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Business for the Arts and Toronto Arts Council celebrate \$2.67 million economic impact of 2013-2015 artsVest™ program in Toronto

Business for the Arts also launches its 2015-2016 artsVest workshops across the city from November 23-30.

(TORONTO, ON – November 17, 2015) Business for the Arts, Canada's national charitable organization of business members who support the arts, announced today the successful completion of the 2013-2015 artsVest™ program in Toronto.

artsVest is a matching incentive grant and sponsorship training program that offers capacity-building sponsorship training workshops and resources to small and medium-sized arts and culture organizations to help them secure local business investment. The program is funded in Toronto by Toronto Arts Council and Canadian Heritage. The Toronto results for 2013-2015 are:

- **115** cultural organization participated in the program and secured matching funds
- **216** Toronto businesses partnered with artsVest Toronto organizations
- **254** partnerships were formed
- **239** of those were long term
- **175** of those were first time partnerships
- **\$660,000** matching funds distributed
- **\$2.01 million** sponsorship funds raised

Total economic impact of artsVest Toronto: **\$2.67 million**

"I am encouraged to see artsVest's work of growing partnerships between the arts sector and the private sector that promote artistic growth and ultimately enhance the quality of life for Torontonians," said Mayor Tory. "Toronto has a diverse and much celebrated arts scene. The breadth and scope of Toronto's arts means that every person - resident or visitor, young or old, Scarborough or Etobicoke, downtown or North York - can find their own arts community."





“We are really happy to see impressive results from the artsVest program,” said Claire Hopkinson, Director and CEO of Toronto Arts Council. “artsVest is an invaluable tool for arts organizations to establish meaningful, long-term relationships with sponsors, empowering these organizations and harnessing the incredible potential for growth of the city’s arts sector.”

“artsVest impacts every community it enters and we are delighted at the success of the 2014-2015 program in Toronto,” said Nichole Anderson, President and CEO of Business for the Arts. “By bringing together local businesses and arts and culture organizations, artsVest has helped facilitate meaningful partnerships that will ensure the creative sector continues to thrive in this great city.”

Information sessions and sponsorship workshops for the 2015-2016 program will be held in six locations across Toronto: **Toronto City Hall** Nov 23, **Scarborough Civic Centre** Nov 24, **Arts Etobicoke** Nov 26, **Toronto Centre for the Arts (North York)** Nov 27, **Lillian H. Smith Library** Nov 30. Eligible organizations intending to apply to the artsVest program must attend one of the workshops and can register [here](#).

Also operating in Ontario, Saskatchewan, Nova Scotia and British Columbia, the goals of artsVest are to leverage public sector dollars to build partnerships with the arts community; stimulate new business investment in the arts; train arts and cultural organizations to approach the business sector with a partnership plan; and showcase what is possible when business invests in the arts.

Since the beginning of the program in Ontario in 2002, 2,334 businesses have partnered with 678 cultural organizations through artsVest – of which 1,509 businesses were first-time sponsors of the arts. A total of \$4.06 million in matching funds has generated over \$9.96 million in private sector sponsorship and resulted in an influx of more than \$14.02 million to the cultural economy.

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. Visit www.artsvest.com for information about artsVest.

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