REASONS WHY ARTS AND CULTURE MATTER

Tourism:

Cultural tourism is a growing sector, driving revenue and creating opportunities for local businesses.

Diverse Populations:

New residents are increasingly drawn to communities with vibrant arts and culture scenes.

Community Identity:

Arts and culture preserve heritage, amplify unique stories, and foster a sense of belonging.

THE WHY FOR ARTS AND CULTURE

This strategic plan positions arts and culture as a cornerstone of MOC's future. Inspired by case studies from across Canada, the plan highlights the economic, social, and cultural benefits of a thriving cultural ecosystem. By continuing to invest in the MOC's thriving arts and culture sector, the municipality stands to attract more tourism, support the many small businesses within the industry, and foster a lasting sense of community for generations to come.