



RED DEER ARTS COUNCIL

ADVOCACY DOCUMENT

Red Deer
Arts
Council

literary | performing | visual

Table Of Contents

About Us	01
Core Team	02
Advocacy Goals	03
GOAL 1	04
GOAL 2	05
GOAL 3	06
Testimonials	07



Vision

A vibrant community celebrating and nurturing arts and creativity.

Mission

The Red Deer Arts Council is a non-profit organization that inspires, supports, and stimulates arts and culture through education, advocacy, and programming.



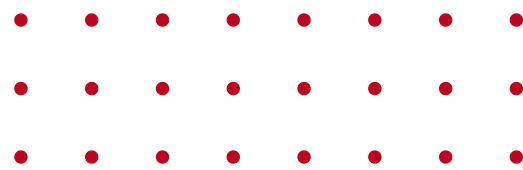
The Red Deer Arts Council is a community arts service organization for visual, literary, and performing member artists, as well as cultural organizations; to enhance our community through the arts. We offer learning opportunities, community gatherings, and programs for literary, visual, and performing artists of all levels including student, community, and professional.

We also offer outreach programming such as The Hub - a weekly arts program aimed at serving our vibrant community of people with developmental, cognitive, and physical disabilities, hosted at the YMCA Northside Community Centre. This free program with arts-based activities brings back the supportive and beloved space created by The Hub on Ross and continues these inclusive efforts to find meaningful outlets for self-expression and growth!

Watch a video about our Hub program, from 2023 using the QR Code below:



RDAC's Core Team



Suzanne Hermary
Executive Director



Kristina Miko
Admin & Events - Visual Arts Lead



Scott Barnabé
Admin & Events - Performing Arts Lead

We are grateful to be able to add our creative spirits with those of the Indigenous, Métis, and Inuit peoples who have and continue to tell stories, sing, dance, craft, play, and create in this beautiful territory governed by Treaty 6 and 7.

Advocacy Goals

Diversify & Expand Partnership Opportunities

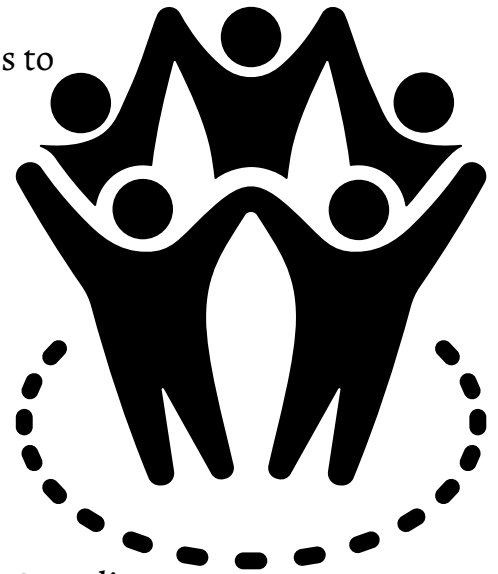
Effective Promotion to Stakeholders

Grow Available Endowments

Diversify & Expand Partnership Opportunities

The Red Deer Arts Council is a proud and active member of the Red Deer community, and involved with an array of organizations such as the Red Deer Public Library, Red Deer Downtown Business Association, Kerry Wood Nature Centre, The City of Red Deer, Care for Newcomers, Artribute Art School, and many more.

We have identified that there are various opportunities for external organizations and individuals to be involved with us, and are looking to expand the number that we work with. Through strong partnerships, our aim is to further extend our reach in promoting opportunities, along with the works and skillsets of local artists. Connecting with community and exploring new ideas means there is the prospect of diversification; something that we welcome for a rich and vibrant arts collective.



Through various avenues such as guest speakers and workshops, we have facilitated the outgoing flow of \$45,924 paid to artists in 2024. Through these ventures - including our in house Artisanal store stocked with items from local artists - we are promoting community members, their works, and establishing our organization as a location that supports the artistic economy. A Canadian report found that “the average arts and culture trip has nearly the triple economic impact of non-arts and culture trips.”¹

Specific Goals:

- 1) Create more ongoing working relationships with community organizations serving under-represented populations within Red Deer & Central Alberta.
- 2) Meet with community stakeholders to learn about their needs and desires for engaging more effectively with the arts community.
- 3) Seek 5 partnerships in the next year with local creative businesses to further bolster the visibility and ability of artists to centre culture as a part of daily living.
- 4) Help build mentorship matches between professional and practicing artists and emerging/early career artists to learn the independent business skills required to succeed in a creative business landscape.

1. Ontario Arts Council, 2023: “Ontario Arts And Culture Tourism Profile.” <https://shorturl.at/3RYNI>

Effective Promotion to Stakeholders

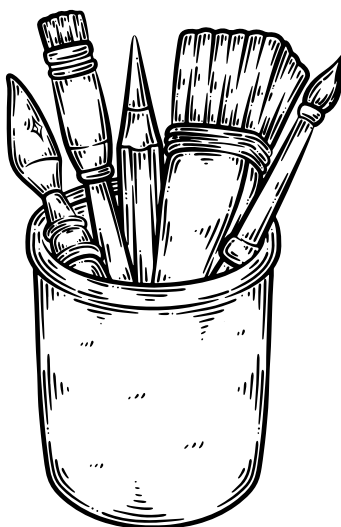
As an artistic hub for the community, promoting works of various members, we offer and assist with the facilitation of a number of events. On average, there are over 150 events open to the community per year. Not only are these events an opportunity to foster connection, but many also have an educational component; whether through direct skill building or cultivating knowledge of artistic 'behind the scenes' practices to demystify art processes.

Located in downtown Red Deer, a priority is accessibility. Not only in physical aspects, but also by providing lower cost services to members such as quick print options and renting out various resource items. By offering these, we are inviting community to utilize what they may not regularly have access to, in their pursuit of artistic development. In offering lower-cost alternatives, the Red Deer Arts Council is also increasing the probability of community members keeping more money in their pockets; to put back into other areas of the local economic ecosystem.

The greater the awareness of our services and programs - through the Arts Council, the stronger our ability to serve the community's development through arts and culture experiences.

Specific Goals:

- 1) Investigate and implement new strategies for connecting with our members.
- 2) Identify our audiences and engage with them in meaningful ways.



Grow Available Endowments

For many years, we have demonstrated support of growing and developing artists within our community in various ways; one such way being through our scholarships and awards, granted on an annual basis. Within the past five years alone, \$24,500 has been distributed to students and non-students, to help facilitate additional training and development. Through these awards, we are making note that art has value within our community and further serves to encourage and reinforce the idea of keeping skilled talent local.

One large, consistent program that we offer is the HUB; a weekly arts program aimed at serving our community of people with developmental, cognitive, and physical disabilities. This invites individuals into a safe space where they can express themselves and develop their artistic skills in a non-pressure environment with like-minded peers. An average of 120 people attend on a weekly basis for these arts-based activities. A number of these participants also engage in local volunteer activities, lending itself the notion that “art and culture participation boosts civic engagement, democracy, and social cohesion.”¹

An investment in the arts is also a provincial economic investment, as evidenced by the impact that available supports such as the Alberta Made Screen Industries Program and Alberta Made Production Grant have had from 2020-2023; establishing a boost in revenue spent across the province². A current challenge being faced is the path in adopting this model to other art mediums, and gaining access to resources that support development within the community.

Specific Goals:

- 1) Build an endowment for The Hub to seek legacy giving from parents and loved ones who can help sustain the program and allow for security when funding changes occur.
- 2) Increase the current endowment by \$5,000 in the next 3 years to rely on interest, and not principle or general funds for larger scholarships.
- 3) Secure additional funds towards the Emerging Artist Award; first \$2,000 to the endowment and/or a GIC to safeguard and earn interest.
- 4) Find local businesses who would like to support the value of our scholarships and have them help present the award as a named sponsor.



1. European Commission: Directorate-General for Education, Youth, Sport, and Culture and Hammonds, W., *Culture and democracy, the evidence - How citizens' participation in cultural activities enhances civic engagement, democracy, and social cohesion - Lessons from international research*, Publications Office of the European Union, 2023, <https://data.europa.eu/doi/10.2766/39199>

2. Oldale, Christian. “Alberta announces more funding for film and TV production.” RDNewsNow, December 7, 2023. <https://rdnewsnow.com/2023/12/07/alberta-announces-more-funding-for-film-and-tv-production/>

Testimonials

"It has been a privilege to work in my first job as a teenager, at an organization with which I am ethically aligned."

- Christopher, Summer Student Employee 2023 & 2024.

"I am grateful to have received the 2018 Red Deer Arts Council Emerging Artist Award. This award provided the resources I needed to advance the scale of my artwork and support the exploration of my medium to develop the skills that led to my employment in the School of Creative Arts at Red Deer Polytechnic, where I discovered my passion for art education, leading to doctoral studies in creativity and adult education. Support from the Red Deer Arts Council opened up a profoundly satisfying and productive professional path, allowing me to better serve my community and satisfy my creative curiosity through arts development." - Dr. Teena Dickerson



RDAC Staff Member, Kristina (Left) with 2025 Emerging Artist Award Winner, Kerry Tronnes (Right)



Group attending an "Art Speaks Learning Series" presentation, 2025

"Suzanne and the work that she has been doing with the Red Deer Arts Council has been excellent over the years and is truly valuable for connecting the arts community."

- Cynthia Pohl, Living Lands Landscape + Design (on Alignable)

"Singing is a basic need, community is a basic need, and no longer must folks deny themselves because of old ideas like not belonging, not being good enough, etc."

- Ross Street Singers Learner 55+

"It's a really great program to meet new people and make new friends." - Dawn, HUB Participant

"Curtis never liked doing crafts before. Now he likes participating, coming at 10:30 to do crafts ... It's been really good because now Curtis is leading a craft at the Relax Crew. We plan a craft together. Then he presents it to all his friends and shows them how to do it. That is something that has come out of his time at the HUB program doing crafts too."

- Jean, Support Staff for HUB Participant



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