

News Release

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New report outlines the 2024 regional impact of the arts and cultural sector in Cowichan

DUNCAN, BC — The Cowichan Valley Regional District (CVRD) Arts & Culture Division has released their first annual Arts Impact Report, highlighting the cultural initiatives of the CVRD and the value of the creative sector across the region.

The report is a directive by *Creative Cowichan*, the 2024 Arts & Culture master plan, the report demonstrates that cultural activities and organizations offered a significant, positive impact on the local economy and community offerings in 2024.

“The arts offer more than just economic benefit by creating opportunities for connection, increasing wellbeing, and enhancing the beauty of our communities,” said Patrick LeBlanc, Manager of CVRD Arts & Culture Division. “This report helps communicate the impact of the region’s cultural sector. Understanding the significance of the arts and culture scene is crucial to ensuring its long-term sustainability.”

Stats from the 2024 Impact Report:

- In 2022, the arts and culture sectors provided \$78 million of the CVRD’s GDP (as cited from Stats Can most recent data).
- 10 organizations received arts and culture grants in 2024. Their combined programming contributed an estimated \$4.8 million economic spinoff in the region.
- 5 regional arts councils showcased over 1,500 local artists in their galleries and provided over 70 music events and 18 festivals.
- The Cowichan Performing Arts Centre generated \$524,000 in ticket sales for 22 local organizations and saw over 45,000 patrons through their doors.
- Four recreation centres offered 1,200+ individual arts and cultural classes and events through their programming.
- 2% of all of B.C.’s visual artists live in the CVRD.

For more information, please contact the CVRD Arts & Culture Division at arts@cprd.bc.ca and read the full [Arts Impact Report](#) on the CVRD website.

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