



A New Library and
Enhanced deCoste Centre



Dear friends,

Within these pages, we will introduce you to an exciting project that will transform Pictou's downtown and waterfront. Pictou West is in dire need of a new library that is modern, spacious and accessible. The deCoste is soon to celebrate its 40th anniversary and requires upgrades and expansion. We plan to build one of the most exciting cultural facilities in rural Nova Scotia. We need your help to get construction started. Every contribution to this project moves us one step closer. Let's be the change we want to see in our community.

Mayor Jim Ryan
Town of Pictou

come together



Dear friends,

The new library project and expansion of the deCoste Performing Arts Centre is especially important to residents of Pictou West. If we want to attract new residents and visitors to the county, we need to offer high-quality social and cultural experiences. Public libraries have changed a lot and we need to create a library that is better able to service the needs of all residents. This facility will help us to reach our goal of all public buildings being fully accessible. We are pleased to support this project, and we encourage you to contribute as well for the betterment of our region.

Warden Robert Parker
Municipality of the County of Pictou



There are over 41,000 visits to the Pictou Library each year.



The deCoste has hosted more than 3,000 shows over the past 39 years.



This project expands the deCoste facility from 13,000 to 22,000 square feet.



Pictou-Antigonish Library is a recognized leader in building public spaces.



Pictou Library is forecasted to more than double its use.



Planning for this project began in 2017. Extensive public consultation has been done.



Both the Town of Pictou and County of Pictou have confirmed capital and operating funding.

With \$1.2 million raised, we have only \$500K left to raise.


Why are we planning to expand



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PICTOU WEST NEEDS A NEW LIBRARY! The current facility no longer meets community needs, cannot deliver the services and programs of a modern library, and is not accessible.

An expanded facility, hosting a new library, will draw 30-50% more patrons, having a multi-million dollar impact on downtown expenditures.

We believe that Pictou County can grow its creative sector by bringing together multiple arts organizations under one roof. Performing, literary and visual arts will  and partnerships will flourish.

The deCoste sells 23,000 tickets annually, and we expect to reach 30,000 by 2025. We need to plan for growth now and over the next 40 years.

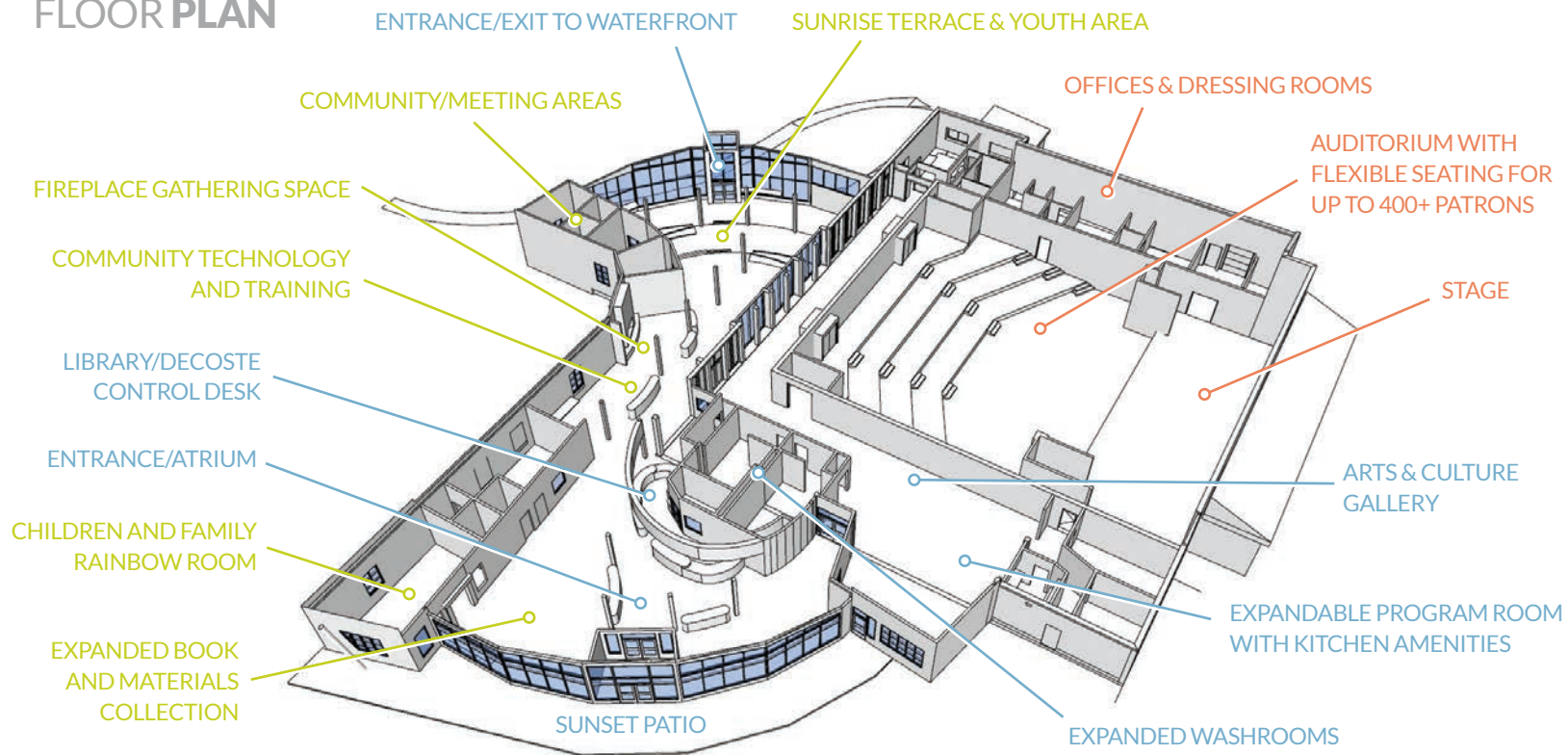
The deCoste sells out most shows, facing line-ups inside and parking congestion outside. These are good problems to have, but must be addressed in this project.

The current deCoste building systems are at the end of their life. Plumbing, electrical and HVAC systems require replacement. This will reduce energy consumption and make the facility a leader in green technology for the region. We have an opportunity to improve pandemic resiliency with no touch controls, advanced air filtration, hand washing stations, etc.



Architectural depiction of proposed new facility. Large image is the view from the back/waterfront side. Upper right image depicts the front view facing Water Street.

FLOOR PLAN



100% ACCESSIBLE

■ LIBRARY SPACE

■ PERFORMANCE SPACE

■ SHARED THEATRE/LIBRARY SPACE

What will our new facility offer



1

An iconic architectural design that will provide a new gateway to the waterfront, with bold glass facades facing Water Street and Pictou Harbour.

2

A modern 9,000-square-foot public library that is built to achieve Rick Hansen Foundation accessibility certification.

3

Event hosting facilities to enable both the library and theatre to host more and larger events and programs, individually and in partnership.

4

New office, meeting, and function space that will be made available to other community and cultural organizations.

5

Rich technology resources and high-speed internet available to residents, theatre/library patrons, and tourist visitors to the community.

6

Gallery space throughout the new complex to host professional and community art exhibits.

7

An extensive upgrade to the deCoste, including replacement of all building systems, expanded and improved washrooms, audio/video/lighting upgrades, significant growth of the Murray Room and a complete refresh of the building exterior.

8

An ambitious public art program that will see many local artists contracted to create themed décor and functional elements for the new facility.

9

Expanded parking, including additional accessible parking spaces.

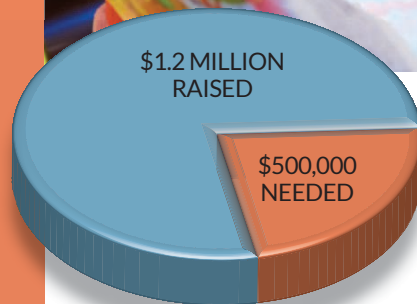
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An enhanced trail head for the Jitney Trail with the potential for bike and canoe/kayak rentals increasing physical activity on the waterfront.

TAKE ACTION

The overall budget for this project is \$6.7 million. The community was tasked with raising \$1.7 million, and we have only \$500,000 left to raise. This target includes capital construction, as well as the creation of an endowment fund. Investment earnings from the endowment fund will contribute to the operating costs of the library in perpetuity.

We encourage you to take action quickly so that we can acknowledge your contribution at upcoming campaign events. While there are options for quick/easy donations (phone, mail and online), we welcome an opportunity to meet with you to discuss our needs and opportunities for acknowledgement. A prominent donor wall will be placed within the new facility. There are also many opportunities for naming rights within the complex.



INVEST IN YOUR COMMUNITY

A new library and enhanced deCoste make Pictou County a stronger, more inclusive and vibrant place to live and work. We invite you to **invest what you can** in your community. Together we can reach our goal.

ONLY **\$500,000** LEFT TO RAISE
TOTAL GOAL: \$1.7 MILLION

How can I give



We are a registered charity and are able to offer tax receipts.

We need your help.

To successfully meet our goal, we need the entire community to embrace this project and give what they can. Please consider it an investment, ensuring Pictou County has one of the most vibrant and well-equipped cultural facilities in rural Nova Scotia. A donation now means an investment for a lifetime of opportunities for you, your family, and the entire community.

Make a Pledge Over Multiple Years

We are launching our campaign in the middle of a global pandemic. We know this has placed a financial strain on many in our community. We are pleased to offer the opportunity to spread your donation over multiple years, if necessary.

Make a One-Time Donation

We welcome one-time contributions and have a comprehensive recognition program to ensure your support is recognized and celebrated by all who use this facility over coming decades. We have identified targeted donation levels, but we are eager to discuss your specific intentions.

Give a Gift of Financial Instruments or Other Assets

We are able to accept securities as donations. Contact us to discuss. 902-485-8848



Give a Legacy Gift Through a Will, Trust or Estate

We are creating an endowment fund where **ALL CONTRIBUTIONS WILL BE MATCHED AND VESTED IN PERPETUITY.** The investment earnings will help to ensure the long-term fiscal sustainability of the facility. We welcome discussions of legacy gifts towards this project.

FREQUENTLY ASKED QUESTIONS



Q: Is a charitable tax receipt available for my donation to this project?

A: Yes, we can issue a charitable tax receipt for your donation.

Q: Is government committed to this project?

A: Yes, both the Town of Pictou and Municipality of Pictou County have shared a \$550,000 commitment to the project. The provincial and federal governments will contribute more than \$5 million.

Q: When will construction begin? How long will it last?

A: We anticipate launching construction by summer 2021. It is expected that construction will continue for 15 to 18 months. Our aim is for the deCoste to remain active, presenting shows throughout the construction period.

Q: Will there be opportunities to attach my family/company name to sections/elements of the new facility?

A: Yes, we have identified upwards of 30 naming opportunities to align with larger donations. We encourage you to get in touch to discuss possibilities. Donations valued at over \$500, and 'In Memory of' contributions will be recognized within the facility.

Q: How do I make a donation?

A: We have various options available to make your donation and encourage you to use what is most convenient. These include by mail, in person, online, or set up a meeting to discuss your wishes with a member of our fundraising committee. Information on each of these options can be found on page 11.

“ Libraries store the energy that fuels the imagination. They open up windows to the world and inspire us to explore and achieve and contribute to improving our quality of life. ”

– Sidney Sheldon

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MY GIVING POTENTIAL

Per Month	Per Quarter	2 Year Total
\$10.45	\$31.25	\$250
\$20.85	\$62.50	\$500
\$41.70	\$125.00	\$1000
\$62.50	\$187.50	\$1500
\$83.35	\$250.00	\$2000
\$104.20	\$312.50	\$2500
\$208.35	\$625.00	\$5000

Please contact us to discuss larger donations or organization/corporate giving. We welcome 'In Memoriam' gifts.

ways to donate...

cash

cheque

e-transfer

credit card

Payments can be made in person or over the phone to either location during operational hours (listed below). Cheques are to be made payable to **Pictou Cultural Hub** and mailed to the same in c/o of either facility using the mailing address listed below.

deCoste Performing Arts Centre
P.O. Box 39, 99 Water Street,
Pictou, NS B0K 1H0
902-485-8848 | 1-800-353-5338

Ask for
Nancy MacDonald or Jennifer MacLennan

Box Office Hours:
Tuesday to Thursday – 11:30 am – 5:00 pm

Pictou-Antigonish Regional Library Headquarters
P.O. Box 276, 182 Dalhousie St.,
New Glasgow, NS B2H 4M3
902-755-6031 | 1-866-779-7761

Ask for
Karen MacNeill or Jean Rozee

Headquarter Office Hours
Monday to Friday – 8:00 am – 4:00 pm

E-transfers can be sent to donations@culturehubpc.ca.

(Please provide contact information in e-transfer message to have receipt issued)

Credit Card payments can be made online by visiting
www.culturehubpc.ca.

come together



Proud to Support a New Library and Enhanced deCoste Centre



Pictou-Antigonish
Regional Library



culturehubpc.ca