

## Background

Business for the Arts’ (BftA) artsVest program began with a pilot project in Oakville in 2002-03. Its success prompted a three year pilot program, allowing BftA 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, thanks to the Niagara Community Foundation’s resolve to contribute \$25,000 to the artsVest matching pot, enabling BftA to bring the program to their arts and business community for 2007-08.

## Grand Total of artsVest Three-Year Pilot Program

Over the past three years, \$535K matching incentive funds (including funds from the Ministry of Culture and Niagara Foundation) stimulated \$925K in business dollars, generating \$1,46M in total - representing a 173% increase over the matching funds. Overall, 132 arts and cultural organizations partnered with 369 businesses, with 222 businesses being first time partners of the Arts.

Results for three-year artsVest Program	
Number of communities participating	11
Number of arts organizations	132
Total number of business partners of the arts	369
Number of first time business partners of the arts	222
artsVest matching funds available	\$535,000.00
<b>artsVest matching funds used</b>	<b>\$535,000.00</b>
Minimum match	\$ 500.00
Maximum match	\$ 5,000.00
Total private sector matching dollars	\$925,000.00
Total \$\$ generated	<b>\$ 1,460,000.00</b>

## Results 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 the arts community of these four regions; 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

Results for artsVest year two, in Owen Sound & District, Sarnia-Lambton and Thunder Bay & District, were excellent: \$ 293,000 business dollars were generated from the \$150,000 artsVest matching pot, flowing a total of \$ 443,000 into the arts community of these four regions; 35 Arts organizations participated, 120 business partners came on board with matching money, with 66 first time business partners of the arts.

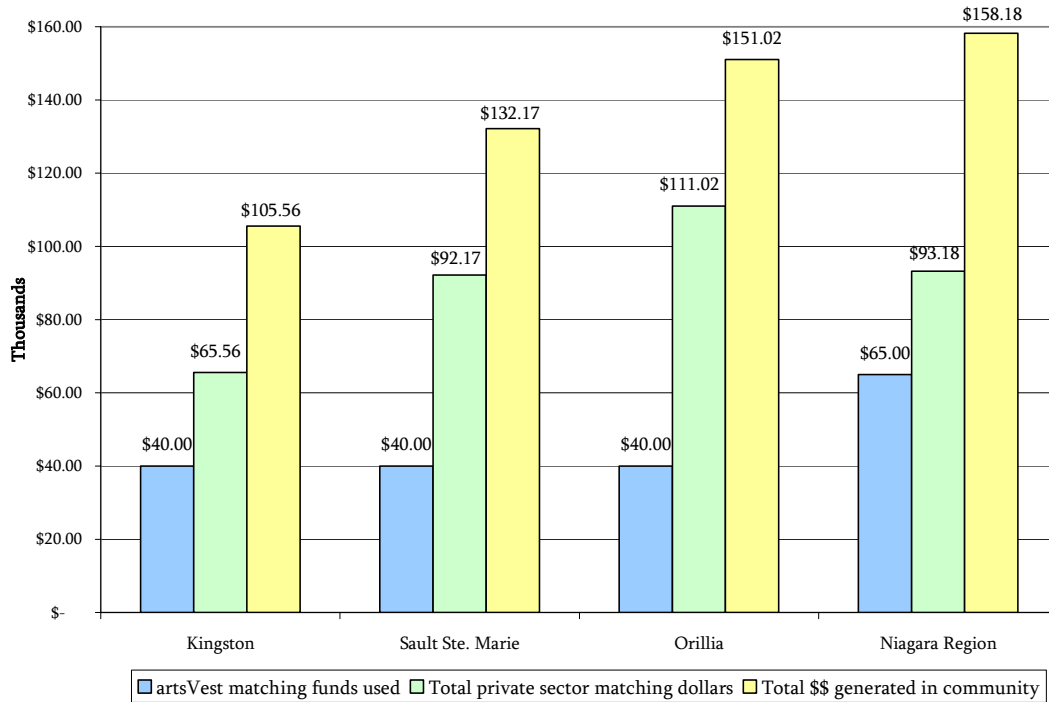
## Results of artsVest Program Year Three: 2007-08

The results of the third year of the artsVest pilot program have been totaled and are provided in the following charts.

The artsVest program in 2007-08 reached four Ontario communities (Kingston, Sault Ste. Marie, Orillia, and the Niagara Region) and generated a total of \$547,000 for the arts. An initial investment of \$160,000 (provided by the Trillium Foundation and the Ministry of Culture) with an additional \$25,000 from the Niagara Community Foundation for the Niagara Region leveraged \$362,000 in new business sponsorship dollars – 126% more than the challenge fund.

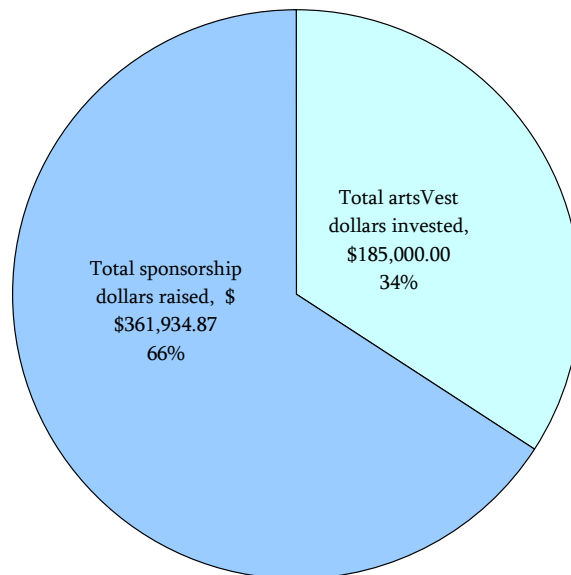
The artsVest challenge fund consistently generated greater return on investment from business partners. In every community the arts organizations and their business partners surpassed the artsVest fund by a significant margin.

<b>Total Results for all 4 communities in 2007-08</b>	
Total # of arts organization participating	53
Total # of business sponsors participating	123
Total # of first time sponsors	70
Total artsVest dollars invested	\$ 185,000.00
Total sponsorship dollars raised	\$ 361,934.87
Total funds generated overall	<b>\$ 546,934.87</b>



### Business Dollars Generated as a Result of artsVest Challenge Funds

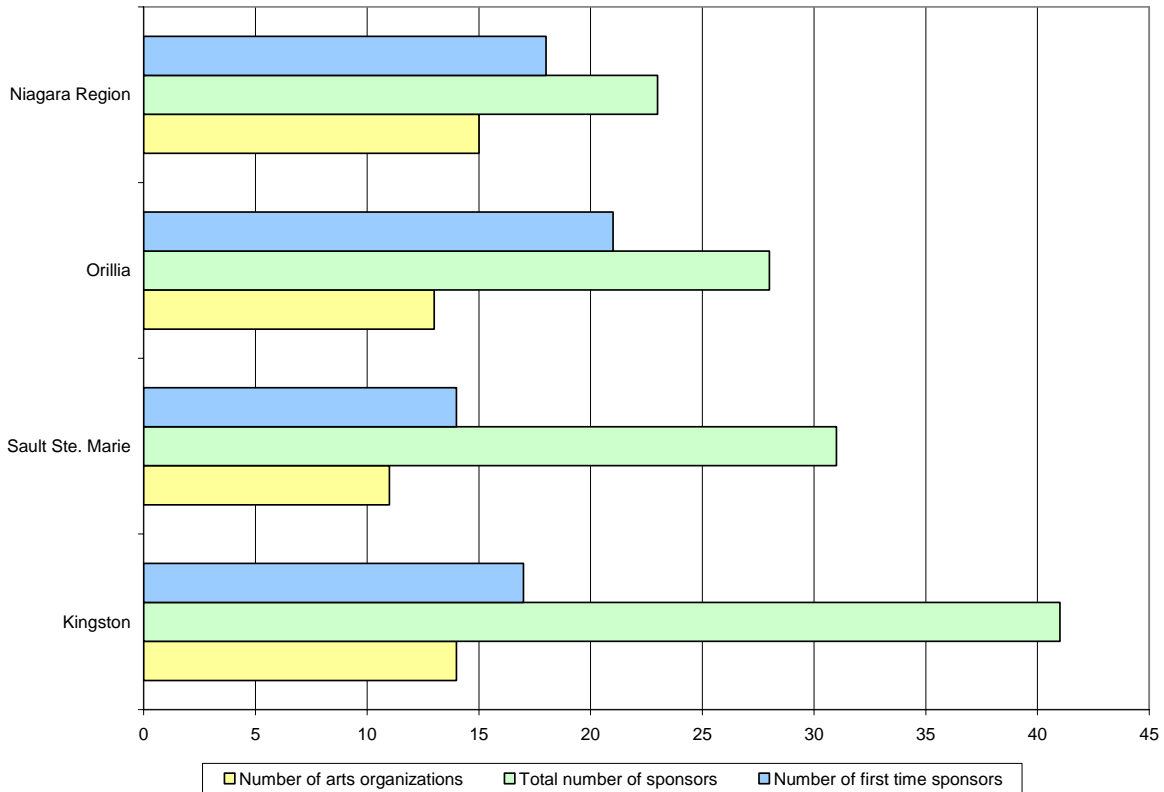
Breakdown of Total Money Generated: \$546,934.87



### 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 2007-08 communities.



## artsVest Results 2007-08 by Community

### Results for Kingston

A challenge fund of \$40,000 was offered to the business community in Kingston to match artsVest funds. The business community took up the challenge and came through with \$66,000 exceeding the artsVest matching fund, to generate a total \$106,000 for the arts and heritage community in Kingston. Forty-two business sponsors, seventeen of which were first time sponsors of the arts, came together to support fourteen arts groups.

<b>Results in Kingston</b>	
Number of arts organizations	14
Total number of business partners of the arts	41
Number of first time business partners of the arts	17
ArtsVest matching funds available	\$ 40,000.00
<b>ArtsVest matching funds used</b>	<b>\$ 40,000.00</b>
Minimum match	\$ 500.00
Maximum match	\$ 5,000.00
Total private sector matching dollars	<b>\$ 65,563.16</b>
Total \$\$ generated in Kingston	<b>\$ 105,563.16</b>

**Results for Sault Ste. Marie**

A challenge fund of \$40,000 was offered to the business community in Sault Ste. Marie. The business community took up the challenge and came through with \$92,000 exceeding the artsVest matching fund, to generate a total \$132,000 for the arts and heritage community in Sault Ste. Marie. Thirty-two business partners, fourteen of which were first time sponsors of the arts, came together to support eleven arts groups.

<b>Results in Sault Ste. Marie</b>	
Number of arts organizations	11
Total number of business partners of the arts	31
Number of first time business partners of the arts	14
artsVest matching funds available	\$ 40,000.00
<b>artsVest matching funds used</b>	<b>\$ 40,000.00</b>
Minimum match	\$ 500.00
Maximum match	\$ 5,000.00
Total private sector matching dollars	\$ 92,166.78
<b>Total \$\$ generated in Sault Ste. Marie</b>	<b>\$ 132,166.78</b>

**Results for Orillia**

A challenge fund of \$40,000 was offered to the business community in Orillia. Businesses took up the challenge and came through with \$111,000, exceeding the artsVest matching fund, to generate a total \$ 151,000 for the arts and heritage community in Orillia. Thirty-one business partners, twenty-one of which were first time sponsors of the arts, came together to support thirteen arts groups.

<b>Results in Orillia</b>	
Number of arts organizations	13
Total number of business partners of the arts	28
Number of first time business partners of the arts	21
artsVest matching funds available	\$ 40,000.00
<b>artsVest matching funds used</b>	<b>\$ 40,000.00</b>
Minimum match	\$ 500.00
Maximum match	\$ 5,000.00
Total private sector matching dollars	\$ 111,020.40
<b>Total \$\$ generated in Orillia</b>	<b>\$ 151,020.40</b>

**Results for the Niagara Region**

A challenge fund of \$65,000 was offered to the business community in the Niagara Region. The business community took up the challenge and came through with \$93,000 exceeding the artsVest matching fund, to generate a total \$158,000 for the arts and heritage community in the Niagara Region. Twenty-three business partners, eighteen of which were first time sponsors of the arts, came together to support fifteen arts groups.

## Results in the Niagara Region

Number of arts organizations	15
Total number of business partners of the arts	23
Number of first time business partners of the arts	18
artsVest matching funds available	\$ 65,000.00
<b>artsVest matching funds used</b>	<b>\$ 65,000.00</b>
Minimum match	\$ 500.00
Maximum match	\$ 5,000.00
Total private sector matching dollars	\$ 93,184.53
<b>Total \$\$ generated in the Niagara Region</b>	<b>\$ 158,184.53</b>

*\* note that the Niagara Community Foundation generously provided \$25,000 of matching funds to the existing \$40,000 available.*

## Participating Arts Organizations and their Business Partners by Community

### Kingston

Arts Organizations (14)	Business Sponsorships (42) & Business Partners (41)
BrassWerks	Ale House, Dornbusch Studios
Cantabile Choirs of Kingston	Assante Financial Management, Sunlife Financial, Carolyn Thornburrow, CFP, FMA, FCSI, Limestone Financial, Cova Personal Fitness, Investor's Group
Greater Kingston Chorus of Sweet Adelines	Ambassador Conference Resort, Canadian Tire, Gordon's Estate Services Ltd. Brokerage, Kingston Financial Centre
H'art School of Smiles	Gordon's Estate Services Ltd. Brokerage, RBC Dominion Securities, Sunlife Financial
Kingston Arts Council	Assante Financial Management, M. Sullivan & Sons, General Contractors, Gananoque Inn and Spa, BMO Harris Private Banking, Kincore Holdings Ltd.
Kingston Canadian Film Festival	Small World Media Group, CFRC 101.9FM Radio, CHUM Kingston
Kingston Chamber Choir	CIBC Wood Gundy, Thomson, Jemmett and Vogelzang Insurance, Versus Business Forms and Labels, Expressions Fashion Boutique, Chiropractic Wellness Centre, Marc F. Raymond Opticians Ltd.
Kingston Community Ballet Association	Lone Star Texas Grill
Kingston Frontenac Public Library	Indigo Books and Music
Kingston Melos Society	Oral and Maxillofacial Surgery Dental Practice, Thomson Data Analysis Consultancy, The Sheraton Four Points Hotel, Qubit Systems, Inc.
Kingston Symphony	Kingston Community Credit Union
Modern Fuel Artist Run Centre	Meteor Painters and Contractors (Canada) Ltd., Keystone Property Management Inc.
Museum of Health Care at Kingston	Brown's Fine Food Services Inc.
St. George's Cathedral	James Reid Furniture, BMO Nesbitt Burns, CIBC Wood Gundy

## Sault Ste. Marie

Arts Organizations (11)	Business Sponsorships (32) & Business Partners (31)
Algoma Conservatory of Music	Chris Tossell -Architect, Dawson and Keenan Insurance and Financial Services, CTV, Milos Furniture Fashions, Superior Home Comfort, Cambrian Dental Centre, BMO Nesbitt Burns
Algoma Fall Festival	Community First Credit Union, Avery Construction, Unique Data Systems, Soo Medical Services Ltd., Sault Ste. Marie Real Estate Board, United Steel Workers Local 2724, Algoma Steel Inc.
Arts and Crafts on Wheels	Taste of Scandia
Arts Council of Sault Ste. Marie	Algoma Central Properties Inc.
Family Life Theatre	Viav Financial Group Ltd., Verdi Hall
Kathleen Eshikbok	Roses Art Gallery
Musical Comedy Guild of Sault Ste. Marie	Algoma Mutual Insurance Company
Sault Potters Guild Inc.	Bayview Pottery, Exit Realty Lake Superior
Sault Theatre Workshop	Station Mall Merchants Association
Sault Symphony Association	Tim Horton's, Ricardo's Big Slice, Algoma Office Equipment, Quality Cleaners, RBC Royal Bridge, Dawson and Keenan Insurance and Financial Services, Holiday Inn, Mann Florists
Village Potters Art and Craft	Elgin Integral Health Centre

## Orillia

Arts Organizations (13)	Business Sponsorships (31) & Business Partners (28)
Art in the Park	The Packet and Times
The Cellar Singers	Monteith Building Group
Mariposa Arts Theatre Foundation	Allan W. Tuck and Associates, Home Hardware Building Centre, Century 21 Don Campbell Real Estate Ltd., Orillia Trim and Door Ltd.
Mariposa Folk Foundation	Gaudaur Natural Foods, The Sarjeant Co. Ltd.
Orillia and District Arts Council	Will Davis Rental
Orillia Jazz Festival	Osprey Media Group Ltd.
Orillia Spring Blues Festival	Orillia Today, Holdsworth Law Office, Allan W. Tuck and Associates, Rose Printing, CRS Contractors Rental Supply
Orillia Museum of Art and History	Sunshine Racquet & Fitness Club, Home Hardware Building Centre, Sheridan Catering, Shadows Salon, Assante Wealth Management
Orillia Wind Ensemble	Palummieri Denture Clinic, Dentistry on West, Exploration Geoscience Associates, Orillia Power Corporation, Zats Restaurants Inc.
Starry Night	Thor Motors Orillia
Youth Concert Series	The Packet and Times
Quest Art School and Gallery	Penetanguishene Village Square Mall Ltd., Asselin Insurance Brokers Ltd., The Mirror
Zephyr Art Gallery	Thor Motors Orillia

## Niagara Region

Arts Organizations (15)	Business Sponsorships (24) & Business Partners (23)
Chorus Niagara	St. Catharines Standard, Niagara Magazine
Essential Collective Theatre	Hernder Estate Winery, De la terre café and bakery, H2Only Bottled Water Delivery Service
Fort Erie Arts Council	The Crystal Chandelier Coffee House
Lyndesfarne Theatre Projects	The Printing House Ltd.
Mildred M. Mahoney Doll's House Gallery	Flett Beccario
Music On The Henley	Diamond Estates Wines and Spirits Ltd.
Neto Hatinakwe Onkwehowe Native Arts	The Pen Centre
Niagara Artists' Centre	Peninsula Press
Niagara International Chamber Music Festival	Inniskillin Wines, Vintage Hotels
Riverbrink – Home of the Weir Collection	Hesp Professional Corporation, Sheldon Homes Inc.
St. Catharines and Area Arts Council	Standard Radio Inc.
St. Catharines Museum	The St. Catherines Standard
The School of Restoration Arts at Willowbank	Queenston Quarry Reclamation Company
Suitcase in Point Theatre	Strega Café, Pan Café, The Office, Double Edge Media, Yummy Recordings
Theatre Beyond Words	Dom's Downtown Pasta and Grill, British Boutique, White on White, St. Catharines Downtown Association – Downtown St. Catharines