

# arts newsletter

WINTER 2011-12

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## WHERE BUSINESS MEETS THE ARTS

**B**USINESS FOR THE ARTS ROLLS OUT A \$3.5 MILLION DOLLAR MATCHING INCENTIVE AND SPONSORSHIP TRAINING PROGRAM which will spark partnerships between an estimated 325 arts and culture organizations and 680 businesses and flow over \$6 million into the culture sector through matching investments from the business community over the next two years. The funding will also provide 50 free sponsorship clinics to over 1000 arts and culture organizations in participating cities and provinces.

Over the past five years, 485 businesses have partnered with 175 arts and culture organizations in Ontario through our artsVest program, flowing a total of \$1,400,000 new private sector dollars into the arts and culture sector. Now the numbers are about to triple thanks to the combined investments of Canadian Heritage, provincial and city partners totaling \$3.5 million, including membership support from our business members

and in-kind support from our partner arts councils in each province and city.



**THANKS TO AN INVESTMENT OF \$1.64 MILLION FROM CANADIAN HERITAGE**, Business for the Arts has been able to provide access to the program for other cities and provinces which have been able to match the federal investment \$1 to \$1. So far this year, the program has launched in Saskatchewan and Calgary, with Winnipeg scheduled to launch September 26.



Photo caption: 1. Mayor Naheed Nenshi sings the praises of artsVest at the program's launch in Calgary's Art Central. 2. artsVest Ontario Launched in Barrie

**ARTSVEST ONTARIO:** Business for the Arts has launched the fifth year of artsVest in the province. This year brought \$250,000 in matching funds to five municipalities which successfully applied for the artsVest grant: Huntsville, Guelph, Markham, Hamilton and Barrie. Thanks to funding support from the Ontario Trillium Foundation, the Government of Ontario and Canadian Heritage.

**ARTSVEST CALGARY:** In June, Business for the Arts partnered with The City of Calgary and Calgary Arts Development to launch artsVest Calgary, with Mayor Naheed Nenshi and D'Arcy Levesque, VP of Public and Government Affairs at Enbridge. A total of \$600,000 has been invested by CADA and Canadian Heritage into the program that will see an estimated \$780,000 in new investment for the arts. More than 80 arts and culture organizations attended the first of four sponsorship workshops planned for the sector, and the program is currently oversubscribed.

**ARTSVEST SASKATCHEWAN:** A one million dollar program for arts and culture in the province. The Honourable Bill Hutchinson, Minister of Tourism, Parks, Culture and Sport joined SaskCulture and Business for the Arts on Monday August 15th to launch artsVest, which will see an estimated 120 culture organizations form partnerships with approximately 260 businesses over the next two years in Saskatchewan – stimulating over \$1 million in private sector investment for arts and culture in the province.

**ARTSVEST WINNIPEG:** artsVest will launch in Winnipeg on September 26th, 2011 thanks to funding from the Winnipeg Foundation which has matched \$300,000 from our artsVest national fund and in-kind support from the Winnipeg Arts Council. The first sponsorship workshop is scheduled for October 12th, 2011.

**STAY TUNED** for the official launch of artsVest Winnipeg in September and Visit [www.artsvest.com](http://www.artsvest.com) for more details!

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 partnerships between our business and arts communities. We help arts organizations across Canada connect with funders and volunteers in the private sector, communicate the value of investing in the arts through our research, publications and advocacy work, and recognize great business leaders in the arts through our awards program and media partnerships.

# ROUNDTABLES...

IN PARTNERSHIP WITH THE CANADA COUNCIL FOR THE ARTS AND TELUS, BUSINESS FOR THE ARTS IS HOSTING A SERIES OF ROUNDTABLE DISCUSSIONS ACROSS THE COUNTRY that bring together arts funders from both the public and private sectors to address how best to collaborate to increase investment in the arts and help the arts community to better partner with businesses on their projects. Roundtables have already taken place in Winnipeg, Calgary, and Vancouver, with Ottawa and Toronto to follow before the end of 2011. In total, it's estimated that arts supporters from over 100 Canadian businesses will take part in these roundtables, as well as representatives from every major public sector arts funder in Canada.

Leading up to each roundtable, Business for the Arts has

been compiling inventories of all businesses identified by arts organizations as corporate sponsors or supporters. This inventory, analyzed by Dr. Stephen Preece of Sir Wilfrid Laurier University, identifies overall trends in arts support as it varies from province to province. This inventory has helped Business for the Arts identify which industries are most engaged in supporting the arts (e.g. in Manitoba, private foundations were responsible for the most instances of arts support, while in Alberta it was businesses belonging to the technical, professional and scientific services). The inventory also shows the percentage of arts organizations claiming no corporate support as well as which arts disciplines tend to engage the private sector the most. These findings, as well as a summary of responses to an opinion survey about corporate arts

support completed by the roundtable participants themselves, are presented as an introduction at each roundtable session to help stimulate discussion.

Business for the Arts would like to thank the co-Chairs of the roundtables to date: Gail Asper and Jean Giguère in Winnipeg, Dani Deboice and D'Arcy Levesque in Calgary, and David Aisenstat and Jake Kerr in Vancouver, as well as its research partners which include Calgary Arts Development Authority (CADA) and the Ontario Arts Council. To learn more about the roundtables or to read report summaries from the roundtables held to date, please visit our website. The national roundtable initiative and all its accompanying research components will conclude with a final report in the fall of 2012.

# ...& RESEARCH

In other research news, Business for the Arts was proud to partner with the City of Toronto to host two private sector roundtables as part of the city's Creative Capital Initiative in March of 2011. The new cultural plan resulting from the initiative (a document entitled Creative Capital Gains), was unanimously adopted by the City Council in May.

Business for the Arts is also excited to announce that our annual survey has reached its 35th anniversary, making Business for the Arts the only organization in Canada to track data on the economic health of Canada's cultural sector for such a long period of time. A 35-year trend analysis based on the survey data will be forthcoming in 2012.

For more information, visit [businessforthearts.org/research](http://businessforthearts.org/research)



## ARTSSCENE

BUSINESS FOR THE ARTS' ARTSSCENE PROGRAM CONTINUES TO EXPAND ACROSS THE COUNTRY, connecting young business professionals as new audiences, patrons and volunteers for the arts and culture sector, thanks to the dedicated volunteers of its eight local chapters (Halifax, Montreal, Ottawa, Toronto, Winnipeg, Calgary, Edmonton, and Vancouver).

So far this year, the artsScene chapters have collectively brought more than 1200 young business professionals out to its signature events, and have impacted more than 75 arts and culture organizations through volunteer matching, marketing initiatives, and audience development. BftA sends a huge thank you to all of our artsScene volunteers, and is looking forward to hosting the artsScene co-Chairs this October at the annual artsScene Summit and Arnold Party.

To learn more about artsScene, please visit [businessforthearts.org/artsScene](http://businessforthearts.org/artsScene)

Photo caption: artsScene Montreal Gallery Tour event



## AWARDS

THE BUSINESS FOR THE ARTS AWARDS GALA CEREMONY BRINGS TOGETHER CANADA'S FOREMOST BUSINESS AND ARTS LEADERS to recognize the extraordinary contributions made by individual business leaders and companies who have shown outstanding commitment to the arts. We are proud to announce the 2011 Award winners:

- ▶ JOHN D. MCKELLAR, C.M., Q.C., J.D., Edmund C. Bovey Award Winner, nominated by Tarragon Theatre.
- ▶ SIMON FOSTER, Arnold Edinborough Award Winner, nominated by Framework Foundation.
- ▶ Globe and Mail Business for the Arts Awards: Bullas Travel, Enbridge Inc., Hougén Group of Companies and Sun Life Financial.
- ▶ Awards of Distinction: Creeds Dry Cleaning, Enwave Energy Company and Sun Life Financial.

Please join us as we celebrate the outstanding investments of our 2011 award winners in Canada's arts and culture sector for a glamorous evening hosted by Seamus O'Regan. Guests will be transported back in time to experience the Carlu when it first opened in 1930, with performances by the wonderful Juno award winning jazz vocalist Kellylee Evans and special tribute by Theatre20. For more information and to purchase a table or tickets, please contact [awards@businessforthearts.org](mailto:awards@businessforthearts.org)

Photo caption, from left to right: Maggie Fairs, artsScene Toronto Director. artsScene Edmonton Behind the Scenes event at the Alberta Ballet. artsScene Toronto boardLink Live event at Scotia McLeod. Claire Hopkinson, Toronto Arts Council with John McKellar, 2011 Bovey Award winner. Robert, Melanie, Simon and Joanna Foster. Charles Baylie and Janet Yale.



## The Arnold Party

The official after party of the 33rd Annual Business for the Arts Awards

Join artsScene on October 6th at The Carlu for The Arnold Party – an evening of pure artistic revelry in celebration of young professionals who volunteer in the arts and raise a toast to this year's big cheese, Simon Foster. Step back in time to the hopping nightlife of 1920's Atlantic City, once considered to be the World's playground! This Boardwalk Empire themed evening promises to be the cat's meow. Shake a leg and buy your tickets today at [arnoldparty2011.eventbrite.com](http://arnoldparty2011.eventbrite.com)

# CORPORATE MEMBERS

**BftA WELCOMES OUR NEW BUSINESS MEMBERS** - At a recent members' event hosted by the Bank of Montreal on May 26th, BftA was pleased to welcome six new companies as members to Business for the Arts: Enbridge Inc., Franklin Templeton Investments, Gluskin Sheff + Associates, Investors Group, Mabe/GE Appliances, and Verity International Ltd. As Canada's national association of business leaders who support the arts, these six companies now join a network of businesses whose support of the arts guarantees the richness, diversity, and success of Canada's cultural institutions. Since the May 26th event, two more companies have also joined Business for the Arts: HSBC Bank Canada and Medcan. Business for the Arts would like to take this opportunity to thank all of our member companies whose support helps BftA deliver all services which further increase business support of the arts across Canada.



Photo caption: 1. At the May 26th members' event, BftA Chairman Jim Fleck welcomes one of Business for the Arts' newest members, D'Arcy Levesque of Enbridge 2 & 3. BftA's newest Board Directors, Kirstine Stewart, (Photo courtesy of CBC), and Brian Levitt



## BOARD OF DIRECTORS

**BUSINESS FOR THE ARTS IS PLEASED TO ANNOUNCE THE RECENT ELECTION OF**

**TWO NEW BOARD DIRECTORS.** Kirstine Stewart (Toronto) is EVP of English Services at CBC. Kirstine's dedication to Canadian culture is also apparent through her volunteerism, as she sits on the Board of the Banff Television Festival and is a founding Board member of Culture Days. Brian Levitt (Montreal) is Counsel to the law firm of Osler, Hoskin and Harcourt LLP, and was previously its Co-Chair. His arts and community involvement includes serving as Chairman of the Board of Directors of the Montreal Museum of Fine Arts and Vice-Chair of the Board of the C.D. Howe Institute. Welcome Kirstine and Brian!

For a full list of BftA's Board of Directors, please visit [businessforthearts.org/board-of-directors](http://businessforthearts.org/board-of-directors).

# BftA MEMBERS

Aeroplan  
AGF Management Limited  
BMO Financial Group  
Bravo!/CTV  
Bruce Etherington & Associates  
Canada Overseas Investments Limited  
Canadian Imperial Bank of Commerce  
Cineplex Media  
Deloitte & Touche LLP  
Dominion of Canada General Insurance Company  
E-L Financial Corp. Ltd.  
Enbridge Inc.  
Ernst & Young LLP  
Fednav Limited  
Four Halls Inc.  
Franklin Templeton Investments  
George Weston Limited  
Gluskin Sheff & Associates  
Great-West Life Assurance Company  
Harvard Developments Inc.  
HSBC Bank Canada  
Investors Group  
Jackman Foundation  
KPMG LLP  
Lignum Investments Ltd.  
l'Oréal Canada  
Mabe / GE Appliances  
Medcan  
Michael Vukets & Associates  
Morgan Meighen & Associates  
Power Corporation  
Raymond James Ltd.  
Rogers Communications Inc.  
Scotiabank  
Shelter Canadian Properties  
Sun Life Financial  
TD Bank Financial Group  
TELUS  
The Gail Asper Family Foundation  
The Globe and Mail  
The J.P. Bickell Foundation  
The RBC Foundation  
The Woodbridge Company Ltd.  
Verity International Limited



707 - 165 University Avenue, Toronto, Ontario M5H 3B8

T: 416.869.3016 F: 416.869.0435 E: [info@businessforthearts.org](mailto:info@businessforthearts.org)

VISIT US ONLINE AT [BUSINESSFORTHEARTS.ORG](http://BUSINESSFORTHEARTS.ORG)