



# Cultural Services

## 2019 REPORT CARD

### SUMMARY

2019 started with the reopening of the Art Gallery of St. Albert in February, after substantial renovations to increase the functionality and accessibility of the facility. The City of St. Albert is proud to be one of the main funding partners for this project, alongside the Department of Canadian Heritage and Social Development Canada. Successful completion of this project has returned a key cultural amenity to the community.

Another key amenity, the Arden Theatre, experienced success through increased attendance, concession sales and programming. In 2019, programming on both the performance and performance arts development side increased and succeeded in attracting a greater diversity of patrons and participants, from both age and cultural backgrounds. Investments to enhance cultural spaces contributed to this success. Further investments were also made into the City's public art collection.

Cultural events contributed as well to the success of 2019. Of note was the 10<sup>th</sup> Anniversary of the Mayor's Celebration of the Arts. Nominations and attendance were both increased over 2018 numbers. The Northern Alberta International Children's Festival remained the City's largest signature, cultural event. In 2019, the Festival had almost 40,000 attendees.

The strengths of St. Albert's cultural identity lay with the community and partners. 2019 saw increased private donations as well as growth in engagement with partner organizations. The City was also able to secure grants from key funding partners, which demonstrated alignment with broader cultural industry organizations and priorities. New grant dollars help support critical amenities and programming that sustain the community's identity into the future.

The 2019 Cultural Report Card highlights the progress made on the six priorities identified within our Cultural Master Plan and provides updates of the overall management and operation of arts and cultural facilities, events, programs, and services in the community of St. Albert.



## PRIORITY 1: CELEBRATE CULTURAL ASSETS

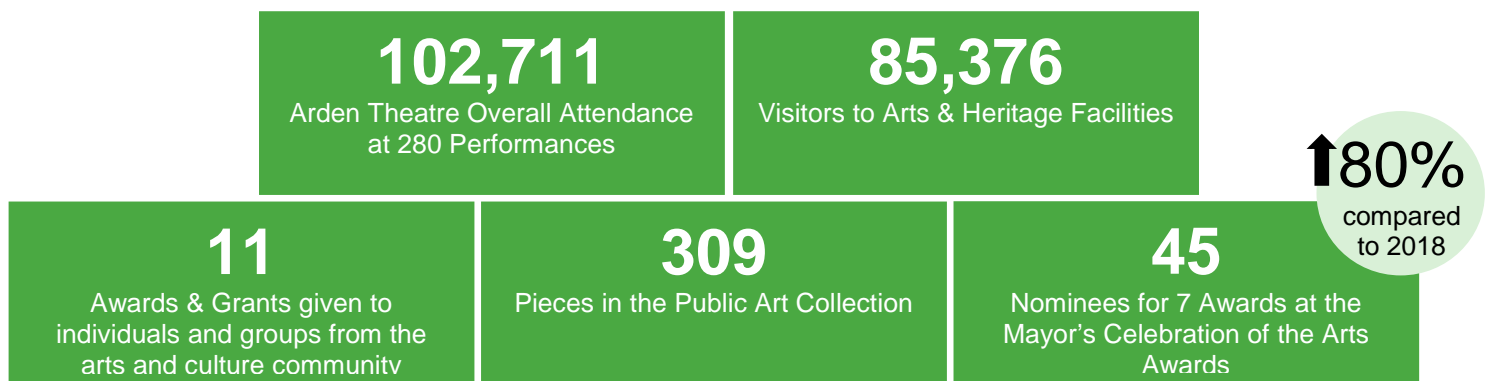
St. Albert has cultural and historical assets that include facilities, programs, artists, events, history, community values, diversity, and creative forms of expression.

**STATUS: ON TRACK**

### Progress Update

2019 brought the 10<sup>th</sup> Anniversary of the Mayor's Celebration of the Arts, which has been a staple event designed to celebrate the arts in St. Albert. The event featured Poet Laureate Zach Polis. Cultural assets were also celebrated through the re-opening of the redeveloped Carleton Performing Arts Space and the acquisition of new public art pieces, notably: Bird Has the Ways (Art Gallery Project), Canada 150 Mural Mosaic, Masks for Giants, Orange Lichen Rock.

### 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. In 2019, participation continued to expand through new programming to reach new audiences. Performing arts programming was also expanded to reach a variety of age categories (babies, youth, adult classes) through multidisciplinary classes (tap, improv, home school program, tech camp). The City also organized an Indigenous Christmas Market at the Collective.

2019 also was a strong year for arts programming in the youth age cohort. The St. Albert Children's Theatre performed at the Sterling Awards gala and several actors were hand-picked to star in award-winning 'Fun Home' production in Edmonton. The Amplify Youth Festival and programming also had a successful year with high engagement through attendance (2,016) and digital engagement with the Amplify Film Project (14 Artists, 6,032 YouTube Views, 69% increase over 2018). Amplify programming also included fashion shows, open mics, poetry ball and involvement in the Snowflake Festival. Social media engagement grew on all platforms, resulting in an average increase in engagement of 245% over the past five years.

### 2019 Arden Theatre Professional Series Programming Highlights

- Ginalina (Arden Family Show) outreach performance at E.L.V.E.S
- Red Sky Performance (Indigenous Dance) outreach at Leo Nickerson School
- Arden programmed to new audiences with performances such as Kinan Azmeh, an international classical music performer from Syria
- Friends of the Arden emerging artist program (3 artists in progress hall during select professional series shows)

## Service Delivery Highlights

↑30%  
compared to 2018



## 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: ON TRACK**

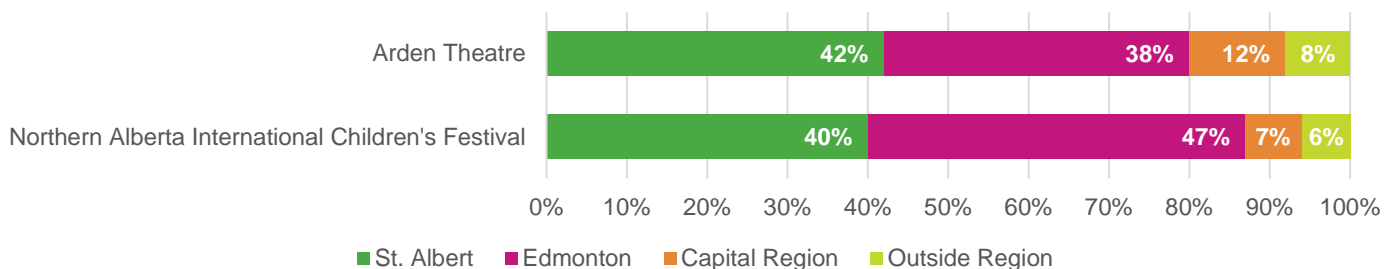
### Progress Update

Cultural programming continues to attract tourism to amenities and programming. In 2019, numerous cultural and community events were held including: Amplify Youth Festival, St. Albert Children's Festival and Canada Day. The City also supported National Indigenous People's Day at Lion's Park.

### Service Delivery Highlights



### Communities That Attended...



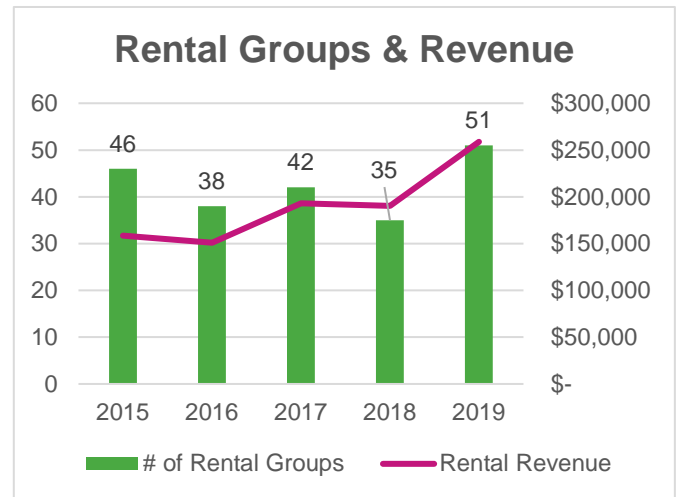
## PRIORITY 4: ESTABLISH SUSTAINABLE FUNDING

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

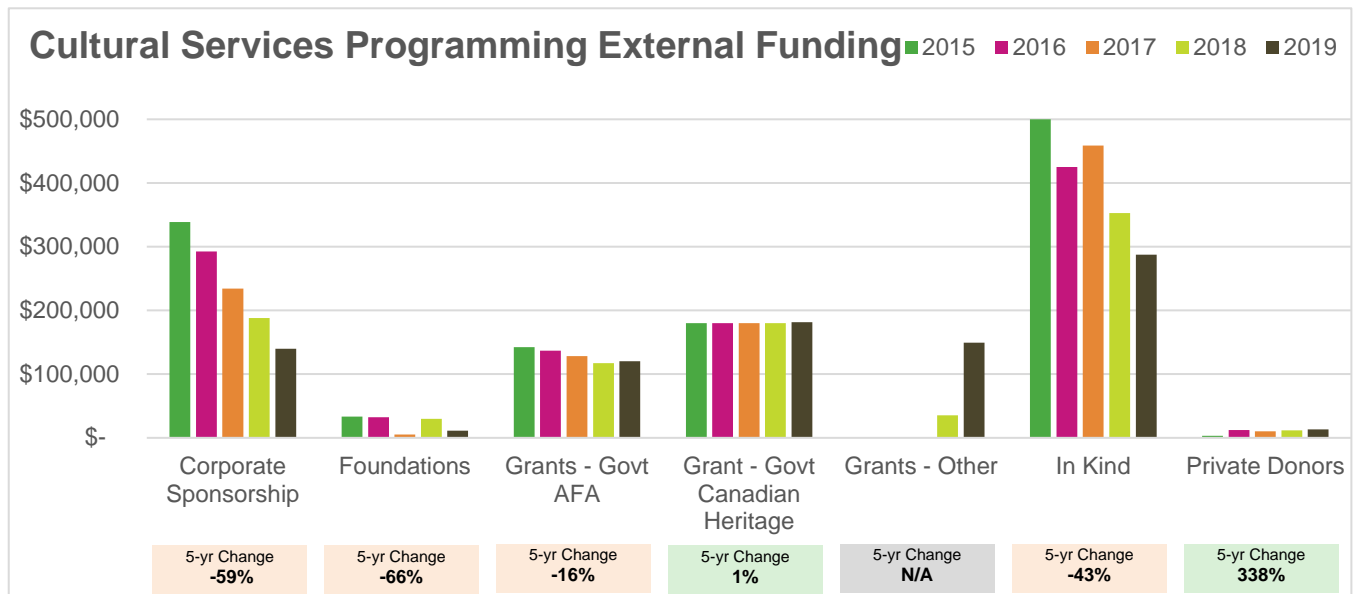
**STATUS: AT RISK**

### 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. While this priority is marked “At Risk”, there were a number of accomplishments in 2019: the Arden Theatre concession increased total sales to over \$100,000, a 33% increase over 2018; the City secured major grants from the Federal Cultural Spaces Fund and the Community Facility Enhancement Program and received supplemental funding through Canada Arts Presentation Fund. Community partners also increased their programming reducing the reliance on City-led programming.



2019 saw a 46% increase over 2018 in the number of rental groups and a 36% increase in rental revenue. Since 2015 there has been an 11% increase in renters with a 63% increase in rental revenue.



## 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 infrastructural integrity enables long-term development and growth in the cultural sector. In February 2019, the Art Gallery of St. Albert reopened following its renovation to

improve building functionality and accessibility. The project was supported by the City in collaboration with the Department of Canadian Heritage and Employment and Social Development Canada.

Alterations were also undertaken to the Carleton Performing Arts Space including a black box theatre venue by installing a sprung floor, creating studio divisions, completing work on a fully functional carpentry shop, installing a full grid for use with entertainment rigging for lightings and sound. Upgrades to the performer greenroom, the wardrobe storage and build areas are actively underway.

Operationally, modifications were made to an existing public art position to shift its role into a Visual Arts Registrar position to maintain and inventory the City’s public art collection.

## PRIORITY 6: OPTIMIZE CULTURAL SERVICE DELIVERY

Cultural Services is able to optimize cultural service delivery through its many partnerships including that with the Arts & Heritage Foundation, collaboration agreements with the Friends of the Festival, Arden Theatre and Children’s Theatre, Facility use agreements with the Visual Arts Guilds, cultural committees including the Public Art Advisory, St. Albert Cultivates the Arts, Amplify Youth Advisory, and the Heritage Advisory committees.

**STATUS: ON TRACK**

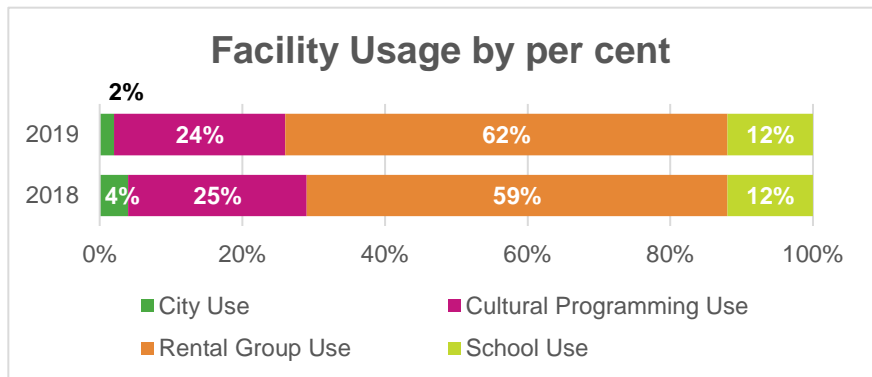
### Progress Update

Cultural services are the City’s way of animating the City’s cultural amenities and assets. In 2019, regional presenters expanded, and participation increased. The City also joined the Prairie Regional Presenters Coalition (that includes four provinces and one territory). The City also optimized its price model for the Northern Alberta International Children’s Festival.

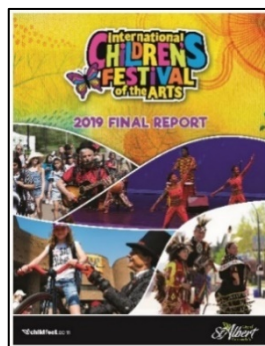
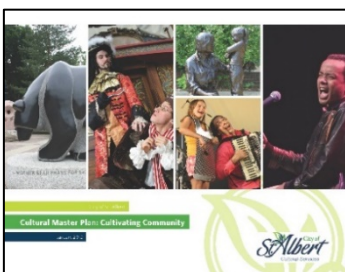
### Service Delivery Highlights

**434**  
Hours of School Use at the Arden Theatre

**8,632**  
Total Hours of use at St. Albert Visual Arts Studio (VASA)



## Other Reports that Help Tell Our Story



**TO LEARN MORE CONTACT:**

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