

2021

COMMUNITYCONNECT
ANNUAL REPORT

ALLIED ARTS COUNCIL OF LETHBRIDGE



MISSION

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

VISION

A vibrant arts community enriches Lethbridge

LAND ACKNOWLEDGEMENT

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

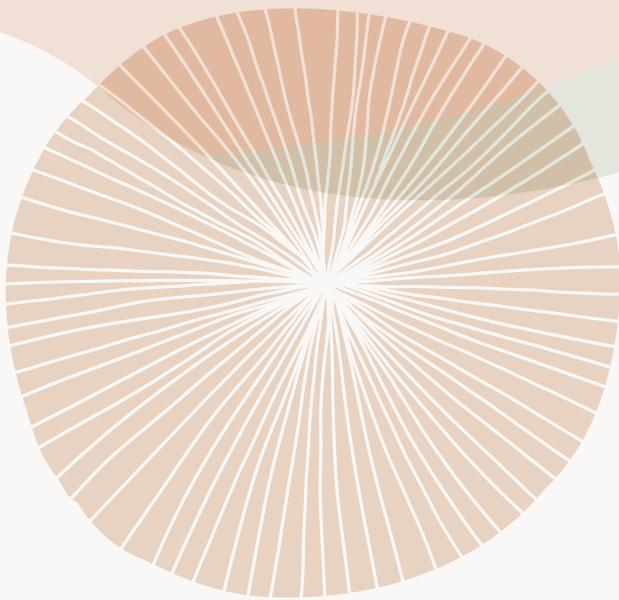


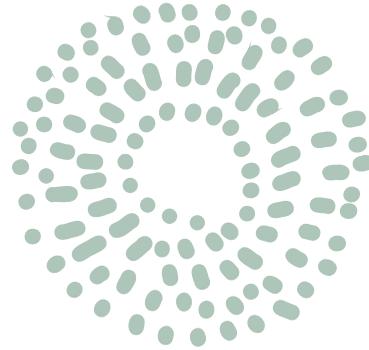
TABLE OF CONTENTS:

MESSAGES

President | 2-3
Executive Director | 4-5

ADVOCATING & ENGAGING

City of Lethbridge | 6
Performing Arts Centre | 6
Member Surveys | 7
Mayor's Celebration for Business & the Arts | 7



FACILITATING

Casa | 8-9
Studio Access | 10-11
Artist in Residence (AiR) | 11
AAC Works | 12
Professional Development | 13

COORDINATING

Events | 14-15
Education | 16-17
The Gallery at Casa | 18-19
Public Art | 20-21

PROMOTING & COMMUNICATING

Media Partnerships | 22
Publications | 22
Websites | 23
E-newsletters | 24
Social Media | 25

SUSTAINING

AAC Board & Staff | 26
Volunteers | 26
Contributors | 27
Members | 28-29
Financials | 31

PRESIDENT'S MESSAGE

2021 continued to be a challenging year for artists, arts organizations, and the Allied Arts Council of Lethbridge (AAC), as a result of the COVID-19 pandemic and resulting public health restrictions.

Every department of the AAC felt the effects of the public health measures and most of our programming and revenue streams were seriously impacted. Of note is the difficult decision to lay off the frontline staff at Casa due to public facility closures at the start of the year. Fortunately, most returned to their positions upon reopening. We were also grateful the AAC did not experience a negative financial impact from the pandemic as we were able to access various COVID-19 financial support programs offered by the federal government, particularly the Canada Emergency Wage Subsidy (CEWS).

Despite the challenge of COVID-19, the Board of Directors and staff of the AAC continued to focus on the strategic goals of fostering healthy relationships with our various stakeholders and funders; providing programs and services that support artists and the community and ensuring the sustainability of the AAC.

2021 activities and initiatives include:

- AAC budget revamp with a reduction from five operating departments to three (Shared Services, Leadership, and Casa).
- Revision of Financial Policies so that reserve funds reflect the board's commitment to organizational sustainability (Sustainability Reserves) as well as initiatives to support artists and provide opportunities for art enthusiasts (Strategic Initiatives Reserve).
- A commitment to support future arts opportunities including:
 - 2022 Upside Downtown Concert Series - \$20,000: this project will replicate the very successful event held at Casa in August and September of 2021. Funds will be used to cover artist fees and technical support for 10 concerts in the summer of 2022.
 - Indigenous Curatorial Project - \$25,000 (\$5,000 per year, for 5 years): This program would engage an indigenous curator and provide auxiliary gallery space for indigenous artists to display their work. There will be five exhibitions curated annually and both the curator and artists will receive fees for their work.
 - Artist Residency Program - \$10,000: This program offers free studio space to artists (local and from other communities) for a period of one-to-four weeks. The artists provide community programming such as artist talks, workshops, and/or performances in exchange for their access. This funding will provide \$2000 to each artist in residence for five residencies each year.
- Hosting the annual The Mayor's Celebration for Business & the Arts, demonstrating the vital relationship between our local arts community, businesses, and the municipal government.
- Creation and circulation of Candidates' arts-focused surveys for both the federal election (September 2021) and the municipal election (October 2021).
- Participation on community committees including: the Performing Arts Centre Advocacy Group, Team Lethbridge, Tourism Lethbridge and the City of Lethbridge Public Art, Heart of Our City, and Performing Arts Centre Steering Committees.
- Participation in the stakeholder sessions and surveys to inform the City of Lethbridge Culture Masterplan.
- Participation on the Chamber of Commerce virtual panel that discussed the impacts of COVID-19 on the not-for-profit sector.

We are moving cautiously, but optimistically into 2022. The AAC remains cognizant of our financial security and the continued uncertainty of future funding from all levels of government. We are attuned to the negative economic impacts that the pandemic has had on many of the art sector donors and sponsors and the possible impact on their ability to continue to support arts activities and initiatives. There is still COVID-19 uncertainty across arts sectors and throughout the arts community but the return to live artistic presentations and programs has begun.

The AAC benefits from the stewardship of a strong group of community members who provide strategic direction to the organization through their participation on the AAC Board of Directors. The Board saw a change in composition at its annual general meeting held virtually via Zoom on March 30, 2021. Krystal Cruikshank stepped down from her director position and Janene Moch joined as a new director. A new executive was elected at the organizational meeting in April with myself sitting as president, Ian Zadeiks as vice-president, Scott Rowland as treasurer and Jeremy Duchan as secretary.

On behalf of the Board of Directors, I would like to thank our members and donors who continue to support us as we adapted our programming and services throughout the year. Finally, I would like to commend and thank the staff of the AAC for their creativity and resiliency as we overcame the many challenges of 2021.

Margaret (Peggy) Mezei
President, AAC Board of Directors

The AAC Board acknowledges the funding support received from the City of Lethbridge, the Alberta Foundation for the Arts, the Government of Alberta, and Heritage Canada. We would especially like to acknowledge the Federal COVID-19 funding programs which provided financial stability during a difficult year.

EXECUTIVE DIRECTOR'S MESSAGE

Sadly, 2021 was another roller coaster year for the staff of the Allied Arts Council (AAC) who continued to demonstrate resilience as they navigated the ever changing, and sometimes ambiguous, public health restrictions that arose throughout the year as a result of the COVID-19 pandemic.

The year began shrouded in uncertainty as COVID-19 infection rates and hospitalizations increased. Most discouraging was the difficult decision to layoff the front-end staff at Casa due to the closure of the facility. By early summer, the facility re-opened its doors and the majority of staff were hired back. One of the receptionists at Casa, River Del Corro, found alternate full-time work during the layoff, so did not return to his position.

River's departure was one of a number of staff changes that occurred in 2021. Sheila Shaw accepted the full-time receptionist position, after having worked at Casa in various positions since 2016 and Hannah Aubie was hired to the Casa evening receptionist position.

Education Manager, Katie Bruce, took a part-time leave to fill a sessional instructor position at the University of Lethbridge resulting in Administrative Assistant, Angeline Simon, taking on the administrative and communications tasks associated with this department, with Katie providing support and guidance. Another change to the education program staffing was the addition of Emily Metherel who joined us in the fall of 2021 as a Program Support Assistant for the painting and drawing programs, complementing Ethan Roth's position in the ceramics department. The responsibilities of this new position include teaching core classes, maintenance of the 2D spaces and assisting studio users.

The AAC Works retail space also saw personnel changes, with AAC Works Manager, Kasia Sosnowski, moving on to undertake a master's degree at York University. The tasks associated with running AAC Works were split with Administrative Assistant, Katie Fellger, managing the day-to-day logistics, while Casa Gallery Curator, Darcy Logan, managed the curatorial process of intaking artists.

We were pleased to welcome Jana MacKenzie back to the 7 Street office on a temporary contract as an Executive Assistant, where she continues to provide support with editing and events, as well as writing monthly art-themed articles for the Lethbridge Herald.

A communication intern from Lethbridge College, Tabettha Burke-Mueller, temporarily joined the team April 2021. Tabettha worked with the Communications Manager, Kelaine Devine, creating an updated promotional video for Casa as well as brochures for the facility.

The AAC Board recognizes and values staff and have ensured funds to allow staff to participate in professional development opportunities. Projects and Membership Manager, Tara Gillanders, completed the Rosza Foundation RAMP program, which is presented by the Haskayne School of Business at the University of Calgary. Communications Manager, Kelaine Devine, and Gallery Services Manager, Darcy Logan, attended a very productive Creative Cities Regional Meeting about Creative Tourism. Devine also took a free online class through Economic Development Lethbridge's WeStem Program which explored app development.

AAC Works Manager, Kasia Sosnowski, attended two professional development sessions. The first was titled "Discrimination in the Arts" hosted by the Centre for Race and Culture. The second, offered by Business/Arts, titled "2021 Speaker Series: Wellness in Arts Organizations", focused on how to sustain an active and vibrant community for the arts, illuminating ways to best convey the importance of diverse and resilient arts through programming and community building. All 2021 professional development virtually attended.

The AAC team is dedicated to providing strong programs that support artists and arts organizations while providing opportunities for the community.

Highlights of 2021:

- The well-received Upside Downtown concert series was a result of restrictions to indoor gatherings. The seven summer concerts, held on Casa's Rotary Square, were possible due to funding received from the Heart of the City Re-Imagine grant. It was exciting to provide audiences with live music again, as well as supporting local performing artists during such a challenging time.
- On September 30, our National Day for Truth and Reconciliation, The Gallery at Casa in partnership with the Alberta Media Arts Alliance Society presented a screening of the film *Intertribal* by filmmaker Trevor Solway. *Intertribal* is a documentary featuring four Treaty 7 musicians of different genres and backgrounds.
- A new initiative was launched at AAC Works, to coincide with the Downtown Lethbridge First Friday initiative. The First Friday Feature Artist highlights an AAC Works artist each month using social media channels.
- The ART/WORK Professional Development Series presented several zoom sessions throughout 2021. The webinar sessions, on a variety of topics, proved to be highly effective at drawing increased audiences from across the province and the virtual format will be retained post COVID-19.

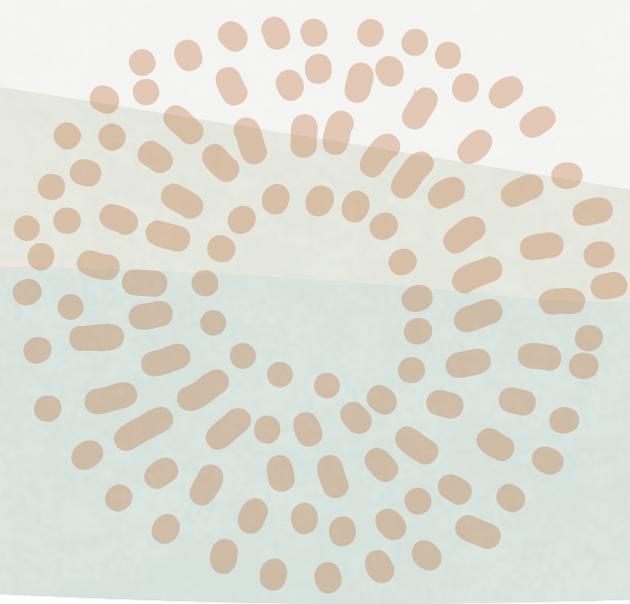
In lieu of regular education activities at Casa, Creativity Kits were produced and made available to the public at a minimal or no-cost basis. Special kits were created for Family Day, allowing families to create air-dry clay, family portraits. For Casa Easter Camps, Creativity Kits were produced and students connected virtually throughout the week following along with instructors through Casa's YouTube channel.

The successes of the AAC team were a result of not only their knowledge but also their commitment to innovation and planning. In December of 2021, the 7th Street and Casa managers held a full day planning session to layout the full year schedule of activities and communications plans for 2022. The result of this first in-person planning since the start of the pandemic was the seeding of a number of new initiatives, which have been flagged for further discussion in the new year. I'd like to take this time to commend all of the staff at Casa and the 7th Street office for continuing to reassess how best to serve the arts community despite the set-backs we have faced. Many of our efforts have resulted in improvements to existing programs due to the exceptional ability of the staff to continue to deliver programming and support for our community of artists and arts organizations no matter the challenge.

I would also like to recognize the hard work of the AAC Board of Directors who continued to respond to the impacts of the pandemic with commitment and compassion. As well, I'd like to recognize our city liaison, Jillian Bracken, for continuing to help us navigate the City's response to COVID-19 and to our membership who, though experiencing challenges of their own, continue to support us.

Suzanne Lint

Executive Director



ADVOCATING & ENGAGING

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

The AAC endeavours to increase appreciation, understanding, and support for artists and arts organizations in our community through a number of initiatives and activities. Building and maintaining strong relationships with our members, stakeholders, and the larger community.

City of Lethbridge

The AAC maintains a strong relationship with its major funder, the City of Lethbridge, by acting as a bridge to the arts community, through participation on City of Lethbridge committees and by providing expert advice and support services.

2021 Contributions

- Heart of the City
- Public Art Committee
- Performing Arts Centre Steering Committee
- Yates Memorial Centre Joan Waterfield Gallery exhibition support
- Art in the Park Coordinating Committee
- City of Lethbridge Culture Masterplan Stakeholder Consultations

Community Committees

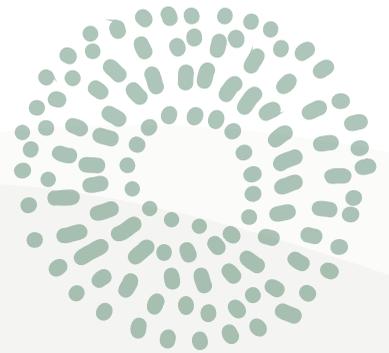
- Tourism Lethbridge
- Team Lethbridge

Performing Arts Centre

In order to sustain a vibrant arts ecology, adequate arts facilities are required by arts producers and arts enthusiasts. The AAC is committed to ensuring that artists and audiences in and around Lethbridge have access to facilities and spaces that enable their artistic endeavours. The construction of a new performing arts centre (PAC) is the final piece missing from the Arts Re:Building together campaign and was identified in the City of Lethbridge Recreation and Culture Masterplan, completed in May 2021. In this plan it was highlighted that the community considers construction of a PAC to be a top priority.

The AAC continues to advocate for a PAC through engagement with the Performing Arts Centre Advocacy Group (PACAG) and the City of Lethbridge Performing Arts Steering Committee (PACSC). Early in 2021 Lethbridge City Council requested that the PACSC bring forward a finalized business plan and updated project estimates, including a potential site in anticipation of the city's CIP discussions. On April 7 the PACSC presented to City Council and recommended that Civic Commons be used as the potential site.

Lethbridge City Council voted to retain the PAC project in the 10-year Capital Improvement Program as an unfunded project, and further, that city funding for the future project be capped at \$75 million. Funding was also approved to complete a master plan for the Civic Commons as a future PAC location.



The AAC - PACAG also focused on the creation of an advocacy strategy for both the Federal and Municipal Elections. AAC staff prepared a one-page backgrounder including a timeline of efforts towards the future construction of a PAC, which was provided to PACAG members as reference material for when they met with candidates. Federal and municipal candidates were also sent questions regarding their support of funding for a PAC and responses were posted on the AAC and PAC social media networks.

The staff of the AAC continue to add to this advocacy work, sending information to New Stage members, coordinating social media campaigns and contributing content to local news outlets about the history and importance of the PAC project.

Member Surveys

The AAC conducted a membership survey in 2021 to assess how the COVID-19 pandemic and resulting public health measures impacted their activities. Members were asked about their plans for the year and performing arts organizations were asked about their interest in participating in the Art in the Park series.

Mayor's Celebration for Business & the Arts

The Art of Giving – September 23, 2021

The Mayor's Celebration for Business & the Arts is an annual event to celebrate Lethbridge's arts community while recognizing the commitment of individuals, organizations, and businesses who have contributed to the sustainability of the arts in our city. It is due to the ongoing support of our partners and sponsors that this event continues to thrive.

In 2020, due to public health closures, the Art of Giving was presented as an adapted version of our annual celebration, whereby award winners and performances were presented virtually. In 2021 public health restrictions continued, however the implementation of the restriction's exemption program allowed us to safely host a small, in-person celebration. This event was broadcasted live and virtually to audiences through the AACLETH YouTube Channel. Held in the Casa Community Room on September 23, award winners, nominators, and event sponsors enjoyed refreshments and individualized charcuterie boxes catered by the Italian Table. Audiences, both in-person and virtually, were entertained by the musical stylings of classical guitarist, Tony Zazula, and singer-songwriter Dave McCann. The Master of Ceremonies for the event was Jeff Carlson and awards were presented by Mayor Chris Spearman and AAC Board President, Peggy Mezei. Technical assistance and video production were provided 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. Individuals who are honoured personify the values expressed in the philosophy and vision of the AAC: Lethbridge is enriched by a thriving arts community.

2021 Joan Waterfield Memorial Award Winner: Jay Whitehead

The Allied Arts Council Awards of Excellence (AACE) recognize individuals, organizations, and businesses that continue to make the Lethbridge arts community strong and vibrant. The relationships between the business community, civic government and the arts community contribute to making Lethbridge a great art city.

AACE Individual: Robert Bechtel

AACE Business: Classique Dancewear (Judi Dormaar)

AACE Service Organization: McNally Community Association

AAC Aspiring Artists(s): Emmalyn Naude and Olive Graham

AAC Young Artist: Kasia Sosnowski

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 artistic practice related opportunities.

CASA

2021 had a disappointing start for Casa staff and users of the facility, as the building remained shut due to public health lock-downs. There was hope that the closure would be short-lived, but with the reality of extended restrictions the management team made the difficult decision to layoff some of the facility and programming staff in January. The remaining staff performed maintenance tasks and provided virtual programming where possible, all the while continuously shifting potential reopening dates with each new provincial health order.

After a six-month closure, Casa reopened to the public on June 12th. Staff that were laid off returned and the buzz of activity in the building slowly resumed. Studio access and dance rentals started in June, with the gallery and education programs following shortly after in the first week of July. There was some hesitation and expectation that a stepped reopening strategy would be implemented by the government of Alberta, but by early July nearly all restrictions had been lifted. After much consideration, the AAC management team elected to maintain a few restrictions regarding access and capacity.

The first major event to take place at Casa in 2021 was hosted by the Lethbridge Shakespeare Performance Society on July 10. This event was held indoors, in the Casa community room as part of the group’s summer performance series. However, the majority of the group summer performances ended up moving outdoors onto Rotary Square. Beginning in late July the AAC hosted the Upside Downtown concert series, a weekly showcase of musical performances. The concerts were set up on the square and were very well attended by audiences eager to enjoy live-performance again. The theatre group Hootenanny also planned a special summer series of theatrical performances on Rotary Square, unfortunately the hot weather forced them to move across the street to Galt Gardens. The summer heat wave caused a few other cancellations as well, with many event organizers opting to move to shadier outdoor locations across the city.

By September the pandemic cast another shadow on Casa activities. The AAC’s previous decision to maintain public health restrictions eased the introduction of new public health orders including the implementation of the restriction’s exemption program. This program required that patrons provide proof of vaccination to enter the building and as a result, new operational strategies were developed to ensure its proper application. While the change led to animosity from some in the community, it soon became a regular and supported routine for Casa patrons.

Several of Casa’s ongoing renters decided not to return for the fall 2021 session, many airing on the side of caution as concerns over the pandemic continued. While the dance studio continued to be a popular rental space, the meeting room and larger community room had a number of quiet days. The exceptions were a handful of larger events such as the federal and municipal election polling stations; Arts Days festivities; Christmas at Casa holiday market and the Indigenous Culture Thought Leaders’ Summit hosted by the City of Lethbridge. Casa’s Community Room also hosted a number of year-end recitals from regular user groups such as the University of Lethbridge Conservatory of Music, New West Theatre, and Haptic Dance Arts. As the year moved along some of the regular user groups at Casa began to return to their traditional programming, with others continuing to set tentative return dates.

After a second-year of navigating mandates and closures due to the pandemic, Casa staff are hopeful for a return to a full slate of activities in 2022, bringing a renewed energy to the Lethbridge arts community.

Door Count

2018	2019	2020	2021
166,230	168,082	40,617	40,740

Rental Statistics

Room	# of Bookings			# of Attendees		
	2019	2020	2021	2019	2020	2021
Community Room	251	38	54	16,500	1,463	3,940
Meeting Room	266	68	17	3,244	938	917
Dance Studio	819	363	200	8,320	2,829	1,447
2D Classroom	471	180	154	3,820	1,435	1,021
3D Classroom	551	265	260	5,706	1,877	1,815
Textile Studio	32	5	2	463	75	32
Woodworking Studio	69	30	16	758	256	88
Atrium	12	2	2	54	6	12
Rotary Square	4	12	18	700	141	1,218
Upper Patio	3	0	3	32	0	90
TOTAL	2,478	963	726	39,597	9,020	13,770

Clay Services

Regular clay programming was put on hold for the first six months of 2021 due to public health restrictions and the closure of Casa. Staff turned their attention to reorganizing the clay studio and classroom. Enhanced maintenance, building projects, painting, purging, clay-recycling, labelling, and deep cleaning were some of the many efforts taken on by the team while the facility was closed. There were improvements made to the storage system and the process of kiln firings, as well as the creation of a new studio handbook. This opportunity for in-depth organization has greatly improved the access and efficiency of the various spaces within the classroom and studio.

Because regular clay activities were put on hold, we turned our attention to creating alternative programs and services. Throughout the closure we continued to sell clay and clay products, and offered kiln firing services through a curbside system. Glazing services were provided to studio users as a complimentary service due to their lack of access to the Casa glazing room. We continued to offer custom orders for studio users through our retailers (Plainsman Clay and Pro-Graphics) in an effort to save them shipping costs. We also built canvas work boards for resale to the public so that artists could create a home-based space for their clay practice.

In lieu of our regular easter camp programming, clay packages were created for families to pick up which included complimentary firing of their creations upon completion. Approximately 750 lbs of recycled clay were wedged and dispersed at no charge to families.

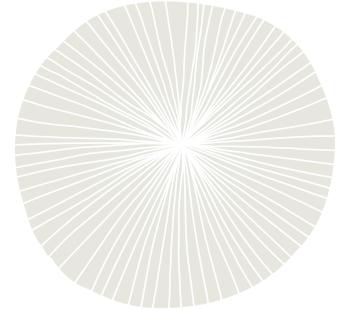
When the building reopened in June, the clay program hit the ground running. Studio users were the first to come back into Casa under new access restrictions. Studio times needed to be booked in advance and there was a maximum number of individuals allowed to work in designated areas of the studio at one time. Clay programming during July and August was extremely successful, with children and youth clay camps at capacity throughout the summer. We also successfully piloted a summer adult clay wheel course. This six-week course, taught by our new clay instructor Kassandra Pointer, a professional potter who got her start in pottery years ago at Casa, was extremely successful and will most likely be offered again in the summer of 2022.

By September regular programming was in full swing. We welcomed back our AMAPA students, programmed classes for children, adults, and youth, as well as hosting various workshops and birthday parties. The months of September to December were one of the busiest seasons on record for the clay department. As well, from June to December, 33 new studio orientations were completed, welcoming new enthusiasm towards the opportunity to create.

Due to a record number of classes and workshops, as well as the studio activity, all of the kilns were used heavily. Christmas at Casa and the approach of the holidays also put a great deal of pressure on the kilns. Unfortunately, one kiln's elements finally reached its end of life requiring maintenance by an electrician. Only two electric kilns were able to be used during this time and were being fired on a daily basis, which was not ideal, but manageable. In mid-December we ordered a "new" test kiln, that was utilized immediately upon its arrival.

Clay Statistics:

Kiln Firings	2020	2021
Total Firings	170	117



Studio Access

Once Casa reopened in June, studio use increased in stages and gradually increased as the year progressed. In the summer and fall months artists were required to book time in the studio and a maximum number of users were allowed in the space at one time. As the winter began, and users were normalized to the distancing, mask wearing, and sanitizing protocols, studio access began to mirror the traditional format of drop-in use. Studio visits in 2021 were roughly half the number in 2020, a reflection of the increased concern of studio users during the second year of the pandemic. As the year came to an end studio use saw a significant increase and there is hope that 2022 will bring usage back up to pre-pandemic numbers.

Studio Access Statistics:

Boxes of Clay 342 **Locker Rentals** 186
Studio Tools 41 **Artist Purchased Firings** 413
Glaze Material 14

Orientations	2019	2020	2021
New Studio Orientations	141	67	70

Studio Access Purchases and Renewals

Studio Access Type	2019	2020	2021
Daily	351	84*	31*
Monthly	104	92	85
Yearly	76	43	49
Student	40	19	13
TOTAL	571	238	178

* Daily Passes were suspended when the building reopened in order to properly trace individual users.

Studio Access Count

Studio	2019	2020	2021
Clay Studio	2,142	1,820	8,69
2D Studio	735	516	122
Weaver's Studio	1,533	1,063	635
Textile Studio	113	32	18
Woodworking	333	347	255
Darkroom	6	5	3
Printmaking	44	47	42
TOTAL	4,906	3,830	1,944

Artist in Residence (AiR)

The AiR program was significantly impacted by the closure of Casa for the first six months of 2021. It was with great excitement when we were able to welcome our first artist for the year, Lauren Morris, who worked in the Casa studios from June 21 until July 19. Her time was spent working in the printmaking and 2D studio, creating a suite of prints and drawings that expanded upon her work as an undergraduate student at the University of Lethbridge. Lauren also took part in the open house in August and her work was on display for the opening reception of the Gallery at Casa.

Joy Wong came on as the AiR shortly after Lauren and also participated in the open house, providing a unique printmaking experience for participants. Joy was the AiR for three weeks in August, joining us from Etobicoke, Ontario, working primarily in the printmaking and 2D studio on prints slated for exhibition at Martha Street Studio in Manitoba. This cross-country residency opportunity gave Joy some focused time away from life as a part-time instructor, and allowed them to work on large format etchings, creating visible intricate details of skin.

September brought Xi Jin from Edmonton to the printmaking and woodworking studio, where she created hybrid print and digital works. These were installed in the kiosks for Arts Days and Xi hosted an open house in conjunction with the Gallery Stroll. Her work looked at the faulty nature of language and digital breakdowns. Her kiosk installations offered viewers a unique understanding of the way cultural platitudes translate—rather emptily—into other languages.

The AiR for the month of November was new-to-Lethbridge dancer, Sarah Johnson Power. She occupied the dance studio and produced new work in the vein of authentic movement. Sarah hosted a workshop in mid-November, which invited the public to come and experience first hand this highly intuitive and responsive method of contemporary dance. Unfortunately, she was not able to provide a work-in-progress performance, but we hope to revisit this opportunity in 2022.

The AiR program continues to be a valuable and exciting piece of the education portfolio, with a wonderful line-up of participants scheduled for 2022. We continue to see an invested interest in the program from artists, both local and across Canada, and have had a number of inquiries from international artists looking to come and participate.

AAC Works

AAC Works is a venue where artists can sell their work in a prime downtown location, and where high-quality fine art and fine craft are available for purchase by the Lethbridge community. The retail space and website work to familiarize the community with a range of exceptional artists. In addition to providing financial support 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.

AAC Works, like all things, was impacted by the COVID-19 pandemic and resulting public health restrictions in early 2021. While the storefront managed to keep its doors open, foot traffic into the store was significantly impacted. As well, many artists were producing work at a reduced level because they were unable to access their usual studio space. The continued restrictions on in-person gatherings and a collective shift towards online and virtual activities made the aacworks.ca website, launched in December 2020, all the more essential. It provided a way for people to shop virtually and take advantage of our curbside pick-up service.

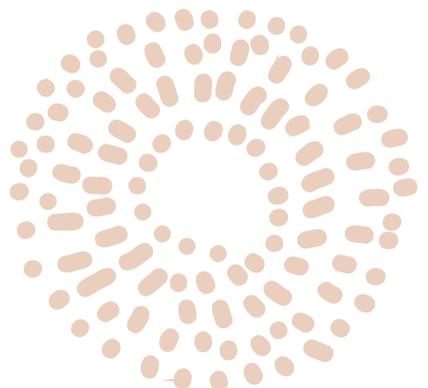
Several improvements were made to the space and to store operations in the fall of 2021. New shelving was installed and works were re-organized and re-hung to make better use of the limited space. Artist biography cards were created in an effort to provide customers with more information about the artist. As well, the hours of operation were adapted for the Christmas shopping season with the storefront opening its doors on Saturdays.

First Friday Artist Demos were presented in early 2020, but had to be canceled due to public health restrictions. In 2021 a new series was created to coincide with the Downtown Lethbridge First Friday initiative. The First Friday Feature Artist was created, giving the AAC a chance to highlight a different artist each month using our social media channels. The schedule of artists for the year was as follows:

- March:** Elaine Henderson (watercolourist) **April:** Blake Wilson (clay artist)
- May:** Rick Gillis (painter) **July:** Rose Jurisich (textile artist)
- August:** Cassandra Pointer (clay artist) **September:** April Matisz (clay artist, drawer, printmaker, and painter)
- October:** Grace Wirzba (fabric artist) **November:** Taylore Bailey (knitter)

There were four submission deadlines throughout the year and an adjudication process to select artists to participate. At the beginning of the year there were 52 artist-vendors and by end of 2021 there were 60 artists.

Total Sales	2020	2021
Instore	\$12,075	\$14,602
Online	\$950	\$203
TOTAL	\$13,025	\$14,805
Artist Commissions 70% Paid	\$9,118	\$10,312



List of Artists *Indicates new artists in 2021

Bailey, Taylore
 Beaton, Terry
 Brewster, Natalie
 Brown, Ron
 Bruce, Katie
 Cooper, Marcella*
 Cloutier, Mireille
 Coronat, Sandrine*
 Delver, Marney
 Devine, Kelaine
 Doody, Tanya
 Dyck, Eric
 Dwornik, Wayne
 Gallant, Donna
 Gaudet, Melanie
 Gibb, Judie
 Gillis, Rick
 Gomez, Suzanne*
 Hagan, Aaron
 Hayward, Shauna*

Henderson, Elaine
 Henderson, Kyle
 Hollingsworth, Tammy
 Hoskin, Trish*
 Hutton, Fran
 Jensen, Mike
 Kaluthota, Soba*
 Klassen, Sylvia
 Krause, Laurel
 MacKenzie, Jana*
 MacWhirter, Meghan
 Mak, Karina
 Markus, Ashley
 Marthiensen, Kazumi*
 Mather-Cocks, Karla
 Matisz, April
 Mazurick, Bev
 McMullin, Roger
 Miller, Rob
 Munro, Jim

Neufeld, Esther
 Olson, Roger
 Pearson, Trudy*
 Pointer, Kassy*
 Rebolone, Blanca Rosa
 Rennie, Meghan
 Richardson, Arianna
 Romanchuk, Karen*
 Roth, Ethan
 Routhier, Ray
 Russell, Gayle*
 Savill, Susan
 Simmers, Sharon
 Spears, Tonya
 Vitaris, Mark
 Waters, Bev*
 Wilson, Blake
 Wirzba, Grace

Professional Development

Our ongoing artist professional development series, ART/WORK, continued online via Zoom which has proven to be a very successful medium for both presentation and attendance. Throughout 2021, the AAC continued to provide artists with the resources they need to expand their practices and improve their business skills.

All Zoom sessions were recorded and are available on the AAC YouTube Channel at AACLETH.

2021 ART/WORK SESSIONS:

Applying for Arts Residencies with Katie Bruce

Tax Tips for Artists with Andrea Harper, CPA/AVAIL

How to Develop a Career as an Emerging Artist with Kasia Sosnowski

Discover Casa with Angeline Simon and Katie Bruce

How to Get Paid with Chris Carson from CARFAC Alberta

How to Prepare Gallery Submission with Darcy Logan

How to Paint a Mural: Art in the Public Sphere with Jill van Stanton and Andrea Bowes

(This PD session done in partnership with the city of Lethbridge public art committee)

ART/WORK STATS	2020	2021
Number of PD Sessions	10	7
Number of Participants	175	175

COORDINATING

COORDINATING COLLABORATIVE EVENTS AND ACTIVITIES THAT ALLOW THE COMMUNITY TO HAVE POSITIVE ARTS EXPERIENCES.

EVENTS

Upside Downtown

JULY - SEPTEMBER, 2021

Funding was obtained from the Heart of the City Re-Imagine Grant in order to hold a concert series on Rotary Square every Thursday from 5pm to 7pm. The AAC held 7 concerts in total running from July 29 to Sept 9. The event was very successful with between 75 and 100 people attending each concert. This series was not only exciting for the audience who were eager for live music, but important for the AAC to be able to support some of our local performing artists during what has been a very challenging time.

July 29: Shaela Miller Band

August 5: Adequate

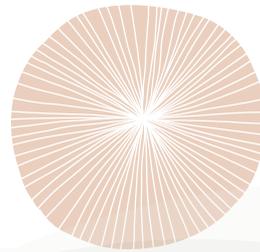
August 12: Dave McCann

August 19: Biloxi Parish

August 26: Wendy Colby and Karen Romanchuk

September 2: Bailey Kate

September 9: Fawns & Steven Foord



Arts Days

SEPTEMBER 24-26, 2021

Lethbridge Arts Days is an annual celebration of the arts in Lethbridge, held in conjunction with provincial and national Culture Days. All Alberta Health Services restrictions were considered in the 2021 Arts Days planning and as many outdoor events were created as possible. Groups traveling between venues were encouraged to travel in household groups or close contacts and the restrictions exemption program was applied at all indoor activities.

The theme for Arts Days 2021 was **RE:IMAGINE**. This theme signaled a positive turning point and a desire to forge new ideas and break new ground.

On Friday, September 24, **On the Street** performances were held in front of the AAC Works storefront, with buskers playing from 11am to 3pm. As well artists could be seen window painting through the **Downtown Lens** component of Arts Days. The storefront windows of Sill and Soil, Casa, AAC Works, and Classique Dancewear were brought alive with colour.

The AAC Cabaret was held on Rotary Square on Friday evening from 7pm to 9pm. Audiences of all ages enjoyed performances by local bands; Body Lens and Makiisma, and spoken word artist Michael Willems. During the performances local artist Eric Dyck provided live drawing which was projected onto the side of Casa.

Throughout the weekend the works of over 30 visual artists could be seen at the **AAC Pop Up Gallery**. This initiative transformed an empty storefront in downtown Lethbridge into a gallery space, providing an addition to the Art Walk component of Arts Days. The opening reception for the AAC Pop Up exhibition was held on Saturday, September 25, artists were in attendance and live music was provided. This reception was held in conjunction with the **Gallery Stroll**

from 7pm to 9pm. The venues in the Gallery Stroll included the Gallery at Casa, AAC Pop Up Gallery, Southern Alberta Art Gallery, Mortar and Brick Pop Up Gallery, and Trianon Gallery.

Also during the Gallery Stroll was the visual arts performance of *The Three Graces* on Rotary Square. The Three Graces were Cindy Baker joined by local artists Mary-Anne McTrowe and Shanell Papp. This durational piece had the artists moving, jumping, dancing, collapsing in an all-white bouncy castle for two hours. The piece evoked many joyous emotions and nostalgic memories from onlookers. During this unique presentation, local artist and staff member, Kelaine Devine provided live drawing that was projected onto the side of Casa.

The final event for Arts Days 2021 was the *Family Affair on the Square*, held on Sunday September 26 on Rotary Square from Noon to 3pm. There was live music, a community painting, a one-pound clay challenge and chalk drawing. Eric Dyck also joined the festivities and created a large and unique chalk drawing for families to enjoy.

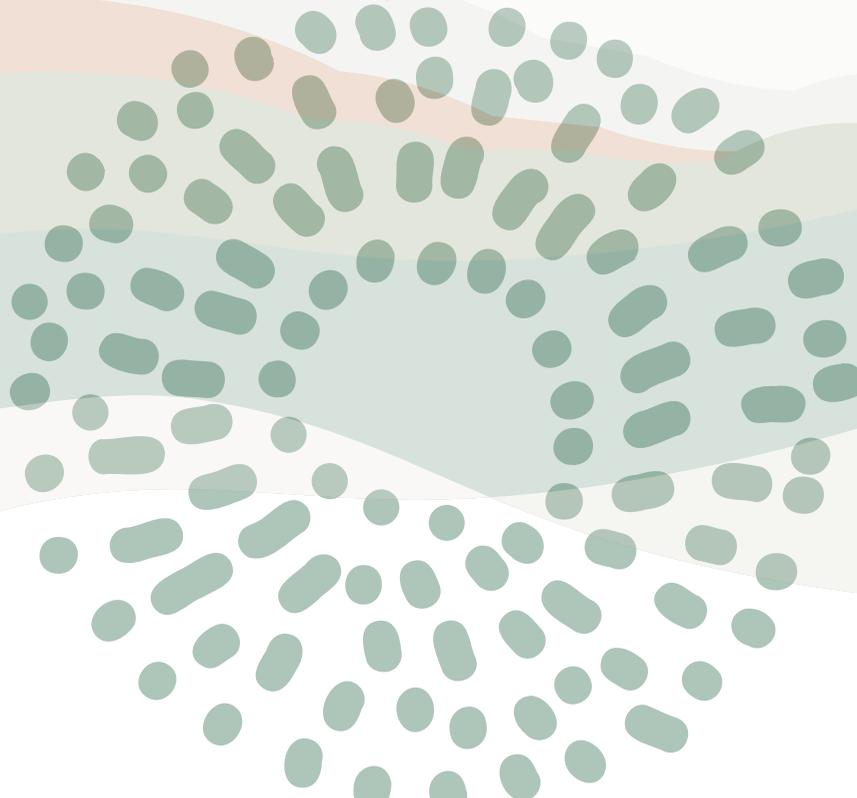
The artist kiosks on Rotary Square were transformed for Arts Days, and the public was invited to connect with artists Grace Wirzba and Xi Jin to witness their process in transforming the interiors of the two repurposed sea cans. The artist kiosks were open during the Gallery Stroll and Family Affair on the square.

Christmas at Casa

NOVEMBER 19 & 20, 2021

Christmas at Casa was held on November 19, 2021 from 4pm to 9pm and November 20 from 9am to 5pm. All 47 vendors were selected through an adjudication process in August 2021. In addition to utilizing the restrictions exemption program for those entering Casa, shoppers were also required to obtain a free Eventbrite ticket to the sale. This was done in an effort to control the number of people in the building at one time. Despite lower numbers of attendees compared to our last in-person sale, the actual sales for most vendors matched or exceeded what they experienced in 2019.

The event was augmented by musical performances that were made possible by a \$2,000 sponsorship from ATB Arts and Culture Branch. Shoppers were also happy to have access to the food vendors on site, Antojitos and Mac & Custards.



Education

The COVID-19 pandemic also continued to challenge our programming ability throughout 2021. The education department focused on making short term changes to early Winter 2021 programs, such as condensing courses and changing start dates in response to the closure of Casa in early 2021. This required a lot of coordination and communication with students and instructors. As January progressed it became clear that we would not be able to offer the first section of Winter 2021 classes and began deferring students to March classes. The public health restrictions continued into early February necessitating the cancellation of all winter 2021 programs. Students of adult, children, youth, and AMAPA courses were offered refunds or placed on waiting lists.

In the past our spring and summer programming have been developed as a unit, however to allow for greater flexibility in responding to public health restrictions these programs were planned and promoted separately. As it happened, the spring programming did not open for registration, which was extremely disappointing for instructors, students, and staff. The students that had deferred their registration from winter programming were offered, once again, to either defer to fall 2021 or receive a refund.

Child and youth participants in our summer art camp series were among the first welcomed back into Casa. Similar to the 2020 structure camps were led by instructor teams, allowing for each pair of instructors to teach to their strengths while also providing support to each other. Camps were held using an all-day format, and while it worked well enough for this season, we—and the general public—look forward to returning to a more customizable approach in 2022.

In addition to children's programming, we were able to add in several adult courses through the summer months. Kassy Pointer joined our team of ceramics instructors and proved to be a wonderful addition to the team and an invaluable asset to the Casa education program. Her presence allowed us to program two sections of Clay Wheel, as public demand for adult programming mounted through the summer months. This is historically a very difficult time to engage adult registrations so this signaled a real desire from the community for art opportunities.

Throughout July and August, we hosted a weekly live model drawing night, held outdoors on Rotary Square. While initially envisioned as a limited run of registration-required events, we eventually changed the program to mirror the free drop-in events happening on Rotary Square, allowing participants to practice drawing a wide variety of costumed models.

Fall programming saw our first full slate of classes. It was exciting to get back to offering learning opportunities for seasoned creators and beginners alike, with introductory to intermediate classes offered in a range of disciplines. Artist partnership programs also returned, though in a limited capacity. Registration was initially slow and faced additional challenges with the implementation of the restriction's exemption program, though in the end, only one course was cancelled for fall 2021. All students 12+ completed the year fully vaccinated and our arts community remained safe and healthy because of it. Having a security team was instrumental in coordinating this policy. Our processes minimized repeated requests for proof of vaccination status from students through establishing a registry.

Our woodworking programming experienced some unfortunate losses in 2021. Our long-time woodworking instructor, David Green, had to step back and we were thankful to be able to bring Angela Luck in as an instructor to help fill the gap. We were also saddened by the passing away of Jay Johnson, another important instructor in the woodworking studio and were grateful to have James McDowell step in to finish the sessions for the students.

At the end of November, vaccinations against COVID-19 became available for those 5-11 years old and after a great deal of consideration the managers team decided to implement a vaccination policy for students 6+, aligning with other health measures already in place. While there was a brief public backlash, we have reason to believe that this will have little impact on next seasons registration numbers.

Covid Response Alternative Programming:

Creativity kits, implemented in late 2020 in lieu of in-person programming, continued to be made available to the public at a cost-recovery price or at no cost, depending on the circumstance. Many of the kits were given out to other organizations, such as Alberta Health Services and Lethbridge Family Services. With the spring courses cancelled, AMAPA students were also invited to pick-up kits for an at-home creative experience. In total, 256 kits were shared with the public.

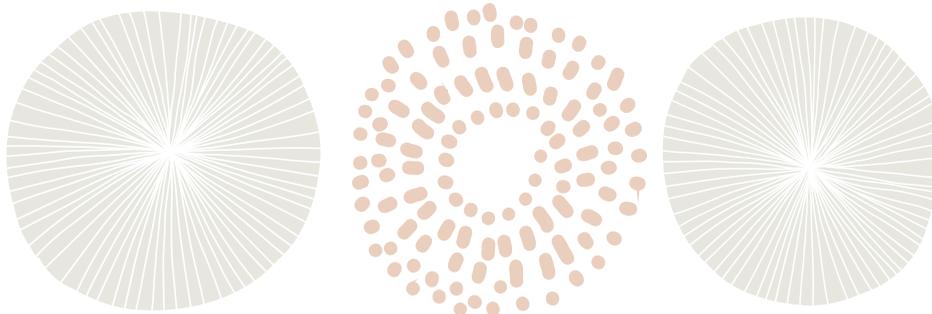
Family day activities also moved online and a separate creativity kit was put together, allowing families to create air-dry clay family portraits. There was a limit of 150 kits made available to the public and contained air-dry clay, tissue paper, watercolours and brushes, as well as white glue and sculpting tools. On February 15, participants tuned into Casa's YouTube channel to follow along with the instructions, or create their own. Participants were encouraged to send in photographs of their creations, and were then placed in a draw for a children's class at Casa. These kits were designed with enough material for two children to participate, with the first kit being free and subsequent kits at a cost of \$10 to cover materials and assembly. This was a very popular initiative, with a lot of positive feedback from the community.

Our last alternative programming initiative for the year was for our Easter camps which also went virtual this year due to the closure of the building. A kit was designed with materials for five daily activities for students to participate in. For the week of April 5 to April 9, participants followed along with instructions on Casa's YouTube channel as they created decouped planters, pinch pot animals, air-dry clay sculptures, ceramic bowls, and a larger-than-life self-portrait. Kits contained two types of clay (traditional and air-dry), sculpting tools, tissue paper, wildflower seeds, small ceramic planters, white glue, glue sticks, watercolour paints, brushes, a ruler, and scissors. 100 kits were made available, and similar to the Family Day process, contained enough materials for two children to participate; first kits were made free and subsequent kits were \$10.

Education Statistics

Education Programming	2019	2020	2021
Core Courses (including AMAPA)	148	62	63
Total Number of Students (including AMAPA)	1,131	469	445
Artist Partnership (AP) Programs	71	7	2
Artist Partnership (AP) Students	572	60	9
Birthday Parties and Workshops	49	15	19
Birthday Party and Workshop Attendees	709	169	119

*The Education statistics for 2021 have omitted courses that were cancelled due to building closures.



The Gallery at Casa

2021 was a year filled with challenges for gallery staff and artists scheduled to exhibit. However, there were many successes that can be noted from this challenging time. Over the course of the year The Gallery at Casa provided opportunities for 136 artists and paid \$9,980 in honorariums to local and provincial cultural producers. Works were displayed from artists at all stages of their careers, from emerging to established artists, including exhibitions from Dagmar Dahle, Tanya Doody, Kellen Spencer, and Petra Mala Miller.

Though there was no public access to the gallery from January to June, due to public health regulations, alternate visual arts programming was created to engage the public. One of the first programs delivered during the winter closure was the launch of the **Gallery by Mail** project in January, which gave the public a chance to enjoy the works of local artists safely from their home. Fifteen Lethbridge artists participated in these postcard exhibitions, with their work printed in full colour on a postcard and a brief artist biography printed on the back. There were three separate postcard exhibitions: Forms of Abstraction, The Unexpected & Unconventional, and Landscape & Nature.

During the gallery closure, four outdoor public exhibitions were curated and on display throughout Rotary Square. The first was a pop-up window display in May called **Pop into Spring**. The works of ten local artists were displayed in the large windows at Casa facing out onto Rotary Square, so that the public could view the artwork from the outside. The exhibition that followed was held in the summer and it involved artists designing shadowboxes that were mounted on the exterior flagpoles at Casa. This exhibition, titled **Inside-Out**, also included installations from two artists in the kiosks and a window exhibition, once again using the large concourse windows.

With the confirmed reopening of Casa in June, a group exhibition was put together to mark the re-opening of the facility. Titled the **Casa Summer Salon**, this exhibition was a way to celebrate our arts community and bring local artists together who had been busy creating throughout the isolating days brought on by the pandemic and public health restrictions. The exhibition was thematically neutral and un-juried, which meant all pieces were welcomed and accepted, provided they were sensitive to a broad range of audiences. There were 74 artists that participated and the show was hung salon-style throughout the display spaces in Casa, upstairs and down. The exhibition ran from July 3 to August 21 and was received with a great deal of positive response from the broader community.

Following the reopening exhibition, The Gallery at Casa held five fee-paying exhibitions, one group show and four solo shows, all by local artists and artists with connection to our community. In total 78 artists participated in exhibitions within our primary gallery space. There are also a series of auxiliary exhibition spaces in Casa; the Passage Gallery, the Focus Gallery, and the Concourse Gallery & Showcases. These are non-fee-paying spaces where artists can exhibit and sell their work. Within these spaces we hosted ten distinct exhibitions and 21 artists were afforded the opportunity to participate. As well, two exhibitions by emerging artists were on display in the Casa Project Space.

The Gallery at Casa continued its commitment to time-based media through the ongoing **Keeping It Reel** film series. The first film of the year was in honour of National Indigenous People's Day, with the screening of the documentary **Through the Repellent Fence** on June 21. The gallery staff worked with the producers and director of the film, S.W. Douglas, to present this virtual screening to our community. This film follows the art collective, Postcommodity, as they strive to construct Repellent Fence, a two-mile-long outdoor artwork that straddled the U.S.-Mexico border. Postcommodity consists of three indigenous artists who "put land art in a tribal context." This virtual screening was attended by 35 people.

On September 30, our National Day for Truth and Reconciliation, we screened the art documentary **Intertribal** which was followed up by a virtual Q&A with the director, Trevor Solway. The documentary showcases the talents of a quartet of Indigenous musicians from the Treaty 7 area: Armond Duck Chief, Bebe Buckskin, Darcy Turning Robe, and Olivia Tailfeathers. The film was well received, with 95 people attending the virtual event, and the question-and-answer session was highly illuminating.

In November, we partnered with the United Way and the Reconciliation Lethbridge Advisory Committee to host a small exhibition, as part of their Expressions of Reconciliation Art & Media contest. We also mounted a display by the Lethbridge Artists Club in the Waterfield Gallery at the Yates. We were able to set the groundwork for exciting initiatives in 2023, including an indigenous project space, a student showcase in partnership with the University, and a robust expanded film program.

While 2021 was fraught with challenges, we were able continue delivering critical arts programming while planning for a future where the residents of Lethbridge continue to live and love the arts. The Gallery continued its mission to exhibit the work of local & regional artists, national artists with a connection to our community, and exhibitions of unique interest to Lethbridge.

The Gallery Statistics

The Gallery at Casa	2019	2020	2021
Main Gallery exhibitions	12	9	5
Main Gallery solo exhibitions	10	8	4
Main Gallery group exhibitions	2	1	1
Main Gallery artists in group exhibitions	21	68	74
Main Gallery artist fees paid	\$18,540	\$12,360	\$6,180
Total number of artists	31	72	78
Auxiliary Gallery exhibitions	27	22	10
Auxiliary Gallery solo exhibitions	17	17	9
Auxiliary Gallery group exhibitions	10	4	1
Auxiliary Gallery artists	74	53	21
Project Space exhibitions	2	4	2
Project Space artist fees paid	\$800	\$1,600	\$1,000
Rotary Square exhibitions			4
Rotary Square artists			15
Rotary Square artist fees paid			\$2,200
Waterfield Gallery (Yates) exhibitions	1	3	1
Waterfield Gallery (Yates) artists	9	25	20
Waterfield Gallery (Yates) artist fees paid	\$1,545	0	0
Film Screenings	5	9	2
Fees paid to filmmakers			\$600

Public Art

The Allied Arts Council has worked closely with the City of Lethbridge to implement the City's Public Art Program since its establishment in 2007. In addition to the Executive Director's participation on the City of Lethbridge Public Art Committee, AAC staff provide administrative support for the public art program in the areas of communication and process management. Responsibilities include: managing the public art website and social media communications regarding projects and public art calls; assistance with creating signage; assembling selection committees and assisting with selection committee meetings; liaising with artists on community projects and providing expert advice as required.

In 2021, the public art program realized a significant procedural change. On February 18, the first Public Art Work Plan was presented to the Cultural and Social Standing Committee (CSSC) of City Council. The presentation of a work plan, including projects and budgets, was a significant change from the previous process which had Council approve artworks that had been selected by public art juries.

The CSSC referred the plan to City Council and on March 23, 2021, Arts and Culture Manager, Jillian Bracken, presented the draft one-year plan. The draft was approved despite a motion by Councilor Mauro to limit approval to in-progress projects. This resolution would have frozen approximately \$1.5 million of available funding until at least November of 2021. Mauro indicated, given the pandemic, it was not the time for public art and the next Council should address the proposed plan following the October municipal election. This resolution was narrowly defeated by a 4 to 5 vote. Highlights of the plan was the allocation of funds for a mural pilot project, as well as, funds for an auxiliary gallery program proposed and coordinated by the Casa Gallery Curator.

Improved engagement with Indigenous artists has been a long-standing priority of the City of Lethbridge Public Art Committee. Steps have been made in developing a roster of local Indigenous artists and there has been moderate improvement with the engagement of this group of artists through public art calls. In 2021, there were also several projects which provided specific opportunities for Blackfoot Artists. Hali Heavy Shields created a major mural at the new Westside Firehall, Rudy Black Plume was contracted to design a vinyl wrap for a firetruck housed at the same firehall, and Cheyenne (Natoyihkii) McGinnis and Hali Heavy Shield created designs that were installed as vinyl window coverings in the Telus Building in recognition of the fifth annual Reconciliation Week in the Lethbridge.

The Public Art Committee has also identified engagement with local artists as a priority for a number of years. A mural pilot project included in the work plan provided an opportunity to act on this priority. The pilot program was developed in conjunction with the Heart of the City Committee, providing partial funds for the installation of murals on commercial buildings in the downtown core. A call for artists interested in participating in the pilot was issued in early 2021. Following approval of the work plan, a jury was assembled to review the 39 applications received and to create a short-list of artists capable of carrying out mural projects.

AAC staff member, Kasia Sosnowski, took the lead on researching and developing best practices recommendations for the mural project, measuring and photo-documenting potential sites, assembling the jury, and arranging a PD session on Murals in the Public Realm for all interested artists. Alberta mural artist, Jill Stanton, provided valuable information on best practices, participated in the PD session, and was also selected to create a mural. Five murals were completed in 2021 including: a mural by Brendan Brown in the alley behind the Penny Coffee House that was painted in June; a mural by AJ Loudon in the alley behind the Pelletier Building (opposite the Brown mural) that was painted in August; a mural by April Matisz on the Sisters Pub & Grill building that was painted in September; and a mural by Leila Armstrong and Aaron Hagan was also painted on the upper patio of the Oliver Building in September. Two additional murals are scheduled for completion in 2022. A documentary of the mural pilot project is being created by Airau Creative. Of significance to the ongoing success of mural creation was an amendment to the city by-law which previously designated murals as commercial signs. Having murals specifically excluded from being identified as signage will significantly simplify the process for implementing mural projects thus improving project timelines.

There were two additional opportunities in 2021 that were specific to local and Indigenous artists. Both calls were issued in conjunction with the renovation of the Lethbridge Airport. The first call was for a YQL Selfie Station to be designed by a local artist. A second call was released for an Indigenous artist to create a land acknowledgment artwork that will be installed as vinyl window coverings in two areas of the building. Artists will be selected for the two projects early in 2022.

Two community enhancement projects were completed in 2021. A utility box wrapping pilot project to wrap boxes in Galt Gardens was initiated in 2020. Proposals by local artists Aaron Hagan, Leila Armstrong, Hali Heavy Shield, G. Wayne Dwornik, Franziska Legg, and Rudy Black Plume were selected, from 34 submitted proposals. based on the themes of Place and Connection, Park/Urban Ecosystems, Coulee Flora or Fauna plus Family Fun and Play. Installation of the proposed designs was delayed until spring of 2021 to ensure appropriate weather for successful wrapping of the boxes.

A second installment of the Arts Alive and Well construction fence banner project occurred in 2021. The 2020 construction banner project, done in partnership with the school districts and the Southern Alberta Art Gallery (SAAG), involved the production of construction fence banners using artwork created by school children for inclusion in the Arts Alive and Well exhibition held annually in May at SAAG. The annual exhibition was held virtually in 2020 and 2021 due to COVID restrictions. In June 2021, a set of the 2020 banners that could not be used on downtown construction fencing due to wind concerns were installed on the Exhibition Park construction site. A new set of banners incorporating the 2021 Arts Alive artworks were built by AAC Communications Manager, Kelaine Devine, for installation at Nikka Yuko in August 2021. The 2020 banners currently at the garden were also transitioned to Exhibition Park. These two community enhancement projects were extremely well received by community members.

Requests for Proposals (RFPs) for two new major projects were issued in the summer of 2021. An RFP for a mosaic installation on the wall of the community picnic area at Legacy Park was launched on July 26, 2021, and closed on September 8. The project includes a mentorship component for a local artist. Susan Day, Red Knot Studio, and Voyager Art Inc. were short-listed to proceed to the final design stage with final proposals being submitted in early 2022.

An RFP for public art projects in conjunction with the downtown Post renovations was posted on August 23, 2021, with a closing date of November 2. This project provided three distinct opportunities for the successful artist, window installations in the lower windows on the west side of the post, a sidewalk enhancement opportunity on the sidewalk adjacent to the windows, and a screen installation at the rear of the building. Jill Anholt, Muse Atelier Art & Architecture, and Simon Frank were short-listed to proceed to the final design stage with final proposals being submitted in early 2022.

Although there was much success for the public art program in 2021, COVID-19 negatively impacted two major projects. Faye Heavy Shield was unable to complete the community engagement required for her project for the Indigenous gathering space at the public library. The Awaaniyaawa | They Are Speaking mural and sound installation is on hold until the work in the community can be completed. The Nikka Yuko artist, Takashi Iwasaki, experienced supply chain challenges and has been unable to source the wood for his project for the new Bunka center. This work will be installed in 2022.

PROMOTING & COMMUNICATING

PROMOTING ARTS ACTIVITIES AND EVENTS OF ARTISTS AND ARTS ORGANIZATIONS; COMMUNICATING ARTS ISSUES AND INFORMATION.

The AAC Communications Strategy supports every department at the 7 Street Office and Casa. Communicating the story of the arts to the greater community is achieved by promoting and documenting the initiatives of the AAC and the arts community. Individualized marketing plans, reflecting the unique needs of each department, are created for AAC events and projects utilizing a variety of communication tools, from traditional media such as posters, invites, and programs to online solutions like e-newsletters and websites.

Media Partnerships

The AAC's ongoing relationship with Vista Radio continued to be an important partnership throughout 2021. Art Tracks, a weekly feature about arts events, played each Wednesday on 94.1 CJOC, and in 2021 continued to be a great way to support and bring attention to virtual events held by our members.

In 2021, the Lethbridge Herald published 9 arts columns provided by the AAC about arts related events or topics.

The AAC frequently sends out media releases to inform the press about our activities and events. Our media champions include LA Beat, CTV Lethbridge, Global TV, Miracle Channel, Shaw TV, Lethbridge Herald, 94.1 CJOC FM, 98.1 2Day FM and CKUA.

Publications

Communications embodies the mission of "Advancing and Enhancing the Arts" through sharing the activities of the AAC and its members with the broader community. Online and print communications were developed to support Casa's re-opening and a return to the arts when the lockdowns were lifted. Individualized marketing plans were created to support the needs of each department at the 7 Street office and Casa, including purchasing of advertisements, digital assets, and print publications.

In late April, the communications department welcomed Lethbridge College practicum student Tabetha Burke-Mueller for the month of May. Burke-Mueller supported the on-going work of the Communications Department including working on digital assets for the Performing Arts Centre Advocacy Group, a video to support a Casa fundraising project, and marketing brochures.

Casa Program Guides continue to be a popular source of information for the community whether through print or digital access. These guides provide detail about art education classes, upcoming gallery shows, and events happening at Casa. Typically guides are created two months in advance of the educational term and it was with great hope that we printed and distributed the Winter 2021 Program Guide in November 2020. Unfortunately, the closure of Casa forced the cancellation of all activities and therefore the content became irrelevant. As public health restrictions continued throughout 2021, and to avoid the same disappointment, a mini-program guide and a separate summer camp guide were created and distributed upon Casa's re-opening. A traditional program guide was created for fall, but with only 1,000 copies printed for distribution.

Each month in 2021, the AAC contributed four pages to the City of Lethbridge **Recreation and Culture Guide**. The arts information page highlights AAC Membership events and activities throughout 2021, highlighting performance-based groups and the impact that the pandemic and restrictions were having on their activities. The Casa page provided information on the many virtual and in-person activities being programmed out of that facility. The two-page spread lists AAC member's activities in the upcoming month. When the Allied members began to pivot, the events pages continued to support innovative online and physically distant outdoor events. 48 Pages created in 2021. 414 total events in-person and virtual events were listed in the guide. The month with the highest number of events was September, with 49 events published.

Event Support

The **Upside Downtown Concert Series** was supported with only a three week turn around to promote and communicate the event. Radio ads were purchased from Vista Radio and CKUA, and online ads were purchased each week through Facebook and Instagram. Visual branding was created and used online, as well as being printed on banners, sandwich boards, and posters. The communications manager exceeded each concert ensuring proper sponsorship acknowledgement, Indigenous land acknowledgement, performer recognition, and call outs for other events and activities happening in the downtown core.

Mayor's Luncheon Marketing Materials and AACE Awards Video are created annually to both promote and document this event. Because this was a hybrid event in 2021, with both in-person and virtual elements, it required e-invites and announcements as well as online advertising, digital logos, and bumpers. The event was streamed on YouTube by Sonic Multimedia with a moderated chat.

The **2021 Arts Days** marketing materials focused on elements that didn't require being handled by attendees. CTV offered a highly discounted commercial package that we utilized with video footage from previous Arts Days events. Oscar Jimenez provided the footage and editing. This year's theme Re:Imagine was colourful and supported marketing efforts including animated on-line ads, vinyl signage, handbills, and radio ads.

Press releases, social media support and digital invitations were created to support **The Gallery at Casa**. These marketing pieces help to share the incredible work of the artists in our community. Press releases, in particular, help to draw attention to gallery activities and we are thankful for the press coverage that we have received from LA Beat, Lethbridge Herald, and CKUA. Throughout the year, work was done to support additional activities of the gallery including film screenings on National Indigenous Day and National Truth and Reconciliation Day. These screenings also helped to nurture a stronger partnership with Reconciliation Lethbridge.

Due to the return of an in-person **Christmas at Casa** event, there was a higher need for additional support in communicating the health and safety strategy that was being implemented. In addition to a program guide for attendees and a robust social media/digital advertising campaign, timed entry tickets were developed on Eventbrite to assist in crowd management. Gold and branded wristbands were also created for vendors. As well, a holiday market passport was also developed in coordination with the Galt Museum and Southern Alberta Art Gallery.

In its second year, **AAC Works** elevated its profile in the community. Print ads were included in all AAC publications and Artists with work for sale in the store-front were profiled monthly on social media and in the e-newsletter. The retail boutique also acted as a secondary site for sales of Casa related projects including art kits, gallery postcards, and AMAPA occasional cards. The communication strategy was more emphasised during the lead up to the Christmas shopping season. As well, AAC Works took part in the Christmas on 7 Street marketing event encouraging shoppers to shop this block. Posters and images were created as part of our contribution to this campaign.

Committee Support

The **Public Art Committee** received support from the communications department throughout the year with the creation of signage, media releases, social media posts, and website updating. As well, design of the Public Art Committee Workplan was completed in December for distribution in 2022.

The communications department provided support to the **Performing Arts Centre** Advocacy Group in the spring of 2021, due to the Capital Improvement Plan being undertaken at City Hall. A white paper and timeline were developed and shared by PACAG members and supporters. Social media posts were created to educate the public about the status of the construction of a new performing arts centre. E-newsletters were sent out to AAC members and Next Stage members to keep them abreast of the status of the project.

Websites

The AAC website artslethbridge.org supports the organization as a repository for information, events, and members. Unfortunately, the artslethbridge.org site was attacked through a DDoS (Denial of Service), which is when hackers flood a site through bots with large amounts of traffic. AMG web developers were hired to fix our security issues on the site and to provide on-going assistance. This attack is why the stats for this website are inflated and irregular. That said, three of the most popular pages on the website were once again: Home, Arts Days, and Job Opportunities.

The new website for Casa was unveiled in September. This website replaced the original site that was developed in 2013. An RFP was released early in 2021 and Advance Marketing Group (AMG) was the chosen web developer. Content and code creation proceeded throughout the summer with teams from the AAC and AMG working together. The new website is more responsive, more secure and much easier to use. Casa's website informs the community about events, arts education programming, and gallery news. Google analytics figures were not available for August and September during the website change over. The three most popular pages once again were: Home, Classes Overview, and Adult Classes.

Website	Statistic	2020	2021
Artslethbridge.org	Users	3,841	92,111
*inflated due to DDoS attack	Sessions	5,545	95,357
	Page views	13,939	113,643
	Calendar events	167	269
	Calendar entries *	380	2551
CasaLethbridge.ca	Users	17,815	14,938
*does not include August/September figures	Sessions	26,458	21,054
	Page views	83,627	62,266
	Calendar events	22	27
	Calendar entries *	37	44
Aacworks.ca	Users	478	919
	Sessions	749	1,643
	Page views	4,207	6,445
Publicartlethbridge.ca	Users	1,089	1,097
	Sessions	1,471	1,511
	Page Views	4,576	6,855

*This includes art shows, theatre runs and concert series over multiple days.

The AAC also maintains the following websites:

- Lethbridge Arts Days (artsdayslethbridge.org)
- Performing Arts Centre Advocacy Group (lethbridgeperformingartscentre.org)
- Lethbridge Public Art (publicartlethbridge.ca). This site provides information and location of public art in the city and also includes news on calls for artists

E-Newsletters

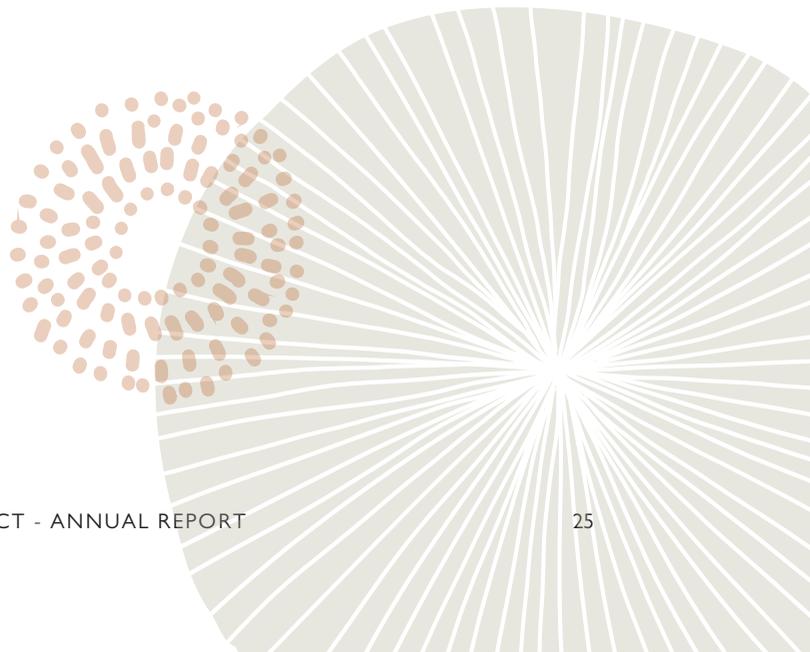
AAC's bi-weekly e-newsletter, Arts in Lethbridge, is sent out to members, supporters, and the media via Mailchimp. This e-newsletter is the quickest way to reach our membership, share artist opportunities, discuss important issues facing the arts community, and bring news from the AAC. This e-newsletter is delivered to 306 recipients, though this number is higher when we factor in the Allied members sharing within their membership.

Casa Connect delivers events and activities happening at the centre directly to your inbox. This e-newsletter is open to the public and is received by 672 subscribers. The public can sign up and access the e-newsletter through our social media channels.

Social Media

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

Social Media Stats	2020	2021
Allied Arts Council Facebook	1,355	1,564
Casa Facebook	3,419	3,565
Lethbridge Arts Days Facebook	1,444	1,481
Lethbridge Performing Arts Centre Facebook	725	721
Allied Arts Council Twitter	1,596	1,593
Casa Twitter	2,172	2,188
Allied Arts Council Instagram	1,179	1,357
Casa Instagram	1,695	1,937
Performing Arts Centre Instagram	218	247
Allied Arts Council YouTube	26	46
Casa YouTube	65	83



SUSTAINING

SUSTAINABLE ORGANIZATION, MAINTAINS HEALTHY FINANCES, A STABLE ORGANIZATION THAT LOOKS TOWARDS THE FUTURE.

AAC BOARD OF DIRECTORS

President
Margaret (Peggy) Mezei

Vice-President
Ian Zadeiks

Secretary
Jeremy Duchan

Treasurer
Scott Rowland

Directors
Sharon Stevenson-Ferrari
David Gabert
Jon Oxley
Janene Moch

AAC STAFF 7 STREET

Executive Director
Suzanne Lint

Finance Manager
Danielle Gibson

Communications Manager
Kelaine Devine

Member Services | Projects Manager
Tara Gillanders

AAC Works Manager
Kasia Sosnowski (until May 2021)

Executive Assistant
Jana MacKenzie

Administrative Assistant
Katie Fellger

Summer Student
Cassandra Williamson

AAC STAFF CASA

Facility Operations Manager
Brad Boruk

Gallery Services Manager/Curator
Darcy Logan

Education Manager
Katie Bruce

Education Coordinator
Angeline Simon

Clay Services Manager
Aaron Hagan

Facility Attendants
Diana Zasadny
Baz Skinner (casual)

Program Support
Emily Metherel
Ethan Roth

Reception
Hannah Aubie
River Del Corro (until April 2021)
Sheila Shaw
Mikail Tate

Custodians
David Farstad
Kent Nagata
Thorsten Nesch

Program Support Assistance
Lars Nodge
Nicole MacDonald

Volunteers

In 2021, 34 volunteers contributed 320 hours of their time to the AAC.

CONTRIBUTORS

\$1000+

ATB Branch for Arts and Culture
FWBA Architects
North and Company
Royal LePage Commercial
Brent Oleksy
Scott Rowland
Suzanne Lint

\$500+

KPMG
Melcor
Peter Mueller Kirschner
Sharon Stevenson-Ferrari
SONGER architecture inc.

\$250+

AZ Lawyers
dwr consulting
Economic Development Lethbridge
Westwinds Management Solutions –
Shilpa Stocker

\$100+

Anonymous
David Cocks
Jim Miller
Karla Mather-Cocks
Lethbridge Chinese Manie Opera
Society
Rosemary Allan

>\$100

Bev Waters
Curtis Goodman
Helen Wright
Jeremy Duchan
Karina Mak
Kiley Henderson
Michelle Côté
Randi Thomas
Richard O’Gorman
Rose Jurisich
Sandra Lamouche
Sharon Simmers
Suzanne Griffin

FUNDING SUPPORTERS

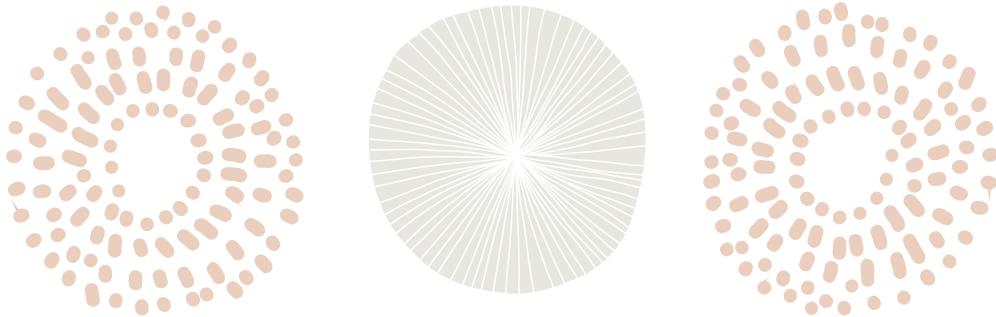
Heart of Our City
City of Lethbridge
Community Foundation of Lethbridge
& Southwestern Alberta

Alberta Foundation for the Arts
Alberta Media Arts Alliance Society
Government of Alberta
Government of Canada

MEDIA PARTNERS

Lethbridge Herald
2DAY FM

CJOC FM
MyLethbridgeNow.com



MEMBERSHIP

The Allied Arts Council was formed in 1958 with a mission to enhance and advance the arts in Lethbridge. Despite the challenges brought on by COVID-19 in 2021 we continued to provide opportunities for artists and arts organizations in our community as well as providing arts experiences for the community. Our efforts are outlined in the pages of this report.

ALLIED MEMBERS 53

- Ability Resource Association
- AFA Travelling Exhibition Program (TREX)
- Alberta Media Arts Alliance Society
- Beyond Limits Dance Collective
- CARFAC Alberta
- Centric Music Fest
- Chinook Woodturning Guild
- Empress Theatre Society
- The Galt Museum and Archives
- The Geomatic Attic
- HIBIKIYA (Southern Alberta Taiko Society)
- Its About Music Society
- Lethbridge Artist Club
- Lethbridge Big Band Society
- Lethbridge Branch of the Alberta Registered Music Teachers Association
- Lethbridge Centennial Quilters Guild
- Lethbridge Chinese Manie Opera Society
- Lethbridge Classical Guitar Society
- Lethbridge Community Band Society
- Lethbridge Community Taiko Association
- Lethbridge and District Music and Speech Arts Festival
- Lethbridge Folk Club
- Lethbridge Handicraft Guild of Weavers
- Lethbridge International Film Festival Society
- Lethbridge Jazz & Blues Society
- Lethbridge Modern Quilt Guild
- Lethbridge Photography Club
- Lethbridge Pride Fest Society
- Lethbridge Public Library
- Lethbridge Scottish Country Dance Society
- Lethbridge Shakespeare Performance Society
- Lethbridge Society of Glass Artisans
- Lethbridge Society of Independent Dance Artists
- Lethbridge Symphony
- McNally Community Association
- Mi Colombia Linda
- New West Theatre
- Nikka Yuko Japanese Gardens
- Oldman River Potters Guild
- Playgoers of Lethbridge
- South Country Fair Association
- Southern Accord Chorus
- Southern Alberta Art Gallery (SAAG)
- St. Patrick Fine Arts School
- Textile Surface Design Guild
- Theatre Outre Society
- Trianon Gallery
- Troyanda Ukrainian Dance Club
- uLethbridge Art Gallery
- uLethbridge Conservatory of Music
- uLethbridge Faculty of Fine Arts
- uLethbridge Recreation Services
- Vox Musica

LIFETIME 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 privilege of voting members.

Ron Brown
Barb Cunningham
Donna Gallant

Kathy Hopkins
Karen Kay
Laura Kenwood

Gloria Torrence
Shirley Wyndgaard

ARTIST MEMBERS 87

Andronowich, Iris
Beaton, Terry
Beattie, Jacquie
Bialobzyski, Alexis
Bradfield, Bryan
Brewster, Natalie
Brownlee, Karen
Brownlee, Karen
Cloutier, Mireille
Cook, Jheri
Cooper, Marcella
Cote, Michelle
Crowson, Belinda
Dalgleish, Rae-Ann
Devine, Kelaine
Dodich, Amy
Dwornik, Wayne
Edwards, Lorealee
Ellefson, Linda
Esau, Susan
Ford, Merri-Ann
Gabert, David
Garcia, George
Gillis, Rick
Godin, Jeff
Gray, Lorie
Green, Olive
Hagan, Aaron
Hampton, Bill

Heavysield, Faye
Henderson, Elaine
Henderson, Kylee
Henrie, Paul
Hutton, Fran
Jensen, Mike
Jimenez Hernandez, Oscar
Jurisich, Rose
Kaluthota, Sobadini
Ketcheson, Dale
King, Gary
Leeb, Michael
Lefebvre, Mel
Leite, Dawn
Lessard, George
Lint, Claire
Lorenz, Cidnee
Luykenaar, Vincent
Mak, Karina
Marthiensen, Kazumi
Mather-Cocks, Karla
Matisz, April
McTrowe, Mary Anne
Mezei, Peggy
Miller, Jim
Molyneux, Morton
Morrison, Kay
Mudrack, Jordan
Nesch, Thorston

O’Gorman, Richard
O’Mahony-Guyn, Aingeal
Pahara, Renee
Pavlenko, Alex
Pearson, Trudy
Rakos, Deb
Randell, Ian
Reeves, Dean
Reid, Claire
Reimer, Nikki
Romanchuk, Karen
Russell, Gayle
Savill, Susan
Schwarz, Kathy
Sheppard, Jean
Simmers, Sharon
Skagen, Brook
Sullivan, Nick
Thomas, Randi
Unger-Pengilly, Elaine
Van Ginneken, Henk
Vehnon, Stephanie
Vervloet, Alexandria
Waters, Bev
Wiebe, Criss
Wittig, Megan
Woss, Rena
Wright, Helen
Young, Gray

ASSOCIATE MEMBERS 3

Haptic Dance Arts

Mortar & Brick | Art & Events

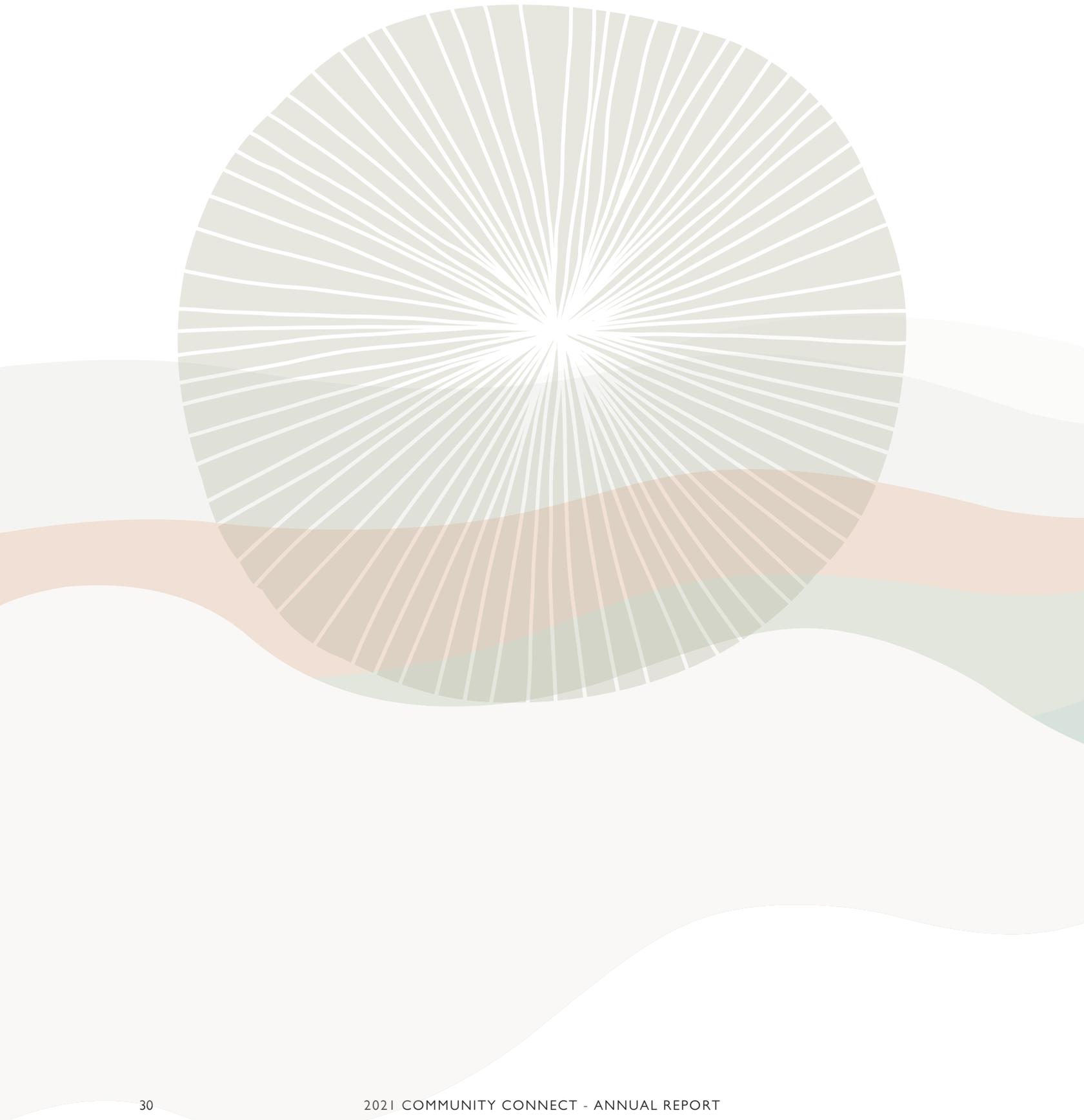
Savill Group Architecture Ltd.

FRIEND MEMBERS 6

Dela Garza, Veronica
Duchan, Jeremy

Gibson, Nicole
Rowland, Scott

Stevenson-Ferrari, Sharon
Zadeiks, Ian



FINANCIAL STATEMENTS

Financial Statements of

ALLIED ARTS COUNCIL OF LETHBRIDGE

And Independent Practitioners' Review Engagement
Report thereon

Year ended December 31, 2021
(Unaudited)



KPMG LLP
3410 Fairway Plaza Road South
Lethbridge AB T1K 7T5
Canada
Tel 403-380-5700
Fax 403-380-5760

INDEPENDENT PRACTITIONERS' REVIEW ENGAGEMENT REPORT

To the Members of Allied Arts Council of Lethbridge

We have reviewed the accompanying financial statements of Allied Arts Council of Lethbridge, which comprise the statement of financial position as at December 31, 2021, the statements of operations, changes in net assets and cash flows for the year then ended, and notes, comprising a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Practitioners' Responsibility

Our responsibility is to express a conclusion on the accompanying financial statements based on our review. We conducted our review in accordance with Canadian generally accepted standards for review engagements, which require us to comply with relevant ethical requirements

A review of financial statements in accordance with Canadian generally accepted standards for review engagements is a limited assurance engagement. The practitioner performs procedures, primarily consisting of making inquiries of management and others within the entity, as appropriate, and applying analytical procedures, and evaluates the evidence obtained.

The procedures performed in a review are substantially less in extent than, and vary in nature from, those performed in an audit conducted in accordance with Canadian generally accepted auditing standards. Accordingly, we do not express an audit opinion on these financial statements.



Page 2

Conclusion

Based on our review, nothing has come to our attention that causes us to believe that the financial statements do not present fairly, in all material respects, the financial position of Allied Arts Council of Lethbridge as at December 31, 2021, and its results of operations, changes in net assets and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

KPMG LLP

Chartered Professional Accountants

Lethbridge, Canada

March 17, 2022

ALLIED ARTS COUNCIL OF LETHBRIDGE

Statement of Financial Position

December 31, 2021, with comparative information for 2020

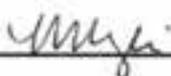
	2021	2020
Assets		
Current assets:		
Accounts receivable	\$ 70,763	\$ 58,890
Goods and services tax recoverable	5,436	6,895
Prepaid expenses	4,389	3,802
	<u>80,588</u>	<u>69,587</u>
Cash and investments not available for current operations (note 2)	1,486,068	1,088,954
Capital assets (note 3):		
Capital assets	225,595	212,222
Less accumulated amortization	<u>175,921</u>	<u>157,958</u>
	49,674	54,264
	<u>\$ 1,616,330</u>	<u>\$ 1,210,805</u>

Liabilities and Net Assets

Current liabilities:		
Accounts payable and accrued liabilities	\$ 18,046	\$ 18,001
Deferred revenue	23,623	20,088
Deferred contributions (note 4)	<u>130,931</u>	<u>39,492</u>
	172,600	77,581
Unamortized deferred capital contribution (note 6)	-	4,144
	<u>172,600</u>	<u>81,725</u>
Net assets:		
Invested in capital assets	49,674	50,120
Unrestricted	-	42,059
Internally restricted (note 5)	<u>1,394,056</u>	<u>1,036,901</u>
	1,443,730	1,129,080
Commitments (note 10)		
	<u>\$ 1,616,330</u>	<u>\$ 1,210,805</u>

See accompanying notes to financial statements.

On behalf of the Board:

 Director

 Director

ALLIED ARTS COUNCIL OF LETHBRIDGE

Statement of Operations

Year ended December 31, 2021, with comparative information for 2020

Program	Shared services	Facility	Leadership	Total 2021	Total 2020
Revenue:					
Fees, sales and rentals	\$ 1,133	\$ 118,678	\$ 26,443	\$ 146,254	\$ 170,624
City of Lethbridge					
- fee for service	-	468,800	294,110	762,910	783,235
- facility support (note 7)	-	601,789	-	601,789	589,700
Government wage subsidies (note 4 and 12)	85,011	140,953	61,415	287,379	350,686
Other grants, donations and sponsorships (note 4 and 8)	9,216	3,051	142,955	155,222	141,740
Fundraising and special projects (note 4)	2,025	10,389	47,299	59,713	16,028
Other	1,131	-	-	1,131	5,124
Amortization of deferred capital contribution (note 6)	-	2,072	2,072	4,144	8,289
	98,516	1,345,732	574,294	2,018,542	2,065,426
Expenses:					
Program costs	303	42,586	24,750	67,639	68,784
Administrative and support staff	220,887	381,562	162,494	764,943	782,481
Fundraising and special projects	2,025	-	98,164	100,189	48,320
Rent	-	601,789	29,144	630,933	617,844
Building maintenance	-	14,590	625	15,215	13,727
Office	37,290	-	8,643	45,933	50,771
Communications	4,099	13,486	16,110	33,695	45,824
Insurance	14,124	-	-	14,124	5,379
Other	11,741	-	-	11,741	19,960
Loss on disposal of capital assets	-	115	115	230	2,482
Amortization	-	9,625	9,625	19,250	25,468
	290,469	1,063,753	349,670	1,703,892	1,681,040
Excess of revenue over expenses	(191,953)	281,979	224,624	314,650	384,386
Program allocations (note 11)	191,953	(95,977)	(95,976)	-	-
Net program surplus	\$ -	\$ 186,002	\$ 128,648	\$ 314,650	\$ 384,386

See accompanying notes to financial statements.

ALLIED ARTS COUNCIL OF LETHBRIDGE

Statement of Changes in Net Assets

Year ended December 31, 2021, with comparative information for 2020

	Invested in capital assets	Net assets unrestricted	Net assets internally restricted	Total 2021	Total 2020
Balance, beginning of year	\$ 50,120	\$ 42,059	\$ 1,036,901	\$ 1,129,080	744,694
Excess of revenue over expenses	(15,336)	314,650	15,336	314,650	384,386
Transfers: Excess of revenue over expenses (note 5)	-	(314,650)	314,650	-	-
Other transfers (note 5)	-	(42,059)	42,059	-	-
Purchase of capital assets, with internal funds	14,890	-	(14,890)	-	-
Balance, end of year	\$ 49,674	\$ -	\$ 1,394,056	\$ 1,443,730	1,129,080

See accompanying notes to financial statements.

ALLIED ARTS COUNCIL OF LETHBRIDGE

Statement of Cash Flows

Year ended December 31, 2021, with comparative information for 2020

	2021	2020
Cash provided by (used in):		
Operations:		
Excess of revenue over expenses	\$ 314,650	\$ 384,386
Items not involving cash:		
Amortization	19,250	25,468
Amortization of deferred capital contribution	(4,144)	(8,289)
Loss on disposal of capital assets	230	2,482
	329,986	404,047
Change in non-cash operating working capital:		
Accounts receivable	(11,873)	(18,784)
Goods and services tax recoverable	1,459	(1,639)
Prepaid expenses	(587)	340
Accounts payable and accrued liabilities	45	8,022
Deferred revenue	3,535	(11,073)
Deferred contributions	91,439	(22,828)
	414,004	358,085
Investing:		
Increase in cash not available for current operations	(399,114)	(352,757)
Purchase of capital assets, with internal funds	(14,890)	(8,045)
	(414,004)	(360,802)
Change in cash and cash equivalents	-	(2,717)
Cash and cash equivalents, beginning of year	-	2,717
Cash and cash equivalents, end of year	\$ -	\$ -

See accompanying notes to financial statements.

ALLIED ARTS COUNCIL OF LETHBRIDGE

Notes to Financial Statements

Year ended December 31, 2021

Nature of operations:

Allied Arts Council of Lethbridge (the "Council") is incorporated under the Societies Act of Alberta. The Council is a Registered Charity and accordingly is not taxable under the Income Tax Act. The Council serves as an umbrella organization for artists and arts organizations in the City of Lethbridge with a mandate to foster the arts environment in the community through arts coordination, facilitation and advocacy. The role of the Council as a coordinating body for arts in Lethbridge is defined in the City of Lethbridge Civic Arts Policy and is referred to as the Leadership Program. The Council also provides administrative support to the program management team of the Community Arts Centre (known as "Casa").

1. Significant accounting policies:

These financial statements are prepared by management in accordance with Canadian accounting standards for not-for-profit organizations in Part III of the CPA Canada Handbook. The Council's significant accounting policies are as follows:

(a) Cash and cash equivalents:

Cash and cash equivalents include cash on hand and short-term deposits, which are highly liquid with original maturities of less than three months from the date of acquisition.

(b) Capital assets:

Capital assets are stated at cost, less accumulated amortization. Amortization is provided using the following methods and annual rates:

Asset	Basis	Rate
General equipment	Declining balance	20%
Computer equipment	Declining balance	30%
Leasehold improvements	Straight-line	3 years

Capital assets and leasehold improvements, net of leasehold inducements, are reviewed for impairment whenever events or changes in circumstances indicate that the asset no longer has any long-term potential to the Council. Any such impairment is measured by a comparison of the carrying amount of an asset to estimated residual value.

ALLIED ARTS COUNCIL OF LETHBRIDGE

Notes to Financial Statements (continued)

Year ended December 31, 2021

1. Significant accounting policies (continued):

(c) Revenue recognition:

Fees, sales and rentals and the fee for service are recognized when earned. Revenue from fundraising and special projects is recognized when the event or project is completed.

The Council follows the deferral method of accounting for contributions. Unrestricted contributions are recognized as revenue when received or receivable if this amount can be reasonably estimated and collection is reasonably assured. Externally restricted contributions are recognized as revenue in the year in which the related expenses are recognized. Restricted investment income is recognized as revenue in the year in which the related expenses are recognized. Unrestricted and internally restricted investment income are recognized as revenues when earned.

(d) Donated goods and services:

Donations and contributions in kind are recorded at fair value when such value can reasonably be determined. Volunteers contribute a significant amount of time each year to assist the Council in carrying out its programs and services. As the value of these contributions is difficult to determine no amounts have been recognized in the financial statements.

Volunteers contributed 320 hours in 2021 (2020 - 450) to assist the Allied Arts Council of Lethbridge in carrying out its service delivery activities, programs and mandate

(e) Use of estimates:

The preparation of the financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the year. Significant items subject to such estimates and assumptions include the carrying amounts of capital assets and provisions for impairment of accounts receivable. Actual results could differ from those estimates.

ALLIED ARTS COUNCIL OF LETHBRIDGE

Notes to Financial Statements (continued)

Year ended December 31, 2021

1. Significant accounting policies (continued):

(f) Financial instruments:

Financial instruments are recorded at fair value on initial recognition. Freestanding derivative instruments that are not in a qualifying hedging relationship and equity instruments that are quoted in an active market are subsequently measured at fair value. All other financial instruments are subsequently measured at cost or amortized cost, unless management has elected to carry the instruments at fair value. The Council has not elected to carry any such financial instruments at fair value.

Transaction costs incurred on the acquisition of financial instruments measured subsequently at fair value are expensed as incurred. All other financial instruments are adjusted by transaction costs incurred on acquisition and financing costs, which are amortized using the straight-line method.

Financial assets are assessed for impairment on an annual basis at the end of the fiscal year if there are indicators of impairment. If there is an indicator of impairment, the Council determines if there is a significant adverse change in the expected amount or timing of future cash flows from the financial asset. If there is a significant adverse change in the expected cash flows, the carrying value of the financial asset is reduced to the highest of the present value of the expected cash flows, the amount that could be realized from selling the financial asset or the amount the Council expects to realize by exercising its right to any collateral. If events and circumstances reverse in a future year, an impairment loss will be reversed to the extent of the improvement, not exceeding the initial carrying value.

ALLIED ARTS COUNCIL OF LETHBRIDGE

Notes to Financial Statements (continued)

Year ended December 31, 2021

2. Bank indebtedness:

The Council considers deposits in banks and money market mutual funds redeemable at any time as cash and cash equivalents. The major components of cash and cash equivalents are as follows:

	2021	2020
Cash	\$ 355,900	\$ 483,700
Investments in money market mutual funds at cost, effective interest rate of approximately 0.11% (2020 - 0.71%).	1,130,168	603,253
	1,486,068	1,086,953
Less cash not available for current operations	(1,486,068)	(1,086,953)
	\$ -	\$ -

3. Capital assets:

	2021		2020	
	Cost	Accumulated amortization	Net book value	Net book value
General equipment	\$ 148,744	\$ 107,408	\$ 41,336	\$ 40,770
Computer equipment	40,523	33,837	6,686	6,285
Leasehold improvements	36,328	34,676	1,652	7,209
	\$ 225,595	\$ 175,921	\$ 49,674	\$ 54,264

ALLIED ARTS COUNCIL OF LETHBRIDGE

Notes to Financial Statements (continued)

Year ended December 31, 2021

4. Deferred contributions:

Deferred contributions represent unspent externally restricted grants and donations for projects and programs.

	2021	2020
Balance, beginning of year	\$ 39,492	\$ 62,320
Add contributions received or receivable in current year	593,753	485,626
	633,245	547,946
Less amounts recognized as revenue in the year:		
- Government wage subsidies (note 12)	(287,379)	(350,686)
- Other grants, donations and sponsorships (note 8)	(155,222)	(141,740)
- Fundraising and special projects	(59,713)	(16,028)
Balance, end of year	\$ 130,931	\$ 39,492

The deferred contributions balance includes:

	2021	2020
Alberta Foundation for the Arts - Gallery Program	\$ 18,000	\$ -
ATB Financial - First Nations & Youth programming	14,560	15,871
Canadian Heritage Grant - Concert Series	16,000	-
Community Foundation Healthy Communities Initiative	60,000	-
Wood's Homes Grant	3,805	3,805
Other donations:		
Bridge Lighting	12,366	12,366
Education Program	5,200	5,200
Aspiring Artist Award	1,000	2,000
Other Education Program	-	250
	\$ 130,931	\$ 39,492

ALLIED ARTS COUNCIL OF LETHBRIDGE

Notes to Financial Statements (continued)

Year ended December 31, 2021

5. Net assets internally restricted:

On January 1, 2021, The Board of Directors (the "Board") eliminated the internally restricted board, education, gallery surpluses and transferred those amounts to the other funds. The Board restricted the facility and leadership program surpluses for 2021. The Board has also set aside specific amounts of assets for building improvements, equipment replacement and other specific programs. These internally restricted amounts are not available for other purposes without approval by the Board.

The following transfers were made to (and from) net assets internally restricted relating to the 2021 surplus:

	2021	2020
Allied Arts Council Board program surplus	\$ -	\$ 121,300
Allied Arts Council Board program capital assets	-	(80)
Education program surplus (deficit)	-	(7,428)
Education program capital assets	-	(804)
Facility program surplus	193,447	212,568
Facility program capital assets	(7,445)	(4,264)
Gallery program surplus	-	20,144
Gallery program capital assets	-	(161)
Leadership surplus	136,093	57,644
Leadership capital assets	(7,445)	(2,735)
	\$ 314,650	\$ 396,184

The net transfers are comprised of \$329,540 (2020 - \$404,229) from unrestricted net assets, and \$14,890 (2020 - \$8,045) to capital. During 2021, the Board of Directors internally restricted the \$86,010 (2020 - \$107,000) of additional funding from the City of Lethbridge to be used over the next years of operations. Further, the Board approved the transfer of the unrestricted net asset balance of \$42,059 and transfers from the Facility and Leadership programs to the Advocacy and Community engagement, Special Projects, Diversity and Inclusion, Attraction and Retention and Capital fund.

ALLIED ARTS COUNCIL OF LETHBRIDGE

Notes to Financial Statements (continued)

Year ended December 31, 2021

5. Net assets internally restricted (continued):

At December 31, 2021, net assets internally restricted include:

	2021	2020
Sustainability:		
Attraction and retention	\$ 339,617	\$ -
Leadership	222,498	-
Casa facility	304,678	-
Strategic:		
Advocacy and community engagement	100,000	-
Capital	50,000	-
Diversity and inclusion	150,000	-
Special projects	220,000	-
Bursary fund	7,263	7,263
Arts facility capital campaign	-	29,486
Board program	-	203,196
Education program	-	125,758
Facility program	-	442,700
Gallery program	-	52,715
Leadership program	-	175,783
	\$ 1,394,056	\$ 1,036,901

ALLIED ARTS COUNCIL OF LETHBRIDGE

Notes to Financial Statements (continued)

Year ended December 31, 2021

6. Unamortized deferred capital contribution:

Unamortized deferred capital contribution represents the unamortized portion of contributions received and spent on capital projects. Changes in the unamortized deferred capital contribution is as follows:

	2021	2020
Balance, beginning of year	\$ 4,144	\$ 12,433
Less amount recognized as revenue	(4,144)	(8,289)
Balance, end of year	\$ -	\$ 4,144

7. Facility support:

The Council leases the Casa facility ("Casa") from the City of Lethbridge to carry on the Council programs and mandate. The annual rent in 2021 was \$601,789 (2020 - \$589,700). The City provides facility support revenue to the Council of the same amount, which is a non-cash transaction.

ALLIED ARTS COUNCIL OF LETHBRIDGE

Notes to Financial Statements (continued)

Year ended December 31, 2021

8. Grants, donations and sponsorship revenue:

The following restricted grant contributions and donations and related interest were recognized as revenue for the fiscal year:

	2021	2020
Grants:		
Government of Alberta:		
- Alberta Foundation for the Arts - Gallery program	\$ 69,500	\$ 65,250
- Alberta Ministry of Labour: Canada-Alberta Jobs Grant	1,000	-
- Alberta Culture Days Grant	8,000	4,500
- Alberta ERP Implementation Grant	2,000	-
- Alberta Media Arts Alliance Society	500	1,000
Canada Summer Jobs Grant	4,200	4,200
Canadian Heritage Grant	7,600	7,700
Canadian Heritage Grant Supplementary Funding	-	5,000
Wood's Homes	-	388
City of Lethbridge:		
- Public Art Administration Funding	30,000	30,000
- Heart of Our City - Art Days	-	10,000
- Heart of Our City - LSIDA Pause Art Play Series	-	600
- Heart of Our City - Kiosk Concert Series	375	375
- Heart of Our City - Upside Downtown Concert Series	15,000	-
- Heart of Our City - 3rd Ave Reopening	2,000	-
- Community Event Support Grant - Arts Days	6,000	-
ATB Financial - First Nations & Youth Funding	1,311	1,939
Community Foundation - Emergency Community Support Funding	-	2,000
ATB Branch for Arts and Culture Sponsorship	1,500	-
Donations:		
Education	1,740	2,022
Gallery - General	480	1,531
Other donations	4,016	3,985
Sponsorships:		
Art Days Sponsorship	-	1,250
	\$ 155,222	\$ 141,740

ALLIED ARTS COUNCIL OF LETHBRIDGE

Notes to Financial Statements (continued)

Year ended December 31, 2021

9. Investment income:

Investment income earned for 2021 of \$1,091 (2020 - \$4,346) which is considered unrestricted, is recorded in the statement of operations and included in other income.

10. Commitments:

- a) The Council has a lease and fee-for-service agreement to December 31, 2022 with the City of Lethbridge ("City") with regards to Casa. The Council is required to provide services for residents of the City which includes opportunities for expression and development of personal skills in a variety of fine art activities at Casa. The agreement provides a fee-for-service from the City for the Community Arts Centre, new initiative funding, and minimum wage increases on an annual basis in the respective amounts of; \$430,900, \$33,850 and \$4,500 in 2021; and \$430,900, \$35,525 and \$4,500 in 2022. The agreement also grants the Council the right to use Casa.
- b) The Council has also signed a fee-for-service agreement with the City to December 31, 2022. The Council is required to provide art opportunities through arts coordination, facilitation and advocacy for residents of the City. The agreement also provides for a fee-for-service from the City for leadership of the arts and communication management on an annual basis in the amount of \$208,100 for the years 2020 through 2022. In addition, funding for new initiatives in the amount of \$86,010 for 2021 and 2022.
- c) The Council operates under a lease contract for office space for the Leadership program that expires March, 2024. The annual base rent for this space for the next two years is as follows: 2022 - \$15,750 and 2023 - \$16,500 as well as common costs of approximately \$2,880 annually.
- d) The Council also operates under a lease contract for office space for the Leadership program that expires May, 2024. The annual base rent for this space is for the next two years as follows: 2022 - \$10,152 and 2023 - \$10,998 as well as common costs.

ALLIED ARTS COUNCIL OF LETHBRIDGE

Notes to Financial Statements (continued)

Year ended December 31, 2021

11. Program allocations:

Certain administrative costs are allocated to each program based on actual costs incurred. After the actual administrative costs are allocated to the programs the net administrative surplus (or deficit) is allocated to the programs based on the budgeted administrative costs for each program. Also, certain transfers (recoveries) are made between programs.

The board program was discontinued in the 2021 budget and the majority of these revenues and expenses are now included in administrative or shared services. Therefore, there were no program allocations in 2021 (2020 - \$2,032 consisting of administrative costs).

The education program was discontinued in the 2021 budget and the majority of these revenues and expenses are now included in the facility program. Therefore, there was no program allocations in 2021 (2020 - \$20,316 consisting of administrative costs).

Included in the 2021 facility program allocations of \$95,977 (2020 - \$107,677) are administrative costs.

The gallery program was discontinued in the 2021 budget and the majority of these revenues and expenses are now included in the leadership program. Therefore, there was no program allocations in 2021 (2020 - \$69,076 consisting of administrative costs).

Included in the 2021 leadership allocations of \$95,976 (2020 - \$69,076) are administrative costs.

12. Government wage subsidy:

Management determined that the Council was eligible for the Canada Emergency Wage Subsidy ("CEWS") and Canada Recovery Hiring Program ("CRHP") and therefore, a portion of the Council's wages were covered by the federal government for those periods. The Council received CEWS and CRHP of \$287,379 for the year ended December 31, 2021. During 2020, the Council received \$350,686 of CEWS and Temporary Wage Subsidy ("TWS"). These externally restricted government contributions are included in Government wage subsidies in the statement of operations.

13. Charitable fundraising act:

Remuneration of \$15,496 (2020 - \$20,728) was paid to employees whose principal duties involve fundraising.

ALLIED ARTS COUNCIL OF LETHBRIDGE

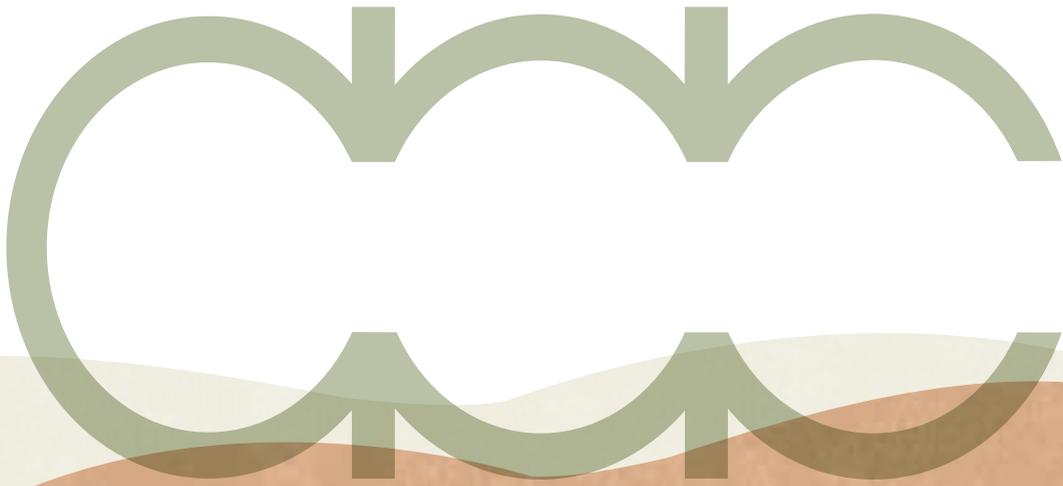
Notes to Financial Statements (continued)

Year ended December 31, 2021

14. Financial risks and concentration of risk:

(a) Credit risk:

On an ongoing basis, the Council is involved with projects with the City of Lethbridge. At December 31, 2021, the City of Lethbridge and the Government of Canada (2020 - the City of Lethbridge and the Alberta Historical Resources Foundation), make up approximately 91% (2020 - 95%) of accounts receivable. The Council deals with creditworthy counterparties to mitigate the risk of financial loss from default. The Council monitors the credit risk of customers through credit policies. There has been no change to the risk exposure from 2020.



providing leadership in
Advancing
& Enhancing the **ARTS**
in Lethbridge