

PLACING FREDERICK COUNTY

on the National Art Canvas



Easels in Frederick has become one of the county's signature art events and has helped to further Frederick's reputation as an arts city throughout the nation. Our all-volunteer planning committee, organized with support from another 75 volunteers, produced the 5th annual event, which was made possible in large part thanks to financial support from private and public sector benefactors.

During our 2015 event

- Thirty of America's most accomplished competitive plein air artists from 19 states painted for five days throughout the county, exhibiting 114 paintings for judging and sale at the Grand Exhibition, where \$14,000 in cash prizes were awarded.
- More than 1,200 people visited the Grand Exhibition during the private Collectors Preview and free Public Opening, viewing the art and purchasing 61 paintings totaling \$66,327 in sales.
- The adult Quick Draw Contest attracted 62 artists from Maryland, Pennsylvania and Virginia, as well the event's juried artists from across the country—all vying for \$2,000 in prizes. Hundreds of spectators observed the painters at their easels and bought 36 paintings totaling \$12,725 in sales.
- A plein air workshop, gallery exhibit and Youth Quick Draw Contest provided valuable experiences for 42 young artists.
- Free painting demonstrations and lectures broadened the public's understanding of plein air painting.
- Our searchable, web-based digital archive, which is a way of documenting our vanishing landscape, expanded to 553 paintings of Frederick County scenes.

TRAILBLAZING FOR ART

Gifts to the community

In addition to producing an annual event that celebrates the community on canvas, *Easels in Frederick* is committed to sharing our success in ways that further cultivate Frederick's status as an art destination, offer art education opportunities and serve as an economic engine for the city and county.

With proceeds from the 2015 event, *Easels in Frederick* is giving \$4,500 to Arc of Frederick County to underwrite art programming for its clients. We will also contribute \$500 to the Frederick County Landmarks Foundation for the first cash prizes to be awarded at the Barnstormers Plein Air Paint Out. Most Barnstormers participants are from Frederick County, so this gift allows us to support local artists.

Given adequate financial support, in 2016 we plan to help finance the first phase of an exciting project the Tourism Council of Frederick County has long wished to pursue—formalized visitor programming that is based on the arts and is intended to attract arts aficionados. This "art trail" project will offer a new and enlightening way to discover and enjoy the community. It will also bring fresh visibility to local artists, galleries and art centers, as well as restaurants, shops, museums and other businesses. The project will involve intensive research and development of print materials, interactive website content, and more.

Celebrate fine art—and help forge the trail

Easels in Frederick must raise \$49,000 in order to produce the quality plein air event for which it has become nationally known—and to underwrite costs associated with the art trail project. With your help, we can do both!