

CANADIAN LIVE PERFORMING ARTS ACCELERATOR

Revised: April 7, 2026

**CANADA NEEDS TO PROTECT OUR SOVEREIGNTY AND ECONOMY.
CANADIAN ARTISTS AND A VIBRANT LIVE ENTERTAINMENT INDUSTRY ARE KEY TO
A CANADA STRONG RESPONSE.**

What is the Canadian Live Performing Arts Accelerator?

The Canadian Live Performing Arts Accelerator would offer both eligible non-profit and commercial organizations a 25% tax credit rebate on **Canadian** artistic, creative, and production-related labour expenses - provided that organizations commit to reinvesting the rebate in more Canadian productions within 12-months of receipt.

With a total stimulus investment of \$400M from the Government of Canada, the LPAA is projected to generate 45,312 new job opportunities in the live performing arts sector and inject an additional \$9.2 billion of economic activity into our communities within a 3-year period.

Overview and Background

Canada's live performing arts sector is integral to Canada's changing economy and is perfectly placed to showcase our unique cultural identity at a time of heightened threat and insecurity. We need additional focus on alternative successful industries that are in the national interest. An investment in the live performing arts sector is one that can reap economic and cultural benefits immediately, while providing security to Canadian artists, arts workers, and organizations.

Why not stimulate the economy **and** highlight our cultural sovereignty, right now?

In the mid-1990's, the Canadian government implemented the Canadian Film or Video Production Tax Credit and turned a struggling market into a \$12 billion industry - earning the global nickname "Hollywood North".

Similarly, a new Live Performing Arts Accelerator (LPAA) can stimulate an economic and cultural boom on stages across the country. An LPAA will meet the objectives of the Canadian government to build economic resilience as we strive to meet our stated ambition to be the strongest economy in the G7, while protecting our unique Canadian cultural identity and ensuring Canadian artists can compete on the global stage.

The infrastructure and framework for this program already exists within the federal government, with a strong foundation built on three-decades of experience from the Canadian Film or Video Production Tax Credit and other creative industries programs.

The Economic Rationale

- **High Return on Investment:** Every dollar invested by the government in the LPAA will generate \$23 dollars of economic impact, factoring in both direct output and tourism revenues. Unlike large infrastructure projects, the economic benefits of investing in the arts can be felt within a *matter of months, not years*.

- **Projected Job Creation & Impact:** The LPAA is projected to generate 45,312 new job opportunities, generate \$1.47B in taxes, and inject an additional \$9.2 billion of economic activity into our communities – from coast to coast to coast - within a 3-year period.
- **Canadian Jobs:** In the live performing arts, every new show equals new Canadian jobs - backstage technicians, carpenters, costume designers, musicians, stage managers, and performers, plus tourism, retail and hospitality workers in supporting industries. And, it has never been more important to tell stories from a Canadian perspective and showcase our Canadian artists and unique identity.
- **A More Connected Country:** Uneven provincial and territorial cultural funding programs and regional policy discrepancies creates a disjointed and unreliable marketplace. A clear, reliable, national program would foster interprovincial touring, business development, and exchanges, bringing more Canadian stories to more Canadians, from coast to coast to coast.
- **Competitive Advantage:** Similar systems exist across the UK and several US states, and Australia will launch a program in the coming months. Canada is losing talent, revenue, programming opportunities, and capital investments to these other jurisdictions. Based on a UK study of their Tax Relief program, private investment was attracted at a ratio of 1:4 to government investment; comparable Canadian numbers would attract \$1.71B.
- **Tourism:** Cultural tourists spend 3x the amount of regular tourists. These benefits are felt both in urban and rural settings, whether audiences are domestic travelers exploring Canada or global visitors coming to see their favourite artist.

Demonstrated Audience Demand: Proven Market Capacity

Canada has already shown that audience demand for live performance can sustain far greater production volume when investment conditions are right.

In the 1990s, Toronto was a high-capacity theatre hub, supporting long-running productions and serving as a major pre-Broadway testing ground for large-scale shows. The Phantom of the Opera, for example, ran in Toronto for ten years, delivering 4,226 performances to more than 7 million people.

Tax credits in the US, the UK and Australia mean that producers now prefer those jurisdictions.

Canada did not lose the audience. It lost the policy framework that once allowed us to compete for globally mobile live entertainment investment.

The LPAA will restore that competitiveness.

Case Study: *Come From Away*

Come From Away is a Canadian-born global phenomenon: conceived by a Canadian producer, written by Canadian writers, and developed at a Canadian College.

But when it came time to secure the funding needed to move the show from workshop to stage, the production team needed to turn to American investors to finance the show's development and launch.

The results speak for themselves. *Come From Away* went on to become a global success, generating over \$200 million (CAD) in net profits. Yet, instead of those profits coming to Canada and being taxed and spent here, they went to the US.

Had a Canadian performing arts tax credit been available, it would have been possible to find Canadian investors to back the show. And then those profits could have remained in Canada.

Which would have meant more jobs for our artists, more profits and taxes for our economy, and a stronger, self-sustaining cultural ecosystem—one that lets our best stories shine on global stages without exporting all the financial rewards.

The UK Experience – Quantified Economic Impact

An independent review of the UK's Cultural Tax Reliefs (including Theatre Tax Relief) found measurable, economy-wide results:

- £1 of tax relief generated £4–£5 in economic activity
- Tens of thousands of jobs created across creative, technical, and supply-chain roles.
- 30,000+ additional performances
- Increased concessionary ticket offers, reducing average ticket prices and improving public access.
- Stronger financial resilience for companies receiving the tax credit.

The UK experience provides clear, data-backed assurance that a the LPAA would generate measurable fiscal and economic returns for Canada while strengthening domestic cultural production capacity.

Who is eligible?

Canadian owned and controlled arts organizations and the artists and employees working for them. The LPAA will build security for artists and other arts workers, strengthen Canadian artistic companies, allow Canadian artists to gain a greater profile and build our sector's export readiness and competitiveness.

Why Act Now? Sovereignty at Stake

Canada artists **are** Canada Strong. However, we need the tools and support from the government to invest in the cultural industries that help us define what it means to be Canadian. The LPAA is a simple, elegant, and effective solution that will showcase our unique identity both at home and abroad - boosting GDP, international and domestic tourism at a time when Canada occupies a unique place in the world.

A Generational Opportunity

The LPAA will accelerate a decade's worth of industry growth into a three-year period, ushering in a new era of homegrown productions that can tour interprovincially and internationally, celebrating our stories, fostering Canadian pride, and building a sustainable, trackable, and world-class performing arts ecosystem.

Conclusion

By embracing the LPAA, we can replicate the proven success of our film & TV and digital media industries, stimulating growth, innovation, and job creation in live performing arts. The recent success of *Heated Rivalry* is a great example of how a tax credit program can catalyze and elevate Canadian stories in the TV sector.

It is time to invest now in the Canadian live performing arts - its talent, stories, culture, and future – to fuel the next Canadian success story. The industry is united in its desire to ensure our stages shine just as brightly as our screens.

The Coalition: Canada's live performing arts sector has been working together for the past two years as a catalyst for industry growth and job creation. The Creative Industries Coalition is comprised of the largest unions and a growing list of employers working in live performance along with their sectoral organizations.

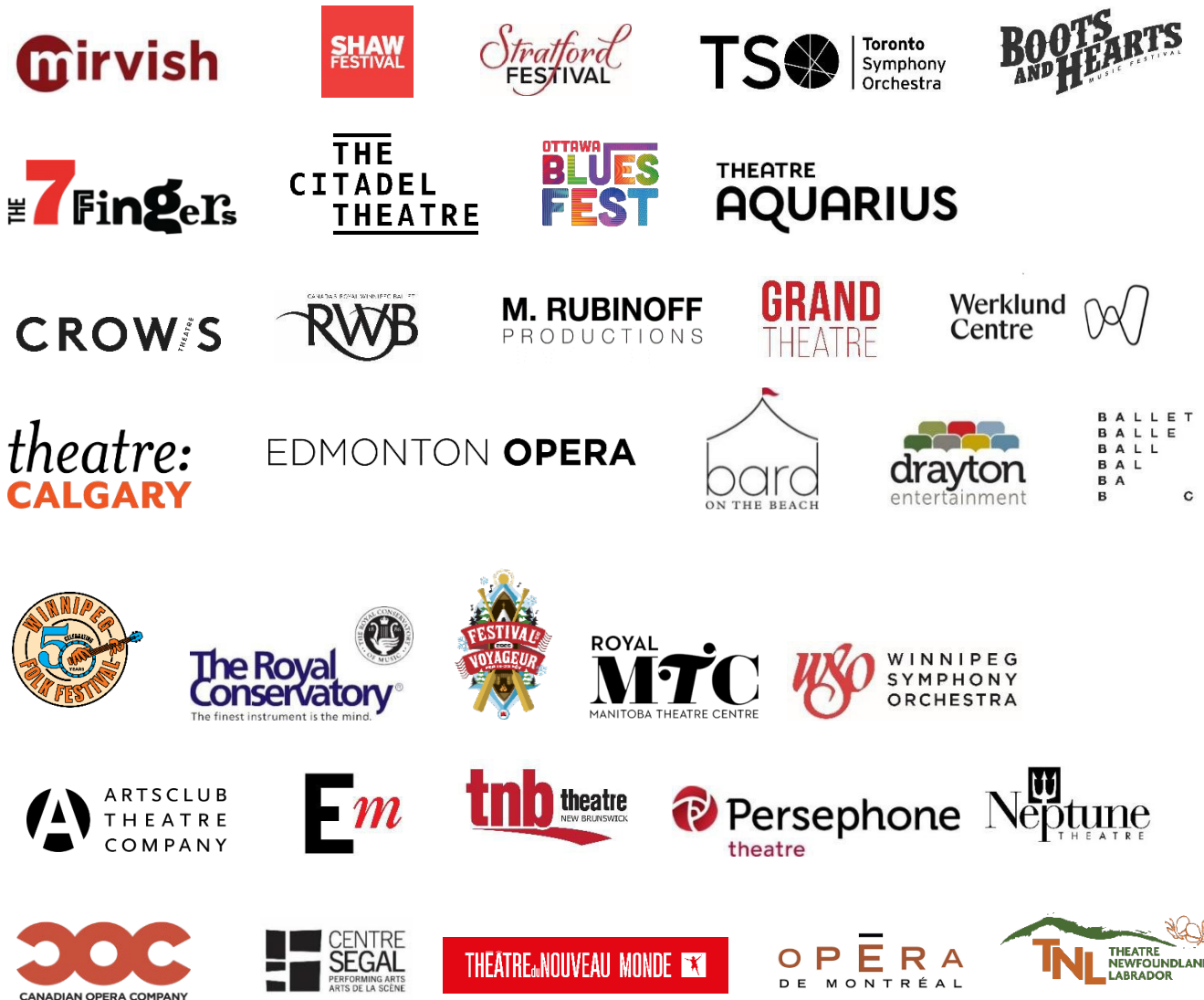
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ASSOCIATIONS:



PARTNERS:



Appendix A - Canadian Live Performing Arts Accelerator (LPAA) Proposed Model

Program Duration	<p>A three-year model that focuses on job creation, economic impact and private sector investment in the live performing arts.</p> <p>Eligible years: 2026-27, 2027-28, and 2028-29.</p>
Type of Tax Credit	<p>A 25% refundable tax credit on Canadian artistic, creative, and production labour expenses (for example: artists/on stage talent; backstage crews and support; pre-production labour such as set and costume building).</p>
Eligible Organizations	<p>Canadian-owned and controlled non-profit and commercial organizations that are engaged in professional live performing arts (live music, theatre, orchestras, dance, circus and opera).</p> <p>All organizations wishing to apply for the LPAA would be required to demonstrate that they or their partners have been operating for at least three years and that they intend to continue operating in Canada by being a member of a registered National Arts Service Organization (NASO).</p> <p><i>Year 1 eligibility:</i> Canadian-owned and operated non-profit and commercial live performing arts organizations with a total eligible Canadian labour spend of more than \$1M.</p> <p><i>Year 2 and 3 eligibilities:</i> As per Year 1, plus organizations with \$300K-\$1M in eligible Canadian labour spend, with support and vetting of their NASO.</p>
Funding Maximums	<p>No individual organization can receive more than 15% of their total annual revenues from all combined federal operating funding sources (for example CCA, CAPF, etc. plus LPAA) and provincial tax credit programs (for example: SODEC).</p>
Simple and Efficient Claims Process	<p>Applicants would make one annual submission of their aggregate eligible artistic, creative and production labour expenses on a single form.</p> <p>Applications would be submitted by March 30th for the prior tax year, and rebates to be received by organizations by June 30th for reinvestment in that year.</p>
Predictable Investment Budget	<p>The overall project budget would be \$100M in year 1, and \$150M in each of years 2 and 3, with a program dollar cap on those amounts.</p> <p>If total applications surpass the approved budget, then the tax credit allocations would be reduced pro-rata on all applications.</p>
Demonstrating Results	<p>Facilitated by the NASOs and the Creative Industries Coalition, the participating organizations will provide a 3rd party produced economic impact assessment to demonstrate the impact in terms of jobs, economic impact, private sector investment, and return on investment/taxes generated.</p>
Recognition	<p>The Government of Canada would be appropriately credited and recognized for tax credit funds received by eligible organizations.</p>

Appendix B: Supporting Calculations

Proposed Model:

Rebate Amount (Not departmental spending)	Year 1: \$100 million Years 2 and 3: \$150 million Total government investment over 3 years = \$400M.
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Over 3 Years, the LPAA will Return on Investment:

Jobs Opportunities Created*	45,312 in the industry
Increased Direct Economic Output*	\$3.11 Billion
Tourism (Indirect) Economic Impact**	\$6.14 Billion
Attracted New Private Investment***	\$1.71 Billion
Increased taxes recuperated*	\$1.47 Billion
GDP impact*	\$1.68 Billion
<i>Most Importantly...</i>	
Canadians entertained	36.7 million more tickets

* Based on Statistics Canada Performing Arts, table: 21-10-0182-01 and 36-10-0013-01

** Based on Nordicity Study on a Notional Federal Tax Credit Model for Live Performing Arts

*** Based on Society of London Theatre and UK Theatre Tax Relief Brief, Nov, 2023

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