
NEWS RELEASE

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Ministry of Community, Sport and Cultural Development

Funding available for B.C. artists forging global ties

VICTORIA – British Columbian artists and arts organizations pursuing international promotion or networking opportunities are invited to submit proposals for International Presence funding.

Following a successful pilot earlier this year, the Province will invest \$250,000 in projects that raise the global profile of B.C.'s artists, as part of the Creative Economy Strategy.

International Presence funding aims to develop relationships between B.C.'s arts and culture sector and its international counterparts. To accomplish this, there are three main areas for support:

- Arts promotion, representation and exposure: projects that expose the participants to new markets and relationship-building opportunities, or improve promotional capacity.
- Incoming presenters and curators: projects that bring international presenters and curators to the province to increase their exposure to B.C. artists.
- Artistic and cultural exchange: projects that are based in reciprocal, long-term relationships and result in cultural and artistic exchange, or unique collaborative or strategic opportunities.

The intent of International Presence funding is to strengthen the global presence of B.C.'s creative sector and support the Province's trade and investment objectives by investing in international promotion and networking opportunities.

Proposals will be accepted on a continuous intake until the budget is either fully committed, or until Nov. 30, 2016. Priority will be given to projects that create links with British Columbia's key export markets (China, Japan, Southeast Asia, South Korea, United States, India and Europe).

For complete details and to apply for funding, visit: <http://www.gov.bc.ca/creativeeconomy>

Quotes:

Peter Fassbender, Minister of Community, Sport and Cultural Development –

“We are fortunate to have a wealth of creative talent here in B.C., with more artists per capita than any other province in Canada. By investing in B.C.'s artistic ambassadors, International Presence funding amplifies the province's strengths in innovation and creativity, while growing our creative economy.”

Teresa Wat, Minister of International Trade and Minister Responsible for Asia Pacific Strategy & Multiculturalism –

“B.C.’s vibrant multicultural society offers a competitive business advantage, serving as an important bridge between our province and other parts of the world. Leveraging our cultural connections helps to strengthen our trade relationships, attract new investment and create jobs for British Columbians.”

Quick Facts:

- The Province invested \$237,574 in 18 projects through the International Presence pilot project earlier in 2016.
- Launched in February 2016, the Government of British Columbia’s three-year Creative Economy Strategy is supporting and growing the creative sector. This strategy focuses on four key areas:
 - Leveraging talent and creative clusters.
 - Accessing new markets.
 - Maximizing investment.
 - Enriching communities.
- The United Nations has identified the creative economy as one of the world’s fastest-growing sectors for income generation, job creation and export earnings.
- With 24,800 artists, B.C. has more artists per capita than any other province.
- B.C.’s culture GDP was \$6.7 billion in 2014, representing 3% of the provincial economy.
- The province benefited from 81,385 culture jobs in 2014, representing 3.5% of total jobs in B.C.
- The Government of British Columbia continues to provide \$60 million in funding for arts and cultural organizations as well as for individual artists in 2016-17, including \$24 million through the BC Arts Council and about \$17.5 million in community gaming grants.

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