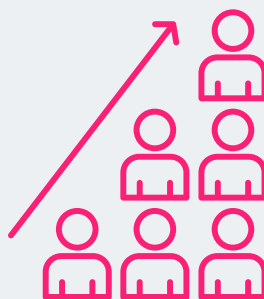


CREATIVE CALGARY

Calgarians want a dynamic and thriving arts scene. This is what Creative Calgary fights for.

5,360,126¹

Total participation in arts experiences produced by municipally-funded organizations in 2024.



This is over 3 times Calgary's population.

90%

Calgarians agreed that having arts and culture experiences available is **essential** for a good quality of life in our community.²

89%

Calgarians are participating in the arts through observing, attending, and creating.³

86%

Calgarians say the arts expose them to new ideas, and show them a new way to look at the world around them.³

74%

Calgarians report they favour businesses that support the Arts.³

Those with the strongest connection the arts are the most likely to say they are proud to call Calgary home.³



In 2019, Calgary's Creative Sector's direct economic impact on the local GDP was

\$1.9 BILLION

plus almost

\$3.4 BILLION

in direct revenue for local businesses.³



Access to a wide variety of arts and culture is one of the biggest reasons I love living in Calgary. We are a better city because of it."

Mark Tewksbury, Canadian Olympic Gold Medalist

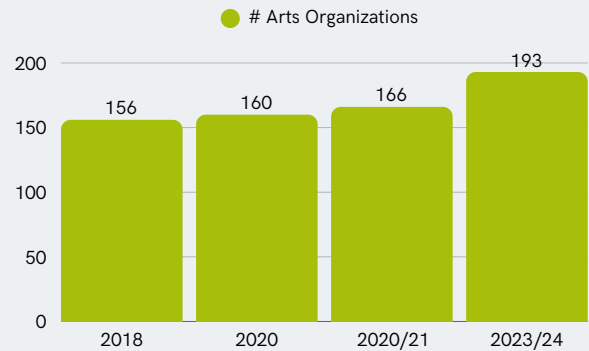
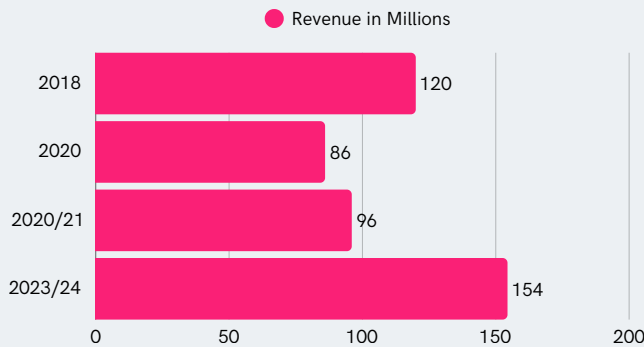
¹ Calgary Arts Development, April 2025.

² Stone Olafson *Spotlight on Arts Audiences*, March 2025.

³ Calgary Arts Development, July 2025.

³ Conference Board of Canada Report, Feb 2024. *Figures encompass direct economic impact, not total economic footprint.*

Although revenue does not equal economic impact, it shows the financial health and resilience of Calgary's Non-Profit Arts Sector. In 2023/24, arts operations generated approximately \$154.5 million in total revenue, a clear sign of a healthy and growing part of Calgary's economy.⁵



Census 2021 data:⁶

33,300

workers in arts, culture, and heritage occupations in Calgary, including

(**4.4%** Calgary's workforce)

1,420 

people who work in occupation groups classified as arts leaders and

7,020  professional artists.



In an increasingly volatile and unpredictable environment, there is a standing ovation several times a week in Calgary's performing arts facilities. Calgarians and Canadians need more of this uplifting social cohesion - not less! //

Scott Hutcheson, Executive Chair at Aspen Properties



Creative Calgary is a non-partisan group of artists, arts organizations, and arts workers who champion the economic, cultural, and social benefits that the arts contribute to a vibrant and resilient city.

creativecalgary.org | [@creativecalgary](https://twitter.com/creativecalgary)

⁵ Calgary's Arts Operations 2023/24 Economic Impact Analysis, May 2025.

⁶ Statistical Profile of Artists in Calgary in 2021, Kelly Hill, Hill Strategies, July 2025.

@ 2025 Creative Calgary