

MEDIA RELEASE

For immediate release
October 29, 2019

Investing in the arts boosts economy and builds vibrant communities *Theatre Calgary reacts to the government's support for the arts in Alberta*

Calgary – Following the release of the province's 2019 budget, Theatre Calgary remains committed to generating awareness of the important role the arts play in our economy, and building strong and vibrant communities.

For the 2019-20 budget update, the provincial government has allocated \$28.4 million to the Alberta Foundation for the Arts to support arts and arts organizations, a decrease of \$1.5 million, or approximately five percent, from the 2018-19 budget. While this represents a cut, Theatre Calgary is maintaining a positive outlook, and is pleased with the province's ongoing commitment to the arts, and looks forward to working with government partners to continue to create opportunities for growth.

"We know the value art brings to our cities, not only contributing to the vibrancy and resiliency of our communities, but also to the vitality of our economy," says Jon Jackson, executive director for Theatre Calgary. *"It is paramount that we continue to work closely with our government partners to ensure we are supporting their business plan where we can, in an effort to create future growth and opportunities for the arts and artists in both Calgary, and across the province."*

A 2019 report produced for [Calgary Economic Development by the Conference Board of Canada](#) confirms that Calgary's creative industries contribute substantial economic and social impacts to the city and the overall province. The report states creative products, produced by creative industries, employed just under 24,000 people in Calgary in 2016, earning \$1.6 billion in labour income and contributing over \$2.1 billion in local GDP in the same year. The report also highlights how important the creative industries are to tourism, attracting visitors to Calgary who spent just under \$71 million on creative industries goods and services.

Theatre Calgary is also excited about the potential of new objectives included in the Ministry of Culture, Multiculturalism and Status of Women's business plan, notably the establishment of a Creative Partnership Alberta Program, where the Ministry plans to provide mentorship and support opportunities to artists and arts organizations to generate income and build strong relationships with the private sector.

"As a long-time supporter of the arts, I look forward to seeing the impact of the Creative Partnerships Alberta program," says Craig Senyk, president of Mawer Investment Management Ltd. and board chair for Theatre Calgary. *"This program will foster strategic partnerships, and help more businesses realize not only the importance of investing in the arts and our communities, but the unique business solutions organizations like Theatre Calgary bring to the table."*

To learn more about Theatre Calgary and ways to provide support, please visit theatrecalgary.com/support-what-you-love/.

Quick facts:

Conference Board of Canada, *Calgary's Creative Industries: Economic and Strategic Impact* report:

- Creative products, produced by creative industries, directly supported the employment of just under 24,000 people in Calgary in 2016, earning \$1.6 billion in labour income and directly contributed over \$2.1 billion in local GDP in the same year.
- Nearly 49,500 people volunteered 7.3 million hours for arts and cultural organizations in 2017, equal to 3,670 full-time equivalent jobs and an economic value of \$204 million.
- An analysis of labour productivity (output per worker) suggests that average labour productivity of the sector is high, at just over \$90,000 of GDP per job.
- Creative industries help attract tourists with tourists visiting Calgary spending just under \$71 million on creative industries goods and services in 2016.
- Creative industries also provide social benefits contributing to quality of life, health and well-being, urban revitalization and community development, appreciation for diversity, enhancement of education and skills development, and civic engagement.

Learn more:

- [Culture, Multiculturalism and Status of Women business plan](#)
- [Budget 2019](#)

Founded on July 1, 1968 Theatre Calgary is Calgary's first and largest professional theatrical company. Our mission is to stimulate, provoke, and delight through ambitious programming created to ignite local, national, and international engagement. We are a member of the Professional Association of Canadian Theatres, and operate within the jurisdiction of the Canadian Theatre Agreement. For more information, visit us at theatrecalgary.com and follow us on [Instagram](#), [Twitter](#) and [Facebook](#).

-30-

Media Contact:

Christopher Loach
Director of Media Relations
Theatre Calgary
403-294-7440 ext. 1309
cloach@theatrecalgary.com