

2017 Consolidated Financial Statements

Grants from the City of Red Deer	\$1,028,124
Grants	\$138,513
Programs and Admissions	\$72,831
Donations	\$30,204
Other	\$19,640
Amoritzation of Deferred Capital Contributions	\$11,582
Memberships	\$10,515
Bingo and Casino	\$9,871
Admin Recovery	\$2,435
Interest	\$404

Revenue **\$1,324,119**

Wages and Benefits	\$943,638
Repairs and Maintenance	\$88,356
Exhibits	\$59,221
Utilities	\$58,429
Supplies	\$34,853
Office	\$38,089
Advertising and Promotion	\$31,172
Facilities and Equipment Rental	\$25,327
Amortization	\$14,976
Contract Services	\$14,522
Professional Fees	\$11,963
Interest and Bank Charges	\$2,505
Memberships	\$1,937
Insurance	\$1,906
Travel	\$1,433

Expenditures **\$1,328,327**

Excess (deficiency) of Revenues Over Expenditures	(\$4,208)
Balance, Beginning of Year	\$138,769
Balance, End of Year	\$134,561

President's Message

One year ago, I shared my message of the fantastic year we had in 2016 with the largest group to attend our Annual General Meeting in my time as a Board Member. Almost 50 people attended last year's AGM which speaks to the level of engagement and excitement we are seeing from our members and the community. I am glad to share that in 2017 as an organization we not only carried the momentum forward from 2016, but we also as a board completed the lengthy process of creating a new strategic plan for The MAG ensuring that The MAG evolves to meet the needs of our community.

The Board of Directors began the process for completing a new strategic plan shortly before last year's AGM and continued to work and refine the plan over the following months. What came out of this process is an ambitious plan for the organization that has five key strategic goals that will focus on moving the organization forward.

With this plan now finalized, Lorna and her team are hard at work putting an operational plan in place that aligns with the organizations new strategic direction.

2017 brought some fantastic and well-received exhibits. Tim Van Horn's exhibit, *To Canada with Love*, for Canada 150 was a popular highlight. *Glamour: Fashionable Red Deer* which wrapped up not too long ago was another well-done and well-received exhibit that highlighted one of our strengths at the MAG, our textile collection. Lorna and the team at the MAG worked hard all year and I would like to thank all of them for their hard work once again this year. There was great progress made on the collections storage, and the front desk was updated to better meet the demands of our visitors.

I would like to thank the City of Red Deer not only for their continued financial support, but their collaboration with us throughout the year. They truly are a great partner.

In addition to the City I would like to thank the Alberta Museums Association and the Alberta Foundation for the Arts and members of the community for their financial support which allows us to deliver the programs and exhibits the community expects from us.

I am very pleased with the continued success in 2017 and look forward to more great things to come.

Brett Speight, President
Red Deer & District Museum Society

Executive Director's Message

The MAG was changing from the inside out in 2017.

On the inside, we completed the first phase of the renovation of our collections storage areas. We have now consolidated our art collection and moved it all into one storage room where the environmental controls are appropriate for works of art, and where we can be confident about the security of the artefacts.

The MAG's Board of Directors made a commitment to develop a five-year strategic plan for the MAG. After many hours of meetings and consultations, they adopted a visionary plan for 2019-2024. The plan reinforces the MAG's vital role in collecting and presenting the stories of Red Deer's past that are relevant to today's residents. The plan challenges the MAG to lay the groundwork for an art gallery that specializes in the work of Central Alberta artists, as well as Canadian First Nations artists.

In 2017 we presented ten exhibitions. Seven of them featured artists from our region. Two of them: *Alberta and the Group of Seven*, and *Keepsakes of Conflict*, were organized by institutions in other cities. Tim van Horn's *To Canada with Love* captured his love of Canada's diversity in all its dimensions, and, thanks to Canada 150 funding we were able to commission Tim to create six magnificent photographic murals to brighten up our building's exterior. *Glamour: Fashionable Red Deer* offered a glimpse into one of the MAG's hidden treasures - our collection of almost 15,000 items of clothing and textiles. It offered the opportunity to look into the wardrobes of some of Red Deer's fashionable men and women over the past 150 years.

The MAG's Visitor Experience team made sure that we were a very busy gathering place for our community throughout the year. Programs for children, families, and adults served many different community segments, and partnerships with community organizations such as CARE and the Red Deer Native Friendship Society involved even more people in our activities.

I would like to extend my thanks to our Board members who have encouraged, inspired, and challenged us to be the best we can be. Our thanks to the many volunteers who have supported us along the way. My thanks to the MAG staff who are passionate and dedicated, and who work continuously to share their passion for art and history with our community.

Lorna Johnson, Executive Director



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reddeermuseum.com



2017 Annual Report

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2017

 **14,236**
Participants
Created Art

 **4,100**
Attended
a Film
Screening



Exhibitions

**OUR
COMMUNITY**
MAG volunteers
are one of our
greatest assets



OUR VALUES

To inspire a
passion for history
and art in our
community.



 **8,133**
Exhibit Attendance



At a Glance

Total Attendance

32,107

up from 27,784 in 2016

Alberta and the Group of Seven
 December 3, 2016 - March 12, 2017

**Making a Good First Impression
by Patrick Bulas & Jordan Schwab**
 January 14, 2017 - March 19, 2017

**What World May Come: Red Deer
College Visual Art Student Exhibition**
 April 1, 2017 - April 29, 2017

**Procession West...a visual journey
from plains to coast by Robert S.
Michiel and Robert S. Pohl**
 May 6, 2017 - June 25, 2017

To Canada With Love by Tim Van Horn
 May 13, 2017 - August 20, 2017

Memory Bones by Jewel Shaw
 July 2, 2017 - August 20, 2017

**The Other Passport by Marnie Blair,
Jill Ho-You & Heather Huston**
 August 26, 2017 - October 29, 2017

**Keepsakes of Conflict: Trench Art
& Other Canadian War-Related Craft**
 September 2, 2017 - November 19, 2017

Dandy Lines by Caitlin Thompson
 November 4, 2017 - January 7, 2018

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



3,500

Participated
in Community
Arts Projects

 **2,200**
Total Hours Open
to the Public



836

Members
vs 743 in 2016



58 volunteers
gave

597
hours



Interactive & Social

85,430 | **17,764**
Website Page Views | Website Visits

 **2,105** Facebook Likes
 **2,225** Instagram Followers
 **777** Twitter Followers

\$5,142

Value of
In-Kind
Donations

\$9,650
Corporate
Donations

\$11,777

Donation
Box
Donations

9 artworks
donated to
our collection

46 donations
to our
collection



Our Grantors Support us



Community Partners

