

Background

Business for the Arts’ (BfA) ArtsVest program began with a pilot project in Oakville in 2002-03. Its success prompted a three year pilot program, allowing BfA to take the program to ten Ontario communities between 2005 and 2008. We have been able to include an eleventh community in this three year term for 2007-08, thanks to the Niagara Community Foundation’s resolve to contribute \$25,000 to the ArtsVest matching pot.

Results Summary of ArtsVest Program Year One: 2005-06

Results for ArtsVest year one, in Peterborough, Waterloo Region, Sudbury and Prince Edward County, were excellent: \$270,000 business dollars were generated from the \$200,000 ArtsVest matching pot, flowing a total of \$470,000 into these communities; 44 Arts organizations participated, 126 business partners came on board with matching money, with 86 first time business partners of the arts.

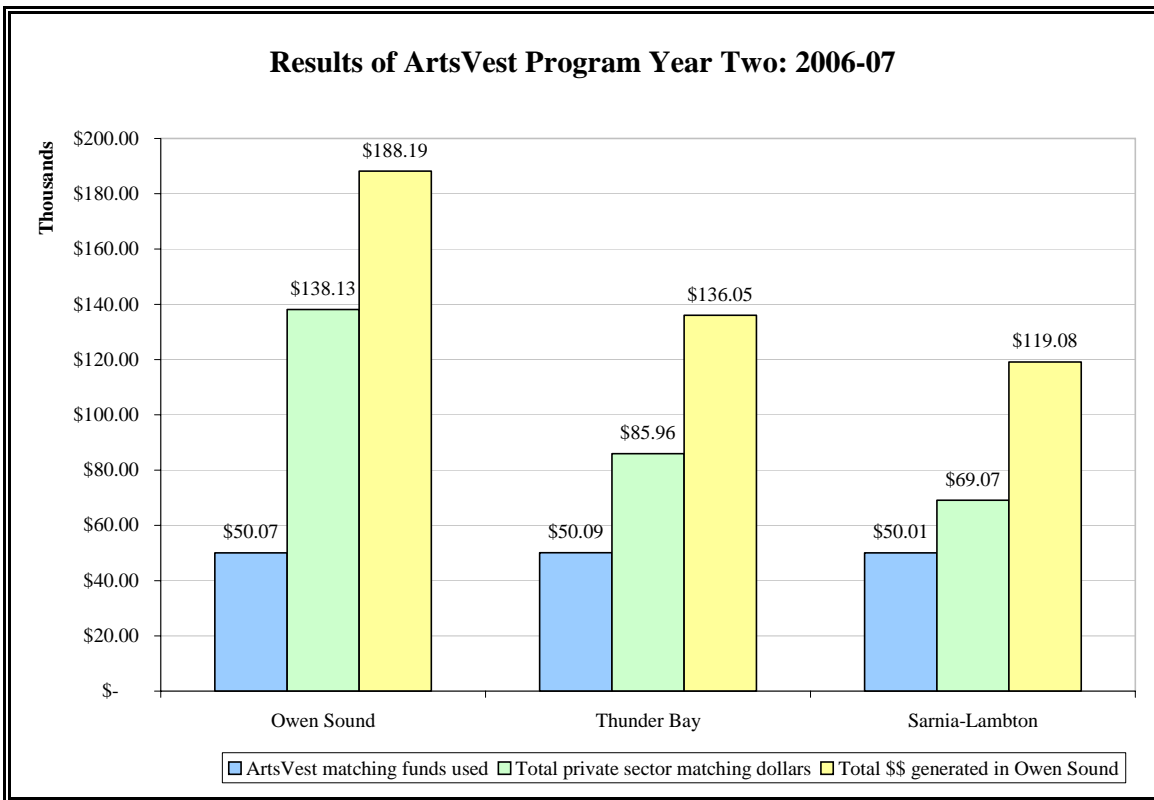
Results of ArtsVest Program Year Two: 2006-07

Year two brought ArtsVest to three communities: Owen Sound & District, Sarnia-Lambton and Thunder Bay & District.

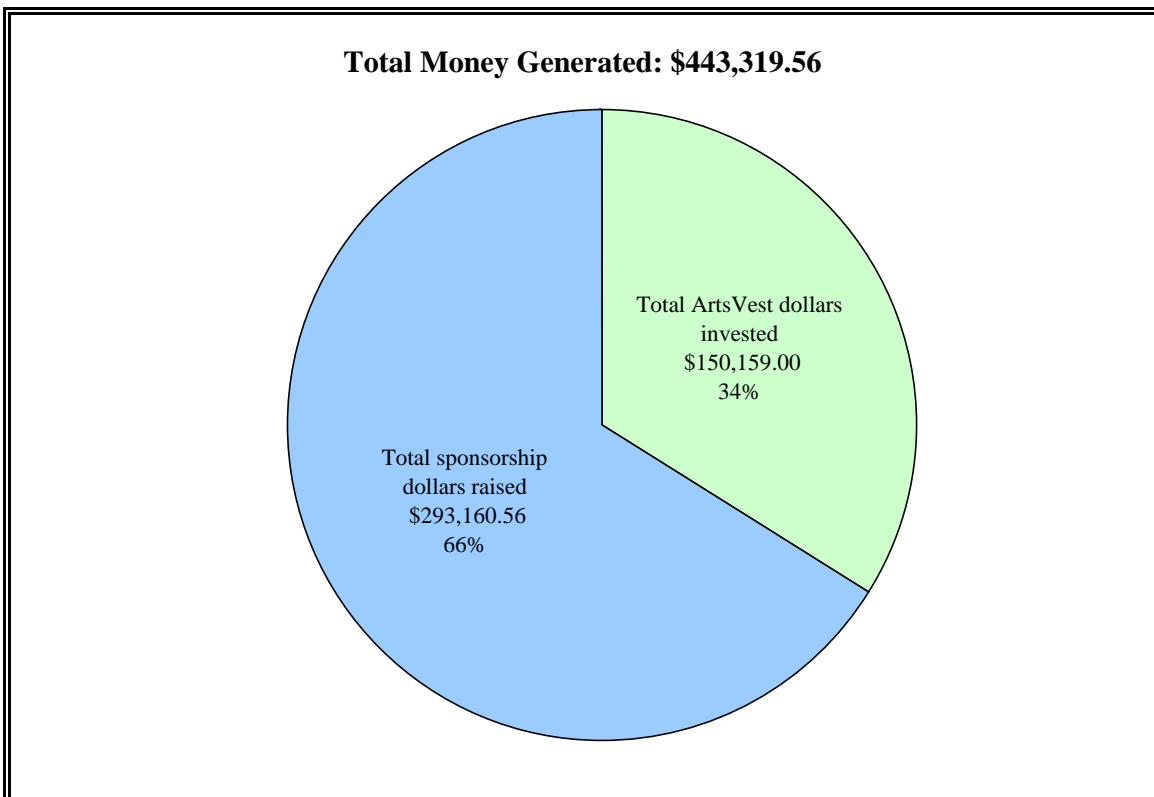
A total of \$443,319 was generated for the arts from an initial investment of \$150,000 (provided by the Trillium Foundation and the Ministry of Culture). \$293,160 in new business sponsorship dollars was leveraged for the arts – almost double the challenge fund.

The ArtsVest challenge fund consistently generated greater return on investment from business partners. In every community the arts organizations and their business partners surpassed the ArtsVest fund by a significant margin.

Total Results for all 3 communities in 2006-07	
Total # of arts organization participating	35
Total # of business sponsors participating	120
Total # of first time sponsors	66
Total ArtsVest dollars invested	\$ 150,159.00
Total sponsorship dollars raised	\$ 293,160.56
Total funds generated overall	\$ 443,319.56

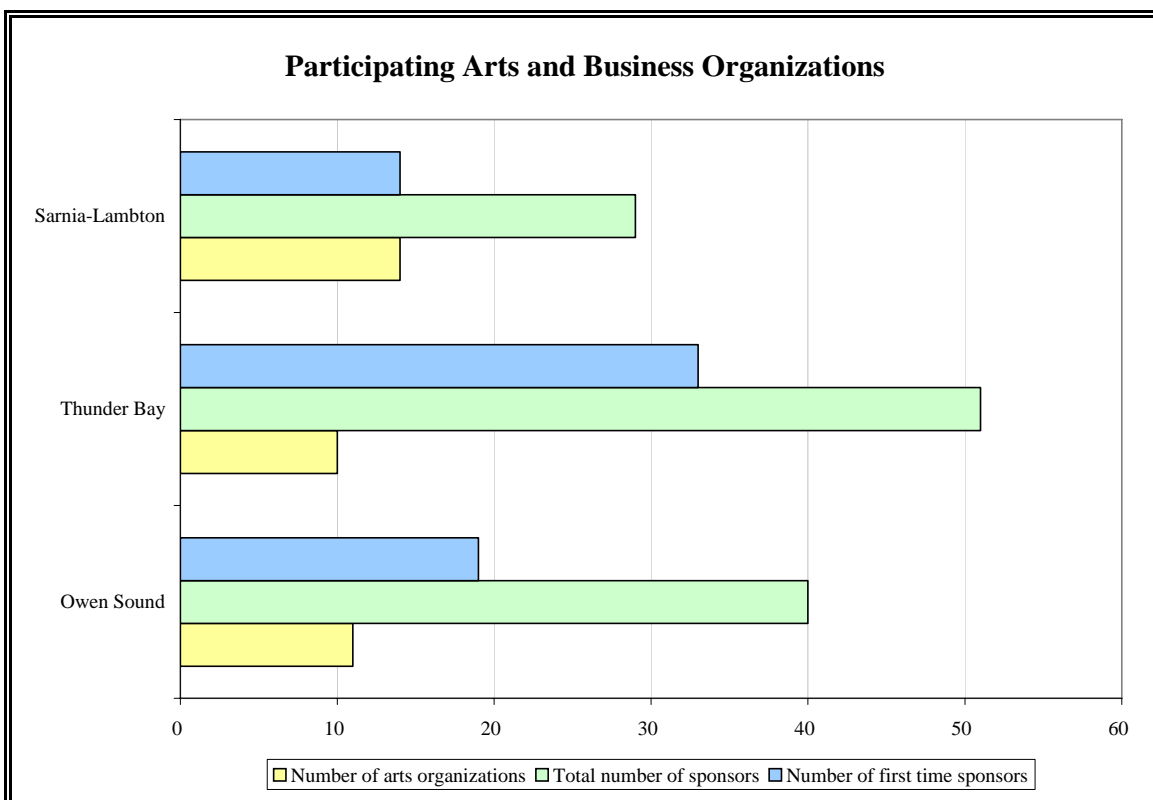


Business Dollars Generated as a Result of ArtsVest Challenge Funds



Number of Participating Arts and Business Organizations

A key achievement of the ArtsVest program is the ability to attract new business sponsors to the arts. Our analysis reveals an increase in the number of first time business sponsors with the introduction of the ArtsVest program in the 2006-07 communities.



ArtsVest Results 2006-07 by Community

Results for Sarnia-Lambton

A challenge fund of \$50,000 was offered to the business community in Sarnia-Lambton to match ArtsVest funds. The business community took up the challenge and came through with \$69,074, exceeding the ArtsVest matching fund, to generate a total \$119,081 for the arts and heritage community in Sarnia-Lambton. Twenty-nine business partners, fourteen of which were first time sponsors of the arts, came together to support fourteen arts groups.

Results in Sarnia-Lambton	
Number of arts organizations	14
Total number of business partners of the arts	29
Number of first time business partners of the arts	14
ArtsVest matching funds available	\$ 50,000.00
ArtsVest matching funds used	\$ 50,006.50
Minimum Match	\$ 500.00
Maximum Match	\$ 5,000.00
Total private sector matching dollars	\$ 69,074.50
Total \$\$ generated in Sarnia-Lambton	\$ 119,081.00

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.

Results in Thunder Bay & District	
Number of arts organizations	10
Total number of business partners of the arts	51
Number of first time business partners of the arts	33
ArtsVest matching funds available	\$ 50,000.00
ArtsVest matching funds used	\$ 50,087.50
Minimum Match	\$ 500.00
Maximum Match	\$ 5,000.00
Total private sector matching dollars	\$ 85,959.00
Total \$\$ generated in Thunder Bay & District	\$ 136,046.50

Results for Owen Sound & District

A challenge fund of \$50,000 was offered to the business community in Owen Sound. Businesses took up the challenge and came through with \$138,127, exceeding the ArtsVest matching fund, to generate a total \$188,192 for the arts and heritage community in Owen Sound & District. Forty business partners, nineteen of which were first time sponsors of the arts, came together to support eleven arts groups.

Results in Owen Sound & District	
Number of arts organizations	11
Total number of business partners of the arts	40
Number of first time business partners of the arts	19
ArtsVest matching funds available	\$ 50,000.00
ArtsVest matching funds used	\$ 50,065.00
Minimum Match	\$ 500.00
Maximum Match	\$ 5,000.00
Total private sector matching dollars	\$ 138,127.06*
Total \$\$ generated in Owen Sound & District	\$ 188,192.06

* Note that Rogers Television, Simcoe-Grey was particularly generous providing in-kind services worth \$74,400 to Sheatre Educational Alternative Theatre in Owen Sound for television production, airtime and promotion.