



A PORTRAIT
OF CULTURE
AND ITS BENEFITS
IN GASPÉSIE 2022



Project Realization

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Thanks

The 2022 *Portrait of Culture and its Benefits in Gaspésie* is the result of several months of research and writing to which many individuals and partners generously contributed. Culture Gaspésie would like to thank all the stakeholders in the realization of this portrait.

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Message from Culture Gaspésie



Culture Gaspésie has proudly represented the interests of the Gaspé cultural community for over 30 years. Its mission is to promote the development of arts and culture on its territory by grouping and offering services to all artistic disciplines.

Culture Gaspésie works with the various political and socio-economic stakeholders to support regional cultural development and ensure that the requests of the artistic community are heard. Culture is essential to the socio-economic development of a region: it contributes to its vitality and attractiveness, and its ecosystem generates significant economic spinoffs. Our sector is expanding and offers a multitude of opportunities for growth.

Access to statistical data in culture remains an important issue to present and highlight the benefits of our sector to all our partners. Given that the region's last cultural portrait dated from 2011, it was more than relevant to update this data to provide a current and accurate portrait of culture in Gaspésie.

The following pages present national, provincial and regional data that aim to better understand the cultural reality of Gaspésie. This data can serve as a starting point for comparing the arts sector in our region with other sectors of activity, but also with other regions in Quebec.

Enjoy your reading!

CÉLINE BRETON

Executive Director
Culture Gaspésie

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List of acronyms

BAnQ	Bibliothèque et Archives nationales du Québec
CCA	Canada Council for the Arts
CALQ	Conseil des arts et des lettres du Québec
GÎM	Gaspésie–Îles-de-la-Madeleine
ISQ	Institut de la statistique du Québec
MCC	Ministère de la Culture et des Communications du Québec
MRC	Municipalité régionale de comté
OCCQ	Observatoire de la culture et des communications du Québec
SMAQ	Scènes de musique alternatives du Québec
SODEC	Société de développement des entreprises culturelles

Methodology

The *Portrait of Culture and its Benefits in Gaspésie* was produced in 2022. It contains, on the one hand, data collected from “field” sources through a census of artists, authors as well as organizations and events in Gaspésie. This collection of information took place over several months and in all cultural sectors from the existing lists of MRCs and Municipalities. Since these lists are not exhaustive, it is possible that less visible or mobile individuals or organizations were omitted. That being said, additional research conducted on the Internet and social networks validated and improved these lists. Culture Gaspésie nonetheless recognizes that its inventory may have a margin of error that is difficult to quantify. This work still offers a snapshot of the situation in 2022.

On the other hand, economic data came from the following official sources:

- Bibliothèque et Archives nationales du Québec
- Conference Board of Canada
- Canada Council for the Arts
- *Conseil des arts et des lettres du Québec*
- *Fondation pour l’alphabétisation du Québec*
- *Institut de la statistique du Québec*
- *Ministère de la Culture et des Communications du Québec*
- *Observatoire de la culture et des communications du Québec*
- BIBLIO networks of Quebec and Gaspésie–Îles-de-la-Madeleine
- *Société de développement des entreprises culturelles*
- Statistics Canada

When data for the most recent years (2020/2021) were not available, 2019 was most often chosen as the reference year. In addition, since not all 2021 Census Data were available at the time of the survey, 2016 Census data were used when necessary.

Due to their anecdotal nature, data for the COVID-19 pandemic years (2020 and 2021) were only presented when COVID-19 had either not had a major impact or, on the contrary, to highlight a significant change from previous years.

Most official sources publish aggregated data that include both the administrative Gaspésie and the Magdalen Islands, not just the Gaspé Peninsula. Whenever possible, data specific to Gaspésie were retained. Otherwise, the statistics for the Gaspésie–Îles-de-la-Madeleine region were used.

Overview

The *Portrait of Culture and its Benefits in Gaspésie* is intended for regional and national authorities, cultural workers, artists, authors, socio-economic development organizations and anyone interested in culture in Gaspésie. It presents a summary of important research conducted in 2022 in Gaspésie cultural circles as well as statistics on the benefits of culture in the region. Below are some of the noteworthy highlights:

- Gaspésie is home to about **350 artists and authors** who are professional or in the process of becoming professionals. Nearly 14% of these people are from English-speaking communities, and 2% from the three Mi'gmaq communities. More than 200 organizations work in culture in the region.
- Our region is a true melting pot of the **performing arts** with:
 - Nearly 140 professionals (or in the process of acquiring professional recognition), most of whom (about 80%) in music and singing.
 - 13 presenters of performing arts (including 7 recognized and 6 independent) and nearly fifty venues that do not have broadcasting as their primary mission, but can occasionally host shows.
 - A steady increase in performance venue revenues since 2017.
 - 3 professional theatre groups and 8 amateur theatre groups.
 - The development of dance in some MRCs, despite the small number of people active in this field.
- **Visual arts** are well established and represented by:
 - Nearly 115 professional (or in the process of acquiring professional recognition) artists, half of whom have chosen painting as their main mode of expression.
 - 1 recognized visual arts centre with 3 offices in Gaspésie.
 - Several workshops-galleries or public places that present works by artists from the region and 1 visual arts and crafts circuit.
- **Literature and the literary arts** include:
 - About fifty professional (or in the process of acquiring professional recognition) authors who specialize in novels and poetry, but also in other literary genres such as storytelling and slam.
 - A total of 44 libraries cover the territory well, despite lacking funding and dealing with accessibility issues (notably in terms of restricted hours of operation).
 - 3 non-accredited publishers and 6 bookstores (3 of which are non-accredited).

- A vibrant **media arts community** that includes:
 - Professionals, especially in cinema.
 - 1 international film festival and 1 documentary festival.
 - 1 network of 8 film broadcasters all around the peninsula
- The Gaspésie is very well covered by more than **35 media outlets** on the peninsula and a few New Brunswick media and newspapers that broadcast in Avignon West.
- **Gaspesian heritage** is still poorly inventoried, but the new heritage law that requires MRCs to carry out inventories by 2026 could remedy this situation. Currently, the *Répertoire du patrimoine culturel du Québec* includes nearly 1,700 elements of Gaspé heritage.
- **There are about 25 museums and interpretation sites** throughout the peninsula. They contribute to the conservation and exhibition of a variety of subjects ranging from maritime history to commercial and military history. These places also bear witness to the cultural diversity of the region.
- The region offers **10 independent regional arts festivals or events**, including 6 in performing arts, 2 in visual and multidisciplinary arts and 2 in media arts.
- Culture created **1,600 jobs in Gaspésie in 2019**, in sectors as diverse as construction, forestry, fisheries and transportation & warehousing.
- Culture has the best return on investment of the different sectors.
- \$1 invested in culture yielded \$2.04 in 2018.
- The **Quebec public administration** supports culture in Gaspésie. The region ranks 4th out of 17 administrative regions for the growth rate of Quebec public administration investment in culture between 2000 and 2020.
- The **Conseil des arts et des lettres du Québec** (CALQ) injected \$2.3 million in 2020-2021 into Gaspésie, a significant amount, but one that represents 1.2% of its total disbursements in Quebec.
- The **Société de développement des entreprises culturelles** (SODEC) and the **Canada Council for the Arts** weigh much less heavily in the balance of sums paid to culture in Gaspésie, despite playing an important role in supporting culture. The case of SODEC is striking: 75% of its investments go to the Montreal region while Gaspésie receives 0.1%.
- As for **municipal spending on culture** per capita, the Gaspésie-Îles-de-la-Madeleine region ranks 15th out of Quebec's 17 administrative regions.

NOTE: As previously mentioned, the statistics reported in this document sometimes refer to the administrative Gaspésie and other times to the Gaspésie-Îles-de-la-Madeleine region. Pay close attention to the exact phrasing throughout the document as the distinction is thus indicated.

Statistical Portrait

350 artists and authors
in Gaspésie

NOTE: The data in the "statistical portrait" section of this document come from the census conducted by Culture Gaspésie in 2022, unless otherwise indicated.

Artists and Authors — Overview

This research identified
nearly 350 artists and authors
in Gaspésie.

73% are professionals

27% are in the process of becoming professionals

Figures 1 to 4 present their distribution by gender, sector of activity, territory and linguistic community.

FIGURE 1:
Distribution (%) of Gaspésie artists and authors by gender

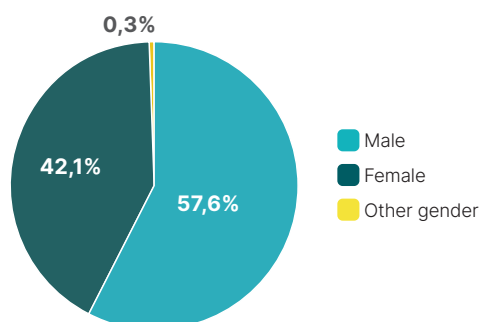


FIGURE 2:
Distribution (%) of Gaspésie artists and authors by artistic or cultural sector

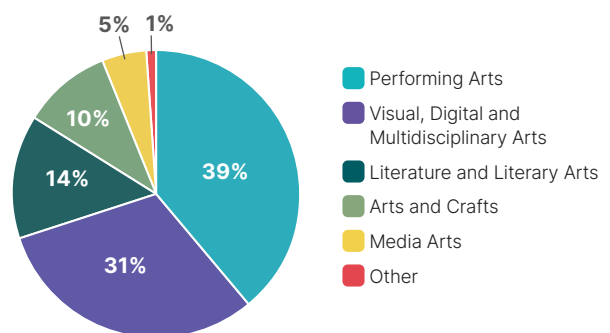


FIGURE 3:
Distribution (%) of Gaspésie artists and authors by MRC or territory

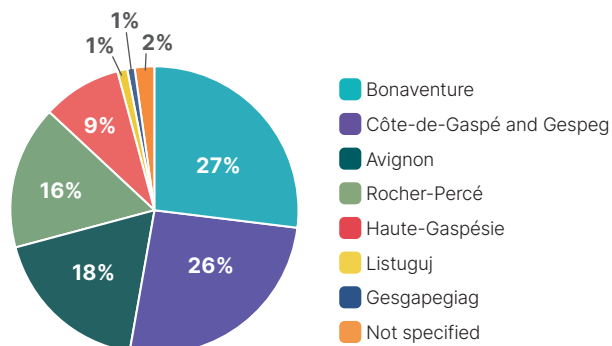
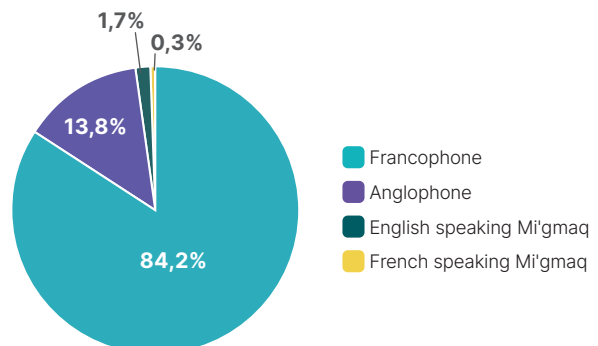
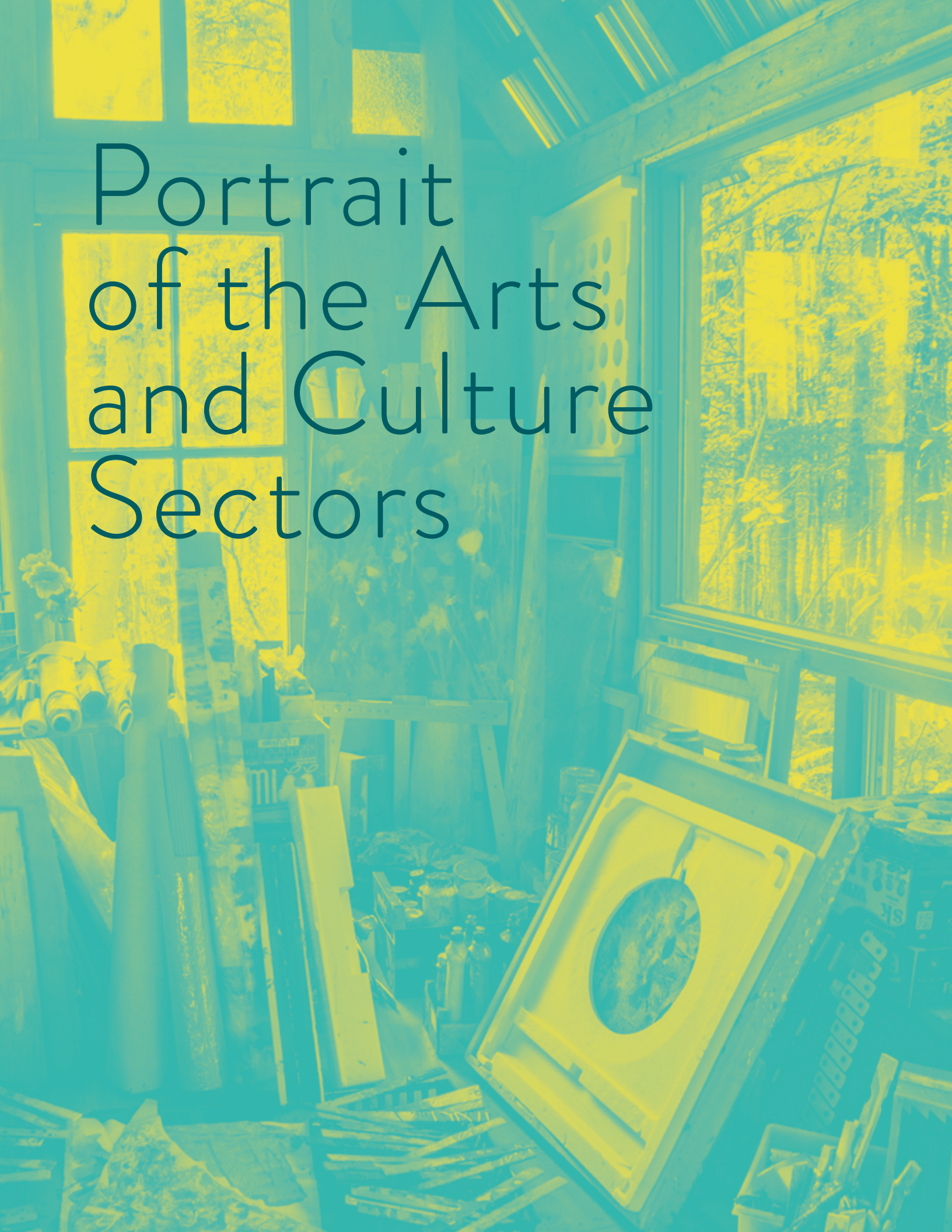


FIGURE 4:
Distribution (%) of Gaspésie artists and authors by linguistic community



Portrait of the Arts and Culture Sectors



Performing Arts

The performing arts sector is the cultural sector with the largest number of professionals (or those in the process of acquiring professional recognition) in Gaspésie. This sector also employs a significant number of workers, particularly in the creation, production, promotion and marketing fields.

Community



Nearly 140 professional (or those in the process of acquiring professional recognition)

By artistic discipline:

- 85.5% – Song and Music
- 5.9% – Theater and Other
- 4.9% – Circus arts
- 3.7% – Dance

By MRC/territory:

- 27% – Bonaventure
- 26% – Côte-de-Gaspé (including Gespeg)
- 18% – Avignon
- 16% – Rocher-Percé
- 10% – Haute-Gaspésie
- 3% – Gesgapegiag/Listuguj

Creation and Promotion



- 7 presenters recognized and funded by the CALQ
- 3 independent venues that are members of the Scènes de musique alternatives du Québec (SMAQ) network
- More than 30 other venues (bars, municipal or community stages)
- 3 professional theatre groups and 8 amateur theatre groups
- 2 improvisation leagues
- Some popular circus arts events
- 6 independent regional arts festivals, including 1 in contemporary dance
- More than 50 other popular events in the performing arts or including a component of performing arts

Spinoff



- Increase in show attendance from 2017 to 2019:
 - + 8% – Total Attendance
 - + 2% – Showroom Occupancy Rate
 - + 5% – Ticketing Revenue
- 6 major festivals that act as tourist attractions and economic drivers
- Gaspésie, a nursery for performing artists
- Significant dynamism of the sector

On the next page, Table 1 provides more details on show revenues.

Main Challenges



- Independent artists and presenters are particularly affected by the isolation and financial losses caused by the COVID-19 pandemic.
- Between 2019 and 2020, the drop from 385 to 103 shows led to an 80% collapse in attendance according to the ISQ (see Table 1).
- In 2022, a recovery in cinema attendance is observed, but in a partial and gradual way.
- Average earnings for arts and creative production occupations are still woefully inadequate in 2019 according to the Conference Board of Canada.
- Some producers refuse to tour the region.
- There is a shortage of technical staff for showrooms.

TABLE 1:**Evolution of paid shows in the performing arts, Gaspésie–Îles-de-la-Madeleine, from 2017 to 2020**

Indicator	2017	2018	2019	2020
Shows	367	380	385	103
Total Audience	60 035	65 233	65 095	7 499
– Paying audience	51 973	56 931	58 004	6 788
– Freebie audience	8 062	8 302	7 091	711
Freebie Audience Rate	13,4	12,7	10,9	9,5
Average Audience Per Show	164	172	169	73
Available Tickets	91 627	97 463	95 142	11 698
Occupancy Rate*	66%	67%	68%	64%
Paying Audience Occupancy Rate**	57%	58%	61%	58%
Rooms Used	31	30	ND***	ND
Ticket Revenues Excluding Tax	1144 908	1252 260	1200 916	132 998
– Average revenue per spectator	19,07	19,2	18,45	17,74
– Average revenue per paying spectator	22,03	22	20,7	19,59
– Average revenue per show	3 120	3 295	3 119	1 291

*Occupancy rate: proportion of the number of spectators to the number of available tickets.

**Paid attendance occupancy rate: proportion of the number of paying spectators to the number of available tickets.

*** Not available.

Notes: The data in Table 1 are taken from the *Institut de la statistique du Québec's* Annual Survey of Show Attendance¹. This survey covers performances with paid admission, except for those where spectators are admitted with a valid passport for the duration of a festival or event. Also excluded are private performances of amateur performances or performances given on the premises of elementary or secondary schools.

The survey includes data from official or independent presenters, but also from festivals or some bars. Due to the closure of performance halls in March 2020 caused by the COVID-19 pandemic, the *Observatoire de la culture et des communications* had to suspend its collection and extrapolated the missing data for the months of September 2019 to February 2020. Therefore, this data contains a significant amount of estimation.

1. Institut de la statistique du Québec, Observatoire de la culture et des communications, October 2021

Media Arts (film / video / audio)

Media arts are gradually developing in Gaspésie. In recent years, this sector has experienced a certain effervescence in the region, particularly in the field of cinema. Major events contribute to this momentum in some MRCs. For example, the *Grande rencontre des arts médiatiques en Gaspésie*, produced by the *Les Percéides* festival, takes place annually in Percé. It aims to bring together the members of this discipline and to decentralize creation.

Community



- From 20 to 25 professionals, mainly in cinema, but also in documentary, video, television and sound arts.
- Several hundred people participate in the *Les Percéides* festival and the *Grande rencontre des arts médiatiques en Gaspésie*.

Creation and promotion



- 2 private film presenters
- 6 NPOs presenting movies
- Recording studios with the ability to produce and record soundtracks
- 3 media arts events including 1 international film festival

Spinoff



- Excitement around major film and media arts events, which attract hundreds of people
- Attracting new professionals
- Availability of new training

Main Challenges



- Need to better map the media arts sector in the region by identifying its stakeholders
- Need for specialized labour for the development of the film sector
- Development of expertise in scriptwriting, directing, production and self-production
- Film office project desired by Gaspésie professionals to attract filming to the territory and develop production expertise

Visual, Digital and Multidisciplinary Arts

The visual, digital and multidisciplinary arts are well developed in Gaspésie. The artists who practice these disciplines are numerous, especially in the Percé area, and the materials used are varied. Some MRCs, cities and municipalities have a great sensitivity to the visual arts, as evidenced by the works commissioned and presented on their territory.

Community



Nearly 115 professional (or those in the process of acquiring professional recognition) artists in visual, digital and multidisciplinary arts

By artistic discipline:

- 50% – paint
- 14% – photography
- 9% – sculpture
- 27% – other media (drawing, illustration, textile, glass, printmaking and others)

By MRC:

- 28% – Rocher-Percé
- 20% – Avignon
- 20% – Bonaventure
- 18% – Côte-de-Gaspé (including Gespeg)
- 12% – Haute-Gaspésie

4 official groupings:

- *Centre d'artistes Vaste et Vague*
- *Circuit des arts de la Gaspésie*
- *Regroupement des artistes en arts visuels de la Gaspésie*
- *Regroupement des artisans et artistes de la MRC du Rocher-Percé*

Creation and promotion



- 1 recognized arts centre specializing in contemporary art (*Vaste et Vague*) with 2 satellite offices (Percé and Matapédia)
- Several dozen workshops, shops and galleries that exhibit works by local or regional artists
- Several rooms (museums, cultural centres or other places) used as exhibition venues
- The *Circuit des arts de la Gaspésie* brings together 40 visual arts and crafts artists and several outdoor circuits
- 3 professional events in photography, sculpture and in situ art and several other cultural events
- 117 works of visual art produced under the Art and Architecture Integration Policy since 1961 (the "1%" policy). Several dozen other works of public art commissioned by MRCs, cities and municipalities.

Spinoff



- Significant artistic production
- Many entrepreneurial artists contributing to the economic vitality and cultural tourism of the region
- Varied expertise developed since the creation of the *Centre d'artistes* in 1990, particularly in contemporary arts and cultural mediation

Main Challenges



- Lack of recognized venues for artists in the process of acquiring professional recognition
- Marketing of productions and recognition of the fair value of works
- Career Management
- Maintenance of public works and their enhancement

Literature and Literary Arts

Literature and literary arts are present in the five MRCs of Gaspésie in various genres such as novels, poetry, short stories, tales, narrative and children's literature. In recent years, storytelling shows have multiplied. Other spoken word creations, such as slam, are also gaining followers.

Community



- Nearly 50 professional authors (or those in the process of acquiring professional recognition)
- Novel and poetry are widespread, as are tales, storytelling and slam (and to a lesser extent: dramaturgy, short story, narrative and children's literature)
- Small active community of slammers of about fifteen people
- Several authors practice up to 3 (or even 4) different genres
- Progressive development of non-book forms of dissemination: literary performances, exhibitions, etc.
- Writing workshops, mentoring and literary coaching available to Gaspésie authors

Creation and promotion



- 3 unlicensed publishers
- 1 book fair
- Several poetry, multidisciplinary or other one-off literary events
- Literary circles, book clubs, story time, other activities organized in libraries and some bookstores
- 6 bookstores, including 3 licensed, spread across all MRCs

Spinoff



- Stable sales of new books in Quebec in 2020, despite closures caused by the COVID-19 pandemic
- 123% jump in e-book sales between 2019 and 2020, from 400,637 to 894,531 copies sold²

Main Challenges



- Isolation of authors (lack of groupings)
- Access to publishing and making Gaspesian works known outside the region can be difficult
- Transforming publishing industry

2. Institut de la statistique du Québec, 2021

Libraries

Libraries are an important part of culture in Gaspésie. The largest portion of cities' and municipalities' culture budget is allocated to libraries, although the amount spent remains lower than that of other comparable regions. In Gaspésie, almost all libraries are members of the Réseau BIBLIO, which is not the case in other remote regions of Quebec.

Several performance indicators are used to measure the quality of a library's services, such as surface area, hours of operation and extent of human resources and budget. These indicators are analyzed annually according to the *Lignes directrices pour les bibliothèques publiques du Québec*³. On the next page, Tables 2 and 3 present data on these indicators for remote regions of Quebec.

According to 2020 data⁴, in Gaspésie and Îles-de-la-Madeleine:

- There are more than forty establishments
- 96% of libraries are members of the Réseau BIBLIO
- Libraries are found in 30 municipalities (76% of the population is covered)
- 10.4% of the population subscribes to a library
- The collection totals nearly 220,000 books
- 35 people are employed by libraries

Strengths

- 76% of the territory is covered by a library
- 5.4% – average 2018-2021 rate of renewal of the collection, above the 5% target
- 65% – the proportion of the book collection of libraries in the Réseau BIBLIO GÎM (42 out of 44 libraries) that regularly exchange amongst themselves to maintain novelty
- 400 volunteers

Weaknesses

- Low proportion of the population subscribes to a library (10.4%)
- Total revenues 2.5 to 6 times lower than those in other remote regions of Quebec
- Average annual decrease in acquisition budgets of 0.5% between 2012 and 2019
- Very small change in staff budget between 2011 and 2021 (3.5%)
- Hours of operation sometimes insufficient (especially during evenings, weekends and the summer)
- Scarcity of professional resources in Gaspésie libraries

3. Quebec Public Library Association, 2019

4. Institut de la statistique du Québec, 2022

TABLE 2:

A few performance indicators for autonomous public libraries or libraries that belong to the Réseau BIBLIO, remote regions of Quebec, 2021

2020	Gaspésie- Îles-de-la- Madeleine	Côte-Nord	Abitibi- Témiscamingue- Nord-du-Québec	Bas-Saint- Laurent	Saguenay- Lac-Saint- Jean
Population served	82 566	80 511	150 288	194 806	279 818
Printed books*	219 489	306 016	543 829	610 034	715 010
Refresh rate**	4,4%	5,4%	4,5%	5,2%	6,1%
Subscribers	8 597	14 098	26 133	57 650	68 997
% of subscribers within population served	10,4%	17,5%	17,4%	29,6%	24,7%
Nb of full-time employees per point of services***	0,8	1,7	0,6	0,7	2,0

*To assess the size of book collections and compare them across regions, only printed books are calculated since it is difficult to evaluate digital collections, which are often centralized and belong to several libraries at the same time.

**The refresh rate is calculated by dividing the number of books acquired in a fiscal year by the total number of printed books in the collection at the end of the fiscal year.

***Full-time employees include librarians, technicians and other staff. Points of service are mostly primary libraries but may also include branch offices and mobile libraries.

Source: Institut de la statistique du Québec, 2022

TABLE 3:

Revenues for all libraries, remote regions of Quebec, 2021

2020	Gaspésie- Îles-de-la- Madeleine	Côte-Nord	Abitibi- Témiscamingue- Nord-du-Québec	Bas-Saint- Laurent	Saguenay- Lac-Saint- Jean
Total Population	92 072	90 543	148 242	199 097	279 949
Total Revenues of the Libraries*	1 657 134 \$	4 111 255 \$	5 087 367 \$	9 897 653 \$	9 741 893 \$
Library Revenue Per Capita	18 \$	45 \$	34 \$	50 \$	35 \$

* Total revenues include municipal contributions, grants and self-generated revenues.

Source : Institut de la statistique du Québec, 2022

Arts and Crafts

Arts and crafts artists often use materials collected in the region to produce original and unique works. This is the case in Gaspésie, where wood, leather, textiles, metals, silicates and other materials inspire mainly female creators, but also male artists from all over the peninsula.

Community



About thirty crafts persons:

69% - women

31% - men

- Nearly half of these people are from the MRC of Bonaventure; the others are equally distributed throughout the other MRCs
- The 3 linguistic communities are represented (English, French and Mi'gmaq)
- Variety of materials: textile, wood, ceramics, glass, metal, stone and others

Creation and promotion



- Nearly a dozen boutiques/workshops or galleries provide spaces for promoting local and regional creations
- Several events or fairs are dedicated to promoting crafts
- The *Circuit des arts de la Gaspésie*, promoted by *Culture Gaspésie*, brings together 40 artists, crafts persons, shops and galleries

Main Challenges



- Major investments in material purchases by the artists
- Low incomes
- Need to have work and crafts recognized for their true value
- Marketing and promotion beyond tourist season

Media

The Gaspésie is characterized by a large network of popular community and local television and radio stations⁵. With the exception of state radio and television, which have staff dedicated to the production of cultural chronicles, the majority of audiovisual media integrate culture into their regular programming. Facilitators disseminate information through interviews, announcements or comments. Several radio stations produce podcast series featuring regional artists, which contribute to their outreach. However, media coverage of culture varies from one outlet to another and therefore remains difficult to quantify.

Community



About thirty media:

85% Francophone

9% Anglophone

6% English speaking Mi'gmaq

9 television

8 printed newspapers

1 printed and web newspaper with a cultural vocation

8 radio

7 informational websites produced in the region

1 periodical featuring history and heritage

1 journalism festival

Main Challenges



- Significant decrease in advertising revenues from so-called traditional media to Web platforms (mainly affects print media)
- Deterioration of print media coverage due to loss of revenue
- Difficulty recruiting and retaining journalists

5. Ministère de la Culture et des Communications du Québec, 2022

Museology and Heritage

Museums, interpretation venues and exhibition centres are places for the education and dissemination of art, history and science. In Gaspésie, they contribute to conservation, enhancement and dissemination in a variety of fields. These sites also bear witness to the cultural diversity of the region and highlight the presence of the Mi'gmaq, Acadian and British descendants on the territory. Paleontology and archaeology, as well as terrestrial and marine faunas are also represented.

Gaspésie cultural heritage consists not only of movable and immovable property, historical characters, places or events, but also intangible (or living) heritage, which may or may not benefit from protected status. All three levels of government (federal, provincial and municipal) in addition to organizations and the public, can play a role in protecting and promoting cultural heritage.

Heritage



1,711 elements of Gaspé heritage listed in the Répertoire du patrimoine culturel du Québec⁶

565 elements with protected status (e.g. cited, classified, declared, designated):

- Half are real estate; the other, religious property/ heritage sites/ historical figures/ living heritage and others

1,146 elements inventoried, but without protected status:

- Nearly 300 elements of the inventory of the built heritage of La Côte-de-Gaspé
- Nearly 670 movable and immovable properties from the inventory of religious heritage of the 5 RCMs
- Several hundred elements located on heritage sites
- Miscellaneous documents, works and objects

About thirty elements with federal designation enjoy some protection: historic persons, events or sites, train stations, lighthouses and others.⁷

6 heritage sites: Percé, Bonaventure, Paspébiac, Port-Daniel and New Richmond (2)

Protection and promotion



- 7 museums accredited by the Ministère de la Culture et des Communications and 3 under the responsibility of other ministries
- Several interpretation sites or other museums managed by NPOs or municipalities
- 3 economuseums
- 1 ecomuseum
- A dozen protection and promotion organizations
- A little more than a dozen places or thematic tours highlighting the history or heritage of the region
- 1 web magazine in English and 1 periodical in French dedicated to history and heritage
- More than a dozen web or Facebook pages administered by individuals and contributing to the promotion of heritage

6. Ministère de la Culture et des Communications du Québec, 2013

7. Gouvernement du Canada, [s. d.]

Spinoff



- A rich and attractive natural and cultural heritage
- Nearly 277,000 museum visits in 2019
- Attendance to outdoor activities hosted by museums multiplied seven-fold from 2017 to 2019
- More than a hundred cultural workers in management, conservation, archiving, museum techniques, mediation, etc.
- Value added of \$6.5 million to the GDP for the operation of museums in Gaspésie

Main Challenges



- Despite the beauty of the Gaspésie landscapes, none are recognized or protected
- Only about thirty elements of non-religious immovable heritage are listed in the Quebec directory, except for some 300 elements of the MRC of La Côte-de-Gaspé (recent inventories have been compiled in Paspébiac and Avignon, other inventories to come).
- Human Resources recruitment challenges
- Insufficient financial resources for museums
- Need for Heritage awareness among the population and elected officials
- Lack of information on the state of play, documentation and archiving

Table 4 shows attendance at museums and interpretation centres in Gaspésie-Îles-de-la-Madeleine between 2017 and 2021. An increase is seen between 2017 and 2019, followed by a significant slowdown in 2020 due to the COVID-19 pandemic. In 2021, a rise in visitors can be observed, however not to the extent of the 2017-2019 rise. The first quarter of 2022 is encouraging: a total of 2,808 visits were recorded, compared to 1,565 recorded in the same quarter for 2021.

TABLE 4:

Attendance at museums in Gaspésie-Îles-de-la-Madeleine from 2017 to 2021

	2017	2018	2019	2020	2021
Museum Respondents	26	27	28	24	26
School Visitors	4 255	4 767	6 107	303	3 496
General Visitors	243 382	219 937	250 858	145 554	196 539
Total intramural attendance	247 637	224 704	256 965	145 857	200 035
Total extramural attendance	2 781	9 440	19 727	7 595	6 580
Total attendance	250 418	234 144	276 692	153 452	206 615

Source: Institut de la statistique du Québec, Observatoire de la culture et des communications du Québec, June 30, 2022

Cultural Policies of MRCs

For several years now, the MRCs have been active stakeholders in regional cultural development by adopting cultural policies. This section presents the main orientations of the cultural policies of each MRC.

	AXIS 1	AXIS 2	AXIS 3
Haute-Gaspésie (2015-2020)	Citizens' access to and participation in cultural life	Support for creation and performances	Affirmation of cultural identity
Avignon (2022)	Promote cultural dynamism	Ensuring the link between culture, heritage and territory	Encouraging and supporting cultural tourism for its important contribution to regional socio-economic development
Bonaventure (2021)	Contributing to individual and collective well-being	Supporting the development of a dynamic and integrated cultural environment	Boosting the relationship between culture and territory
Côte-de-Gaspé (2020)	Arts and culture accessible for all	Culture as a vector of identity and individual and collective development	Culture as a driver of development
Rocher-Percé (2015, révision en cours)	Axis 1: Involved citizens and accessibility of cultural life	Axis 2: Affirmation and promotion of regional cultural identity	Axis 3: Support for the arts, creators and presenters
	Axis 4: Creation of partnerships and outreach	Axis 5: Development of cultural tourism	

Cultural Development Agreements

between the *Ministère de la Culture et des Communications* and Municipalities and MRCs

Cultural development agreements are an opportunity for the *Ministère de la Culture et des Communications* (MCC), municipalities and MRCs to share their knowledge of the territory and align their cultural and communications actions. Table 5 presents the amounts allocated to MRCs under these agreements.

TABLE 5:

Total amounts allocated to MRCs and beneficiary cities from 2017 to 2021 through the cultural development agreements of the *Ministère de la Culture et des Communications*, Gaspésie, 2022.

Cultural Development Agreements' Cycles	Ministère de la Culture et des Communications	Partners (MRCs and Municipalities)	Total
2017-2020	617 490 \$	620 832 \$	1 238 322 \$
2020-2023	1 016 900 \$	731 266 \$	1 748 166 \$
Total	1 637 732 \$	1 348 756 \$	2 986 488 \$

Source: Ministère de la Culture et des Communications, 2022 (Non published document)



Economic Benefits of Culture

Return on Investment

The benefits of culture on people and their health as well as on the vitality and attractiveness of a territory are beyond doubt today. The impact on the economy is equally interesting.



**For \$1 invested,
a return of \$2.04**

Arts, Entertainment and Recreation _____ \$2.04

Traveller Accommodation _____	\$1.97
Fishing, Hunting and Trapping _____	\$1.91
Sawmills _____	\$1.82
Agricultural Crops _____	\$1.82
Forestry and Forest Exploitation _____	\$1.77
Preparation and Packaging of Fish and Seafood _____	\$1.54

\$41 million

**Contribution of culture
to Gaspésie-Îles-de-
la-Madeleine's gross
domestic product (GDP)
in 2019**

With a return equal to double the initial investment and an annual contribution to the region's GDP of \$41 million, the importance of investing in culture is undeniable.

Source: Institut de la statistique du Québec, 2019

A profitable Investment



Source: Statistics Canada, 2018

Gaspésie and the Magdalen Islands could invest much more in culture. In proportion to its population, the region ranks 16th among Quebec's 17 administrative regions for the contribution of culture to its GDP per capita, as detailed in Table 6.

TABLE 6:

Contribution of Information and Cultural Industries as well as Arts, Entertainment and Recreation to GDP per capita, administrative regions of Quebec, 2019

Administrative Region	Population	PIB Per Capita
Montréal	2 064 991	4 438
Capitale-Nationale	751 345	1 650
Bas-Saint-Laurent	197 480	1 499
Mauricie	271 181	992
Laval	439 575	984
Saguenay–Lac-Saint-Jean	277 985	938
Estrie	329 325	904
Montréal	1 583 554	900
Abitibi-Témiscamingue	147 625	899
Laurentides	620 521	844
Outaouais	397 004	750
Centre-du-Québec	249 454	691
Lanaudière	515 711	601
Chaudière-Appalaches	428 947	583
Côte-Nord	90 699	561
Gaspésie–Îles-de-la-Madeleine	90 412	455
Nord-du-Québec	45 894	376
Province As A Whole	8 501 703	1 785

Source: Institut de la statistique du Québec, 2019

Note: In the North American Industry Classification System (NAICS), culture is classified into two specific sectors: Information and Cultural Industries (51) and Arts, Entertainment, and Recreation (71). These two sectors have been retained in the table above.

Job Creation

Culture generates a significant number of jobs in Gaspésie-Îles-de-la-Madeleine. In 2019, it contributed to the creation of 1,600 jobs; therefore trailing just slightly behind the Construction Industry and tied with the sectors of Forestry, Fisheries and Mining as well as Transportation and Storage (Figure 5). Culture represented 5% of all jobs created in the region.

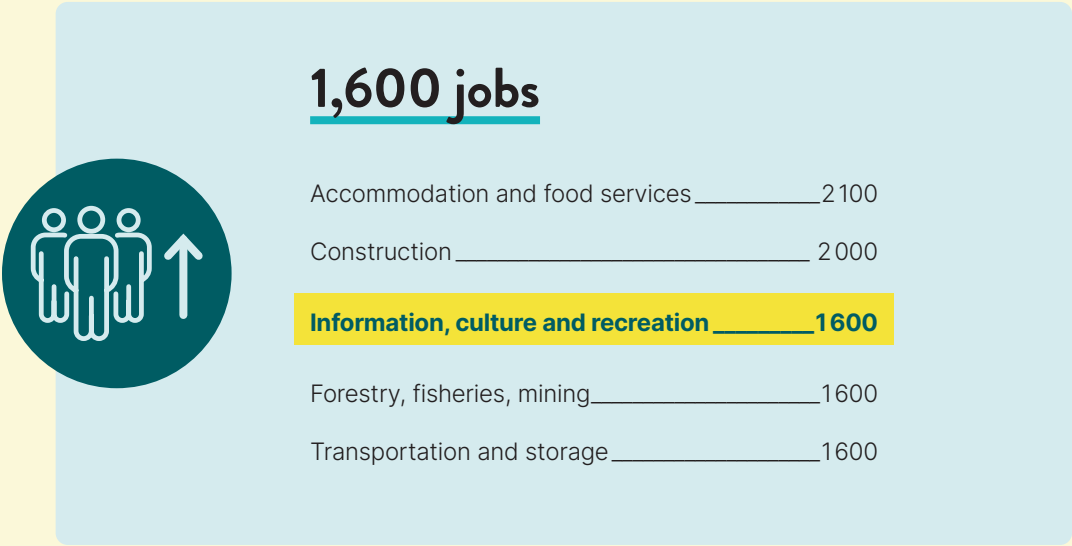
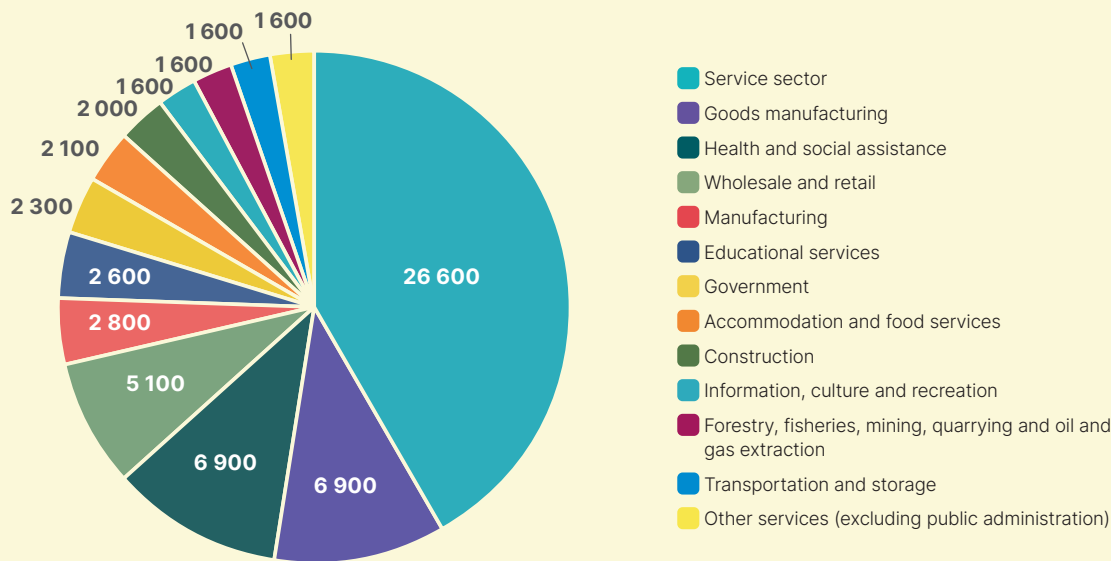


FIGURE 5:
Number of jobs per sector of activity in Gaspésie-Îles-de-la-Madeleine, 2019



Source: Statistics Canada, 2018

Labour Force and Labour Market

II There is no detailed study centered on cultural workers in Gaspésie. However, it is possible to paint a picture on the Canadian level based on data presented in a Conference Board of Canada's research published in 2019, the *Labour Market Information for Canada's Cultural Sector* based on 2016 Census statistics⁸.

In 2019, among the entire Canadian cultural workforce:



53% of people worked in creative and artistic production, **41%** in technology and operations and **6%** in culture management or heritage collection and conservation;

A 50-50 split of women and men is observed in most sectors, except in heritage management (**63%** women – **37%** men);

43% have a bachelor's degree or higher compared to **25%** for the overall Canadian workforce;

28% are self-employed compared to **12%** for the overall Canadian workforce;

Many people hold **more than one job** (i.e. two or more) at the same time;

Employment **earnings** from cultural occupations (both full-time and part-time) are **lower than** those of the overall Canadian workforce.

Artistic Entrepreneurship

Artistic entrepreneurship is omnipresent in the region. According to Culture Gaspésie's census of artists⁹, up to **43%** of all these people are entrepreneurs or self-employed. Their income comes entirely or in part from their artistic activity. In the latter case, two jobs are sometimes necessary.

In Gaspésie, artistic entrepreneurship is roughly distributed as follows:

- 50% in performing arts;
- 40% in visual arts and crafts;
- 5% in literature and literary arts;
- 5% in media arts.

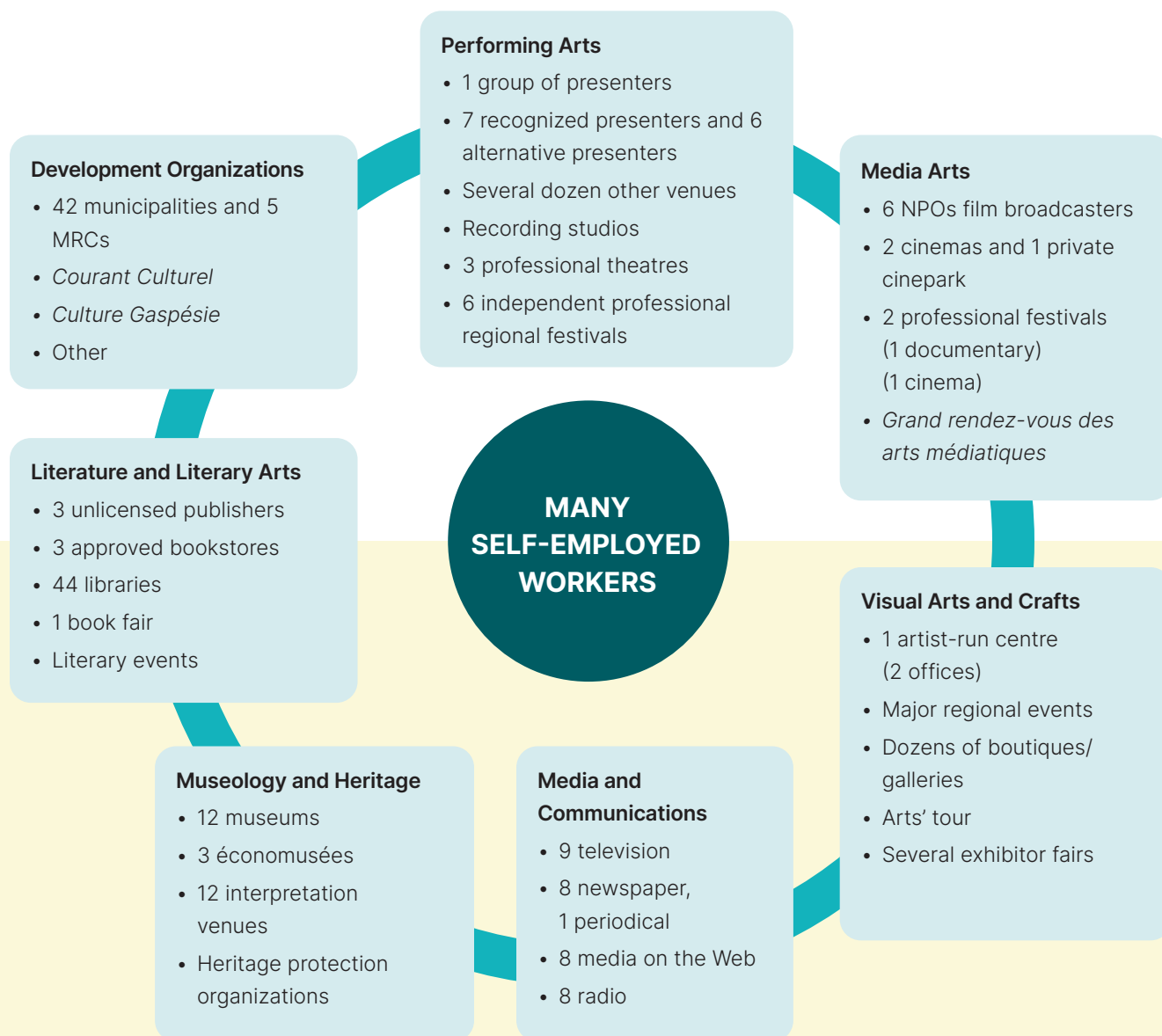
8. Conference Board of Canada, 2019

9. Culture Gaspésie, September 2022

Figure 6 summarizes the cultural labour market in Gaspésie.

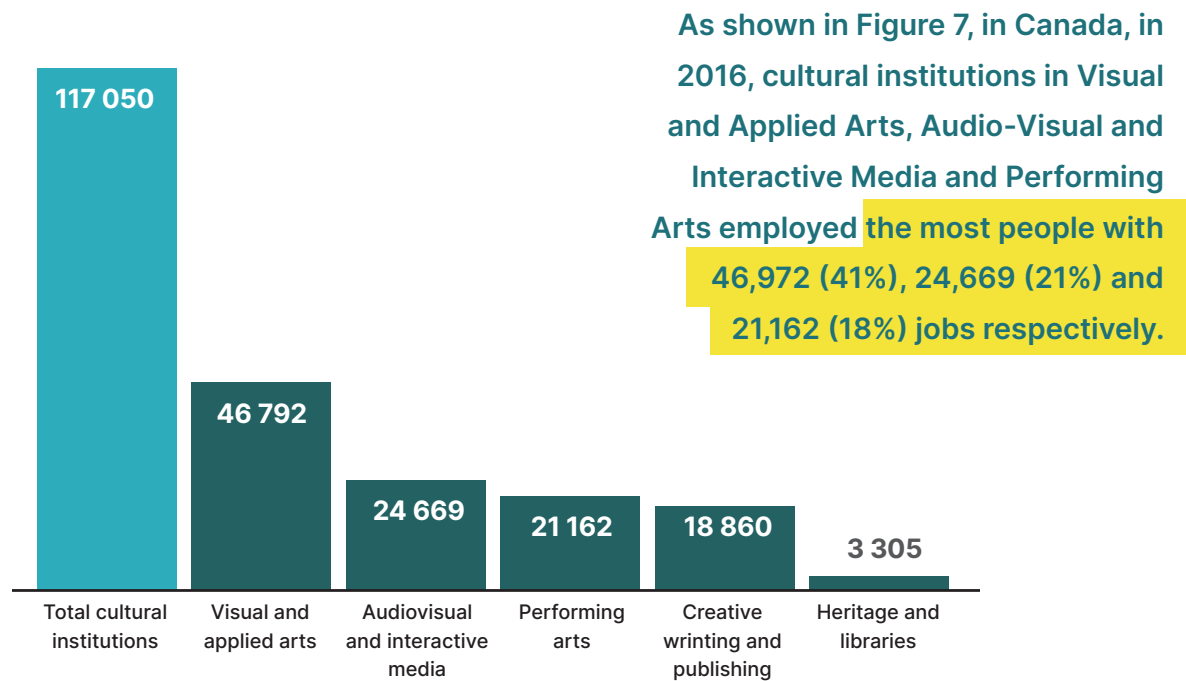
FIGURE 6:

Overview of the distribution of cultural employment sectors in Gaspésie



Source: Culture Gaspésie, September 2022

FIGURE 7:
Number of jobs by type of cultural institution
employer, Canada, 2016



Source: Conference Board of Canada, 2019

Note: The data in Figure 7 are taken from Statistics Canada's Business Register and are up-to-date and detailed but have significant limitations. More specifically, to be registered an establishment must employ staff, be incorporated and be GST/HST registered. Many establishments do not meet these criteria, especially those composed of self-employed workers. In addition, some industries that work in multiple fields may be misclassified.

Income of Cultural Workers

The low income of cultural workers is an issue that comes up systematically during consultations with cultural communities. Unfortunately, according to the most recent census in 2016, their compensation remains unenviable compared to the wages earned by the Canadian workforce as a whole (Figure 8).

FIGURE 8:

Average earnings from full-time and part-time jobs in the cultural sector and the overall Canadian economy, Canada, 2016

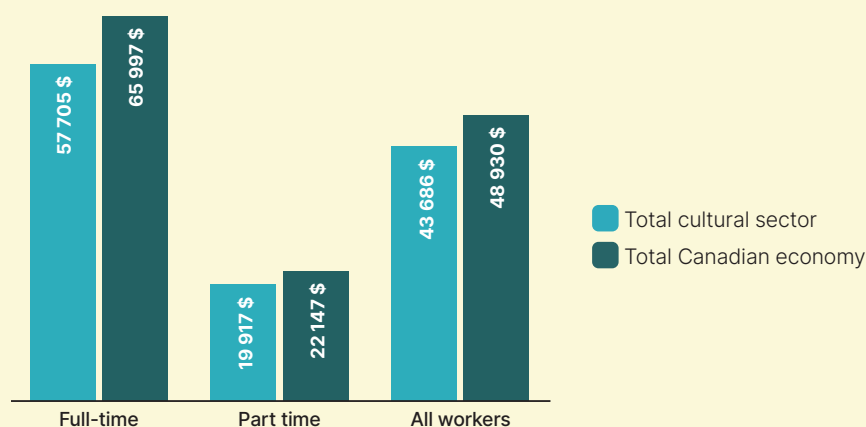
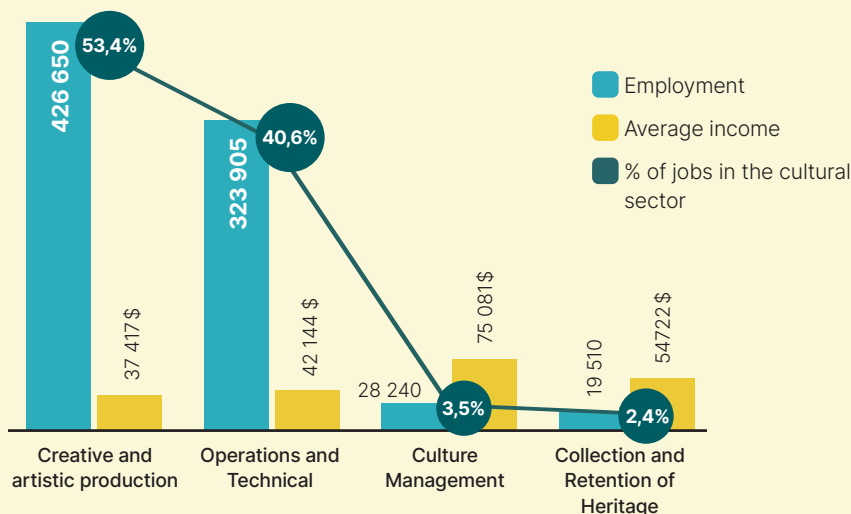


FIGURE 9:

Number of jobs and average income for 4 cultural sectors, Canada, 2016



According to the Conference Board of Canada (Figure 9):

- The average income of full-time cultural occupations was \$8,300 lower than that of the overall labour force;
- The gap was \$2,230 for part-time workers;
- 53.4% of the cultural workforce earned less than \$40,000 per year;
- 40.6% earned just over \$42,000 per year;
- 6% earned more than \$50,000 per year.

Source for figures 8 and 9: Conference Board of Canada, 2019

Public Investment in Culture

Investing public funds in culture can contribute to sustainable territorial development. In Gaspésie, the Quebec government's investments are essential, whether they are direct or offered through bodies such as the *Conseil des arts et des lettres du Québec* (CALQ) or the *Société de développement des entreprises culturelles* (SODEC). The federal government and the municipal level also have a role to play. Culture, like any other sector of activity, needs stable, recurring and sufficient investments. The freedom of artists to create, produce and transmit depends on it.

Strengths



- In 2019/2020, the Quebec public administration spent **\$164** per capita in Gaspésie-Îles-de-la-Madeleine (GÎM) (**3rd** out of Quebec's 17 administrative regions, behind Capitale-Nationale and Montréal [Figure 10]).
- Between 2000 and 2020, the GÎM experienced a growth rate of **4.7% in its investments** (**4th** out of 17 regions in Quebec [Table 7]).
- In 2020-2021, **24 of the 25 GÎM organizations (96%)** that requested assistance from the CALQ were supported (**3rd** in terms of response rate¹⁰).
- The 5 MRCs and 6 cities of Gaspésie benefit from additional financial support from the MCC through cultural development agreements, intended to support local and regional artistic and cultural vitality¹¹.

Weaknesses



- Between 1990 and 2020, direct spending on culture fell **from 1.54% to 1.05%** of Quebec's total spending¹².
- The GÎM ranks **last** among Quebec's 17 administrative regions for the level of **municipal investment** in culture per capita (\$50.70)¹³.
- Out of 66 requests for assistance from artists, 18 were accepted by the CALQ in 2021 (**12th** out of 17 administrative regions in Quebec¹⁴).
- **0.1% vs. 74%**: this is the share of SODEC's investments in GÎM compared to the Montréal region in 2020-2021¹⁵.
- Low applications to the Canada Council for the Arts (only **\$1.5M in 5 years**¹⁶).

10. Conseil des arts et des lettres du Québec, 2021

11. Conseil des arts et des lettres du Québec, 2022

12. Observatoire de la culture et des communications du Québec, December 2021

13. Observatoire de la culture et des communications du Québec, June 2020

14. Conseil des arts et des lettres du Québec, 2021

15. Société de développement des entreprises culturelles, 2021

16. Conseil des arts et des lettres du Québec, 2021

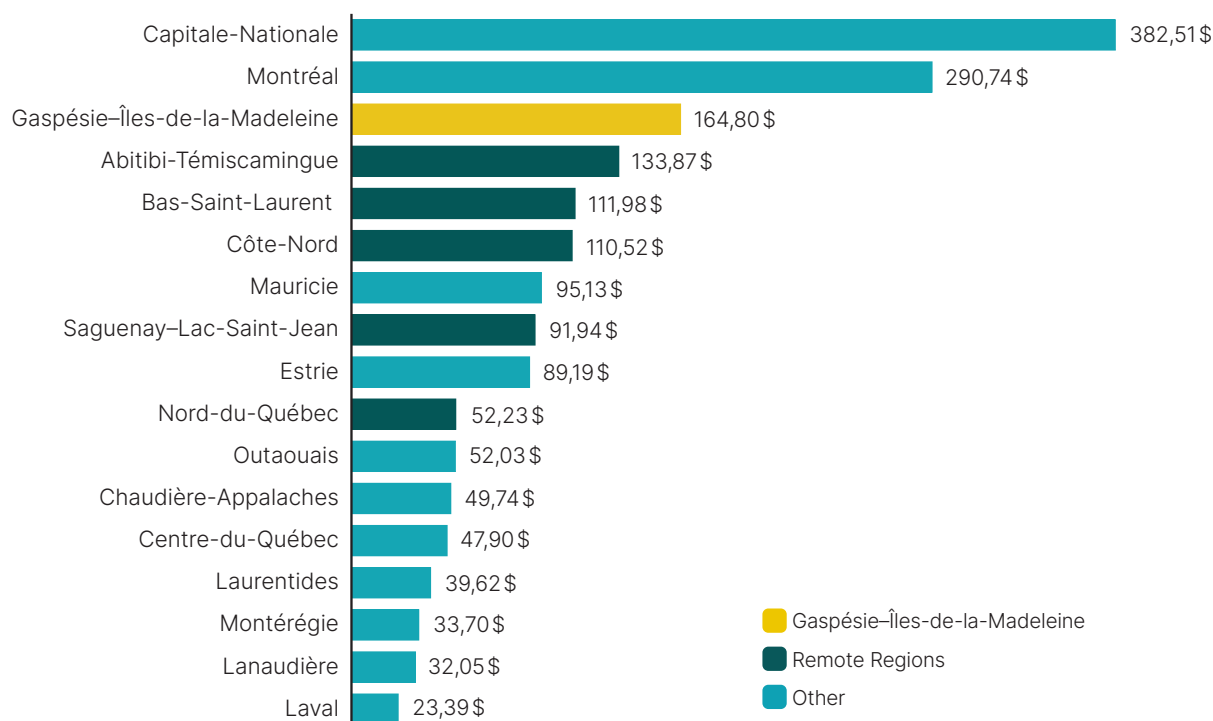
Quebec Public Administration

In 2019-2020, the Quebec Public Administration spent \$1,201 million on culture in Quebec; 59% on external expenditures (grants, contributions and operating and investment transfers to arts and culture) and 41% on internal expenditures (operations, program administration and services required for projects).

Of the 14 sectors of investment¹⁷ in culture from public administration, 5 sectors account for the largest share of the budget in per capita dollars. For a total budget of \$143 per capita, the breakdown is as follows: heritage, museums and archives (\$32); libraries (\$32); performing arts (\$19); other cultural activities (\$14) and multidisciplinary activities (\$13). The Gaspésie-Îles-de-la-Madeleine region gets its fair share of this budget, as shown in Figure 10 and Table 7.

FIGURE 10:

Quebec government expenditures per capita for Quebec's 17 administrative regions, 2019-2020



Source: Observatoire de la culture et des communications du Québec, December 2021

17. The Quebec Public Administration uses the term "expenditures" to define both operating expenses and expenditures allocated to subsidies and investments in culture. When the context is pertinent, *Culture Gaspésie* chooses the term "investments" to refer to the spinoffs generated by any type of cultural expenditure.

TABLE 7:**Average annual growth rate of direct expenditures by the Quebec government between 2000 and 2020**

Administrative region	Growth rate 2000-2020 (%)
Laurentides	5,9
Chaudière-Appalaches	5,7
Montréal	5,5
Gaspésie-Îles-de-la-Madeleine	4,7
Centre-du-Québec	4,6
Outaouais	4,5
Laval	4,5
Lanaudière	4,3
Abitibi-Témiscamingue	4,2
Bas-Saint-Laurent	3,8
Saguenay-Lac-Saint-Jean	3,7
Capitale-Nationale	3,3
Mauricie	3,0
Côte-Nord	2,9
Estrie	2,9
Nord-du-Québec	2,5
Hors Québec	0,1
Montréal	2,1

Source: Observatoire de la culture et des communications du Québec, December 2021

Conseil des arts et des lettres du Québec

The *Conseil des arts et des lettres du Québec* (CALQ) supports artists and organizations through regular funding programs, but also through the Gaspésie territorial partnership program in collaboration with the MRCs, the *Ministère des Affaires municipales et de l'habitation* and *Culture Gaspésie*.

This program aims to create links between the arts and the community. Tables 8, 9 and 10 present various data on the financial support granted by the CALQ per administrative region.

TABLE 8:

CALQ financial support for regular programs open to all Quebec artists and organizations, by administrative region, 2021-2022

Administrative region	ARTISTS		ORGANIZATIONS		TOTAL	
	\$	%	\$	%	\$	%
Bas-Saint-Laurent	565 436	1,8	3 266 077	2,0	3 831 513	2,0
Saguenay-Lac-Saint-Jean	391 058	1,3	4 399 513	2,7	4 790 571	2,5
Capitale-Nationale	2 283 002	7,4	22 365 213	13,9	24 648 215	12,8
Mauricie	409 575	1,3	3 404 604	2,1	3 814 179	2,0
Estrie	904 215	2,9	5 261 041	3,3	6 165 256	3,2
Montréal	19 999 091	64,7	82 671 854	51,4	102 670 945	53,5
Outaouais	427 567	1,4	3 946 771	2,5	4 374 338	2,3
Abitibi-Témiscamingue	305 906	1,0	2 313 411	1,4	2 619 317	1,4
Côte-Nord	292 077	0,9	925 730	0,6	1 217 807	0,6
Nord-du-Québec	110 315	0,4	201 180	0,1	311 495	0,2
Gaspésie-Îles-de-la-Madeleine	488 110	1,6	2 739 360	1,7	3 227 470	1,7
Chaudière-Appalaches	382 994	1,2	2 679 621	1,7	3 062 615	1,6
Laval	353 245	1,1	1 997 272	1,2	2 350 517	1,2
Lanaudière	810 842	2,6	5 044 662	3,1	5 855 504	3,1
Laurentides	786 079	2,5	5 123 012	3,2	5 909 091	3,1
Montréal	2 151 635	7,0	10 394 928	6,5	12 546 563	6,5
Centre-du-Québec	267 255	0,9	3 951 180	2,5	4 218 435	2,2
Region outside Québec	-	-	282 296	0,2	282 296	0,1
Total	30 928 402	100,0	160 967 725	100,0	191 896 127	100,0

Source: Conseil des arts et des lettres du Québec, 2022

TABLE 9:

Financial support under territorial partnership agreements between the CALQ and the regional partners, per administrative region, 2021-2022

Administrative region	Amount (\$)	Administrative region	Amount (\$)
Montréal	331 500	Outaouais	144 000
Montréal	259 900	Centre-du-Québec	139 700
Estrie	253 000	Abitibi-Témiscamingue	137 000
Gaspésie-Îles-de-la-Madeleine	238 000	Laval	130 000
Bas-Saint-Laurent	228 070	Chaudière-Appalaches	127 500
Lanaudière	179 000	Capitale-Nationale	122 000
Laurentides	173 000	Mauricie	103 500
Saguenay-Lac-Saint-Jean	148 000	Nord-du-Québec (Baie-James)	20 200
Côte-Nord	147 335	Nord-du-Québec	3 350

Source: Conseil des arts et des lettres du Québec, 2022

TABLE 10:

Grants requested and awarded to artists, response rate and average grant per administrative region under the CALQ's regular programs, Quebec, 2021

Administrative region	Nb of grants requested	Nb of grants awarded	Acceptance Rate (%)	Average grant (\$)
Nord-du-Québec	14	7	50,0	8 457
Côte-Nord	38	16	42,1	9 386
Saguenay-Lac-Saint-Jean	86	29	33,7	18 367
Lanaudière	115	38	33,0	17 300
Chaudière-Appalaches	100	33	33,0	14 249
Capitale-Nationale	379	117	30,9	16 598
Bas-Saint-Laurent	86	26	30,2	13 988
Montréal	358	106	29,6	14 478
Montréal	2 504	721	28,8	18 367
Centre-du-Québec	57	16	28,1	13 078
Estrie	132	36	27,3	15 457
Gaspésie-Îles-de-la-Madeleine	66	18	27,3	13 839
Abitibi-Témiscamingue	60	15	25,0	15 203 \$
Mauricie	85	21	24,7	13 157 \$
Outaouais	73	18	24,7	9 664 \$
Laurentides	180	36	20,0	21 097 \$
Laval	106	17	16,0	12 771 \$
Region outside Québec	4	0	0,0	0 \$

Source: Conseil des arts et des lettres du Québec, 2022

Distribution of CALQ assistance in Gaspésie

For 2020-2021, the amounts of assistance granted through the CALQ's regular programs and territorial agreements in Gaspésie totalled nearly \$2,362,000:

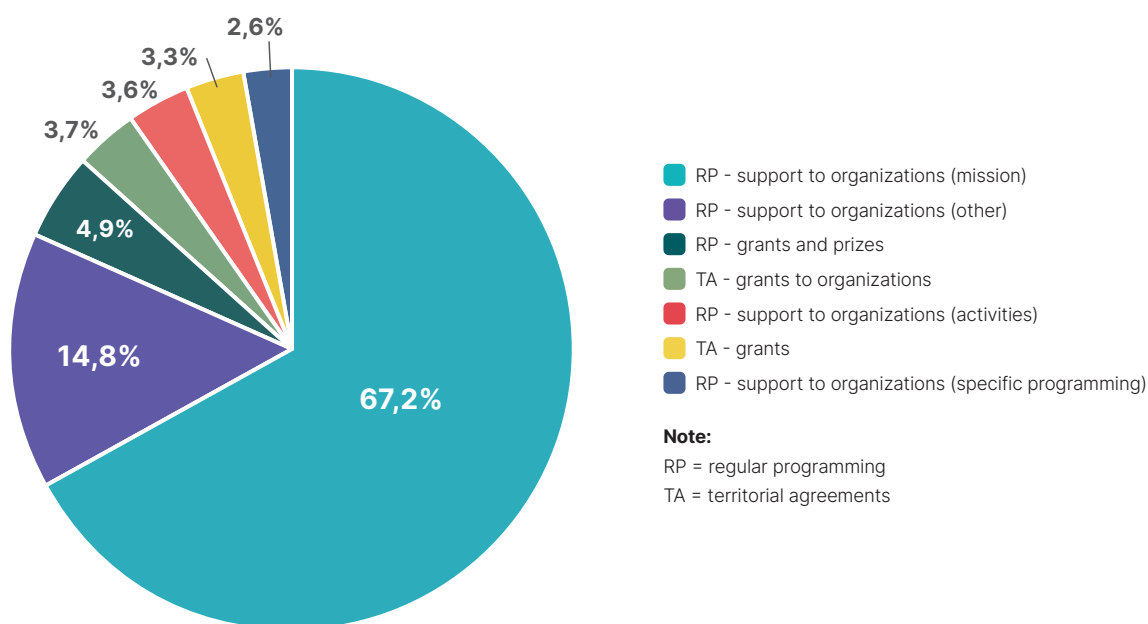
- \$2,170,000 was provided to organizations;
- \$192,000 was awarded to artists.

The breakdown of these investments is as follows (Figure 11):

- 67% in support of the organizations' mission;
- 24% for the organizations' activities and programming;
- 8% in grants to artists and authors.

FIGURE 11:

Distribution (%) of investments by program and type of CALQ support, Gaspésie, 2021



Source: Conseil des arts et des lettres du Québec, 2022

Société de développement des entreprises culturelles

The Société de développement des entreprises culturelles (SODEC) invests mainly in film and television production, but also in crafts, the art market, books, publishing, music and variety. Gaspésie-Îles-de-la-Madeleine, like other remote regions and the peripheral regions of major centres, receives very little funding from SODEC annually.

The Gaspésie-Îles-de-la-Madeleine region received a total of \$280,761 in 2020-2021 (Table 11) for projects in the areas of film and television production, crafts, books and publishing and music and variety (Table 12).

TABLE 11: SODEC's annual investments per administrative region from 2017-2018 to 2020-2021

Administrative region	2018-2019 (\$)	2019-2020 (\$)	2020-2021 (\$)	%
Montréal	49 327 524	45 387 559	143 800 769	74,3
Capitale-Nationale	3 562 936	2 936 017	14 515 968	7,5
Montréal	4 311 322	4 750 873	10 720 364	5,5
Laurentides	530 350	830 745	7 443 987	3,8
Estrie	1 166 941	340 860	3 964 699	2,0
Laval	205 833	119 241	2 167 530	1,1
Abitibi-Témiscamingue	592 071	639 464	2 008 055	1,0
Lanaudière	220 509	135 493	1 884 333	1,0
Outaouais	252 463	283 925	1 740 993	0,9
Saguenay-Lac-Saint-Jean	441 420	549 750	1 641 947	0,8
Mauricie	580 132	880 932	1 137 508	0,6
Bas-Saint-Laurent	468 865	338 074	860 438	0,4
Chaudière-Appalaches	312 584	244 214	690 583	0,4
Côte-Nord	278 549	391 043	514 540	0,3
Gaspésie-Îles-de-la-Madeleine	159 730	194 632	280 761	0,1
Centre-du-Québec	189 219	164 144	277 884	0,1
Nord-du-Québec	0	0	0	0,0
	62 600 448	58 186 966	193 650 359	100,0

Source: Société de développement des entreprises culturelles, 2022

TABLE 12: SODEC's investments in Gaspésie-Îles-de-la-Madeleine from 2018-2019 to 2020-2021

Field	2018-2019		2019-2020		2020-2021	
	Nb	\$	Nb	\$	Nb	\$
Cinema and TV Production	8	105 061	8	105 515	8	111 556
Books and Editing	3	5 707	4	20 167	5	29 205
Arts & Crafts and the Art Market	12	48 962	6	68 950	3	28 000
Music and Variety	NA	NA	NA	NA	5	112 000
	23	159 730	18	194 632	21	280 761

NA : non available | Source: Société de développement des entreprises culturelles, 2022

Canada Council for the Arts

The Canada Council for the Arts (CCA) offers grant programs to professional artists and arts' organizations across the country in dance, integrated arts, media arts, music, theatre, visual arts and literature & publishing. Generally, these programs support artistic practice, the creative process, interactions between artists / with the public and the advancement and outreach of the arts in Canada and abroad.

Between 2017 and 2022, in Gaspésie, financial assistance was granted to:

- 9 individuals, for a total of \$199,359.
- 12 organizations or groups, for a total of \$1,336,651 (through these 12 organizations or groups, 27 projects were supported).¹⁸

TABLE 13:
Total amounts by type of grant to CCA projects awarded between 2017 and 2022

Project grant types	Total Amount		
	2017 à 2020	2020-2021	2021-2022
Arts in Canada and Abroad	173 596 \$		245 000 \$
COVID-19 Emergency Support Fund		106 000 \$	
Development of an artistic sector	91 500 \$		
Project conception and realization	70 500 \$		26 885 \$
Circulation and Touring	25 000 \$		
Digital strategy or presentation	17 970 \$		200 000 \$
Touring of artists from abroad	5 000 \$		
Total	383 566 \$	106 000 \$	471 885 \$

Source: Conseil des arts du Canada, 2022

18. Canada Council for the Arts, 2022

Municipalities

Determining whether a municipality is investing enough in culture can be a significant challenge for several reasons. Firstly, the data published in the 2020 survey of municipal expenditures on culture conducted by the *Observatoire de la culture et des communications du Québec* of the *Institut de la statistique du Québec* (ISQ)¹⁹ date from 2018 (Table 14). In addition, municipalities of very different sizes (in terms of population) may be grouped into one of the seven categories of the ISQ,²⁰ which can distort data specific to a municipality, for example. Finally, a significant number of municipalities do not respond to this annual survey in Gaspésie.

However, it is possible to compare the 2018 ISQ averages for Quebec with the data collected as part of this portrait through a survey of 11 Gaspé municipalities (Table 15). Here's what emerges from this comparative analysis:

- According to the ISQ, in 2018, the Gaspésie-Îles-de-la-Madeleine region was the one that invested the least per capita in culture among Quebec's 17 administrative regions (\$50.70).
- According to our in-house survey of 11 municipalities, the percentage of the budget allocated to culture in 2020 compared to the total operating budget reached Quebec averages.

TABLE 14:

Municipal expenditures on culture per administrative region (remote regions) in dollars per capita for 2015, 2016 and 2018, Gaspésie-Îles-de-la-Madeleine

Administrative region	2015 (\$/per capita)	2016 (\$/per capita)	2018 (\$/per capita)
Régions éloignées (moyenne)	74,88	77,56	80,44
Bas-Saint-Laurent	52,55	54,53	51,42
Saguenay-Lac-Saint-Jean	90,17	95,65	98,39
Abitibi-Témiscamingue	80,77	82,30	87,47
Côte-Nord et Nord-du-Québec	95,35	94,39	106,52
Gaspésie-Îles-de-la-Madeleine	45,71	47,54	50,70
All Quebec regions (average)	84,75	88,65	93,71

Note: Municipal culture expenditures in 2017 are not available.

Source: Observatoire de la culture et des communications du Québec, May 2018, June 2020.

TABLE 15: Percentage of the budget allocated to culture in relation to the total operating budget of 11 Gaspésie municipalities by population size in 2020

Population size (nb of people) and cities	NB of municipalities	% allocated to culture	\$/per capita
Less than 5 000 (Cap-Chat, Caplan, Carleton-sur-Mer, Maria, Nouvelle, Saint-Alphonse, New Richmond, Paspébiac)	8	3,00	55
From 5 000 to 9 999 (Chandler, Sainte-Anne-des-Monts)	2	4,90	85
From 10 000 to 24 999 (Gaspé)	1	6,00	139

Source: Culture Gaspésie, 2022

19. <https://statistique.quebec.ca/fr/enquetes/realisees/enquete-sur-les-depenses-des-municipalites-au-titre-de-la-culture>

20. The seven categories: less than 5,000 inhabitants, 5,000 to 9,999 inhabitants, 10,000 to 24,999 inhabitants, 25,000 to 99,999 inhabitants, 100,000 to 199,999 inhabitants, 200,000 to 499,999 inhabitants and 500,000 inhabitants and more.

Prospects

Culture is everywhere and it contributes to regional development. This portrait has demonstrated its importance to the region's economy.

With the creation of 1,600 jobs and a contribution of \$41 million to regional GDP in 2019, the participation of culture in the prosperity of the Gaspésie is beyond doubt. Despite the living conditions and remuneration of artists and cultural workers which remain an issue in 2022, this community that makes up culture represents an undeniable economic force. With the tourist clientele, the attractions and festivals have an ever-growing power of attraction from year to year. The 204% return on investment observed for the culture sector is one of the most attractive among many sectors of activity in the Gaspésie.

Nonetheless, some fields of culture are still underfunded in the region. The situation is particularly difficult for libraries, which generated two to three times less revenue than the libraries of other remote regions of Quebec in 2021. Governments may also wish to address the needs of organizations working to protect heritage or those of other areas and disciplines that are less visible but generate economic activity. The large contingent in artistic and cultural entrepreneurship also needs constant support, whether to obtain professional status, develop or make its activities profitable.



In recent years, the adoption of laws on the status of the artist, tax measures for professional artists and the development of continuing education in culture have all been means of support for the sector. The bill to modernize and harmonize the rules on the professional status of artists adopted in 2022 should also help improve the living conditions of artists, although implementation may take a few years.

One thing is certain: the financing of culture and the improvement of the living conditions of the artistic community and cultural workers merits a genuine acknowledgement of the economic and social contribution of cultural actors to regional development.

Lastly, recognition of the economic value of culture must go hand in hand with the benefits it already provides to Gaspésie life. Culture allows us to get to know each other better, to express ourselves and to understand the world. It is an essential component of the vitality and mental health of the population. It has attracted and retained vital forces for several generations. It is at the heart of our identity and sense of belonging to the region. For all these reasons, culture should incite the public authorities to take on the necessary responsibility to protect it, to allow it to flourish and to enrich itself.

Let us hope that this portrait can help the region's cultural community and development organizations to recognize the true worth of the important contribution of culture in the Gaspésie.

Culture is here!



Lexicon

Artist in the process of acquiring professional recognition (professionalization)

An artist who creates works on their own account, who has a skill recognized by their peers and peers in their discipline and who has disseminated their works at least once in public in a professional context²¹. The artist in the process of professionalization aspires to practice their art professionally.

Professional artist

Creator in the field of visual arts, crafts or literature. This person meets the following conditions:

- He/She declares themselves a professional artist;
- He/She creates works on their own account;
- His/Her works are exhibited, produced, published, performed in public or marketed by a presenter;
- He/She has received professional recognition from their peers by honourable mention, an award, a scholarship, a nomination to a jury, selection to a fair or any other similar means.

An artist who is a professional member of a recognized association or who is part of a recognized group is presumed to be a professional artist²².

Recognized presenter

Presenter recognized by a Crown corporation under the responsibility of the *Ministère de la Culture et des Communications*.

Independent presenter

A presenter who presents shows on a regular basis, but who is not recognized or financially supported by the *Conseil des arts et des lettres du Québec*.

Museum

Museums, interpretive sites and exhibition centres that acquire, preserve, showcase and disseminate collections²³. Interpretation sites deal with a particular theme and include, for example, science centres, nature interpretation centres and historic sites and houses. As for exhibition centres, they are mainly located in cultural centres, libraries or cultural centres. Most of them are dedicated to the dissemination of art.

21. Culture Gaspésie, September 2022

22. Act respecting the professional status of artists in the visual arts, crafts and literature and their contracts with presenters, Gouvernement du Québec, 2021

23. Société des musées du Québec, 2017

Investments in culture by the Quebec Public Administration

The Quebec Public Administration's investments in culture include amounts invested directly and tax assistance measures:

- **Internal direct investments:** operations and investments related to the Ministry, administration of programs, purchase of land, buildings or equipment for cultural purposes as well as services necessary for cultural projects, salaries and wages;
- **External direct investments:** operating grants and contributions, grants to artists, institutions and municipal governments;
- **Tax assistance:** refundable tax credits for the cultural fields including Books and Periodicals, Performing Arts, Film and Audiovisual, Sound Recording, Multimedia and Architecture & Design.

Mi'gmaq

Indigenous people of the northeastern coast of North America who are present in the communities of Gespeg, Gesgapegiag and Listuguj in Gaspésie.

Artistic or Cultural Sectors²⁴

- **Performing Arts:** song, music, theatre, improvisation, dance, circus arts, musical comedy and any other form of artistic expression related to this field.
- **Media Arts:** fiction, documentary, experimental works and video or audio installations in the field of independent production.
- **Visual, Digital and Multidisciplinary Arts**
 - **Visual:** Painting, sculpture, printmaking, photography, drawing, illustration, multiple techniques, installations, comics, performance, textile arts and any other form of artistic expression related to this field.
 - **Digital:** A set of artistic explorations and practices whose processes and works primarily use digital technologies for creation and dissemination.
 - **Multidisciplinary:** All forms of expression that exploit several disciplinary languages, knowledge and techniques. The resulting works can be associated with performing arts, engaged art, collaborations between science and art, environmental art, urban art and new technologies and can offer different experiences to the public.

24. Conseil des arts et des lettres du Québec, 2022

— Literature and Literary Arts

Written literature, storytelling performances and spoken word creation in the literary field.

- **Written literature:** Fiction literature includes novels, poetry, short stories, stories, children's literature and hypermedia literary works. The essays are aimed exclusively at the knowledge and exploration of artistic and literary life.
- **Storytelling performance:** This practice refers to performances based on stories or narratives from oral or written tradition or new creations.
- **Spoken word creation of the literary field:** Spoken word creation revisits the starting point of writing through work on the rhythm and sonority of words. The various literary forms of spoken word creation encompass literary performance, literary performance, slam, poetry performance, sound poetry, performance poetry and others.

— Media: television, radio, print, community media, web and others.

- **Crafts:** unique or reproduced works intended for a utilitarian, decorative or expressive function and expressed through the exercise of a trade related to the processing of wood, leather, textiles, metals, silicates or any other material.

— Museology and Heritage

- **Museology:** Museology concerns the study of museum life. In addition to examining the conservation and presentation of items and collectibles, it aims to gain a detailed understanding of the organization and history of this practice as well as the mission with which museums are invested²⁵.
- **Heritage:** Cultural heritage consists of deceased historical figures, historical places and events, documents, buildings, heritage objects and sites, cultural heritage landscapes and intangible heritage. Activities surrounding heritage may concern the knowledge, protection, enhancement and transmission of this cultural heritage²⁶.

25. Université de Montréal, Faculty of Arts and Sciences [n.d.]

26. Cultural Heritage Act, Government of Quebec, 2021

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