



## **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. This is a micro-granting program, with a limited amount of funding available. This program offers artists support to ease the financial burden of their practice, and provides grant results quickly to facilitate applying for funding from other sources. We encourage artists to seek out additional funding opportunities, including at the federal and/or provincial level, to realize more ambitious projects.

### **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, business planning etc. With regards to courses, activities that are relevant/specific to the arts and the applicant's discipline, 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:**

- Course 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 or other advancements 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 \$0.72 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 (some exceptions may apply)
- 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.
- Successful applicants will be asked to sign a funding agreement, at which time 100% of funds will be disbursed
- The final report is due thirty (30) days following the project's end date
- Only one project per candidate can be funded every two years
- 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
- Artists who are members of the Prince Edward County Arts Council. Membership must be in place before an application is submitted
- Artists who have no outstanding final reports due from a previous project

### **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](#).** Applicants are encouraged to reach out to Programs Director Stacey Sproule at [stacey@countyarts.ca](mailto:stacey@countyarts.ca) prior to applying to ask any questions you may have or to inquire about alternative application methods.

### **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](http://www.facebook.com/pecartscouncil) / [www.instagram.com/countyarts/](http://www.instagram.com/countyarts/)
- Use #CountyArts / Tag @CountyArts
- In any printed or online promo materials for activities related to your grant funding, please use the County Arts Logo wherever possible. [Download the logo file here.](#)