Branch - Arts Council

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

Growth on Existing Services
Unfunded
One Time

Results to be Achieved

This service package is a request for one-time funding in 2019 to support the Art Gallery of Alberta's (AGA) new access initiatives that were implemented with City Council's support in 2017 and 2018. With these funds, over the next 12 months, the AGA intends to continue to increase on-site attendance to over 110,000 people, representing a 40% growth in gallery audiences. 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 and 2018, 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 in activities that 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,AGA will increase public engagement and access, expanding the number and diversity of its audiences.$250,000 from City Council in 2019 will support AGA free admission for 12 months, giving access to a wide and diverse range of Edmonton audiences:
-Public free admission–$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 capture 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	2019				2020				2021				2022			
($000)	Exp	Rev	Net	FTEs	Exp	Rev	Net	FTEs	Exp	Rev	Net	FTEs	Exp	Rev	Net	FTEs
Annualization	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Budget	$250	-	$250	-	($250)	-	($250)	-	-	-	-	-	-	-	-	-
Total	$250	-	$250	-	($250)	-	($250)	-	-	-	-	-	-	-	-	-