

4. Culture Services



WHAT IS THE SERVICE?

Culture Services is the municipal investment in local artists, culture and heritage organizations. It enriches the quality of life, generates considerable benefits and greatly contributes to a community's ability to build wealth through innovation and creativity. Culture services are provided to residents by:

- ▶ Creating opportunities for local artists
- ▶ Promoting access to cultural, local heritage and artistic programs
- ▶ Integrating art into municipal and public spaces
- ▶ Increasing investment in arts programs and services
- ▶ Encouraging the development and stability of festivals on municipal public land
- ▶ Fostering collaboration among the 'Culture Sector'

The goals of culture services are to:

- ▶ Improve audience participation/artistic activity, by increasing access to new and improved cultural venues for the purposes of creation, interpretation, presentation and conservation
- ▶ Invest in non-profit cultural organizations to provide arts and heritage programs across the community
- ▶ Promote heritage and local history, through our local museums and heritage initiatives
- ▶ Celebrate and showcase the 'Culture Sector' through the encouragement of festivals
- ▶ Encourage the development of the 'Culture Sector' in each municipality

WHAT ARE THE MAJOR SERVICE DELIVERY ISSUES?

Issues facing the delivery of Culture Services are:

- ▶ Defining culture - by its very nature culture is difficult to define and is always evolving (e.g., are video games considered culture?)
- ▶ Culture funding - current downturn in the economic climate of Ontario affects the amount of funding available to the culture sector
- ▶ Changing technology - rapid advances affect culture including marketing and evaluation of statistics
- ▶ Population - rural vs. urban demographics affects interest and support for various kinds of cultural activities

WHAT ARE THE RESULTS?

What is the cost to provide culture services?

FIG. 4.1 Gross Culture Cost Including Grants per Capita

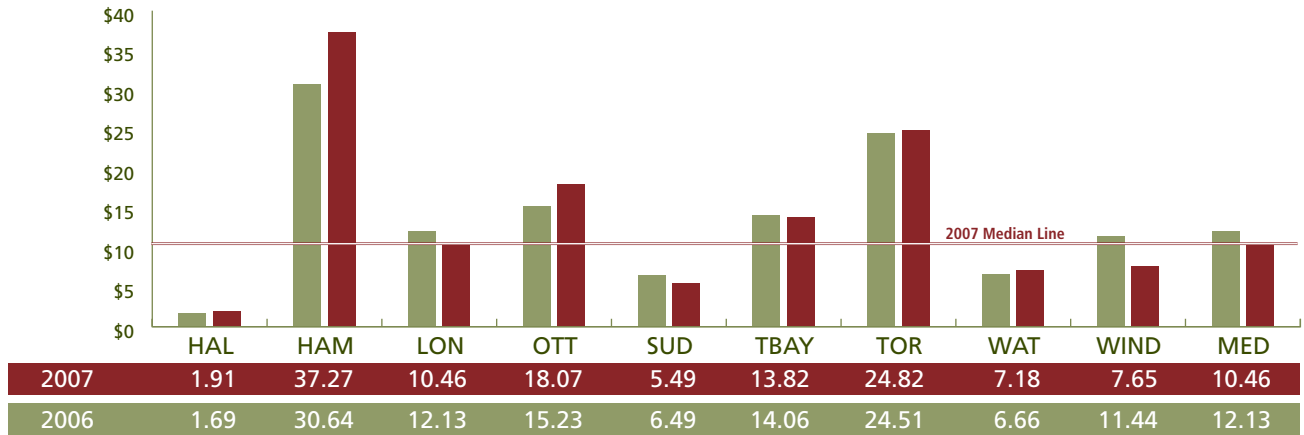
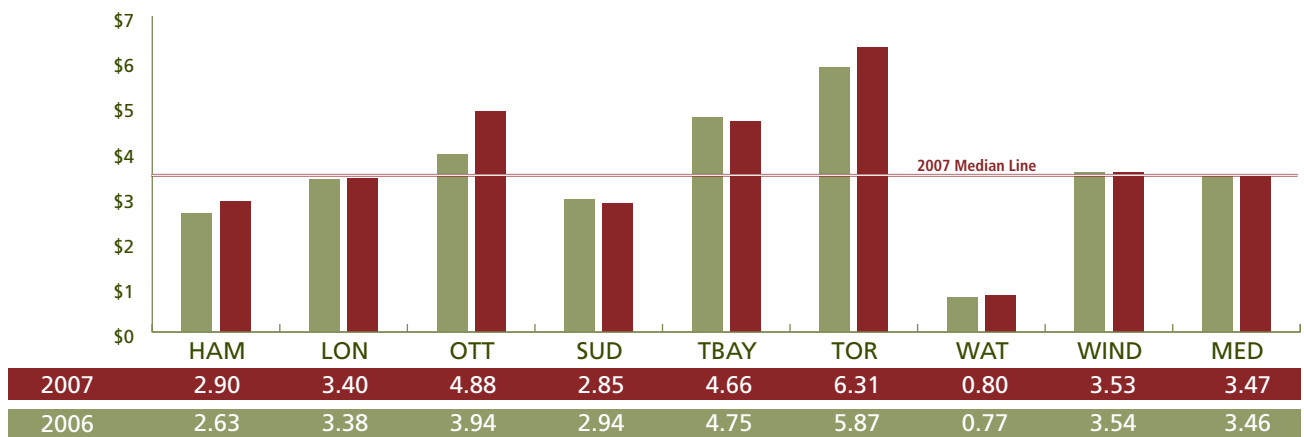


Figure 4.1 shows the cost per capita to operate cultural programs. Costs may be provided to venues such as art galleries, historical sites, cultural centres and museums. Cost can also be impacted by the types of programs/exhibits offered in these venues. Cultural services often attract participants from beyond a municipality’s borders however tourists are not accounted for in this population-based measure.

How many arts grants per resident?

FIG. 4.2 Arts Grants per Capita



Note: Halton data not available for 2007 or 2006.

Figure 4.2 shows the number of arts grants per capita and refers to municipal funding awarded to non-profit arts organizations. The direct municipal investment in arts funding is relative to a city’s service delivery model, the size of its arts community, and its funding envelope. It is important to note the Regional Municipality of Waterloo’s arts grants are provided by both the Region and its local municipalities. This result reflects only the Regional Municipality of Waterloo’s limited involvement in co-ordinating cultural events.

WHAT SHOULD YOU CONSIDER WHEN REVIEWING THESE RESULTS?

Each municipality's results are influenced to varying degrees by a number of factors, including:

- ▶ Program mix – each municipality funds a different set of programs in terms of historical sites, arts grants, cultural events and other cultural services
- ▶ Financial support - arts grants per capita can be influenced by the size of the funding envelope and the size of the arts community
- ▶ Planning and integration - whether a municipality has adopted a cultural policy or plan may affect the way in which programs and services are delivered, how annual data is collected and the amount of funding invested in the community

For more information about the results, contact the Municipality's representative listed in Appendix F, page 94.