

artsVest™ National Results Report for Year I

April 1, 2011 – September 30, 2012

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I. PROGRAM DESCRIPTION:

Program Delivered By:

Business for the Arts - Founded in 1974, Business for the Arts (BftA) aims to strengthen arts and culture in Canada by building partnerships between the private and cultural sectors. For more information, visit www.businessforthearts.org.

Program Title:

artsVest™ National

Program Start and End Date:

April 1, 2011 – September 30, 2012

Program Summary:

artsVest™ is a matching incentive and sponsorship training program of Business for the Arts supported by the Canada Cultural Investment Fund of Canadian Heritage, provincial and city partners, including in-kind support from partner arts councils and cultural organizations in each province and city. The objectives of the program are to stimulate business investment in the arts through matching incentives, provide training on how to approach the business sector with a sponsorship proposal and facilitate relationships between the public, private and culture sector to help develop cultural assets at a local level. The program is made up of three components:

Sponsorship Training: Many small- to mid-sized arts and culture organizations lack the experience and the confidence to approach businesses as major funding partners in their creative efforts. As a result, they are unable to effectively develop this important revenue stream. artsVest provides the motivation and coaching to learn more about the art of sponsorship and gain more confidence in approaching the business sector. In-depth training workshops provided by the artsVest sponsorship coach and networking events in the community help to educate and connect arts leaders with potential business partners.

artsVest not only offers in-depth training workshops but also year-round support to build capacity within the local cultural sector. By coaching arts organizations on the art of sponsorship, from developing a strategy to creating a sponsorship proposal, artsVest arms them with the ability to approach the business community and successfully generate new and diverse revenue streams.

Matching Incentive Funds: Cultural organizations within selected communities are invited to apply for a matching grant to be used as an incentive to spark business sponsorship of one of their projects or programs, offering the local private sector the potential to double the impact of their investment. Organizations must then successfully secure business sponsorship within six months and submit a sponsorship confirmation with their new business partner.

Community Building Events: artsVest is an excellent tool to engage municipal and community leaders from all sectors around a common goal to foster culture in their communities. When artsVest launches in each community, community building and networking events are held, uniting the leaders from the public, private and cultural sector to rally behind arts and culture as an important part of the community. The events serve as a networking opportunity and a forum to discuss how the local business and cultural sectors can come together, and includes business sector round tables and business guest panels. artsVest

brings the business sector and municipal leadership into the fold together with the cultural leadership to create sustainable funding relationships for the arts and realize municipal culture plans.

With funding from Canadian Heritage and our provincial and municipal partners, the artsVest program expanded nationally in 2011. Business for the Arts took artsVest to the Province of Ontario and the Province of Saskatchewan and the cities of Winnipeg and Calgary. For the artsVest national expansion, matching partners are:

- Ontario Ministry of Tourism and Culture
- Ontario Trillium Foundation
- Winnipeg Foundation
- Winnipeg Arts Council
- Government of Saskatchewan
- SaskCulture
- City of Calgary
- Calgary Arts Development Authority

Five municipalities in Ontario, two cities and seven districts in Saskatchewan, City of Winnipeg and City of Calgary, were identified as National artsVest 2011-2012 communities:

1. City of Calgary
2. City of Winnipeg
3. City of Markham (ON)
4. City of Hamilton (ON)
5. City of Barrie (ON)
6. City of Guelph(ON)
7. City of Huntsville (ON)
8. City of Regina (SK)
9. City of Saskatoon (SK)
10. Lakeland District (SK)
11. Southeast District (SK)
12. Southwest District (SK)
13. Parkland Valley District (SK)
14. Prairie Central District (SK)
15. Northern District (SK)
16. Rivers West District (SK)

artsVest 2011-2012 Timeline of Activities

<p>Call for applications announced in participating artsVest National provinces and municipalities</p>	<p>April 2011, Calgary April - May, 2011, Ontario April, 2011, Winnipeg April 2011, Saskatchewan</p>
<p>2011 artsVest communities announced. Planning begins with local representatives for Launches and Workshops in each community.</p>	<p>May 2011, Calgary June 2011, Ontario May 2011, Winnipeg August 2011, Saskatchewan</p>
<p>artsVest program launches held in each community with the Mayor, Chamber of Commerce President, Arts Council representatives, cultural and business leaders and local media in attendance.</p> <p>Two workshops, both aimed at local cultural organizations, followed the Launch events in each community. The first was a Program Info Session that explained how the artsVest program works and how to apply and was delivered by a Business for the Arts Program Manager. This was followed by a Sponsorship Training Workshop on how to approach potential business partners. Sponsorship Coaches worked closely with Business for the Arts and each community to develop a Sponsorship Training Workshop, Business Panel and 60-Second Pitch exercise tailored specifically for each community, adjusting the workshops to the skill level of the participants.</p> <p>A survey about the workshops was given to each participant to provide feedback to BftA staff and the sponsorship coach. Feedback was very positive.</p>	<p>June 2011 Calgary</p> <p>July - Sep 2011, Ontario</p> <p>Aug - Dec 2011, Saskatchewan</p> <p>September 2011, Winnipeg</p>
<p>Cultural organizations in every community submitted Pre-Approval forms to reserve between \$10K - \$15K from artsVest matching funds. Funds were allocated based on a jury process. Organizations had up to six months to secure sponsorship for matching funds.</p> <p>Each community had its own jury, made up of individuals from the arts community, individuals who work, or have worked, in fund development, preferably in the arts and individuals who work in community investment from the private sector</p> <p>Criteria for jury selection: BftA selected a range of peer and</p>	<p>July - October 2011 Calgary</p> <p>August - Nov 2011, Ontario</p> <p>Sep - Nov 2011, Winnipeg</p>

<p>community assessors that best matched the required skills from applicants through a publicly distributed nomination process. BftA strives to maximize the number of qualified people who serve on assessment committees and ensure that the committees represent a wide diversity of specializations, artistic practices, cultural backgrounds and perspectives. Other key considerations are breadth of vision, open-mindedness and generosity of spirit, the ability to work collaboratively and the willingness to express opinions while respecting and listening to the opinions of others.</p>	<p>Nov 2011- Jan 2012, Saskatchewan</p>
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II. PROGRAM RESULTS

BftA measures artsVest’s performance with the program’s main goals in mind:

- To spark alliances between the arts, business and municipal sectors and strengthen municipal cultural plans
- To stimulate private sector investment in arts and culture
- To build capacity within the cultural sector to be self reliant and competitive in generating long term funding partnerships with the business sector.

Summary Report on Performance Measurement and Indicators:

1) Matching Funds

Expected Results	Key Performance Indicators	Performance Measurement
Enhanced business investment in the arts through matching fund incentives	Number of sponsorship partnerships secured	<ul style="list-style-type: none"> • For the first year of the artsVest national program 461 sponsorship partners are secured of which 320 are first time business partners and 134 are long-term sponsorship agreements. • Each matching dollar towards artsVest program from public sector generated \$2.28 from business community • 45 business leaders have spoken at each launch and workshop events to inspire other businesses to invest; media have helped take this message to communities.
Contribute to the development of cultural assets at the local level	Dollars raised from businesses towards the initiatives	<ul style="list-style-type: none"> • The total amount raised from the business community as of September 30, 2012 is \$1,918,589. • Partnerships with municipal/district cultural

	<p>Number of launch events and attendance at events</p>	<p>planning processes in all artsVest National 2011-2012 communities were established.</p> <ul style="list-style-type: none"> • Partnerships with Chambers of Commerce and Business Improvement Associations were created. • Partnerships with local media were created • Arts and culture organizations, business and municipal leaders were invited to attend the launch events, which included speakers such as the Mayor, President of the Chamber of Commerce, Executive Director of the Arts Council. <ul style="list-style-type: none"> • artsVest Launch Dates and Attendance per Community as of today: <p style="text-align: center;"><u>Calgary</u> Launch: June 15, 2011 Attendance: 65</p> <p style="text-align: center;"><u>Huntsville</u> Launch: July 5, 2011 Attendance: 40</p> <p style="text-align: center;"><u>Guelph</u> Launch: July 14, 2011 Attendance: 42</p> <p style="text-align: center;"><u>Saskatchewan Provincial Launch</u> Launch: August 15, 2011 Attendance: 60</p> <p style="text-align: center;"><u>Barrie</u> Launch: August 30, 2011 Attendance: 38</p> <p style="text-align: center;"><u>Markham</u> Launch: September 15, 2011 Attendance: 30</p> <p style="text-align: center;"><u>Winnipeg</u> Launch: September 26, 2011 Attendance: 50</p> <p style="text-align: center;"><u>Hamilton</u> Launch: September 28, 2011 Attendance: 58</p>
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		<p><u>Moose Jaw</u> Launch: November 15, 2011 Attendance: 26</p> <p><u>Yorkton</u> Launch: November 16, 2011 Attendance: 12</p> <p><u>Weyburn</u> Launch: November 17, 2011 Attendance: 41</p> <p><u>Regina</u> Launch: November 18, 2011 Attendance: 47</p> <p><u>Saskatoon</u> Launch: November 29, 2011 Attendance: 51</p> <p><u>North Battleford</u> Launch: November 30, 2011 Attendance: 11</p> <p><u>Prince Albert</u> Launch: December 1, 2011 Attendance: 31 in attendance</p> <p><u>Meacham</u> Launch: December 2, 2011 Attendance: 12 (snow storm stopped several presenters and participants from attending)</p>
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2) Training to small- and mid-sized cultural organizations

Expected Results	Key Performance Indicators	Performance Measurement
Build capacity within arts and culture organizations on	Number of workshops and number of attendees	21 workshops and clinics were conducted with 311 representatives from cultural organizations in attendance.

<p>how to approach the business sector with a sponsorship proposal</p>		<p>Sponsorship coaches were hired to do workshop research, development and delivery in Ontario, Calgary, Saskatchewan and Winnipeg.</p> <p>artsVest Sponsorship Coaches researched and designed each Sponsorship Training Workshop to fit the community needs, including the skill level of the participants and local economic, social and cultural climate. This included specific data on the local community and how arts and culture organizations could use this data to their advantage in securing successful partnerships with local business. It also included discussions with local business leaders to help gauge the local climate and inform the Sponsorship Training Workshop.</p> <p>In addition, the Chamber of Commerce/ BIA were signatories on the application for artsVest and very involved in helping develop Business Panels and Judging Panel for the 60-Second Pitch exercise that were integrated into the Sponsorship Training Workshops.</p> <p>artsVest Workshop Dates and Attendance per Community:</p> <p style="text-align: center;"><u>Calgary</u> Workshop #1: June 16, 2011 Attendance: 55</p> <p style="text-align: center;"><u>Huntsville</u> Workshop: July 6, 2011 Attendance: 10</p> <p style="text-align: center;"><u>Guelph</u> Workshop: July 15, 2011 Attendance: 18</p> <p style="text-align: center;"><u>Barrie</u> Workshop: August 31, 2011 Attendance: 20</p> <p style="text-align: center;"><u>Markham</u> Workshop: September 19, 2011 Attendance: 20</p>
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		<p><u>Winnipeg</u> Workshop #1: October 12, 2011 Attendance: 50</p> <p><u>Hamilton</u> Workshop: September 29, 2011 Attendance: 23</p> <p><u>Calgary</u> Workshop #2: October 31, 2011 Attendance: 14</p> <p><u>Winnipeg</u> Workshop/Clinic #2: October 26, 2011 Attendance: 34</p> <p><u>Calgary</u> Workshop #3: October 3, 2011 Attendance: 24</p> <p><u>Regina</u> Workshop: November 21, 2011 Attendance: 45</p> <p><u>Swift Current</u> Workshop: November 22, 2011 Attendance: 25</p> <p><u>Yorkton</u> Workshop: November 24, 2011 Attendance: 6</p> <p><u>Saskatoon</u> Workshop: December 5, 2011 Attendance: 55</p> <p><u>North Battleford</u> Workshop: December 6, 2011 Attendance: 7</p> <p><u>Prince Albert</u> Workshop: December 7, 2011 Attendance: 27</p>
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Quantitative Data Collection

artsVest quantitative performance measures:

- Number of municipalities participating in the artsVest program and strengthening their municipal cultural plans
- Number of cross-sectoral partnerships formed between the arts and culture and business sectors in each community
- Amount of sponsorship generated in each community in relation to the matching funds distributed
- Number of long-term cross-sectoral partnerships formed that enhance the sustainability of communities
- Research and analysis undertaken by the artsVest sponsorship coach prior to the program launching
- Information provided in the application process
- Information and feedback provided in the sponsorship confirmation forms submitted by each participating arts organization
- Attendance and feedback at artsVest events
- Coverage of events in local media
- Surveys & interviews

Quantitative Results

- 21 communities participated in the artsVest National 2011-2012 program
- 21 communities received community building events which included a networking component, allowing interaction between arts, business and public sectors
- 13 business leader panel discussions occurred
- 13 *Dragon's Den*-inspired 60-second pitch exercises were delivered
- 497 attendees representing business, public and arts leadership attended the launch events, with attendance and speeches from the Mayors and Chambers of Commerce
- 311 arts organizations received sponsorship training workshops
- 141 arts organizations were pre-approved for matching funds
- 123 arts organizations secured artsVest matching funds
- 461 partnerships were formed between arts organizations and businesses (320 of these businesses had never before sponsored the arts). Among 461 partnerships, 134 were long-term
- \$840,189 in matching funds were distributed
- \$1,918,589 in business sponsorship was generated in 21 communities

Qualitative Data Collection

artVest qualitative performance measures:

1. Surveys & Research

Pre-Launch

Research and development was undertaken to understand the local social, economic and cultural characteristics of the community in order to gear the program toward these unique challenges, as well as create a platform on which to gauge the impact of the program.

Launch & Workshops

artsVest Post-Workshop Surveys were conducted for all of the participants of the sponsorship training and program workshops, measuring the success of the workshops in arming arts organizations with the proper skills.

Post-Project Survey

Post-project surveys were conducted in each artsVest community.

2. Interviews

With Arts Organizations & Business Partners

artsVest sponsorship coaches and program managers conducted interviews with local businesses prior to artsVest launches. Also, artsVest program managers remained in regular contact with the participating arts and culture organizations and their partners to gauge the impact and success of the program.

With Municipal Leaders

An important aspect of artsVest is its ability to spur municipal cultural plans into action and to engage municipal leadership. To gauge its impact in this regard, BftA remains a contributing partner of Municipal Cultural Planning Inc, and maintains relationships with public leaders and municipal representatives from past artsVest communities.

Feedback from municipal leadership is undertaken throughout the program, to gauge the more qualitative and indirect impacts of the program, and identify the impact artsVest has on municipal cultural planning.

3. Communications Platform

artsVest results, partnerships and success stories will be shared through BftA's communications platforms and online media, our Annual Report, newsletters and publications and through our national media partnerships with the Globe & Mail and CBC.

Please visit Business for the Arts Media Room Website for Press Releases, Newsletters, Annual Reports, Photos, Videos, etc. acknowledging funders' support of the National artsVest Program:

<http://www.businessforthearts.org/media-room/>

Qualitative Results

- New strategic partnerships established between the public, private and cultural sectors created a greater network of support for arts and culture and cultural economic development
- Increased capacity and confidence in the cultural sector to approach the business community, as cultural organizations developed a better understanding of their value to the business community
- Increased sustainability and self-reliance in the cultural sector, as arts organizations learn to generate new and diverse revenue streams collaborate with the business community, adopt new operating and marketing models
- Arts organizations strengthen stewardship strategies, meaning businesses come to understand the impact of their investment and are more likely to sign on long-term
- Greater awareness in the business community of the benefits of investing in arts and culture and the importance of a thriving arts community

Post-Workshop Survey Feedback Summary:

In general, about 67% of the survey respondents found the content of the workshops extremely satisfactory and 100 % participants have indicated that the workshop gave them new viewpoints and insights on approaching the private sector.

When asked about the likelihood of participating in future Business for the Arts sponsorship workshops that would go more in depth on the sponsorship-related topics, 78.3% expressed an interest in the sponsorship strategy development phase, 69.6% were interested to learn more about the cultivation phase, 65.3% wanted to learn more about how to write an actual proposal, 69.6% wanted to see more tips and hints in arranging a successful first meeting and only 59.1% were interested in learning more about the stewardship phase.

In addition, about 87% of respondents emphasized the importance of more points of contact with business professionals and expressed an interest in participating in a follow-up session wherein they would have the opportunity to refine their pitch with a panel of business professionals.

Post-Workshop Survey Feedback and Responses to Open-Ended Questions:

Program quality from a participant perspective: What information did you find to be most useful? Why?

artsVest Ontario Workshop Feedback:

"I found the info on how to approach a business very valuable. It certainly made me realize how much homework is needed prior to approaching a business to discuss sponsorship."

"I really enjoyed the speaker's presentation. She had excellent material, it was well-organized and easy to follow and she had a lot of practical advice."

"Sponsor-focused perspective, evaluating fit with business, research and strategy etc. Information about why business sponsors the arts. The business people who were there added a lot to the workshop."

"Discussions with local business persons. It gave a real explanation that there is no hard and steady rule for approaching sponsors (when is the best time, how do they make decisions, etc.) but provided real insight into what sponsors are looking for when choosing between several sponsorship opportunities."

"Sponsorship cycle; why and what it is companies seek from these partnerships; and direct feedback from participating business people. These aspects were explained clearly, and were often not what I had expected. Eye-opening."

"The representatives from Business for the Arts made everyone feel at ease. The launch and workshop were well organized. Follow-up questions from myself and my associate were answered without delay whenever we emailed. I normally have difficulty talking in large groups, but felt comfortable in this setting to express myself."

"How to change the approach to sponsorship / donations. Hearing from businesses who have sponsorship relationships with the arts."

"Preparing and doing the 60-second pitch, how to catch and keep the interest of the person you're approaching. Never realized how much you can get across in 60 seconds."

"The actual specifics of who to target, the specific numbers on what makes a small company/large company etc, what is realistic to ask for, how to get their attention, etc."

"The concept of nurturing the prospective sponsor rather than hitting the prospect cold."

"Program information generally. Deadlines and expectations are well defined."

"Business Model chart - helped give insight to the 'hot' buttons of the business and how a partnership with an artistic group can satisfy a business need."

"The information on how to construct a concise pitch was useful. It made me aware of the important key points of my project."

"Being able to examine the approach to sponsorship from the sponsor's perspective."

"The information on how businesses have changed to look at both giving and receiving support from the arts community. This is a significant cultural change from how I was trained and what I experienced in business. Business people looked at productivity and accounting--very rarely intangibles. Support to the community in any form was for Public Relations."

Lessons Learned from artsVest:

"The workshop increased my confidence to approach business partners as potential sponsorship will be matched by artsVest funding. The information presented showed that large businesses that we thought were unapproachable are interested in the community in which they do business."

"...the need to develop connections before approaching is the key"

"The presentation increased my confidence to approach my Board and also teach them the tools I have acquired, so that they too can reach out to their contacts and network for sponsorship."

"The workshop helped me to articulate the value of what I do in the language of business."

Workshop Impact:

"I've been involved in the volunteer community for over 30 years now and this workshop was the most help on sponsorship 101 I've ever received. It had good concrete information designed to mitigate the fear factor. Looking forward to doing another one!"

"Can't say enough good things - the feedback I received as the organizer was very positive. A great experience that we hope to do again!"

"As I had no experience in this area, it was hard to know where to start. Indeed, our organization was in the middle of drafting an ask letter, and we were doing all of the Don'ts! Now, with concrete direction and drawing on others' experiences, we won't make those mistakes."

"It is great to have as many tools in your arsenal as possible. The session has given us more information which will help us build the best package."

"A very critical project. Thanks for this opportunity."

"The presentation increased our confidence because we can now anticipate the sponsor's parameters in a much more educated manner."

"The workshop increased my confidence in pursuing a business sponsorship. We, as a community-based organization, have significant contributions to make to local businesses. The presentation allowed us to see the possibilities for business and our organization. It did change the way we see and think about ourselves in relation to businesses in our community."

"Great to have an opportunity to share our interests and concerns together and to be introduced to the business network. Appreciate the support of the Chamber of Commerce and the City for this venture. Also, the artsVest staff were very enthusiastic and encouraging."

"Although I have fairly strong personal selling skills as part of the marketing mix, a brush-up confirmed that the old skills aren't too rusty and increased my confidence."

"Definitely increased my confidence and without a doubt gave us some excellent tools."

Calgary Workshop Feedback:

"I enjoyed the collective discussions between all the participants. Also the real world advice about sponsorships from someone in that real world. Having Marian's advice was priceless and very down to basics"

"Having someone in like Marian, that could give us first-hand knowledge about fund development (and communicate it so well), and provide case studies was very valuable. Her content was relevant to our many levels of experience, and accelerated my learning. I loved that artsVest provided not only access to funds, but professional development/real-life follow ups to assist in our growth as professionals."

"Printed resources. They were valuable because I was able to consider the material after the workshop with an informed eye. I also found having a corporate funder come in to discuss what and how they fund organizations to be extremely valuable."

"I really appreciated the opportunity for professional development... A great first time out the gate for artsVest in Calgary, I would recommend it for colleagues, if it runs again here."

"I found artsVest extremely valuable in that it went beyond handing out money, to building on our skill sets as arts administrators - what better way to serve our organizations and artists than this? Many of us do not come from business backgrounds and this is a fantastic way to invest long-term into the creative community! It reinforces the value of what we do; built bridges and confidence in learning to diversify our funding through the private sector, without 'compromising' our mandates and primary activities. Thank you."

"The artsVest program is a wonderful opportunity for non-profit organizations to increase organizational capacity in revenue generation. Having access to experts in the field, combined with time to develop strategies for the future, allowed me to focus on the most important aspects of fund development. My organization has seen demonstrable results from our participation in the program. We will leverage this learning opportunity in our long-term planning."

Saskatchewan Workshop Feedback:

"Community partnerships are vital to a non-profit arts organization. The opportunity to learn how to be a better partner and develop a satisfying, give-and-take relationship that is mutually beneficial for the two parties is invaluable."

"Thrilled to have Business for the Arts here in Sask. Hope this helps to raise awareness within our community about the value and economic impact of culture."

"The artsVest program is a welcome addition to the Saskatchewan Arts & Culture landscape and will help us to build stronger partnerships with our sponsors. The sponsorship workshop is a very valuable tool in making this a reality."

"An excellent and thought-provoking workshop...Kudos to you! Much-appreciated opportunity to focus my thinking and take advantage of the numerous sponsorship opportunities that exist in our community."

"I have already gained an in-kind sponsorship for my next theatre production thanks to the training I received on Monday. I am very, very new to this so ALL the information was very, very helpful to me. It was also great to have the opportunity to network with other individuals in the arts community. Even the ones I already know, it was great to reconnect and find out what they're up to. Another theatre company and I came up with a great idea to work together on. I felt inspired to pursue innovative avenues not only for sponsorship, but also for promotion and collaboration."

artsVest Program Testimonials and Comments:

"artsVest is one of the most effective programs I have seen for supporting the cultural sector. Its uniqueness lies in its incentive for partnership and the training /skills work provided. With its online support package on sponsorship it allows for continued training. Too often workshops are just lectures that don't leave participants with tools to make a difference. In working with small arts organizations, BIA's and small business organizations it is extremely difficult to get busy people to give up their time for workshops without real and timely outcomes. This is a winning formula with 10 participating organizations benefiting from the artsVest program in Markham. Thank you to the great artsVest team that worked so hard to put the organization muscle to our Markham project." - **John Ryerson, Director of Culture, City of Markham**

"It is precisely the right kind of program for the type of community we have. Calgary is becoming a place where artists move to, rather than where artists move from, and it's all due to our community's commitment to the arts." - **Mayor Naheed Nenshi**

"Calgary will feel the impact of a successful program that builds capacity, sparks business sponsorship, and unites community leaders to rally behind arts and culture as a vital part of the community." - **Karen Ball, Director of Resource Development for Calgary Arts Development**

"This is much in line with where we are and where we want to be." - **Mayor Jeff Lehman, City of Barrie**

"Businesses should be interested in Barrie's cultural development as it will have a positive impact on our local economy." - **Sybil Goruk, Executive Director, Greater Barrie Chamber of Commerce**

"artVest has stimulated the Kindred Spirits Orchestra to reach into the local business community and educate business owners and senior executives about the importance of supporting arts and culture in the city of Markham. As a result, ArtVest has had a significant impact on creating important relationships with local business leaders and contributed towards the development of our liveable and sustainable community." - **Jobert Sevileno, Kindrid Spirit Orchestra**

"We see great value in this program [artsVest] as a means of further strengthening our municipal cultural planning and development, and combined with the support of the Guelph Chamber of Commerce and Guelph Arts Council, I'm confident that valuable partnerships will be developed that connect business and arts within our community." - **Mayor Karen Farbridge, City of Guelph**

“From a business perspective, we see a huge benefit to supporting arts and culture in Guelph.” - **Lloyd Longfield, President and CAO of Guelph Chamber of Commerce**

“We know that artsVest has been a transformative experience for many other communities and we’re thrilled for the opportunity to bring this program to Guelph to help vitalize our community’s cultural assets.” - **Coleen Clark, Guelph General Manager of Arts, Culture and Entertainment**

“We want to be champions for the program.” - **David Adames, CEO, Hamilton Chamber of Commerce**

“This is a very important new program for Winnipeg. It provides a great opportunity for arts and cultural organizations to support their funding and make new connections. ..There are lots of companies in the city that do not support the arts, but if approached with a proper presentation, might come through.” - **Laird Rankin, Chair of the Winnipeg Arts Council**

“The reality is that our creative strength that built our community is also a very important part of our future. Businesses rely on creative minds. They rely on the strength of the arts and culture community.” - **Dave Angus, President of the Winnipeg Chamber of Commerce**

“Enbridge is pleased to support today’s launch. Enbridge is committed to making the communities in which we work better places to live, and we’ve seen first-hand the impact that investing in arts and culture makes towards that end.” - **D’Arcy Levesque, Vice President, Public & Government Affairs for Enbridge Inc.**

III. CONCLUSION

Our flagship program artsVest™ continues to create meaningful and lasting partnerships between cultural organizations and businesses across the country. With the support from Canadian Heritage and our provincial and municipal partners, the national roll-out of the program to date

- reached **123** cultural organizations, receiving artsVest matching grants in the provinces of Ontario and Saskatchewan and the cities of Calgary and Winnipeg
- participating cultural organizations partnered with **461** businesses in these four provinces, of which **320** were first-time business partners and **134** were long-term sponsorships
- generated **\$1,918,589** in new private sector investment from **\$840,189** in matching funds to date
- resulted in an influx of **\$2,758,778** to the cultural economy

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