November 2019

Support4Culture Program

What is the *Support4Culture* Program?

- The *Support4Culture* program is a significant source of funding for arts, culture and heritage in Nova Scotia. The program has four key objectives:
  - To enhance public funding that advances the arts and encourages the development and awareness of cultural and heritage activities;
  - To foster new opportunities in which the arts, cultural and heritage activities add to the economic and social wellbeing of Nova Scotia;
  - To ensure that more Nova Scotians of all ages and in all areas of the province have greater opportunity to participate in a full range of cultural, artistic and heritage-related activities; and,
  - To help grow Nova Scotia's creative economy.

- The program framework was developed in collaboration with the Department Communities, Culture and Heritage and Arts Nova Scotia. Each year funding is allocated to new departmental initiatives which include strategic research programs, renewal projects and marketing support.

- The program is offered by the Nova Scotia Gaming Corporation (NSGC) as part of its community support efforts in partnership with the Department Communities, Culture and Heritage (the manager of funds). Giving back to good causes and to communities across Nova Scotia is an important objective of NSGC in delivering its Social Responsibility Mandate.

- Since NSGC has established the program in 2013, *Support4Culture* has raised more than $16.6 million for arts, culture and heritage programs in the province.

- *Support4Culture* supports funding in three key areas:

  - *Community Funding* - Developing partnerships, creating jobs and fostering sustainability by contributing to a community's health, well-being and social prosperity. Programs included are: Mi'kmaq Cultural Activities Program, the Diversity and the Community Capacity Fund, etc.
  - *Culture Funding* - Artists and cultural communities contribute to the overall quality of life in Nova Scotia. Programs include: Artist Residency program, the Artistic Innovation Program, artsVest™, Arts Equity Funding Initiatives, Creative Collaborations, Community Arts Council and Artist-Run Centres Collaboration Program, and the Culture Innovation Fund.
  - *Heritage Funding* - Recognizing the importance of preserving and sharing vital heritage links to support the collection, preservation and interpretation of historic assets. Programs include: Heritage Development Fund, One-time Emerging Culture and Heritage Initiatives Program, the Strategic Research Program.

Why Culture and Gaming?

- There are a number of provincial programs across Canada (e.g., Alberta Lottery Fund, Ontario Trillium Foundation) which are funded by gaming revenues and provide financial support to culture, communities and heritage among other causes.

- The culture sector is estimated to have a total gross domestic product of almost $929 million in Nova Scotia with 13,101 jobs directly or indirectly related to culture activities.[1] This accounts for 2.5% of Nova Scotia's economy.

- 81% of Nova Scotians agree that culture helps enrich the quality of our lives.[2]

- 74% of Nova Scotians agree that culture makes them proud of where they live (2018).[2]

- Four in five (80%) Nova Scotians believe that money generated by gambling in the province should go directly to funding of specific programs and services.[2]

[1] Nova Scotia Department of Communities, Culture and Heritage, Investing in our future, https://cch.novascotia.ca/investing-in-our-future

[2] Nova Scotia Department of Communities, Culture and Heritage Culture Index

- 64% of Nova Scotians support revenue going to the *Support4Culture* program.

Why Communities, Culture & Heritage?

- Since 2013, the Nova Scotia government has been contributing to the well-being and prosperity of Nova Scotia's diverse and creative communities through the promotion, development, preservation and celebration of our culture, heritage, identity and languages by providing leadership, expertise and innovation. The *Support4Culture* program has funded a number of critical support programs across the province.

- Support of these programs are an important part of sustaining and growing Nova Scotia's culture and heritage sectors. By investing in innovation, creativity and arts, these programs help industries succeed, create jobs, support artists and enhance our communities.[1]

  For more *Support4Culture* Program details, please visit: www.support4culture.ca.