

2015 Consolidated Financial Statement

Revenues

Grants from The City of Red Deer	\$1,008,746
Grants	\$112,930
Admissions and programs	\$50,062
Donations	\$42,810
Other	\$28,042
Amortization of deferred capital contributions	\$6,444
Bingo and casino	\$5,613
Memberships	\$7,180
Admin recovery	\$2,735
Investment income	\$113
Total Revenues	\$1,264,675

Expenditures

Wages and benefits	\$813,111
Repairs and maintenance	\$126,160
Supplies	\$72,113
Utilities	\$53,689
Exhibits	\$40,108
Advertising and Promotion	\$38,972
Office	\$21,571
Facilities and equipment rent	\$19,770
Contract services	\$17,933
Professional fees	\$14,810
Amortization	\$9,708
Travel	\$5,194
Insurance	\$2,023
Memberships	\$1,964
Interest and bank charges	\$1,525
Total Expenditures	\$1,238,651

Excess of revenues over expenditures	\$26,024
Unrestricted net assets, beginning of year	\$111,653
Unrestricted net assets, end of year	\$137,677

Executive Director's Message

When the Board and staff defined the MAG's aspirations for 2015, we wanted the MAG to become a place for members of our community to gather to learn and to explore ideas about culture, heritage and community. All of us were inspired by that aspiration, and in 2015 we took great leaps toward the achievement of it. In February we launched free admission to the MAG's exhibits so that everyone could participate.

From November, 2014 to June we welcomed the organizing committees for *Walking With Our Sisters*, a solemn and inspiring memorial to the over 1,700 missing and murdered Aboriginal women. In June we hosted the inspiring memorial ceremony. The project highlighted many issues that are faced by the Aboriginal community in Red Deer. We learned so much from the elders and the community members who gathered to support the cause and the project. I would like to extend a very special thank you to the many generous and committed volunteers who put heart and soul into the *Walking With Our Sisters* project. You were all so very generous with your time and energy. I thank elder Corky Larson-Jonasson for her wisdom and leadership throughout the project.

During the summer, we hosted *Kids Celebrate!*, a lively and engaging exhibit from the Canadian Museum of History's Children's Museum. Highly interactive, the exhibit explored celebrations of different ethnic groups throughout the year. We offered activities related to the exhibition every Tuesday, had many families who returned numerous times throughout the summer.

In the fall we featured *Crocky Rocky Prairie Fairy*, a retrospective of the work of printmaker Jim Westergard. We aligned the exhibition with the White Gallery's exhibition of Jim's Oddballs prints, and we had a joint opening event at both places.

Our Collection Re-ORG project got off to a good start, and with the help of some dedicated volunteers, we began to organize smaller artefacts into more compact storage containers. We began to plan for a major overhaul of the collection and the way it is stored. We developed a comprehensive plan and new layouts for the collection.

The exterior of the building received a facelift, with the cedar squares being replaced with colorful metal siding, and bright signage on the front of the building.

I would like to thank all of the Board members who gave so generously of their time and skills to guide the MAG into its new way of being. The staff worked incredibly hard to achieve the ambitious plans that we set, and I would like to thank them for their commitment, dedication, and pure hard work in making 2015 one of the MAG's best years so far.

Lorna Johnson,
Executive Director,
Red Deer Museum + Art Gallery

President's Message

As my term as President draws to a close, I would like to express my appreciation to the MAG's Board and staff for taking the MAG closer to its goals. The MAG changed dramatically in 2015 and it was all positive.

We implemented free admission in order to make the MAG more accessible and inviting to our community as a destination and a meeting place.

We approved John Hull's design for a facelift to the building's exterior, and were inspired by his suggestion that we should envision an expanded building on this site.

We opened our doors and our hearts to Walking with Our Sisters, and engaged with members of the First Nations community to bring awareness to the issue of missing and murdered Aboriginal women. Through that work, we learned a great deal about building community, about activism, and how to facilitate the community's needs for memory, ceremony, and the comfort of a welcoming social space. It has changed how the MAG will conduct its community activities in the future.

Our exhibition program highlighted our goals of creating engaging experiences for families, and our ongoing goal of showcasing the artists of Central Alberta. Our programs for school children and individuals with special needs exploded in 2015. We launched Art in the AM to support individuals with experiencing memory issues and their caregivers, as well as MiniMAG, for parents and tots.

The MAG staff also achieved a breakthrough in the challenge of collection storage. They developed a long term plan for addressing some of the storage needs for the collection, and, by the end of 2015 had made significant progress in creating digital records, finding ways to store the collection more compactly, and in planning for compact storage.

The MAG ended the year in a good financial position, thanks to support from the City of Red Deer, the Alberta Foundation for the Arts, the Alberta Museums Association, the Red Deer & District Community Foundation, Kinsmen, Rotary, and many other sponsors and donors.

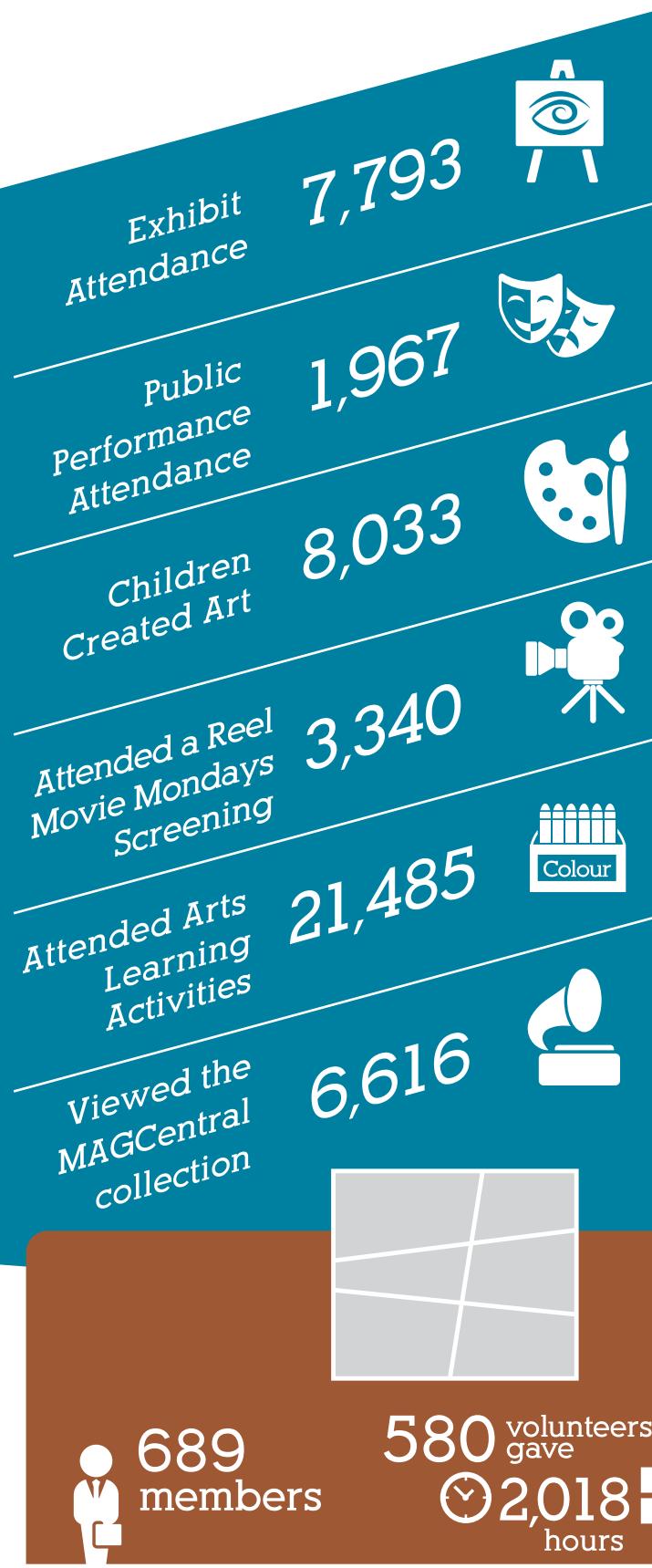
Thank you to all of the staff and volunteers who helped the MAG to make a difference in our community in 2015. And thank you to all of our members for your ongoing support.

Jeremy Moore
President of the Board of Directors
Red Deer Museum + Art Gallery



2015 ANNUAL REPORT





2015 at a glance



54,656 Website Page Views

13,859 Website Visitors

6,661 Repeat Website Visitors

1,621 Twitter Followers

1,448 Facebook Likes

206 Instagram Followers

Community Partners



MAG volunteers are one of our greatest assets!

est. 12,000 artefacts re-organized into compacted storage to better utilize our limited space.



OUR COMMUNITY

OUR COLLECTION

OUR VISION

Attendance 2,346

Volunteers 276

In partnership and thanks to the Red Deer Native Friendship Society, Red Deer Aboriginal Employment Services.

Food donations in-kind to support the social space \$1,363

Attendance on closing day 599

Film Screening Highway of Tears at the Welikoklad Centre supported by RDC raised \$1,815

Our Grantors Support us



In-kind Donations valued at \$10,847

\$18,699 Donation Box Donations

41 local donations between \$50 – \$950 totalling \$5,993

