



# STATE OF CULTURE

## 2022–2023

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Cultural Services  
[haltonhills.ca/culture](http://haltonhills.ca/culture)  
Town of Halton Hills



# ARTS & CULTURE IN HALTON HILLS



Quality of life is one of the  
**TOP 5**  
factors driving the decision to  
invest in Halton Region.



78% agree that arts &  
culture brings people in  
Canada together.

85% agree Culture Days had  
a positive impact on their  
pride for the community  
where they live.

Culture contributes  
**\$44.9 Million**  
directly to Halton Hills GDP

There are at least  
**525**  
Culture jobs in Halton Hills



100% Agree arts & culture  
helps improve Canada's  
economy.



72% agree that arts & culture:

- Improves quality of life in Canada
- Helps provide comfort in day to day life
- Creates new opportunities for people

# SUCCESSSES & IMPACTS



Nearly  
**12,000**  
Program Participants



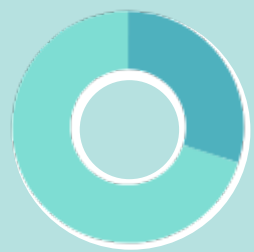
Create Halton Hills worked with over  
**420**  
Artists, organizations and partners



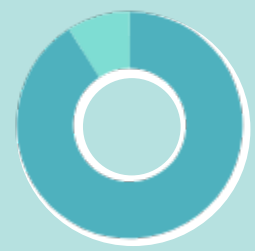
**\$20,803**  
in art sales processed  
through the Helson Gallery



2023 Culture Days celebrations ranked  
**3rd** nationally in terms of the  
number of events for  
communities of all sizes



Culture Days continues to grow  
**30%** of attendees  
participating for the  
first time in 2023



Culture Days retains audiences  
**91%** are likely to participate  
again in 2024



**8** Bell Box Murals + **7** Under Wraps Cabinets  
were completed resulting in a total of 24 artworks across Halton Hills



# SUCCESSSES & IMPACTS



OnScreen at the JET

16 film screenings in 8 languages



\$6,600

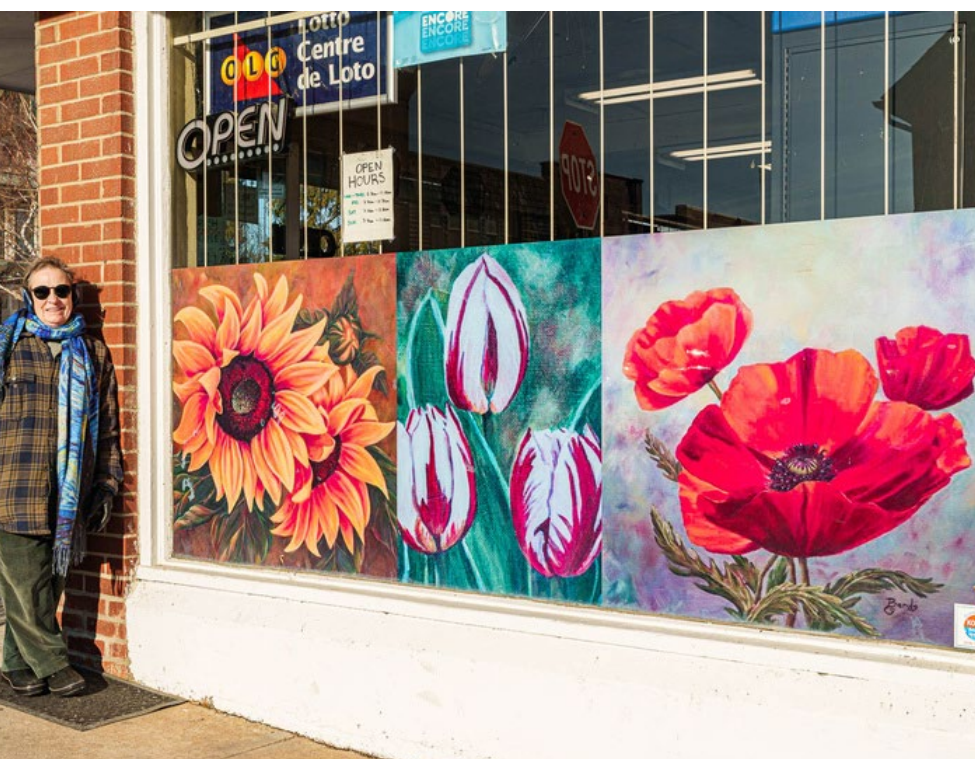
in funding to local artists and arts organizations



21 Calls for artists

Partnership with the downtown Acton BIA resulting in \$100,000 in funding for 7 temporary and permanent public art activations

- Directly engaged 23 artists and 14 businesses
- 5 artist painted picnic tables
- 3 storefront window installations
- 6 week music series at the Acton Farmer's Market
- 8 week artist residency at the Acton Farmer's Market
- 29 banners on Mill Street
- 1 wrapped utility box
- Acton Solstice Festival featuring illuminated art installations, circus artists, music, puppets and a parade for over 500 people



# MARKETING & COMMUNICATIONS

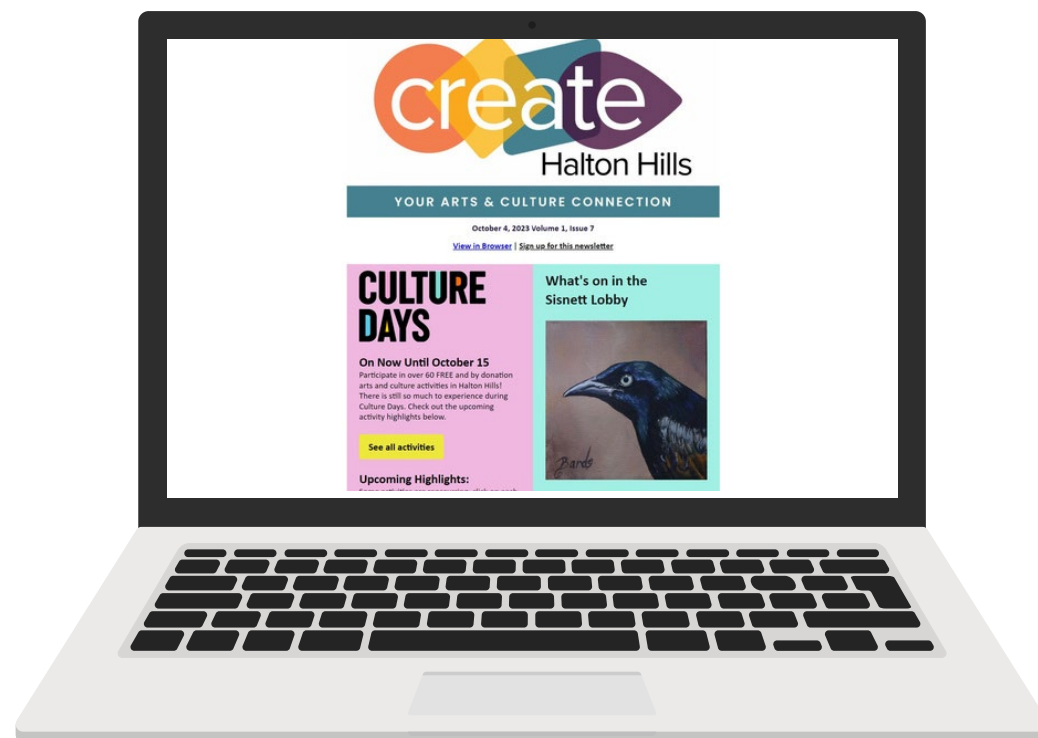
Create Halton Hills - Your Arts & Culture Connection



 270 Confirmed Subscribers

 10 Editions Released

 77 Articles of Information Published



 84% Average Open Rate

> 38% Industry Average Open Rate

 15% Average Click Rate → 7.5 times More than the Standard Average Click Rate

# QUESTIONS

