

ALTERNATOR

centre for contemporary art
κεντρο για σύγχρονη τέχνη

• ORGANIZATIONAL SUMMARY •

- ARTIST RUN CENTRE FOUNDED IN 1989
- LOCATED IN THE ROTARY CENTRE FOR THE ARTS
- LARGEST ARTIST RUN CENTRE BETWEEN VANCOUVER & CALGARY

{mandate}

- 1. to support emerging and alternative artists through mentorship, studio space, workshops, exhibition opportunities and professional development*
- 2. to present exhibitions and projects that are engaged in social issues; are experimental and collaborative in nature; challenge dominant structures of identity and value*
- 3. to inspire our members and the community*

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• ARTIST RUN CENTRES IN CANADA •

WHAT ARE THEY?

- Artist initiated and managed organizations
- Follow the not-for-profit model
- Do not charge admission fees
- De-emphasize the selling of work

WHAT IS THEIR ROLE?

- To act as arts incubators
- Work towards the benefit of the practicing artist within a context of self-determination

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Production,
effective progressive politics,
neutral,
borders,
heat,
perfect,
practice

Rearrange,
be a tourist,
mark the word,
making place,
origin,
pure.

Magic,
power,
disassemble.

Peripheral vision,
counter,
judgement

Concrete vision,
flinch,
the future will always have

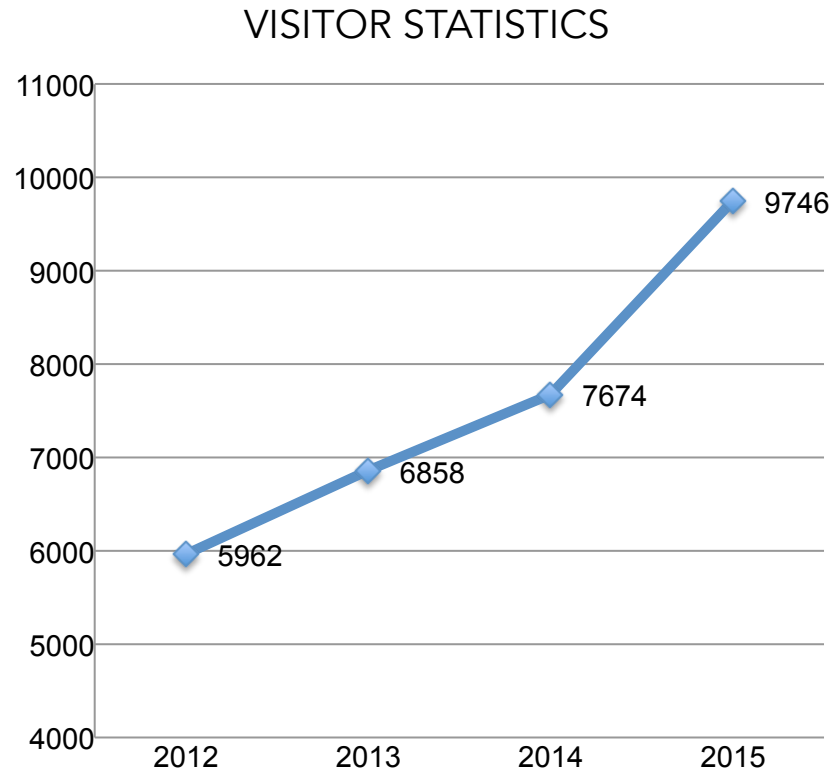


• VISITOR STATISTICS •

- 48% ages 19-34
- 20% ages 35-49
- 29% ages 50+

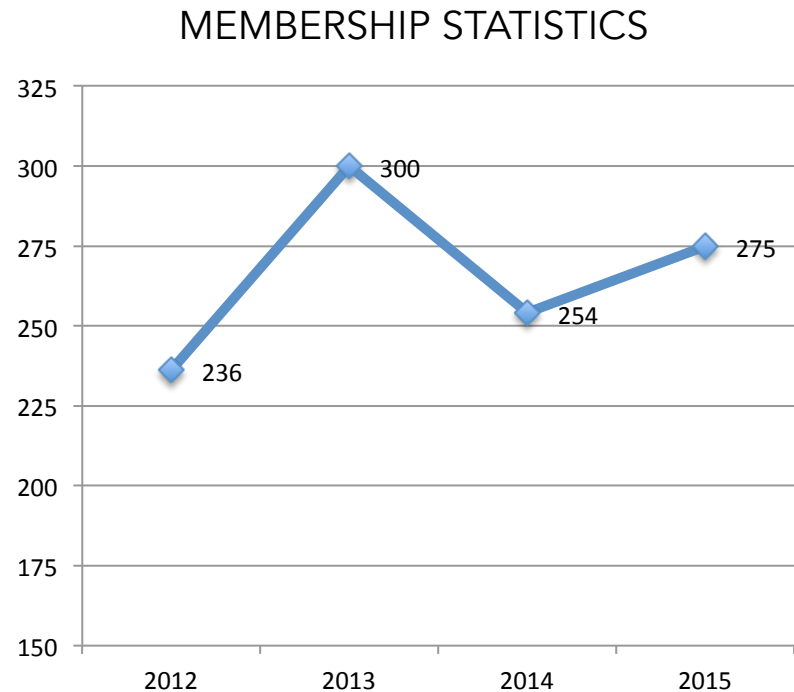
- 70% from Kelowna
- 87% from the Okanagan

- Since 2012, visitor numbers have increased over 60%



• MEMBERSHIP STATISTICS •

- Strong majority of members are young artists ages 19-35
- Includes membership agreement with UBC Okanagan Visual Arts Course Union
- Annual revenue from memberships in 2015: \$2800.00
- Volunteer memberships are also available





Exhibition Opening Reception 2015

• HUMAN RESOURCES •

STAFF

- 4 part-time staff
- 1 full-time summer student
- 2 part-time practicum students
- Annual Payroll: \$73,785

VOLUNTEERS

- 159 active volunteers
- 1607 hours annually
- Value: \$35,840

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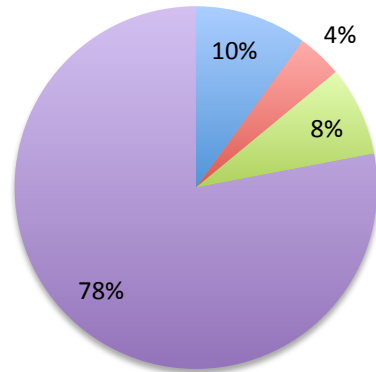


Exhibition Installation Sydney Lancaster & Marion Switzer YORK 2016

• FINANCIALS •

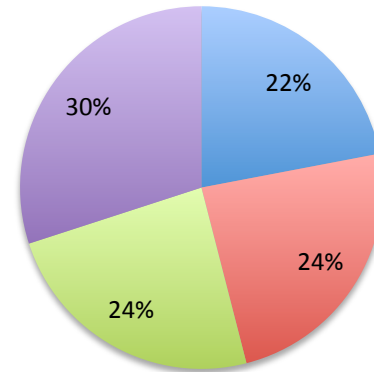
- 2015 Operating Budget: \$130,327
- 19% of total revenues from City of Kelowna

REVENUE SUMMARY



■ EARNED REVENUE ■ FUNDRAISING ACTIVITIES
■ FOUNDATIONS ■ GOVERNMENT FUNDING

GOVERNMENT FUNDING

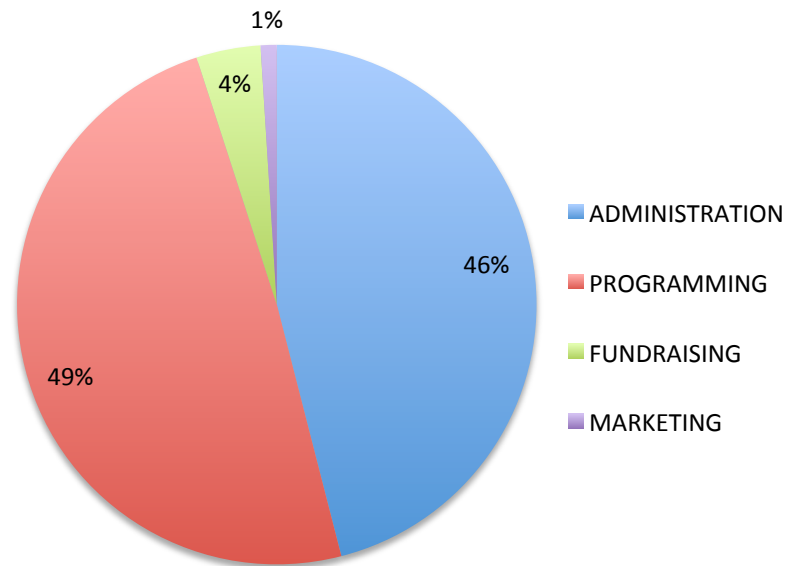


■ CANADA COUNCIL ■ BC ARTS COUNCIL
■ CITY OF KELOWNA ■ BC GAMING COMMISSION

• FINANCIALS •

EXPENSES

EXPENSES SUMMARY



• IN COMPARISON •

COMPARATIVE FINANCIAL DATA 2014 *

	OAAA	CANADIAN ARC MEDIAN
MEMBERSHIP REVENUE	\$2,080	\$1,300
TOTAL EARNED REVENUE	\$7,609	\$10,286
FEDERAL OPERATING GRANTS	\$28,750	\$49,750
PROVINCIAL OPERATING GRANTS	\$25,000	\$47,325
MUNICIPAL OPERATING GRANTS	\$25,000	\$28,000
TOTAL OPERATING BUDGET	\$136,893	\$206,639

* DATA FROM CADAC (CANADIAN ARTS DATA). CANADIAN (EXCLUDING QUEBEC) ARC SAMPLE OF 90 ORGANIZATIONS.

• IN COMPARISON •

COMPARATIVE STATISTICAL DATA 2014 *

	OAAA	CANADIAN ARC MEDIAN
EXHIBITIONS PRESENTED	14	10
COMMUNITY ARTS ACTIVITIES	30	3
ATTENDANCE AT EXHIBITIONS	7674	4500
PARTICIPANTS IN COMMUNITY ARTS ACTIVITIES	244	102
NUMBER OF MEMBERS	254	147
HOURS WORKED BY VOLUNTEERS	1465	925

* DATA FROM CADAC (CANADIAN ARTS DATA). CANADIAN (EXCLUDING QUEBEC) ARC SAMPLE OF 90 ORGANIZATIONS.

• 2015 ACHIEVEMENTS •

- Increased frequency, stability and financial return of **fundraising activities**
- **Diversified skills** on expanded board of directors
- Successfully managed challenging year in **human resources** with minimal impact to organization and programming
- **Transitioned Members' Gallery** from being volunteer-run to staff-run
- **Improved connections** between ancillary programming and professional exhibitions

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Alterknowledge Discussion Series 2015

• COMMUNITY IMPACT •

We act as an **arts incubator** in Kelowna, helping the promotion of amateur artists to **professional status**.

Participate in
Annual
Members'
Exhibition

Create a solo
show in the
Members'
Gallery

Liaise with
staff to create
a proposal for
a professional
exhibition

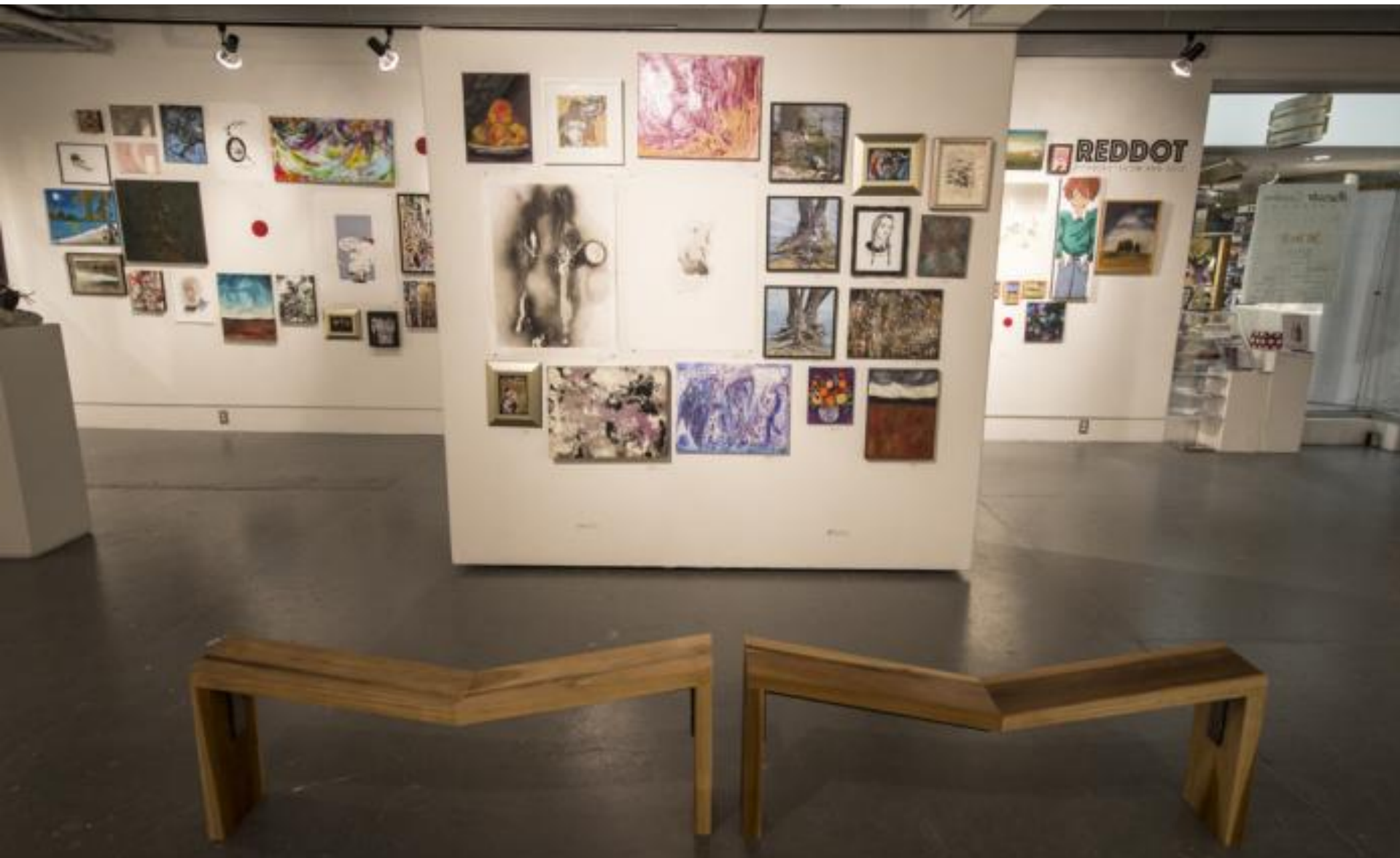
Secure a first
professional
exhibition in
the Window
Gallery

Secure a solo
professional
exhibition in
the Main
Gallery

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Red Dot Members' Show and Sale 2015



Members' Gallery Exhibition Critique with Landon Mackenzie 2015



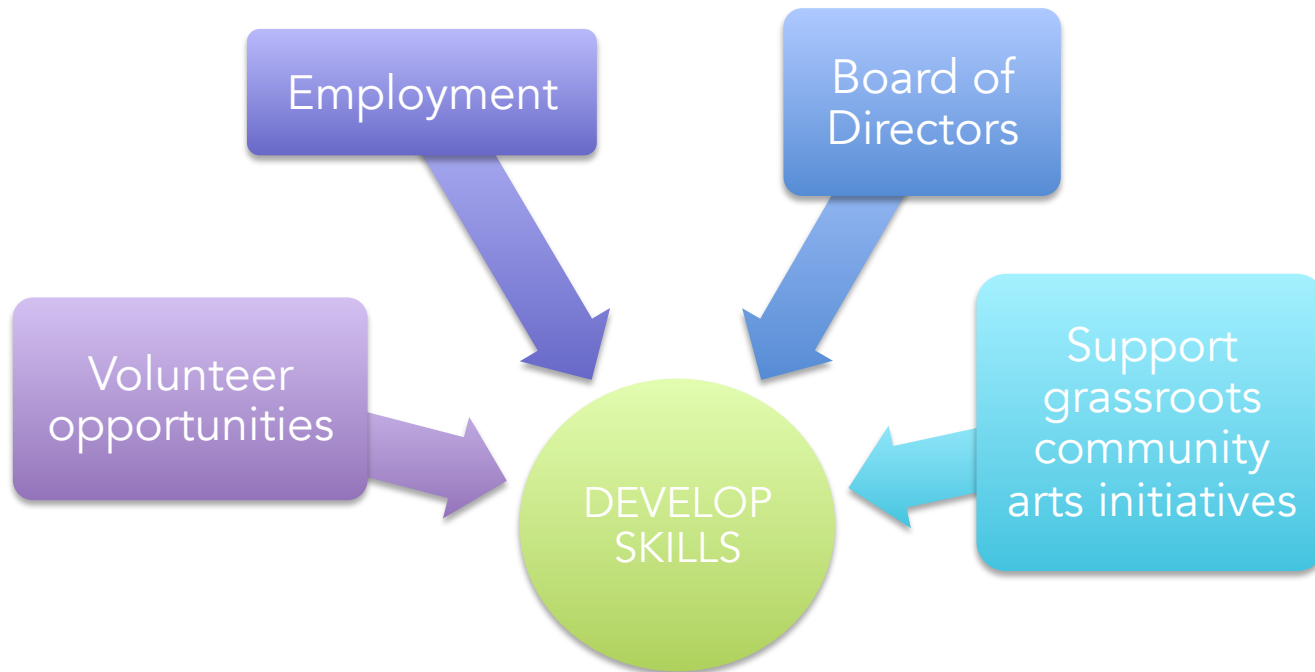
Emily Geen *A View To Call One's Own* 2015



David Kadish *Subtle Emergences* 2015

• COMMUNITY IMPACT •

We integrate young artists in the Kelowna community, and help retain professionals in the region.





Exhibition opening and screening Rishma Johal *Phulkari* 2015

• COMMUNITY IMPACT •

A unique pillar of Kelowna's arts community, the Alternator shows types of **socially engaged** work absent at other institutions.

"With the freedom afforded us through the unique structure of artist run centres, we're able to exhibit work that may not be commonplace, but still relevant to our community. By our very nature, we aim to support projects that may be viewed as 'risky' by more established arts and culture organizations."

*-Hanss Lujan
President, OAAA*

ANN NICHOLSON
THE CHILCOTIN WAR
A COLONIAL LEGACY



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Ann Nicholson *The Chilcotin War* 2015



Ann Nicholson *The Chilcotin War* 2015

• LOOKING FORWARD •

- **Strategic planning** to guide activities for the next three years
- Focusing on **increasing earned revenue** through diversified fundraising, sponsorship and donations
- Expanding the professional exhibitions program utilizing the networks of our expanded board of directors to encourage proposals from **very early career artists**
- Explore new ways of engaging our membership through **volunteerism and social activities**

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• THANK YOU •



BRITISH COLUMBIA
ARTS COUNCIL
An agency of the Province of British Columbia



Canada Council
for the Arts

Conseil des arts
du Canada

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