Alberta Foundation for the Arts

Arts Impact Alberta 2025

Ripple Effects from the Arts Sector

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Message from the Chair

The Alberta Foundation for the Arts (AFA) recognizes that the arts are essential to Alberta's economic, social, and cultural fabric. Our role is to build greater awareness of the arts sector and its importance to our province. We strive to increase our understanding of the economic impacts of arts organizations, particularly those that receive annual operating funding from the AFA.

The AFA's operating grants provide ongoing support to organizations that give access to art experiences and offer job opportunities for artists and cultural workers. During the period examined in this report, the AFA invested an average of 64 per cent of its annual expenditures towards our operating funding programs. This report provides a snapshot of the incredible return on investment for our province. We believe that Albertans deserve to be told about the positive impact of our work.

As you review the benefits of AFA funding that are outlined here, please keep in mind that these results predate the historic investment in the arts the Alberta government announced in 2024. Budget 2024 committed to increasing the AFA's annual budget by $4.5 million a year for three years. By 2026, our budget will be nearly $40 million. We are grateful for the government's commitment to increase funding for the arts. This has allowed us to increase total support for organizations by 10 per cent in 2025. This is in addition to the previous year's funding increase for individual artists.

The AFA is currently in the process of modernizing its grant programs to provide more targeted funding support to arts organizations and individual artists. This is based on the findings of our program review that began in 2022. We are excited to see how these improvements can help us reach a larger number of Alberta artists, and assist the arts sector in continuing to make Alberta the best place to live.

The AFA is proud to be the principal source of public funding for the arts in Alberta. This report is one way we invest in research which helps strengthen our advocacy for the arts. On behalf of the AFA Board of Directors, I am pleased to present *Arts Impact Alberta 2025: Ripple Effects from the Arts Sector*.

Cynthia P. Moore, Chair
Alberta Foundation for the Arts

About This Report

Arts Impact Alberta 2025: Ripple Effects from the Arts Sector highlights the economic, social and cultural impacts of the not-for-profit arts sector in Alberta. This report builds on the findings of the 2014 report,[1] further examining how the Alberta Foundation for the Arts (AFA) and its operational grant recipient organizations contribute to Alberta's economy and communities. Covering six years of data, from 2018-19 to 2023-24, this report provides a comprehensive look into Alberta's arts ecosystem during this time.

This report is not meant to be a comprehensive profile of Alberta's entire arts sector. Rather it shares the substantial economic, social and cultural benefits that arise from a robust not-for-profit arts sector supported by the AFA.

The report is divided into seven sections, illustrating the ways in which the not-for-profit arts sector plays a vital role in Alberta's economic, social and cultural fabric. First, an introduction establishes the ways in which benefits from the not-for-profit arts sector ripple throughout Alberta. The report then outlines its scope, AFA's Arts Organizations Operational Grant Programs, highlighting the widespread reach of AFA's funding and the variety of arts organizations funded.

The largest section of this report details the economic effects of both the AFA's funding and the recipient organizations. This analysis first assesses the economic activities of the funded organizations, before presenting the total economic impact in terms of total output, contributions to GDP and the number of jobs created.

Next, the report looks at workforce trends within the sector, examining both full-time and part-time employment, as well as hired artists and their fees. Sections five and six focus on participation and engagement in Alberta's arts sector, highlighting both the significant volunteer contributions within the funded organizations and the high engagement in the arts among Albertans.

Lastly, the report explores the social benefits of the arts and how arts participation plays an essential role in enriching the lives of Albertans. In addition to the report's findings, details on the analysis methodology are provided in the Appendix.

Executive Summary

Investing in the arts not only encourages the growth and development of the arts sector but is a crucial strategy for promoting economic development in the province. Provincial arts funding, provided by the Government of Alberta and delivered by the AFA, is one of the most important instruments used to stimulate economic growth and job creation in this sector.

This report examines economic impacts made by arts organizations that received annual operational funding from the AFA during a six-year period: from fiscal years 2018-19 to 2023-24. During this time, 488 arts organizations across 102 communities in Alberta received annual AFA funding.

These organizations generated an estimated total output of $2.4 billion, of which $185 million can be directly attributed to AFA funding. Every dollar invested by the AFA in Alberta's not-for-profit arts sector generated an economic return of $1.76, while every dollar expended by AFA's recipients generated an economic return of $22.53. In addition, over the six-year period, every one million dollars invested by the AFA created 16 full-time equivalent jobs and every one million dollars spent by the arts organizations created 195 full-time jobs.

Annually, organizations receiving operating funding from the AFA employed an average of:

- 930 full-time employees;
- 3,300 part-time employees; and
- 27,500 hired artists.

Arts engagement and participation also play a crucial role in driving economic growth and in enriching the lives of Albertans and their communities. These arts organizations presented an annual average of 20,245 events. In 2023-24, paid attendance at arts events presented by these organizations accounted for 62.3 per cent of Alberta's total population. Approximately 38,619 volunteers dedicated their time each year to these arts organizations, further demonstrating how individual Albertans are invested and involved in the arts.

The arts are also recognized for their social and cultural benefits. Participation in arts and culture activities positively impacts mental health and fosters civic participation. Surveys indicate that most Albertans perceive a positive influence of arts in their community, highlighting the role of the arts in reducing social isolation and enhancing community well-being.

The AFA plays an indispensable role in both the economic landscape and the social and cultural fabric of the province. The funding provided by the AFA enables not-for-profit arts organizations to thrive, underscoring its commitment to support and contribute to the development and promotion of the arts in Alberta. The AFA's impact extends far beyond funding; the economic, social and cultural impacts of the not-for-profit arts sector create ripple effects that can be felt throughout the province.

I. Introduction

I. Introduction

The arts significantly enhance the quality of life for all Albertans, both directly and indirectly. They foster individual connections, strengthen community bonds and contribute socially and economically to entire regions. These benefits are interconnected and generate what can be described as "ripple effects" throughout Albertan communities.[2]

Many of these benefits, especially economic growth, are measurable and their value extends beyond the sector itself. For instance, a flourishing arts sector can help retain talent within a community, providing economic opportunities inside and outside of main economic hubs.[3]

Understanding the economic ripple effects of arts funding is vital for an effective analysis of the AFA's impact. The economic effects of AFA funding can be categorized into three distinct types: direct, indirect and induced.

- **Direct Effects:** These are the immediate outcomes resulting from increased activity in the arts sector, such as the creation of new jobs due to the staging of new shows and events.
- **Indirect Effects:** These occur when local businesses experience heightened demand driven by spending from the arts sector. This reflects the positive economic ripple effect of arts funding.
- **Induced Effects:** This encompasses broader, more prolonged impacts on the economy, stemming from a surge in consumer spending and added employment opportunities created by the direct and indirect effects.

The arts also offer unique experiences, emotional fulfillment, intellectual stimulation and a sense of cultural identity.

Recognizing and analyzing these interconnected effects allows for a comprehensive understanding of the complex dynamics at work within the economy.

Evaluating the total impact of the AFA involves analyzing revenue and expenditure data of organizations funded by AFA programs. Understanding the various streams of revenue for these organizations sheds light on their operational capacity while examining the evolution of their workforce, including volunteerism, is essential to comprehend job creation within the sector.

The arts also offer unique experiences, emotional fulfillment, intellectual stimulation and a sense of cultural identity. These intrinsic benefits are enriching on their own and can also foster individual growth and community cohesion, which ultimately benefit public welfare.[4]

Research indicates that adults participating in cultural activities, such as visiting galleries or attending live performances, are more likely to engage in civic activities like voting, volunteering and community participation compared to those who do not partake in these activities.

Arts-based engagement can promote cooperation, awareness of local issues and the reduction of social isolation, all of which contributes to a shared sense of community pride and identity.[5]

Therefore, boosting the arts in Alberta generates impacts beyond the actual monetary effect of a growing sector. Examples include:

- The arts sector significantly contributes to local economies through job creation, tourism and revenue generation. For example, cultural festivals and events can attract large numbers of visitors, thus boosting local businesses such as hotels, restaurants and shops. The National Endowment for the Arts reported in 2021 that the arts and culture sectors generated $1,016 billion annually and supported 4.9 million jobs in the U.S. alone.[6]
- Engagement in the arts has been linked to positive health outcomes, such as reduced stress and improved mental health. Programs involving art therapy have shown to alleviate symptoms of anxiety and depression. As highlighted in a report by the World Health Organization,[7] "Over the past two decades, innovations incorporating the arts and health have been used to enhance physical and emotional support for resilience and wellbeing in communities, complementing and supporting therapeutic, rehabilitative and preventive efforts and increasing awareness of health."

Ripple Effects of Arts Funding

Organizational Sustainability

Ensuring long-term viability of arts organizations

Local Economic Stimulation

Boosting local economies through arts activities

Cultural Engagement & Well-being

Encouraging community participation in arts and health

II. AFA Funding Programs

II. AFA Funding Programs

Overview

Funding Support

The AFA provides operating grants to professional and community arts organizations throughout the province. A total of 488 organizations in 102 communities received funding over the six-year period documented in this report.

Funding Programs for Diverse Organization Types

The AFA provides operational funding for organizations under six different programs. AFA operational grants provide ongoing support to organizations that create and provide access to art experiences and generate job opportunities for artists and cultural workers.

Grant Trends

The average amount granted per organization has stayed consistent over the years, even though the number of organizations funded and the total funding amount the AFA expended declined during the period.

Each year, the AFA's Arts Organizations Operational Grant Programs financially supports an average of 405 professional and community arts organizations and companies in Alberta. A total 488 organizations in 102 communities received operational funding from the AFA over the six-year period documented in this report.

The AFA funding recipients include a wide range of not-for-profit organizations such as performing arts organizations, public art galleries, festivals, arts and craft clubs, and arts service organizations. AFA operational grants are intended to provide ongoing support to organizations that create and provide access to art experiences and generate job opportunities for artists and cultural workers.

Annual operational funding can provide arts organizations with financial stability that not only supports day-to-day activities but also ensures their long-term sustainability. Generally, operating funding supports expenses such as:

- administration;
- programming;
- salaries and fees;
- maintenance of equipment and fixed assets;
- promotion; and
- other expenses as required to fulfil organizations' mandates.

Figure 1: Top Ten Municipalities by Total Number of Organizations Receiving Funding

Source: AFA applicants data, KPMG calculations

The AFA offers six different operating funding programs listed in **Table 1**. To be eligible for any AFA operating grant, a not-for-profit organization must have an artistic mandate stated in its incorporation documents. The AFA offers four operating programs with three-year grant agreements, and two programs with annual (one-year) grant agreements. Generally, programs with three-year grant agreements fund fewer total organizations per year but provide higher annual amounts of funding.

To be eligible for an operating funding program that offers a three-year grant agreement, an organization must employ at least one full-time equivalent administrative or artistic staff.[8] Furthermore, most of these organizations must adhere to industry-standard and/or nationally recognized rates when determining artist fees or compensation. The one exception is the Provincial Arts Service Organizations program, which is intended for specialized arts resource-based organizations, not those that focus on creating, producing, exhibiting or otherwise sharing art and arts experiences. Instead, this program requires organizations to serve a province-wide membership of both individuals and organizations, among other eligibility requirements.

The two community-based annual operating funding programs are open to a variety of arts organizations, including those that are entirely volunteer-led. This does not preclude arts organizations that hire full-time equivalent staff and/or compensate artists at standard rates; however, providing these programs supports the AFA's priority to increase accessibility to its programs and services and is in line with its legislative purpose "to provide persons and organizations with the opportunity to participate in the arts in Alberta."

Table 1: AFA Arts Organizations Operational Grant Programs

Program	Purpose	Grant Agreement	Avg. # of Orgs per Year	Avg.$ Amount per Org
Provincial Arts Service Organizations	For member-based arts organizations that provide educational, resource-based, promotional and advocacy services as the umbrella organization for an artistic discipline or sector in the province.	3-year	8	$147,500.00
Public Art Galleries	For professional organizations to program and display exhibitions of visual arts.	3-year	17	$101,759.08
Professional Performing Arts Organization	For professional organizations that create and produce performing art productions.	3-year	50	$170,609.93
Community Performing Arts Organizations	For community organizations that self-create and self-produce performing arts productions.	1-year	177	$9,716.47
Major Arts Presenters	For professional arts organizations that produce large-scale public presentations.	3-year	12	$139,342.34
Community Support Organizations	For community organizations that provide arts programs and services to communities, including those with limited arts opportunities.	1-year	140	$18,117.07

Source: AFA data

Province-wide Funding

The AFA provides support to arts organizations across the province. This support not only contributes to the development of the arts in Alberta but also enables province-wide access to arts participation and experiences.

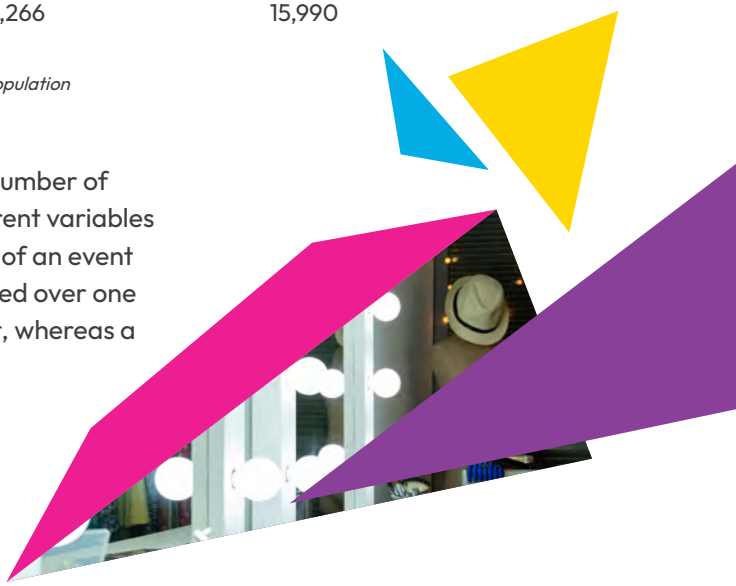
The number of operating grants distributed to communities generally follows population levels in different municipalities. As depicted in **Figure 1**, the highest number of AFA funding recipients is in Calgary, with a total of 169 recipients. Edmonton closely follows with 160 recipients. **Table 2** shows the top ten municipalities by number of funded organizations, along with the number of events produced and/or presented and their population in 2021.

Table 2: Top Ten Municipalities by Total Number of Organizations and 2021 Population

Municipality	Number of Funded Organizations	Total Number of Events Produced and/or Presented	Population in 2021
Calgary	169	49,463	1,306,784
Edmonton	160	48,472	1,010,899
Lethbridge	15	3,816	98,406
Red Deer	10	2,148	100,844
St. Albert	8	3,062	68,232
Sherwood Park/ Strathcona County	7	430	99,225
Camrose	6	142	18,722
Grand Prairie	6	2,943	64,141
Medicine Hat	6	581	63,271
Canmore	5	3,266	15,990

Source: AFA applicants data, KPMG calculations, Statistics Canada: 2021 Census of Population

While population can generally be linked with demand, the number of events counted per community can also be affected by different variables in addition to population. For example, the artistic discipline of an event can affect its length: a presentation of a play can be presented over one or more weeks, with each performance counting as an event, whereas a book reading or film screening may only be presented once.



In addition, the types of organizations that may be funded by the AFA in a community can affect the number of events produced there. Different communities with equivalent populations may not produce an equivalent number of events depending on several factors: the number of AFA funded organizations, the types and/or mandates of arts organizations, the sizes and/or capacities of the organizations and the type and nature of events the arts organizations typically produce.

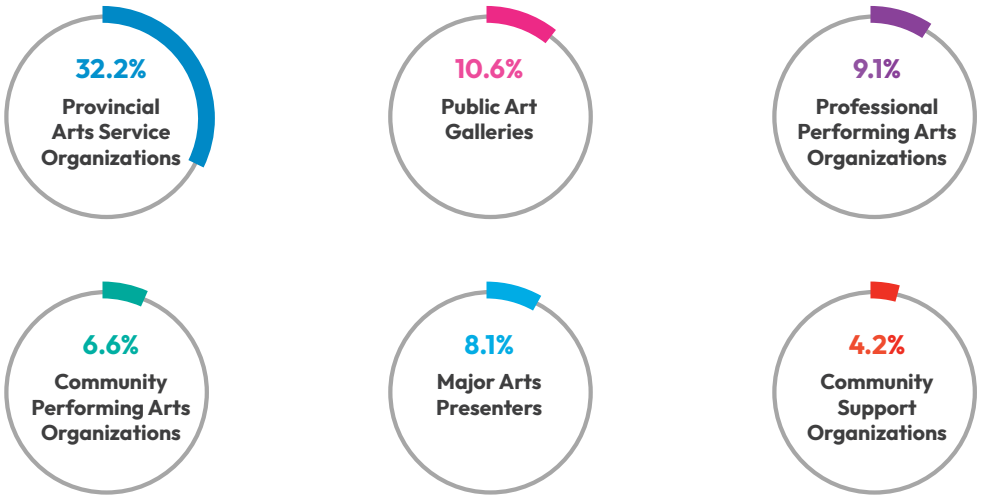
Calgary-based organizations held the highest total number of events over the six-year period, recording 49,463 events. Edmonton-based organizations follow closely recording 48,472 events. Edmonton-based and Calgary-based organizations show averages of 303 and 293 events per organization, respectively. When examining the average number of events per funding recipient, Canmore stands out with an average of 653 events per organization and Grande Prairie ranks second, averaging 491 events per organization. However, it is important to note that in both municipalities, one organization accounts for approximately 75 per cent of all events. Nevertheless, these figures illustrate event production and presentation across the province, highlighting opportunities to participate in arts events in both in large and smaller urban areas.

Organizational Revenues

Alberta's not-for-profit arts organizations are resilient and self-reliant. Eligibility criteria for all AFA operating grants require organizations to demonstrate the ability to operate using good governance principles, effective administration practices and a commitment to fiscal responsibility. AFA recipients earn most of their revenues from ticket sales, fundraising and corporate donations. Funding from the government is an important contributor to revenue, but it is not the backbone of the sector.

The percentage of revenues for organizations generated from the Arts Organizations Operational Grant Programs range from 4.2 per cent to 32.2 per cent[9] (see **Figure 2**). This indicates that these arts organizations generated between 67.8 per cent and 95.8 per cent of their revenues from various other sources, including event revenue, corporate and private donations, and other public sector funding.

Figure 2: Percentage of Organizational Revenues from AFA Funding Programs, 2018 - 2023



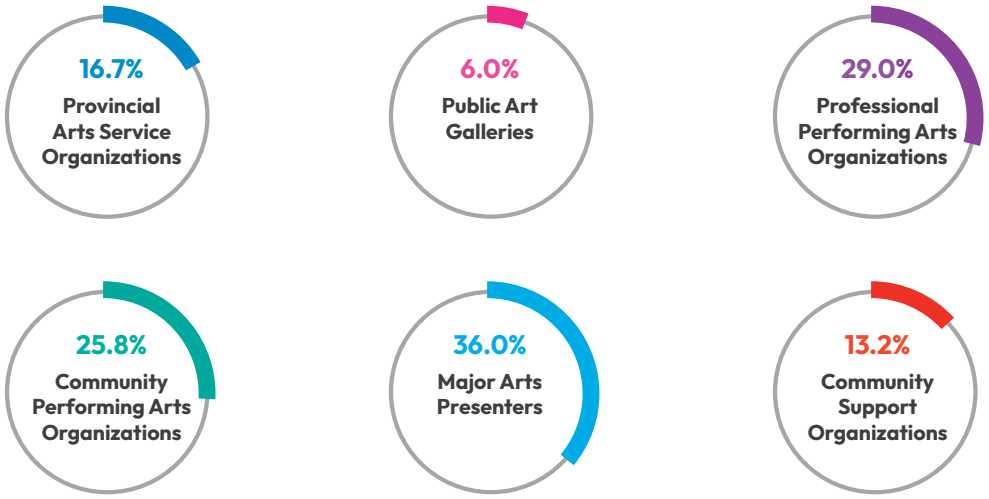
Source: AFA applicants data, KPMG calculations

Statistics Canada surveyed the not-for-profit performing arts industries and found that:

- the sales of goods and services generated between 38 to 54 per cent of all revenues between 2018 and 2020, while
- grants, subsidies, donations and fundraising generated the remaining revenues.[10]

AFA funding recipients collectively generated less than 50 per cent of their total revenues from events, which include ticket sales and the sale of goods and services (see **Figure 3**). Major Arts Presenters generated 36.0 per cent of their total revenues from events, while most AFA funding recipients typically derived less than one third of their total revenues from the sales of goods and services. This percentage varies, with Public Art Galleries at the lower end generating as little as 6.0 per cent, and Community Performing Arts Organizations at the higher end, generating up to 29.0 per cent. This suggests that arts organizations have diverse revenue streams to remain fiscally responsible and operationally sound to make up the gap between ticket sales and grant funds.

Figure 3: Percentage of Organizational Revenues from Event Revenue, 2018 - 2022



Source: AFA applicants data, KPMG calculations
Note : The fiscal year 2023-24 was excluded from this computation as a result of a lack of event activity (e.g., tickets) data for the Professional Performing Arts Organizations program

III. Economic Effects: Total Economic Impact

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Alberta's arts sector plays a vital role in economic development. While the cultural and social benefits of the arts are generally understood, the economic contributions of the arts are sometimes overlooked. However, the arts sector creates jobs, generates income and stimulates growth in the economy. Our analysis will investigate two different economic indicators:

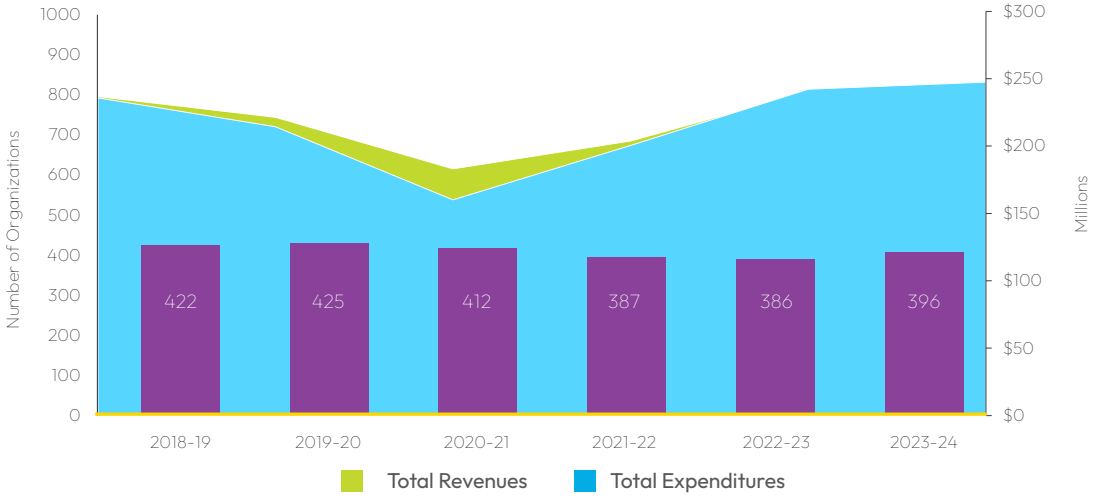
- The size of the recipients of AFA funding, providing a summary of both revenues and expenditures.
- The economic impacts of AFA funding in terms of total gross output, contributions to GDP and the number of jobs created.

Total Revenues and Expenditures of AFA Funding Recipients

As the AFA provides funding to support the operations of Alberta's not-for-profit arts organizations, the economic impact of the AFA is directly related to the economic activities of these organizations, namely their revenues and expenditures.

Figure 4 illustrates a gradual and consistent decline in the number of arts organizations receiving AFA funding. However, when excluding the years impacted by the COVID-19 pandemic, revenues and expenditures of the arts organizations remained stable until the 2023-24 period, during which they both experienced a significant reduction. Overall, from 2018 to 2022, revenues were consistently equal to or greater than expenditures, but beginning in 2022, expenditures began to exceed revenues. While this shift is not the primary focus of this study, it could be attributed to several factors. One possibility is that an increase in activities has not been matched by corresponding growth in revenues from the AFA, other public funding programs, corporate or private donations, or event revenue. Additionally, the increase in artist fees and wages, along with rising inflation and the impacts of pandemic disruptions, may also contribute to this trend.

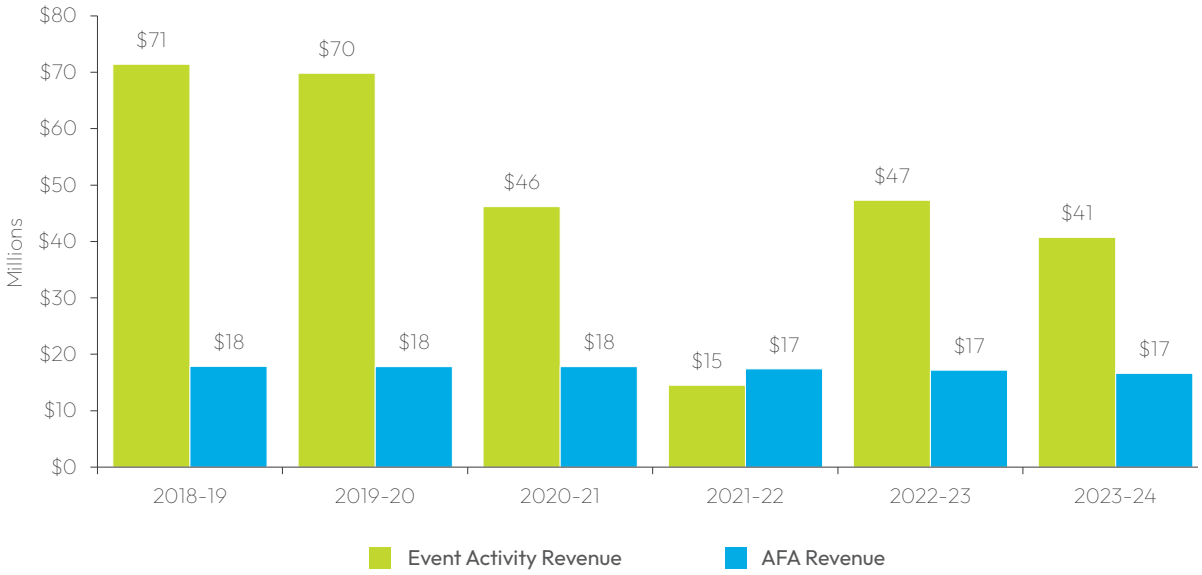
Figure 4: Total Revenues and Expenditures by Year for Organizations Receiving Operational Funding from the AFA



Source: AFA applicants data, KPMG calculations

As demonstrated in Figure 4, in 2020-21 total revenues notably surpassed total expenditures. A proposed explanation for this phenomenon could be that funding amounts from the AFA and other supporting institutions either remained unchanged or increased in relative terms. Based on the data analyzed, this hypothesis appears plausible. Figure 5 illustrates that AFA funding (represented by the blue series) remained stable while revenue from events (depicted by the light green series) experienced a significant decline during the fiscal years 2020-21 and 2021-22. Notably, event revenues have not returned to the levels seen in 2018-19 and 2019-20.

Figure 5: Revenue Streams for Organizations Receiving Operational Funding from the AFA



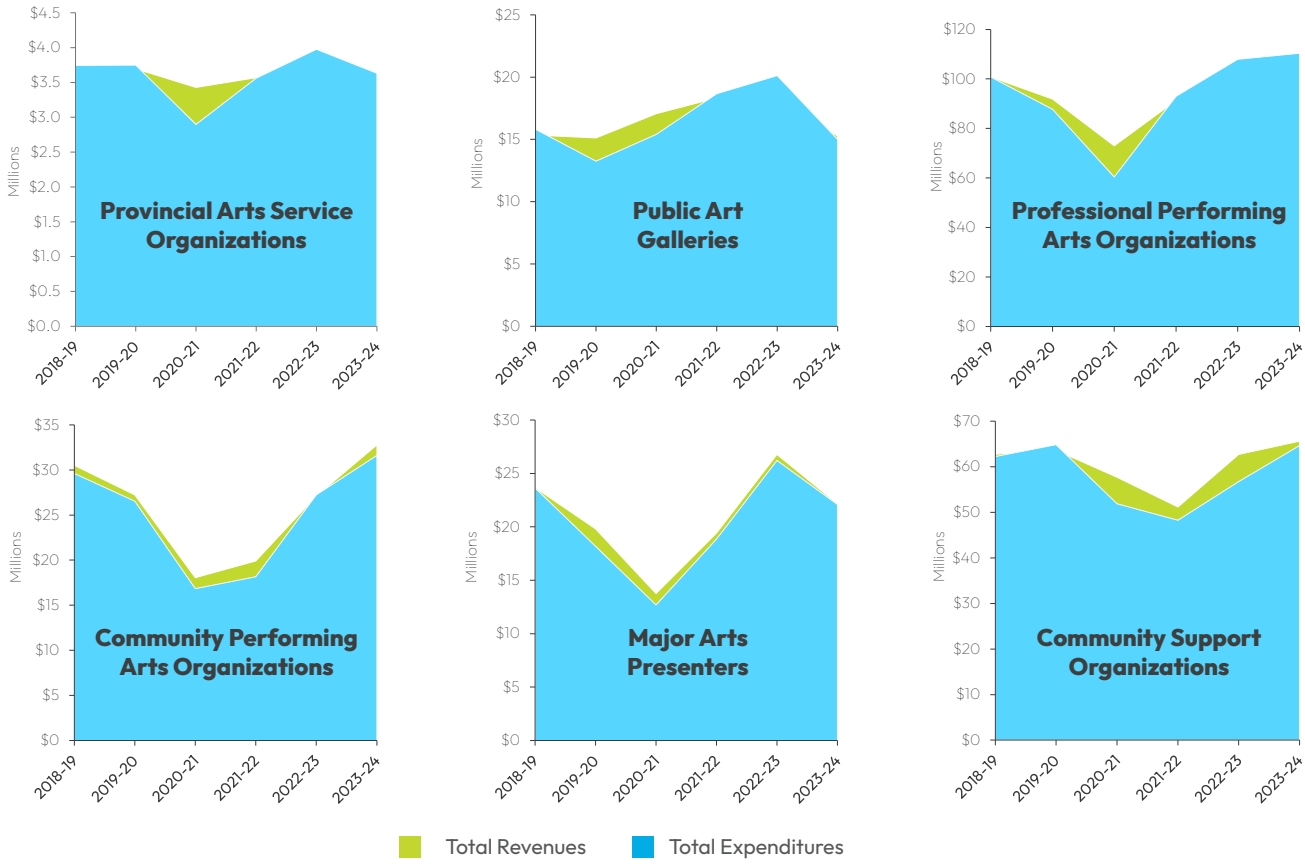
Source: AFA applicants data, KPMG calculations

Figure 6 illustrates that trends in revenue vary significantly across different programs. From 2019 to 2021, both Public Art Galleries and Professional Performing Arts Organizations reported surpluses in their revenues. However, this pattern shifted in 2022 and 2023, leading to average losses of $0.45 million for Public Art Galleries and $3.92 million for Professional Performing Arts Organizations since 2021.

In contrast, Provincial Arts Service Organizations managed to break even throughout most of the analyzed period, except for the 2020-21 fiscal year. Meanwhile, Community Performing Arts Organizations, Community Support Organizations and Major Arts Presenters consistently maintained revenue surpluses, averaging profits of $0.93 million, $2.49 million and $0.66 million respectively from 2018 to 2023.

Moreover, in 2020, all programs benefited from increased profits primarily due to a significant reduction in expenditures. This reduction was likely a result of the impacts of the COVID-19 pandemic (see **Figure 6**). Specifically, Provincial Arts Service Organizations and Professional Performing Arts Organizations faced the most substantial cuts to their spending, exceeding those of other programs.

Figure 6: Total Revenues and Expenditures by Year and by Program



Source: AFA applicants data, KPMG calculations

Total Economic Impact

Input – Output Methodology

Many sectors of the economy are interconnected because they buy goods and services from each other. This interconnectedness can be approximated using the input-output model maintained by Statistics Canada. Using estimates based on published statistics that are derived from this provincial input-output model and data derived from the administrative records of the AFA (unless otherwise indicated), the following section describes the way the arts sector interacts with the rest of the economy and relates to much, but by no means all, arts sector activity in Alberta. These records are limited to those arts organizations that are recipients of AFA's Arts Organizations Operational Grant Programs.

Not all the total economic activity from the not-for-profit arts sector is net to Alberta. Some of the expenditures counted in total output quickly leak out to suppliers in other provinces and elsewhere. In addition, the total economic activity counts some expenditures twice.

For example, a theatre company may hire a carpentry contractor to build part of a set. The wage that is part of this carpentry contract shows up twice in the total economic activity estimate:

1. First as a direct expenditure of the sector.
2. Then as a payment of the carpentry contractor to the employee doing the work.

In reality, the wages are paid only once by the contractor and billed to the arts sector client.

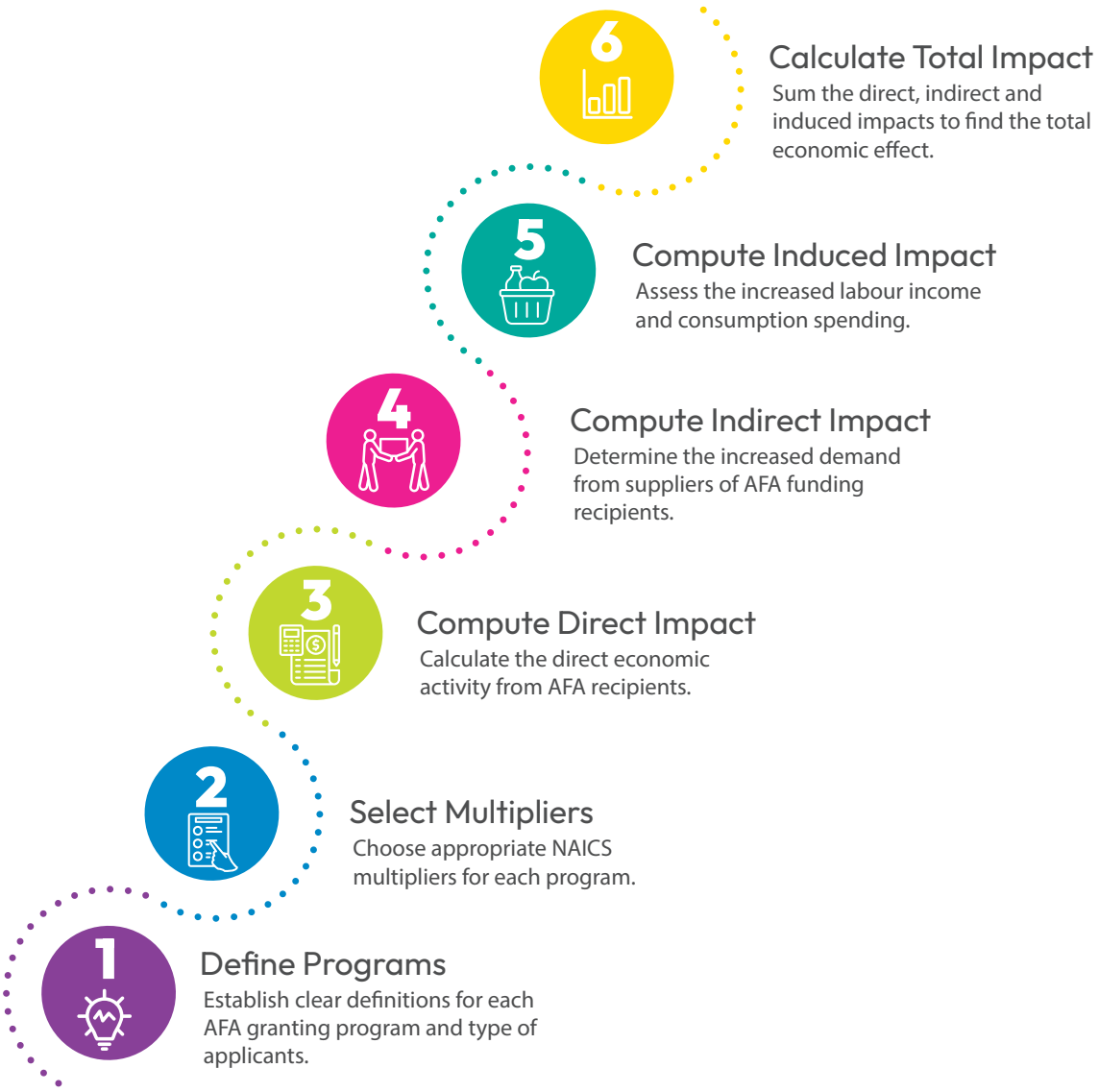
The input-output model information considers this double counting and the flow of some of the sector's expenditure to suppliers outside the province. The model allows for an estimate of the interconnectedness of the not-for-profit arts sector with other sectors of the economy. An estimate of the value-added economic activity or the GDP of a sector provides an idea of the net value of the goods and services produced by that sector. It eliminates double counting of expenditure that may be present in estimates of the total output of the sector.

The input-output model applied to compute the impact of AFA funding programs consists of examining and characterizing the operations of AFA applicants into specific industry classifications and leveraging Statistics Canada input-output multipliers to estimate the direct, indirect and induced impacts generated by the AFA granting programs. The total impact of the AFA's investments is divided into three components:

1. **Direct economic impact of the grants provided by AFA to their operating funding clients.** This includes the total amount of money given to arts organizations, as well as the revenue, profits, taxes and jobs generated directly from funded organizations.
2. **Indirect economic impact of the grants provided by AFA to their operating funding clients.** This is the impact generated by sectors that support the direct recipients of AFA grants, such as the revenues, profits and employment generated by professional services, manufacturing, retail and accommodation, among other sectors that provide services and goods to grant recipients. These expenditures stimulate the local economy, supporting suppliers and service providers.
3. **Induced economic impact of the grants provided by AFA to their operating funding clients.** As artists, event staff and suppliers earn wages and revenues, their household and business spending increases, generating economic value add across local, provincial and national supply chains.

The specific steps for creating the input-output model are depicted in **Figure 7**:

Figure 7: Steps to Compute the AFA Total Economic Impact Derived from its Funding Programs



In this subsection, we estimate the total economic impact of the AFA operational funding grants as well as the total impact of organizations that were recipients of AFA operational funding. It is assumed that a large percentage of activities carried out by these organizations are enabled by AFA funding, positing it as critical for their operational viability. The AFA grants not only support the direct financial needs of recipient organizations, but also maintain their viability, facilitate growth and enable the attraction of additional funding sources.

The economic impact of the organizations that received AFA funding allows us to understand the full output, GDP and jobs generated from the grant money from the AFA operating programs.

For a full description of the input-output methodology, see **Appendix and Notes**.

A Dollar Put to Work

The arts in Alberta generate notable returns both in terms of employment and dollars.

The input-output model demonstrates that there was significant economic impact generated by organizations supported through AFA funding during the six-year period. Specifically, for every dollar invested by the AFA in its operational grant programs, an average of $1.76 per year was generated, while $22.53 was generated for every dollar spent by the recipient organizations. This underscores the critical role AFA funding plays in enabling these organizations to generate significant economic contributions.

In addition, for every one million dollars in AFA funding over the period, an average of 16 full-time equivalent jobs were created and for every one million dollars spent by AFA's funding recipients, 195 full-time equivalent jobs were created. This highlights the essential role AFA's investment plays in fostering employment through the organizations it supports.

Figure 8: Economic Impact of AFA Operational Funding Programs and Total Impact of AFA Funding Recipients

	Impact of AFA Operational Funding Programs	Total Impact of AFA Funding Recipients
Output per $1	$1.76 generated	$22.53 generated
Jobs per $1,000,000	16 jobs created	195 jobs created

Source: Statistics Canada Input-output multipliers, provincial and territorial, KPMG calculations

Total Economic Impact of AFA Operational Funding Grants

Total Output

The total economic output of grants provided by the AFA over the six-year period is estimated to be $185 million and can be divided into the following categories:

- Participants in the arts sector, including festivals, performing arts companies and galleries, generate income from paying patrons, various levels of government and fundraising initiatives. This income is then spent to produce events, which involves payments for artists, wages and salaries for artistic and administrative staff, as well as goods and services necessary for event production. This direct output of the sector is estimated to be $105 million.
- An estimated $44 million of indirect output benefits suppliers of goods and services.
- These suppliers use a portion of their income to purchase the inputs they need to deliver their products or services to the arts sector. This constitutes the induced output, which is estimated to be approximately $36 million.

Total Value-Added Contribution

- In value-added terms, the direct contribution of the AFA grants is estimated at $57 million, the indirect contribution at $25 million and the induced contribution at $25 million.
- AFA grants added to the provincial value-added a total of $107 million.

Total Jobs Creation

Examining the yearly employment figures of Albertans in the arts sector influenced by AFA grants offers valuable insights. It serves as an important indicator of the AFA's impact on the broader arts ecosystem.

The job creation impact of AFA's operational grants over the six-year period is as follows:

- Direct job creation is estimated to be approximately 1,272 jobs.
- Indirect job creation is estimated to account for 192 jobs during the same period. This is driven by increased spending in various sectors connected to the supply chain of operations that are financed by AFA recipients.
- Induced job creation provided an additional 170 jobs, linked to a rise in consumer spending resulting from income generated in arts-related sectors supported by AFA operational grants.

While the annual trends in the impact of AFA funding to gross output and GDP at market prices have been declining slightly, the impact has stayed relatively steady compared to the dip in the overall impact of the sector due to the pandemic (**Figure 9**). This reflects the fact that even during the pandemic AFA's steady levels of funding supported the operating programs who in turn supported their suppliers to maintain a steady level of economic activity.

Overall, the financial backing provided by the AFA has made a substantial impact on job creation across the arts sector, facilitating direct employment opportunities, stimulating local economies and enhancing consumer spending.

Figure 9: Economic Impact of AFA Operational Funding Grants

Source: AFA applicants data, KPMG calculations

Total Economic Impact of AFA Funding Recipients

Total Output

The AFA supports an annual average of 405 of Alberta's professional and community arts organizations through its operational grants. These grants do more than just support individual artists or enable specific events – they help sustain an entire ecosystem of creativity and production. The true impact of AFA grants goes beyond the dollar amount they provide. Grants enable recipients to maintain viability and increase scale, including attracting other sources of funds.

The total economic output of the organizations who received AFA grants is estimated at $2.4 billion ($1.3 billion direct, $569 million of indirect and $458 million of induced output).

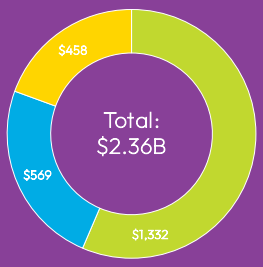
The total value added by the organizations who received AFA grants is estimated to be $1.4 billion, of which $710 million is direct, $329 million is indirect and $314 million is induced.

The total value-added estimate of the not-for-profit arts sector allows for a rough comparison with the total real value added produced by Alberta's economy (i.e., the provincial Gross Domestic Product). In total, the organizations who received AFA funding added $1.4 billion worth of goods and services. In perspective, the arts, entertainment and recreation industry in Alberta produced approximately $10.7 billion worth of goods and services, which implies that the AFA funding programs contributions enable 13 per cent of the total industry's production of goods and services.[11]

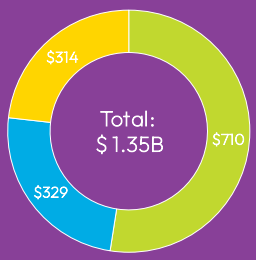
From 2018 to 2020 – gross output, GDP at market prices and job creation – experienced declines, with the steepest drops occurring between 2019 and 2020. However, from 2020 onward, there was a strong recovery in all areas. Gross output and GDP showed consistent growth, surpassing pre-2020 levels by 2023. Job creation followed a similar trend, recovering sharply after 2020 and steadily increasing to near pre-decline levels by 2023, highlighting a robust rebound in economic activity and employment.

Figure 10: Economic Impact of AFA Funding Recipients

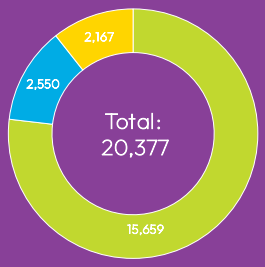
Gross Output (in Millions)
Total value of final purchases and intermediate inputs (i.e., output includes some double counting).



GDP At Market Prices (in Millions)
Total unduplicated value of goods and services produced in the economic territory of a country or region during a given period.

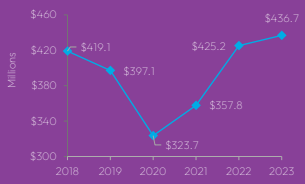


Jobs
Number of persons employed plus the number of job vacancies in the economy.



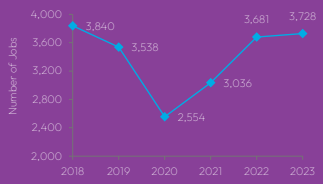
Direct Indirect Induced

Total Sector's Contribution to Gross Output from 2018-2023



Total Sector's Contribution to GDP at Market Prices from 2018-2023

Total Sector's Contribution to Jobs Creation from 2018-2023



Source: AFA applicants data, KPMG calculations

IV. Employment and Hired Artists

IV. Employment and Hired Artists

Overview

Workforce Stability
While full-time employment levels remained stable, part-time employees and hired artists fluctuated throughout the six-year period.

Trends in Hired Artists
The total number of hired artists dropped significantly from 36,347 in 2019-20 to a low of 21,735 in 2021-22. The current numbers indicate an upturn to 27,433 hired artists in 2023-24, but they still fall short of 2019-20 levels.

Increasing Fees
While the number of hired artists has increased slightly, the fees paid to artists have been growing at a faster rate.

Average Fees Disparities
The average fees paid per artist vary significantly among different programs. A greater disparity in fees among these groups is shown in 2023-24 compared to 2018-19.

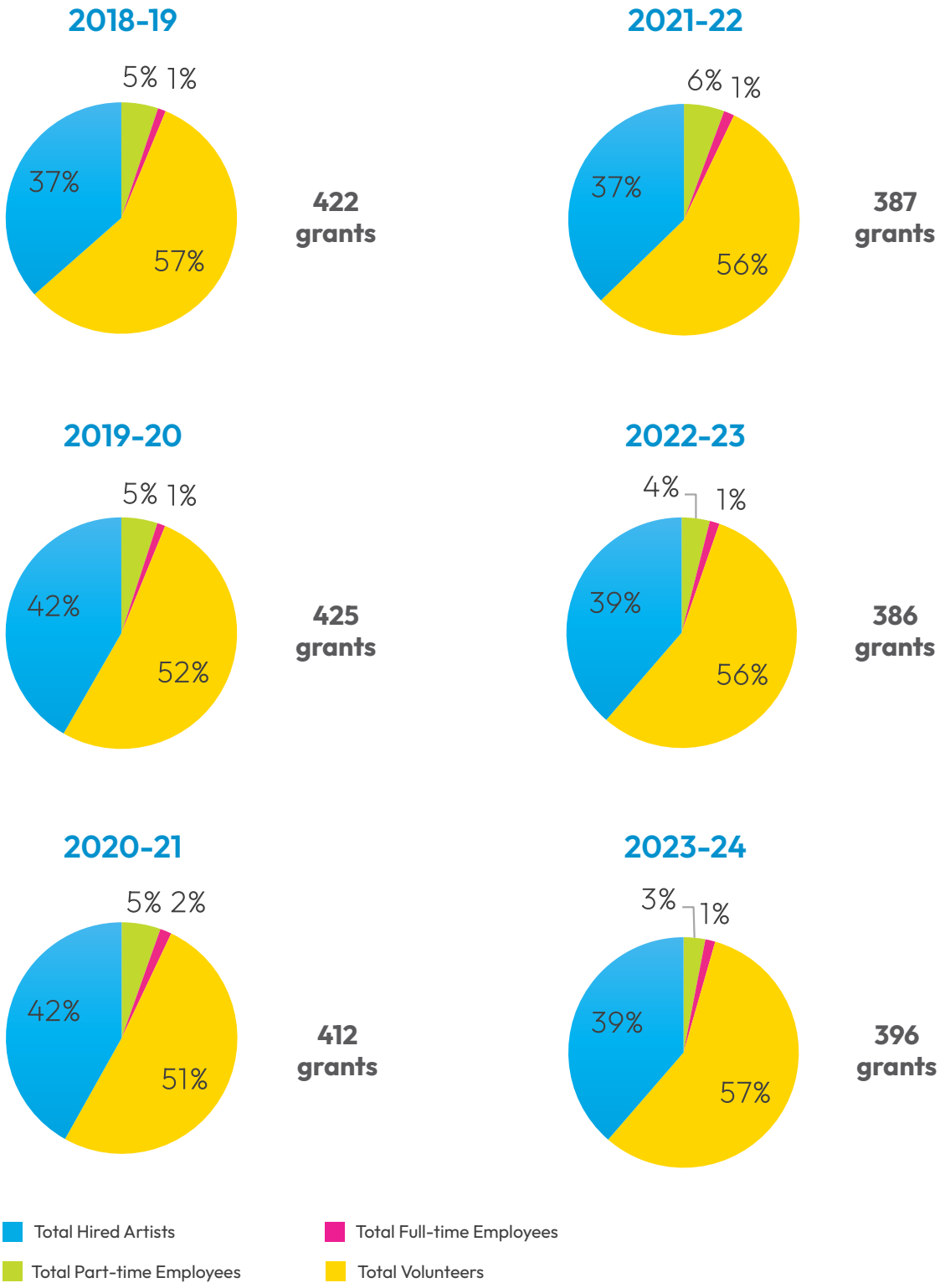
Employment in the Arts

Not-for-profit arts organizations in Alberta sustain a skilled workforce of artists, arts administrators and technicians. During the six-year period analyzed, AFA recipients annually employed approximately:

- **930 full-time employees;**
- **3,300 part-time employees; and**
- **27,500 hired artists.**

Figure 11 shows the distribution of staff, hired artists and volunteers (see **Volunteerism**) reported by AFA's recipients over the six-year period. While the contributions of part-time employees have decreased, the relative contributions of hired artists have increased. In contrast, the contributions from full-time employees and volunteers have remained relatively constant during this period. Notably, in 2018, part-time employee contributions accounted for approximately five per cent of the total workforce of AFA's recipients; however, this percentage decreased to three per cent in 2023-24.

Figure 11: Workforce and Volunteers Distribution by Year

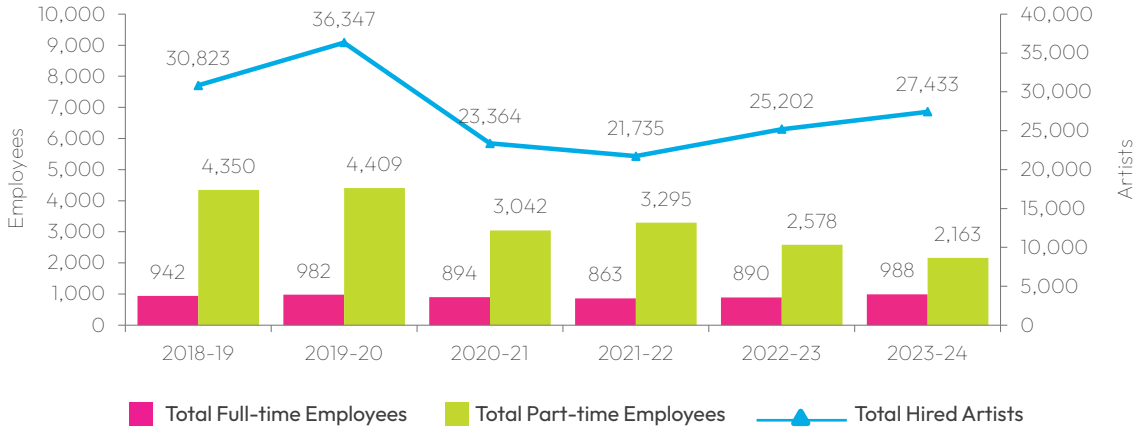


Source: AFA applicants data, KPMG calculations

Figure 12 illustrates workforce trends within the arts organizations over the six-year period, highlighting changes in the number of hired artists and part-time employees. While 2021 to 2022 saw notable fluctuations in the total number of hired artists, part-time staff and the full-time employee count remained relatively stable throughout the period.

Since 2021, there have been some changes within the workforce dynamics. Notably, the number of part-time employees has experienced a decline, while the number of hired artists has been on the rise.

Figure 12: Workforce Across AFA Funding Recipients



Source: AFA applicants data, KPMG calculations

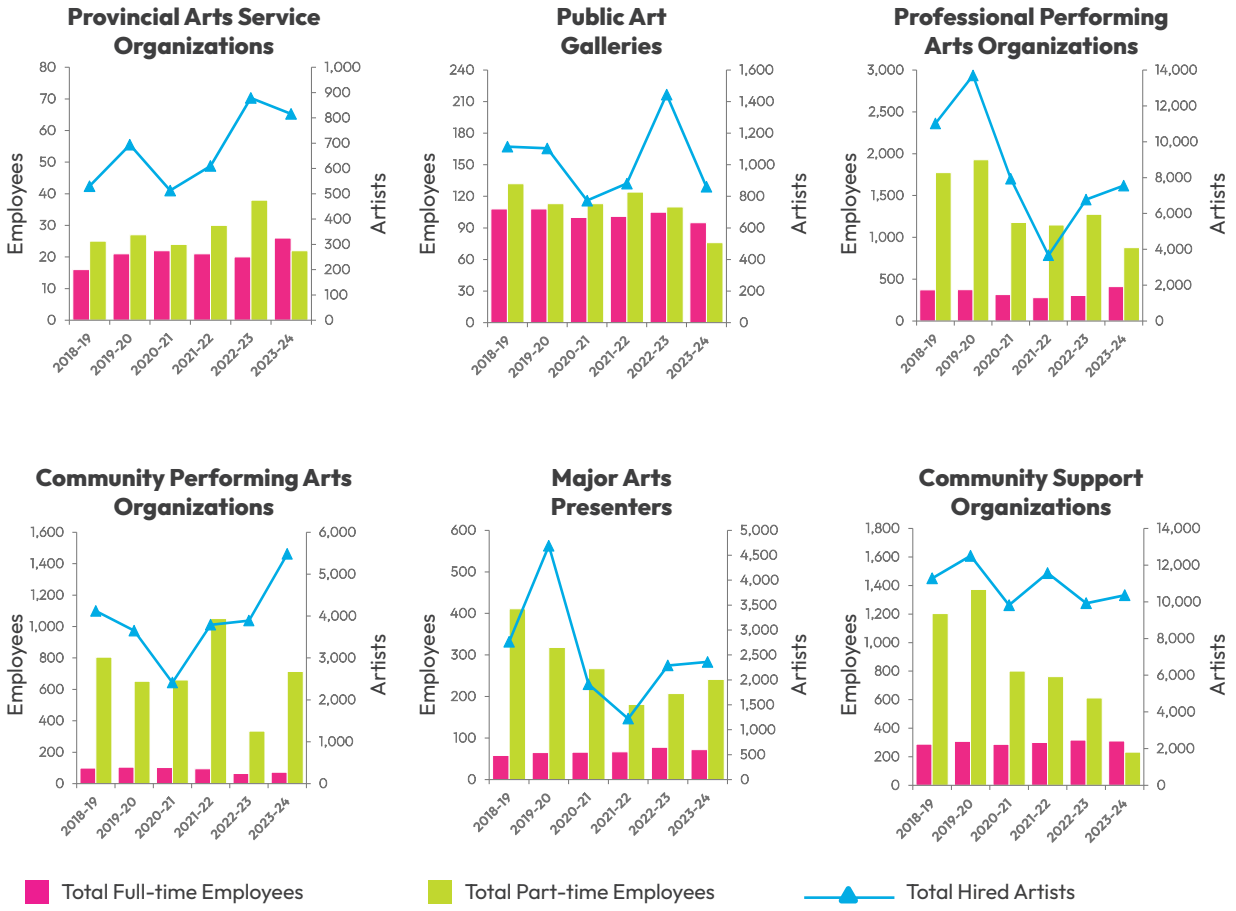
Figure 13 presents a varied pattern in the workforce of organizations receiving AFA funding. Throughout this period, the total number of full-time employees remained consistent across all programs. However, the trends for part-time employees and hired artists displayed significant variations across different organizations.

Provincial Arts Service Organizations and Community Performing Arts Organizations have seen a notable increase in their number of hired artists since 2020, but they have simultaneously reduced their part-time employee count over the same period. In comparison, Community Support Organizations faced varying levels of hired artists, coupled with a substantial decline in their part-time workforce.

Professional Performing Arts Organizations and Major Arts Presenters experienced analogous trends, showing a significant decrease in both hired artists and part-time employees during 2020 to 2021, followed by a slight recovery in these numbers in 2022.

Lastly, Public Art Galleries have recorded decline in their part-time employee and hired artist numbers. While they reported an increase in hired artists in 2022, the number dropped in 2023.

Figure 13: Workforce by Program



Source: AFA applicants data, KPMG calculations

Hired Artists

Alberta's not-for-profit arts organizations are a major employer of Albertan artists as well as artists from other parts of Canada and around the world. Providing grants to not-for-profit arts organizations affirms the AFA's commitment to developing and supporting the excellence of Alberta's artists at all stages of their development: whether they are emerging at the community level or are established professionals in demand abroad and at home.

Hired artists account for a significant operational cost of arts organizations, however, their numbers decreased significantly in 2020-21 and did not return to previous levels by 2023-24 (see **Figure 14**). The total number of artists hired peaked in 2019-20 at 36,347 and hit a minimum of 21,735 in 2021-22.

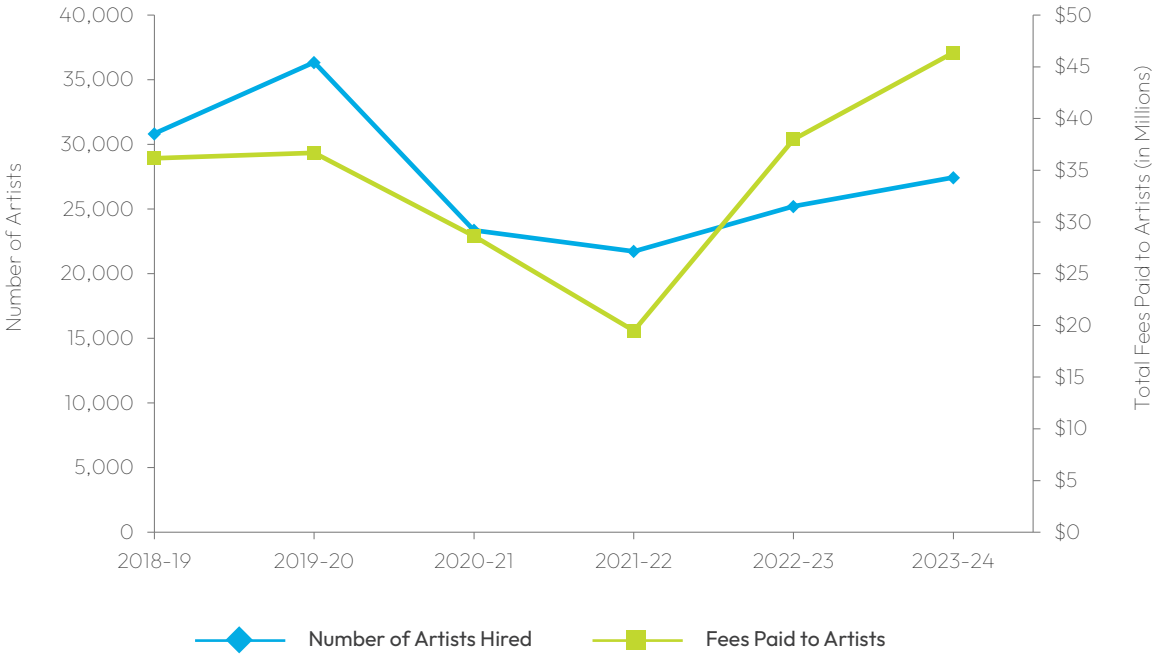
Figure 14 shows that the total number of fees paid to artists has been increasing at a faster pace than the number of hired artists since 2021-22. This evidence shows that the costs per artist has been increasing (see **Figure 15**).

The average fees paid per artist differs significantly across programs. It is important to note that compensation rates are not established by the AFA, but rather by the national artist associations that represent different categories of artists in different artistic disciplines.

While the AFA requires funding recipients from its three-year grant programs to respect and adhere to recognized rates, it does not otherwise have any impact on how those rates are determined. These rates do, however, affect the amount that arts organizations must invest toward artist fees.

Furthermore, the nature of the artistic discipline affects the number of artists an organization will hire (e.g., an organization must hire many artists to produce a concert by a symphony orchestra, but a different organization will hire fewer artists to produce a poetry reading). While it may appear that an AFA grant program may favour hiring more or less artists and/or paying higher or lower fees than another, this has more to do with the nature of the artistic activity supported by the organizations within the program and the fee rates established by the respective artists' associations.

Figure 14: Total Number and Fees Paid to Hired Artists

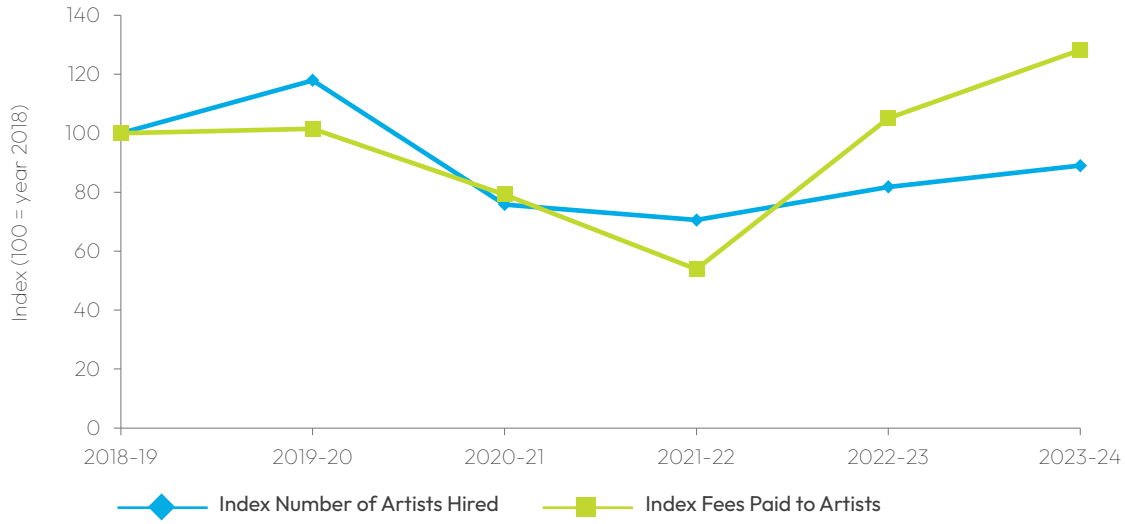


Source: AFA applicants data, KPMG calculations

The average fees paid for artists hired in Professional Performing Arts Organizations was $2,070 followed by artists hired in Major Arts Presenters and Community Performing Arts Organizations with $1,380 and $1,360 respectively (see **Figure 16)**. Meanwhile, artists hired in Provincial Arts Service Organizations, Public Art Galleries and Community Support Organizations were paid on average $818, $713 and $611 respectively.

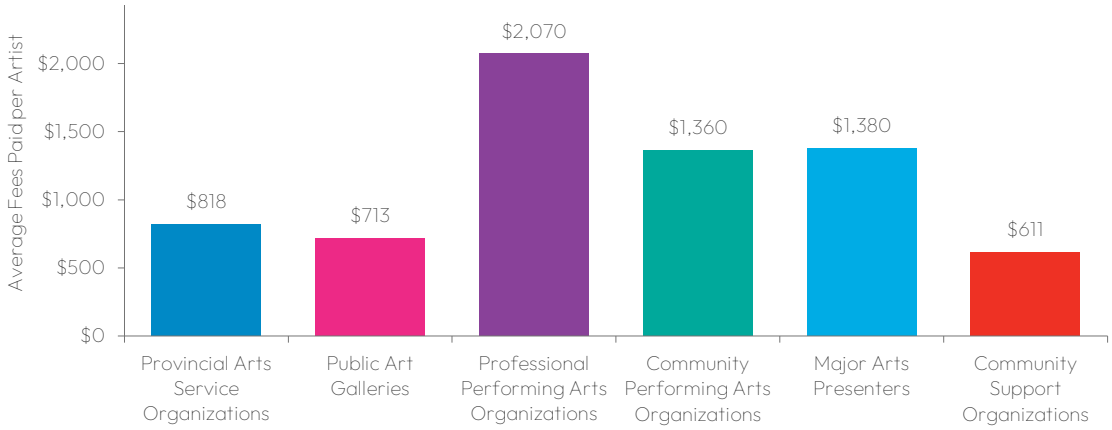
An analysis of the average fees paid to artists across different programs reveals that those involved in the performing arts and arts presenters have experienced a significant increase in fees from 2018 to 2023 (see **Figure 17**).

Figure 15: Evolution of Number of Artists Hired and Fees Paid Across AFA Funding Recipients



Source: AFA applicants data, KPMG calculations

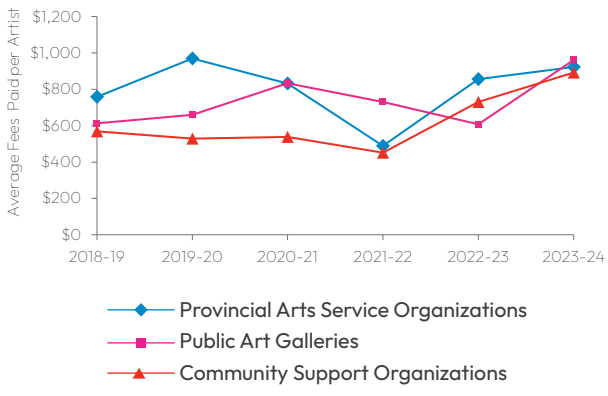
Figure 16: Average Fees Paid per Artist Across All Programs



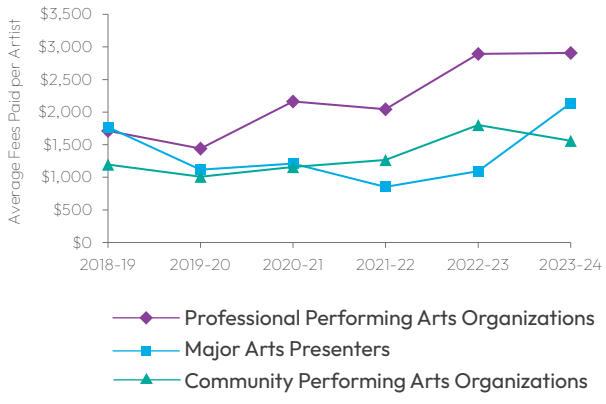
Source: AFA applicants data, KPMG calculations

Figure 17: Average Fees Paid per Artist by Program and Year

Programs Paying Less than $1,000 per Artist



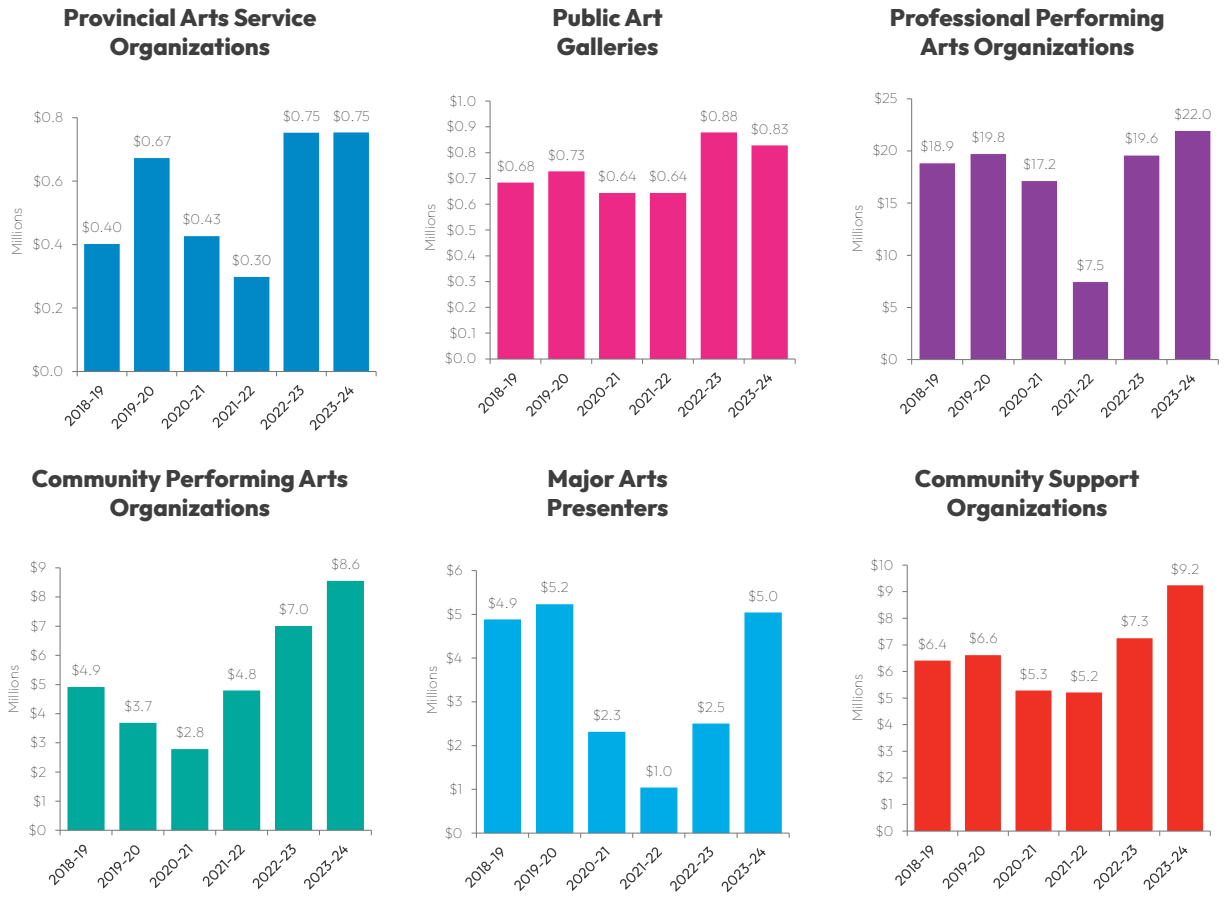
Programs Paying More than $1,000 per Artist



Source: AFA applicants data, KPMG calculations

Professional Performing Arts Organizations have paid significantly more in artist fees compared to other programs. In 2023-24, these organizations paid a total of $22.0 million in fees to artists (see **Figure 18**). This was followed by Community Support Organizations at $9.2 million, and Community Performing Arts Organizations, which paid $8.6 million. It is important to note that, due to the nature of services generally provided by Provincial Arts Service Organizations, there are many instances where artists would be hired by these organizations in a teaching or instructor role, which are activities that may fall outside the scope of agreements made by artists' associations.

Figure 18: Workforce by Program



Source: AFA applicants data, KPMG calculations

V. Volunteerism

V. Volunteerism

Overview

Volunteer Contributions

Volunteers play a crucial role in the arts sector in Alberta. On average, there were 38,619 volunteers per year over the six-year period.

Trends in Volunteers

There were over 48,000 volunteers in 2018-19, however this number dropped to under 29,000 in 2020-21. While volunteer participation is gradually recovering from this decline, these levels have not fully returned to previous numbers.

Trends in Participation

In 2024, approximately 13.8 per cent of Albertans aged 18 or older participated in volunteering within the arts or cultural sector.

Volunteerism in the Arts

Volunteers make significant contributions to the arts in Alberta, particularly in the not-for-profit arts sector. Volunteers play many roles in arts organizations. They organize events, direct productions, perform, design costumes and sets, work as ushers and at the box office, are board members, oversee security and first aid, and perform any other duty required of an arts volunteer. Arts organizations ranging from art galleries, professional and community theatres, music and literary festivals, to community art clubs, use volunteers to bring the arts to communities in every corner of Alberta.

The Backbone of Alberta's Arts

Diverse Roles
Volunteers engage in various activities within arts organizations

Unwavering Dedication
Volunteers show consistent commitment to their roles

Cultural Enrichment
Volunteers contribute to the cultural vibrancy of the province

Fostering Creativity
Volunteers help nurture creative environments

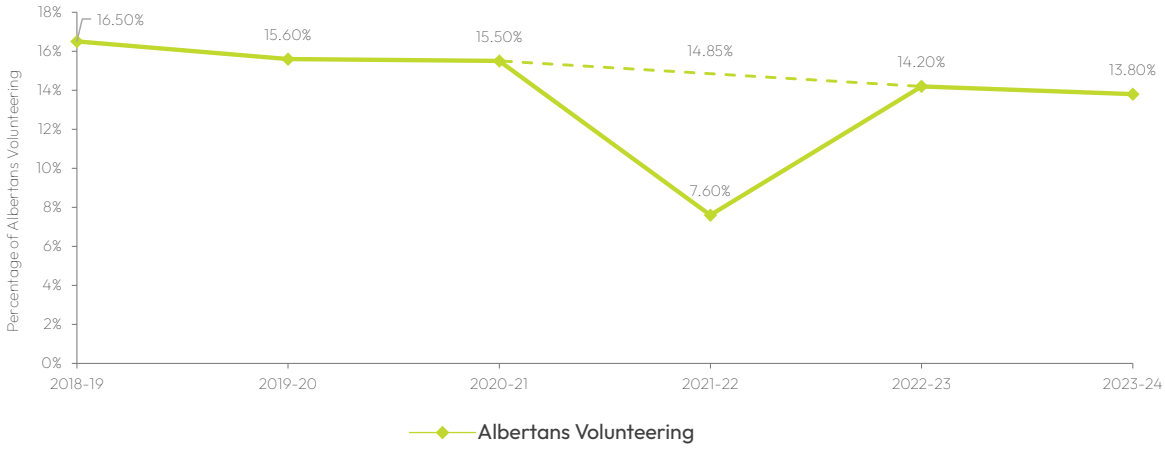
Community Engagement
Volunteers facilitate interaction and participation within the community

Each year, an average of 38,619 volunteers contribute to arts organizations receiving operational funding from the AFA, representing an engagement comparable to the entire population of Leduc.[12] Volunteer activity in these arts organizations fluctuated slightly between the six-year period, at its highest in 2018-19 with more than 48,000 volunteers, dipping to a low of fewer than 29,000 volunteers in 2020-21.

The Ministry of Arts, Culture and Status of Women's *2024 Survey of Albertans* finds that on average volunteers in Alberta contribute an average of nine hours a month.[13] Assuming AFA's funding recipients match this provincial average, volunteerism in Alberta's not-for-profit arts sector is a substantial commitment of volunteer hours.

Since 2018, the *Survey of Albertans* has asked respondents if they have volunteered in arts and culture within the previous 12 months. In 2024, approximately 13.8 per cent of Albertans aged 18 or older reported having volunteered in the arts or a cultural field.[14] However, excluding the impact of the COVID-19 pandemic (indicated by a dashed line in the data), the percentage of participation has shown a consistent decline (see **Figure 19**).

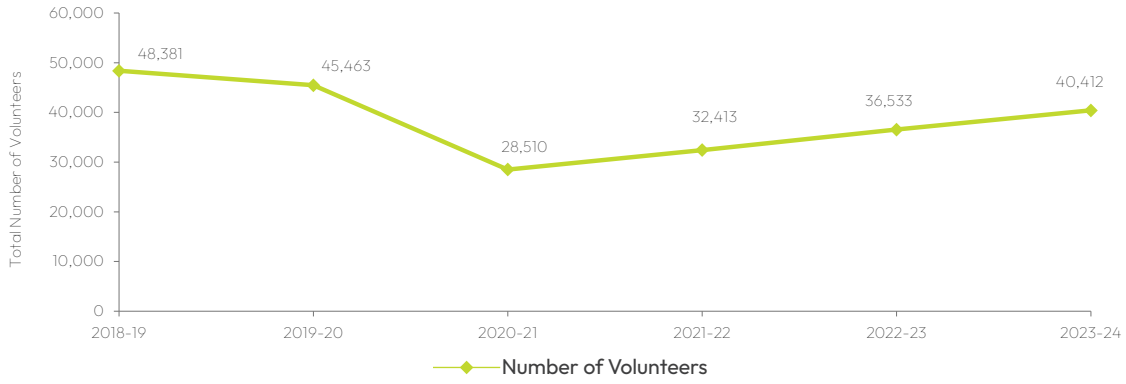
Figure 19: Percentage of Albertans Aged 18 or Older Who Reported Volunteering in the Arts and Culture Sector



Source: Survey of Albertans data, KPMG calculations

A similar volunteerism pattern is observed among AFA funding recipients, although with some differences. **Figure 20** shows a decline in the total number of volunteers in AFA funding recipients' workforce.

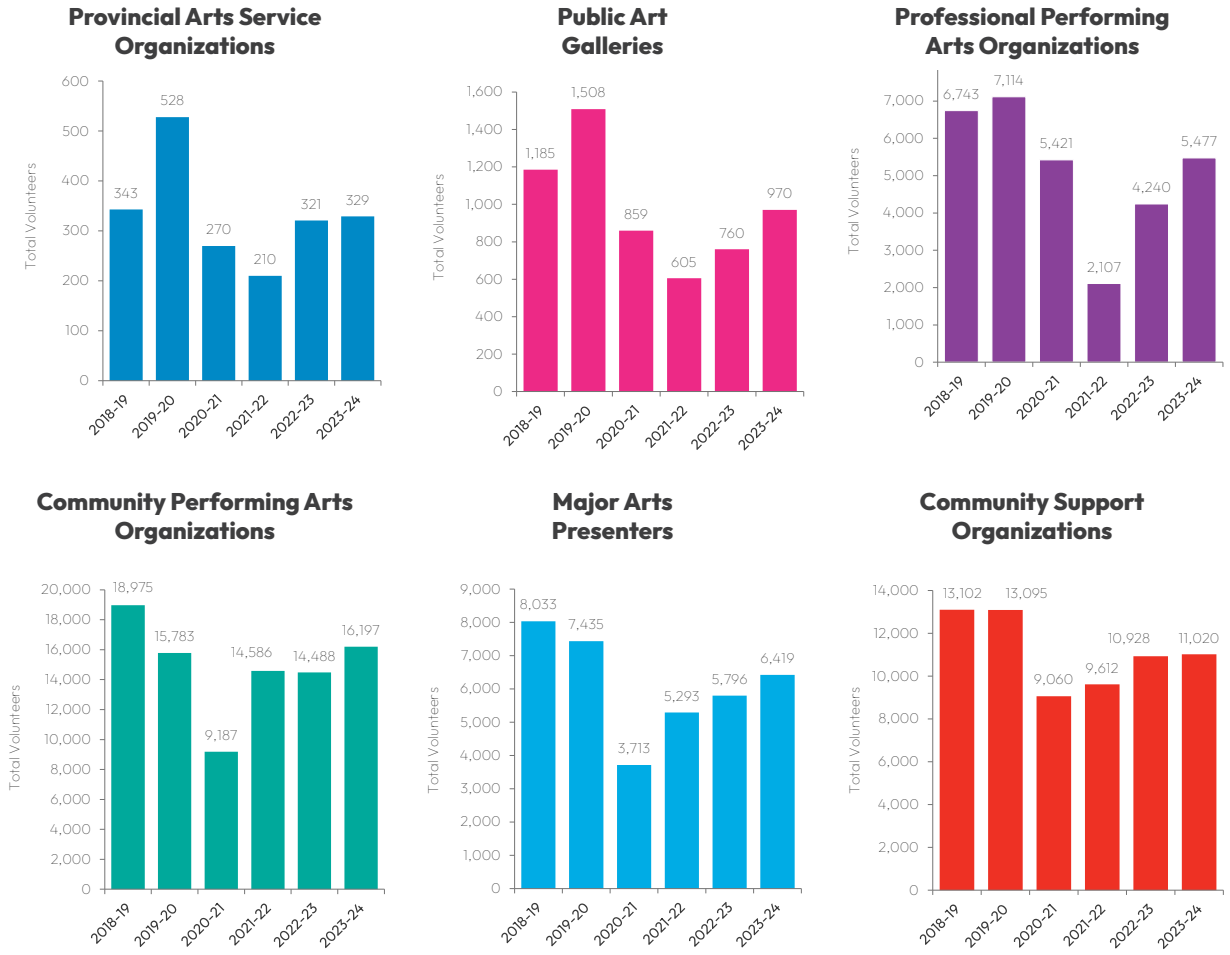
Figure 20: Total Volunteers in AFA Funding Recipients



Source: AFA Applicants data, KPMG calculations

Figure 21 illustrates a consistent trend across all programs. During 2020 and 2021, there was a noticeable decline in the total number of volunteers, followed by a recovery in 2022. Nevertheless, this recovery has not compensated for the loss of volunteers during 2020 and 2021, resulting in all programs showing lower levels of volunteer participation compared to 2018.

Figure 21: Total Volunteers (in Thousands) by Program



Source: AFA applicants data, KPMG calculations

VI. Engagement in the Arts

VI. Engagement in the Arts

Overview

Engagement with the Arts
Alberta shows high engagement with the arts with 81.9 per cent of adult Albertans indicating they attended at least one arts event in 2023.

Volume of Events
On average, 20,245 arts events were presented annually by organizations funded by the AFA, supporting a rich variety of cultural activities available across the province.

Trends in Events and Engagement
There were notable fluctuations in the production and presentation of arts events over the six-year period, where paid attendance dipped more sharply than the number of events held in 2020 and 2021. However, since 2022 paid attendance is rebounding at a quicker pace compared to the number of events.

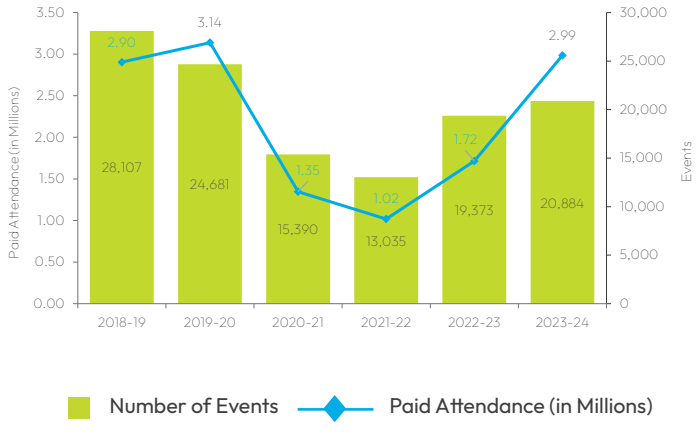
Community Perception
76.9 per cent of Albertans believe the arts positively impact their communities, emphasizing the significance of arts and culture for community well-being.

Attendance Positive Outlook
Paid attendance for arts events accounts for 62.3 per cent of Alberta's total population, illustrating a significant commitment to cultural experiences among the public. This enthusiastic engagement reflects the community's dedication to fostering a rich artistic landscape in the province.

Provincial Engagement with the Arts

Albertans are very engaged with the arts. In 2023, 81.9 per cent of adult Albertans attended at least one arts event, and over half (58.2 per cent) participated directly in an arts activity or training.[15]

Figure 22: Number of Events and Paid Attendance by Year



Fiscal Year	Y/Y% Change Paid Attendance	Y/Y% Change Number of Events
2018-19	—	—
2019-20	8%	-12%
2020-21	-57%	-38%
2021-22	-24%	-15%
2022-23	68%	49%
2023-24	74%	8%

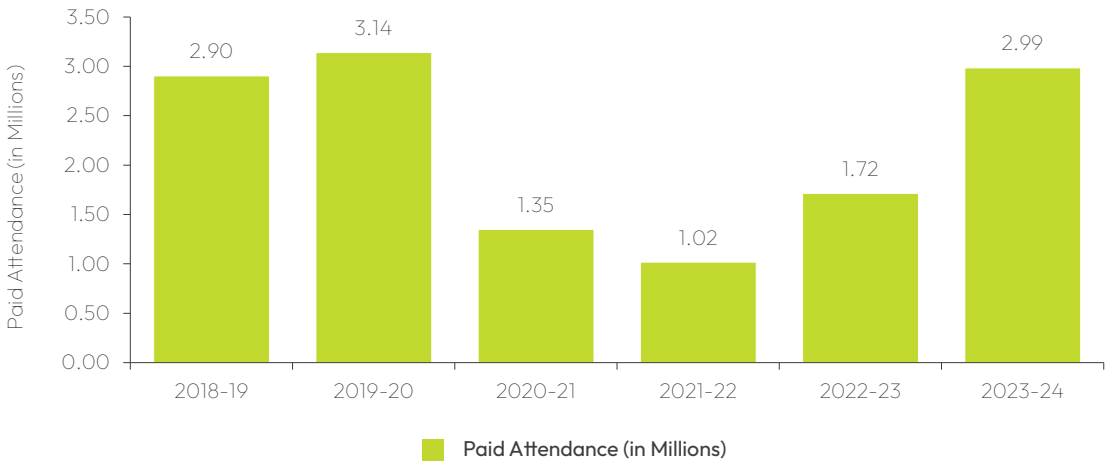
Source: AFA applicants data, KPMG calculations

Arts organizations funded by the AFA presented an annual average of 20,245 arts events, which amounts to approximately 55 events each day across the province. However, as illustrated in **Figure 22**, both the production and presentation of events, along with paid attendance, experienced significant fluctuations during this six-year period. In 2018, the total number of events was 28,107, attracting approximately 2.90 million paid attendees. This figure drastically fell by 2020, with only 15,390 events and about 1.35 paid million attendees recorded. In a notable recovery, the numbers rebounded by 2023, with a total of 20,884 events and an impressive 2.99 million paid attendees.

As shown in **Figure 22**, the number of paid attendances saw a much steeper decline compared to the number of events during 2020 to 2021. Conversely, the trend saw a reversal in 2022 to 2023, with paid attendance increasing at a rate greater than that of the events themselves.

In 2023-24, Alberta's population was approximately 4.8 million,[16] yet the paid attendance numbers for arts events presented by AFA operational grant recipients were remarkable, accounting for 62.3 per cent of the total population of that same year. This indicates that the arts sector in Alberta plays a vital role in community engagement, with a significant portion of the population actively participating in arts events. The sheer volume of attendance illustrates how integral the arts are to the cultural fabric of Alberta, fostering connections and enriching the lives of residents across the province (see **Figure 23**).

Figure 23: Paid Attendance by Year



Source: AFA applicants data, KPMG calculations

AFA Programs Reach: Events and Attendance

AFA's operational funding programs enable Alberta's not-for-profit arts organizations to create, produce and present arts experiences in their communities. These events not only make economic contributions within the province but also ensure that the arts are accessible to all Albertans.

Figure 24 illustrates that, apart from the Provincial Arts Service Organizations, all other programs experienced a reduction in the number of events during 2020 and 2021. Most organizations in all other AFA operating grant programs require audiences from the general public for their events; however, due to the nature of the services provided by Provincial Arts Service Organizations, their events are typically much smaller, more contained and were less impacted by the pandemic than other organizations' events.

The Community Performing Arts Organizations and Community Support Organizations have rebounded to previous levels; however, despite showing signs of recovery, Public Art Galleries and Major Arts Presenters are still significantly below those levels. The Professional Performing Arts Organizations have experienced a steady decline.

Figure 24: Total Number of Events and Evolution by Program

Y/Y% Total Number of Events	2019-20	2020-21	2021-22	2022-23	2023-24
Provincial Arts Service Organization	73%	-1%	33%	2%	13%
Public Art Galleries	17%	-76%	-3%	57%	43%
Professional Performing Arts Organizations	-9%	-18%	-49%	95%	-30%
Community Performing Arts Organizations	-27%	-34%	48%	26%	8%
Major Arts Presenters	9%	-69%	-39%	117%	4%
Community Support Organizations	-28%	-13%	-16%	34%	24%

Source: AFA applicants data, KPMG calculations

In 2020, Major Arts Presenters and Public Art Galleries experienced significant declines in their events, with reductions of 69 per cent and 76 per cent respectively. However, by the 2021-2022 period, the decrease in events for Public Art Galleries began to slow down. In contrast, Major Arts Presenters continued to see a decline, with a 39 per cent reduction in events, which was similar to the 49 per cent decrease reported by Professional Performing Arts Organizations during the same timeframe (see **Figure 24** – bottom panel).

As indicated in **Figure 24** organizations involved in the Professional and Community Performing Arts Programs, as well as those in the Community Support Organizations Program, produced a significantly higher number of paid events during the six-year period, barring the reductions in 2020 and 2021. These reductions had a disproportionately negative impact on these programs relative to others. Nonetheless, these organizations have displayed a faster recovery rate in the years following the pandemic.

Figure 25: Paid Attendance by Year and by Program

Source: AFA applicants data, KPMG calculations

This observation contrasts with the data shown in **Figure 24** for Professional Performing Arts Organizations, which have consistently seen a decrease in their total number of events. Furthermore, it is apparent that Major Arts Presenters and Public Art Galleries have struggled more in recovering paid attendance compared to community organizations.

Notably, as seen in the data presented in **Figure 24**, Provincial Arts Service Organizations have consistently increased their event totals, likely due to the nature of events they produce (as discussed above). However, **Figure 25**, illustrates that paid attendance for these events has not followed the same upward trend. This may imply that many of the events are being offered free of charge, particularly during the years 2020 and 2021.

VII. Social Benefits: Promoting Health, Cultural Inclusion and Well-being

VII. Social Benefits: Promoting Health, Cultural Inclusion and Well-being

The intrinsic values associated with the arts are multifaceted and rich, encompassing social, cultural, entertainment and educational benefits. These intrinsic and non-economic benefits are equally as important as the economic advantages of the arts sector for Albertans.

The promotion of the arts within communities serves as a significant catalyst for enhancing social benefits. This chapter examines the diverse advantages associated with arts promotion, focusing on the impact demonstrated by findings from previous studies. By recognizing these benefits, we can gain a deeper understanding of the essential role the arts play in enriching our lives and communities.

Figure 26: Findings on How Promoting the Arts Impact the Social Well-being and Communities

Inspiring Community and Civic Participation

Participation in the arts represents a modern approach to civic engagement. Increasingly, evidence supports the notion that the arts play a pivotal role in driving civic renewal and invigorating public participation.[17] This is likely because arts-based engagement has an inherent ability to inspire peoples' imagination, to draw out new perspectives and to act as a vehicle for a diversity of opinions.[18]

A survey commissioned by Calgary Arts Development in 2022 revealed that 88 per cent of Calgarians believe that it is important that there are arts organizations dedicated to the development of the arts in Calgary, while 91 per cent engage with the arts in some form.[19] The survey also indicated most Calgarians value the role of the arts in creating a vibrant city and 92 per cent believe that developing local artists is a good thing for the city.

The Edmonton Arts Council's 2024 survey found that that 87 per cent of Edmontonians agree that arts and culture make our communities better places to live and 85 per cent agree that participating in arts and cultural activities builds a shared sense of community identity.[20] Furthermore, 87 per cent of Edmontonians attended at least one type of live performance or arts event in Edmonton in the preceding 12 months of the survey.

These findings are also corroborated by the Ministry of Arts, Culture and Status of Women's *2024 Survey of Albertans*.[21] The survey reveals that 81.9 per cent of Albertans engage with the arts in some capacity, while 76.9 per cent believe that arts and culture activities have a moderate to large impact on making their community a better place to live.

Arts-based approaches to community engagement can be a powerful mechanism to produce new forms of knowledge by encouraging participation from people of all walks of life.[22]

Creating a Culture of Belonging

Civic participation from various backgrounds has been shown to make a significant positive impact on fostering cultural inclusion.

According to a study commissioned by Business for the Arts, 75 per cent of Canadians believe that involvement in the arts makes for more integrated and healthier communities.[23] Furthermore, a compelling 78 per cent of Canadians believe that involvement in the arts helps children from disadvantaged communities succeed and 74 per cent believe it creates greater empathy and understanding. These insights collectively suggest that promoting the arts could be a valuable method in reducing inequality.

These findings emphasize the necessity for social policies to cultivate an inclusive culture to deliver long-term benefits to communities. While the arts alone may not resolve the multifaceted issues associated with social exclusion, research indicates they play a critical role in bridging barriers across language, culture, ability and socio-economic status. An arts-based approach to community engagement creates an environment where diverse voices are heard, especially for those who may struggle to articulate their thoughts verbally or face challenges communicating due to various circumstances.[24]

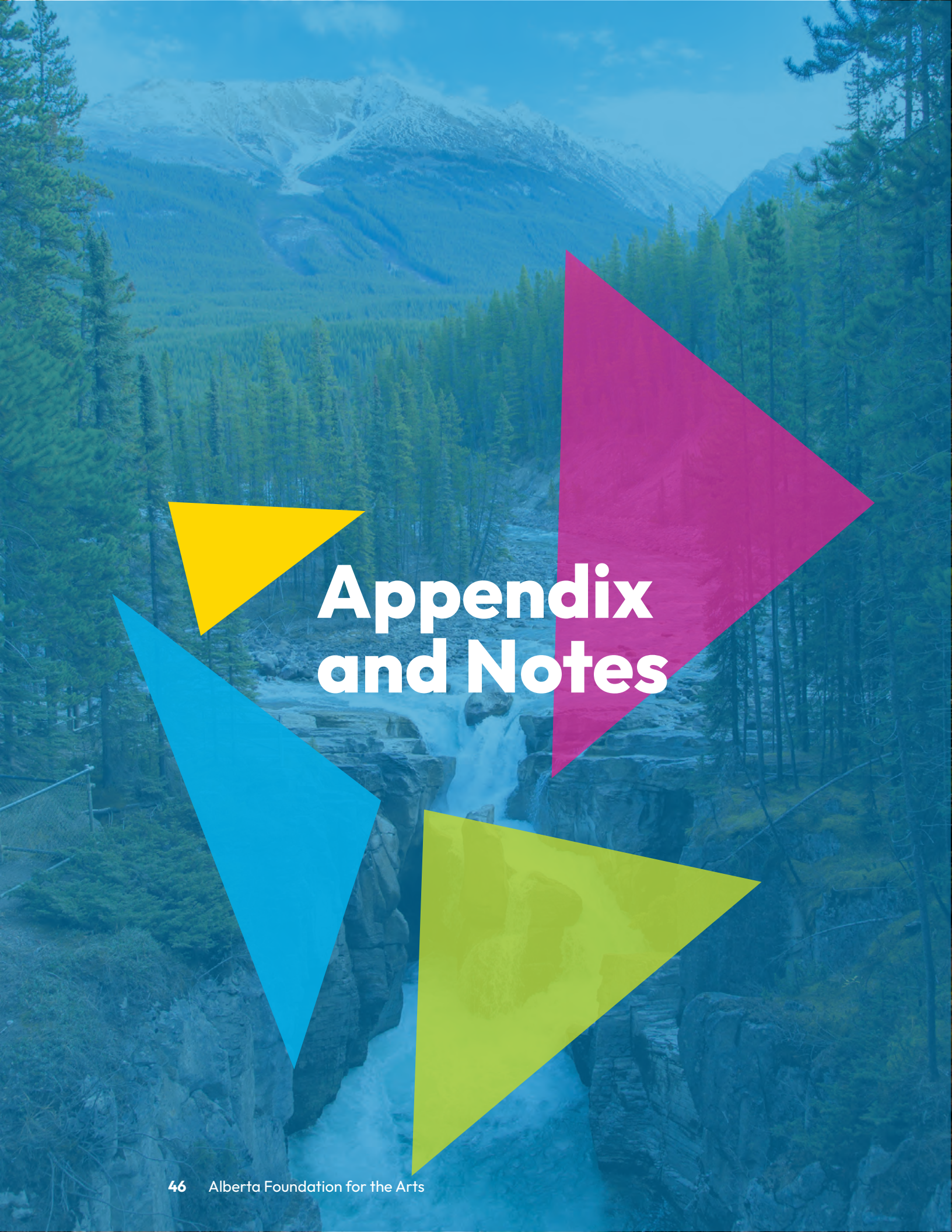
Current arts initiatives increasingly facilitate social inclusion among refugee populations and recent migrants, while also promoting reconnection with Indigenous cultural practices. Tangible outcomes of social inclusion—such as increased employment rates and improved educational performance—highlight the effectiveness of these efforts.[25]

Place-based initiatives, like neighbourhood renewal, commonly employ arts-based practices to create a culture of inclusion that prioritizes the people within the community over merely focusing on physical regeneration.[26]

Promoting Health and Well-being

Research indicates that engaging in arts-based activities can enhance social relationships and networks. This strengthening of social ties contributes to better mental and physical health and overall well-being.[27] Richard Smith, the former editor of the *BMJ*, noted, "If health is about adaptation, understanding, and acceptance, then the arts may be more potent than anything that medicine has to offer."[28]

The arts serve as a powerful tool for fostering an inclusive sense of community well-being. Throughout history, people have turned to the arts to celebrate, commemorate, protest, heal and unify.



Appendix and Notes

Appendix

Economic Impact Assessment with an Input-Output Model

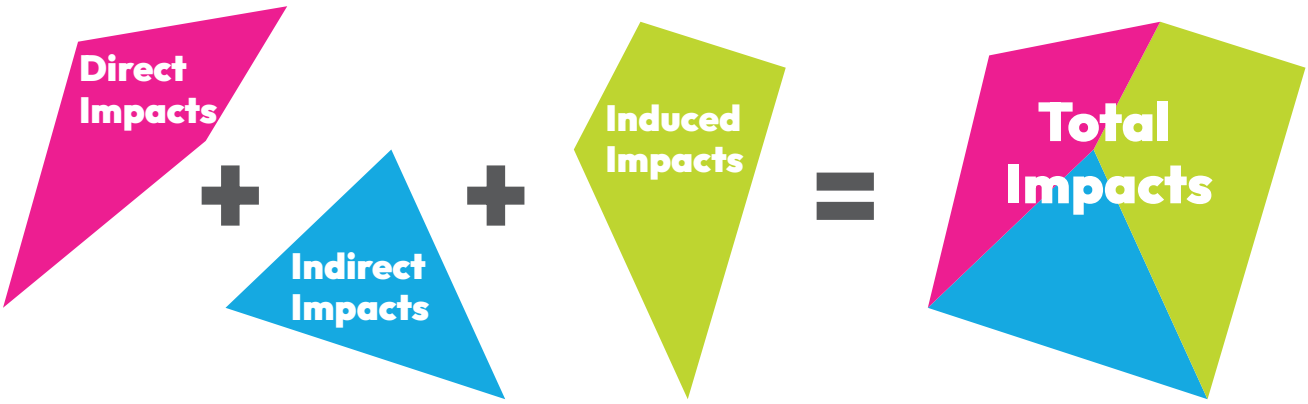
Types of Estimated Impacts

Our approach to the economic impact assessment of AFA operating funding clients is aimed to capture the wide-ranging effects on the regional and provincial economy.

The AFA supports an average of 405 of Alberta's professional and community arts organizations per year through its operational grants. These grants do more than just support individual artists or enable specific events – they help sustain an entire ecosystem of creativity and production.

The economic ripple effects of these grants can be seen in the direct income generated by artists and event organizers, the jobs created in related industries and the increased demand for goods and services that fuels the local economy. While funding recipients may receive other sources of funding to run their events, art experiences, galleries or create job opportunities, the grants provided by the operating funding programs are vital to their viability and success.

To perform an economic impact assessment KPMG estimated the direct, indirect and induced impact using the Statistics Canada I-O (input output) tables to obtain the total impact as outlined in the figure below.



Comprehensive Methodology

To assess total economic impact, KPMG implemented a comprehensive approach to understand the range of impact. Our approach considered both:

1. **Minimum Impact:** The direct, indirect and induced economic impact of the AFA grant funding provided to the recipients
2. **Maximum Impact:** The total direct, indirect and induced economic impact of the output generated by the funding recipients. Taking into account both the funding received through AFA grants as well as funding received from other sources.

Input-Output Multipliers: NAICS Selection

One of the key steps in this process is the selection of Statistics Canada input-output multiplier tables to determine economic impact. These input-output multiplier tables are comprehensive datasets that capture the intricate relationships between industries and specific sectors in an economy. Therefore, these tables outline how changes in one sector's output or demand can reverberate throughout the entire economy, affecting multiple industries in a complex web of interconnectedness. Statistics Canada utilizes The North American Industry Classification System (NAICS) codes within its input-output tables to capture and analyze the interdependencies between different sectors of the economy and produce the multiplier tables.

The KPMG team conducted a thorough analysis of the characteristics associated with each program to gain insights into the types of organizations receiving funding under each category. Following this examination, every AFA funding program was categorized according to a set of representative NAICS codes that correspond to the funded organizations. This detailed assessment resulted in the selection of the following NAICS codes:

Program	Provincial Arts Service Organizations	Public Art Galleries	Professional Performing Arts Organizations
Mapping of 2022 NAICS codes into AFA Programs	624190: Other individual and family services 813310: Social advocacy organizations	712110: Museums	711110: Theatre companies and dinner theatres 711120: Dance companies 711130: Musical groups and artists 711190: Other performing arts companies
Corresponding Statistics Canada Input-Output NAICS codes*	NP624000: Social assistance NP813A00: Grant-making, civic, and professional and similar organizations	NP710000: Arts, entertainment and recreation	NP710000: Arts, entertainment and recreation
Program Weights (Proportion of organizations identified by each NAICS code)	0% of code 624 Social assistance 100% of code 8133 Social advocacy organizations	100% of code 71 Arts, entertainment and recreation	100% of code 71 Arts, entertainment and recreation

Program	Community Performing Arts Organizations	Major Arts Presenters	Community Support Organizations
Mapping of 2022 NAICS codes into AFA Programs	711110: Theatre companies and dinner theatres 711120: Dance companies 711130: Musical groups and artists	512130: Motion picture and video exhibition 711320: Promoters of performing arts, sports and similar events without facilities	624190: Other individual and family services 813310: Social advocacy organizations
Corresponding Statistics Canada Input-Output NAICS codes*	NP710000: Arts, entertainment and recreation	BS512130: Motion picture and video exhibition NP710000: Arts, entertainment and recreation	NP624000: Social assistance NP813A00: Grant-making, civic and professional and similar organizations
Program Weights (Proportion of organizations identified by each NAICS code)	100% of code 71 Arts, entertainment and recreation	50% of code 512130 Motion picture and video exhibition 50% of code 71 Arts, entertainment and recreation	0% of code 624 Social assistance 100% of code 8133 Social advocacy organizations

**Note that the Prefixes "NP" and "BS" mean "Non-profit" and "Business Sector" organizations*

Input-Output Model Output

The core concept behind input-output multiplier analysis is the idea of interdependence among economic sectors. For instance, when a specific sector experiences an increase in demand, it not only directly benefits from the additional spending but also prompts a chain reaction of indirect effects. These indirect effects stem from the increased demand for intermediate goods and services supplied by other industries that contribute to the production process. Additionally, induced effects emerge as employees and business owners in the initially affected sector spend their increased income on various goods and services. The Statistics Canada input-output multiplier tables provide a detailed breakdown of these relationships by offering data on the production, supply and demand relationships between sectors of the economy. I-O modelling produces the following metrics:

- **Output:** The value of all sales of goods and services produced by AFA funded organizations in Alberta during the analyzed period; the sum of final purchases and intermediate inputs.
- **Gross domestic product (GDP):** The total unduplicated value of goods and services produced by AFA funded organizations in Alberta during the analyzed period (e.g., 2018-19 to 2023-24), expressed in market prices. Market prices are the valuation actually paid by the purchaser, after all applicable taxes and subsidies.
- **Jobs:** Not to be confused with employment, "jobs" is defined as the number of persons employed plus the number of job vacancies in AFA funded recipients in Alberta derived from the granted money. As such, the number of jobs will exceed employment. Jobs do not take into consideration nor differentiate between full-time, part-time, casual or seasonal employees.

Notes

1. Alberta Foundation for the Arts (2014). *Arts Impact Alberta 2014: Ripple Effects from the Arts Sector*.
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3. Rand Corporation (2004). *Gifts of the Muse: Reframing the Debate About the Benefits of the Arts*.
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5. McQueen-Thomson D., James P. & Ziguras C. (2004). *Promoting Mental Health and Wellbeing through Community & Cultural Development: A review of literature focusing on community festivals and celebrations.* Victorian Health Promotion Foundation.
6. National Endowment for the Arts (2021). "New Data Show Economic Activity of the U.S. Arts & Cultural Sector in 2021."
7. World Health Organization – Initiatives (n.d.). "Arts and health."
8. Note that in 2025, the AFA updated the Professional Performing Arts Organizations Operating Funding guidelines requiring organizations to employ at least two permanent full-time equivalent staff in an administrative and/or programming capacity.
9. Note that as Provincial Arts Service Organizations are specialized arts resource-based organizations, they do not accumulate revenue in the same way that arts producing and presenting organizations do. However, the program's guidelines require that these organizations derive revenue from sources other than the AFA.
10. McMaster M. (2022). "Grants, subsidies, donations, corporate sponsorships and fundraising take centre stage in the not-for-profit performing arts industries in Canada," *Statistics Canada*, Catalogue no. 11-621-M.
11. Government of Alberta (2025). "GDP at basic prices."
12. Note that these numbers are based on the number of volunteers reported by arts organizations receiving operational funding from the AFA and are not necessarily individual volunteers as someone could volunteer for more than one organization at a time.
13. Arts, Culture and Status of Women (2024). *Arts, Culture and Status of Women 2024 Survey of Albertans.* Government of Alberta.
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