



Market Development Program Guidelines

This program supports the travel of professional and emerging artists who wish to promote their work in a new market. This includes participating in a recognized event (trade show, fair, festival) for the first time, or promoting work in a new geographic location.

There are two categories:

- **Emerging artists (practicing for 10 years or less)**
- **Professional artists (practicing for 10 years or more)**

Application Deadline : Ongoing until fund is depleted.

- Application must be received at least three weeks before activity start date.
- Results will be announced within two weeks of project submission.
- Successful applicants will be asked to sign a funding agreement, at which time 80% of funds will be disbursed.
- 20% of funding will be with held until the final report is submitted thirty (30) days following the project's end date.
- Only one project per candidate can be funded per calendar year.

Grant amount(s)

- The minimum request amount is \$500. Applicants in both categories are eligible to receive support up to \$1500. Partial grants may be awarded.

Important

- Applicants are required to contribute a minimum of 20% of project expenses. Total revenues and expenses must balance.
- Projects are assessed by the Executive Director. Criteria is weighted in the following manner : Artistic Merit 33%, Impact 33%, Feasibility 33%.

Eligibility

- Artists with a permanent physical address in Prince Edward County.
- Artists who are **Artist Members** of the Prince Edward County Arts Council. Membership must be in place before an application is submitted.

Who is not eligible :

- Ad-hoc groups, Organizations
- Students enrolled full-time in undergraduate and graduate level studies
- Curators

Eligible activities (can be self-presented):

- Tradeshow/art fair
- Exhibition (solo or group shows)
- Music or dance showcase
- Public reading (by author, poet, playwright or actor)
- Film screening

What this program funds :

- Registration fees/venue rental/booth fee
- Presentation costs, including framing and display structure
- Equipment rental, including audio-visual, lighting, microphones
- Material/equipment transportation maximum of \$500 (by air or truck)
- Artist transportation if 200KM outside of Prince Edward County (\$0.40/KM or economy train or airfare)

What this program does not fund :

- Art materials and other costs related to creating/completing/recording or producing art work(s); commissioning/acquiring, documenting, or publishing art work(s).
- Exhibition of student works.
- Presentation of work in private homes or other venues not open to the public.
- Fundraising and purchasing equipment, e.g. musical instruments, computers, etc.

To apply, please submit the following :

- Completed application form, including budget;
- Applicant's résumé/bio;
- Invitation/acceptance letter from gallery or performance venue;
- Artistic examples : e.g. Audiovisual, digital or manuscripts.

Submit to janna@countyarts.ca

Ways to recognize the Arts Council :

Publish an acknowledgment message on your social media profile. Be sure to tag us in your post!
www.facebook.com/pecartscouncil Use #CountyArts