



2026 Survey Project

Arts and Festival Organizations Survey

Conducted by:



April 2026

Table of Contents

Context and Objectives	3
Methodology	5
Key Metrics and Trends	8
Detailed Results	15
<i>Experience with Edmonton Arts Council</i>	16
<i>Edmonton's Arts and Cultural Ecology</i>	24
<i>Interprovincial and International Practice and Experience</i>	32
<i>Working with Artists</i>	38
<i>Organization Status and Financial Stability</i>	43
Respondent Profile	45

Context and Objectives

Context

Edmonton Arts Council programs and services seek to increase the profile and involvement of arts and culture in all aspects of community life, in alignment with strategies defined in the City of Edmonton's ten-year cultural plan (*[Connections & Exchanges](#)*). Guided by the Measurement, Evaluation and Learning Framework (MEL), the survey project represents one of several tools that will help EAC evaluate the effectiveness and impact of implemented programs and services, through surveys with four key stakeholder groups:

- General public (i.e., a representative sample of Edmontonians);
- Artists who applied for at least one EAC program or service (i.e., grants) in the previous year;
- Arts or festival organizations who applied for at least one EAC program or service (i.e., grants) in the previous year; and
- Artists or organizations who have interacted with the EAC Shop & Services team.

This report has the results from:

Arts and festival organizations who applied for at least one EAC program or service in 2025.

Objectives

Collect information from organizations on the following topics:

- Experience with the Edmonton Arts Council;
- Edmonton's Arts Ecology
- Inter-provincial and international practice and experience; and
- Experience working with artists.





Methodology

Target Audience	Arts and Festival Organizations who have applied for at least one EAC program or service (i.e., grants) between January 1 and December 31, 2025
Sample source and type	Edmonton Arts Council (email addresses and phone numbers)
Population	Arts and Festival Organizations in Edmonton who applied for at least one EAC program or service in 2025 (N=233)
Survey modes	Online (Primary) and Telephone
Language	English
Incentives	None
Sponsor identified	Yes
Field dates	January 15 - February 20, 2026
Completed surveys	160 (69% Response rate) 160 Online 0 Phone
Average survey length	15.7 minutes (Online)

Results are based on a census of all Organizations who applied for at least one EAC program or service in 2025. This means that any substantial differences between results in each year can be considered a true difference*. Note, however, that while all organizations were invited to complete the survey, only 69% (160 out of 233) of organizations who applied for at least one EAC program or service in 2025 completed the survey.

Standard statistical testing was used as a basis for determining which differences by year are both statistically different and substantially different enough to warrant highlighting (a difference greater or equal to a 5%). Any statistical differences between years are indicated with a callout/arrow:

-  indicates a significantly higher proportion, relative to the previous year
-  indicate a significantly lower proportion , relative to the previous year

Note:

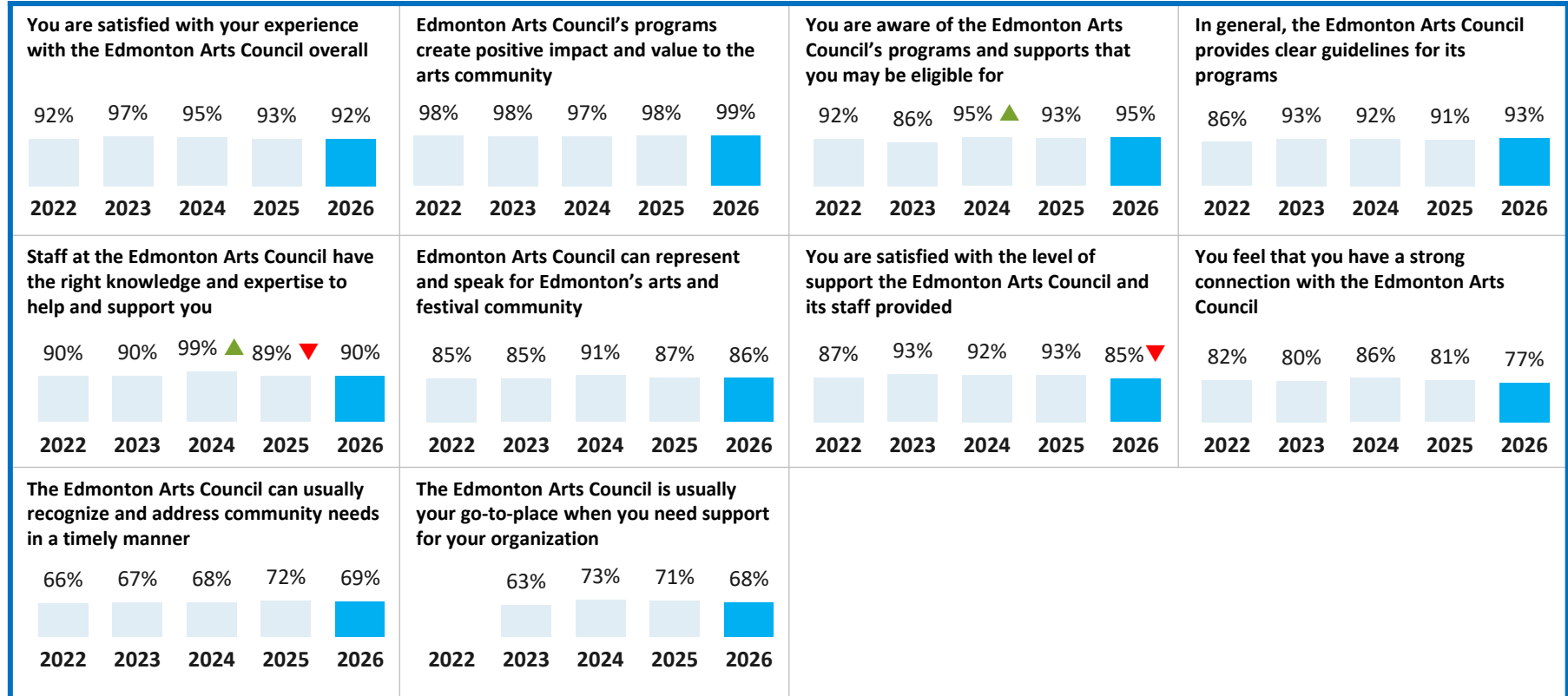
- Percentages less than 3% are not displayed on charts.
- Unless otherwise specified. ‘Prefer not to answer’ responses have been omitted from results.
- On charts, values shown may not sum to the shown total, sub-total, or nets due to rounding.

* We can assume the differences are true, since we have no reason to believe that those who did not respond to the survey would answer differently than those who did.

Key Metrics and Trends

Experience with Edmonton Arts Council

(% Agree)



Base: Total Answering (2026 n=157 to 160, 2025 n=147 to 151; 2024 n=77 to 79; 2023 n=173 to 176; 2022 n=142 to 144).

Q1: Please rate your level of agreement with each of the following statements related to your experience with the Edmonton Arts Council in the past 12 months.

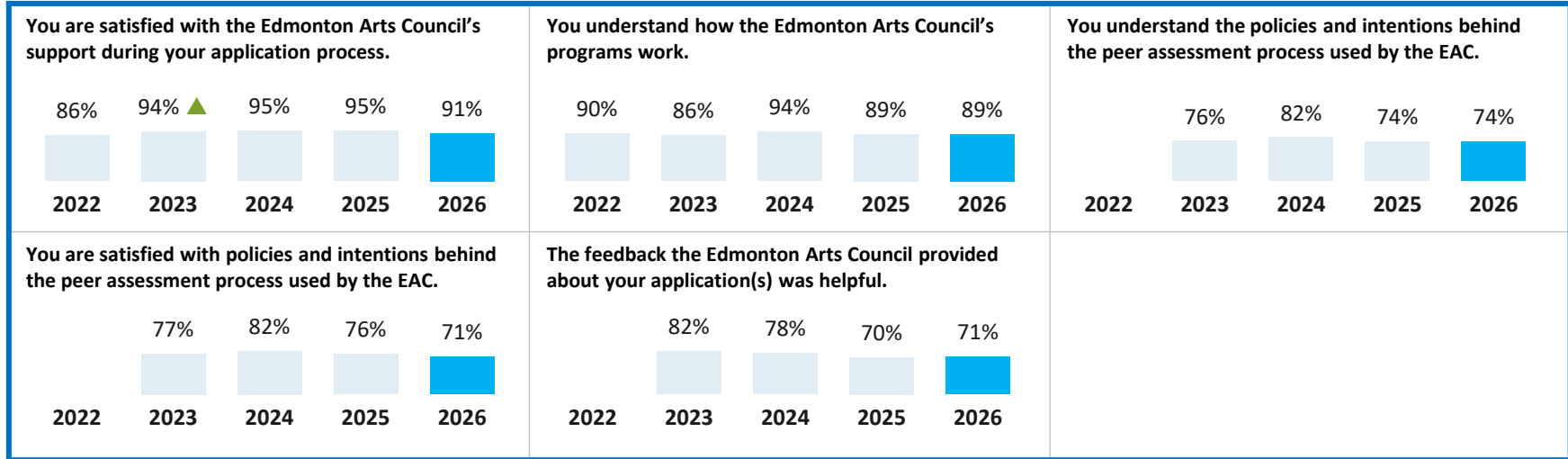


Higher compared to previous year



Lower compared to previous year

Application and nomination experience (% Agree)



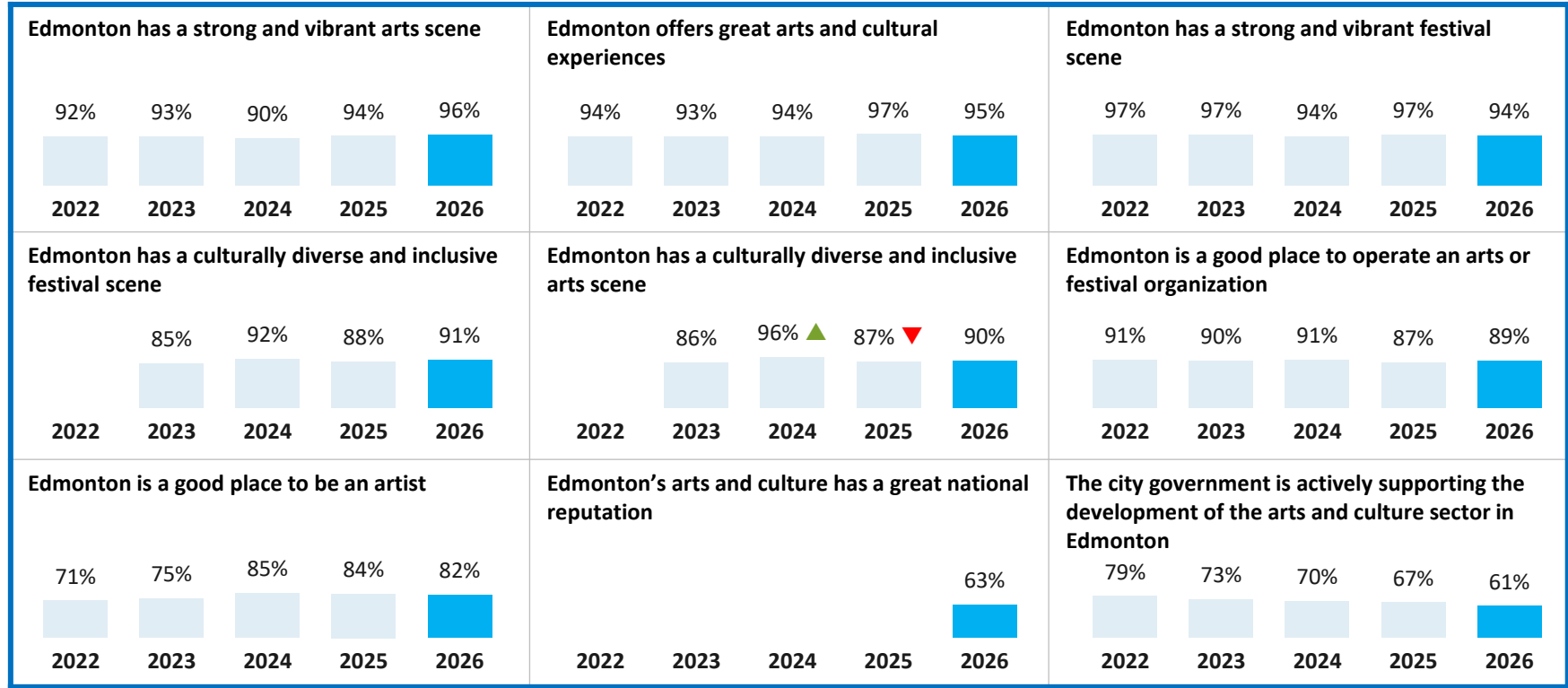
Base: Total Answering (2026 n=158 to 160, 2025 n=149 to 151; 2024 n=77 to 79; 2023 n=173 to 176; 2022 n=142 to 144).

Q1a: Please rate your level of agreement with each of the following statements related to your application, nomination, or submission experience with the Edmonton Arts Council in the past 12 months.

▲ Higher compared to previous year
▼ Lower compared to previous year

Edmonton's Arts Ecology (1 of 2)

(% Agree)



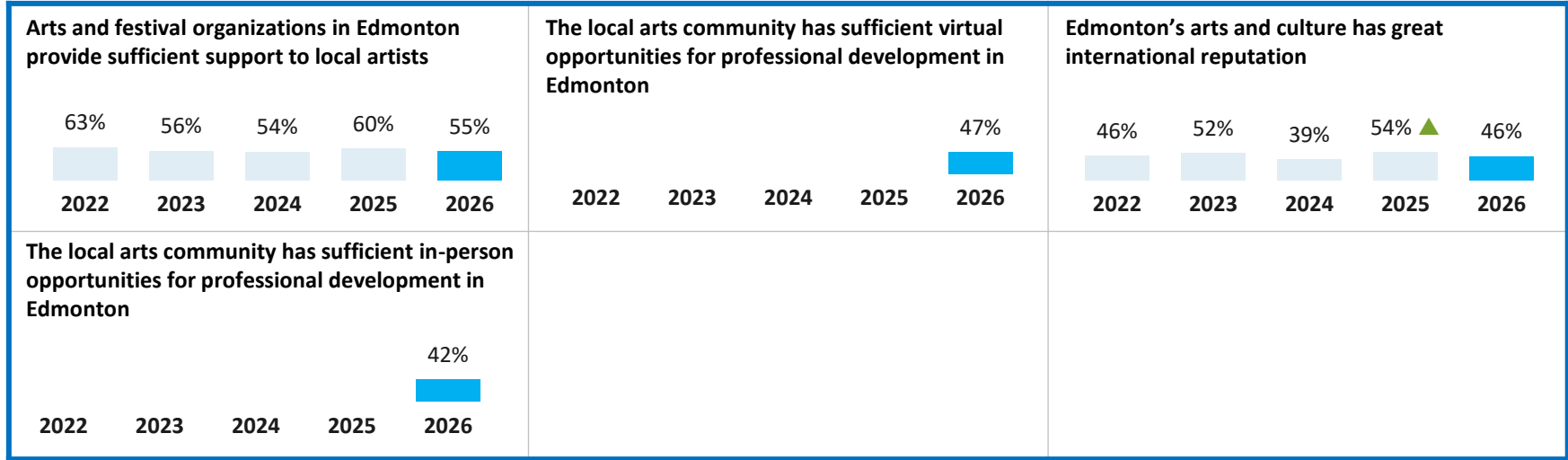
Base: Total Answering (2026 n=157 to 160, 2025 n=148 to 151; 2024 n=76 to 79; 2023 n=173 to 176; 2022 n=143 to 144).

Q12: Please rate your level of agreement with each of the following statements related to your perception, as an organization, of Edmonton's overall arts and cultural ecology in the past 12 months.

▲ Higher compared to previous year
▼ Lower compared to previous year

Edmonton's Arts Ecology (2 of 2)

(% Agree)

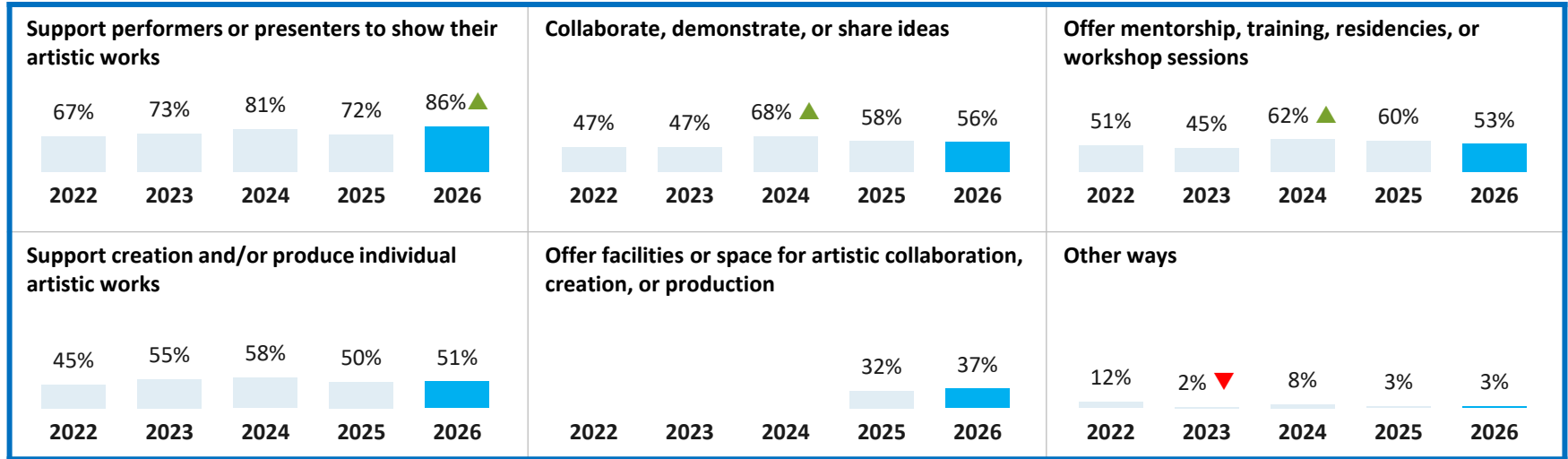


Base: Total Answering (2026 n=157 to 160, 2025 n=148 to 151; 2024 n=76 to 79; 2023 n=173 to 176; 2022 n=143 to 144).

Q12: Please rate your level of agreement with each of the following statements related to your perception, as an organization, of Edmonton's overall arts and cultural ecology in the past 12 months.

▲ Higher compared to previous year
▼ Lower compared to previous year

Working with artists (past 12 months) (% Worked with or provided support)



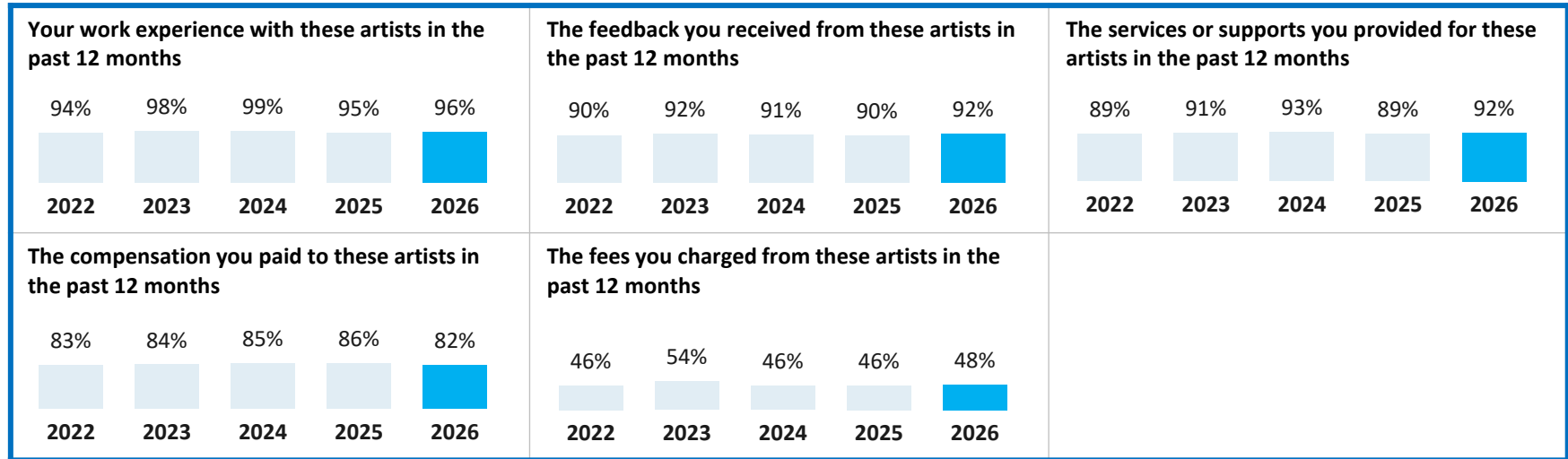
Base: Total Answering (2026 n=160, 2025 n=151; 2024 n=78; 2023 n=176; 2022 n=144).

Q25: In the past 12 months, have you worked with, or provided any support to, Edmonton artists?

▲ Higher compared to previous year
▼ Lower compared to previous year

Satisfaction working with artists (past 12 months)

(% Satisfied)



Base: Total Answering (2026 n=156, 2025 n=141 to 142; 2024 n=74 to 75; 2023 n=162 to 164; 2022 n=132 to 133).
 Q26: How satisfied are you with...?

▲ Higher compared to previous year
 ▼ Lower compared to previous year

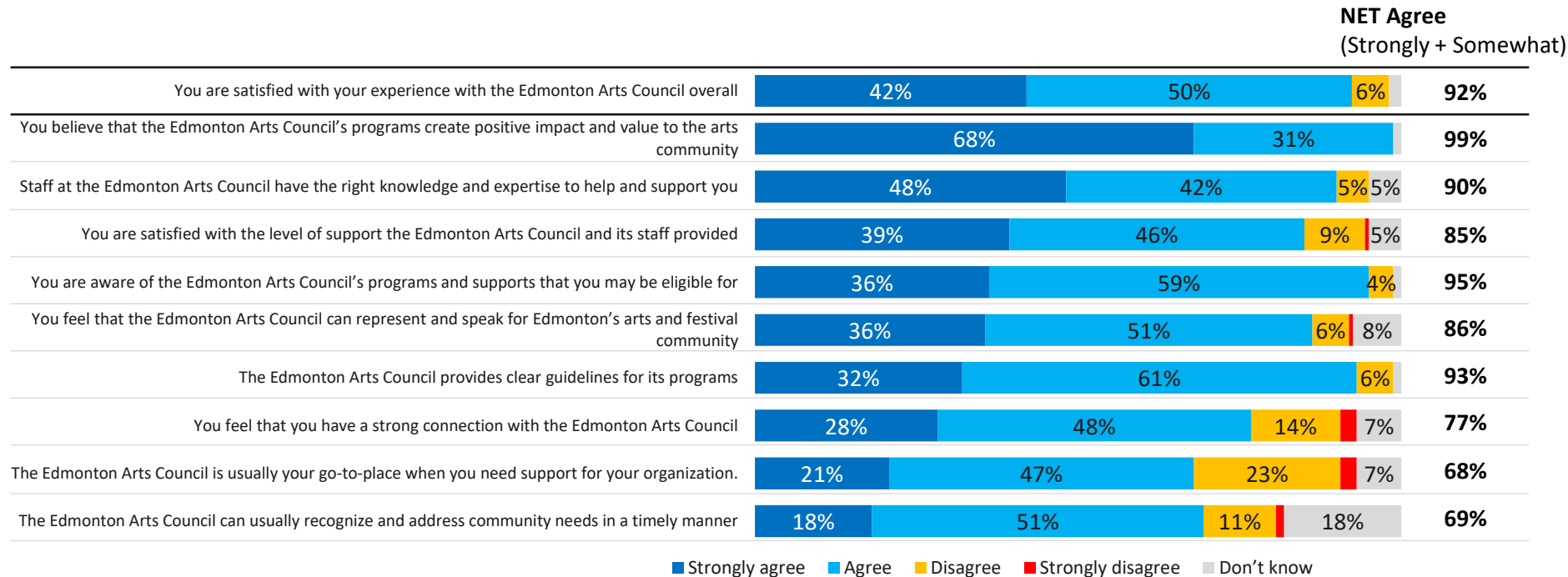
Detailed Results

Experience with Edmonton Arts Council

More than 9 in 10 Organizations are satisfied with their experience working with EAC in past 12 months



Almost all arts and festival organizations surveyed agree that EAC's programs create a positive impact and value to the arts community.



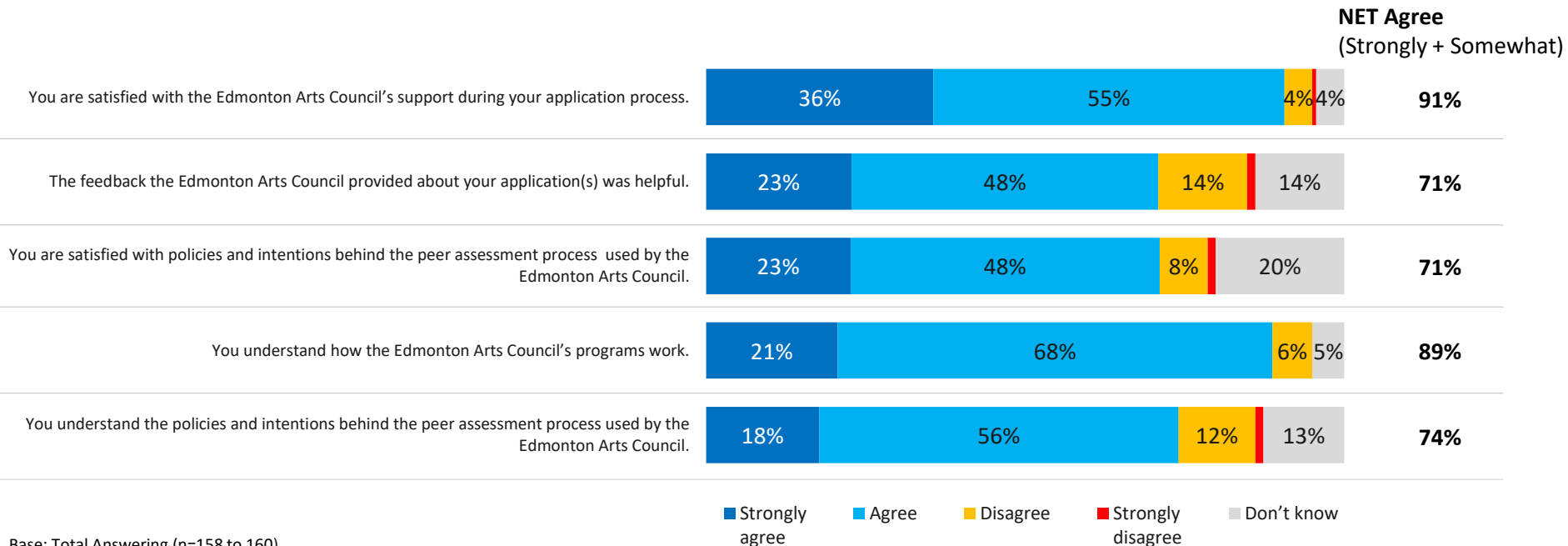
Base: Total Answering (n=157 to 160).

Q1: Please rate your level of agreement with each of the following statements related to your experience, as an organization, with the Edmonton Arts Council in the past 12 months.

Data labels for 3% or less are removed for legibility. Values shown may not sum to the shown total, sub-total, or nets due to rounding.

Overall satisfaction with support during the application process remains high

Though most grant applicants understand how EAC’s programs work, providing more information on the policies and intentions behind the peer assessment process could benefit those less satisfied with the process or feedback offered by EAC.



Base: Total Answering (n=158 to 160).

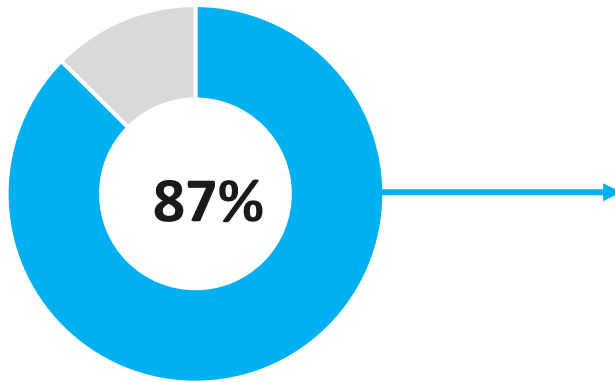
Q1a: Please rate your level of agreement with each of the following statements related to your application, nomination, or submission experience with the Edmonton Arts Council in the past 12 months.

Data labels for 3% or less are removed for legibility. Values shown may not sum to the shown total, sub-total, or nets due to rounding.

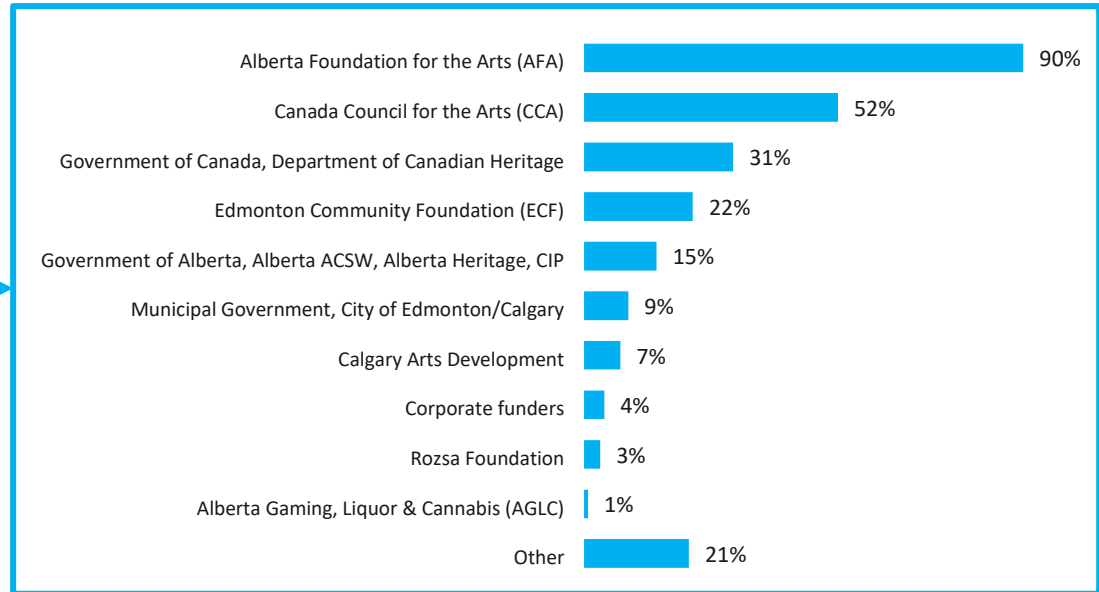
Most organizations worked with other arts funders in the past year

Among those working with other funders, almost all worked with the Alberta Foundation for the Arts (AFA), and more than half with the Canada Council for the Arts (CCA).

Worked with other arts funders in the past year
(% Yes)



Which other arts funders did you interact with in the past 12 months? (multi-coded)



Q2a: Other than the Edmonton Arts Council, have you interacted with any other arts funders in the past 12 months? Base: Total Answering (n=159);

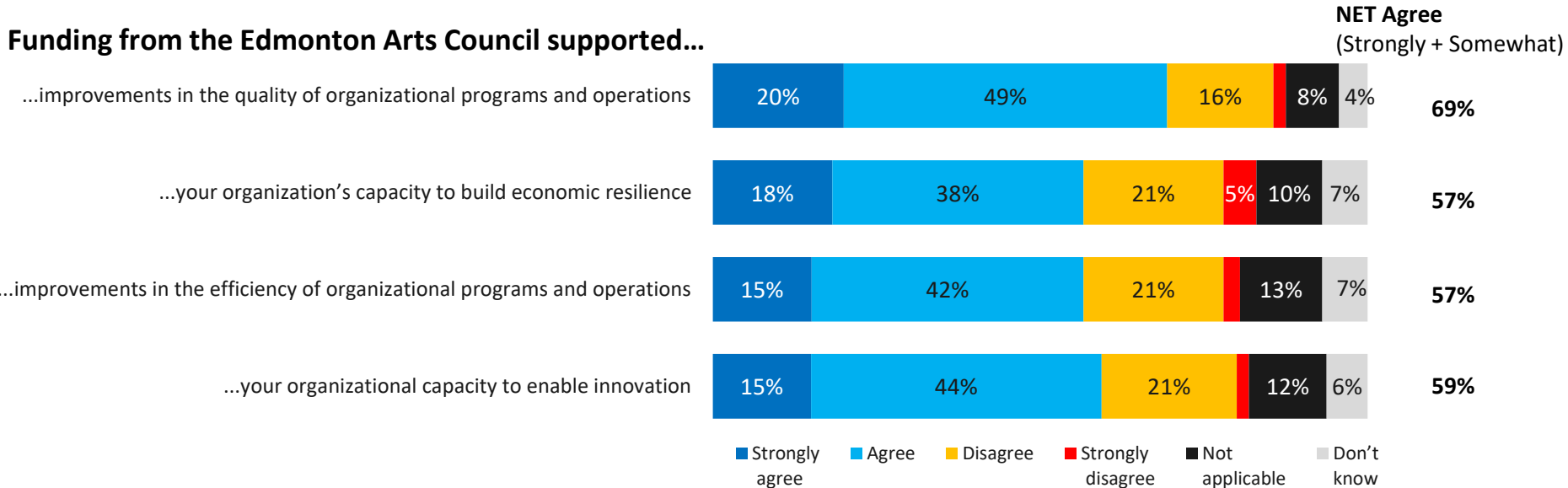
Q2ayes: Which other arts funders did you interact with in the past 12 months? (multi-coded open) Base: Total Answering (n=121).

Values shown may not sum to the shown total, sub-total, or nets due to rounding.

Most organizations feel that funding from the EAC is helping improve programs and operations



Supporting capacity to build economic resilience, efficiency in programs and operations, and the ability to innovate are also seen as benefits from EAC funding.



Q3: Please rate your level of agreement with each of the following statements related to your organization's applications for funding from the Edmonton Arts Council in the past 12 months.

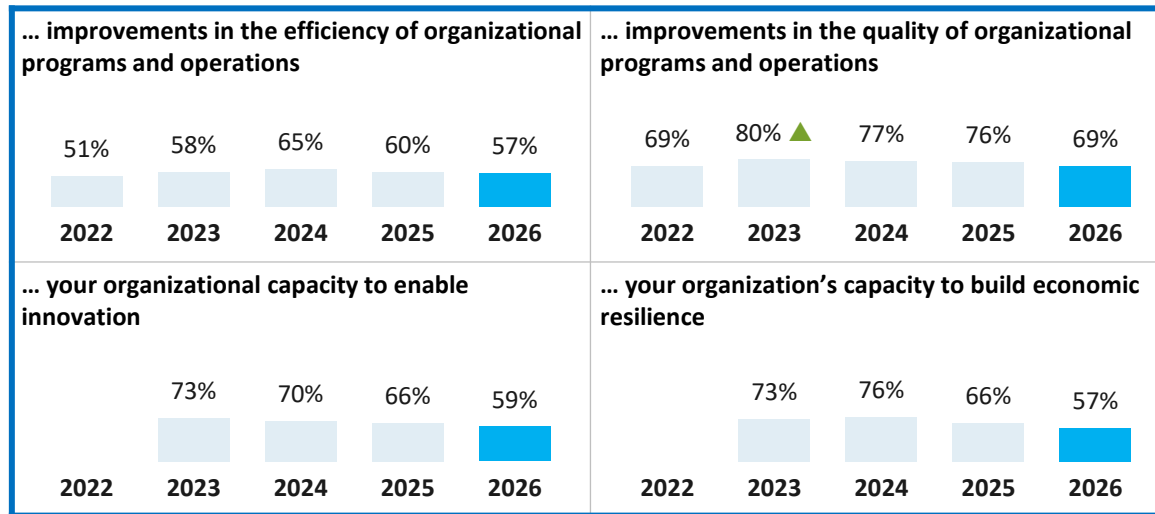
Base: Total Answering (n=159 to 160).

Data labels for 3% or less are removed for legibility. Values shown may not sum to the shown total, sub-total, or nets due to rounding.

However, compared to previous years, fewer organizations are feeling the benefits of EAC on their programs and operations

(% Agree)

Funding from the Edmonton Arts Council supported...



Base: Total Answering (2026 n=159 to 160, 2025 n=149 to 151; 2024 n=78 to 79; 2023 n=175 to 176; 2022 n=144).

Q3: Please rate your level of agreement with each of the following statements related to your organization's applications for funding from the Edmonton Arts Council in the past 12 months.

▲ Higher compared to previous year
▼ Lower compared to previous year

To support organizational growth, topics that focus on funding are the most common suggestions for future EAC-lead training and workshops

(Coded from verbatim responses)

Funding	22	<i>e.g., Resources on how to effectively fundraise as a small organization. Anything to do with diversifying funds would be useful!</i>
Community outreach	6	<i>e.g., Strategic approaches to community art society development.</i>
Board governance	4	<i>e.g., More board Development, revising of bylaws, governing documents, fundraising, help with other sources of funding, digital best practices.</i>
Marketing	3	<i>e.g., Audience access, marketing & advertising supports</i>
Professional development in arts	3	<i>e.g., Assistance with recruiting artists that align with strategic planning goals tied to arts and culture.</i>

Base: Total Answering (n=147). **Response categories with less than 3% of mentions overall not shown.**

Q7: What areas, subjects, or topics of training and workshops do you wish to see for your organizational capacity growth that have not been offered by the Edmonton Arts Council?

Suggestions for improving EAC programs and services include more funding, making the application process easier/simpler, and better support

(Coded from verbatim responses)

Provide more funding	37	<i>e.g., More funding is needed. We have been at the same amount since inception and costs and organizational growth cannot happen without more support.</i>
General positive comments	29	<i>e.g., I'm grateful for the EAC; they are an important funder for the work we do.</i>
Make application process simpler/clearer	21	<i>e.g., The application process is extremely labour intensive and unnecessarily complicated. This is my opinion, but I think the system rewards individuals/organizations with grant writing prowess rather than those with artist merit.</i>
Don't feel we're getting enough support	16	<i>e.g., Provide resources and workshops to community-based arts organizations that help them develop funding models, business plans, and operating capacity that includes funders beyond EAC resources.</i>
Staff are helpful/supportive	10	<i>e.g., Very personable and collaborative support and guidance has been exceedingly helpful for our grassroots volunteer run organization to progress and develop as a society.</i>
General negative comments	8	<i>e.g., As a arts facility operator I feel that we have lost the focus on our cultural infrastructure, real costs and challenges.</i>

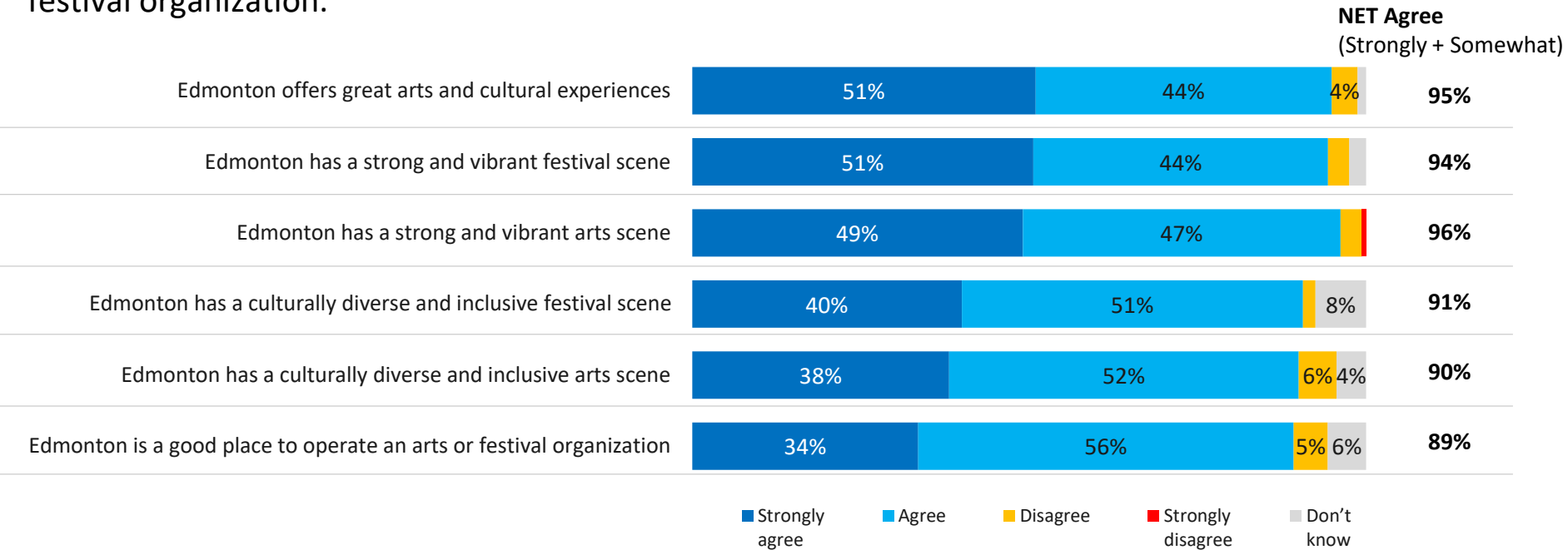
Base: Total Answering (n=136). Response categories with less than 3% of mentions overall not shown.

Q7a: Overall, what comments, critiques, or expectations would you like to offer about the Edmonton Arts Council's opportunities, programs, services, or operational process?

Edmonton's Arts and Cultural Ecology

More than 9 in 10 Organizations agree that Edmonton has strong and vibrant arts and festival scenes

A similar proportion agree that Edmonton is a good place to operate an arts and festival organization.



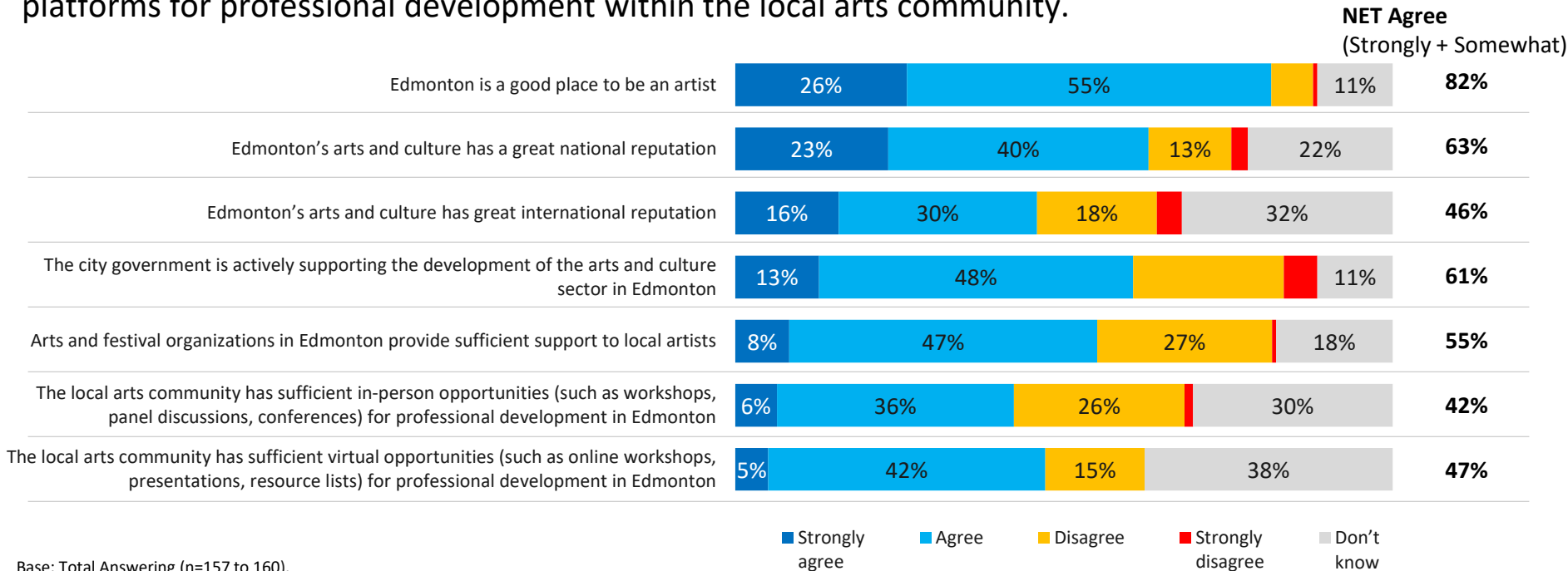
Base: Total Answering (n=157 to 160).

Q12: Please rate your level of agreement with each of the following statements related to your perception, as an organization, of Edmonton's overall arts and cultural ecology in the past 12 months.

Data labels for 3% or less are removed for legibility. Values shown may not sum to the shown total, sub-total, or nets due to rounding.

The majority agree that Edmonton is a good place to be an Artist and that Edmonton has a great national reputation.

While similar to last year, less than half agree that there are sufficient (physical and virtual) platforms for professional development within the local arts community.



Base: Total Answering (n=157 to 160).

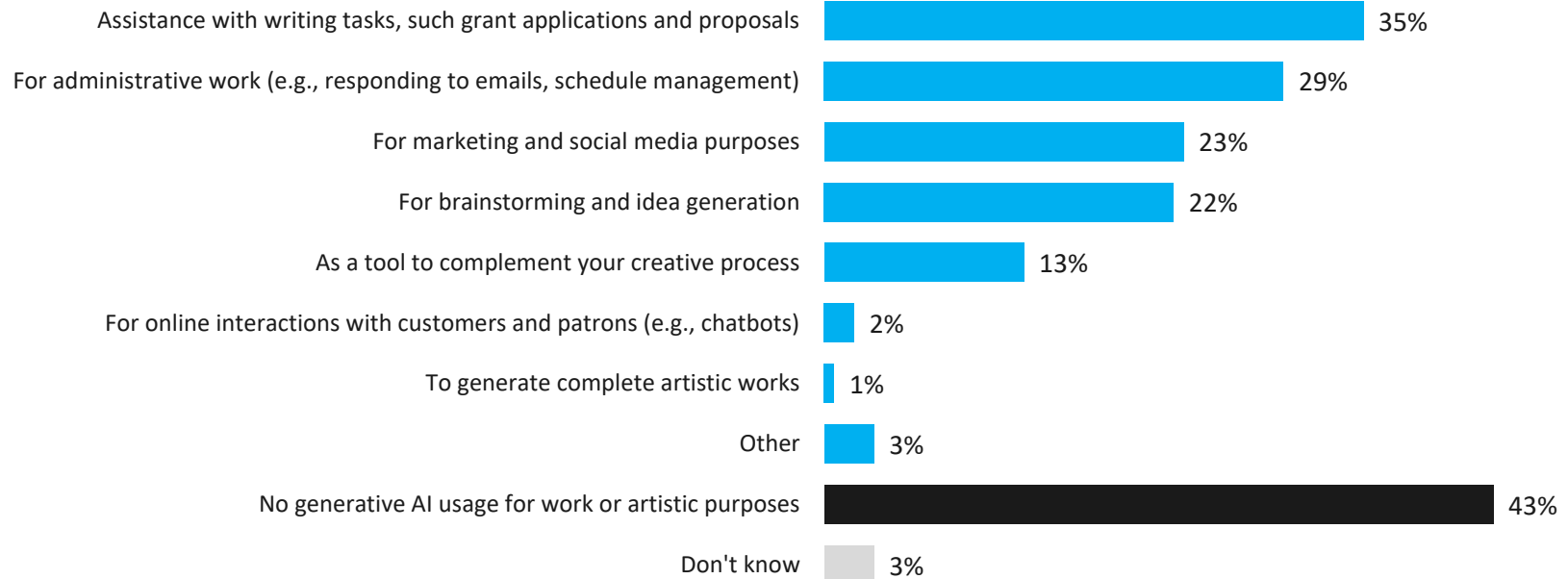
Q12: Please rate your level of agreement with each of the following statements related to your perception, as an organization, of Edmonton's overall arts and cultural ecology in the past 12 months.

Data labels for 3% or less are removed for legibility. Values shown may not sum to the shown total, sub-total, or nets due to rounding.

While over 50% of arts and festival organizations use generative AI, roughly 40% do not utilize it for work or artistic purposes.

The most popular uses of generative AI are assistance with writing tasks and administrative work.

Ways of utilizing generative artificial intelligence for work responsibilities (select all that apply)



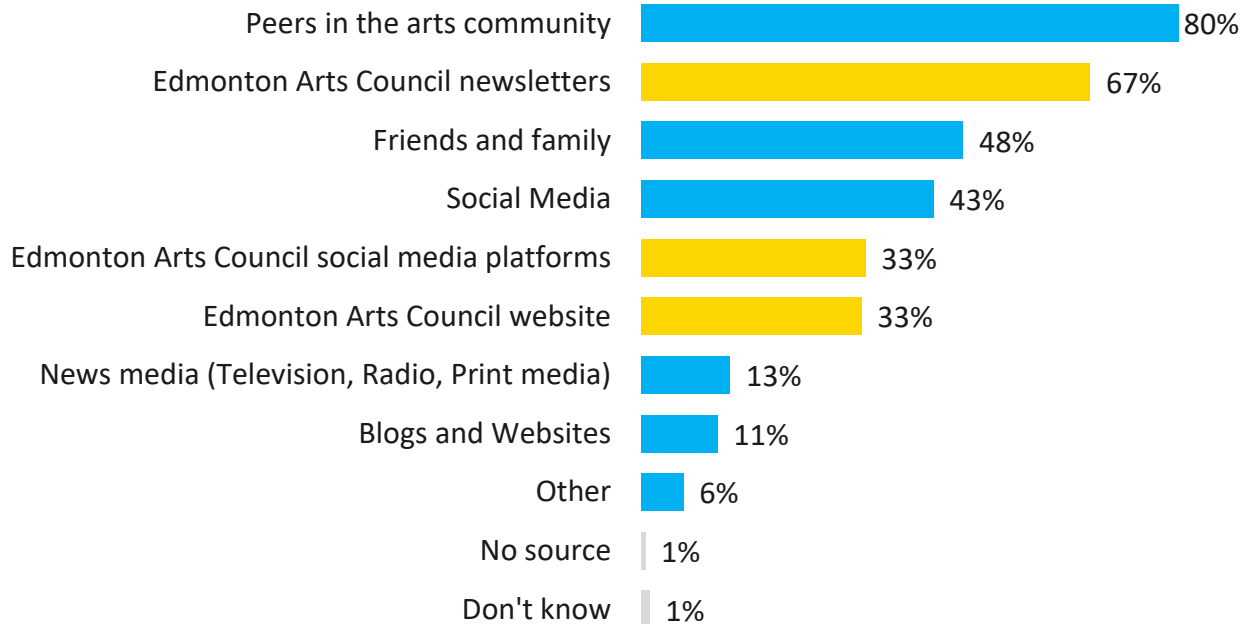
Base: Total Answering (n=156).

Q_AI: In the past 12 months, have you utilized generative artificial intelligence (AI) in any of the following ways as part of your work responsibilities with your organization? (select all that apply)

EAC information sources continue to reach about 4 in 5 organizations

Only 1 in 3 arts and festival organizations get their information from the EAC website or social media platforms.

Where do you get information about opportunities that allow artistic communities to connect, create, and collaborate? (select all that apply)

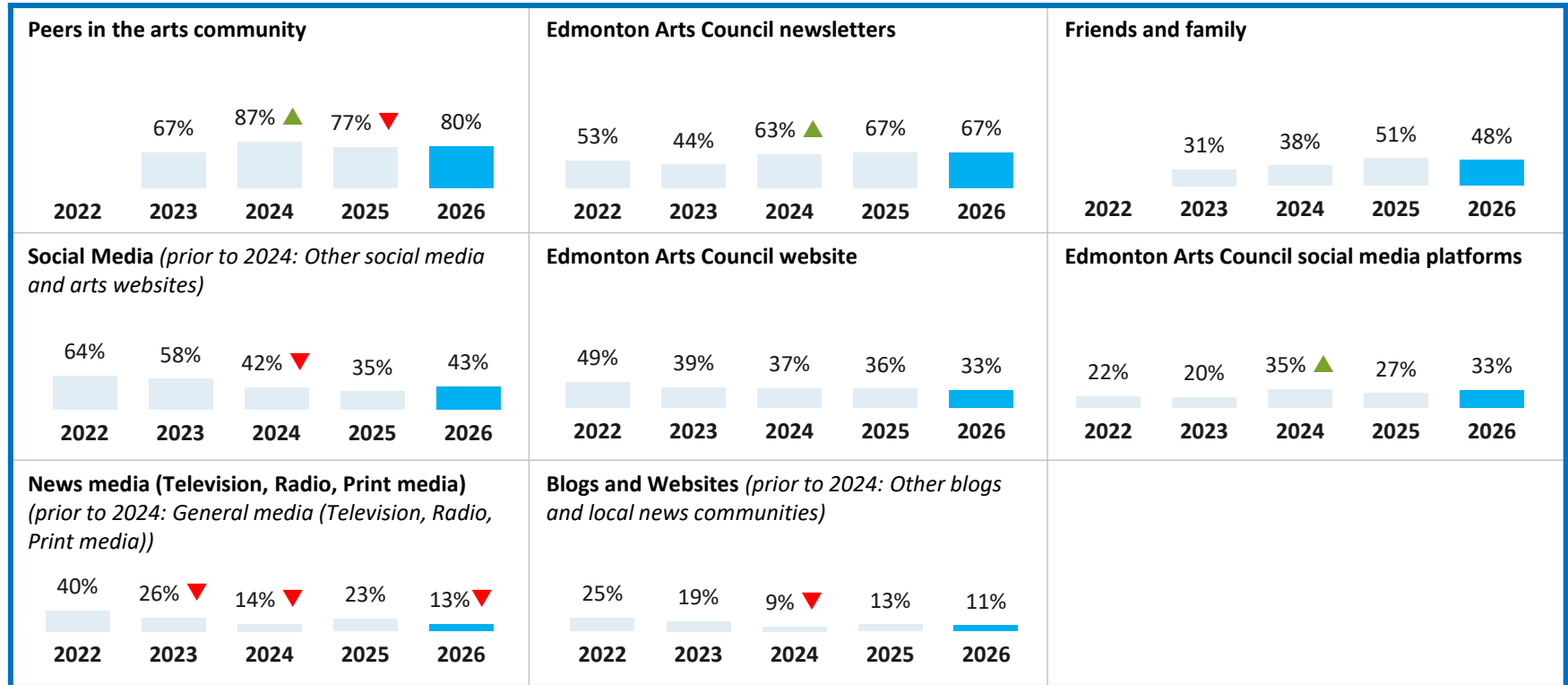


2022	74%
2023	67%
2024	77%
2025	81%
2026	81%

Base: Total Answering (n=159).

Q13: In general, where do you get information about relevant platforms, networks, and events that allow artistic communities to connect, create and collaborate? (select all that apply)

In 2026 arts and festival organizations are relying less on EAC's website and more on their social media platforms than in previous years.



Base: Total Answering (2026 n=159, 2025 n=150; 2024 n=79; 2023 n=176; 2022 n=144).

Q13: In general, where do you get information about relevant platforms, networks, and events that allow artistic communities to connect, create and collaborate?

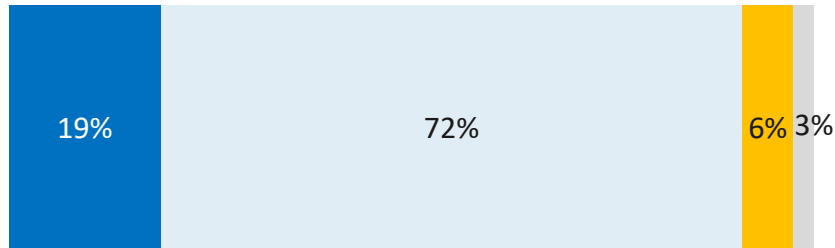
▲ Higher compared to previous year
▼ Lower compared to previous year

Most organizations feel at least 'somewhat informed' about opportunities for artistic communities to connect, create and collaborate

While most organizations engage 'at least sometimes' when informed, less than 1 in 8 will always engage.

Feel informed about relevant platforms, networks, and events

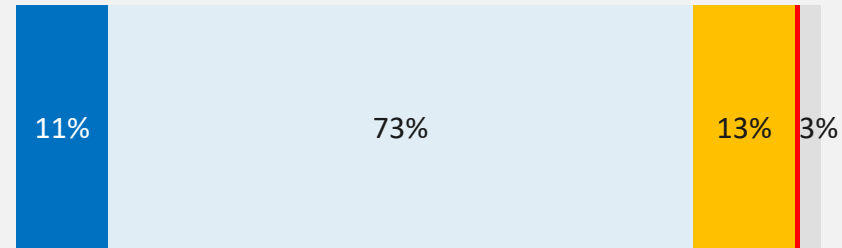
NET: At least somewhat **91%**



■ Very informed
 ■ Somewhat informed
 ■ Not informed
 ■ Don't know

How often organizations will engage when they learn of opportunities

NET: At least sometimes **84%**



■ Always
 ■ Sometimes
 ■ Rarely
 ■ Never
 ■ Don't know

Q14: In general, to what extent does your organization feel informed about relevant platforms, networks, and events that allow artistic communities to connect, create and collaborate?

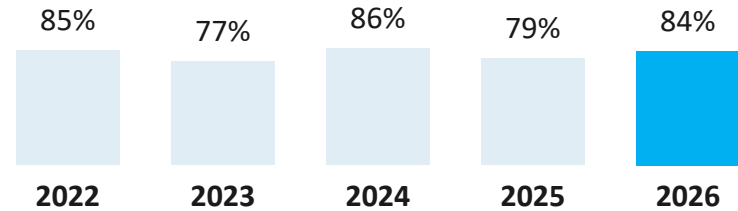
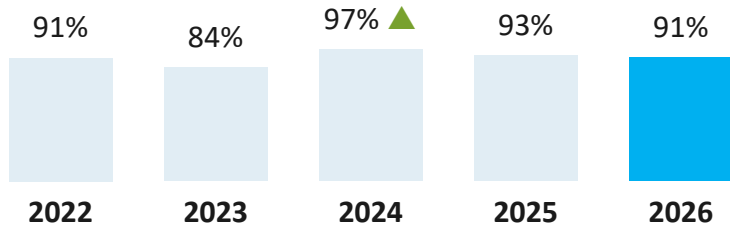
Base: Total Answering (n=159);

Q15: In general, when your organization is informed about relevant platforms, networks, and events that allow artistic communities to connect, create and collaborate, how often does your organization engage? Base: Total Answering (n=158)

Information about opportunities for artistic communities to connect, create and collaborate continues to reach most organizations, with over 8 in 10 saying they will engage at least 'sometimes'

% At least somewhat informed

% At least sometimes engage



Base: Total Answering (2026 n=159, 2025 n=150 to 151; 2024 n=79; 2023 n=175 to 176; 2022 n=144).

Q14: In general, to what extent does your organization feel informed about relevant platforms, networks, and events that allow artistic communities to connect, create and collaborate?;

Q15: In general, when your organization is informed about relevant platforms, networks, and events that allow artistic communities to connect, create and collaborate, how often does your organization engage?



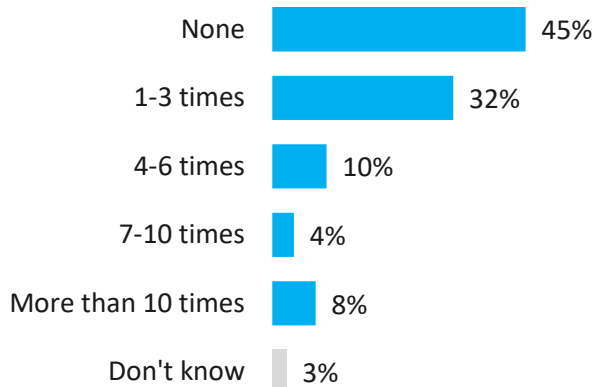
Higher compared to previous year
Lower compared to previous year

Interprovincial and International Practice and Experience

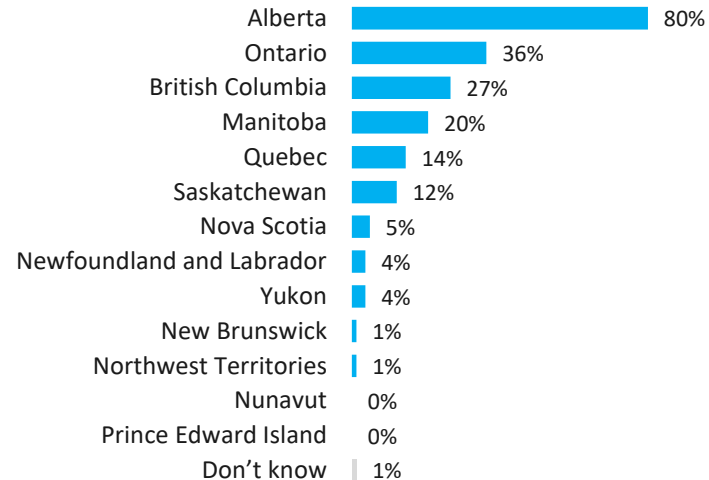
More than half of organizations engaged in interprovincial touring, residencies, or any idea-sharing activities in the past 12 months

More than half of these experiences were in-person, with Ontario and British Columbia being the most common out-of-province event locations.

Number of interprovincial idea-sharing experiences in past 12 months



Where activities were hosted (select all that apply)



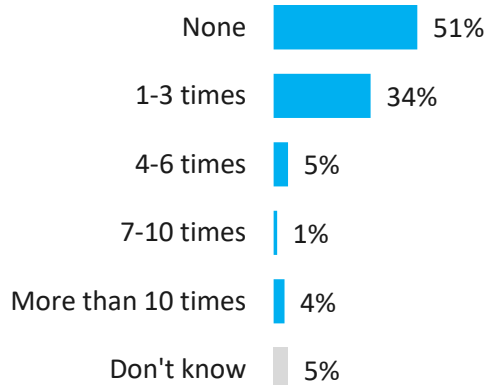
Q17: In the past 12 months, how many times has your organization engaged in any in-person or online interprovincial touring, residencies, or any idea-sharing activities outside Edmonton but in Canada?

Base: Total Answering (n=157);

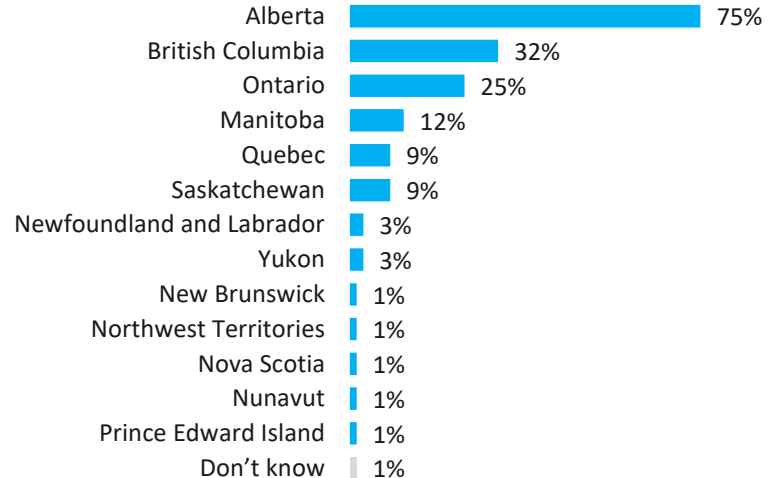
Q17a: Where were these touring, residencies, or idea-sharing activities hosted? (select all that apply) Base: Engaged at least once (n=83)

Over 4 in 10 organizations engaged in art projects or presented artistic work outside Edmonton in the past 12 months (primarily in other parts of Alberta)

Number of interprovincial art project or shows in past 12 months



Where activities were hosted (select all that apply)



Q18: In the past 12 months, how many times has your organization exhibited or been invited to participate in any in-person or online art project or present artistic work outside Edmonton but in Canada?

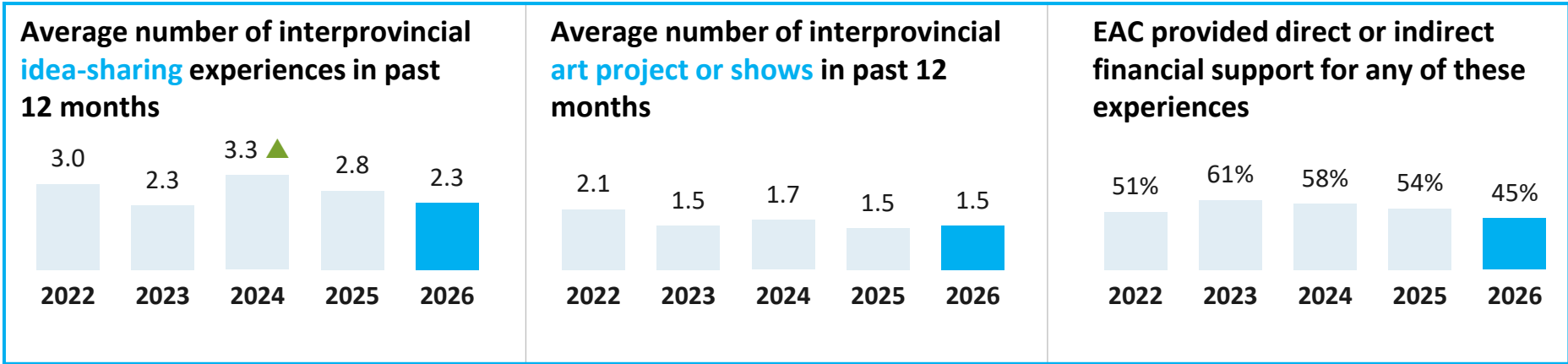
Base: Total Answering (n=158);

Q18a: Where were these art projects or shows hosted? (select all that apply) Base: Engaged at least once (n=69)

On average, organizations engaged in 2-3 interprovincial idea-sharing experiences in past 12 months

While the average number of interprovincial art project or shows is still about one or two.


Just under half received direct or indirect financial funding from EAC for at least some of these experiences.



Q17: In the past 12 months, how many times has your organization engaged in any in-person or online interprovincial touring, residencies, or any idea-sharing activities outside Edmonton but in Canada? Base: Total Answering Excluding Don't Know (2026 n=157, 2025 n=146; 2024 n=75; 2023 n=166; 2022 n=135);

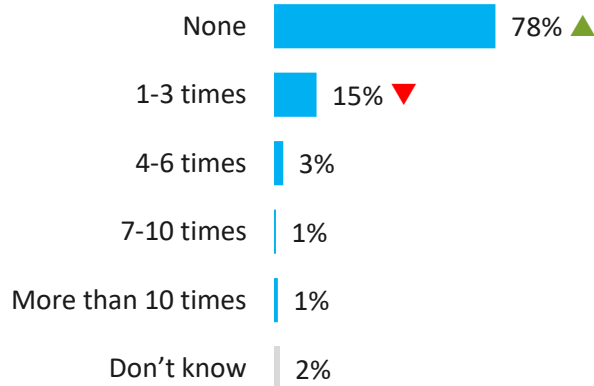
Q18: In the past 12 months, how many times has your organization exhibited or been invited to participate in any in-person or online art project or present artistic work outside Edmonton but in Canada? Base: Total Answering Excluding Don't Know (2026 n=158, 2025 n=142; 2024 n=75; 2023 n=166; 2022 n=131)

Q19: Did the Edmonton Arts Council provide direct or indirect financial support for the work described in the last few questions? Base: Invited or participated in art project outside Edmonton or toured outside Edmonton in the past 12 months (2026 n=100, 2025 n=99; 2024 n=52; 2023 n=97; 2022 n=91)

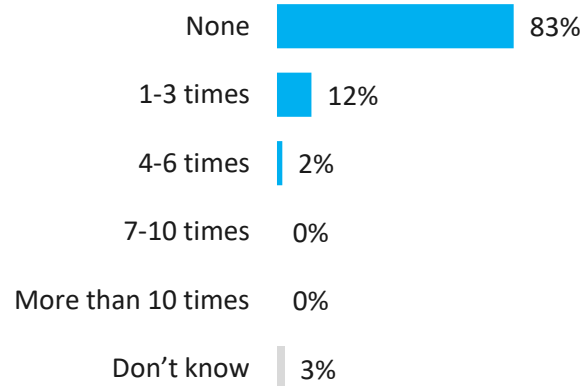
 Higher compared to previous year
 Lower compared to previous year

Nearly half of organizations that participated in international idea sharing experiences or arts projects and shows received financial support from EAC.

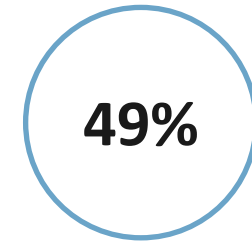
Number of international idea-sharing experiences in past 12 months



Number of international art projects or shows in past 12 months



Among those who had these experiences in 2026 ...

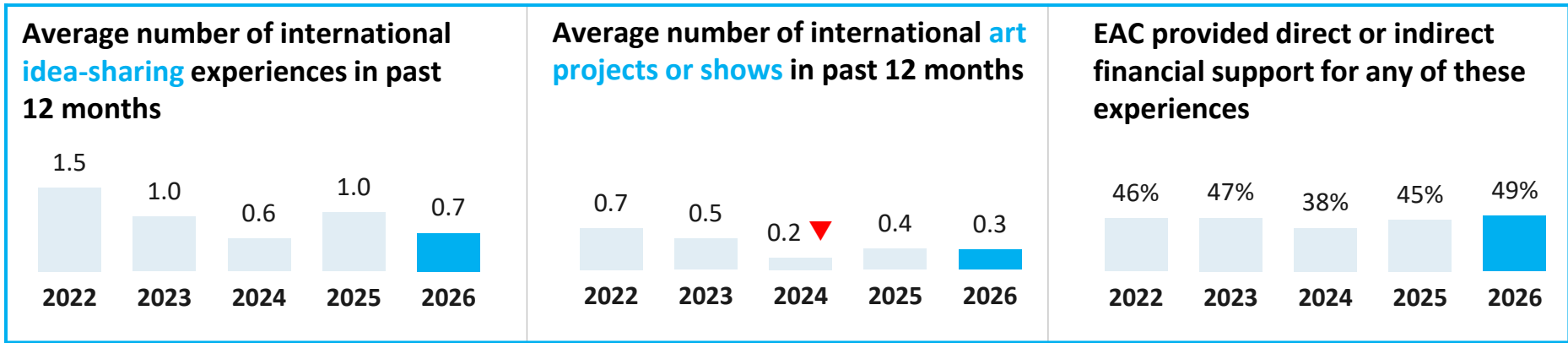


... received direct or indirect financial support from EAC

Q21: In the past 12 months, how many times has your organization engaged in any in-person or online international touring, residencies, or any idea-sharing activities outside Canada? Base: Total Answering (n=154); Q22: In the past 12 months, how many times have you exhibited, or been invited to participate in, an art project or show your artistic work outside Canada either in-person or online? Base: Total Answering (n=156); Q23: Did the Edmonton Arts Council provide direct or indirect financial support for the work described in the last four questions? Base: Engaged in an international exhibit or toured internationally (n=39)

▲ Higher compared to previous year
▼ Lower compared to previous year

Compared to the previous year, fewer organizations engaged international idea-sharing experiences



Q21: In the past 12 months, how many times has your organization engaged in any in-person or online international touring, residencies, or any idea-sharing activities outside Canada?; Base: Total Answering Excluding Don't Know (2026 n=154, 2025 n=149; 2024 n=75; 2023 n=170; 2022 n=134);

Q22: In the past 12 months, how many times have you exhibited, or been invited to participate in, an art project or show your artistic work outside Canada either in-person or online? Base: Total Answering Excluding Don't Know (2026 n=156, 2025 n=146; 2024 n=77; 2023 n=167; 2022 n=134)

Q23: Did the Edmonton Arts Council provide financial support for the work described in the last four questions? Base: Engaged in an international exhibit or toured internationally in the past 12 months (2026 n=39, 2025 n=51; 2024 n=21; 2023 n=49; 2022 n=54)



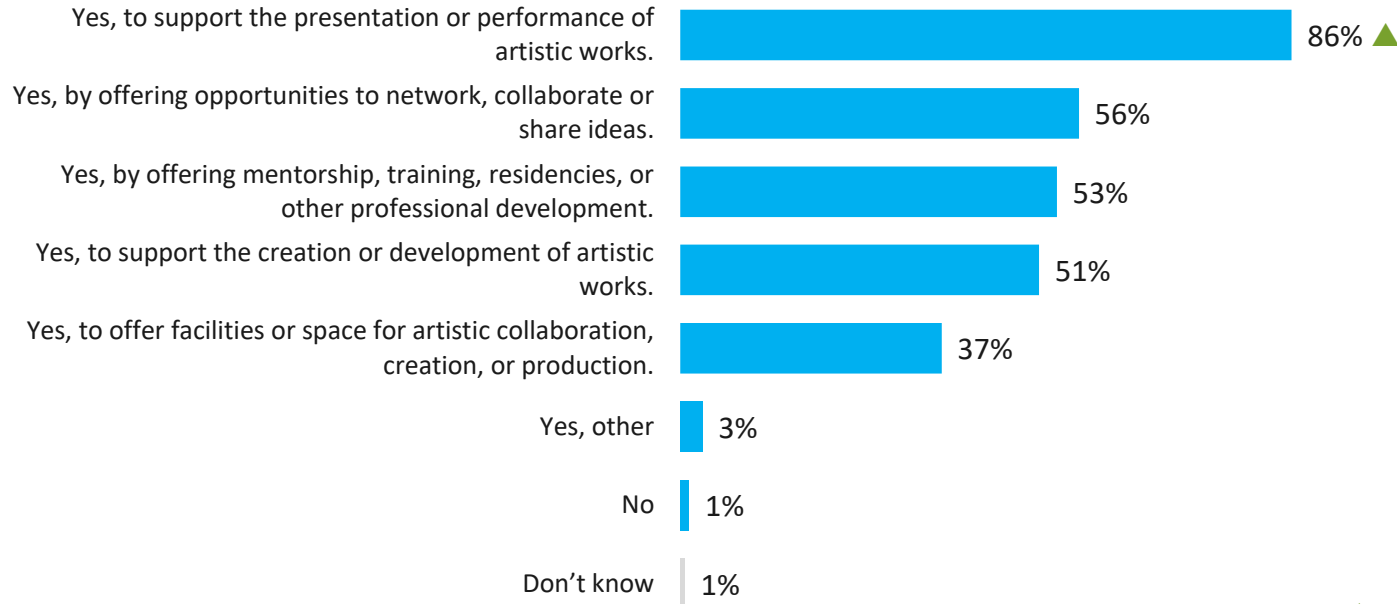
Higher compared to previous year
Lower compared to previous year

Working with Artists

Organizations worked with, or provided support to, Edmonton Artists in a variety of ways in 2025

Supporting performers or presenters to show their artistic works was one of the most common ways these groups worked together, even more so than in 2024.

Nearly 4 in 10 organizations offer facilities or space for artistic collaboration, creation, or production.



98%

Worked with, or provided support to, Artists in the past 12 months

Base: Total Answering (n=160).

Q25: In the past 12 months, have you worked with, or provided any support to, Edmonton artists (select all that apply)?



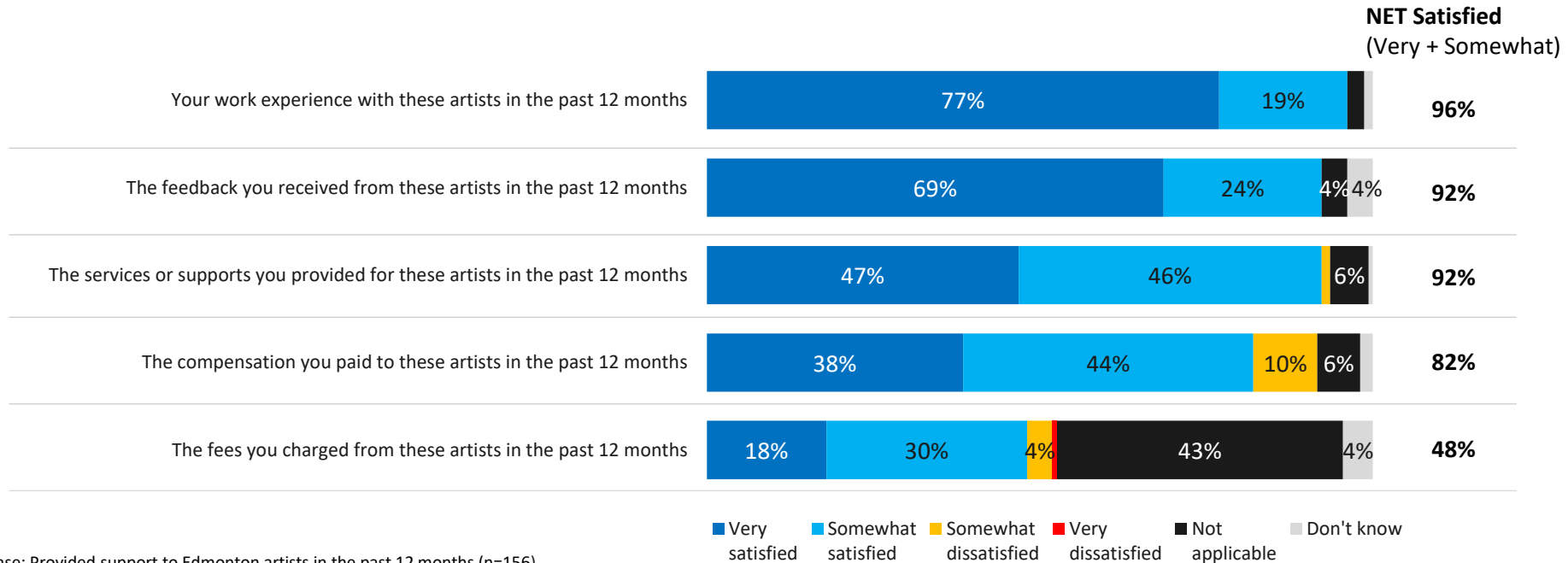
Higher compared to previous year



Lower compared to previous year

Nearly 8-in-10 Organizations that worked with Edmonton artists in the past 12 months were very satisfied with the overall experience

For projects that involved charging Artists fees, or providing artists with compensation, few (at most 1 in 10) were dissatisfied with the amounts charged.



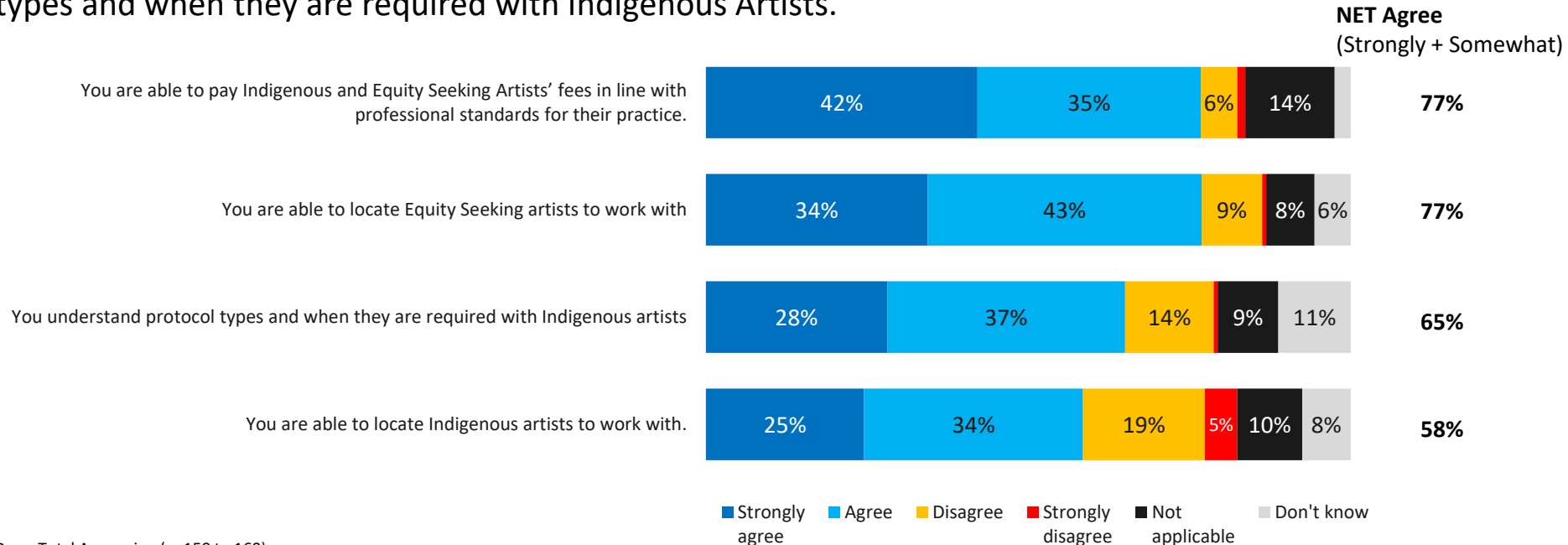
Base: Provided support to Edmonton artists in the past 12 months (n=156).

Q26: How satisfied are you with...?

Data labels for 3% or less are removed for legibility. Values shown may not sum to the shown total, sub-total, or nets due to rounding.

Most Organizations feel they can locate Equity Seeking Artists to work with and can pay fees in line with professional standards for Indigenous and Equity Seeking Artists' practices.

However, some organizations may benefit from improved understanding of protocol types and when they are required with Indigenous Artists.



Base: Total Answering (n=159 to 160).

Q29: Please rate your level of agreement with each of the following statements related to your Organization's experience working with Equity Seeking and Indigenous Artists.

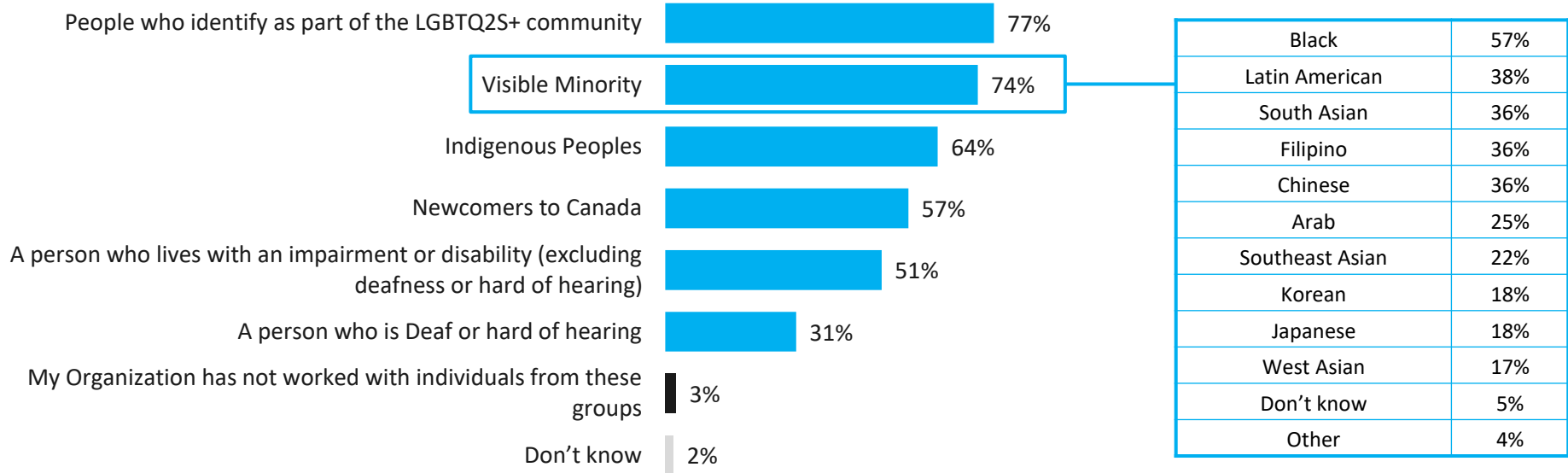
Data labels for 3% or less are removed for legibility. Values shown may not sum to the shown total, sub-total, or nets due to rounding.

91% of Organizations surveyed have a mandate towards supporting inclusion, diversity, equity, or access



More than 95% of organizations say they have worked with Equity Seeking groups in the past 12 months, and 74% with Visible Minority groups.

Has your organization worked with members of the following equity seeking groups? (select all that apply)



Q35: Does your organization have a mandate or initiative towards supporting inclusion, diversity, equity, or access? Base: Total Answering (n=152);

Q30: In the past 12 months, has your organization worked with members of the following equity seeking groups? Base: Total Answering (n=159) (select all that apply);

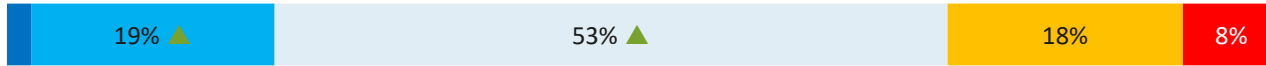
Q31: Which of the following Visible minority groups has your organization worked with? (select all that apply) Base: Provided support to visible minority groups in the past 12 months (n=149) (select all that apply)

Organization Status and Financial Stability

55% of organizations say they have seen higher audience numbers in the past 12 months

While only 26% say their organization has become less financially stable in this time, this is much lower compared to 2025 (40%).

Financial stability: Past 12 months



Higher/More Lower/Less

21%

26% ▼

Audience or attendance numbers: Past 12 months



55%

13%

Financial stability: Next 12 months (anticipated)



24%

20%

■ Significantly higher/more
 ■ Somewhat higher/more
 ■ About the same
 ■ Somewhat lower/less
 ■ Significantly lower/less
 ■ Not applicable
 ■ Don't know

Q32: In the past 12 months has the financial stability of your organization changed? Base: Total Answering (n=157);
 Q33: Over the next 12 months, how do you anticipate the financial stability of your organization to change? Base: Total Answering (n=159);
 Q34: Over the past 12 months for your events, how have the audience or attendance numbers changed? Base: Total Answering (n=160)
 Data labels for 3% or less are removed for legibility. Values shown may not sum to the shown total, sub-total, or nets due to rounding.



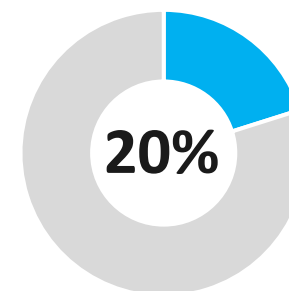
Respondent Profile

Respondent Profile:

Primary Discipline & Arts Facility and Space Offering

<i>Primary discipline</i>	2022	2023	2024	2025	2026
Dance	10%	11%	14%	9%	8%
Literary Art	7%	5%	6%	7%	7%
Media Art	6%	4%	6%	3%	4%
Music	31%	38%	27%	34%	36%
Theatre	15%	12%	19%	17%	13%
Visual Art	8%	7%	14%	11%	8%
Indigenous Arts	1%	0%	1%	1%	1%
Deaf and Disability Arts	1%	1%	0%	1%	1%
Multi-Disciplinary	9%	6%	8%	11%	15%
Other	10%	11%	5%	7%	7%
Not applicable	1%	4%	0%	1%	0%

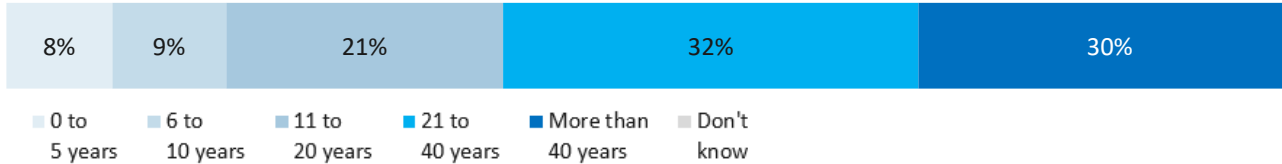
Manage or operate an arts facility



Respondent Profile:

Years Operating, Employees, and Volunteers

Number of years operating



Number of Full-Time Equivalent staff in past 12 months



Number of volunteers in past 12 months



Q36: How many years has your organization been operating? Base: Total Answering (n=159);

Q37: In the past 12 months, what is the number of full-time equivalent staff in your organization? Base: Total Answering (n=158);

Q38: In the past 12 months, how many individuals volunteered with your organization? Base: Total Answering (n=159)



www.advanis.net

Contact:

Andy Scollay, CAIP
Principal Consultant

T: 780.229.1128

E: ascollay@advanis.net

Edmonton | Waterloo | Montréal