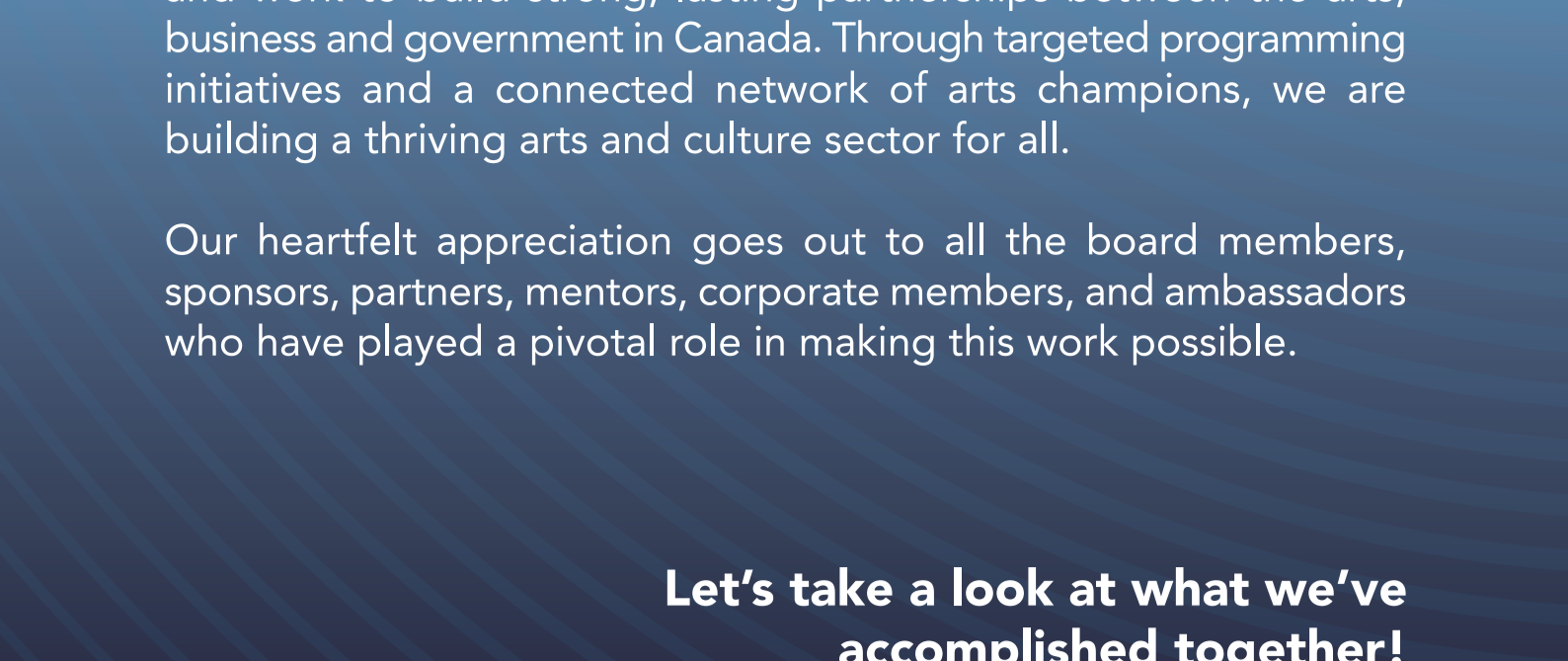


Business / Arts



2023: A Year at a Glance



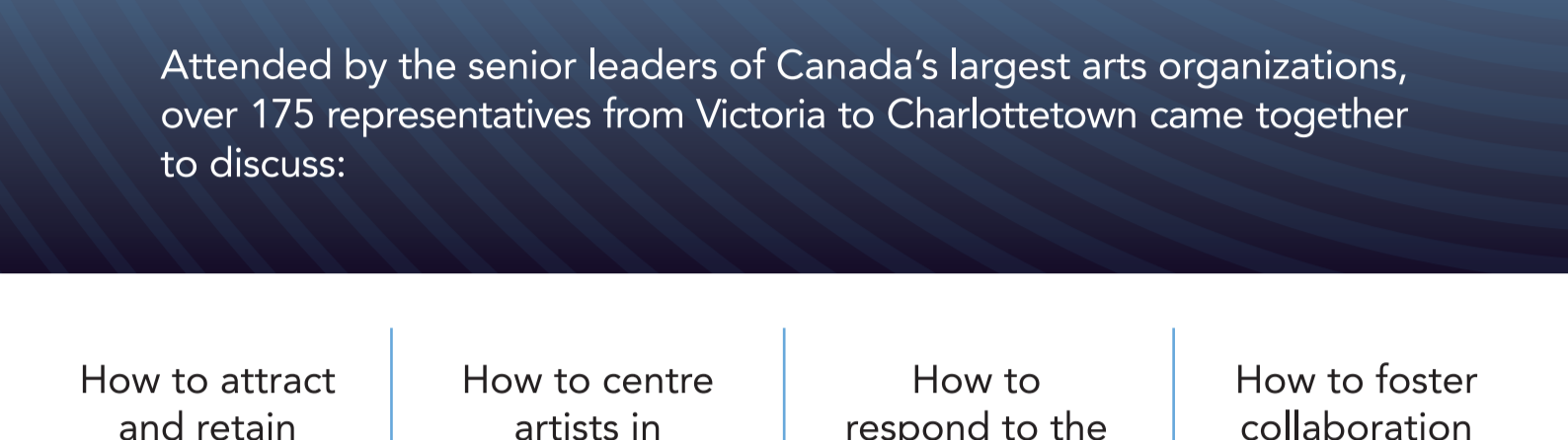
At Business / Arts, we champion business investment in the arts and work to build strong, lasting partnerships between the arts, business and government in Canada. Through targeted programming initiatives and a connected network of arts champions, we are building a thriving arts and culture sector for all.

Our heartfelt appreciation goes out to all the board members, sponsors, partners, mentors, corporate members, and ambassadors who have played a pivotal role in making this work possible.

Let's take a look at what we've accomplished together!

artsvest

At the top of 2023, artsvest launched its first truly national iteration in partnership with the Department of Canadian Heritage. With a focus on empowering small arts, culture and heritage organizations, this self-led program offers webinars, peer-to-peer networking, and individualized mentorship to support fundraising and partnership development skills.



Representation from **12** provinces and territories

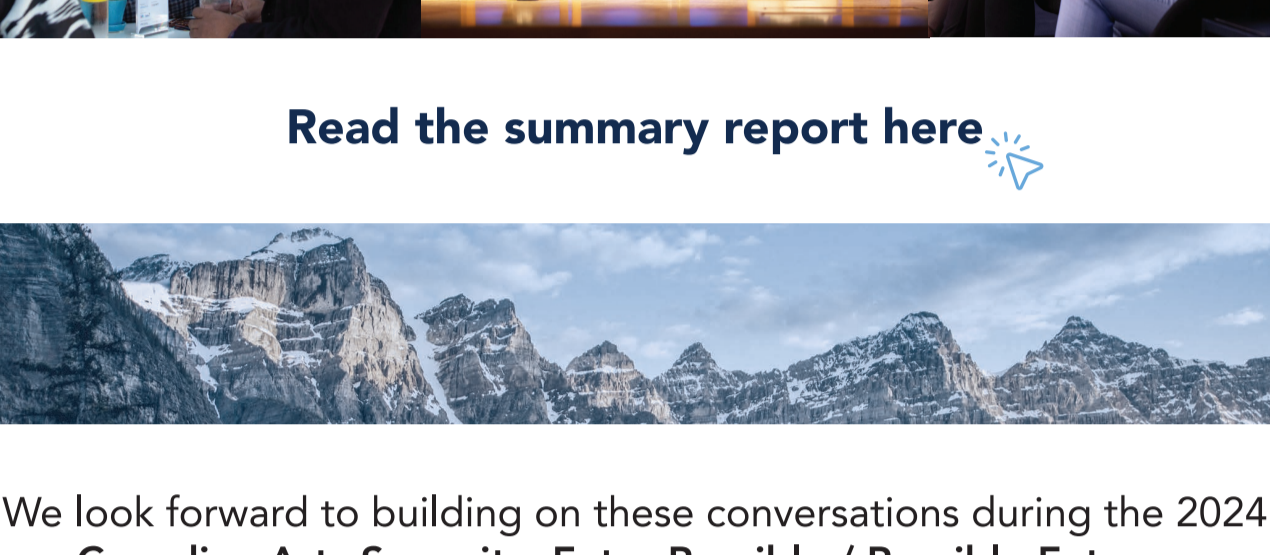
495 participating organizations

70% of organizations serving rural, remote, or under-served communities

5 regional partnerships currently operating for more focused programming and matching funds incentive
BC, AB, SK, ON, City of Toronto

70 volunteer mentors with diverse backgrounds from across the country

artsvest Funders

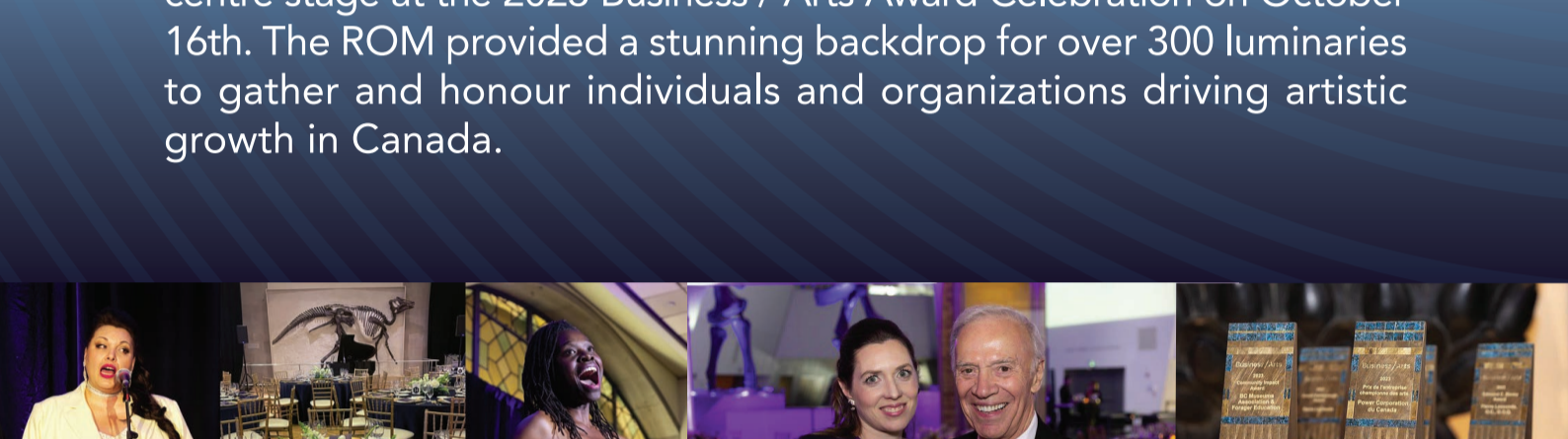


Canadian Arts Summit

From April 16 to 18, we hosted the 2023 Canadian Arts Summit in Toronto. This long-awaited reunion served as a catalyst for envisioning vibrant and resilient futures in the arts.

Attended by the senior leaders of Canada's largest arts organizations, over 175 representatives from Victoria to Charlottetown came together to discuss:

- How to attract and retain talented leaders
- How to centre artists in Canadian institutions
- How to respond to the changing needs of audiences
- How to foster collaboration and co-creation



Read the summary report here



We look forward to building on these conversations during the 2024 Canadian Arts Summit – Futur Possible / Possible Futures, at the Banff Centre from March 21 - 23, 2024.

2023 Canadian Arts Summit Partners

Organized by: **Business / Arts**

In Partnership with: **BANFF CENTRE FOR ARTS AND CREATIVITY**

Venue Partners: **AGO**, **The Royal Conservatory**

Breakout Sessions Partner: **NATIONAL ARTS CENTRE CENTRE NATIONAL DES ARTS**

Networking Partner: **Woodbridge**

Champion Partner: **PA ADVISORY COUNCIL**

Translation support provided by the Government of Canada: **Canada**

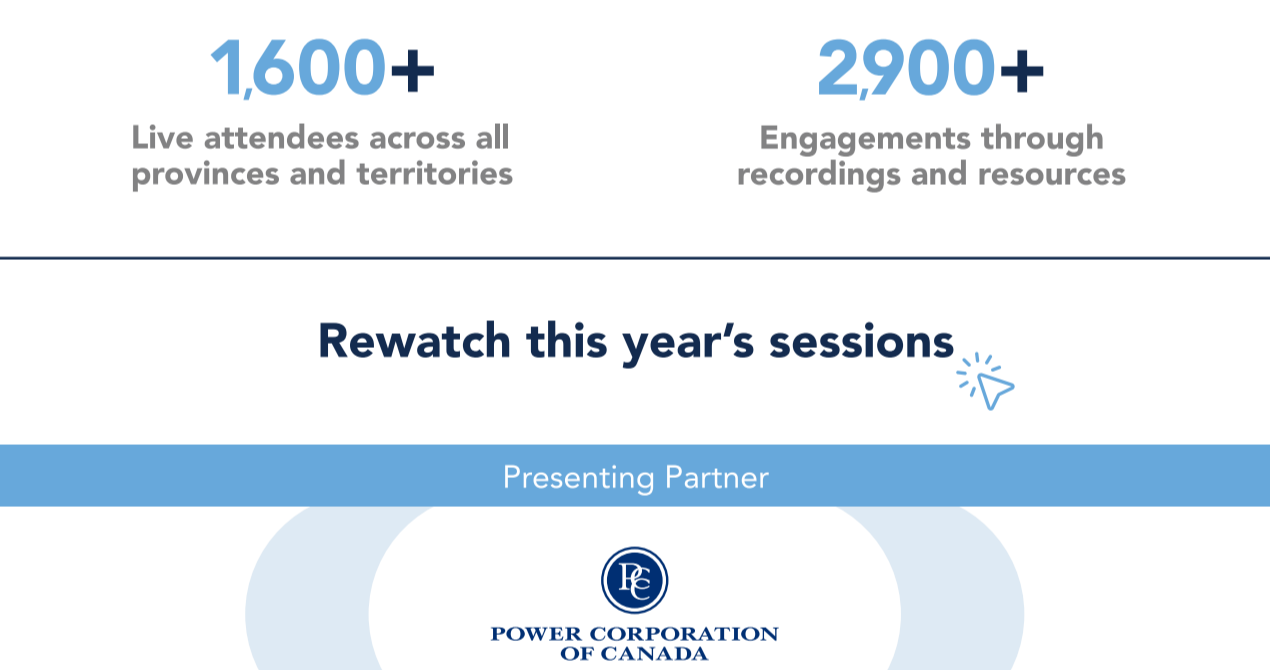
Business / Arts Awards

Philanthropy, leadership, and corporate investment in the arts took centre stage at the 2023 Business / Arts Award Celebration on October 16th. The ROM provided a stunning backdrop for over 300 luminaries to gather and honour individuals and organizations driving artistic growth in Canada.



Highlights from the celebration

Thank you to our incredible partners and table hosts for their invaluable support!



The Michael and Sonja Koerner Charitable Foundation, David Aisenstat, Gregory S. Belton, Stephen Dettels, Tony & Shari Fell, Robert & Julia Foster, Donald K. Johnson, O.C., Yahan & Susie Kollihan, Tim & Frances Price, Aaron Regent and Judy Schell.

2023 Business / Arts Award Recipients

Edmund C. Bovey Award Recipient:
Pierre Lassonde, O.C., G.O.Q.

Peter Herndorf Arts Leadership Award Recipient:
Dr. Stephen Borys, O.M.

Arnold Edinborough Award Recipient:
Owais Lightwala

Corporate Champion of the Arts Award Recipient:
Power Corporation of Canada

Community Impact Award Recipients:
BC Museums Association & Forager Education

View the recipient profiles & videos

Speaker Series

From volunteer motivations and donation trends to innovative cultural hubs and rural arts initiatives, the 2023 Speaker Series program both informed and inspired a national audience.

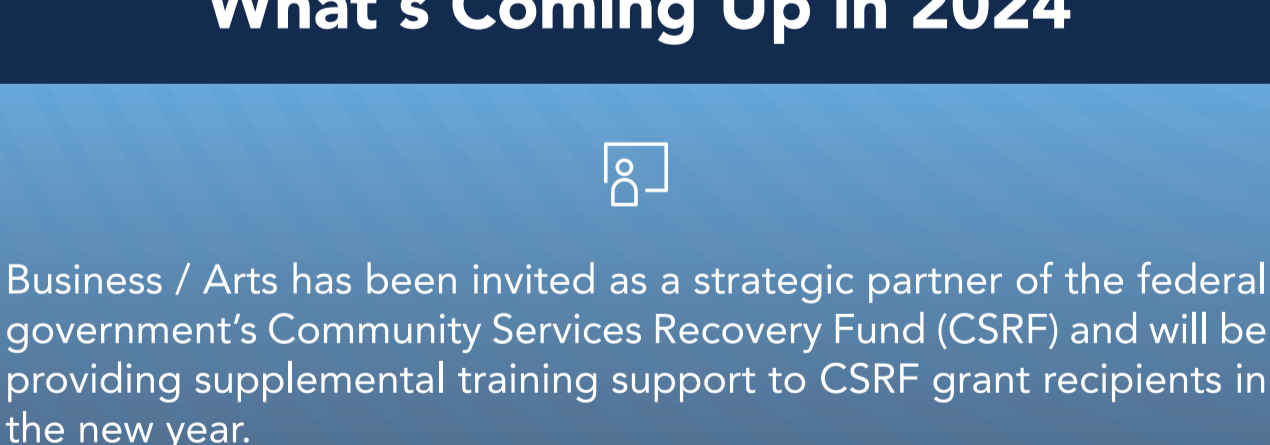
7 Free webinars

1,600+ Live attendees across all provinces and territories

23 Speakers from the arts, business, government and non-profit sectors

2,900+ Engagements through recordings and resources

Rewatch this year's sessions



Arts Response Tracking Survey (ARTS)

In May 2023, we announced a two-year renewal of ARTS in partnership with the National Arts Centre, and Nanos Research. With its newly structured approach, ARTS continues to offer insights into audience behaviours and attitudes, with each quarter addressing a specific topic area. Winter focuses on marketing, spring on sales, summer on public perceptions and engagement, and fall on fundraising.

Here are some insights we learned this year:

2023 Expected regional attendance

- Positive change in attendance
- Negative change in attendance
- Positive change in attendance

Top motivators for donating to the arts and culture

- Believe in the cause, purpose or mission: **46%**
- Value the impact it makes on the local community: **26%**
- Admire the organization: **22%**
- Want to give back to the community: **22%**

Top attractive benefits when volunteering

- Contributing / giving back: **44.4%**
- Applying and sharing knowledge: **16.1%**
- Learning something new: **8.9%**
- Meeting new people: **7.4%**

Purchasing trends

- 2 in 10** culture-goers purchase subscriptions or a membership
- 7 in 10** culture-goers make single ticket purchases

Annual reported donations

Year	Amount
2020	\$114
2021	\$138
2022	\$97
2023*	\$103

*2023 numbers are based on expected donation amounts, not reported donation.

Volunteering for the arts & culture

- 1 in 4** culture-goers volunteered in the past year
- over 1 in 2** culture-goers are open to volunteering

Revisit highlights from ARTS



Advocacy

Business / Arts and over 40 Canadian cultural charities came together to endorse Donald K. Johnson's open letter submitted to Finance Canada, urging immediate action on the proposed changes to the AMT formula.

Business / Arts' President and CEO, Aubrey Reeves participated in several meetings with public officials, including:



Meeting with Councillor Ausma Malik, during the 12th Annual Arts Day at the City to discuss a renewed cultural plan for the city of Toronto.

Joining Imagine Canada and 40+ nonprofits and charitable organizations on Parliament Hill for Nonprofit Hill Day to advocate for a brighter future for the sector.

Meeting with Senator Mary Coyle, alongside Reema Fuller, Senior Director, artsvest, and attending the Senate's Question Period as her guest.

What's Coming Up in 2024

Business / Arts has been invited as a strategic partner of the federal government's Community Services Recovery Fund (CSRF) and will be providing supplemental training support to CSRF grant recipients in the new year.

In partnership with Culture Days National and a team of researchers, Business / Arts will lead the development of a publicly accessible online platform, articulating the impact of the arts on civic life and society through existing research and data.

Continuing to build meaningful arts volunteering opportunities for young professionals, Business / Arts' BoardLink program will renew in-person events and further develop the online portal to strengthen the partnerships of tomorrow.

Join us in Celebrating 50 years in 2024!

Business / Arts' story dates back to 1974 when 50 business leaders came together to mobilize business support for the arts. As we enter our 50th anniversary in 2024, we invite you to be part of the celebration, helping us pay tribute to those who were trailblazers in this work, and looking toward the next generation of leaders.

We look forward to coming together in this new era with a renewed commitment to building partnerships across business and the arts!

Thank You to our Board of Directors

- Chair**
 - Robert Foster, C.M.
- Treasurer**
 - Tim Deacon, FCPA, CA
- Board members**
 - David Aisenstat
 - Hon. Suzanne Anton, KC
 - Fabienne Colas
 - Mike DeGagné, PhD, C.M.
 - Dorothy Dobbie, C.M.
 - H. Roger Garland, C.M.
 - Paul Genest
 - Jean Giguere, C.M.
 - Duane Green
 - Lawrence L. Herman
 - Chris Lorway
 - Victoria Marshall
 - Janice Price
 - Irhan Rawji
 - Greg A. Reed
 - Jayne Watson
- Honorary Directors and Ambassadors**
 - David Binet
 - Tania Carnegie
 - Robert T.E. Gillespie, P.Eng
 - Carol Hill
 - Michael M. Koerner, C.M.
 - Hon. Roy MacLaren, P.C.
 - Gail O'Brien
 - James Pitblado, C.M.
 - Gillian Smith
 - Michael Vukets
 - Robert S. Weiss, F.C.A.
 - Nina Kaiden Wright
 - Janet Yale
- Vice-Chairs**
 - Anthony R. Graham
 - Andrew Molson, C.M.
- Chairs emeriti**
 - Dr. James D. Fleck, C.C.
 - Hon. Henry N.R. Jackman, O.C.
 - Donald K. Johnson, O.C., LL.D