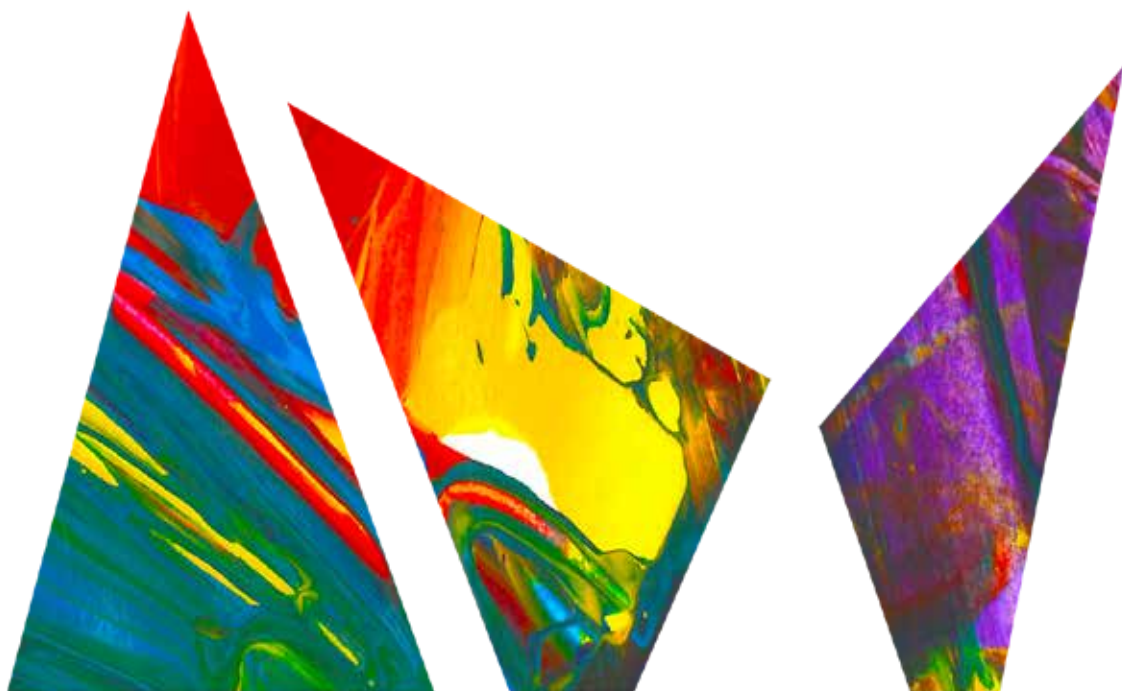


# CREATIVITY IS IN OUR NATURE

**ANNUAL REPORT 2018**



**ARTS WHISTLER**



PHOTOS BY ARTS WHISTLER / SCOTT BRAMMER, REBECCA ROBBINS, JESSIE MCNAUGHT

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# Executive Summary

## 2018 – Shining a light on local talent and growing community participation in the arts

Arts Whistler faced an interesting challenge in 2018. The two previous years, 2016 and 2017, provided us with remarkable opportunities in programming, marketing and promotions, thanks to the injection of \$489,500 from a Government of Canada - Canadian Heritage Strategic Initiatives Grant. It allowed us to create excellent marketing tools like Arts Scene magazine, a collaborative arts, culture and heritage website and a digital advertising strategy. When the grant wrapped up at the end of 2017, we needed to be innovative and resourceful in order to continue with these impactful marketing tools.

With the support of grants, fundraising and strategic management, we have been able to continue to produce and publish Arts Scene three times a year, and we have continued with our digital advertising and social channel marketing. This required us to reduce our print advertising, but in today's digital world, it proved to be a practical and effective decision. Audiences continue to grow for Whistler's arts and culture sector. Arts Whistler saw a record number of visitors to the Arts Centre, well exceeding 100,000 visitors to the building in 2018 – an 80% increase over 2017.

We continued to focus on local cultural collaborations and increasing opportunities for our professional and emerging arts community:

- *Don and Isobel – The Life, the Legend, the Laughter, the Leathers* – a retrospective of Isobel MacLaurin's lifetime of artwork and Don MacLaurin's lasting contribution to Whistler's environment. The celebration had elements throughout the Cultural Connector facilities.
- Arts Whistler's collaboration with The Point Artist-Run Centre on the production of *All Relative*. After its launch at the Point's Flag Stop Festival, the locally written and performed comedic play delivered great entertainment to two packed audiences at the Maury Young Arts Centre.
- The Anonymous Art Show invited local artists and aspiring talents to produce 8" x 8" canvases for a new Arts Whistler fundraiser. The Anonymous show resulted in 150+ local artists creating 256 pieces of art. Many new artists discovered their own hidden talents that were then enjoyed by others.
- With the support of the Spalding Foundation, we launched Arts-U, an Arts Whistler series of professional development workshops and presentations for the creative sector. It was kicked off with an all-day forum in December at *Arts-U: From Inspired to Hired*, featuring presentations from successful working artists, performers and business professionals.

We also saw a change at the helm of the Arts Whistler board, with Michelle Ratcliffe taking over as chair from Heather Paul, who gave us three years in the board chair seat. Arts Whistler is so thankful to Heather for her passion, ideas, contributions, time, wisdom, energy, poetry and fashion sense. In 2019, we continue to elevate local talent, offer valuable professional development, encourage more community members to engage in arts and culture, provide children and youth programs that foster creativity in the next generation and deliver some of the most fun experiences in town.

We may do this work for the community, but we couldn't do it without the community! Thank you for helping us grow Whistler's arts and culture sector – keeping it fun, surprising, wonderfully weird, engaging, uplifting and accessible.

Sincerely,

Michelle Ratcliffe, 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!

**890** volunteer hours, **190** volunteers

## ARTS WHISTLER STAFF

Maureen Douglas, *Executive Director*  
Susan Holden, *General Manager*  
Dean Feser, *Technical Director*  
Kim Maitland, *Marketing and Communications Manager*  
Dawn Fryer, *Accounting Manager*  
Imogen Osborne, *Programs and Events Manager*  
Andrea Mueller, *Programs and Events Manager (past)*  
Anna Solich, *Client Services and Venue Manager (past)*  
Tom Graham, *Venue and Event Supervisor*  
Emily Suckling, *Development Officer*  
Mandy Rousseau, *Development Officer (past)*  
Charmaine Carpenter, *Senior Programmer*  
Stephanie McColm, *Programs and Events Coordinator*  
Jamie Yates, *Summer Event Assistant*  
Alice Lambert, *Graphic Designer*  
Laura Walker, *Communications Specialist*  
Judy Swens, *Communications Specialist (past)*  
Pete Crutchfield, *Digital Engagement Ninja*  
Paris Summers, *Summer Marketing Assistant*  
Anna Lynch, *Venue Sales & Services Supervisor*  
Carol Chen, *Venue Sales & Services Supervisor (past)*  
Rebecca MacKay, *Front of House Coordinator*  
Cayley Alexander, *Front of House Assistant*  
Giselle Wolfe, *Front of House Assistant*  
Shayna Ross-Kelly, *Summer Event Assistant*

**450**  
Arts Whistler Members

## BOARD OF DIRECTORS 2017-18 TERM

Heather Paul, *Chair*  
Michelle Ratcliffe, *Vice Chair*  
David Wilcox, *Secretary/Treasurer*  
Joan Richoz  
Karen Playfair  
Suzanne Johnston  
Lisa Geddes  
Brianna Beacom  
Elizabeth Tracy  
Kimberley Stanger  
Mayor Nancy Wilhelm-Morden, *ex-officio Appointee, RMOW Municipal Council*

## CONTRACTORS

Parry Pollock, *IT Pharmacy*  
Geoff Swan, *Painting*  
Kim Johnston-Davis, *Sales Strategy*  
Dorothy (Dee) Raffo, *Cultural Content Creator*

## WHISTLER STREET ENTERTAINMENT TEAM 2018

Charmaine Carpenter, *Programmer and Lead*  
Tia Leask, *Lead Operations*  
Mary Ann Collishaw, *Assistant Operations*  
Sean Rose, *Assistant Operations*

## MAURY YOUNG ARTS CENTRE TECHNICAL CONTRACTORS

Andrew Griffiths  
Charlie Humphreys  
Irvine Russell  
Lennie Sauve  
Matt McInnis  
Nicolas Jung  
Rajan Das  
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



# 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 program 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 Arts Centre serves as the community information centre for arts, culture, heritage (ACH) programs and services, providing walking tour maps, information on all available programs including major festivals, venues and events during a visitor's stay and brochures and other tools to enhance the visitor and local arts and culture experience. The building is also home to the Whistler Youth Centre, Teddy Bear Daycare and the Village Host program.

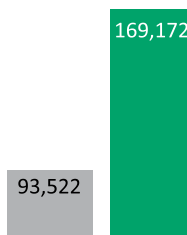
*"A big thank you to the Arts Centre staff for helping me put last night's event together. It was pretty much seamless from your end. Your team was on it from the get-go...and all the volunteers were super supportive as well."*

Maury Young Arts Centre client 2018

**80%**  
increase in visitors to  
Maury Young Arts Centre  
**169,172**  
visitors in 2018

### NUMBER OF VISITORS

■ 2017 ■ 2018



**1395**  
venue bookings

**589**  
bookings were arts, culture,  
and heritage bookings





PHOTO: ARTS WHISTLER

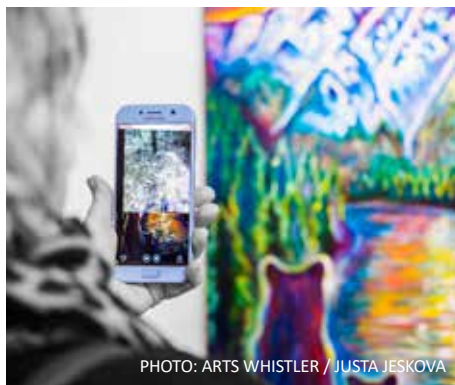


PHOTO: ARTS WHISTLER / JUSTA JESKOVA



PHOTO: ARTS WHISTLER

## THE GALLERY

Arts Whistler is home to Whistler's only free community art gallery. In 2018, 265 artists participated in 10 exhibitions. Highlights of the year included the *Anonymous Art Show*, *Don and Isobel – The Life, The Legend, The Laughter, The Leathers* – the Isobel MacLaurin career retrospective, Lisa Geddes and Cheryl Massey's duo show, the *Teeny Tiny Show* featuring work no bigger than 3" x 3", *Dusk til Dawn* showcasing Whistler's epic night sky photographers and *Living the Dream – Then and Now*, Caren Smolinski's photo exhibition about the crazy and creative places people will live in Whistler in order to live their dream.

**265**

emerging and professional artists showcased

**10**

unique exhibitions

*"Fun evening supporting local artists and a great charity event. The Whistler community is vibrant and inclusive!"*

Anonymous Art Show attendee

## THE GIFT SHOP

In the lobby of Maury Young Arts Centre, The Gift Shop showcases a selection of high quality, handcrafted artwork and artisan goods created by Sea to Sky artists. Visitors are able to view local wares from pottery to glass, jewelry to metal work, fabric arts, paintings, prints, art cards and more. The display cases are often filled with the work of artists featured in the rotating exhibits held in The Gallery space. At any given time it features the work of 25 to 35 different artist and artisans' works, providing visitors and locals with a place to find and purchase unique made in Whistler artistic works.

**27%**

increase of participating artisans from 2017

**76**

local artists and artisans featured

**\$22,000**

in artisan sales, 9% increase over 2017

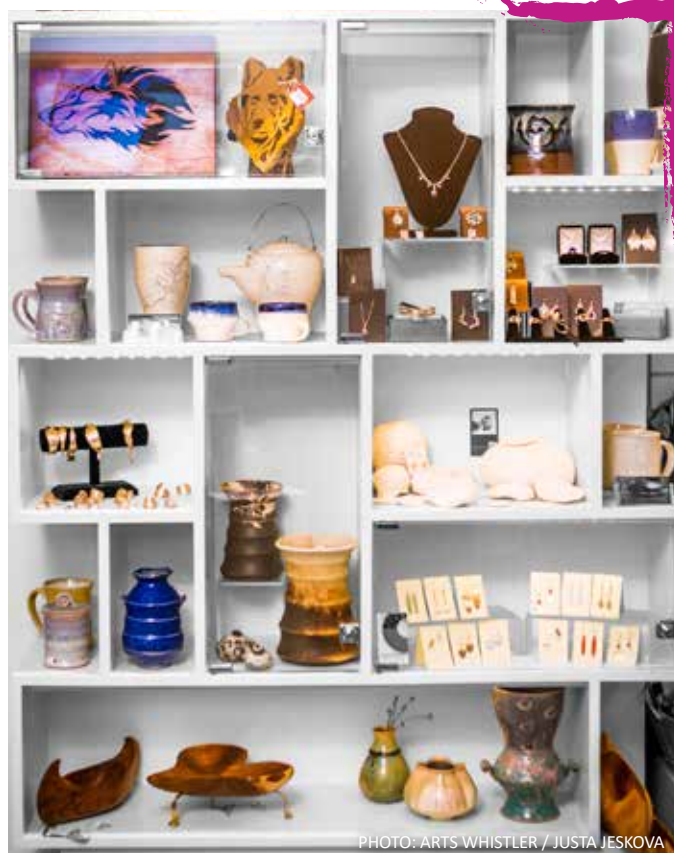


PHOTO: ARTS WHISTLER / JUSTA JESKOVA



# COMMUNITY INVOLVEMENT

**When we collaborate with the cultural community, the creative sector grows and thrives**

## DELIVERING WHISTLER'S ARTS AND CULTURE GOALS

Arts Whistler supports the community's arts and culture goals as outlined in Whistler's Cultural Plan. Working with the RMOW, ACH sector and the Whistler community, Arts Whistler works to deliver the objectives in the plan, fostering a vibrant, dynamic and inclusive arts scene for both locals and visitors.

## COMMUNITY OUTREACH AND SUPPORT

We are proud to give back to the Whistler community through arts scholarships and bursaries, prizes 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.

We also collaborate with other community not-for-profits on initiatives that support community building. In 2018, Arts Whistler worked with:

- AWARE and Whistler Community Services Society to present an all-candidates meeting in advance of the 2018 municipal election.
- Whistler Community Services Society on a Christmastime foodbank fundraiser, *Holiday Singapalooza*.
- The Community Foundation of Whistler to establish the Chili Thom Scholarship



PHOTO: ARTS WHISTLER / SCOTT BRAMMER

## COMMUNITY CULTURAL ADVOCACY

As the umbrella organization representing and advocating for Whistler's arts, culture and heritage sector, Arts Whistler allocates significant annual board and staff time to sector leadership. Arts Whistler's senior team 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 working Group
- 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 programs and promotions that inform and increase cultural awareness and cultural tourism for the Sea to Sky region.



PHOTO: ARTS WHISTLER / JUSTA JESKOVA





PHOTO: ARTS WHISTLER / @THEFULLTIMEHOBBY

## ANONYMOUS ART SHOW

The Anonymous Art Show was a major highlight of 2018. Developed as an Arts Whistler fundraiser, it emerged as one of our most successful events, engaging the community in art making and art buying. We invited artists (established or total beginner) to anonymously submit an 8" x 8" piece of art. Artists names were on the back of each piece so buyers were selecting art solely on its aesthetic appeal. Then we added a randomizing element to the buying – offering three tiers of pricing and priority. The higher the price of art, the earlier the buyer got to choose their piece. The event was a tremendous success with more than 150 community members exhibiting 256 pieces of art. The Anonymous Art Show netted \$11,000 for Arts Whistler, which we invested into our endowment fund – of which the annual dividends provide funds for our member group grants and student art awards and bursaries. Arts Whistler was blown away by the talent of the artists and the enthusiasm of the community for this event. We're grateful to everyone who participated.



PHOTO: ARTS WHISTLER / JUSTA JESKOVA

## PROFESSIONAL DEVELOPMENT - INTRODUCING ARTS-U

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. In 2018, with the support of the Spalding Foundation, we presented *Arts-U: From Inspired to Hired*, a full day of workshops from veteran actors, music professionals, art curators and marketing and business experts. It was met with great enthusiasm by attendees. All of Arts Whistler professional development is now branded "Arts-U" and we continue presenting workshops on both the creative and business side of the arts.

## COMMUNITY PROGRAMMING

Arts Whistler's community programming focuses on providing accessible arts experiences that spark inspiration and creative endeavours. Seven unique workshops and four multi-week workshop series were offered, providing nine local artist facilitators from Whistler and the Sea to Sky the opportunity to work in the community. These workshops included crafting in various mediums, painting and drawing classes, music lessons for adults, hanging flower basket creation and after school crafting sessions for kids.

## 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. In 2018 the bursary recipients were Benjamin Fonseca, Noel Enriquez and Quinn Isert.

**Art Awards** are given to Grade 7 and Grade 12 graduating students. Award recipients in 2018 included: Julianna Reimer and Shannah Marasigan from Myrtle Philip Community School, Lydia Schwartz from Spring Creek Community School, Mya Steeves from Whistler Waldorf School, Oskar Steiner from Whistler Secondary School, Shandy Dan from Pemberton Secondary School, Hannah Jones from Xet'olacw Community School and Aidan O'Heany from Whistler Waldorf School.

Arts Whistler also offers **Member Group Grants** to provide important seed funding for a number of projects in the community. Recipients in 2018 included: Whistler Writers Society, The Point Artist-Run Centre, Whistler Chamber Music Society, Whistler Waldorf School, Whistler Children's Chorus and Vocalicious.

## WHISTLER CHAMPION OF ARTS 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 and Culture Award. In 2014, the award was expanded to include the volunteers, cultural workers and artists who have also made enormous contributions to our community for many years. The selection jury is comprised of past award recipients and members of the arts and business community.

Actor, director and all-round arts dynamo, Angie Nolan, was recognized as Whistler's Champion of Arts and Culture in 2018. The award acknowledged Angie's incredible contributions to the arts community through theatre, film, mentoring, teaching and event production.



PHOTO: ARTS WHISTLER



PHOTO: ARTS WHISTLER / @THEFULLTIMEHOBBY

## DON AND ISOBEL – THE LIFE, THE LEGEND, THE LAUGHTER, THE LEATHERS

In 2017, Arts Whistler set out to host a project that would highlight the Cultural Connector by producing a shared celebration of an artist that has achieved an impressive level of community influence, impact, artistic recognition and overall success. The result – the Chili Thom Experience was an unparalleled success.

On the heels of that success, we elected to honour another Whistler legend – artist Isobel MacLaurin and her late husband, Whistler land-use visionary, Don. The show highlighted Isobel's 70-year career as an artist, Don's role as a forester, trail-builder and land protector and their shared roles as dedicated community volunteers.



PHOTO: ARTS WHISTLER / @THEFULLTIMEHOBBY



PHOTO: ARTS WHISTLER / REBECCA ROBBINS

## WHISTLER SUMMER STREET ENTERTAINMENT

On behalf of the RMOW, with funds from the Resort Municipality Initiatives fund (RMI), Arts Whistler programs the Whistler Summer Entertainment (WSE). The street entertainment program enables us to integrate arts and culture into the Village experience, showcasing artists and performers throughout the summer months. Arts Whistler has programmed, managed and delivered WSE on behalf of the RMOW for 11 consecutive years and continues to program new and innovative performances and activities.

In 2018, WSE animated the Village for 54 days of fun, educational and interactive entertainment including theatrical and circus performances, wildlife demonstrations, musical ensembles, trials bike demonstrations, upbeat drumming and cultural performances, dance, craft workshops, the annual Paint-Off competition and roving entertainment. Close to 150 performers were employed through the program in 2018 of which over 100 were local. WSE was the single most participated arts and culture activity of the summer, and 100 per-cent of surveyed visitors said the program had a positive influence on their experience of Whistler.



# 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 present professional touring Canadian and international artists, at an affordable price. Our 2018 programming featured nine local and touring live performances, from Indigenous family theatre to a night rocking out with Fred Penner. Vancouver Theatresports League were back, paired with local funny folks in a Whistler Game Show comedy night; indie musical darlings, the Belle Game lit up the stage, rising star Nico Rhodes joined musical charmer Rick Scott for Roots and Grooves. Thought-provoking theatre piece, *Brain*, explored mental health and the Geekenders *Full Frontal Nerdity* brought hilarious burlesque to our stage. Axis Theatre's Th'owxiya *The Hungry Feast Dish* captivated kids with its Indigenous legend and the return of a live-cast/film screening of Rocky Horror Picture Show had locals returning in fishnets for the second year. We wrapped the year with a special Arts Whistler Live! event with the engaging leader of Barbed Choir, Jeanette Bruce, leading us all in a festive night of songs at *Holiday Singapalooza* to raise funds for the Whistler Food Bank.



PHOTO: ARTS WHISTLER / DAVE BUZZARD

*"It was a fun experience that gave me a few ideas to work on and apply to my own work. It's always good to paint and this was a friendly environment, supportive and beautiful setting."*

*Art on the Lake workshop participant*



PHOTO: ARTS WHISTLER

## ART ON THE LAKE

INSPIRATION IN A UNIQUE SETTING

Hosted in partnership with the RMOW, the rustic heritage house nestled in the woods on Alta Lake is the perfect location for Art on the Lake. These two day workshops are held between May and September every summer and taught by established local artists and guest artists from across Canada. Art on the Lake offered 10 workshops, providing professional development for all ability levels in a variety art disciplines from fibre arts to oil painting to acrylics. The program hosted 60 participants.

This program increases cultural programming for destination visitors, as well as residents, and provides important economic and professional opportunities for local artists.

**85%**

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



## ARTS WHISTLER HOLIDAY MARKET

LOCAL, HANDCRAFTED, UNIQUE

Now in its 30th year, the annual Arts Whistler Holiday Market broke attendance records in 2018 with a 32% increase in attendance from the previous year. In 2018, the event hosted more than 10,000 attendees over two days. The average attendance for several years prior was between 7,000 and 8,000 attendees.

Bratz Biz continues to be a lively part of the market, fostering the entrepreneurship of over 30 youth vendors. Community volunteers play a key role in helping us deliver the market – 36 volunteers donated their time to cover 57 positions, and 6 local performers were hired along with the Whistler Singers and Whistler Children's Chorus.

The Arts Whistler Holiday Market provides local artisans and artists a professional forum to sell their products. As one of the only events that offers a retail outlet for local artisans in the winter months, the Holiday Market creates opportunities for economic viability and exposure for individual artisans. It provides residents and visitors an opportunity to see and purchase unique locally produced products and offers an indoor activity on the American Thanksgiving weekend when the weather is not always perfect for outdoor activities.

*"The organization was impeccable, the Arts Whistler staff are the best!, the volunteers were thoughtful & so nice!, the vendors were fun to get to know, enjoyed meeting the customers/friends, ... such a wonderful experience. Thank you!!!"*

Arts Whistler Holiday Market Vendor



PHOTO: ARTS WHISTLER / JESSIE MCNAUGHT

**32%**  
increase in attendance  
**10,000**  
visitors  
**36**  
volunteers

Portobello joined us at the Holiday Market in 2018, providing a satellite café for vendors and attendees to enjoy.



PHOTO: ARTS WHISTLER / SCOTT BRAMMER

## FALL FOR ARTS

BE LOUD, ACT OUT, GET MESSY

Fall for Arts was launched in September 2016 with the goal of encouraging 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. By 2018, Fall for Arts was already proving to be a great success for the Arts, Culture and Heritage sector, creating a focused time of year for enhanced cultural awareness, participation and programs.

Fall for Arts featured collaborations with more than 20 cultural partners throughout the Sea to Sky. An exciting addition in 2018 was the collaboration between Arts Whistler and The Point Artist-Run Centre, which saw The Point's Flag Stop Festival full-length play, which debuted in August, remounted at the Arts Centre for two nights in September. This enabled many more people to see the locally written and performed piece *It's All Relative*, and created stronger links between the two arts organizations.

Another exciting Fall for Arts addition was the Tourism Whistler-sponsored Whistler Wine Walk which took place every Friday in October. Four galleries, including the Gallery at the Arts Centre, partnered with Tourism Whistler to offer complimentary wine and appies to encourage visitors to visit local galleries. The program was an instant success with more than 1000 participants over the month. This program will continue in 2019. Other featured events included the Whistler Writers' and Readers' Festival, events at the Point Artist Run Centre, the Whistler Film Festival, Cornucopia and Whistler Village Beer Festival. Arts Whistler also produced *Hear and Now: Whistler's Local Music Festival*, a hugely successful event held over two days in September, featuring 20 bands on two outdoor stages in Whistler Village.



PHOTO: ARTS WHISTLER

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

### FOSTERING LOCAL TALENT

Launched in 2016, Hear and Now is a free festival that celebrates Whistler's thriving local music scene. Over two days, up to 20 local musical acts are showcased in Village Square in late September. The event's audience grew again in year three, with more than 5,000 taking in the free music over two days (up from 2,000 people in 2017, 4,000 in 2017). 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 are all local (including Squamish, Pemberton and Lil'wat musicians) and primarily performing 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 offer in conjunction with the festival.



PHOTO: ARTS WHISTLER / SCOTT BRAMMER

## WE HEART LOCAL ART

### WHISTLER'S LARGEST ART EXHIBIT

The evolution of *ArtWalk* into *We Heart Local Art* continues to be a successful year-round showcase of local creativity. Featuring artists and artisans in non-traditional venues throughout Whistler Village and the valley, *We Heart Local Art*:

- Brings artists' work 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.
- Provides visitors to Whistler with a free recreational cultural activity that reflects local culture.
- Creates relationships with the business community and small business owners in the resort.
- Provides visual artists with professional development, giving them the tools to market themselves and manage their own sales.
- Drives traffic to small businesses with a comprehensive map that includes up to 50 venues depending on the season.

*We Heart Local Art* has 31 participating businesses throughout Whistler Village and the valley, showcasing the work of over 50 local artists which can be viewed online on Arts Whistler's Culture Maps and in print in the current edition of Arts Scene magazine.



PHOTO: ARTS WHISTLER

*"I wish it was the  
Whistler Children's Festival  
every weekend!"*

Whistler Children's Festival attendee

**7000+**  
attendees

**63**  
performers

**11**  
community partners

## WHISTLER CHILDREN'S FESTIVAL

### THE FAMILY EVENT OF THE SUMMER

Whistler's longest running community festival celebrated its 35th year in 2018. The Whistler Children's Festival has grown along with the Whistler community to provide a dynamic and unique cultural experience to more than 7,000 attendees, many families returning year after year. Arts Whistler hosts the popular free Friday night kick-off party that extends length of stay for visiting families, bringing them together in celebration with local residents. Locally and internationally renowned children's performers share the main stage throughout the weekend to provide interactive entertainment, engaging children and their parents alike. In 2018 the Festival shifted focus to embody its theme "Imagination Unplugged", fostering youth engagement in the arts through experiential learning and encouraging parents to join in the fun with their kids. The Whistler Children's Festival is inspired, creative fun for the whole family.



PHOTO: ARTS WHISTLER / REBECCA ROBBINS



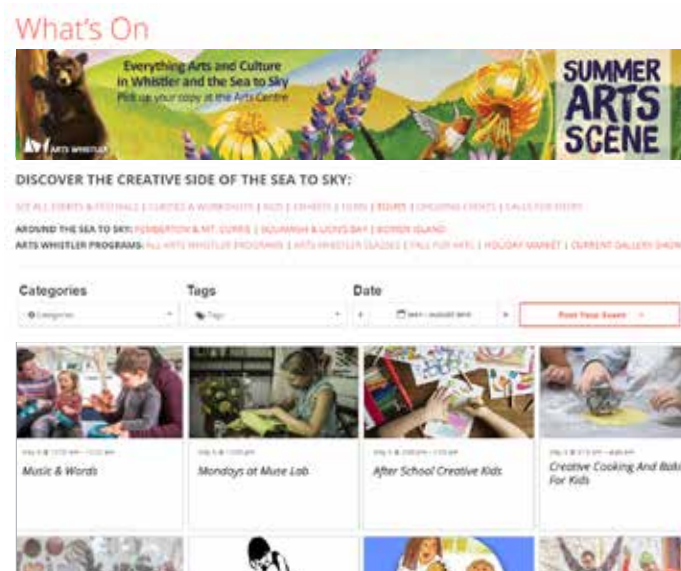
PHOTO: ARTS WHISTLER / REBECCA ROBBINS



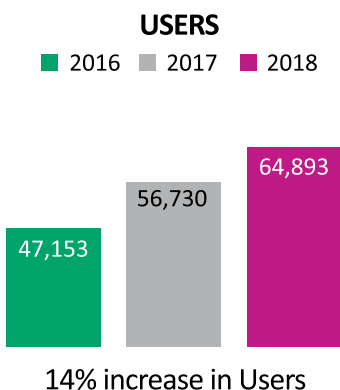
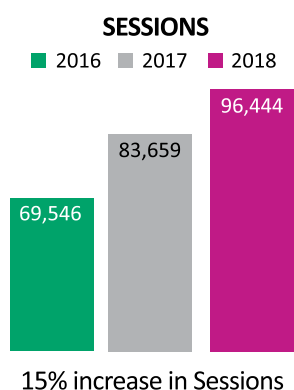
# MARKETING

## ARTSWHISTLER.COM

Arts Whistler's website is a virtual arts and culture information centre, including promotions and information on all of Whistler's arts, culture, and heritage venues and offerings. 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 event listings and information on major festivals in the Sea to Sky. In 2017, with funds from the PCH grant, Arts Whistler has been able to invest increased staff resources and funds on digital promotional and communications tools. The results have been staggering.



Growth in website sessions/visits from 2017 (new website in 2016):

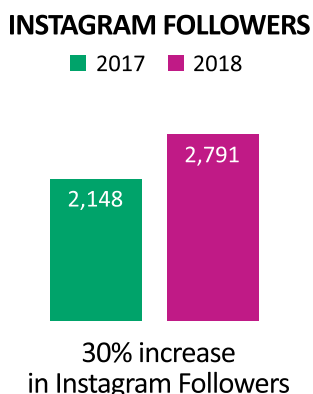
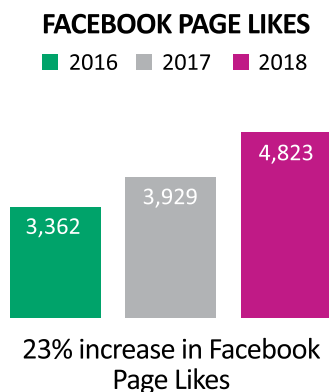


**17%**  
growth in web traffic  
over 2017

## CONTENT CREATION

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

### Social Media growth:





## ARTS SCENE MAGAZINE

YOUR RESOURCE FOR EVERYTHING ARTS AND CULTURE

In person, online, and in print, *Arts Scene* is a guide to all arts, culture and heritage events, workshops, and performances in Whistler and the Sea to Sky. Whistler's first *Arts Scene* was produced for the summer of 2016 and each addition of *Arts Scene* continues to grow as the arts, culture and heritage sector provides us with more event listings. It is the only comprehensive resource for visitors and residents looking for ACH adventures.

*Arts Scene* is published three times a year covering four months in each publication (Jan – April; May – August; Sept – Dec). On average 3,000 – 4,000 copies are distributed per issue.



## CULTURE MAPS AND SEA TO SKY COLLABORATIVE MARKETING

**Culture Maps – Whistler Village** featuring the Cultural Connector, public art, art galleries, *Find Your Path* video and brochure and on-line map tools.

**Culture Maps – Sea to Sky** featuring the cultural journey stops, historic locations, and other points of cultural interest from Bowen Island to Mt. Currie, and the Whistler Valley Tour featuring artists' studios and other culturally significant locations (online and maps in *Arts Scene* magazine.)

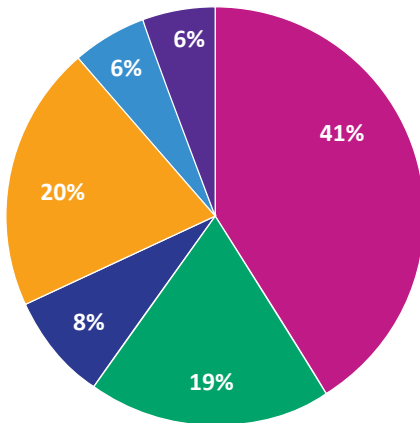
Enthusiastically received by local organizations, the first print run was quickly exhausted and subsequent orders have been placed (14,000 in print to date). Print versions are continually updated with each print run including relevant ACH additions.

**20.7%**  
increase in amount of  
Arts Scene listings

2017 vs. 2018 *Arts Scene* magazines

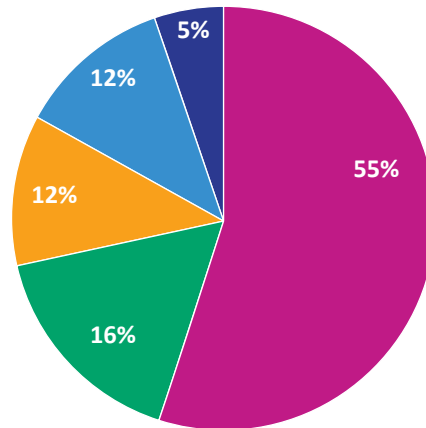
**33,000**  
Arts Scene magazines  
distributed to date

# FINANCIALS



### REVENUE 2018 - \$1,597,406

- RMOW Fee for Service operating funds
- RMOW Village Animation Programs
- Grants and Endowment Funds
- Productions and Ticket Revenue
- Donations and Sponsors
- Earned Revenue from Facility



### EXPENSES 2018 - \$1,610,444

- Wages and Benefits
- Artist/Performer Fees and Awards
- Production Expenses and Contractors
- Building Operations and Administration
- Advertising/Promotions

Complete 2018 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

Community Foundation of Whistler  
Hamber Foundation  
Spalding Foundation  
Telus Foundation  
Whistler Blackcomb Foundation

## AWESOME PARTNERS

Gibbons Après Lager  
Whistler Real Estate Company Ltd.

## EVENT SPONSORS

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TD Canada Trust  
Tourism Whistler

## SUPPORTING SPONSORS

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The Keg Steakhouse + Bar  
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Ziptrak Ecotours

## ACCOMMODATION PROVIDERS

Delta Whistler Village Suites  
Fairmont Chateau Whistler  
Pan Pacific Whistler Mountainside  
Summit Lodge  
Tantalus Resort Lodge  
The Crystal Lodge & Suites  
The Listel Hotel Whistler

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

Bevin Heath Ansley  
Bob and Sue Adams  
Dale and Charles Young  
Janice Lloyd  
Joan and Marcel Richoz  
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Mo Douglas  
Nancy Wilhelm-Morden  
Naoko Homma  
Roland Haines  
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Tim and Sandi Lovell

## IN-KIND DONORS

Bliss Event + Design  
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Photographer Jeremy Allen  
Slope Side Supply  
Sugar Momma Pastries  
Suzanne Johnston  
The Collective Kitchen  
Thunderbird Café at the SLCC  
Whistler Cooks Catering  
75+ incredible in-kind artisan donors at the Arts Whistler Holiday Market  
150+ wonderful in-kind artist donors at the Anonymous Art Show



PHOTO: ARTS WHISTLER



**artswhistler.com** | Maury Young Arts Centre  
4335 Blackcomb Way, Whistler BC, V0N 1B4