

## LEGISLATIVE RETURN

SUBMITTED BY: Hon. Jeannie Dendys, Minister of Tourism and Culture



1. On June 8, 2017,

asked the following question during the Oral Question Period  
at page(s) \_\_\_\_\_ of *Hansard*

submitted the following written question – WQ No. \_\_\_\_\_

gave notice of the following motion for the production of papers – MPP No. \_\_\_\_\_

RE: \_\_\_\_\_

OR

2. This legislative return relates to a matter outstanding from discussion related to:

General Debate on Vote 54, Department of Tourism and Culture, in Bill No. 201

*Arts Funding*

on June 8, 2017 at page(s) 870 of *Hansard*.

The response is as follows:

See Attached.

June 13, 2017  
Date

  
Signature

Thank you for the opportunity to address this question and provide some information on the more recent statistics on some of the performance measures for the department.

The department values its stakeholders and works to strengthen the partnerships it has developed over the years. In addition to the amazing opportunities offered through our funding programs, in the 2015/16 the department issued over \$6,700,000 in transfer payment agreements to our partners.

The department of Tourism and Culture has provided over \$90 million dollars in transfer payment agreements and funding programs since 2004 when the department was reorganized into its current form.

The department has a number of incredible funding programs available to our valued stakeholders and partners.

### **Arts Funding**

The Arts Section's mandate is to support and encourage the development of the visual, literary, and performing arts in Yukon. We accomplish this through programs which enhance public appreciation of the arts and which assist artists, arts organizations and collectives in the pursuit of their goals.

Funding awarded to Yukon Arts Groups including groups funded through Arts Fund and Arts Operating Fund, Dawson City Arts Society, Yukon Arts Centre, Old Fire Hall, Artist in the School, Northern Culture Expressions Society, Culture Quest, On Yukon Time, New Canadian Events Fund and Yukon First Nations Tourism Association was over \$3,300,000 in the 2015/16 Fiscal Year.

The Advanced Artist Award helps individual, senior-level Yukon artists to participate in innovative projects, travel or educational pursuits. Each year, \$150,000 is available through two annual intakes. Lotteries Yukon provides the funds for the award.

The Touring Artist Fund fosters the development of the arts by supporting literary, visual and performing artists, ensembles and companies to present their work publicly at professionally curated exhibitions, concerts, festivals or showcases. There are four intakes a year.

The Arts Fund fosters the creative development of the arts in Yukon by supporting collectives, organizations, industry associations and other eligible groups in activities related to the literary, visual or performing arts.

Statistical examples include:

Total number of art grants assessed in 2015/16 was 237.

Total number of art grants awarded in 2015/16 was 175.

More specifically, some examples of the number of applications received and funding awarded, in the 2015/16 Fiscal Year by funding program:

**Advanced Artist Award**

60 applications received by the department, with 24 applicants funded and \$150,000 awarded.

**Touring Artist Award**

14 applications received by the department. 12 applicants funded and \$93,000 awarded.

**Tourism Funding**

In partnership with the private and public sectors and non-governmental organizations, the department works to develop and strategically implement tourism marketing, industry development and visitor services programs to enhance growth and capacity of Yukon's tourism industry.

The Tourism Cooperative Marketing Fund (TCMF) is available to market- and trade-ready tourism businesses, municipalities, destination marketing organizations and First Nations governments featuring tourism experiences.

The \$700,000 fund is a 50/50 cost share program, meaning that applicants must contribute 50 per cent of the costs of the marketing initiative.

Eligible marketing initiatives include print and on-line advertising, hosting familiarization tours and attendance at pre-approved trade and consumer shows around the world.

154 businesses were supported in the 2015/16 fiscal year by TCMF. TCMF is very popular, and in the past three years the fund has been fully subscribed.