

**Community,
Partnership and the
Performing Arts:**

**Co-creating a
Culture of Place in
Rural Communities**

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Inga Petri

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CANADIAN ARTS
PRESENTING ASSOCIATION
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DES ORGANISMES ARTISTIQUES

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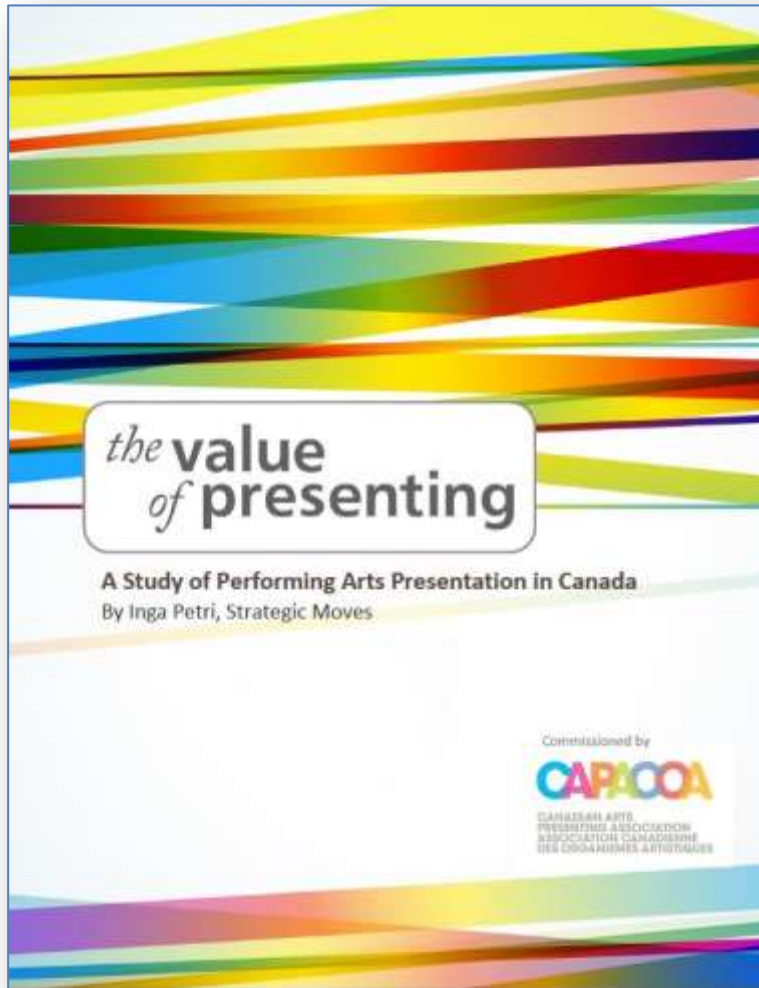
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www.capacoa.ca

www.ValueofPresenting.ca

www.CanadianGeographic.ca/atlas



<http://www.canadiangeographic.ca/atlas/themes.aspx?id=performingarts&lang=En>

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Vision



**Vibrant communities fueled
by the performing arts and its
community-engaged partnerships**

Relevance and Resilience



Alianait Entertainment Group

“A healthier Nunavut through the arts”

Performance

Training

Festival

**Concert
series**

**Artists'
collaboration**

**Community,
school
workshops**

**Technical
crews**

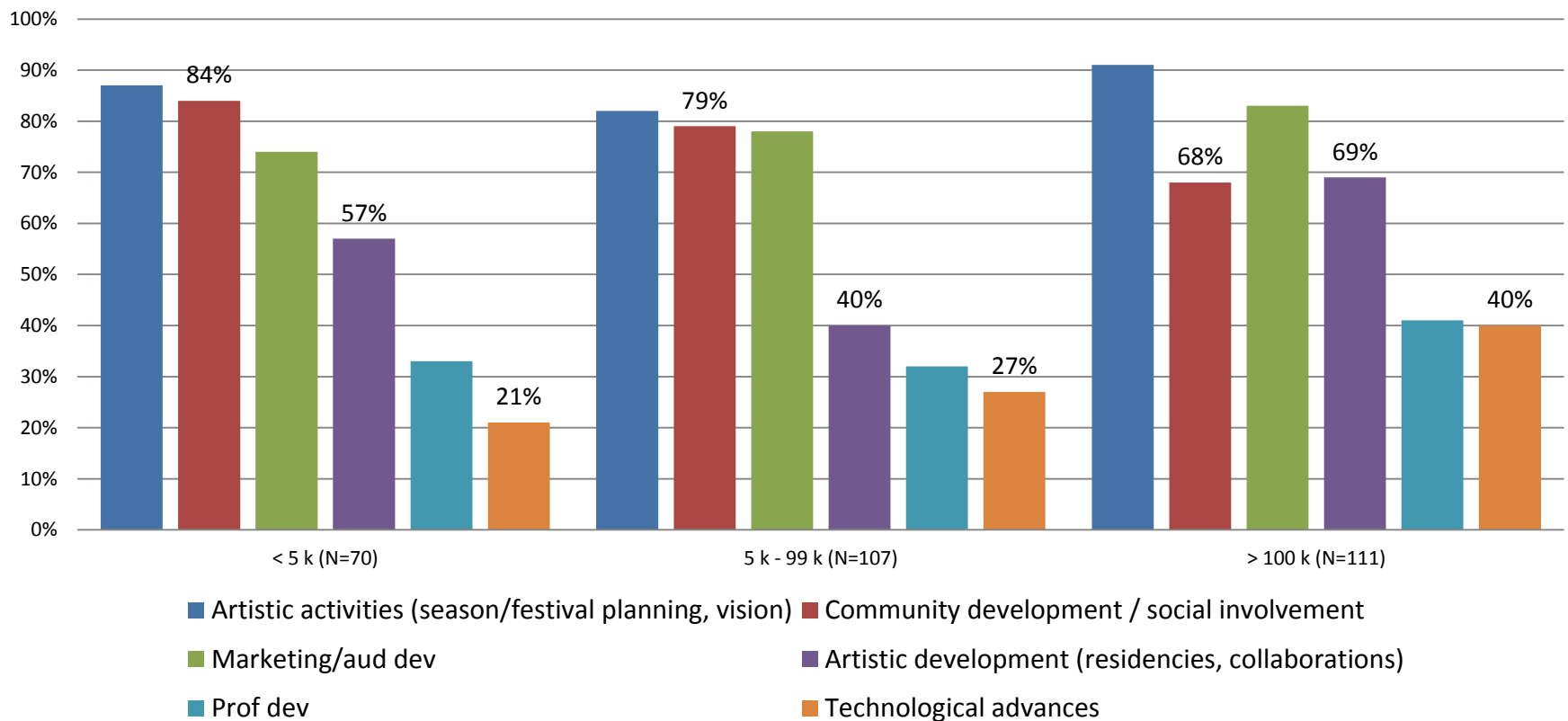
Rural arts organizations and the arts eco-system



http://www.canadiangeographic.ca/atlas/themes.aspx?id=performingarts&sub=performingarts_players_ecosystem&lang=En

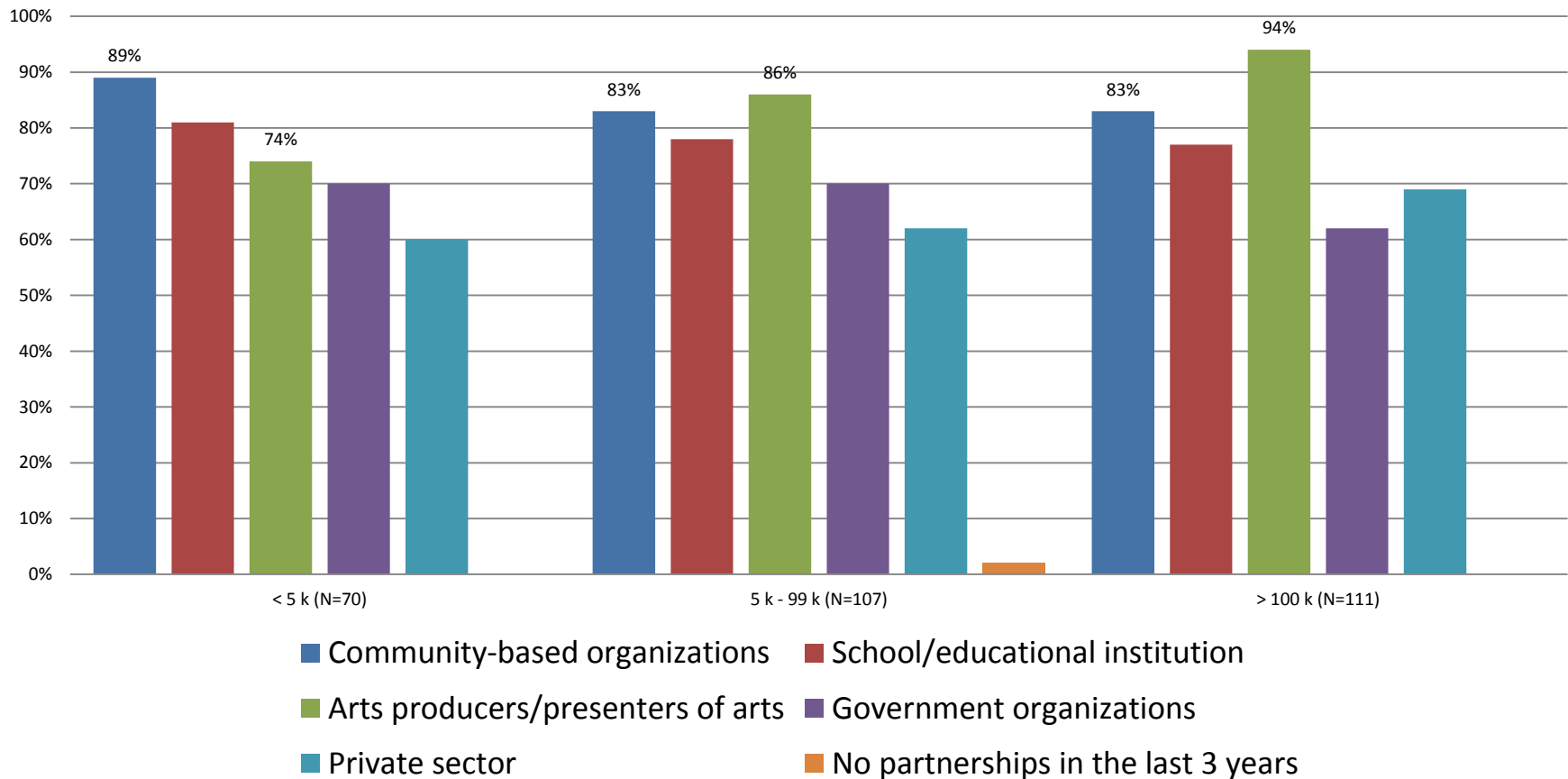
Presenters report on activities

How much effort does your organization dedicate? High effort (4-5)



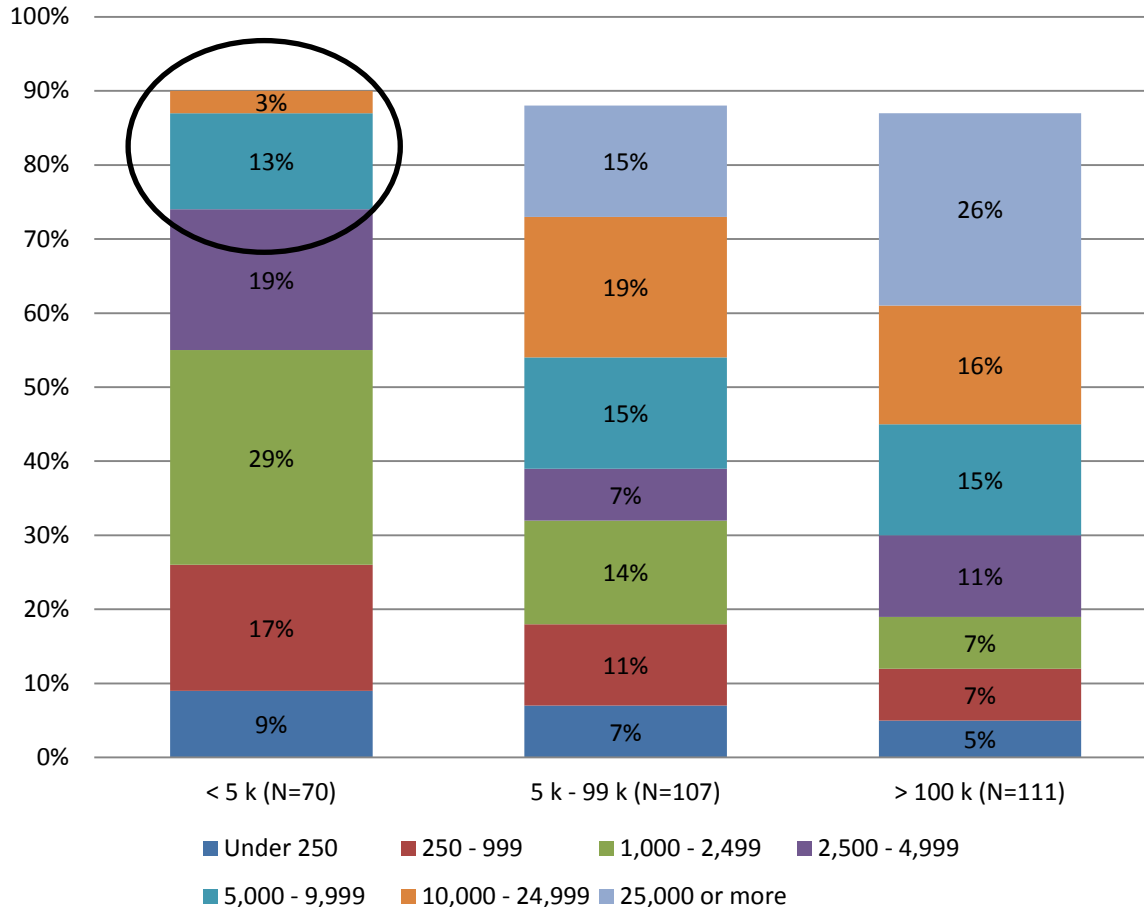
Presenters partner widely in community

Partnerships within 3 years



Power of rural presenters in terms of total attendance

Total attendance by category in 2011



What **proportion** of your population do you attract to your events?

King's Playhouse never missed a season since 1887

Georgetown, PE: 600

Opened 1887
287 seats

Owned by the Town
Operated by King's Playhouse
Volunteer Board

Weekly Ceilidh with 60 in winter and
120 in summer
Easter Egg hunt with 85 kids
Community Players

1 permanent staff, many volunteers



Volunteers are essential



- **Budgets**
 - 61% of rural arts presenters < \$200,000
- **First source of funding: box office**
 - In cities: government
- **Rural arts presenters operate with 36 volunteers day-to-day**
 - National average 17 volunteers for each paid staff
 - 39% have no paid staff year-round
 - 10% have no staff during peak times

Multi-disciplinary community presenter

Fort Nelson, BC: 4,000

Opened 1992

Multi-purpose facility

272-seat theatre

250 events / yr

21,000 annual visitors

Support/promote local artists

Economic development

Live streaming



Community benefits: language matters



Presenters' top benefit

**Stronger sense of
community identity or
community belonging**

Canadians' top benefit

**Brings energy and vitality
to community**

**Improved quality of life
and well-being of
residents**

More creative community

Canadians identify many benefits of attending



- **Economic development (Tourism, Resident attraction, Business relocation)**
- **Civic pride**
- **Better understanding between cultures**
- **Increased partnerships between organizations**
- **Identity**
- **Better ability to attract and keep skilled workers**
- **Better health**
- **Higher rates of volunteering**

Source: Factors in Canadians' Arts Attendance in 2010 (2012), Hill Strategies

Source: Value of Presenting-Survey of the General Public, 2012 (EKOS/CAPACOA),
www.valueofpresenting.ca

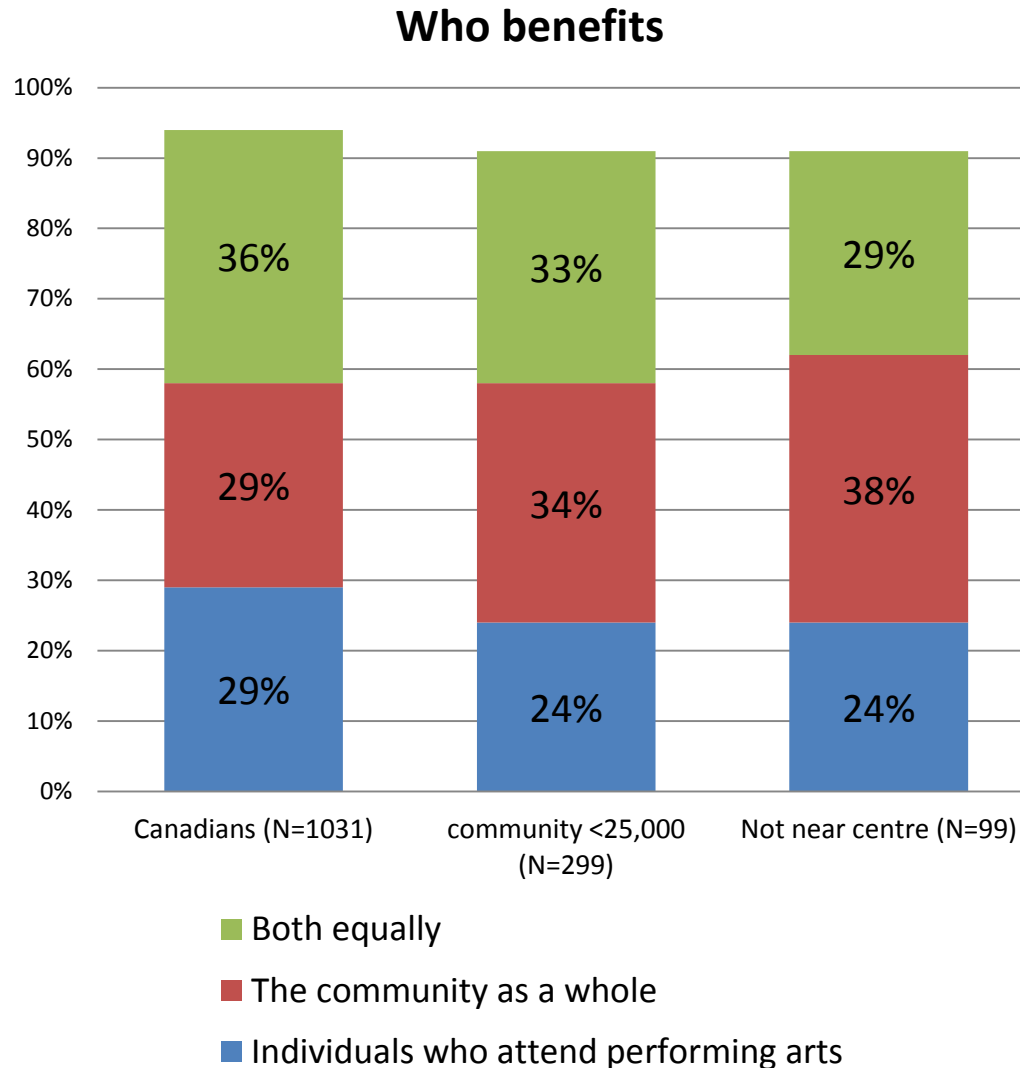



Art as a public good

=

Art as a means to an end

Community benefit more strongly perceived



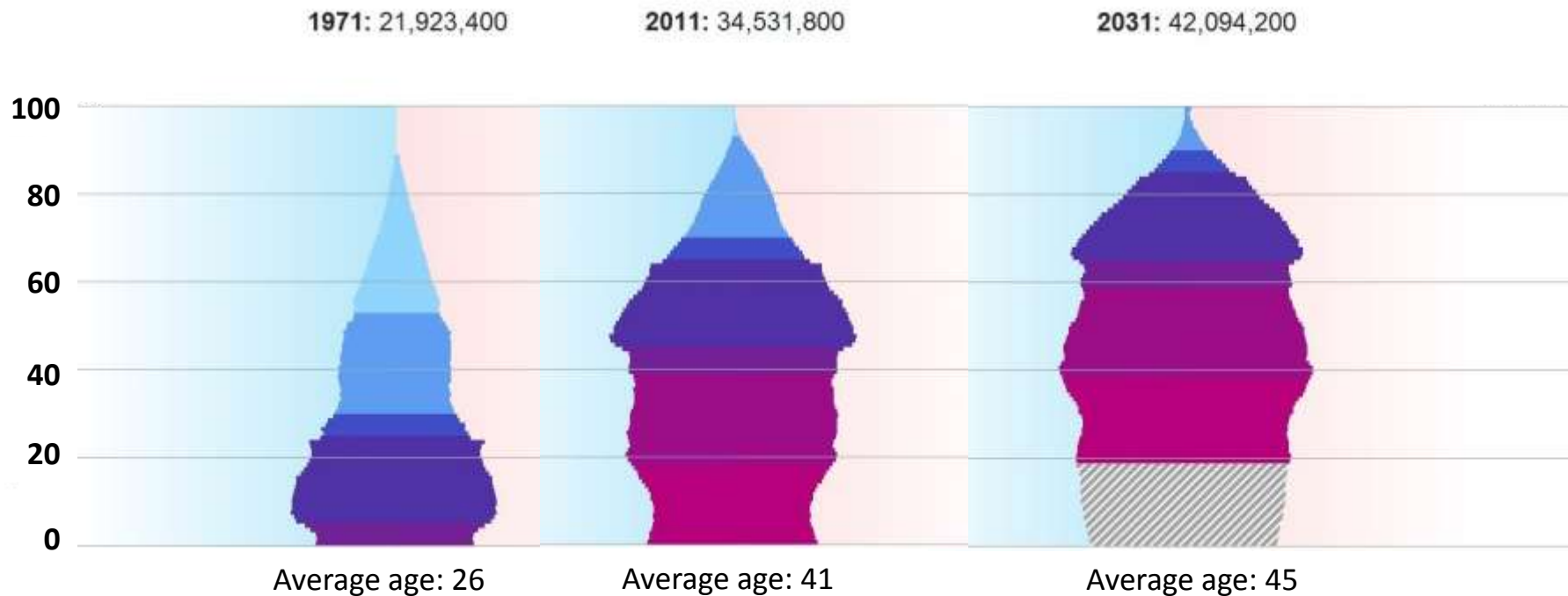


**What impact do you want to have
in your community?**

**What do you want your community
to be known for?**

**What is abundant, what is scarce,
in your eco-system?**

Demographics – understand your context



Haliburton, ON 54
Thompson, MB 30.6
Airdrie, AB 32.4
Nunavut 24.1

Closing thoughts on the rural arts business



- **Count audience differently to strengthen your case**
 - Consider proportion of audience / local population
- **Place branding**
 - Consider county/regional level to achieve scale
- **Build your local eco-system and connect it**
 - Share resources and expertise, multi-purpose buildings, artists, work/rehearsal spaces, presenters
- **Consider to what degree your core audiences are local residents**

Closing thoughts on the rural arts business



- **Public funding**
 - Culture portfolio may be less important than tourism/economic development, education, health, social services, multi-culturalism
- **Revenue streams**
 - Digital / online distribution
 - Why not a *tourism product development tax* that actually supports arts and culture events locally?
- **Don't always think 'organization', when you are really interested in doing a 'project'**

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