

**FOR IMMEDIATE RELEASE**

## **Business for the Arts celebrates impact of artsVest™ program across Canada**

*Ontario, Calgary, Winnipeg, Saskatchewan and Vancouver wrap up 2011-2013 program with more than \$6.6 million impact to cultural economy; PAVED Arts, the Saskatoon Symphony Orchestra and Affinity Credit Union win 2013 artsVest Outstanding Partnership Award*

**(TORONTO, ON – August 14, 2013)** Business for the Arts, Canada’s national association of business leaders who support the arts, announced today the successful completion of the 2011-2013 artsVest™ program in Ontario, Calgary, Winnipeg, Saskatchewan and Vancouver, and named Saskatoon’s PAVED Arts, the Saskatoon Symphony Orchestra and Affinity Credit Union as the 2013 winners of the artsVest Outstanding Partnership Award.

The national expansion of the program between April 1, 2011 and June 30, 2013 saw 1,079 businesses partnering with 283 cultural organizations – of which 686 businesses were first-time sponsors. More than \$2.08 million in matching funds generated over \$4.54 million in private sector sponsorship and resulted in an influx of nearly \$6.62 million to the cultural economy.

artsVest is a matching incentive grants and sponsorship training program of Business for the Arts funded by Canadian Heritage, provincial and municipal partners, and in-kind support from the local cultural community in each province and city. The program offers capacity-building sponsorship training workshops and resources to small and medium-sized arts and culture organizations to help them secure local business investment. Since the introduction of the program in Ontario in 2002 to 2013, 1,571 businesses have partnered with 465 cultural organizations through artsVest - 968 of these businesses were first-time sponsors. A total of \$2.92 million in matching funds generated over \$6 million in private sector sponsorship and resulted in an influx of more than \$9 million to the cultural economy.

“artsVest impacts every community it enters and we are delighted at the success of the 2011-2013 program across Canada. By bringing together local businesses and arts and culture organizations, artsVest helps facilitate meaningful partnerships that strengthen the local economy and ensures the continued growth of Canada’s creative sector,” said Nichole Anderson, President and CEO of Business for the Arts. “As a shining example of how artsVest can bring cultural organizations and businesses together, we are delighted to award this year’s artsVest Outstanding Partnership Award to a first-time

multi-year partnership between PAVED Arts, the Saskatoon Symphony Orchestra and Affinity Credit Union.”

The artsVest Outstanding Partnership Award recognizes an exemplary partnership from the 2012-2013 national artsVest program. The winning arts organization receives a cash prize of \$5,000 to add towards the partnership. PAVED Arts and the Saskatoon Symphony Orchestra and Affinity Credit Union will receive their award at the National Business for the Arts Partnership Awards in Toronto on November 15, 2013.

“Once again, Saskatchewan participants have been recognized with the artsVest Outstanding Partnership Award for their vision, creativity and collaboration. From Year One, Saskatchewan has seen great success with artsVest and we are excited by the many innovative partnerships this program has encouraged,” Parks, Culture and Sport Minister Kevin Doherty said. “The alliance between PAVED Arts, the Saskatoon Symphony Orchestra and Affinity Credit Union is a great partnership – one that strengthens not only the respective organizations, but contributes to the economy and makes Saskatchewan stronger.”

PAVED Arts, the Saskatoon Symphony Orchestra and Affinity Credit Union partnered to launch a new concert series called The Core Series. The Saskatoon Symphony Orchestra serves a large audience of music lovers, and PAVED Arts is a non-profit, artist-run centre for contemporary media arts. Both organizations are located in the Riversdale area of Saskatoon. The Core Series is a two-part concert series that took place during the 2012-2013 season and involved the Saskatoon Symphony Orchestra performing contemporary sound pieces by local and international composers. The music was accompanied by video art specifically selected for each piece and produced by PAVED Arts. As the presenting sponsor, Affinity Credit Union enjoyed positive exposure with existing customers and employees while communicating their community and cultural values to potentially new customers.

### **artsVest Impact (April 2011- June 2013) Per Community:**

#### **artsVest™ Ontario**

A total of 336 businesses have partnered with 93 cultural organizations through artsVest – 248 of these businesses were first-time sponsors. A total of \$525,000 in matching funds generated more than \$1.17 million in private sector sponsorship and resulted in an influx of more than \$1.7 million to the cultural economy.

### **artsVest™ Calgary**

A total of 93 businesses partnered with 26 cultural organizations - of which 64 businesses were first-time sponsors. Matching funds of \$300,000 generated over \$533,000 in private sector sponsorship and resulted in an influx of about \$833,000 to the cultural economy.

### **artsVest™ Saskatchewan**

A total of 401 businesses partnered with 84 cultural organizations, of which 259 businesses were first-time sponsors. Matching funds of \$700,000 generated over \$1.72 million in private sector sponsorship and resulted in an influx of more than \$2.42 million to the cultural economy.

### **artsVest™ Winnipeg**

Since the program launch in 2011 to 2013, artsVest Winnipeg has created exciting and meaningful partnerships between 131 local businesses and 41 arts groups, with 46 of the businesses being first-time supporters. Matching funds of \$280,460 generated about \$634,000 in private sector sponsorship, resulting in an influx of more than \$914,000 to the cultural economy.

### **artsVest™ Vancouver**

A total of 39 arts organizations partnered with 118 businesses, 69 of which were first time sponsors. The Vancouver community reached its artsVest matching funds goal of \$275,000. Above this, the 39 arts organizations raised \$480,790 in sponsorship funds from the business community, creating an influx of nearly \$756,000 to the Vancouver economy.

The artsVest program recently expanded to Toronto and in four regions in British Columbia (Columbia Basin, Central Okanagan, Capital Regional District and Comox Valley/Courtenay/Campbell River as well as via the First People's Cultural Council), and will be launching in Nova Scotia in September 2013. For more information on the artsVest program, visit [www.artsVest.com](http://www.artsVest.com).

### **About Business for the Arts**

Founded in 1974, Business for the Arts aims to strengthen arts 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](http://www.businessforthearts.org).

### **For more information, please contact:**

Christine Amendola

Marketing and Communications Manager, Business for the Arts

416-869-3016 ext. 230 or [c\\_amendola@businessforthearts.org](mailto:c_amendola@businessforthearts.org)