
CREATIVE PICTOU COUNTY

2023
ANNUAL
REPORT



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Social Media: [@creativepictoucounty](https://www.instagram.com/creativepictoucounty)

Artist: Sheila Green

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MESSAGE FROM THE BOARD CHAIR

We have had the biggest growth the organization has seen since 2013!



Denise Lynch | Board Chair

2023 marks our 10th anniversary! Ten years ago, Geralyn MacDonald and Carlton Munroe from the Town of New Glasgow along with Susan Jeffries from Community Culture Tourism and Heritage, hosted a community discussion at the library on establishing a local arts council. Artists and makers showed up with keen interest, excited about our potential, and resolution to make it happen.

Ten years later, during the artist's kiosk unveiling and anniversary celebration at the Museum of Industry, I see the same people that were there that night and many others who joined us along the way. I'm so impressed with what we have achieved together. Not only have we established a nonprofit organization and nailed our milestones, we have built a community, created a space for creatives, and elevated quality life here in Pictou County. The word is getting out that Pictou County is the place to be for creatives!

In the library community room 10 years ago, we envisioned a touch point for creatives, bringing opportunities to create, venues to show our work, cool projects to collaborate on, networking with other artists and bringing art in our everyday lives. Looking back over the past ten years, I see a clear pattern. Many of our achievements were sparked by an individual, made to fruition by a team, supported by our partners and sponsors, and welcomed by our community.

A few examples; Sale Along the River brought to us by Willa Kray, artists socials started at Todd Vassallo's kitchen table, Mural Tool Kit was inspired by our painters, Destination Halloween when Sarah Argollo Santos ask what could we be know for, Art Map from Bonita Cotter, Community of Creatives Dawn Peters connecting us during COVID, Pop up markets & shows from Monica Rivers, Music series with Crystal Mann, Paint the Piano from Jake Chisholm, Art on the Wall with Carolyn Bedford Ritchie.

The fact that you are curious about Creative Pictou County and interested in learning what's coming up, tells me that you too may have ideas. Take a look at the faces in your arts community, these are your people, this is your team.

Let's keep the momentum going, we got this!

MEET THE BOARD OF DIRECTORS

The Creative Pictou County Board is a dedicated and passionate volunteer group of individuals who are committed to connecting, empowering, and illuminating creatives in our community. We are a working board, meeting monthly to ensure a sustainable non profit, leverage local resources, build partnerships, and deliver projects, events, and programs. It is with great respect and appreciation that we recognize them and their service.



Denise Lynch – Board Chair
Ceramic Artists at Martin Ceramic
NSCAD Fine Arts Student



Vivianne LaRiviere – Board Vice Chair
Artist and owner of
The River Gallery on Water Street



Willa Kray – Treasurer
Nonprofit Community Leader



Jeanne Dorie – Secretary
Photographer, Digital
Artist, Quilter



**Jennifer MacLennan – Director of
Partnership Engagement**
Marketing Manager at the
deCoste Centre for Arts & Creativity



Elisa Rutledge – Director
Artist and owner of
Chronically Creative



Marissa Rosaleen – Director
Photographer



Chris Carruthers – Director
Graphic Designer & Educator



Emily Kolm– Director
Trailer Artist



Erin Naismith – Director
Entrepreneur

SPECIAL PROJECTS

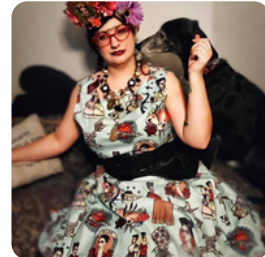
It is with great thanks that individuals within the special projects committee volunteer their expertise and time to ensure the the success of specific projects



Emma Kvetna
Art of Existing Podcaster
Writer, Artist Coach



Asa Nodelman
Odditorium Arts Space
Asa Nodelman Carpentry
Circus FACTory



Wanda White
Odditorium Arts Space,
Sense and Sensibillea.



Todd Vassallo
Project Works Artistry

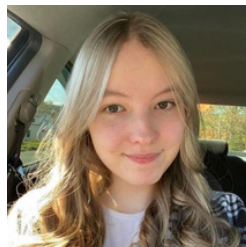


Crystal Mann
Singer Songwriter

STAFF



Beth Carruthers
Arts Coordinator



Madison Kennedy
Summer Student



Carissa Ainslie
Executive Director



Artist: Kimberly Dickson

MISSION

Our mission is to collaborate and create connections between artists, organisations, and the local community to support the development of the creative sector in Pictou County.

VISION

Our vision is to be recognized as a resource for the Creative Sector in Pictou County by strengthening connections and creating opportunities for engagement with the local community.

MANDATES

Creative Pictou County mandates were informed by the Community Needs Assessment project which was funded by Communities, Culture, Tourism and Heritage and support by Strategic Arts Management Consulting services.

ARTIST EXPOSURE

Promote and celebrate artistic talent, creative output, and the crucial contributions of art and culture in Pictou County.

ECONOMIC DEVELOPMENT

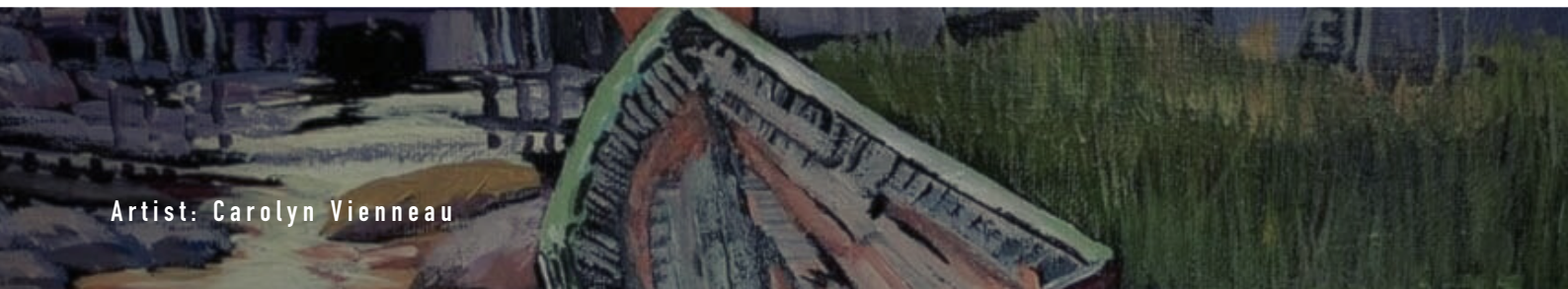
Leverage creative sector funding programs, connect artists with market and performance opportunities, and support business development skills.

COMMUNITY ENGAGEMENT

Create networking skills-sharing, and connective arts community activities.

SUSTAINABLE NONPROFIT

Employ a full-time art coordinator and community representative voluntary 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.



ARTIST EXPOSURE

SUMMER SPOTLIGHTS

In the summer, our student Madison interviewed several local artists in their studio or gallery, documenting her explorations through video interviews.

She interviewed River Gallery owner Vivianne, Natural Ewe owners Jasmine and Andrea and visited the studio of artist Elisa.

All videos from Madison's adventures are on the CPC Youtube channel.

FUSION FEST



CPC joined forces with the Multicultural Festival of Pictou County to present Fusion Fest in September at Glasgow Square, which featured our Sale Along the River artisan market and over 30 artisans.

Along with the market, there were community organizations sharing information with newcomers, face painting, food trucks, a silent auction, music on the main stage and cultural performances.

Over a thousand people attended this event! Showing the desire for arts and culture festivals in Pictou County. At the post-event follow up, the committee was already formed to start planning for 2024.

While the Fusion Fest is the overarching event, it still contains programming organized by the Multicultural Association of Pictou County and Creative Pictou County. The two organizations will work together to make a cohesive event with support from Glasgow Square and the Town of New Glasgow.

Creative Pictou County applied for a Heritage Canada grant to help fund the 2024 festival, seeking federal grant funding for the first time.

If we are successful, we will be able to have more performers, musicians and art workshops.



ARTIST EXPOSURE

ART MAP

CPC has printed copies of the Art Map that was printed in 2019. While there have been several new artists move to Pictou County, the information in the brochure is still helpful - and appreciated by everyone who receives one! Our summer student Madison worked on creating a digital Art Map in Google Maps, which allows us to continuously add to it as connections are made.

Plans are in the works for a rack card that will have a QR code to the digital map, meaning it will never be out of date!

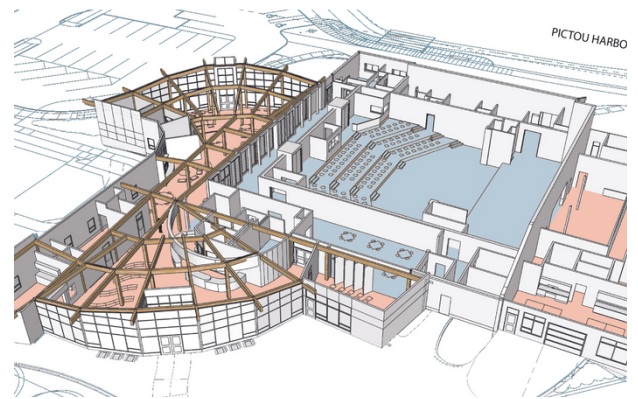
While we have all moved into the digital sphere, a tangible printed material still has value.

ARTIST KIOSK

With the Artist Kiosk project moving along, the board and staff worked to gather physical art pieces for the kiosk display cases, and digital materials for the video. We reached out to the whole community, creating a showcase of the vast array of mediums and artists in Pictou County. All to get ready for the official launch in January 2024! A project plan for the coming year has been drafted including programming to accompany the exhibitions. A special thank you to Jeanne Dorie who created the video of works featured on the TV screen for our first exhibition, and to the Museum of Industry for their support getting this project in place.

COMMUNITY SUPPORT

Creative Pictou County helped support several community projects last year. It is important for different community organizations to support each other. By sharing resources and volunteers, it ensures the community as a whole continues to thrive. CPC had an activity at NG Art at Night in May, our summer student Madison documented the Read by the Sea Festival (videos on our Youtube channel!) and we helped shape the Fusion Festival in partnership with the Multicultural Association of Pictou County.



Creative Pictou County is very excited for the new deCoste Centre for Arts & Creativity Cultural Hub in the town of Pictou. This tremendous opportunity comes from the fusion of two successful organizations: Pictou-Antigonish Regional Library, and the deCoste Centre for Arts & Creativity. We have been invited to give input on community spaces and Executive Director Carissa is on the jury to select artists for this new innovative space. CPC will also have office space in the new building, giving us a spot for the community to engage directly with us. For more information on the project visit culturehubpc.ca.

ECONOMIC DEVELOPMENT

MEMBERSHIP & DIRECTORY

The Creative Pictou County Membership offers artists individual profile pages with the ability to upload images, video, a bio, headshot and links to their personal website(s) or social media. Their artists profile is then included in the Creative Sector Directory. Other membership benefits include: DeSerres discounts, DeCoste Membership, promotion and advertisement campaigns, priority artist callouts, events, and news, critique's, and workshops.

The Creative Sector Directory ability to search for local artists and narrow it down by medium is such an important resource for the community. Local businesses or patrons who wish to commission an artist or purchase works can browse the directory and reach out to artists directly. There is also an opportunity for collaboration between artists who work with a variety of mediums. The community can also stay connected through our newsletter which features artist spotlights from the directory, upcoming events and opportunities for artists.

The Artist Resources pages provides a list of funding bodies, local, provincial and federal organizations that are of interest to creative professionals. The Artists Guides are the beginning of a library to support artists and currently include Making Cold Calls, Responding to Call Outs and the Mural Tool Kit.



Explore Directory Categories



We can all thank the deCoste Centre for Arts & Creativity for saving us tremendous administration processing and cost by partnering on the online membership enrollement payment system integration. Kristine Stallman of Pink Lemonade media graphic design flare, Wordpress proficiency and professional approach helped us realize our vision for Artists Profiles and Creative Sector Directory.



COMMUNITY ENGAGEMENT

COMMUNITY CONSULTATIONS

The Community Consultation Project, funded by the department of Community, Culture, Tourism and Heritage, allowed us to find out who is here, what do they need and how can we best serve them. Since COVID-19, a wave of new people have moved to Pictou County, and its been a decade since the last time we did a project of this scope. We did a series of town hall sessions across the county, engaging participants by getting direct feedback.

Artists also had the option of filling out an online survey that had more in depth questions. We also invited non-artists to participate, including questions about what kind of arts and culture events they would like to see more of.

We also reached out to other creative groups across the county to learn what they need in terms of support and where there are opportunities for collaboration.

The last element of the project included a communications audit. Taking feedback from the survey and town halls, the hired facilitator Jill MacCannell provided recommendations of how best to communicate with artists and the community at large. On both social media, and our newsletter.

In early 2024, we are thrilled to launch our new monthly newsletter and strategic social media content.

Our findings from this project determined that artists would like more professional development, support with writing grants, more opportunities to show their work,

and different ways to celebrate the artists here, such as award ceremonies. We also heard from the large writing community in Pictou County and how they did not feel supported previously.

All findings have helped shape the direction of CPC.

SOCIALS

One of Creative Pictou County's mandate's is to support artist socials which provide an opportunity for artists to meet, network and share their portfolios.

In May, we were invited into the home and studio of artist Carolyn Bedford. She gave a very impressive tour of her working space, including an extensive body of work she has displayed in her home.

In July, we partnered with the local writers group to present an open mic at Shaun's in New Glasgow. There was music, poetry and readings at this very well attended event! In November, we ended the year by creating greeting cards for clients of the VON.



COMMUNITY ENGAGEMENT

COMMUNITY OF CREATIVES

During COVID, the Facebook group, Artfest was created to engage artists in the community during lockdowns. After some rebranding, the group was renamed Community of Creatives. The group still remains a place where artists can share their work, upcoming events or ask for collaborations. Short creative challenges have also been posted, Inktober for example. The community at large can also use the group to commission work or put out an ask for support with a project.

This is a great channel for communication between artists and the community, and allows artists to share their work and get immediate feedback and engagement.



PUMPKINS

The Destination Halloween project was funded in 2022 by a Rediscover Main Street grant administered by DEANS. From that project, the fibreglass and wooden pumpkins were created, and painted by local artists and community groups. In 2023, because the funding was not renewed, we were not able to execute the same programming. However, many of the pumpkins were put out by the towns and local partners in October.

Destination Halloween showed us how much Pictou County loves Halloween and the fall! Knowing this is helping to shape a major fundraiser and event to take place in October of 2024 as well as a variety of programming around this spooky time of year! All forms of arts are supported with events like scary storytelling, costume creation, makeup, haunted houses and more!



SUSTAINABLE NONPROFIT

OPERATIONAL FUNDING

Creative Pictou County was the recipient of a one-time operations grant from the department Community Culture Tourism & Heritage at the end of 2023. With these funds, we were able to hire an interim executive director. This position allows for strategic partnerships and planning, taking the organization to the next level after ten years.

Creative Pictou County is now eligible for operational funding from CCTH for the first time in our history thanks to an increase in the arts spending budget. This opens up so many avenues of support for the arts and culture sector across the province.

PROJECT PARTNERS

Special thanks to our partners who were instrumental in realizing the 2023 initiatives: Town of New Glasgow, our founder, and partner in Fusion Fest; IGNITE Atlantic space sharing for meetings, events, networking opportunities; Mentorship Plus, NOBL, and Farmers Market for training programs; Museum of Industry for the kiosk project; and the deCoste Centre for Arts & Creativity for membership enrolment financial processing.

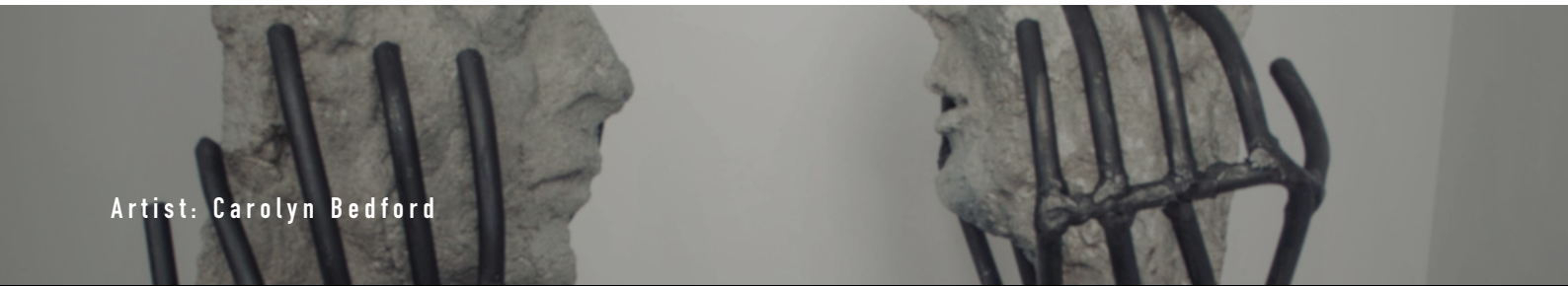
It is their commitment to collaboration that demonstrates that we are all on the Pictou County team.

FINANCIAL SUPPORT

Creative Pictou County is funded by donations, grants, membership dues, fundraising and sponsorships. Core operations are funded by membership dues, municipal grants from the Town of New Glasgow, Town of Westville, Town of Pictou, Town of Stellarton, Town of Trenton, Municipality of Pictou County, and donations by individual community members.

Provincial and Federal grants fund defined projects and short term contract staffing. Local sponsorships fund specific events.

We are grateful for the generous financial support, thank you!



Artist: Carolyn Bedford

SUSTAINABLE NONPROFIT

STAFFING

Current Arts Coordinator, Beth Carruthers joined the CPC team in the summer, bringing her teaching, facilitating and organizational skills to her role.

She was the project lead for the Community Consultation Project, organizing all town halls, launching the survey and reaching out to community organizations. She managed the steering committee and communications with the lead facilitator Jill MacCannell.

Beth worked with the Multicultural Association of Pictou County on the Fusion Festival, managing vendors for the artisan market and supporting the event, ensuring its success and laying the ground work for future events.

Beth has been managing membership engagement, from being the point of contact to supporting artists with their online directory profile.

A huge thank you to Beth who has been instrumental to moving Creative Pictou County forward!



When Creative Pictou County received the one time operational funding, we were able to hire Carissa Ainslie as the interim Executive Director.

Carissa brings almost a decade of arts administrative experience to the role. Since moving to Pictou County, she has also been making connections in Antigonish as the 2022 and 2023 coordinator of the Antigonight: Art After Dark Festival.

Since taking the position, she has made connections with provincial organizations such as Craft Nova Scotia and Visual Arts Nova Scotia.

Using her business background and network, she has also been fostering a relationship with Pictou County Partnership to ensure that artists are a part of the economic development conversations.

Exploring the arts and tourism connection, she worked with Coastal NS/DEANS to create a Community Impact Award to be presented at the 2024 Buoy Awards in April.

SUSTAINABLE NONPROFIT

T-SHIRT FUNDRAISER

In May, we officially launched our t-shirt fundraiser at Art at Night, featuring the designs of Asa Nodelman and Kiva-Marie Belt.

During the holiday season, they were featured in the Pictou County Partnership Pop Can Market on the Halifax Waterfront, and at the Odditorium Pop Up Tea Room.

The shirts are also available for purchase from our website and will be available at various events in 2024.



FUNDERS, SPONSOR, PARTNERS

With appreciation, we thank our funders, sponsors, and community partners

FUNDERS

TOWN OF NEW GLASGOW
TOWN OF PICTOU
TOWN OF STELLARTON
OWN OF WESTVILLE

TOWN OF TRENTON
MUNICIPALITY OF PICTOU COUNTY
NOVA SCOTIA DEPARTMENT OF COMMUNITY,
CULTURE, TOURISM AND HERITAGE

DEPARTMENT OF LABOUR
GOVERNMENT OF CANADA
MARTIN CERAMIC

SPONSORS

VELSOFT
MARTIN CERAMIC
PROJECT WORKS ARTISTRY

ART2SEA GALLERY
BEDFORD STUDIOS
THE RIVER GALLERY

SENSE & SENSIBILITEA
CHRONICALLY CREATIVE

COMMUNITY PARTNERS

IGNITE ATLANTIC
PICTOU ANTIGONISH REGIONAL LIBRARY
COASTAL NOVA SCOTIA
DESERRES
MENTORSHIP PLUS
CBDC
NOVA SCOTIA COMMUNITY COLLEGE
MUSEUM OF INDUSTRY

NEW GLASGOW FARMERS MARKET
DECOSTE CENTRE FOR ARTS & CREATIVITY
GLASGOW SQUARE THEATRE
PICTOU COUNTY CHAMBER OF COMMERCE
CHRONICALLY CREATIVE
ART2SEA GALLERY
PICTOU COUNTY PARTNERSHIP
MULTICULTURAL ASSOCIATION

TOWN OF STELLARTON
TOWN OF NEW GLASGOW
TOWN OF TRENTON
MUNICIPALITY OF PICTOU COUNTY
PICTOU LANDING FIRST NATION
TOWN OF PICTOU
TOWN OF WESTVILLE

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FOR YOUR
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Destination Halloween Pumpkin

