

Cultural Services

2020 REPORT CARD

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CULTURAL NEWSLETTER](#)

HIGHLIGHTS

Since March 2020, the City of St. Albert, like many communities across Canada, was forced to cease or alter culture programming, activities and events due to COVID-19. Cultural experiences are central to our well-being and many workers and organizations in the sector were among the hardest hit by pandemic measures.

✓ RESIDENTS EXPERIENCE VIRTUAL ARTS AND CULTURE PROGRAMMING

COVID-19 changed the landscape of arts programming; the shift from in-person participation to virtual disassembled some of the physical barriers to accessing cultural programming and provided increased accessibility.

✓ ARTS DEVELOPMENT ADVISORY COMMITTEE IMPLEMENTED

The implementation of the Arts Development Advisory Committee signifies the importance of, and commitment to policies that support the development of the Arts and artists in our community.

✓ WORK ON INFRASTRUCTURE PROJECTS ADVANCED

City employees focused on restoration, renovation and maintenance projects while supporting an update to St. Albert's Heritage Sites Functional Plan to reflect completed work and to accommodate Area Structure Plan changes.

ABOUT THIS REPORT

The 2020 Cultural Report Card illustrates the creative efforts and dedication of employees and community partners to bring arts and culture to residents in new ways, and highlights the notable achievements and progress made on priorities identified in the Cultural Master Plan.



PRIORITY 1: CELEBRATE CULTURAL ASSETS

St. Albert has cultural and historical assets that include facilities, programs, artists, events, history, community values, diversity and creative forms of expression.

STATUS: ON TRACK

Progress Update

On March 13, 2020, Community Services made the difficult decision to recommend the cancellation of the International Children’s Festival of the Arts. Making this decision early in the pandemic meant the City was able to reschedule artists, retain deposits and limit additional staff costs.



The Arden Theatre briefly re-opened to in-person performance in November 2020 after having been closed in March. Throughout the summer, The Arden Theatre employees were redeployed to the Public Works team to support facilities but were returned in the fall to support streamed performances, recording from The Arden Theatre stage, when permissible, and to assist with electronic meetings of Council.

While in-person facilities and programs were periodically closed, ongoing work continued to plan for virtual access and safe-return procedures. In 2019, 102,711 patrons attended 280 shows at The Arden Theatre. In 2020, however, due to the pandemic and facility closures, only 51 shows were held, with 11,670 patrons attending.

Service Delivery Highlights



PRIORITY 2: INCREASE & DEEPEN CULTURAL PARTICIPATION

Residents and visitors have the potential to participate in diverse cultural activities.

STATUS: ON TRACK

Progress Update

Increasing and deepening cultural participation plays a key role in strengthening community identity. Moving in-person participation to virtual live stream brought programming experiences into the homes of residents.

NEW

Arden Theatre Professional Virtual Programming LIVESTREAM

- Jeff Daniels: Online & Unplugged
- Banff Mountain Film Festival
- Taj Mahal
- A Celtic Family Christmas

In 2020, Amplify hosted a virtual festival, live streamed from The Arden Theatre stage. 'Illuminate', an outdoor event held at night, provided opportunity for young poets, musicians and visual artists to showcase their talents.



Service Delivery Highlights

96
Young Artists Engaged
AMPLIFY

200
Illuminate Participants

25
AMPLIFY Podcasts

St. Albert Children's Theatre (SACT) produced "12 Days of Christmas" – a virtual celebration that brought together 26 current troupe members, 50 SACT alumni and six emcees of all ages, and based everywhere in North America. It was a multi-generational extravaganza.



The talent of past cast members who have taken their creativity everywhere – as actors, filmmakers, art directors, video editors, writers, recording artists, media personalities, photographers and theatre technicians is a testament to the impact participation in the arts, culture, and theatre has on the legacy of learning and the commitment to community.

Service Delivery Highlights

NEW **50**
SACT members
Alumni participated in 12 Days of Christmas virtual production

9,293
Streams over the
12 Days of Christmas

6,318
Unique YouTube views of
12 Days of Christmas

PRIORITY 3: PROMOTE CULTURAL TOURISM

St. Albert possesses the tourism infrastructure and amenities, as well as the cultural assets to launch a successful cultural tourism strategy. Visitors can be regional, national and international.



STATUS: OFF TRACK

Progress Update

Cultural Programming’s annual events have traditionally played a significant role in tourism to St Albert. In 2020, annual cultural and community events did not proceed due to COVID-19 restrictions. Yet, although there were limits to the in-person activities offered, the introduction of virtual programming allowed the welcoming of attendees from outside the city, province and sometimes even the country.

Musée Heritage Museum

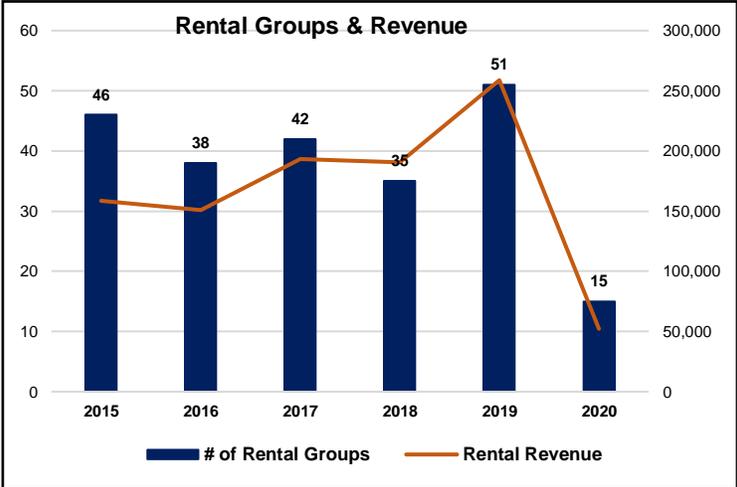
54%
archival requests from outside St. Albert including from **Ireland** and **Norway**

Art Gallery of St. Albert (AGSA)

Virtual holiday card-making class attracted participants from across the world:

Toronto, Venice Beach, London, Amsterdam

NEW



PRIORITY 4: ESTABLISH SUSTAINABLE FUNDING

Community Services relies on funding from other levels of government, corporate partners and private donors to sustain many of our current Cultural programming and service levels.

STATUS: AT RISK

Progress Update

Sustainable funding is a critical component to ensuring ongoing cultural amenities, programming and assets. Historically, dependable funding has been one of the largest challenges within the cultural sector. The pandemic further compromised funding levels and reduced revenue significantly.

AHF accessed federal emergency COVID-19 funding to help offset wages and rent.

While the City was able to access additional COVID-19 grant funding, its use is dependent on the direct delivery of programming, which was challenging with public health measures closing performance facilities for much of 2020.

The City was unable to host rental groups for eight months of the year.

PRIORITY 5: ENSURE INFRASTRUCTURAL STRENGTH

Demographic growth, increased and changing cultural participation, and sustained maintenance needs of aging facilities point to the need for ensuring infrastructural strength in St. Albert’s cultural sector.

STATUS: ON TRACK

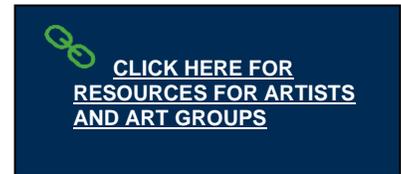
Progress Update

Ensuring infrastructure integrity enables long-term development and growth in the cultural sector. City staff focused on restoration, renovation and maintenance projects aimed at ensuring infrastructure integrity to support long-term development and growth in the cultural sector.

In 2020 work continued at the Arts and Heritage Foundation-operated Heritage Parks area. The 1929 Grain Elevator was repainted. Brosseau Granary and Chevigny House restoration commenced. The Heritage Sites Functional Plan was updated to reflect work already completed, the new area structure plan for Riverside and additional considerations.

PRIORITY 6: OPTIMIZE CULTURAL SERVICE DELIVERY

Community Services can optimize cultural service delivery through its many partnerships, collaboration agreements, facility use agreements and cultural committees.



STATUS: ON TRACK

Progress Update

Community Services plays a key role in animating the City’s cultural amenities and assets. Driven by the pandemic, service delivery was altered significantly. Festivals and events were stopped, and in-person programming shifted to virtual programming.

Through a Partnership Agreement with the City of St. Albert, Arts and Heritage St. Albert oversees the management and operations of the Art Gallery of St. Albert, Musée Heritage Museum and St. Albert Heritage Parks. Arts & Heritage used websites and social media profiles to inform the public about the temporary closure of attractions and the shift to online programming, due to the pandemic.

In 2020, the Arts and Culture sector faced extraordinary and uncertain times. City staff created lists of resources to help guide local artists and organizations in search of on-line learning and arts-related information, including access to financial supports.

Service Delivery Highlights Arts & Heritage (AHF)

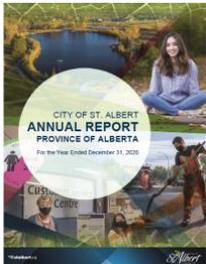
2020 increase in social media followers		
	Dec 31, 2020	Dec 31, 2019
AHF Twitter followers	3674	3187
AHF Facebook followers	1663	1392
AHF Instagram followers	476	326
Gallery Twitter followers	2892	2727
Gallery Facebook followers	1640	1311
Gallery Instagram followers	2690	2102

2020 increase in website views (16,566+ page views total)

Website	2020	2019	Increase
Arts and Heritage	31,306	23,824	31%
Art Gallery of St. Albert	84,652	78,942	7%
Musée Héritage Museum	44,682	41,318	8%

Other Reports That Help Tell Our Story

[Corporate Annual Report](#) [Arts and Heritage 2020 Annual Report](#)



TO LEARN MORE CONTACT: Community Services
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