

2020 Highlights and Results

Despite the impact COVID-19, we have a lot to celebrate pre-pandemic:

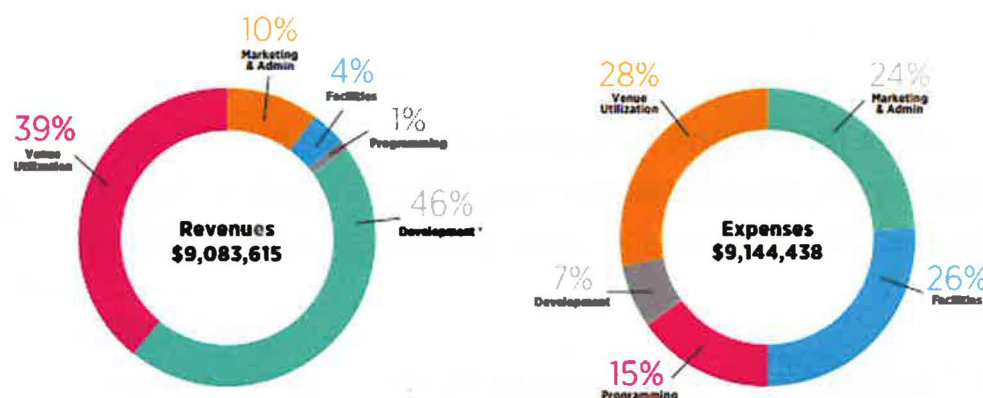
- Hosted 1,098 events
- Partnered with 80 community-based organizations
- Increase in BIPOC artist representation on stage
- Led city-wide capacity-building efforts in partnership with equity-seeking communities
- Paid all Alberta-based artists and teaching artists the full value of the contracts that could not be fulfilled, and hired local artists for new programs
- Named one of Alberta's Top 75 Employers of 2020

2020 Performance Measures

Crisis doesn't build character – it reveals it.
We leaned into our values by:

- Jumpstarted the development of a long-term digital strategy to increase audience reach and break down barriers of cultural participation
- Launched ArtsXpeditions to safely reconnect Calgarians to the arts – and each other. 35 concerts in all 4 quadrants, featuring local artists and freelancers.
- Invested unprecedented time, resources, and energy into upgrading our facility to ensure Calgarians are welcomed back with the latest technologies in air quality control, accessibility, audio, and video.

Current State: Impact of COVID-19



2019-20 Snapshot:

- 41% drop in earned revenues (\$2M+)
- Ended the year with a moderate \$60K deficit as the result of surgical reduction in expense and our community's generosity
- Waved \$487,058 in occupancy fees for our Resident Companies

- Projecting a 2020-21 revenue loss in excess of \$4.9M – continuing to accumulate until we're given permission to resume
- We've retained 93% of our salaried staff at full-pay and implemented new workforce engagement policies
- We've leveraged a \$2,524,275.24 operating grant from The City of Calgary towards generating an additional \$6,620,162.76 in earned and contributed revenues (1:2.6 ratio)
- Our community has never been more engaged or generous:
 - 175% increase in individual giving, with 923 new donations to Arts Commons
 - 100% board giving



Questions?