

million. Altogether, grants represented between 45% and 55% of total revenues. More precisely, grants accounted for 47% of all revenue for theatrical groups and 46% of total revenue for an opera company; music and dance received 52% and 53% respectively of their income from grants. In descending order of importance, the principal contributors were the federal government, provincial governments, private enterprise and municipal authorities. Other income came mainly from ticket sales, backers, television, recordings or films, program sales, interest or short-term investments and self-operated restaurants and bars.

On the expenditure side, personnel costs accounted for 60% to 65% of the total budget for theatre, dance or opera companies. This percentage rose to 80% for music groups. Publicity accounted for expenditures of 7% to 10% of total expenses, and administration from 3% to 5%. Other production costs, such as expenditures on sets, costumes, props, technical equipment and printing of tickets accounted for 11% of expenditures for theatre, 4% for music, 21% for dance and 25% for opera. Finally, rental of halls made up 5% to 9% of total expenses.

Table 7.11 gives average grants, revenues and expenditures by type of company and by spectator for 1974. Without financial help from both the public and private sectors, average deficits would have reached \$268,862 for theatre groups, \$477,092 for musical organizations, \$725,734 for dance groups and \$554,951 for opera. Amounts of grants, income and expenditures per spectator were highest for opera, due in part to the fact that an opera company drew an average of 72,599 spectators for the 1974 season while theatre groups performed before audiences averaging 92,654; music, 144,998 and dance, 177,723.

Other data show that the federal government contributed, per spectator, an average of \$1.58 for theatrical performances, \$1.39 for music, \$1.88 for dance and \$2.87 for opera.

Compared with 1973, percentage increases in grants to opera, theatre, music and dance were of the order of 6%, 15%, 25% and 33%. Revenue increased by 14% for theatre, 24% for music and 4% for dance groups over the same period. Expenses increased by 15% for theatre, 18% for music and 7% for dance. Opera revenues decreased by 4% and expenditures by 3%.

Art galleries

7.7.3

Public art galleries and art museums in the principal cities perform valuable educational services. Children's Saturday classes, conducted tours for school pupils and adults, radio talks, lectures and concerts are features of the programs of the various galleries. Many of these institutions supply travelling exhibitions for their surrounding areas or range even farther afield. Several organizations such as the Maritime Art Association, the Atlantic Provinces Art Circuit, the Western Canada Art Circuit, the Art Institute of Ontario, the Art Gallery of Ontario and the Fédération des centres culturels du Québec have been founded to carry out this sort of travelling program on a regional basis. On a smaller scale, art circuits are organized to serve certain areas such as those around St. John's, Nfld., Charlottetown, PEI, Trois-Rivières and Hull, Que., and Winnipeg, Man. The National Gallery of Canada conducts a nation-wide program of this nature and is one of the largest art circulating agencies in North America. Several galleries maintain an art rental service. Table 7.15 gives the number of art galleries and museums and their location by region.

Museums

7.7.4

The museums of Canada, as elsewhere, range from small collections of locally-gathered historical artifacts and objects to large government-operated institutions which collect, classify and display such objects as may be useful to the study and teaching of natural history, human history, science and technology, with special but not exclusive reference to Canada. Many of these larger museums, especially the components of the National Museums of Canada and the Royal Ontario Museum, have a long, distinguished heritage in research and publication of scholarly works and