

## PRESIDENT'S MESSAGE

The continuation of pandemic safety protocols kept MAG staff pivoting through 2021 as all the MAG offers happened virtually and in person. This opportunity allowed local and international patrons access to the wonderment of the MAG.

Lorna Johnson retired after 17 years with the MAG. One of her final projects was to oversee the generous donation of artwork from local artist David More in 2020 which led to the publication of the **Greatest Garden: The Paintings of David More** written by *Mary-Beth Laviolette*.

2021 saw one of the MAG's most memorable exhibits come to a conclusion at the first, annual International Pow Wow held in Red Deer in October. **Powwow! Ohciwin The Origins** was curated by *Patrick and Marris Mitsuing* who collaborated with an International group of Indigenous artists.

Dr. Scott Marsden joined the MAG as Executive Director after an extensive search. His experience and innovation find the MAG Board excited to see new exhibits and programs, improvements to the overall inclusion and diversity of the MAG, and the celebrations of the MAG's 50th Anniversary.

The Board applauds the MAG staff for the installation of amazing exhibits ranging from beautiful florals, to prairie folk art, to the remembrance of World War Women. The Board is grateful for the staff's tireless dedication to quality programming, enjoyable patron interactions, and the creative ways they were provided.

The MAG is indebted to the City of Red Deer and other external funders for their support, as well as to members and donors who showed continued support through visits and program participation.

Words are inadequate to show my appreciation for the MAG Board, staff and ED(s) for what they have encountered and accomplished. I am grateful for their tenacity, ingenuity and grit.

**Shelley Odishaw, President**  
Red Deer & District Museum Society



## MEET THE STAFF

### ADMINISTRATION

Riley Vokes - Acting Finance Coordinator  
Taylor Solberg - Visitor Services Associate  
Stevie Hils - Operations Associate  
Kirsten Lowe - Executive Assistant  
Lorraine Belhomme - Custodian

### COLLECTIONS

Melanie Berndt - Collections Coordinator  
Nicole Leidl - Museum Associate

### MARKETING

Karli Kendall - Marketing Coordinator  
Kirstin Case - Marketing Associate

### VISITOR ENGAGEMENT

Kim Verrier - Exhibits Coordinator  
Lynn LeCorre - Education Coordinator  
Christel Langan - Art Educator  
Saija Clement - Program Assistant  
Mike Villasana - Program Assistant  
Robert Zackowski - Program Assistant  
Heather Parker - Program Assistant  
Sophie Simard - Program Assistant  
Paige Sly - Program Assistant  
Holly Mayo - Program Assistant  
Kathy McNish - Program Assistant

## STATEMENT OF OPERATIONS

Year ended December 31, 2021

### Revenues

Grants from The City of Red Deer (note 11)	\$ 1,131,844
Government assistance	337,361
Grants	179,308
Amortization of deferred capital contributions (note 9)	66,023
Donations	28,352
Programs and admissions	20,346
Casino	16,000
Other (note 12)	8,774
Admin recovery	4,317
Memberships	2,526
Room rentals	800
Interest	322
	<b>1,795,973</b>

### Expenditures

Wages and benefits	890,542
Repairs and maintenance	137,005
Amortization	80,277
Advertising and promotion	77,081
Utilities	75,503
Exhibits	65,758
Office	61,517
Contract service	50,406
Supplies	21,953
Professional fees	19,475
Insurance	5,093
Travel	2,906
Interest and bank charges	2,841
Memberships	2,151
Facilities and equipment rent	100
	<b>1,492,608</b>

**Excess (deficiency) of revenues over expenditures**

**\$ 303,365**



[reddeermuseum.com](http://reddeermuseum.com)  
4525 47A Avenue  
Red Deer, AB T4N 6Z6  
587.797.4040

[RedDeerMuseumandArtGallery](https://www.facebook.com/RedDeerMuseumandArtGallery)  
[@RedDeerMuseum](https://twitter.com/RedDeerMuseum)  
[@RedDeerMag](https://www.instagram.com/RedDeerMag)

## Exhibits

### Carbon Copy: Jennifer Wanner & Teena Dickerson

January 30, 2021 to April 21, 2021  
(Closed to the public due to COVID-19  
– Offered Virtual Talks & Tours)

### Adaptation: Red Deer College Visual Art Student Exhibition

March 27, 2021 to April 21, 2021  
(Closed to the public due to COVID-19  
– Offered Virtual Talks & Tours)

### Prairie Vernacular in Red Deer

May 1 to August 19, 2021

### A Prairie Vernacular: Folk & Contemporary Art Narratives of Life On the Canadian Prairies

May 8, 2021 to August 16, 2021

### World War Women

September 4, 2021 to November 20, 2021

### Ya Ha Tinda: Photography by Arto Djerdjarian

December 4, 2021 to March 5, 2022

### Vestige: Photography by Yvette Brideau

December 10, 2021 to March 22, 2022

### OUR West Country: Plein Air Painting in Alberta's Eastern Slopes

December 11, 2021 to March 12, 2022

# 113

ARTISTS EXHIBITED

## Virtual

**978k** REACH    **21,545** ENGAGEMENT

**15,784** YOUTUBE VIDEO VIEWS

**1.1k** YOUTUBE VIDEO WATCH TIME

**18,456** FACEBOOK VIDEO VIEWS

**66** BLOG POSTS

## Community

**13** VOLUNTEERS

**203** MEMBERS

**265** VOLUNTEER HOURS

## Collection

**11** ARTWORKS DONATED TO THE COLLECTION

**146** OBJECTS DONATED TO THE COLLECTION

## Attendance

**1,747** GENERAL ATTENDANCE

**2,047** EXHIBIT ATTENDANCE

**20,452** ART PARTICIPANTS

**2,284** STUDENTS INTERACTED WITH MAGCENTRAL ARTIFACT KITS

## Connections

**78,095** PAGE VIEWS

**2,444** FOLLOWERS

**3,384** FOLLOWERS

**2,010** FOLLOWERS

## Sponsorships

**\$3,580**

## Donations

**\$17,040** IN-KIND

**\$11,312** INDIVIDUAL & CORPORATE

