

2009-10 Annual Report



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Board Mandate

The Alberta Foundation for the Arts was established in 1991 as a crown agency of the Government of Alberta, with a mandate to support and contribute to the development of the arts in Alberta.

The purposes of the foundation, as stipulated in *The Alberta Foundation for the Arts Act*, are:

- a. to support and contribute to the development of and to promote the arts in Alberta;
- b. to provide persons and organizations with the opportunity to participate in the arts in Alberta;
- c. to foster and promote the enjoyment of works of art by Alberta artists;
- d. to collect, preserve and display works of art by Alberta artists; and
- e. to encourage artists resident in Alberta in their work.

Board Vision

An Alberta where a vibrant arts community inspires creativity and innovation and is part of the fabric of how we live and work.

Board Mission

The foundation exists to fund, encourage and support the development of arts as a valuable contributor to quality of life in Alberta, and to maintain and expand the Alberta Foundation for the Arts' art collection as a strategic resource for all Albertans.

In 2008-09, the Alberta Foundation for the Arts Board of Directors developed a strategic plan for 2009-12. In 2009-10, the Alberta Foundation for the Arts continued its commitment to the following strategic goals, as stated in the *Strategic Plan for 2009-12*, as a means to achieve its mission and vision:

- Implement Alberta's cultural policy by creating enhanced opportunities for Alberta's artists and arts organizations.
- Review the comprehensive evaluation of all Alberta Foundation for the Arts programming in the context of the needs of Alberta artists and arts organizations and develop an efficient and effective funding model for implementation in 2010-11.
- Invest in Alberta's artists and arts organizations in an efficient and transparent manner to inspire excellence in the arts.
- Communicate with Albertans about the value of the arts as a key expression of Alberta's culture.



2009-10 Annual Report

Alberta Foundation for the Arts 2009-10 Board Membership

Audrey Luft, Edmonton Member since March 2000, Chair since March 2004 (last meeting June 2009)

Gregor J. Allan, Edmonton Member since February 2006, Vice-chair, September 2007-February 2009

Glorene Ellis, Stettler Member since May 2009

Eric Fechter, Calgary Member since August 2007, Vice-chair since February 2009

Colin Jackson, Calgary Member since July 2009

Honor Humphreys, Calgary Member since May 2009

Joan Pitfield, Member since May 2009 Joan Udell, Hinton Member since May 2009

Dan Westwood, Southwest Alberta Member since January 2006

Dr. Douglas Abel, Northeast Alberta Member since September 2004 (last meeting September 2009)

Dr. Mike Bregazzi, Calgary Member since October 2006

Jeffrey Welling, Southeast Alberta Member since October 2006

Tom Thackeray, Secretary



Board Committee Membership

Executive	Finance	Grants	Collection
Audrey Luft	Eric Fechter	Douglas Abel	Gloren e E llis
Douglas Abel	Gregor Allan	Mike Bregazzi	Jeffrey Welling
Eric Fechter	Audrey Luft	Eric Fechter	Dan Westwood
		Joan Pitfield	
		Joan Udell	

Board Committees

The following standing committees carry out the work of the Alberta Foundation for the Arts:

The **Executive Committee** reviews and recommends new or revised policy, provides direction for planning and makes decisions - subject to board ratification - on extraordinary funding requests and program issues between scheduled board meetings.

The **Finance Committee** is responsible to the board on all financial and business planning matters. The committee's function is to assist the Alberta Foundation for the Arts Board by reviewing, reporting and making recommendations on:

- The Alberta Foundation for the Arts' budget, budget status, and year end accountability and financial reports provided by the Alberta Foundation for the Arts to the Minister of Culture and Community Spirit.
- The foundation's system of internal controls regarding accountability that the executive director and the board have established.
- The Alberta Foundation for the Arts' accounting and financial reporting processes.

The **Grants Committee** approves grants and other adjudication matters for board ratification and recommends new policy as required.

The **Collection Committee** recommends new policy, reviews and recommends revisions to the existing Alberta Foundation for the Arts' collection policy, ensures the appropriateness of programs and services according to policy, provides direction to the board on planning and approves - subject to board ratification - or recommends the acquisition of artworks for the Alberta Foundation for the Arts' Art Collection.

Board Attendance

In 2009-10, the board met quarterly, and teleconferences were convened as necessary. Board attendance for the fiscal year, which included three in-person meetings and five teleconferences, was 94 per cent.



Board Governance Practices

The board has adopted a governance framework that defines accountability between the board and the minister. To achieve greater efficiency across the foundation, the board provides the oversight and strategic decision making for the foundation while delegating the day-to-day management of the operations to the Arts Branch, Culture and Community Spirit.

The Alberta Foundation for the Arts Board has policies to support its commitment to governance practices including:

- broad, written governance guidelines and board-management delegation policies;
- continual board development, including an orientation program for new board members on board and corporate operations;
- rules of order;
- accountability to the shareholder, the Government of Alberta;
- board job descriptions;
- guidelines for agendas and annual planning;
- a board members' code of ethics covering conflict of interest and fiduciary responsibilities, including an annual affirmation by board members on compliance with the policy; and
- terms of reference for each board committee.

Responsibilities of the Alberta Foundation for the Arts Board (from the 2008 Memorandum of Understanding between the Alberta Foundation for the Arts and Alberta Culture and Community Spirit)

In response to strategic direction from the Minister, the Alberta Foundation for the Arts' Board will:

Establish policies for the provision of funding to, and the administration of programs for, the development of the arts in Alberta.

Within these policies, develop a three-year strategic plan, within the context of the ministry business plan, for the funding of programs for the development of the arts in Alberta.

Allocate funding and estimate revenues in accordance with the strategic plan.

Oversee and evaluate the implementation and execution of the strategic plan.

Establish performance measures and report on outcomes.

Follow established internal controls and comply with management information system requirements to ensure integrity and accountability of financial information.

Evaluate and report on the board's performance against the Alberta Foundation for the Arts' strategic plan goals and performance outcomes, using criteria agreed upon between the Minister and the board.



Reporting on the Accomplishments of the Alberta Foundation for the Arts

This section includes accomplishments from the ministry 2009-12 business plan, accomplishments of strategic objectives from the Alberta Foundation for the Arts' 2009-12 strategic plan, as well as an overview of grants awarded in the 2009-10 fiscal year.

Accomplishment of Goals (from the 2009-12 Culture and Community Spirit Business Plan)

The Alberta Foundation for the Arts supports and contributes to the ministry business plan for 2009-12 in many different ways. Detailed information follows in the Accomplishment of Goals from the Alberta Foundation for the Arts' Strategic Plan for 2009-12.

Core Business One: Lead the implementation of the cultural policy and foster the sustainability and appreciation of the arts, film and television, sound recording and book and magazine publishing.

Goal Two: A thriving arts sector with increased growth and sustainability in Alberta's film and television, sound recording, and book and magazine publishing industries.

What it means: Promoting participation in and fostering appreciation of the arts through the Alberta Foundation for the Arts.

The foundation granted \$30.1 million to individual artists and arts organizations in Alberta, which enhanced the ability Albertans to participate in or attend arts activities.

Participation in arts activities or events by adult Albertans is a performance measure used by Culture and Community Spirit to measure progress on Goal Two. In 2009-10, 91per cent of adult Albertans participated in or attended arts activities or events. This rate of participation and attendance remained stable compared to the previous year. Adult Albertans reporting that they had attended an arts event in the past year was up slightly (87 per cent compared to 86 per cent the previous year) and was the highest it has been since annual surveying began in 2002. Adult Albertans reporting participation in the arts (i.e. art activities or events in which they acted, sang, performed, created or were active in) in the past year was down slightly, at 63 per cent compared to 66 per cent the previous year.

What it means: Preserving, maintaining and displaying Alberta's art collections. See detail for Strategy 4 on page 11.

Strategies from the 2009-12 Culture and Community Spirit Business Plan:

Work with clients and stakeholders to complete a comprehensive program evaluation of the Alberta Foundation for the Arts' grant programs and adjust programs to better meet the needs and support the growth and development of the arts in Alberta. (Strategy 2.1)

The evaluation of the Alberta Foundation for the Arts' grant programs resulted in operational and non-financial changes that reflect a balance between stakeholder input, Alberta Foundation for the Arts' Board recommendations and department capacity. The findings from the evaluation



guided the development of a renewed strategic planning process during the 2009-10 year for the foundation to ensure that the arts are appropriately supported in a culturally vibrant province.

During the 2009-10 year, operational work to refine the structure of the grant programs was carried out in preparation for announcing changes at the start of the 2010-11 fiscal year.

Provide opportunities for artists to travel across Alberta and abroad as provincial ambassadors and to participate in major events, such as the 2010 Cultural Olympiad celebrations and Canada Day. (Strategy 2.3)

Over 60 days, from January 22nd through March 21st, the 2010 Cultural Olympiad attracted over 5.8 million people from around the world. More than 80 Alberta artists and groups showcased their talents in 21 projects during the Cultural Olympiad, and six more projects were presented in conjunction with the National Presenting Touring Program. Over 40 Alberta music acts performed in free concerts at Alberta Plaza, with additional ancillary performance opportunities created through partnerships with cultural groups and facilities.

This was accomplished through Cultural Relations Grants that enabled the artists to travel to the Vancouver area to perform and through a \$200,000 grant to the Vancouver Organizing Committee for the 2010 Vancouver Olympic and Paralympic Winter Games.

Increase access to Alberta's art collection through the Travelling Exhibition and the Art Placement programs and expansion of electronic access through the Internet. (Strategy 2.4)

Access to and awareness of the Alberta Foundation for the Arts' art collection was increased through expansion of electronic access to the collection. Descriptions of more than 7,500 artworks and approximately 1,500 high definition images from the foundation's collection were made available online to provide electronic access to researchers, curators and the general public. Artworks were photographed and made accessible electronically as they were added to the foundation's collection.

A map showing locations and providing information about Travelling Exhibition exhibits was made available on the foundation's website and updated monthly. Artist visits to venues in all four regions was a new feature of the program, which brings works from the foundation's art collection to well over 100 rural venues annually.

The Art Placement Program focused on placement of artworks in the two Jubilee Auditoria, while continuing to meet the need for service to the legislature, government offices and public spaces in the not-for-profit sector. During 2009-10, over 60 works were placed in public spaces as part of the Art Placement Program. Over 147 exchanges and additions were made at the Alberta Legislature and Legislative Annex. A major undertaking was the changing of the artwork throughout the Southern Alberta Jubilee Auditorium and in the foyer and the first balcony of the Northern Alberta Jubilee Auditorium.



Examine innovative means to support the arts, sound recording, and book and magazine publishing industries. (Strategy 2.9)

Planning and research around innovative means to support the arts, sound recording, and book and magazine publishing in Alberta continued throughout 2009-10. Findings from the Alberta Foundation for the Arts' Program Evaluation, previous research on funding models for the cultural industries, consultations with industry representatives, and preliminary feedback from regional ministerial dialogues on arts and culture were synthesized to contribute to the development of Alberta-specific models that align with government capacity, industry needs, and Alberta's cultural policy, *The Spirit of Alberta*.

The Alberta Foundation for the Arts provided historically high levels of support to sound recording companies and book and magazine publishers, with approximately \$1.3 million in operating and project funding.

Accomplishment of Strategic Objectives (from the Alberta Foundation for the Arts' Strategic Plan for 2009-12)

During a one-day strategic planning session in May 2009, the board considered its strategic plan in the light of its connection to legislation, the ministry business plan and *The Spirit of Alberta*.

The content from the 2008-11 strategic plan was carried over into 2009-12, as work remained on fulfilling goals that had been set out in May 2008. The board used the planning time to consider how to most strategically implement results from the Alberta Foundation for the Arts' Program Evaluation that would strike a balance between *The Spirit of Alberta,* legislative requirements, human resource and financial capacity, Albertans' value of the arts and stakeholder feedback.

Alberta Foundation for the Arts Goal One

Implement Alberta's cultural policy by creating enhanced opportunities for Alberta's artists and arts organizations.

Strategy 1:

As Alberta's primary arts funding body, administer grants for professional and community arts activities.

In 2009-10, the Alberta Foundation for the Arts received a total of over \$34.8 million through the Alberta Lottery Fund. Alberta Foundation for the Arts' granting during this period totalled \$30.1 million in awards to a wide range of over 1,330 grant recipients. Grant recipients included communities, professional performing arts companies, emerging artists and some of Alberta's most senior and established artists.

Approximately 91 per cent of the Alberta Foundation for the Arts' total budget went directly to organizations, individuals and groups working in the arts, and \$859,000 covered costs for administration. The remainder supported the arts in various non-granting capacities, such as acquisitions, exhibitions and maintenance for the art collection, placing art from the collection in public spaces, supporting special projects (such as the arts and culture component of the Vancouver 2010 Winter Olympics



and Paralympics), supporting Alberta Arts Days, staffing arts camps for Aboriginal children and youth, and other initiatives to support the arts in Alberta communities.

Alberta Foundation for the Arts grants, to support the arts in Alberta, support all four keystones of *The Spirit of Alberta*: access, capacity, excellence, and cultural industry.

Of 1,330 grants awarded:

- 424 grants were awarded to recipients in Calgary and area, 421 in Edmonton and area, 200 to mid-size cities and towns and 272 to rural communities throughout the province, and 13 were for out of province initiatives.
- 384 individual artists were supported by the AFA with over \$2.9 million in project funding in dance, visual arts, theatre, music, film and video, literary arts and multi-disciplinary areas of artistic practice.
- 555 grants were awarded to not-for-profit organizations ranging from large professional arts organizations (including theatres, art galleries, operas and symphonies), smaller professional arts organizations, amateur and community-based groups - as well as service organizations supporting the arts or using arts activities as key ways to enhance and improve the services they provide to Albertans. Grants awarded to these not-for-profit groups equal just over \$21.6 million.
- 35 grants were awarded to businesses working in the cultural industries including book publishing, film and television production, magazine publishing and sound recording—receiving support from the Alberta Foundation for the Arts valued at approximately \$1.3 million.
- 245 schools across Alberta received funds to support the arts and creativity in educational settings. In addition, the Alberta Foundation for the Arts awarded 19 post-secondary institutions grants valued at just over \$1.1 million. Six libraries received over \$26,000 for arts activities in their venues.
- 18 public galleries received \$2.1 million in grants.
- The Alberta Foundation for the Arts contributed \$550,000 to the Alberta Creative Development Initiative (ACDI), a partnership between the Alberta Foundation for the Arts and the Canada Council for the Arts in collaboration with the Calgary Arts Development Authority and the Edmonton Arts Council.
- The Alberta Foundation for the Arts supported summer schools in music, theatre, writing and the visual arts that served approximately 900 participants. Summer schools are contracted to organizations through a competitive process every three years.
- 2009 marked the twelfth anniversary of the foundation's Arts Camps Program, the arts component to the Alberta's Future Leaders Program. Arts Camps has been a co-sponsored program between the Alberta Foundation for the Arts and the Alberta Sport, Recreation, Parks and Wildlife Foundation since 1997. A total of 2,657 children and youth in Aboriginal communities took part in arts activities over a three and one half month period. The arts team worked in four communities: Kikino Métis Settlement, Saddle Lake First Nation, Sunchild First Nation and Meander River First Nation.
- Nine Aboriginal arts organizations received project funding in 2009-10.



Strategy 2: Create networking opportunities for artists and arts administrators.

The Alberta Foundation for the Arts Newswire is an electronic newsletter that reaches approximately 4,000 subscribers in the arts community, connecting artists and organizations to opportunities for networking and development.

Several foundation granting programs provide funding for artists and arts administrators to participate in professional development, networking and travel to festivals and events.

In 2009-10, the Alberta Foundation for the Arts worked directly with other entities (including Culture and Community Spirit) to leverage funding and logistics to provide exposure and connections for Alberta artists and arts organizations. The 2010 Cultural Olympiad was the most high-profile in 2009-10, with support from the foundation helping more than 80 Alberta artists and groups to access new audiences and opportunities during the 2010 Vancouver Olympic and Paralympic Winter Games.

Twenty-seven artworks from the foundation's art collection by 18 Alberta artists were selected and installed at Alberta House in Vancouver. Featuring both contemporary and traditional styles the artworks greatly enhanced the interior of Alberta House and the visitor's experience placing Alberta art on the international stage.

The Alberta Foundation for the Arts continued its partnership with Culture and Community Spirit to launch the second annual Alberta Arts Days in September 2009. This province-wide celebration showcases Alberta art and culture and increases participation in, and appreciation of, Alberta's rich artistic scene. During the three-day period, 116 communities throughout the province hosted over 500 events.

The 2009 WorldSkills Competition brought over 5,000 national and international competitors, delegates and judges to Calgary from September 1 to 9, 2009. Several Government of Alberta ministries, including Culture and Community Spirit, were invited to use Alberta House in Calgary as an opportunity to profile their programs and services. Emerging performers were showcased through assistance provided by the Alberta Foundation for the Arts. U22 Productions, a non-profit music organization promoting musicians aged 22 and under, was provided \$10,000 in assistance from the Alberta Foundation of the Arts to handle stage logistics.

Untapped Alberta, a concert series that took place in five Alberta communities featuring Alberta musicians, was made possible in the fall of 2009 by a partnership between the Alberta Foundation for the Arts, the Alberta Music Association, ATB Financial and Big Rock Breweries.

AB2: Alberta's Playlist is a compilation compact disc released in 2009 that consists of previously funded Alberta Foundation for the Arts commercial recordings through the foundation's Individual Music Grant Program and the Sound Recording Labels Program. The compilation is comprised of 19 artists and/or groups, in various genres, that showcase the diverse music community in Alberta. All of the songs selected are from albums partially funded by the Alberta Foundation for the Arts. Ten thousand copies of the compact disc were distributed for promotional purposes during the Alberta



leg of the 2010 Olympic Torch Relay and at the 2010 Vancouver Olympic Games during Alberta Day on February 17, 2010.

Strategy 3: Explore the use of new technologies to expand access to Alberta art.

Work to digitize images from the Alberta Foundation for the Arts' art collection continued and a map of the foundation's Travelling Exhibition venues was made available on the foundation's website to enhance public access to the collection.

The foundation partnered with Culture and Community Spirit for Alberta Arts Days 2009. Community-generated content populated the events calendar for Alberta Arts Days in 2009, publicizing community arts events across the province.

Strategy 4:

Maintain the Alberta Foundation for the Arts' art collection and support touring exhibitions.

The Alberta Foundation for the Arts' art collection contained 8,108 artworks as of March 31, 2010. Valued at over \$11.4 million, it is a treasure for all Albertans of artwork by Alberta artists. During 2009-10, the collections staff facilitated the inclusion of artwork in 16 exhibitions, including the following highlights:

- In celebration of Alberta Arts Days 2009 the exhibition, *Narrative Quest*, curated from the foundation art collection, was featured in the Capital Arts Building Gallery. The exhibit showcased 57 artworks from the foundation's collection of contemporary Aboriginal art. Several of the works were acquired through the special curatorial initiative focused on building the foundation's Aboriginal art collection. Throughout 2010 and 2011 the exhibition is scheduled to travel to other public galleries in Alberta.
- The exhibition, *Glass 2009*, was on display at the Alberta Craft Council from October to December 2009. The exhibit included 35 artworks by 15 artists, acquired through the 2008-09 special curatorial initiative focused on increasing the Alberta Foundation for the Arts' collection of contemporary, fine craft glass. The exhibition is scheduled to travel to the Red Deer and District Museum and Art Gallery for the summer of 2010.
- Through an ongoing partnership with Government House Foundation, the exhibition Vanishing Point: A Rural Perspective remains on display until 2011 in the dining room at Government House. Featuring 18 artworks from the foundation's collections, Government House Foundation and the Government of Alberta, the exhibit explores various interpretations of rural life and the rural landscape.

The Alberta Foundation for the Arts' Travelling Exhibition Program (commonly known as the TREX Program), regionally curated in four quadrants of the province, placed 15 exhibits of Alberta art in 204 venues in 116 communities. Curatorial and educational support materials were provided in community settings. Online access to digital images of the collection for the public and for curators allows for easier curatorial access by community partners in the Travelling Exhibition Program.



Strategy 5:

Evaluate current foundation support and make recommendations to contribute to the growth and sustainability of Alberta's cultural industries.

Discussion and research about the Alberta Foundation for the Arts' role in funding of for-profit enterprises in book and magazine publishing and sound recording continued in 2009-10 at the board level, with Culture and Community Spirit and stakeholders (see page 8 for detail).

Alberta Foundation for the Arts Goal Two

Review the comprehensive evaluation of all Alberta Foundation for the Arts' programming in the context of the needs of Alberta artists and arts organizations and develop an efficient and effective funding model for implementation in 2010-11.

Strategy 6:

Consider recommendations from the Program Evaluation Steering Committee in light of Alberta's cultural policy, *The Spirit of Alberta*.

The 2009-10 board planning day was the forum for formal discussion of how to implement the recommendations from the Program Evaluation Steering Committee in light of Alberta's cultural policy. Direction for policy-making and operational changes was given by the board at that time to meet the goals of the strategic plan, and an emphasis was placed on streamlining grant application processes, reducing the number of programs for administrative efficiency and piloting multi-year funding for organizations.

Strategy 7:

Create and/or revise programs based on Alberta Foundation for the Arts board direction.

Operational planning for program revision continued in 2009-10, based on recommendations from the three year evaluation of the Alberta Foundation for the Arts' programs.

Strategy 8:

Communicate program changes to Alberta Foundation for the Arts' clients using a variety of methods.

Few substantive changes were made to the granting process in 2009-10. Operational changes that did affect grant applicants were communicated to them through a variety of channels, including through the Alberta Foundation for the Arts Newswire, e-mail and letters.



Alberta Foundation for the Arts Goal Three

Invest in Alberta's artists and arts organizations in an efficient and transparent manner to inspire excellence in the arts.

Strategy 9: Deliver grants to further the creation and production of art in all disciplines.

The Alberta Foundation for the Arts provides grants for operating and project funding to organizations that program artistic creation and production in a wide variety of genres. The foundation also provides grants to individual artists for genre-specific creation and production in theatre, dance, visual arts and literary arts. In addition, the foundation's multidisciplinary project funding ensures that artists in emerging disciplines or hybrids of other artistic disciplines are supported. For the second year, in 2009-10, grants were available to Aboriginal artists who work primarily in a traditional cultural art media and to support traditional art that is passed from one generation to the next.

Strategy 10:

Deliver workshops and web resources to enhance client success (e.g., grant writing, effective recognition).

Ten grant writing workshops provided guidance to 225 potential Alberta Foundation for the Arts applicants.

Strategy 11:

Purchase new works for the provincial art collection.

The Alberta Foundation for the Arts' art collection gained 273 new artworks in 2009-10 through curatorial purchases, the Art Acquisition by Application Program and through donations.

During 2009-10 the Collections Committee approved 273 acquisitions consisting of 238 purchases, including:

- 61 acquisitions by 52 different artists through Art Acquisition by Application Program (out of 204 submissions);
- 176 acquisitions through curatorial purchase including:
 - 30 artworks toward the special curatorial initiative focusing on building the foundation's collection of contemporary Aboriginal art;
 - 77 artworks toward the special curatorial initiative focusing on building the foundation's collection of contemporary fine craft ceramic; and
 - > 36 donations, including a large collection of prints by artist Sylvain Voyer.

Alberta Foundation for the Arts Goal Four

Communicate with Albertans about the value of the arts as a key expression of Alberta's culture.

Strategy 12:

Promote key messages consistently across platforms, including workshops, displays and websites.

The Alberta Foundation for the Arts' website received an average of 500 visits a day in 2009-10 and, in tandem with the Newswire, is the principal means of communication



with stakeholders. 2009-10 was the final year of a three-year redesign of foundation's communication materials, ensuring consistency in messaging across platforms. New print materials to promote exhibitions from the foundation's art collection and posters promoting the Aboriginal Traditional Arts Grants were produced in 2009.

Strategy 13:

Provide information on successful Alberta Foundation for the Arts grants to the public in annual publications, web and/or print.

The Alberta Foundation for the Arts Annual Report to the Community, a publication detailing grants awarded each fiscal year, was one of the most frequently downloaded documents by visitors to the foundation's website (www.affta.ab.ca). The foundation's annual *Year in Review* publication for 2009-10 will be replaced by a series of articles on the foundation's website about successful grant recipients and their contributions to the arts in Alberta.

Strategy 14:

Gather examples of the benefits of the arts and present them in web-based and other media.

In 2009, eight videos featuring Alberta Foundation for the Arts grant recipients were added to the multi-media section of the foundation's website.

Financial Statements

Financial statements are included in the ministry's annual report and can be accessed at <u>http://culture.alberta.ca/about/publications/2010/Annual-Report.pdf</u> (pages 100-115).