

## Branch - Arts Council

**Program - Arts Council**  
**Title - Art Gallery of Alberta - 2020 Access Initiatives**

**Growth on Existing Services**  
**Unfunded**  
**One Time**

### Results to be Achieved

This service package is a request for one-time funding in 2020 to support the Art Gallery of Alberta's (AGA) new access initiatives that were implemented with City Council's support in 2017, 2018, and 2019. With these funds, the AGA intends to continue to increase on-site attendance by providing free access, in order to achieve a 40% growth in gallery audiences over the next 12 months. The AGA will also further public engagement and build new AGA audiences through unique community focused programs and activities.

### Description

The AGA is an iconic 85,000 sq. ft. facility that opened in January 2010. The AGA presents over 20 historical and contemporary visual art exhibitions each year, showcasing artists from Alberta and bringing art from around the world to Edmonton. AGA exhibitions are augmented by a wide range of education and public programs for all citizens. This request supports the AGA's 2016-2020 Strategic Plan, which aims to transform the AGA's relationship with the public and build long-term sustainability. In 2017, 2018 and 2019, the AGA received \$250,000 of funding from the City of Edmonton to support the new Access Initiatives and implement key actions from its Strategic Plan 2016-2020. A description of these initiatives and outcomes are recorded in the March 21, 2019, Citizen Services Report CR\_6483. With the additional investment, the AGA was able to achieve the following successes: Highest attendance since 2011; 100% increase in youth and student attendance; Changes in the demographic of AGA audiences to be more representative of the diversity of the Edmonton population; Expanded commitment to Indigenous artists and communities; Improved accessibility for citizens with mobility challenges.

### Justification

The AGA engages the community to support and enhance the arts ecosystem of the City and contribute to the realization of Connections & Exchanges: A 10-Year Plan To Transform Arts and Heritage In Edmonton. With continued free admission opportunities, the AGA will increase public engagement and access, expand the number and diversity of its audiences. City Council funding in 2020 will support free admission programs for another year, giving access to a wide and diverse range of Edmonton audiences:

- Public free admission 1 day/week-\$125,000
- Children and Alberta students free admission-\$95,000
- Community engagement programs-\$30,000

The success of these initiatives will be measured through: attendance numbers, postal code data captured to determine unique/repeat visitation and geographic use patterns; visitation trends and digital analytics, including from social media. This data will be used for planning and decision-making and will feed into development of a new Strategic Plan for 2021-2025, to ensure realistic measures, targets and outcomes are set for sustainable operations to support our mission of educating, inspiring and building generations of creative, inspired Albertans.

incremental (\$000)	2019				2020				2021				2022			
	Exp	Rev	Net	FTEs	Exp	Rev	Net	FTEs	Exp	Rev	Net	FTEs	Exp	Rev	Net	FTEs
Annualization	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Budget	-	-	-	-	\$250	-	\$250	-	(\$250)	-	(\$250)	-	-	-	-	-
<b>Total</b>	-	-	-	-	\$250	-	\$250	-	(\$250)	-	(\$250)	-	-	-	-	-