

# ALTERNATOR

---

centre for contemporary art

centre for contemporary art

• 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*

**ALTERNATOR**

centre for contemporary art

centro para arte contemporânea

• 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

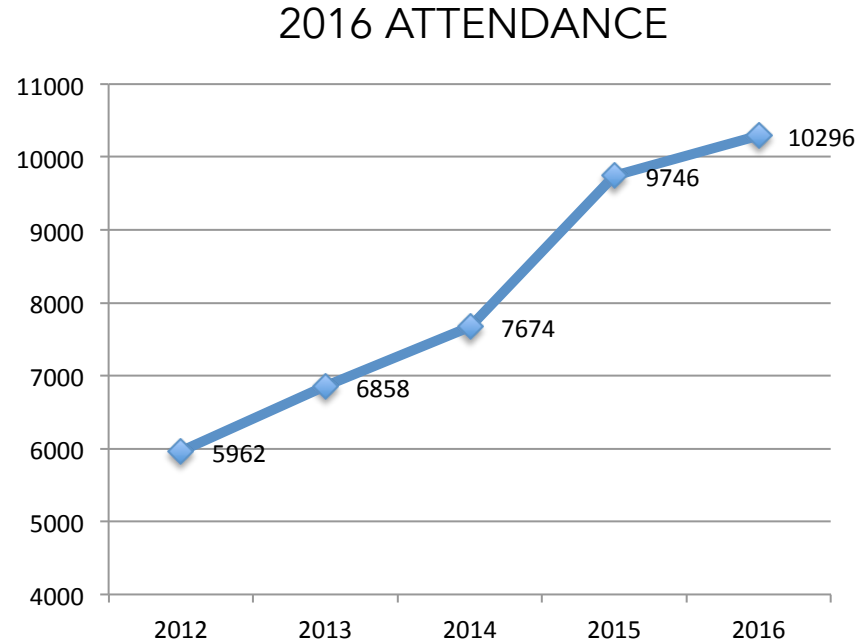
**ALTERNATOR**

centre for contemporary art

centre for contemporary art

• 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 70%



**ALTERNATOR**

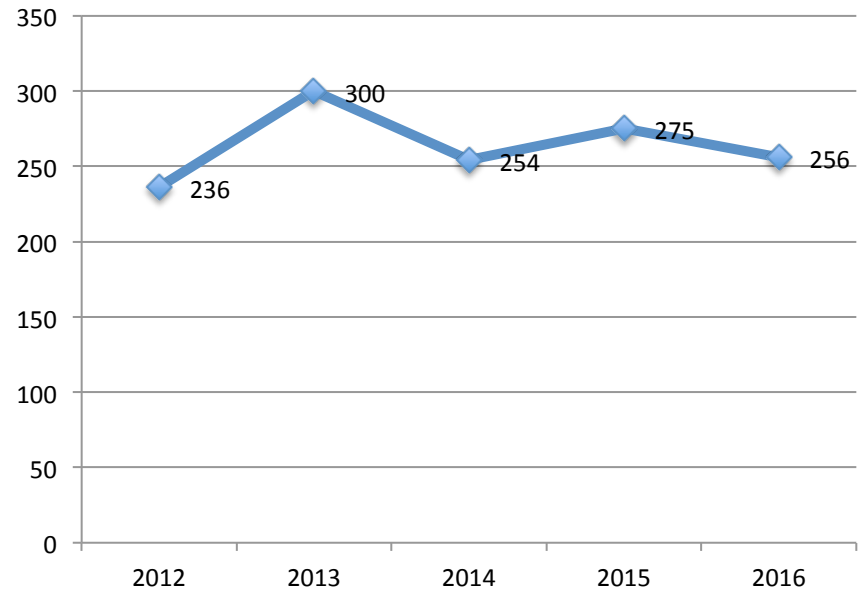
centre for contemporary art

centro per l'arte contemporanea

• MEMBERSHIP STATISTICS •

- Significant majority of members are young artists ages 19-35
- Includes membership agreement with UBC Okanagan Visual Arts Course Union
- Annual revenue from memberships in 2016: \$2,070.00
- Volunteer memberships are also available

2016 MEMBERSHIP RATES



**ALTERNATOR**

centre for contemporary art

centre for contemporary art



*Exhibition Opening Reception*

• HUMAN RESOURCES •

## STAFF

- 2 part-time senior staff
- 1 full-time gallery assistant
- 1 full-time summer student
- 1 part-time practicum student
- Annual Payroll: \$77,179

## VOLUNTEERS

- 80 volunteers
- 1700 hours annually
- Value: \$33,550

**ALTERNATOR**

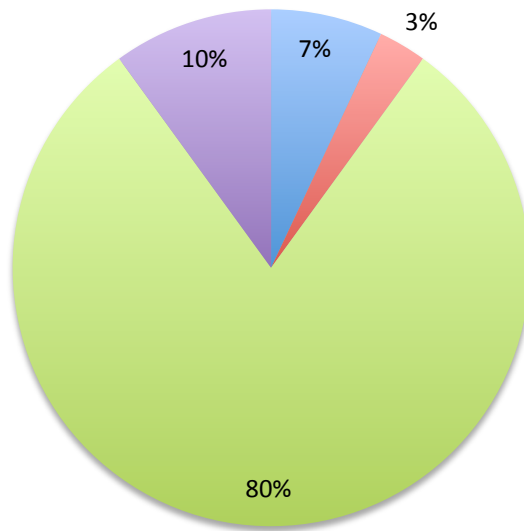
centre for contemporary art

centre for contemporary art

• FINANCIALS •

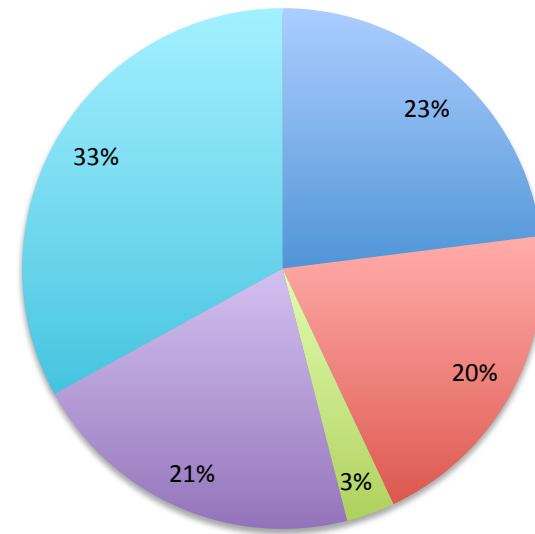
- 2016 Operating Budget: \$146,840
- 18% of total revenues from City of Kelowna

REVENUE SUMMARY



■ Earned Revenue   ■ Fundraising Activities  
■ Government Funding   ■ Foundations

GOVERNMENT FUNDING BREAKDOWN



■ City of Kelowna   ■ Canada Council   ■ HRSDC  
■ BC Arts Council   ■ BC Gaming Commission

**ALTERNATOR**

centre for contemporary art

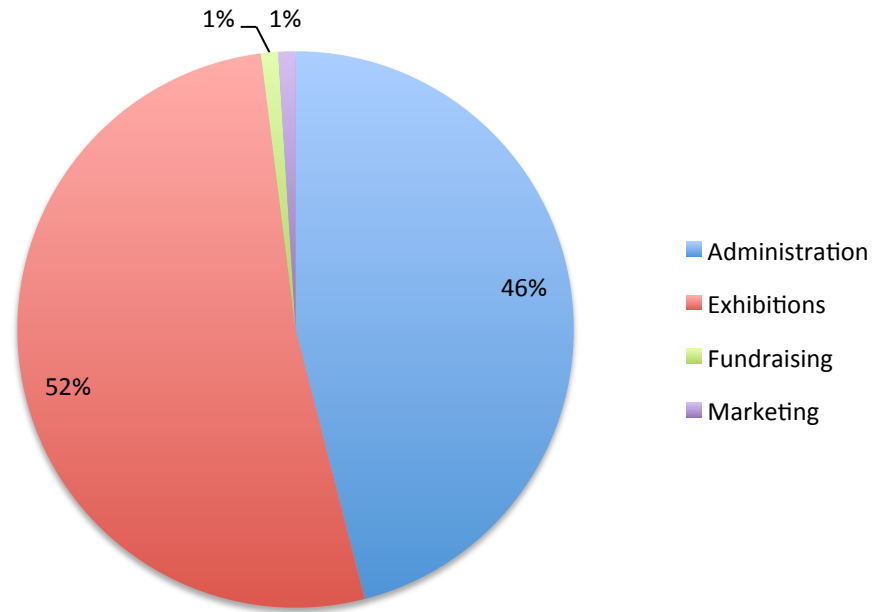
centre for contemporary art



• FINANCIALS •

EXPENSES

EXPENSES SUMMARY



**ALTERNATOR**

centre for contemporary art

centro for contemporaria art

• IN COMPARISON •

COMPARATIVE FINANCIAL DATA 2016 \*

	OAAA	CANADIAN ARC MEDIAN
MEMBERSHIP REVENUE	\$2,070	\$1,645
FUNDRAISING REVENUE	\$4,719	\$7,500
FEDERAL OPERATING GRANTS	\$27,083	\$46,842
PROVINCIAL OPERATING GRANTS	\$63,224	\$64,756
MUNICIPAL OPERATING GRANTS	\$27,000	\$30,035
TOTAL OPERATING BUDGET	\$146,840	\$215,484

\* DATA FROM CADAC (CANADIAN ARTS DATA). CANADIAN (EXCLUDING QUEBEC) ARTIST RUN CENTRE SAMPLE OF 90 ORGANIZATIONS.

**ALTERNATOR**

centre for contemporary art

centre for contemporary art

• IN COMPARISON •

COMPARATIVE STATISTICAL DATA 2016 \*

	OAAA	CANADIAN ARC MEDIAN
NUMBER OF EXHIBITIONS	12	8
COMMUNITY ARTS ACTIVITIES	20	3
ATTENDANCE AT EXHIBITIONS	10,296	5500
PARTICIPANTS IN COMMUNITY ARTS ACTIVITIES	219	159
NUMBER OF MEMBERS	287	134
HOURS WORKED BY VOLUNTEERS	2100	800

\* DATA FROM CADAC (CANADIAN ARTS DATA). CANADIAN (EXCLUDING QUEBEC)  
ARTIST RUN CENTRE SAMPLE OF 90 ORGANIZATIONS.

**ALTERNATOR**

centre for contemporary art

centre for contemporary art

• 2016 ACHIEVEMENTS •

- Continued growth of **fundraising** activities focused on stability, frequency and financial return
- Successful transition to **new staff structure**
- Renewed **strategic plan** aimed at affecting real change through small (yet meaningful) actions
- Effective implementation of two new **pilot programs**
- **Expanded partnerships** with community organizations resulting in increased programming and extended reach

**ALTERNATOR**

centre for contemporary art

centre for contemporary art



Holly Daze Fundraiser 2016





**LIFE & ARTS**  
 OKANAGAN SATURDAY, JULY 30, 2016

**ALTERNATOR CENTRE FOR CONTEMPORARY ART**

# Pride exhibit opens Thursday

*Special To Okanagan Saturday*

An exhibition about Pride will open at the Alternator Centre Thursday. The Aug. 4-20 event, which was organized to coincide with Okanagan Pride Week (Aug. 6-13), is a juried exhibition that features work from 10 artists from Kelowna and beyond.

This year's exhibition artists include: Alex Ross, Chelsea Barg, Evan Berg, Matt Bussey, Shannon Lester, Robert Bussey, Shelley Penner, Rosalin Mutch, and Martin Godin. Ross' piece will be featured on promotional items for the gallery during Okanagan Pride Week, which runs from Aug. 6-13.

The public is invited to join the gallery, exhibition artists and supporters at the opening reception at 7 p.m. on Thursday. It's free.

As a special twist to their annual Pride activities, this year the Alternator has created t-shirts and limited edition prints to support Okanagan Pride 2016.

Everyone's a Little Queer T-shirts and prints will be available for sale from the opening night of the exhibition until the end of Pride Week.

T-shirts are \$25 and limited-edition prints are \$30, with a portion of profits going to the Okanagan Pride Society.



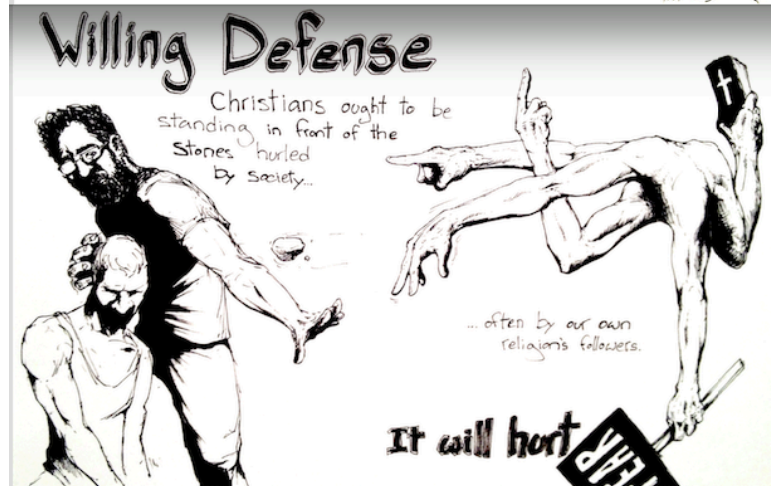
*Special to The Okanagan Saturday*

**Everyone's a Little Queer T-shirts are for sale at the Alternator Centre during the Pride Week exhibition.**

The Alternator Centre is an artist-run centre in Kelowna at the Rotunda Arts, 421 Cawston Street.

Pride Programming 2016

For a Straight,  
Christian ally  
Pride is ...



• COMMUNITY IMPACT •

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



**ALTERNATOR**

centre for contemporary art

centre for contemporary art





*Red Dot Members' Show and Sale 2016*



*Members' Gallery Exhibition - Susan Bizecki 2017*



*Window Gallery Exhibition - Vikki Drummond - Wonderland Redux 2016*

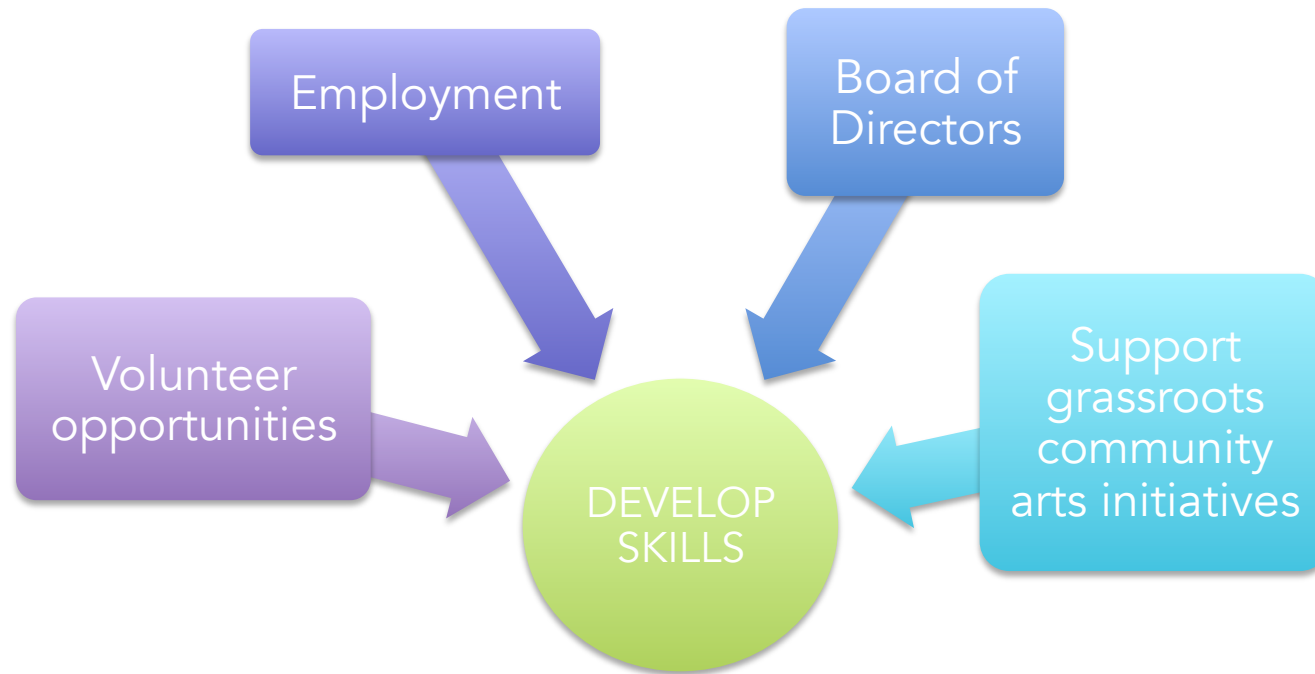




*Main Gallery Exhibition - Amy Malbeuf - apihkêw 2016*

• COMMUNITY IMPACT •

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



**ALTERNATOR**

centre for contemporary art

centre for contemporary art



*Intermission Paper Trail – Curated by Shayla Ritchie - 2016*





*Intermission The Archivist– Jia Chen - Curated by Shayla Ritchie - 2016*



*Intermission The Archivist– Jia Chen - Curated by Shayla Ritchie - 2016*



• LOOKING FORWARD •

- **Increase earned revenue** through fundraising and other private sources.
- Implement 2016 strategic plan including the revised parameters for our **Window Gallery**, realizing opportunities to better connect with c.200,000 RCA visitors each year.
- Strategically reassert our organizational value of presenting truly experimental works of art.
- Continue **pilot programs** and seek additional funding to convert these activities to permanent aspects of our programming.
- Effectively manage expected **transition** on our board of directors,

**ALTERNATOR**

centre for contemporary art

centre for contemporary art

• THANK YOU •



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



Canada Council  
for the Arts

Conseil des arts  
du Canada

**ALTERNATOR**

centre for contemporary art

centre for contemporary art