



July 11, 2013

Warren Garrett
CCI - Ontario Presenting Network
215 Spadina Avenue, Suite 125
Toronto, ON M5T 2C7

Subject: Value of Presenting Study

Dear Warren,

In April, after two years of intensive participatory research, CAPACOA was pleased and proud to release the final report of *The Value of Presenting: A Study of Performing Arts Presentation in Canada*.

The study and its final report were a resounding success:

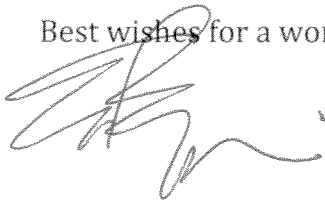
- Over the two years of the study, we had 23 workshops and presentations and seven webinars with 1,087 participants;
- The final report news release was disseminated widely and read by more than 12,000 people across Canada and abroad;
- There has been extensive coverage of the study in mass media and magazines. The total reach is estimated at 3.8 million;
- Qualitative feedback on the report has been excellent:
"It is a very impressive study that I am sending along to a number of colleagues."
Michael Orlove, Director of Presenting & Multidisciplinary Works + Artist Communities, National Endowment for the Arts;
- Since the release of the report, Strategic Moves and CAPACOA have delivered nine presentations to 400 very receptive participants.

As we highlighted in these recent presentations and in project reports to our funders, *"wide participation was a critical success factor in terms of financial feasibility and in terms of engagement."* The level of participation from partner organizations such as CCI was indeed very impressive: we received invaluable direct input into the process, promotional support, we had assistance in obtaining funding from provincial funders, we were greeted at

dialogue sessions and workshops from coast to coast, and we received significant financial contributions. All in all, the in-kind and financial assistance from presenting networks and presenters amounted to \$53,125 or 17% of the total project revenues.

On behalf of CAPACOA and the study's advisory committee, I would like to once again thank you, your members and your Board of Directors for all of your support to *The Value of Presenting: A Study of Performing Arts Presentation in Canada*. This study is the significant legacy piece for the presenting and touring sector that it is because of collaborative partnerships with organizations like CCI.

Best wishes for a wonderful summer

A handwritten signature in black ink, appearing to read 'Erin Benjamin', with a stylized flourish at the end.

Erin Benjamin
Executive Director