

#AVENIRDUSPECTACLE #FUTUREOFLIVE

INVESTIR DANS L'AVENIR DU SPECTACLE VIVANT

INVESTING IN THE FUTURE OF LIVE PERFORMANCE

February 5, 2024

BY EMAIL

The Honourable Chrystia Freeland, P.C., M.P.
Deputy Prime Minister and Minister of Finance

The Honourable Pascale St-Onge, P.C., M.P.
Minister of Canadian Heritage

House of Commons
Ottawa, Ontario K1A 0A6

Subject: Updates and reminders from the #FutureOfLIVE coalition

Dear Ministers,

We are writing as a collective of 34 associations from the performing arts, presenting and festival industry associations, gathered under the #FutureOfLIVE umbrella.

For the last two years, we and our members have been advocating for two budget recommendations with which you have become familiar by now :

1. Make permanent the two-year supplementary investments in the Canada Arts Presentation Fund (CAPF) and the Building Communities through Arts and Heritage (BCAH) program, provided since the 2019 budget and expiring respectively in 2024 and 2026.
2. Invest an additional \$30 million per year in these two programs (\$21 million for CAPF and \$9 million for BCAH) to support the adaptation and growth of the live performance sector in the post-pandemic era.

Since we are now less than two months away from the tabling of the 2024 Federal Budget, we wanted to offer you a recap and update of our coalition's positive and productive campaign:

- 100 letters customized letter were sent by presenting organizations to 83 MPs in every province;
- 34 Members of Parliaments from every party endorsed the FutureOfLIVE's recommendations and sent letters of support to either or both of you – this represents 10% of the House of Commons;
- We held a national awareness week during which we shared video testimonials attesting to the positive impact of the CAPF and BCAH;
- We held a press conference and garnered significant media attention;
- A member of the coalition appeared before the Standing Committee of Finance;
- Members of the Coalition are currently having their voice heard in the “Let’s talk budget” consultation; and,
- We liaised with your policy advisors on a regular basis offering industry insights, historical information about the two programs, as well as statistical data.

We believe we have accomplished everything that could reasonably be done to raise awareness about our sector’s needs and about the critical role of these two funding programs, both in the House of Commons and with the general public.

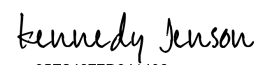
We trust that you have everything you need to make budget decisions accordingly. We understand that the budget process is subject to cabinet secret and that further official meetings would not be useful at this point. This being said, we remain available should you need any additional information.

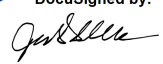
We look forward to reconnecting with you after the tabling of the budget.

Sincerely,

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Clotilde Heilbig
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Alliance nationale de l'industrie musicale

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Kennedy Jenson
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Arts Touring Alliance of Alberta

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**Association professionnelle des diffuseurs
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Dany Rousseau
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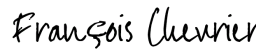
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Stéphanie Boilard
Directrice
Diffusion Inter-Centres

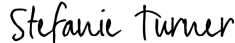
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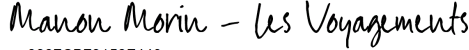
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Cynthia Lickers-Sage
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RADARTS

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Regroupement artistique francophone de l'Alberta

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 Martin Roy
 Président-directeur général
Regroupement des événements majeurs internationaux

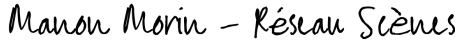
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