



Report to: General Committee

Date Report Authored: June 21, 2011

SUBJECT: artsVest Sponsorship Development Program
PREPARED BY: John Ryerson, Director of Culture

Recommendation:

1. To receive information report on the Town of Markham's acceptance into a program called artsVest intended to build capacity for incorporated non profit arts organizations in Markham;
2. And that Staff be authorized and directed to do all things necessary to give effect to this resolution.

Purpose:

To inform Council of the acceptance of the Town of Markham into the artsVest program that will assist arts organizations in Markham in building capacity through sponsorship with the business community.

To request Council members to encourage business participation in a reception with arts organizations scheduled for September 15th, 2011.

Overview:

Markham is one of five cities selected in Ontario to participate in artsVest and the only municipality over 200,000 population to be accepted into the program in 2011.

artsVest is sponsorship development program for cultural organizations by the national organization "Business for the Arts".

Markham cultural organizations can receive up to \$10,000 matching funds. A total of \$75,000 is available for Markham cultural organizations. After a training workshop cultural organizations can apply for the funds from artsVest.

There is no financial role for the Town of Markham in the process of granting. The Town is required to launch, promote and host a reception or luncheon. This reception could be sponsored.

The Markham Board of Trade is a partner and the Culture Department will also work with the Markham Arts Council to plan the workshop. The reception is scheduled for September 15, 2011 from 4:30 pm to 5:30 pm at the Varley Art Gallery.

Background:

The Culture Department applied May 16th to be included in the program being offered for 2011.

Business for the Arts is Canada's national, non-profit association of business leaders who support the arts. Business for the Arts seeks to strengthen arts and culture in Canada by building partnerships between business and arts communities, and by helping arts organizations to connect with funders and volunteers in the private sector. Through its research, publications, advocacy work, awards and media partnerships, Business for the

Arts communicates the value of investing in the arts while recognizing outstanding business leaders who contribute to Canada's artistic and cultural landscape. Visit www.businessforthearts.org for more information.

artsVest is a sponsorship training and matching incentive program designed to spark new business sponsorship of arts and culture and to build capacity in Canada's cultural sector. <http://www.artsvest.com/>.

artsVest also provides training to the arts and culture organizations on how to develop a sponsorship pitch and approach the business community with a value-based partnership plan to attract prospective business partners. As a result, the whole community is bolstered by the increased investment in the creative economy.

artsVest Results

Since 2005, artsVest Ontario has seen a total of \$1.4 million private sector dollars invested in the arts and culture community, with an initial matching investment of \$785K in 16 municipalities. artsVests impact includes partnerships between 485 businesses and 175 arts and culture organizations in Ontario. The program has stimulated first time investments in the arts from 280 businesses.

artsVest Program Timeline

June 2011: artsVest Ontario municipalities are announced. Business for the Arts works with municipal leadership to plan the launch and roll-out of artsVest in the community.

July - September 2011: The artsVest challenge is launched in each community with speaking engagements by the Mayor, with municipal, business and arts leaders in attendance. Business for the Arts leads training workshops for local cultural organizations. These workshops will cover the artsVest application process and provide in-depth training on best practices in approaching potential business partners.

September - October 2011: Cultural organizations apply for artsVest matching funds by submitting an application, including their partnership proposal and a list of businesses they intend to approach. If the application is successful, a pre-approved amount is reserved for them from the matching funds pot, which they must match in sponsorship from the business community. artsVest program managers are on hand to lend advice and support throughout the year; resources are also available online.

October 2011 - April 2012: Cultural organizations have six months to go into the community to secure business sponsorships, they must complete and submit a sponsorship confirmation form that the business partner must also sign. A cheque is issued directly to the cultural organization for the matching funds upon receipt of this sponsorship confirmation.

April - May 2012: A celebration is planned in each artsVest community to recognize the newly formed partnerships between the business and arts sectors and to announce the local results of the program. Speaking invitations are opened for the Mayor and municipal leadership, as well as representation from the BIA and Chamber of Commerce.

Eligible arts organizations must meet the following criteria:

- “Must be an incorporated, not-for-profit and/or registered charitable arts and heritage organization in existence for a minimum of two years
- Must be either a performing and literary arts organization, museum, gallery or heritage institution
- Collaboration and partnerships between two or more arts and heritage organizations are eligible and encouraged; one organization must be selected to represent the group as a whole”

The list of organizations identified as meeting the criteria (If other organizations meet the criteria they can still be added):

Varley Art Gallery
Markham Theatre for the Performing Arts
Markham Museum
Friends of the Markham Museum
Markham Arts Council
Varley-Mckay Art Foundation of Markham
Markham Historical Society
Society for the Preservation of Historical Thornhill (Thornhill Village Festival)
Federation of Chinese Canadians Markham - Taste of Asia Festival
Markham Federation of Filipino Canadians (MFFC Youth Performing Arts Group)
Kindred Spirit Orchestra
Menaka Thakkar Dance Company
Markham Concert Band Inc.
Markham Guild of Village Crafts
Markham Group of Artists
Markham Village Music Festival
Unionville Village Festival
Markham Jazz Festival
Unionville Little Theatre
Markham Little Theatre

Next steps

- Business for the Arts release for web and social media sites. See Appendix A.
- Economist and Sun contacted to see if they will do a local story.
- Look for opportunities to promote July to September – Culture Department/Economic Development.
- Markham Board of Trade newsletter notice - Completed.
- Find sponsor for reception/luncheon – Culture Department.

Financial Considerations:

The program is administered by Business for the Arts. The Town of Markham commitment to the program is to promote and host a launch. If a sponsor is not found for the launch of the artsVest then the Culture Department will absorb the cost which is estimated at \$1500 for 30-50 participants. There will be 20 culture organizations and 10-20 business representatives at the Varley Art Gallery.

The funding is conditional on three way partnership of Board of Trade, Arts Council and Town. The Mayor's full support is required and was received to apply for Markham's eligibility to attract these matching funds to Markham.

Human Resources Considerations:

None.

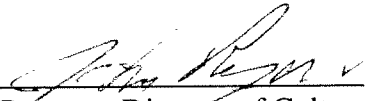
Alignment with Strategic Priorities:

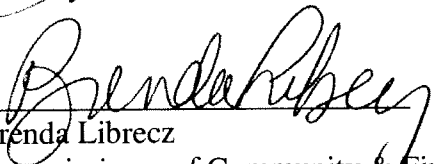
Building capacity in cultural organizations.

Business Units Consulted and Affected:

Markham Arts Council and Markham Board of Trade
Economic Development

Recommended By:


John Ryerson, Director of Culture


Brenda Librecz
Commissioner of Community & Fire Services

Attachments:

Appendix A: Business for the Arts Release**2011 artsVest Ontario Communities Announced!**

Business for the Arts brings training and \$275,000 in matching incentives to five Ontario municipalities through their artsVest program.

Barrie, Guelph, Hamilton, Huntsville and Markham to forge new and lasting art-business partnerships with artsVest training and matching incentives.

Business for the Arts is delighted to announce five Ontario communities to be awarded artsVest, a matching incentive and sponsorship training program that operates at a local level to spark business investment in arts and culture, bolster municipal cultural plans and help develop the creative economy.

Municipalities in the process of developing or implementing a cultural plan were invited to apply for the program and a chance to bring \$25K – \$75K in matching funds to their cultural sector. Cultural organizations in Barrie, Guelph, Hamilton, Huntsville and Markham are now set to receive training on securing private sector support and will be encouraged to apply for a matching incentive grant to spark new sponsorships from the local business community.

artsVest Ontario is a program designed by Business for the Arts and delivered with funding from the Government of Ontario, The Ontario Trillium Foundation and Canadian Heritage. Since 2005, artsVest has been in 16 municipalities in Ontario, providing \$785K in matching funds to local cultural organizations and sparking a total of \$1.4M in local private sector sponsorships. artsVest's impact includes partnerships between 485 businesses and 175 arts and culture organizations in Ontario since the program was launched. artsVest has initiated first-time investments in the arts from 280 businesses!

“The artsVest experience has been transformative for entire communities as businesses enter into partnerships with the cultural sector with a mind to bolstering their community's cultural assets while achieving their business objectives” says Nichole Anderson, President and CEO of Business for the Arts.

artsVest Ontario will launch in each selected community with a networking event designed to strengthen the bonds between the local private, public and cultural sectors. The program will develop cultural assets and build the creative economy at a local level. It offers capacity-building workshops and support to small to mid-sized cultural organizations to take them through developing a strategy and set of tactics for securing local private sector support. Organizations will then be encouraged to apply for a

matching incentive grant, which they must then match dollar for dollar with local business sponsorship within six months to receive the matching funds.

Craig Stevens, Managing Director of the Downtown Barrie BIA, highlighted the value cross-sectoral initiatives can have on the economic development of a community. “The Downtown Barrie Business Association (BIA) strongly feels that the arts and culture community plays a significantly important role and is a catalyst for business recruitment and development and for creating a positive ‘sense of place’ for all Barrie residents.”

Karen Farbridge, The City of Guelph’s Mayor, described ways in which the artsVest program will help the city achieve its goals: “We see great value in this program as a means of further strengthening our municipal cultural planning and development, and combined with the support of the Guelph Chamber of Commerce and Guelph Arts Council, I’m confident that valuable partnerships will be developed that connect business and arts within our community.”