



# Business to Arts & Dublin City Council Partnerships Overview

By Andrew Hetherington | Chief Executive  
*Business to Arts* | January 2018



**DOCKLANDS  
ARTS FUND**

**Fundraising Fellowship  
Dublin**

*Business to Arts*' New Stream programme in partnership  
with Dublin City Council's *Dublin's Culture Connects*



## Business to Arts' Mission...

We build creative partnerships between the arts and business; so that the creativity of the arts and the acumen of the business community enhance each other and drive world-class performance in Ireland.

## What we do...

We **create collaborations** that unlock creativity & generate solutions which benefit our stakeholders

We **work with the cultural sector to enhance capacity** of artists and arts organisations with their executive and their boards

We **work with our stakeholders to develop new initiatives** and ideas around increasing private support of the arts

We are a **membership-based not-for-profit** organisation funded by our stakeholders (CHY 9871)

Dublin City Council are Patrons and Partners of *Business to Arts*



## **Docklands Arts Fund**

**Established June 2015 (Dublin City Council Arts Plan)**

**Pilot phase (2.5 year) completed December 2017**

### **Partners**

- Dublin City Council - Arts Office
- Dublin City Council – Docklands Division
- *Business to Arts*

### **Objective**

**“To enhance develop and grow the practice, appreciation and development of quality arts experiences in the Docklands Area. Fostering a partnership with artists, businesses, residents, educators and appropriate agencies.”**

### **Equal investment in 2017 (€10,400)**

- Salary, infrastructure and marketing costs
- Fundraise from resident companies & individuals
- Annual & project-based open call processes
- Arts Practice / project development & support



## Docklands Arts Fund

### Projects /Investment Generated for 2018 (<€65,000)

- **Martina Galvin & 3 x Docklands Primary Schools** ‘Coastlines, Maps & Melons’ (Visual Arts – 1 Year)
- **Monica Munoz & Dance Ireland with Docklands Residents aged 6 – 10 Years** ‘Princesses can be Pirates’ (Dance – 1 Year)
- **Catherine Ann Cullen, Imogen Gunner & 2 x Docklands Primary Schools** ‘Street Songs and Sea Shanties for the 21st Century’ (Literature & Music)
- **Kelvin Mann & Stoney Road Press** ‘Semi-Detached Hi-Rise’ (Visual Arts)
- **A&L Goodbody Writer-in-Residence** (Literature - 3 year)
  - Catherine Ann Cullen & St. Joseph’s Co-Ed Primary School
- **Walkers Photographer-in-Residence** (Visual Arts - 3 Year)
  - Kate Nolan & C.B.S. Westland Row



## Sample of Recent Positive Media



**Irish Times (17/10/17)** At the announcement of the recipients of the 2017 Small Grants Scheme under the Docklands Arts Fund, a partnership between Business to Arts, Dublin City Council and Docklands local businesses and individuals. See [businessstoarts.ie/artsfund](https://businessstoarts.ie/artsfund)

Sample of Recent Positive Media



**Irish Examiner** (03/05/17) Artist and Illustrator Chris Judge with his daughter Joey, 3, at the official launch of his 35metre mural tribute to Dublin's in the Docklands #DrawmeDocklands



## Fundraising Fellowship Dublin

**Established July 2016**

**24- month programme for fellows & 4 x cultural organisations**

### **Partners**

- Dublin City Council's Dublin's Culture Connects
- Business to Arts
- Participant Cultural Organisations

### **Aims & Objectives**

- Provide 4 x Dublin-based, arts, cultural or community organisations part-funding (max €15k P.A.) toward the employment of full-time marketing & fundraising human resources, contracted over a 24-month period
- Provide 4 x Fellows with a structured programme of training and mentorship developed by *Business to Arts* and Dublin City Council (valued at €80,000 per organisation)
- Equip 4 x Fellows and their organisations with skills to build capacity in their own organisations and to share the their skills and knowledge with 4 x smaller local organisation / partners

**Investment** (€100,000 per annum)



## Fundraising Fellowship Dublin

### People & Organisations Invested in June 2017 – 19

#### **Dublin Theatre Festival**

- New Executive : *Paula Weir\**
- Local Organisation : Dublin Cycling

#### **Helium Children's Art & Health**

- New Executive : *Anna McCarthy*
- Local Organisation : Common Ground

#### **Fishamble Theatre Company**

- New Executive : *Chandrika Naranyanan-Mohan*
- Local Organisation : 100 Archive

#### **Temple Bar Gallery & Studios**

- New Executive : *Muriel Foxton*
- Local Organisation : Calcutta Run

## Local Community Engagement

- 60 representatives from local community organisations
  - Introduction to Marketing Seminar
  - Introduction to Fundraising Seminar





## Sample of Recent Positive Media



- **Sunday Times** 10/09/17 'Reap Rewards of a Fundraising Career'
- **Irish Examiner** 18/08/17 'Celebrating Fusion of Business and Arts'
- **Hot Press** 31/08/17 'Dublin City Council's Dublin's Culture Connects and Business to Arts Offering Communities Great Opportunity'



## Next Steps

### Docklands Arts Fund

- **Phase One / Pilot** : Complete & Evaluate (Dec 2017 – Mar 2018)
- **Phase Two ?** : Consolidate, Reinvest & Grow / Cease? (2018 – 21)

### Fundraising Fellowship, Dublin

- **Fellowship One** : Complete, Monitor Return on Investment (2018 - 19)
- **Fellowship Two ?** : Evaluate & Reinvest ? (2018 – 20)

## Thank You & Further Information

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