



Prince Edward County  
**artstrail.ca**

---

**The PEC Arts Trail is now accepting applications  
From PEC arts businesses (artist studios and galleries) for 2022!**

Since 2008, the **Prince Edward County Arts Trail** has been connecting professional arts businesses with collectors and buyers through multiple marketing and advertising channels year-round. Visitors already know the County is a prime destination for the arts – and we've helped create that buzz. They know that by visiting the Arts Trail they will be exposed to a wide variety of quality, fine art & fine craft – some of the best the County has to offer. We've created an inspirational journey.

At its core, the **Prince Edward County Arts Trail** is a marketing collective. Together, we lift the status and profile of each of our members' businesses. Annual membership fees are pooled to build a marketing budget that creates the best value possible. You already know the costs associated with marketing your business. Rack cards, distribution, website, social media, a digital presence, radio, newspaper and/or magazine advertising, graphic design, website maintenance, project coordination, French translation – it all adds up quickly. Not to mention the time, effort and costs of participation in an art fair or expo that might last just a few days. The year-round Arts Trail can be a one-stop investment in marketing your business, or an add-on to your own efforts. What we do is deliver value for that investment.

***The executive committee is now accepting applications to join the PEC Arts Trail for 2022. If your arts business meets the following membership criteria, we would like to hear from you:***

- Must be a resident of Prince Edward County
- Your business is located in PEC; and accessible to visitors
- Sell only authentic / original work
- Show fine art or fine craft that has the artist's name on it, and a biography available for customers
- Sell or display art that is made by the artist, or obtained on consignment from the actual artist
- Be physically open to visitors **a minimum of eight (8) months a year**. The Arts Trail markets itself to consumers as a year-round organization.
- Post your hours of operation and strictly adhere to them. Some members are open all week, others just a few days a week. You are required to be open for the hours you publish in the Guide and online at artstrail.ca.
- Be a member of the Prince Edward County Arts Council
- Carry a minimum of \$2 million public liability insurance
- Agree to a minimum of 10 hours volunteer time annually to support the Arts Trail.

If you are interested in learning more, please contact us for an Information Package with all of the pertinent details. **Applications and post-dated cheques are due by December 1, 2021.**

**Contact: Tara Wilkinson, Chair, PEC Arts Trail  
(613) 393-1572 / Artstrail@countyarts.ca / artstrail.ca**