



## A coalition of Artists, Arts and Culture Organizations and Supporters

For Immediate Release

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Halifax (Kjipuktuk) - The time for action is now; your voice is needed to ensure a successful recovery and rebuilding of the arts, culture, and live performance sector. At this time, two parallel campaigns are coming together to tackle front-line advocacy and communicate the critical need for both emergency and recovery-focused investment in the sector: Home Is Where the Art Is, and the Nova Scotia Live Performance Recovery Coalition.

The arts sector was one of the hardest-hit parts of the economy during COVID and yet remained active throughout communities, serving in new and innovative ways to keep the province engaged and inspired in the most challenging times. Along with the core benefits to the social and health well-being of the province, this sector is a critical economic building block that is vital for Nova Scotia. According to the Culture Satellite Account (2020), culture contributes \$989 million to Nova Scotia's GDP and accounts for more than 14,000 jobs employing more people than farming, fishing and forestry combined.

There has been extensive consultation with the arts and culture sector during the pandemic, resulting in the Creative Nova Scotia Leadership Council (CNSLC) and Arts Nova Scotia joint report: [Building Back Better: A Vision for Culture Sector Recovery in Nova Scotia](#). The CNSLC heard from more than 200 stakeholders about their concerns, recommendations, and visions for the arts and culture sector as the province begins to plan its post-COVID-19 recovery strategies. Building on this report, the Nova Scotia Live Performance Recovery Coalition (NSLPRC) penned [Roadmap for Recovery: Rebuilding Nova Scotia's Live Performance Sector](#). This paper articulates real and immediate needs for the live performance sector and concrete asks to fuel a robust recovery across the sector. The sector-wide initiative, [Home is Where the Art Is](#), was also launched, emphasizing the real need for increased public support across Nova Scotia's full arts and culture sector. The theme is consistent across these efforts: to ensure Nova Scotia's arts sector is ready to reopen, stay open, and continue to be inclusive for the future. There is an urgent need for emergency supports, increased operating funding, and dedicated supports to activities emphasizing equity, diversity, and inclusion.

Dr. Cat MacKeigan, Executive Director of Theatre Nova Scotia, says "The campaign, **Home Is Where the Art Is**, is an awareness and advocacy campaign emphasizing positivity and the important contribution Nova Scotia's arts sector provides to our region. The campaign is designed to gather support from artists across disciplines and Nova Scotians who love the arts. We are launching the campaign now because the province is setting its priorities, and we need Nova Scotians to help raise our voices to ensure that we are part of those budget priorities, especially coming out of such a hard time. This campaign builds on **A Roadmap for Recovery**, extending the importance of that report as relevant through Nova Scotia's full arts sector."

"The arts connect us to the core of our communities and will play leading role in rebuilding our economy and supporting the wellbeing of Nova Scotians, and our communities, going forward," says Kelly Jerrott, Executive Director of Craft Nova Scotia. "While the news about the restrictions being lifted was welcome, the lasting effects of the pandemic on the sector won't disappear overnight."



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Allegra Swanson, Executive Director of Music Nova Scotia, adds, “Many arts organizations will take a few years to deal with the fallout of the last 24 months. **A Roadmap for Recovery** builds on the CNSLC and ArtsNS report by identifying strategic public investments that will make the sector better and stronger for the future of Nova Scotia. We are focusing on three things: a **lifeline** to help with immediate needs; **recovery**, which includes a doubling in the operational funding programs which have been stagnant for more than a decade; and **building back better**, which includes new and sustained investment to make the sector better able to serve and reflect the diversity of our province while building and retaining talent.”

More information on both campaigns can be found here: [nsarts.ca](https://nsarts.ca) and [nslive.ca](https://nslive.ca). The urgent call to action in advance of the 2022/23 provincial budget announcement is encouraging artists, arts organizations, and arts supporters to use the tools provided to contact their MLA. Consciously designed to be positive and forward-looking, MacKeigan said, “Making art, whether it is film, music, craft, theatre, painting, or anything else is an act of hope, and we want to bring people together to support the arts and cultural industries in Nova Scotia. We have so much talent here across the province, and we want to make it possible for people to stay and know that home is where the art is.”

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### Home Is Where the Art Is

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### Nova Scotia Live Performance Recovery Coalition

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LINKS:

1. NSARTS: [nsarts.ca](https://nsarts.ca)
2. NSLIVE: [nslive.ca](https://nslive.ca)
3. Building Back Better: A Vision for Culture Sector Recovery in Nova Scotia:  
[https://creative.novascotia.ca/sites/default/files/inline/documents/Building\\_Back\\_Better -  
A\\_Vision\\_for\\_Culture\\_Sector\\_Recovery\\_in\\_Nova\\_Scotia.pdf](https://creative.novascotia.ca/sites/default/files/inline/documents/Building_Back_Better_-_A_Vision_for_Culture_Sector_Recovery_in_Nova_Scotia.pdf)
4. Roadmap for Recovery: Rebuilding Nova Scotia’s Live Performance Sector:  
<https://drive.google.com/file/d/1NvDQhhLvbwtqSkmy5yC0fV1khe3a4t7s/view>
5. Home is Where the Art Is: <http://www.nsarts.ca/>