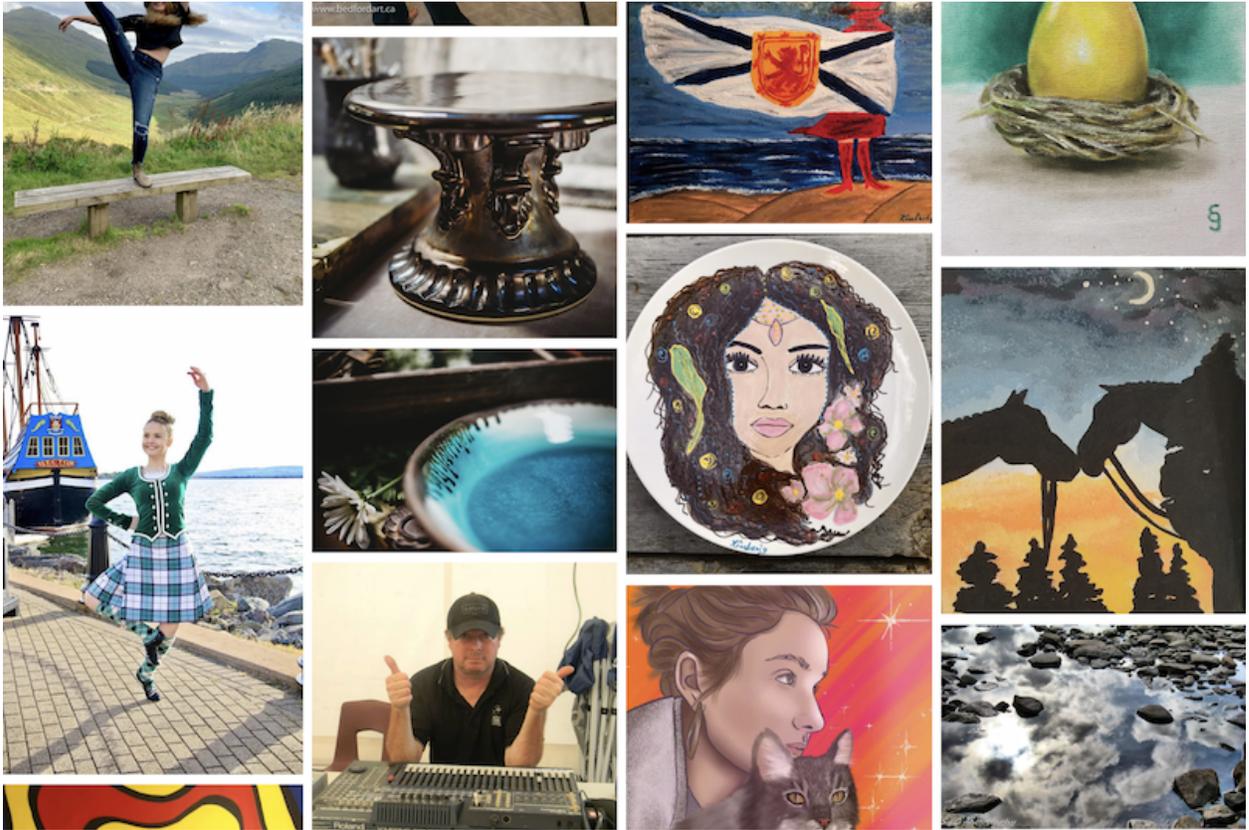


# Creative Pictou County

## Strategic Business Plan 2021 - 2024



*Various Pictou County artists*

*Prepared by the Creative Pictou County Board of Directors and staff  
in collaboration with consultants Krista Keough and David Oyler,  
with support from Strategic Arts Management.*



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## Contributors

A collaborative and experienced team of board members, staff, and consultants worked together from June - September 2021 to form the **Creative Pictou County Strategic Business Plan 2021-2024**.

Many thanks to,

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David Ford, Past Board Chair

Trecia Schell, Community Services Librarian, PARL

Monica Rivers, Staff, Community Arts Synergist

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More information about the consultants can be found at [kristakeough.com](http://kristakeough.com) and [oylerconsulting.ca](http://oylerconsulting.ca).  
View the Strategic Arts Management website at [strategicarts.org](http://strategicarts.org).

## Creative Pictou County Board of Directors

### Executive

Board Chair - Denise Lynch, Martin Ceramic

Treasurer - Willa Kray

### Board Members

Jeanne Dorie, Photoshop Artist and Children's Author

Crystal Mann, Singer Songwriter and Creative Entrepreneur

Todd Vassallo, Business Owner and Operator of Project Works Artistry

Dawn Peters, Social Worker, Amateur Writer, Director, Actor, and Photographer

Trecia Schell, Community Services Librarian for Pictou-Antigonish Regional Library

For more information about Creative Pictou County, visit [creativepictoucounty.ca](http://creativepictoucounty.ca).

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# Introduction

**Creative Pictou County** has established its role in the creative industries as a supporter of the arts and artists in New Glasgow, Stellarton, Westville, Trenton, Pictou, the Municipality of Pictou County, and Pictou Landing First Nation. Since 2013, this primarily volunteer-run, nonprofit has collaborated with arts organizations, local businesses, provincial and municipal government departments, and community members to promote arts and culture in the region.

The Strategic Business Plan 2021-2024 (“the plan”) is an initiative taken on by the contributors to streamline the goals, objectives, and measures for success for the next three years. Information for the plan has been collected through meetings and from shared documents, including the organization’s 2021 Fund Development Plan and the 2014 Needs Assessment research report. Board members, staff member Monica Rivers, and stakeholders in the community have all contributed ideas to support and sustain Creative Pictou County’s mission, vision, and its future.

The intended purpose for the plan is to be shared with internal and external partners for the benefit of strategically growing and developing the organization into a sustainable nonprofit that supports arts communities.

## Mission and Mandates

Creative Pictou County’s mission is **to be a united voice for promoting and supporting arts and artists in Pictou County.**

The board of directors identified several **key mandates** for the organization to help guide its mission:

- **Sustainable nonprofit:** Employ a full-time art coordinator and community representative Board of Directors to ensure the society’s mandate continuity and implementation. Develop a diverse financial model which includes membership and sponsorship programs, art services revenue, fundraising events, grant funding, and municipal support.
- **Economic development:** Leverage creative sector funding programs, connect artists with market and performance opportunities, and support business development skills.
- **Community engagement:** Create networking, skills-sharing, and connective arts community activities.
- **Artist exposure:** Promote and celebrate artistic talent, creative output, and the crucial contributions of art and culture in Pictou County.

The goals and objectives in the plan have been developed with the organization’s mission and mandates at the forefront.

# Strategic Business Plan

The Strategic Business Plan 2021-2024 for Creative Pictou County answers these questions:

- What are the **goals** for the next three years?
- What **objectives** will lead Creative Pictou County to achieve these goals?
- How will we **measure success** in achieving the goals and objectives?

There are four main goals that group together three key objectives each. Measures for success have been developed to determine the impact of the plan on Creative Pictou County, its membership, board members, staff, and the arts community at large.

A timeline for Year 1 is included that outlines the objectives, and the timelines for Year 2 and Year 3 have been summarized in quarters to reflect core annual activities.

## Goals and Objectives

### Goal #1: Effective and representative leadership

#### **Objective 1. (a) Establish a professional and diverse board of directors.**

One of the strengths for Creative Pictou County is its dedicated volunteer board of directors. The board meets monthly to discuss action items and members regularly donate their time to plan and execute initiatives for the organization. However, there has been a lack of diversity among board members in the past and important elements of the board's governance need updating.

Work is currently underway to develop official documents for the organization including bylaws; roles and responsibilities for board members and teams; the election processes; the membership program; and policies and procedures. Creative Pictou County is also recruiting volunteers for various positions from diverse backgrounds who represent a wide-range of artistic disciplines within the multicultural arts community. *See the appendix Creative Pictou County Board of Directors for details.*

#### **Objective 1. (b) Increase volunteers for the board of directors and teams.**

The current board of directors is working together to recruit new executives, directors, and teams in time for the 2021 AGM in October. Creative Pictou County is putting together teams of volunteers ("teams") to take over responsibility for a variety of tasks and projects - from grant writing and awards submissions to event planning and community engagement. A volunteer database and an appreciation program will be developed in the coming months to better manage people's information, recognize their efforts, and help Creative Pictou County maintain a high retention rate for their volunteers.

### **Objective 1. (c) Hire a full-time Arts & Culture Coordinator.**

Monica Rivers was hired in June 2021 as the Community Arts Synergist for a nine-week contract with financial support from the Federal government's Canada Summer Jobs Program. Having a dedicated staff member who was responsible for carrying out the day-to-day operations of the organization demonstrated the real need for a full-time, paid employee.

In September of this year, the board of directors had applied for the [Job Creation Partnership](#) to fund the position for a year. [Nova Scotia Labour and Advanced Education](#) as well as the financial model being developed with consultant David Oyler, with support from Strategic Arts Management, which will define funding sources to help secure the future, full-time position.

### **Measures for success**

- Number of new people who join the board of directors and teams and their ability to fulfil important roles within the organization.
- Multicultural board of directors and teams who represent the municipalities and a wide-range of arts disciplines.
- Increased volunteer hours for the organization.

## **Goal #2: Membership program**

*See the appendix Membership Program for details.*

### **Objective 2. (a) Determine membership program benefits.**

Creative Pictou County currently offers a wide-range of free services, opportunities, and resources for artists, arts organizations, and people in Pictou County who support the creative industries. The new membership program offers a series of exclusive benefits for an inexpensive fee or pay-what-you-can, with four options to choose from: Artist Membership, Supporter of the Arts Membership, Youth Membership, and Business Membership.

The membership program benefits are in-line with Creative Pictou County's mandates. It provides opportunities for members to learn and develop their business skills, network and connect with others in the arts community, promote their artistic talent, and celebrate their contributions to art and culture in Pictou County. Non-exclusive benefits are provided at no cost and allows any member of the public to participate in the organization's initiatives.

### **Objective 2. (b) Create a pricing structure that generates revenue and is accessible to all members of the arts community.**

Establishing a paid membership program will not only increase revenue, it will help further develop an active and engaged community for the organization. Pricing ranges from \$20 for youth 18 years-old and under to \$100 for businesses to sign up.

Creative Pictou County recognizes the importance of making their programming accessible to everyone in the community and, as a result, there will be an option when signing up to pay one annual fee and contribute to a membership bank that funds the “pay-what-you-can” membership. All memberships are available, with the same benefits, at the pay-what-you-can rate. Payments will be processed online on the Creative Pictou County website using PayPal.

**Objective 2. (c) Plan and execute the launch of the membership program.**

The membership program will be ready to launch in time for the 2021 AGM and promoted at the public event. Once the website is updated, the details will be distributed through Creative Pictou County’s online assets, including the website, newsletter, and social media pages. The board will reach out to its stakeholders, partners, and supporters in the community to share the news as well.

**Measures for success**

- Monthly revenue generated from member fees for the membership program and monthly increases in memberships.
- Increased traffic on the website, engagement on social media platforms, attendance at live events, and sign-ups for the e-newsletter.

**Goal #3: Financial stability and economic development**

**Objective 3. (a) Participate in the fundraising workshop hosted by Oyler Consulting.**

David Oyler is a fundraising expert and has been working in the charitable and nonprofit sector since 2001. His company, Oyler Consulting, works with organizations and allied sector professionals to effectively deliver their programs. David has been invited to host a workshop for the board of directors to help the organization plan its fundraising efforts.

The goal of the workshop is to identify the objectives of a fundraising plan and develop the framework for a fundraising strategy. The key fundamentals that David and the board members will cover include defining program objectives, evaluating capacity, identifying target markets, assessing various fundraising options, and best practices for fundraising. From the workshop, the board will have the tools to integrate their fundraising program with their overall plans and begin implementation. *See the appendix Fundraising with Oyler Consulting for details.*

**Objective 3. (b) Secure funding from sponsors and investors.**

Creative Pictou County has identified key potential sponsors who have well-established, profitable businesses with roots in the community or are accomplished artists from the region. It’s important that sponsors have a shared purpose and an invested interest in the arts for the partnership to be successful.

The Strategic Business Plan 2021-2024 will be used for pitches and presentations for investment from public and private enterprises. The presentation will be completed after the fundraising workshop with Olyer Consulting. Building relationships with the governing bodies of the municipalities and Pictou Landing First Nation will support the organization's pursuit for funding as well.

### **Objective 3. (c) Champion initiatives that contribute to the arts economy.**

- Art Bank

The Art Bank is a planned activity for Year 2. The initiative requires Creative Pictou County to create an art catalog of pieces for rent to display in public or private spaces. Having an art bank will raise awareness of artists and their works, stimulate interest in the arts, and support economic development for the arts and artists in Pictou County.

- Buy Local Directory

The "Buy Local Directory" within Phase 2 of The Hub will display artwork, page profiles and links to where it may be purchased. Phase 2 is currently in development and will be released in 2021.

- Art Hub

The board of directors is proposing to lease a physical space for an "Art Hub" in downtown New Glasgow. Their vision is to create a place where members and the general public can experience live events and workshops, purchase art made by Pictou County artists, and will act as an information centre for the arts in the region. *See appendix Art Hub Pilot Project for details.*

- Callouts

Creative Pictou County is a connection point for patrons and artists. Creating and publishing artists callouts will continue in order to expand the arts community network.

- Education Programs

Partnerships with IGNITE and the Pictou County Chamber will be explored to find ways to share and support their mutually beneficial education and business development programs.

- Grant Project

The project will identify artist grants, create a grant calendar, and develop a promotion campaign to ensure artists are aware of the grants, when, and where to apply.

## **Measures for success**

- Written feedback from participants about the fundraising workshop.
- Number of pitches delivered for sponsorship, investment, and partnerships for programming.
- Number of successful sponsorships, investments, and partnerships plus the monetary and in-kind value of these contributions.
- Attendance/participation from members and non-members.

- Each annual program will have measures for success as part of its directives for the year.

## Goal #4: Connection, engagement, and promotion

### Objective 4. (a) Develop unique initiatives that promote the arts in Pictou County.

- The Hub

The Hub serves to connect, promote, share, and engage the arts community online. The custom-built website offers artist resources, a gallery featuring Pictou County artists' work, a link to Artfest, the Art Map, information about Artist Socials, and a link to What's Up Pictou County among other features. Phase 2 of The Hub development plan focuses on the development and promotion of individual artist profile pages, an artist directory, and enhanced online gallery. Phase 3 will evolve to include creative sector businesses, local markets, and features identified by community engagement and input.

- Artfest

Artfest is a virtual platform where anyone in the arts community can virtually share their form of creative expressions, post events and callouts, and share knowledge. The Facebook public group page has over 900 members and is free to join. View the [Artfest online](#).

- Artist Socials

Creative Pictou County will revive the monthly artists socials where artists have an opportunity to meet one another, and serve as a creative catalyst for creation, troubleshooting, and learning through the simple art of conversations. This is a wonderful opportunity to network, find people to help with projects, and share ideas.

- Kiosk Project

The Kiosk project, in partnership with the Museum of Industry and funded by Community Culture and Heritage will result in a display of local art within a custom-designed kiosk reflecting our Pictou County community. *See appendix Kiosk Project Plan for details.*

### Objective 4. (b) Establish annual programming for members and non-members.

Creative Pictou County offers annual programming, which are recurring events and initiatives that the organization is responsible for planning, funding, and executing in the year. They are a mix of live, in-person activities and digital initiatives that take place online for members and non-members and includes:

- |                      |                  |                        |
|----------------------|------------------|------------------------|
| • Art bank           | • Grant project  | • Art shows            |
| • Art Hub            | • The Hub        | • Pop-ups              |
| • Callouts           | • Artfest        | • Snapshot! newsletter |
| • Education programs | • Artist socials | • Fundraising          |

These activities will be evaluated for Year 2 and Year 3 to determine how they should continue to grow and develop.

#### **Objective 4. (c) Collaborate with like-minded organizations for partnered programming.**

Partnered programming takes place in collaboration with other groups who are responsible for planning, funding, and executing the initiative. These activities combined with Creative Pictou County's annual programming provide a purpose to engage the membership and the public at large, and help the organization fulfill its mission and mandate. The organization has a strong history of collaborating with like-minded organizations in the community who support the arts.

The board of directors chose three major, annual events in New Glasgow to partner with in Year 1: Christmas at the deCoste in December, Art at Night in May, and the New Glasgow Jubilee in August. In Year 2 and Year 3, Creative Pictou County will do more outreach to collaborate with groups in New Glasgow, Stellarton, Westville, Trenton, Pictou, the Municipality of Pictou County, and Pictou Landing First Nation.

Partnerships are important for the membership program, too. Shared benefits add value to the program and its members, while providing opportunities for sharing resources and cross-promotion between the two organizations. Creative Pictou County is working on a partnership memorandum of understanding of shared benefits with IGNITE and the Chamber of Commerce.

### **Measures for success**

- Number of partnered programs that are planned and executed.
- Attendance/participation from members and non-members.
- Each partnered program will have measures for success as part of its directives for the year.

### **Timelines**

The timeline is a key element of the plan. Several considerations were taken into account when deciding how to illustrate a 3-year plan and also manage the schedule of ever-changing, detailed activities for Creative Pictou County.

For strategic planning purposes, the board has created a timeline for Year 1, which runs September 2021 - August 2022, that outlines the organization's annual programming alongside special events and projects that are known and currently on the calendar. Having a static timeline has its advantages, however, with the organization's current stage of growth, the goal is to have a quarterly timeline for Year 2 and Year 3 to record recurring annual activities.

The board also needs support to execute the scheduled activities on a daily basis. Denise and Krista researched and selected the online project management tool, Clickup, for this task. Clickup offers a wide range of robust project management features for a minimal, monthly fee. Denise is the primary

user and account holder and will provide access for board members, consultants, staff, and volunteer teams on an as-needed basis. Once the Arts & Culture Coordinator is hired full-time, they will be responsible for the project management software.

Events and organizations to consider for future partnered programming include the Rotary Club musicals, Pictou County Pop Classics, library programs, municipal recreation programs, and museums. Also to note, in 2023, the town of Pictou is celebrating the 250th anniversary of the landing of the ship Hector and the 150th anniversary of the town’s incorporation. Resources to support partnered programming may include grant systems, education programs, Canadian Artists’ Representation/ Le Front des artistes canadiens (CARFAC), Visual Arts Nova Scotia’s Professional Artists In The Schools (PAINTS) program, and the Mentorship Plus program from the federal government’s Centre on Diversity and Inclusion.

## Timeline for Year 1

Annual fundraisers will be added once the workshop with Oyler Consulting is complete. Monthly board meetings and annual programming will be added to the schedule as confirmed.

Month	Activities
September	<ul style="list-style-type: none"> <li>• Establish professional board governance</li> <li>• Recruit new board members</li> <li>• Hire the Arts &amp; Culture Coordinator</li> <li>• The Hub - Phase 2 takes place Sept. 2021 - Jan. 2022 online</li> </ul>
October	<ul style="list-style-type: none"> <li>• 2021 AGM</li> <li>• Launch membership program</li> <li>• Kiosk Project takes place Oct. 2021 - Feb. 2022</li> </ul>
November	<ul style="list-style-type: none"> <li>• Onboarding new board members and refine board policies</li> <li>• Fundraising workshop with Oyler Consulting Nov 20</li> <li>• Event partnership - Christmas at the deCoste</li> <li>• Grand opening of Art Hub</li> </ul>
December	<ul style="list-style-type: none"> <li>• Outreach to develop relationships with key potential sponsors and funders in the community</li> <li>• Outreach to create partnerships with businesses to support programming and events for 2022 onwards</li> </ul>
January	<ul style="list-style-type: none"> <li>• Present Creative Pictou County’s impact on the community to the towns, Municipality of Pictou County, and Pictou Landing First Nation</li> <li>• Launch The Hub - Phase 2 online</li> <li>• Develop Art Bank framework</li> </ul>
February	<ul style="list-style-type: none"> <li>• Fundraising event - Valentines Day theme</li> <li>• Apply to receive funding for summer students’ internships</li> </ul>

	<ul style="list-style-type: none"> <li>● Apply to receive funding from municipal grants in Feb. - Mar. 2022</li> <li>● Apply to receive provincial project funding</li> <li>● Kiosk build complete</li> </ul>
March	<ul style="list-style-type: none"> <li>● Strategic Initiative Funding report due for the Kiosk Project</li> <li>● Summer students' internships take place Mar. 2022 - Sept. 2022</li> <li>● Establish a volunteer database and appreciation program</li> <li>● Develop a monthly timeline for Year 2 and Year 3</li> <li>● Recruit for the Art Bank</li> </ul>
April	<ul style="list-style-type: none"> <li>● Begin nomination for Portia White Award</li> <li>● End of fiscal year</li> </ul>
May	<ul style="list-style-type: none"> <li>● Event partnership - Art at Night</li> <li>● 2022 AGM</li> </ul>
June	<ul style="list-style-type: none"> <li>● Kiosk grand opening</li> <li>● Summer programming</li> <li>● Festivals and events</li> </ul>
July	<ul style="list-style-type: none"> <li>● Summer programming</li> <li>● Festivals and events</li> <li>● Portia White award nomination due</li> </ul>
August	<ul style="list-style-type: none"> <li>● Event partnership - New Glasgow Jubilee</li> <li>● Grant calendar project</li> </ul>

## Recurring annual activities

Fiscal Year	Activities
Quarter 1 May - June - July	<ul style="list-style-type: none"> <li>● AGM event</li> <li>● Art at Night event partnership</li> <li>● Summer student internship</li> <li>● Summer programming</li> <li>● Festivals and events</li> </ul>
Quarter 2 Aug - Sept - Oct	<ul style="list-style-type: none"> <li>● Summer programming</li> <li>● Festivals and events</li> <li>● Fundraising event - Halloween themed</li> </ul>
Quarter 3 Nov - Dec - Jan	<ul style="list-style-type: none"> <li>● Sponsor, funder, and partner outreach</li> <li>● Christmas event</li> <li>● Municipality presentations</li> </ul>
Quarter 4 Feb - Mar - April	<ul style="list-style-type: none"> <li>● Funding applications, summer students' internships, municipal grants, and provincial grants</li> <li>● End of fiscal year</li> </ul>

# Appendix

- Creative Pictou County Board of Directors
- Membership Program
- Fundraising with Oyler Consulting
- Art Hub Pilot Project
- Kiosk Project

## Creative Pictou County Board of Directors

The current bylaws state the number of directors for Creative Pictou County's board should consist of eight (not less than five) community members who are elected to 2-year terms.

Collectively, it is the board of directors' responsibility to ensure the success of the organization and uphold its mission and mandates. All board members are required to attend regular meetings and fulfill their role to the best of their ability.

### **Board Chair**

- Ensure the organization's vision, strategy, and Strategic Business Plan 2021-2024 reflect the stakeholders' needs.
- Foster relationships with stakeholders and make connections in the community to ensure the success of the organization's mandate.
- Ensure the financial health and sustainability of the organization.
- Manage annual financial audit.
- Foster relationships with sponsors, donors, and partners.
- Identify and mitigate risks, obstacles, and issues.
- Define the agenda and facilitate board meetings.
- Assists with governance in conducting new board member orientation.
- Ensure that teams have the necessary resources to carry out their mandate.
- Represent the organization within the community.
- Responsible for the organization's long-term funding plan and calendar.
- Responsible for overseeing fundraising programs and events.

### **Vice-Chair**

- Perform the duties of the Chair during their absence, illness, or incapacity of the Chair, or when the Chair may request him/her to do so.
- Ensure policies are in place and followed for the board, staff, and volunteers, code of ethics and conduct, conflict of interest, human resources, and privacy regulations.
- Staff management, including orientation/onboarding, training, work plan and objectives, performance evaluation, workplace safety, issue resolution, and exit interview.
- Appreciation and thank you for the board, staff, and volunteers; policy and processes; recognition; and exit interviews.
- Guidance of value and use of social media accounts; Creative Pictou County Facebook pages, including Artfest and the Snapshot! newsletter.

## **Secretary**

- Responsible for the registration of members, and filling the annual requirements with the Office of the Registrar.
- Have custody of the Seal, if any, which may be affixed on any document upon resolution of the board of directors.
- Be familiar with legal documents, including policies and by-laws for nonprofit organizations, to note applicability during meetings.
- Have other duties as assigned by the board.

## **Record Secretary**

- Responsible for the preparation and custody of all books and records including the minutes of members and directors meetings.

## **Treasurer**

- Responsible for the custody of all financial books and records.
- Manage the bookkeeping for the organization, including the board's review of and action related to financial responsibilities.
- Act as a liaison with representatives of funding organizations.
- Ensure development and board review of financial procedures and systems.
- Present the annual budget to the board for approval.
- Manage payroll, CRA and WCB payments, T4s, T4As, records of employment, invoices, payments, and reporting.
- Responsible for managing insurances.
- Present monthly treasurer report to the board for approval.
- Involved with grant budget management.

## **Director at Large**

- Lead chosen projects and/or events and provide updates at board meetings.
- Cultivate, and engage volunteers, providing meaningful activities and appreciation
- Attend board meetings, specifically ones that require a quorum.
- Represent the organization within the community.
- Provide a unique voice and perspective.

## **Committees**

Special Projects

Social

## Membership Program

Introducing a membership program is an important step for the growth and development of Creative Pictou County. In addition to establishing a new source of predictable income, it will help members to have a sense of identification with the organization and strengthen their support for its mission, mandates, and initiatives.

There are exclusive, members-only benefits and general benefits targeting artists, individuals, and businesses in the arts community. The pricing structure includes an option for members to pay their annual fee and contribute to a membership bank that funds the “pay-what-you-can” membership.

### General Benefits

These general benefits are **free** to the public in Pictou County to participate in the organization’s initiatives, and are included as part of the members-only benefits package:

Access to the Pictou County [Artist Map](#) // Sign up to receive and submit to the Creative Pictou County newsletter [Snapshot!](#) // Participate in free and paid programming // Attend social networking events // Join the [Creative Pictou County Artfest Facebook Group](#) and feature your work // Access creative industry [resources](#) // Make an impact on your arts community

### Members-Only Benefits

These members-only benefits are exclusive and available for a fee, and are in addition to the general benefits:

#### (a) Artist Membership

Available to artists and artisans  
Annual fee: \$60

Participate in paid programming for a reduced fee // Showcase your art in physical spaces // Vote to elect the board of directors // Partner benefits // Be included in the artists map

Coming in 2022: Artist profile page on The Hub // Included in the Pictou County Artist Directory // Feature your work on The Hub artist gallery

## **(b) Youth Membership**

Available to youth 18 years-old and under  
Annual fee: \$20

Participate in paid programming for a reduced fee // Showcase your art live in physical spaces // Vote to elect the board of directors // Partner benefits // Be included in the artists map

Coming in 2022: Artist profile page on The Hub // Included in the Pictou County Artist Directory // Feature your work on The Hub artist gallery

## **(c) Supporter of the Arts Membership**

For individuals that wish to support Pictou County artists  
Annual fee: \$30

Participate in paid programming for a reduced fee // Vote to elect the board of directors

## **(d) Business Membership**

Available to for-profit businesses that support the arts  
Annual fee: \$100

Opportunities for partnerships to promote your business // Vote to elect the board of directors

## **Pay-what-you-can**

All memberships are available with the same benefits at a pay-what-you-can annual fee.

# Fundraising with Oyler Consulting

## Key Fundamentals

1. Defining the objectives of your fundraising program - provides a clear picture of your current financial position and your future funding needs.
2. Evaluating organizational capacity - an assessment of your organization's resources.
3. Identifying target markets - categorizing groups who would support your fundraising initiatives.
4. Assessing various fundraising options - identifies which initiatives are best fit to meet your funding needs.
5. Fundraising best practices - ensures your organization is prepared administratively and in compliance.

## Workshop Program

1. 30 minute pre-workshop meeting - held prior to the workshop date to go over the workshop agenda and relevant background information.
2. 3-4 hour workshop.
3. Delivery of a post-workshop Fundraising Program Summary.
4. 30 minute post-workshop meeting - the purpose of the meeting is to gauge how the implementation of the fundraising program is developing and to revisit the Fundraising Plan if needed.

## Art Hub Pilot Project

It is known that art and artists create vibrant communities; they attract locals and increase tourism. Envision a space where we all can experience live demonstrations, intimate workshops, classes, pop ups, art shows, artist talks, local arts information center and a purchase of a variety of locally-made, quality art.

**Creative Pictou County** is a nonprofit organization that has been established since 2013 with a mandate to grow the local creative economy, engage the community with the arts, and connect and promote artists. The people of Pictou County know the value creativity brings to our quality of life and delight in the vibrancy artists bring when brought together.

The board is proposing to create an “Art Hub” in downtown New Glasgow. The official name is to be determined, however the framework is in place to keep the project’s momentum moving forward.

### Objectives/Benefits

- Homebase for the organization and interactions with the community.
- Art space for retail, pop-ups, and shows for local artists.
- Host annual programming such as events, workshops and classes.
- Increase visibility of Creative Pictou County.
- Create revenue for a sustainable self sufficient organization.
- Supporting the creative sector in Pictou County
- Collaborative projects (between artists, community organizations, businesses and municipalities)
- Deeper connections (provides a space where the public can share personal stories and experiences, creatively express their emotions and perspectives, and enhance their artistic skill set)
- Inspiring the next generation of creatives
- Driving tourism

### Location

- Downtown New Glasgow, exploring several possible locations.

### Management

- The Board of Directors will oversee the project, with one board member as the project manager
- We are considering investment partnerships

### Revenue

- Workshops and programs will be developed
- Events and fundraisers
- Artists show fees

## Kiosk Project

The Kiosk project is in partnership with the Museum of Industry and funded by Community Culture and Heritage. The project will result in a display of local art within a custom-designed kiosk reflecting our community.

### Project Activities

Project Plan: Create a project plan which includes resources, funding, and timelines

- Define milestones
- Engage artists
- Obtain insurance requirements, project budget
- Engage sponsors/partners/donors

Artists Engagement: Determine display policies, criteria, and pieces that dictates the kiosk design

- Develop participation policies, criteria, timeframe
- Prepare interview/chalkboard questions
- Manage community chalkboard in public spaces like libraries, businesses, municipalities, conduct design sessions, manage booth which provides direct communications
- Develop and manage the survey, conduct strategic interviews
- Promotion through our communication channels

Kiosk Build: Provide fabricator with build design and build the Kiosk

- Design specs
- Collaborate with fabricator
- Develop branding, made in Pictou County
- Project management of the build
- Source materials

Coordination of Art Work: Create a diverse and representative art display

- Artists callouts
- Management of artists & artwork
- Art display set up

Grand Opening: Create a lively, entertaining, and well attended event

- Event planning, including press release, and promotions
- Sponsor/donor recognition
- Performances and speeches