



# artsVest Kelowna

May 14, 2018



A program of  **Bfta** Business for the Arts <sup>TM</sup>  
Les affaires pour les arts

Funded by:



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# Anticipated Outcomes

## For Organizations

- ▶ Skills
- ▶ Confidence
- ▶ Expanded reach
- ▶ Diversified revenue
- ▶ Sustainability
- ▶ New partnerships

## For Businesses

- ▶ Employee engagement
- ▶ Competitive edge
- ▶ Leveraging expertise
- ▶ New markets
- ▶ Leading by example

# Anticipated Outcomes cont'd

## For the City of Kelowna

- ▶ Fulfilment of Cultural Plan Goals
- ▶ Increased leverage of public sector investment

## For the community

- ▶ Enhanced cultural vibrancy
- ▶ Activate 'cultural citizenship'
- ▶ Stronger arts and culture programming

# Matching Grants

Category	Business Partner Criteria	Cash Sponsorship	In-Kind Sponsorship (fair market value matched)
A	The business has never sponsored a local arts or culture organization before OR the business has not sponsored a local arts and culture organization in at least 3 years.	100% match	50% match
B	A new or existing business is committing to a new multi-year sponsorship with a minimum 3 year term - artsVest will match the first year. <i>Note: All 3 years must be equal amounts</i>	100% match	50% match

# Matching Grants cont'd

Category	Business Partner Criteria	Cash Sponsorship	In-Kind Sponsorship (fair market value matched)
<b>C</b>	The business has supported this organization before - artsVest will match any increase from the previous year's amount.	100% of increase	50% match of increase
<b>D</b>	The business has sponsored a local arts and culture organization before, but has never before partnered with this organization.	75% match	25% match

# Annual Timeline

- ▶ **April** – Application deadline
- ▶ **May** – Acceptance and online orientation
- ▶ **June** – Preparing for Sponsorships (**Webinars**)
- ▶ **July** – Activation & Valuation (**Peer-to-Peer Mentorship Sessions**)
- ▶ **Aug** – Making as Approach (**Webinars**)
- ▶ **Sept** – Pitching & Proposals (**Peer-to-Peer Mentorship Sessions**)
- ▶ **Oct** – Stewardship & Sponsorship Relationships (**Webinars**)
- ▶ **Nov** – Sponsorship Wrap-up (**Webinars**)

# Overall Results 2013-2018

- ▶ 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.





*Questions?*

For more information, visit [kelowna.ca](http://kelowna.ca).