



Background

The **Red Deer Museum + Art Gallery** is operated by the Red Deer & District Museum Society, a not-for-profit society (Alberta) and registered charity.

In 1973, a steering committee comprised of members of the Central Alberta Pioneers' and Old Timers' Association formed **the Red Deer & District Museum Society in commemoration of the City's Diamond Jubilee**. This group of committed community members recognized the inherent value of preserving the area's past in order to leave an enduring legacy for future generations.

The first phase of the building was built in 1978, primarily from donations from citizens in Red Deer and the surrounding region. Once completed, the building was turned over to the City of Red Deer.

The Museum has over **85,000 artifacts** in the collection, representing gifts from over **2,500 residents of Central Alberta**. The main fields in the collection are: clothing and textiles, decorative arts, fine arts, commercial and domestic material, archaeological and paleontological artifacts, as well as agricultural machinery and equipment. There is also a collection of art by Inuit and contemporary First Nations artists. **The Red Deer & District Museum Society is responsible for the management, storage, preservation and exhibition of this collection** and operations of the MAG – the Red Deer Museum + Art Gallery.

Interior renovations in 2009 saw the galleries reconfigured, including a **movable wall system** and **state of the art lighting grid**. These upgrades allowed the Museum to meet national exhibit standards, which ensured that the MAG could host national touring exhibitions.

Over the past two years, we have **proudly presented the inspiring stories** of the WWII POWs, acknowledged the 40th year of the Public Market, and showcased First Nations culture. We have also been the exclusive venue for such exhibits as the *Max Dean Robotic Chair* and the *Cape Dorset 50th Anniversary* exhibition featuring works from the printmaking cooperative in Cape Dorset, circulated by the National Gallery of Canada.

The Red Deer and District Museum Society has a **membership base of 518 members**. Total attendance for 2011 was **27, 505 visitors**. Our MAGnificent Saturdays drop-in program averages **200 children and parents each month**. Two free events are scheduled annually, Family Day and our Fall Festival, with between **750 to 1,000 visitors attending each event**.

Our visitors have expressed appreciation for the range of exhibitions and the variety of public programs. However, **visitor feedback indicates that the community wants a permanent display of Red Deer's history** that establishes a sense of place; one that "connects the dots" – identifying where we came from and how we got to this point in time