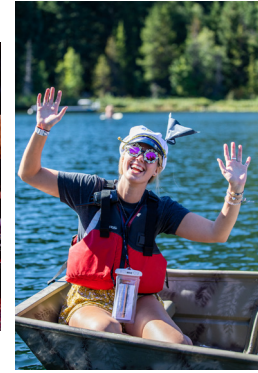
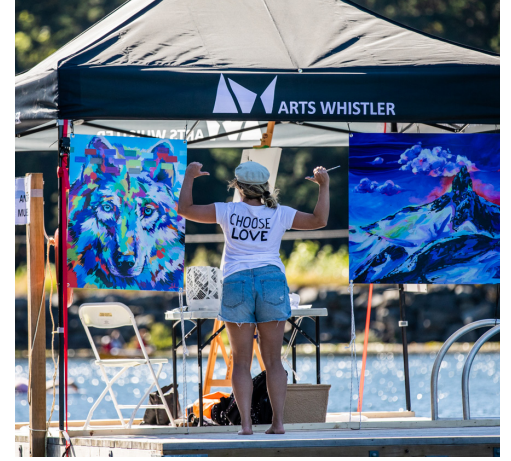


# 2021 ANNUAL REPORT



BOLD CREATIVE & FUN

# CREATIVITY IS 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

## **2021 Strategic Priorities**

1. Continue to manage a happy and healthy team through COVID-19 and lay the foundation to build back better in 2022.
2. Continue to adapt programs and offerings on various platforms that are COVID-compliant and responsive to community needs.
3. Produce highly engaging programs that positively impact community and foster creativity and wellbeing.
4. With new content creation and technology, become virtual hub and portal for Whistler's arts, culture and heritage sector.

Photos credit on the cover page:  
Top left and right - Jeremy Allen  
Bottom Left - Fredy Valencia  
Bottom middle - Jeremy Allen  
Bottom Right - Oisín McHugh

# Table of Contents

01.

EXECUTIVE SUMMARY  
p.07

02.

THE FOLKS WHO MAKE IT HAPPEN  
p.08

03.

MAURY YOUNG ARTS CENTRE  
p.09

04.

PROGRAMMING THROUGH A PANDEMIC  
p.12

05.

COMMUNITY ENGAGEMENT  
p.16

06.

2021 FINANCIALS  
p.18

07.

FUNDERS, SPONSORS & DONORS  
p.20

## A NOTE FROM THE EXECUTIVE TEAM

So it turns out the pandemic wasn't over in 2021. After a very challenging and uncertain 2020, Arts Whistler headed optimistically into 2021 and... more uncertainty.

It was a year of changing provincial health orders, funding uncertainties, building openings, theatre closures, mask mandates and vaccinations. 2020 was a great test of our resilience and we adapted to living in uncertainty throughout 2021. Plan A couldn't happen? No problem, move to Plan B... and there's 24 more letters in the alphabet.

While the challenges of COVID-19 were forever present, the Arts Whistler team did our best to offer in-person experiences, and when we couldn't, we presented great local talent via video-streamed concerts, workshops, and crafting sessions. The pandemic continued to reinforce the importance of community connection. The team was delighted to deliver opportunities for the community to celebrate, connect and create.

Our team shares a strong commitment to wellbeing, for ourselves, each other and the community at large. ReachOut! Whistler, our pin campaign, focused on mental health and was a wonderful partnership with Whistler Community Services Society. LIFTing the Community enabled us to auction off 15 artistically modified ski chairs, raising almost \$20,000 for local community service organizations and by year's end, the immediate success of Laugh Out Live reinforced our human need for laughter. And laugh you did.

We are so thankful for our incredible creative community; for the local businesses who sponsor our programs; for our government funding agencies; for our passionate, committed and slightly wacky staff; for our insightful, collaborative board; for the arts-loving Whistler community; and for the RMOW for your continued support and enthusiasm for the arts.

By the end of 2021, Arts Whistler's board and staff were deeply engaged in developing our next three-year plan. It takes us from 2022 to the end of 2024 and while it won't be pandemic-free, the plan foresees the light at the end of the tunnel and great things coming for the Whistler arts community.

As we head into our 40th year of serving the community, please join us in continuing to celebrate and support the arts in Whistler.

Sincerely,

Brianna Beacom, Board Chair  
Mo Douglas, Executive Director





# 02.

## THE FOLKS WHO MAKE IT HAPPEN

### ARTS WHISTLER STAFF 2021

Thanks to support from the Resort Municipality of Whistler and the Government of Canada's Emergency Wage Subsidy, Arts Whistler's team was able to keep working through the COVID-19 ups and downs of 2021.

Mo Douglas, *Executive Director*  
 Dean Feser, *Technical Director*  
 Dawn Fryer, *Accounting Manager*  
 Emily Suckling, *Development Officer*  
 Imogen Osborne, *Programs and Events Manager*  
 Amelia Brown, *Programs and Events Coordinator*  
 Suzanne Gibson, *Programs and Events Coordinator*  
 Rebecca MacKay, *Gallery & Gift shop Coordinator*  
 Kim Maitland, *Marketing and Communications (until August)*  
 Alice Lambert, *Graphic Designer (until June)*  
 Becky Smykala, *Marketing Team Lead (August onward)*  
 Fredy Valencia, *Graphic Designer (August onward)*  
 Pete Crutchfield, *Digital Engagement Ninja*  
 Anna Lynch, *Venue and Sales Supervisor*  
 Tom Graham, *Venue and Building Operations*  
 Kimberley Stanger, *Guest Services part-time*

Thanks to our Arts Whistler contractors – production crews, photographers, videographers, bartenders and casual staff. Y'all rock.

And a very special thank you to our dedicated volunteers. We missed you in 2020 and it's been great to have you back with events in 2021.



Photo | Arts Whistler

### Board of Directors – June 2020 to May 2021 Term

Brianna Beacom, Chair  
 Shelagh Thiessen, Vice-Chair  
 Michelle Ratcliffe, Past-Chair  
 Jeff Murl, Treasurer  
 Joan Richoz, Society Sage  
 Brad Nichols  
 Cathy Jewett  
 John Rae  
 Kimberley Stanger  
 Liz Peacock  
 Murray Hunt  
 Theresa LaRose

### MEMBERS

Arts Whistler is grateful to our 500+ members who have continued to share their enthusiasm for Whistler's arts scene. In light of our limited member offerings during COVID-19, all Arts Whistler memberships active in March 2020 will continue to be active until May 31, 2022.

# 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 200+ seat theatre, a community art gallery, multi-purpose meeting rooms and production services, all managed by Arts Whistler. In 2021, the Arts Centre returned to five days a week operating days from being resourced in 2020 for three days per week. By the end of the year, the Arts Centre was able to return to "almost normal" operations including hosting live performances in the theatre. The Arts Centre serves as the information centre for arts, culture and heritage programs and services.

### THE GALLERY

Arts Whistler is home to Whistler's only free-entry community art gallery, showcasing seasoned and emerging professional talents along with community shows that welcome community participation from all skill levels. We were able to host seven shows in 2021, but with access limited to 8-10 viewers at a time and without exhibit openings due to provincial health orders. While the pandemic limited our viewing audiences, it didn't limit the talents of the artists who participated in our 2021 gallery shows:

- **Picturing Pemberton** featuring Simon Bedford, Heidi Mattson, Karen Love and Ron Denessen.
- **The Teeny Tiny Show – Size Does Matter** featured 453 pieces, all 3" x 3" or smaller, from 182 Sea to Sky artists.
- **Annual Youth Show** featured the work of Waldorf students.
- **Summer Spotlights** featured the works of four emerging artists each with two-week solo show. With Mathias Horne (Squamish); Chief Ian Campbell (Squamish Nation); Feral Nifty (Whistler); and Jenna Robinson (Squamish).
- **Imagination Unplugged** featured the work of Whistler's littlest artists after workshopping their creative skills with local artist, Andrea Mueller. The exhibit took place during the Whistler Children's Festival.
- **We Heart Local Art** featured Sea to Sky visual artists showcasing brand new and older works. 23 artists participated with 62 pieces of art on display.
- **Trees for the Forest** featured Laura Scarr (show curator) and artist friends Alyssa Bruijns; Andrea Mueller; Anna Lynch; and Sherry Klassen exhibiting various interpretations of trees, with partial funds going to support One Tree Planted.

Despite limited access to the exhibits, the Gallery earned **\$14,640 in sales, providing local artists with arts-based revenue.**

### 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 including pottery, jewelry, metalwork, fabric arts, paintings, prints, art cards, and more. At any given time, The Gift Shop features the work of 25 to 35 different artists and artisans, providing locals and visitors with a place to purchase unique made-in-Whistler artistic works. Sales were down in 2021, due to COVID-related lower visitor volumes but the Gift Shop still generated \$21,473 in sales, benefiting our local artisans.



Photo | Arts Whistler



Photo | Imogen Osborne



Photo | Justa Jeskova



# 04.

## PROGRAMMING THROUGH A PANDEMIC

In March 2020, Arts Whistler's programming plans were suddenly on hold. While we learned to "pivot" like an NBA player through 2020, provincial health orders continued to change things up throughout 2021. The Arts Whistler team worked with Plan A, Plan B and sometimes Plans C – Z, depending on changing health orders. Even with changing operating scenarios, we were able to offer a vibrant year of programming, with several opportunities to engage in real-time (non-virtual) activities and events.

### REACHOUT! WHISTLER

In response to mental health issues arising from the pandemic, Whistler Community Services Society and Arts Whistler partnered for **ReachOut! Whistler** – a campaign to raise awareness and funds for mental health and wellbeing programs, with the help of a beautiful enamel pin designed by local artist, Aurora Moore. To date we have **sold 552 pins (still available at the Arts Centre)**, earning **\$1750 each for Whistler Community Services and Arts Whistler** to invest in mental health-related programs.

### KRAFTY KIDS

Krafty Kids moved online with four videos, each exploring a different craft for kids 3 – 5 years old. From googly eyed creatures to pipe cleaner monsters, this program provided opportunities for families to spend time together using their creativity and imagination.



Photos | Arts Whistler

### LIFTING THE COMMUNITY

In partnership with Vail's Epic Promise, the Whistler Blackcomb Foundation and Tourism Whistler, Arts Whistler brought together 18 artists and 15 community groups to transform 15 retired Catskinner chairs into works of art on the theme of community and belonging. These reimagined chairs were then placed in surprising locations all within a short walk of Whistler Village, creating a summer discovery tour. Chairs were auctioned off to benefit each community group. **In total, \$18,130 was raised for 15 community service organizations.**

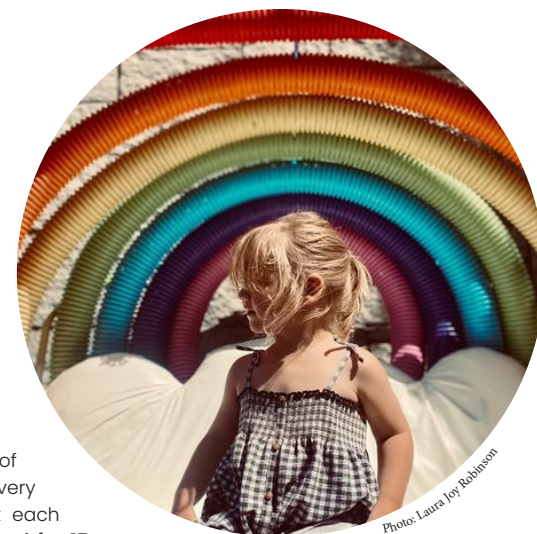


Photo: Laura Joy Robinson

### HEAR AND NOW – WHISTLER'S LOCAL MUSIC CELEBRATION

Hear and Now, typically a weekend of outdoor live music, became a 17-week online video series spanning November 2020 to March 2021. Featuring a different Sea to Sky band each week performing original music, the series showcased local talent and provided musicians with paid gigs and opportunities to shine. Participating bands: The Combat Dolphins / Little Biggs Band / Northern Ignition / Bob and Charlie / Brother Twang / Marble Canyon / Poor Dirty Sylvia / Stephen Vogler and Some Assembly Required / Little Earthquakes / Lozen and the Get Down Brothers / Introduce Wolves / Cat Madden / Feral Nifty / Kostaman and the Good Vibrations / The Railtown Prophets / Ev Kinsella and the Campfire Soul / Red Chair.

### CREATIVE CATALYST

Five local musical acts were selected from the Hear and Now roster to participate in Arts Whistler's Creative Catalyst, a skills development program featuring the advice and insight of 11 experienced creative professionals from the Sea to Sky and beyond. The professional development program, affectionately called "Band Bootcamp," was designed to help local musicians elevate their music, performance, promotional and business skills, culminating in a performance series called "The Next Level". Bands selected to participate were Introduce Wolves; Lozen; Ev Kinsella; Little Earthquakes and Cat Madden.

## THE NEXT LEVEL

This streaming video series was the culmination of months of professional development and networking through the Creative Catalyst program and an opportunity for each musician to apply all they learned through the process. Introduce Wolves, Lozen, Ev Kinsella, Little Earthquakes and Cat Madden all had the opportunity to kick it up a notch in their live performance, truly proving that they had taken things to The Next Level.

## WHISTLER CHILDREN'S FESTIVAL

The 2021 festival presented a hybrid of online entertainment and in-person activities – including an art scavenger hunt, a kids' art exhibition and small group workshops. Arts and crafts, storytellers, dance parties, sing-alongs, silly science and internationally acclaimed children's performers Norman Foote and Ginalina invited kids to engage their imaginations and explore endless creativity with the online festival program. While the Family Art Adventure was a huge hit, enabling families to enjoy time outside in a COVID-safe experience.



Photo: Oisín McHugh

## ART ON THE LAKE...literally

Arts Whistler transformed the south end of Alta Lake into a celebration of art and music on the water. Attendees immersed themselves in Whistler's local art scene from the comfort of a water vessel (kayak, canoe, stand-up paddleboard, inflatable unicorn) and enjoyed live music, artist demonstrations, engaging performers, and a floating art gallery featuring work from Sea to Sky artists.

- **Live and local music with 7 bands and 2 performance groups.**
- **Live painting with 4 visual artists on floating docks.**
- **Floating art gallery with 100+ artworks on display from more .than 40 local artists.**
- **Pair O' Pirates. Arrrrrrr.**



Photo: Jeremy Allen

## VANCOUVER INTERNATIONAL MOUNTAIN FILM FESTIVAL

Arts Whistler curated and presented selected films from the Vancouver International Mountain Film Festival World Tour, providing an evening of thought-provoking outdoor adventure and mountain culture films. Films were chosen for adventure-seeking Whistlerites highlighting the resilience, self-confidence and sense of community that outdoor sports can inspire across all walks of life.

## TOUR DE PUMPKINS

Created in 2021 as a way to lift community spirits, Tour De Pumpkins featured a community collection of carved pumpkins, displayed on a self-guided, early evening spooky walk through Florence Petersen Park on October 30. This event was a hit with dozens of "family bubbles" taking in the spectacular pumpkins carved by the Whistler community. Thanks to the RMOW for their support with operations and pumpkin composting. **The event welcomed 1021 visitors and raised \$900 for the Whistler Food Bank.**



Photo: Fredy Valencia

## HOLIDAY SINGAPALOOZA

Jeanette Bruce and Laura Nedelak, Whistler's engaging and entertaining leaders of musical community group Barbed Choir, were joined by special guests Carol Severson on piano and Travis Smith on drums. This fun holiday tradition works with the audience as a group to learn a version of a bonafide holiday classic – including harmonies. **This year's event raised \$800 for the Whistler Food Bank.**

## LAUGH OUT LIVE

Arts Whistler is committed to elevating local talent and giving it a professional stage to play on. **Laugh Out Live** was a pilot project that demonstrated Whistler's impressive talent base in comedy and improvisation. A co-production between Arts Whistler and Ira Pettie, who led the core crew of Rebecca Mason and Dave Francis, the show debuted with sold-out previews in December 2021. Laugh Out Live has experienced continued success into 2022 with a 16 week sold-out run.



Photo: Andrew Ross

## ARTS WHISTLER HOLIDAY MARKET – VENDOR PROMOTION

This perennial community favourite was the only major event that Arts Whistler had to cancel due to the pandemic and challenges in confirming a venue. Since the vendors couldn't come to the event, we hosted a Holiday Market vendor portal on our website. The portal provided links to dozens of artisans' websites so that loyal customers could still acquire their favourite products.



# COMMUNITY ENGAGEMENT

05.

## COMMUNITY PARTNERSHIPS

Arts Whistler often collaborates with community partners in our collective efforts to grow the arts sector and enhance community life. 2021 saw us collaborate on the following events:

- **Federal All-Candidates meeting** – Arts Whistler provided a venue and Zoom video hosting with the Whistler Chamber for the community to engage with candidates in the September 2021 federal election.
- **Whistler Community Services Society** – Arts Whistler worked with WCSS on three fundraisers: ReachOut! Whistler / Tour De Pumpkin / Holiday Singalooza.



Photo: Fredy Valencia

## COMMUNITY NETWORKS AND ADVOCACY

Arts Whistler's team participate on several committees and working groups to help further Whistler's cultural and community goals:

- Festivals and Events Working Committee
- RMI Festivals, Events and Animation Investment Working Group
- One Whistler
- Whistler Nonprofit Network
- Vital Signs Whistler through the Whistler Community Foundation
- Sea to Sky Arts Councils Alliance
- Whistler Scenarios Planning Team
- The Cultural Connector

## AWARDS AND BURSARIES

Since 1987, Arts Whistler's awards and bursary program has recognized artistic achievement by elementary and secondary school graduates from Whistler, Pemberton and Mount Currie.

**Grade 7 Art Award Recipients 2021:** Spring Creek Elementary School – Ely Mitchell | Ecole La Passerelle & Ecole La Vallee – Sia Craythorne | Signal Hill Elementary School – Grace Cleland | Myrtle Philip Community School – Alia Sears and Solomon Denessen | Whistler Waldorf School – Mina Kang.

**Grade 12 Art Award Recipients 2021:** Whistler Secondary School – Helen Kim | Pemberton Secondary School – Sapphire Leitch.

## WHISTLER CHAMPION OF ARTS AND CULTURE AWARD

Arts Whistler participates in the Whistler Excellence Awards presented by the Whistler Chamber of Commerce. We host the Champion of Arts and Culture Award with award sponsor Whistler Real Estate Company. The award alternates annually from honouring an individual and an organization. In 2021, artist Dave Petko was recognized for his talents and body of work, advocacy for arts and development of the Function Junction arts scene.



Photo: Jeremy Allen

## TRUTH AND RECONCILIATION / INDIGENOUS PROGRAMMING

Arts Whistler conducts its work on the unceded territories of the Skwxwú7mesh Nation and Lil'wat Nation. We respectfully honour their cultures and traditions. We support the 94 recommendations of the Truth and Reconciliation Commission and commit to taking action on recommendations involving culture, arts and education. It is our hope that creativity and the arts continue to be an integral part of the healing journey in this country. In 2021, Arts Whistler produced four Indigenous-themed initiatives:

- National Indigenous Peoples Day – public engagement with education, cultural presenters and participatory crafts in partnership with Sechelt Nation member and Whistlerite, Linda Epp.
- National Day for Truth and Reconciliation – public awareness event, info distribution, commitment banner signing.
- Residential School Residue (A work in development) – produced video recording, public screening and Zoom-based Q and A session with playwright/actor Yvonne Wallace (Lil'wat Nation).
- Chief Ian Campbell (Squamish Nation) solo art exhibition.



Photo: Ben Mier

## 2021 FINANCIALS

The 2021 Financial Statement, prepared by independent accounting firm Weir and Co., is available upon request to [info@artswistler.com](mailto:info@artswistler.com).

### 2021 Financial Items of Note

- Arts Whistler utilized the **Canada Emergency Wage Subsidy** to offset wage costs. We received a total of \$235,709 in wage subsidy.
- Arts Whistler received the second phase of the **Canada Emergency Business Account** with a forgivable portion of \$10,000.
- Financial challenges impacted everyone, including the **RMOW**, and we are grateful to them for awarding Arts Whistler with \$500,000 in Fee for Service during a tough economic time.
- Due to public gathering limitations, the Maury Young Art Centre experienced a **dramatic reduction in venue rental revenue**, from \$101,976 in 2019 to \$26,443 in 2021.

### REVENUE 2021 – \$1,151,729



43.41%	RMOW Fee for Service Operating Funds
20.47%	Govt. of Canada (Emergency Wage Subsidy)
20.42%	Grants and Endowment Funds
8.44%	Productions and Ticket Revenue
2.30%	Earned Revenue from Facility
3.75%	Donations and Sponsors

### REVENUE 2020 – \$1,035,660



38.48%	RMOW Fee for Service Operating Funds
30.65%	Govt. of Canada (Emergency Wage Subsidy)
17.77%	Grants and Endowment Funds
7.46%	Productions and Ticket Revenue
1.89%	Earned Revenue from Facility
1.79%	Donations and Sponsors

### EXPENSES 2021 – \$1,127,611



65.03%	Wages and Benefits
7.21%	Artist/Performer Fees and Awards
11.22%	Production Expenses and Contractors
13.76%	Building Operations and Administration
2.77%	Advertising/Promotions

### EXPENSES 2020 – \$982,680



70.32%	Wages and Benefits
5.40%	Artist/Performer Fees and Awards
6.78%	Production Expenses and Contractors
11.19%	Building Operations and Administration
11.19%	Advertising/Promotions



# FUNDERS, SPONSORS & DONORS

**A huge thank you to Arts Whistler's funders, sponsors and community cheerleaders for your support, especially through this exceptional year!**

If not for the fee for service funding of the RMOW and the Canada Emergency Wage Subsidy, Arts Whistler may not have financially survived this past year. The flexibility of government funders like the BC Arts Council and BC Gaming allowed us to apply existing grant funds to new COVID-safe programs. Arts Whistler is grateful to all our funders.

## GOVERNMENT

Resort Municipality of Whistler  
Province of BC – BC Arts Council  
Province of BC – Rural Dividend Project  
BC Gaming Commission  
BC Touring Council  
Government of Canada – Canada Summer Jobs  
Government of Canada – Department of Canadian Heritage  
Government of Canada – Canada Emergency Wage Subsidy

## FOUNDATIONS

Whistler Community Foundation  
Whistler Blackcomb Foundation

## EVENT SPONSORS

Sushi Village  
Tourism Whistler  
Nesters Market Whistler  
Scandinave Spa Whistler  
Whistler Blackcomb – Epic Promise

## ACCOMMODATION PROVIDERS

Fairmont Chateau Whistler

## PATRONS (\$100-\$5,000+) –

Sushi Village  
Bob & Sue Adams  
Joan & Marcel Richoz  
Dale & Charles Young  
Rory & Jane Young  
Brianna Beacom  
Theresa LeRose  
Catherine Dickison







**artswhistler.com** | Maury Young Arts Centre  
4335 Blackcomb Way, Whistler, BC, Canada. V8E 0X4  
Phone: 604.935.8410 | [info@artswhistler.com](mailto:info@artswhistler.com)

