



## **artsVest™ Winnipeg Background**

### **artsVest Winnipeg (April 1, 2011 to March 31, 2013) Impact and Summary**

131 businesses partnered with 41 cultural organizations – 46 of these businesses were first-time sponsors. \$280,460 in matching funds generated about \$634,000 in private sector sponsorship and resulted in an influx of more than \$914,000 to the cultural economy.

### **artsVest National – overall impact from 2011 - 2013**

Since the national expansion of the program in April 1, 2011 to 2013, 1,079 businesses have partnered with 283 cultural organizations through artsVest – 686 of these businesses were first-time sponsors. \$2.08 million in matching funds generated over \$4.54 million in private sector sponsorship and resulted in an influx of more than \$6.62 million to the cultural economy.

### **Winnipeg Case Studies**

#### **Border Crossings Magazine and HutK**

HutK sponsored Border Crossings' magazine launches with a combination of cash and in-kind through the provision of furniture and space. Border Crossings is a quarterly contemporary art magazine and Hutk is a modern furniture design store.

#### **Art City and various business partners**

Arts City is a drop-in community arts centre that caters to youth. They raised a considerable amount of sponsorship from a few different partners to buy a new van that they use for outreach activities. The van was decorated by a Dutch artist who covered the roof in used speakers.

#### **Mentoring Artists for Women's Art and EQ3**

Mentoring Artists for Women's Art (MAWA) has a studio apartment that they use for artist residencies and also make available for other arts organizations to use as a cost-efficient accommodation alternative when arts groups are hosting guests from out of town. A considerable amount of in-kind sponsorship from EQ3 allowed MAWA to furnish the apartment. EQ3 designs, produces and sells affordable, modern furniture.

### **Feedback and Testimonials**

"I found the artsVest program to be a wonderful learning experience. It has provided me with a strong background in what is necessary to craft reasoned asks that are attractive to businesses. The opportunity to hear the stories of others - what worked, what did not - was also an invaluable benefit of the program. I learned what I need to do - I just need to have more time or staff to accomplish it. Thank you so much for this wonderful opportunity. I am no longer fearful." – *Andrew S. Thomson*  
*General Manager, VCI, Virtuosi Concerts Inc.*

"artsVest allowed us to approach partners we would not otherwise have contacted. As a result, we not only increased our resources but increased the awareness of our work amongst businesses. The

matching funds also allowed us to try out new initiatives, such as putting more money in to marketing and advertising. This has resulted in an overall increase in our audience numbers this past season." – *Hope McIntyre, Artistic Director, Sarasvati Dramatic Theatre Productions and Repertory Inc.*

**For additional information, including a complete list of participating arts organizations and businesses, please contact:**

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