

# arts newsletter

## Winter Edition

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**Welcome to 2012** and a new year of growth and innovation for Business for the Arts. This year marks more exciting developments as we continue to build our programs and expand our efforts to bring businesses and arts together.

The production of our 2011 Annual Report is underway and will be available in early April. The report will include a roundup of 2011 activities and accomplishments, and feature a look at what's ahead for 2012. As well, this newsletter will now be distributed on a monthly basis to keep our members and

supporters up to date on all the latest news and happenings at Business for the Arts.

Next month, we will be announcing our 2012 Business for the Arts Award winners and hope that you will join us to celebrate these outstanding leaders at our gala dinner this fall in Toronto. We look forward to seeing you there!

We extend a sincere thank you to all of our members, directors and volunteers for their continued support as we move forward in our mission to strengthen arts and culture in Canada.

## BftA welcomes inaugural group of artsScene™ Ambassadors

Business for the Arts is delighted to announce its inaugural artsScene™ Ambassadors, a select group of young business professionals who have each donated \$5,000 to help strengthen the artsScene program over the next three years (2012-2014). Our artsScene Ambassadors recently gathered in Toronto at a welcome cocktail generously hosted by BftA Board member Kirstine Stewart and her husband Zaib Shaikh (photo at right).

Our new artsScene Ambassadors are:

**Robert Baines** - Executive Director, The Canada-Albania Business Council

**Guy Beaudin** - Senior Partner, RHR International

**Alain Bergeron**

**Alex Bettencourt** - President, Elletrica

**Kevin Fairs** - US & GT UK Strategy | Client Experience  
RBC Wealth Management

**Jessica Foster** - Co-CEO, Koral Holdings

**Nancy Jain** - President, G&N Developments

**Irfhan Rawji** - Director, Onex Corporation

**Paul G. Smith** - CEO, Equity Financial Holdings Inc.

**Joel Stevens** - Entrepreneur



Business for the Arts is grateful for their support and commitment to the arts. If you would like to join us as an artsScene Ambassador, please contact Christine Armstrong: [c\\_armstrong@businessforthearts.org](mailto:c_armstrong@businessforthearts.org) or 416-869-3016 ext. 225.

# ArtsVest™ Continues to Create Collaborative Learning Communities

Please visit [www.artsvest.com](http://www.artsvest.com) to learn more about artsVest.



## artsVest ONTARIO

Thanks to funding support from the Ontario Trillium Foundation, the Government of Ontario and Canadian Heritage, artsVest Ontario 2011 is now in full swing with cultural organizations pre-approved for matching grants in Barrie, Guelph, Hamilton, Huntsville and Markham, all forging innovative partnerships with businesses in their respective communities. The Call for Submissions for artsVest Ontario 2012 was released in November 2011 and will see Elliot Lake, Midland, North Bay, Windsor and Ottawa each awarded a matching incentive fund pot varying from \$25,000 to \$100,000. In-depth sponsorship training for local cultural organizations will also be provided and will help to spark lasting partnerships between public, private and arts and sectors at a local level.

## artsVest WINNIPEG

artsVest Winnipeg, in partnership with the Winnipeg Arts Council (WAC) with funding from Canadian Heritage and the Winnipeg Foundation, pre-approved 22 arts organizations for funding in December 2011. Since then, our artsVest representatives at the Winnipeg Arts Council, Alix Sobler and Dominic Lloyd, have conducted three of four artsVest workshops with these arts organizations where they have had an opportunity to learn about corporate sponsorship development, writing a proposal and effective stewardship. In addition to receiving feedback from Alix and Dominic, the workshops have provided an opportunity for arts administrators to share their challenges and experiences with one another, creating a truly collaborative learning community.

## artsVest CALGARY

The 13 organizations pre-approved for artsVest funding have recently completed the last of four workshops under the direction of Business for the Arts' sponsorship expert Marian Ruston. The workshops took an in-depth look at the process of sponsorship development, from defining your fit and unique value proposition to your prospect, to writing an effective sponsorship proposal and stewardship as the key to sponsorship success. artsVest Calgary participants are now busy pursuing business partnerships that will generate matching funds of up to \$150,000 in the first of two years of artsVest Calgary! One-third of the participating organizations have already secured all their sponsors and exceeded their matching incentive grant targets. artsVest Calgary operates in partnership with Calgary Arts Development and with funding from Canadian Heritage and The City of Calgary through Calgary Arts Development.

## artsVest SASKATCHEWAN

During the months of November and December, Business for the Arts launched the artsVest program in Regina, Saskatoon and the seven surrounding districts in the province of Saskatchewan, followed by sponsorship workshops with Marian Ruston. Thanks to matching funds from Canadian Heritage, the Saskatchewan Ministry of Tourism, Parks, Culture and Sport and in-kind support from SaskCulture, Business for the Arts is able to bring \$350,000 per year for the next two years to small- to mid-sized arts organizations across the province, stimulating over \$1 million in private sector investment for arts and culture in the province. This is the first time that Business for the Arts launched the program across a whole province at once and we are happy to report that 54 organizations were pre-approved for the first round of funding!

Many thanks to our artsVest Program Managers – Lauren Goldman (Ontario), Emiko Muraki (Calgary), Linda Payeur (Saskatchewan), Dominic Lloyd and associate Alix Sobler (Winnipeg), and Laura Adlers and Aida Aydinyan (National) – for their ongoing support and assistance in bringing the artsVest program to small- to mid-sized arts organizations across the country!

# Planning Underway for 2012 Business for the Arts

## *Award Gala*

The 2012 National Business for the Arts Partnership Awards will take place October 4, 2012 in Toronto. More than 400 guests will gather to celebrate the extraordinary contributions made by individual business leaders and companies who have shown outstanding commitment to the arts in Canada. The awards presentation includes:

- The Edmund C. Bovey Award
- The Arnold Edinborough Award
- The Globe and Mail Business for the Arts Partnership Award (four categories):
  - Best Entrepreneurial Partnership*
  - Most Effective Corporate Program*
  - Most Innovative Marketing Sponsorship*
  - Small Business Partnership*

The jury meetings for the Awards will take place in early March, with the winners announced on March 28, 2012.

Watch for upcoming news and updates on the gala! [businessforthearts.org/awards](http://businessforthearts.org/awards)

## Business for the Arts Launches Annual Survey

Our 2012 annual survey was sent out this month to non-profit Canadian Visual Arts Museums and Performing Arts organizations. This year's survey offers a new online platform that is easier to use and includes new sections on audience reach and the value of sponsorship.

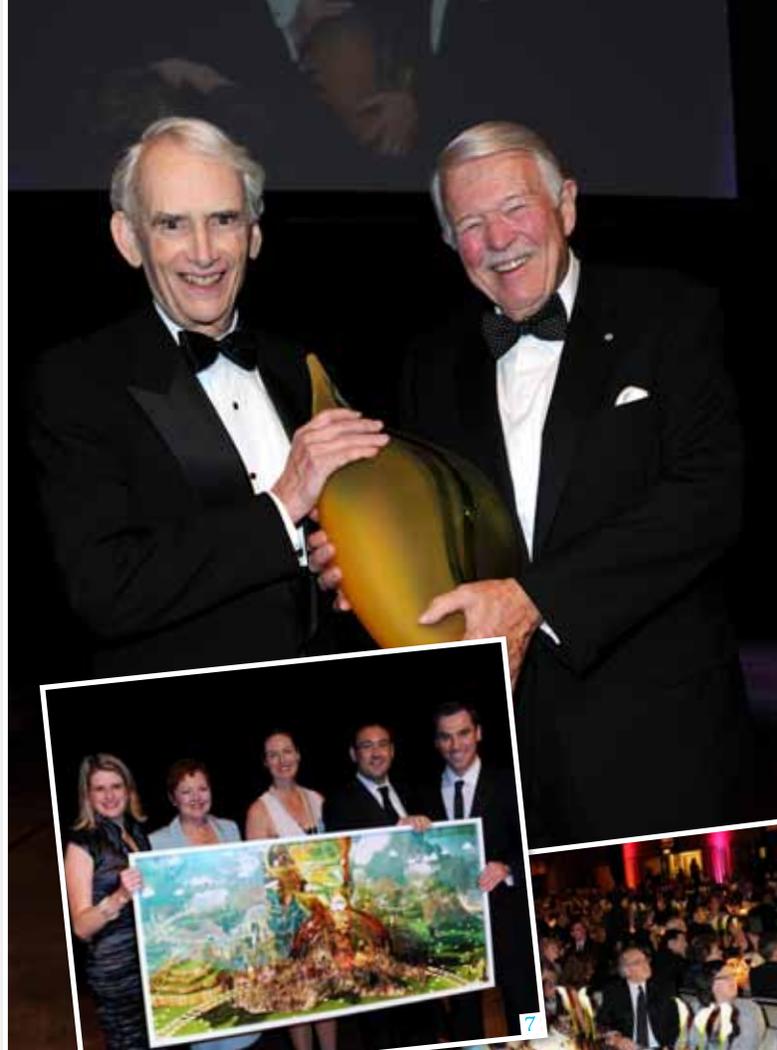
Since 1974, Business for the Arts has been tracking the state of the arts in Canada, creating a comprehensive yearly analysis that helps sustain and shape our advocacy work on behalf of arts organizations across the country.

The results provide participants with valuable tools to compare their performance with other arts organizations, to evaluate their successes and areas for improvements,

and to improve their sustainability by having an organized record of data that can be used for annual board meetings, marketing and member recruitment, and to secure public or private funding. Results of the survey will be available at the end of the year.

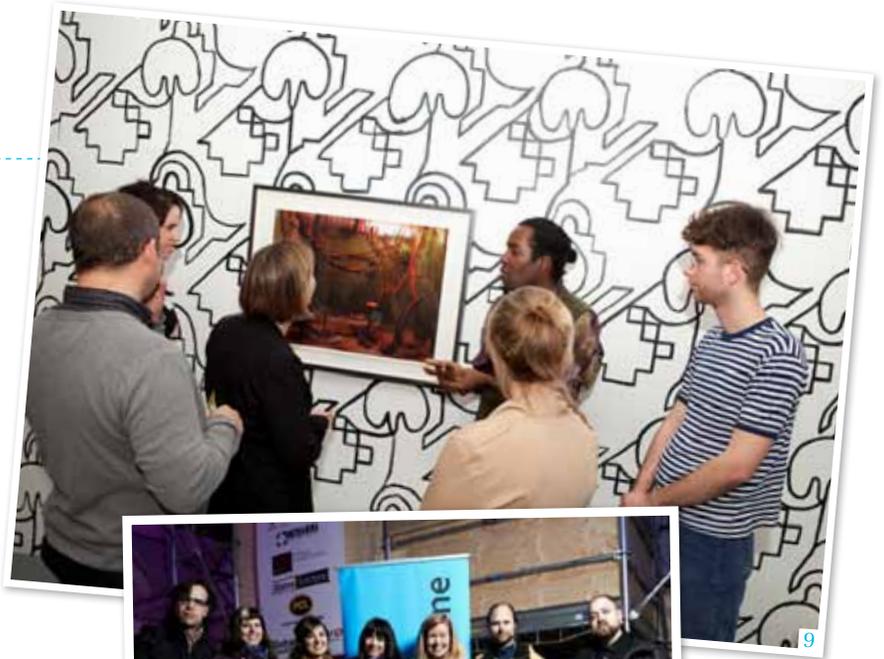
In addition to our annual survey report, this year's research will include a 30-year trend analysis of our annual surveys since 1981.

Visit [businessforthearts.org/surveys](http://businessforthearts.org/surveys) for the executive summary of the 2009-2010 surveys, and order your copy of the full survey data!



## artsScene Chapters Off to a Rousing Start

BftA's artsScene chapters, dedicated to increasing the engagement of young business professionals in the arts, are off to a great start for 2012! In January and February alone, artsScene chapters across the country will already have connected with nearly 400 young professionals and partnered with such arts and culture organizations as Art Metropole in Toronto; l'Association des galeries d'art contemporaine (AGAC) and des ensembles Caprice et Pentaèdre in Montreal; the Ottawa School of Art in Ottawa-Gatineau; 5468796 Architecture in the Exchange District of Winnipeg; and METROPOLIS, Edmonton's newest celebration of winter culture.



## Roundtables Head to Regina

On February 27, BftA will be travelling to Regina to hold the sixth of eight funders in the arts roundtable meetings.

The initiative, in partnership with the Canada Council, has already travelled to Winnipeg, Calgary, Vancouver, Ottawa and Toronto, where talks with arts funders from both business and government have investigated possible initiatives that could increase business support of the arts in their cities and provinces. Co-chaired by Carol Hill of the

Hill Group of Companies and Gord Zakreski of Enterprise Saskatchewan, the Regina roundtable will provide unique insights into Regina and Saskatchewan's strengths and challenges in engaging the business community in local arts and culture.



1. artsScene Ambassadors Cocktail Reception hosted by BftA Board member Kirstine Stewart
2. Cultural organizations, businesses and municipal leadership gathered at Barrie City Hall to celebrate the artsVest program
3. Launch of the artsVest program at the West End Cultural Centre in Winnipeg
4. Launch of the artsVest program in Calgary
5. artsVest Saskatchewan launch at the MacKenzie Art Gallery in Regina
6. Business for the Arts' Chairman Jim Fleck with 2011 Edmund C. Bovey Award Winner John McKellar
7. (Left to right) Gillian Hewitt Smith (artsScene National co-Chair), Sheila Phillips (Great-West Life), Pamela Ritchie (BNN), Takashi Yamashita (artsScene National co-Chair), and Simon Foster as Simon accepts an original piece by Alex McLeod as the 2011 Arnold Edinborough Award-winner
8. Gala guests enjoying the 2011 Award presentations at the Carlu
9. Young professionals at artsScene Montreal's Gallery Tour
10. A Night of Creativity at Metropolis. — at Metropolis Edmonton International Winter Festival
11. artsScene Winnipeg's [Ar]chif[ect]ure event
12. (Facing, left to right): John Brotman (OAC), Roy Hyrn (Molson Coors Canada), Don Johnson (BftA Board) and Michael Koerner (BftA Board).



## artsQ Profile

A Business for the Arts questionnaire profiling Canada's business champions of the arts, with the aim of inspiring others to support arts and culture in Canada.

### Jean Giguere,

Board of Directors, Business for the Arts

Chair Emeritus Royal Winnipeg Ballet, Chair Culture Days Manitoba

**BftA:** *What has been your favourite cultural event so far (this year)?*

**JG:** Culture Days Blue Bomber half-time show that featured an opera singer, 400 dancers and drummers. The National Ballet's Romeo and Juliet.

**BftA:** *If you could be any artist in history, who would you choose and why?*

**JG:** Evelyn Hart for her artistry, interpretation and incredible talent. To watch her gold medal performance of BELONG at Varna is to be transported to a magical space. Any performance by YoYoMa

**BftA:** *Who inspired you to get involved in the arts?*

**JG:** Family, even my brother the goalie loved the arts. We were all expected to participate and support the arts at an early age.

**BftA:** *What is the natural artistic talent that you would like to have?*

**JG:** To come home after a long day and be able to play the piano or violin.

**BftA:** *What are the biggest challenges facing the arts sector in Canada?*

**JG:** Money, money, money, and engaging new audiences especially young people. We need to bring back arts education in schools. I am especially impressed with BFTA's artsScene.

**BftA:** *What do you consider your proudest moment as a supporter of the arts?*

**JG:** Being the Chair of the Royal Winnipeg Ballet board at its worst time and turning it around with a new governance model, financial security and eliminating a million dollar debt while not compromising the artistic integrity of the organization. Being part of the national team that established Culture Days and organizing Manitoba.

**BftA:** *Why do you support the arts, and why should others?*

**JG:** At the Governor General awards in Ottawa a couple of years ago, Madame Michaëlle Jean stood on the stage and asked the entire audience to not say a word. When there was complete silence, she said, "This is how the world would be without the arts, silent and empty." I believe that says it all. Personally, the arts have educated me, entertained me and soothed my soul through some difficult times. If one does not appreciate that, then appreciate their value to his/her community through tourism and the revenue generated in hotels, restaurants, etc. For example, the RWB has toured to 40 countries and almost 600 cities around the world acting as ambassadors for Winnipeg and Canada.

Find us on:



## New Members

Business for the Arts is delighted to welcome our latest new members: **Invesco** and **The Keg Steakhouse and Bar**. They join a valued group of businesses and business leaders who are committed to ensuring the success and strengthening of the arts across Canada.

## New Partnerships

In addition to our media partnership with **The Globe and Mail**, Business for the Arts has entered a new partnership with the **Canadian Broadcasting Corporation (CBC)**, a long-time supporter of arts and culture in Canada. The three-year partnership will run from 2012 to 2014 and will see the CBC support our initiatives through their multiple platforms. We are also happy to welcome two new partners to our Awards Gala: **Sun Life Financial** with a two-year commitment as presenting sponsor, and **Michael Vukets and Associates** as our new Arnold Award sponsor. We look forward to an exciting collaboration with everyone!

## New Staff

In January, **Christine Amendola** joined BftA as Communications Manager. Christine can be reached at 416-869-3016 ext. 226 or [c\\_amendola@businessforthearts.org](mailto:c_amendola@businessforthearts.org)

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