

# CEEO UPDATE

For Immediate Release

Creative Enterprise Enabling Organization



## Announcement

### Creative Enterprise Enabling Organization Provides Local Arts with First Round of Investments

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KITCHENER, ONTARIO, September 30, 2011 – The Creative Enterprise Enabling Organization announced today that 12 local entities were selected to receive funding in what was the first round of investments from the organization. There were 59 applications received, ranging from individual visual artists, retailers, production studios, festivals, magazines, galleries, education programs and tourist destinations to one of the largest cultural employers in the area. From the applications, 12 were selected for investments which ranged from \$500 - \$10,000. The criteria – the organizations had to be established and the investment had to be used to enable sustainable revenue growth for their audiences. Investing in strategies that help to ensure further economic sustainability for the creative sector means these same businesses will be better able to inform innovation with their science and technology partners.

Providing the arts with an equal voice to science and technology (including industrial and advanced manufacturing) is no small task and CEEO clearly has its work cut out for it. First, it must enforce the notion that the arts sector is made up, in part, of small businesses and entrepreneurs. This group deserves the same treatment as any start-up business. The Region must undergo a paradigm shift so that the idea of small business encompasses arts businesses as well. Creative sector initiatives must be seen as being as vital to all aspects of the community as their “familiar” business counterparts. To accomplish this CEEO must secure investment for the sector and strategically invest in it, while providing the services and resources it needs to succeed. It will happen on various levels and include micro-financing, mentoring, book keeping, bulk purchasing and business planning, as examples. All the while, the CEEO must make every attempt at tracking the sector’s economic impact – before, during and after its direct involvement.

The investments include:

❖ CAFKA – Contemporary Art Forum Kitchener + Area	\$10000
❖ The New Quarterly: Canadian Writers & Writing	\$6400
❖ Kwartzlab Society Inc.	\$6000
❖ Arts Education Initiative	\$5000
❖ Kitchener Blues Festival	\$5000
❖ Maxwell’s Music House	\$5000
❖ UpTown Waterloo Comedy Festival	\$3300
❖ UpTown Waterloo Jazz Festival	\$3300
❖ Grand River Film Festival	\$3000
❖ Lost&Found Theatre	\$2000
❖ Canadian Clay & Glass Gallery	\$500
❖ McDonald Art	\$500

The groups receiving funding have agreed to report within 60 days on the action taken as a result of the investments and there will be continued ongoing dialogue with the recipients to track the investment and ensure it is working properly. There will be another round of investments during the first half of 2012 which will involve at least \$50,000. Creative

Enterprise Enabling Organization was formed last year by the Prosperity Council of Waterloo Region and aims to bring financial stability to the arts and culture sector.

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