



PRESS RELEASE

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York Region Arts Council Awarded Prestigious Ontario Trillium Foundation Grow Grant

Newmarket, Ontario (January 15, 2018) – The York Region Arts Council (YRAC) has been awarded its largest funding ever for a single project courtesy of the Ontario Trillium Foundation’s (OTF) Grow grant program. The grant will support the Artrepreneur program, a business accelerator program for artists, arts administrators and creative entrepreneurs. The OTF Grow grant was awarded for the purpose of delivering a project that builds on the success of a proven model or program with a \$419,700 grant over 36 months.

“The riding of Newmarket-Aurora is blessed to have a thriving arts and culture community. As the Member of Provincial Parliament representing this area, I am thrilled the Ontario Trillium Foundation, an agency of our government, has awarded the York Region Arts Council with a Grow Grant for its Artrepreneur program — a program that supports artists across the region, and here at home.”- Chris Ballard, M.P.P., Newmarket-Aurora

Artrepreneur is a program designed to equip participants with vital business skills needed for success across all arts disciplines and industries. The OTF Grow grant will be used to hire staff, increase the number of cohorts offered per year, launch an online learning platform and create new materials for participants. By incubating artists of all disciplines in one program, YRAC fosters collaboration and the sharing of ideas, tools, tips and best practices, resulting in a well-rounded understanding of what it takes to “make it” as a creative entrepreneur. Artrepreneur alumni have generated well over \$1 million in revenues since graduating from the first cohort.

“The Artrepreneur program gave me the inspiration, skills, and connections to take my musical training and turn it into something bigger. Soon after completing the program, I founded York Region Chamber Music and have since have been able to feature over 30 local young professional musicians and connect with our community.” – Jessica Tse, Director, York Region Chamber Music

“The impact of the Ontario Trillium Foundation Grow grant will be momentous. With this funding, the York Region Arts Council and Artrepreneur program partners will be able to build on the success of the Artrepreneur program, an initiative that has already demonstrated significant impact on the lives of the local artists and creatives.” – Samantha Wainberg, Executive Director of York Region Arts Council.

York Region Arts Council

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[Applications are open](#) until February 4 for the fifth cohort of Artrepreneur York Region taking place at the Georgina Arts Centre & Gallery. The program was created in 2015 by YRAC in partnership with York Region, York Small Business Enterprise Centre, Vaughan Business Enterprise Centre, Richmond Hill Small Business Enterprise Centre, Markham Small Business Centre, ventureLAB, York University, School of the Arts, Media, Performance and Design, Arts Society King, Markham Arts Council, Georgina Arts Centre & Gallery and with additional funding support from the Ontario Arts Council.

Artrepreneur will have completed more than 10 cohorts in eight communities by the end of 2018 including York Region communities Richmond Hill, Vaughan, Newmarket, Markham, Georgina. The program was also franchised to surrounding communities in Simcoe County and Barrie with plans for additional expansion in Ontario.

About York Region Arts Council

The York Region Arts Council (YRAC) is the only York Region-wide nonprofit charitable arts service organization focused on capacity building, creative place-making and community engagement in support of artists, arts organizations and creative entrepreneurs. www.yorkregionartscouncil.com

About Ontario Trillium Foundation

An agency of the Government of Ontario, the Ontario Trillium Foundation (OTF) is one of Canada's largest granting foundations. With a budget of over \$136 million, OTF awards grants to some 1,000 projects every year to build healthy and vibrant Ontario communities. www.OTF.ca

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