



#ArtsMatter

in Prince
Edward County



PEC Municipal Election 2022



The Arts Matter in Prince Edward County!

In the lead up to the 2022 Municipal Election, County Arts (aka the Prince Edward County Arts Council) has launched the **Arts Matter campaign** to ensure the arts and its many benefits are top of mind for Prince Edward County candidates.

Our main actions are:

1

Informing candidates and voters about 1) the significant **positive impact** of the arts and artists in our community 2) the Municipality's **arts-related commitments** as stated in the 2021 Official Plan and 3) the **funding gaps** that must be addressed to begin working towards achieving these commitments.

2

Recommending that the Municipality:

- 1) **Double investment in arts and culture initiatives in 2023 to \$136,332** (or 0.002% of the Budget)
- 2) **Adopt further measures to generate new, sustainable sources of funding** for arts and culture initiatives

3

Sharing with voters the results of a Mayoral and Councillor candidate survey (see next page) outlining to what extent, if elected, they will work to advance the Municipality's arts-related commitments and advocate for increased investment in arts and culture initiatives

4

Proposing arts-related questions for inclusion in candidate interviews and debates

Candidate Survey Results

We asked candidates to indicate to what extent, if elected, they will support Municipal measures to advance the following 3 arts-related objectives required to ensure PEC is a "livable community" (p. 45+47, [2021 Official Plan](#)):

Objective 11 - Recognize and support the contributions that Arts & Culture and associated artists, organizations, festivals, events, industries and businesses make to the year-round economy

Objective 12 - Recognize and enhance the role Arts & Culture play in strengthening community pride and social activity

Objective 14 - Include and incorporate the perspectives of traditionally under-served and Indigenous groups within the arts and culture community

Strongly support
Strongly oppose

Mayor

Steve Ferguson ●○○○○○
 Kyle Mayne ○●○○○○
 Dianne O'Brien ●○○○○○
 Terry Shortt ●○○○○○

Ward 1 Picton

Phil Adie ●○○○○○
 Jane Lesslie ○○○○○○
 Kate MacNaughton ●○○○○○
 Peter Morch ●○○○○○
 Phil St-Jean ●○○○○○

Ward 2 Bloomfield/Hallowell

Sarah Moffatt ●○○○○○
 Bradley Nieman ●○○○○○
 Phil Prinzen ○●○○○○

Ward 3 Wellington

Jennifer Cobb ●○○○○○
 Corey Engelsdorfer ●○○○○○
 Heather Norlock ●○○○○○

Ward 4 Ameliasburgh

Sam Grosso ●○○○○○
 Paul Dawson Boyd ○○○○○○
 Janice Maynard ●○○○○○
 Roy Pennell ●○○○○○
 Bill Tkach ●○○○○○

Ward 5 Athol

Sam Branderhorst ●○○○○○
 Tom Harrison ●○○○○○
 Bob Rogers ●○○○○○
 Elis Ziegler ●○○○○○

Ward 6 Sophiasburgh

Paul Drake ●○○○○○
 Bill Roberts ●○○○○○

Ward 7 Hillier

Chris Braney ●○○○○○
 Dee Hazell ●○○○○○
 Paul Van Haarlem ○○○○○○

Ward 8 North Marysburgh

David Harrison ●○○○○○
 Ben Thornton ●○○○○○

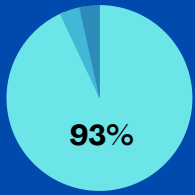
Ward 9 South Marysburgh

John Hirsch ●○○○○○
 Ryan Kreutzwiser ●○○○○○

Strongly support
Strongly oppose

Note: this document includes all responses received by the survey deadline. An absent response doesn't necessarily represent a lack of interest in arts-related issues.

Candidate Survey Results cont.



93% of respondents "strongly agree" with the following statement (on p. 45 of the 2021 Official Plan): "Prince Edward County is home to a vibrant, dynamic arts and culture community which is essential to the growth, prosperity and vibrancy of the County. Arts and Culture adds to the uniqueness of the County and provides significant and vital contributions, both directly and indirectly, to economic development, quality of place, community sustainability and tourism."

Despite all of the benefits that the arts bring (more on p. 5), many local artists and arts organizations are facing significant challenges to their long-term financial sustainability (see p. 7). In order to meet the Municipality's arts-related commitments (see p. 6) and begin moving towards our shared vision of PEC as "a centre for arts and culture (p. 57, Official Plan), **we are advocating that the Municipality increase funding for arts and culture initiatives** (see p. 7).

Question: "If elected, to what extent will you be willing to commit to advocating for increased municipal investment in arts and culture?"

Mayor

- Steve Ferguson ●○○○○○
- Kyle Mayne ○○○●○
- Dianne O'Brien ○●○○○
- Terry Shortt ○●○○○

Ward 1 Picton

- Phil Adie ●○○○○○
- Jane Lesslie ○○○○○○
- Kate MacNaughton ○●○○○
- Peter Morch ●○○○○○
- Phil St-Jean ●○○○○○

Ward 2 Bloomfield/Hallowell

- Sarah Moffatt ●○○○○○
- Bradley Nieman ●○○○○○
- Phil Prinzen ○○●○○

Ward 3 Wellington

- Jennifer Cobb ●○○○○○
- Corey Engelsdorfer ○○●○○
- Heather Norlock ●○○○○○

Ward 4 Ameliasburgh

- Sam Grosso ●○○○○○
- Paul Dawson Boyd ○○○○○○
- Janice Maynard ○○●○○
- Roy Pennell ●○○○○○
- Bill Tkach ○●○○○

Ward 5 Athol

- Sam Branderhorst ○●○○○
- Tom Harrison ●○○○○○
- Bob Rogers ○○●○○
- Elis Ziegler ●○○○○○

Ward 6 Sophiasburgh

- Paul Drake ●○○○○○
- Bill Roberts ○●○○○

Ward 7 Hillier

- Chris Braney ●○○○○○
- Dee Hazell ○○●○○
- Paul Van Haarlem ○○○○○○

Ward 8 North Marysburgh

- David Harrison ●○○○○○
- Ben Thornton ●○○○○○

Ward 9 South Marysburgh

- John Hirsch ●○○○○○
- Ryan Kreutzwiser ●○○○○○

Very willing
Not at all willing

Very willing
Not at all willing

Why do the Arts Matter to PEC Residents & Businesses?

1) THE ARTS IMPROVE OUR QUALITY OF LIFE

- 8 major indicators of health and well-being are strongly connected to attending, or participating in, cultural activities ([Hill Strategies](#)).
- To date, 100% of participants in our County Arts Lab community programs reported that their participation had a positive impact on their well-being.

2) THE ARTS STRENGTHEN OUR ECONOMY

- The County was ranked 9th out of 100 cities in Moneysense.ca's "Canada's Best Places for Arts and Community 2017" report, due in part to our high proportion of workers in the arts, entertainment and recreation sector (3.1% in 2017 - on par with Stratford, ON).
- According to the Federation of Canadian Municipalities, "Arts, culture and heritage improve the ability of municipal governments to influence local economic development by attracting and retaining a skilled and talented workforce".

3) THE ARTS EDUCATE

- 97% of County Arts Lab's adult participants report having gained new perspectives or skills thanks to their participation in our community arts programming.
- At-risk students involved in the arts, compared with students who had little or no arts exposure, have higher secondary school graduation rates; higher overall grade-point averages; higher math grade-point averages; higher test scores in science and writing; and are more likely to pursue post-secondary education ([National Endowment for the Arts](#)).

4) THE ARTS BRING US TOGETHER

- As storytellers, community builders, and problem solvers, artists and the arts have the power to connect us to each other and this special place.
- Arts, culture and heritage enhance understanding and capacity for action; build social cohesion; contribute to community development; and foster civic participation ([Hill Strategies Research](#)).

What are the Municipality's current arts-related commitments?

A number of arts- and culture-related commitments appear in the 2021 Official Plan (p. 47 and p. 57), compelling the Municipality of Prince Edward County to, among other actions:

1

Recognize the tremendous contribution that arts and culture make to the County's quality of life and local economy by **promoting and supporting local artists, arts and cultural organizations, and by maintaining and developing culturally-related community facilities** such as museums, heritage and cultural centres, archives and libraries.

2

Work with public and private partners to enhance Prince Edward County's role as a centre for arts and culture.

3

To enrich the lives of residents and to attract visitors, **support the development of arts, heritage and cultural programs, cultural businesses and industries, festivals, workshops, events, arts trails, organizations and associations** throughout the County.

4

Provide space within existing community-owned buildings to meet the needs of the arts, culture and recreation community, and will support the development of new facilities for developing and showcasing arts, culture and recreation.

5

Recognize and support the contributions that Arts & Culture and associated artists, organizations, festivals, events, industries and businesses make to the year-round economy (Objective 11)

6

Recognize and enhance the role Arts & Culture play in strengthening community pride and social activity (Objective 12)

7

Include and incorporate the perspectives of traditionally underserved and Indigenous groups within the arts and culture community (Objective 14)

State of the Arts

Despite the numerous and multifaceted benefits Prince Edward County artists and arts organizations bring to our community, many are facing ongoing and significant financial obstacles:

- In our 2021 Artist Survey, the top challenge to developing artists' practice was financial precarity
- In our Spring 2022 survey, artists and arts businesses ranked income stability as their top obstacle to success
- The sector has been among the hardest-hit industries over the past 2.5 years, with economists predicting it will take up to 5 years for the Arts, Entertainment and Recreation sector to recover from the pandemic

Recommendations

We greatly appreciate the Municipality's current support of the arts - for example, through in-kind use of municipal facilities, online promotion of arts events, and supporting arts initiatives through the Municipal Community Grants Program.

However, on average only 0.001% (or \$2.56 per resident/year) of the Municipal Operating Budget is allocated to arts initiatives through the Community Grants Program. For comparison purposes, Stratford and Kingston spent \$3.56 and \$4.36 per capita (respectively) on the arts through their equivalent programs in 2022.

Given all of the above, County Arts recommends that the Municipality:

1. Double investment in arts and culture initiatives in 2023 to \$136,332 (or 0.002% of the Municipal Budget)
2. Adopt further measures to generate new, sustainable sources of funding for arts and culture initiatives

These relatively small yet significant actions would represent an important first step towards establishing Prince Edward County as a vibrant and bustling arts destination, where all artists can reach their full potential, contributing to our community's quality of life and sense of belonging.

About County Arts

County Arts' **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.

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.

As an arts service organization, we provide programs that benefit a membership of over 400 artists, galleries, arts organizations, and community arts participants and patrons.

Every year, our Signature Programs and Events:

- facilitate upwards of **\$250,000** in art sales
- are attended by **15,000** people
- provide income-generating opportunities for over **200** artists and arts businesses

Since launching the County Arts Lab in February 2022, we have:

- created over **30** new teaching jobs for artists and paid artists over **\$25,000** in teaching fees
- engaged over **200** community members in participatory arts activities

Learn more at
[countyarts.ca](https://www.countyarts.ca)