



Professional Development Program Guidelines

This program's objective is to support artists as they advance their career through learning / skills-building and market development activities.

I - Learning / Skills-building Activities

Learning / skills-building activities must focus on building entrepreneurial skills that are relevant to your arts business/practice, such as marketing/communications, copyright law, technology, work safety certification, etc. With regards to courses, activities that are relevant/specific to the arts and the applicant's medium, processes, and/or modalities will have a higher likelihood of success. The program does not cover costs for activities that have already taken place.

Eligible costs for learning/skills-building activities include:

- Registration fees
- Fees paid to a mentor as outlined in a letter of confirmation/invitation
- Applicant travel costs, including transportation, accommodation (up to \$150 per day) and meals (up to \$80 per day) for activities conducted in locations 200 KM outside of Prince Edward County. Travel by car is \$0.50 per KM.

Eligible learning/skills-building activities include:

- Conferences, talks, and courses (either online or in-person)
- Mentorships that will help you learn how to integrate technology into your existing practice
- Artist residency activities that include a professional development component (e.g. mentorship, training) may be eligible

Ineligible activities for learning/skills-building activities include:

- Opportunities that are similar to equivalent free or lower cost offerings that are easily accessible online or locally
- Artistic workshops/courses/mentorships, with the exception of opportunities to learn how to integrate new technological advances into your existing practice
- Attending arts fairs/showcases, book launches, business planning
- Activities that are part of a graduate studies program in which the applicant is enrolled

II - Market Development Activities

This program helps cover the costs of travel undertaken by Prince Edward County-based artists to promote their work to new audiences. Applicants may travel within Ontario, Canada or internationally to attend a single event for the first time, that is located at a minimum 200 KM from Prince Edward County. As this is a market development program, proposals must demonstrate how the project is directly helping the artist reach new audiences. **The applicant's participation in the event must be confirmed prior to submitting an application; applicants must submit proof of their participation (e.g. acceptance/invitation letter).**

Eligible costs for market development activities include:

- Applicant travel costs for activities conducted in locations 200 KM outside of Prince Edward County, including transportation, accommodation (up to \$150 per day) and meals (up to \$80 per day). Travel by car is \$0.50 per KM
- Material/equipment transportation to a maximum of \$500 (by air or truck)

Eligible market development activities include:

- Non-commercial showcases open to presenters and/or public, where the applicant is showcasing their work
- Significant festivals or events, including film screenings, where the artist has been invited to participate in official programming (e.g. panel discussion or other official event, workshop facilitation)
- Artist residencies that include elements of promotion/engagement to a new audience (e.g. through a final showcase/exhibition, community workshop, artist talk/panel)
- Public reading by author, poet, playwright or actor

Ineligible activities include:

- Activities that do not help the applicant reach new audiences
- Events where artists are making direct sales
- Events in which the artist is not participating in a panel discussion or other official event

Other Important Information

Application Timing

- Grants will be awarded on a first come, first serve basis until the fund is depleted
- Applications must be received at least three weeks before the activity start date
- Results will be communicated within two weeks of application submission

Grant Amounts and Timing

- Grant amount requests can be up to \$1000. As the total amount of funds disbursed per year is limited, partial grants may be awarded. The total annual funding available for this program is \$3000.
- Successful applicants will be asked to sign a funding agreement, at which time 80% of funds will be disbursed
- 20% of funding will be withheld 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
- Applicants are required to contribute a minimum of 20% of project expenses. Total revenues and expenses must balance.

Application Assessment

- The following criteria are weighted accordingly: Artistic Merit (40%), Impact (40%) and Feasibility (20%). Artists should consult the [Evaluation Rubric](#) (also available on the Artist Fund page) before submitting an application.

Who is eligible

- Artists who have a physical address, and reside permanently (i.e. the majority of their time), in Prince Edward County, and;
- Artists who are members of the Prince Edward County Arts Council. Membership must be in place before an application is submitted.

Who is not eligible

- Artists who do not have a physical address, nor reside permanently (i.e. the majority of their time), in Prince Edward County
- Artists who are not members of the Prince Edward County Arts Council
- Ensembles, ad hoc groups/collectives, organizations
- Students enrolled full- or part-time in an undergraduate program at a college/university, regardless of the program of study

To apply, please complete the [Application Form linked here](#). If you require support in preparing your application or have questions, please contact Programs Manager Stacey Sproule at stacey@countyarts.ca.

Recognition of County Arts' support

- Grant applicants are expected to publish an acknowledgment message on your social media account(s) and other suitable communications channels. Be sure to share your post with us! www.facebook.com/pecartscouncil / www.instagram.com/countyarts/
- Use #CountyArts / Tag @CountyArts