Red Deer Museum
mag
+ Art Gallery

2018
Annual Report

PRESIDENT'S MESSAGE

As I finish up my time as Board President, and as a member of the Board of Directors of the Red Deer Museum + Art Gallery I look back on the last six years and see just how far we have come as an organization and am proud to have been a part of this growth.

Last year at the Annual General Meeting we shared the ambitious new strategic plan which will drive the MAG forward over the next five years, and I am happy to report that both the Board and Lorna and her team have been working hard over the last year to ensure that we are able to deliver on our strategic plan in a meaningful way.

We also continue to see the benefits of work completed to drive engagement with the MAG. We have seen continued growth in visitor numbers which has grown year over year for the past three years and continues to grow. We have focused on engaging the Community through effective tactical use of social media, this more thoughtful approach to engagement has led to steady increases in our social media engagement through all of our social media channels. This focus will continue to improve and drive engagement and visitor numbers as we work with Heuer Design on studying the community, our visitors and how to better engage the community on a wider scale.

We could not celebrate the successes we have had without our funders. I want to thank all of our members and donors for their support. In addition we receive funding from a number of sources. I would like to thank the Alberta Foundation for the Arts, Government of Canada, Alberta Lottery Fund, Alberta Museums Association, Red Deer Kinsmen, and Rotary Club of Red Deer for their funding of the MAG. Lastly I want to thank our largest funder and best partner, The City of Red Deer. The City of Red Deer continues to be not only our largest funder, but a great partner who is engaged helping us execute our new strategic plan and has been exceptional to work with as we look for ways to truly deliver on our strategic goals. We would not be able to do what we do without their ongoing support.

I want to thank all of the members of the Board of Directors of the MAG for their hard work and dedication, each of the directors gives generously of their time and skills for the benefit of the MAG. Thank you for all you do.

Lastly, none of the success we had would be at all possible without the staff of the Red Deer Museum + Art Gallery. To Lorna and her team I say thank you. You have taken a look at an audacious strategic plan and jumped in head on with excitement and commitment. I am excited to see where The MAG is in five years.

Brett Speight, President
Red Deer & District Museum Society

EXECUTIVE DIRECTOR'S MESSAGE

I have the honour to work with a talented and inspired staff and a supportive volunteer Board. In 2018 Valerie Miller, our Curator of Collections, retired after 30 years of dedicated service to the MAG and its collections. I would like to thank her for her commitment to the MAG.

In 2018 we completed a major milestone in the huge task of renovating our Collection Storage Rooms. We completed the renovation of Storage Room D, and the installation of rolling compact storage units which will enable us to almost triple the number of artefacts that we can store. Melanie Berndt, our Coordinator of Collections Management, and her team of staff and volunteers have done an excellent job of planning and completing the project.

The Writing on the Wall: Works of Dr. Joane Cardinal-Schubert, RCA, surveyed the career of a nationally-recognized artist, who spent her early years here in Red Deer. Joane's works explored her experience as a First Nations woman in Alberta, at a time when First Nations issues were just beginning to emerge in the works of contemporary artists.

When Library and Archives Canada presented an exhibition called *Hiding in Plain Sight: Discovering the Metis Nation in the Collection of Library & Archives Canada (LAC)*, we requested an extended version of the exhibition to show during the Canada Winter Games. LAC agreed to send original works of art and documents from their collections to accompany the exhibition. Kim Verrier, Coordinator of Exhibitions, and Carmen Houle, Métis Liaison, facilitated community conversations throughout the year preceding the exhibition. Our thanks to the many members of the Metis community of Central Alberta who shared their stories, and loaned their precious family heirlooms to the exhibition.

I would like to thank the entire staff of the MAG for their passion and commitment to engaging our community in the history and art history of Central Alberta. Our thanks to the members of the Board, who have supported our journey in the past year. We are very excited about the year ahead and the new projects that we will explore.

Most of all, our thanks to you – our visitors and supporters! We value your support, and we hope to continue to inspire, engage and challenge you in the year ahead.

Lorna Johnson, Executive Director
Red Deer Museum + Art Gallery

Exhibits

GLAMOUR: Fashionable Red Deer
December 2, 2017 - March 11, 2018

LET YOUR GRASP EXCEED YOUR REACH:
Red Deer College Year End Student Exhibition
March 31, 2018 - April 22, 2018

THE WRITING ON THE WALL:
Works of Dr. Joane Cardinal-Schubert, RCA
May 5, 2018 - August 12, 2018

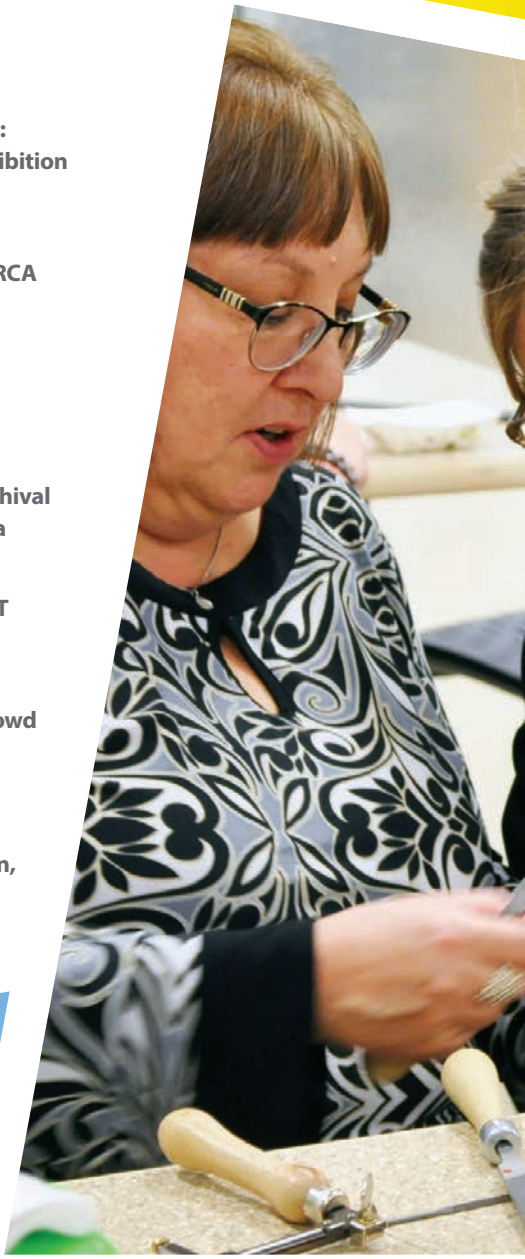
HOUSE INSPIRING PEACE
by Amy Loewan, RCA
September 1, 2018 - November 18, 2018

HIDING IN PLAIN SIGHT:
Discovering the Métis Nation in the Archival Records of Library and Archives Canada
December 15, 2018 - March 17, 2019

BECAUSE IT NEVER OCCURS TO US THAT WE CANNOT by Robin Lambert
January 13, 2018 - March 18, 2018

THE PINK CLOUDLESS by E.M. Alysse Bowd
September 15, 2018 - October 28, 2018

EXEMPLARS OF THE FEMININE:
upright portraits of a particular group of women in wool, leather, cotton, linen, wood and steel by Matt Gould
November 3, 2018 - January 6, 2019



THE CITY OF Red Deer

RDC Westerner Park CARNIVAL CINEMAS Central Alberta Refugee Effort

Community

76
VOLUNTEERS

925
MEMBERS

877
VOLUNTEER HOURS

Attendance

25,548
GENERAL ATTENDANCE

2,397
IN COMMUNITY ARTS PROJECTS

7,713
EXHIBIT

13,177
ART PARTICIPANTS

3,699
FILM SCREENINGS

Canada

Canadian Heritage / Patrimoine canadien

Alberta Museums Association

Alberta Foundation for the Arts

Red Deer Symphony Orchestra

Red Deer Native Friendship Society

Spirit Seekers

Alzheimer Society Alberta and Northwest Territories

Boys & Girls Clubs of Red Deer & District
A good place to be

Red Deer & District Community Foundation
all for community.

Collection

15
ARTWORKS DONATED TO THE COLLECTION

457
OBJECTS DONATED TO THE COLLECTION

Connections

- **74,792 PAGE VIEWS**
- **2,334 FOLLOWERS**
- **2,423 LIKES**
- **1,120 FOLLOWERS**

Donations

$22,541
IN-KIND

$29,924
INDIVIDUAL

$9,320
CORPORATE

Kin Canada
Red Deer Kinsmen Club

AGLC
Alberta Gaming & Liquor Commission
Choices Albertans can trust.

ROTARY CLUB OF RED DEER

esker FOUNDATION

BLACK KNIGHT TUXEDOS

Red Deer CULTURE SERVICES

TO LOST

MJM&AG MOOSE JAW MUSEUM & ART GALLERY

Red Deer
A Welcoming & Inclusive Community
Together We Shine

STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS

Year ended December 31, 2018

REVENUES

Grants from The City of Red Deer	$ 1,025,781
Grants	166,321
Programs and admissions	78,721
Donations	46,293
Amortization of deferred capital contributions	22,857
Casino	14,906
Other	13,426
Memberships	9,505
Room rentals	5,667
Admin recovery	2,384
Interest	955
	1,386,816

EXPENDITURES

Wages and benefits	905,399
Repairs and maintenance	72,486
Contract services	63,067
Advertising and promotion	57,531
Utilities	54,645
Office	41,922
Exhibits	34,173
Supplies	33,111
Amortization	25,887
Facilities and equipment rent	24,509
Professional fees	17,300
Interest and bank charges	5,842
Travel	2,735
Insurance	1,945
Memberships	1,705
	1,342,257

Excess (deficiency) of revenues over expenditures	$ 44,559
Balance, beginning of year	134,561
Balance, end of year	$ 179,120

Red Deer Museum mag + Art Gallery

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