



2016-17 Annual Report

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Message from the AFA Board of Directors

For 25 years, the Alberta Foundation for the Arts has served as the Government of Alberta's primary supporter of artists and arts organizations. As part of ongoing efforts to grow our province's cultural sector, the AFA is a vital contributor to the development, accessibility, recognition, and appreciation of artistic expression across the province.

In spite of persistent economic pressures, this past fiscal year the AFA's budget remained strong and stable at \$27.1 million. This demonstrates a commitment from our government to our shared goals of greater access, excellence, and sustainability for the arts sector. Much of our funding is distributed to the arts community in the form of grants, and government protection of AFA funding allowed us to provide much needed stability to the sector. We distributed 980 grants to organizations and individuals, including a one-time funding initiative that supported the creation of five legacy art projects.

2016 was a milestone year for the AFA, as it marked a quarter century since the *Alberta Foundation for the Arts Act, 1991* was proclaimed into action. It was important to us that commemorative activities to celebrate our anniversary also celebrated Alberta's arts community. We invested in the community by creating the one-time Commemorative Arts Projects funding opportunity and by updating our website to be a more useful tool in accessing our programs.

The AFA cares for the largest provincial public art collection in Canada, valued at \$15.1 Million. We acquired 125 new artworks into the AFA Art Collection this year, helping us celebrate and preserve the best examples of Albertan visual arts. We are also committed to sharing our treasure of artworks with Albertans. This year, nearly half a million visitors enjoyed curated exhibits featuring our collection through our Travelling Exhibition (Trex) program alone.

In addition to providing stability, our role is to encourage innovation and respond to the evolving needs of our community. The launch of our Major Arts Presenters operating grant stream improves our support structure for some of the largest arts festivals and event organizers in the province. This initiative is an important example of how we can evolve in response to our stakeholder's needs.

The AFA fosters artists and artistic activity throughout our province. Four of every five Albertans considers the arts to be an important contributor to quality of life, according to the 2017 Survey of Albertans on Culture. This year, we also learned more about the important economic contributions by arts and culture (\$5.7 billion in GDP), with the release of the latest figures from the Cultural Satellite Account. The Board of Directors is looking forward to expanding our reach and increasing our impact over the next 25 years, and beyond.

I am pleased to present the AFA 2016-17 Annual Report.

Original signed by Liam Oddie

Liam Oddie, Chair
Alberta Foundation for the Arts

Overview

About the Alberta Foundation for the Arts (AFA)

The Alberta Foundation for the Arts encourages and supports the arts as a significant contributor to quality of life in Alberta.

The AFA was established in 1991 as a public agency and a provincial corporation, with a mandate to support and contribute to the development of the arts in Alberta. We provide funding to artists and art organizations to encourage the growth and development of the arts sector. We also promote the arts, and manage an extensive provincial art collection featuring work from artists all over the province.

Reporting to Alberta's Minister of Culture and Tourism, the AFA is guided by the objectives found in the [Alberta Foundation for the Arts Act](#).

At the Alberta Foundation for the Arts, we see an Alberta where a vibrant arts community inspires creativity and innovation, embraced by all Albertans.

Links to the 2016-19 Culture and Tourism Business Plan

The work carried out by the foundation this past year supported Outcome One of the *2016-19 Alberta Culture and Tourism Business Plan*:

- "Vibrant communities and diverse cultural opportunities enhance Albertans' quality of life."

Specifically, the AFA worked on Key Strategy 1.1:

- "Through the Alberta Foundation for the Arts, provide funding for artists and arts organizations to support greater access, excellence and sustainability for the arts in Alberta."

The work of the AFA also contributed to the results of performance measures 1.c and 1.e:

- Percentage of adult Albertans who feel arts activities are important in contributing to the overall quality of life in their community
- Percentage of adult Albertans who attended arts activities or events

Board of Directors

The AFA Board of Directors is appointed by the Government of Alberta and comprises arts champions from across the province.

Liam Oddie, Calgary, Chair



Christine Sokaymoh Frederick,
Edmonton, Vice Chair



Aleem Bharwani, Calgary



Candace Hook, Grande Prairie



Ava Karvonen, Edmonton



Jamie Leong-Huxley, Calgary



Cameron McCormick, Edmonton



Scott McTavish, Calgary



Christy Morin, Edmonton



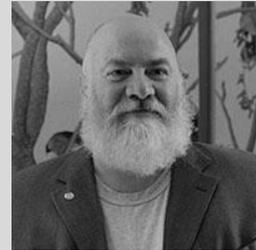
Luca Petryshyn, Edmonton



Tyler Stewart, Lethbridge



Holly Turner, Edmonton



Ian Warwick, Red Deer

Vacancies for the AFA board are posted on the [Board Recruitment Web Portal](#).

Board Governance

The AFA Board of Directors encourages and supports Alberta's arts community by:

- allocating the annual budget
- approving AFA funding and scholarships
- approving and monitoring the acquisition, exhibition and preservation of works in the AFA collection
- developing and implementing the AFA's strategic plan

The Board of Directors operate under a [Code of Conduct](#) that reflects a commitment to the AFA's values and provides a framework to guide ethical conduct in a way that upholds the integrity and reputation of the agency.

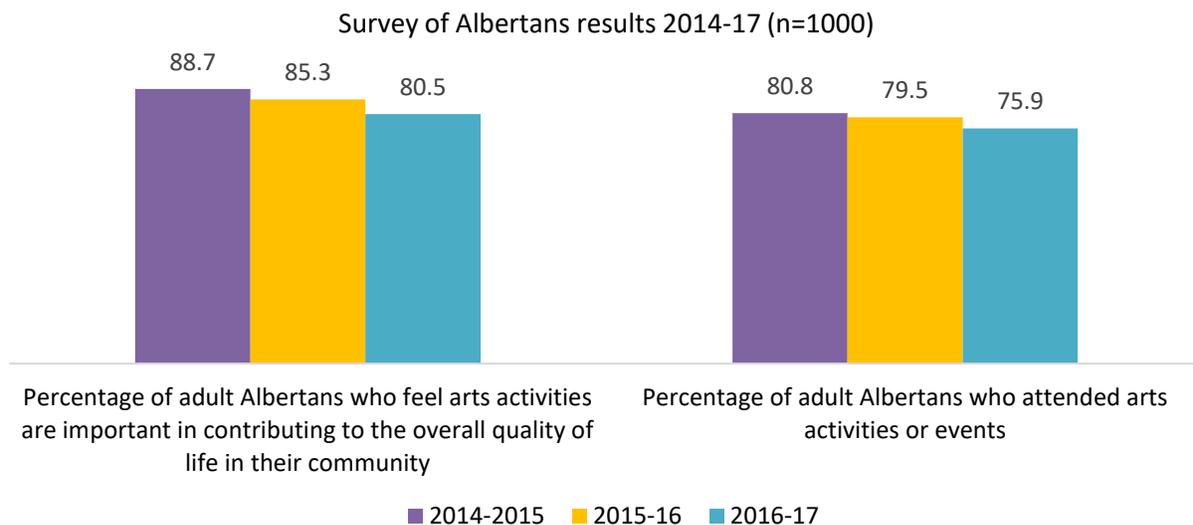
Board Compensation Disclosure

The AFA publishes the [names and compensation of Board members online](#), as required per the *Public Sector Compensation Transparency Act*.

Results Analysis

Performance Measures Results

Results for the Culture and Tourism performance measures are gathered through the annual Culture and Tourism Survey of Albertans. The results from 2014-17 are as follows:



AFA activities are developed through an adherence to goals set out in the [AFA 2015-18 Strategic Plan](#), as described below. The AFA is currently developing a process to create a new strategic plan by September 2018.

Funding

Goal: Support arts that encourage excellence, provide public access, build capacity and strive for sustainability.

- Promote AFA programs to provide access to arts support.
- Encourage and support best practices for artists and arts organizations.
- Adapt to the changing arts ecology by encouraging innovation and sustainability.
- Respond to the changing needs of the arts community through continuous evaluation.

AFA support for the arts is primarily driven by our granting programs. Operational grants provide ongoing support to organizations that provide access to art experiences and create job opportunities for artists and cultural workers. Project funding is awarded to organizations and individual artists primarily through an expert panel adjudication process.

Impact of Funding¹

AFA expenditures 2016-17
\$27,089,000

AFA expenditure breakdown



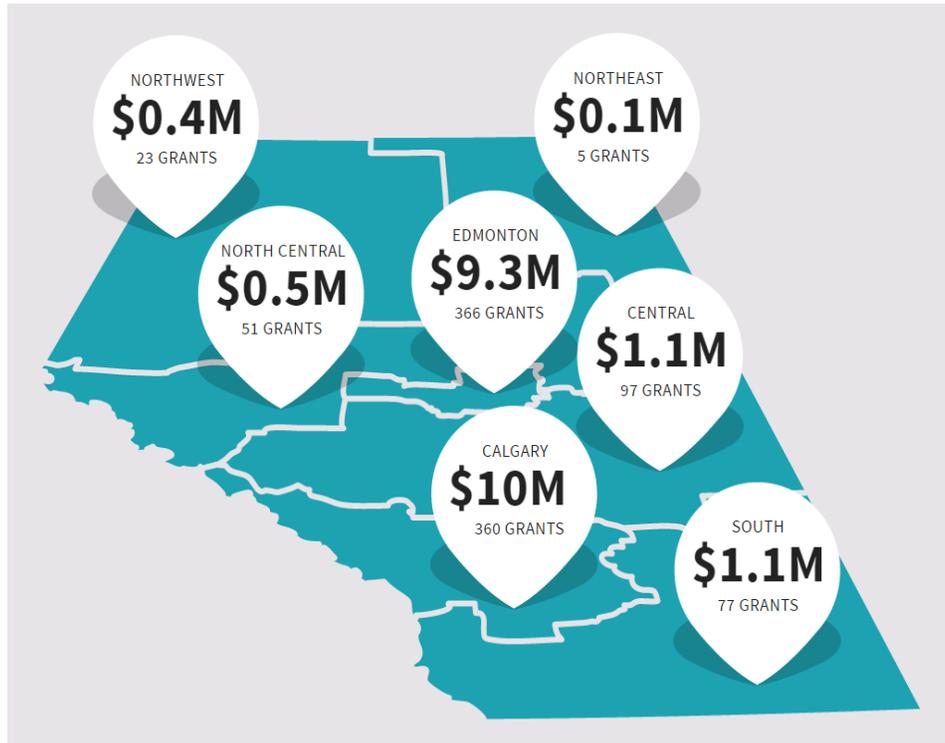
Funding awarded by recipient type



¹ Interested in exploring our data?

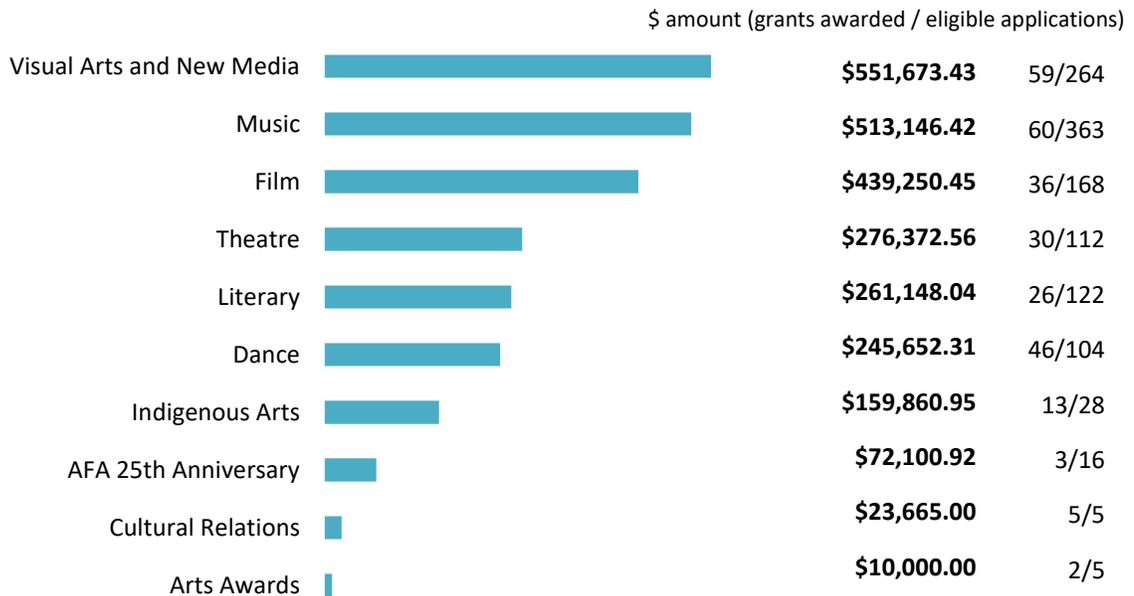
More details are available on our [Impact of Funding](#) page and on open.alberta.ca

Funding awarded by region

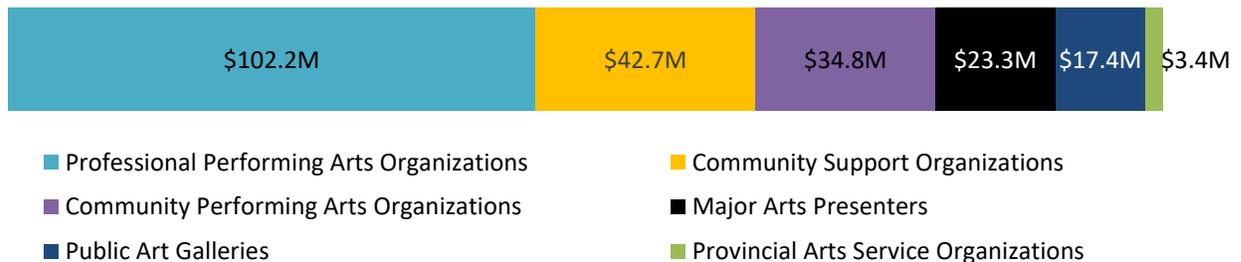


Funding awarded to organizations

		\$ amount (grants awarded / eligible applications)
Professional Performing Arts		\$7,312,733.00 53/53
Community Support		\$2,375,000.00 121/121
Arts Presenting		\$2,099,770.00 166/166
Public Galleries		\$1,879,225.00 18/18
Community Performing Arts		\$1,740,999.99 192/192
Major Arts Presenters		\$1,464,504.17 13/13
Provincial Arts Service		\$1,180,000.00 8/8
Artists and Education		\$493,524.98 79/178
Arts Projects		\$391,946.66 24/104
Summer Schools		\$350,000.00 5/5
Post Secondary Institutions		\$271,356.00 11/24
Cultural Relations		\$142,960.75 5/5
Projects Development		\$115,000.00 3/3
AFA 25th Anniversary		\$48,748.00 2/19

Funding awarded to individuals

Revenue for organizations receiving operating funding 2016-17²

\$223,725,651

Organization revenue by funding opportunity

New Funding Initiatives
Major Arts Presenters

This year marked the beginning of the Major Arts Presenting operating funding program. The new program provides stable funding in three-year cycles to eligible professional organizations to better support the role they play in Alberta's arts ecosystem. Major arts presenters in Alberta used to receive operating funding from a variety of funding programs; however, the new approach better recognizes the business model for major arts presenters.

² Revenue is based on data for most recently available fiscal year.



Edmonton Folk Music Festival evening performance in Gallagher Park, Edmonton

The Edmonton Folk Music Festival is one of the organizations that received support through the Major Arts Presenting operating funding program. One of Edmonton’s largest summer festivals, it has been presenting local and internationally acclaimed folk music artists on outdoor stages since 1980. Today, the festival has annual attendances of more than 100,000 and is operated by a volunteer force of more than 2,500 community members.

AFA 25th Anniversary Commemorative Arts Projects

The Commemorative Art Projects was a one-time funding opportunity that supported the creation of five legacy art projects that considered and celebrated the AFA and its relationship with the arts community over the past 25 years. Recipients hail from across Alberta and projects touch a variety of artistic genres, including: dance, film, Indigenous arts, music, visual arts, theatre, and performance.

One such recipient, Portage College in Lac la Biche, received funding through this program to support the commission of two professional Indigenous artists—Amy Malbeuf and Ruby Sweetman—to create new artwork using traditional hide tanning techniques. Portage College has been teaching the traditional process of hide tanning since 1978 as part of the Native Arts and Culture program, and both artists are graduates of the program. The commissioned works are intended to link the past, present and future of Indigenous arts in Alberta, and the project intends to exhibit and tour them once complete.



Amy Malbeuf, *The Caribou's Range*, 2014, glass beads and caribou hair on elk hide

Art Collection

Goal: Foster appreciation and awareness of Alberta's visual arts through the AFA collection.

- Invest in a collection that reflects the excellence of Alberta artists.
- Safeguard the collection by prioritizing sustainability and adhering to current professional management standards.
- Support and encourage programming that makes the collection appropriately accessible.

Value of AFA collection as of March 31, 2017
\$15,070,722

Number of artworks
8,925

The AFA collects, manages and shares the largest provincial art collection in Canada.

Acquisitions

The AFA acquires artwork to support steady and diverse art collection growth.

Value of new acquisitions 2016-17
\$380,240

Number of new acquisitions
125

New acquisitions 2016-17



Art Acquisition by Application

The Art Acquisition by Application program is a competitive program dedicated to the purchase of new Alberta artwork from individual artists. Acquisitions included Pamela Norrish's *Outfit for the Afterlife*. The work is constructed entirely from glass beads, assembled to appear as a simple T-shirt and pair of jeans made to fit the artist. The artist estimates half a million beads were required to complete the outfit, which she worked on for five years.



Pamela Norrish, *Outfit for the Afterlife* 2010-2015, glass beads and nylon thread (detail)

Donations

The AFA encourages artists, individual collectors, organizations, and corporations to donate works of art.

In 2016-17 the AFA received a donation of four artworks from the Imperial Oil corporate collection in honour of Canada’s sesquicentennial, which strengthened the holdings of four artists in the collection: Barbara Ballachey, Walter Drohan, Annemarie Schmid Esler, and Vivian Thierfelder. Notably, the AFA was one of only 15 organizations across Canada to receive a donation; others included the National Gallery of Canada in Ottawa, the Art Gallery of Alberta in Edmonton, and the Glenbow Museum in Calgary.

Public Art Commission Program

The Public Art Commission program is a competitive program dedicated to the purchase of new Alberta artwork for eligible not-for-profit organizations.

In 2016-17, the AFA Public Art Commission Program supported the Works International Visual Arts Society to commission five new original landmark sculptures for the Capital Boulevard Legacy Public Art Project – Canada 150. The commissioned works will contribute to the interpretation and storytelling of Canada’s history and will become part of the permanent AFA collection. One of the five commissioned sculptures is by Alexander First Nation’s Leo Arcand. Arcand’s works have been acquired nationally by a variety of collections, including the private collection of Prime Minister Justin Trudeau. *Nature’s Harmony* represents the universal lessons that can be learned through the metaphors of nature.



Leo Arcand, *Nature’s Harmony* 2017, maquette

Curatorial Purchase

Each year, the AFA dedicates funding to purchase works of art that address specific gaps in the collection that could not otherwise be acquired through other acquisitions programs.

In 2016-17, the AFA acquired print based artworks by Rita McKeough, a well-established senior Alberta artist with a dedicated 40-year career, not previously represented in the AFA collection.



Rita McKeough, *Manifesto of Mittenism* 1981, lithograph on paper

Artwork Loans

The AFA shares artwork locally and abroad by working with our partners to exhibit, tour, and place work in public spaces. Artworks are shared through the Art Placement, Traveling Exhibitions and Exhibition Loans programs.

Number of artworks on display 2016-17:

2,449

Percentage of collection on display:

27.4%

AFA artworks on display by program 2016-17



Art Placement Program

The AFA art placement program facilitates the display of artworks from the collection to foster public enjoyment of Alberta artwork. Artwork is displayed in public spaces, in long-term arrangements. There are two categories of eligible recipients for art placement: government and non-profit organizations and the Alberta Legislature.

In 2016-17, the Art Placement Program removed artworks on display at the Alberta Legislature Annex building and installed artwork in elected offices that moved to the Edmonton Federal Building. In partnership with the Legislative Assembly Visitor Centre, AFA artworks were exhibited in the Borealis Gallery, which is open to the public on the main floor of the Edmonton Federal Building.

Traveling Exhibitions

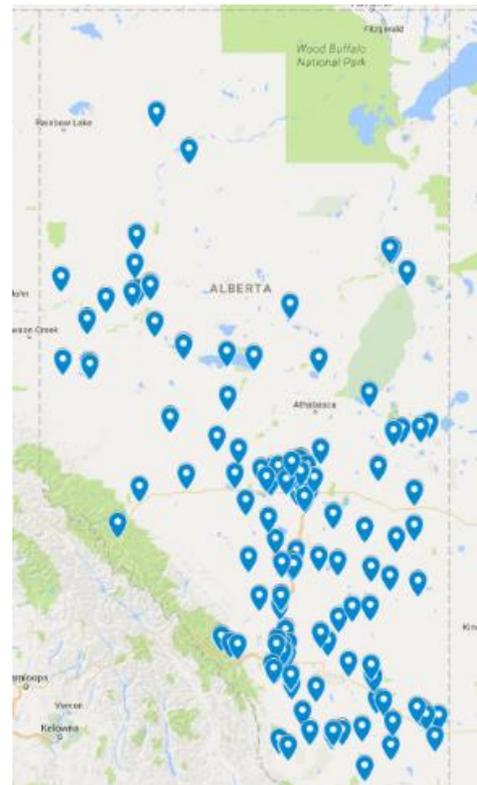
Venues visited by travelling exhibitions 2016-17:

179

Number of visitors:

483,116

The AFA's Travelling Exhibition (Trex) program includes exhibitions in schools, libraries, health care centres, and smaller rural institutions and galleries throughout the province.



AFA Trex Exhibitions 2016-17

One of the 2016-17 TREX exhibitions was Abstractland, curated by the [Esplanade Arts & Heritage Centre](#) in Medicine Hat. This exhibition includes a selection of oil paintings by Les Graff, and spans four decades of the artist's prolific career. The paintings, which he refers to as "oil studies," were produced on location in various settings around Alberta.



Les Graff, Pelican Point/Pier #1, 1991, oil on Masonite

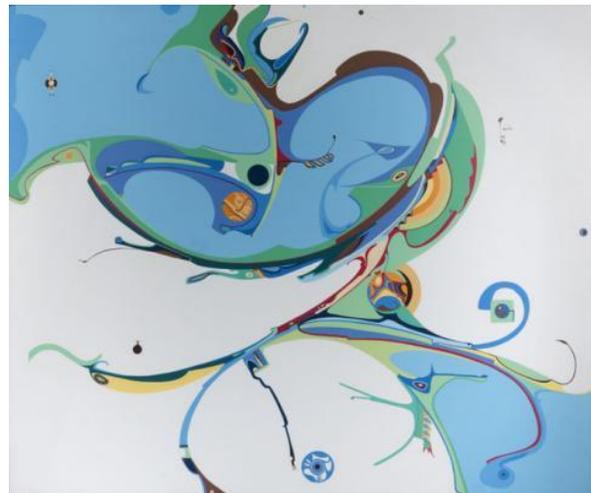
Exhibition Loans

The AFA frequently loans artwork to bona fide cultural institutions for public exhibition.

The AFA participated in two exhibitions at the National Gallery of Canada (NGC) in 2016-17. In collaboration with the Art Gallery of Alberta, artworks were loaned to the NGC for a major retrospective exhibition Sincerely Yours, of Calgary artist Chris Cran. Cran is a widely celebrated visual artist, and the first Albertan ever to have a retrospective of his work in the NGC. Additionally, the AFA loaned works to the NGC for the major retrospective exhibition Alex Janvier: Modern Indigenous Master. A founding member of the original "Indian Group of Seven", Alex Janvier is known as one of Alberta's most significant artists.



Chris Cran, *The Metaphysics of Admiration*, 2002, oil, acrylic on canvas



Alex Janvier, *The Sky Beings* 1974, acrylic on canvas

Goal: Facilitate opportunities for Albertans to value and engage in the arts.

- Collaborate with, and provide information to, related agencies and institutions to promote the value of the arts in Alberta.
- Widely share the value of the arts.
- Celebrate Alberta artists as cultural ambassadors.

Engagement

The AFA is engaged in outreach with different facets of the broader community. Our activities range from hosting granting information sessions for artists to supporting Indigenous youth’s artistic development through the Alberta Future Leaders program.

Number of funding information sessions held 2016-17

19

Attendees

1,274

Alberta’s Future Leaders

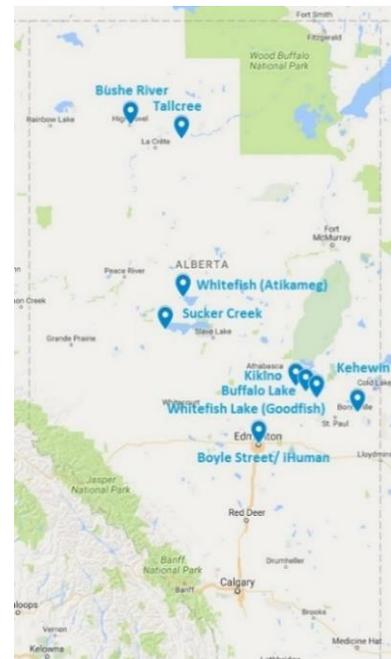
Number of arts workshops held 2016-17

120

Attendees

3,958

The Alberta’s Future Leaders (AFL) summer program provides art, sports, recreation, and leadership opportunities to empower youth who live in First Nation and Métis communities in Alberta. Partner communities host two trained mentors who run youth-focused activities and trips from May to August for three consecutive years.



Participating AFL Communities 2016-17



Victoria Guzman, Blood Earth 2016, acrylic on canvas

In 2016-17, Alberta Sport Connection contributed \$337,000 and AFA contributed \$120,247 to the program. More than 400 youth participants, and more than 1,600 program hours were provided by mentors in nine communities. In 2016-17, the Alberta Future Leaders program celebrated its 20th anniversary by hosting an art contest and celebration. Youth and mentors from participating AFL communities were invited to participate and submit artworks. A panel of renowned Indigenous artists, including Aaron Paquette, Trevor Boller and Jessie Gouchey, chose a winning piece from each community as well as an overall winner. Each community and artist was gifted a framed piece of

their winning artwork. The overall winner for the contest was Victoria Guzman, youth participant from the Boyle Street Community Services and iHuman Youth Society program. Artworks were showcased in Edmonton at the Kaasa Gallery in the Northern Jubilee Auditorium in August 2016.

Communications

The AFA uses a variety of tools to connect with stakeholders, disseminate information about programs, and promote awareness of the arts community.

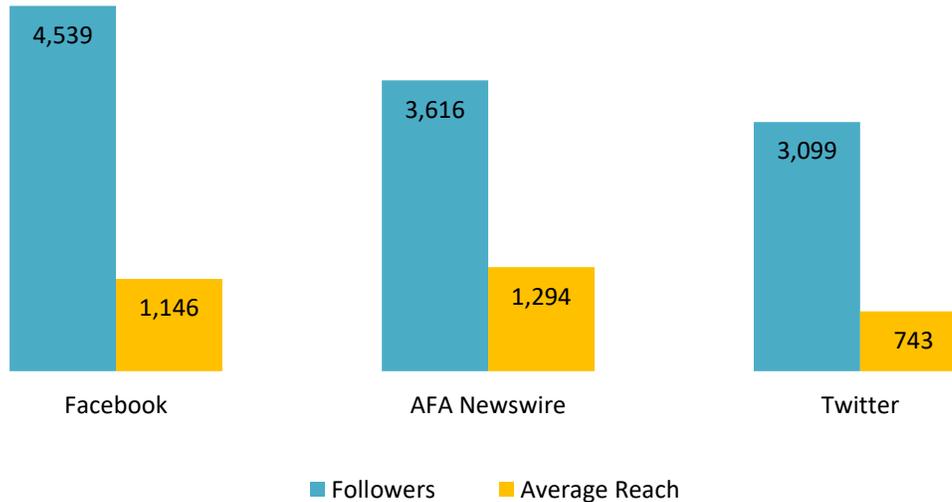
AFA website page views 2016-17

374,136

Users

67,819

Online engagement 2016-17



Website

The AFA launched an updated mobile friendly and accessible website to better serve the needs of the Alberta's arts community. Vision Creative Inc. and Yellow Pencil were contracted through a competitive procurement process. A content review of the AFA website was carried out with the objectives of helping stakeholders better find programs and understand the AFA's funding opportunities, describing and promoting the AFA Art Collection more effectively; and providing a news feed for the community to share events, news, and opportunities.

AFA 25th Anniversary commemorative activities

September 6, 2016, marked the 25th anniversary of the establishment of the AFA through the [Alberta Foundation for the Arts Act](#). To commemorate this anniversary, the AFA designed an engagement plan to celebrate its relationship with Alberta's arts community. The anniversary was celebrated through a commemorative event held on September 30 as part of Alberta Culture Days. The commemorative event was streamed through Facebook live, reaching over 1,500 users.

As part of its engagement plan, the AFA led a campaign to gather community nominations to help determine 25 Influential Alberta Artists from the past 25 years. After receiving more than 250 nominations for 161 different artists, the final selection was based on the artists' mastery of their practice as well as devotion to their community. The [AFA 25 Influential Alberta Artists](#) were announced on September 30 of 2016, and received positive media attention and high engagement through social media. Posts announcing the Influential Alberta artists reached nearly 20,000 users through Facebook and over 2,400 users through Twitter.



Culture and Tourism Minister, Ricardo Miranda with some of the AFA 25 Influential Alberta Artists

Research

The AFA participates in efforts to evaluate the impact of arts and culture in society through specialized research projects.

Culture Satellite Account

The Culture Satellite Account (CSA) creates reliable economic figures that are nationally comparable. The CSA measures the economic importance of culture in the Canadian economy in terms of output, gross domestic product (GDP) and employment. As part of the Canadian Public Arts Funders (CPAF), the AFA collaborates with federal, provincial, and territorial arts councils as well as other equivalent public arts funders to assist in generating culture data. The CSA is an example of the productive outcomes of such national collaboration.

Alberta Culture GDP 2014:

\$5.7 Billion

Alberta Culture Jobs 2014:

55,518

During the 2016-17 fiscal year, Statistics Canada released CSA economic data for the Canadian arts and culture sectors from 2010-14, through the first ever [Provincial and Territorial Culture Indicators report](#). This data highlights the crucial role of arts and culture in our society beyond their intrinsic value, through contributions to the national economy and workforce.

2016-17 Financial Statements for the Alberta Foundation for the Arts

In accordance with 9(1) of the *Fiscal Planning and Transparency Act*, the 2016-17 Alberta Foundation for the Arts financial statements are available in the [Ministry of Culture and Tourism 2016-17 Annual Report](#).