

TRENDS ANALYSIS: INVESTMENT IN HERITAGE

FALL 2014



What does this measure & why is it important?

This indicator measures funds invested in heritage in the Columbia Basin. Data are from the [Columbia Kootenay Cultural Alliance](#) and include 125 projects funded from 2008 to 2012 in three program areas: Major Project Heritage, Major Capital Heritage, and Heritage Innovations.

The preservation of heritage contributes to cultural well-being. Definitions of culture and cultural indicators include heritage as a key element (Simons and Dang, 2006; Statistics Canada, 2011). Heritage may have aesthetic, historic, scientific, cultural, social, economic, and spiritual significance. Investment in heritage is an indicator of the value of preserving tangible cultural heritage (such as buildings, monuments, books, artifacts, and works of art), intangible cultural heritage (such as folklore, traditions, language, and knowledge), and natural heritage (including culturally significant landscapes) (Hoffman, 2006). Cultural well-being is thought to lie at the heart of a healthy community and society (Ministry for Culture and Heritage, 2002), and the cultural sector is identified as a key driver of quality of life and prosperity (Stanborough, 2011; Singh, 2006).

What are the trends & current conditions?

From 2008 to 2012, \$903,757 was invested in heritage through the Columbia Kootenay Cultural Alliance (CKCA)—an average of \$180,751 per year. From these 125 projects, more than \$1.3 million additional dollars were raised from other sources. CKCA funding allowed for leveraging significantly more funding for the heritage projects. The projected total budget for all projects was \$2,436,625 of investment into heritage. Table 1 shows the breakdown of CKCA funding, funds leveraged, and total projected budget for the 125 projects funded from 2008 to 2012. There were 29 different communities across the Columbia Basin that received funding during this time. Project proponents also reported that almost 26,000 total hours of volunteer time were dedicated to these projects.

CKCA Funded Projects from 2008 - 2012					
Year	Number of projects	Number of different communities	Total CKCA funding	Total funds leveraged	Total projected budget
2008	31	17	\$211,325	\$325,086	\$753,345
2009	23	16	\$168,940	\$208,343	\$380,180
2010	22	13	\$183,609	\$341,134	\$482,420
2011	26	16	\$193,813	\$314,008	\$530,104
2012	23	15	\$146,070	\$139,897	\$290,576
Total	125	29	\$903,757	\$1,328,467	\$2,436,625

Table 1: Columbia Kootenay Cultural Alliance heritage funded projects from 2008 – 2012

Source: Columbia Kootenay Cultural Alliance, 2014

It is important to remember that these investment numbers are based on a limited data set, as data only includes projects funded through the CKCA. There were other projects that CKCA was not able to award grants to; these projects may have proceeded with funding from elsewhere. Other regional funding initiatives include Columbia Basin Trust's Community Initiatives and Community Development grants, as well as other local funding opportunities such as legacy funds, and special events, corporate and private donations. There are also other funding bodies such as the [Heritage Legacy Fund](#) which from 2005 to 2012 funded several projects in 14 communities across our region.

Investment in heritage also occurs through cultural spending by government. The average of total spending on “parks, recreation and culture” (which includes heritage activities) by Basin-Boundary local governments from 1985 to 2011 was 11.2% of their total budget (about the same as the average for all BC municipalities). See the Local Government Spending layer on the [Digital Basin](#) under the cultural pillar for more information.

Many local governments invest in heritage through the protection, management, and restoration of heritage assets such as buildings, often providing subsidies for local organizations to operate museums and conduct cultural programming. There are currently at least 95 museums and historical societies working to preserve, protect, and educate about heritage in our region. To see a map of these organizations, visit the [Digital Basin](#), and go to the heritage theme of the cultural pillar.

Another element of cultural investment is household spending, as many heritage organizations and operations depend on user fees. According to a recent [poll of Columbia Basin-Boundary residents](#), 54% of surveyed households spend between \$1 and \$500 on arts, heritage and/or cultural activities each year. About 11% spend between \$500 and \$1,000, and 4% spend over \$1,000 each year.

Tourism is another factor to consider in the investment and economic impact of heritage, as heritage and cultural tourism is one of the fastest growing segments of the tourism market (Heritage BC, 2014). In 2012 it was estimated that \$209,615,836 was spent by heritage tourists in BC, enabling the employment of 3,611 people (Irwin, 2014). According to the BC Heritage Branch, heritage activity contributed \$190,791,125 to the Gross Domestic Product (Irwin, 2014), and over \$39 million was spent in the province on heritage rehabilitation activities in 2012 (Heritage BC, 2014).

There are many factors to consider in the investigation of the value and economic impact of the cultural sector. The CKCA data set is one piece of information that sheds light on investment in heritage. A more complete picture could be created with the availability and analysis of additional data sets specific to the Columbia-Basin Boundary region.



The Columbia Basin Rural Development Institute, at Selkirk College, is a regional research centre with a mandate to support informed decision-making by Columbia Basin-Boundary communities through the provision of information, applied research and related outreach and extension support. Visit www.cbrdi.ca for more information.

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