

FOR IMMEDIATE RELEASE

Business for the Arts celebrates \$5 million impact of 2013-2014 artsVest™ program across Canada

Community investment program wraps in Ontario, City of Toronto, Saskatchewan, British Columbia and Nova Scotia with 834 arts and business partnerships created

(TORONTO, ON – September 5, 2014) Business for the Arts, Canada’s national charitable association of business members who support the arts, announced today the successful completion of the 2013-2014 artsVest™ program in Ontario, the City of Toronto, Saskatchewan, British Columbia and Nova Scotia. artsVest is a matching incentive 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 sponsorship training workshops and resources to small and medium-sized arts and culture organizations to help them secure local business investment and develop new revenue streams.

From April 1, 2013 to July 31, 2014, a total of 834 partnerships were created between 763 businesses and 213 cultural organizations, of which 541 businesses were first-time sponsors and 723 of the partnerships were long-term. Matching funds of \$1.14 million generated \$3.96 million in private sector sponsorship and resulted in an influx of \$5.1 million to the cultural economy.

“artsVest continues to impact every community it enters and we are thrilled at the success of our community investment program across the country,” said Nichole Anderson, President and CEO of Business for the Arts. “By bringing together local businesses and arts and culture organizations, artsVest creates meaningful and rewarding partnerships that contribute to a robust creative economy.”

artsVest Impact (April 2013 - July 2014) Per Community:

artsVest™ Ontario

Kawartha Lakes, Collingwood, Milton, Orillia, Owen Sound, St. Catharines, Temiskaming Shores

A total of 228 partnerships were created between 207 businesses and 46 cultural organizations, of which 152 businesses were first-time sponsors and 225 of the partnerships were long-term. Matching funds of \$179,512 generated over \$360,000 in private sector sponsorship and resulted in an influx of more than \$540,000 to the cultural economy.



Canadian
Heritage Patrimoine
canadien

Canada

artsVest™ Toronto

City of Toronto

A total of 124 partnerships were created between 104 businesses and 56 cultural organizations, of which 62 businesses were first-time sponsors and 119 of the partnerships were long-term. Matching funds of \$330,000 generated over \$1.2 million in private sector sponsorship and resulted in an influx of more than \$1.53 million to the cultural economy.

artsVest™ Saskatchewan

Regina, Saskatoon, Lakeland District, Southeast District, Southwest District, Parkland Valley District, Prairie Central District, Northern District, Rivers West District

A total of 185 partnerships were created between 175 businesses and 29 cultural organizations, of which 107 businesses were first-time sponsors and 127 of the partnerships were long-term. Matching funds of \$295,156 generated over \$1.13 million in private sector sponsorship and resulted in an influx of more than \$1.42 million to the cultural economy.

artsVest™ British Columbia

Campbell River/Courtney/Comox Valley, Capital Regional District, Central Okanagan, Columbia Basin, Cowichan Valley

A total of 235 partnerships were created between 217 businesses and 62 cultural organizations, of which 183 businesses were first-time sponsors and 192 of the partnerships were long-term. Matching funds of \$266,336 generated over \$998,000 in private sector sponsorship and resulted in an influx of more than \$1.27 million to the cultural economy.

artsVest™ Nova Scotia

Halifax, Cape Breton, Annapolis, Antigonish, Chester, Truro, Lake Charlotte, Mulgrave, Shelburne

A total of 62 partnerships were created between 60 businesses and 20 cultural organizations, of which 37 businesses were first-time sponsors and 60 of the partnerships were long-term. Matching funds of \$68,000 generated over \$271,000 in private sector sponsorship and resulted in an influx of more than \$339,000 to the cultural economy.

Since the expansion of the program across Canada in 2011, a total of 1,913 partnerships have been created between arts and business, of which 1,181 are long-term. Since the first introduction of the program in Ontario in 2002 to 2014, 2,334 businesses have partnered with 678 cultural organizations through artsVest – 1,509 of these businesses were first-time sponsors. A total of \$4.06 million in matching funds generated more than \$9.96 million in private sector sponsorship and resulted in an influx of more than \$14.02 million to the cultural economy. For more information on the artsVest program, visit www.artsVest.com.



About Business for the Arts

Founded in 1974, Business for the Arts is Canada's only national charitable organization of business members who support the arts. Our vision is to inspire Canada's business community to partner with the arts to ensure a thriving cultural sector. We connect, educate and invest to bridge the gap between business and the arts. For more information, visit www.businessforthearts.org.

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