From a beading workshop for teens on Selkirk Avenue to colourful canoes marking Old St. Vital’s history to a Broadway-style musical at Rainbow Stage, art reaches every corner of Winnipeg.

Winnipeggers are arts people. We make art. We attend cultural events in huge numbers. We think culture is a catalyst for economic growth and gives the city its unique identity. In fact, most of us think Winnipeg’s arts scene is more vibrant than nearly anywhere else in Canada.

The Winnipeg Arts Council has measured the impact of arts and culture as a critical part of the city’s infrastructure. This is what we found.

The arts and creative industries in Winnipeg are worth $1.6 billion in real GDP—up 22% over the last decade.

90% of Winnipeggers say arts and culture are important to a good quality of life in Winnipeg.

85% say it’s important for the city to fund arts and culture.

80% enjoyed arts and culture in 2019—everything from a comedy show to a museum visit to a night of indie theatre.
**CORE TO THE ECONOMY**

City hall earmarks roughly $4.5 million for the Winnipeg Arts Council annually. Nearly all of that—85%—flows directly to artists and cultural organizations in the form of grants. Those grants and WAC’s work have significant spin-off effects, creating jobs, generating tax revenue and growing Winnipeg’s economy.

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Net value to Winnipeg’s GDP (at market prices): $105 million

Wages: $71 million

Jobs (in person years): 1,971

Tax revenue to the City of Winnipeg: $4.7 million

**TO THE FEDERAL GOVERNMENT:** $17.2 million

**TO THE PROVINCIAL GOVERNMENT:** $16.7 million

*This data includes only the artists and cultural organizations funded or supported by the Winnipeg Arts Council.

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**WHERE ARTS-LOVERS LIVE**

Eight-in-ten Winnipeggers enjoyed the “big” arts in 2019—the concerts, operas, gallery shows and theatre. There’s little variation in arts attendance among neighbourhoods. In other words, Whyte Ridge loves the arts almost as much as Wolseley.

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**WHO ATTENDED AT LEAST ONE ARTS AND CULTURAL OFFERING IN 2019**

<table>
<thead>
<tr>
<th>Neighbourhood</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whyte Ridge</td>
<td>80%</td>
</tr>
<tr>
<td>Wolseley</td>
<td>83%</td>
</tr>
<tr>
<td>St. Boniface</td>
<td>82%</td>
</tr>
<tr>
<td>Maple Ridge</td>
<td>76%</td>
</tr>
<tr>
<td>Other</td>
<td>77%</td>
</tr>
</tbody>
</table>

“I have lots of nieces and nephews—12 of them—and I take all of them to arts things. Christmas presents are always MTYP tickets. One of my nephews says, ‘This is the best tradition I have in my life so far.’ He’s seven.”

—From Art Matters video, with permission
CORE TO THE QUALITY OF LIFE

It’s not just about the money—the $105 million and the nearly 2,000 jobs WAC-supported artists and organizations create. Nine-in-ten Winnipeggers told us the arts are a vital service that forges a good quality of life.

86%
say the arts make everyday life more fun

say enjoying arts and culture is a good stress reliever

56%
of Winnipeggers make art themselves—painting, drawing, writing, textiles

say Winnipeg has a more vibrant arts scene than most cities

78%
say the arts are a good tool for reconciliation

CREATING THE NEXT GENERATION OF CREATORS

Parents with kids were more likely than average to take in a museum, a festival or a musical performance, and Winnipeggers overwhelmingly see the arts as a way to give kids a good start in life.

90%
say art programs are a good way to keep kids out of trouble

77%
of Winnipeg kids are involved in the arts, in school and out

58%
of parents see art classes as critical—just as important as math and English

“I like to teach people art, because it’s like a window into someone’s mind, the way they think, the way they view things. Art is like a gateway drug—they can have a little taste of art and they want more. It’s giving people that opportunity and that space to do it, when a lot of people around here don’t have money for art supplies, for equipment.”

—GABRIELLE FIDDLER
artist, Youth WITH ART participant and facilitator at NdinaWE Youth Outreach Centre on Selkirk Avenue.
“I think art can communicate things that words cannot, and part of my intention with Bokeh was to give people an experience, even if they didn’t mean to have one. Having art in public spaces is a conversation starter—‘oh, my interpretation is this, but yours is not the same.’ It can open up a lot of debates.”

—TAKASHI IWASAKI
Winnipeg artist and co-creator of Bokeh in Kildonan Park

Winnipeggers spent more than $96 million on arts outings in 2019, including tickets, babysitters, meals and parking. But they also took in free public art, the kind that makes Winnipeg’s parks, sidewalks and transit stops delightful and unique.

90% of Winnipeggers say public art gives the city more character

78% say every city project should have an element of public art

77% say Winnipeg needs more public art

ABOUT THIS STUDY
Probe Research Inc. conducted a multi-phase economic impact study for the Winnipeg Arts Council. This included spending and attitudinal surveys of WAC-supported artists (N=212), arts organizations (N=40) and the general population of Manitoba (N=1,038) conducted between Oct. 4 and Nov. 15, 2019. Economic modelling was completed in partnership with the Manitoba Bureau of Statistics. Additional data, including from Statistics Canada and WAC, was also analyzed.

For more details, visit winnipegarts.ca