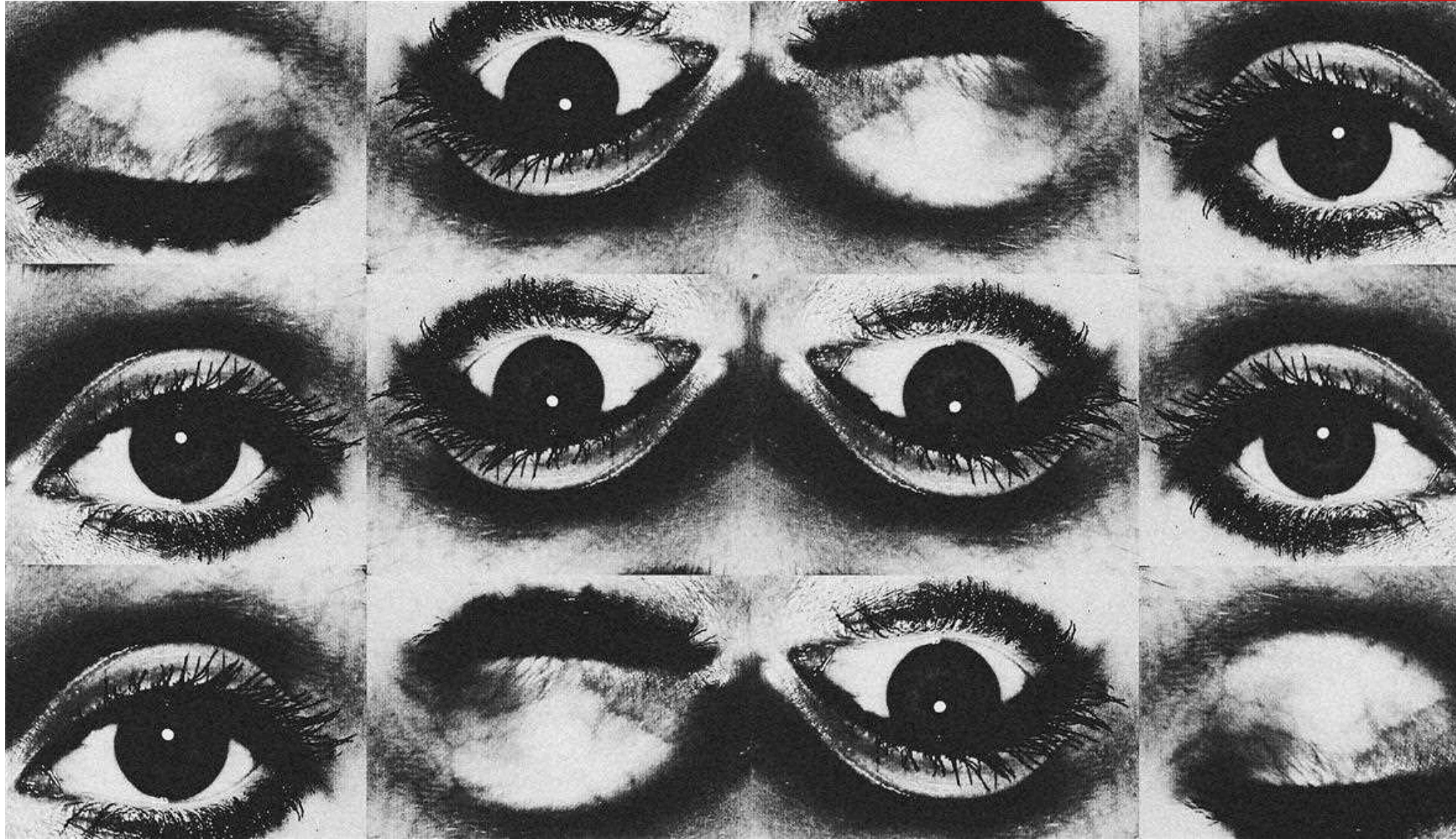


Saskatchewan Arts Alliance

ANNUAL REPORT

2023 - 2024





BOARD OF DIRECTORS +STAFF

Daniel Parr - Board Liaison

Zoë Schneider - Financial Liaison

Lyndsay Amato

Jennifer Dawn Bishop

Kelsey Ford

Krystal Glowatski

Carla Harris

Josh Haugerud

Danica Lorer

Jeff Morton

Alejandro Romero

Kayla Rourke

STAFF

Em Ironstar - Executive Director

Ariana Malthaner - Research Lead

Jessica Riess - Communications and Outreach Lead

Tia Furstenberg - Digital Communications Collaborator

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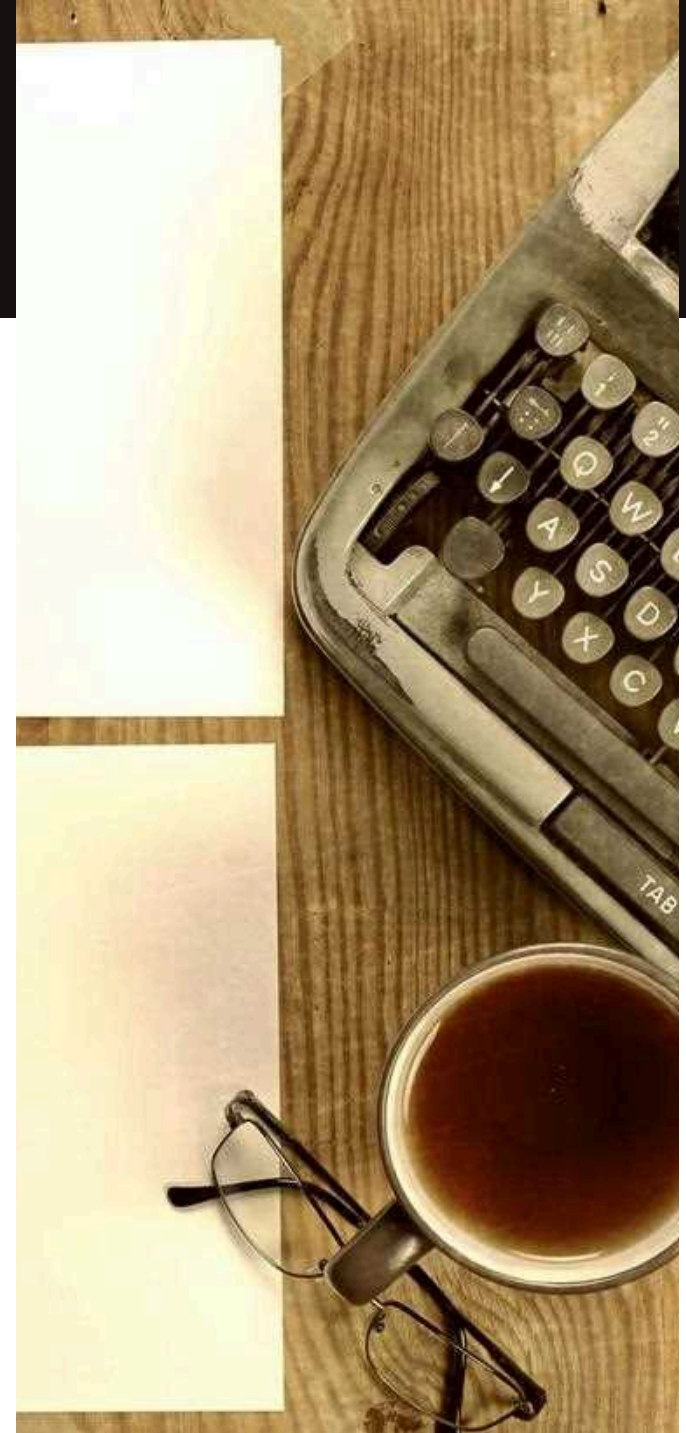
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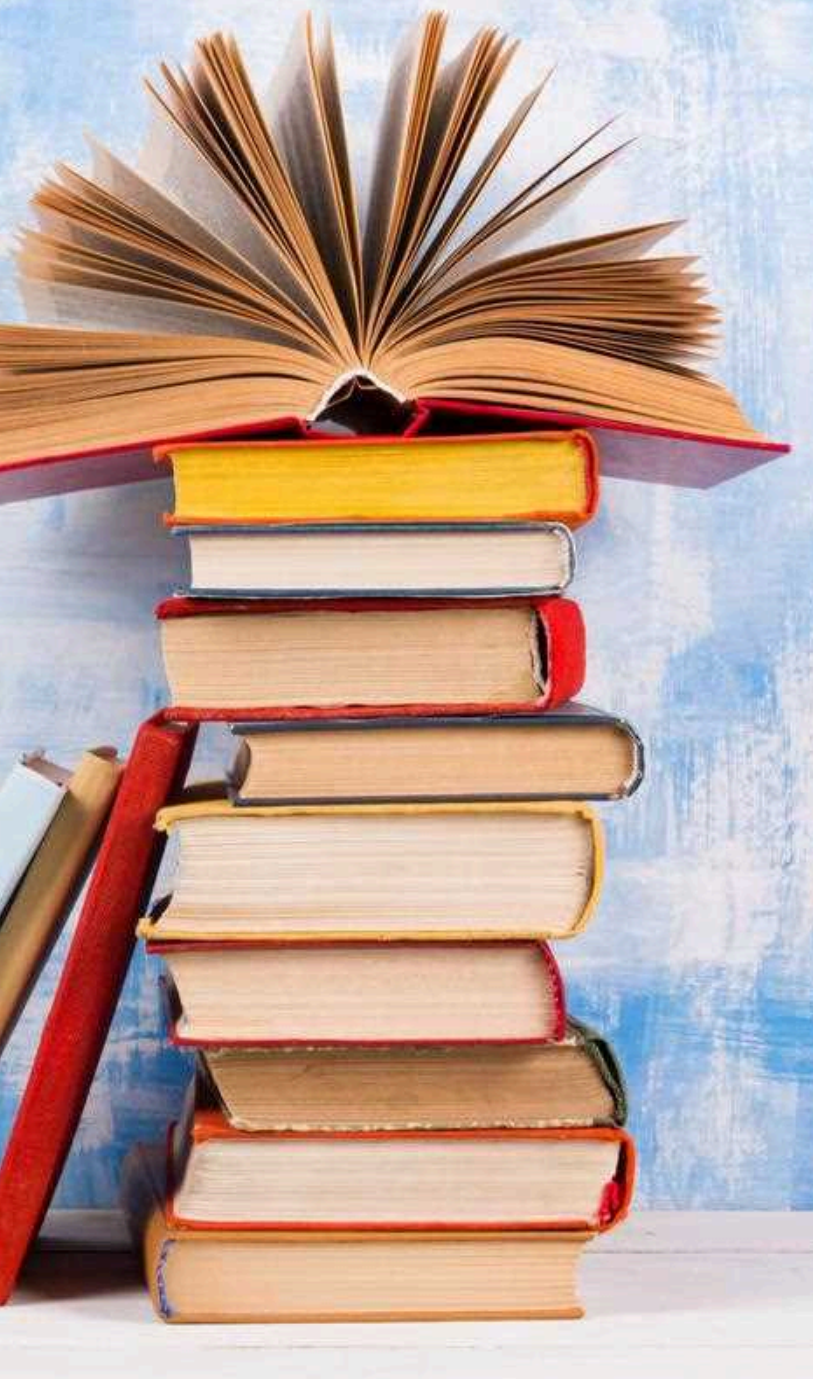


MESSAGE FROM THE BOARD LIAISON

It is a great privilege to be able to prepare this, what is technically the very first Saskatchewan Arts Alliance Board Liaison Report, for the 2024 Annual Report. It has been one year since we implemented our new bylaws, which made changes to the structure of our board among other things. In many ways, these updates were simple changes to nomenclature - for the purposes of fulfilling our non-profit requirements, the titles of “Board Liaison” and “Financial Liaison” are straightforward equivalents to “President” and “Treasurer”, respectively. However, I think these titles represent a major philosophical shift, which is also evident in the functioning of the board. One of the things that I appreciate most about the change is that it creates a much less hierarchical structure for the board, and opens advocacy efforts to those members who are best situated to speak to those matters. So far, I would like to call the experiment a success, although we of course will keep you apprised of how it continues. I’m grateful to the 23/24 Board of Directors for embracing this new model and for all their hard work.

Speaking of advocacy, many kudos are due to Executive Director Em Ironstar for her tireless efforts in that area. Of particular note is Em’s extensive work with the Canadian Arts Coalition and Mass Culture, which has helped situate the Arts Alliance on the national stage for advocacy. Em and the SAA’s advocacy efforts have been amply bolstered by the research produced by SAA’s Research Lead, Ariana Malthaner. In particular, Ariana’s research regarding the economic impact of investment in the arts in Saskatchewan was a key part of advocacy to the Ministry of Parks, Culture, and Sport.





Thanks are due to the rest of the SAA staff for their work during this past year, including Communications and Outreach Lead Jessica Riess, Digital Communications Collaborator Tia Furstenberg. I was particularly impressed with Jessica's successful efforts in increasing the Alliance's membership, and her involvement in the Rural Artists Working Group has been invaluable. Tia has stepped down from her role as the Digital Communications Collaborator and we wish her the best of luck in her new endeavour, but are grateful for all the wonderful work she did for us.

On a personal note, in addition to this being the very first Board Liaison Report, it also serves as my final report. While I intend to serve out the remaining year of my two-year term, I will do so as a member-at-large, and am excited to see someone else fill the role of Board Liaison. In addition to the board members who have joined me on this journey and Arts Alliance staff who do so much, I would like to take the opportunity to thank the previous Board Presidents from whom I've had the opportunity to learn, including Kelley Jo Burke, Kathryn Ricketts, Risa Payant, and Jaime Boldt. Finally, I would like to thank the arts community in Saskatchewan for being such a vibrant, lively, and inclusive one.

With gratitude,

-Daniel Parr
Saskatchewan Arts Alliance Board Liaison

MESSAGE FROM THE EXECUTIVE DIRECTOR

Greetings,

Another year has sped by at the Saskatchewan Arts Alliance! I am excited to share all the work and projects the SAA has accomplished over the past year within the pages of this annual report. I encourage you to explore it in depth to gain a full understanding of what we've been up to. There are many links to valuable content, reports, and resources for you to explore.

One of the achievements I am most proud of this year is our increased focus on government relations and advocacy at both the provincial and national levels. We developed a report about the economic impact of organizations that receive operational funding from SK Arts using CADAC data and Statistics Canada multipliers. This report was widely acknowledged by both the arts community and the government as demonstrating that the arts in Saskatchewan yield a positive return on investment. We continue to advocate for this recognition to translate into increased funding for our sector.

Additionally, this year, I was selected as a participant in the Business/Arts 2024-2025 Emerging Leadership Program. Business / Arts launched the Emerging Leadership Program

to empower 25 arts, culture, and heritage leaders from across Canada. This program is intended for those aspiring to hold senior roles in large cultural organizations and seeks to nurture a diverse talent pool while addressing leadership gaps within Canada's cultural sector. As part of this program, I travelled to the Banff Centre in March 2024 to participate in the Canadian Arts Summit and meet my fellow program participants in person. It was an eye-opening experience and an honour to be included in such a talented group.

The work of the SAA happens in collaboration with a dedicated team, and many thank-yous are in order. I extend my sincere appreciation to the 2023-24 board of directors, especially our Board Liaison, Daniel Parr, who has been an excellent support to me and the rest of the board, and a special thank you to our Financial Liaison, Zoë Schneider. I look forward to continuing to work with the board and am incredibly grateful to have the opportunity to collaborate with such a strategic, knowledgeable, and engaged group of directors.

Thank you to the incredible SAA staff for their hard work and dedication over the past year. Ariana Malthaner, our Research



SAA Executive Director Em Ironstar pictured alongside other B/A Emerging Leaders Program participants at the Banff Centre..

Lead, has been instrumental in driving our projects forward with her thorough research and insights. Jessica Riess, our Outreach and Communications Lead, has done an outstanding job in ensuring our message reaches and resonates with our community, helping us strengthen our connections. Tia Furstenberg, our Digital Communications Collaborator, has brought creativity and expertise to our digital platforms, enhancing our online presence. Your collective efforts have been invaluable to our success, and I deeply appreciate your commitment and contributions.

We are incredibly grateful for the ongoing support of SK Arts, SaskCulture, and Sask Lotteries, whose continued support enables us to work toward strengthening our sector and building a vibrant creative community. The unwavering commitment of these funders allows us to grow, innovate, and offer the resources needed to support artists, organizations, and cultural initiatives across our province. Most importantly, we extend our heartfelt thanks to the many individuals and organizations who support us in our work. To our members, thank you for adding your voice to ours, advocating for the arts, and helping us champion the importance of art in our communities. Your engagement, passion, and dedication make our efforts meaningful, and together, we continue to build a stronger, more resilient arts sector.

Respectfully submitted,
Em Ironstar

PROGRAMS AND SERVICES REPORT

The Arts Live Here

The Saskatchewan Arts Alliance (SAA) is a non-partisan, member-driven coalition of arts organizations that provides a collective voice of the arts community to the public, government, and arts and culture agencies. The SAA works to strengthen, support and advance the arts ecosystem through proactive leadership, advocacy, public education, research, and public policy development. SAA envisions a province where its arts and artists are supported and valued as essential to a complete and healthy society.

The SAA affirms our values:

- **Collective Voice:** a collective voice enables artists to create positive change and generate public awareness of the importance of the arts.
- **Towards Truth and Reconciliation:** a commitment to the values, principles and Calls to Action of the Report of the Truth and Reconciliation Commission.
- **Intersectional Diversity:** the diverse voices and perspectives in the arts ecosystem are respected, welcomed and supported.
- **Integrity:** artists and arts organizations are free to pursue their artistic vision at arm's length and empowered by artists' rights to a living wage.
- **Access:** citizens have unfettered, informed access to and participation in their culture.
- **Creative Expression:** the artist's creativity and uniqueness and the diversity of the arts are essential to our social fabric.
- **An Informed Public:** research creates a critical foundation for good policy, and research findings contribute to a broader understanding of our arts ecosystem.
- **Collaboration and Cooperation:** leadership in facilitating the sharing of resources and coordinating efforts is important to the arts community.



2023 Annual General Meeting

On September 27, 2023, the SAA held its 2023 Annual General Meeting online. In an artist intervention, Poet Laureate Dee Hobsbawn-Smith presented some memorable works. The SAA thanks Dee for bringing her art to our AGM.

Mary Blackstone, Professor Emerita in the Department of Theatre and Director of the Centre for the Study of Script Development at the U Regina was honoured with a lifetime membership to the SAA after immense contribution to the organization in the areas of research and research funding.

One major agenda item for the 2023 AGM was proposed bylaw amendments. In February 2023, the SAA Board of Directors met to review and modernize the organization's bylaws. The bylaws were last reviewed over 20 years previously. Several amendments were proposed and approved; they focused on the following areas:

- Making changes to simplify language, making our bylaws easier to understand and updating language to be more inclusive and gender-neutral.
- Refining our aims and objectives and shifting responsibilities for managing operational tasks from the board to SAA Staff.

- Clarifying who can serve as a director and simply defining how board terms work.
- Eliminating the Executive (President, Past-President, Secretary, Treasurer) and implementing two new positions, Board Liaison and Financial Liaison.
- Defining the duties of the Board of Directors
- Ensuring intersectional representation on the Board. The Board will endeavour to have 50% intersectional representation among the Directors. This includes Directors who self-identify as Indigenous persons, members of Racialized groups, Persons with a Disability, LGBTQIA2s+ persons, newcomers, youths, and elders. This also includes Directors who represent: diverse organizations (for example, grassroots as well as incorporated non-profits); individual artists and their media of practice; a variety of organizations (based on staff or budget sizes), and geographic locations, including urban and rural-based people. Board members are invited to bring their lived experience and not represent the entirety of any group.

You can read the amended bylaws here.



A Collective Voice

Education + Engagement

The SAA worked to raise the visibility and value of the arts in the province through promotional materials. Up-to-date and relevant information concerning the arts sector was widely distributed to the SAA membership, elected officials, the greater arts community, and the general public. SAA created and disseminated materials to raise awareness about the vital role of the arts in our province. Various distribution methods, including e-newsletters, print and multiple social media outlets, were used to ensure that information reached a diverse audience.

Living the Arts: SAA's Op-Ed and Three-Part Series'

Community members were provided with a forum to reflect on issues related to the arts and of personal interest through SAA's electronic magazine and Op-Ed "Living the Arts." With SAA board member Daniel Parr as Editor, the following op-ed pieces were published and promoted:

- Is your Public Art Gallery Serving Artists and the Community by [Lee Fuller](#)

- What's so important about recreational adult performance dance by [Caelia Gardiner](#)
- Nuit Blanche: One Sleepless Night in Saskatoon by [Jane Reväe McWhirter](#)
- A Village Artist by [Barbara Meneley](#)
- Stormy Weather by [Mark Turner](#)

SAA contracted Edith Skeard to complete an overview of the increased need for education, advocacy, and sustainability for independent contractors in the arts after the pandemic. This is a three-part series:

- Part One: Contract Labour and Saskatchewan's Creative Ecology
- Part Two: Job Precariousness and Future Concern
- Part Three: Solution to Precarity in the Arts

PODCAST

Arts Everywhere: The SAA Podcast!

Launched in 2022, Arts Everywhere is an SAA Podcast featuring Saskatchewan artists, arts administrators, and icons. The series features conversations about the arts with the people who do the work.

Executive Director Em Ironstar and podcast producer Kevin Power are the key creators of SAA's podcast. Arts Everywhere celebrates the importance of the arts in Saskatchewan and serve to unite us and the work we do. Arts Everywhere now has over 1,500 downloads (802 in our 2023-24 fiscal year) from 25 countries and 126 cities worldwide. Episodes released this year included:

- [Transformed through Indigenous performance - Jennifer Dawn Bishop](#)
- [One Sleepless Night... - Jane Reväe McWhirter](#)
- [The dense jungle of bureaucracy - Patrick Close](#)
- [Leadership, Dedication & Innovation - Breanne Harmon](#)
- [The "Chill Vibe" of Lo-Fi Bedroom Pop - Patrick Moon Bird](#)
- [Decoding the Complexities of Arts Funding - Jeremy Morgan](#)
- [Navigating the Ever-changing Art World - Jordan Baraniecki](#)
- [Don't forget the joy with Tia Furstenberg](#)
- [Statistically Speaking with Ariana Malthaner](#)
- [Being Nathan - Nathan Coppens](#)
- [Visions of Identity: The Two-Spirit Journey of Alejandro Romero](#)
- [Honouring the Past and Cultivating Inclusivity in the Arts - Floyd Favel](#)
- [Re-imagining Governance - Roberta Cross](#)
- [The Art of Sound - Dominique Ferraton](#)
- [Words, Rhythm, and Social Change - Khodi Dill](#)
- [Balancing Act \(Part 1\)](#)

REMEMBER TO SUBSCRIBE WHEREVER YOU GET YOUR PODCASTS SO YOU DON'T MISS AN EPISODE!



Pajama Party Politics - Axis of Access

In our previous fiscal year, SAA partnered with Listen to Dis to host three events on accessibility and accommodation. These events were created for anyone with the experience of disability or barriers to arts participation with the intent to create a living document on accessibility in the province to support a broader understanding of access through the disability cultural lens.

This year, the SAA continued its partnership with Listen to Dis. In June, we continued our conversation on accessibility and accommodation. “Gathering to Gab” was a casual get-together of the Saskatchewan disability community to continue to connect and share (lived) experiences. Everyone was welcome.

An initial draft of the accessibility document supporting a broader understanding of intimate access from a disability cultural perspective, tentatively dubbed the “Axis of Access,” is now complete, under review, and being finalized.



Members of Listen to Dis at a Saskatoon Gathering to Gab held in Saskatoon at PAVED Arts. Photo by Em Ironstar.



Amanda Zelinski and Finn Burke perform at PAVED Arts in Saskatoon. Photo by Em Ironstar.



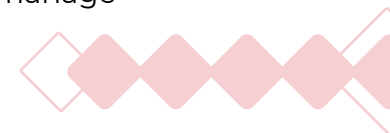
SAA Board Members and participants at the 2024 retreat at the Remai Art Gallery in Saskatoon. From left to right: Danica Lorser, Em Ironstar, Jeff Morton, Daniel Parr, Krystal Glowatski, Alejandro Romero, Kelsey Ford, Josh Hasureud, Kayla Rourke and Adam Hicks.

Rural Artist Working Group

After being approached by rural artists voicing their concerns and looking for possible solutions, the SAA created the Rural Artists Working Group (RAWG). This group tackles issues around isolation, professional development, and connecting provincial artists and arts communities of all disciplines. It continues to meet digitally and now includes the support of CARFAC Saskatchewan, OSAC, and the Saskatchewan Writers' Guild. The RAWG continues to grow, and we look forward to continuing this project in the coming year.

SAA Board Retreat - April 2024

In April 2024, the SAA held a board retreat in Saskatoon. The two-day retreat was kicked off with a sweat lodge conducted for our board and retreat participants by Elder Joseph Naytowhow at Whitecap Dakota Nation. Day two was held at the Remai Art Gallery and was led by Adam Hicks from the South Saskatchewan Community Foundation. The focus was SAA's finances, our reserves, investments, etc. We learned about having a reasonable financial reserve and how we can manage those funds to support our goals and values.





Social Media and Online Engagement

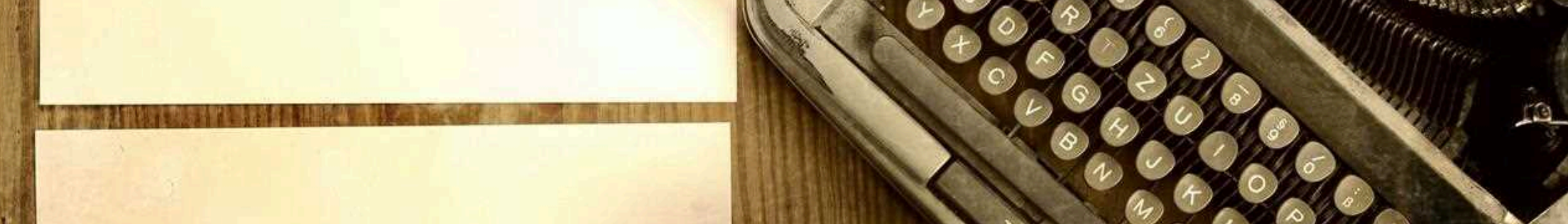
Between June 1, 2023, and May 31, 2024, the SAA regularly posted news updates, research, facts, announcements and other arts-related information on our social media channels. This year, our Facebook content reached 34,216 users and gained 176 new followers, making our total 1,800 followers, a 6.8% increase. During the same timeframe, our Instagram content reached 26,000 users and gained 612 new followers, totalling 2,427 followers, an increase of 33.71%.

The SAA took time this year to check and verify over 451 resources in the [Status of the Artist Developmental Timeline](#), which has a wealth of information on national and international social, regulatory and legislative activity concerning artist equity. The timeline is handy for those searching for a broad scope of information on equity-related initiatives from various jurisdictions. Also, new references and resources were added to the “Resources for Artists + Engagers” page on SAA’s

parallel website, www.saskap.ca. The page provides information to promote compliance with the Saskatchewan Arts Professions Act.

<i>Social Media Insights</i> (06/01/2023 – 05/31/2024)	
Facebook	Instagram
34,216	26,000
+ 176 NEW FOLLOWERS	+ 612 NEW FOLLOWERS

New Facebook followers (6.8 % increase)*
New Instagram followers (33.71 % increase)*



Top Performing Facebook Post

Saskatchewan Arts Alliance is 🙌 feeling determined with SK Arts and Government of Saskatchewan at Saskatchewan, Canada.
Published by Tia Furstenberg
January 15 · Regina · 🌐

Did you know? 🙌 SK Arts' funded organisations received \$5.4 million in provincial funding while generating \$74 million in economic output for the province? 🙌 Well, now you do!

SK Arts, and its funded organisations, provide a significant return on investment for the Government of Saskatchewan, creating steady jobs, contributing to GDP as well as the overall economic output of the province. As the Government of Saskatchewan strives to achieve "growth that works for everyone," further investment in SK Arts, and the arts as the whole, would appear to be an advantageous step towards achieving that goal.

🔗 Read the full report on our website: <https://www.saskartsalliance.ca/.../saa-report-economic.../>

#SaskArtsAlliance #SAA #SKArts #SaskArts

SK Arts' funded organizations received \$5.4 million in provincial funding while generating \$74 million in economic output for the province.

Read the full report on our website (link in our post)

4,120	107	25
Facebook users reached	Reactions or Likes	Shares

Top Performing Instagram Post

saskartsalliance and reginafolkfest
Regina Folk Festival

saskartsalliance · 65 w
PSA 📢 The @reginafolkfest needs YOUR help!

It's no secret that this cherished festival has faced tough times lately, and the impact of the pandemic has hit them hard. They're now in a serious financial crisis that jeopardizes their future!

🙌 But fear not, we can make a difference! Here's how you can lend a hand:

📢 Spread the word! 📢 Tap into your network and encourage them to buy tickets or donate to keep this

View Insights Boost Again

📍👤🗨️📄
124 likes
19 June 2023

Add a comment...

2,243	124	4
Instagram users reached	Likes	Shares





Advocacy

Powered by the Arts

Over the last 38 years, the SAA has worked to strengthen, support and advance the arts through advocacy, policy development and proactive leadership. SAA takes seriously its responsibility to provide accurate information about the arts sector to elected government

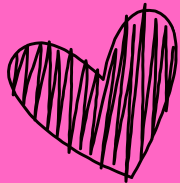
and arts agency officials. Accurate representation of arts community interests is a priority of ours and is gained through consultations, surveys and face-to-face meetings with the greater arts community, individuals, and partner organizations. We also participated in national planning activities and provided factual information on relevant topics to serve the development of the sector.

Since its establishment in 1986, SAA has been a prominent advocate on issues affecting artists and the arts, including public funding of the arts, provincial and federal arts policies, freedom of expression and artists' working conditions.

SAA's objectives and actions continue to focus on what we know:

- Arts Benefit Everyone
- Every Child Deserves an Arts Education
- The Arts Innovate
- Invest in the Arts

Arts Benefit Everyone



**Every Child Deserves
an Arts
Education**



**The Arts
Innovate**



**Invest in
the
ARTS**





On behalf of our members and the provincial arts community, SAA advocated throughout the 2023-24 year:

The SAA has taken proactive steps to address the ongoing crisis in the arts within our province. One significant accomplishment is completing a comprehensive economic impact report about arts organizations funded by SK Arts, which was subsequently shared with the Ministry of Parks, Culture and Sport and Minister Laura Ross. To further bolster our government relations efforts, the SAA enlisted the expertise of Deb Nyzcai, who was engaged as a contract government relations assistant until the end of March 2024.

In July of 2023, the SAA held a meeting of leaders from performing arts organizations and festivals in Saskatchewan. The people in attendance in attendance included:

- John Kennedy - Saskatchewan Culture Exchange Society (Regina)
- Breanne Harmon - Persephone Theatre (Saskatoon)
- Jennifer Dawn Bishop - Gordon Tootosis Nikāniwin Theatre (Saskatoon)
- Lenore Maier - Broadway Theatre (Saskatoon)
- Johanna Bundon - (Curtain Razors (Regina)
- Lorena Kelly - Sask Music (Provincial)
- Shannon Josdal - SaskTel SaskTel Saskatchewan Jazz Festival (Saskatoon)
- Ruth Smillie - Darke Hall (Regina)
- Kevin Korchinski - Organization of Saskatchewan Arts Councils (Provincial)
- Leo Keiser - Regina Folk Festival



Although the group listed above did not represent all provincial performing arts organizations, it is a good cross-section of a sector in crisis. The meeting was convened to address how to develop a crisis response strategy. We continue to recognize the precarity of our performing arts organizations and festivals. Saskatchewan is at risk of losing several longstanding cultural institutions that bring joy and richness to lives in our province. The issues facing performing arts and festivals are more than just an urban issue in Regina and Saskatoon. This meeting was a catalyst for developing the “Economic Impact of Organizations Funded by SK Arts” Report, released in Fall 2023. The SAA continues to work alongside performing arts organizations and the government to relay ongoing concerns and to advance potential audience development strategies and research opportunities..

A primary focus of the SAA's government relations strategy was to arrange meetings with MLAs in key cities across our province. We met with:

- Mr. Marv Friesen - Saskatoon Riversdale, Broadway Theatre - January 9

- Mrs. Alana Ross - Prince Albert Northcote, Mann Art Gallery - January 11
- Hon. Everett Hindley - Swift Current, Swift Current Art Gallery - January 18
- Hon. Tim McLeod - Moose Jaw North, Moose Jaw Museum & Art Gallery - January 26



Announcement of the new SK Arts BPOC Program in October 2023.



The SAA continues to cultivate relationships and secure meetings with MLAs. We are well-positioned to drive positive change and advocate for the arts sector in Saskatchewan. In April, in partnership with Darke Hall, invited Regina MLAs to a reception at the beautifully renovated performance venue and welcomed them to a sold-out [Jake Vaadeland](#) concert.

Advocacy work has been ongoing at both provincial and national levels. The federal budget had positive outcomes for the performing arts, and you can read SAA's response to the [provincial and federal budgets online](#).

Provincially, the SAA was disappointed with yet another year of status quo funding for the arts sector. A status quo budget for a sector in crisis is simply not good enough. Funding to SK Arts is flatlined and well below historical levels—approximately \$383,000 less than a decade ago.

After the 2024-25 budget announcement, Executive Director Em Ironstar had the opportunity to join CBC host Theresa Kliem to discuss what status quo funding means for arts organizations and artists in the province. [Listen here](#).

In January 2024, the federal government enforced the Canada Emergency Business Account Repayment. The SAA wrote an open letter to the federal government requesting that they extend the repayment deadline to Dec. 31, 2024, forgive or extend the \$20,000 grant to encompass all loan recipients and create an interest-free installment plan to allow arts and culture organizations to repay the loans gradually. The letter can be found [here](#).

The SAA was invited to participate in the Saskatchewan Arts Education Conference, which attracted attendees from across the province, including northern Saskatchewan. SAA's Outreach Lead facilitated a button bee, where she promoted the SAA and the need for advocacy in arts education. This event allowed SAA to make connections and acquire 22 new memberships. We plan to attend the conference in the upcoming years.

The SAA was approached about an urgent issue regarding the “appropriateness” of an exhibition at the Weyburn Art Gallery (WAG). Weyburn City Council met behind closed doors regarding the show at the WAG. In preparation for this meeting, the SAA wrote a letter of support for the WAG to Weyburn City Council, urging them to consider freedom of expression.



The SAA voiced support for the art gallery, the programming and the curator, Regan Lanning. The situation was resolved, and the exhibition reopened with warning labels. [You can read about it here.](#)

The SAA was a contributor to and a signatory of an Open Letter from the [Canadian Arts Coalition](#) regarding funding cuts to Canadian Heritage and the Canada Council for the Arts. [Read more about it here.](#)

Music and Music Education Advocacy

SAA partnered with the Saskatchewan Music Educators (SEMA) to advocate for music education. This project included creating an [online resource toolkit](#) on music and its benefits in and throughout our lives.

In addition, SAA and SEMA created a letter-writing campaign supporting music education in the province. Participants wrote to the Minister of Education and the leadership of the Saskatchewan School Board Association. This ongoing project is led by SAA's Outreach and Communications and Research leads.

Arts Everywhere

Interagency Arts Planning + Development

Ministry of Parks, Culture, Sport and Funding Agencies:

SAA staff regularly engaged with the Ministry of Parks, Culture and Sport staff, SaskCulture, SK Arts, and Creative Saskatchewan throughout the year. This is crucial for maintaining transparent communication channels and staying attuned to evolving priorities and policies. By fostering an ongoing dialogue, we can address challenges promptly, advocate for the specific needs of the arts community, and ensure that our goals align with the broader strategic vision of all the key stakeholders in the arts community. Regular engagement also develops a reciprocal relationship, allowing these bodies to engage SAA as a resource where appropriate. The SAA's role in interagency connection strengthens the partnership between our organization and the entities that play pivotal roles in shaping the arts landscape in Saskatchewan.





Representing Stakeholders' Interests at the National Level:

Liaising with national arts organizations and actively participating in national forums is essential for elevating the profile of Saskatchewan's arts community on a broader stage. By representing the interests of local stakeholders at the federal level, the SAA contributes to the exchange of best practices, staying informed about national trends and policies, and forging valuable partnerships with counterparts from across the country.

This involvement positions Saskatchewan as an active participant in the national arts dialogue and opens up opportunities for resource-sharing, collaborative initiatives, and cross-pollination of ideas. The SAA's participation at a national level ensures that Saskatchewan's arts community remains connected, informed, and well-positioned within the larger context of the Canadian arts landscape.

The SAA currently actively participates in the following national-level groups and organizations:

- The Canadian Arts Coalition is a collaborative, non-partisan advocacy movement of national associations, arts organizations, and artists.
- Mass Culture - A collaborative support organization with a community-based approach to providing diverse parties with the context and connections needed to enhance the equitable mobilization of arts and culture research. SAA ED Em Ironstar serves as Treasurer on the Operations Working Group (Board) of Mass Culture
- The Cultural Human Resource Council (CHRC) - The CHRC is dedicated to the well-being of the human factor in Canada's diverse professional cultural community; the CHRC is the first place to go for human resources solutions and thought leadership. SAA ED Em Ironstar currently serves on the Provincial and Territorial Advisory Committee for the CHRC.
- The SAA maintains a sponsorship-level Hill Strategies Statistical Insights on the Arts subscription. This subscription allows one custom research article or dedicated advisory time with Kelly Hill. In addition, we





are also able to share our paid membership to Hill Strategies paid content with SAA members through a dedicated login.

- Our subscription also supports the SAA in the following ways:
 - Keeping on top of challenges and trends
 - Help in our advocacy or policy work
 - Assisting in fundraising efforts and funding applications
- The SAA actively participates in an informal National Arts Service Organization (ASO) Slack Group, the “ASO Monday Group”, which meets biweekly via Zoom.

Reference + Research

The SAA has been busy with research projects and tasks this past year. After revisiting and updating the previous study on the Arts Ecology of Saskatchewan, conducted in 2014 in conjunction with the University of Regina, the SAA ran four consecutive studies in May - June 2023. The survey remained primarily the same as the 2014 survey to best facilitate

comparison, but it was updated to include new questions to address the challenges and impacts of the COVID-19 pandemic.

Completed/In-Progress Research Initiatives

The SAA partnered with the Saskatoon-based research company Inshgtrix to broaden our respondent reach. They collected data from 300 members of the general public. The SAA hosted an identical version of the general public survey, running it parallel to the Inshgtrix survey, which received an additional 136 responses.

The SAA additionally ran a survey for artists, targeting both our artist registry and putting out an open call for artists to respond through social media and communications. The artist survey received 361 responses. The results of both surveys have been separated into two separate reports. You can view both of the full reports below:

- [The Arts Ecology of Saskatchewan – General Public – 2023](#)
- [The Arts Ecology of Saskatchewan – The Views of Artists in the Province – 2023](#)





A significant undertaking of the SAA in the past year has been utilizing the StatsCanada Input-Output Multipliers to project the economic impact of organizations funded by SK Arts. A report, "[Economic Impact of Arts Organizations Funded by SK Arts](#)," was created at the end of 2023, indicating that organizations funded by SK Arts have contributed roughly \$74 million in economic output to the province. This report was provided to SK Arts and relevant members of the government, including Parks, Culture and Sport Minister Laura Ross.

As part of this process, we consulted with economists from the University of Regina and the University of Saskatchewan and communicated directly with Statistics Canada. We continue working with the Ministry of Parks, Culture, and Sport regarding these numbers and the best path forward for using them to advocate for increased funding for SK Arts. The SAA intends to expand this project to include the individual artist program

and work with SK Arts to develop a framework for determining their actual financial need.

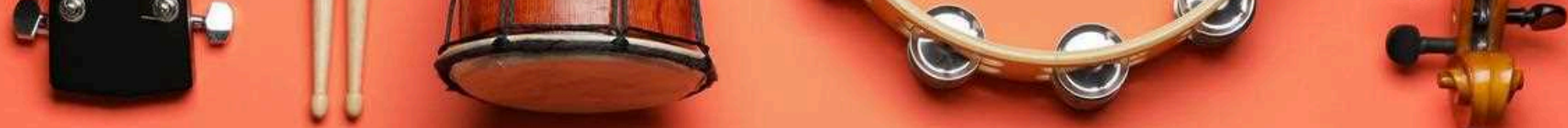
Furthermore, the SAA has continued to maintain and promote our Artist Registry. The Artist Registry collates data from self-selecting artists located in the province. The registry is an integral resource for our research purposes. The SAA promotes this registry through our meetings, social media and members' communications.

As of May 31st, 2024, the registry contains 1051 artists, an increase of 6.1% from May 31st last year. As work was undertaken in the previous year to remove inactive artists, artists who have moved or passed away and artists whose contact details were incorrect, which resulted in removing over 100 entries, the SAA is particularly pleased with this substantial increase in our database.

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The following summary reports were also created:

- [Our Summary: National Insights into Non-profit Organizations](#)
- [SAA Summary: Statistics Canada's quarterly report for national culture & sport indicators](#)
- [Provincial and Territorial Cultural Indicators 2022](#)
- [National Culture Indicators First Quarter 2024](#)



Upcoming Research Projects

It has been a busy time for the SAA, and in conjunction with these completed, or nearly completed, projects, the SAA continues to work on several other research initiatives:

- In conjunction with SaskCulture, the SAA is currently in the beginning stages of developing evaluation frameworks applicable to arts organizations and non-profit organizations. These frameworks can help us and our members better measure our impact and inform our processes in the future.
- The SAA hopes to create a further study on Arts Service Organisations to complement the recent artist and general public surveys. This project is currently in the planning stages.

The SAA consulted with several performing arts organizations to discuss potential audience development projects that may benefit them. Initially, the SAA proposed a low-cost/no-cost box office app that would replace existing box office software for organizations. This suggestion was not deemed tenable, with a province-wide events calendar touted as the most functional solution. The SAA is interested in pursuing this option and exploring other opportunities to address attendance issues and changing audience culture.

ORIGINS OF THE SAA



Reception for 40+ Years in the marking: Women and Clay reception at the Hill Tower II in October 2023.

FINANCIAL REPORT



The Statement of Financial Position is standard, noting unearned revenue of \$216,000. This unearned revenue is funding received from both SaskCulture and SK Arts for the 2024-25 fiscal year, received in the 2023-24 fiscal year, which is described in Note 6.

Unrestricted net assets total \$38,926. This is not a huge increase from the previous year but still provides a good financial cushion for the unexpected. The Statement of Operations and the Schedules to the Financial Statements illustrate a very good year with increases in grant and self-generated revenue. The SAA ended the year in a surplus position.

There was a sizable increase in the cost of salaries and benefits, which can be attributed to the Digital Communications Collaborator position becoming permanent part-time, SAA's first complete year with a full-time permanent Research Lead, and cost-of-living salary adjustments for staff. With these changes, SAA continues its commitment to the principles of decent work and lowered its reliance on contract workers for reference, research, and digital communications.

The Saskatchewan Arts Alliance continues to balance sound fiscal responsibility with responsiveness, in order to best continue to serve the community.

Respectfully submitted,

Zoë Schneider
Financial Liaison



SASKATCHEWAN ARTS ALLIANCE CORPORATION

FINANCIAL STATEMENTS

MAY 31, 2024

INDEPENDENT AUDITOR'S REPORT

To the Members of
Saskatchewan Arts Alliance Corporation

Qualified Opinion

I have audited the accompanying financial statements of Saskatchewan Arts Alliance Corporation, which comprise the statement of financial position as at May 31, 2024 and the statements of operations, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies and other explanatory information.

In my opinion, except for the effects, if any, of the matter described in the Basis for Qualified Opinion paragraph, the financial statements present fairly, in all material respects, the financial position of Saskatchewan Arts Alliance Corporation as at May 31, 2024 and its financial performance and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Basis for Qualified Opinion

In common with many non-profit organizations, Saskatchewan Arts Alliance Corporation derives part of its revenue from membership fees, donations and other activities, the completeness and classification of which are not susceptible to satisfactory audit verification. Accordingly my verification of these transactions was limited to accounting for the amounts recorded in the records of the organization and I was not able to determine whether any adjustments might be necessary to the revenues, statement of operations, assets and net assets.

I conducted my audit in accordance with Canadian generally accepted auditing standards. My responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of my report. I am independent of the Entity in accordance with the ethical requirements that are relevant to my audit of the financial statements in Canada, and I have fulfilled our other ethical responsibilities in accordance with these requirements. I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Entity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Entity or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Entity's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

My objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. As part of an audit in accordance with Canadian generally accepted auditing standards, I exercise professional judgment and maintain professional skepticism throughout the audit. I also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for my opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Entity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Entity's ability to continue as a going concern. If I conclude that a material uncertainty exists, I am required to draw attention in my auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify my opinion. My conclusions are based on the audit evidence obtained up to the date of my auditor's report. However, future events or conditions may cause the Entity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

I communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that I identify during my audit.

Regina, Saskatchewan
September 5, 2023



Marcia Herback
CPA, CA

SASKATCHEWAN ARTS ALLIANCE CORPORATION
STATEMENT OF FINANCIAL POSITION
AS AT MAY 31, 2024
(with comparative figures for 2023)


	2024	2023
ASSETS		
Current assets		
Cash	\$ 232,070	\$ 152,495
Investments	187,334	180,885
Accrued interest receivable	4,672	4,079
GST receivable	646	1,306
Prepaid expenses	508	6,501
	<u>\$ 425,230</u>	<u>\$ 345,266</u>
LIABILITIES		
Current liabilities		
Accounts payable and accrued liabilities	\$ 9,384	\$ 18,200
Unearned revenue (Note 6)	216,000	135,020
	<u>225,384</u>	<u>153,220</u>
NET ASSETS		
Internally restricted reserves	160,920	160,920
Unrestricted net assets	38,926	31,126
	<u>199,846</u>	<u>192,046</u>
	<u>\$ 425,230</u>	<u>\$ 345,266</u>

See accompanying notes

Approved on Behalf of the Board



Director



Director

SASKATCHEWAN ARTS ALLIANCE CORPORATION
STATEMENT OF OPERATIONS
FOR THE YEAR ENDED MAY 31, 2024
(with comparative figures for 2023)

	2024	2023
Revenue		
Grants (Schedule 1)	\$ 342,000	\$ 332,609
Self-help (Schedule 2)	<u>13,982</u>	<u>12,599</u>
	<u>355,982</u>	<u>345,208</u>
Expenses		
Administration (Schedule 3)	282,935	251,719
Travel & Meetings (Schedule 4)	24,607	15,716
Corporate Business (Schedule 5)	9,193	10,948
Communications (Schedule 6)	8,123	8,515
Programs & Services (Schedule 7)	<u>23,324</u>	<u>53,248</u>
	<u>348,182</u>	<u>340,146</u>
Excess (deficiency) of revenues over expenses	7,800	5,062
Unrestricted net assets, beginning of year	<u>31,126</u>	<u>26,064</u>
Unrestricted net assets, end of year	<u>\$ 38,926</u>	<u>\$ 31,126</u>

See accompanying notes

SASKATCHEWAN ARTS ALLIANCE CORPORATION
STATEMENT OF RESERVES
FOR THE YEAR ENDED MAY 31, 2024
(with comparative figures for 2023)

	2024								
	Operating Reserve	Capital Maintenance Reserve	Representation Reserve	Facility Reserve	Projects in Progress Reserve	Arts Congress Reserve	Total 2024	Total 2023	
Net Assets									
Balance, beginning of year	\$ 68,713	\$ 2,373	\$ 1,800	\$ 24,000	\$ 61,034	\$ 3,000	\$ 160,920	\$ 160,920	
Transfer from net assets	-	-	-	-	-	-	-	-	
Transfer to net assets	-	-	-	-	-	-	-	-	
Balance, end of year	<u>\$ 68,713</u>	<u>\$ 2,373</u>	<u>\$ 1,800</u>	<u>\$ 24,000</u>	<u>\$ 61,034</u>	<u>\$ 3,000</u>	<u>\$ 160,920</u>	<u>\$ 160,920</u>	

See accompanying notes

SASKATCHEWAN ARTS ALLIANCE CORPORATION
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED MAY 31, 2024
(with comparative figures for 2023)

	2024	2023
Operating activities		
Excess of revenues over expenses	\$ 7,800	\$ 5,062
Net change in non-cash operating working capital balances		
Investments	(6,449)	(135)
Accrued interest receivable	(593)	(3,788)
GST receivable	660	(185)
Prepaid expenses	5,993	(3,488)
Accounts payable and accrued liabilities	(8,816)	5,761
Grant returns payable	-	(3,269)
Unearned revenue	<u>80,980</u>	<u>2,411</u>
Cash provided by operating activities	<u>79,575</u>	<u>2,369</u>
Increase in cash	79,575	2,369
Cash position, beginning of year	<u>152,495</u>	<u>150,126</u>
Cash position, end of year	<u>\$ 232,070</u>	<u>\$ 152,495</u>

See accompanying notes

SASKATCHEWAN ARTS ALLIANCE CORPORATION
NOTES TO THE FINANCIAL STATEMENTS
MAY 31, 2024

1. Status and nature of activities

The Saskatchewan Arts Alliance Corporation acts to ensure the existence and continued growth of the arts and cultural industries in Saskatchewan. The Organization is incorporated under the Non-Profit Corporations Act of Saskatchewan as of March 21, 1986.

2. Summary of significant accounting policies

These financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations and include the following significant accounting policies:

Revenue

Grants are recorded as revenue in the fiscal period for which the monies were approved by the funding association. Grants received in advance of the period for which they are to be used are recorded as deferred grant revenue. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Membership revenue is recognized in the year it relates to. Membership fees received in advance of the membership year to which they relate are recorded as deferred membership fees.

Interest income is recognized when it is earned. All other revenue is recorded in the fiscal period in which it is received.

Tangible capital assets

Tangible capital assets are charged against revenues in the year of purchase.

Financial instruments

The Saskatchewan Arts Alliance Corporation initially measures its financial assets and financial liabilities at fair value. It subsequently measures all its financial assets and financial liabilities at amortized cost.

Financial assets subsequently measured at amortized cost include cash, investments and accounts receivable. Financial liabilities subsequently measured at amortized cost include accounts payable and accrued liabilities.

Management estimates

The preparation of the financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions which affect the reported amounts of assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period. These estimates are reviewed periodically, and, as adjustments become necessary, they are reported in earnings in the period in which they become known.

3. Reserves

During the 2006 year, the SAA Board of Directors established an operating reserve and moved that \$18,000 be transferred into the reserve. In 2012, the SAA Board of Directors established that the operating reserve be maintained at one third of its operating budget. Additional amounts are added to the operating reserve as required. Similarly, during 2008, a capital maintenance reserve, representation reserve, facility reserve and projects in progress reserve were opened by the SAA Board of Directors. During the 2013 fiscal year, the Board of Directors opened an Art Congress Reserve to spread the costs of the Biennial Event over a two year period.

4. Financial instruments

The Saskatchewan Arts Alliance Corporation is exposed to various risks through its financial instruments. The following analysis provides a measure of the Organization's exposure and concentrations at May 31, 2024:

Credit risk

Credit risk arises from the potential that a party may default on their financial obligations, or if there is a concentration of financial obligations which have similar economic characteristics that could be similarly affected by changes in economic conditions, such that the Organization could incur a financial loss. Saskatchewan Arts Alliance Corporation is exposed to credit risk with respect to its cash, investments and accounts receivable. The organization manages its credit risk by placing cash and investments with major financial institutions. Credit risk for accounts receivable is managed by the credit quality and diverse debtor base and creating an allowance for bad debts where applicable.

Liquidity risk

Liquidity risk is the risk that the Organization may not be able to meet a demand for cash or fund its obligations as they come due or not being able to liquidate assets in a timely manner at a reasonable price. Saskatchewan Arts Alliance Corporation is exposed to liquidity risk with respect to its investments and accounts payable and accrued liabilities but manages its liquidity risk by holding assets that can be readily converted into cash.

Interest rate risk

Interest rate risk is a type of market risk that refers to the risk that the fair value of financial instruments or future cash flows associated with the instruments will fluctuate due to changes in market interest rates. The Organization is exposed to interest rate risk with respect to its cash and investments and its effect on interest income. Fluctuations in interest rates do not have a significant effect on cash and investments due to the fact that interest income is not a major percentage of total revenue.

5. Grant returns payable

Saskatchewan Arts Alliance Corporation receives annual funding from Sask Culture with the understanding that the funds are to be used for eligible purposes adhering to the policies and guidelines. In the event funds are not used in accordance with the policies and guidelines, they must be returned to Sask Culture. At May 31, 2024 the Organization had \$nil in grant returns to Sask Culture (2023 - \$NIL).

6. Unearned revenue

Deferred revenue consists of externally restricted funds received from Sask Culture funds for 2023\24 in the amount of \$160,000 (2023 - \$135,000), Sask Arts funds for \$56,000 (2023 \$NIL).

7. Comparative figures

Certain comparative figures have been reclassified to conform with the current year's presentation.

SASKATCHEWAN ARTS ALLIANCE CORPORATION
SCHEDULES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED MAY 31, 2024
(with comparative figures for 2023)

	2024	2023
Grants		Schedule 1
Sask Arts Board	\$ 72,000	\$ 70,000
Sask Culture	270,000	260,000
Other grants	-	2,609
	<u>\$ 342,000</u>	<u>\$ 332,609</u>
Self-help		Schedule 2
Interest	\$ 7,042	\$ 5,519
Donations	3,395	3,915
Memberships	3,545	3,165
	<u>\$ 13,982</u>	<u>\$ 12,599</u>

Administration**Schedule 3**

Contract fees	\$ 8,277	\$ 28,021
Office operations		
Equipment	150	3,892
Office supplies	50	368
Printing, postage, photocopying	441	
Rent	12,944	12,761
Software and IT	4,569	2,677
Telephone	2,250	1,948
Salaries and benefits	<u>254,254</u>	<u>202,052</u>
	<u>\$ 282,935</u>	<u>\$ 251,719</u>

Travel & Meetings**Schedule 4**

Meetings - AGM	\$ 335	\$ 500
Board honorarium	10,390	4,030
Board retreat	7,266	5,987
Professional development	930	550
Meetings - Interagency	47	147
Staff and board travel	4,351	3,588
Team building	<u>1,288</u>	<u>914</u>
	<u>\$ 24,607</u>	<u>\$ 15,716</u>

SASKATCHEWAN ARTS ALLIANCE CORPORATION
SCHEDULES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED MAY 31, 2024
(with comparative figures for 2023)

	2024	2023
Corporate Business		Schedule 5
Insurance	\$ 524	\$ 4,743
Professional fees	6,443	5,371
Memberships	1,736	326
Service charges	490	508
	<u>\$ 9,193</u>	<u>\$ 10,948</u>
Communications		Schedule 6
Advertising	\$ 1,856	\$ 2,168
Website	6,267	6,347
	<u>\$ 8,123</u>	<u>\$ 8,515</u>
Programs & Services		Schedule 7
Arts Congress/Summit	\$ -	\$ 14,339
Community development	8,264	5,390
National Liason	746	4,371
Reference services, research, representation	2,725	11,639
Status of the Artist Website Project		1,000
Strategic initiatives	11,589	16,509
	<u>\$ 23,324</u>	<u>\$ 53,248</u>

SASKATCHEWAN ARTS ALLIANCE MEMBERSHIP FROM 2023-24

Art Gallery of Regina
Art Gallery of Swift Current
Blue Sky Cultural Connections
CARFAC Saskatchewan
Children's Festival of Saskatchewan
City of North Battleford Art Galleries
City of Saskatoon
Common Weal Community Arts
Conseil culturel fransaskois
Creative City Centre
Curtain Razors
Dance Saskatchewan
Dunlop Art Gallery
FadaDance Troupe Inc.
Free Flow Dance Theatre
Globe Theatre
Godfrey Dean Art Gallery
Gordon Tootoosis Nikaniwin Theatre
Gravelbourg Artisan Co-operative
Grow Solutions
Gustin/Trounce Heritage Committee
Horus Eye Productions
Individual Community Members
La Troupe du Jour
Listen to Dis

MacKenzie Art Gallery
Mann Art Gallery
Moose Jaw Art Museum Inc.
New Dance Horizon
Northern Lights Bluegrass & Old time Music Society
On Cue Performance Hub
On the Boards
Organization of Saskatchewan Arts Councils
PAVED Arts
Persephone Theatre
Regina Folk Festival
Regina Symphony Orchestra - invoice done
Remai Modern
Sage Hill Writing Experience
Saskatchewan Association of Theatre Professionals
Saskatchewan Choral Federation
Saskatchewan Craft Council
Saskatchewan Drama Association - invoice done
Saskatchewan Festival of Words
Saskatchewan Music Educators Association
Saskatchewan Music Festival Association
Saskatchewan Orchestral Association
Saskatchewan Printmakers (SKP)
Saskatchewan Writers' Guild

Saskatoon Musicians' Association
Saskatoon Symphony Orchestra
SaskBooks
SaskGalleries
SaskMusic
Shakespeare on the Saskatchewan
Station Arts Centre Co-op
Wanuskewin Heritage Park
Yorkton Arts Council
Yorkton Film Festival

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