



## Brief to the Standing Committee on Finance Federal Budget 2005/2006

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## Introduction

***"What makes our communities vibrant and creative is the quality of their cultural life. The government will foster cultural institutions and policies that aspire to excellence, reflect a diverse and multicultural society, respond to the new challenges of globalization and the digital economy, and promote diversity of views and cultural expression at home and abroad."***

- Throne Speech, October 5, 2004

The Canadian Arts Presenting Association/L'Association canadienne des organismes artistiques (CAPACOA), Opera.ca, Orchestras Canada and the Professional Association of Canadian Theatres (PACT), together represent much of Canada's performing arts community, and we welcome the opportunity to address the Standing Committee on Finance as it develops recommendations on the direction of the 2005/2006 federal budget.

Our associations are united on many critical funding issues and are making recommendations on behalf of the hundreds of performing arts companies, individual artists and presenting organizations we represent across the country, and on behalf of the citizens of the communities in which our constituents live and work.

At the root of our recommendations is recognition of the intrinsic value of the arts to Canadian society as a whole, and of their inextricable link to health, education and the economy. The arts play a critical role in improving the lives of our citizens – they provide a quality of life that makes Canada enviable among nations. Whether on stage or in the orchestra pit, in the classroom or the local library, the arts impact us in significant ways.

To name a few key contributions, the arts:

- cultivate intelligence and discipline in children for more successful careers later in life,
- provide an outlet for the tumultuous emotions of youth,
- address a number of psychological conditions through the recognized discipline of art therapy,
- drive the preservation and building of our cultural spaces,
- contribute billions of dollars to the Canadian economy,
- employ hundreds of thousands of Canadians,
- and promote our identity internationally.

Our organizations are advocating for increased federal funding to artists and arts organizations because, despite key contributions, they continue to suffer neglect.

Study after study has found that artists are among the lowest paid occupations in the country, often despite years of post-secondary education and training - with working conditions akin to a Dicken's novel - and there is a profound devaluation of the contribution of arts organizations and of the leadership that those organizations bring to the community.

## Arts & Culture in Canada

From a production of *Snowman* by Nakai Theatre in the Yukon to internationally renowned productions like the Calgary Opera and the Banff Centre's *Filumena*, performing arts bring life and vitality to Canadians in every corner of the country.

Culture contributes \$33 billion to Canada's gross domestic product and employs roughly 733,000 people – that's about 20% more than the number of Canadians working in computer-related occupations. *Cultural Human Resources Council, Canada's Cultural Sector Labour Force (July 2004)*

In terms of our international identity, the touring of Canadian productions and exhibitions is critical and in demand. The export market for cultural products in 2000 was \$4.2 billion (an estimated increase of almost 40% between 1996 and 2000). *Cultural Human Resources Council, Canada's Cultural Sector Labour Force (July 2004)* The Stratford Festival's New York run of *King Lear*, or the Canadian Opera Company's presentation of *Oedipus Rex* at the Edinburgh Festival put Canada on the world map.

In addition, our citizens clearly support the work of our artists and arts organizations. 351,000 Canadians 15 years of age or older volunteered for arts and culture organizations in Canada in 2000, giving about 51.9 million volunteer hours or the equivalent of about 27,000 full-time, full-year jobs. This volunteer contribution can be valued at approximately \$690 million. *Hill Strategies Research, Arts and Culture Volunteers in Canada (2003)*

Canadians spent a total of \$824 million on live performing arts in 2001, nearly double the spending on live sporting events (\$451 million). *Source: Hill Strategies Research, Performing Arts Spending in Canada (2004)* And 16% of the very poorest Canadian households paid to attend the live performing arts in 2001. *StatsCan's Survey of Household Spending*

This demonstrates that the performing arts appeal to a wide spectrum of Canadian society, not simply the 'elite' as sometimes portrayed in the media. Studies in the United States confirm this observation. *The Value of the Performing Arts in Ten Communities, A Summary Report. Performing Art Research Coalition. June 2004*

### ***Investing in the arts brings huge social and economic returns to our communities and country.***

Over the past decade, the organizations that present and produce cultural services for these devoted citizens have been severely under-funded.

A third of all cultural workers are artists, nearly two thirds of them are self-employed and make only 60% of the income made by other self-employed workers in Canada. *Cultural Human Resources Council, Canada's Cultural Sector Labour Force (July 2004)*

Overall, the not for profit arts have experienced declines in per capita federal and provincial funding over the past decade. *Statistics Canada. The Daily: Government Expenditures on Culture, May 27/01.* Although support from the private sector has increased over the same period, the arts received only 5% of the total number of donations made to charities in Canada in 2000. ([www.givingandvolunteering.ca](http://www.givingandvolunteering.ca))

***Continued erosion of public arts funding undermines the ability of arts and cultural groups to leverage additional support.***

The total projected federal program spending budget for 2003/2004 is \$142.05 billion *Canadian Centre for Policy Alternatives*. The Department of Canadian Heritage is projected to receive \$2.86 billion, of which a fraction is allocated to the Canada Council for the Arts, which in turn has the Solomon-like responsibility of dividing these funds among all arts sectors in an attempt to address numerous operating income gaps.

Of paramount importance is the renewal of the Department of Canadian Heritage's Tomorrow Starts Today program, through which more than \$500 million was allocated to the arts over three years, including \$75 million to The Canada Council for the Arts. The renewal of this funding for at least three more years is uncertain.

Canada's arts managers have been working harder for the same amount of operating revenues for the past ten years – making it extremely difficult for the not for profit arts to plan creatively and financially for the future.

***Without a renewed and enhanced commitment for federal funding support, the quality and quantity of the arts available to Canadians will decline.***

Recommendations:

The federal government can stimulate and support the arts by setting priorities that recognize the central importance of our arts and cultural organizations, our artists, our community health, our youth, our cultural spaces and our international reputation.

Tools available to address the needs of these groups include: increased permanent arts funding; taxation reform and refinement that supports - rather than punishes - self-employed artists; support of the arts in local communities through the 'new deal' for cities; promotion of regular access to the arts by all Canadians as they improve and enhance cultural awareness, mental health, and even intelligence, especially in our youth - the artists of tomorrow; and finally, the implementation of cultural policies recognizing that arts enhance the quality of life that Canadians enjoy, require functional built spaces, and promote our national values and identity to the world.

***Recommendation #1: Our Arts and Cultural Organizations***

***That the government of Canada invest in the sustainability and capacity building of arts and cultural organizations with a commitment to stable funding through the permanent renewal of Canadian Heritage's Tomorrow Starts Today program, and an increase in annual funding for The Canada Council for the Arts to a total of 0.2% of federal spending.***

Tomorrow Starts Today funding was a three-year program of the Department of Canadian Heritage that provided critical, multi-year operational funding to arts organizations across the country through the Canada Council for the Arts, and to presenting organizations through Arts Presentation Canada. The program also provided much-needed assistance for capital renovations through Cultural Spaces Canada. It was renewed for only one more year, despite considerable advocacy efforts by our organizations and others to government.

We recommend that this funding be made permanent and that it be added to the annual base funding for the Department of Canadian Heritage.

Arts organizations need permanent, multi-year operating support. Renewing funding programs like Tomorrow Starts Today one year at a time makes it exceedingly difficult for organizations to plan artistically and financially for the future. And there are many recent events that have contributed to the existing need for increased operating funds, particularly in the performing arts.

A post-9/11 world, grappling with war, disease and an uncertain economic climate has caused dramatic changes in audience buying patterns; changes that have caught even the most experienced in the sector off guard. The Department of Canadian Heritage's increase in funding to the Canada Council through Tomorrow Starts Today enabled that agency to offer increased support to its clients who are struggling with a new reality - declining tourist markets, changing spending patterns and an aging audience.

This funding is critical if we are going to ensure that Canadian stories form the basis of our theatre, dance, opera and music.

Performing arts organizations need to develop work and audiences that reflect the changing face of this country. It's a tricky task because this transition from an older European based model to a newer Canadian based model cannot be made without considerable risk. Risk needs to be supported. The Canada Council for the Arts, to the extent possible, has endeavoured to support such risk.

Therefore, in conjunction with the permanent renewal of the Tomorrow Starts Today program, we recommend that permanent annual funding to The Canada Council for the Arts be established at 0.2% of the federal government's total program spending budget (we estimate this to be \$300 million per year).

This funding would allow for Council's existing client base to be supported adequately and for new clients (arts organizations and artists that have no history with the Council) to have access to funding.

### ***Recommendation #2: Our self-employed artists***

***That the government of Canada extend social benefits to self-employed artists to treat working artists as they do other Canadians, and to encourage youth to enter the artistic professions, in turn, creating art for our communities and the world.***

“...without the artist, without creativity, there’s no industry, there’s no culture! “ **Interview with Liza Frulla, Minister of Canadian Heritage, CBC Radio, 18 August 2004.**

A third of all cultural workers are artists; nearly two thirds of them are self-employed and make only 60% of the income made by other self-employed workers in Canada. *Cultural Human Resources Council, Canada’s Cultural Sector Labour Force (July 2004)* With cuts to our arts organizations over the past decade, there is little incentive for Canadians to enter the artistic professions. Yet artists contribute greatly to our cultural life and enable cultural production in this country, which in turn, contributes billions to the economy and showcases our identity abroad.

It is the position of our national arts service organizations (NASOs) that artists are properly engaged as independent contractors. The nature of the work of artists involves considerable risk, and they bring unique skills to each contract along with personal expense such as transportation or relocation costs. They audition or submit from season to season or show to show with no guarantee of income.

Federal *Status of the Artist* Legislation begins to protect the rights of artists. At present, those who operate as independent contractors cannot access Employment Insurance coverage. Although they have access to certain tax benefits, their earnings are far less than those of independent contractors in the technology industry. They must often supplement their contractual artistic engagements with part-time work outside of the artistic community.

If the government values the status of the artist in our society, then we call upon the government to provide the same social benefits for those in the artistic professions as other Canadians to help ensure that poverty does not accompany this status, and in turn, provide the type of support that will encourage our youth to establish careers in the arts.

### ***Recommendation #3: Our communities***

***That the government of Canada ensures the ‘new deal’ for cities responds to the local needs of arts organizations, and that it reflect the intrinsic contribution they make to cities, towns and villages across Canada.***

Canadians and their government(s) are increasingly recognizing that cities and communities are on the front-line of the quality of life that we enjoy as Canadians. Our organizations applaud the federal government’s commitment to culture and communities, articulated in the October Throne Speech.

The ‘new deal’ speaks to the importance of ensuring adequate infrastructure and resources to make our cities livable. This infrastructure is often portrayed as sewers and transit. But it means ever so much more. Toronto Mayor David Miller recently captured the essence of what arts and culture bring to our communities:

*“Cultural institutions affect every aspect of our city. They preserve and communicate what is good and interesting about our diverse cultures. They build a sense of community by imbuing audiences with intense, shared experiences. They play an important role in giving young people productive, creative outlets.*

*Artists can also provide a remedy for ailing neighbourhoods, as we've so clearly seen in vibrant areas like the West Queen West Art and Design District and the Junction.*

*If we don't support the city's arts scene, we fundamentally damage the whole city. In the 21<sup>st</sup> century, every thriving city in the world treats creativity as fundamental component for success.*

Toronto is not alone in recognizing the contributions of culture to community. Montreal is alive and vibrant, due in large part to the health of the arts scene. The City of Vancouver, supported by Canmore, moved a motion at the Federation of Canadian Municipalities recognizing the place of the arts in Canada, and urging the federal government to renew the Tomorrow Starts Today initiative (see recommendation #1). Cities that fail to see this do so at their peril: the prospect of eliminating arts funding in the City of Ottawa earlier this year created a citizens' grassroots response and call to action the likes of which had never been seen.

It is imperative that the government of Canada support the arts and culture as an intrinsic component of the new deal for cities.

#### ***Recommendation #4: Our youth***

***That the government of Canada supports and promotes access to the arts by all Canadians, especially youth.***

"Preliminary findings of the National Arts and Youth Demonstration Project, being undertaken by McGill University's School of Social Work show that arts programs (in theatre, visual arts and filmmaking) lead to a measurable improvement in overcoming behavioural and emotional problems, in developing skills and in completing tasks." *Christopher Guly, Unmasking Creativity in Youth, For the Arts (Ottawa, The Canada Council for the Arts, Issue 18)*

Numerous studies have shown that exposure to the arts improves young people's academic performance, and there is a particularly strong relationship between music and mathematics. Moreover, artists are important mentors and educators in communities - symphony orchestras, for example, are an important source of music teachers for a community's youth.  
([www.artsmarts.ca/eng/resources.html](http://www.artsmarts.ca/eng/resources.html))

It is essential that the arts are accessible to all Canadians, in particular youth, who are so positively affected by them for life. The majority of performing arts organizations conduct significant outreach and education activities targeted to youth. By providing adequate core funding for arts organizations, these activities will encourage youth to actively participate in the arts as audience members, volunteers, and artists.

This access, as evidenced in their impact on our youth, is invaluable to the future of the country. Improved funding to the Canada Council for the Arts as recommended above is the most effective tool for the Federal government to promote the arts to youth.

### **Recommendation #5: Our cultural spaces**

***That the government of Canada renews and expands program funding for the restoration, renewal and new building of arts and cultural facilities.***

A recent study documenting the impact of artists on the US economy found that artists raise overall productivity and earnings in regional economies, notably:

1. By using their creativity to enhance the success of other products and services in many other sectors of the local economy;
2. By helping employers across the regional economy to recruit talent when it is clear that the region offers an abundance of artistic and creative activity; and
3. By enhancing the entrepreneurial culture of the region's economy, since many artists are self-employed.

The study concludes that three local qualities are most important in attracting artists and retaining them in the community:

1. The presence of vibrant artistic networks, nurtured by active occupationally-based member organizations, successful live/work facilities, and other institutions and events that produce and maintain strong "connective tissue" within the local arts community.
2. A climate of strong support for the arts, evident through financial support (from public sector and philanthropic sources), a range and diversity of high-quality arts venues, as well as strong moral support (a climate of free expression and tolerance).
3. A good and affordable quality of life.

*A. Markusen, and D. King, 2003. The Artistic Dividend: The Arts' Hidden Contributions to Regional Development. Minneapolis, MN: Project on Regional and Industrial Economics, Humphrey Institute of Public Affairs, University of Minnesota. As summarized in Gertler, Meric S. 2004. Creative Cities: What Are They For, How Do They Work, and How Do We Build Them?, Canadian Policy Research Networks, Ottawa, ON.*

The funding support required to begin to create this built community for artists and for creativity could be found in part through the renewal of Tomorrow Starts Today and its Cultural Spaces funding program.

### **Recommendation #6: Our international reputation**

***That the government of Canada promotes Canadian identity and Canadian values through the arts by increasing the number of Cultural Trade Development offices and advancing international cultural relations.***

Currently there are five Cultural Trade Development offices - if this number were doubled to ten in the next three years, the government could provide new and enhanced diplomatic resources to advance cultural relations internationally, including improved touring support.

Such financial and administrative support will allow for the development of unique, distinctive, and original cultural products, which help to shape the identity of the places from which they come. The status and image of Canada abroad would be strongly enhanced, in turn stimulating investment and attracting talented immigrants.

## Conclusion

CAPACOA, Orchestras Canada, Opera.ca and PACT - and our members across the country - believe in the intrinsic value of the arts to our society and that increased, permanent federal funding to the arts is essential for the health of our citizens, economy and international reputation. Funding is key and in this regard, we mirror the final comments of the pre-budget brief submitted by the Canadian Conference of the Arts in September 2004:

*“The arts in Canada nourish the heart, soul and minds of Canadians, providing a quality of life that is the envy of nations around the globe. They also provide an incredibly good rate of return for the government of Canada’s fairly modest investment. In addition, this investment reaps the type of rewards on which one cannot put a dollar figure, providing*

- International recognition for Canada through the achievements of our artists;*
- a high standard of artistic output recognised and appreciated by cultural tourists from around the world;*
- a powerful economic driver for the social economy resulting in flourishing, healthy and diverse communities (creative capital for creative cities);*
- a means of expression for the creative spirit in children;*
- a dynamic aid in developing learning skills; and*
- an enhanced quality of life for all this country’s citizens.*

*But the cultural sector performs in a different way from other sectors in Canada; its members do not fit into the nice round holes developed at the Canada Revenue Agency.*

*It is imperative that the government, AT A BARE MINIMUM, implement Recommendation 1 of this submission, in order that at least the status quo in Canada’s cultural sector be maintained. It is our hope, however, that prudence will prevail and that the government, through recommendations from the Standing Committee on Finance, will in fact recognise the importance of valuing our artists and arts organizations by providing them with increased support and appropriate fiscal measures to ensure their ongoing growth and sustainability.”*

## Summary of Recommendations

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### ***Recommendation #5: Our cultural spaces***

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## About Us

The Canadian Arts Presenting Association/L'Association canadienne des organismes artistiques (CAPACOA) is a federally incorporated non-profit association serving the live touring and presenting industry in Canada. It is comprised of organizations in all ten provinces, Yukon, Northwest Territories and the United States. These include provincial governments, federal and provincial arts councils, provincial, national and international presenter networks, artists, artist managements and performing arts facilities ranging in size from 189 to 3200 seats, as well as larger presenting venues like arenas.

CAPACOA's presenting and network members represent over 200 such presenting organizations, with a total seating capacity in excess of 180,000. These presenters, artists and managers are the spine of the distribution system for the performing arts in English Canada, although it also has important members in Québec, both francophone and anglophone. Its members pay over \$20-million annually to Canadian and international artists, and the local economic impact of this presenting and hall usage activity is over \$100-million per year. Its members' presenting activities alone are attended by over two million Canadians a year, while its business members generate earnings to Canadian and international artists in excess of \$20-million annually.

Opera.ca is the voice of opera in Canada, representing opera and music theatre companies and affiliated organizations, businesses and individuals, including singers, across Canada. From coast to coast, in communities large and small, our members strengthen and enrich the fabric of the communities they live and work in.

Opera.ca provides services in advocacy, communications and support for Canadian opera creation. Built around the strategic directions established by the Board and members, these programs seek to ensure that the interests of the Canadian opera sector are advanced to the fullest extent possible.

Together Opera.ca and OPERA America keep members abreast of issues relating to artistic quality and creativity, education and audience development, community service, leadership and governance, resource development, promising partnership opportunities, international trends in opera production and new technologies. Experts from within and outside the field are regularly convened to conduct research and collect and disseminate information to members and the field's stakeholders. The annual opera conference is the largest regular gathering of opera professionals in the world.

Orchestras Canada exists to strengthen Canada's orchestral community through leadership in advocacy, education and professional development. In order to fulfill this mandate, it is essential that we foster among our many stakeholders an enhanced understanding of, interest in, and support for live orchestral music.

Orchestras Canada represents major symphony orchestras, regional professional and chamber orchestras, semi-professional, community, university and youth orchestras as well as ensembles, presenters and music educators. Services provided to our members include advocacy, information, professional and organizational development and training, employment information, education and community outreach programs, and an ensembles program.

PACT (Professional Association of Canadian Theatres) is a member-driven organization that serves as the collective voice of professional Canadian theatres. For the betterment of Canadian theatre, PACT provides leadership, national representation and a variety of programs and practical assistance to member companies, enabling members to do their own creative work.

PACT has been the leading voice for professional Canadian theatres in the areas of advocacy, professional development, labour relations and public education since 1976 and represents 120 professional theatre companies in all regions of Canada and of all styles and sizes, from the Shaw Festival in Ontario to Nakai Theatre in the Yukon. Our Members mount an estimated 500+ productions each year, engaging 2 to 4 million Canadians in their audiences.

Appendix – Joint Press Releases



## **Canada's performing arts have high hopes for the federal budget**

### **For immediate release**

(22 March 2004, Toronto) Encouraged by the Martin Government's signals in the February Throne Speech, Canada's performing arts sector will be watching Finance Minister Ralph Goodale's first budget closely on Tuesday, 23 March. Hopes are high that commitments to ensure that cities 'attract the best talent and compete for investment as vibrant centers of commerce, learning and culture', will translate into meaningful spending commitments to sustain the opera, orchestral and theatre sectors in Canada.

"Sustained and increased federal funding is critical to the ongoing vibrancy of our sector" says David Devan, Chair of Opera.ca and General Manager of Pacific Opera Victoria.

Even with the three-year federal funding infusion in 2001, the performing arts are still exceedingly fragile. In 1996, at the depth of government cuts, public support from all levels accounted for almost 27% of an average opera company's income. Our analysis shows it's been on a slow decline since even then. "Our development and marketing departments are working in overdrive to make up the difference, but we can't go on making vital contributions to our communities, through education, outreach and performance opportunities, if we don't have stable funding from government, led by Ottawa," stressed Devan.

"Our members make significant economic contributions to this country, the most notable examples being the Stratford and Shaw Festivals, said PACT's President Andy McKim. "Beyond that though, our members, in centres from Whitehorse to St. John's, give Canadians profound opportunities to be witness to stories of the human condition, to challenge their assumptions, and to engage them in a dialogue on the values we hold as Canadians."

Like government, arts organizations are seeking ways to better serve their communities. "We are a vital part of the quality of life in cities across Canada, said Orchestra Canada's Dan Donaldson. We will be looking to Minister Goodale's budget for strong support and measures to ensure the performing arts can move forward together to continue to play a vital and dynamic role in the health of our cities."

Last fall, with the support of both Orchestras Canada and PACT, Opera.ca joined with others in the cultural sector to call on the federal government to renew and indeed enhance its funding support to the arts. In its recommendations to the House of Commons Standing Committee on Finance, it urged the Government of Canada to renew cultural funding announced in 2001, and indeed augment it. (Brief available at [www.opera.ca](http://www.opera.ca))

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## **High hopes dashed Performing arts find little in government's first budget**

### **For immediate release**

(Toronto, 24 March 2004) Dreams were not sweet last night for the performing arts sector, as it reflected on the Martin government's first budget.

"The arts give our cities and communities much of their imagination" said Opera.ca Chair David Devan. "We value the focus on communities articulated in Finance Minister Ralph Goodale's first budget speech, but found no recognition of the place the arts play in them."

To sustain their place in Canadian communities, the performing arts sector is calling on Ottawa to enhance federal funding of the arts. Goodale's first budget is silent on its plans for the arts and cultural sector.

"With the increased focus on 'creative economies' we hoped for a stronger signal of support from Ottawa" said PACT President Andy McKim. "We didn't get it."

"We are encouraged by the focus on the social economy and strengthening the charitable and not-for-profit sector" notes Orchestra Canada's Dan Donaldson. "But articulated and measurable support for the arts sector is vital."

Opera.ca, Orchestras Canada and PACT look forward to working with the Honourable Hélène Chalifour Scherrer, Minister of Canadian Heritage, and her colleagues to secure the resources necessary for a strong arts sector in Canada.

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## **Tomorrow Starts Today Funding Renewed 1 year: Canada's Performing Arts Organizations Applaud**

### **For immediate release**

(Toronto, 7 April 2004) Canada's performing arts organizations are pleased the Government of Canada is renewing its Tomorrow Starts Today investment for 2004-05. Late last month, MP Sarmite Bulte told the House of Commons that \$207 million would be invested in the program again this year. Canada's performing arts benefit through various facets of the program, including a \$25 million infusion to the Canada Council for the Arts.

This funding renewal indicates that there is an appreciation that the performing arts make a meaningful and lasting contribution to the quality of life in Canadian towns and cities. It takes sustained and consistent funding from all stakeholders to ensure the continued vitality of Canadian performing arts companies and organizations.

The Canadian Arts Presenting Association, Opera.ca, Orchestras Canada and PACT look forward to working with the Honourable Hélène Chalifour Scherrer, Minister of Canadian Heritage, and her colleagues to secure the long-term resources necessary for a strong performing arts community in Canada.

"Since her appointment, Minister Scherrer has signaled her passionate commitment for the sector", said Opera.ca's Micheline McKay. "We look forward to working with her to ensure concrete actions continue into the future."

Madame Scherrer obviously understands the crucial role played by the arts in Canadian society," said Peter Feldman, Executive Director of the Canadian Arts Presenting Association (CAPACOA). "I hope that we will see soon a commitment to stable multi-year financial support of the work being done by Canadian creators, producers and presenters."

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