



## **HEATHER SINCLAIR, CEO OF THE CREATIVE ENTERPRISE ENABLING ORGANIZATION (CEEEO) ANNOUNCES INVESTMENT PROGRAM PILOT FOR THE WATERLOO REGION CREATIVE INDUSTRIES**

August 19, 2011 – Heather Sinclair, CEO of The Creative Enterprise Enabling Organization is pleased to announce the launch of the CEEEO's inaugural Investment Program, which is focused on helping to drive a sustainable creative economy in the Region. "I am delighted to announce this Investment Program. On behalf our Board, and the public and private investors on whose behalf we are managing these funds, we are pleased to action this initiative quickly and to get the investment dollars working within the community in the coming weeks. "

The CEEEO Investment Program is focused on driving revenue improvement for an individual or organization currently established within the Waterloo Region. A total of \$50,000 is available with any one entity being eligible to receive up to \$10,000. The application process is quick and to the point with a two page application form to be submitted online (print is acceptable), a one page progress report and one page final report.

There are no restrictions on having a charitable registration number or being a registered not-for-profit i.e./ businesses operating within the Region that are part of the overall creative ecosystem are equally eligible to apply. All forms of creative endeavour are relevant to the end game of driving a sustainable creative economy for the Region. The bottom line: the single most important criteria to be eligible to receive this phase 1 funding is that the investment must improve your individual or organization's sustainable revenue.

As CEEEO Board Member, Jamie Grant, a key designer of this program envisioned " If having an ice cream truck is going to help you drive sustainable revenues then let us help you buy that ice cream truck. " Other examples include:

- Implementing operations that reduce your operating expenses to create net new sustainable revenues
- Buying a 'widget' to do a task that you currently rely on volunteers to execute or that takes an extraordinary amount of time, and that the purchase of that 'widget' leads to net new sustainable revenues

The CEEEO came into operation less than five months ago on March 24, 2011. As indicated by Roger Farwell, CEEEO Board Chair, " It was critically important to the Board to get these investment dollars working as soon as possible in the community. With that in mind, the Board agreed that while the total investment fund and individual allocations are relatively small, it was important to action the Investment Program and get the pilot launched and tested. " The program was unanimously approved this past Wednesday at the Board meeting and announced informally that night at the Art Allies event at the Accelerator Centre which presented an unexpected opportunity to let the 100+ crowd know of the program.

The application will be posted online at [creativeenterprise.ca](http://creativeenterprise.ca) by 5pm on Friday August 19<sup>th</sup>, 2011. Applications are due to CEEO by 5pm on Friday September 16<sup>th</sup>, 2011. Recipients will be informed by Friday September 30<sup>th</sup>, 2011 and investment funds in hand to recipients by Tuesday October 4<sup>th</sup>, 2011.

### **About CEEO**

The Creative Enterprise Enabling Organization is a business strategy driven out of the Prosperity Council to deliver against the economic imperative and objective of retaining the best and the brightest talent in Waterloo Region by driving sustainable creative economies. The Creative Enterprise will enliven the physical and cultural fabric of Waterloo Region by building upon our existing assets and creating new ones, by fostering creative endeavour in traditionally defined arts and culture while also exploring the powerful intersections of art, science and technology and by promoting the search for bold, undiscovered ideas as our regional brand. Its return on investment will be the retention and capture of top talent to fuel our economic development presently and to provide meaningful, if not world changing work for generations to come.

The CEEO is a recipient of the Ontario Trillium Foundation.

For further information on how to apply to the CEEO Investment Program and about the CEEO please visit [creativeenterprise.ca](http://creativeenterprise.ca).

Please direct any inquiries to: Heather Sinclair CEO, Creative Enterprise Enabling Organization [heather@creativeenterprise.ca](mailto:heather@creativeenterprise.ca) 226-929-5622

CEEEO has operations at the following locations:

CEEEO  
C/o The Accelerator Centre  
295 Hagey Boulevard  
Waterloo, ON N2L 6R5

CEEEO  
C/o Communitel Hub  
151 Charles Street West  
Kitchener, ON N2G 1H6