



A PROGRAM OF **BUSINESS FOR THE ARTS**

**Thunder Bay's business community more than doubled
the ArtsVest \$50,000 Matching Challenge this year
\$136,000 flowed into Arts & Heritage!**

Results for Thunder Bay & District

A challenge fund of \$50,000 was offered to the business community in Thunder Bay. The business community took up the challenge and came through with \$85,959, exceeding the ArtsVest matching fund, to generate a total \$136,046 for the arts and heritage community in Thunder Bay. Fifty-one business partners, thirty-three of which were first time sponsors of the arts, came together to support ten arts groups.

About ArtsVest

ArtsVest is a pilot matching funds program run by Business for the Arts with funding support from the Ontario Ministry of Culture, the Ontario Trillium Foundation and the Department of Canadian Heritage. Its goal is to help develop new partnerships between business and arts organizations in smaller cities and communities.

ArtsVest provides up to 100% in matching funds as an incentive for businesses to make investments in the arts in their community.

ArtsVest was first piloted in Oakville in 2003. The program was a tremendous success with 100% of the new business sponsors that participated renewing their support the following year. Business for the Arts is now in the third year of a three year pilot program to bring ArtsVest to eleven new communities in Ontario:

- 2005-06: ArtsVest ran in Peterborough, Waterloo Region, Prince Edward County and Sudbury, flowing a total of \$470,000 for 44 arts & heritage organizations, with \$270,000 generated from 126 businesses, 86 of which were first-time business partners of the arts
- 2006-07: ArtsVest was in Owen Sound & District, Sarnia-Lambton and Thunder Bay this past year, flowing a total of \$444,300 for 35 arts & heritage organizations, with \$294,000 generated from 121 businesses, 66 of which were first-time business partners of the arts.
- 2007-08: ArtsVest is set to roll out in four more Ontario communities this year: Kingston, Sault Ste. Marie, Orillia and the Niagara Region.

About Business for the Arts

Business for the Arts is a national business-based organization whose mandate is to increase the base of private sector support for the arts. Business for the Arts has led the way in this endeavour for over 30 years, advising, educating and encouraging, always looking for new ways to enhance the relationship between the arts and the private sector. We run a host of programs to encourage the private sector to partner with the arts, including **BoardLink**, *inspiring volunteerism in the arts*, **ArtsVest**, *building financial partnerships between business and the arts* and our **Awards** program, *bringing visibility to innovative partnerships*. These programs are supported by our on-going research into the arts and business communities through our national surveys of the arts, our annual Summit of the Arts, our advocacy work and the knowledge gained from our relationships with Business for Arts' leading member businesses.

Please visit www.businessforarts.org for more information.

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