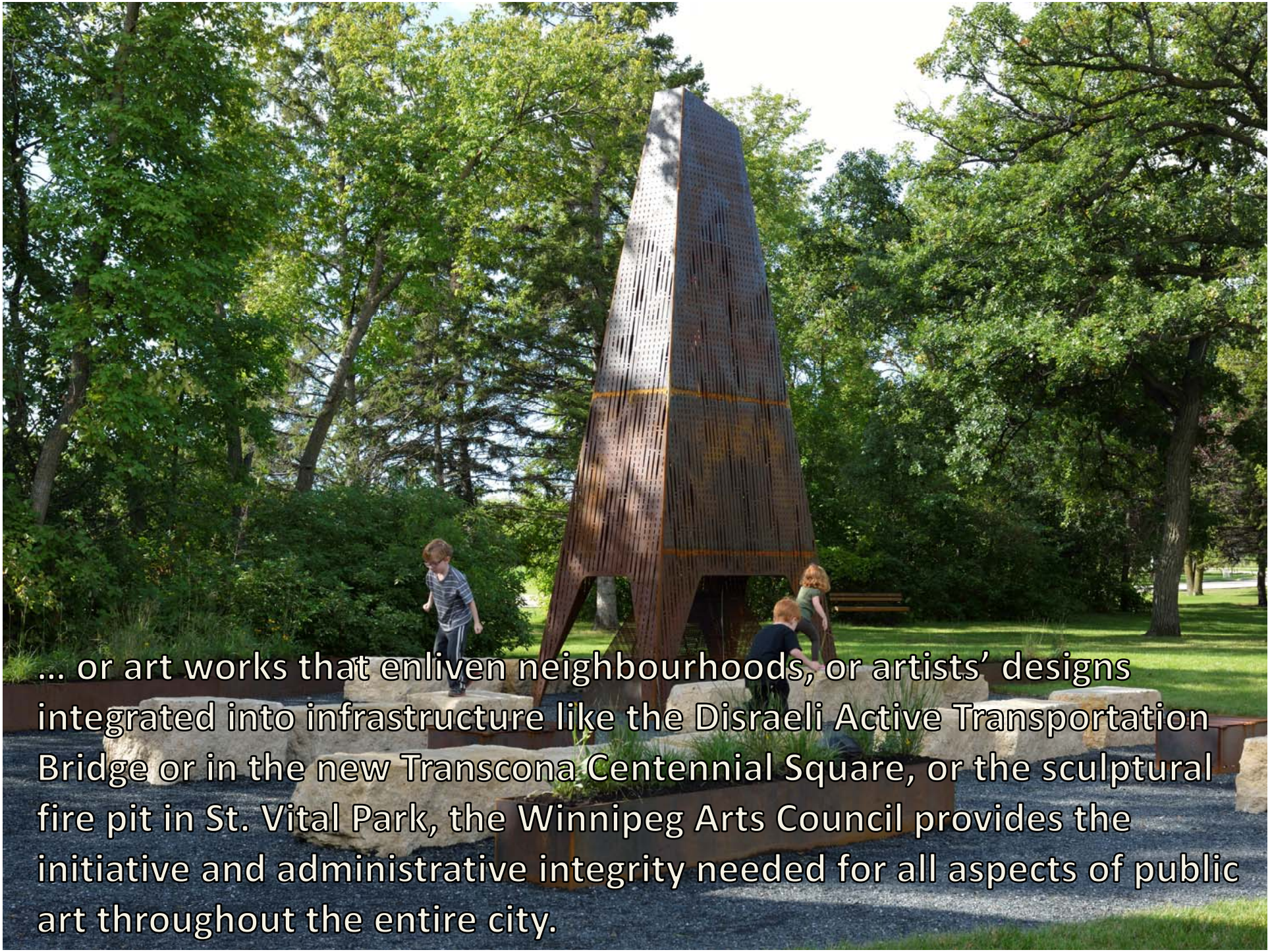




Through its Public Art community programs, for example, **WITH ART** and ***Youth*** **WITH ART**, the Winnipeg Arts Council funds and assist projects created to engage communities, and most importantly, young people, in art projects that allow their creative voices to emerge.

The results are transformational. Young people are given opportunities to make positive life choices, choices that can mean a difference to their education and their futures. Many of these programs are focused on the inner city.


The Public Art Program managed by the Winnipeg Arts Council has become a model for the rest of the country and is often called upon by other municipalities for advice.
Projects in Winnipeg have transformed public space adding character and often creative utility. Whether *"emptyful"*, the impressive new light and mist fountain in the Library's redesigned park now an iconic marker in the centre of the city…


… or art works that enliven neighbourhoods, or artists' designs integrated into infrastructure like the Disraeli Active Transportation Bridge or in the new Transcona Centennial Square, or the sculptural fire pit in St. Vital Park, the Winnipeg Arts Council provides the initiative and administrative integrity needed for all aspects of public art throughout the entire city.

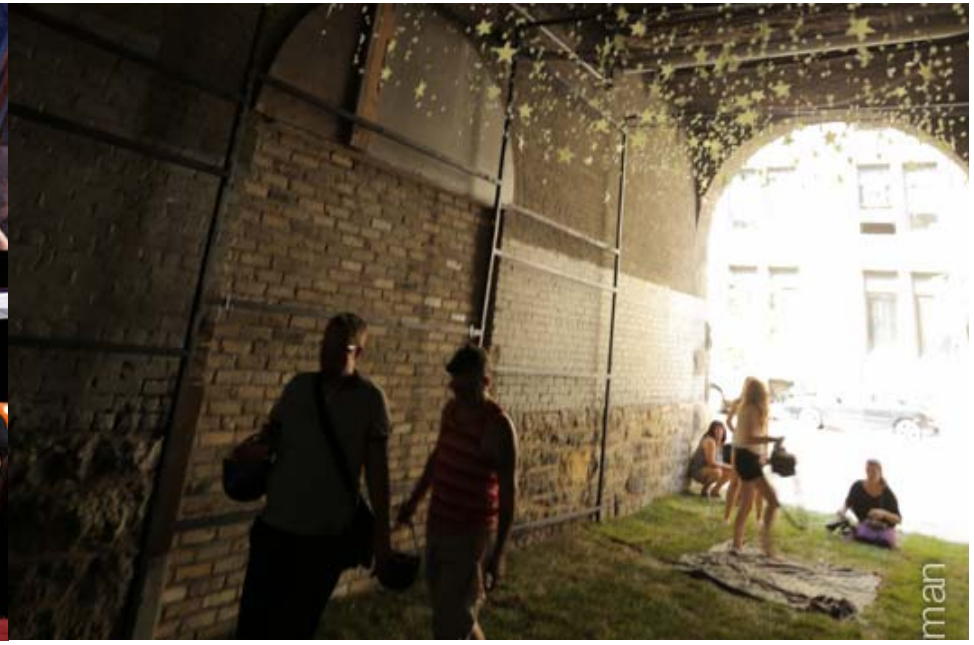
Public Art:

To deliver the Public Art Program Winnipeg requires and *deserves* means an allocation of 1% of the City's Capital Budget in addition to the fixed current allocation of $500,000.

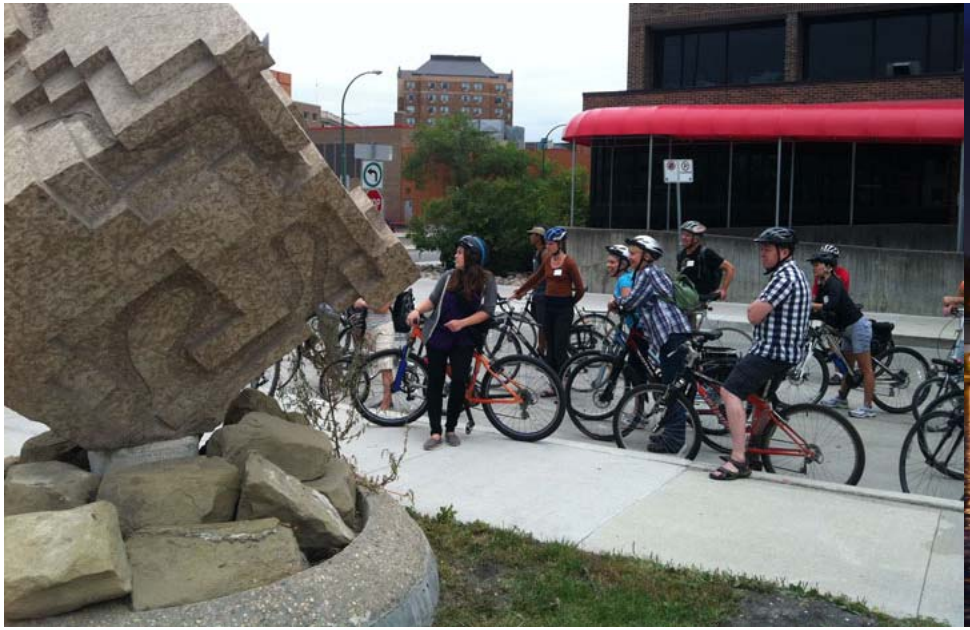
Adding a percent-for-art strategy will allow the program to build at a rate that corresponds with municipal growth.

Other municipalities such as Vancouver and Toronto have requirements or incentives for private sector developments to contribute to the municipal Public Art fund, for example through implementing incentive-based contributions or levies.

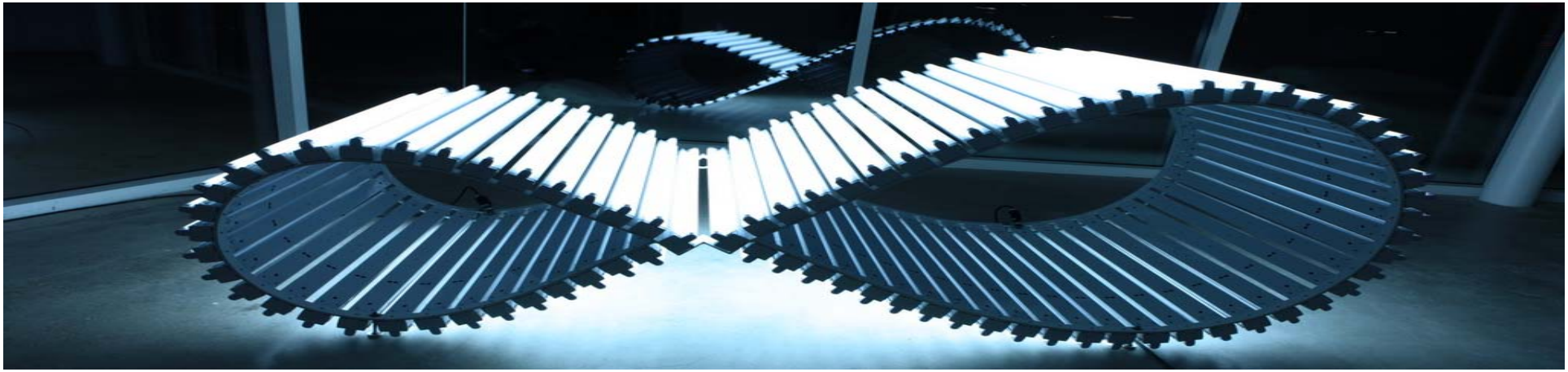




A thriving community of Winnipeg artists and arts organizations







Identifying the central role played by the arts and artistic expression in every aspect of Winnipeg life









Years of status quo funding has meant stagnant investment in Winnipeg arts organizations and creative production…



In order to build towards sustainability, the request for 2015 begins a process of annual increases of $500,000 per year until the allocation moves from a current $5.60 per capita per annum to $12. In 2015 the amount requested is $4,582,552.

Thank you for your continued support of the Winnipeg Arts Council…



…and of Winnipeg's world-class arts community!