

Report to Council



Date: May 14, 2018
File: 0710-01
To: City Manager
From: Caroline Ivey, Cultural Services Coordinator, Active Living & Culture
Subject: 2013-2018 artsVest Program Wrap-up

Recommendation:

THAT Council receives for information the report from the Cultural Services Coordinator, dated May 14, 2018 with respect to the 2013-2018 artsVest Program.

Purpose:

To inform Council about the results of the 2013-2018 artsVest Program.

Background:

artsVest is a national sponsorship training program created by Business for the Arts. It has been funded in Kelowna by the Government of British Columbia, Department of Canadian Heritage and the City of Kelowna.

After launching in Vancouver in June 2012, the BC artsVest program quickly expanded into five other areas and has since reached over 21 different regions and municipalities in the province. The City of Kelowna played a key role in bringing the artsVest program to Kelowna during the initial expansion into the Province and has helped over 35 local arts, culture and heritage organizations connect with and garner support from private sector interests.

The artsVest program worked to stimulate business investment in the arts by offering matching incentive grants and a series of training webinars and peer-mentoring sessions to local organizations in order to help them secure sponsorships from the business community and build long-term sustainable partnerships.

The City of Kelowna's Cultural Plan 2012-2017 laid out a strategy to investigate the potential for the artsVest program, and through an initial investment of \$50,000 and staff support, the City was able to initially bring the program to Kelowna for two years. Then with City, provincial and federal support, the program was renewed for an additional two years. The results for all four years of the program are

provided in the attached Summary of artsVest Program Results 2013-2018. Kelowna's participation in the program will conclude in 2018. Kelowna is the only individual community in BC, one of only two communities nationwide, to have the program available for four consecutive years.

Over the course of four cycles of the artsVest program, the results for Kelowna are impressive. From the time the program was launched in 2013 to the final cycle in 2017:

- 35 local arts, culture and heritage organizations participated in the training;
- Over 227 business partnerships were created;
- 176 of these partnerships were first-time opportunities for businesses investing in the arts;
- \$265,652 in matching funds were distributed to arts, culture and heritage organizations;
- \$822,607 in sponsorship was raised; and
- A total economic impact of \$1,088,259 of new investment was realized in the local arts and culture sector.

Online training resources were made available to participants and included: six in-depth online sponsorship modules introducing the fundamentals of sponsorship; a resource bank filled with helpful tools and templates; and tutorials that explained how to utilize marketing to leverage the organization's brand and sponsorship potential.

Live training events were delivered by the artsVest team and roster of expert coaches and mentors and a live workshop was provided at the beginning of each program cycle. Live webinars touching on a wide variety of subjects for beginner, intermediate and advanced groups were delivered by artsVest mentors. Participants also attended in person Peer-to-Peer Mentorship Sessions facilitated by artsVest staff, where they built relationships and shared insight with one another through guided peer discussion and evaluation activities. Organizations seeking support beyond these live events were also provided with individualized support from a team of mentors accessible over the phone, online or in person.

A time commitment of at least 16 hours was required over a 10 month program period for organizations to be eligible to access the matching grant funds.

On February 20, 2018, Kelowna wrapped up its participation in the artsVest program with a celebration held at the Rotary Centre for the Arts that included representation from the Mayor and council and members of the cultural community, business leaders, funders and sponsors of the program and provincial support staff.

While this program has come to a close, arts, culture and heritage organizations who are still looking for training in sponsorship and fund development are able to apply for a City of Kelowna Organization Development Grant to support registration at training events or to bring in a hired consultant to do the work in-house. Information about the grants is available on the City website at kelowna.ca/grants.

Overall the presence of artsVest program in Kelowna has helped to increase the sustainability and capacity of the City's arts, culture and heritage organizations and through increased investment from the local business community, has resulted in diversification of revenue streams for the sector.

Internal Circulation:

Director, Active Living and Cultural Services
Cultural Services Manager

Communications Advisor
Sponsorship & Advertising Manager

Existing Policy:

Policy 274: Cultural Policy and Goal 8 of the 2012-2017 Cultural Plan

Considerations not applicable to this report:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Financial/Budgetary Considerations:

Personnel Implications:

External Agency/Public Comments:

Communications Comments:

Alternate Recommendation:

Submitted by: C. Ivey, Cultural Services Coordinator

Approved for inclusion: Jim Gabriel, Director, Active Living and Culture

Included: Appendix A – Summary of 2013-2018 artsVest Program

cc: Director, Active Living and Culture
Communications Advisor
Provincial Program Manager, artsvest BC
National Program Manager, Business for the Arts