



# Economic Impact of the Professional Arts in Edmonton

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For the Professional Arts Coalition of Edmonton (PACE)  
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## Executive Summary

The Arts is a small but vitally important sector of Edmonton's economy. The key value of the sector is intrinsic: self-expression and the creation of things and moments of beauty and transcendence. The Arts sector is also important on the more pedestrian level of economic development. Its presence indicates that Edmonton is about more than just work – it helps attract the knowledge and skilled trades workers the City and province need to grow and prosper.

The focus of this report is the most humble expression of the value of the sector – namely in strictly economic terms of gross domestic product, jobs, and income. The analysis relies on data collected via a survey of Edmonton's artistic organizations and represents some, but by no means all, arts sector activity in the City. In summary, the participating arts organizations contribute the following to the municipal economy:

- \$78 million in direct, indirect, and induced gross domestic product;
- \$59 million in direct, indirect, and induced labour income; and
- 1,540 direct, indirect, and induced full-time equivalent jobs.

Unlike other sectors of the economy, much of the work in the Arts sector is done by volunteers and further facilitated by in-kind contributions of goods and services by patrons and dedicated members of the community. Participating arts organizations reported that volunteer support totaled nearly half-a-million hours in the past year alone in addition to in-kind contributions valued at nearly \$9 million. This level of support is unique to the Arts sector and further serves to underline the non-monetary value that the arts have to the people of Edmonton.

## 1. Introduction

The Professional Arts Coalition of Edmonton (PACE) is a not-for-profit arts advocacy organization that has served Edmonton's Arts community for over 30 years with intention to:

- bring Edmonton's professional arts community together to work effectively in lobbying and advocacy initiatives;
- provide information to professional artists and cultural groups in the City; and
- increase the profile of arts and culture in the City and Province overall.

When contemplating various advocacy roles and public initiatives, it can often be helpful to be able to demonstrate the tangible economic impact of a particular activity or industry – particularly when seeking support from various levels of government. As such, PACE is interested in developing a detailed understanding of the economic impact of the professional arts in Edmonton. This information will be used to demonstrate the integral role of professional arts in the local economy and the potential for increased support of the arts to further contribute to Edmonton's economic diversity and future growth.

## 2. Methodology

Conceptually, the economic contribution of Edmonton's arts community was characterized by surveying professional arts organizations in the Edmonton area to understand the level of economic activity associated with the arts and subsequently quantifying how the arts-specific activity ripples through the broader economy. This study identifies and quantifies much, but by no means all, professional arts activity in the City.

### 2.1 Survey of Arts Community

An online survey instrument was developed based on direction received from representatives of PACE. The survey instrument was pretested in late October 2016, and is included as Appendix A of this report. The survey was available from late October to the end of December 2016 and, in total, 296 artistic organizations were invited by email to respond. Several reminders were also sent by email along with multiple follow-up telephone calls to encourage participation in the survey.

The list of organizations invited to participate was developed jointly by PACE and the Study Team. A comprehensive list of organizations that had any association with the arts sector was refined to eliminate those who were primarily engaged in non-artistic endeavours (i.e. retail sales or wholesale) and had only a tenuous link to the artistic sector.

### 2.2 Input-Output Model

The Study Team relied on the Alberta Finance Provincial Input-Output (IO) model to estimate the economic activity driven by the professional arts sector in Edmonton. Conceptually, this model allows an analyst to quantify the economic impacts of a particular activity as the spending associated with the activity ripples through the economy due to the interconnected nature of various sectors and markets. The model aims to capture the interdependencies between industries by linking forward (sales) and backward (purchases) transactions across industries and with the final demand sector. Specifically, an IO model considers the:

- direct impacts of expenditures on goods and services;
- indirect impacts of expenditures as suppliers to the project and related industries expand their output to meet the needs of the project; and
- induced impact of spending as the additional income paid to employees of the direct and indirect sectors is circulated through the economy.

Together, the direct, indirect, and induced impacts constitute the full economic impact of a project or activity at a provincial level expressed in terms of three widely accepted metrics of economic activity, namely:

- **Gross Domestic Product (GDP):** the measure of gross value added in an economy, this metric is often used to describe the size or growth of an economy.
- **Labour income:** a measure of the returns to labour paid as either wages or salaries and a major component of GDP.
- **Employment:** the number of full-time equivalent (FTE) jobs. One FTE is the equivalent of one person working full time for one year. For example, two half-time jobs would be measured as a single FTE. This distinction is key when contemplating a sector such as the arts where employment is often on a less than full-time basis.

Using the data collected from the survey of arts organizations, the Study Team applied the IO model to identify the direct, indirect, and induced impacts of the professional arts sector in Alberta. The Study Team subsequently developed estimates of what portion of provincial activity could be reasonably expected to accrue to the City of Edmonton based on expenditure and hiring patterns of survey respondents and a general understanding of the arts sector in the Province.

### 3. Survey Results

A total of 182 arts organizations responded to some or all of the survey questions. This represents roughly 60% of all organizations invited to participate. Approximately eight (8) organizations indicated that they had difficulty filling out the survey either because: survey questions were not applicable to them; they did not possess the information being requested; or it would take considerable effort to collect the data.

There was also considerable challenge in interpreting and analyzing the survey data submitted. In some instances, respondents:

- provided only partial responses;
- used absolute numbers and percentages interchangeably in their responses; and
- provided responses that didn't align with previous responses.

In order to ensure data quality, Nichols reviewed each response individually and corrected data entry errors and inconsistencies, where possible.

The following sections provide a summary of survey results.

#### 3.1 Profile

Survey respondents were asked to describe their business or organization (Table 3.1). Just over half (52%) of survey respondents are non-profit entities, whether public institutions or private organizations. A further one-third are for-profit enterprises (32%), while the remaining 16% operate as charities.

**Table 3.1 Respondents by Type**

Type	% of Total
For-profit enterprise	32%
Not-for-profit public institution or agency	14%
Not-for-profit private organization	38%
Charity	16%
<b>Total</b>	<b>100%</b>

Respondents were then asked what percentage of their organization's revenue relates to particular services (see Table 3.2). Approximately 60% of all reporting organizations generate revenue by delivering performances for the public or running a festival and the balance of responses are distributed across the remaining activity categories.

**Table 3.2 Percentage of Revenue by Activity**

<b>Activity</b>	<b>% of Revenue</b>
Broadcasting	2%
Education Services	6%
Festivals	16%
Gallery Services	6%
Library Services	0%
Performances	43%
Production	3%
Publishing	2%
Retail Services	7%
Providing Venue or Facilities	7%
Outreach Activities	1%
Other	6%
<b>Total</b>	<b>100%</b>

Total may not add to 100% due to rounding.

Survey respondents were asked what percentage of their revenue relates to carrying out activities pertaining to identified artistic disciplines (see Table 3.3). Over two-thirds (73%) of the reported revenue of respondents relates to three disciplines: live theatre (21%), dance (17%), and music (35%).

**Table 3.3 Percentage of Revenue by Discipline**

<b>Discipline</b>	<b>% of Revenue</b>
Live Theatre	21%
Dance	17%
Music	35%
Visual Art	14%
Literary Arts	6%
Fine Crafts	2%
Screen Arts	2%
Digital Arts	1%
Folk Arts	1%
<b>Total</b>	<b>100%</b>

Note: Definitions for each discipline are provided in Appendix B.

Total may not add to 100% due to rounding.

## 3.2 Public Events

Survey respondents reported holding 11,727 days of arts events in the Edmonton region in the last completed fiscal year (see Table 3.4). This represents, on average, roughly 30 arts events per day – approximately one quarter of which are related to some type of educational outreach. Annual attendance for these events is reported to be over 3.9 million people.<sup>1</sup> Arts and cultural festivals and live art performance hosted by respondents accounted for over 90% of total event attendance.

**Table 3.4 Public Events**

Event	No. of Days	No. of Attendees
Festival	257	2,361,394
Live Art Performance <sup>1</sup>	2,605	1,294,149
Visual Art Exhibit	2,934	112,632
Craft Shows or Fairs	30	22,800
Literary or Poetry Reading	143	18,615
Classes or Seminars	4,233	41,254
Workshops	773	5,752
Digital Arts Event <sup>2</sup>	162	34,343
Career Development Events	33	905
Other Arts-Related Events	557	27,375
<b>Total</b>	<b>11,727</b>	<b>3,919,219</b>

Notes:

- 1) Examples include plays, musical concerts, dance performance, opera.
- 2) Art that makes use of film, video, audio, or digital technologies.

## 3.3 Employment

Survey respondents were asked to identify the number of people their business or agency employed or contracted with in the previous fiscal year. Respondents reported employing or contracting with nearly 1,700 people (see Table 3.5). This includes both artists and individuals from a broad range of professions and trades whose job supports the arts, for example, management, professional support such as accountants and engineers, marketing and sales, administration, and tradespeople. Roughly one-third (36%) of individuals are employed full-time, while the remainder are part-time employees and contractors.

<sup>1</sup> Not unique visitors. May include individuals who attended multiple events.

**Table 3.5 Employment**

<b>Position</b>	<b># of Contractors/ Employers</b>
Full-Time Employees	620
Part-Time Employees (20-30 hours/week)	163
Part-Time Employees (10-20 hours/week)	196
Part-Time Employees (less than 10 hours/week)	107
Contractors (more than 30 hours/week)	91
Contractors (20-30 hours/week)	125
Contractors (10-20 hours/week)	40
Contractors (less than 10 hours/week)	344
<b>Total</b>	<b>1,686</b>

In addition to the contractor/employee numbers in Table 3.5, many participating organizations indicated that they temporarily employed staff to support time-limited events and other activities. This employment is estimated at over 111 full-time equivalent (FTE) positions. Given that the employment is for relatively short duration (i.e. a matter of weeks or months), the actual number of people employed is most likely considerably higher than 111.

Survey participants were also asked if, to the best of their knowledge, the majority of their part-time employees have sources of earned income outside of employment with their organization (e.g., other employment, contract work). Roughly three-quarters (71%) answered in the affirmative.

### 3.3.1 Volunteers

Considerable work in the Arts sector is done by volunteers. Indeed, many arts organizations are highly dependent on volunteer labour. Survey participants reported that over 13,000 people volunteered over 440,000 hours of time for professional arts organizations (Table 3.6). These volunteers put in the equivalent of an estimated 220 full-time jobs.

**Table 3.6 Volunteers**

<b>Volunteer</b>	<b>Number</b>	<b>Hours</b>
Artistic	2,949	139,525
Non-Artistic	10,655	301,325
<b>Total</b>	<b>13,604</b>	<b>440,850</b>

Along with volunteers, in-kind contributions can also represent an important source of goods and services for some arts organizations. Respondents indicated that in the last fiscal year they received nearly \$8.7 million of in-kind donations.

## 3.4 Revenue and Expenditures

### 3.4.1 Total Revenue

Organizations in the professional arts community receive income from a variety of sources including earned revenue, direct sales, grants from different levels of government, corporate sponsorship, and fundraising initiatives. As shown in Table 3.7, survey participants reported roughly \$105.5 million in gross revenue with approximately 57% (\$60 million) of it being earned revenue (e.g. sales, admissions, workshops, classes, and other). The remainder of respondent revenue is sourced from fundraising (8%), corporate sponsorship (9%), grants from foundations and various levels of government (24%) and gaming revenue (1%).

**Table 3.7 Revenue by Source**

Source	Dollars	% of Total
Earned Revenue	\$60,500,000	57%
Corporate Sponsorship	\$8,000,000	8%
Fundraising	\$9,500,000	9%
Gaming Revenue	\$1,500,000	1%
Municipal Government Grants	\$11,500,000	11%
Provincial Government Grants	\$7,500,000	7%
Federal Government Grants	\$5,500,000	5%
Foundation Grants	\$1,500,000	1%
<b>Total</b>	<b>\$105,500,000</b>	<b>100%</b>

Note: Totals may not add due to rounding.

Understanding where revenue is earned is key to isolating the economic impact on the local community. Based on survey responses, more than four-fifths of earned revenue (81%) was earned in the Edmonton region with 13% earned elsewhere in Alberta, five percent earned elsewhere in Canada and less than one percent earned outside Canada.

### 3.4.2 Grants

Survey participants reported receiving approximately \$25 million in grant revenue from foundations and various levels of government. As shown in Table 3.8:

- The large majority (70%) of grant revenues came in the form of operating grants, followed by one-time grants at 17%.
- The provincial and municipal governments are responsible for providing nearly three-quarters of all grant revenue.

**Table 3.8 Grant Revenue**

Grant Source	Operating	Project	Facility	One-Time	Total	Total (%)
Municipal	\$6,682,000	\$165,000	\$175,000	\$3,757,000	<b>\$10,779,000</b>	<b>43%</b>
Provincial	\$6,635,000	\$1,056,000	\$118,000	\$130,000	<b>\$7,939,000</b>	<b>31%</b>
Federal	\$3,830,000	\$1,322,000	-	\$181,000	<b>\$5,333,000</b>	<b>21%</b>
Foundation	\$687,000	\$339,000	-	\$252,000	<b>\$1,278,000</b>	<b>5%</b>
<b>Total</b>	<b>\$17,834,000</b>	<b>\$2,882,000</b>	<b>\$293,000</b>	<b>\$4,320,000</b>	<b>\$25,329,000</b>	<b>100%</b>
<b>Total (%)</b>	<b>70%</b>	<b>11%</b>	<b>1%</b>	<b>17%</b>	<b>100%</b>	

Note: Totals may not add due to rounding.

### 3.4.3 Expenditures

Survey participants reported roughly \$98 million in total expenditures in the last fiscal year. As shown in Table 3.9, roughly half of these expenditures are spent on compensation to artists (21%) and non-artists (28%).

**Table 3.9 Expenditures by Type**

Type	Dollars	% of Total
Compensation to Artists	\$20,200,000	21%
Compensation to Non-Artists	\$27,300,000	28%
Expenses other than Compensation	<u>\$50,500,000</u>	<u>51%</u>
<b>Total</b>	<b>\$98,000,000</b>	<b>100%</b>

Note: Totals may not add due to rounding.

Understanding where expenditures are made is key to isolating the economic impact on our local community. Based on survey responses, just two-thirds (67%) of artist compensation was paid to artists in the Edmonton region, with the remainder paid to artists elsewhere in Alberta (9%), elsewhere in Canada (16%) and outside of Canada (8%). Not surprisingly, a large majority (89%) of non-artists compensation (e.g. management, office staff, tradespeople, etc.) was paid to non-artists in the Edmonton region. Similarly, a majority (72%) of expenses other than compensation (e.g. purchase of goods and services) are made in the Edmonton region, with a further 21% made elsewhere in Alberta.

## 4. Economic Contribution of PACE

The activities undertaken and expenditures made by survey respondents and summarized in the preceding section support economic activity throughout the Province and in the City of Edmonton specifically.

### 4.1 Gross Domestic Product

All sectors of the economy are interconnected in that they buy goods and services from each other. This interconnectedness was approximated and quantified using the input-output model described in section 2.2. The following estimates represent the way the professional arts sector in Edmonton interacts with the rest of the economy in the Province of Alberta and the City of Edmonton.

- The participants in the Arts sector, be they orchestras, theatre companies, galleries or others, receive income from paying patrons, different levels of government, and from fundraising initiatives. They spend this income to put on events, which means they spend their income on payments for artists, wages and salaries for artistic and administrative support personnel, and goods and services needed to put on the events. This is the **direct GDP** of the sector at a provincial level.
- Of this total expenditure by the sector, a portion accrues to suppliers of goods and services, who, in turn, use part of this income to purchase inputs that they require in order to provide their product or service to the Arts sector. This is the **indirect GDP** related to the sector. Together, the direct and indirect output of survey participants at a provincial level is approximately \$82 million (\$ 2011). Of this total, approximately \$61 million is estimated to accrue to the City of Edmonton.
- The workers who receive the wages paid by the Arts sector and its suppliers use it to buy goods and services in the general economy. This is the **induced GDP** of respondents at a provincial level, estimated at \$23 million (\$ 2011). Of this total, approximately \$17 million is estimated to accrue to the City of Edmonton.

At \$105 million, the total value-added estimate of survey respondents allows for a rough comparison with the total value-added by the economies of Edmonton and Alberta (i.e. the municipal and provincial Gross Domestic Product). In total, the provincial and municipal economies produce over \$320<sup>2</sup> and \$89<sup>3</sup> billion worth of goods and services respectively. Not surprisingly, the contribution of survey respondents is small compared to, for example, the oil and gas industry. A detailed breakdown of GDP by artistic activity and geography is provided in Table 4.1.

<sup>2</sup> 2015 value, [www.albertacanada.com](http://www.albertacanada.com).

<sup>3</sup> 2015 value, [Enterpriseedmonton.com](http://Enterpriseedmonton.com)

**Table 4.1 Gross Domestic Product**

Artistic Activity	Edmonton	Rest of Alberta	Total Alberta
<b>Broadcasting</b>			
Direct & Indirect	\$1,045,000	\$350,000	\$1,395,000
Induced	\$285,000	\$100,000	\$385,000
<b>Subtotal</b>	<b>\$1,330,000</b>	<b>\$450,000</b>	<b>\$1,780,000</b>
<b>Education Services</b>			
Direct & Indirect	\$4,440,000	\$1,495,000	\$5,935,000
Induced	\$1,240,000	\$420,000	\$1,660,000
<b>Subtotal</b>	<b>\$5,680,000</b>	<b>\$1,915,000</b>	<b>\$7,595,000</b>
<b>Festivals</b>			
Direct & Indirect	\$9,605,000	\$3,225,000	\$12,830,000
Induced	\$2,695,000	\$900,000	\$3,595,000
<b>Subtotal</b>	<b>\$12,300,000</b>	<b>\$4,125,000</b>	<b>\$16,425,000</b>
<b>Gallery Services</b>			
Direct & Indirect	\$3,660,000	\$1,230,000	\$4,890,000
Induced	\$1,025,000	\$345,000	\$1,370,000
<b>Subtotal</b>	<b>\$4,685,000</b>	<b>\$1,575,000</b>	<b>\$6,260,000</b>
<b>Library Services</b>			
Direct & Indirect	\$85,000	\$30,000	\$115,000
Induced	\$25,000	\$10,000	\$35,000
<b>Subtotal</b>	<b>\$110,000</b>	<b>\$40,000</b>	<b>\$150,000</b>
<b>Performances</b>			
Direct & Indirect	\$24,305,000	\$8,160,000	\$32,465,000
Induced	\$6,815,000	\$2,285,000	\$9,100,000
<b>Subtotal</b>	<b>\$31,120,000</b>	<b>\$10,445,000</b>	<b>\$41,565,000</b>
<b>Production</b>			
Direct & Indirect	\$1,510,000	\$505,000	\$2,015,000
Induced	\$420,000	\$140,000	\$560,000
<b>Subtotal</b>	<b>\$1,930,000</b>	<b>\$645,000</b>	<b>\$2,575,000</b>
<b>Publishing</b>			
Direct & Indirect	\$2,565,000	\$865,000	\$3,430,000
Induced	\$710,000	\$240,000	\$950,000
<b>Subtotal</b>	<b>\$3,275,000</b>	<b>\$1,105,000</b>	<b>\$4,380,000</b>
<b>Retail Services</b>			
Direct & Indirect	\$4,365,000	\$1,470,000	\$5,835,000
Induced	\$1,215,000	\$410,000	\$1,625,000
<b>Subtotal</b>	<b>\$5,580,000</b>	<b>\$1,880,000</b>	<b>\$7,460,000</b>
<b>Providing Venue or Facilities</b>			
Direct & Indirect	\$4,665,000	\$1,565,000	\$6,230,000
Induced	\$1,305,000	\$440,000	\$1,745,000
<b>Subtotal</b>	<b>\$5,970,000</b>	<b>\$2,005,000</b>	<b>\$7,975,000</b>
<b>Outreach Activities</b>			
Direct & Indirect	\$630,000	\$210,000	\$840,000
Induced	\$175,000	\$60,000	\$235,000
<b>Subtotal</b>	<b>\$805,000</b>	<b>\$270,000</b>	<b>\$1,075,000</b>
<b>Other</b>			
Direct & Indirect	\$4,365,000	\$1,470,000	\$5,835,000
Induced	\$1,215,000	\$410,000	\$1,625,000
<b>Subtotal</b>	<b>\$5,580,000</b>	<b>\$1,880,000</b>	<b>\$7,460,000</b>
<b>All</b>			
Direct & Indirect	\$61,240,000	\$20,575,000	\$81,815,000
Induced	\$17,125,000	\$5,760,000	\$22,885,000
<b>Total</b>	<b>\$78,365,000</b>	<b>\$26,335,000</b>	<b>\$104,700,000</b>

## 4.2 Labour Income

The largest component of GDP is the return to labour – or more plainly, the wages and salaries paid to people. Using the wage and salary information collected from the survey of arts organizations, the study team derived estimates of the direct, indirect, and induced wages paid to employees as a result of the survey participant activity. In summary:

- The combined direct and indirect wages paid at a provincial level total nearly \$54 million, of which \$40 million accrues to workers in the City of Edmonton (\$ 2011); and
- The wages and salaries paid to employees, at a provincial level, stemming from the induced economic activity total nearly \$25 million, of which approximately \$19 million accrues to workers in the City of Edmonton (\$ 2011).

A detailed breakdown of labour income by artistic activity and geography is provided in Table 4.2.

**Table 4.2 Labour Income**

<b>Artistic Activity</b>	<b>Edmonton</b>	<b>Rest of Alberta</b>	<b>Total Alberta</b>
<b>Broadcasting</b>			
Direct & Indirect	\$730,000	\$260,000	\$990,000
Induced	\$265,000	\$95,000	\$360,000
<b>Subtotal</b>	<b>\$995,000</b>	<b>\$355,000</b>	<b>\$1,350,000</b>
<b>Education Services</b>			
Direct & Indirect	\$2,900,000	\$1,045,000	\$3,945,000
Induced	\$1,335,000	\$480,000	\$1,815,000
<b>Subtotal</b>	<b>\$4,235,000</b>	<b>\$1,525,000</b>	<b>\$5,760,000</b>
<b>Festivals</b>			
Direct & Indirect	\$6,190,000	\$2,225,000	\$8,415,000
Induced	\$2,975,000	\$1,065,000	\$4,040,000
<b>Subtotal</b>	<b>\$9,165,000</b>	<b>\$3,290,000</b>	<b>\$12,455,000</b>
<b>Gallery Services</b>			
Direct & Indirect	\$2,370,000	\$850,000	\$3,220,000
Induced	\$1,120,000	\$405,000	\$1,525,000
<b>Subtotal</b>	<b>\$3,490,000</b>	<b>\$1,255,000</b>	<b>\$4,745,000</b>
<b>Library Services</b>			
Direct & Indirect	\$55,000	\$20,000	\$75,000
Induced	\$25,000	\$10,000	\$35,000
<b>Subtotal</b>	<b>\$80,000</b>	<b>\$30,000</b>	<b>\$110,000</b>
<b>Performances</b>			
Direct & Indirect	\$15,670,000	\$5,640,000	\$21,310,000
Induced	\$7,515,000	\$2,705,000	\$10,220,000
<b>Subtotal</b>	<b>\$23,185,000</b>	<b>\$8,345,000</b>	<b>\$31,530,000</b>
<b>Production</b>			
Direct & Indirect	\$1,000,000	\$360,000	\$1,360,000
Induced	\$440,000	\$160,000	\$600,000
<b>Subtotal</b>	<b>\$1,440,000</b>	<b>\$520,000</b>	<b>\$1,960,000</b>
<b>Publishing</b>			
Direct & Indirect	\$1,725,000	\$620,000	\$2,345,000
Induced	\$720,000	\$260,000	\$980,000
<b>Subtotal</b>	<b>\$2,445,000</b>	<b>\$880,000</b>	<b>\$3,325,000</b>
<b>Retail Services</b>			
Direct & Indirect	\$2,895,000	\$1,040,000	\$3,935,000
Induced	\$1,270,000	\$460,000	\$1,730,000
<b>Subtotal</b>	<b>\$4,165,000</b>	<b>\$1,500,000</b>	<b>\$5,665,000</b>
<b>Providing Venue or Facilities</b>			
Direct & Indirect	\$3,010,000	\$1,080,000	\$4,090,000
Induced	\$1,440,000	\$520,000	\$1,960,000
<b>Subtotal</b>	<b>\$4,450,000</b>	<b>\$1,600,000</b>	<b>\$6,050,000</b>
<b>Outreach Activities</b>			
Direct & Indirect	\$405,000	\$145,000	\$550,000
Induced	\$195,000	\$70,000	\$265,000
<b>Subtotal</b>	<b>\$600,000</b>	<b>\$215,000</b>	<b>\$815,000</b>
<b>Other</b>			
Direct & Indirect	\$2,895,000	\$1,040,000	\$3,935,000
Induced	\$1,270,000	\$460,000	\$1,730,000
<b>Subtotal</b>	<b>\$4,165,000</b>	<b>\$1,500,000</b>	<b>\$5,665,000</b>
<b>All</b>			
Direct & Indirect	\$39,845,000	\$14,325,000	\$54,170,000
Induced	\$18,570,000	\$6,690,000	\$25,260,000
<b>Total</b>	<b>\$58,415,000</b>	<b>\$21,015,000</b>	<b>\$79,430,000</b>

## 4.3 Employment

The afore-described wages support the employment of a number of full- and part-time workers for both survey respondents and in the broader economy. Using the employment information collected from the survey, the study team derived estimates of the direct, indirect, and induced employment supported by the reported participant activity. As described in section 3.3, employment in the arts is not often on a full-time or permanent basis. A number of workers in the sector often find themselves contracted temporarily or engaged in one or more part-time endeavors. The nature of the IO model is such that it expresses employment in terms of full-time equivalent positions (FTE), where one FTE is the equivalent of one person working full time for one year. By extension, two people working half-time for one year is the equivalent of one FTE. The figures summarized here likely under-represent the actual number of people who are employed directly by respondents.

In summary:

- The combined direct and indirect employment related to respondent activity is 1,240 FTE provincially, of which 910 FTEs accrue to the City of Edmonton;
- The induced employment totals 855 FTE at a provincial level, of which 630 FTEs accrue to the City of Edmonton.

A detailed breakdown of employment by artistic activity and geography is provided in Table 4.3.

**Table 4.3 Employment**

<b>Artistic Activity</b>	<b>Edmonton</b>	<b>Rest of Alberta</b>	<b>Total Alberta</b>
<b>Broadcasting</b>			
Direct & Indirect	20	10	30
Induced	15	-	15
<b>Subtotal</b>	<b>35</b>	<b>10</b>	<b>45</b>
<b>Education Services</b>			
Direct & Indirect	115	45	160
Induced	80	30	110
<b>Subtotal</b>	<b>195</b>	<b>75</b>	<b>270</b>
<b>Festivals</b>			
Direct & Indirect	115	40	155
Induced	80	30	110
<b>Subtotal</b>	<b>195</b>	<b>70</b>	<b>265</b>
<b>Gallery Services</b>			
Direct & Indirect	35	10	45
Induced	25	5	30
<b>Subtotal</b>	<b>60</b>	<b>15</b>	<b>75</b>
<b>Library Services</b>			
Direct & Indirect	-	-	-
Induced	-	-	-
<b>Subtotal</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Performances</b>			
Direct & Indirect	240	90	330
Induced	175	60	235
<b>Subtotal</b>	<b>415</b>	<b>150</b>	<b>565</b>
<b>Production</b>			
Direct & Indirect	40	10	50
Induced	25	10	35
<b>Subtotal</b>	<b>65</b>	<b>20</b>	<b>85</b>
<b>Publishing</b>			
Direct & Indirect	40	15	55
Induced	25	10	35
<b>Subtotal</b>	<b>65</b>	<b>25</b>	<b>90</b>
<b>Retail Services</b>			
Direct & Indirect	100	35	135
Induced	65	25	90
<b>Subtotal</b>	<b>165</b>	<b>60</b>	<b>225</b>
<b>Providing Venue or Facilities</b>			
Direct & Indirect	85	30	115
Induced	60	25	85
<b>Subtotal</b>	<b>145</b>	<b>55</b>	<b>200</b>
<b>Outreach Activities</b>			
Direct & Indirect	15	5	20
Induced	10	5	15
<b>Subtotal</b>	<b>25</b>	<b>10</b>	<b>35</b>
<b>Other</b>			
Direct & Indirect	105	40	145
Induced	70	25	95
<b>Subtotal</b>	<b>175</b>	<b>65</b>	<b>240</b>
<b>All</b>			
Direct & Indirect	910	330	1,240
Induced	630	225	855
<b>Total</b>	<b>1,540</b>	<b>555</b>	<b>2,095</b>

- denotes data have been suppressed for confidentiality reasons.

## 4.4 A Dollar Put to Work

The Arts are a real but small sector of the municipal and provincial economy. There is one factor in which the sector truly shines and that is the amount of employment it creates per dollar spent. Information from the input-output model indicates that the Arts sector creates more than 16 full-time equivalent (FTE) jobs per million dollars of output in the sector. The oil and gas industry creates just over 2 jobs for the same amount of output. This, of course, is in the context of two very different spending levels in the different sectors.

These estimates relate only to paid work. As shown in section 3.3, much of the work in the Arts sector is done by volunteers. In addition to paid work and volunteers, in-kind contributions of goods and services likewise contribute to the Arts sector.

Some reasons behind the job creation efficiency of the Arts Sector lie in the relatively low wages and low capital investment. But that does not take away from the fact that the sector's expenditures accrue to relatively many, albeit often modestly paid Edmontonians.

The Arts also holds its own in terms of Value-Added production created in Edmonton for each dollar spent in the sector. The value added or GDP effect of a dollar spent in the Arts sector is on par with the same expenditure in accommodation and food service, but higher than the effect in more capital-intensive industries, such as residential building construction, oil and gas construction, and selected manufacturing activities. One reason is that the Arts sector "cost of production" is reduced through volunteer and fundraising efforts.

## A. PACE Economic Impact Survey Questionnaire

### Introduction

The Professional Arts Coalition of Edmonton (PACE) is developing a detailed understanding of the economic impact of the professional arts in Edmonton. PACE, in partnership with the Edmonton Arts Council (EAC), has engaged an Edmonton-based consulting firm, Nichols Applied Management, to undertake this work.

In support of this work, we are seeking information from professional arts organizations regarding hosted public events, staffing, volunteerism, revenue and expenditures. The information gathered from this survey is integral to demonstrating the role of the professional arts community in the local economy.

This survey has 20 questions and is expected to take approximately 20 minutes to complete.

Your identity and individual answers will be kept confidential. The completed surveys will only be reviewed, analyzed and summarized by the staff of Nichols Applied Management. Responses will be grouped for reporting purposes and will only be released in such a way that the answers of individual respondents cannot be determined.

If you have any questions about the survey, or encounter any technical challenges while completing it, please contact Mary McIntyre, Projects Coordinator, Nichols Applied Management. Mary's direct telephone number is (780) 409-1754. Her e-mail is [m.mcintyre@nicholsappliedmanagement.com](mailto:m.mcintyre@nicholsappliedmanagement.com).

If you would like to move back to previous screens in the survey, please click BACK at the top-left of the survey screen. Once you click DONE on the final screen, you cannot go back to previous screens.

If you would like to Save your responses and continue survey completion at a later time, please use the SAVE PAGE AND CONTINUE LATER button at the bottom of the page and follow the instructions provided.

### Type of Organization

#### Question 1 - Which of the following best describes your business or organization?

- a) For-profit enterprise
- b) Not-for-profit public institution or agency
- c) Not-for-profit private organization (e.g., community groups, cultural groups)
- d) Charity

#### Question 2 - What percentage of your business or organization's revenue relates to the following?

Please enter % values.

- a) Broadcasting
- b) Education Services
- c) Festival(s)
- d) Gallery Services
- e) Library Services
- f) Performances
- g) Production
- h) Publishing
- i) Retail Services
- j) Providing Venue or Facilities
- k) Outreach Activities

### Artistic Discipline

**Question 3 - What percentage of your business or organization's revenue relates to carrying out activities pertaining to the following artistic disciplines? Please enter % values.**

Click here for definitions

- a) Digital Arts
- b) Literary Arts
- c) Music
- d) Folk Arts
- e) Fine Crafts
- f) Dance
- g) Screen Arts
- h) Live Theatre
- i) Visual Art

### Hosted Events

**Question 4 - Information about public events hosted by your organization helps demonstrate the level of engagement of the professional arts community with the general public in the Edmonton region.**

Please complete the table below, for public events held in the Edmonton region during the last completed fiscal year.

Note: For an event that lasts less than one day (e.g., evening event), please count the associated number of days as "1".

For attendees to multi-day events, please count the number of attendees based on total number of tickets sold or estimated total attendance over the duration of the run if no tickets were sold. (# of Days, # of Attendees)

- a) Live art performance (e.g., play, musical, concert, dance performance, opera, storytelling)
- b) Art that makes use of film, video, audio or digital technologies
- c) A literary or poetry reading
- d) A visual art exhibit
- e) A crafts show or fair
- f) An arts or cultural festival of any kind
- g) Workshops
- h) Classes or Seminars
- i) Career Development Events
- j) Other arts-related public event

### Staff

**Question 5 - The economic impact study will identify the number of jobs created by the professional arts community. To do this, we need information with regards to both employees and contractors.**

Please complete the table below using information from the last completed fiscal year. (Total Number)

- a) Full-time permanent positions (persons who usually work 30 hours or more per week for one employer)
- b) Part-time permanent positions - usually work 20-30 hours per week
- c) Part-time permanent positions - usually work 10-20 hours per week

- d) Part-time permanent positions - usually work less than 10 hours per week
- e) Contractor permanent positions - usually work 30 hours or more per week
- f) Contractor permanent positions - usually work 20-30 hours per week
- g) Contractor permanent positions - usually work 10-20 hours per week
- h) Contractor permanent positions - usually work less than 10 hours per week
- i) If you temporarily employed staff or contractors for only a portion of the last fiscal year, please provide their full-time equivalents (e.g., if your organization employed 50 staff for 6 months, enter 25 Full-Time Equivalents)

**Question 6 - To the best of your knowledge, do the majority of your part-time employees have sources of earned income outside of their employment with your organization (e.g., other employment, contract work?)**

- a) Yes
- b) No
- c) Don't Know

#### **Volunteers and In-Kind Contributions**

**Question 7 - Volunteers make significant contributions to the professional arts community and it is important to capture the value of these contributions.**

Please complete the table below using information from the last completed fiscal year. You may estimate, if necessary. If your organization does not make use of volunteers, please enter "0". (Number of Volunteers; Volunteer Hours)

[Click here for definitions](#)

- a) Volunteers undertaking Artistic Activities
- b) Volunteers undertaking Non-Artistic Activities

**Question 8 - In-kind contributions can represent an important source of goods and services for some arts organizations. It is important to capture the value of these contributions.**

Please complete the table below using information from the last completed fiscal year. Please limit your response to in-kind contributions as defined on your organization's income statement. If your organization does not receive in-kind contributions, please enter "0".

[Click here for definitions](#)

Total Estimated Dollar Value (\$)

Total in-kind contributions

#### **Revenue**

**Question 9 - Organizations in the professional arts community receive income from a variety of sources including earned revenue, direct sales, grants from different levels of government, corporate sponsorship, and fundraising initiatives.**

Please provide your total gross revenue from all sources for the last completed fiscal year.

[Click here for definitions](#)

Total Gross Revenue (Dollars (\$))

**Question 10 - Please provide the following breakdown of Gross Revenue for the last completed fiscal year. (Dollars (\$); % of Gross Revenue)**

Click here for definitions

- a) Earned Revenue
- b) Corporate Sponsorship
- c) Fundraising (excluding gaming revenue)
- d) Licensed Gaming Revenue (e.g., casinos, bingos, raffles)
- e) Municipal Government Grants
- f) Provincial Government Grants
- g) Federal Government Grants
- h) Foundation Grants

**Question 11 - Understanding where revenue is earned is key to isolating the economic impact on our local community. Please provide information regarding earned revenue by location for the last completed fiscal year.**

Data provided must total to 100%. Please do not add decimals to percentages. (Earned Revenue Percentage (%); Must Add to 100%; Please do not add decimals to percentages)

- a) City of Edmonton \*
- b) Elsewhere in the Edmonton Region \*
- c) Elsewhere in Alberta \*
- d) Rest of Canada \*
- e) Outside Canada \*

**Grants**

The following four questions pertain to different types of grants.

**Question 12 - If your organisation received any operating grants in the last fiscal year, indicate next to the appropriate source, the**

dollar amount of the grant(s). If this information is not readily available, please estimate what percentage of your organisation's total operating grants were provided by said source. If your organisation did not receive any operating grants, please leave this question blank. (Operating \$; Operating %)

- a) Municipal
- b) Provincial
- c) Federal
- d) Foundation
- e) Total

**Question 13 - If your organisation received any project grants in the last fiscal year, indicate next to the appropriate source, the dollar amount of the grant(s). If this information is not readily available, please estimate what percentage of your organisation's total project grants were provided by said source. If your organisation did not receive any project grants, please leave this question blank. (Project \$; Project %)**

- a) Municipal
- b) Provincial
- c) Federal
- d) Foundation
- e) Total

**Question 14 - If your organisation received any facility grants in the last fiscal year, indicate next to the appropriate source, the dollar amount of the grant(s). If this information is not readily available, please estimate what percentage of your organisation's total facility grants were provided by said source. If your organisation did not receive any facility grants, please leave this question blank. (Facility \$; Facility %)**

- a) Municipal
- b) Provincial
- c) Federal
- d) Foundation
- e) Total

**Question 15 - If your organisation received any one-time grants in the last fiscal year, indicate next to the appropriate source, the dollar amount of the grant(s). If this information is not readily available, please estimate what percentage of your organisation's total one-time grants were provided by said source. If your organisation did not receive any one-time grants, please leave this question blank. (One-Time \$; One-Time %)**

- a) Municipal
- b) Provincial
- c) Federal
- d) Foundation
- e) Total

**Question 16 - Organizations in the professional arts community spend their income on payments for artists, wages and salaries for non-artists, and goods and services (e.g., office equipment, computers, rent, utilities, etc.).**

Please provide total expenditures for the last completed fiscal year inclusive of all compensation paid, all purchases of goods and services, and interest costs. (Dollars (\$))

**Question 17 - An important element of the economic impact study will be the salaries, wages and other earnings paid to those engaged in the professional arts community.**

Please provide the following information for the last completed fiscal year. (Dollars (\$))

[Click here for definitions](#)

- a) Total compensation paid to artists
- b) Total compensation paid to non-artists

**Question 18 - Understanding the geographic distribution of this compensation is key to isolating the economic impact on our local community.**

Please provide the following information regarding compensation paid to artists in the last completed fiscal year. Percentage (%) of Total Compensation - Must total to 100%. Please do not add decimals to percentages. (Percentage (%) of Total Compensation Paid to Artists)

- a) City of Edmonton \*
- b) Elsewhere in the Edmonton Region \*
- c) Elsewhere in Alberta \*
- d) Rest of Canada \*
- e) Outside of Canada \*

**Question 19 - Please provide the following information regarding compensation paid to non-artists in the last completed fiscal year. Percentage (%) of Total Compensation - Must Total to 100%. Please do not add decimals to percentages. (Percentage (%) of Total Compensation Paid to Non-Artists)**

- a) City of Edmonton \*
- b) Elsewhere in the Edmonton Region \*
- c) Elsewhere in Alberta \*
- d) Rest of Canada \*
- e) Outside of Canada \*

**Question 20 - Please provide the following information regarding expenses other than compensation (e.g., purchase of goods and services) paid in the last completed fiscal year.**

(Percentage (%) of Total Non-Compensation Related Expenses - Must total to 100%.

Please do not add decimals to percentages.

Other Expenses Percentage (%) of Total)

- a) City of Edmonton \*
- b) Elsewhere in the Edmonton Region \*
- c) Elsewhere in Alberta \*
- d) Rest of Canada \*
- e) Outside Canada \*

## B. PACE Economic Impact Survey Definitions

**Digital Arts** - Creative expression achieved through the manipulation of digital technologies. Sometimes known as Media Art, it can include radio, audio, video, the Internet, interactive and mobile technologies, video games, transmedia storytelling, and satellite as well as media-related printed books, catalogues, and journals.

**Literary Arts** - Artists who work in writing, which in Western culture are mainly prose (both fiction and non-fiction), drama and poetry. It can also encompass oral traditions.

**Music** - Music is an art form and cultural activity whose medium is sound and silence. The common elements of music are pitch, rhythm, dynamic, and the sonic qualities of timbre and texture.

**Folk Arts** – Folk arts are rooted in and reflective of the cultural life of a distinct community in which members may share a common ethnic heritage, cultural mores, language, religion, occupation, or geographic region.

**Fine Crafts** – Works that are primarily made by hand with skill using traditional craft materials such as clay, glass, wood, metal, fabric and fibre, and natural materials (also, more recently involving new materials and processes such as creative recycling of plastics).

**Dance** – Dance is a performance art form consisting of purposefully selected sequences of human movement. This movement has aesthetic and symbolic value, and is acknowledged as dance by performers and observers within a particular culture.

**Screen Arts** – Screen Arts encompass artists working in television, film, and video.

**Live Theatre** – Live theatre is a collaborative form of fine art that uses live performers, typically actors or actresses, to present the experience of a real or imagined event before a live audience in a specific place, often a stage.

**Visual Art** – Art forms such as painting, sculpture, performance art, drawing, installation, photography, printmaking, and public art.

**Artistic Activities** – the act of creating a work of art. Artists include musicians and singers, authors and writers, producers, directors, choreographers, and related occupations, visual artists, artisans and craftpersons, conductors, composers, actors, dancers and other performers.

**Non-Artistic Activities** – Ancillary activities that support the arts, but are not directly related to the act of creating a work of art (e.g., administration, management, finance, human resources, concession, janitorial, fundraising, etc.).

In-kind contributions include goods, use of services and facilities, professional services or expertise, and provision of or access to equipment or special materials. these contributions would have to be paid for if they were not provided.

Total revenue received before any deductions or allowances, as for rent, salaries, cost of goods sold, taxes, etc.

Earned revenue including sales, admissions, touring, workshops, classes, and other.

Total compensation includes:

**Financial compensation** consisting of pay received in the form of wages, salaries, bonuses, fees, and commissions.

**Non-financial compensation** including all financial rewards that are not included in direct compensation, including benefits, leaves, retirement plans, education, employee services, and fundraising.

**Artist** – An individual directly engaged in creating a work of art. For example: musicians and singers, authors and writers, producers, directors, choreographers, and related occupations, visual artists, artisans and craftspersons, conductors, composers, actors, dancers and other performers.

**Non-Artist** – An individual whose job supports the arts, but who is not an artist. For example, management, professional support such as accountants and engineers, marketing and sales, administration, tradespeople, fundraising.