



*IMPROVING THE OUTCOMES AND INCOMES OF CULTURAL WORKERS*

**ANNUAL REPORT  
JUNE 15, 2010 TO JUNE 20, 2011  
THE YEAR IN REVIEW**

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## MESSAGE FROM THE CHAIR AND EXECUTIVE DIRECTOR

We're pleased to share Culture PEI's work from the past year with our membership, our partner organizations and the public. It's been an active year, one that was sparked by a strategic review conducted by our staff and Directors of the Board in August, 2010. From that session came a desire to change our name, re-focus our mission and develop a three-to-five year roadmap to enable our organization to best serve its diverse, multi-disciplinary and innovative membership.

Culture PEI is our new public moniker, although we have not abandoned our core sector council mandate and work. We continue to support the training and skills development requirements of our industry partners, promote and provide information about careers in culture, and advance research about the sector. However, we're broadening our mandate to build more partnerships and programs to, as our new mission statement states, improve the outcomes and incomes of cultural workers on PEI. We're seeking other sources of revenue to build and expand upon current services. We're sharing the message with our friends in government and the business community that culture is the engine of the Island's Creative Economy. Aside from generating \$100 million annually within the province, our sector is also the scaffolding for PEI's quality of life, a quality that Islanders, newcomers, investors and tourists covet.

We have a new website, and we're using it to try to be more transparent about our efforts, activities and priorities. We cultivated some great partnerships over the past year – with Skills PEI's *Passport to Employment* program, The PEI Association for Newcomers, Culture Days, UPEI and Holland College, and we plan to grow these further and build others in the months ahead. We're pleased to report that our current contract with the Canada/PEI Labour Market Development Agreement provides us with stable funding through March 31, 2012. So we invite you to read on to check out the highlights from the previous year and we appreciate your continued support and involvement!

Thanks,

Henk van Leeuwen  
Executive Director

Mark Sandiford  
Chair

## THE YEAR IN REVIEW

### STRATEGIC REVIEW

With the support of facilitator Joan MacDonald of Inverlie Consulting, the staff and Directors of the Board for the PEI Cultural Human Resources Sector Council held a strategic review session in August, 2010. With a new Executive Director, and two new members of the board, it was a good time to revisit the sector council's mandate and forge a strategic plan.

It was a productive session. It yielded a new name: Culture PEI. The group agreed to retain the long-form sector council name for legal and funding purposes, but chose Culture PEI as the new public moniker. A fresh mission statement was also hatched: *"Culture PEI exists to improve the outcomes and incomes of cultural workers."* So much of our work revolves around supporting this mission, and to enable artists, artisans and other cultural workers to earn a living pursuing their craft and passion.

We also created a three-to-five year set of goals for our organization. These goals include accessing other sources of revenue to grow our programs and activities, to create business opportunities for cultural workers and to be recognized by government(s) and Island cultural industries and workers as a leader and voice for the sector on PEI. Our sector council objectives of identifying and designing bridges for training gaps, promoting and profiling careers in culture and providing labour market and human resource data and research still form the spine of our work. However, our strategic review committed our organization to broadening the scope of these projects to find other opportunities to grow the success of our sector's creative workforce.

### OUR WEBSITE AND COMMUNICATIONS

We have a new website to go with our new name. The goal of [www.culturepei.ca](http://www.culturepei.ca) is to create a one-stop online destination for people looking for information about our sector, careers in arts and cultural industries or about our research and events. We've changed the navigation of the site to allow for what hopefully will become an easier search of our resources.

You can find our current and past publications and documents under our *Research & Resources* section, we now have a news "ticker" featuring the top news of the day concerning the cultural sector, a series of videos profiling Island artists at work and real-time feeds of our social media posts on our home page. We're also poised to launch a *Members' Lounge* which will give members an opportunity to upload information about themselves and their work and to engage in a *"Common Thread"* forum to engage in a conversation about all things cultural. We recognize

that email boxes can become flooded with announcements, invitations or e-blasts, so we're diverting some of what we would typically communicate in an email straight to our web site for everyone to access whenever they like.

Another feature allows you to submit information about your workshop, training, course or conference straight to our online calendar. Just go to *submit events* on our home page, send us your details, and we'll put them on our calendar. You can also see what we're up to by "liking" our Culture PEI updates on Facebook or by following us on twitter @Culture PEI. Culture PEI's new website was created by Island design firm *Prevail Creative*.

### **OUR CAREERS IN CULTURE VIDEOS**

One of our ongoing responsibilities is telling Island youth and aspiring storytellers, performers, artists and artisans how and where to find or start careers in culture. So much of our sector is represented by people who are self-employed and who've created their own professional narrative. We felt it was important for Island artists to see themselves and their work in the career outreach we do, and equally important for young Islanders to see successful Islanders modeling the cultural career experience. So we found eight Islanders willing to express - entirely in their own words - the reality, reward and challenge of their educational, artistic and professional path.

These excellent ambassadors of our sector are profiled in our video portraits on [www.culturepei.ca](http://www.culturepei.ca) and will have their stories seen and heard by hundreds of students in Island high schools. Culture PEI sincerely thanks Boyde Beck, Joel Gallant, Patti Larsen, Patrick Ledwell, Cindy & Darryl Lentz, Paper Lion David MacDonald, Suzanne O'Callaghan and Harmony & Cheryl Wagner for being so gracious with their time and candid with their perspective for this endeavour. We also thank *Foulkes Productions* for its assistance with this production. We're hoping to produce a couple more of these videos in 2011/12.

Another update on the career resources front: our document *Careers in Culture*, handed out at career and school expos and nested on our website, requires significant revisions and updates. Produced in 2008, it lacks the most up-to-date information on post-secondary programs related to cultural careers and other current information. We'll produce a new career guide later in 2011, and let you know when it's available online.

## CULTURAL FORUM

CulturePEI held its annual Cultural Forum on September 24<sup>th</sup>. Two-hundred people took in some or all of our day-long programming at The Confederation Centre of the Arts in Charlottetown. The forum is a rare opportunity for Island employers, employees and industry representatives to network, share knowledge and skills, and to learn about industry trends and developments unique to the cultural sector.

Keynote speaker Andrew David Terris introduced us to *Building the Creative Economy on Prince Edward Island*, a look at how cultural industries help fuel the PEI economy. Andrew is a prominent arts consultant from Nova Scotia, and the core of his message centred on how creative industries such as culture will continue to serve as a foundation for economic growth. His presentation can be found on our website within our “Resources and Research” section.

A panel featuring Island architect Aaron Stavert, filmmaker Mark Sandiford and artist Renee Laprise picked up the discussion and fielded questions from the audience. It was great to have so many people from the Island’s business, political and educational communities attend Andrew’s presentation and participate in the conversation.

The forum’s second session featured a trio of entrepreneurs which held its audience of students, educators, newcomers and aspiring and current cultural workers rapt with a candid take on starting and managing a creative business. Performer Patrick Ledwell, publisher Jordan McIntyre and artisan BJ Sandiford shared tips and strategies on running a cultural enterprise. BJ’s recipe for running her own studio, *Top 10 Tips*, can be found in the “news” or “Resources” sections of our website.

The final and afternoon session examined culture’s footprint within PEI’s tourism sector. According to research presented by UPEI’s Tourism Research Centre (TRC), there is solid evidence to suggest that footprint is deep. Julia Pike of the TRC gave a snapshot of the centre’s report which revealed that 91% of 3,200 tourists who were surveyed “visited historic sites, museums or galleries” while on PEI in 2009.

A panel of government and industry representatives sparked a conversation on how to elevate the collaborative energy between the tourism and cultural sectors. Janet Wood and Harry Holman from the PEI Department of Tourism & Culture, Pat Smith from the Victoria Playhouse and Cindy Lentz from *Right Off The Batt Pottery* tackled topics ranging from the concept of cultural authenticity to the need for improved communication between the cultural and tourism sectors. We learned of the province’s plans to refine its strategy to enhance culture’s profile within its tourism marketing plans, and within a few days of the Cultural Forum, Tourism PEI was

asking members of the cultural sector for their definition of “PEI culture” and for their ideas on embedding culture within PEI tourism campaigns.

We distributed evaluation forms to everyone who came to the forum. Of the completed forms we received, 88% of respondents found the event “excellent” or “very good”. Thanks to everyone who participated in, volunteered for and came to our Cultural Forum. It’s our goal to grow the event for 2011 and to offer more practical information for our members to support their career development.

## **CONNECTING CULTURES THROUGH CULTURE**

Culture PEI and the PEI Association for Newcomers to Canada co-hosted “Connecting Cultures Through Culture” at the Confederation Centre of the Arts on November 15<sup>th</sup>. Studio 1 was alive with conversation, networking and the generosity of our creative sector. This collaboration was meant to create a dialogue and forge connections between Prince Edward Island’s established arts & culture community and aspiring creative entrepreneurs who’ve recently come to PEI. Seventy newcomers to the Island came to ask established artists, artisans and cultural employers about careers within the cultural sector.

Representatives from various creative disciplines and government agencies offered their insights, advice, encouragement and information on community resources and associations. Newcomers learned practical and tangible tips about getting a start in a cultural career or pursuing a creative entrepreneurial path.

Thanks to Bing Yiao for the enchanting dance, and to Si Yun Wang for the sounds of the *yangqin*. Interpreters were on hand to ensure that nothing was lost in translation, and some newcomers brought examples of their artistry to receive feedback. Culture PEI thanks Rob Oakie, Madeline Kapp, Patti Larsen, Yvette Doucette, Melissa MacLaren, the excellent crew from this town is small, Candy Gallant, Margaret McEachern, Ayelet Stewart, Marcela Rosemberg, BJ McCarville, Peggy Reddin, Ghislaine O’Hanley, Renee Laprise, David Keenlyside, Brian Sharp and Mark Sandiford for their time and perspective. CBC Radio’s Mainstreet reported live from the event, and it was great to see journalists from The Guardian and La Voix Acadienne in attendance. Culture PEI looks forward to future activities involving The PEI Association for Newcomers, and we aim to build upon the success of this initial collaboration.

## **PASSPORT TO CULTURAL ENTREPRENEURSHIP**

A first class of aspiring cultural business people graduated from the pilot *Passport to Cultural Entrepreneurship* program this spring. The 14 Island creative entrepreneurs are now equipped with more tools and resources needed to begin, manage and grow a business in the arts. The six-week *Passport* program was a collaboration involving Skills PEI, Culture PEI and Profit Learn.

This *Passport* program, along with other *Passport* initiatives, addresses the employment needs of Islanders 55 and older. This is the first time Skills PEI embarked upon designing a culture-specific *Passport* curriculum. Culture PEI acknowledges and appreciates the efforts of the Skills PEI team in investing in the development of the creative sector, and in recognizing the potential and value of the arts' contribution to the Island economy. Mait MacIsaac is the founder and designer of Skills PEI's *Passport to Employment* program. He says this *Passport* pilot was about "growing the dream" of making it as an artist and "also being able to make money at it."

Culture PEI participated in the design of the curriculum, and in the recruitment and selection of one of the facilitators, Ayelet Stewart. As the owner of *AY Designs*, Ayelet understands the language and context of cultural entrepreneurship, and helped *Passport* facilitator Patrick Campbell and Profit Learn's Bill Martin with course delivery.

*Passport* participants learned about market research, promotion, product branding, building a business plan, maintaining a portfolio, bookkeeping and using online tools to cultivate an audience for their work. *Passport* graduates included photographers, painters, potters and a children's book illustrator. Commercial photographer Jack LeClair of Charlottetown was one of the students, and found the class "inspiring" and a great way to "boost my business skills". Culture PEI and Skills PEI plan to introduce another *Passport to Cultural Entrepreneurship* program in the fall.

## **A SURVEY ON TRAINING NEEDS**

In November, 2010 Culture PEI – with the help of Holland College – distributed an online survey canvassing members of the cultural sector on training needs. Specifically, the survey aimed to uncover the appetite and demand for training pertaining to the career management and business skills related to working within arts and cultural disciplines.

The survey generated 83 responses, the majority of which came from the crafts and visual arts fields. Of all respondents, 91% said "yes" to the need for training programs related to the

business skills required to work as a cultural entrepreneur. The complete survey can be found within our training documents online.

### **ARTS AND CRAFTS, IT'S A BUSINESS – HOLLAND COLLEGE COURSE, 2012**

The above data served as a foundation for the development of an *Arts and Crafts: It's a Business* short course. Culture PEI is collaborating with The PEI Crafts Council, Holland College and Skills PEI towards the design and delivery of such a course. This 12-week, 12-class course will be launched and hosted in January, 2012 by Holland College. There will be room for 15 participants, and there will be a registration cost. Funding from Skills PEI will help offset some of the registration fee. Holland College will post an instructor position in the summer or fall of 2011, and Culture PEI and The PEI Crafts Council will help design the curriculum.

### **LUNCH AND LEARNS**

We hosted a couple of Lunch and Learns in 2010/11. These are opportunities for members of our sector to drop in to a public venue over the lunch hour to share knowledge or learn information about industry trends or opportunities. These sessions included an event featuring Rupert Sweetapple of Innovation PEI, who fielded questions about the government department's funding programs, and another session hosted by Mark Sandiford and Brian Sharp. Mark and Brian took questions from people looking for tips on growing their business and helped brainstorm solutions and strategies. Culture PEI would like to take the Lunch and Learn program on the road in 2011/12, so our members who don't have easy access to a Charlottetown venue can also participate.

### **IMPACT EXPOS and CAREER FAIRS**

From September, 2011 to June, 2012 we met or spoke with several hundred Island high school students from across the province. There were high school career fairs in Summerside, Elmsdale, Montague, and Charlottetown, at which we distributed information about careers in culture. We presented at career exploration classes at Kensington and Souris High Schools.

In partnership with the Innovation and Technology Association of Prince Edward Island, we also co-hosted three Impact Expos. These expos focus on exposing Island high schoolers to careers in video game design and digital and interactive media. Each of the expos took place over a day,

and featured multiple presentations from video gaming professionals, Holland College digital animation instructors and representatives of ITAP and Culture PEI. Our contribution largely focused on the impact digital technologies are having on the creation, distribution and consumer experience of traditional media and storytelling.

## **EDUCATION AND ADVOCACY FOR THE CREATIVE ECONOMY**

Part of our responsibility as an organization trying to elevate the profile of the cultural sector within business, government and education circles is articulating and illustrating that profile. We've tried to do this through various initiatives:

- In March, 2011 we invited cultural, municipal, provincial government, business and community leaders to learn more about PEI's Creative Economy, the multi-disciplinary composition of the cultural sector and Culture PEI's work. We hosted one session for Prince County leaders in Summerside and another for Kings County representatives in Montague. Opposition Leader Olive Crane and government MLA Charlie McGeoghegan came to the Montague presentation, while government MLAs Gerard Greenan and Paula Biggar attended the one in Summerside. Thanks to everyone who came, and to the Eptek Centre in Summerside and the Centre for Performing Arts in Montague for the use of their excellent venues.
- In October of 2010, we made a presentation to the PEI government's Standing Committee on Legislative Management regarding *Motion 56, The Future of Province House*. The committee was revisiting the agreement between the province and Parks Canada governing the operation of Province House in Charlottetown. We made a public submission which called for the inclusion of space for current displays and exhibitions of arts and culture at Province House. In December, The Standing Committee reported on its findings and recommended the historic building's second floor library feature "art exhibits [and] small concerts...without compromising the historic fabric of the room". It also recommended the hiring of a coordinator to "be tasked with forming partnerships with external groups in the culture, heritage, education and tourism sectors in order to make Province House a venue for events and exhibitions that engage the public."
- In February, 2011 we met with provincial treasurer Wes Sheridan as part of his department's public pre-budget submissions, and articulated the need for an injection of funding to improve business development opportunities for Prince Edward Island artists and artisans.

- In March/April 2011, we invited all federal election candidates in the riding of Charlottetown to answer the following: “What is your vision for creating a climate in Charlottetown where the creators of cultural content can showcase their work, inspire the community with their skill and vision, and stimulate the Island economy?” Culture PEI indicated it did not endorse any party or candidate, yet distributed the answers as a service to its membership and the public.

### **N3XT TV**

Congratulations to the adventurous, journalistic and creative crew at N3XT TV! This made-in-PEI online production features the exploits of young Islanders helping other young Islanders sift through the exciting, wonderful and - at times - intimidating puzzle of career paths! Check out what Kalyon, Dylenn, Ben, Sabrina and Celia are up to at <http://n3xt.ca/> Culture PEI supports the N3XT TV production through Innovation PEI’s *Community Service Bursary* program. The program encourages Island youth to volunteer their time in serving Island communities, so eligible high schoolers working on the N3XT TV webisodes earn post-secondary bursary dollars by volunteering with a not-for-profit such as Culture PEI. We’re pleased to support this excellent initiative, and it was fun to help N3XT producers with the audition process.

### **TOURISM & CULTURE FORUM**

In April, Henk attended a public forum in Charlottetown hosted by The Tourism Sector Council. Tourism wanted to hear from cultural and tourism industry representatives about ways the two sectors could more effectively share information and combine forces to create programs and/or business opportunities for front line employers and employees. The conversation yielded some common challenges and opportunities facing both the tourism and culture sectors: a shared perception that our industries lack stature and profile relative to other sectors, that both sectors require better access to resources and capital, and that both industries need tools supporting business growth. A full report from the forum remains forthcoming, but Culture PEI and the Tourism Sector Council agreed to communicate and share information more frequently and find ways to leverage support through a united voice.

## **AIRS**

In the spring of 2011 Culture PEI was invited by UPEI's Department of Psychology to assist it with its research exploring the connection between singing and the PEI economy, and between singing and the health and well-being of Prince Edward Islanders. Advancing Interdisciplinary Research in Singing (AIRS) is a major research initiative which aims to understand individual, cultural and universal influences on singing, and has a goal of analyzing singing's economic impact on Prince Edward Island. We believe the more evidence we have supporting the argument that culture is good for society and good for our economy strengthens our sector's case in securing resources and programs for Island artists and performers.

## **CULTURE DAYS**

In early 2011, the PEI Department of Tourism and Culture invited Culture PEI to lead the provincial committee for the Culture Days campaign. Culture Days represents the largest public participation campaign undertaken by the arts and cultural community in Canada. The 2011 edition of Culture Days will feature events and activities throughout the weekend of September 30<sup>th</sup>-October 2<sup>nd</sup> in every Canadian province and territory. Thousands of communities are expected to take part. Culture Days is calling on artists, arts and culture organizations, community groups, municipalities, libraries, schools, and businesses to offer free, behind-the-scenes, hands-on and interactive experiences to the public. To participate and register a Culture Days activity, go to [www.culturedays.ca](http://www.culturedays.ca).

Thanks to the sponsorship of the PEI government, the PEI Culture Days committee is fielding applications from Island Culture Days activity organizers seeking support for their event. This support program will provide a maximum of \$500 to individuals and organizations selected through an adjudication process to offset costs associated with initiating and hosting a Culture Days activity. Costs could include materials, supplies or the hiring of support staff or artists. Municipalities and businesses are encouraged to hire an artist, artisan or performer to contribute to a Culture Days atmosphere in their community or storefront! The deadline for submitting an application is **June 30, 2011**. For full details on how to apply, go to [www.culturepei.ca](http://www.culturepei.ca) and find the application under our "news" section.

You can follow the Culture Days campaign at [www.culturedays.ca](http://www.culturedays.ca) or by liking Culture Days PEI on Facebook.

## **ONGOING ACTIVITIES**

In addition to our primary projects, Culture PEI engages in a wide variety of additional activities related to identifying challenges facing the sector, informing various groups about our role, circulating a quarterly newsletter, and presenting results of research to interested parties.

The Executive Director of Culture PEI sits as the PEI representative on the Provincial and Territorial Advisory Committee for Culture, a sub-committee of the Cultural Human Resource Council (CHRC). The Executive Director consults with this group via conference calls, and attends an annual meeting in Ottawa. The meetings provide an opportunity for each province/territory to provide updates on activities and projects. This relationship is invaluable to our sector council, as it provides tangible examples of activities/trends off-Island groups are engaged in, and we can adopt some of these initiatives for use on PEI.

In February 2011, the Executive Director and Chair of the Cultural Human Resource Council (CHRC) came to Charlottetown to present the findings of CHRC's report *HR Trends and Issues*. Susan Annis and Richard Hornsby provided a summary of the report, the largest and most exhaustive and comprehensive human resources study ever undertaken on the cultural sector in Canada. The study, conducted by the Conference Board of Canada on behalf of the CHRC, drew on the input of thousands of employers, employees and cultural organizations and associations within the disciplines of digital media, film and television, heritage, live performing arts, visual arts and crafts, music and sound recording, and writing and publishing.

The study's labour market information and detailed analysis and findings on significant HR trends and issues provide key statistics about Canada's cultural industries, the economic value of culture, and inform the sector and its funding partners on what they need to consider in supporting the HR needs of the cultural workforce today and tomorrow. Information on this report can be found on the CHRC's website, at [www.culturalhrc.ca](http://www.culturalhrc.ca)

## **NEXT YEAR**

With stable core funding from the Canada/PEI Labour Market Development Agreement until April 1, 2012, Culture PEI is well positioned to continue to identify and build discipline-appropriate programs for our sector's workforce, further develop existing community partnerships and cultivate new ones. Securing other sources of revenue for our organization will be a key objective to grow our ability to support the outcomes and incomes of Prince Edward Island's cultural workers.

## **THANK YOU**

Culture PEI's Executive Director offers enormous thanks to Administrative Assistant Kristine Vandenberghe. Without her excellent support and efforts, we would be unable to operate. A thank you also to Yvette Doucette, whose research and guidance around revamping our database of post-secondary and training facilities and institutions will allow for an easier search of schools and programs for aspiring and current cultural workers. And finally, thank you to our volunteer Directors of the Board, for their counsel, input and feedback.

## **AUDITED FINANCIAL STATEMENT**

Culture PEI has selected Arsenault Best Cameron Ellis (ABCE) to review the financial records of the organization and provide a report of its findings. ABCE will present its findings at Culture PEI's Annual General Meeting, and the final audited financial statement will soon be uploaded to Culture PEI's web site.

## **APPENDICES**

### **What is CulturePEI?**

CulturePEI (also known by its legal name, PEI Cultural Human Resources Sector Council) is a registered, not-for-profit sector council with a mission of improving the outcomes and incomes of cultural workers. We serve the human resource and labour market information needs of employers and employees within the cultural subsectors of writing & publishing, crafts, visual arts, the performing arts, digital & interactive media, media arts, museums & heritage, music & sound recording. The organization was created and registered as a not-for-profit organization in 2006.

Specifically, we:

- Create partnerships to build business opportunities for cultural workers
- Promote awareness of and information about careers in culture
- Identify skills, training & professional development gaps for the sector
- Help design bridges for those gaps
- We are the voice for the Island's cultural sector which engages governments, educational institutions, the business community and the not-for-profit sector in growing the creative economy
- We host and coordinate public events and workshops to distribute knowledge, research and tools about and for the cultural sector
- Elevate the profile of culture and the creative economy by communicating with community, not-for-profit, industry and business leaders and Island media
- Work to engage Island youth about pursuing a creative professional path

### **Organizational structure & accountability:**

The Executive Director of CulturePEI reports and is accountable to CulturePEI's Board of Directors. The Board is made up of leaders, employers and employees from the cultural sub-sectors identified above. Our core source of funding comes from the Canada/PEI Labour Market Development Agreement. You can learn more about CulturePEI by going to our website [www.culturepei.ca](http://www.culturepei.ca) or by following us on Facebook & twitter @ CulturePEI

**Our Directors of the Board, as of June, 2011:**

**BOARD OF DIRECTORS  
2010/11**

NAME	ORGANIZATION	REPRESENTING DISCIPLINE
MacIntyre, Jordon	Island Family Magazine	Writing and Publishing
MacKeeman, Karl	Satori Studio	Museums, Archives, Libraries and Heritage
Keenlyside, David	Museums and Heritage Foundation	Museums, Archives, Libraries and Heritage
McEachern, Margaret	Knit Pickers by Margaret McEachern	Crafts
Oakie, Rob	Music PEI	Music and Sound Recording
Reddin, Peggy	Confederation Centre Dance Umbrella	Live Performing Arts
Sandiford, Mark	Beachwalker Films Inc.	Film & Television
Sharp, Brian	Mugisha Enterprises Inc.	New Media
Beaulieu, Gerald	CARFAC	Member at Large
White, Darrin	PEI Council of the Arts	Visual Arts
Winter, Virginia	Centre for Performing Arts PEI	Live Performing Arts
Saunders, Sarah	South Shore Arts Council	Visual Arts