



# Cultural Services

## 2022 REPORT CARD

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Cultural  
Newsletter](#)

### HIGHLIGHTS

St. Albert celebrates its heritage, promotes the arts and provides residents and visitors with opportunities for cultural enrichment. In 2022, the Culture Branch's programming supported Community Well-being and contributed to Fostering a Vibrant Downtown.

#### ✓ ARDEN THEATRE COST RECOVERY EXCEEDS PAST 5-YEAR TREND

The City of St. Albert's Arden Theatre returned post-pandemic to host 262 events, 237 of which took place in the downtown core, including the successful community-focused outdoor Plaza Series. These events brought more than 65,000 people to St. Albert and into downtown.

#### ✓ CHILDREN'S FESTIVAL CONNECTS RESIDENTS AND BRINGS COMMUNITY TOGETHER

Spanning four days in its first return to in-person programming since 2019, the festival brought curiosity, creativity, excitement, joy, playfulness and imagination back to the streets of downtown St. Albert. The festival was one of the first long-awaited, in-person events to be back up and running in the capital region with veteran festival performers back by popular demand, exciting new first-time acts and some special virtual offerings, and a new after-hours event for children at heart.

#### ✓ COMMUNITY ORGANIZATIONS CELEBRATE AND PROMOTE DIVERSITY

In 2022, the Arden Theatre welcomed community events such as *A Taste of Africa*, *A Night for Ukraine*, *Outloud Drag Show* and the *St. Albert Latin Cultural Association*. These events, hosted by different community groups, provided residents an opportunity to experience and learn more about the cultural diversity in our community, while reinforcing a shared sense of community.

### ABOUT THIS REPORT

This Report Card highlights the accomplishments of dedicated employees, community partners and volunteers that bring passion and creativity to the arts and culture community. These achievements contribute to positive social and economic impact that benefits our community and residents.



## CULTURAL RICHNESS

St. Albert celebrates its heritage, promotes the arts and provide residents and visitors with opportunities for cultural enrichment.

### STATUS: INCREASED PARTICIPATION

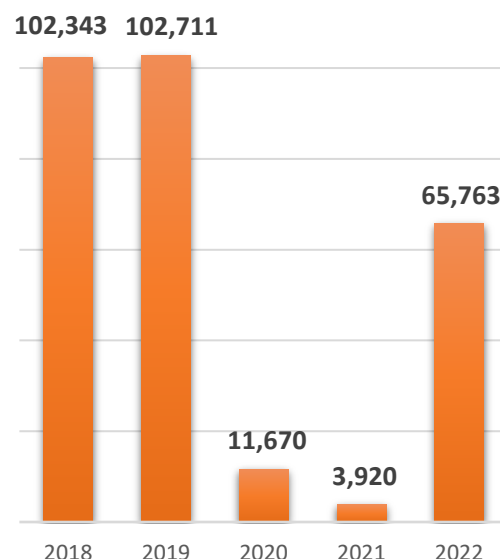
**The Arden Theatre** hosted 262 events, 237 of which took place, in the downtown core, including the community-focused outdoor Plaza Series. These performances attracted people from surrounding communities to appreciate artistic talent featuring opening acts from young local artists.

### International Children's Festival of the Arts

The 41<sup>st</sup> Children's Festival returned June 2-5, 2022, live and in-person, with more than \$10,000 in ticket sales. Virtual options to experience the festival were also offered. Feature performances, workshops and free activities were available and made sure there was something for everyone who attended.

This event brought world-class programming in music, dance, culture and theatre combined with literary, visual and circus arts to thousands of children and their families. People from BC through Saskatchewan and all of Alberta were treated to a cultural playground to discover, explore, engage in and reconnect to the world and the value of shared experiences. Grants enabled increased Indigenous and inclusive programming and content.

### Arden Theatre Attendance



The 2022 festival was made possible with the assistance of a total of 346 volunteers who donated their time over four days, totaling over 3,000 volunteer hours.

Based on Volunteer Canada's dollar value of \$27 per hour per volunteer hour, this calculates to \$81,000.

### Service Delivery Highlights

8

Performances  
Outdoor Plaza Series Events

262

Arden Theatre Events

65,763

Arden Theatre  
Patrons

10,257

Children's Festival  
Tickets Sold

30

Children's Festival  
Shows on Outdoor Stage

346

Children's Festival  
Volunteers

## CULTURAL DEVELOPMENT AND PROGRAMMING

Residents and visitors have potential and opportunity to experience arts and cultural programming.

**STATUS:** INCREASED OPPORTUNITIES TO PARTICIPATE

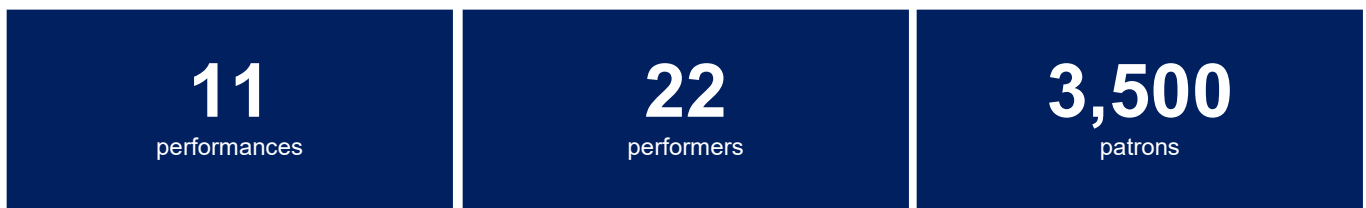
### PROGRESS UPDATE

A vibrant arts community, embraced by all residents, inspires inclusion, innovation and creativity. Participation in the arts contributes to quality of life and benefits our community.

**St. Albert Children's Theatre production of A Year with Frog and Toad** – The always popular St. Albert Children's Theatre returned with a live production of *A Year with Frog and Toad* that ran from November 24<sup>th</sup> to December 4<sup>th</sup>, 2022 at The Arden Theatre, performing 11 shows over 10 days. Twenty-two performers participated in this production and more than 3,500 attended the performance.

This unique program has created a safe, creative environment for youth to find themselves, grow and become more confident individuals as they go out into the community and in the world.

### Service Delivery Highlights



### Amplify

In 2022, Amplify developed and presented several youth-led, community development initiatives and programs for students Grade 7 to age 21 to help promote and amplify youth creativity.

Amplify hosted the Arden Theatre's outdoor Plaza Series called the Good Neighbour Open Mic night. Local, young artists took to the stage to showcase their artistic talent to the community and hone their presentation skills and confidence. This event, along with others, helped engage youth and build a sense of community and belonging.

The Amplify committee created and celebrated the release of the Comfort Cookbook. Sixty young artists contributed recipes that included pieces of art or stories. The cookbook is more than recipes, it shares how the Amplify community takes care of themselves, their families and friends. Funds raised are used to fund more opportunities for young artists.



The 5<sup>th</sup> annual Illuminate – Enlighten the Night event introduced 35 young artists and featured live musical performances, an art battle, photo exhibit, chalk art and poetry reading.

The Show 7.0 was a unique twist on a traditional battle of the bands. A lineup of talent from St. Albert and area amplified their sound by showcasing their creativity and passion for music.

### Service Delivery Highlights



## PARTNERSHIPS

Seek out and leverage cultural service delivery through its many partnerships, collaboration agreements, facility use agreements and cultural committees.

**STATUS:** PARTNERSHIPS AND COLLABORATIVES PROMOTE DIVERSE CULTURAL COMMUNITY AND DEVELOPMENT OF THE ARTS

### PROGRESS UPDATE

Partnerships, collaborations and community committees have encouraged residents to discover, experience and celebrate local artists. The Arts Development Advisory Committee continued to work to support the development of the Arts and Artists in our community and the St. Albert Cultivates the Arts Society hosted the St. Albert Culture Days.

#### Young Artist Legacy Award Program

Provided financial assistance to young, aspiring St. Albert artists to access educational and professional development opportunities

#### St. Albert Mayor's Celebration of the Arts

27 nominations in 6 categories celebrating the artistic talent of St. Albertans

#### 2 Arts Exchange Events

Promoted a connected and sustainable cultural community through educational and networking sessions for artists and non-profits

#### Poet Laureate

Supported the development of a robust cultural and literary community through poetry

#### The Arden Theatre Hosts Diverse Cultural Communities

A night for Ukraine, African Descendant Friendship Club, Outloud and St. Albert Latin Cultural Association

#### St. Albert Culture Days

Prompted residents to explore new, creative pursuits in field of culinary arts, visual arts, literacy arts, music, dance and theatre

## HERITAGE CONSERVATION

Promote St. Albert's rich history by conserving tangible and intangible parts of the city's heritage.

**STATUS:** HERITAGE CONSERVATION MAINTAINED

### PROGRESS UPDATE

Through a Partnership Agreement with the City of St. Albert and Arts and Heritage, St. Albert operates, manages and ensures proper stewardship of the City's historical and cultural artifacts, historical resources and archives, and works with the City to provide visual arts services.

This includes the management and operations of the Art Gallery of St. Albert, Musée Heritage Museum and St. Albert Historic River Lots and Grain Elevators.

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2022 Arts and  
Heritage Annual  
Report

## 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:** FUNDING SOURCES STABILIZE

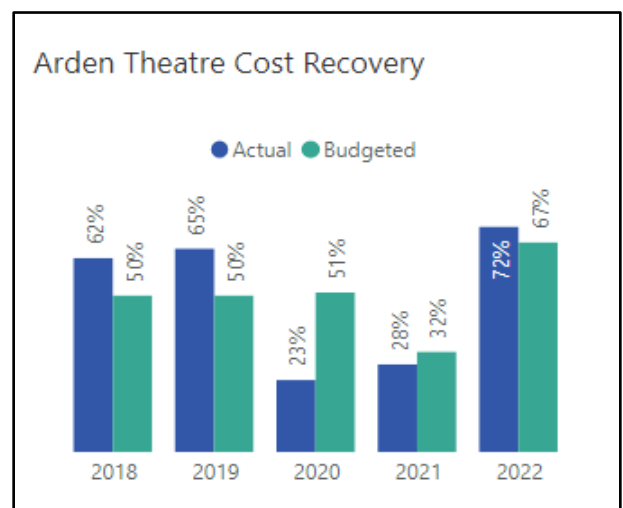
### PROGRESS UPDATE

Sustainable funding is a vital component of ensuring ongoing cultural amenities, programming and assets.

In addition to working closely with our Friends organizations to seek funding, the Arden Theatre received notice of two successful grant applications that were received from provincial and federal sources.

The International Children's Festival of the Arts also received additional grant funds above and beyond the typical sources through federal recovery support funding and a provincial Multicultural, Indigenous and Inclusion Grant.

The Friends of St. Albert Children's Theatre continue to provide funding to support the program and a donation campaign, which began in 2021 and was carried into 2022, to help ensure St. Albert Children's Theatre continues to nurture and inspire youth, creating theatre magic for many years to come.



The Arden Theatre cost recovery for 2022 exceeded that of the previous five years despite programming only being offered from March to December due to the pandemic.



## PUBLIC ART

Celebrate cultures, instill civic pride and support placemaking by increasing the prominence of public art in the city.

**STATUS:** PUBLIC ART INSTALLATION CREATES PLAY SPACE

### PROGRESS UPDATE

The interactive Public Art installation, *WALK WALK DANCE*, is a series of music-making lines that explores and illustrates how participation and interaction creates new spaces for play and engagement with others. This installation was designed to be accessible to everyone, whether on foot or wheels. In total 1,844,203 musical notes were played over the course of the one month-long installation.

## GREAT PLACES AND COMMUNITY FACILITIES

St. Albert cherishes a sense of place and community, designing built environments that create lively spaces and instill civic pride. Community venues support social connectively and personal well-being through community facilities and gathering places that respond to community needs.

**STATUS:** INFRASTRUCTURE MAINTAINED

### 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.

## SOCIAL IMPACT FROM PARTICIPATION IN THE ARTS

Research shows that when people participate in the arts, society and the community benefits. Participation in arts and culture programming helped promote inclusion, improved mental health and wellness, boosted self-esteem and confidence, and created a sense of community and belonging.



### WHAT OUR PATRONS ARE SAYING

**96%**

Participation in arts and cultural activities contributed to improved mental health and wellbeing

**92%**

Participation in arts and cultural events help me to connect with others and be engaged in community

**97%**

Felt welcomed and included while attending the Plaza Series

**81%**

Mayor's Celebration of the Arts recipients agreed getting an award was meaningful

**62%**

Mayor's Celebration of the Arts recipients felt valued by their community

**84%**

Mayor's Celebration of the Arts recipients agree that this annual event celebrates achievements of St. Albert artists

TO LEARN MORE CONTACT: Community Services-Culture Branch  
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