



Recognizing the Importance of the Arts through Visitor Data

Introduction

The city of Peterborough is currently lacking a larger sense of visitor metrics from non-profit art institutions across town. Peterborough's arts institutions include art galleries, performing arts venues, and more, all of which provide dynamic programming, build community, attract tourism, and contribute to making the city an appealing place to live and work. This project hopes to communicate the presence, impacts and importance art institutions have within the community through showcasing a clearer sense of visitor data.

Research Questions

- What visitor data is currently being collected by Peterborough arts institutions?
- How can this data be mobilized across the cultural sector?

Key Findings

- 2022-2023 saw a 48% increase in visitor attendance across 6 institutions. Totalling at 64,351 attendees in 2023.
- Showplace, Market Hall, Sadleir House, Peterborough Theatre Guild and Theatre on King collectively garnered over \$2 million through attended ticket sales in 2023.
- 20% of Market Hall patrons came from outside the Peterborough community, bringing in additional surrounding economic impacts through tourism.
- For every \$1 invested by the City of Peterborough, the arts return up to \$10.

Methods

1. Conducted literature review and background assessment.
2. Gathered 2022-2023 visitor metrics from 6 arts and cultural institutions within Peterborough.
3. Analyzed visitor data in relation to funding data.



Fig. 1: Peterborough arts and cultural institutions return up to \$10 for every \$1 invested by the City of Peterborough.

Limitations

Additional past visitor metrics would have provided data on how Covid-19 affected revenues and audience attendance pre and post 2020.

Conclusion

Findings suggest that overall visitor attendance is increasing for Peterborough arts and cultural institutions. Increased investment and funding by the City of Peterborough would be beneficial to the economy and community.

Recommendations

- Further visitor data collection, such as postal codes and returning patron info, would be beneficial for all institutions.
- It is recommended that the City of Peterborough funders consider arts and cultural funding in their economic development strategies.