

Business / Arts

✦ 2025

A Year at a Glance



Dear Supporters & Friends

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A Year at
a Glance

As 2025 comes to an end, we look back on a year where the arts kept Canadians connected and hopeful. Through economic uncertainty, the cultural sector remained resilient and carried our communities forward.

Our new *Artworks* report, assembled with the Canadian Chamber of Commerce's Business Data Lab, helped quantify what we already know: *the arts matter socially and economically*. The sector contributes \$131 billion to the economy and supports more jobs per dollar than several major industries including oil and gas, manufacturing, and agriculture. Additionally, through the Arts Response Tracking Survey, we confirmed that more than 75% of Canadian audiences believe the arts foster belonging.

At a moment when Canadians are reflecting on identity and seeking connection with Canadian stories and institutions, the arts continue to respond with depth, relevance, and leadership.

In 2025, Business / Arts continued to strengthen the cultural sector, building partnerships across business, the arts, and government. We served as a national convenor and trusted voice—facilitating learning, advocating for sustained investment, and connecting organizations large and small with data, insights, and tools to thrive.

We are deeply grateful to our board members, partners, donors, and advocates. Your support makes this work possible and helps build vibrant communities across the country. Thank you for being part of this journey and for championing the power of partnership.

With gratitude and hope,



Robert Foster, C.M.

Board Chair
Business / Arts



Aubrey Reeves

President & CEO
Business / Arts

2025 Highlights ✨

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Business / Arts champions business investment in the arts and builds strong partnerships amongst the arts, business and government in Canada.

Through targeted programming and a connected network of arts champions, we are building a thriving arts and culture sector for all.

✨ Here's what we accomplished together! ✨



- We announced Margaret Atwood, Edward Burtynsky, Robert LePage, Sarah McLachlan, and Kent Monkman as our inaugural **Distinguished Cultural Ambassadors**.
- We provided sponsorship training to **840+** arts organizations through **artsvest** and formalized **400+** new partnerships between arts organizations and businesses from across Canada.
- We gathered **170+** senior arts leaders and advocates in Ottawa for three days of collaboration at the **Canadian Arts Summit**, driving efforts toward a sustainable arts sector.
- We nurtured the next generation of artistic leadership in Canada's major arts organizations through the **Emerging Leadership Program**.
- We delivered **4 Arts Response Tracking Surveys (ARTS)** and **8 Speaker Series** webinars, equipping **3000+** arts organizations with tools to navigate emerging trends confidently.
- We honoured exemplary philanthropists, corporations, partnerships and community changemakers at the 2025 **Business / Arts Awards Celebration**.
- We engaged with all levels of government to **advocate** for sustained funding and support, while emphasizing the arts' role in economic growth and community well-being.



Thank You to our Board of Directors

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Distinguished Cultural Ambassadors

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Business / Arts is proud to have announced the appointment of five iconic Canadian artists as Distinguished Cultural Ambassadors.

These artists represent both extraordinary creative achievement and the entrepreneurial force driving Canada's cultural sector forward. The Ambassadors offer their voice and leadership to advancing the role of the arts in building a stronger, more prosperous Canada.

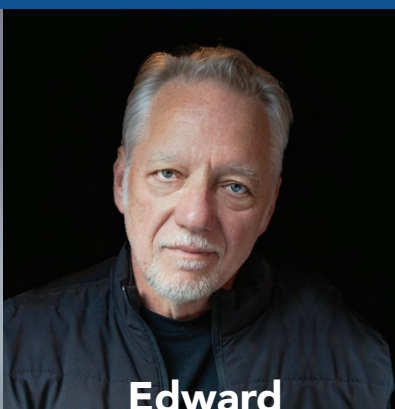
Through this initiative, Business / Arts and the Ambassadors are working to:

- * Inspire new generations of artists
- * Advocate for sustained investment in arts and culture
- * Promote the arts as a driver of economic growth, well-being, and civic engagement

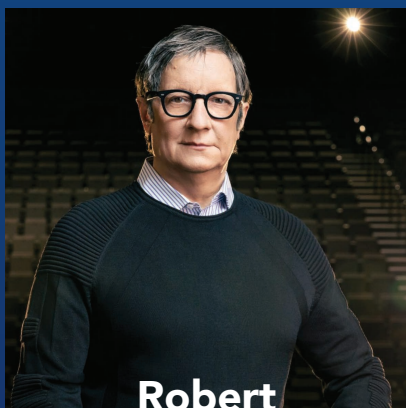
[Read the announcement here](#)



**Margaret
Atwood, C.C.**



**Edward
Burtynsky, O.C.**



**Robert
LePage, C.C.**



**Sarah
McLachlan, O.C.**



**Kent
Monkman, O.C.**

Margaret Atwood, C.C. – Photo by Jean Malek.
Edward Burtynsky, O.C. – Photo by Christopher Michel.
Robert LePage, C.C. – Photo by Hélène Bouffard.

artsvest

**Empowering Small Arts Organizations,
Strengthening Communities**

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**A Year at
a Glance**

2025 marked the 20th anniversary of artsvest. Since its launch, the program has delivered essential sponsorship training and mentorship to small arts, culture, and heritage organizations across Canada.

Canadian Heritage has been a key partner since 2011, helping grow artsvest to a truly national program. As this partnership concludes, we are grateful for their lengthy support and shared impact.

To date, **7,350 representatives** from **3,260 organizations** have completed over **26,000 hours** of training and mentorship. Since the program's inception, **6,403 partnerships** have been formed with businesses, generating **\$28.25M** in new private-sector investment.



Highlights from 2025

840

organizations participating
from **12** provinces and
territories

1,800

individual participants,
including staff, board
members and volunteers

30

workshops
& webinars

60

mentors providing training in
sponsorship, fund development,
EDIA, advocacy, and more

Through partnerships with local funders, artsvest Regional amplified impact by providing matching funds for new sponsorship dollars.

100 organizations serving rural, remote, and equity-seeking communities selected for regional programs in Alberta, British Columbia, Saskatchewan, Ontario, Winnipeg, Sudbury and Toronto.

Together, by leveraging artsvest training and the matching funds from their regional partner, they secured 400+ partnerships with the private sector, totaling over \$1.3M in new investment.

Photos from left to right: Brampton Arts Organization (BAO), Canadian Hispanic-Latin American Virtual Museum (CHLAVM), Melfort Arts Council (MAC) and North York Arts (NYA)

2025 artsvest Funders



Through artsvest's flexible, participant-led training, Jasmine Reil and the **Temiskaming Art Gallery (TAG)** strengthened their capacity and deepened TAG's role as a cultural hub for Northern Ontario. With new skills, stronger partnerships, and renewed confidence, they expanded ongoing initiatives and launched a 2025 international exchange with Mexico's Beauprés Gallery—highlighting what becomes possible when community organizations receive the support they need to thrive.



“Jump on the opportunity! artsvest has been a boon for Temiskaming Art Gallery in achieving our organizational goals.”

Jasmine Reil, Fundraising Project Manager
Temiskaming Art Gallery

We are thrilled to continue this work through
our newly announced partnership with the
Canada Council for the Arts!



Canada Council
for the Arts

Conseil des arts
du Canada

The next phase of the program launches in **January 2026**, supported by a **\$1.6 million investment** from the Canada Council for the Arts, extending the program through March 2030.

Through this new partnership, Business / Arts and the Canada Council for the Arts will work together to advance professional development, equity, and long-term sustainability across Canada's arts sector, ensuring that small and mid-sized organizations have access to the resources and relationships they need to thrive.

[Read the announcement here](#)

2025 Canadian Arts Summit

Uniting Leaders to Shape the Future of the Arts

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The **2025 Canadian Arts Summit**, held from April 3–5 at the National Arts Centre, brought together **180 senior leaders** under the theme **Arts Forward | Avançons les arts** to reflect on the role of the arts in shaping Canada's future and on our responsibility, as leaders, to respond with conviction and collective action.



Together, participants affirmed the central role of the arts in building community, strengthening identity, and contributing to a more connected and resilient country. [Read the summary report here.](#)

This year's Summit produced a **Communiqué**, developed by the board chairs in attendance. One message resonated clearly: *Canada's arts and culture sector needs unequivocal commitment from government and political leaders.* [Read the communiqué here.](#)

Business / Arts, in partnership with the Banff Centre, look forward to hosting the 2026 Canadian Arts Summit **Arts Together: Charting a National Vision for Engagement and Action** in Banff from April 9-11, 2026!



Photos by Philip Maglieri

2025 Canadian Arts Summit Partners

In Partnership with



Host Partner



Emerging Leadership Partner
and Supporting Partner



Mental Health in
the Arts Partner



Keynote Partner



Session Partner



Supporting Partners



NATIONAL
GALLERY
OF CANADA

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DES BEAUX-ARTS
DU CANADA



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MUSÉE CANADIEN DE L'HISTOIRE

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ADVISORY
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Emerging Leadership Program

Nurturing Excellence in Arts, Culture, and Heritage Leadership

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A Year at
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The Emerging Leadership Program returned to empower 13 arts, culture, and heritage leaders driving the next wave of artistic development across Canada.

Intended for those aspiring to hold senior roles in large cultural organizations, the program seeks to nurture a diverse talent pool and address leadership gaps within Canada's cultural sector.

At the 2025 Canadian Arts Summit, participants connected with advisors, engaged in Summit programming, and launched a year of embracing leadership development and co-learning opportunities.

[Meet the participants here](#)



From left to right: Matt McGeachy, Sonia Sakamoto-Jog, Daniel Mills, Napatsi Folger, Amy Prilika, Aaron Marquise, Lindsey Thomsen, Luc Tellier, Danielle Irvine, Alyssa Fearon, Dorian Cox, Tessa Chan and Sheila Skaiem.

Photo by Philip Maglieri

Emerging Leadership Program Partners

Emerging Leadership Partner



Supporting Partners



**Duane
Green**

2025 Business / Arts Awards

Celebrating the Power of Partnership

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A Year at
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The 2025 Business / Arts Awards Celebration brought together over 330 cultural leaders, philanthropists, and changemakers on October 6th.

The ROM set the stage for a memorable evening, featuring a dynamic performance by **Kellylee Evans**, and a Shakespearean revue curated by the **Stratford Festival**. At the heart of the celebration were the award recipients—visionary individuals and organizations driving innovation and artistic growth in Canada.

Thank you to our partners, donors, and table hosts who made this celebration possible!

[See highlights from the celebration here](#)



2025 Business / Arts Awards Partners, Table Hosts & Donors

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UNIQUELY CANADIAN ♦ 185 YEARS TO CELEBRATE

Edmund C. Bovey Award Partner

BMO

Private Wealth

Peter Herrndorf Arts Leadership
Award Partner

GAIL ASPER
FAMILY FOUNDATION

Arnold Edinborough
Award Partner

1925  2025
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A Century Stronger

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LASSONDE
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FOUNDATION**

Literary Review of Canada
A JOURNAL OF IDEAS

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NATIONAL ARTS CENTRE
CENTRE NATIONAL DES ARTS
Canada is our stage, Le Canada en scène

N|A|T|I|O|N|A|L

**Toronto
Metropolitan
University**

N NICOLA
WEALTH

QuadReal

RBC

ROM
Galleries

RPIA

**small
world
music**

**Stratford
FESTIVAL**

**the national
ballet
of
canada**

**THE
SLAIGHT**
FAMILY
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David Aisenstat, John & Bonnie Buhler Foundation, Laura Dinner & Richard Rooney, Robert Foster, C.M. & Julia Foster, C.M., Anthony & Helen Graham, The Michael & Sonja Koerner Charitable Foundation, The Janice Lewis & Mitchell Cohen Foundation, Judy & Wil Matthews, Hon. Bill Morneau & Nancy McCain, Tony & Shari Fell, Donald K. Johnson, O.C., LL.D., Janice O'Born, C.M., O.Ont & Earle O'Born, Arni Thorsteinson, O.M. & Susan Glass, C.M.

2025 Business / Arts Award Recipients

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Edmund C. Bovey Award recipients:
Laura Dinner and Richard Rooney
with Kevin Barnes, *BMO*



Peter Herrndorf Arts Leadership Award
recipient: Christopher Deacon with
Gail Asper, *Gail Asper Family Foundation*



Arnold Edinborough Award recipient:
Umair Jaffar with Dr. Paul Genest,
Power Corporation of Canada



**Corporate Champion of the
Arts Award** recipient: Nicola Wealth - David Sung
with Xavier Roy, *Canadian Chamber of Commerce*



Community Impact Award recipients:
QuadReal Property Group - Aaron Knight
and *Arts Etobicoke* - Wendy Rading

[View the recipient profiles here](#)

Speaker Series

Facilitating Peer-to-Peer Learning

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In 2025, the Speaker Series brought together industry leaders from business and the arts to share insights, advice, and best practices on emerging trends and key issues facing the arts sector.

Top themes included:

- * Navigating the 2025 Federal Landscape
- * AI for Good: Opportunities & Policies
- * Donor Trends & Motivations
- * Canadian Tourism & Cultural Participation

By the Numbers:

8
webinars

6,442
engagements through live
sessions and recordings

12
provinces and territories
in attendance



[Rewatch this year's sessions](#)

2025 Speaker Series Partners

Presenting Partner



Supporting Partners



Arts Response Tracking Survey (ARTS)

Ensuring Informed Decision-Making

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In 2025, the Arts Response Tracking Survey (ARTS) continued its quarterly surveys of over 1,000 Canadian culture-goers, providing valuable insights into audience attitudes and behaviours.

These findings helped arts organizations stay ahead of emerging trends and respond to shifts in the sector with confidence.

By the Seasons:

WINTER

Focused on marketing strategies and audience outreach.

SPRING

Explored sales trends and purchasing behaviours.

SUMMER

Examined public perceptions and engagement with arts and culture.

FALL

Addressed strategies for fundraising and donor engagement.

This seasonal approach ensured ARTS delivered timely, actionable insights, helping arts organizations adapt to the ever-evolving landscape.

Key Insights from 2025:

Art or cultural events you are interested in traveling to attend or visit

- 60% A performance
- 52% A historic or heritage site
- 41% A music festival
- 38% A museum or art gallery
- 29% A food/drink festival

35%
of culture-goers **plan to donate** to the arts in 2025

\$200
Intended donations to
arts & cultural organizations

Motivators to donate to a cultural organization

- 55% Value the impact it makes on the local community
- 54% Want to support artists, creators, and/or makers
- 53% Want to support Canadian culture
- 49% Want to give back to the community

75% of culture-goers say arts & cultural events have a positive or somewhat positive impact on their sense of belonging to Canada.



12% increase since 2024.

Funding responsibilities for free admissions

Culture-goers
43% Sponsors
32% Government
13% None



Social-organizers
48% Government
34% Sponsors
6% None

First experience attending an exhibit or performance at a cultural organization

66% Positive
28% Somewhat positive
1% Somewhat negative

[Revisit highlights from ARTS here](#)

ARTS Partners & Supporters

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Artworks:

The Economic and Social Dividends from Canada's Arts and Culture Sector

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This new report, published by the Canadian Chamber of Commerce Business Data Lab, was commissioned by Business / Arts and the Canada Council for the Arts. It reveals how the arts and culture sector drives economic growth and Canadians' quality of life.



Key findings:

- * Arts and culture sector contributes \$131 billion to the economy.
- * Sector GDP grew 8% in three years, outpacing national growth of 4%.
- * Stronger arts investment is linked to greater belonging and well-being.
- * The arts support social cohesion and newcomer integration, positively impacting residential and property sectors.
- * Federal support is shrinking as a share of spending, and private giving remains low at 0.8% of income. Below both North American (0.94%) and global (1.04%) averages.
- * Every federal dollar invested generates \$29 in economic activity.

[Read the report here](#)

We were pleased to see this report featured in national media, including [CBC](#), [The Toronto Star](#), and [Radio-Canada](#), among others.

In a year marked by economic pressures, Business / Arts remained committed to advocating for a sustainable, vibrant, and resilient cultural sector.

We continued to highlight the arts as essential to Canada's economic and social well-being, emphasizing the need for increased investment and progressive policy measures.

Some highlights from this year included:

- * Hosting the TO Culture Connects event with the Toronto Arts Foundation to celebrate Toronto's new arts and culture action plan with Mayor Olivia Chow, Budget Chief Shelley Carroll, and several Toronto City Councillors.
- * Meeting with MPs from various political parties across the country to promote the arts sector.
- * Participating in a roundtable hosted by Ontario Minister of Culture, Hon. Stan Cho, and the Ontario Arts Council to discuss opportunities to strengthen the arts sector.
- * Delivering an advocacy-focused letter-writing workshop for artsvest participants.
- * Submitting a letter to Premier Ford and Minister Cho, endorsed by more than 40 board chairs, calling for vital, strategic investment in the Ontario Arts Council.
- * Partnering with PAA Advisory on an arts advocacy session at Arts Umbrella in Vancouver focused on navigating recent political shifts under the Carney Government.



TO Culture Connects event. From left to right: Robert Foster, C.M., Aubrey Reeves, Councillor Chris Moise, Councillor Parthi Kandavel, Budget Chief Shelley Carroll, Mayor Olivia Chow, Kelly Langard and Sara Diamond.
Photo by Philip Maglieri.

Thank You from the B/A Team

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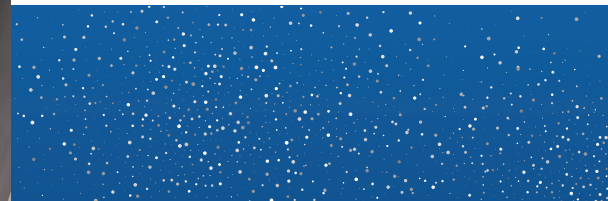
**Business / Arts continues to serve as a bridge between business,
government, private patrons, and the arts.**

Together, we are ensuring that Canada's cultural sector receives the support it needs to thrive, delivering economic benefits, social enrichment, and joy to communities nationwide.

Thank you for your ongoing support of Business / Arts. We look forward to continuing our work together in 2026.



From left to right: Ana Ramirez, Siqi Wang, Erin Borch, Tate Peacock, Aubrey Reeves, Reema Fuller, Laura O'Brien and Amadeo Ventura. Not pictured: Parul Pandya, Christine Lee, Jasper Sloan Yip and Anchal Ahmed.



From left to right: Tate Peacock, Christine Lee, Jasper Sloan Yip, Ana Ramirez, Aubrey Reeves, Erin Borch, Reema Fuller, Siqi Wang and Laura O'Brien. Not pictured: Amadeo Ventura, Parul Pandya et Anchal Ahmed.

Photos: Philip Maglieri

Aubrey Reeves
President and CEO

Amadeo Ventura
Senior Director of Development
and Partnership

Reema Fuller
Senior Director, artsvest

Erin Borch
Communications Director

Parul Pandya
Director of Programming,
artsvest

Ana Ramirez
Creative Lead:
Graphics & Motion

Christine Lee
Stakeholder Engagement
Manager, artsvest

Jasper Sloan Yip
Programs & Stewardship
Manager, artsvest

Laura O'Brien
Communications Coordinator

Tate Peacock
Program Coordinator

Siqi Wang
Development Coordinator

Anchal Ahmed
Junior Accountant