

21 January 2017

Halifax Community Grants Committee
c/o Peter Greechan
5th Floor – 40 Alderney Drive
Dartmouth, NS B2Y 2N5

Maritime Centre for Contemporary Print
98 Victoria Rd.
Dartmouth, NS B3A 1V3

RE: Request for Adjudication of Eligibility for 2017-18 Community Grants Program

Dear Sirs and Mesdames,

The Maritime Centre for Contemporary Print (MCCP) is a new artist-run centre working towards opening in downtown Dartmouth in 2017. Registered as a federal not-for-profit corporation under the *Canada Not for Profit Corporations Act* on 1 June 2016, we are writing you today to request an adjudication of eligibility to apply for a capital grant during the present intake for the Halifax Community Grants Program, in spite of the fact that our organization will be approximately three months short of the one year requirement.

About the MCCP

The MCCP will be a professional quality fine art printmaking studio and cultural hub located in downtown Dartmouth, Nova Scotia. It will focus on the production and dissemination of contemporary fine art printmaking, with a vision of being an international centre for print excellence in Eastern Canada.

The MCCP studio will be open to the public through a membership program and will be equipped with professional quality equipment for the various printmaking techniques, including lithography, relief printing, intaglio, serigraphy (fine art silkscreen), letterpress, and monotype. Members will have access to the studio equipment, and regular courses will provide instruction on the various types of printmaking. Membership in the MCCP will function similarly to membership in a gym, in that it will provide the member access to better and larger equipment than they could reasonably install in a home studio.

The MCCP will host residencies of international artists, with the objective of both providing top quality studio space to the artist while also bringing top quality international artists to Dartmouth, the HRM, and Nova Scotia to both work and share their expertise with the community. Opportunities for the public to engage with these artists will be provided both through the centre itself and in partnership with other galleries locally.

Finally, the MCCP gallery will be the only gallery space in the Maritimes dedicated entirely to printmaking.

About fine art printmaking in Halifax

Halifax is served by NSCAD University, which offers a fine art printmaking program graduating between 6 and 12 students every year, however Halifax has no fine art printshop open to the public available for these students to continue to pursue their passion locally. Printmaking artists have the option to either

move away, to switch to another discipline such as painting, or to try to cobble together their own equipment.

Printmaking by its nature requires the use of heavy and expensive equipment and a need to strictly comply with safety issues. Few artists can afford or accommodate such equipment and ventilation requirements in their homes or studios. Because of this, the communal aspect of the print studio is one that has been developed across Canada and the world, but which is currently absent from the HRM.

In spite of this absence of accessible equipment, printmaking itself as an artform is well represented in the Halifax art scene. The Halifax Crafters Market, for instance, had 11 of 77 vendors at their spring 2016 show with some element of printmaking represented in the work they were selling, usually either work that had been printed while a student at NSCAD, during a residency at a print shop in another community, or by hand at home with limited tools.

A market survey completed in May/June 2016 indicates that demand for the printshop exists in Halifax. When provided an overview of the shop, initial reactions were positive across the board, with more than 85% of respondents reporting their first reaction as "Very Positive." Approximately one in four respondents indicated that they would definitely purchase a membership if the shop were open today, with a further half of respondents indicating that they would maybe purchase a membership.

Printmakers in Nova Scotia are organized loosely in the provincial NS Printmakers association, which has approximately 80 active, paid members as of January 2017. Anecdotally, we know of many printmakers in Nova Scotia who are not aware of the association, indicating that the printmaking population is larger than the member roll would suggest.

About our application

We are currently in the fundraising stage of development, with an eye towards opening during the calendar year 2017. Our business plan is in place and has been discussed and refined with input from both printmaking and entrepreneurship experts. After discussion with a small business advisor at East Coast Credit Union, we have set a goal to raise at least \$100,000 through a combination of grants, corporate sponsorship, private investment, support from foundations, and pre-sales to members. This round of fundraising will allow us to finance the purchase of a property and the significant investment in equipment necessary for operations.

It is our hope that we will be able to submit to your program during the current application period as part of this round of fundraising. We believe that the M CCP will provide a service that is currently missing in the Halifax art scene, will provide broad public benefit through the many opportunities for public engagement, as well as to help promote Halifax as a destination for professional artists.

Thank you in advance for your time, and we look forward to your decision.

Original Signed by:

Maria Doering
President and Executive Director

Original Signed by:

Scott Fisher
Vice President and Business Manager

Enclosed: Articles of incorporation, market survey results, indicative photos of similar printshops



- 1 Corporate name: Maritime Centre for Contemporary Print
2 The province or territory in Canada where the registered office is situated: NS
3 Minimum and maximum number of directors: Min. 3 Max. 16
4 Statement of the purpose of the corporation: See attached schedule / Voir l'annexe ci-jointe
5 Restrictions on the activities that the corporation may carry on, if any: None
6 The classes, or regional or other groups, of members that the corporation is authorized to establish: See attached schedule / Voir l'annexe ci-jointe
7 Statement regarding the distribution of property remaining on liquidation: See attached schedule / Voir l'annexe ci-jointe
8 Additional provisions, if any: None
9 Declaration: I hereby certify that I am an incorporator of the corporation.

Name(s) - Nom(s)

Signature

Scott Douglas Fisher

Scott Douglas Fisher

Maria Doering

Maria Doering

A person who makes, or assists in making, a false or misleading statement is guilty of an offence and liable on summary conviction to a fine of not more than \$5,000 or to imprisonment for a term of not more than six months or to both (subsection 262(2) of the NFP Act).

La personne qui fait une déclaration fautive ou trompeuse, ou qui aide une personne à faire une telle déclaration, commet une infraction et encourt, sur déclaration de culpabilité par procédure sommaire, une amende maximale de 5 000 \$ et un emprisonnement maximal de six mois ou l'une de ces peines (paragraphe 262(2) de la Loi BNL).

You are providing information required by the NFP Act. Note that both the NFP Act and the Privacy Act allow this information to be disclosed to the public. It will be stored in personal information bank number IC/PPU-049.

Vous fournissez des renseignements exigés par la Loi BNL. Il est à noter que la Loi BNL et la Loi sur les renseignements personnels permettent que de tels renseignements soient divulgués au public. Ils seront stockés dans la banque de renseignements personnels numéro IC/PPU-049.

Schedule / Annexe

Purpose Of Corporation / Déclaration d'intention de l'organisation

The Maritime Centre for Contemporary Print is a professional quality fine-art printshop and cultural hub in downtown Dartmouth. It is focused on the production, presentation, promotion and dissemination of contemporary fine art printmaking.

Schedule / Annexe
Classes of Members / Catégories de membres

The Corporation is authorized to establish one class of members. Each member shall be entitled to receive notice of, attend and vote at all meetings of the members of the Corporation.

Schedule / Annexe

Distribution of Property on Liquidation / Répartition du reliquat des biens lors de la liquidation

Any property remaining on liquidation of the Corporation, after discharge of liabilities, shall be distributed to one or more qualified donees within the meaning of subsection 248(1) of the Income Tax Act.

Maritime Centre for Contemporary Print Marketing Survey Results

- 65 responses in a 3 week period, May 27 - June 17 2016
- Demographically:
 - 44% of respondents were aged 24-39. 25% were 40-54
 - 56% were from HRM, 17% from the rest of NS, and 24% from the rest of Canada
 - 86% considered themselves artists, and 63% considered themselves printmakers
- 86% “Very Positive” initial reaction. No negative initial reactions
- 16 respondents would definitely purchase a membership. 31 more would maybe buy one
- 20/33 would attend a weekend workshop
- 12/15 would attend a 7-week course
- Of the printmaking techniques we will offer:
 - Relief is the most well known, with 13 expert and 22 comfortable with it
 - Intaglio is next, with 8 and 22
 - Monotype is 8/19
 - Lithography is 5/22
 - Silkscreen is 6/19
 - Letterpress is not well known in Halifax, with only 4 experts and 14 comfortable
- 36 of 65 respondents either have limited or no access to printmaking equipment, and wish they had better access.
- 41 of 61 respondents are satisfied with their access to art supplies, either through local shops or online options.
- Of those artists who completed a residency in the last three years, most had it funded by a variety of sources rather than by one source solely. Most commonly, the host studio would fund part of the residency (likely the actual residency fee itself) while the artist would fund part of it themselves (likely travel, accommodation and supplies). Less than half of the artists (8 out of 17) said their residency was fully funded by one source, whether that was grants the studio managed, grants they themselves applied for, or fully paid by themselves.
- When considering a residency, the factors considered from most to least important are:
 - Cost (35 out of 43 respondents said this was very important)
 - Availability of accommodation (31 out of 43)
 - Quality of the facilities (26)
 - Duration (17, with 21 more saying somewhat important)
 - Geographic location (17, with 18 saying somewhat important)
 - Availability of assistance (12)
- Pricing across the board was considered fair, with most of our proposed pricing following a pretty standard distribution. Associate membership and weekend workshops skewed slightly to the less expensive side, while the residency program skewed slightly to the expensive side, but nothing seemed to be significantly out of line.
- Comments were positive across the board:

- “I’m really excited about the prospect of a print studio in Nova Scotia with reasonable access”
- “What a fantastic concept. I love everything about it.”
- “Looking forward to more print-based artistic opportunities in HRM! Great idea!”
- “I’ve not been able to print by hand on a press since graduating in 2008; the possibility of being able to book press time again is definitely an attractive thought, especially since it’s in Dartmouth.”
- “I’ve been hoping for something like this for years and living in downtown Dartmouth I’m very excited!”
- “Bravo! We need this in Nova Scotia.”
- “Make it happen, it’s a long time coming”
- “I don’t currently need such a facility but may when I downsize from my current residence. It would be good to know that I can move to a smaller home and still continue printing. I hope you are able to get this project up and running. it would be good for printmaking, good for Nova Scotia and great for Dartmouth.”
- “This is a great idea, and greatly needed. There is lots of interest in my area but unless you are a faculty member at StFX, no current access to equipment. We tried to get a very simple printmaking facility going at ASAP Art Centre, but lacked the funds.”
- “I am really excited for the opening of your Print Centre in the neighbourhood.”
- “Although not currently located in Nova Scotia, I return often to visit my family. The MCCP is an incredible initiative and it certainly opens up the possibility for me to return to NS to continue my artistic endeavours in print media. I wish you the best of luck and look forward to visiting in the near future!”
- “Really excited by the project for the facilities, gallery space and residency!”

Indicative photos of printshops similar to M CCP



Atelier de l'Île, Val-David, QC



Open Studio, Toronto, ON



Zea Mays Printmaking, Boston, MA