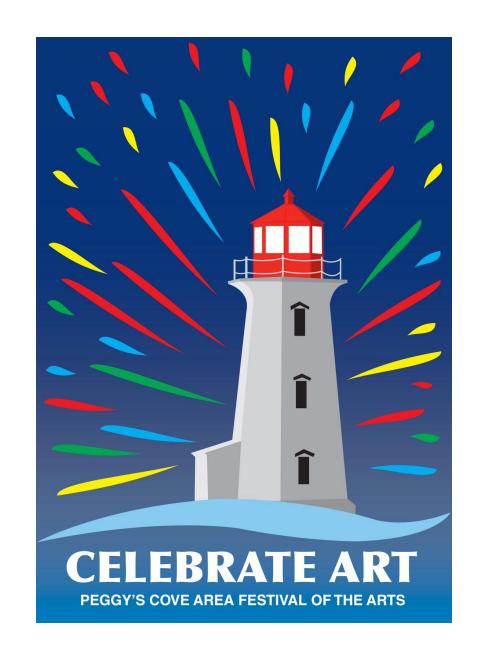


Founded by Anne Chisholm in 2011



First Year: 2011

- Opening Night with fireworks
- Photography Exhibit
- ARTSCAPE Art Show
- Two Music Concerts
- Music Workshop
- Paint Peggy's Cove
- Studio Tour
- Open Gallery with Wine and Cheese
- Art Demonstrations









2012: Registered as a Non-Profit Society

Events in Year Two:

Opening Night

Paint Peggy's Cove

Studio Tour

Music Concert



Paint Peggy's Cove

On the rocks, wharves and lanes in the village of Peggy's Cove

Draws over 3500 visitors every year.

Plein air artists from all over the Maritimes love this event!

- In 2023, registration filled up in less than 48 hours.
- Only space for 30 artists







Children's Art Tent

About 100 children participate over the three-days

PPC requires many volunteers.

Over 40 people - members and non-members - take a shift.





Venue Challenges

A yurt tent has been used since 2013.

In 2024, the committee is hoping to secure a new venue through the new Peggy's Cove Centre for Arts and Culture.









Opening Night

Very well-attended event Hubbards Barn for last two years



Studio Tour

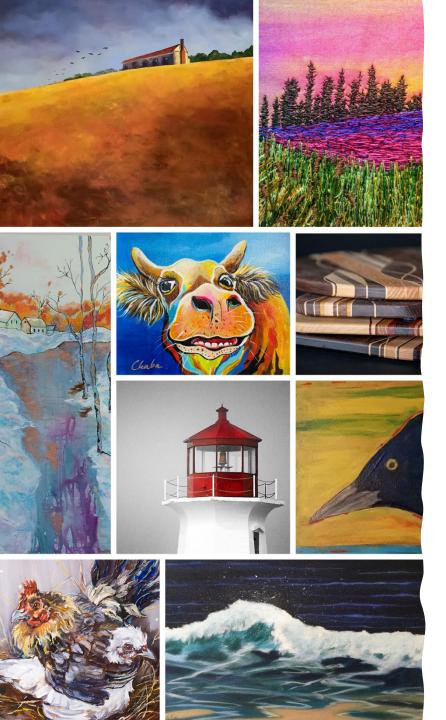
2011 – 25 artists/galleries

2023 – 72 artists/groups/galleries

Catchment Area

• Enlarged in 2015 to include Hammonds Plains and Timberlea areas.





Studio Tour Guidebook

- professionally designed fold out map
- online version <u>Halifax Art Map</u>
- printing costs covered by artist registrations and advertisement sales

Additional Festival Events

- Arts Fair
- Music Concerts















2015: Arts Fair

Workshops

- Music
- Drama
- Dancing
- Jewelry
- Felting
- Stained glass

Face Painting
Children's Art Tent
BBQ
Music Performances

Music Concerts

2011 Ryan McGrath, Meaghan Smith

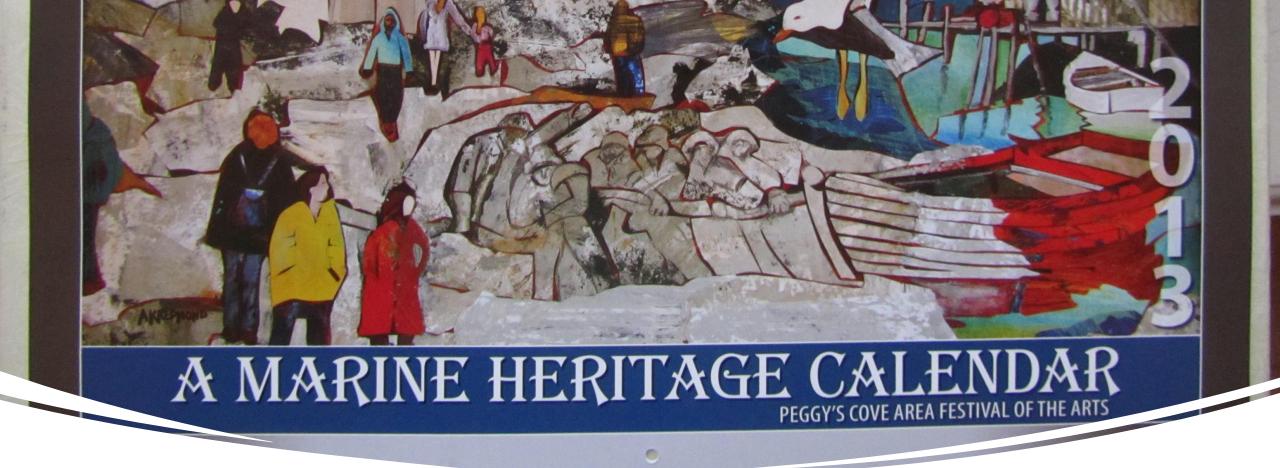
2012 Kim Dunn, Erin Costelo, Naming the Twins

2012 Jodi Bastian, Old Man Leudecke

2013 The Hupman Brothers, Ian Sherwood

2014 Los Primos, Charlie A'Court





2012 Art Calendar

- Fundraiser
- Filled with artworks by PCAFA artists

2015: Paint Hubbards

Plein air location that coincided with Paint Peggy's Cove weekend.





2014 Promotional Activity: Let's Play Fish









2015 Promotional Activity: Art is All Around







2019
Promotional
Activity:
Pieces of
Eight



Members' Activities

- Engaging artists throughout the year
- Nurturing community spirit





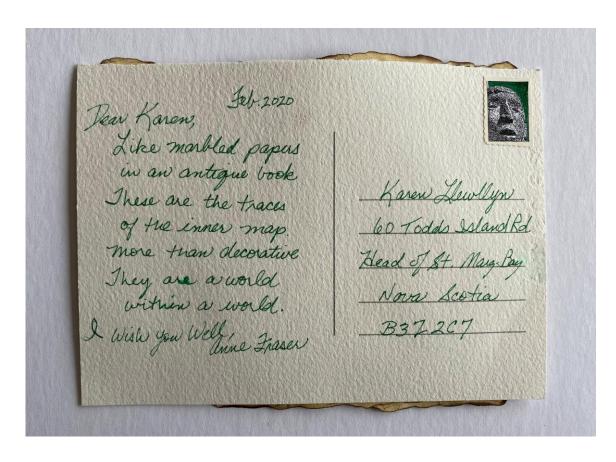


Double Take: 2018

Take Away: 2019



Post Card Project: 2020





Artful Birdhouses





Oceans of Artists





Christmas in the Bay

Co-presenting partner since 2021



Solstice: 2022







Prow Gallery







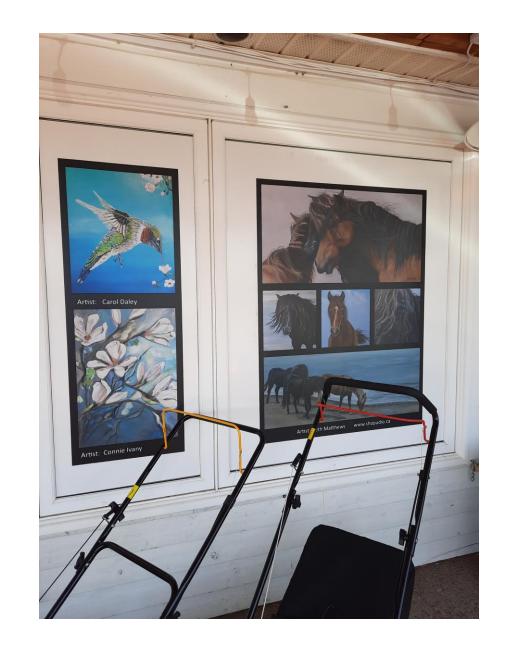
Community Art Exhibits





Redmond's Window Displays

- Since March 2022
- Vinyl posters on exterior of store
- Changed seasonally, twice a year
- Members submit photos





Society Name Change

- A true spirit of community has emerged
- We are no longer just a two-week festival
- Name change better reflects who we are and who we want to become

Strategic Plan 2023 -2026

MISSION

Bring together a community of artists to foster growth and development; and provide opportunities to share their work, knowledge, ideas, and passions

VISION

A sustainable community of artists and supporters that is deeply engaged and inclusive, enriching the lives of others



PCAAS Financial Situation

- Over the years, net expenses have consistently been covered by sponsorships, grant funding and membership fees.
- There has been a slow accumulation of excess funds. To date, our bank account holds \$32,700 in savings.

Biggest Expenditures

- Marketing expenses are by far, the greatest expense we incur.
- Approximately \$15,000 was spent on advertisements (print & digital), signs, banners, and print materials in 2023.
- Administrative expenses are usually around \$10,000 per year.



Storage Shed

- display panels
- signs
- sandwich boards
- supplies
- table
- tents
- Chairs
- etc.



Communication

- Website
- Social Media (Facebook, Instagram)
- Monthly Newsletter

ggy's Cove Area Festival of the Arts

ctober 21 at 7:00 AM · 3

or Food is happening today, Saturday October 21st. See you ne SMB Community Enterprise Centre CEC.

just down the road, visit Crossroad Artists, having their fall and the street of the ligaret's Bay Food Bank





Peggy's Cove Area ART SOCIETY

Members

- In 2023, we had 110 members:
- 80 people participated in the Studio Tour
- 29 members did not

Many Hands Make Light Work



