



ALLIED ARTS COUNCIL OF LETHBRIDGE

COMMUNITY

CONNECT

2023



AAC STAFF & BOARD

AAC STAFF

7 STREET

Executive Director – Jana MacKenzie, Suzanne Lint (until March 2023)
Finance & HR Director – Danielle Gibson
Communications Manager – Kelaine Devine
Member Services & Projects Manager – Tara Gillanders (until October 2023)
AAC Works Manager – Emma Aubie
Public Art Coordinator – Katie Bruce
Administrative Assistant – Katie Fellger
AAC Works Assistant - Elly Brennan

CASA

Facility Operations Manager – Brad Goruk
Gallery Services Manager/Curator – Darcy Logan
Education Manager – Courtney Faulkner
Clay Services Manager – Aaron Hagan
Administrative Assistant – Angeline Simon
Indigenous Gallery Curator – Star Crop Earred Wolf
Program Support – Cass Williamson, Emily Metherel,
Camille Eudes, Ethan Roth (until May 2023)
Facility Attendant – Diana Zasadny
Reception – Sheila Shaw, Mikail Tate, Katie Fellger, Luka de Haan,
Elly Brennan, Elizabeth Keller
Custodians – David Farstad, Thorsten Nesch, Kent Nagata
Program Support Assistance – Lars Nodge, Nicole MacDonald

VOLUNTEERS

Our Clay Program is supported by a handful of volunteers who assist with programming and clay recycling. Over 550 volunteer hours were logged in the clay department in 2023.

Community volunteers also assist at special events and gallery openings. Our Board of Directors provides their time throughout the year for regular meetings, as well as when additional support is needed.

**VOLUNTEER HOURS
TOTAL: 1169**

AAC BOARD

President – Ian Zadeiks
Vice-President – Jon Oxley
Secretary – Jeremy Duchan
Treasurer – Janene Moch
Directors – Lisa Doolittle, Sharon Stevenson-Ferrari,
David Gabert, Kerry Gellrich, Sierra McTavish

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VISION

A vibrant
arts community
enriches Lethbridge

MISSION

The Allied Arts Council
of Lethbridge provides
leadership in advancing
and enhancing the
arts in Lethbridge

PRESIDENT'S REPORT

2023 was a year of transition for the AAC, with the retirement of Executive Director, Suzanne Lint, after 23 years in the position. After an extensive search process, Jana MacKenzie stepped into the leadership role in April, bringing extensive knowledge and experience in community arts programming and not-for-profit management.

2023 was also a year of celebration, with the 10-year anniversary of Casa arts centre, the regional arts hub for southern Alberta.

The Allied Arts Council is guided by a dedicated Board of Directors who provide strategic direction to the organization. There were some changes to the Board in 2023. The Board welcomed new members, Lisa Doolittle and Sierra McTavish. Long-time board member and President, Peggy Mezei, retired from the board.

At the AGM in 2023, Peggy Mezei and Don Reeves were presented with Honourary memberships in recognition of their work on the Board of Directors as well as their outstanding support for the arts in Lethbridge. The 2023 AGM was also held as a going away party and celebration of the contributions of Suzanne Lint.

2023 will be my last year on the Board, and I will miss the camaraderie and teamwork that I have enjoyed during my tenure on the Board. I have had the privilege of volunteering with some incredible people, and I am happy that nearly all of those incredible people are still actively involved with the work of the AAC. The AAC truly has a bright future in Lethbridge.

On behalf of the Board of Directors, I would like to thank our members and donors who continue to support us. I would like to thank my fellow Board members for their work and leadership, especially Sharon Stevenson-Ferrari, who is departing the Board, and who has always been an amazing advocate for the Arts in Lethbridge. Finally, I would like to commend and thank the staff of the Allied Arts Council for their continued efforts in making Lethbridge a better place to live by fostering the growth and development of a vibrant arts sector.

Ian Zadeiks
AAC President

EXECUTIVE DIRECTOR'S REPORT

2023 was a year of celebration for the Allied Arts Council of Lethbridge, as well as a year of change. After 22 years with the organization, Suzanne Lint retired from her position as Executive Director. Her dedication and commitment to advancing the arts in Lethbridge has certainly had a sustained effect on our community.

I stepped into the position of Executive Director in April 2023 and it has been extremely rewarding to be back working for such an important community organization. I first began working for the AAC in 2006 when operations were housed at the Bowman Arts Centre. My experience with, and knowledge of, the organizational structure and its various functions has given me a strong foundation for being at the helm.

A month into taking on this role was the 10th anniversary celebration of Casa. This was particularly special for me as I had been part of the team that transitioned AAC programming out of the Bowman and into Casa back in 2013. Some of my favourite moments over the past year have been the days when I give a tour of Casa to a new visitor. It is so rewarding to see how this facility contributes every day to a healthier and more creative community.

The return to pre-pandemic activity in 2023 is also worthy of celebration. Studio access use at Casa is higher than it has ever been, and our clay services program continues to serve more and more artists in our region. The Gallery at Casa hosted the extremely popular exhibition series, *The Waking Death*, in partnership with the Waking Death Collective. The Education Program presented several new unique art classes in 2023, like the mural street art course for youth. Orange Shirt Day programming was also a highlight and a special addition to our annual lineup of activities.

2023 was also a busy year for Public Art. The large mosaic piece by Michelle Sylvestre was installed at Legacy Park and many small vinyl works were installed on transformers around town. The re-design of a new website for the public art collection was an exciting addition to our communications strategy. We also signed on for an additional 2-year Public Art Administration and Communication agreement with the City of Lethbridge.

Annual reporting is an important part of informing our funders and supporters, but it is also a chance for us to take stock in what has been accomplished and how far we have come in our strategic plans. In reviewing our activity over the past year, I am so impressed with what this organization has accomplished, which is a result of the talent and enthusiasm of our team and their dedication to creating and nurturing opportunities for artists and arts audiences.

Jana MacKenzie
Executive Director

ADVOCACY

Through various initiatives and activities, the AAC highlights the value of a vibrant arts ecology in creating community connections and contributing to the health of individuals. Advocacy work is done to increase appreciation, understanding, and support for the arts, by instilling a sense of pride and celebration.

CITY OF LETHBRIDGE

The AAC maintains a strong relationship with the City of Lethbridge as part of our agreement to provide leadership for the arts and through the management of Casa arts centre. The AAC provides expert advice and support, and presents a voice for the arts through participation on various committees, including the Heart of the City Committee, Public Art Committee, and the Culture Masterplan Steering Committee.

TEAM LETHBRIDGE

The AAC remains an active member of the Team Lethbridge Mission to Edmonton, which is a group of 23 organizations that travel to Edmonton to meet with provincial ministries. The AAC has provided an arts perspective to the conversation at all seven Team Lethbridge missions.

JOINT ATTRACTIONS COMMITTEE – TOURISM LETHBRIDGE

Staff members attend quarterly meetings of the Joint Attractions Committee with Tourism Lethbridge. This active committee provides marketing support for the region, information on regional activities, and opportunities for partnership across the local attractions. The AAC provides information about arts activities in Lethbridge, including Casa, and contributes to the ongoing marketing discussions.

PERFORMING ARTS CENTRE

The construction of a Performing Arts Centre in Lethbridge remains a priority for the AAC. The lack of adequate and appropriate arts facilities required by arts producers and audiences is an ongoing concern. In 2021, Lethbridge City Council approved a resolution to designate Civic Commons as the future home of the Performing Arts Centre and advocacy work is underway to ensure this project makes it into the next Capital Improvement Program cycle.

MAYOR'S LUNCHEON FOR BUSINESS AND THE ARTS

This annual event is an opportunity to highlight the important relationships that are key to supporting a thriving arts ecosystem. Investment from local businesses, institutions, and from within civic government are necessary to advancing and enhancing the arts in Lethbridge.

Held on Wednesday, September 20, 2023 at the Sandman Signature Lethbridge Lodge Ballroom, this luncheon is also an opportunity to celebrate annual award winners who were nominated by the community and selected through a juried process.

Joan Waterfield Memorial Award: Fran Rude

AACE Individual Award: Connie Blackburn

AACE Service Award: Playgoers of Lethbridge

Young Artist Award: Camille Eudes

Aspiring Artist: Lev Zienchuk

The AAC sponsors awards at both the Arts Alive and Well in Schools event at the Southern Alberta Art Gallery and at the Lethbridge & District Music & Speech Arts Festival. The AAC also provides administrative support for the Ray Jolliffe Memorial Scholarship.



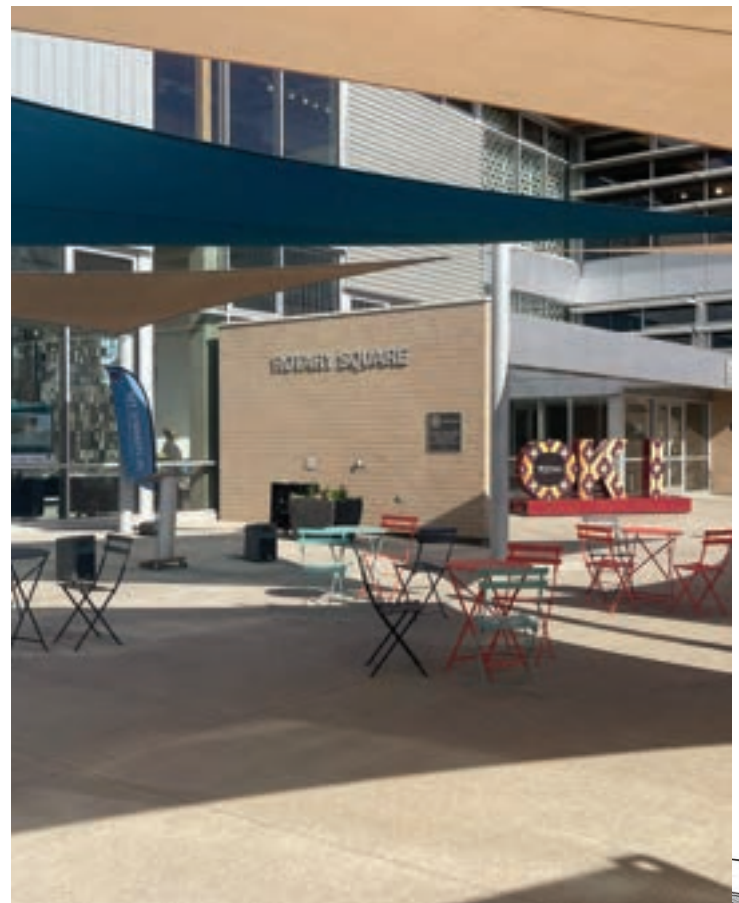
FACILITATION

Providing skill development and professional opportunities to artists, supporting creative and meaningful community activities, and nurturing an environment where individuals and families can find connection and a sense of place.

CASA ROTARY SQUARE REVITALIZATION PROJECT VIP RIBBON CUTTING

The revitalization of Rotary Square included the installation of shade sails, a mural panel on the south wall of Casa, banners along the sidewalk, and equipment for outdoor film screenings. To celebrate the completion of this project a VIP ribbon cutting ceremony was held on May 12, 2023.

All the partners involved in the project were invited to a continental breakfast at Casa. Invited guests included BCB Engineering, Ward Bros. Construction, Dawson Wallace, Lethbridge City Council, and City of Lethbridge staff, as well as key funders, Prairies Can and the Community Foundation of Canada.



CASA

Celebrating its tenth year, Casa continued to flourish as a destination for creativity and community in 2023. Noticeable growth occurred with numbers largely outpacing pre-pandemic levels. Studio and performing spaces were humming with activities, and once again well over one hundred thousand people came through the doors. This growth was mostly seen in the communal studio areas, with nearly fifty more studio artists calling Casa home to their creative ambitions. These new users, as well as studio stalwarts, accounted for 8,174 studio visits over the year. The largest increases were seen in the Clay Studio, which doubled in usage from 2019, and the Woodworking Studio, which saw its number triple.

In February, the AAC and ULethbridge Conservatory of Music partnered in presenting activities for the annual Family Fun Day celebration at Casa. In March, Casa was home base for the 36th annual Moonlight Run and shortly after that for the headquarters for the Lethbridge & District Music & Speech Arts Festival. Another significant event in March that saw a packed Community Room was a documentary film screening and performance held by the Filipino Canadian Association of Lethbridge.

May was a particularly special month with the tenth anniversary celebration of Casa. Casa10 activities included an open house and celebratory concert to showcase the facility, with this event being the first to utilize the newly installed shade sails on Rotary Square. The shades have dramatically changed how the space is utilized by groups and individuals, providing a welcome reprieve from the heat.

Casa was bustling throughout the summer months with the return of Centric Music Fest and the Upside Downtown: Concert + Art series. Summer art camps filled the classrooms and halls, and the community group, My City Cares, used Casa as a location for their back-to-school event, Ready, Set, Go!





In the fall, several theatre groups held auditions and rehearsals, including Lethbridge Musical Theatre, New West Theatre, and the Playgoers of Lethbridge. The Gallery at Casa's exhibition and partnership with the Waking Death Collective also brought multiple performances to the facility. As operations moved into the holiday season, year-end music recitals occurred throughout the building and audiences were once again treated to the Lethbridge Shakespeare Performance Society's rendition of *Shakespeare Meets Dickens*.

The vibrancy of day-to-day operations at Casa is also due to the regular usage by community groups like Beyond Limits Dance Collective, Lethbridge Centennial Quilter's, Lethbridge Symphony, Lethbridge Artists' Club, and many more arts organizations that call Casa home.

A notable disruption to operations and planned activities was the breakdown of the elevator at Casa, which was inoperable for several weeks. We are thankful for the patience and flexibility of Casa users, particularly those who regularly access the second level.

STUDIO ARTISTS

2021
98

2022
106

2023
142

STUDIO ACCESS COUNT

	2021	2022	2023
Clay Studio	869	3277	4547
2D Studio	122	319	740
Weaver's Studio	635	1631	1548
Textile Studio	18	18	153
Woodworking	255	657	1060
Darkroom	3	20	20
Printmaking	42	135	106
TOTAL	1944	6057	8174



DOOR COUNT

2021
40,740

2022
102,074

2023
138,872

RENTAL STATISTICS

NUMBER OF BOOKINGS

NUMBER OF ATTENDEES

	2021	2022	2023	2021	2022	2023
Community Room	54	175	314	3940	16,887	21,534
Meeting Room	17	120	188	917	1258	3063
Dance Studio	200	416	650	1447	4895	7503
2D Classroom	154	498	481	1021	3740	4062
3D Classroom	260	562	582	1815	4677	5738
Textile Studio	2	36	92	32	222	714
Woodworking Studio	16	48	61	88	280	568
Atrium	2	5	6	12	72	1223
Rotary Square	18	15	19	1218	1770	3193
Upper Patio	3	4	1	90	190	50
TOTAL	726	1879	2394	13,770	33,991	47,648



CLAY SERVICES

This area of operations is supported by a team of skilled professionals, as well as trained volunteers, providing services and supplies for Casa clay classes, studio access users, artists in residence, school workshops, the Arts Days 1lb Clay challenge, birthday parties, and direct sales to community artists. In 2023, support was also provided to mosaic artist, Michelle Sylvestre, for her public art piece at the Legacy Park pavilion.

Maintenance of kilns, the construction of tables, and plaster bats is all done in-house and the extensive clay recycling programming is part of day-to-day operations.



AAC WORKS

AAC Works is a retail space that provides artists an opportunity to showcase their work and generate revenue. This storefront has become one of the premier spots for fine art and craft created by southern Alberta artists.

In 2023, AAC Works experienced significant growth in both programming and operations. To enhance our engagement with the community, the Featured Artist of the Month program was introduced. Each Featured Artist hosted special programming on the third Saturday of their respective month, which included demonstrations in a range of mediums.

The most significant initiative in 2023 was the implementation of a new Customer Relationship Management (CRM) software, Amilia Smartrec. The AAC received a Capacity Development grant through the Rozsa Foundation, which assisted in covering the implementation and technology costs. Simultaneously, efforts were directed toward finalizing the configuration of the new AAC Works Point of Sale system. It has significantly streamlined the management of inventory, the generation of sales reports, and improved the overall sharing of information across the organization.

70%
COMMISSIONS
PAID TO ARTISTS

2021
\$10,364

2022
\$11,950

2023
\$15,778

The community was invited to get to know some of the local artists in the community and learn more about the practices of working artists





AiR COMMUNITY ENGAGEMENT SESSIONS

All Artists in Residence (AiR) commit to presenting a community engagement session. In 2023, 6 artist talks were hosted, which included 10 different artists. 3 artists held open houses and several of the AiRs hosted community workshops in felting, hand carving, and clay.

ARTIST IN RESIDENCE (AIR)

This program provides selected artists with free studio access at Casa through an adjudicated application process. The program also allows for local artists and community members to exchange ideas and processes through community sessions and working together in the communal workspaces.

In 2023, the program facilitated 9 AiRs: Noah Crowder (Victoria, BC), James MacDonald (Sherwood Park, AB), Sarah Mericle (Montreal, QC), Amy McAllister and Rachel Lee (Lethbridge and Calgary), April White (Montreal, QC), Karen Hare (Winnipeg, MB), Solange Roy (Winnipeg, MB), Laurel Scott (Calgary, AB), and Julia Hsia (New York, New York, USA).

Artists worked in a range of mediums. Utilizing the Textile Studio and Dye Room, making handmade papers from locally gathered plants. The 2D Studio provided space for en plein air oil painting and the printing press was utilized for several different projects. Wood carvings and sculptures were made in the Wood Studio, while some artists used the space to build canvas stretchers. In the Clay Studio, new glaze recipes were concocted and the Dance Studio provided space to explore movement and form.

ART/WORK PROFESSIONAL DEVELOPMENT

This series provides valuable information to artists at all levels of their practice.

Most presentations are available on the AAC YouTube Channel at AACLETH as an ongoing resource.

JAN 12 **Grant Writing** with Kari McQueen from the Alberta Foundation for the Arts - 23 attendees

FEB 2 **Intellectual Property Rights for Artists** presented by Ian C. Andrews from North & Company LLP, in partnership with the Southern Albert Art Gallery - 9 attendees

MAY 4 **Film Making in Alberta** with IATSE Local 212 President Damian Petti - 10 attendees

JUNE 1 **Canada Council Grants** with Pierre-Louis Pinel, Program Officer CCA - 14 attendees

OCT 5 **How to Prepare a Gallery Submission** with curator, Darcy Logan - 26 attendees

COORDINATION & ENGAGEMENT

The AAC coordinates events and activities that foster creativity and contribute to positive arts experiences for residents and visitors.

CASA 10

Casa arts centre, the regional arts hub of southwestern Alberta, celebrated 10 years of operations in 2023. On May 13, an open house was held and over 1,100 people took in the festivities. Free workshops were offered in textiles, printmaking, dance, and clay. Facility tours were provided throughout the day, as well as studio demonstrations, art documentary screenings, drop-in drawing, a community painting, buttonmaking, face painting, and of course, there was cake. In the evening, singer/songwriter Oscar Lopez (who played the first concert at Casa when it opened in 2013) performed for the crowd on Rotary Square and was the first concert held under the newly installed Shade Sails. The concert was sponsored by Tourism Lethbridge. As part of the celebration, a paper version of the Casa Connect was created with staff-sourced articles, games, and a commissioned comic strip from Eric Dyck.



EDUCATION PROGRAM

The AAC manages a robust arts education program at Casa providing opportunities that develop skills and creativity for all ages and abilities. Classes can be found in clay, drawing, painting, literary arts, performing arts, printmaking, photography, textiles, woodworking, and more. Educational classes are also offered through the Accessibility Modified Art Program for Adults (AMAPA) in which students attend with a support worker and the RAW program (Real Artists Working) which is a free drop-in program for individuals who are facing housing challenges. This program requires a referral from a social worker.

HIGHLIGHTS OF THE YEAR INCLUDE:

Annual Family Day festivities in February with the return of Box City, a Community Painting, Buttonmaking, Drawing, and Musical Fun from our partners at the Ulethbridge Conservatory of Music. In April, four Easter Camps were held. Throughout July and August Summer Art Camps were programmed for kids of all ages.

Youth Art Week was held in August as a 4-day program after the long weekend for youth aged 12 – 16. Classes offered were a Ceramic Intensive, a Drawing Intensive, and a new Mural Intensive.

Sweetheart Mug workshops were held in February and Clay Holiday Ornament workshops in November. These popular one-day workshops are affordable, fun, and provide a low barrier to art educational experiences. Other workshops in the series include making Planter Pots and Tea Light Lanterns.



EDUCATION STATISTICS

	EDUCATION PROGRAMMING			NUMBER OF ATTENDEES			
	2021	2022	2023	2021	2022	2023	
Core Courses	63	148	81	Students	445	1181	1499
Artist Partnership Programs	2	15	28	AP Students	9	89	186
Birthday Parties and Workshops	19	78	102	Participants	119	799	1216
TOTAL	84	241	311	TOTAL	573	2069	2901

LIFE DRAWING ON ROTARY SQUARE

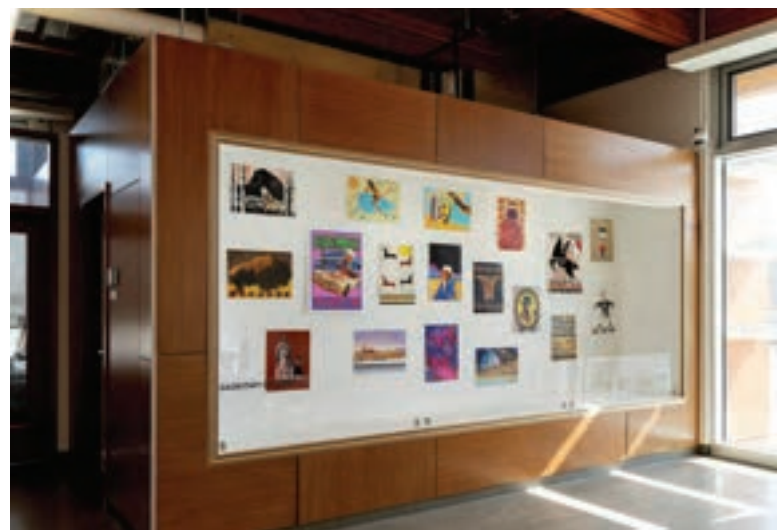
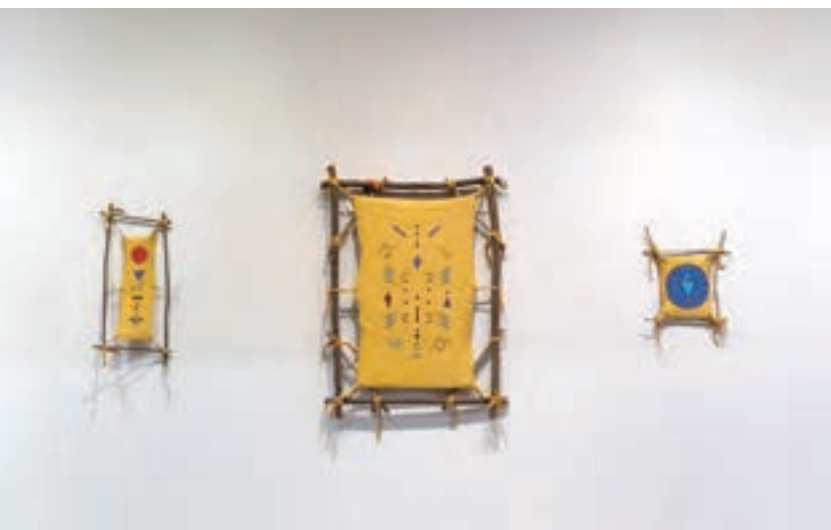
This free, drop-in program was another activity that benefited greatly from the addition of shade sails on Rotary Square. Held every Wednesday evening in July, this life drawing program provides models dressed in costume, and music in the background to match the theme of their outfits.



THE GALLERY AT CASA

2023 was a year of celebration and growth for our gallery programming. Innovative exhibitions were designed, and important community partnerships were formed. The Gallery continued its mission to exhibit the work of local and regional artists, national artists with a connection to our community, and exhibitions of unique interest to Lethbridge.

The Gallery program oversees several primary and auxiliary exhibition spaces in Casa and at the Yates Memorial Centre. Works were displayed by artists at all stages of their careers, from emerging to established, and in media ranging from the traditional to the experimental. The Main Gallery saw 33,353 people visit, and the auxiliary spaces were viewed by many more.



The Saokitapi Gallery is a project space dedicated to exhibiting work by Indigenous artists. Formally named and blessed by Elder Wilton Good Striker, the Saokitapi (prairie people) space is curated by Indigenous curator, Star Crop Eared Wolf.

The Platform Project Space is in partnership with the ULethbridge Faculty of Fine Arts and is a dedicated space for exhibiting the work of students in the program.

In 2023, 140 different artists participated in 46 exhibitions, and \$28,815 was paid in artist fees.

MAKING IT BIG IN LETHBRIDGE: JUNE 17 - AUGUST 19, 2023

This expansive community exhibition showed the work of 52 artists. The call for submissions referenced individual explorations of scale and size, accepting completed or proposed applications from artists across southern Alberta, working in any media.

WAKING DEATH: SEPTEMBER 9 - OCTOBER 28, 2023

This exhibition and event series was organized in conjunction with the Waking Death Collective (Mia Van Leeuwen, Annie Martin, and Shanell Papp). It explored issues of death and grief that elicited conversation about a difficult subject. The opening reception featured a 24-foot crocheted skeleton puppet paraded around the building with attendees in procession behind. This reception was the highest attendance at an opening in recent memory. The main exhibition featured work by David Garneau, Don Gill, Faye Heavyshield, Mary Kavanagh, Annie Martin, Shanell Papp, Bryce Singer, Kasia Sosnowski, and Adrian Stimson. Casa also partnered in presenting a series of keynote speakers, performances, and films throughout September and October, culminating in the ensemble performance *The Late-Night Ghost Show*.



KEEPING IT REEL FILM SERIES

From January through December, monthly art documentaries were screened in the Community Room at Casa. This free event presents films that are tied thematically to special calendar dates including Black History Month, Women's History Month, Indigenous People's Month, Movember, the Month of the Artist, and other topical subjects throughout the year.

Missed a film? Be sure to ask for a film catalogue and request a showing.



UPSIDE/DOWNTOWN

This free concert series is hosted every Thursday evening in July and August and has become a regular summer outing for local and regional audience members. The inviting and accessible atmosphere of Rotary Square continues to be an ideal spot for presenting the arts.

There were nine concerts held in 2023, the lineup of performers included: Yarboro; Dave McCann; The Cody Hall Band; Atomicos; Cousin Harley; Starpainter; John Wort Hannam; Bailey Kate; Badlands; Hippodrome. During four of the concerts, Artists in Residence at Casa presented their work in the Kiosks on Rotary Square, with some providing demonstrations of their practice.



GARDEN PARTY

In the summer of 2023, the Opportunity Lethbridge department at City Hall was seeking projects to bring positive activities to Galt Gardens in downtown Lethbridge. Direct funding was provided to the AAC, in partnership with the Southern Alberta Art Gallery, to present arts programming in the park.

Performances and art activities were programmed every Wednesday in August. Performers included Willy Big Bull, HIBIKIYA, Sandra Lamouche, the Bridge Brass Quintet, and the Little Lethbridge Opera Theatre Company. Art activities were led by Madeson Singh, Faye Heavy Shield, Angeline Simon, and Mary-Anne McTrowe.



ARTS DAYS/MONTH OF THE ARTIST

Arts Days Lethbridge is an annual celebration of the arts, held during the Month of the Artist, and in conjunction with provincial and national Culture Days in September.

2023 HIGHLIGHTS INCLUDE:

MONTH OF THE ARTIST ANIMATION PROJECT: A series of animations were commissioned from Corinne Thiessen and were supported by a grant from the Alberta Media Arts Alliance Society (AMAAS). The three films were released on social media in September: *LEARN, CREATE, ENJOY, CREATIVE BONES*, and *FAVOURITE DANCER*. These videos can now be accessed on YouTube and through the website.

DOWNTOWN LENS: This project paired artists with downtown businesses, bringing colour and vibrancy to the streets. Nineteen mural artists painted on storefronts, which were on display for two weeks.

ARTISTS AT WORK: Casa Artists in Residence, Solange Roy and Kylie Fineday, presented their work in the AAC Kiosks on Rotary Square.



AAC CABARET: Held in the evening on Rotary Square, audiences were entertained by local emerging bands, Peace for Bombs and the Decadent Phase. During the performances, three local artists projected their live drawings onto the side of the building.

ARTS DAYS AT WORD ON THE STREET: Traditionally held on Rotary Square, this family event moved to Word on the Street when their event dates moved to Arts Days weekend. The AAC chose to collaborate with the Lethbridge Public Library to engage with the community. Staff hauled a range of items from Casa to set up the annual 1LB Clay Challenge, a buttonmaking station, a large community painting, and face painting. There were also local artists and organizations providing demonstrations in wood-working, weaving, and clay-wheel.

ORANGE SHIRT DAY T-SHIRT MAKING WORKSHOP: Participants were invited to screenprint a design on a t-shirt and customize it with fabric paint and stencils. Debbie Kelman offered stories from a book she wrote with her late husband which included interviews of Piikani elders. It was a very special day with 250 people in attendance, excited to participate and learn more about Indigenous culture.





CHRISTMAS AT CASA

This popular Christmas market was held on November 17 and 18. Local artists and artisans of all disciplines set up booths, selling their wares to eager holiday shoppers. Environment Lethbridge was on site providing eco-friendly wrapping services and local musicians added to the festive spirit of the event.

With the elevator at Casa being non-functional at the time of this event, major alterations to booth lay-out had to happen. The two-level event was quickly altered to a one-level event. Several rooms that were used for art education were cleared out, clay wheels were moved back, and tables were reconfigured. The event was as successful as previous years and event organizers are grateful for the patience and flexibility of vendors.



MERRY MERCHANTS + MARKETS MAP

The Merry Merchants + Markets project included continued collaboration with community markets (Christmas at Casa, the SAAG Holiday Market, and the Rise Above Connections Christmas Market) and saw increased participation from downtown businesses. To make this collaboration a success, these businesses extended their operating hours until 9PM on Friday, November 17.

PUBLIC ART

The AAC provides administrative and communications support to the City of Lethbridge to implement the Public Art Program and an additional two-year agreement was signed in 2023. AAC staff provide support throughout all stages of public art projects, from the initial call-out to the celebration of completed works.

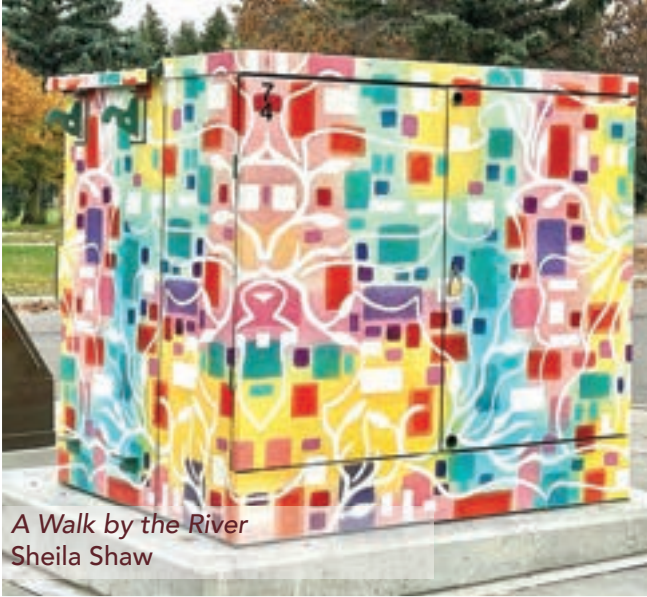
2023 HIGHLIGHTS INCLUDE:

Construction of a new website to better highlight the unique collection of public artworks in Lethbridge.

Hosting the Lethbridge Public Art booth at the Community Conversations events hosted by the City of Lethbridge at the Enmax Centre, which saw close to 1,100 visitors between the two events.



Send Receive All, Jill Anholt



A Walk by the River
Sheila Shaw



Symphony of Celebration
Stuart Biesbroek

Marjie Crop Eared Wolf's work *Sikóóhkotok* was installed in Galt Gardens near the Rotary Centennial Fountains and Galt Garden playground.

In partnership with Opportunity Lethbridge, three electrical boxes were wrapped near Festival Square. *Tomatoes* by Beany Dootjes, *Symphony of Celebration* by Stuart Biesbroek, and *Garden Party* by Karla Mather-Cocks.

Over 50 members of the public came out to celebrate the unveiling of the new work and artist talk in the Legacy Park Pavilion for Michelle Sylvestre's *A Similar Nature*.



Sikóóhkotok, Marjie Crop Eared Wolf

In response to a request by Infrastructure Services, the vinyl wrap titled *A Walk by the River* by Sheila Shaw, was installed on the electric vehicle charging transformer near the Bunka Centre.

A multi-site vinyl installation along 13 Street was undertaken as part of the Small Projects Plan. Ten transportation signal boxes were identified and three of those pieces were installed in 2023: *iSpy* by Aaron Hagan, *Nostalgia Unified (YQL)* by Alexandro Alvarez and *a vessel in between two places we've never been* by Nyne 'Strud' Seabound.

In August, we celebrated the completion of Michelle Sylvestre's work at the Legacy Park Pavilion, *A Similar Nature*, a piece that was also completed during her time as a mentee to Susan Day.

A result of a private-public partnership with Sumus, Jill Anholt's multi-part installation *Send Receive All* was completed at the Post building in downtown Lethbridge. Composed of twenty-four vinyl panels, a large sky-blue art screen, and nine metal script sidewalk inlays, this large project reflects the way that the original post-office connected Lethbridge to a larger multicultural community.



Garden Party, Karla Mather-Cocks



Tomatoes, Beany Dootjes



A Similar Nature
Michelle Sylvestre



I Spy, Aaron Hagan

PROMOTIONS & MARKETING

AAC Communications supports AAC departments at both 7 Street and Casa with branding and marketing strategies. These strategies include ad buys, the creation of publications, and the dissemination of digital assets across all our channels. Communications also support our Allied Members through a variety of online and print calendars.

Three times a year **Casa Program Guides** are created to inform the public about the arts education offerings at Casa: Winter, Spring/Summer, and Fall. Included in these helpful guides are programming from The Gallery at Casa, Studio Access information, artist-in-residence updates, upcoming events in the building, and available bursaries. The guides are both printed and available as digital versions on the Casa website.

Each month, four pages are created for the City of Lethbridge **Recreation and Culture Guide**. The Arts Info Page provides member spotlights and information from the AAC. The Casa page highlights offerings from The Gallery at Casa, Educational programming, and AAC activities happening within the building. The two-page spread for events in the Culture Guide featured the activities of member groups throughout the month.

MEDIA PARTNERSHIPS

The AAC maintains an ongoing relationship with **Vista Radio** with weekly radio spots and Art Tracks on Wednesdays on CJOC. The **Lethbridge Herald** has made a renewed commitment to community content and we value the stories shared about the arts in Lethbridge.

E-NEWSLETTERS

Three newsletters are delivered via email to the community. Arts in Lethbridge is delivered biweekly to members of the AAC and supporters. This newsletter contains important information on AAC activities, advocacy efforts, information from funders and the city, links to art opportunities and events in our community. The Casa Connect is open to all members of the community interested in events happening at Casa. The Friends of the Art Gallery is a targeted newsletter, free to the public, with information about upcoming exhibitions and invitations to openings and special gallery events.



WEBSITES

		2021	2022	2023
artslethbridge.org <i>*inflated due to DoS attack</i>	Users	92,111*	6967	8053
	Sessions	95,357*	9097	12,264
	Page views	113,643*	15,778	20,635
	Calendar of Events			752
casaletbridge.ca	Users	14,938	29,158	23,279
	Sessions	21,054	41,722	35,348
	Page views	62,266	122,065	92,546
	Calendar of Events		31	62
aacworks.ca	Users	919	511	678
	Sessions	1643	1008	702
	Page views	6445	4467	1117
publicartlethbridge.ca	Users	1097	1148	2300
	Sessions	1511	1550	3487
	Page views	6855	7559	9842

WEBSITES AND SOCIAL MEDIA

All of our websites have been changed over to the new Google Analytics platform. Work on a new Public Art website began in late summer. All of our websites are now using the same content management system (CMS), allowing for consistent posting and use by members of the staff. In the fall, the Casa website was also integrated with the Amilia Smart Rec system to offer online class registration.

In August, we deleted the AAC and Casa Twitter accounts. The changes on the platform made the site hostile to connecting with the public.

SOCIAL MEDIA

	2021	2022	2023
Allied Arts Council Facebook	1564	2352	2499
Casa Facebook	3565	4390	4685
Lethbridge Arts Days Facebook	1481	1713	1775
Lethbridge Performing Arts Centre Facebook	721	761	793
AAC Works Facebook	N/A	51	157
Allied Arts Council Instagram	1357	1592	1830
Casa Instagram	1937	2386	2842
Performing Arts Centre Instagram	247	247	246
AAC Works Instagram	N/A	168	346
Allied Arts Council YouTube	46	89	112
Casa YouTube	83	85	83

FUNDERS & SUPPORTERS

MEMBERSHIP

ARTIST MEMBERS: 41

ASSOCIATE MEMBERS: 6

FRIEND MEMBERS: 25

ALLIED MEMBERS: 39

Beyond Limits Dance Collective
Centric Music Festival
Chinook Woodturning Guild
Empress Theatre
Experience Theatre
Galt Museum and Archives
Geomatic Attic
Lethbridge & District Music & Speech Arts Festival Society
Lethbridge Artist Club (LAC)
Lethbridge Big Band
Lethbridge Branch of the Alberta Registered Music Teachers Assoc
Lethbridge Centennial Quilters Guild
Lethbridge Chinese Opera Society
Lethbridge Community Taiko Association
Lethbridge Folk Club
Lethbridge Irish Dance
Lethbridge Jazz Society
Lethbridge Musical Theatre (LMT)
Lethbridge Pride Fest
Lethbridge Public Library
Lethbridge Society of Independent Dance Artists (LSIDA)
Lethbridge Symphony Association
Lethbridge Weavers (Lethbridge Handicraft Guild)
Little Lethbridge Opera Theatre
New Music LAB
New West Theatre
Nikka Yuko Japanese Gardens
Oldman River Potters Guild
Playgoers of Lethbridge
Southern Alberta Art Gallery
Southern Alberta Taiko Society (HIBIKIYA)
Southern Winds
Textile Surface Design Guild
Trap\door Artist Run Centre
Troyanda Ukrainian Dance Club
ULethbridge Conservatory of Music
University of Lethbridge Art Gallery
Vox Musica Choral Society
Windy City Accordions

HONOURARY MEMBERS

Recipients of Allied Arts Council of Lethbridge honorary membership personify the AAC's mission, have a multi-faceted relationship with the AAC and have provided substantial contributions to the AAC over a significant period of time. Recipients are not restricted to former or current AAC members. Honorary membership is for life and recipients receive all privileges of voting members.

Ron Brown
Barb Cunningham
Donna Gallant
Kathy Hopkins
Karen Kay
Laura Kenwood
Margaret (Peggy) Mezei
Don Reeves
Gloria Torrance
Shirley Wyngaard

CONTRIBUTORS

\$3000 +

Val Matteotti Ranches Ltd

\$500 +

ATB Financial

AZ Lawyers LLP

Brent Oleksy, Royal LePage South Country

dwr Consulting

Jeffery Donkersgoed

KPMG

Lifemark Physiotherapy

Melcor Development Ltd.

North & Company LLP

St Andrew's Presbyterian Church of Lethbridge

\$200 +

Donkersgoed Feeders Ltd

Economic Development Lethbridge

FWBA Architects

Lethbridge Chamber of Commerce

Lethbridge Chinese Opera Society

SONGER architecture inc

Standout Photography

Sumus Property Group Ltd.

Ward Bros. Construction Ltd

Westwinds Management

\$100 =/<

Alane Witt-Lajeunesse

Bev Waters

Brendan Button

Curtis Goodman

Don Reeves

Jessie Westers

Jim Miller

Judith Nickol

Matt Miller

Southern Alberta Art Gallery

Suzanne Griffin

MEDIA PARTNERS



FUNDING SUPPORT

Alberta Government Canada

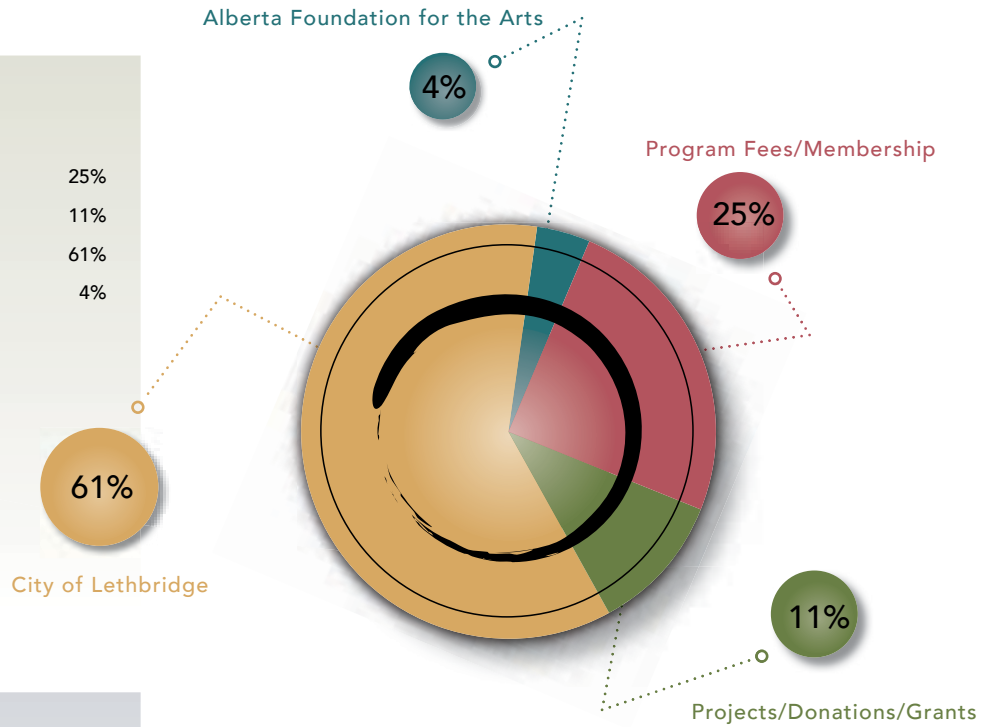


FINANCIALS

REVENUE

Program Fees/Membership	\$431,439	25%
Projects/Donations/Grants	\$187,462	11%
City of Lethbridge*	\$1,059,862	61%
Alberta Foundation for the Arts	\$69,500	4%
	<u>\$1,748,263</u>	

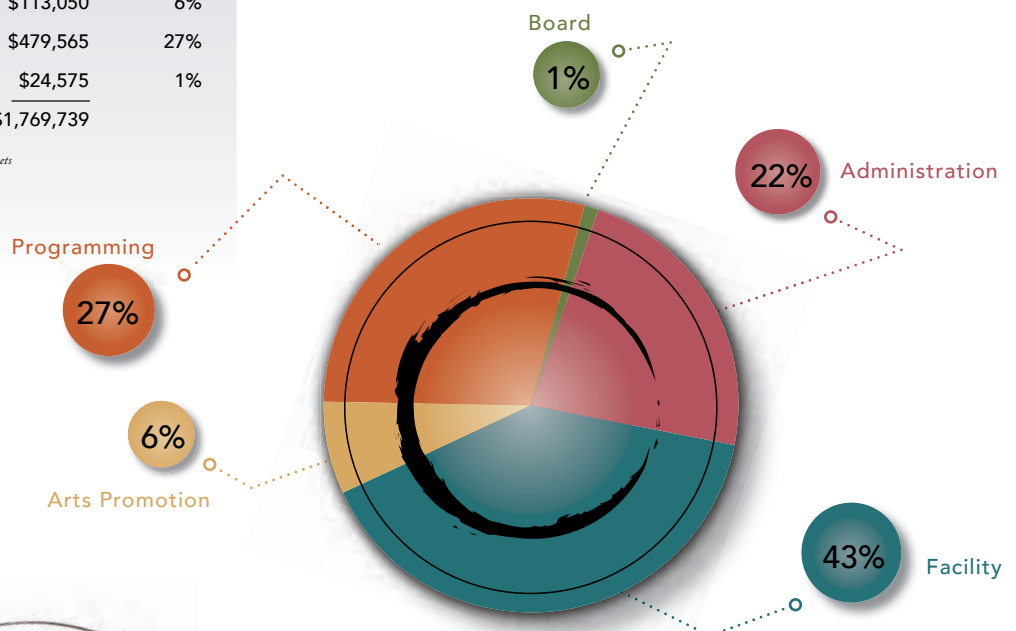
**Does not include imputed rent and amortization of deferred capital contribution*



EXPENSES

Administration	\$393,079	22%
Facility*	\$759,471	43%
Arts Promotion	\$113,050	6%
Programming	\$479,565	27%
Board	\$24,575	1%
	<u>\$1,769,739</u>	

**Does not include imputed rent and loss on disposal of capital assets*



ALLIED ARTS COUNCIL OF LETHBRIDGE

STATEMENT OF FINANCIAL POSITION

YEAR ENDED DECEMBER 31, 2023, WITH COMPARATIVE INFORMATION FOR 2022

	2023	2022
Assets		
Current assets:		
Accounts receivable	\$ 118,205	\$ 252,858
Goods and services tax recoverable	9,607	6,400
Prepaid expenses	3,880	5,232
	<u>131,692</u>	<u>264,490</u>
Cash and investments not available for current operations	1,431,065	1,265,589
Capital assets :		
Capital assets	546,922	462,301
Less accumulated amortization	<u>264,479</u>	<u>183,944</u>
	282,443	278,357
	<u>\$ 1,845,200</u>	<u>\$ 1,808,436</u>
Liabilities and Net Assets		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 63,522	\$ 65,543
Deferred revenue	66,872	31,523
Deferred contributions	33,848	55,707
	<u>164,242</u>	<u>152,773</u>
Unamortized deferred capital contributions	205,678	227,220
	<u>369,920</u>	<u>379,993</u>
Net assets:		
Invested in capital assets	76,765	51,137
Internally restricted	<u>1,398,515</u>	<u>1,377,306</u>
	1,475,280	1,428,443
	<u>\$ 1,845,200</u>	<u>\$ 1,808,436</u>

ALLIED ARTS COUNCIL OF LETHBRIDGE

STATEMENT OF OPERATIONS

YEAR ENDED DECEMBER 31, 2023, WITH COMPARATIVE INFORMATION FOR 2022

Year ended December 31, 2023, with comparative information for 2022

Program	Shared Services	Facility	Leadership	Total 2023	Total 2022
Revenue:					
Fees, sales and rentals	\$ 5,472	\$ 346,935	\$ 32,449	\$ 384,856	\$ 336,200
City of Lethbridge	-	623,813	436,049	1,059,862	764,585
- fee for service	-	565,857	-	565,857	506,417
- facility support	5,216	21,219	162,154	188,589	231,310
Other grants, donations and sponsorships	-	-	67,641	67,641	37,637
Fundraising and special projects	47,316	-	-	47,316	20,484
Other	-	-	-	-	-
Amortization of deferred capital contribution	-	34,452	34,452	68,904	-
	58,004	1,592,276	732,745	2,383,025	1,896,633
Expenses:					
Program costs	495	156,041	36,645	193,181	111,477
Administrative and support staff	286,203	582,530	278,654	1,147,387	913,969
Fundraising and special projects	437	-	137,274	137,711	166,435
Rent	-	565,857	30,647	596,504	535,450
Building maintenance	-	17,688	1,186	18,874	16,835
Office	43,021	-	9,149	52,170	39,772
Communications	5,795	18,987	42,600	67,382	66,763
Insurance	7,908	-	-	7,908	16,241
Other	23,281	-	-	23,281	24,578
Loss on disposal of capital assets	-	296	296	592	664
Amortization	-	45,599	45,599	91,198	19,736
	367,140	1,386,998	582,050	2,336,188	1,911,920
Excess (deficiency) of revenue over expenses	(309,136)	205,278	150,695	46,837	(15,287)
Program allocations	309,136	(154,568)	(154,568)	-	-
Net program surplus (deficiency)	\$ -	\$ 50,710	\$ (3,873)	\$ 46,837	\$ (15,287)

MISSION

The Allied Arts Council of Lethbridge provides leadership in advancing and enhancing the arts in Lethbridge.

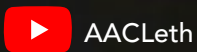
VISION

A vibrant arts community enriches Lethbridge.

Allied Arts Council of Lethbridge
318 7 Street South,
Lethbridge, Alberta, T1J 2G2

phone: 403.320.0555

email: info@artslethbridge.org



AACLeth



@AACLeth



AlliedArtsCouncil

The Allied Arts Council acknowledges that it operates on traditional Blackfoot Confederacy territory. We honour the Blackfoot people and their traditional ways of knowing and caring for this land, as well as all Indigenous and Metis people who have helped shape and continue to strengthen our community.