



November 20, 2017

Hon. Alfred Moses
 Minister of Education, Culture and Employment
 Members of the Legislative Assembly of the Northwest Territories
 Box 1320; 4570, 48th Street
 Yellowknife, NT, X1A 2L9

Hon. Wally Schumann
 Minister of Industry, Tourism and Investment

Re: Funding increase and comprehensive strategy for performing and multimedia arts in the Northwest Territories

Dear Minister Moses and Minister Schumann:

On behalf of the performing arts community, we would like to thank the Government of the Northwest Territories (GNWT) for their consistent leadership on and recognition of the critical importance of cultural heritage. Over the past ten years, we have noted spectacular growth in the performing arts and multimedia markets in the NWT. We would like to bring your attention to a few important points that could create a sustainable expansion of this industry across the five regions. The territorial budget dedicated to the performing/ multimedia arts has not been reviewed in almost a decade, and is not sufficient given the considerable demand from and excellent potential returns for this sector. The benefits of investing in the arts are well documented on provincial/ territorial and national levels and show positive economic and cultural/health impacts across several areas such as: education, business, tourism, retention of population, reconciliation, community building, wellness/healing, and cultural heritage.

In order to encourage the development of the performing arts from all cultural traditions in the Northwest Territories (NWT), sufficient funding is needed to provide our professional artists and organizations with an opportunity to develop a strong professional network. It is also required to enhance performing arts venues in the regional and national centers for community and professionally produced performances. We also feel that it is imperative for the GNWT to collect the statistics and data on the economic, social and health impacts the performing arts has in the NWT. This research and data is the first step in order for departments such as the Education Culture and Employment and Industry Tourism and Investment to understand the importance of the performing and multimedia arts sector in the NWT.

There are several positive outcomes to having strong arts and cultural programming in the NWT. This sector generates revenue, and with the proper investment, has the potential to generate significant revenue. It is a cornerstone of tourism and economic development. Investment in the performing and multimedia arts supports jobs and encourages our youth to pursue a wide variety of careers. Research on healthy and sustainable communities has demonstrated that a higher concentration of arts leads to a higher civic engagement, greater opportunities for social interaction and lower poverty rates. We aim to promote the longevity of arts and cultural programming and enhance the potential of business development with our local performing arts talent seeking contracts in many of the careers and opportunities listed below.

National and territorial performing and multimedia arts opportunities:

- National and territorial tours.
- Sound track production: video game industry, theatre and dance productions, music sound tracks for television, film and web.
- Musical composition for other music groups.
- Theatre, spoken word and dance productions.
- National showcase events in Yellowknife and the regional centers.
- Festival production.
- School programing, workshops and performances.

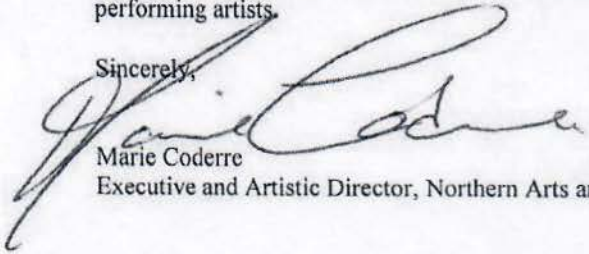
We have the distinct honour of having award-winning NWT artists on the national scene and feel this is a strong indicator that a positive shift is happening on a broader level. Organizations such as the Northern Arts and Cultural Centre, Folk on the Rocks and Music NWT must also have the capacity and the ability to hire professional and local talent.


With this in mind, we are asking you to ensure these points are raised in the Legislative Assembly business plan review:

- Increase of funding for:
 - NWT Arts Council
 - Professional and Network Development program,
 - Core Funding program,
 - Mentorship program,
 - Support to Northern Performers program, and
 - Youth Theatre program.
- Creation of a touring grant- NWT is the only province/territory that doesn't offer this to artists.
- Clarification of the ECE and ITI mandates with regards to arts funding distribution and investment.
- Comprehensive research on performing and multimedia arts in the Northwest Territories leading to a GNWT Strategy on Performing and Multimedia Arts

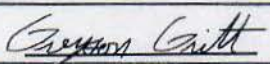
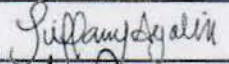
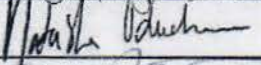

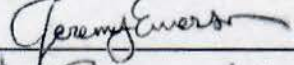
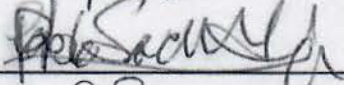
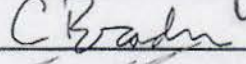


The arts act as a positive activity in everyone's lives and also inspire our greater community to discover the enriching joy of creating. We sincerely hope we can count on your support to help us build and inspire the residents of the Northwest Territories and Canada. Please see the attached signatures from supporting performing arts organizations and professional performing artists.

Sincerely,


 Marie Coderre
 Executive and Artistic Director, Northern Arts and Cultural Centre


 Leela Gilday
 Juno Award Winning Singer/Songwriter

Signatures in support of funding increase and comprehensive strategy for performing and multimedia arts in the Northwest Territories:

| Name | Signature | Organization | Location |
|-----------------|---|--------------------------------|-------------|
| Greyson Gritt |  | Quantum Tangle | Yellowknife |
| Tiffany Ayalik |  | Quantum Tangle | Yellowknife |
| Natasha Duchene |  | Expressive Arts Therapy | Yellowknife |
| Nancy MacNeill |  | Music NWT | NWT-wide |
| Jeremy Emerson |  | Western Arctic Moving Pictures | NWT-wide |
| Pablo Saravanja |  | Artless Collective | Yellowknife |
| Carmen Braden |  | Black Ice Sound | Yellowknife |
| Travis Mercredi |  | Outland Sound Design | Yellowknife |
| Emily Smits |  | Ramble and Ride | Yellowknife |

| | | | |
|-------------------------|-----------------------------------|---|-------------|
| Jay Bulckaert | | Artless Collective Dead North! | Yellowknife |
| Casey Koyczan | | Nagha Music | Yellowknife |
| Carly Bradley | | Folk on the Rocks | NWT-wide |
| Phoenix | | Bella Dance Academy | Yellowknife |
| Abe Drennan | | musician | Inuvik |
| Caroline Cox | | musician | Yellowknife |
| Brian Weadick | | musician | Yellowknife |
| Reneltha Arluk | | Akpik Theatre | NWT-wide |
| Susan Shantora | Signature on 3 rd page | | Yellowknife |
| Mary Kelly | | MA Community Music Music Interchange | Yellowknife |
| Maggie Mercredi | | Ravenessence Consulting | Yellowknife |
| Karen Novak | | MUSIC NWT - PIRENOR MUSICIAN | Yellowknife |
| Kate Mansfield | Support-out of the country | Yellowknife Dance Collective | Yellowknife |
| Maureen Crotty-Williams | signature on 3 rd page | | Yellowknife |
| Harrison Roberts | | Banker Studios | Yellowknife |
| Matthew Grayson | | Yac | YK |
| Ziaoyi Yan | | YDC | YK |
| Terry Pamplin | | Borderless Art Movement, Kestrel | Y.K |
| Jo Pamplin | | BAM | YK |
| C Rowley | | NorthWords | YK NWT |
| B Skarabadyk | | NWT Pride | YK NWT |
| Lynn Elkin | | BOK Services Pawuk Rags | YK NWT |
| Ryan McCord | | AURORA FIDDLE SOCIETY | YK-NWT |
| Telf Hre | | Pudo Productions LTEL | YK, NWT |
| Iman Kassim | | Queerlesque | YK, NWT |
| Deneze Nakah'o | | Dene Nuhjo | Sumbak Ké |
| JANNA GRAMM | | Snowking's Winter Fest | Yellowknife |



Ms. Marie Coderre
Executive and Artistic Director

Ms. Leela Gilday
Juno Award Winning Singer/Songwriter

Northern Arts and Cultural Centre
5399 49TH STREET
YELLOWKNIFE NT X1A 2N7

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Dear Ms. Coderre and Ms. Gilday:

**Funding Increase and Comprehensive Strategy for
Performing and Multimedia Arts in the Northwest Territories**

Thank you for your letter of November 20, 2017 in which you voice your concerns with the Territorial budget for the performing/multimedia arts.

The arts and cultural community represents a vital segment of the economic and social fabric of the Northwest Territories (NWT). An important resource in the North is the unlimited imagination of our artists and their ability to transform ideas into creative works which hold both social and sustained economic value. The Government of the Northwest Territories (GNWT) is committed to investing in NWT artists, cultural practitioners and organizations and fostering self-sustainability, by supporting their efforts through training, project funding and networking, so that they may access markets outside the NWT.

The GNWT supports the arts through several programs. Education, Culture and Employment (ECE) is responsible for skills development, arts creation, and presentation; Industry, Tourism and Investment (ITI) is responsible for the business support to arts, including marketing and promotion. ECE and ITI work together under the auspices of the NWT Arts Strategy to address current issues facing the performing and multimedia arts sector.

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In 2016/2017 ITI invested in excess of \$1.6M to support artists and arts organizations through the Support for Entrepreneurs and Economic Development (SEED) policy, which includes support to marketing and promotional activities such as travel assistance to attend festivals and events. This investment includes support to Western Arctic Moving Pictures and the NWT Professional Media Association as it relates to various film initiatives in the NWT. In addition to financial support, ITI delivers the NWT Arts Program that is comprised of an interactive website that includes an NWT Artists Database and provides registered artists with marketing materials at no cost. To date approximately 734 artists and 130 organizations are registered.

ECE provides \$2M annually to support arts, culture and heritage organizations and individual practitioners. This funding pool has remained stable since 2008. Annual funding is distributed through five grants and contribution programs, all of which accept applications from communities all over the Territory. ECE currently provides \$600,000 in project grants through the NWT Arts Council and Support to Northern Performers grants programs, and \$460,000 in ongoing operating contributions to established arts organizations and festivals in the NWT.

In 2016/2017, ECE consolidated six arts funding programs for simplified access to project grants and established an operating fund to help increase the administrative capacity needed by NWT arts organizations.

Along with financial support, ECE Culture and Heritage Division (CHD), through its Community and Cultural Development section provides mentorship and advice to help individuals and organizations increase their capacity. The section serves approximately 250 arts and culture clients annually and fosters many long-term, ongoing collaborations and partnerships.

The ECE CHD also provides touring support for arts and cultural delegations to attend special events like the Arctic Winter Games, the ECE Ministers Cultural Circle and national and international festival showcases like the Cannes Film Festival, ImagiNATIVE Film and Media Arts Festival, NWT Days, Canada Scene, Canada Games and the Circumpolar Games.

As outlined there are a variety of supports provided to artists by both departments. We appreciate your comments related to funding but unfortunately, the GNWT is not in a position to put any additional funding into the performing arts at this time. However we believe there are ways we can work closer on some of the opportunities you have identified. The two directors' in our Departments are Ms. Sarah Carr-Locke, Director, Culture and Heritage of ECE and Ms. Tracy St. Denis, Director, Economic Diversification of ITI will be in touch jointly to set up a meeting to discuss these program ideas further.

Sincerely,

ORIGINAL SIGNED BY
Alfred Moses



Alfred Moses
Minister
Education, Culture
and Employment

Wally Schumann
Minister
Industry, Tourism
and Investment

c. Members of the Legislative Assembly

Ms. Sylvia Haener, Deputy Minister
Education, Culture and Employment

Mr. Tom Jensen, Deputy Minister
Industry, Tourism and Investment