

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



EXECUTIVE DIRECTOR'S MESSAGE

I would like to take this opportunity to introduce myself to the membership of the Red Deer Museum + Art Gallery (MAG)

Before, I started at the MAG, I was the Curator of Collections at the Prince of Wales Heritage Centre in Yellowknife, Northwest Territories (2019-2022).

I was the Executive Director at the Haida Gwaii Museum on Haida Gwaii, British Columbia (2014 – 2017). I was the first Curator at The Reach Gallery Museum in Abbotsford, British Columbia (2008 – 2014) and was Gallery Director/Curator at the Yukon Arts Centre in Whitehorse, Yukon (2002 – 2007). I hold a Ph.D. from the Faculty of Education; Art Education at the University of Victoria, an M.F.A. from York University and am an Associate of the OCAD University and am a Research Associate at Aurora College in Yellowknife, NWT.

I have 20+ years in research and developing collaborative exhibitions and public programming exploring community-based art practices and how art galleries and museums can be public spaces for critical dialogue, informal learning, and multiple ways of knowing. I bring experience in building collaborative models for decision-making, creating capacity, cultivating community connections, and helping to move organizations forward in their development.

I am excited to be working with Board and Staff members at the MAG and look forward to the many exciting changes ahead of us. The MAG over the last fifty years MAG has built important collections that focus on the traditional culture and heritage of Red Deer and Central Alberta. The MAG is entering its 50th anniversary and this will be a time of celebration and anticipation for what lies ahead.

I am committed to collaborating with my colleagues to continue to make the MAG a place for dialogue and to increase our work with diverse communities with the goal of reflecting the many different perspectives of Red Deer and Central Alberta at the MAG.

Scott Marsden, Executive Director
Red Deer Museum + Art Gallery

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
	1,795,973

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
	1,492,608

Excess (deficiency) of revenues over expenditures

\$ 303,365



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2021
Annual Report

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

113

ARTISTS EXHIBITED

World War Women

September 4, 2021 to November 20, 2021

Ya Ha Tinda: Photography by Arto Djerdjarian

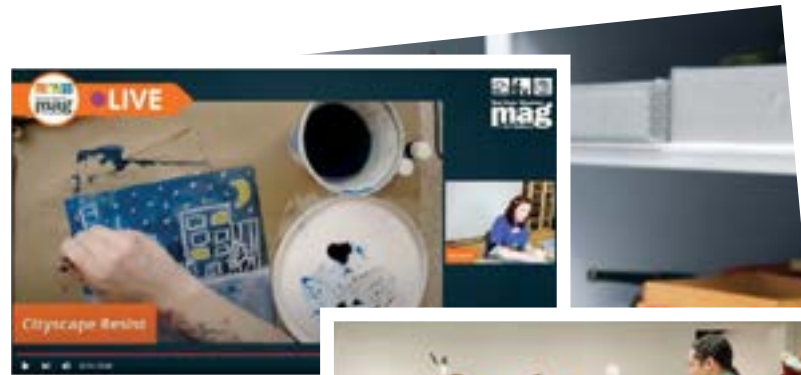
December 4, 2021 to March 5, 2022

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



Community

13

VOLUNTEERS

203

MEMBERS

265

VOLUNTEER HOURS

Attendance

1,747

GENERAL ATTENDANCE

2,047

EXHIBIT ATTENDANCE

20,452

ART PARTICIPANTS

2,284

STUDENTS INTERACTED WITH MAGCENTRAL ARTIFACT KITS

Collection

11

ARTWORKS DONATED TO THE COLLECTION

146

OBJECTS DONATED TO THE COLLECTION



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

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

