

a newsletter Vol. 7

Connect • Communicate • Recognize

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artsVest sparks business investment in the arts across Ontario; National expansion underway

MORE THAN FORTY ARTS ORGANIZATIONS GAIN TRAINING AND SECURE SPONSORSHIPS WITH OVER 100 BUSINESS PARTNERS.



LEFT Brantford Arts Block: Emerging Artists MIDDLE Home County Folk League (Festival) London RIGHT Stratford Summer Music in Stratford/Perth, Photo: Langley Ukelele Ensemble

Business for the Arts is thrilled to announce another successful year of artsVest Ontario, a matching incentive opportunity and sponsorship training program that motivates business sponsorship of the arts while assisting the arts community to generate new revenue streams. Chatham-Kent, Brantford, Dysart/Haliburton, London and Stratford/Perth all participated, with over 40 arts and heritage organizations partnering with an incredible 117 businesses to generate over \$350,000 in sponsorship funds from the business community.

A particularly inspiring artsVest initiative saw the arts community of Dysart/Haliburton unite – rather than

compete – for the matching funds. Haliburton arts organizations unified as a community, divided the pot fairly and rallied together to secure sponsorships and deepen the connection between the local arts and business communities. Organizations who benefited from the program in Haliburton included Rails End Gallery & Arts Centre, Haliburton Sculpture Forest, Highlands Summer Festival and the Haliburton County Community Cooperative.

Likewise, the artsVest program in London also witnessed an array of significant business partnerships, including an innovative sponsorship between RIM (Research in Motion) and LOLA (London Ontario Live Arts

Fest). As festival sponsors, RIM integrated Blackberry technology into the festival as a means to develop new methods of cultural interaction. The technology was used to film concerts and interviews, to deliver festival news via Blackberry messaging and to create QR codes that provided information about exhibitions, creating an interactive forum where visitors could engage in a dialogue about the art on display.

artsVest Ontario is possible thanks to funding from the Ontario Ministry of Tourism and Culture and the Ontario Trillium Foundation. BftA is currently exploring opportunities to expand nationally in 2011! To learn more, contact: artsvest@businessforthearts.org.

Business for the Arts (BftA) is Canada's national, non-profit association of business leaders who support the arts. BftA seeks to strengthen arts and culture in Canada by building partnerships between business and arts communities, and by helping arts organizations to connect with funders and volunteers in the private sector. Through its research, publications, advocacy work, awards and media partnerships, BftA communicates the value of investing in the arts while recognizing outstanding business leaders who contribute to Canada's artistic and cultural landscape.

The 32nd Annual Business for the Arts Awards Gala attracts Canada's Best and Brightest

Over four hundred arts and business leaders gathered at the Royal Ontario Museum on October 7th for a black tie celebration of volunteerism and support of the arts and culture in Canada.

This year's gala was truly national, with arts and business leaders in attendance hailing from St. John's to Vancouver. The awards ceremony recognized four outstanding companies whose support has bolstered the work of numerous arts organizations across the country. The Globe and Mail Business for the Arts Award winners this year were Power Corporation of Canada, TD Bank Financial Group, Husky Energy and Anna's Cake House.

In addition to the sumptuous meal, guests were treated to an operatic performance by soloist Cait Wood and pianist David Eliakis in tribute to Gail Asper, the winner of this year's Edmund C. Bovey Award winner, which recognizes a business leader who has demonstrated a lifetime of exemplary leadership in the arts. Steven Schipper and Mariam Bernstein of the Manitoba Theatre Centre delighted all in attendance with an hilarious video salute to Gail entitled "Lost Treasures of the Holy Bovey Grail"



WHO WILL YOU NOMINATE? Nominations for the Edmund C. Bovey award are due February 28th, 2011. Nominations for all other awards are due March 30th, 2011! Visit businessforthearts.org to nominate online.

La belle province meets Toronto

Montrealers join the Celebration of this year's Arnold Edinborough Award Winner

A TRAIN OF MONTREALERS ARRIVED IN TORONTO TO CELEBRATE MELANIE JOLY, THIS YEAR'S WINNER OF THE ARNOLD EDINBOROUGH AWARD, WHICH RECOGNIZES OUTSTANDING VOLUNTEERISM IN THE ARTS BY AN EMERGING BUSINESS PROFESSIONAL.



Mélanie, who was nominated for the award by the Musée d'art contemporain de Montréal, made the journey to Toronto with nearly 50 young professionals courtesy of VIA Rail Canada. The travellers, many of whom attended the Business for the Arts Awards Gala to support Mélanie's acceptance of her award, were all in attendance at The Arnold Party, and spent a luxurious night at the renowned Royal York hotel, sponsored in part by Fairmont Royal York.

Captions: 1 2010 Winners of the Globe and Mail Business for the Arts Awards, Delvinia, Great West Life, London Life, Canada Life and RBC 2 Gail Asper, 2010 Bovey Award Winner, with Jim Fleck, Chairman of BftA 3 Montrealers in the Glen Fraser Party Train on their way to the Arnold Party 4 Robert Landry, artsScene Montreal director 5 Mélanie Jolie, 2010 Arnold Edinborough Award Winner 6 Cellist Shauna Rolston performing at the boardLink Live event at the Arta Gallery in Toronto 7 boardLink Ottawa at the Arts Court Studio 8 boardLink Halifax at the Art Gallery of Nova Scotia 9 boardLink Live event in Edmonton

Connecting Arts Organizations to Emerging Business Leaders Looking to Make an Impact on the Arts

boardLink, an innovative service that connects arts organizations with young business professionals looking for volunteer positions on boards or committees within the arts, has matched arts organizations with a number of the country's outstanding business talent. boardLink operates through a free online portal and live matching events held by our artsScene groups. Whether you are an arts group looking to complement your organization with emerging business talent or a young professional looking to make an impact in the arts, visit businessforthearts.org and sign-up to boardLink Online.

artsScene, BftA's young professionals group dedicated to fostering the growth of the arts in Canada through volunteerism, patronage and support, is now in eight cities nationwide. Across the country, artsScene is introducing young professionals to arts and culture organizations in their communities, and helping to develop new volunteer and patron relationships. With unique behind-the-scenes arts events held across the country, this year has witnessed hundreds of emerging business professionals becoming ambassadors for arts and culture through artsScene. Sign up to the artsScene mailing list at businessforthearts.org/artsScene.



ARTSSCENE SUMMIT

Toronto's Newest Arts Venue hosts the First artsScene National Summit

This past fall, artsScene co-Chairs from across the country met for the first annual artsScene Summit at the TIFF Bell Lightbox in Toronto. Moderated by artsScene National co-Chair Gillian Hewitt Smith, the summit brought together artsScene directors from coast-to-coast to discuss new engagement strategies to strengthen the national effort of young professional support of the arts. The participants were welcomed by TIFF co-Director Cameron Bailey, and treated to a private tour of the Lightbox's Essential Cinema exhibit with Artistic Director Noah Cowan.



Cameron Bailey, co-Director of TIFF



Noah Cowan, Artistic Director of the Bell Lightbox, taking the artsScene groups on a tour of the Essential Cinema exhibition.

artsScene Events

ACROSS THE COUNTRY

artsScene Winnipeg hosts sold-out launch on the heels of Culture Days

Winnipeg, one of Canada's 2010 Cultural Capitals, is the home to artsScene's latest chapter. The late-September launch event, which coincided with the national Culture Days festival, saw a group of eager young arts enthusiasts descend upon the Royal Winnipeg Ballet to view a sneak-preview of their season opener, *Dracula*. Following the performance, attendees enjoyed a cocktail reception and were wowed by a presentation from the RWB costume department. Who knew tutus were so expensive?!

PHOTO: Members of artsScene Winnipeg crowd the Royal Winnipeg Ballet to learn the secrets behind the enigmatic tutu.

artsScene Halifax presents a How to Start an Art Collection Wine and Oyster Bar Event

This after-work networking event featured speaker Victoria Strange, co-owner of the Halifax-based Gallery Page & Strange, a Canadian Contemporary Art Gallery serving Atlantic Canadian art enthusiasts. Victoria educated an audience of over 60 attendees on how to start collecting art as a young professional, while the on-lookers enjoyed a fabulous spread of oysters and local wine.

PHOTO: artsScene Halifax members pose with gallery owner Victoria Strange.



WINNIPEG



EDMONTON

artsScene Edmonton: Art, Music, History, and Architecture at the Fairmont Hotel MacDonald

In August 2010, artsScene Edmonton hosted another sold-out event with their artsScene Summer Patio Party + Behind the Scenes at the Fairmont Hotel MacDonald. Featuring an amazing musical mash-up between the Jerrold Dubyk Trio and DJ Sweetz (Mindy Cooper), as well as a showcase of artist Sarah Jackson's latest project, "Angels of Love," the party also gave a score of young professionals an inside look at the history and architecture of the nearly hundred-year old hotel.

PHOTO: artsScene Edmonton attracts another sold-out crowd, this time to the Fairmont Hotel MacDonald



HALIFAX



MONTREAL



OTTAWA



CALGARY



TORONTO

WHO WE ARE

Business for the Arts is Canada's national association of business leaders who support the arts. Our mission is to strengthen arts and culture in Canada by building volunteers and funding partnerships between our business and arts communities.

WE CONNECT arts organizations across Canada with private-sector funders and volunteers through our programs and training services.

artsVest connects arts organizations to funding partners in the business community through matching funds and sponsorship training. artsVest has connected over 370 businesses with 135 arts organizations in 11 communities throughout Ontario and is expanding nationally in 2011. To learn more about artsVest and how it could impact your community, contact: artsVest@businessforthearts.org.

artsScene connects young professionals to the arts in their community. Through artful behind-the-scene events, artsScene introduces business professionals to unique experiences that engage them with the arts as patrons, volunteers, and donors. artsScene is led by volunteer committees in cities across Canada, including Edmonton, Calgary, Toronto, Montreal, Ottawa, Halifax, Winnipeg and Vancouver.

boardLink connects arts organizations to business professionals interested in volunteering on a board or committee. The program operates online at businessforthearts.org, where arts organizations and young professionals can sign up for free. Live matching events occur annually in cities across Canada, connecting hundreds of business professionals to dozens of arts organizations.

artsPitch connects arts organizations to volunteers from the business community to advise on fundraising and sponsorship, marketing, and media relations. Arts organizations are given an opportunity to present their latest strategies and ideas to business professionals and receive constructive feedback.

WE COMMUNICATE the concerns and interests of the arts sector through our forums, publications and advocacy work.

artsSummit is an annual forum organized in partnership with the Banff Centre that facilitates information-sharing between the Board Chairs, Artistic Directors and Executive Directors of Canada's largest arts organizations. The three-day Summit includes outstanding keynote speakers and in-depth panel discussions covering

a diverse range of pertinent topics, from audience engagement to the state of the economy.

artsAdvocacy – Business for the Arts continues to press for important tax incentives to stimulate private sector investment in the arts and facilitate communication between the arts sector and government.

artsResearch communicates the latest trends revealed through our annual surveys of over 1000 arts and culture organizations in Canada. Our annual commissioned research allows private, government and arts sectors to assess cultural growth, identify key areas of need and ultimately inform funding practices.

artsRoundtables facilitate information-sharing between our business members, public sector funders and foundations to better understand the status, strategies and gaps in arts funding. Roundtables are hosted in several cities across Canada.

WE RECOGNIZE business leaders who have demonstrated outstanding investment in the arts.

BftAwards – The annual BftA Awards Gala honours and celebrates the contributions of Canada's foremost business leaders and companies to the arts.

The **Edmund C. Bovey Award** is given to an individual business professional who has demonstrated exemplary leadership support of the arts. The winner receives a cheque for \$20,000 to give to the arts organization(s) of his or her choosing.

The **Globe and Mail Business for the Arts Awards** comprise four awards which recognize companies that show an outstanding commitment to the arts in Canada.

The **Arnold Edinborough Award** recognizes an emerging business leader under the age of 40 who has demonstrated exceptional leadership and volunteerism in the arts. The winner receives a cheque for \$5,000 to give to the arts organization(s) of his or her choosing.

To learn more about our programs, visit www.businessforthearts.org

Arts Funders Roundtable Series Goes National

After a successful pilot project in Toronto, Business for the Arts, in partnership with the Canada Council for the Arts and TELUS, is taking its Arts Funders Roundtable Series across the country. In collaboration with researcher Dr. Stephen Preece, Associate Professor at Wilfrid Laurier University, and moderator Marian Ruston, a former Director at England's Arts & Business, the roundtables will bring private and public sector arts funders to the table. Discussions will focus on how both groups of funders can best come together to benefit the artistic communities in each of Canada's provinces. The first roundtable of the series will take place in Winnipeg on December 1st 2010, co-chaired by Jean Giguère and Gail Asper. Those scheduled for Calgary, St. John's, Ottawa, Montréal, Vancouver and Toronto will follow shortly thereafter.



Private Launch of the National Survey of Music in our Schools

In April of 2009, Business for the Arts collaborated with the Coalition for Music Education (CME) to raise funds for a study examining the state of music education in Canada. The fundraiser, a benefit concert at the Glenn Gould Studio hosted by Sir Ken Robinson, was an overwhelming success. BftA and the CME launched the report resulting from the study at an exclusive breakfast event at the Verity Club in November of 2010. BftA members, directors, and other champions for music education were the first to be privy to the study's findings, presented by Hill Strategies.

Photo: Bora Kim, violin, and Alexander Seredenko, piano, performing at the *Evening with Sir Ken Robinson* event at the Glen Gould Theatre.



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