
CURATED COMMUNITY

BC'S GUIDE TO ARTS & CULTURE



The Revival of the Cultural Economy February, 2019

The Creative sector of British Columbia continues to be a key driver of the economy providing over 6 billion in 2018 with no projected slowing for 2019 according to Minister Lisa Beare. Providing over 100,000 British Columbians with employment income, the sector is a major player in our provincial GDP. The government of BC has continued to report significant growth in the Creative Economy since 2010.

Predictions for 2019 released by the Ministry of Tourism, Arts, and Culture show no sign of slowing for the industry. Increased government spending in support of the creative economy is built into the budget for the coming year, including the augmentation of the BC Arts Council support with a plan to double funding over a four year period. The



BC'S CREATIVE ECONOMY

A SNAPSHOT OF THE GROWTH AND VIABILITY OF THE CULTURAL SECTOR

101K JOBS

thousands of British Columbians employed full time as cultural workers



ARTS + CULTURAL ACTIVITIES



86%

the percent of Canadians reporting regular (at least once a month) participation in Arts + Cultural events.

79%

the reported increase in full time cultural workers since 1990

EMPLOYMENT OPPORTUNITIES



CASH FLOW \$7B



the amount that BC's Creative Economy contributes to our GDP.

BE A PART OF YOUR CREATIVE COMMUNITY

Contact us today about opportunities to partner with members of your creative community in BC's Guide to Arts + Culture.

government plan includes the vision to see these dollars funneled directly to artists and cultural producers, improving the accessibility and equity for arts funding.

There is no doubt that the Creative Economy in BC is a viable, strong and continually growing one that supports the livelihood and legacy of artists and cultural producers.

The most recent Canadian data collected, studied and summarized by an exhaustive study by Hill Strategies is for the year of 2016.

FESTIVALS + EVENTS

Check out upcoming events...

EVERY MEMBER OF THE CULTURAL SECTOR CAN BE A PART OF BUILDING BC'S LEGACY OF CULTURAL EXCELLENCE...



BC's creative economy continues to be Canada's leader in areas of employment and overall contribution to GDP. While growth is a major factor in the health of the cultural sector, sustainability and long term viability rely on continued awareness and audience.

Importantly, groups around the province are collecting data outlining one of the key factors identified for continued growth and success in the cultural sector is for the ongoing move toward sustainability and strategic partnerships within organizations and communities.

Strategic partnerships within cultural organizations maximizes the potential of each individual player. Start by examining your own community. Who can you collaborate with to create a year-round Cultural Crawl? What umbrella organizations can you work with to sponsor a community art festival? Begin taking steps to connect and work with the guide to Curate your Creative Community.

BC's **Guide to Arts and Culture** continues to be a leader in curating Creative Communities across the province. We work with key stakeholders in tourism, arts and culture to showcase the unique cultural footprint of each diverse community in our province. By joining forces, small businesses, individual artists and independent organizations can build awareness and ensure visibility.

Every member of the cultural sector can be a part of building the legacy of cultural excellence that British Columbia is recognized for on a global stage. A crucial aspect of ensuring cultural producers are benefiting from the growing economic viability of



Tons of great cultural events are happening around the province. Find out what's happening in your community or a community you're visiting.

[Learn More](#)

#ArtoftheGetaway



When we feel the itch to get away, we don't hesitate to jump in our vehicle, or take a quick flight with Helijet over to Vancouver Island.

One of our favourite weekend getaways is to escape the business of life and fall in love again at Sooke Harbour House.

We'll be spending our valentines weekend cozied up in this magical historic house with a world renowned restaurant, and unparalleled natural surround on the Coastal waters of the island just outside of Victoria.

BC is really one of the most incredible places to travel and explore, even if you live here.

To experience the Art of the Getaway and plan your next staycation, check out our partners online.

[Find More Getaways](#)

the creative industry is by choosing to actively participate in measures to increase awareness.

Letter from the Publisher 20 Years



We've been doing this a long time. This is our #ThrowBack.

This photo was featured in the first guide we ever published, 20 years ago. Chester and I have passionately poured our lives into helping others dig into the immeasurably vast cultural experience of BC.

We spend most of our day building up the guide, advocating for awareness and marketing the artists and cultural workers that enrich all of our lives with the incredible work they do.

When we aren't building the guide, we're *using* it to explore the unique communities that we love and ones we haven't visited in years. That's the beautiful thing about culture, it's always alive and changing and a place that was once familiar can shift and become something new. There is never enough time to explore all this province can offer.

We're gearing up for the Spring when we'll be in full production mode with the next edition of BC's Guide to Arts + Culture. We're busy pulling long hours to curate cultural experiences in all of BC's Creative Communities.

And as always, we're grateful and celebrating the people who live and breathe life into the cultural legacy of this province.

With warmest regards,



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