

# ARTS IMPACT RURAL ALBERTA:

Ripple Effects from  
the Arts Sector

## THE ALBERTA FOUNDATION FOR THE ARTS (AFA) ENCOURAGES AND SUPPORTS THE ARTS AS A SIGNIFICANT CONTRIBUTOR TO QUALITY OF LIFE IN ALBERTA.



The AFA provides grants to artists and arts organizations. The AFA also encourages Albertans to learn about and appreciate Alberta's rich visual arts talent through the AFA art collection.

The AFA is committed to supporting access to the arts, building capacity in the arts, and supporting the excellence of Alberta's artists whether they are emerging at the community level or sharing their talent on the world stage.



## THE AFA SUPPORTS ARTS ACTIVITY THROUGHOUT RURAL\* ALBERTA.

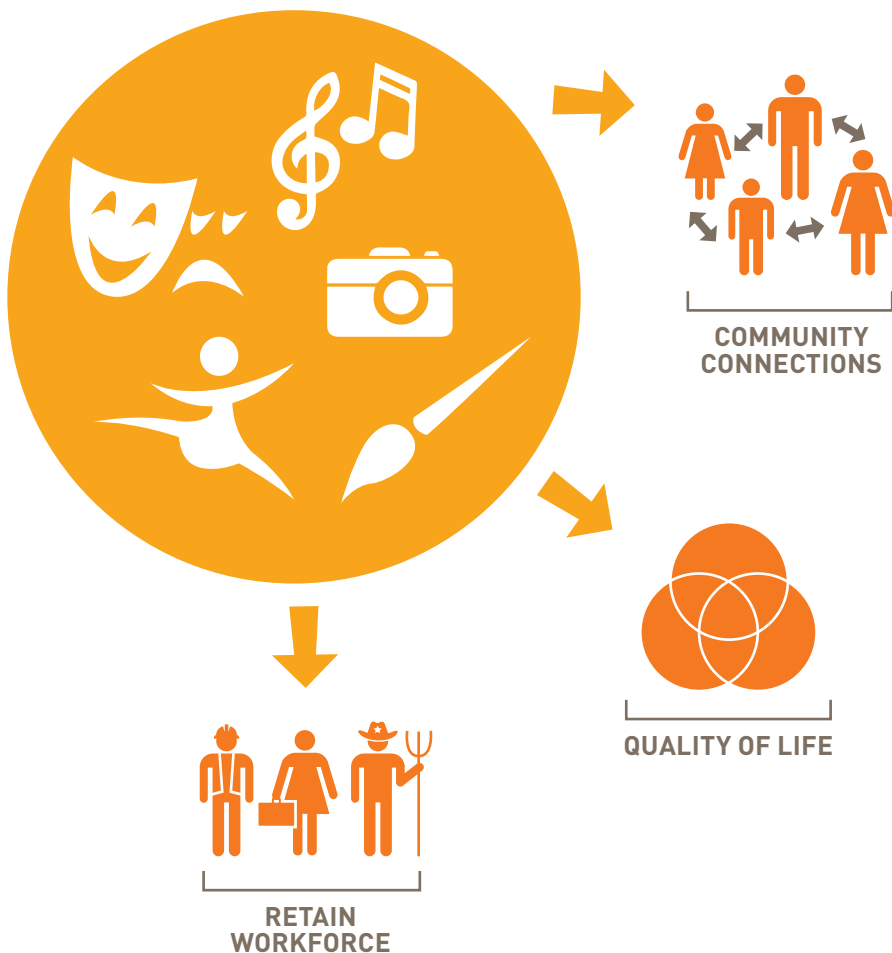
Alberta has around 250 rural cities, towns, villages, First Nations, and Métis Settlements as well as numerous summer villages, municipal districts, and other types of rural communities where Albertans and visitors to the province enjoy the arts.

Using data collected over a seven year period, this report shows the impact of AFA support to the arts in rural Alberta.



\*Cities, towns, and villages with fewer than 25,000 people

# THE ARTS ARE IMPORTANT IN RURAL ALBERTA



ALBERTANS' LIVES ARE ENRICHED BY THE EMOTIONAL AND SOCIAL EFFECTS OF ENGAGEMENT WITH THE ARTS.

Areas with vibrant arts sectors are more likely to have connected, engaged citizens: people share common experiences through the arts, are introduced to new perspectives, and enjoy a stronger sense of community.

The arts sector benefits immensely from a huge volunteer workforce, but it also creates opportunities for those volunteers in terms of building job skills, creating community connections and enhancing quality of life.

**The arts offer value to all Albertans, not just those directly involved.** A vibrant arts sector helps to retain a workforce, offering social richness in a community beyond its economic opportunities.

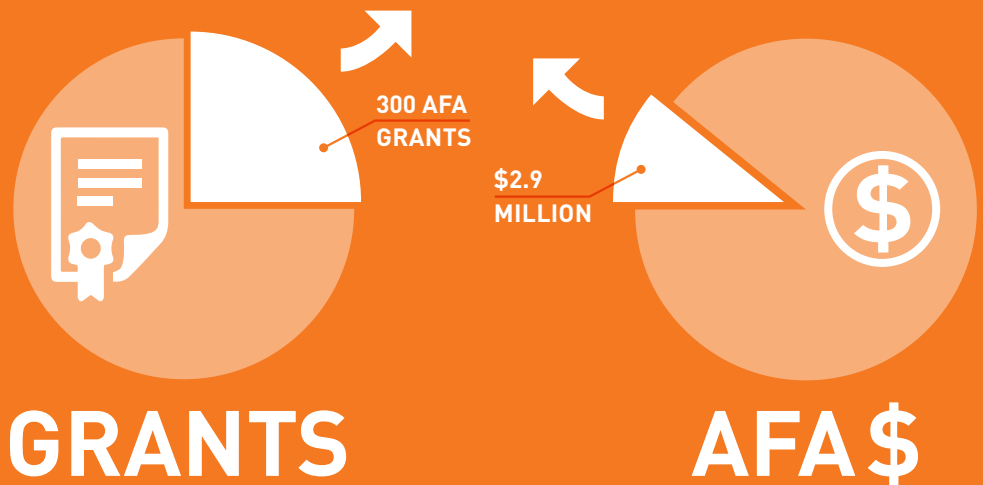
The AFA's investment in the arts supports other Government of Alberta initiatives that address rural Alberta including the *Alberta's Tourism Framework* and the *Rural Economic Development Action Plan*.

# AFA FUNDING IN RURAL ALBERTA

Each year, about 25% (300 of 1,200) of all AFA grants are awarded to recipients in these rural communities

About 11% (\$2.9 million out of \$25.4 million) of annual AFA grant funding goes to recipients in rural communities.

ABOUT 30% OF ALBERTANS LIVE IN  
COMMUNITIES OF  
≤ 25,000



# ALBERTA'S RURAL ARTISTS

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EACH YEAR ON AVERAGE

# 40 ARTISTS



FROM ALBERTA'S RURAL COMMUNITIES

RECEIVE ABOUT

# \$280,000

IN GRANTS



Artists and arts administrators in Alberta can apply for grants of up to \$15,000 for projects in visual arts and new media, dance, theatre, Aboriginal arts, literary arts, film and video arts and music.

Artists and arts administrators from more than 80 rural communities have received arts project grants.

# ARTISTS WORKING WITH RURAL YOUTH

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The AFA's Artists and Education grant stream enables schools to bring professional Alberta artists into their classrooms. Arts residencies encourage student creativity and advance K-12 curricula in all subject areas. Visual artists, actors, dancers, musicians, writers, and storytellers have been involved in AFA-funded residency programs throughout Alberta.

Each year, approximately 80 schools in 60 rural communities benefit from an artist residency. This program has supported artist residencies in nearly 200 rural communities in Alberta.

**80** SCHOOLS IN  
**60** RURAL COMMUNITIES  
BENEFIT FROM AN  
**ARTIST RESIDENCY**

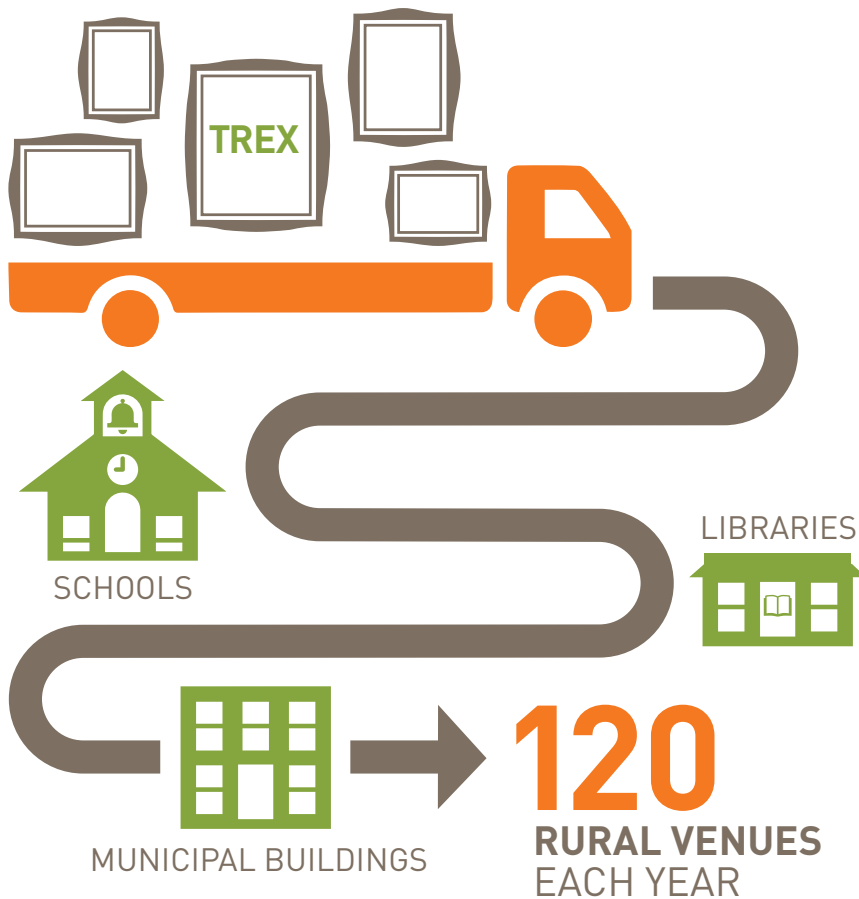


Each year, the AFA supports arts programming in rural First Nations and Métis communities by sending Arts Mentors to facilitate workshops, projects and instruction in a variety of artistic disciplines. In addition, established First Nations and Métis artists also provide workshops for youth.



**ALBERTA FUTURE LEADERS PROGRAM**  
IN RURAL FIRST NATIONS AND MÉTIS COMMUNITIES

# THE AFA ART COLLECTION



The AFA collects, manages, and provides access to the AFA Art Collection, a **treasure of more than 8,500 works of art valued at over \$10 million**, which represents the talents of more than 1,700 Alberta artists who are important in the growth of the visual arts in Alberta. The collection continues to grow through the combined efforts of the AFA and Alberta's artistic community.

Much of the AFA Art Collection is displayed throughout the province in public buildings or in gallery exhibitions. Albertans also have access to the collection through *AFA Art House*, an online catalogue of AFA works which supports the collection with images, teaching, and resource materials.

**The Travelling Exhibition (TRES) Program** brings artwork from the AFA Art Collection to venues around the province outside the typical urban environments where it is often displayed. Each year, over 120 rural venues around the province—such as schools, libraries and municipal buildings—host these exhibitions. An estimated 400,000 Albertans visit TRES exhibitions annually.

# RURAL ARTS ORGANIZATIONS

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Rural Alberta is enriched by a wide variety of nonprofit arts organizations including performing arts organizations, festivals, arts and craft clubs and societies, and arts service organizations.

Organizations from 80 rural communities have benefitted from AFA funding.

Rural Alberta is home to a number of world class theatres, galleries, performing arts companies and festivals.

Many rural arts organizations are community based and some are run entirely by volunteers.

Alberta is a national leader in funding community (non-professional) arts organizations, and **the AFA is often the only source of public funding for these organizations.**

EACH YEAR, ABOUT

**110** ARTS ORGANIZATIONS  
in rural communities

**RECEIVE OPERATING FUNDING** from the AFA



**2.8** MILLION  
**AFA** \$\$\$

These organizations provide arts services and programming in **SCHOOLS, PLACES OF WORSHIP, AND COMMUNITY CENTRES** as well as dedicated arts facilities.





# RURAL ARTS PARTICIPATION

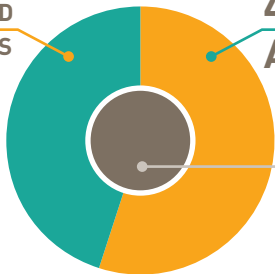
AFA FUNDED ORGANIZATIONS HOST

**2,400** ARTS EVENTS

IN RURAL COMMUNITIES EACH YEAR

ANNUAL ATTENDANCE\*  
**770,000** PEOPLE

347,000 PAID  
ADMISSIONS



423,000 UNPAID  
ADMISSIONS

EVENTS

More than half of this attendance is free of charge, helping to remove economic barriers to attendance. A number of factors combine to make this level of access possible in rural Alberta, including the commitment and passion of artists, volunteers, arts organization staff, and AFA support.

Investment in the arts in Alberta's smaller cities, towns, and villages enriches local communities and attracts residents and visitors to participate in Alberta's rich artistic culture.

\* Average annual attendance

# VOLUNTEERISM & EMPLOYMENT IN RURAL ARTS ORGANIZATIONS

12,700 volunteers contributing an annual average of 378,500 volunteer hours make performances, festivals, and art exhibits possible in Alberta's rural communities each year.



12,700 VOLUNTEERS

**378,500** VOLUNTEER HOURS

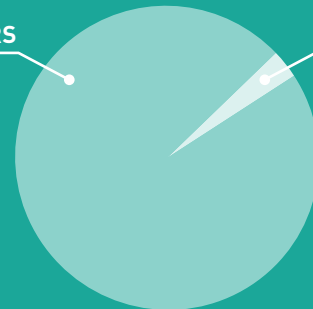
EACH YEAR,  
RURAL ART ORGANIZATIONS  
IN ALBERTA EMPLOY AROUND

**65** FULL-TIME AND

**345** PART-TIME  
WORKERS

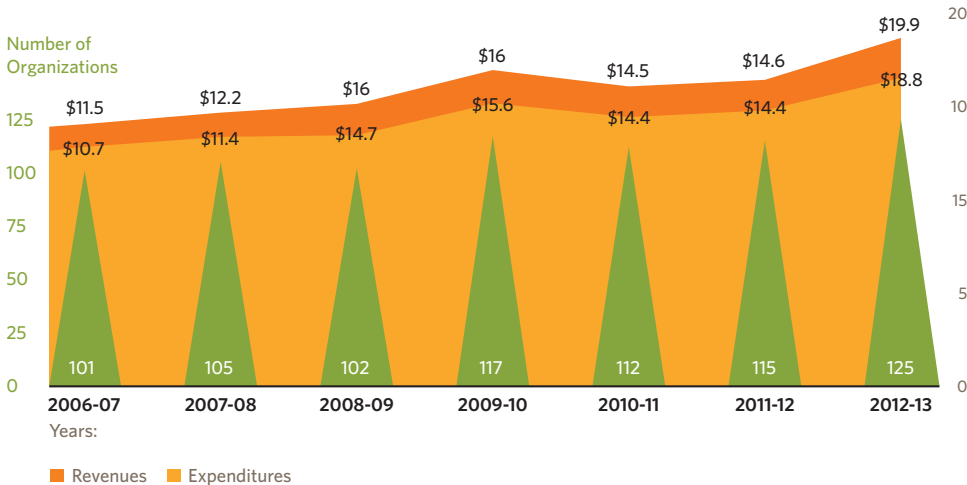
VOLUNTEERS

EMPLOYEES

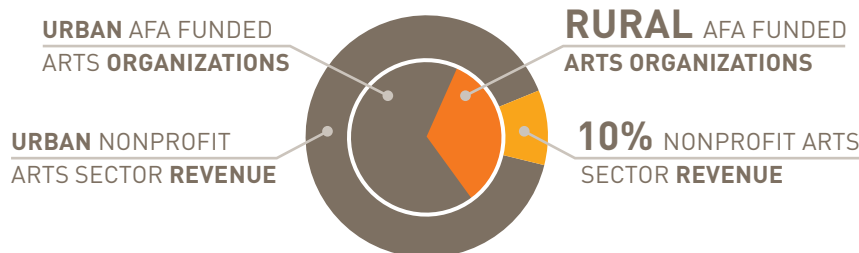


# ECONOMIC PROFILE OF RURAL ARTS ORGANIZATIONS

REVENUES AND EXPENDITURES BY YEAR FOR RURAL ORGANIZATIONS RECEIVING OPERATIONAL FUNDING FROM THE AFA



Revenues for rural arts organizations have continued to grow, reflecting the value Albertans place on the arts. Revenues for the rural arts sector have consistently exceeded expenditures.



Roughly one third of AFA funded arts organizations make their home in rural areas of the province. Revenues from these rural organizations represent about 10% of the revenues for the entire nonprofit arts sector in Alberta. The smaller revenues for these arts organizations reflect the presence of smaller, community based organizations in Alberta's less populated communities.

**Attend, participate, volunteer!**

**Support the arts in your community!**

Find out more about support for the arts in Alberta at

[www.afta.ab.ca](http://www.afta.ab.ca)



Find cultural events in communities across Alberta at

[www.AlbertaCultureCalendar.ca](http://www.AlbertaCultureCalendar.ca)

