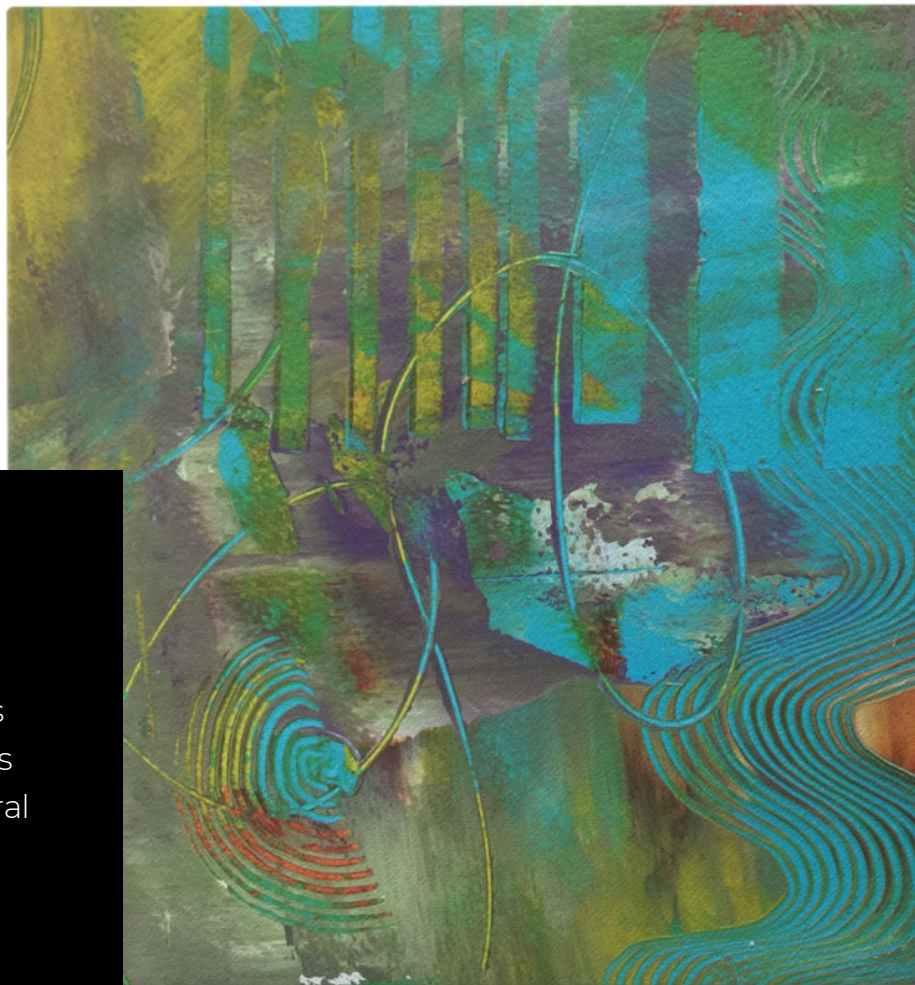
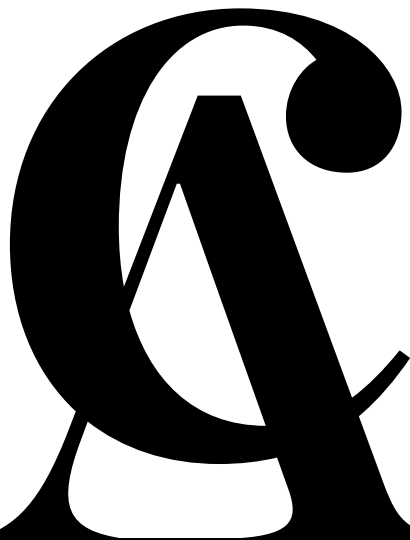




JOIN US

AND DEEPEN THE CREATIVE ROOTS
OF PRINCE EDWARD COUNTY



▲ Joanna McFarland, Spring

—

The County is a place for both creators and lovers of the arts, who have always found inspiration in the beautiful natural landscape of our island community.

For over 35 years, County Arts has been bringing artists together and connecting them with the community. Today, we are an anchor organization committed to ensuring that artists can thrive here and continue to fuel the creative spirit that defines Prince Edward County.

We have a bold new vision for our future. But as a nonprofit, we need the support of our community to make it possible.

Join Us and Help Plant the Seeds for This Growth.

With your support, we can deepen the creative roots that make the County the best place to live, work and flourish.

Who We Are

The Prince Edward County Arts Council, affectionately known as County Arts, embraces a diversity of artists in our membership, from visual to performing artists and everything in between:

▲ Jo-Anne Finegan, *Approaching Autumn*

Writers

Composers

Musicians

Painters

Photographers

Dancers

Sculptors

Cinematographers

Theatre artists

Ceramists

Textile artists

Illustrators

Multidisciplinary artists

Designers

Filmmakers

▼ Andrea Piller at Ice Box
2019 (Public Art grant)



Our full 360-strong membership also includes more than a dozen local arts organizations and commercial galleries serving the full spectrum of arts activity, along with fans and supporters of the arts.

Our Artist Advisory Committee reflects a long history of artist-led work, ensuring that the wellbeing of working artists is at the core of everything we do. County Arts first took shape in 1979 when a group of residents came together for collective impact.

Ensuring effective governance of County Arts is our volunteer Board of Directors, a hardworking group of community members who bring a wide range of professional experiences and unique perspectives, as well as shared passion for the arts, to their work. We also have a full-time Executive Director and a full-time Program Coordinator, and partner with Prince Edward Learning Centre to mentor and employ youth through their Inspire Program.

What We Stand For

Our mission is to enrich the community by actively supporting and promoting the arts and artists as an essential part of life in Prince Edward County. We work collaboratively with those who share a common interest in leveraging the arts to promote economic and social development.

Our signature events and programs generate upwards of \$250,000 in annual sales of art by Ontario artists, help strengthen the local economy through direct and indirect economic impacts amounting to \$1,000,000 per year, and contribute to the overall vibrancy of community life for residents of all ages.

Our Vision is that Prince Edward County is recognized as one of Canada's top arts destinations, where the arts thrive and all artists can reach their full potential, contributing to quality of life and sense of belonging.



▲ Art in the County 2019 Jury Award Winners



▲ Art in the County 2019 Opening Night

The Prince Edward County Arts Council has been an invaluable community partner to The Department of Illumination, particularly in the past couple of years as we are working hard on growing our organizational capacity.”

Krista Dalby, Artistic Director, Department of Illumination

SIGNATURE PROGRAMS

We have extensive experience hosting major public events and programs that foster public engagement with arts.

We currently count the following four signature initiatives as part of our program family:

- Art in the County
- PEC Arts Trail
- PEC Studio Tour
- The Maker's Hand

INCUBATING NEW IDEAS

We grow the local arts ecosystem, from the PEC Jazz Festival to County Kids Read and more, by seeding new arts initiatives as they work towards independent charitable status.



▲ Bill Greaves, Hand-built vessel



▲ Various works by Susan Wallis, susanwallis.com

SUPPORT FOR ARTISTS

At our core we are an arts service organization. We exist to build the capacity of artists to hone their craft and make a living from their work.

- Art Sales
- Professional development
- Grants
- Promotion & audience development
- Residencies
- Free space to meet and create in the County Arts Lab
- Teaching opportunities

Since 2007 our **Student Arts Award** has helped 25 young local artists to pursue a post-secondary degree in the arts.

The Artist Fund, launched in 2017, is an essential granting initiative supporting the career development of local artists. To date the Fund has supported 18 artists to develop new skills, market their work and pursue new creative projects.

ARTS AND LEARNING

Brand new to County Arts is our exciting new hub on Main Street: the **County Arts Lab**. We opened our doors in 2021 with our first artist residency program, providing much-needed subsidized studio space in a time of skyrocketing rent.

Beginning January 2022 we welcome artists and arts aficionados to explore their inner creativity and build skills in a welcoming environment. An exciting new program of art classes offers access to some of the County's top creative talent. Sliding scale pricing and funding for bursaries and art supply kits will help us reach community members often under-served by traditional arts programming.

The Lab will also house our new **Art for Well-Being** programming, which creates new opportunities for residents at higher risk of mental health challenges and social isolation to experience the joy and positive health benefits of making art in community with others.

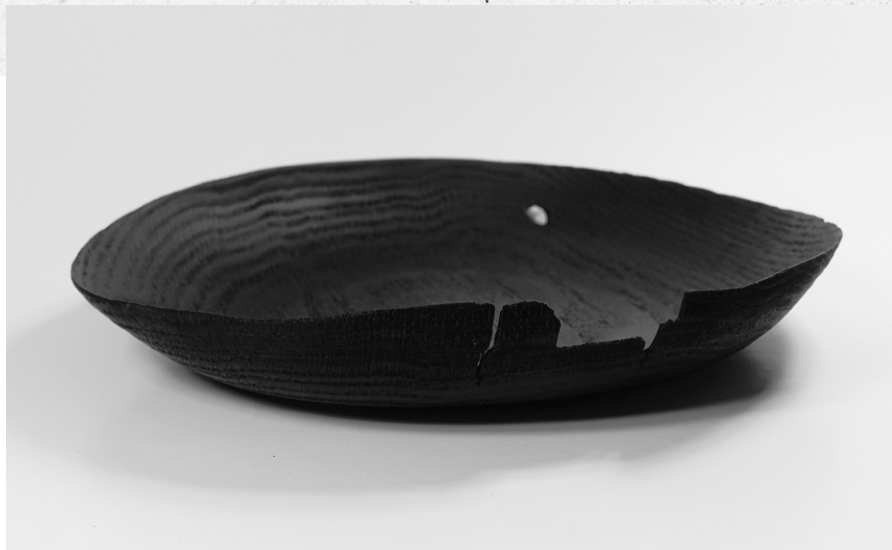
Why The Arts Matter – Here

The County is fortunate to have a strong and highly engaged artistic community. Moneysense, an online financial news site, ranked The County ninth out of 100 Canadian cities for their Canada's Best Places for Arts and Community 2017 report.

Community Development Department, Business Retention & Expansion (BR+E)
Initiative 2018-2019 Report – Arts, Entertainment and Recreation

The arts sector as a whole annually contributes many millions of dollars to the local economy.

A recent survey of arts, entertainment and recreation workers indicated that 70% believe the sector is growing and will continue to grow. With growth comes change and County artists are ahead of the curve. The demographics of PEC are shifting as people seek alternatives to city living and tourism is increasingly drawing from outside our national borders. The arts bring people in and they keep us here too. The arts are at the very centre of quality of life.



▲ Andreas Krätschmer, Charred Offering Bowl

Artists are creative entrepreneurs. An investment in them is an investment in our collective prosperity.

The Arts & Our Role in Reconciliation

We believe in the power of art to make the world a better place. Artists are sense makers and storytellers. They help us translate complex ideas and feelings and they strengthen the bonds that tie us together. That's why we are building relationships with Indigenous artists in the County — and beyond. County Arts is committed to fostering truth and reconciliation with Indigenous people, guided by the calls to action in the Truth and Reconciliation Commission report and the articles relating to arts and culture in the United Nations Declaration of the Rights of Indigenous Peoples.

Our Core Values

Inclusion – welcoming all artists in the community

Community – coming together as artists, arts-lovers and active participants

Empowerment – of all artists to develop their artistic practice

Exploration – incubating new ideas, programming, creativity

Action – engaging in issues relevant to the arts and community

Reference – “County Arts 2022-27 Strategic Plan”



▲ Debra Vincent, Indigenous Dreams

Why Now:

Resilience in the Face of A Global Pandemic

The fallout from COVID-19 has hit the arts harder than any other sector. While government support served to keep many artists temporarily afloat during the darkest times, the arts organizations that support them have faced unprecedented declines in revenue. And yet we are still here, having retooled to keep the lights on and make ends meet. New websites popped up, e-commerce became a mainstay and the arts sector proved once again its incredible ability to innovate, pivot and rise above the obstacles.

We are adapting events and launching new initiatives to support the recovery of Prince Edward County's creative ecosystem during the pandemic. Our new artist residency and meeting space programs have provided artists with a safe space to meet and create. We also increased Artist Fund grant amounts for projects that engage with and connect the community, and provided training on teaching visual and performing arts online.

Our new Art for Well-Being programming explores the transformative potential of the arts to address County residents' current and growing social and mental health needs. Our work is informed by the well-documented health and social benefits of the arts and takes inspiration from the World Health Organization's calls for using the arts to promote well-being.



▲ Tom Ashbourne, Georgia

Arts and entertainment play a vital role in the tourism economy, providing a draw for visitors. There is no question that creative entrepreneurs lend a certain cache to The County, with a plethora of events, studios, galleries, live performances, music, theatre, Museum events, workshops, demonstrations and more, all of which give The County its unique flavour.

Community Development Department
Business Retention & Expansion 2018/19 Report

As a theatre arts practitioner, it's difficult under normal circumstances to find space to create, workshop and produce work in - add the pandemic to the mix and it's been absolutely devastating. Gaining access to a dedicated space through the Artist Residency program has made a world of difference for me. I feel so invigorated, and the creative spark that had been on the back burner since the pandemic began has come back to life."



—
Georgia Papanicolaou
*Artistic Director, Shatterbox
Theatre and County Arts
March 2021 Artist in Residence*



▲ Shatterbox Theatre in rehearsal at The Local Store



▲ Mehdi Agahi, Quiet Warrior - Self Portrait

The PEC Arts Council provides an important source of motivation and support for local artists. Becoming a member allowed me to connect with an amazingly vibrant artistic community. I found my muse in new connections and experiences, and became inspired to establish myself as an active artist and showcase my artistic work. I also appreciated the opportunity to help shape the Arts Council's future as a volunteer Artist Advisory Committee member, working with a team of invaluable connectors and contributors!"



—
Mehdi Agahi
*QPOC Photographer and Winner
of 2019 Art in the County Jurors'
Choice Award for "Quiet Warrior -
Self Portrait"*

What's missing... You!

It's an exciting time at County Arts as we plant the seeds for our future and the future of the arts and artists of PEC.

We have a bright vision and bold plans, including all the programs and initiatives we've shared in these pages.

But just like any plant, we'll need strong roots to be the lifeline and anchor for this work.



▲ Michael Lindon, Facing the Future

That's exactly why we're launching the Creative Roots Campaign and inviting you to be a part of it.

The Creative Roots campaign is raising support to bring County Arts' plans to life and to help deepen the creative roots that make the County the best place to live, work and flourish.

A Go-To Hub FOR ARTS INFORMATION & INSPIRATION

Our monthly Artscene e-newsletter engages 1,500+ subscribers from across Canada and the United States.

Our weekly Artscene radio show reaches thousands of weekly radio listeners and provides critical exposure to the County's artistic talent. To date, more than 500 artists have been profiled.



Will you Join us?

With your support, we will:

► **BUILD AN INCLUSIVE ARTS ECOSYSTEM:**

we'll create a sense of belonging for artists, arts organizations and supporters. We are committed to building supportive infrastructure that welcomes everyone – and leaves no one behind.

► **CREATE SPACE:**

for artists to work, promote and sell art.

► **EXPAND SKILLS and ENHANCE WELL-BEING:**

for creators and community members to learn and connect through the arts and County Arts programming.

► **INNOVATE FOR A SUSTAINABLE FUTURE:**

A full pandemic recovery requires new ways of thinking and operating. We will pilot niche opportunities and expand product and service offerings that are relevant today, speaking to an increasingly young and diverse community.



▲ Karole Marois, *Inséparables*

Support the Creative Roots campaign today at CountyArts.ca/Donate.

There are two priority ways you can help, today:

- 1** Make a multi-year commitment
- 2** Make a monthly contribution of any amount

With you and our growing community as our roots, we can't wait to see what comes to life.

To connect with County Arts, please contact Janna Smith, Executive Director at janna@countyarts.ca or 613-476-8767.

Front & Back Cover Image: Jo-Anne Finegan, Approaching Autumn

