

arts newsletter

WINTER 2010

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For more information on artsVest, visit businessforthearts.org

As we embark on a new year, we look forward to exciting plans underway with the launch of new and expanded programs across Canada. You will find some of the highlights from last year in this newsletter as well as what's coming up in 2010. Thank you to all of our members, directors and volunteers for their support as we facilitate funding relationships and volunteer connections between business and the arts.

artsVest program expands to connect hundreds of business partners with the arts

Business for the Arts is delighted to announce the first five of fifteen Ontario communities to be awarded the artsVest matching grant opportunity over the next four years, thanks to funding support from business members of Business for the Arts, as well as the Ontario Trillium Foundation and the Ontario Ministry of Culture. Business for the Arts is planning to launch the artsVest program in London, Chatham-Kent, Stratford/Perth County, Brantford and Dysart/Haliburton.

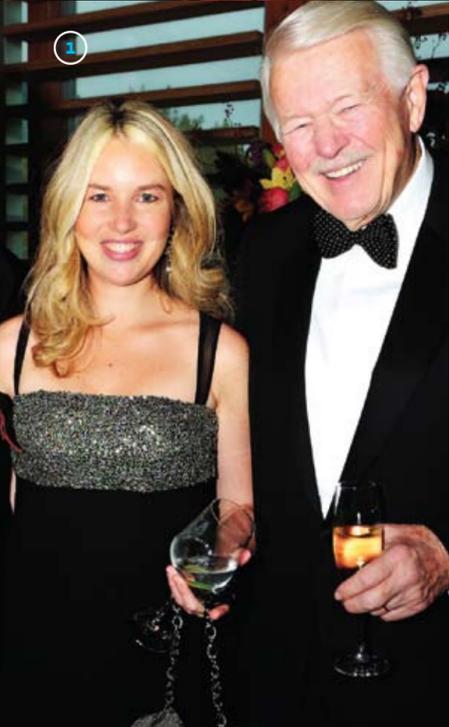
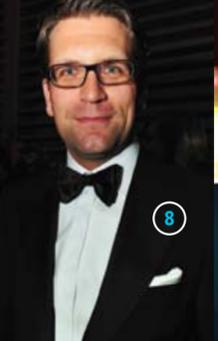
BftA's artsVest program has already seen 370 businesses partner with 130 arts organizations in eleven communities over the past three years. Remarkably, 222 of these businesses had never sponsored the arts before. The investment dollars have also been significant with \$535 thousand matching funds stimulating \$925 thousand in business dollars, generating \$1.46 million in total for arts and culture in eleven Ontario communities — representing a 142% increase over the matching funds.

A FEW OF THE COMMUNITIES THAT HAVE BENEFITTED FROM ARTSVEST MATCHING FUNDS!



- 1 Lambton Main Street Players
- 2 Georgian Bay Children's Choir
- 3 Sarnia Artwalk 2007
- 4 Definitely Superior Arts-Run Centre in Thunder Bay

MISSION to stimulate greater private sector investment in the arts through a cohesive set of programs that foster and promote business leadership in the arts.



31st Annual Business for the Arts Awards and the Arnold Party

A sold out, black tie affair; 300 leaders from the arts and business community converged at the Art Gallery of Ontario (AGO) to celebrate outstanding business visionaries in support of the arts. The Awards Gala evening was hosted by CTV's **Seamus O'Regan** and featured performances by **Simone Osborne**, a rising star soprano with the Canadian Opera Company's Ensemble Studio program and a musical performance by Royal Conservatory of Music's prodigy pianist **Alex Seredenko**. These were musical tributes to our award winning companies: TELUS, Raymond James, Xstrata Nickel, RBC, Canadian North Airlines, and Quality Inn Près-du-Lac who received the Globe and Mail Business for the Arts Awards for their partnerships with the arts. A special poetry reading was made to this year's Bovey Award winner, **A. Charles Baillie**, by one of Soulpepper's founding members, **Nancy Palk**. Mr. Baillie's acceptance speech was as delightful as the poem recited for him. For a record of his speech and for more photos and information about the evening please visit businessforthearts.org. Nominations for our 2010 awards are now open!

After dinner, our gala guests exited Baillie Court and entered a rollicking after-party—the Arnold Party—in Walker Court hosted by Business for the Arts' young professionals group, artsScene. The court was lit-up with video art cascading along the walls while artists and business professionals mixed to celebrate the sparks that happen when creative arts and business minds come together. The evening featured a mash up of artistic performances with **Fritz Helder & The Phantoms** as the headliners. Also performing at The Arnold Party were electric violinist **Dr. Draw** along with a troop of dancers and a drum solo by 2009 Arnold Edinborough winner, **Marcello Cabezas**. Revellers dressed in a range of costume from black-tie to fluorescent spandex danced into the late hours of the night.

Our great thanks to our sponsors for the evening: **TD, Raymond James, TELUS and Aeroplan**; and to all of our table hosts for **leading your support to our winners and creating such a warm atmosphere in Baillie court for our guests.**

(1) Nichole Anderson, President of BftA and Jim Fleck, Chairman of BftA (2) Simone Osborne, member of COC Ensemble Studio (3) CTV's Paula Todd and Marcello Cabezas (4) Linda MacKenzie, Director, Philanthropy, Sun Life Financial; Marion York, Canadian Opera Company; and Tracey Baker, Business Development Manager, CGA Ontario (5) Peter Kahnert, Senior Vice President Corporate Communications & Marketing (6) CTV's Seamus O'Regan, Master of Ceremonies (7) Janet Yale, Executive Vice-President and National Chair of TELUS Community Boards (8) Alexander Neef, General Director of the COC (9) Tony Cicero and Frank Manzo, Arnold Party committee members, Elisa Salvatore, Arnold Party committee Chair, and Marcello Cabezas, 2009 Arnold Award Winner (10) Matthew Teitelbaum, CEO of the AGO, and Karen Kain (11) John Kenyon, Eva Szymanski of BftA, and Jamie Angell of Angell Gallery (12) Adamo Ruggiero of Degrossi TNG and Stacey Farber, actress, '18 To Life' (13) Jake Gold, judge on Canadian Idol and guests (14) Fritz Helder & The Phantoms perform (15) Francis Yap and Beverly Cheng, both from blogTO, and Greg Serpanchy, artist (16) Julie Vanderplume (Bedford Consulting), Elisa Salvatore (Chair of The Arnold Party), Daniela Bosco (Owner-Chasse Garde), Arnold Party Guest

"The arts through their impact on our ability to learn and our ability to attract and retain the most talented are critical to achieving our productivity goals and that is the practical reason for business involvement in the arts." An excerpt from A. Charles Baillie's speech upon accepting the 2009 Edmund C. Bovey Award for outstanding leadership in the arts.

Nominations for the 2010 Business for the Arts Awards are now open!

Visit businessforthearts.org to nominate a professional or business and read profiles of the 2009 winners. Awards categories include:

THE EDMUND C. BOVEY AWARD, recognizing an individual business professional who has demonstrated exemplary leadership support of the arts. Deadline for nominations is February 12, 2010.

THE GLOBE AND MAIL BUSINESS FOR THE ARTS AWARDS, recognizing outstanding partnerships between Canadian companies and the arts. Deadline for nominations is March 18, 2010.

THE ARNOLD EDINBOROUGH AWARD, recognizing an individual young professional that has demonstrated exceptional leadership and volunteerism in the arts. Deadline for nominations is March 18, 2010.



TORONTO



CALGARY



MONTREAL



HALIFAX



EDMONTON

artsScene network and boardLink go national!

CALGARY, EDMONTON, TORONTO, MONTREAL, AND HALIFAX

...with plans for Ottawa and Vancouver in 2010!

Business for the Arts' young professional network called artsScene hosted live boardLink events across the country. Hundreds of business professionals attended live matching events across Canada, where dozens of arts organizations were invited to present volunteer opportunities available on their boards and volunteer committees. As a complement to these live events, Business for the Arts has launched a new and improved 'boardLink Online', a matching web tool that connects interested business volunteers to arts boards and committees anywhere in Canada.

The artsScene network of young professionals host other unique events behind the scenes with arts organizations and interesting meetings with business leaders in the arts all year round. Business professionals can sign up to artsScene events in their city by visiting businessforthearts.org and clicking on artsScene.

TOP LEFT Gillian Hewitt Smith, co-chair of artsScene Toronto (2008-2009) **MIDDLE TOP** Ken Bautista, artsScene co-chair in Alberta **RIGHT** artsScene Montreal launch event on October 14, 2009 **BELOW** The Edible Show, Anna Leonowens Gallery (NSCAD), artsScene Halifax **BOTTOM** boardLink Live event in Edmonton

A BIG THANK YOU & CONGRATULATIONS TO THE CHAIRS OF OUR 2009 ARTSSCENE NATIONAL NETWORK

- Edmonton** Ken Bautista & Michael Brechtel
- Calgary** Alex Middleton & Sarah Blue
- Toronto** Gillian Hewitt & Takashi Yamashita
- Montreal** Julie Arsenault
- Halifax** Alyson Queen

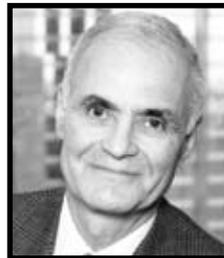
BftA welcomes five new board members!



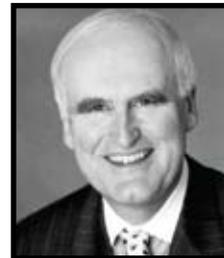
Salah Bachir, President of Cineplex Media



Ana Lopes, Managing Director of the Tapscott Group



Lawrence Herman, Partner at Cassels Brock Lawyers



A. Charles Baillie, Honorary Chair of the AGO; Retired Chairman and CEO of TD Bank Financial



David Aisenstat, Owner of Keg Restaurants Ltd.

arts-funders roundtable series

BftA LAUNCHES THE ARTS FUNDERS ROUNDTABLE SERIES, CONNECTING BftA'S CORPORATE MEMBERS, FOUNDATIONS AND PUBLIC FUNDERS IN THE ARTS

Business for the Arts (BftA), in partnership with the Canada Council, launched the first of a series of roundtable discussions for private and public sector funders in the arts to facilitate information-sharing across sectors and help identify key funding needs in the sector. Guest speakers included **Matthew Boulos** of McKinsey & Co. who presented the highlights from a report that BftA commissioned on the economic impact of the arts in Canada.

A special thanks to our 2009 members:

Aeroplan
AGF Management
BMO Financial Group
Bravo!/CTV
Canadian Imperial Bank of Commerce
Cineplex Media
Cogeco Inc.
Deloitte & Touche LLP
Dominion of Canada General Insurance
E-L Financial
Etherington & Vukets
Fednav Limited
Four Halls Inc.
Four Seasons Hotels and Resorts
Great-West Life Assurance Company
Harvard Developments Inc.
Hydro-Quebec
Imperial Tobacco Foundation
Jackman Foundation
KPMG LLP
L'Oréal Canada
Lignum Investments Ltd.
McKinsey
Morgan Meighen & Associates
Nazca Ltd.
Power Corporation of Canada
Raymond James Ltd.
RBC Financial Group
Rogers Communications Inc.
Scotiabank
Shelter Canadian Properties
St. Joseph Communications
Sun Life Financial
TD Bank Financial Group
TELUS
The Globe and Mail
The J.P. Bickell Foundation
The Woodbridge Company Ltd.

Key findings from the McKinsey study included:

- ▶ Investing in the arts yields a positive return in terms of both social benefits and returns on the money injected
- ▶ The arts are a unique funding target because they earn back and exceed their investments as a direct result of their activities
- ▶ Surrounding businesses and communities benefit from the attraction of new people and money drawn by local arts
- ▶ On a social level, the arts invigorate and integrate communities

For more information, please contact Jennifer Gordon at j_gordon@businessforthearts.org

Professor **Stephen Preece**, Economics Professor from Laurier, provided a summary of latest findings from BftA's annual surveys on arts and culture. Chair of Business for the Arts, **Jim Fleck**, introduced the roundtable discussion, which was moderated by Vice Chair, **Greg Reed**. The discussion engaged the heads of community investment divisions of corporations, leaders in the public funding sector, and representatives from private foundations in an enlightening exchange of information and ideas. BftA plans to host a series of roundtable discussions in 2010.

Plus | Stay tuned for results from our Annual Surveys on the Arts in Canada as well as a commissioned report from McKinsey on the Economic Impact of the Arts.

BftA Business for the Arts

165 University Ave, Suite 707,
Toronto, Ontario M5H 3B8
Tel: 416.869.3016 Fax: 416.869.0435
Email: info@businessforthearts.org

VISIT US ONLINE TO SEE PHOTOS, VIDEOS AND STAY UP TO DATE ON OUR PROGRAMMING AND EVENTS.

businessforthearts.org

Become a member of BftA in 2010.
Contact members@businessforthearts.org for a membership package.