

a newsletter

WINTER 2009 VOL.5

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As we embark on a new year, we would like to thank all of our Directors, Member Companies, and Volunteers at Business for the Arts who made 2008 such a fantastic year. In these next few pages, you will find highlights of '08 and an indication of what's to come in '09 as we continue to grow and expand our programs. A big thank you to all of you who have helped us fulfill our mission to connect business volunteers and facilitate funding relationships with the arts.



2008 boardLink event. Som Seif, President, Claymore Investments, and Arts Volunteer, with Nichole Anderson, President, Business for the Arts

Looking Forward...

Plans are underway to expand our **artsVest** matching incentive program to 500 more arts and culture organizations over the next four years. To date, the artsVest program has facilitated funding relationships between 350 businesses and 130 cultural organizations, generating \$1.4M in funding for the arts from an initial investment of \$500K.

We also have plans to expand our volunteer matching program to connect business professionals to leadership roles on arts boards. We will be hosting **boardLink** events in five Canadian cities this year, organized by our satellite

artsScene groups of young business professionals. By the end of this year, we will see artsScene committees formally established in Calgary, Edmonton, Montreal, Halifax and Vancouver.

As part of our efforts to connect business and the arts, we will be co-hosting the 12th annual **Canadian Arts Summit** with the Banff Centre in Montreal this year. The Summit will see Canada's 50 largest arts organizations gather together to discuss the latest issues facing the arts in 2009. One of the key topics of discussion on the agenda will be the state of the economy and how the arts can best position themselves in these challenging times.

We will host our 32nd annual **Business for the Arts Awards Gala** in the Fall and recognize business leaders who have invested significantly in Canada's cultural sector, helping to build our creative economy, attract and retain talent, spark innovation and improve the quality of life in Canada.



The Hon. Henry N. R. Jackman, O.C. (2008 Bovey Award winner) is flanked by Michael Koerner, C.M., and Donald K. Johnson, C.M., both former Bovey winners!

Nominations are now open to recognize outstanding business leaders in the arts!
Find out more at: businessforthearts.org

Business for the Arts Awards Celebrating Great Business Leaders in the Arts

We were thrilled to host 380 leaders from the arts and business communities at our Awards Gala at The Carlu last year, where we presented Scotiabank, Sun Life Financial, L'Oréal and North American Development Group with the Globe and Mail Business for the Arts Awards. The pièce de résistance was our Bovey Award presentation to the Honourable Henry N.R. Jackman. Mr. Jackman matched the \$20K Bovey prize and donated the funds to Tafelmusik and the Canadian Opera Company.



The evening was a black-tie affair, with Juno-award winning singer Sophie Milman (6) charming our guests with her jazz vocals and Tafelmusik performing a celebratory piece by Francesco Veracini. (2) Carter, Ana and Donald K. Johnson. (3) Piers Handling, Toronto International Film Festival Group with artsScene Director Rahaf Harfoush. (4) Jim Fleck, Chairman of Business for the Arts, with Phillip Crawley, CEO of The Globe and Mail, presenting Sun Life Financial's Tom Bogart with an award for best corporate program in the arts. (5) L'Oréal Canada President and CEO Javier San Juan, left, with wife Connie San Juan, poses with Lina Gagliano and her husband Tony Gagliano, right, executive chairman and CEO of St. Joseph Communications. L'Oréal Canada was among the companies honoured at the awards gala for their partnership with Luminato. (1) artsScene Co-Chair Gillian Hewitt, Toronto Arts Council Executive Director Claire Hopkinson, Kathryn Tinckam and artsScene Co-Chair Takashi Yamashita.

upcoming events

January

- ▶ **artsScene** Breakfast with Arts and Business Leaders
- ▶ **bizAwards** Nomination Open
- ▶ **Angel Award** presentation to Jim Fleck, Chairman

February

- ▶ **artsScene** Behind the Scenes
- ▶ **artsSurveys** launch 2007-08 Surveys

March

- ▶ **bizAwards** Nomination Deadline
- ▶ **artsScene** Breakfast with Arts and Business Leaders
- ▶ **Cdn Arts Summit** March 26 & 27 in Montreal

April

- ▶ **artsScene** Behind the Scenes
- ▶ **boardLink** Calgary Event
- ▶ Music Education Forum with **Sir Kenneth Robinson**
- ▶ **artsVest** Launch of first five communities

May

- ▶ **artsScene** Breakfast with Arts and Business Leaders
- ▶ **bizAwards** 2009 Announcement
- ▶ **boardLink** Edmonton Event

June

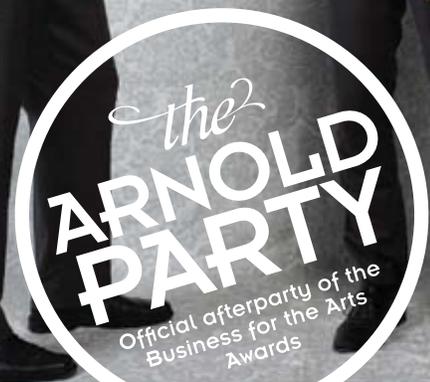
- ▶ **artsScene** Behind the Scenes
- ▶ **boardLink** Montreal Event
- ▶ **AGM** arts and business symposium

For more information, tickets & new events, please visit us at www.businessforthearts.org



The Arnold Party, held in honour of the first Arnold Award Winner

Claudia Moore



Business for the Arts' young professionals group, artsScene, threw a party in honour of the launch of the new Arnold Edinborough Award. The party was hosted by CBC's Jian Ghomeshi and featured the rising star LIGHTS, as well as Random Acts of Dance with a new Chamber group to Toronto called the Group of 27 and Shanon Butcher's jazz trio. The party was Chaired by Eva Szymanski with 25 artsScene committee volunteers and the Business for the Arts' team. *Photos: Jess Foster, Kate Van de Mark and Joanna Foster of Iconic You*. More photos available on our website.

First Arnold Edinborough Award Winner Celebrated!

The 2008 Business for the Arts Awards marked the inaugural year of the NEW Arnold Edinborough Award, presented to a business volunteer under 40 who has made a significant impact on the arts. The award was established in honour of Business for the Arts' first President. This year's winner was Claudia Moore, who was selected by our National Jury of artsScene Chairs and leading arts and business professionals for her work with Decidedly Jazz Danceworks. Great West Life, London Life, Canada Life came on board in 2008 as our founding sponsor of the award.

Seen here is Sheila Phillips from Great West Life, London Life, Canada Life presenting the Arnold Award with artsScene co-Chairs Gillian Hewitt and Takashi Yamashita and Business for the Arts' President, Nichole Anderson. Peter Gammell accepted the award on behalf of Claudia Moore.



Business for the Arts Research & Advocacy:

Our research remains an important part of what we do. Our annual surveys of the arts have informed our advocacy work since 1974, informing our position on government policies and tax incentives which facilitate funding support for the arts and culture sector. The surveys also provide value to participating arts organizations with access to a **new on-line benchmarking tool**, allowing arts organizations to compare their operating performance against a national average by sector and by discipline.

Performing Arts Survey Highlights

- ▶ Every public dollar invested in the arts generates \$2.70 in revenues
- ▶ The Largest share of total revenues came from box office revenues (38% of total revenues).
- ▶ Private sector revenues grew the fastest over the past ten years increasing by 53%.
- ▶ Fundraising from individuals doubled in value and there was a substantial shift in corporate funding from donations to sponsorships.

Visual Arts & Public Museums Survey Highlights

- ▶ The Largest share of total revenues came from box office revenues (38% of total revenues)
- ▶ Ten-year trend analysis reveals Canadian public museums and art galleries generate increasing amounts from non-government sources.
- ▶ Of all revenue categories, private sector revenues grew the fastest (47%) over a ten year period.

Please contact surveys@businessforthearts.org to order full results and analysis on CD-ROM. \$40 each.

Advocating for Tax Incentives

Our advocacy efforts are focused on bringing forward tax incentives to stimulate private sector investment in the arts. We are currently advocating for new tax incentives which would see gifts of real estate and private company shares exempt from capital gains taxes. It would also see measures that would level the playing field between "arms length" and "non-arms length" employees who exercise stock options and give the shares to a charity within 30 days. Under the leadership of our Chairman Emeritus Don Johnson, we have signed a letter along with 15 other national organizations representing the not for profit sector to all party leaders, recommending three measures. Six former Prime Ministers also support this proposal in principle — the Right Honourable Paul Martin, Jean Chrétien, Brian Mulroney, Joe Clark, John Turner and Kim Campbell.



Get inspired this year with artsScene's extraordinary line-up of breakfast speakers!

We are pleased to announce the continuation of our popular Breakfast with Arts & Business Leaders Series. We have put together a full series of inspirational speakers for 2009 and hope you will join us!

Our upcoming breakfast guests include:

- JANUARY 20:** Ana Lopes (Chair of the Toronto Symphony Orchestra) *
- MARCH 17:** Janice Price (CEO of Luminato)
- MAY 19:** Lucille Joseph (Chair of the National Ballet of Canada)
- SEPTEMBER 22:** David Miller (Mayor, City of Toronto)
- NOVEMBER 24:** Alexander Neef (General Director of the Canadian Opera Company)

Ensure your spot and save money!
For the first time we are able to offer a series price, be sure to book either a 3 or 6 pack for 2009!

ORDER ONLINE:
businessforthearts.org

artsVest update

Building on the success of our artsVest pilot program in Ontario, Business for the Arts is planning to launch the matching incentive program in another 15 Ontario communities over the next four years. We also plan to pilot the program in Manitoba and Saskatchewan by 2010. artsVest provides matching dollars to stimulate private sector support of the arts, while providing training to arts and culture organizations to develop their confidence and capacity in approaching potential business partners with the skills needed to retain and acquire business partners on a long-term basis. At the same time, the business sector is introduced to the value of investing in their cultural assets both for the betterment of their community and as value-add for their own business.

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
artsVest matching funds used	\$535,000
Total private sector matching dollars	\$925,000
TOTAL \$\$ GENERATED	\$ 1,460,000

More information is available on our website and by contacting us at membership@businessforthearts.org

New Membership Benefits

We have established ways for our business members to connect their associates to the interesting network of business leaders who are a part of our fold by offering discounts to our monthly events hosted by our young professionals group, **artsScene**, including our **Breakfast with the CEO** series, **boardLink** events, **Dinner with Arts Leaders**, **Behind the Scenes** events with the Arts, our **Arnold Award Party**, celebrating young business leaders in the arts, and our annual **Arts & Business Symposium**.



boardLink, connecting business professionals on arts boards

Business for the Arts' young professionals group in Toronto hosted a sold-out boardLink live event in the Distillery District in November of 2008, Chaired by artsScene Directors Shireen Nathoo with Scotiabank and Alison Harnick with Torys LLP. 100 young professionals connected with a dozen arts organizations to consider board level volunteer roles. As there is high demand for this program from both the arts and business side, we have made plans to host boardLink events in Toronto again this year, as well as in Calgary, Edmonton, Montreal and Halifax, hosted by our satellite artsScene groups. Many thanks to our sponsors: Deloitte, Mill Street Brewery and Lifford Wine Agency. **BELOW: The event was co-chaired by Shireen Nathoo and Alison Harnick and featured a performance by the famous cellist Shauna Rolston, on behalf of a new chamber group to Toronto called The Group of 27.**

Jim Fleck, O.C., Chairman of Business for the Arts to receive international Angel Award for arts support

Our Chairman, Jim Fleck, has won The International Society of Performing Arts Foundation ISPA Angel Award. This award is presented to an individual or organization which has demonstrated a significant and lasting contribution to the support of the performing arts which transcends the boundaries of one country or institution, and merits international recognition. Visit businessforthearts.org to read more! **ABOVE: Chairman James D. Fleck and Grisell Amaro, EPCOR Centre for the Performing Arts**



View a video of our live boardLink event, available on our website: www.businessforthearts.org



nominations are now open!

Who will you recognize
this year at the 2009
Business for the Arts
Awards Gala?

Let your business
partners take a bow!
Visit: businessforthearts.org

Due:
March 18
2009

Official Media Partner:

THE GLOBE AND MAIL 

Art lights up the night in Halifax with Nocturne

Business for the Arts' artsScene group has formed a partnership with young professionals in Halifax. As part of the expansion of artsScene nationwide, artsScene came on board as a major partner in what was the first ever Nocturne!

Nocturne: Art at Night event hit the streets of Halifax with energy, momentum and excitement. People of all ages came out to celebrate arts and culture, poured into galleries and explored the city's streets for Halifax's first annual, magical, signature late-night arts event. Based on events such as NuitBlanche in Toronto, the completely free event showcased and celebrated the exciting arts scene in Halifax. The success was unprecedented. Organizers estimate that well over 5,000 people attended the event, not counting those who viewed installations and performances on the street or visited participating entertainment venues.

Photo, Michelle Doucette

A special thanks to our 2008 members:

Aeroplan
Aon Reed Stenhouse
BMO Financial Group
Cadbury Adams Canada
Canada Overseas
Investments Ltd.
Canadian Imperial Bank
of Commerce
CanWest Global
Communications Corp.
Certicom Corp.
Cogeco Inc.
Deloitte & Touche LLP
Dominion of Canada General
Insurance Company
Enbridge Inc.
Ernst & Young LLP
Etherington & Vukets
Fairfax Financial
Fednav Limited
FirstEnergy Capital Corp.
Four Halls Inc.
Four Seasons Hotels
and Resorts
Great West Life, London Life,
Canada Life
Harvard Developments Inc.
Hydro-Quebec
Imperial Tobacco Canada
Foundation
Investors Group
J.P. Bickell Foundation
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Scotiabank
Shelter Canadian Properties
St. Joseph Communications
Starcan Corporation
Sun Life Financial
TD Bank Financial Group
Telus Corporation
The Globe and Mail
The Woodbridge Company Ltd.

New Directors Spotlight

Business for the Arts is pleased to welcome two new members to our Board of Directors, **David Banks** and **Irfhan Rawji**

- ▶ **DAVID BANKS:** has previously headed the Boards of the National Ballet of Canada, the International Centre of Photography, the National Corporate Fund for the Dance and the Kenyon Review. Previous commercial roles include Executive Chairman of Newcourt Credit Group, Chief Executive Officer of AT&T Capital, Chief Executive Officer of Penna Consulting plc and Senior Advisor to Nomura Securities. He is currently engaged in private equity and investment banking as Managing Partner of Carlyle Banks & Company.
- ▶ **IRFHAN RAWJI:** serves as a Director of the Heart & Stroke Foundation of Ontario and as Vice President and Director of the Harbourfront Centre. He is currently Vice President at Birch Hill Equity Partners, one of Canada's premier mid-market private equity firms with \$1.7 billion of capital under management. He is also an Adjunct Professor at UBC, where he teaches "Leadership and General Management" at the Sauder School of Business.

Bfta Business for the Arts

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artsScene Co-Chairs: Gillian Hewitt & Takashi Yamashita

President and CEO: Nichole Anderson

Membership and Communications Manager: Kaija Corlazzoli

Program Manager: Éilis Karry

Program Coordinator: Vanina Salame

Graphic Designer: Colleen Nicholson

businessforthearts.org

Have you seen
our new website?

Be sure to visit
us online to see
photos, videos
and stay up
to date on our
programming!

