

The Allied Arts Council was formed in 1958 with a mission to enhance and advance the arts in Lethbridge. Throughout 2022, the organization continued to provide opportunities for our community artists and arts organizations, as well as, providing arts experiences for the greater community. Our efforts are outlined in the pages of this report.

MEMBERSHIP

2022 ALLIED MEMBERS

Alberta Media Arts Alliance Society

Blackfoot Canadian Cultural Society

Blackfoot Culture and Language Program

Centric MusicFest

Chinook Woodturning Guild

Empress Theatre

Galt Museum and Archives

Geomatic Attic

Lethbridge Artists Club

Lethbridge Big Band

Lethbridge Branch of the Alberta Registered Music Teachers

Lethbridge Chinese Manie Opera Society

Lethbridge Community Band Society

Lethbridge Folk Club

Lethbridge Handicraft Guild of Weavers

Lethbridge Jazz and Blues Society

Lethbridge Photography Club

Lethbridge Pride Fest Society

Lethbridge Public Library

Lethbridge Scottish Country Dance

Lethbridge Society of Glass Artisans

Lethbridge Society of Independent Dance Artists

Lethbridge Symphony Society

Little Lethbridge Opera Company

McNally Community Association

New Music LAB

New West Theatre

Nikka Yuko Japanese Gardens

Oldman River Potters Guild

Playgoers of Lethbridge

Southern Accord Chorus

Southern Alberta Art Gallery | MAANSIKSIKAITSITAPIITSINIKSSIN

Southern Alberta Taiko Society

Textile Surface Design Guild

Trianon Gallery

uLethbridge Art Gallery

uLethbridge Conservatory of Music

uLethbridge Faculty of Fine Arts

Windy City Accordions

HONOURARY MEMBERS

Recipients of the Allied Arts Council of Lethbridge honourary 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. Honourary membership is for life and recipients receive all privileges of voting members.

Ron Brown

Barb Cunningham

Donna Gallant

Kathy Hopkins

Karen Kay

Laura Kenwood

Gloria Torrance

Shirley Wyngaard





MISSION The

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

VISION A vibrant arts community enriches Lethbridge.

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^{*}A long form of the Annual Report with full departmental reports can be requested at the AAC 7 Street Office.

PRESIDENT'S MESSAGE

COVID-19 continued to have a negative impact on the arts sector in the early days of 2022. As the year progressed and restrictions were lifted, the AAC was able to return to pre-pandemic operations. Despite a slow start to the year, the AAC accomplished much as the board and staff continued to focus on providing programs and services that engage the community while supporting artists and arts organizations.

The Allied Arts Council is guided by a group of dedicated Board of Directors who provide strategic direction to the organization. The Board saw a change in composition at its AGM which was once again held virtually via Zoom on March 29, 2022. Long time board member and treasurer, Scott Rowland, completed his service to the Board and Kerry Gellrich was welcomed as a new director. The Executive also changed in composition with Ian Zadeiks, President, Jon Oxley, Vice-President, Janene Moch, Treasurer and Jeremy Duchan, Secretary being elected at the board's organizational meeting in April.

Planning was a major focus for this Board in 2022. The Board of Directors and senior staff participated in a facilitated strategic planning session in early June. The result of the session was the approval of a renewed 2019 – 2022 strategic plan for an additional two years as the plan's implementation had been negatively impacted by COVID. Focus areas of the plan include: relationship building, ensuring a well run and sustainable organization and revitalizing the organization brand.

The Board developed a four year budget, in alignment with these goals, which was presented to the City of Lethbridge in the fall of 2022. The budget included a significant increase in municipal funding to address increased insurance and security costs, a new requirement for a full financial audit, the high inflation rate, and improved wages to address attraction and retention issues.

Late in 2022, the Board launched an extensive search process to replace current Executive Director, Suzanne Lint, who will be retiring in the first half of 2023.



In addition to planning there were a number of highlight activities and initiatives throughout the year including:

- Commissioning an Economic Impact Study of the arts in Lethbridge
- Participating in the 2022 Team Lethbridge Mission to Edmonton
- Hosting an in-person annual the Mayor's Luncheon for Business and the Arts
- Allocating reserve funds to arts programming including: the 2023 Upside Downtown Concert Series, Keeping it Reel Film Series, continuation of the Indigenous Curatorial Project, continuation of the Artist Residency Program, and the Casa 10 Year Celebration

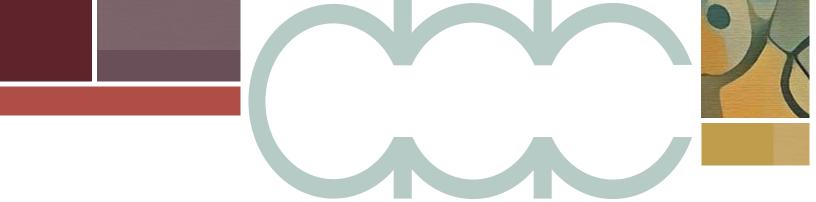
The AAC is looking forward to an exciting and productive 2023 as we welcome a new Executive Director and continue to implement the renewed strategic plan. On behalf of the Board of Directors, I would like to thank our members and donors who continue to support us as we continue to rebound from the pandemic. I would like to thank my fellow Board members for their work and leadership, particularly Peggy Mezei who is leaving the board after completing 6 years of service. Finally, I would like to commend and thank the staff of the Allied Arts Council for their efforts to make Lethbridge a better community as a result of their work to build a strong arts sector.

Ian Zadeiks, AAC President

2022 Board



The AAC Board acknowledges the funding support received from the City of Lethbridge, the Alberta Foundation for the Arts, Community Foundation of Canada, the Government of Alberta, Western Economic Diversification Canada, and Heritage Canada.



EXECUTIVE DIRECTOR'S MESSAGE

2022 began with continued COVID-19 concerns. As the year progressed, restrictions were lifted and we began the gradual return to our pre-pandemic programs. Sadly, several of our member organizations did not weather the pandemic and have ceased operations. For some of those that remained, the return to full in-person programming, as well as, the return of participants and audiences continued to be slow until the later part of the year.

Despite these challenges, the AAC remained committed to pursuing its mission of advancing and enhancing the arts, as we work to create a better community that is enriched by a strong arts sector. A key focus in 2022 was supporting the Board in their strategic planning and budget development processes. The Board's strategic plan and budget both concentrate on ensuring the AAC is a sustainable and productive organization as we recover from the effects of the pandemic.

We are grateful that many of our core programs were able to return to their pre-pandemic delivery methods. We were also grateful to see our students returning to education classes, arts enthusiasts returning to gallery openings, music lovers attending the Upside Downtown concert series, community members celebrating the Mayor's Luncheon for Business and the Arts, and vendors and shoppers returning to Christmas at Casa. There were also many new accomplishments including:

- Launching an Indigenous Curatorial Project by The Gallery at Casa
- The installation of shade sails in Rotary Square at Casa and the launch of a major mural competition for the south face of the facility
- Refurbishing the AAC Works retail space and the Merry Markets and Merchants Map initiative in conjunction with Christmas at Casa
- Successful bids on the City of Lethbridge RFQ for Public Art Administration and Communication (two-year contract) as well as the Arts in the Park and Canada Day programming RFQ (one year contract)
- Commissioning of Amanda Bigford's "Your Brain on Art" stop motion videos, supported by a grant from the Alberta Media Arts Alliance Society (AMAAS)



The AAC is able to successfully support our community arts organizations and artists while ensuring quality arts programming for the community due to our dedicated, expert staff. There were several changes to the AAC staff roster in 2022. Education Manager, Katie Bruce, assumed the role of Public Art Coordinator as a result of the successful bid for the City of Lethbridge public art contract. Courtney Faulkner joined the team as Education Manager in June 2022. Also new to the staff was Emma Aubie who assumed the role of AAC Works Manager in April. We were pleased to welcome Elly Brennan as a summer student in July and were pleased she was able to continue to work with us on a casual basis throughout the year.

The AAC is committed to providing our staff with opportunities for professional development. In 2022 Project Manager, Tara Gillanders, participated in a Leadership in Project Management through the University of Calgary learning program; Communications Manager, Kelaine Devine, attending the Alberta Media Arts Alliance Conference in St Paul and participated in a virtual Adobe Creative conference, and several members of the Casa staff completed first aid training through St. John's First Aid.

2022 was a year of particular significance for me as I informed the board of my intention to retire from my position in the upcoming year and they began the search for a new executive director. My annual expression of thanks takes on new meaning as I recognize not only my current associates and colleagues but also the many people I have had the pleasure of interacting and working with for over two decades. I express my sincerest thanks to the AAC Board of Directors for their commitment and support, to the many dedicated staff members who strive to implement the AAC mission on a daily basis, to the numerous contacts at the City of Lethbridge and throughout the community who support our efforts and to the countless artists and arts organizations who enrich the community. I am appreciative and grateful for my time with all of you and with the AAC.

Suzanne Lint

AAC Executive Director



ADVOCATING AND ENGAGING

Advocating the value of a vibrant arts ecology for our community; Engaging with our stakeholders.

The AAC works to increase appreciation, understanding, and support for artists and arts organizations in our community. This is achieved through initiatives, activities, and by building and maintaining strong relationships with our members, stakeholders, and the larger community.

CITY OF LETHBRIDGE

The AAC continued its strong relationship with the City of Lethbridge. Acting as a bridge to the arts community, the AAC provided expert advice and support services through participation on City of Lethbridge committees. Involvement with the City in 2022 included:

- Heart of the City Committee
- Public Art Committee
- City of Lethbridge Culture Masterplan Steering Committee
- Yates Memorial Centre Joan Waterfield Gallery exhibition support

TEAM LETHBRIDGE MISSION TO EDMONTON

The Team Lethbridge mission involves 23 community organizations participating in group meetings with Alberta Government ministries. The mission provides an opportunity for Lethbridge to showcase the assets, strengths, and attributes of Lethbridge as well as developing awareness for the value of our community to the province. The mission also provides an opportunity to build relationships and awareness of the community assets amongst the team members. AAC has provided an arts perspective to conversations on all seven Team Lethbridge missions to Edmonton

PERFORMING ARTS CENTRE

Although visible active work has been paused, the construction of a new performing arts centre (PAC) continues to be a priority of the AAC. City Council has extended the Capital Improvement Plan process to align the CIP and Operating Budget discussion. Sufficient, appropriate arts facilities are required for arts producers and arts enthusiasts in order to sustain and grow the arts ecology of the City. A reactivation of the Performing Arts Advocacy Group and more intense advocacy work for a new centre will begin as the next CIP cycle starts in 2026.

ECONOMIC IMPACT ASSESSMENT

In 2022, the Board of Directors approved the funding of an economic impact assessment of the arts in Lethbridge. The intention of this assessment is to capture how the arts impact the economy in Lethbridge and how this impact has been affected by COVID-19. Nichols Applied Management were hired as a third party to assess the data collected using two different surveys. The first survey collected information from arts organizations and artists which will measure the impact of their activates on the economy of Lethbridge. The second collected data from audiences at arts events which will provide information on the economic value of arts events. The final economic impact report will be released in 2023.













MAYOR'S CELEBRATION FOR BUSINESS & THE ARTS

SANDMAN SIGNATURE HOTEL BALLROOM; SEPTEMBER 14, 2022

The Mayor's Celebration for Business & the Arts is an annual event held to recognize the commitment of individuals, organizations, and businesses who have contributed to our thriving arts community. This event continues to be possible due the ongoing support from our partners and sponsors.

After two years of having to adapt the awards ceremony to accommodate public health restrictions, we were very excited to return to the traditional luncheon format where award winners, their supporters, local dignitaries, and event sponsors shared a delicious meal catered by Italian Table. Entertainment was provided by classical guitarist, Bradley Hagen, with technical assistance and video production by Sonic Multimedia.

The Joan Waterfield Memorial Award recognizes a member of the arts community, respected by their contemporaries for advancing and enhancing the arts:

Joan Waterfield Memorial Award: Dale Ketcheson

The Allied Arts Council Awards of Excellence (AACE) recognize individuals, organizations, and businesses that continue to make the Lethbridge arts community strong and vibrant:

AACE Individual: Lorraine Lee
AACE Service Organization: Reconciliation Lethbridge

AAC Awards recognizing artists of the future:



FACILITATING

Facilitating the growth and sustainability of artists and arts organizations by linking them to or providing them with, relevant professional development, support services, and related artistic practice opportunities.

CASA

Casa is a unique hub for community arts creation and learning in Lethbridge. The rooms and halls of Casa were quiet at the beginning of 2022, but as public health restrictions lifted, regular activity resumed. Throughout the year over one hundred thousand people entered the building to practice their craft, take in a show, learn a new skill, and participate in an artistic experience.

The community and meeting rooms were particularly quiet at the start of the year, with the first major event, Theatre Outré's production of *The Sissy Duckling*, being held in February. The Moonlight Run in March, as usual, brought large numbers of people to the building. By spring most resident groups and studio users had returned to their regular activities and occupancy was returning to pre-pandemic rates.

By summer, the facility experienced its usual shift of studio users taking a hiatus for the summer months, and art camps occupying all areas of the building. Local theatre group, Hootenanny, who presented entertainment on Rotary Square throughout the summer months, enhanced their partnership by providing activities and lessons for the summer camp attendees during class breaks. Several special events were held during July and August. The Centric Music Fest returned after being on pause during the pandemic and the Lethbridge Shakespeare Performance Society brought their performance of *Hamlet* to audiences at Casa.

Fall marked a full return of Casa activities, with major events in September including the Hawk and Harvest vintage and artisan market, the Lethbridge Symphony Association resumed their Intima Series; the Playgoers of Lethbridge used space for rehearsals; the uLethbridge Conservatory of Music held their year-end recitals; the Lethbridge Centennial Quilters held a multiday sewing session, and the Lethbridge Shakespeare Performance Society held their annual Shakespeare Meets Dickens performance.



RENTAL STATISTICS

	NUMBER	NUMBER OF BOOKINGS			NUMBER OF ATTENDEES			
	2019	2020*	2021*	2022	2019	2020*	2021*	2022
Community Room	251	38	54	175	16,500	1463	3940	16,887
Meeting Room	266	68	17	120	3244	938	917	1258
Dance Studio	819	363	200	416	8320	2829	1447	4895
2D Classroom	471	180	154	498	3820	1435	1021	3740
3D Classroom	551	265	260	562	5706	1877	1815	4677
Textile Studio	32	5	2	36	463	75	32	222
Woodworking Studio	69	30	16	48	758	256	88	280
Atrium	12	2	2	5	54	6	12	72
Rotary Square	4	12	18	15	700	141	1218	1770
Upper Patio	3	0	3	4	32	0	90	190
TOTAL	2478	963	726	1879	39,597	9020	13,770	33,991

*impacted by COVID closures

STUDIO ACCESS

Activity in the studios was the quickest to recover after the facility closures and the growth in studio access usage in 2022 was significant. For the first time since the building opened in 2013, Casa reached 100 current studio access pass holders over the summer months, with over 6000 studio visits throughout the year, an increase of over a 1000 from 2019.

STUDIO ACCESS PURCHASES AND RENEWALS

	2019	2020*	2021*	2022
Daily	351	84*	31*	75
Monthly	104	92	85	139
Yearly	76	43	49	80
Student	40	19	13	41
TOTAL	571	238	178	335

 $* impacted \ by \ COVID \ closures$





STUDIO ACCESS COUNT

	2019	2020*	2021*	2022	
Clay Studio	2142	1820	869	3277	
2D Studio	735	516	122	319	
Weaver's Studio	1533	1036	635	1631	
Textile Studio	113	32	18	18	
Woodworking	333	347	255	657	
Darkroom	6	5	3	20	
Printmaking	44	47	42	135	
					-
TOTAL	4906	3830	1944	6057	

^{*}impacted by COVID closures

CLAY SERVICES

Casa boasts a strong clay program that includes studio access for artists working in the medium and a robust education program for individuals of all ages and abilities. The clay program is supported by a team of skilled professionals who provide clay services. The program received a generous and significant donation of supplies and equipment from artist, Judie Gibb, in 2022. The program managed 305 kiln firings in 2022, the highest number of firings since Casa opened in 2013.

STUDIO SALES

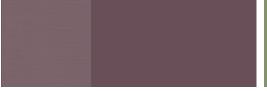
	2019	2020	2021	2022	
Boxes of Clay	416	346	342	433	
Studio Tools	40	69	41	37	
Artist Purchased Firings	834	618	413	1061	
Glaze Material	222	87	148	374	











ROTARY SQUARE REVITALIZATION PROJECT

A major project was undertaken in 2022 to improve the usability of Rotary Square and to address the non-functioning screen on the south façade of Casa. As a result of funding received through Western Diversification Canada and the Community Foundation of Lethbridge and Southwestern Alberta, banners were designed by Eric Dyck, equipment for outdoor screenings was purchased, shade sails were installed on Rotary Square to help with the hot summer sun and the screen was removed and replaced with a support structure and panels for a new mural which will be funded through the City of Lethbridge public art program and installed in 2023.

ARTIST IN RESIDENCE (AIR)

This program provides artists with free access to Casa studios through an adjudicated application process. All Artists in Residence (AiR) commit to presenting at least one community engagement session. In 2022, the AAC Board of Directors approved \$10,000 to support 5 artists participating in the program once all residency requirements were complete. We continue to see an invested interest in the AiR program, from artists both local and across Canada, and have had several inquiries from international artists looking to participate. There were eight artist residencies in 2022.













AAC WORKS

AAC Works is a retail space where artists can sell their work in a prime downtown location. In addition to providing revenue opportunities to artists, the role of this storefront is to reinforce the values fostered by the AAC; to support, cultivate and promote local artists in Lethbridge and the surrounding regions.

There were several updates to operations including the addition of Saturday hours of operation, new fixtures and display units, plus the launch of the AAC Works Facebook page and Instagram account (@ aacworksyql). Monthly artist demonstrations were held throughout the year and an artist Mix + Mingle was held during Arts Days. AAC Works also initiated the Merry Merchants + Markets Map, a passport featuring local holiday markets and downtown businesses in conjunction with the Christmas at Casa Market.

AAC WORKS STATISTICS

	2019	2020	2021	2022	
Number of Artists by year end	44	52	60	64	
Gross Sales	\$10,500	\$13,025	\$14,805	\$17,072	
Artist Commissions 70% Paid	\$7350	\$9118	\$10,364	\$11,950	

^{*}impacted by COVID closures

ART/WORK PROFESSIONAL DEVELOPMENT FOR ARTISTS

ART/WORK professional development series continued via Zoom. This series continues to provide valuable information to artists at all levels of their practice. Maintaining a virtual presentation platform has expanded our ability to reach a wider audience with the number of attendees increasing in 2022. All Zoom sessions were recorded and are available on the Allied Arts Council YouTube Channel at AACLETH.

2022 ART/WORK SESSIONS:

JANUARY Media Arts in Alberta with Sharon Stevens, ED of the Alberta Media Arts Alliance

FEBRUARY Grant Writing with Kari McQueen from the Alberta Foundation for the Arts

MARCH Tax Tips for Artists with Devin Vornbrock, CPA

MAY How to Prepare for an Audition with Kathy Zaborsky

JUNE Get Started with Public Art with Caitlind r.c. Brown and Wayne Garrett

SEPTEMBER From Artist to Entrepreneur with Shauna Hayward

OCTOBER How to Maintain a Studio Practice with Arianna Richardson

NOVEMBER International Society of Experimental Artists with Rick Rogers

PROFESSIONAL DEVELOPMENT

	2020	2021	2022
Number of PD Sessions	10	7	8
Number of Participants	175	175	310









COORDINATING

The AAC continues to coordinate collaborative events and activities that allow the community to have positive arts experiences.

UPSIDE DOWNTOWN

WINTER EDITION

The AAC received funding from the Support for Workers in Live Arts and Music Fund in support of our local performing artists. The AAC used the funds to assist in presenting performers at Nikka Yuko Japanese Gardens throughout the month of February and March, 2022. The funds were also used to host a two-day concert series in March which was produced in collaboration with The Geomatic Attic. The three concerts were held at Southminster United Church and were accompanied by a dance performance and live drawing projected onto the ceiling of the building.



SUMMER EDITION

Eight concerts were also presented on Rotary Square at Casa throughout July and August. Held every Thursday evening, this popular series has become an important part of AAC programming, supporting local artists and creating opportunities for the community who are always eager for live music. Attendance continues to grow, with 100-150 people in attendance at each concert. This year, the series was made possible by funding allocated by the AAC Board of Directors' Project Reserve Fund.

ARTS DAYS 2022

Lethbridge Arts Days is an annual celebration of the arts in Lethbridge, held during the Alberta Month of the Artist, in conjunction with provincial and national Culture Days. The event, held September 23 to 30 provided arts experiences to community audiences while paying artists for their work. Grant funding received from federal, provincial, and municipal governments, as well as funds from local sponsors keeps these events free for the community.

2022 highlight events included:

DOWNTOWN LENS

12 local artists participated in Downtown Lens, a storefront window mural painting project, in collaboration with local downtown businesses.

AAC POPUP GALLERY

Transforming the space of an empty storefront in downtown Lethbridge, this year's pop-up exhibition showcased the work of over 20 visual artists and welcomed over 100 people to the opening reception.

KIOSKS ON ROTARY SQUARE

Casa Artists in Residence, Mao Projects and Shantael Sleight, created an installation in the Artist Kiosks for Arts Days.

PUBLIC ART TOUR AND PUBLIC ART BUS TOUR

A walking tour of new murals as well as a bus tour of the City's extensive public art work collection was led by AAC staff.

FAMILY AFFAIR ON THE SQUARE

Held on the Saturday of Arts Days, Rotary Square was filled with live music and opportunities for folks of all ages to create. The event included a community painting, the 1 LB Clay Challenge, face painting, and chalk painting with local illustrator Eric Dyck.

AAC CABARET

Held on Rotary Square, in the evening, live music performances by the Cody Hall Band and Biloxi Parish accompanied live drawing projected onto the side of Casa.

ON THE STREETS AT FESTIVAL SQUARE

Street performances provided by local artists throughout the day on September 23 and 24.











CHRISTMAS AT CASA

The 2022 edition of Christmas at Casa was held on November 18 and November 19. Through the annual adjudication process, 47 vendors were selected to market their work. The market included artisans, live music, food vendors, food bank donations, and Angel Tree decorations, with nearly 4800 people coming through the doors to shop. The AAC also initiated the Merry Merchants and Markets Map which encouraged people to spend time downtown visiting participating vendors including the Fort Whoop-Up Indigenous Holiday Market, the Southern Alberta Art Gallery Holiday Market, and 12 local merchants.



ARTS IN THE PARK & CANADA DAY

The AAC were the successful proponents for a City of Lethbridge RFP to present the 2022 Arts in Parks concert series as well as to program the artists and entertainment on the Canada Day stage at Henderson Lake Park. The Arts in the Park series consisted of six free afternoon concerts held in major parks in North, South, and West Lethbridge. The AAC also contracted local artists and arts groups to provide approximately 12 hours of entertainment on the Canada Day stage in Henderson Lake Park. Sonic Multimedia was contracted to provide sound and lighting for the events.

CANADA DAY STAGE

INDIVIDUAL PERFORMANCES 3
GROUP PERFORMANCES 12
ARTIST FEES \$15,000





EDUCATION

The AAC manages a robust arts education program at Casa for individuals of all ages and abilities. Though 2022 began with public health restrictions in place, overall statistics for the year indicate the education program is returning to pre-pandemic numbers. The easing of restrictions early in the year allowed our valued volunteers to return and provide necessary assistance to the Clay and 2D programs. The AAC prioritizes providing opportunities to individuals who may face challenges finding work experiences. Program highlights include:

- Online FAMILY DAY ART KITS program that provided families with clay flowerpots, decorative materials, dirt, and seeds supported by a YouTube tutorial video.
- Free drop-in LIFE DRAWING sessions held every Wednesday evening in July on Rotary Square.
- The NIGHT OUT WORKSHOPS, held throughout the year, provided single-evening clay classes with participants creating sweetheart mugs, planter pots, tea light lanterns, and holiday ornaments.
- The AMAPA (Accessibility Modified Art Programs for Adults) HOLIDAY CARD FUNDRAISER. Approximately 100 sets of holiday cards, featuring images of AMAPA student works were sold, which provided funds for approximately 30 bursaries for our AMAPA students.
- RAW (Real Artists at Work) program offered free drop in art instruction and opportunities for individuals transitioning into housing.









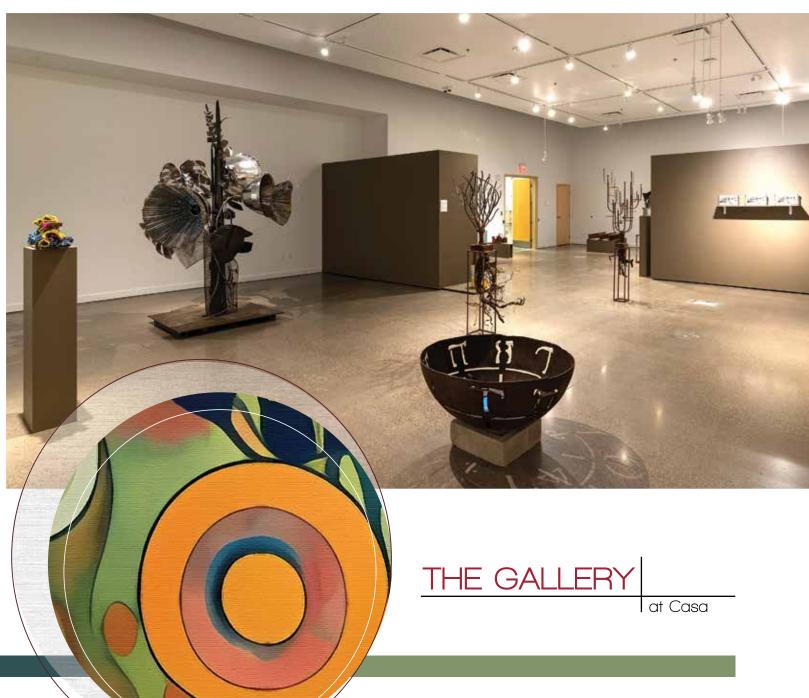
EDUCATION PROGRAMMING

	2019	2020*	2021*	2022
Core Courses (including AMAPA)	148	62	63	148
Total Number of Students (including AMAPA)	1131	469	445	1181
Artist Partnership (AP) Programs	71	7	2	15
AP Students	572	60	9	89
Birthday Parties and Workshops	49	15	19	78
Birthday Party and Workshop Attendees	709	169	119	799

^{*}impacted by COVID closures

THE GALLERY AT CASA

The Gallery of Casa delivers a strong exhibition program which displays work from artists at all stages of their careers, from emerging to established, and in media ranging from the traditional to the experimental. 2022 saw the rekindling of in-person opening receptions and audiences returning in large numbers. One hundred twenty-two (122) different artists participated in 36 exhibitions, and \$30,495 was paid in artist fees. The spaces used to exhibit included the Main Gallery, Saokitapi Gallery, Passage Gallery, the kiosks on Rotary Square, the Waterfield Gallery at the Yates, the Platform Space, the Project Space, and the Casa Concourse Gallery. Artist and curatorial fees were funded by the Alberta Foundation for the Arts, the City of Lethbridge Public Art Program, Heart of the City, and the AAC Project Reserve Fund in 2022.









Gallery highlights in 2022 include:

SAOKITAPI GALLERY a project space dedicated to exhibiting work by indigenous artists. The Saokitapi (prairie people) space was formally named and blessed by Elder Wilton Good Striker in September. Three unique shows were curated by guest curator, Star Crop Eared Wolf.

PLATFORM SHOWCASE a space dedicated to exhibiting the work of students in the uLethbridge Fine Arts program. This initiative was created through a formal partnership with the uLethbridge Faculty of Fine Arts. Three artists exhibited in this space in 2022.

HEAVY METAL EXHIBITION a thematic exhibition inspired by substantial pieces of buried and long forgotten streetcar track removed from 3rd Avenue during the recent redevelopment. Artists from Lethbridge, the Crowsnest Pass, Edmonton, and Calgary contributed to the exhibition. The exhibition included the commissioning of a large public sculpture, Pathways and Prairies by Ryan Smitham, which was installed on Rotary Square under a long-term loan agreement. During the exhibition opening celebration Dave McCann provided musical accompaniment and Belinda Crowson of the Lethbridge Historical Society provided remarks.

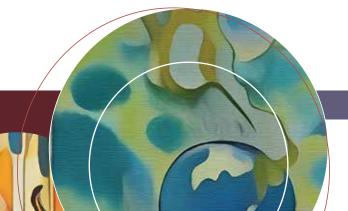


STATISTICS

	2019	2020*	2021*	2022
Main Gallery exhibitions	12	9	5	9
Main Gallery artist fees paid	\$18,540	\$12,360	\$6180	\$16,995
Total number of participants	31	72	78	37
Auxiliary Gallery** exhibitions	27	22	10	6
Auxiliary Gallery** participants	74	53	21	65
Saokitapi Gallery exhibitions	N/A	N/A	N/A	3
Saokitapi Gallery artist fees paid	N/A	N/A	N/A	\$3000
Saokitapi Gallery participants	N/A	N/A	N/A	3
Passage Gallery exhibitions	N/A	N/A	N/A	4
Passage Gallery artist fees paid	N/A	N/A	N/A	\$2000
Passage Gallery participants	N/A	N/A	N/A	4
Project Space exhibitions	2	4	2	4
Project Space artist fees paid	\$800	\$1600	\$1000	\$2000
Project Space participants	2	4	2	4
Rotary Square exhibitions	N/A	N/A	4	3
Rotary Square participants	N/A	N/A	15	3
Rotary Square artist fees paid	N/A	N/A	\$2200	\$5000
Waterfield Gallery (Yates) exhibitions	1	3	1	3
Waterfield Gallery (Yates) participants	9	25	20	3
Waterfield Gallery (Yates) artist fees paid	\$1545	0	0	\$1500

 $[*] impacted \ by \ COVID \ closures$

^{**}Non-fee paying space



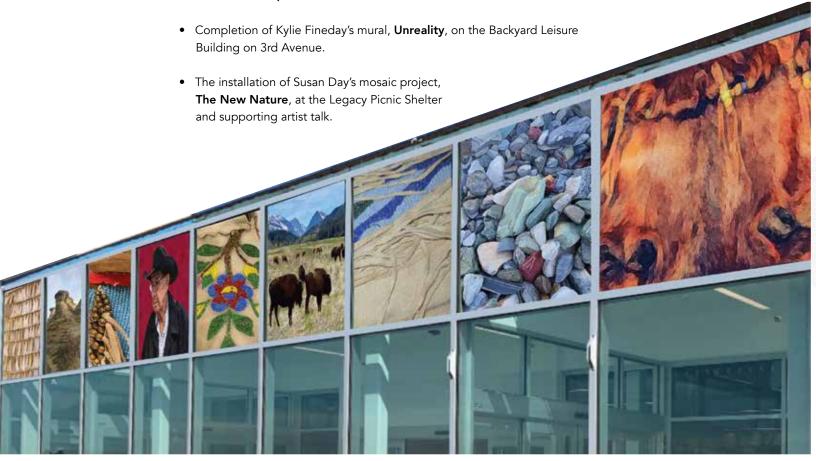
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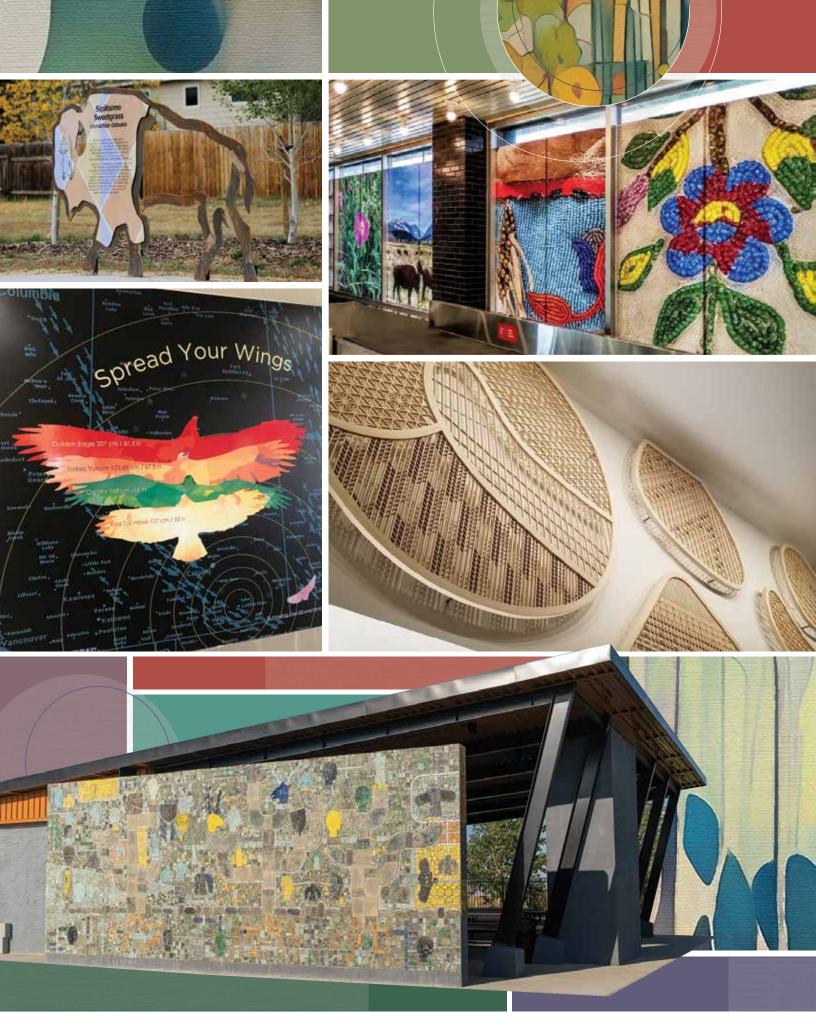


The Allied Arts Council was the successful proponent to a City of Lethbridge RFP for administrative and communication support for the City's Public Art Program. Responsibilities include managing the public art website and social media communications regarding project and public art calls; assistance with signage creation; assembling selection committee and subcommittees; liaising with artists on community projects and providing expert advice to our community partners as requested.

2022 Highlights include:

- The installation of two major works in conjunction with the airport renovation; This is Home by Hali Heavy Shield, a land acknowledgement and territory welcome project, and Spread Your Wings by Kelaine Devine, a YQL selfie station project. Both projects are in partnership with Opportunity Lethbridge, the Lethbridge Airport, Tourism Lethbridge, and the City Public Art program.
- The installation of **Hinode** by Takashi Iwasaki, at the Bunka Centre at Nikka Yuko Garden and supporting artist talk.
- The installation of 9 liníí (Buffalo) didactic sculptures by Marjie Crop Eared Wolf, along Great Bear Boulevard leading up to the Fire Station. The series complemented Hali Heavy Shield's fire hall mural liyikitapiiyi (Be Brave) and Rudy Black Plume's fire truck wrapping Aoahkannaistokawa (Everything Comes in Pairs).





PROMOTING & COMMUNICATING



Promoting arts activities and events of artists and arts organizations; communicating arts issues and information.

AAC promotions and communications involve internal and external strategies. The external strategy includes a variety of electronic and print vehicles. The internal strategy supports all department at the 7 Street Office and Casa. Individualized marketing plans are created for AAC projects and events utilizing a variety of communication tools, from traditional media such as posters, invites, and programs to online solutions like e-newsletters and websites.

SEPTEMBER'S MONTH OF THE ARTIST

The Alberta Government has designated September as the Month of the Artist. The AAC supports this important designation by providing month long communications and marketing for arts organizations and events in our community. As part of the communication strategy, a grant was obtained from the Alberta Media Arts Alliance Society (AMAAS) to commission an animator to create a series of videos to support the theme of, "Your Brain on Art." These hybrid digital and analog stop motion videos, created by Amanda Bigford, were released each week through September gaining a regular following and were re-shared by the Alberta Foundation for the Arts and the national Culture Days organization in Toronto.



MEDIA PARTNERSHIPS

The AAC has established relationships with the media. Media partners include LA Beat, CTV Lethbridge, Global TV, Miracle Channel, Shaw TV, Lethbridge Herald, 94.1 CJOC FM, 98.1 2Day FM, and CKUA.

Vista Radio - Art Tracks, providing a weekly feature about arts events, played each Wednesday on 94.1 CJOC.

Lethbridge Herald - 9 arts columns provided by the AAC about arts related events or topics.

WEBSITES

The AAC website artslethbridge.org was down for half of the year after being infected with malicious code. An interim site was created which provided a landing page for AAC promotional activities while a new site was developed. The Casa website (casalethbridge.ca) also continues to be a heavily visited site. The AAC also manages the AAC retail space AAC Works (aacworks.ca), the Performing Arts Centre Advocacy Group (lethbridgeperformingartscentre.org) and the public art program (publicartlethbridge.ca) websites as well as maintaining a separate URL/landing for Arts Days (artsdayslethbridge.org).

		2019	2020	2021	2022
artslethbridge.org	Users	3564	3841	92,111*	6967
	Sessions	5443	5545	95,357*	9097
	Page views	13,824	13,939	113,643*	15,778
casalethbridge.ca	Users	28,451	17,815	14,938	29,158
	Sessions	45,534	26,458	21,054	41,722
	Page views	139,216	83,627	62,266	122,065
aacworks.ca	Users	N/A	478	919	511
	Sessions	N/A	749	1643	1008
	Page views	N/A	4207	6445	4467
publicartlethbridge.ca	Users	N/A	1089	1097	1148
	Sessions	N/A	1471	1511	1550
	Page views	N/A	4576	6855	7559

^{*}inflated due to DoS (denial of service) attack

E-NEWSLETTERS

As social media continues to be an unstable landscape, the ability to reach out to the public directly becomes more imperative. Newsletters allow us to communicate directly with the community about the arts.

> Arts in Lethbridge 275 recipients **Casa Connect** 672 subscribers

The Friends of The Gallery Newsletter 294 subscribers





PUBLICATIONS

Casa Program Guides provided details on Casa art education programs, gallery exhibitions, and other events happening at Casa. Fall, Winter, and Spring/Summer editions are published annually.

Recreation and Culture Guides include four monthly pages highlighting AAC Membership events and activities as well as Casa programs. In addition to our regular pages, extra pages were created to support Arts in the Parks through the summer. Fifity-five (55) pages were created in 2022. Six hundred and twelve (612) events in-person and virtual events were listed in the guide.

Arts Guide YQL, a hybrid publication, contains articles about the local arts community, a public art map, monthly events calendars, space for advertising, and a directory of local arts groups. Three editions are published annually.







SOCIAL MEDIA

The AAC manages a variety of social media channels to further communicate with the greater community:

	2019	2020	2021	2022
Allied Arts Council Facebook	1241	1355	1564	2352
Casa Facebook	3251	3419	3565	4390
Lethbridge Arts Days Facebook	1409	1444	1481	1713
Lethbridge Performing Arts Centre Facebook	726	725	721	761
AAC Works Facebook	N/A	N/A	N/A	51
Allied Arts Council Twitter	1598	1596	1593	1565
Casa Twitter	2177	2172	2188	2178
Allied Arts Council Instagram	861	1179	1357	1592
Casa Instagram	1311	1695	1937	2386
Performing Arts Centre Instagram	205	218	247	247
AAC Works Instagram	N/A	N/A	N/A	168
Allied Arts Council YouTube	1	26	46	89
Casa YouTube	6	65	83	85

SUSTAINING

A sustainable organization maintains healthy finances, stable organization, and looks towards the future.

AAC BOARD

President Ian Zadeiks

Vice-President Jon Oxley

Secretary Jeremy Duchan

Treasurer Janene Moch

Directors David Gabert

Kerry Gellrich

Margaret (Peggy) Mezei Sharon Stevenson-Ferrari

7 STREET

Executive Director

Suzanne Lint

Finance Manager

Danielle Gibson

Communications Manager

Kelaine Devine

Member Services & Projects Manager

Tara Gillanders

AAC Works Manager

Emma Aubie

Public Art Coordinator

Katie Bruce

Executive Assistant

Jana MacKenzie

Administrative Assistant

Katie Fellger

Summer Student

Elly Brennan

CASA

Facility Operations Manager

Brad Goruk

Assistant to the Facility Manager

Angeline Simon

Gallery Services Manager/Curator

Darcy Logan

Education Manager

Courtney Faulkner

Education Coordinator

Angeline Simon

Clay Services Manager

Aaron Hagan

Program Support

Ethan Roth, Emily Metherel

Facility Attendant

Diana Zasadny

Reception

Sheila Shaw, Mikail Tate, Katie Fellger, Hannah Aubie (until August 2022)

Custodians

David Farstad, Thorsten Nesch, Kent Nagata

Program Support Assistance

Lars Nodge, Nicole MacDonald

VOLUNTEERS

OLUNIEERS

In 2022, **39 volunteers** contributed **616 hours** of their time to the AAC.





ARTISTS ENGAGED 2022

The following artists contributed to a better community in 2022 through their participation in AAC initiatives.

Wendy Aitkens Tyler Alexander Rosemary Allan Liz Allen

Cassandra Allred

Alma Salvadorena Dance Group (10)

Alejandro Alvarez Wade Ames Leila Armstrong Gaylen Armstrong

Linda Ashe Atomicos Band (4) Badlands Band (5) Taylore Bailey Bailey Kate Band (5)

Cindy Baker
Janet Barkwith
Terry Beaton
Robert Bechtel

Daniel Beeson-Bergeron

Ivan Bering Carol Berner Alexis Bialobzyski Janet Bice

Biloxi Parish Band (5)

Donna Bilyk Kyla Black Jean Blackall Body Lens Band (4) Brass Bridge Quartet (4)

Kai Brooks
Deanna Brouwer
Ron Brown
Katie Bruce
Karen Campbell
Annette ten Cate
Celtic Roots (4)
Shelby Charlesworth
Mao Kun Chen
Christina Chin

Chinook Woodturning Guild

Sarah Christensen Brent Clark Mireille Cloutier Cody Hall Band Wendy E. Colby Ewes+Mies Collective Marcella Cooper Jim Corey
Sandrine Coronat
Janet Costa
Vaughan Coupland
Star Crop Eared Wolf
Austin Culler

Rae-ann Dalgleish

Danceworks Dance Academy (20)
Marney Delver
Kelaine Devine
Amy Dodic
Fran Dogterom
Tanya Doody
Beany Dootjes

Jolene Draper & The Inquisitive Few (5)

G. Wayne Dwornik

Eric Dyck Ainea Efetha Eric Braun Band Exisdance Fawns Band

Kylie Fineday
Jerrhan First Charger
Jerry First Charger
Steven Foord
Merri-Ann Ford

Fortune Block Band (2)
Carson Froehlich
Donna Gallant
Melanie Gaudet
Judie Gibb
Marilyn Gillies
Rick Gillis
Kevin Giron

Global Acid Reset Band

Lori Goater Suzanne Gomez David Green Jodi Groenheide Luka de Haan Aaron Hagan Brad Hagen

John Wort Hannam Band

Sara Harker
Scott Harker
Christina Harrington
Claire Hatton
Shauna Hayward

Elaine Henderson Kyley Henderson Tasha Hess Teresa Heyburn

Hippodrome Band (12)

Keith Holkham

Tammy Hollingsworth

Trent Hoover
Horizon (5)
Trish Hoskin
Selene Huff
Fran Hutton
Bariyaa Ipaa
Kathy James
Mike Jensen
Jared Jensen

Emily Jin
Joyce Joevenazzo
Jaime Johnston
Jon Martin Band

Julie-Vanessa Munoz Dance (20)

Rose Jurisich Soba Kaluthota Debbie Kelman Dale Ketcheson John King Sylvia Klassen Meg Knapton David Knight Jordana Kohn Jeanne Kollee Laurel Krause Jocelyne LaFleche Sandra Lamouche Danin Lawrence Lorraine Lee Michael J Leeb Mel Lefebvre

Lethbridge Artists Club Lethbridge Community Band

Lethbridge Handicraft Guild of Weavers Lethbridge Irish Dance Association Lethbridge Society of Glass Artisans Lethbridge Society of Independent

Dance Artists Halli Lilburn

Gordon Leigh

Little Lethbridge Opera Company (4)



Maria Livingston Jana MacKenzie Beth Mackenzie

Meghan MacWhirter

Maria Madacky Karina Mak

Makiisma Band (5)

Mao Projects Ashley Markus

Kazumi Marthiensen

Steve Martin

Karla Mather-Cocks

April Matisz Bev Mazurick Dave McCann James McDowell Myken McDowell Roger McMullin Stacey McRae

Mary-Anne McTrowe

Emily Metherel

Midnight Express (4) Petra Mala Miller

Rob Miller Dorian Mindru

Minyo Dancers (7)

Angela Mlynarski

Jill Molov

Claire Moore

Kathleen Moors

Ryland Moranz

Harley Morman

Jordan Mudrack

Jim Munro

Kaela Murphy

Eileen Murray

Thorsten Nesch

Esther Neufeld

Troy Nickle

Judith Nickol

Nikkei Cultural Society of

Lethbridge and Area

Lars Nodge

Susan O'Donnell

Hesam Ohadi

Old School (5)

Kevin Orr

Shanell Papp

Parabellum Band (6)

Zach Passey

Paul Kype & Texas Flood (5)

Jordan Payne Frank Pearson

Trudy Pearson Gordon Perret

Jake de Peuter

James Phelan

Mike Pickett

Ramona Pittman

Gerry Pittman

Tanya Plonka

Kassy Pointer

Mao Projects

Alicia Proudfoot

Laurel Pryde

Patty Ramage

Blanca Rosa Rebolone

Claire Reid

Meghan Rennie

Arianna Richardson

Nicole Riedmueller

Isabel Robertson

Rick Rogers

Karen Romanchuk

David Roper

Dawn Roper

Charmaine Ross

Parya Rostamian

Ethan Roth

Ray Routhier

Gayle Russell

Chris Savage

Denise Savard

Susan Savill

Eileen Schuler

Kathy Schwarz

Jessica Semenoff

Sheila Shaw

Sharon Simmers

Katelynn Simmons

Bryce Singer

Mishka Singh

Shantael Sleight

Assumpta Smallwood

Ryan Smitham

Southern Accord Chorus (15)

Southern Alberta Trombone Collective (10)

Tonya Spears

Linda Sprinkle

Starpainter Band (5)

Laurie Steinbach

Rebecca A. Steven

Jax Stienstra

Rudy Strangling Wolf

Michelle Sylvestre

Angela Talbot

Craig Talbot

Textile Surface Design Guild

Ashley Thompson

Alice Tinordi

Danica Tolhuysen

Be.Trit

Jason Trotter

Troyanda Ukrainian Dance

Gary Uchikura

Van Dance Academy (20)

Mike Vitaris

Tanya Wadsworth-Luja

Beverly Waters

Stephanie Webster

Carina Weisback

Bekk Wells

Donna Whitfield

Sue Wilkie

Jane Williams

Cass Williamson

Blake Wilson

Grace Wirzba

Karen Woodford

Helen Wright

Steven Yang

Bridgette Yarwood Band

Madison Young

Kathy Zaborsky

Diana Zasadny



CONTRIBUTORS

\$5000+

Anonymous

Judie Gibb

\$3000+

Val Matteotti Ranches Ltd

\$2000+

Sharon Stevenson-Ferrari

\$1000+

FWBA Architects

Gentlemen Three

North & Company

\$500+

Alberta Media Arts Alliance Society

Alger Zadeiks Shapiro LLP

DWR Consulting

KPMG LLP

Melcor Developments Ltd.

\$250+

Economic Development Lethbridge

Suzanne Griffin

Lethbridge Chinese Manie Opera Society

David A. Popovitch Law Office

SONGER architecture inc

Standout Photography

Sumus Property Group Ltd.

Westwinds Management Solutions

<100

Alexis Bialobzyski

Geomatic Attic

Hey Family

Patricia Luu

Karina Mak

Sharon Simmers

Jeanne Wang Yaqian

Bev Waters

Alane Witt-Lajeunesse

FUNDING SUPPORT





















MEDIA PARTNERS



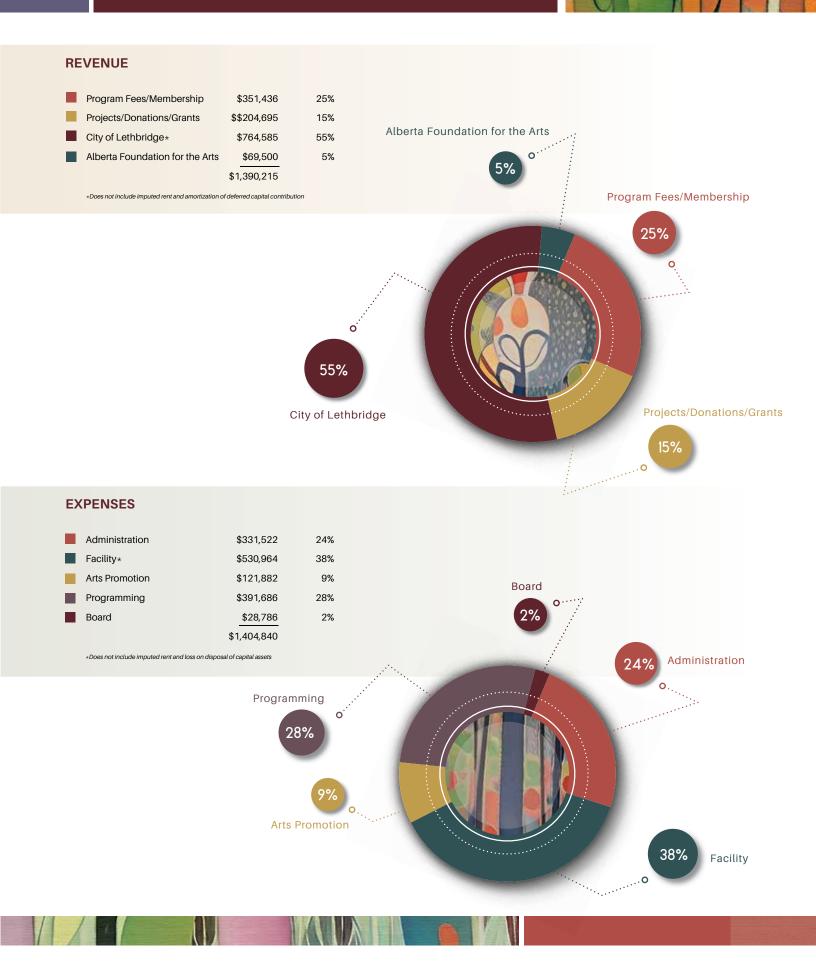








FINANCIALS



ALLIED ARTS COUNCIL OF LETHBRIDGE STATEMENT OF FINANCIAL POSITION

YEAR ENDED DECEMBER 31, 2022, WITH COMPARATIVE INFORMATION FOR 2021

	2022	2021
Assets		
Current assets:		
Accounts receivable	\$ 252,858	\$ 70,763
Goods and services tax recoverable	6,400	5,436
Prepaid expenses	5,232	4,389
	264,490	80,588
Cash and investments not available for current		
operations	1,265,589	1,486,068
Capital assets:	460 204	225 505
Capital assets Less accumulated amortization	462,301 183,944	225,595 175,921
Ecos documulated amortization	278,357	49,674
	270,007	40,074
	\$ 1,808,436	\$ 1,616,330
Liabilities and Net Assets		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 65,543	\$ 18,046
Accounts payable and accrued liabilities Deferred revenue	\$ 31,523	\$ 23,623
Accounts payable and accrued liabilities	\$ 31,523 55,707	\$ 23,623 130,931
Accounts payable and accrued liabilities Deferred revenue	\$ 31,523	\$ 23,623
Accounts payable and accrued liabilities Deferred revenue	\$ 31,523 55,707	\$ 23,623 130,931
Accounts payable and accrued liabilities Deferred revenue Deferred contributions	\$ 31,523 55,707 152,773	\$ 23,623 130,931
Accounts payable and accrued liabilities Deferred revenue Deferred contributions Unamortized deferred capital contributions	\$ 31,523 55,707 152,773 227,220	\$ 23,623 130,931 172,600
Accounts payable and accrued liabilities Deferred revenue Deferred contributions Unamortized deferred capital contributions Net assets:	\$ 31,523 55,707 152,773 227,220 379,993	\$ 23,623 130,931 172,600 - 172,600
Accounts payable and accrued liabilities Deferred revenue Deferred contributions Unamortized deferred capital contributions Net assets: Invested in capital assets	\$ 31,523 55,707 152,773 227,220 379,993 51,137	\$ 23,623 130,931 172,600 - 172,600 49,674
Accounts payable and accrued liabilities Deferred revenue Deferred contributions Unamortized deferred capital contributions Net assets:	\$ 31,523 55,707 152,773 227,220 379,993	\$ 23,623 130,931 172,600 - 172,600
Accounts payable and accrued liabilities Deferred revenue Deferred contributions Unamortized deferred capital contributions Net assets: Invested in capital assets	\$ 31,523 55,707 152,773 227,220 379,993 51,137 1,377,306	\$ 23,623 130,931 172,600 - 172,600 49,674 1,394,056



ALLIED ARTS COUNCIL OF LETHBRIDGE STATEMENT OF OPERATIONS

YEAR ENDED DECEMBER 31, 2022, WITH COMPARATIVE INFORMATION FOR 2021

Program	Share	Shared Services	Facility	Leadership	Total 2022	Total 2021
Revenue:						
Fees, sales and rentals	s	2,111 \$	298,036 \$	36,053 \$	336,200 \$	146,254
City of Lethbridge						
- fee for service		1	470,475	294,110	764,585	762,910
- facility support			506,417		506,417	601,789
Government wage subsidies		1		1		287,379
Other grants, donations and sponsorships		5,308	7,423	218,579	231,310	155,222
Fundraising and special projects		,	,	37,637	37,637	59,713
Other		20,484	,		20,484	1,131
Amortization of deferred capital						
contribution		ı	1		ı	4,144
		27,903	1,282,351	586,379	1,896,633	2,018,542
Expenses:						
Program costs		633	77,574	33,270	111,477	62,639
Administrative and support staff		232,835	478,699	202,435	913,969	764,943
Fundraising and special projects		1	•	166,435	166,435	100,189
Rent		•	506,417	29,033	535,450	630,933
Building maintenance		1	16,799	36	16,835	15,215
Office		31,330	•	8,442	39,772	45,933
Communications		5,741	17,700	43,322	66,763	33,695
Insurance		16,241	1	1	16,241	14,124
Other		24,578	•	•	24,578	11,741
Loss on disposal of capital assets		ı	332	332	664	230
Amortization		-	9,868	9,868	19,736	19,250
		311,358	1,107,389	493,173	1,911,920	1,703,892
Excess (deficiency) of revenue over expenses		(283,455)	174,962	93,206	(15,287)	314,650
Program allocations		283,455	(141,728)	(141,727)		,
Net program surplus (deficiency)	\$	٠	33,234 \$	(48,521)\$	(15,287)\$	314,650



VISION A vibrant arts community enriches Lethbridge.

ARTSLETHBRIDGE.ORG

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

phone: 403.320.0555

email: info@artslethbridge.org



@AACLeth





AlliedArtsCouncil

Photo credits: Angeline Simon, Kelaine Devine, Tara Gillanders, and Takashi Iwasaki





