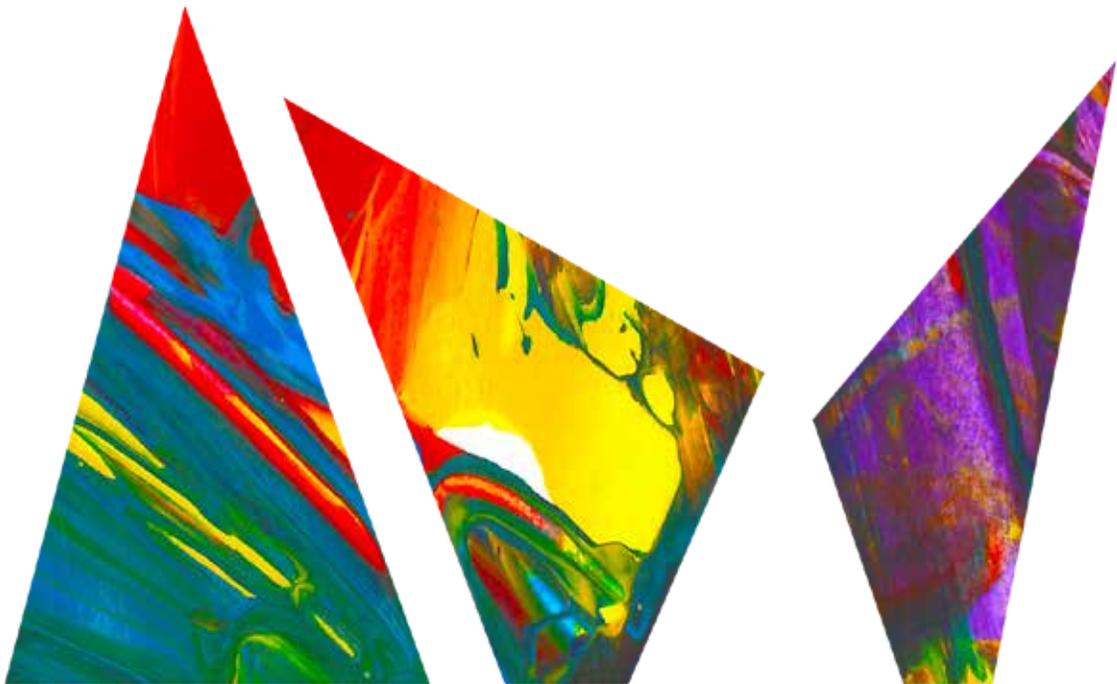
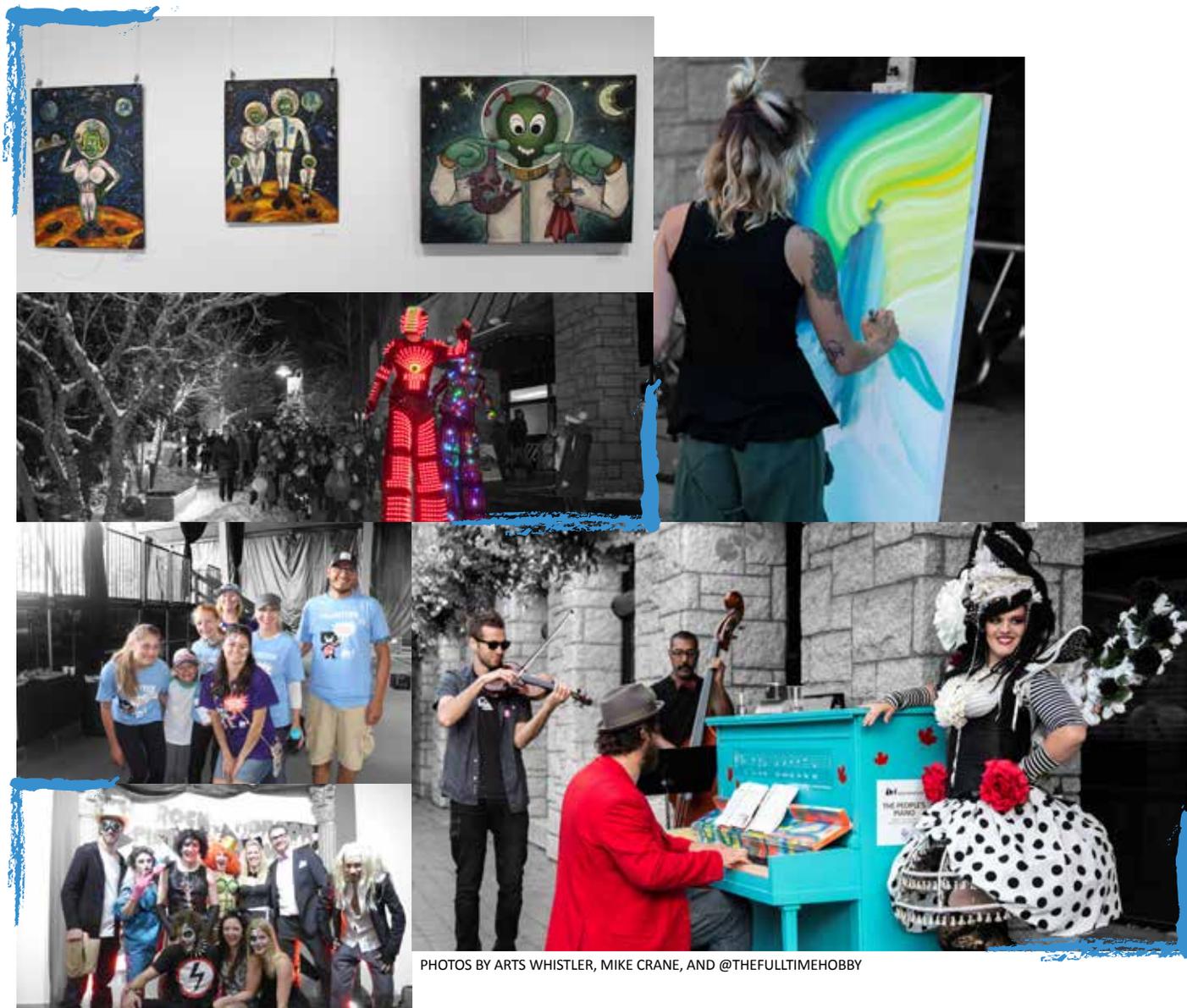


# CREATIVITY IS IN OUR NATURE

ANNUAL REPORT 2017



# ARTS WHISTLER



PHOTOS BY ARTS WHISTLER, MIKE CRANE, AND @THEFULLTIMEHOBBY

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# Executive Summary

## 2017 – Highlighting local talent and elevating the local arts, culture, and heritage sector

2017 was a dynamic and exciting year for Arts Whistler. We continued to maximize the opportunities afforded us by the Canadian Heritage Strategic Initiatives Grant; increased arts and culture marketing, awareness and participation; fostered strong cultural partnerships; and welcomed 97,705 visitors to the Maury Young Arts Centre, a 71% increase over 2016. Much of our focus was on executing year two of the Canadian Heritage Strategic Initiatives grant:

- Increasing arts, culture, and heritage (ACH) sector marketing for Whistler and Sea to Sky.
- Building on the success of the inaugural Fall for Arts festival.
- Creating more culture maps and tour itineraries to enhance the Whistler arts and culture experience.
- Providing comprehensive arts, culture and heritage information services at the Maury Young Arts Centre.

We undertook our first major collaboration with our Cultural Connector partners by celebrating the creative life's work of local legend and artist, Chili Thom. *The Chili Thom Experience* was born from that opportunity and Arts Whistler's goal to elevate the local artist community by celebrating those that have reached an impressive level of community influence, impact, artistic recognition and overall success. The event was enthusiastically embraced by the community and was voted the best arts and culture event of 2017 in Pique Newsmagazine.

2017 saw the return of the successful local music showcase weekend, launched in 2016, now branded as Hear and Now - Whistler's Local Music Festival. 18 different musical acts demonstrated the region's musical diversity with singer/songwriters, dance bands, rockin' country acts and contemporary Indigenous music. We received excellent feedback from both locals and visitors about the impressive talent across Whistler's music scene.

We continue to serve artists and the arts community through professional development sessions, entertainment bookings, special facility rates at the Arts Centre, arts marketing and member-only special deals and offers. In 2018, we will focus on elevating local talent, offering workshops and programs, and presenting engaging entertainment at the Maury Young Arts Centre - Whistler's cultural community centre.

Thank you for helping us grow Whistler's arts and culture community and contributing to a fantastic 2017 at Arts Whistler.

Sincerely,

Heather Paul, Board Chair  
Mo Douglas, Executive Director



# ONE BIG ARTS WHISTLER FAMILY

A special thank you to our amazing volunteers  
We couldn't do it without you!

1115 volunteer hours, 121 volunteers

## Arts Whistler Staff

Maureen Douglas, *Executive Director*  
Susan Holden, *General Manager*  
Kim Maitland, *Marketing and Communications Manager*  
Dean Feser, *Technical Director*  
Dawn Fryer, *Accounting Manager*  
Andrea Mueller, *Programs and Events Manager*  
Anna Solich, *Client Services and Venue Manager*  
Tom Graham, *Venue and Event Technician*  
Mandy Rousseau, *Development Officer*  
Emily Suckling, *Volunteer and Development Coordinator*  
Jillian van der Geest, *Communications Specialist*  
Alice Lambert, *Graphic Designer*  
Carol Chen, *Venue Sales & Services Supervisor*  
Rebecca MacKay, *Front of House Assistant*  
Rebecca Piper, *Front of House Administrator (past)*  
Vanessa Finnerty, *Front of House Coordinator (past)*  
Imogen Osborne, *Programming Coordinator*  
Stephanie McColm, *Programs and Events Assistant*

## Board of Directors

Heather Paul, *Chair*  
Michelle Ratcliffe, *Vice Chair*  
David Wilcox, *Secretary/Treasurer*  
April Andiel, *Secretary/Treasurer (partial term)*  
Joan Richoz  
Karen Playfair  
Suzanne Johnston  
Lisa Geddes  
Brianna Beacom  
Elizabeth Tracey  
Kimberley Stanger  
Joel Chevalier *(partial term)*  
Mayor Nancy Wilhelm-Morden, *ex-officio Appointee,*  
*RMOW Municipal Council*

## Whistler Street Entertainment Team

Fairlith Harvey, *Programmer and Coordinator*  
Rajan Das, *Lead Operations*  
Tia Leask, *Assistant Operations*  
Ryan Chenery, *Assistant Operations*

# 452

## Arts Whistler Members

## Contractors

Parry Pollock, *IT Pharmacy*  
Kristen (KR) Robinson, *Arts Whistler Live! and Hear and Now – Whistler's Local Music Festival Producer*  
Jennifer Hashimoto, *Whistler Children's Festival Project Manager*  
Dorothy (Dee) Raffo, *Cultural Content Creator*  
Whistler Web & Print

## Maury Young Arts Centre Event Assistance and Contractors (Casual)

\*listed alphabetically

Ali Bryant  
Andrew Strain  
Anna Webb  
Ben Warrilow-McCarthy  
Benjamin Webb  
Braden Dean  
Bridget Barker  
Carter Brady  
Cathy Carlassara  
Cayleigh Lawrence  
Claire Conrad  
Cloud 9 Marketing  
Darby Magill  
Dave Buzzard  
David McColm  
David Tees  
Eric Poulin  
Erin Morgan  
Eva Skalova  
Giselle Wolfe  
Graphically Speaking  
Janalee Budge  
Jeremy Allen  
Joel Lycklama

Justa Jeskova  
Karla Barrera  
Kat Willson  
Martin Bell  
Mike Crane  
Phillipa Campbell  
Pina Belperio  
Ryan Regehr  
Ryan Robinson  
Ryan Willoughby  
Sara Spectrum  
Scott Brammer  
Susan Hall  
Terry O'Donnell  
Vantage Media

## Technical Contractors

\*listed alphabetically

Andrew Griffiths  
Charlie Humphreys  
Erik Van Meerbergen  
Lennie Sauve  
Matt McInnis  
Nicolas Jung  
Rick Jansen  
Tony Moser

# Creativity is in our nature

## Vision

Whistler is a vibrant resort community where arts, culture, and heritage are essential.

## Mission

We enrich Whistler by cultivating and celebrating artistic creativity, collaborating with stakeholders, and engaging residents and visitors in arts, culture, and heritage.

## Values

Integrity, Bold, Inspired, Engaging

### 2015-2020 Strategic Priorities

1. Supporting the development and creative expression of Whistler's artists and groups
2. Fostering rich and diverse arts, culture, and heritage offerings
3. Growing arts, culture, and heritage contributions to the resort economy
4. Strengthening our organizational capacity



PHOTO: ARTS WHISTLER STAFF MAY 2017

# COMMUNITY INVOLVEMENT

Collaboration is at the heart of Whistler's arts, culture, and heritage community

## DELIVERING WHISTLER'S ARTS AND CULTURE GOALS

Arts Whistler supports the community's arts and culture goals as outlined in Whistler's Community Cultural Plan and "A Tapestry of Place" – Whistler's Cultural Tourism Development Plan. Working with the RMOW, the arts, culture, and heritage (ACH) sector and the Whistler community, Arts Whistler works to foster a vibrant, dynamic and inclusive arts scene for both locals and visitors. Arts Whistler's programs and services support five key goals and strategies outlined in the RMOW's 2017 Corporate Plan:

### Goals:

- A vibrant local economy and resort community experience is effectively reinforced by organizational activities.
- Corporate policies and operations ensure continuous excellence in infrastructure, facility, and program management.

### Key Strategies:

- Implement key visitor experience and economic development strategies.
- Advance cultural tourism development opportunities across the community.
- Demonstrate excellence in the delivery of core municipal services and facility management.

## COMMUNITY ENGAGEMENT AND SUPPORT

We are proud to give back to the Whistler community through arts scholarships and bursaries, ticket prizing for local charities, member group grants, reduced venue rental for the arts sector, professional development for local artists and performers, art gallery exhibitions, free events, and promotional support to the arts community including social media, videos, advertising, and event listings.



## COMMUNITY CULTURAL ADVOCACY

Arts Whistler allocates significant annual board and staff time as the umbrella organization representing and advocating for Whistler's arts, culture, and heritage sector of Whistler. Arts Whistler's senior leadership participate on a number of committees and working groups to help further Whistler's cultural goals.

Arts Whistler contributes representation and guidance on the following committees:

- Alliance for Cultural Tourism (ACT)
- Festivals, Events and Animation Oversight Committee
- Official Community Plan
- RMI FEA investment working group
- One Whistler
- Cultural Connector working group
- Whistler's Not for Profit Network
- Dream Makers Community Literacy Coalition
- Arts Whistler also provides leadership, support, and mentorship to the Sea to Sky Arts Alliance, an ACH group made up of Arts Councils from Bowen Island, Lions Bay, Squamish, Whistler, and Pemberton. This group works on developing collaborative cultural content, programs, and promotions that inform and increase cultural awareness and cultural tourism with combined marketing and digital tools for the Sea to Sky region.

# CANADIAN HERITAGE STRATEGIC INITIATIVES GRANT

In early 2016, Arts Whistler, with community partners, received a \$489,500 Strategic Initiatives grant from the Government of Canada Department of Canadian Heritage. With a focus on developing content and promotions to increase cultural engagement and advance cultural tourism. The grant ran from February 2016 to December 2017 and achieved the following:

1. Cultural tourism advertising – delivered via Tourism Whistler and Arts Whistler.
2. Establishing cultural tourism experience maps and self-guided tours in both print and digital form for:
  - Whistler’s Cultural Connector.
  - Whistler Valley Map featuring artists’ studios and other culturally significant locations.
  - Whistler Village Map featuring public art, Cultural Connector venues, art galleries, Village-design interpretive walk, We Heart Local Art businesses.
  - Squamish Map featuring seasonal ArtWalk, galleries, public art, and cultural venues.
  - Sea to Sky Cultural Map featuring historic and cultural locations, and other stops of cultural interest from Bowen Island to Birken.
3. Content creation:
  - Developing Culture Maps, blog posts, videos, narrative storylines and curating photos and digital content to enhance the cultural experiences outlined above.
  - In 2017, our seasonal Arts Scene magazine expanded to include the entire Sea to Sky from Bowen Island to Birken. This collaborative approach to the arts and culture scene gives a more holistic view on all of the arts and culture offerings coming out of the corridor. Each addition of Arts Scene has grown exponentially as the ACH sector provides us with more event listings and Culture Map locations. It is the only comprehensive resource for visitors and residents looking for ACH adventures.
4. Arts Whistler website – a portal to Whistler’s ACH sector:
  - Arts Whistler developed a new web platform that serves as a “virtual arts and culture” information centre, including promotions and information on all of Sea to Sky and Whistler’s ACH offerings.

- The website is on a robust platform that hosts the Culture Maps and self-guided tours for an enhanced real-time experience using mobile technology and smart phones.
  - The website has already served to promote greater awareness of and increased participation in all of Whistler’s ACH programs and events, benefiting the entire ACH sector.
5. Maury Young Arts Centre – Arts and Culture Information Centre:
    - Arts Whistler now parallels the services of the website in physical form, serving as an arts and culture information centre at the Maury Young Arts Centre.
    - Visitors are able to ask front desk staff about any ACH event, purchase tickets for events, and sign up for activities/workshops, etc. Visitors often leave with the latest Arts Scene magazine and/or the Find your Path brochure in hand, excited to explore our Village cultural assets.
  6. Cultural education component for Whistler Experience training program:
    - In partnership with Arts Whistler, the Whistler Chamber of Commerce produced a 7-minute video for use in all Whistler Experience training sessions that promotes the awareness of and participation in Whistler’s ACH offerings. This is still in use and has been beneficial in creating greater community awareness of Whistler’s ACH sector.
  7. Fall season arts festival (Fall for Arts)
    - Arts Whistler worked with partner groups to develop a fall arts festival that leverages several cultural events under the banner of one festival (e.g. We Heart Local Art, Hear and Now – Whistler’s Local Music Festival, Whistler Village Beer Festival, Whistler Writers Festival, Cornucopia, Arts Whistler Holiday Market, and Whistler Film Festival).
    - Fall for Arts has created a season of elevated ACH awareness and activity in a strategic time of year for Whistler when outdoor recreation is not front and centre.

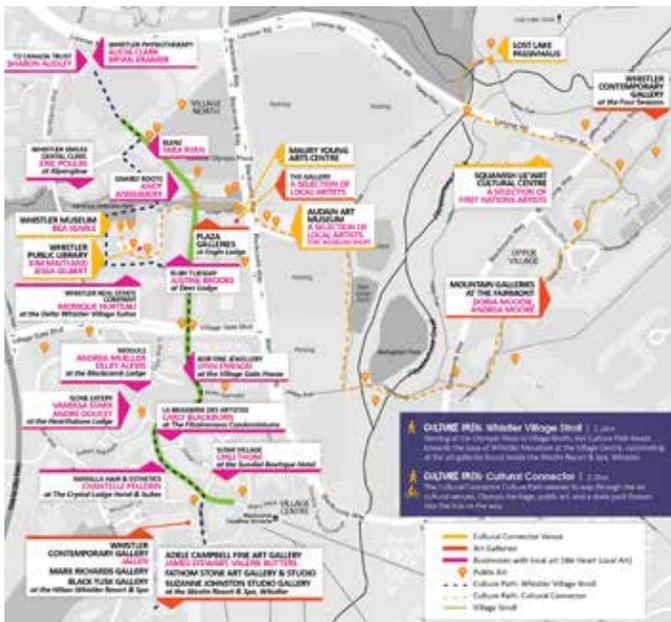
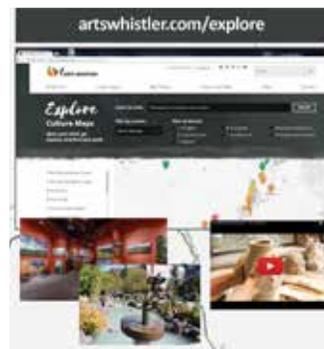


PHOTO: @THEFULLTIMEHOBBY



## PROFESSIONAL DEVELOPMENT

In 2016, Arts Whistler began offering increased professional development workshops for artists across the arts spectrum, to further both their artistic skills and their business and promotional skills with workshops on marketing, social media and promotional kits. Arts Whistler also received funding for professional development workshops focused on the music sector in conjunction with the Hear and Now – Whistler’s Local Music Festival. A producer panel Q and A for musicians was offered - “What You Need to Be Show Ready”, covering contracts, technical riders, sound checks, and expectations of event producers.



## AWARDS, BURSARIES, AND MEMBER GROUP GRANTS

Since its inception in 1987 Arts Whistler’s awards and bursaries program has been recognizing artistic achievement by elementary and secondary school graduates from Whistler, Pemberton, and Mount Currie. **The bursaries** are awarded annually to students of any grade who wish to further their studies at a credible institution or from a recognized artistic mentor. Bursary recipients in 2017 were: Benjamin Emmanuel, Roan Isert, and Quinn Isert.

**Art Awards** are given to Grade 7 and Grade 12 graduating students. Award recipients in 2017 included: Makaila Machilek from Signal Hill Elementary, Colton McLeod from Myrtle Philip Community School, Haruna Sears from Spring Creek Community School, Kyle Beltran from Whistler Secondary School, and Erica Ertel from Pemberton Secondary School.

Arts Whistler also offers **Member Group Grants** to provide important seed funding for a number of projects in the community. Recipients in 2017 included: Whistler Writers Society, The Point Artist-Run Centre, Whistler Children’s Chorus, Whistler Community Band, Whistler Singers, Whistler Waldorf Society, and Sea to Sky Orchestra.



## WHISTLER CHAMPION OF ARTS & CULTURE AWARD

Each year, Arts Whistler participates with the Whistler Chamber in the Whistler Excellence Awards and the Whistler Real Estate Company continues to demonstrate their support of arts and culture as the presenting sponsor for the Whistler Champion of Arts & Culture Award. The award honours the dedicated volunteers, cultural workers, and artists who have made enormous contributions to our community over the years. The selection jury is comprised of past award recipients and members of the arts and business community.

Mountain Life Magazine was recognized as Whistler’s Champion of Arts & Culture in 2017. The award acknowledged Mountain Life’s commitment to showcasing local writers, photographers, videographers, visual artists, and mountain culture events.



## THE CHILI THOM EXPERIENCE

In 2017, Arts Whistler set out to host a project that would highlight the Cultural Connector, promote visitation to all venues and build the community partnership between the Cultural Connector venues and the RMOW.

The Chili Thom Experience was born from that opportunity and Arts Whistler's goal to elevate the local artist community by celebrating those that have reached an impressive level of community influence, impact, artistic recognition, and overall success. Arts Whistler worked with the Cultural Connector partners to make Chili the first artist who would be exhibited and honoured this way. Sadly, Chili passed away before the event but his profound impact and influence on the community brought Whistler together to celebrate his talent and legacy and share it with a much broader audience. The Chili Thom Experience brought both visitors and media attention to Whistler's cultural scene and helped further our reputation for having home grown talent with a uniquely Whistler artistic perspective.

# \$66,887

gross sales of Chili Thom's work  
at the Maury Young Arts Centre  
Gift Shop

# \$40,000

endowment fund for a Chili Thom  
student art scholarship

# #1

The Chili Thom Experience was voted  
the best arts and culture event of 2017  
in Pique Newsmagazine



# MAURY YOUNG ARTS CENTRE

Whistler's cultural community centre

## ARTS WHISTLER'S HEADQUARTERS

Arts Whistler manages the Maury Young Arts Centre on behalf of the RMOW, with a mandate to create and foster the Arts Centre as Whistler's hub for arts, culture, and inspiration. The building is home to a 238-seat theatre, a community art gallery, multi-purpose workshop and meeting rooms, and technical services (all managed by Arts Whistler). The building also hosts the Whistler Youth Centre, Teddy Bear Daycare, and the Village Host office. The Arts Centre serves as the community information centre for ACH programs and services providing walking tour maps, information on all available programs including major festivals, venues, and events, brochures, and other tools to enhance the visitor and local arts and culture experience.

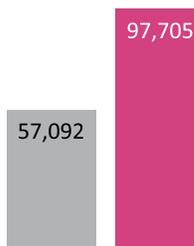
*"We greatly appreciate the support from staff at Maury Young Arts Centre – it makes a tremendous difference to our professional avalanche course delivery in Whistler, both for students and instructors. Please pass on our thanks and gratitude to everyone involved."*

Emily Grady – Industry Training Program Manager, Canadian Avalanche Association

**71%**  
increase in visitors to  
Maury Young Arts Centre  
**97,705**  
visitors in 2017

## NUMBER OF VISITORS

■ 2016 ■ 2017



**1230**  
venue bookings

**64%**  
bookings were arts, culture,  
and heritage bookings





PHOTO: @THEFULLTIMEHOBBY

## THE GALLERY

As an integral exhibition space, The Gallery is an important avenue for artists to showcase and sell their work, gain exposure, and connect with peers and the local and global community. A vibrant yet intimate space, The Gallery showcases the work of emerging and professional artists in a range of mediums, offering dynamic programming broaching a variety of topics and discussion.

Arts Whistler is home to Whistler's community art gallery. In 2017, 103 artists participated in eight exhibitions. Highlights of the year included *The Chili Thom Experience*, bringing together all Cultural Connector venues with a series of exhibitions and activities inspired by the late Chili Thom. The Fall for Arts season hosted four group exhibitions featuring work from local and regional artists exploring topics such as diversity, gender roles, and beauty in exhibitions such as *Bizarre Beautiful*, *+ - ÷ =*, *The Great White North*, and the popular miniature exhibit *Teeny Tiny Show*.

**103**

emerging and professional artists showcased

**10**

unique exhibitions

*"Excellent! Now I want to go home and do some art!"*

Visitor

## THE GIFT SHOP

In the lobby of Maury Young Arts Centre, The Gift Shop showcases a selection of high quality, handcrafted artwork created by Arts Whistler members in the Sea to Sky. Visitors are able to purchase local wares including pottery, glass, jewelry, metal work, fabric arts, paintings, prints, art cards, and more. The Gift Shop features the work of 25 to 35 different artisans at any given time, providing visitors and locals a place to find authentic locally-made creations.

**39%**

increase in items sold from 2016

**\$20,170**

in artisan sales, 12% increase over 2016

**60**

local artists and artisans featured, an increase of 50% from 2016



PHOTO: ARTS WHISTLER

# FEE FOR SERVICE PROGRAMS

Bringing local talent to a global audience

Arts Whistler programs and produces key programs under contract to the RMOW – *Whistler Presents: New Year's Eve*, *Whistler Presents: Family New Year's Eve*, *Whistler Street Entertainment*, and *Busking on the Fitzsimmons Trail*. These programs enable us to present local talent to both the community and international visitors.

## WHISTLER PRESENTS: NEW YEAR'S EVE

The 2017 New Year's Eve celebration lit up the night with the theme of "illumination". On behalf of the RMOW, Arts Whistler produced an outstanding evening of entertainment at the Maury Young Arts Centre. Despite sub-zero temperatures, this family-friendly annual celebration welcomed 600+ attendees. Families were immersed in creative art projects, glow in the dark activities, festive light displays, participatory games, activities, and 13 dazzling performances including a circus show, live music, and roving performers. Our youngest guests rang in 2017 in style, with two rounds of early evening "Kids Countdowns" which included the quintessential giant bubble wrap stomp and balloon drop.

**600+**  
attendees

**13**  
dazzling performances



PHOTO: RAPHAEL BEAZLEY



PHOTO CREDIT: MATT WALKER

## WHISTLER PRESENTS: FAMILY APRÈS

Arts Whistler programmed *Whistler Presents: Family Après* on behalf of the Resort Municipality of Whistler at Whistler Olympic Plaza. Programming offered a unique combination of authentic Canadian winter entertainment, activities, and tastes. Winter visitors and locals warmed up with a hot chocolate, made winter-themed crafts, and created lasting family memories. Practicing your "pizza/french fries" all day can take its toll on little legs. When the kids can't muster another run, *Family Après* offers a fun, friendly place to play, enjoy live music, and make new friends.

**26**  
days of programming



PHOTOS: ARTS WHISTLER

## WHISTLER STREET ENTERTAINMENT

The Whistler Street Entertainment (WSE) program provides an opportunity for Arts Whistler to integrate arts and culture into the Village, showcasing artists and performers, and animating Whistler Village throughout the summer months. Arts Whistler has programmed, managed, and delivered WSE on behalf of the RMOW for ten consecutive years and continues to program new and innovative performances and activities.

In 2017, WSE animated the Village Stroll for 50 days of fun, educational, and interactive entertainment. These included theatrical and circus performances, wildlife demonstrations, musical ensembles, trials bike demonstrations, upbeat drumming, cultural performances, dance, craft workshops, the annual Paint-Off competition, and roving entertainment. Close to 150 performers were employed through the program in 2017 of which over 100 were local. WSE reached the most visitors of any arts and culture activity of the summer and 100 per cent of surveyed visitors said the program had a positive influence on their experience in Whistler.

**140+**  
performers including over  
100 local performers  
**50**  
days



## BUSKING ON THE FITZSIMMONS TRAIL

Through the picturesque trees, over the creek, and into the Upper Village, *Busking on the Fitzsimmons Trail* livens up the summer experience in Whistler. Coinciding with the Whistler Farmers Market, the program adds colour, music, and vibrancy to the Fitzsimmons Creek and Rebagliati Park areas. The program continues to offer local artists and performers opportunities to gain exposure, develop their skills, and earn money during the busy summer months.



# ARTS WHISTLER PROGRAMS

Creativity is in our nature. Discover it in yours.

## ARTS WHISTLER LIVE!

LIVE MUSIC, THEATRE, DANCE, AND COMEDY

This annual series of theatre, music, dance, and comedy for adults and family audiences was established in 1987 to feature touring professional Canadian and international artists at an affordable price. The 2017 programming featured an impressive line-up of 16 local and touring live performances, entertaining locals and visitors alike, including several sold out shows. From the hilarious locally-infused comedy with Vancouver Theatresport League and Princess Stephanie to memorable music events like International Guitar Night and The Paperboys. With support from the BC Touring Council's "Warming up the Act" grant, 15 local performers were employed as the opening acts for each performance including Stephen Vogler, Jenna Mae, Vendulka and the Big Love Band.



*"I loved the open, welcoming environment that allowed for learning and growing in a short amount of time."*

*Art on the Lake workshop participant*



## ART ON THE LAKE

INSPIRATION IN A UNIQUE SETTING

Hosted in partnership with the RMOW at the Alta Lake Station House, a rustic heritage house nestled in the woods on Alta Lake, Art on the Lake workshops are taught by established local and guest artists from across Canada. Arts Whistler programmed 11 workshops, providing professional development in a variety art disciplines from fibre arts to painting for all ability levels. The program hosted almost 100 participants from May to September. The program increases cultural programming for visitors, and residents, and in turn provides economic and professional opportunities for local instructors.

**95%**

of participants reported that they were very satisfied with the level of instruction and value for money

**26%**  
Residents

**31%**  
Visitors

**37%**  
Second home owner

## FALL FOR ARTS

BE LOUD, ACT OUT, GET MESSY

Fall for Arts showcases all things arts and culture including art markets, creative workshops, major festivals, exhibit openings, art galleries, heritage walks, local music, and film nights. Whistler's second season of Fall for Arts included events throughout the Sea to Sky, with even more to explore.

Fall for Arts 2017 kicked off with a bang with four days of community celebration featuring plenty of free activities making it the perfect transition from summer to arts season. Fall for Arts encourages visitors and the community to discover, experience, and participate in arts and culture during a time of year when Whistler's spectacular outdoor experiences are not front and centre. Fall for Arts has enabled the ACH sector to create a focused time of year for enhanced cultural awareness, participation, and programs. Fall for Arts featured collaborations with more than 20 ACH partners throughout the Sea to Sky. Feature events included the Arts Whistler Holiday Market, Whistler Writers Festival, events at the Point Artist-Run Centre, the Whistler Film Festival, Cornucopia, Whistler Village Beer Festival, and BC Culture Days.

## HEAR AND NOW: WHISTLER'S LOCAL MUSIC FESTIVAL

FOSTERING LOCAL TALENT

Hear and Now is a free festival that celebrates Whistler's thriving local music scene. Over two days, up to 20 local musical acts were showcased in Village Square in late September. The event's audience grew exponentially in 2017 (from a roughly 2,000 weekend audience to a 4,000 – 4,500 weekend audience). Both locals and visitors were intrigued and impressed by Whistler's local music talent pool and the event is well on its way to delivering authentic place-based cultural tourism. The featured musicians were all local, including performers from Squamish, Pemberton, and Lil'wat who performed primarily original music. Our local musicians have said that Hear and Now is a great opportunity for them to play to a public audience (outside the bars) and grow their skills through the professional development that we offered in conjunction with the festival.



PHOTO: @THEFULLTIMEHOBBY



PHOTO: ARTS WHISTLER

*"The opening for Fall for Arts was such a great event! It felt very intimate, very "Whistler". So much fun and great to see all the home grown talent."*

Andrea Robson, Fall for Arts Opening Party attendee

PHOTO: ARTS WHISTLER



## ARTWALK BECOMES WE HEART LOCAL ART

WHISTLER'S LARGEST ART EXHIBIT

After 13 successful years of pairing local artists with Whistler businesses for ArtWalk, a three-month annual event, it has now evolved into a year-round showcase of local creatives (We Heart Local Art) that features artists and artisans in non-traditional Village venues that achieves the following:

- Brings artists into the Village, creating opportunities to exhibit and sell work to a wide audience in high-traffic establishments and raise the profile of artists and the arts in Whistler.
- Creates relationships with the business community and small business owners in the resort.
- Provides visitors to Whistler with a free recreational arts activity that reflects local culture.
- The We Heart Local Art artists and businesses are embedded in the Culture Maps section of Arts Scene and online.
- Drives traffic to small businesses with a comprehensive map that includes up to 50 venues depending on the season.
- Provides visual artists with professional development, giving them the tools to market themselves and manage their own sales.

**50**  
local artists in 28 businesses

## ARTS WHISTLER HOLIDAY MARKET

LOCAL, HANDCRAFTED, UNIQUE

The annual artisan market celebrated its 28th year with a spike in attendance in 2017. Arts Whistler Holiday Market was very successful with a 27% increase in attendance from 2016.

The Arts Whistler Holiday Market provides local artisans and artists a professional platform to sell their products. As one of the only local events that offer a retail outlet for local artisans in the winter months, the Arts Whistler Holiday Market creates opportunities for economic viability and exposure for individual artisans to earn an income from their craft. It provides residents and visitors an opportunity to see and purchase unique locally produced products. The Arts Whistler Holiday Market is a well-established event driving community members to the Village for this popular social gathering with live music and visits from Santa rounding out the experience.

Arts Whistler was pleased to welcome back the children's market, Bratz Biz, who foster youth entrepreneurship and had over 26 young vendors at the Arts Whistler Holiday Market.



# 27%

## increase in attendance

### 6989

 visitors

### 23

volunteers

### 10

local performers hired along with the Whistler Singers and Whistler Children's Chorus

*"We were delighted to be involved and were very happy with everything. Thank you for all of your hard work, and have a great holiday!"*

Arts Whistler Holiday Market Vendor



## COMMUNITY PROGRAMMING

CREATIVE FUN FOR ALL AGES

Each year, Arts Whistler presents a diverse catalogue of creative classes, which feature workshops for children, youth, and adults building upon Arts Whistler's mandate to encourage participation in the arts. Arts Whistler believes that everyone has the ability to be creative, and that participation in creative activities can be beneficial for personal growth, self-expression, self-confidence, and community building. In 2017 Arts Whistler programmed 15 workshops in crafting, painting, drawing, music, theatre, and arts camps with more than 250 participants. The ultimate goal of our Community Programs is to provide high-quality, interesting experiences, enabling participants to develop hands-on creative skills. Arts Whistler employed professional workshop instructors primarily from the Sea to Sky area, supporting our mission to increase opportunities for local artists to make a living from their craft.



## MADE IN WHISTLER

SHOP LOCAL

Arts Whistler coordinated up to 15 vendor tables in the Westin Resort and Spa, Whistler shops foyer, offering a weather-proof activity for visitors and hotel guests. Made in Whistler provided an opportunity for local artisans to participate in a winter market held over 18 days from December through March with additional market dates to capture holiday crowds.



PHOTO: SCOTT BRAMMER

**6273**

attendees

**76**

performers

**56**

workshops offered over two days

## WHISTLER CHILDREN'S FESTIVAL

THE FAMILY EVENT OF THE SUMMER

Whistler Children's Festival is Whistler's longest running community festival and celebrated its 34th year in 2017. Fostering youth engagement in the arts through experiential learning, the Whistler Children's Festival is inspired, creative fun for the whole family. The Festival has grown with the Whistler community to provide a dynamic and unique cultural experiences to more than 6200 attendees with many families returning year after year. A free Friday Night Kick-off Party extends the length of stay for visiting families and provides a whole weekend of fun. The main stage showcased professional children's performers and emerging artists from the Sea to Sky Corridor; performances were interactive, engaging both children and their parents. The Media Mentor Program provided an opportunity for children to shadow as radio co-hosts, photographers, videographers, and journalists for the day with the support of a Media Mentor.

*"In my heart I know I have a lot more painting to do."*

Micheal McSkimming, age 4  
Whistler Children's Festival attendee

## CANADA 150 WINTER SOLSTICE LANTERN PARADE

CELEBRATING CANADA 150

Arts Whistler marked Canada's 150th anniversary with an event celebrating the beginning of winter and the return of the light on December 21 – the shortest day of the year. Community lantern-making workshops were held throughout the fall with more than 500 lanterns made by local residents and elementary school students. Village-based drop-in workshops enabled visitors to make lanterns in the days leading up to winter solstice. On December 21, 2017, more than 600 people participated in the lantern parade through Whistler Village, with another 900+ people joining in the post-parade festivities which featured fire spinners, giant LED robots, light sculptures, live music, and wintery treats.

**1500+**

people enjoyed the festivities

**600+**

lanterns made



PHOTO: ANDREW STRAIN



PHOTO: MIKE CRANE

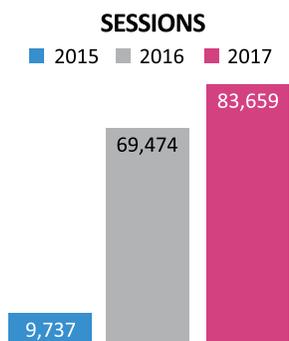
# MARKETING

## ARTSWHISTLER.COM

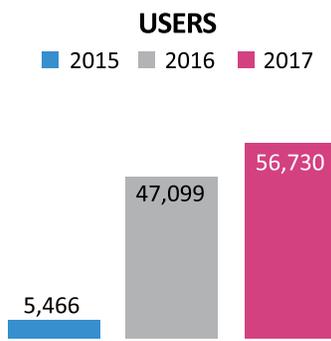
Arts Whistler's website is a virtual arts and culture information centre, including promotions and information on everything arts, culture, and heritage in the region. Web traffic has increased exponentially since our relaunch in 2016 and ACH partners report increased attendance at events. The Arts Whistler website is the go-to resource for ACH creative event listings, information on festivals, and a comprehensive digital map of all cultural point of interests along the Sea to Sky. In 2017, with funds from the PCH grant, Arts Whistler was able to invest increased staff resources and funds to develop digital promotions and communication tools benefiting the regional cultural tourism sector. The results have been staggering.



### Growth in website sessions/visits from old website (2015) to new website (2016-17):



20.4% increase in Sessions



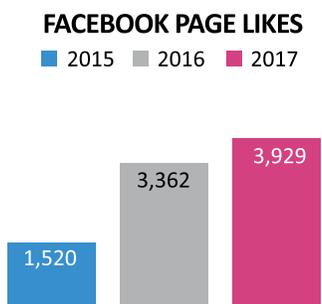
20.4% increase in Users

**20.4%**  
growth in web traffic  
over 2016

### Content creation

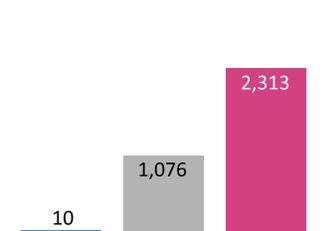
Arts Whistler develops Culture Maps, narrative storylines, blogs, artist interviews and video profiles, digital content, contesting and social media promotions for cultural experiences working with all major ACH events and major festivals to increase awareness and participation.

### Social Media growth:



16.9% increase in Facebook Page Likes

### #ARTSWHISTLER USE ON INSTAGRAM



115% increase in #ArtsWhistler use on Instagram

**115%**  
use of #ArtsWhistler  
on Instagram



PHOTO: ARTS WHISTLER

## ARTS SCENE MAGAZINE

YOUR RESOURCE FOR EVERYTHING ARTS AND CULTURE

In person, online, and in print, Arts Scene is a pocket guide to all local events, workshops, and performances throughout Whistler and the Sea to Sky. With funding from the Canadian Heritage Strategic Initiatives Grant, Whistler's first Arts Scene was produced for the summer of 2016 and what started as a one-fold, newsprint flyer quickly grew into a full-fledged magazine in advance of Fall for Arts 2016. Each addition of Arts Scene has grown exponentially as the ACH sector provides us with more event listings, and Culture Maps locations. In 2017 Arts Scene expanded from Whistler to the entire Sea to Sky region and incorporated the Culture Maps and We Heart Local Art artists and businesses into the popular magazine. It is published three times a year and is the only comprehensive seasonal resource for visitors and residents looking for cultural adventures.



## CULTURE MAPS AND SEA TO SKY COLLABORATIVE MARKETING

- **Culture Maps – Whistler Village** featuring the Cultural Connector, public art, art galleries, and We Heart Local Art businesses showcasing local artists and art studios. Promoted in each seasonal Arts Scene, the Find Your Path video and brochure, online maps, and self-guided tours.

- **Culture Maps – Sea to Sky** featuring historic locations and other points of cultural interest from Bowen Island to Mt. Currie. The Whistler Valley Tour featuring artists' studios and other culturally significant locations. Promoted in each seasonal Arts Scene, online maps, and self-guided tours.

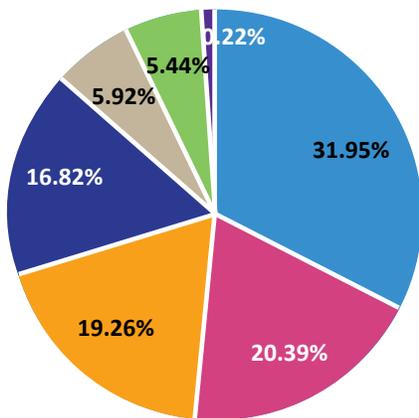
- Enthusiastically received by local organizations, the first print run of the Culture Maps Find Your Path brochure was quickly exhausted and subsequent orders have been placed (14,000 in print to date). Print versions are continually updated with each print run including relevant ACH additions.

**181%**  
increase in amount of  
Arts Scene listings

June 2016 to December 2017

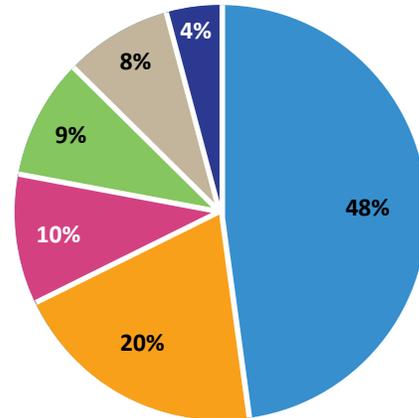
**23,000**  
Arts Scene magazines  
distributed to date

# FINANCIALS



### REVENUE 2017 - \$1,936,411

- RMOW Fee for Service operating funds
- RMOW Festivals and Events animation programming
- Grants and Endowment Fund
- Productions and Ticket Revenue
- Donations and Sponsors
- Earned Revenue from Facility
- Other



### EXPENSES 2017 - \$1,837,836

- Wages and Benefits
- Artists' Fees
- Production Expenses
- Building Operations and Administration
- Advertising/Promotions
- Consulting and Contractors

Complete 2017 Financial Statements are available at the Annual General Meeting and upon request to [info@artswhistler.com](mailto:info@artswhistler.com).

# FUNDERS, SPONSORS & DONORS

**WE COULDN'T DO IT WITHOUT YOU!**

A huge thank you to Arts Whistler's funders, sponsors, and community supporters!

\*listed alphabetically

## **GOVERNMENT**

BC Arts Council  
BC Gaming Commission  
BC Touring Council  
Canada Summer Jobs  
Government of Canada  
- Department of Canadian Heritage  
Province of British Columbia  
Resort Municipality of Whistler

## **FOUNDATIONS**

Chris Spencer Foundation  
Community Foundation of Whistler  
Hamber Foundation  
RBC Foundation  
- Emerging Artists Project  
Rory & Jane Young Foundation  
Spalding Foundation (via American Friends of Whistler)  
Telus Foundation  
Whistler Blackcomb Foundation

## **AWESOME SPONSORS**

Scotiabank  
Whistler Real Estate Company Ltd.

## **PREMIER SPONSORS**

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TD Canada Trust  
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## **SUPPORTING SPONSORS**

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Knowledge First Financial  
Rocky Mountain Chocolate Factory  
The Circle Kids  
The Keg Steakhouse + Bar  
Ziptrek Ecotours

## **ACCOMMODATION PROVIDERS**

Delta Whistler Village Suites  
Evolution by Lodging Ovations Whistler  
Nita Lake Lodge  
Pan Pacific Mountainside  
Summit Lodge  
Tantalus Resort Lodge  
The Crystal Lodge & Suites  
The Fairmont Chateau Whistler

## **PATRONS (\$100-\$5,000+)**

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Bob and Sue Adams  
Bob Barnett  
Brianna Beacom  
Cheryl Wheeler  
Dale and Charles Young  
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Jennifer Terrell  
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Mo Douglas  
Nancy Wilhelm-Morden  
Roland Haines  
Tim and Sandi Lovell

## **IN-KIND DONORS**

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The Great Glass Elevator  
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Whistler Water  
Ziptrek Ecotours  
50+ amazing in-kind donors at the Arts Whistler Holiday Market



artswhistler.com | Maury Young Arts Centre  
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