# CREATIVITY IS IN OUR NATURE 2019 ANNUAL REPORT













Photos: Arts Whistler / Emily Serrell Photography, Justa Jeskova, @TheFullTimeHobby.

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# **EXECUTIVE SUMMARY**

### 2019 – Strengthening Community and Fostering Truth and Reconciliation through the Arts

Oh 2019.

If we had known then what we know now... You were a good year, in fact looking back, you were a GREAT year.

As we write this, the world has irrevocably changed. Due to the coronavirus pandemic, the Maury Young Arts Centre has been closed since mid-March. In a devastating time for arts, culture and entertainment organizations, Arts Whistler is striving to adapt quickly, providing arts leadership and virtual programming to ensure creativity continues during this challenging time.

As is the way of Whistler, together as a community we will get through this and come back stronger.

Now back to 2019. We continued to invest in community arts programming, marketing and opportunities for our arts community. We pursued goals to foster closer relationships with our Indigenous neighbours and address Truth and Reconciliation recommendations.

We hosted two art exhibitions featuring Lil'wat artists and produced the world premiere of Útszan - a powerful play written and performed by Yvonne Wallace from the Lil'wat Nation.



It's been an honour working with the Lil'wat community and building stronger friendships. These will undoubtedly lead to more partnerships with Indigenous artists and we look forward to those opportunities.

Following the infusion of \$489,500 from Canadian Heritage in 2016-17 (which funded *Arts Scene*, expanded our website and provided collaborative marketing to the arts sector), finding the funds to continue these many programs has been challenging but our team is creative and persistent. In 2019, we were successful in a grant application to the American Friends of Whistler for the funding of *Arts Scene*. In February 2020, we were fortunate to be selected by 100 Whistler Women Who Care as one of their quarterly fundraising recipients. Thanks to them, we will be publishing *Arts Scene* in 2021.

Arts Whistler is continually grateful for the support of our staff, members, volunteers, board of directors, partners, the RMOW and the community. We love what we do and who we do it for. Keep creating!

Sincerely,

Michelle Ratcliffe, Chair Mo Douglas, Executive Director



# ONE BIG ARTS WHISTLER FAMILY

A special thank you to our dedicated and exceptionally good looking volunteers. We couldn't do it without you! 103 active volunteers | 57 new in 2019 | 48 returning volunteers 945 total volunteer hours worked

### ARTS WHISTLER STAFF

Mo Douglas, Executive Director Susan Holden, General Manager Dean Feser, Technical Director Dawn Fryer, Accounting Manager Kim Maitland, Marketing and Communications Manager Imogen Osborne, Programs and Events Manager Tom Graham, Venue and Event Supervisor Emily Suckling, Development Officer Charmaine Carpenter, Senior Programmer Stephanie McColm, Programs and Events Coordinator (to mid-2019) Amelia Brown, Programs and Events Coordinator Alice Lambert, Graphic Designer Laura Walker, Communications Specialist (to mid-2019) Pete Crutchfield, Digital Engagement Ninja Anna Lynch, Venue Sales & Services Supervisor Rebecca MacKay, Front of House Coordinator Cayley Alexander, Front of House Assistant (part-time) Giselle Wolfe, Front of House Assistant (part-time) Chantelle Matthews, Programs and Events Assistant (Part-time) Jamie Yates, Summer Event Assistant

### WHISTLER STREET ENTERTAINMENT (WSE) TEAM 2019

Summer Programs Operations Lead: Alice Smithson Summer Programs Operations Assistant: Sean Rose, Spence Barker, Meaghan Mullaly

### ARTS WHISTLER CONTRACTORS

Event tech: Andrew Griffiths, Charlie Humphreys, Scott McPhee, Rick Jansen, Lennie Sauve, Rajan Das IT services: Parry Pollock Marketing contractors: Victoria Mills, Jillian van der Geest, Kristen Mitchell-Aleksich Event Operations: Nick Jung, Tania Roodyn, Adam Yates, Hannah Williams, WSE Operations: Tommy Clarke, Charlotte Buckingham Craft facilitator: Katie Louise Green, Jenn Swift

### **VENUE BARTENDERS**

Brandon Smith, Jagoda Wachowska, Maya Kakizaki, Charlotte Buckingham, Will Sanford, Nick Jung, Ameliah Stimson



#### BOARD OF DIRECTORS 2019-20 TERM

Michelle Ratcliffe, *Chair* Brianna Beacom, *Vice Chair* David Wilcox, *Treasurer* Joan Richoz Suzanne Johnston Kimberley Stanger Shelagh Thiessen Jeff Murl Jessie Morden Claire Ruddy John Rae Cathy Jewett





## 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



# 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, as Whistler's hub for arts, culture and inspiration. The building is home to a 230-seat theatre, a community art gallery, multi-purpose workshop, meeting rooms and technical services, all managed by Arts Whistler. The Arts Centre serves as the information centre for arts, culture and heritage programs and services. The Whistler Youth Centre, Teddy Bear Daycare and the Village Host program also operate from the Maury Young Arts Centre building.

"I'm passing on the feedback from my staff on our experience at Maury Young Arts Centre this year. Like me, they found everyone on your team was so helpful and responsive, giving us the best experience yet in using the Centre. Thank you for making it happen." - Susan Magnan, Whistler Music Festival









## THE GALLERY

Arts Whistler is home to Whistler's only free community art gallery. In 2019, hundreds of Sea to Sky artists exhibited in The Gallery through popular group shows like the Anonymous Art Show and The Teeny Tiny Show (Size Does Matter). Arts Scene Uncovered showcased the cover art submissions of local artists; Whistler INKorporated displayed the illustrative talents of our tattoo artists; young talent was exhibited with the Whistler Secondary Senior Projects Art Show; and Off the Wall - the Occupational Hazard of Working at Arts Whistler provided a peek into what art graces the household walls of Arts Whistler staff. We were thrilled to showcase the art and culture of the Lil'wat Nation with The Land and People Are One and proud to support rising-star artist Levi Nelson, a Lil'wat community member, with his first solo show After the Blast, the Art of Levi Nelson.





"The Anonymous Art Show was so much fun! A real feel-good event, from creating the art, attending the event, the great buzz of seeing your art come off the walls, and getting caught in the frenzy of picking up new pieces. Professionally executed event, mighty good celebration of local art."

- 2019 Anonymous Art Show participant

### THE GIFT SHOP

In the lobby of Maury Young Arts Centre, The Gift Shop showcases a selection of 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 exhibits held in The Gallery. At any given time, The Gift Shop features the work of 25 to 35 different artists and artisans work, providing locals and visitors with a place to purchase unique made-in-Whistler artistic works.



## **24.5%** increase in artisan sales over 2017

## 80

local artists and artisans featured (of which 15 were new)

\$27,400

# COMMUNITY INVOLVEMENT

Partnering with the community makes both the arts and the community stronger.

## 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, the arts, culture, heritage (ACH) sector and the Whistler community, Arts Whistler works to deliver the objectives in the plan and to foster a vibrant, dynamic and inclusive arts scene for both locals and visitors.

## COMMUNITY OUTREACH AND SUPPORT

We are proud to support the community through arts scholarships and bursaries, prizing for local charities, member group grants, reduced venue rental for the arts sector, professional development for local artists and performers, and promotional support to the cultural sector.

We also collaborate with community not-forprofits on initiatives that support communitybuilding. In 2019, Arts Whistler worked with:

• The Whistler Chamber of Commerce to host a federal election all-candidates meeting.

• Whistler Community Services Society on a foodbank fundraiser, "Holiday Singapalooza".

• Whistler Community Services Society, Whistler Community Foundation, Whistler Blackcomb Foundation, Dreammakers Literacy Coalition and the Lil'wat Nation in the funding and delivery of *Útszan*: A Truth and Reconciliation Initiative.



## COMMUNITY CULTURAL ADVOCACY

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 F,E&A Investment Working Group
- One Whistler
- Cultural Connector Working Group
- Whistler's Not for Profit Network
- Dream Makers Community Literacy Coalition
- Sea to Sky Arts Councils Alliance





### COMMUNITY PROGRAMMING AND PROFESSIONAL DEVELOPMENT – ARTS-U SESSIONS

Arts Whistler's community programming focuses on providing accessible arts experiences that spark inspiration and creative endeavours with offerings like Krafty Kids, Figure Drawing and Chicks with Picks.

We offer professional development workshops for artists (Arts-U) across the arts spectrum, to further their artistic skills and their business and promotional skills. 2019 featured Jess Robson on creating self-promotion that gets you the gig and Hjeron O'Sidhe on grant application tips and tricks that helps artists get funded.



### AWARDS, BURSARIES, AND MEMBER GROUP GRANTS

Since its inception in 1987 Arts Whistler's award and bursary program has been recognizing artistic achievement by elementary and secondary school graduates from Whistler, Pemberton and Mount Currie. Our bursaries assist kids in pursuing their artistic education goals. In 2019 the bursary recipients were Leah Cindric, Claire Cindric, Quinn Isert, Nika Janssen, Thor Janssen and Grace Laverdiere.

Art Awards are given to Grade 7 and Grade 12 graduating students in recognition of artistic achievement.

Award recipients in 2019 included:

Whistler Waldorf Grade 7 - Gabbi Collins, Oak Smith Ecole La Passerelle – Samuel Baker

Signal Hill Elementary School – Emily Noort, Grace Cook

Myrtle Philip Community School – Ben Unruh Whistler Secondary School – Max Edwards Pemberton Secondary School – Jordan Vinnedge Whistler Waldorf Secondary – Eva Valentin



## WHISTLER CHAMPION OF ARTS AWARD

Arts Whistler participates with the Whistler Chamber in the annual Whistler Excellence Awards with the Whistler Real Estate Company as the presenting sponsor for the Whistler Champion of Arts and Culture Award.

Actor, director, writer and everyone's favourite family performer (truly an arts renaissance man), Ira Pettle was recognized as Whistler's Champion of Arts and Culture in 2019. The award acknowledged Ira's important role as a driving force in growing the theatre and performing arts community in Whistler. And he's a baby whisperer.

## WHISTLER SUMMER STREET ENTERTAINMENT

On behalf of the RMOW with funds from the Resort Municipality Initiatives fund (RMI), Arts Whistler programs Whistler Summer Entertainment. The street entertainment program enables us to integrate arts and culture into the Village experience, showcasing artists and performers throughout the summer months. In 2019, Whistler Street Entertainment employed 82 artists and performers, of which 50% were from the Sea to Sky, including three youth performers from local high schools.



## TRUTH AND RECONCILIATION

Our Indigenous neighbours have been on this land since time immemorial. With the Truth and Reconcilation Commission Calls to Action, the nation is working to shine light on that dark history and create pathways to healing and community building. Arts Whistler is committed to participating in this process, using the transformative power of arts and culture. In 2019, Arts Whistler produced three projects that showcased the beautiful culture of the Lil'wat Nation and the tremendous talent of Lil'wat artists. The results were incredibly positive and served to strengthen our relationship with the Lil'wat Nation.

### PALA7MÍNTWAĽ I UCWALMÍCWA MÚTA7 TI TMICW THE LAND AND PEOPLE ARE ONE - Celebrating Lílwat Arts and Culture

This exhibition celebrated the creative talents of the Llwat Nation, showcasing contemporary Llwat artists, carvers and artisans including carvers Jonathan Joe and Ashley Joseph, weaver Vera Edmonds, painters Rick Nelson and Levi Nelson and traditional regalia maker Lois Joseph. It also shared archival materials and photos that showcased the Lil'wat Rodeo.

## ÚTSZAN

### - World Premiere of a new Canadian Indigenous Play

Arts Whistler worked with community partners to present this compelling show that uncovered Indigenous knowledge, humour, strength and resilience through language reclamation. Written and performed by Lilwat7úl artist Yvonne Wallace, *Útszan* (to make things better) is a passionate story about how language informs identity. As Canadians grapple with the brutal legacies of colonialism and how to forge a new way forward through the Truth and Reconciliation process, *Útszan* provided a forum for cultural learning, understanding and reconciliation. The cultural sharing and love in the theatre each night was quite profound.

"Heart wrenching and heartwarming. Útszan takes us on an emotional journey that Yvonne Wallace expertly leads, that reminds me of our traditional songs and dances and how they lead us to joy, sadness and everything in between."

- Helena Edmonds, Lil'wat Council Member



## AFTER THE BLAST: The Art of Levi Nelson

Having a place in both Indigenous and non-Indigenous cultures growing up, Levi Nelson shared his compelling perspective on the impacts of colonization, influenced by both cultural traditions and pop culture. Levi's first solo show, *After the Blast*, guided visitors on a journey through the metaphorical world of what happened to the aborginal people of this country after first contact. Arts Whistler was thrilled to help Levi, a rising star artist, achieve a major milestone on his artistic journey. He sold many pieces at his first solo show, including a piece that is now in the Audain Art Museum permanent collection.



Photo: Arts Whistler / @TheFullTimeHobby

# ARTS WHISTLER PROGRAMS

## Creativity is in our nature. Discover it in yours.

"Arts Whistler Live is engaging our community with programs and bookings that are creative, engaging, and energetic. Love it!" - Bluesberry Jam Showband attendee

### **ARTS WHISTLER LIVE!**

This annual series of theatre, music, dance and comedy for adults and family audiences presents professional touring Canadian and international artists. Our 2019 program featured a variety of great talent: the high-energy dance music of Bluesberry Jam Showband from Squamish; rising alt-country star Kristen Carter; a swing dance night with T Riley and the Bourbon Rebels; family fun with Norman Foote and the Halloween Howl, featuring the vocal talents of Whistler kids; indie favourite Terra Lightfoot; the annual silliness of Rocky Horror Picture Show with the Geekenders; and A Prairie Christmas to celebrate the music of the holiday season.





370 pieces 218 artists



## **ANONYMOUS ART SHOW**

Arts Whistler's most dynamic (and manic) gallery event celebrated its second year in 2019. The Anonymous Art Show has guickly become an exciting opportunity to buy original art produced by the Sea to Sky creative community. Adding to the mystery, each participating artist's identity whether established or an up-and-coming talent - is kept secret until after purchase. The annual Anonymous Art Show is Arts Whistler's signature fundraiser. Funds support our community arts programs and the purchase of new theatre equipment. This event puts the fun in fundraising by inspiring hundreds of people to create art for the show and promotes art buying that makes more art possible. Thank you to everyone who contributes to this great event.

## ART ON THE LAKE

Hosted in partnership with the RMOW, the rustic heritage house nestled in the woods on Alta Lake is the perfect location for summer art workshops. These one and two-day workshops are held between May and September and are taught by established local artists and guest artists from across Canada. This program increases cultural programming for destination visitors, as well as residents, and provides important economic and professional opportunities for visual artists.



### WHISTLER CHILDREN'S FESTIVAL

Whistler's longest running community festival celebrated its 36th year in 2019. The Whistler Children's Festival has grown along with the community to provide a dynamic and unique cultural experience to more than 7,000 attendees. 2019 was challenged by a very rainy weekend, but we were thrilled to share the festival with more than 4,500 attendees, all decked out in their rain gear. In the past couple of years, the Festival has focused on the theme of "Imagination Unplugged", fostering youth engagement in the arts through hands-on experiential learning and encouraging parents to join in the fun with their kids, making the Whistler Children's Festival inspired, creative fun for the whole family.

## FALL FOR ARTS

Fall for Arts was launched in September 2016 with the goal of encouraging residents and visitors to discover, experience and participate in arts and culture between prime outdoor recreation seasons. Featured events included the Whistler Village Beer Festival, the Whistler Writers Festival, the Point Artist Run Centre fall events, Cornucopia and the Whistler Film Festival.





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

Launched in 2016, *Hear and Now* is a free Fall for Arts event that celebrates Whistler's thriving local music scene. Over two days in late September, Sea to Sky musical acts are showcased in Village Square. 2019's line-up included Birdsong, Soul Mechanics, Hey Bartender!, Ev Kinsella, Conor Fitz, The Dead Millennials, FOMO, Dakota Pearl, Rachel Lewis, Right Turn Clyde, Madeline and Israelle, Vocalicious, Rutherford Creek Collective, Little Biggs Band, The Spruce Tops, Overcomes, The Courageous Mountain Rangers, and Moondroos.

## WE HEART LOCAL ART

We Heart Local Art is a year-round showcase of local creativity. Featuring artists and artisans in non-traditional venues throughout Whistler Village and the valley. We Heart Local Art has 32 participating businesses throughout Whistler, showcasing the work of more than 50 local artists.

### ARTS WHISTLER HOLIDAY MARKET

The 31st annual Arts Whistler Holiday Market faced a challenge in 2019. Longtime venue partner, the Whistler Conference Centre had a high-value conference group that weekend so we needed an alternate venue. The Westin Resorts & Spa, Whistler jumped in and were a fantastic partner. We're grateful to The Westin team, the vendors, our volunteers and our attendees for supporting the Holiday Market in a first-time venue. The vendors did a great job and more than 7,000 people attended. Bratz Biz continues to be a lively part of the market, fostering the entrepreneurship of over 34 youth vendors.

32 volunteers 51 shifts over three days



Photos: Arts Whistler / Emily Serrell Photography



## COMMUNITY PARTNERSHIP EVENTS

Arts Whistler often collaborates with community partners in our collective efforts to grow the arts sector. 2019 saw us collaborate on the following events:

• International Women's Day – An annual showcase of female musicians and fundraiser for Howe Sound Women's Centre.

• Toonie Night – Arts Whistler partnered with Coastal Culture and WORCA to host a June Toonie Race after-party.

• Whistler Wine Walk – Arts Whistler partnered with Tourism Whistler to host Friday night Wine Walks in October, inviting visitors to stroll through the exhibitions at the Arts Centre, the Audain Art Museum, Mountain Galleries at the Fairmont and the Adele-Campbell Fine Art Gallery.

• Sisters in Spirit Vigil – Every October 4, Arts Whistler assists local Indigenous champion Linda Epp with the production of the Sisters in Spirit Vigil Walk, remembering Canada's murdered and missing Indigenous girls and women.

• Federal All-Candidates meeting – Arts Whistler provided venue and hosting supporting to the Whistler Chamber in hosting an All-Candidates meeting for the riding.

• Emily Carr Film Night – Arts Whistler collaborated with the Audain Art Museum to offer films about the great Emily Carr, augmenting the Audain's exhibition *Emily Carr: Fresh Seeing – French Modernism and the West Coast.* 

• The Point Takeover at the Arts Centre – During Fall for Arts, we welcome the Point Artist-Run Centre to take over the Arts Centre with an encore performance of their summer Flag Stop Festival original and local play. This year's edition, *About the Moose*, by Stephen Vogler was a comic hit.

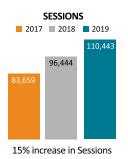
• Holiday Singapalooza – Arts Whistler partners with Barbed Choir's talented and hilarious choral director, Jeanette Bruce, for Holiday Singapalooza, a fundraiser for the Whistler Food Bank.

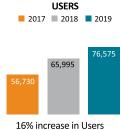
# MARKETING

## ARTSWHISTLER.COM

Arts Whistler's website is a virtual arts and culture information centre, including information on all of Whistler and Sea to Sky arts, culture and heritage venues, events, programs and artist profiles.

### Growth in website sessions/visits from 2017:







## **CONTENT CREATION**

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

### Digital and Social Media growth:





12% increase in Facebook Page Likes





50% increase in Instagram Followers



## ARTS SCENE MAGAZINE AND CULTURE MAPS

In print and online, *Arts Scene* is the only comprehensive resource for residents and visitors to discover all arts, culture and heritage events, workshops and performances in Whistler and the Sea to Sky. Thanks to American Friends of Whistler for funding the production of Arts Scene in 2019.

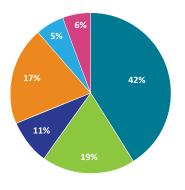
Every issue of *Arts Scene* includes Culture Maps, showcasing the Whistler cultural sites, public art, and art galleries. We also include Sea to Sky cultural journey stops, historic locations and other points of cultural interest from Bowen Island to Mt. Currie. This content is also available as a digital experience at artswhistler.com.



**44,000** Arts Scene magazines distributed to date

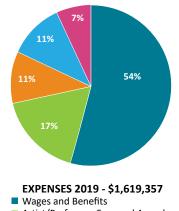


# **FINANCIALS**



### REVENUE 2019 - \$1,585,088

- 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



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

Complete 2019 Financial Statements are available upon request to 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

Whistler Community Foundation Hamber Foundation Whistler Blackcomb Foundation

### AWESOME PARTNERS

Gibbons Après Lager Whistler Real Estate Company Ltd.

### **EVENT SPONSORS**

Beedie Living Nesters Market Whistler Race and Company LLP Scandinave Spa Whistler Sushi Village TD Canada Trust Tourism Whistler

### SUPPORTING SPONSORS

Canadian Wilderness Adventures Creekside Dental Rocky Mountain Chocolate Factory The Keg Steakhouse + Bar Whistler Cooks Catering Ziptrek Ecotours

### ACCOMMODATION PROVIDERS

Delta Whistler Village Suites Evolution Whistler Executive Inn at Whistler Village Fairmont Chateau Whistler Pan Pacific Whistler Mountainside Tantalus Resort Lodge The Crystal Lodge & Suites Whistler Village Inn + Suites

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

Bob and Sue Adams Dale and Charles Young Janice Lloyd Joan and Marcel Richoz John Nadeau and Mary Scott

### **IN-KIND DONORS**

Armchair Books Bearfoot Bistro Bliss Event + Design Canadian Wilderness Adventures **Cutting Edge Signs** DJ Dakota DJ Foxy Moron Emily Serrell Photography **Event Rental Works** Fairmont Chateau Whistler Hunter Gather Mountain FM **Nester's Liquor Store OPUS Art Supplies** Scandinave Spa Whistler Slope Side Supply Suzanne Johnston The Collective Kitchen The Great Glass Elevator Thunderbird Café Village 8 Cinemas Theatre Whistler Cooks Catering Ziptrek Ecotours 75+ incredible in-kind vendor donors at the Arts Whistler Holidav Market 300+ amazing in-kind artist donors at the Anonymous Art Show



artswhistler.com | Maury Young Arts Centre 4335 Blackcomb Way, Whistler BC, V8E 0X4