

Allied
Arts
Council
of
Lethbridge

COMMUNITY CONNECT

2024



AAC Staff and Board

AAC STAFF

7 STREET

Executive Director - Jana MacKenzie (until November 2024)

Finance Director - Danielle Gibson

Communications Manager - Kelaine Devine

AAC Works + Volunteer Manager - Emma Aubie

Projects Manager - Shannon Bos

Engagement Manager - Steven Foord

Public Art Coordinator - Katie Bruce (until September 2024), KT Wilde (November 2024)

Social Media Coordinator - Angeline Simon

Administrative Assistant - Katie Fellger

AAC Works Assistants - Katie West (until July 2024), Mac Bronk

CASA

Facility Operations Manager - Brad Goruk

Gallery Services Manager/Curator - Darcy Logan

Education Manager - Courtney Faulkner

Clay Services Manager - Aaron Hagan

Indigenous Gallery Curator - Star Crop Eared Wolf

Program Support - Cass Williamson, Emily Metherel, Luka de Haan, Camille Eudes

Facility Attendant - Diana Zasadny

Reception - Sheila Shaw, Elizabeth Keller, Katie Fellger, Mac Bronk

Custodians - David Farstad, Thorsten Nesch, Kent Nagata

Program Support Assistance - Lars Nodge, Nicole MacDonald

Summer Students - Madeson Singh, Kenzie Groenheide

Photography Credits - Angeline Simon, Shannon Bos, Kelaine Devine

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MISSION

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

VISION

*A vibrant arts community
enriches Lethbridge.*

President's Report

My predecessor, Ian Zadeiks, started his 2023 AAC President's Report saying "2023 was a year of transition for the AAC" - citing the retirement of Suzanne Lint after 23 years as Executive Director. The AAC found itself in the same transitional state by fall of 2024, as Executive Director Jana MacKenzie left to take up a new career challenge with the Oldman River Watershed Council.

Throughout 2024 - the AAC, and Casa, have been very busy places. Casa programs and building usage have returned to, and exceeded, pre-pandemic levels of enrolment and traffic. This has created space and booking challenges to personnel and security practices that the Staff and Board will be working on over the coming years.

The AAC has renewed its membership structure over 2024, with a priority to minimize any cost barriers to participation and use of Casa facilities, and a goal to increase membership. I am especially pleased to report that registered memberships in all categories have increased to meet or surpass pre-pandemic levels.

The Board launched a new Strategic Plan strategy this past year, led by Hatlie Group, which brought together most Board and Staff members over the summer and fall to identify challenges and opportunities for the next five years in the Lethbridge arts community. Rooted in the AAC's vision of celebrating creativity and Lethbridge's cultural identity, the plan reinforces the organization's role in leading a dynamic, inclusive community where the arts inspire, connect, and transform. It also aligns with the AAC's mission to support artists of all disciplines through leadership, advocacy, and education, enriching the cultural and economic landscape of southern Alberta. The completed Strategic Plan will guide the AAC Board, Staff, and new Executive Director in shaping the organization's immediate and near-term future and will be posted on the AAC website in the near future.

2024 also marked the first full year of operation for a comprehensive AAC Employee group health plan, which the AAC has been planning and budgeting for since the pandemic. This plan will contribute greatly to the health and well being of the AAC's permanent core staff, and solidify the AAC's reputation for providing high quality and sustainable career positions for Arts programmers and administrators.

We welcomed two new Board Members in 2024: Megan Jones and David Barrus. They joined the Board at the same time as Sharon Stevenson-Ferrari and Ian Zadeiks completed their respective full six-year terms with the AAC Board, half of which were Zoom meetings. Ian served his final two years as AAC President, and Sharon's contributions to the Arts are beyond count in terms of supporting scholarships and prizes, arts jurying, attending

everything, supporting most arts initiatives, all while building her own painting career!

The AAC maintains and expands ambitious exhibition, public art, arts education and artist-in-residence programs. The AAC presents live music in Rotary Square throughout the summer, Christmas at Casa, Keeping it Reel film series, the Mayor's Luncheon for the Arts, Artist professional development presentations, and summer art camps for kids. It also maintains a street level storefront venue - AAC Works - presenting the artwork of over 80 local and regional artisans for sale.

The AAC shares a comprehensive monthly e-newsletter of arts programs, grant, and funding opportunities in Lethbridge and Alberta. This is a great venue for keeping informed on all things 'Arts', including future developments connected with the Lethbridge Civic Commons, and the future realization of a performing arts centre for the city.

All of these things are only possible because the Allied Arts Council of Lethbridge is very well served by dedicated and enthusiastic volunteers, board members, and professional staff. Their work, in partnership with all of the AAC membership, businesses, and the City of Lethbridge, continue to bring creative change and energy to this dynamic community.

Jon Oxley
AAC Board President

AAC BOARD

President - Jon Oxley

Vice-President - Lisa Doolittle

Secretary - Jeremy Duchan

Treasurer - Janene Moch

Directors - David Barrus, David Gabert, Kerry Gellrich, Megan Jones, Sierra McTavish

Executive Director's Report

The Allied Arts Council of Lethbridge (AAC) continued to fulfill its mandate to provide leadership in the arts in 2024. Our team of arts professionals created opportunities that supported artists while developing and implementing programs that allowed the community to experience and benefit from the arts.

Advocacy and communications are key components of the AAC's art leadership role. Members of the AAC staff brought an arts voice to several City of Lethbridge and community committees, the Annual Mayor's Luncheon was held to highlight the critical relationship between the arts, business, and civic government, AAC staff promoted the membership and their activities through a variety of communication channels and also continued to provide administrative and communication support for the City of Lethbridge public art program.

Support for artists is also a fundamental part of AAC operations. In 2024, artists from all disciplines were offered access to free studio/workspace through the Artist in Residence program as well as opportunities to share with the community at events such as Arts Days and Christmas at Casa. The retail space, AAC Works, continued to provide a outlet for local and regional artists to display and sell their work and the ART/Work program offered artists professional development sessions on a wide range of topics.

Casa, Lethbridge's community art centre also provided opportunities for artists and the community. Effectively managed by AAC staff, the facility continued to be an important hub for the arts in our city and region. Participation in the studio access and art education programs continued to grow as did rentals of the

community access spaces. The Gallery at Casa provided local artists and artists connected with Lethbridge opportunities to share their work through exhibits in the many gallery spaces. Use of the outdoor program space, Rotary Square, continued to grow with the hosting of the Upside Downtown Concert series, an event recognizing the 10-year anniversary of the installation of the David Hoffos People in the Window public artwork, the successful multi-disciplinary Big Band Bop celebration, and the outdoor night market addition to the Christmas at Casa market. This exceptional arts programming is provided by of our dedicated, talented and knowledgeable staff.

Changes were made to the staffing structure in 2024 to ensure the best possible operations. Early in the year the AAC welcomed two new managers. Steven Foord joined the staff in the new position of Engagement Manager and Shannon Bos assumed the role of Projects Manager. Staff member, Angeline Simon, assumed the new position of Social Media Coordinator, and following the October departure of long-time team member, Katie Bruce, we welcomed KT Wilde into the position of AAC Public Art Coordinator.

The AAC's long history and ongoing success is possible because of dedicated arts enthusiasts and supporters. I would like to express my gratitude to the hardworking AAC Board of Directors, our passionate staff, our supportive city liaison, Jillian Bracken, our wonderful volunteers and our expanding membership. Collectively, these amazing individuals help to build a strong arts community and a better Lethbridge.

Suzanne Lint
Interim Executive Director

Advocacy

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

COMMUNITY CONNECTIONS

The AAC provides leadership for the arts and the management of Casa arts centre as part of our fee-for-service agreement with the **City of Lethbridge**. The AAC offers expert guidance, support, and advocacy for the arts by actively participating in various City of Lethbridge and community committees, including the Heart of the City Committee, the Public Art Committee, and the Culture Masterplan Steering Committee.

Since its inception in 2006, the AAC has been an active participant in the EDL initiative, **Team Lethbridge** – a coalition of community leaders from 23 organizations dedicated to raising awareness of Lethbridge with provincial government representatives. From November 5 to 7, AAC representatives traveled to Edmonton for the eighth Team Lethbridge Mission, contributing an arts perspective to discussions in meetings and receptions. This initiative provides a valuable platform for building connections not only with government officials but also with leaders within our community.

Quarterly meetings of the **Tourism Lethbridge Attractions Committee** are attended by staff. This active committee provides marketing support for the region, information on regional activities, and opportunities for partnership across the local attractions. The AAC provides information about arts activities in Lethbridge including Casa and contributes to the ongoing marketing discussions.

Constructing a **Performing Arts Centre** in Lethbridge remains a priority for the AAC. The shortage of suitable and sufficient arts facilities that meet the needs of both arts producers and audiences remains an ongoing concern. Civic Commons has been designated by City Council as the future home of the Performing Arts Centre. Advocacy work is underway to ensure this project is included in all planning and continues to be included in the next Capital Improvement Program cycle.

In collaboration with **Lethbridge Downtown BRZ**, the AAC launched an online form to assemble a database of prospective buskers for paid performance opportunities. This database is currently utilized for paid busking spots at BRZ or AAC events. To date, the roster consists of 28 available artists for paid performance opportunities throughout the community.

The AAC was also presented with the Community Contributions Award at the Celebrate Downtown Awards in August for ongoing programming in the downtown, management of Casa, work with public art, and an ongoing commitment to the vitality of the downtown core.

The AAC team engages in many **outreach activities** and had a presence at many community events throughout the year including two City of Lethbridge Community Conversations events, the 6th Street Block Party, Henderson Pool Recreation Excellence, BIPOC Foundation's National Indigenous Peoples Day Celebration, Lethbridge Folk Club's 45th Anniversary Concert, Discover Downtown Day, uLethbridge Fresh Fest Carnival, Volunteer Lethbridge's Summer Volunteer Expo, and Word on the Street. These events provided opportunities to engage with the community and promote the arts.



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

MAYOR'S LUNCHEON FOR BUSINESS AND THE ARTS

This annual event emphasizes the vital relationships that are essential for fostering a thriving arts ecosystem. Held on Wednesday, October 9 at the Sandman Signature Lethbridge Lodge, the luncheon celebrates our civic government, local businesses, institutions, and artists, all of whom play a vital role in advancing and enriching the arts in Lethbridge. The luncheon also recognizes annual AAC award winners, nominated by the public and selected through a juried process, that contribute to the arts community.



Joan Waterfield Memorial Award
KATHY MATKIN CLAPTON

AACE Individual Award
TERI PETZ

AACE Business Award
ANALOG BOOKS

AACE Service Award:
BIPOC FOUNDATION

Young Artist Award:
KADE CARTER
RUSSELL MILDER

Aspiring Artist:
KENNEDY CHINN

Facilitation

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



CASA

In 2024, the Casa Arts Centre continued to provide unique and affordable opportunities for artists and community members to meet, rehearse, perform, exhibit, and create. The facility's eleventh year saw continued growth as it has become a busy location for local art groups, individual artists, not-for-profit organizations, businesses, and students, as well as a wide array of community groups.

Arts festivals were a popular occurrence in 2024 as Casa hosted **Centric MusicFest**, **Allied Arts Council's Upside Downtown concert series**, **Arts Days**, **Wordbridge**, **Lethbridge Writer's Conference**, and the **Lethbridge and District Music and Speech Festival**. Local art groups hosted performances, recitals, workshops, and meetings throughout the building's diverse spaces.

By the end of the year, Casa hosted nearly 3000 activities across its varied spaces.

Arts & Spaces

In 2024, over 9,000 lbs of clay was recycled and used throughout the year.

The facility was not limited to only arts groups as it was again able to accommodate a broad range of community events throughout the year. Annual community events like the Moonlight Run, the City of Lethbridge and YMCA’s Ready Set Go back to school initiative, and Lethbridge Polytechnic and University of Lethbridge Back to School Pancake Breakfast were just a few of many large community events that made use of the facility in 2024. With its diverse base of patrons and the pressing demands of the local community, Casa was again challenged with having enough space to accommodate all the requests. Every effort is made by AAC staff to meet the needs of the community.

A mix of new and seasoned artists took advantage of Casa’s shared art studio spaces, working in ceramics, textiles, woodworking, printmaking, and other mediums. Over 200 different artists made use of the facilities in 2024, tallying almost 7,500 combined visits. While the Clay Studio remains a community favourite, the addition of new equipment has increased interest in the textile and printmaking areas.

The clay program is consistently well-subscribed, and this area of operations continued to grow in 2024. Highly used equipment, such as kilns, required maintenance and servicing to keep them at peak performance. Seven quiet Shimpo Whisper wheels were purchased to replace older wheels, creating a more modernized and focused teaching space. Day-to-day operations included establishing new protocols to improve cleanliness and organization in the studio to accommodate even more studio access users. Clay reclamation is an important aspect of Clay Services.



DOOR COUNT	2022 102,074	2023 138,872	2024 151,057
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STUDIO ARTISTS
2022 106
2023 142
2024 161

STUDIO ACCESS COUNT	2022	2023	2024
Clay Studio	3277	4547	4123
2D Studio	319	740	580
Weaver’s Studio	1631	1548	1556
Textile Studio	18	153	120
Woodworking	657	1060	748
Darkroom	20	20	65
Printmaking	135	106	163
TOTAL	6057	8174	7355

The Conservatory of Music consistently provides a wealth of music programming. Lessons, performances, and rentals to community groups such as the Lethbridge Community Band Society bring in a regular stream of patrons on a weekly basis. However, they are not alone in bringing musical activities to Casa as 29 other groups and musicians took advantage of Casa spaces in 2024.

Theatre has been the fastest growing sector of performing arts groups at Casa. New West Theatre has begun programming theatre classes in the building and has also used the Community Room for rehearsing their larger shows before moving to The Yates and Sterndale Bennett Theatres. New local groups, Experience Theatre and Phoenix Art Council have also started making recurring bookings at Casa. They have regularly looked to book space for auditions, rehearsals, and performances.

CASA PERFORMING ARTS BOOKINGS

	MUSIC	DANCE	THEATRE	TOTAL
Community Room	104	17	69	190
Meeting Room	42	1	48	91
Dance Studio	0	782	31	813
Rotary Square	13	0	4	17
TOTAL	159	800	152	1111



RENTAL STATISTICS

	NUMBER OF BOOKINGS			NUMBER OF ATTENDEES		
	2022	2023	2024	2022	2023	2024
Community Room	175	314	307	16,887	21,534	27,238
Meeting Room	120	188	306	1258	3063	5318
Dance Studio	416	650	946	4895	7503	9037
2D Classroom	498	481	532	3740	4062	5136
3D Classroom	562	582	630	4677	5738	5827
Textile Studio	36	92	130	222	714	934
Woodworking Studio	48	61	115	280	568	993
Atrium	5	6	2	72	1223	5855
Rotary Square	15	19	26	1770	3193	9105
Upper Patio	4	1	1	190	50	50
TOTAL	1879	2394	2995	33,991	47,648	69,493



AAC WORKS

Celebrating 5 years, AAC Works is a storefront operated by the Allied Arts Council of Lethbridge that offers high quality, locally created fine art and fine craft, providing a space for local artists to connect with the Lethbridge community and sell their work. The storefront is proud to be a part of a vibrant downtown community.

Total number of artists exhibiting: 81 New Artists for 2024: 17

AAC Works is passionate about fostering artists. To support this objective, enhanced consignment rates are offered to artists for their participation in workshops, demonstrations, and other featured programming. Participating artists receive an honorarium for their contributions and a 5% increase in their commission rate. These initiatives also connect artists with a broader audience and develop name recognition for their work.

70%
COMMISSIONS
PAID TO ARTISTS

2022
\$11,950

2023
\$15,778

2024
\$16,892

ARTIST IN RESIDENCE (AiR)

The Artist in Residence program provides artists with free access to the studios at Casa allowing visiting and local artists opportunities to exchange ideas and processes. Artists worked throughout Casa's studio spaces utilizing the 2D Studio, the Darkroom, the Textile Studio, and the Dance Studio.

The AiR program allows us to connect the artists in residence beyond the walls of Casa. Partnerships and relationships were forged with the uLethbridge ArtNOW program, Nikka Yuko Japanese Garden, and Trianon Gallery.

AiR artists provide open houses, artist talks, and workshops for the community. In 2024, three artist talks, four open houses, four community workshops, and one performance were held to engage with artists and non-artists in Lethbridge. Visiting artists also promote our community and facility abroad.

In 2024, the program facilitated 6 AiRs: **Elyse Longair** (Kingston, ON), **Jenn Kitagawa** (Montreal, QC), **Camryn Carnell** (Edmonton, AB), **Joshua Jensen** (Montreal, QC), **Gabrielle Houle** (Lethbridge, AB) and **Julia Forrest** (New York, NY).



ART/WORK PROFESSIONAL DEVELOPMENT

The ART/Work Professional Development sessions offered by the AAC are designed to support and empower local artists and arts organizations. These sessions provide tangible skill advancement, practical tools, expert insights, and valuable resources. Many sessions are recorded and available on the AAC YouTube channel.

- **Grant Writing** with Kari McQueen from the Alberta Foundation for the Arts: 49 attendees
- **The Art of Taxes** (of Art) with Steph Hogan of MNP Accounting: [20 attendees](#)
- **Much More Music into Media** with Nick Bohle of Hat Chap Productions: [25 Attendees](#)
- **How to Make a Mural** with Artists April Matisz & AJA: [19 Attendees](#)
- **I Have an Idea** with best-selling published author and illustrator Gillian Goerz: [13 Attendees](#)
- **Art x Media** with media personality Ose Irete: [13 Attendees](#)
- **The Royalty Road** with Kate Stevens, CEO of Access Copyright: [20 Attendees](#)
- **From Studio to Showcase** with Darcy Logan, curator of the Gallery at Casa: [59 Attendees](#)
- **Mock Jury Grant Workshop** with SHE-Q Audio: [32 Attendees](#)

Over 250 artists attended ART/Work online and in person over 2024

Coordination and Engagement

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

EDUCATION PROGRAM

The arts education program at Casa continues to grow by attracting community members of all ages and abilities. Opportunities to acquire new skills, stretch creative muscles, and forge community are just some of the benefits of arts learning. Classes were found in clay, drawing, painting, literary arts, performing arts, printmaking, photography, textiles, and woodworking. Important community programming includes educational offerings in 2D and 3D art through the Accessibility Modified Art Program for Adults (AMAPA) which students may attend with a support worker. The RAW program (Real Artists Working) is a free drop-in program for individuals who are facing housing challenges. This program requires a referral from a social worker. Both of these programs are supported by the board of the AAC through funding and bursaries.

Highlights of the year include:

Night Out Workshops that provide quick, art educational opportunities and allow for community-building continue to be a popular offering and fill up quickly. Clay, printmaking, painting, and textiles sessions have been well received throughout the year.

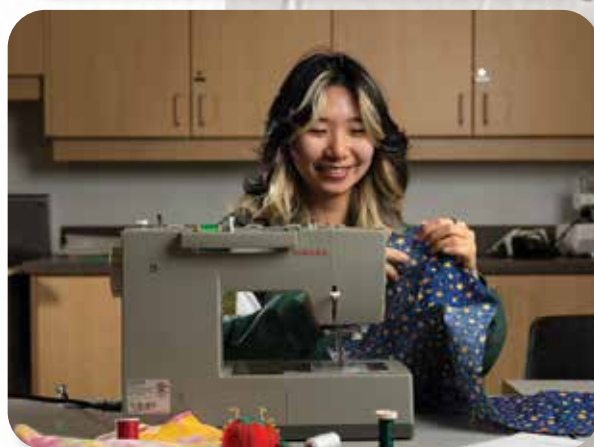
Summer Kid and Youth Art Camps held in July and August filled Casa with youthful, creative energy. Clay, sculpture, drama, mural painting, and mixed-media collage were among the camp sessions offered. Students could register for a full or half day. Hootenanny provided theatre games during the lunch hour in July which was enjoyed by campers.

Newcomer Art Day in June was coordinated in collaboration with Lethbridge Family Services to welcome newcomers to Casa. Forty-one people attended this arts education event, not including interpreters and program assistants. Nine languages were represented. Participants enrolled in multiple workshops throughout the day, including clay tiles, monoprints, textile journals, cyanotypes, and woodworking. Throughout the building, drop-in sessions for chalk drawing, face painting, button making, and Afro-Fusion dance were available. The uLethbridge Music Conservatory offered World Drumming and Mini-U Music. This event was made possible with a grant from the Canada Council for the Arts.



Canada Council
for the Arts

Conseil des arts
du Canada



EDUCATION STATISTICS

EDUCATION STATISTICS							
EDUCATION PROGRAMMING				NUMBER OF ATTENDEES			
	2022	2023	2024		2022	2023	2024
Core Courses	148	81	215	Students	1181	1499	1847
Artist Partnership Programs	15	28	48	AP Students	89	186	389
Birthday Parties and Workshops	78	80*	88	Participants	799	1216*	1155
TOTAL	241	311	351	TOTAL	2069	2690*	3391

**Casa 10 workshops (22) and attendance (211) were removed from 2023 statistics, as these were programs that were offered for free to the public. The chart now displays a more accurate view of the gradual increase of private workshop bookings since the COVID-19 pandemic in 2020.*

THE GALLERY AT CASA

The Gallery program designed innovative exhibitions, built important community partnerships, and launched new initiatives designed to enhance the visual arts in Lethbridge. The Gallery continued its mission to exhibit the work of local, regional, and national artists with a connection to our community.

The program oversees multiple exhibition spaces within Casa including the Main Gallery, Project Space, Saokitapi Gallery, Platform Gallery, Passage Gallery, Concourse Gallery, Focus Gallery, Textile Showcase, and the Joan Waterfield Gallery at the Yates Theatre. Artists at all stages of their careers, from emerging to established, and in media ranging from traditional to the experimental were exhibited throughout the year.

In 2024, 96 different artists participated in 42 exhibitions, and \$28,815 was paid in artist fees.



Trajectories: April 6 – June 1, 2024

This exhibition explored diverse themes by emerging artists from the uLethbridge BFA / MFA programs. Using a diverse range of artistic mediums, these artists offered insights into their personal trajectories and their understanding of complex social narratives. Twenty-seven students participated in the exhibition.

15,608 visitors experienced the Main Gallery in 2024.

Nikka Yuko: ReTurning the Stories

A partnership between the Allied Arts Council and Nikka Yuko Japanese Garden with support from the Nikkei Memory Capture Project, this project invited artists interested in reflecting on the multi-vocal nature of the garden, including the Nikkei experience in southern Alberta, or each artist's unique personal understanding of the site. On the last open day of the season, an en plein air event was held with 11 artists drawing, painting, and photographing throughout the many spaces. This project will culminate in a group exhibition in June of 2025.



VOLUNTEERS

The work done by the AAC would not be possible without the contributions of our amazing volunteers. In 2024, we saw a 40% increase in volunteer participation with 1,651 volunteer hours logged over the year.

Volunteer support affects all areas of the organization. From volunteers in our arts education programs, facility volunteers at Casa, special event volunteers at Arts Days and Christmas at Casa, and our highly engaged board members, this work supports the AAC and our Lethbridge community.

Volunteers were celebrated at an event during National Volunteer Week in April and during an Arts Days Wrap-up in September.

VOLUNTEER HOURS

CLAY PROGRAM
533.5

PUBLIC ART
68.5

FACILITY
213.5

SPECIAL EVENTS
201

GALLERY
20

2D PROGRAM
186.5

AAC WORKS
88.5

AAC BOARD
340.5

EVENTS

FAMILY FUN DAY

Held in February, the annual Family Fun Day welcomed 730 attendees. Events were free and drop-in, with Box City, a Community Painting, Buttonmaking, Drawing, World Drumming and a new collaborative program Drawing to Music. The uLethbridge Conservatory of Music provided musicians, and our art instructor guided people to create drawings inspired by the music.



BLACK HISTORY MONTH

Also in February, the AAC partnered with the BIPOC Foundation to host a multi-faceted event for Black History Month. The multi-faceted event included a film screening of the BIPOC Foundation's docu-series Bold Ventures, followed by a speaker's panel, a display of digital artwork by 14 Black, Indigenous, and People of Colour artists, and a workshop from the wereheretoo collective that welcomed participants to map out their 'third places' or public spaces in the community where we connect with others through a shared interest or activity.

UPSIDE/DOWNTOWN

Upside Downtown is now in its fourth year and continues to gain momentum. The free outdoor concert series is held every Thursday throughout July and August at Casa on Rotary Square. These concerts attract both locals and regional visitors, who enjoy free live music, art, food, and drinks.



In 2024, nine concerts took place, featuring 60 artists throughout the summer. Participating bands included: Mom Bod, Fawns, Hurtin, Doghouse Orchestra, ADEQUATE!, Badlands, Atomicos, Starpainter, Clover Overboard, Karen Romanchuk Band, and Hippodrome. Sonic Multimedia managed the sound for each concert.

Additionally, AAC partnered with eight sponsors and donors who kindly contributed a total of \$6,500 in sponsorship funds.

2,789 visitors attended Upside Downtown in 2024.

ARTS DAYS/MONTH OF THE ARTIST:

Held during Alberta's Month of the Artist, Arts Days Lethbridge is an annual celebration of the arts, concurrent with provincial and national Culture Days in September.

2024 highlights include:

71 artists participated in Month of the Artist.

Month of the Artist Animation Project: A series of animations were commissioned from Shanell Papp and supported by a grant from the Alberta Media Arts Alliance Society (AMAAS). MOUTH, EARS, and EYES animations were released throughout September and screened at Big Band Bop. All the animations are available on YouTube and artslethbridge.org

Downtown Lens, September 5 - 21: Downtown Lens is an annual window mural project that partners artists and business owners who collaborate on a temporary mural, adding to the vibrancy of our downtown core during Arts Days. Ten artists and businesses collaborated on this event.

The Gallery at Casa September Opening, September 7: The fall season opened with 7 exhibitions throughout the building and the musical stylings of James Oldenburg and Paul Holden.

Downtown Lens Artist Walk, September 12: Suggested by a mural artist participant and supported by the AAC, the artists gathered and walked the mural route as a group discussing techniques, tools, challenges, and successes. This professional development activity was greatly enjoyed by the participating artists.

People in the Window Celebration, September 13: This event celebrated the 10th anniversary of PEOPLE IN THE WINDOW. On long term loan from the Alberta Foundation for the Arts, this holographic, multi-channel work by David Hoffos is installed on the west side of Casa and visible only at night. A new, temporary work BILOCATION was commissioned for the night and installed in a kiosk on Rotary Square. The band ADEQUATE! performed. A food truck and bar were available for attendees.

Downtown Sounds, September 20: Buskers played, at staggered times, at downtown mural sites. The casual setting of Downtown Sounds allowed the public to listen and engage with the artists while shopping and enjoying the businesses downtown.



Arts Days was packed with activities this year, including 24 days of free, accessible art programming.

Big Band Bop, September 21: This multi-disciplinary event brought together many different types of art in an explosion of creativity, which encouraged audience participation. The Lethbridge Big Band performed with dance instruction from the Swing Bridge Dance Community. The 1lb Clay Challenge was held, animations were shown on a large LED screen, live drawing was projected on the building, and the kiosks were filled with artwork. A bar and a food truck were also available for the excited crowd.

Artists at Work, September: Performance from Casa Artist in Residence Gabrielle Houle. NYC-based, Julia Forrest, took over a kiosk during Big Band Bop.

Orange Shirt Day T-Shirt Making Workshop, September 22: Guests gathered for this free workshop in the community room to decorate a shirt designed by Indigenous artist Kylie Fineday and listen to storytelling with Debbie Kelman and Evelyn Crow Shoe Kelman.

HIBIKIYA Performance, September 22: HIBIKIYA performed traditional Taiko drumming on Rotary Square. Following the performance, guests were invited to play the drums and talk with the performers about the traditions, practice and the society.

Keeping It Reel, September 27 - 28: Two films were screened over two days in the Casa Community Room.

CHRISTMAS AT CASA

Held on November 15 and 16, this popular two-day market featured artists and artisans of all disciplines from southern Alberta. In its 12th year, this Lethbridge tradition took over both floors of Casa and included the introduction of a new outdoor market on the Friday evening. Held on Rotary Square, the market featured photos with Santa, wreath-making kits for sale, and a bar with hot chocolate and mulled wine. Holiday music was performed by local artists throughout and volunteers helped everyone involved welcome the holiday spirit.

MERRY MERCHANTS + MARKETS MAP

The Merry Merchants & Markets Map initiative continued in 2024, seeing strong participation from downtown businesses. A total of 20 local businesses, from 5th to 7th Street, as well as five exciting markets: Christmas at Casa, the Holiday Market at SAAG, the Chickadee Pop-Up at the Galt Museum & Archives, the Cool Girl Holiday Pop-Up at Café Noir, and the Friends of the Lethbridge Public Library, joined together in this collaborative effort. As in years past, downtown businesses extended their hours until 9 PM on Friday, November 15th.



PUBLIC ART

Through 2024, the Allied Arts Council worked closely with the City of Lethbridge to implement the Public Art Program. In addition to participating on the City of Lethbridge Public Art Committee, AAC Staff provide administrative support for the public art program in the areas of project management and community communication. Responsibilities include sharing project calls and announcements; signage creation and placement; assembling selection committees, liaising with artists on community projects; arranging artist talks and celebrations, maintaining the public art website and social media communications, and providing expert advice to our community partners as requested.

The AAC team represented the Public Art Program at two City Community Conversations events in April and October. At these events, a new public art map was shared as well as information regarding upcoming projects and completed installations. Artist talks were held throughout the year to celebrate newly installed works. A Public Art Walk was also held during Jane's Walk.

This year, 20 public artworks were installed across the city, making it the busiest year of the program to date.

2024 highlights include:

- Seven new vinyl, **electrical box wraps** were installed along 13 Avenue N.
- The completion of seven **Community Mural** projects throughout the city.
- The Logan Boulet arena saw the installation of *Interwoven Legacies* by **Karla Mather-Cocks*** in the upper-level windows and on the arena's Zamboni. Unveiled in the spring, the work features images pulled from the Boulet family archive as well as the Galt Museum's historical archive.





- The Multicultural Centre awning above the main entrance was wrapped with a work by **Kelaine Devine*** entitled **Embodied**. Over 50 languages expressing greetings and sentiments of home represent the community that accesses the building.
- Pandemic-delayed projects by **Api'soomaahka/William Singer III*** and **Faye Heavy Shield*** were installed at the Library. Api'soomaahka's multi-panel mural **Niitoiyis itsinka'si/Lodge Stories and Histories** is now prominently featured on the west side of the Library and explores the creation stories of the Blackfoot people as well as sacred and medicinal plants. **Awaaniyaawa/They Are Speaking** by Faye Heavy Shield features the portraits of Lethbridge and surrounding area community members and has a motion-activated audio component that, when triggered, offers the gentle reading of a children's book and hushed tones of people speaking Blackfoot back and forth.
- **Nathan Meguinis** painted **Sending Blessings** on the south side of Casa which features traditional and contemporary symbols common in Blackfoot art, as well as seven flowers for Treaty 7 and a blue bell for the Metis people, offering a meditation on the role of art in the reconciliation process.
- **Franziska Legg's*** Untitled work from the vinyl pilot project was re-sited in consultation with the artist. The new site, near the Helen Schuler Nature Centre, situates the visuals of abandoned buildings amongst the rolling coulees.

**local artists*



Promotions and Marketing

The AAC Communications Team supports AAC departments at both 7 Street and Casa with strategies including branding and marketing. This assistance includes copywriting, grant assistance, ad buys, the creation of promotional and print assets, plus the dissemination of digital assets across all our channels. Communications also supports our Allied Members through a variety of online and print publications.

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

Each month, two pages are created for the City of Lethbridge **Recreation and Culture Guide**. The Arts Info Page highlights the work of our Allied Members along with communications to the community directly from the AAC. The Casa page features the current exhibitions from the Gallery at Casa, as well as, educational offerings, and AAC programming taking place in the facility.



MEDIA PARTNERSHIPS AND ENGAGEMENT

The AAC engaged with a variety of media outlets throughout the year, conducting numerous interviews across television, radio, print, and online platforms. Media partners included CTV, Global Television, CBC, Rogers (Shaw), My Lethbridge Now (Vista Radio), the Lethbridge Herald, LA Beat, Bridge City News, and Lethbridge News Now.

The AAC continued its ongoing relationship with **Vista Radio**, particularly through **Art Tracks**, a weekly feature on CJOC that spotlighted events from AAC members. As well, eight on-air appearances on morning show segments on **The Ranch (98.1 FM)** and **CJOC (94.1 FM)**. The **Lethbridge Herald** published three contributed articles from the AAC showcasing initiatives and community impact. In addition to its direct media engagements, the AAC was featured in 34 online articles in 2024.

E-NEWSLETTERS

The community can receive communications from the AAC through our three newsletters. Arts in Lethbridge is delivered biweekly to members of the AAC. This newsletter contains important information on AAC activities, advocacy efforts, information from funders and the city, and links to art opportunities and events in our community. The Casa Connect is free to all Lethbridgians and specifically shares Casa-related news and content. The Friends of the Art Gallery is a targeted newsletter free to the public with information about upcoming exhibitions and invitations to openings and special gallery events.

Over the year, 1,340 arts events were listed by our members.

EVENTS CALENDAR

In 2024, the Allied Arts Council revamped its art events calendar and launched a dedicated URL, yqlarts.ca for quick access. The new calendar features a cleaner user interface, expanded search options, and the ability to list events by organizer. Access to the calendar has been steadily growing. As well, the events calendar is utilized by other organizations including Tourism Lethbridge, Downtown Lethbridge BRZ, and VisitLethbridge.com sharing our member's events to a much wider audience.



WEBSITES AND SOCIAL MEDIA

The AAC maintains 4 websites: artslethbridge.org, casaletbridge.ca, publicartlethbridge.ca and aacworks.ca. The artslethbridge.org site saw the most change in 2024 as it was integrated with the Amilia Smart Rec program for membership sign-ups. New forms have been updated and are now web-fillable across several AAC initiatives. The Arts Directory saw broadened categories and new disciplines added.

WEBSITES

		2022	2023	2024
artslethbridge.org	Users	6967	8053	17,256
	Sessions	9097	12,264	25,737
	Page views	15,778	20,635	42,555
	Calendar of Events		752	1340
casaletbridge.ca	Users	29,158	23,279	33,933
	Sessions	41,722	35,348	51,998
	Page views	122,065	92,546	158,920
	Calendar of Events	31	62	90
aacworks.ca	Users	478	919	1324
	Sessions	749	1643	2016
	Page views	4207	6445	6217
publicartlethbridge.ca	Users	1089	1097	2276
	Sessions	1471	1511	3555
	Page views	4576	6855	8806

SOCIAL MEDIA

	2022	2023	2024
Allied Arts Council Facebook	2352	2499	2680
Casa Facebook	4390	4685	4854
Lethbridge Arts Days Facebook	1713	1775	1800
AAC Works Facebook	51	157	242
Allied Arts Council Instagram	1592	1830	2091
Casa Instagram	2386	2842	3305
AAC Works Instagram	168	346	577
Allied Arts Council YouTube	89	112	136
Casa YouTube	85	83	86
Casa Twitter Account	N/A	N/A	207

Funders and Supporters

MEMBERSHIP

In March of 2024, the AAC announced waiving membership fees for 2024 with the **AAC: Where the Arts Meets Community** membership campaign. Advances with our artslethbridge.org website were made to bring the membership application online and integrate membership with AAC initiatives.

ALLIED MEMBERS: 48

ARTIST MEMBERS: 255

ASSOCIATE MEMBERS: 35

FRIEND MEMBERS: 65

Alberta Media Arts Alliance Society
Alexandra Writers Centre Society
Beyond Limits Dance Collective
Blackfoot Canadian Cultural Society
Chinook Woodturning Guild
The Empress Theatre
Galt Museum & Archives and Fort Whoop-Up
The Geomatic Attic
Hibikiya (Southern Alberta Taiko Society)
Lethbridge and District Music and Speech Arts Festival
Lethbridge Artist Club (LAC)
Lethbridge Big Band
Lethbridge Branch of the Alberta Registered Music Teachers' Association
Lethbridge Centennial Quilters Guild
Lethbridge Chinese Opera Society
Lethbridge Community Band Society
Lethbridge Folk Club
Lethbridge Independent Film Society (LIFS)
Lethbridge Irish Dance
Lethbridge Musical Theatre
Lethbridge Photography Club
Lethbridge Pride Fest Society
Lethbridge Public Library
Lethbridge Scottish Country Dance
Lethbridge Shakespeare Performance Society
Lethbridge Symphony Association
Lethbridge Weavers
Little Lethbridge Opera Theatre
Martha Retreat Centre Society
McNally Community Association
Mosaic Music YQL (FKA Lethbridge Jazz & Blues Society)
New West Theatre Society
Nikka Yuko Japanese Garden
Oldman River Potter's Guild
Playgoers of Lethbridge
Primo Music Association

HONOURARY MEMBERS:

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

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

Where the Arts Meets Community campaign has resulted in our membership base reaching new heights of 403 members, topping the previous high of 302 in 2009.

Southern Accord Chorus
Southern Alberta Art Gallery | Maansiksikaitsitapiitsinikssin
Southern Winds
Textile Surface Design Guild
Theatre Outré
Trap\door Artist Run Centre
Troyanda Ukrainian Dance Club
uLethbridge Art Gallery
uLethbridge Conservatory of Music
uLethbridge Faculty of Fine Arts
Windy City Accordions
Wordbridge

CONTRIBUTORS

\$4,000+

Anonymous
Sharon Stevenson-Ferrari

\$2,000+

Servus Credit Union
Gentlemen III Men's Wear

\$1,000+

FWBA Architects
North & Company Law Offices LLP
Precon Manufacturing
Royal LePage South Country Real Estate
Spectrum Ale Works
Tourism Lethbridge
Westco Construction Ltd

\$500+

Avail CPA
AZ Lawyers LLP
CIR Realty
Economic Development Lethbridge
Melcor Development Ltd
Westwinds Management Solutions

\$200+

Canadian Recreation Excellence
Julie Duschenes
dwr consulting
KPMG LLP
Lethbridge Chamber of Commerce
Lethbridge Chinese Opera Society
Gillian MacKay
SONGER Architecture Inc
Standout Photography
Sumus Property Group

\$100 <

Anonymous
In memory of Lindsay Bennett
Gerald Brown
Curtis Goodman
Karina Mak
Alane Witt-Lajeunesse

MEDIA PARTNERS



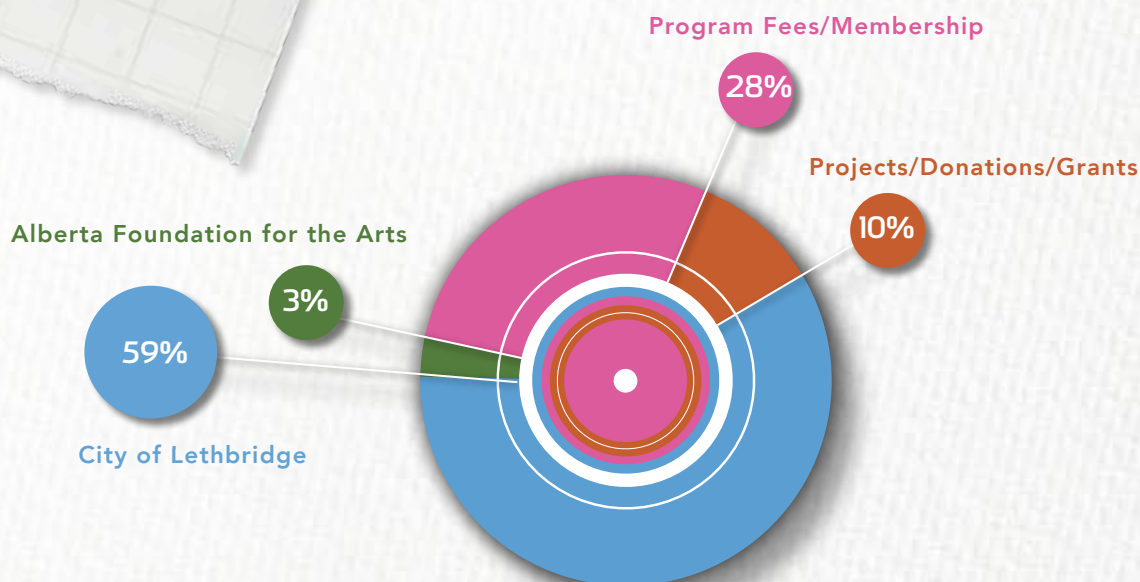
FUNDING SUPPORT

Canada

Alberta Government



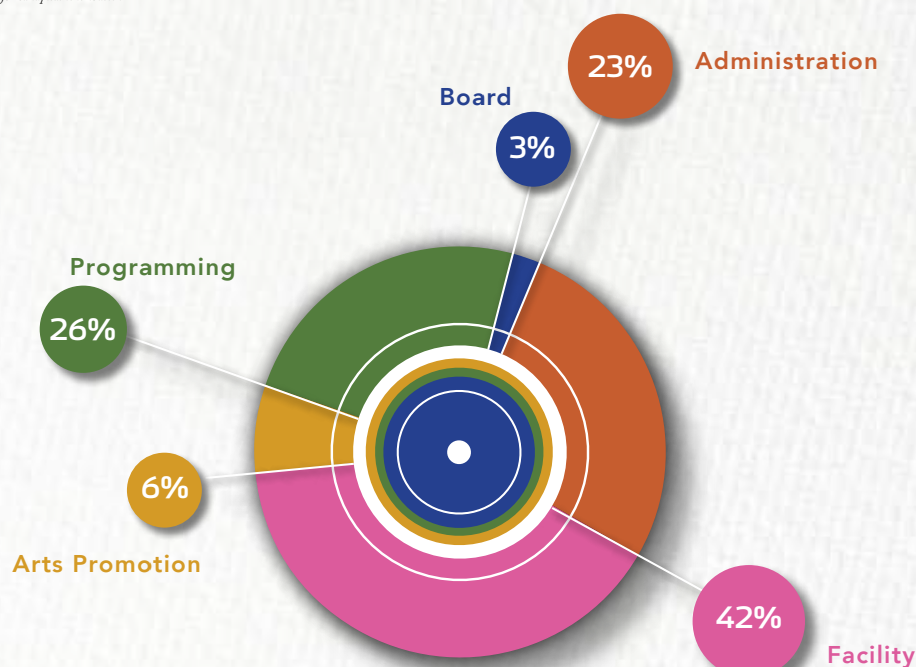
Financials



REVENUE

Program Fees/Membership	\$517,583	28%
Projects/Donations/Grants	\$186,846	10%
City of Lethbridge*	\$1,095,686	59%
Alberta Foundation for the Arts	\$63,750	3%
	<u>\$1,863,865</u>	

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



EXPENSES

Administration	\$439,595	23%
Facility*	\$805,017	42%
Arts Promotion	\$109,363	6%
Programming	\$485,247	26%
Board	\$58,430	3%
	<u>\$1,897,651</u>	

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

ALLIED ARTS COUNCIL OF LETHBRIDGE

STATEMENT OF FINANCIAL POSITION

YEAR ENDED DECEMBER 31, 2024, WITH COMPARATIVE INFORMATION FOR 2023

	2024	2023
Assets		
Current assets:		
Accounts receivable	\$ 79,046	\$ 118,205
Goods and services tax recoverable	6,149	9,607
Prepaid expenses	11,806	3,880
	<u>97,001</u>	<u>131,692</u>
Cash and investments not available for current operations	1,488,823	1,431,065
Capital assets:		
Capital assets	586,872	546,922
Less accumulated amortization	<u>355,791</u>	<u>264,479</u>
	231,081	282,443
	<u>\$ 1,816,905</u>	<u>\$ 1,845,200</u>
Liabilities and Net Assets		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 36,605	\$ 63,522
Deferred revenue	86,342	66,872
Deferred contributions	<u>24,708</u>	<u>33,848</u>
	147,655	164,242
Unamortized deferred capital contributions	<u>137,714</u>	<u>205,678</u>
	285,369	369,920
Net assets:		
Invested in capital assets	93,367	76,765
Internally restricted	<u>1,438,169</u>	<u>1,398,515</u>
	1,531,536	1,475,280
	<u>\$ 1,816,905</u>	<u>\$ 1,845,200</u>

ALLIED ARTS COUNCIL OF LETHBRIDGE

STATEMENT OF OPERATIONS

YEAR ENDED DECEMBER 31, 2024, WITH COMPARATIVE INFORMATION FOR 2023

Program	Shared Services	Facility	Leadership	Total 2024	Total 2023
Revenue:					
Fees, sales and rentals	\$ 2,630	\$ 435,525	\$ 32,983	\$ 471,138	\$ 384,856
City of Lethbridge					
- fee for service	-	645,685	450,001	1,095,686	1,059,862
- facility support	-	551,416	-	551,416	565,857
Other grants, donations and sponsorships		14,503	150,710	175,077	188,589
Fundraising and special projects	9,864	-	75,493	75,518	67,641
Other	25	-	-	68,919	47,316
Amortization of deferred capital contribution	68,919	-	-	68,904	68,904
	-	33,982	33,982	67,964	68,904
	81,438	1,681,111	743,169	2,505,718	2,383,025
Expenses:					
Program costs	1,393	186,168	34,136	221,697	193,181
Administrative and support staff	353,627	618,643	257,133	1,229,403	1,147,387
Fundraising and special projects	25	-	128,817	128,842	137,711
Rent	-	551,416	32,896	584,312	596,504
Building maintenance	-	33,544	1,018	34,562	18,874
Office	47,452	-	9,482	56,934	52,170
Communications	11,015	17,051	29,274	57,340	67,382
Insurance	7,978	-	-	7,978	7,908
Other	33,790	-	-	33,790	23,281
Loss on disposal of capital assets	-	197	197	394	592
Amortization	-	47,105	47,105	94,210	91,198
	455,280	1,454,124	540,058	2,449,462	2,336,188
Excess (deficiency) of revenue over expenses					
	(373,842)	226,987	203,111	56,256	46,837
Program allocations	373,842	(186,921)	(186,921)	-	-
Net program surplus	\$ -	\$ 40,066	\$ 16,190	\$ 56,256	\$ 46,837

MISSION

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

VISION

A vibrant arts community enriches Lethbridge.

ARTSLETHBRIDGE.ORG

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



AACLeth



@AACLeth



AlliedArtsCouncil

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email: info@artslethbridge.org