



**Canada Council for the Arts
Funding to artists
and arts organizations
in Prince Edward Island, 2011-12**



Canada Council
for the Arts

Conseil des arts
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Note: A complete listing of grants awarded to individual artists and arts organizations in 2011-12 is available through the Searchable Grants Listing on the Canada Council's website:

<http://www.canadacouncil.ca/grants/recipients/ol127245536828281250.htm>

1.0 Overview of Canada Council funding to Prince Edward Island in 2011-12

- In 2011-12, the Canada Council for the Arts provided grants totalling \$382,940 to the arts in Prince Edward Island.
- In addition to grants, 71 Prince Edward Island authors received \$33,553 in payments through the Public Lending Right Commission in 2011-12¹. This brings the total funding to Prince Edward Island to \$416,493.
- The Canada Council awarded \$62,660 in grants to ten artists and \$320,280 to six Prince Edward Island arts organizations in 2011-12.
- Grants were awarded to artists and arts organizations in Prince Edward Island in media arts, music, theatre, visual arts, and writing and publishing. In 2011-12, the largest amount of funding went to visual arts (\$165,000), while media arts received the second largest amount (\$98,480), followed by music (\$62,150).
- 51 applications from Prince Edward Island artists and arts organizations were submitted to the Canada Council in 2011-12, representing 0.32% of the total number of applications received.
- Funding to artists and arts organizations in Charlottetown totalled \$319,080, comprising 83.3% of the total funding going to Prince Edward Island. The community of Belfast received \$22,000 or 5.7% of total funding in 2011-12, and Ellerslie received \$12,500 in funds (3.3%). Eight other communities received \$29,360 representing 7.6% of total funding.
- In 2011-12, Prince Edward Island artists received 0.28% of Canada Council funding to artists, and Prince Edward Island arts organizations received 0.26% of the funding to arts organizations. In total, Prince Edward Island artists and arts organizations received 0.26% of Canada Council funding. In comparison, the province makes up 0.42% of the total population of Canada,² and 0.34% of Canadian artists.³
- Two artists/arts professionals from Prince Edward Island served as peer assessors in 2011-12, comprising 0.30% 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 and dwelling counts, for Canada, provinces and territories, 2011 and 2006 censuses," April 2012, <<http://www12.statcan.gc.ca/census-recensement/2011/dp-pd/hlt-fst/pd-pl/Table-Tableau.cfm?LANG=Eng&T=101&S=50&O=A>>.

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/docs/Artists_provinces2006.pdf>.

2.0 Statistical highlights about the arts in Prince Edward Island⁴

- 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.
- 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.

⁴ Sources:

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/docs/Cultural_activities_provinces2010.pdf>

Hill Strategies Research Inc. "Who buys books and magazines in Canada?" *Statistical Insights on the Arts*, Vol. 9, No. 3, March 2011, <http://www.hillstrategies.com/docs/Who_buys_books_magazines2008.pdf>

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/docs/Performing_arts_spending_patterns2008.pdf>

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/docs/Consumer_spending2008.pdf>.

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/docs/Artists_provinces2006.pdf>.

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 2011-12, some of the Prince Edward Island arts organizations that received funding were:

Organization	Community	Total funding
Acorn Press	CHARLOTTETOWN	\$32,400
Confederation Centre Art Gallery	CHARLOTTETOWN	\$165,000
Island Media Arts Co-operative	CHARLOTTETOWN	\$98,480
Prince Edward Island Symphony Society	CHARLOTTETOWN	\$17,000
Service des bibliothèques publiques de l'Île-du-Prince-Édouard	SUMMERSIDE	\$2,700
University of Prince Edward Island, Department of English	CHARLOTTETOWN	\$4,700

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:

April 2011 – For emerging solo artist **Colette Cheverie** of Stratford, PE, sharing her passion for traditional Scottish, Irish and English folksongs and ballads with an audience new to the genre was “pure joy and an incredible experience.” The opportunity arose repeatedly on an 18-day, 11-show Home Routes House Concert tour of Alberta and Saskatchewan this month. Almost 300 people in all attended a show, and in every community the audiences were receptive and appreciative. Cheverie’s debut album, *Hours before Dawn* has been turning heads in the Celtic music world, and exposing her music to new markets while on tour has helped her gain more promotional momentum. While on tour, she also rehearsed and collaborated with musician Seph Peters. They worked together on new repertoire, tunes and arrangements and heightened the production quality of the show. The Canada Council awarded Cheverie \$4,200 towards expenses through its Music Touring Grants program. This was her first Canada Council grant.

June 2012 – *A Promise to Repair* takes a uniquely Jewish approach to the challenges of alcoholism and recovery. The first full-length work by playwright **Steven Mayoff** of Ellerslie, PE, it explores, in the author’s words, “the slippery slope between altruism and self-interest” in the setting of a fictional Jewish recovery program, Tikiat Tikkun, which translates loosely as “a promise to repair.” The Cape Breton Stage Company premiered the play this month, and Mayoff travelled to Cape Breton to facilitate during rehearsals, give promotional interviews and do outreach sessions in the community. Mayoff will also submit the play to PEI theatres as a way to connect with his community and promote the show. To offset his travel costs, the Canada Council awarded him \$500 through its Travel Grants to Theatre Artists program.

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

Summer, 2011 – Last April, Charlottetown’s **Island Media Arts Cooperative** (IMAC) embarked on a three-year initiative to advance its high-definition (HD) capabilities. In the first year, the cooperative purchased a 35mm HD camera with lens kit and conducted a two-day workshop, *HD for Beginners*, in which 10 students learned the in-depth technical skills involved in operating the new HD camera. Topics included the physical mechanics of the camera, the on-board computerized menu, white balancing and manual vs. automatic settings, as well as composition and basic shooting techniques, with emphasis on how to use an HD camera to achieve high-quality images. Additionally, IMAC’s Screenwriters’ Bootcamp celebrated its 5th season with a series of workshops, designed to respond to the rapidly changing models of distribution and thematics, and to explore the ever-expanding scope of media arts works. IMAC received two grants from the Canada Council to support its operations and equipment purchases: \$59,280 over 3 years through its Grants to Media Arts Organizations – Equipment Purchase program; and \$127,200 over 3 years through its Grants to Media Arts Organizations – Multi-Year Operating program.

October-November 2011 – The Winter Tales Author Series, organized by the **Department of English** at the **University of Prince Edward Island (UPEI)**, is the only reading series in the province. It provides Island readers and writers, including UPEI students and staff, with primary exposure to out-of-province Canadian writers. In addition to reading, the visiting authors promote their books and lead workshops. UPEI collaborates with Atlantic-Region universities in Antigonish, Fredericton, St. John’s and Halifax in arranging the tours. This fall seven readers participated, of whom two were hosted by UPEI: Molly Peacock of Toronto, internationally acclaimed poet, anthologist and author of the best-selling memoir, *Paradise, Piece by Piece*; and Steven Heighton of Kingston, Ontario, one of Canada’s most talented, versatile and eloquently riveting writers. For honoraria and travel costs, UPEI received a grant of \$4,700 from the Canada Council through the Council’s Literary Readings and Author Residencies program.

June 2011 – **Sue Urquhart** of Kensington, PE, Executive Director of the Atlantic Presenters Association (APA), made great use of an outstanding international networking opportunity at the June 2011 Congress of the International Society for the Performing Arts (ISPA), held in Toronto. ISPA has about 300 members from 50 countries. Urquhart was able to bring together the Halifax Jazz Festival and the International Festival Wratislavia Cantans in Poland to discuss their outreach activities; and she committed APA to organizing artist exchanges with Creative Scotland. *Groundbreaking* was the conference theme, and discussions covered cultural spaces, technology, fostering relationships with audiences and new funding models. To attend both this Congress and the January 2012 Congress in New York City on the theme, *Art in Action! Community, Crisis & Change*, the Canada Council awarded Urquhart \$2,762 through its Audience and Market Development Travel Grants program.

June 2011 – Singer and musician **Pastelle LeBlanc** of Wellington Station, PE went solo this month, leaving the Acadian band Vishten to spend a year composing and arranging material for her first album. She plans on composing 12 to 15 traditionally inspired instrumental pieces that showcase new influences and rhythmic sonorities. Since there is scarcely any Acadian written music for the accordion, she will compose mainly for that instrument. “I will also compose a few ‘turluttes’ she says. “They are also called ‘mouth music’ (musique de bouche), because when people had no violin and wanted to remember melodies, they sang them rhythmically in a kind of invented language.” LeBlanc will also take ten days of theory lessons in Bloomington, Indiana with Greg Larson, a well-known traditional musician and composer whom she has worked with before. They will continue to collaborate via internet weekly throughout the year. To support her musical development, the Canada Council awarded LeBlanc \$12,000 through its Grants to Professional Musicians program.

4.0 Overall arts and culture funding in Prince Edward Island by all three levels of government⁶

- Arts and culture funding to Prince Edward Island from all three levels of government stood at \$49.6 million in 2009-10 (the latest year of overall data from Statistics Canada).
- Federal funding made up the largest share at about 54% (\$26.9 million) followed by 37% (\$18.2 million) coming from provincial sources, and 9% (\$4.5 million) of total government expenditures to Prince Edward Island came from municipal sources.
- Federal government cultural funding to Prince Edward Island totalling \$26.9 million is primarily concentrated (98%) in four areas – heritage resources (historic parks/sites and nature/provincial parks), broadcasting, performing arts and multidisciplinary arts. The remaining 2% of funding (\$539,000) is allocated to areas including visual arts and crafts (\$168,000), film and video (\$131,000), and literary arts (\$78,000). In the comparable year (2009-10), Canada Council funding accounted for about 1% of all federal cultural spending in Prince Edward Island.
- Between 2005-06 and 2009-10, federal cultural spending to Prince Edward Island increased from \$22.3 million to \$26.9 million (an increase of 21%). During the same period, Canada Council funding in Prince Edward Island increased from \$258,689 to \$379,245.
- The largest part of provincial government funding is concentrated in three areas – libraries, heritage resources, and multidisciplinary arts (89% or \$16.2 million). However, funding is also allocated by the provincial government to performing arts (\$986,000), visual arts and crafts (\$683,000) and sound recording (\$150,000).

⁶ Source:

Statistics Canada: Canada's National Statistical Agency. "Government Expenditures on Culture: Data Tables 2009-10," April 2012, < <http://www.statcan.gc.ca/pub/87f0001x/2012001/part-partie4-eng.htm>>.

Table 1: Government expenditures on culture, to Prince Edward Island, 2009-10¹*(in thousands of dollars)*

	Federal	Provincial	Municipal	Total
Libraries ²	\$0	\$7,855	\$3,298	\$11,153
Heritage Resources ³	\$10,519	\$6,900	\$1,158	\$18,577
Arts Education	\$0	\$7	\$0	\$7
Literary Arts	\$78	\$23	\$0	\$101
Performing Arts	\$4,142	\$986	\$0	\$5,128
Visual Arts and Crafts	\$168	\$683	\$0	\$851
Film and Video	\$131	\$89	\$0	\$220
Broadcasting	\$10,345	\$0	\$0	\$10,345
Sound Recording	\$15	\$150	\$0	\$165
Multiculturalism	\$34	\$3	\$0	\$37
Multidisciplinary and Other Activities ⁴	\$1,517	\$1,488	\$33	\$3,038
Total	\$26,949	\$18,184	\$4,489	\$49,622

¹As a result of changes in methodology, data for 2009-10 should not be compared with data that were released prior to the revised 2003-04 data.

²Federal spending on national libraries is included in federal spending on heritage resources.

³Federal spending on heritage resources also includes federal spending on national libraries.

⁴Includes funding given to cultural facilities, centres, festivals, municipalities, cultural exchange programs and other activities.

Table 2: Government expenditures on culture, to all provinces and territories, 2009-10¹*(in thousands of dollars)*

	Federal	Provincial	Municipal ²	Total
Libraries ³	\$0	\$1,115,730	\$1,884,057	\$2,999,787
Heritage Resources ⁴	\$1,226,398	\$768,872	\$150,499	\$2,145,769
Arts Education	\$22,001	\$134,413	\$0	\$156,414
Literary Arts	\$147,015	\$30,951	\$0	\$177,966
Performing Arts	\$254,481	\$226,533	\$111,455	\$592,469
Visual Arts and Crafts	\$23,463	\$54,997	\$0	\$78,460
Film and Video	\$334,063	\$117,117	\$0	\$451,180
Broadcasting	\$1,943,733	\$212,999	\$0	\$2,156,732
Sound Recording	\$26,668	\$6,278	\$0	\$32,946
Multiculturalism	\$13,016	\$26,255	\$0	\$39,271
Multidisciplinary and Other Activities	\$173,183	\$329,304	\$802,576	\$1,305,063
Total⁵	\$4,164,022	\$3,023,449	\$2,948,587	\$10,136,058

¹As a result of changes in methodology, data for 2009-10 should not be compared with data that were released prior to the revised 2003-04 data.

²Municipal spending is on a calendar year basis.

³Federal spending on national libraries is included in federal spending on heritage resources.

⁴Federal spending on heritage resources also includes federal spending on national libraries.

⁵Includes inter-governmental transfers of about \$542 million

**Table 3: Government expenditures on culture, \$ per capita
by province and territory, 2009-10¹**

	Federal	Provincial	Municipal	Total
Canada	\$122	\$89	\$87	\$301
Newfoundland and Labrador	\$121	\$155	\$31	\$308
Prince Edward Island	\$188	\$127	\$32	\$352
Nova Scotia	\$136	\$101	\$58	\$296
New Brunswick	\$118	\$107	\$37	\$264
Quebec	\$186	\$124	\$76	\$389
Ontario	\$108	\$62	\$97	\$269
Manitoba	\$88	\$116	\$53	\$260
Saskatchewan	\$61	\$147	\$103	\$315
Alberta	\$71	\$100	\$99	\$272
British Columbia	\$52	\$53	\$100	\$206
Yukon	\$537	\$612	\$13	\$1,194
Northwest Territories	\$884	\$227	\$66	\$1,179
Nunavut	\$489	\$274	\$10	\$787

¹Per capita figures were calculated using information from Statistics Canada: "Table 1: Government expenditures on culture, by province or territory and level of government, 2009-10" (April 2012) and "Population by year, by province and territory, 2010" (July 2010).

Note: As a result of changes in methodology, data for 2009-10 should not be compared with data that were released prior to the revised 2003-04 data.

Includes funding to libraries, heritage resources (museums, historic parks and sites, nature and provincial parks), arts education, literary arts, performing arts, visual arts and crafts, film and video, broadcasting, sound recording, multidisciplinary and other activities.

Municipal spending is on a calendar year basis.

Includes inter-governmental transfers of about \$542 million

5.0 Detailed tables of Canada Council funding to Prince Edward Island

Canada Council for the Arts funding to Prince Edward Island

- Since 2002-03, Canada Council funding to Prince Edward Island fluctuated from a low of \$258,689 in 2005-06 to a high of \$423,933 in 2007-08. The funding in 2011-12 (\$382,940) is higher (3.85%) than the 2002-03 level.
- Grants to Prince Edward Island as a percentage of total Canada Council funding remained relatively stable in the past ten fiscal years. In 2011-12, it stood at 0.26%.

**Table 4: Canada Council grants to Prince Edward Island and
Canada Council total grants, 2002-03 to 2011-12**

Fiscal year	Grant \$ to Prince Edward Island	Canada Council total grant \$	Prince Edward Island as % of total
2002-03	\$368,755	\$129,467,062	0.28%
2003-04	\$363,232	\$125,957,452	0.29%
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%
% Change	3.85%	12.11%	

**Table 5: Canada Council grants to Prince Edward Island
by discipline, 2011-12**

Discipline	Artists	Arts organizations	Total
Aboriginal Arts Office	\$0	\$0	\$0
Audience & Market Development	\$2,760	\$0	\$2,760
Dance	\$0	\$0	\$0
Director Arts Disciplines	\$0	\$0	\$0
Endowments & Prizes	\$0	\$0	\$0
Equity Office	\$0	\$0	\$0
Inter-Arts Office	\$0	\$0	\$0
Media Arts	\$0	\$98,480	\$98,480
Music	\$45,150	\$17,000	\$62,150
Theatre	\$1,250	\$0	\$1,250
Visual Arts	\$0	\$165,000	\$165,000
Writing and Publishing	\$13,500	\$39,800	\$53,300
Total grants to Prince Edward Island	\$62,660	\$320,280	\$382,940
Total Canada Council funding	\$22,566,394	\$122,582,416	\$145,148,810
Grants to Prince Edward Island as a % of total Canada Council funding	0.28%	0.26%	0.26%

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 86 in 2003-04. In 2011-12, the Canada Council received 51 grant applications from Prince Edward Island representing 0.32% of all applications.
- In 2011-12, the share of Prince Edward Island as a percentage of total number of Canada Council applications (0.32%) is lower than its share of population (0.42%) and its share of artists (0.34%) – see Table 7.

Table 6: Grant applications to the Canada Council from Prince Edward Island and total grant applications to the Canada Council, 2002-03 to 2011-12

Fiscal year	Grant applications from Prince Edward Island	Total Canada Council grant applications	Prince Edward Island as % of total
2002-03	64	15,592	0.41%
2003-04	86	16,085	0.53%
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%
% Change	-20.31%	0.65%	

These numbers include applications not assessed, deemed ineligible or transferred to another program.

Prince Edward Island – Various comparisons with other provinces⁷

- Prince Edward Island is in second last place in terms of its level of Canada Council grant funding on a per capita basis per province at \$2.73. Prince Edward Island's share of grant funding is lower than its percentage share of Canada Council grant applications, percentage share of population, and share of artists.

Table 7: Prince Edward Island – various comparisons with other provinces, 2011-12					
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	\$3.25	1.15%	1.04%	1.54%	0.86%
Prince Edward Island	\$2.73	0.26%	0.32%	0.42%	0.34%
Nova Scotia	\$4.65	2.95%	2.81%	2.75%	2.67%
New Brunswick	\$3.03	1.57%	1.39%	2.24%	1.36%
Quebec	\$5.97	32.53%	32.29%	23.61%	21.54%
Ontario	\$3.66	32.42%	30.32%	38.39%	40.60%
Manitoba	\$5.59	4.66%	2.76%	3.61%	2.80%
Saskatchewan	\$3.23	2.30%	1.73%	3.09%	2.17%
Alberta	\$2.64	6.64%	7.37%	10.89%	8.68%
British Columbia	\$4.49	13.62%	15.78%	13.14%	18.49%
Yukon	\$14.14	0.33%	0.42%	0.10%	0.15%
Northwest Territories	\$7.32	0.21%	0.17%	0.12%	0.13%
Nunavut	\$12.66	0.28%	0.24%	0.10%	0.18%
Other	...	1.09%	3.35%
Total	(Mean: \$4.34)	100.00%	100.00%	100.00%	100.00%

⁷ Sources:

Statistics Canada: Canada's National Statistical Agency. "Population and dwelling counts, for Canada, provinces and territories, 2011 and 2006 censuses," April 2012, <<http://www12.statcan.gc.ca/census-recensement/2011/dp-pd/hlt-fst/pd-pl/Table-Tableau.cfm?LANG=Eng&T=101&S=50&O=A>>.

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/docs/Artists_provinces2006.pdf>.

**Table 8: Grant funding by community,
Prince Edward Island, 2011-12**

Community	Amount
BELFAST	\$22,000
BREADALBANE	2,700
CHARLOTTETOWN	319,080
CORNWALL	750
CRAPAUD	3,500
ELLERSLIE	12,500
KENSINGTON	2,760
POWNAL	750
STRATFORD	4,200
SUMMERSIDE	2,700
WELLINGTON STATION	12,000
Total - Prince Edward Island	\$382,940
Total - Canada	\$145,148,810
Grants to Prince Edward Island as a % of total Canada Council funding	0.26%