



**Canada Council for the Arts
Funding to artists
and arts organizations
in Prince Edward Island, 2013-14**



Canada Council
for the Arts

Conseil des arts
du Canada



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for the Arts du Canada

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1.0 Overview of Canada Council funding to Prince Edward Island in 2013-14

- In 2013-14, the Canada Council for the Arts provided grants totalling \$454,500 to the arts in Prince Edward Island.
- In addition to grants, 80 Prince Edward Island authors received \$34,164 in payments through the Public Lending Right Commission in 2013-14¹. This brings the total funding to Prince Edward Island to \$488,664.
- The Canada Council awarded \$32,500 in grants to two artists and \$422,000 to 11 Prince Edward Island arts organizations in 2013-14.
- Grants were awarded to artists and arts organizations in Prince Edward Island in media arts, music, visual arts, writing and publishing, and through the Canada Council's Aboriginal Arts Office. In 2013-14, the largest amount of funding went to visual arts (\$190,000), while media arts received the second largest amount (\$108,900), followed by music (\$71,500).
- 46 applications from Prince Edward Island artists and arts organizations were submitted to the Canada Council in 2013-14, representing 0.3% of the total number of applications received.
- Funding to artists and arts organizations in Charlottetown totalled \$406,400, comprising 89.4% of the total funding going to Prince Edward Island. The community of Wellington Station received \$22,000 or 4.8% of total funding in 2013-14, and Summerside received \$20,000 in funds (4.4%). Three other communities received \$6,100 representing 1.3% of total funding.
- In 2013-14, Prince Edward Island artists received 0.15% of Canada Council funding to artists, and Prince Edward Island arts organizations received 0.35% of the funding to arts organizations. In total, Prince Edward Island artists and arts organizations received 0.32% of Canada Council funding. In comparison, the province makes up 0.41% of the total population of Canada,² and 0.34% of Canadian artists.³
- Seven artists/arts professionals from Prince Edward Island served as peer assessors in 2013-14, comprising 1.16% of all peer assessors.

¹ The Public Lending Right program provides payments to authors whose books are held in selected Canadian public libraries

² Statistics Canada: Canada's National Statistical Agency. "Population by year, by province and territory," November 2013, <<http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/demo02a-eng.htm>>.

³ Hill Strategies Research Inc. "Artists in Canada's Provinces and Territories Based on the 2006 Census," *Statistic Insights on the Arts*, Vol.7 No. 5, March 2009, <<http://www.hillstrategies.com/content/artists-canada%E2%80%99s-provinces-and-territories>>.

2.0 Statistical highlights about the arts in Prince Edward Island⁴

- In total, 65% of surveyed Atlantic Canadians attended at least one live art performance—such as a play, musical, music, concert, dance performance, opera or storytelling—in the last year (2012), and 46% attended at least one arts or cultural festival in that same period. Overall, 43% of surveyed Atlantic Canadians rated the quality of arts and culture events in their community as good or very good.
- In 2010, all Prince Edward Islanders 15 or older (99.6%, or 117,000 people) participated in at least one of the 18 arts, culture or heritage activities. The participation data also show that 83.8% of residents listened to downloaded music or music on CDs, 82.8% watched a movie or a video, 75% read a book, 74.6% attended a performing arts event or a cultural festival, and 26.2% visited an art gallery.
- Prince Edward Islanders spent just over \$100 million on cultural goods and services in 2008. This equals 3.3% of total consumer spending in the province, the highest such percentage among the provinces. The \$100 million in consumer spending on culture is two-and-a-half times higher than the \$42 million spent on culture in PEI by all levels of government in 2007/08. On a per capita basis, Islanders' cultural spending ranks seventh among the provinces at \$767 per resident
- On a per capita basis, Charlottetown residents' cultural spending (\$856) ranks eighth among metropolitan areas in Canada. Total cultural spending was \$69 million in Charlottetown in 2008.
- In 2008, households in Prince Edward Island spent 28 cents for every \$100 of income on books and 14 cents for every \$100 of income on magazines.
- In 2008, 22,000 households in Prince Edward Island reported spending a total of \$5 million on live performing arts, accounting for less than 1% of all spending on live performing arts in Canada.
- In 2006, there were 470 artists on Prince Edward Island, representing 0.58% of the overall provincial labour force.
- Between 1991 and 2006 the number of artists on Prince Edward Island increased by 18% which is slightly higher than the population increase (14%) over the same period. The number of artists increased by 27% between 1991 and 2001, but decreased by 7% between 2001 and 2006.

⁴ Sources:

Phoenix Strategic Perspectives Inc. for the Department of Canadian Heritage. "Arts and Heritage in Canada: Access and Availability Survey 2012," November 2012, <http://epe.lac-bac.gc.ca/100/200/301/pwgsc-tpsgc/por-ef/canadian_heritage/2012/089-11-e/report.pdf>.

Hill Strategies Research Inc. "Provincial Profiles of Arts, Culture and Heritage Activities in 2010," *Statistical Insights on the Arts*, Vol. 10 No. 3, March 2012, <<http://www.hillstrategies.com/content/provincial-profiles-arts-culture-and-heritage-activities-2010>>.

Hill Strategies Research Inc. "Consumer Spending on Culture in Canada, the Provinces and 12 Metropolitan Areas in 2008," *Statistical Insights on the Arts*, Vol.9 No. 1, November 2010, <<http://www.hillstrategies.com/content/consumer-spending-culture-2008>>.

Hill Strategies Research Inc. "Who buys books and magazines in Canada?," *Statistical Insights on the Arts*, Vol. 9, No. 3, March 2011, <<http://hillstrategies.com/content/who-buys-books-and-magazines-canada>>.

Hill Strategies Research Inc. "Patterns in Performing Arts Spending in Canada in 2008," *Statistical Insights on the Arts*, Vol. 9, No. 2, February 2011, <<http://www.hillstrategies.com/content/patterns-performing-arts-spending-canada-2008>>.

Hill Strategies Research Inc. "Artists in Canada's Provinces and Territories Based on the 2006 Census," *Statistical Insights on the Arts*, Vol.7 No. 5, March 2009, <<http://www.hillstrategies.com/content/artists-canada%E2%80%99s-provinces-and-territories>>.

- The median earnings of artists on Prince Edward Island were \$8,800 in 2006, less than half of the typical earnings of all PEI workers (\$19,500).
- In 2006, the broader cultural sector labour force on Prince Edward Island has about 2,000 workers. That means that one in every 41 people in the province has a cultural occupation.

3.0 Highlights of Canada Council grants to Prince Edward Island artists and arts organizations

Arts organizations

The Canada Council supports the work of arts organizations. In 2013-14, some of the Prince Edward Island arts organizations that received funding were:

Organization	Community	Total funding
Confederation Centre Art Gallery	CHARLOTTETOWN	\$202,000
Fédération culturelle de l'Île-du-Prince-Édouard	CHARLOTTETOWN	\$10,000
Island Media Arts Cooperative	CHARLOTTETOWN	\$108,900
Mi'kmaq Confederacy of Prince Edward Island	SUMMERSIDE	\$20,000
Prince Edward Island Symphony Society	CHARLOTTETOWN	\$17,000

Examples of Canada Council funding in Prince Edward Island⁵

The Canada Council supports the endeavours of professional artists and arts organizations through its programs. The following selection illustrates some of the activities supported by the Canada Council in Prince Edward Island:

During their first German tour, Wellington, PE based band **Vishtèn** presented 29 shows in 29 days in 29 cities across the country. The tour was a great success as most of the shows were sold out! In March/April 2014, the francophone trio traveled 8200 km with the show *Irish Spring Folk Tour*, bringing together three groups of world renowned musicians and dancers from Ireland, New Zealand and the United States. While on the road, Vishtèn promoted their 2012 CD *MOSAÏK*, featuring music that fuses Acadian and Celtic genres with rock and indie-folk influences. They also connected with international audiences, gave interviews, and networked with other artists and presenters at various festivals. Vishtèn received \$22,000 through the Music: Touring Grants program.

In May 2014, award-winning Ontario author and educator Paul Keery will give readings in Charlottetown and Cornwall, PE, and in Caribou, Westview, New Glasgow and Wood Island, NS. The **PEI Public Library Service** in Morell partnered with the Hackmatack Children's Choice Awards, for which Keery has been shortlisted, to present the readings to school children and the general public. Keery's graphic non-fiction novels *Maple Leaf Forever?* (2008) and *Canada At War: A Graphic History of the Second World War* (2012) take history out of school textbooks and turn it into a tale teeming with conspiracy, bravery and humour. The Library chose Keery for its reading series because its community includes many young artists who will appreciate seeing non-fiction presented in a new format and learning how an artist and author work together to produce a graphic novel. The PEI Public Library Service received \$1,500 through the Literary Readings and Residencies Program: Readings program.

⁵ Unless otherwise indicated, project descriptions and quotations are drawn from documents in the grant application.

In the fall of 2014, in celebration of the fiftieth anniversary of its opening, Charlottetown's **Confederation Centre Art Gallery** will collaborate with professors from Ryerson University to present an exhibition that critically revisits the building programs of the 1960s Centennial Commission. Consisting of photographs, drawings, models and artifacts illustrating the two national and 12 provincial projects, the exhibition will focus on the construction of national identity. The Gallery received \$50,000 through the Architecture: Grants to Organizations program for the exhibition, which will travel to other Centennial Projects across Canada and contain a multimedia component and website. Over the next three years, the Gallery will also receive \$420,000, awarded through the Grants to Art Museums and Public Galleries program, to support their activities in contemporary art.

In August 2013, Breadalbane, PE folk singer-songwriter **Catherine MacLellan** traveled with guitarist Chris Gauthier to Ear Falls, ON to perform at the Trout Forest Music Festival. The Festival's Musical Director Devin Latimer said, "It's a challenge to bring people from far away, people like Catherine, who is a great folk star in Canada right now. She loves to play and attend these kind of things." The performance gave MacLellan the opportunity to build upon her successful grassroots-based career, present and develop her new repertoire, distribute her past work and network with other artists and presenters. MacLellan was awarded \$2,500 through the Music: Travel Grants program to attend the Festival where she was asked to return to perform at other venues in the region.

Charlottetown's **Fédération culturelle de l'Île-du-Prince-Édouard** (FCÎPÉ) will host the inaugural Salon du livre de l'Île-du-Prince-Édouard (Prince Edward Island book fair) at the Centre Belle-Alliance in June 2014. "We're hoping that by attending our book fair, people will have a chance to access a great variety of Francophone literary works, and meet creative writers, which is what gives a book fair its charm and appeal," said Lucille Fontaine, chair of the organizing committee. The theme *S'ouvrir aux mondes* (Opening Up to the Worlds) was chosen since it refers to all of the worlds, the realities and the marvels that books can help us discover without even leaving our home. The FCÎPÉ received \$10,000 through the Grants for Literary Arts Promotion program to support the book fairs programming which will include thematic roundtables, interviews, readings and author visits in schools.

Ten Strings and a Goat Skin, a bilingual traditional/folk/fusion trio from Rustico, PE has been busy developing new markets, garnering interest from presenters and establishing new relationships in the global music industry. Celebrating the music of Irish, Acadien, French and Maritime cultures, the trio travelled to St-John's, NL in September 2013 to attend Contact East, Canada's premiere performing arts booking conference. There they received interest from presenters from the Maritimes and the United Kingdom and took part in the Canadian Arts Presenters Network (CAPACOA) Succession Plan program – a mentorship and peer network development initiative for emerging and mid-career presenters and other arts professionals. First-time recipients Ten Strings and a Goat Skin received \$2,100 through the Audience and Market Development Travel Grants: Canada program.

4.0 Detailed tables of Canada Council funding to Prince Edward Island

Canada Council for the Arts funding to Prince Edward Island

- Since 2004-05, Canada Council funding to Prince Edward Island fluctuated from a low of \$258,689 in 2005-06 to a high of \$454,500 in 2013-14. The funding in 2013-14 is significantly higher (35.83%) than the 2004-05 level.
- Grants to Prince Edward Island as a percentage of total Canada Council funding remained relatively stable in the past ten fiscal years. In 2013-14, it stood at 0.32%.

Table 1: Canada Council grants to Prince Edward Island and Canada Council total grants, 2004-05 to 2013-14

Fiscal year	Grant \$ to Prince Edward Island	Canada Council total grant \$	Prince Edward Island as % of total
2004-05	\$334,602	\$121,455,742	0.28%
2005-06	\$258,689	\$120,519,422	0.21%
2006-07	\$290,200	\$140,838,547	0.21%
2007-08	\$423,933	\$152,803,607	0.28%
2008-09	\$305,375	\$145,639,343	0.21%
2009-10	\$379,245	\$146,136,164	0.26%
2010-11	\$353,890	\$142,324,085	0.25%
2011-12	\$382,940	\$145,148,810	0.26%
2012-13	\$287,315	\$141,695,453	0.20%
2013-14	\$454,500	\$142,072,039	0.32%
% Change	35.83%	16.97%	

**Table 2: Canada Council grants to Prince Edward Island
by discipline, 2013-14**

Discipline	Artists	Arts organizations	Total
Aboriginal Arts Office	\$0	\$20,000	\$20,000
Audience & Market Development	\$0	\$2,100	\$2,100
Dance	\$0	\$0	\$0
Director Arts Disciplines	\$0	\$12,000	\$12,000
Equity Office	\$0	\$0	\$0
Inter-Arts Office	\$0	\$0	\$0
Media Arts	\$0	\$108,900	\$108,900
Music	\$32,500	\$39,000	\$71,500
Prizes Section	\$0	\$0	\$0
Theatre	\$0	\$0	\$0
Visual Arts	\$0	\$190,000	\$190,000
Writing and Publishing	\$0	\$50,000	\$50,000
Total grants to Prince Edward Island	\$32,500	\$422,000	\$454,500
Total Canada Council funding	\$21,431,038	\$120,641,001	\$142,072,039
Grants to Prince Edward Island as a % of total Canada Council funding	0.15%	0.35%	0.32%

Grant applications from Prince Edward Island

- In the past ten fiscal years, the number of grant applications in Prince Edward Island ranged from a low of 42 in 2006-07 to a high of 56 in 2004-05. In 2013-14, the Canada Council received 46 grant applications from Prince Edward Island representing 0.31% of all applications.
- In 2013-14, the share of Prince Edward Island as a percentage of total number of Canada Council applications (0.31%) is lower than its share of population (0.41%) and of its share of artists (0.34%) – see Table 4.

Table 3: Grant applications to the Canada Council from Prince Edward Island and total grant applications to the Canada Council, 2004-05 to 2013-14

Fiscal year	Grant applications from Prince Edward Island	Total Canada Council grant applications	Prince Edward Island as % of total
2004-05	56	16,572	0.34%
2005-06	48	15,831	0.30%
2006-07	42	15,663	0.27%
2007-08	47	14,768	0.32%
2008-09	46	15,305	0.30%
2009-10	46	16,139	0.29%
2010-11	55	15,443	0.36%
2011-12	51	15,694	0.32%
2012-13	50	14,727	0.34%
2013-14	46	14,901	0.31%

% Change	-17.86%	-10.08%
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These numbers include applications not assessed, deemed ineligible or transferred to another program.

Prince Edward Island – Various comparisons with other provinces⁶

- Prince Edward Island is in ninth place in terms of its level of Canada Council grant funding on a per capita basis per province at \$3.13. Prince Edward Island's share of grant funding is higher than its percentage share of Canada Council grant applications, but lower than its percentage share of population and share of artists.

Table 4: Prince Edward Island – various comparisons with other provinces, 2013-14

Province or territory	per capita Canada Council grant	% share of grant funding	% share of Canada Council grant applications	% share of population	% share of artists
Newfoundland and Labrador	\$2.76	1.02%	1.05%	1.50%	0.86%
Prince Edward Island	\$3.13	0.32%	0.31%	0.41%	0.34%
Nova Scotia	\$4.45	2.95%	2.89%	2.68%	2.67%
New Brunswick	\$2.85	1.51%	1.35%	2.15%	1.36%
Quebec	\$5.60	32.15%	31.62%	23.20%	21.54%
Ontario	\$3.47	33.07%	32.69%	38.51%	40.60%
Manitoba	\$5.12	4.56%	2.97%	3.60%	2.80%
Saskatchewan	\$3.06	2.39%	1.68%	3.15%	2.17%
Alberta	\$2.08	5.90%	4.93%	11.45%	8.68%
British Columbia	\$4.38	14.13%	15.66%	13.03%	18.49%
Yukon	\$13.42	0.35%	0.41%	0.10%	0.15%
Northwest Territories	\$3.85	0.13%	0.22%	0.12%	0.13%
Nunavut	\$15.50	0.39%	0.15%	0.10%	0.18%
Other	...	1.13%	4.07%
Total	(Mean: \$4.00)	100.00%	100.00%	100.00%	100.00%

⁶ Sources:

Statistics Canada: Canada's National Statistical Agency. "Population by year, by province and territory," November 2013, <<http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/demo02a-eng.htm>>.

Hill Strategies Research Inc. "Artists in Canada's Provinces and Territories Based on the 2006 Census," *Statistic Insights on the Arts*, Vol.7 No. 5, March 2009, <<http://www.hillstrategies.com/content/artists-canada%E2%80%99s-provinces-and-territories>>.

**Table 5: Grant funding by community,
Prince Edward Island, 2013-14**

Community	Amount
BREADALBANE	\$2,500
CHARLOTTETOWN	\$406,400
MORELL	\$1,500
RUSTICO	\$2,100
SUMMERSIDE	\$20,000
WELLINGTON STATION	\$22,000
Total - Prince Edward Island	\$454,500
Total - Canada	\$142,072,039
Grants to Prince Edward Island as a % of total Canada Council funding	0.32%