

FOR IMMEDIATE RELEASE

Business for the Arts awards \$259,500 in matching incentives and sponsorship training to seven Ontario communities

Collingwood, Kawartha Lakes, Milton, Orillia, Owen Sound, St. Catharines and Temiskaming Shores to benefit from artsVest™ program encouraging business investment in the arts

(TORONTO, ON – April 16, 2013) Business for the Arts announced today that seven Ontario communities will receive matching incentive grants and sponsorship training for 2013-2014 through artsVest™, a program designed to spark new business sponsorship of arts and culture and to build capacity in Canada’s cultural sector. The program is delivered in Ontario with support from Canadian Heritage, the Government of Ontario and the Ontario Trillium Foundation.

Municipalities were invited to apply for the program and a chance to bring \$25,000 to \$100,000 in matching funds to their cultural sector. Arts and culture organizations in Collingwood, Kawartha Lakes, Milton, Orillia, Owen Sound, St. Catharines, Temiskaming Shores will now receive sponsorship training on securing private sector support and will be encouraged to apply for a matching incentive grant that will initiate new partnerships from the local business community.

“We are excited to bring the artsVest program to these Ontario communities to help facilitate new partnerships between local businesses and arts and culture organizations that will strengthen the local economy and help sustain cultural resources,” said Nichole Anderson, President and CEO of Business for the Arts.

Total Fund Allocation:

Collingwood - \$25,000	*Owen Sound - \$25,000
Kawartha Lakes - \$54,500	St. Catharines - \$55,000
Milton - \$55,000	Temiskaming Shores - \$20,000
*Orillia - \$25,000	

*Owen Sound and Orillia are both returning communities, having participated in the program in 2006 and 2007 respectively.





artsVest Ontario will launch in each selected community with a networking event designed to bring together local private, public and cultural sectors to develop cultural assets and build the creative economy at a local level. The program will offer capacity-building sponsorship training workshops and resources to small- and mid-sized cultural organizations, designed to help them secure local private sector support. Arts and culture organizations will then be encouraged to apply for a matching incentive grant that will match, dollar for dollar, new sponsorships with local businesses.

Since the inception of the program in 2002 to 2011, 960 businesses have partnered with 305 cultural organizations through artsVest – 602 of these businesses were first-time sponsors of the arts. \$1,675,000 in matching funds generating over \$3,457,000 in private sector sponsorship and resulting in an influx of more than \$5,124,000 to the cultural economy. For more information on the artsVest program, visit www.artsVest.com.

About Business for the Arts

Business for the Arts aims to strengthen art and culture in Canada by connecting arts organizations to business patrons, volunteers and ambassadors, and by providing resources for arts and business leaders to establish and build successful partnerships. For more information, visit www.businessforthearts.org.

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