

PRESIDENT'S MESSAGE

2022 was a year of incredible growth and celebration at the Red Deer Museum + Art Gallery. Staffing changes led to new programs and events being offered along with old favourites, all while celebrating our own history. Exhibition spaces housed everything from photography, painting, and ceramics to emerging and experienced artists, to showcases of the MAG's extensive collection for our 50th Anniversary.

The Board acknowledges MAG staff for their camaraderie in utilizing amazing exhibits and quality programming to ensure an enjoyable patron experience. Special recognition is due for the collaborative leadership demonstrated by Coordinators Melanie Berndt, Karli Kendall, Lynn LeCorre, and Kim Verrier.

Gratitude to the City of Red Deer, and other external funders, for their support of all things MAG, as well as to the members, donors, and patrons who visit the MAG - thank you for your interest in the history and art of Red Deer and Central Alberta.

My appreciation for the MAG Board, the Executive Committee in particular, has grown with every meeting, conversation, and decision made on behalf of this organization. I am grateful that they spent this year with me.

While there is still work to do, this year has shown me that we're all committed to making the MAG better than we found it.

Shelley Odishaw, President
Red Deer & District Museum Society

LEADERSHIP TEAM MESSAGE

The Red Deer Museum + Art Gallery (MAG) had a year of reconnection and celebration. The Leadership Team and Board strengthened their relationships, fostering a more collaborative approach to Museum operations.

The MAG received several awards, including the Costume Society of America Richard Martin Exhibition Award and Alberta Heritage Awareness Award for the *Powwow! Och!win the Origins* exhibit, and Alberta Museums Association Leadership Award in Engagement. These accolades recognize the Museum's commitment to preserving cultural heritage and engaging with visitors and partners.

To kick off its 50th anniversary celebrations, the MAG showcased two exciting exhibitions featuring rarely seen collections and hosted a media event. Visitors were thrilled to rediscover the Museum's treasures and their significance. The MAG's events, such as Family Day's 'Home on the Range' and the Stones and Bones event with the Archaeological Society of Alberta Red Deer Centre, engaged visitors and created new connections. 2022 was the busiest school program season at the MAG in the last 10 years, with 1,395 students and teachers participating.

The MAG revisited its long-term storage plan, resulting in the discovery of new treasures through its collection curation project. A highlight of the year was the significant donation of 23 works by local ceramicist Shirley Rimer, which provide a valuable addition to the Museum's Art collection. The MAG also welcomed many first-time donors, expanding its circle of supporters and reconnecting with those who share its vision.

Melanie Berndt, Karli Kendall, Lynn LeCorre, Kim Verrier, Leadership Team
Red Deer Museum + Art Gallery

STATEMENT OF OPERATIONS

Year ended December 31, 2022

REVENUE

Admin recovery	2,376
Amortization of deferred capital contributions	95,965
Donations	25,792
Grants	132,437
Grants from the City of Red Deer	1,136,114
Memberships	4,008
Other revenue	10,738
Programs and admissions	46,774
Room rentals	1,648
	\$ 1,455,852

EXPENSES

Advertising and promotion	53,937
Amortization of capital assets	128,853
Equipment rental	615
Exhibits	53,027
Insurance	3,389
Interest and bank charges	2,686
Memberships	3,426
Office	72,852
Professional fees	41,480
Repairs and maintenance	147,162
Subcontracts	15,048
Supplies	31,441
Travel	7,475
Utilities	112,893
Wages and benefits	850,737
	\$ 1,525,021

Excess (deficiency) of revenues before the following (69,169)

Gain on disposal of capital assets 8,000

Excess (deficiency) of revenues over expenses **\$ (61,169)**



Annual Report



reddeermuseum.com
4525 47A Avenue
Red Deer, AB T4N 6Z6
587.797.4040

f RedDeerMuseum
t @RedDeerMuseum
i @RedDeerMag





Exhibits

Ya Ha Tinda: Photography by Arto Djerdjarian

December 4, 2021 to March 5, 2022

Vestige: Photography by Yvette Brideau

December 10, 2021 to February 27, 2022

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

December 11, 2021 to March 12, 2022

Under Pressure: RDP Visual Art Student Exhibition

March 26 to April 20, 2022

In Adoration of the Precarious Bee - Dawn Detarando

May 7 to August 20, 2022

Tracing Tides: A Topographical Investigation - Lyndal Osborne

May 21 to September 6, 2022

Jim Westergard: In a Class of His Own

September 3 to November 19, 2022

71 ARTISTS EXHIBITED

At First Glance: Collecting Over the Years

September 24 to November 30, 2022

The Boulton Project - Paul Boulton

September 2, 2022 to January 28, 2023

Upon Further Reflection: Highlights from the Past 50 Years

December 17, 2022 to March 11, 2023

Landmarks: A Sense of Place - Carol Lynn Gilchrist and Wendy Meeres

December 3, 2022 to March 11, 2023



Community

41

VOLUNTEERS

344

MEMBERS

1,620

VOLUNTEER HOURS

Attendance

2,799

TRAVELLING EXHIBIT ATTENDANCE

4,406

EXHIBIT ATTENDANCE

6,384

ART PARTICIPANTS

677

FILM SCREENINGS

1,989

LEARNERS INTERACTED WITH MAGCENTRAL ARTIFACT KITS

Collection

60

ARTWORKS DONATED TO THE COLLECTION

198

OBJECTS DONATED TO THE COLLECTION



Funding

\$132,437

PROVINCIAL AND FEDERAL GRANTS

\$28,352

INDIVIDUAL DONATIONS

\$9,500

IN-KIND DONATIONS

Connections



118,497

PAGE VIEWS



2,443

FOLLOWERS



4,606

FOLLOWERS



2,215

FOLLOWERS

Virtual

957k

REACH

13,349

YOUTUBE VIDEO VIEWS

755.3 hrs

YOUTUBE VIDEO WATCH TIME

1.3K

FACEBOOK VIDEO WATCH TIME



Canadian Heritage

Patrimoine canadien

