



COMMUNITY CULTURE DEVELOPMENT FUND



FUNDING CYCLE REPORT 2023-2025

WHAT IS THE COMMUNITY CULTURE DEVELOPMENT FUND?

The City of Red Deer recognizes the important contribution made by the grant program, to support the provision of arts and culture services within the community. Through these offerings, individual lives are enhanced, communities come together, heritage is preserved, diversity of community is fostered and appreciated, jobs are created, spending occurs and the economy benefits. It is with those ultimate benefits in mind that City Council supports this Community Culture Development Fund. The 2008 Community Culture Vision describes The City's role as being supportive of culture initiatives that are developing within the community.

In honouring that role, this grant has been designed to augment and enhance culture activities that need a supportive boost.



ENHANCING CULTURE ACTIVITIES

The City of Red Deer has the responsibility, through this grant program, to support the provision of arts and culture services within the community. The City also has the responsibility to administer the grant including the development of the grant processes, the administrative systems and tools involved in the program, as well as providing support to applicant groups throughout the grant process.

This program helps organizations build their capacity to provide a service, develop new programs and services for arts, culture and heritage, produce a community-based special event or festival, or act as the umbrella organization for other cultural organizations.



WHAT ARE THE OUTCOMES?

COMMUNITY COHESION AND ENGAGEMENT

We have culture opportunities that lead to thriving and attractive neighbourhoods (including the downtown) where people gather to create strong personal, family, neighbourhood and community connections, a sense of belonging and high quality of life.



Centrefest is an event that people look forward to year after year. It has become a very special and traditional event for many people over these past two decades. We see people come solo and in groups of 12+! It helps enhance community ties not only by attending but bringing community groups together in volunteering to create something special in our community. The Centrefest Street Performer Festival acts as a gathering place for people to come share in celebration together. It also brings many of different backgrounds, fostering a sense of belonging and mutual respect.

Red Deer Summer CentreFest Society,
CentreFest International Street Performer Festival



EDUCATIONAL OPPORTUNITY AND ATTAINMENT

We have access to quality and diverse learning opportunities in culture (including the arts, music, literary arts, and performing arts) throughout our lives.

The Red Deer Festival of the Performing Arts contributes to educational opportunity and attainment by providing:

- Performance opportunities for performing arts students of all ages and skill levels.
- An encouraging atmosphere which values diversity and inclusion.
- Constructive feedback from adjudicators who are outstanding in their professions.
- The appreciation of performances of others as a valuable educational experience for students.
- Further studies in the performing arts by providing scholarships.

Red Deer Festival of the Performing Arts Society,
Red Deer Festival of the Performing Arts





EQUITABLE SERVICES AND ACCESS

We have fair and equitable access to neighbourhoods and community assets and services such as libraries, museums, art galleries, festivals, and concerts.



The event was free to attend and held in an accessible public space, ensuring that residents from all backgrounds could participate without financial or social barriers. By offering cultural performances, food booths, and family-friendly activities at no cost, the project created equitable access to cultural experiences for individuals who may not otherwise be able to attend festivals or arts events. The celebration welcomed seniors, youth, families, newcomers, and low-income households, ensuring that everyone had the opportunity to enjoy and learn from the cultural programming.

Red Deer Cultural Heritage Society,
Canada Day Celebrations at Bower Ponds



HEALTH, SAFETY AND WELL-BEING

We lead healthy and dignified lives with basic physical, mental, emotional, and spiritual needs consistently met through the offerings in culture and the value in bringing people together through culture opportunities. Due to this, we live, learn, work and play in a safe and secure community.



Our programs build resilience, mindfulness, and self-acceptance as continuous learners and welcome community members at our events. Arts and culture activities create positive feelings of self-expression and help build confidence in self. The choir builds relationships within senior singers that more often finds themselves more isolated through illness, age, disabilities, and builds strength of the greater community. Hub participants feel safe at the YMCA and youth attendees of our programs grow better understanding of the similarities and differences between themselves and their fellow Hub attendees. With the addition of movement activities (yoga, tai chi, dance, and Zumba) we are also encouraging further physical activity as a means of self-expression in a fun and adaptive way.

Red Deer Arts Council, Outreach: arts-based programs for the community, including The Hub



SOCIAL AND CULTURAL DIVERSITY

We respect and celebrate the diverse perspectives and backgrounds of all. Culture activities are provided to a wide variety of people including those facing challenges such as isolated seniors, young people or families with lone parents.



This project showcases Afro-Caribbean, Black, Indigenous, and newcomer cultures through music, dance, food, art, and storytelling. More than 70 performers and vendors shared traditions, languages, and cultural expressions, creating an environment where diverse communities could learn from one another. Attendees of all ages and backgrounds engaged in cross-cultural experiences that promoted understanding, respect, and pride. The participation of multiple cultural groups, along with regional visitors, strengthened representation and highlighted the richness of Central Alberta's diversity.

[African Caribbean Centre of Central Alberta,](#)
[Afro-Caribbean Festival Central Alberta](#)



HERITAGE

We value heritage activities that celebrate our unique identities. Heritage includes honouring the traditions we keep, the languages we speak, the music we play, the books we read, the tools we use, the stories passed down through our families, the nursery rhymes and lullabies our parents and grand-parents sang to us. It is also the buildings we live in and use, the parks that we play in and the forests and mountains that we cherish.

ECONOMIC VALUE

We support a creative economy that expands talent and leads us to more people gaining new skills through culture. This expansion builds attractive places to live, work and visit.



We support a creative economy that expands talent and creates new skills in culture through workshops and shows offered by ATW. We animate the downtown core and draw people to the neighbourhood after business hours. Local restaurants have reported that they see an increase in sales on evenings we are hosting a performance. Because of our full season of programming, we have retained creative talent that would ordinarily move to larger communities.

[Against the Wall Theatre Society, annual theatre programming](#)



This project directly celebrated Red Deer's agricultural heritage and the "Garden City" identity by reconnecting people to seasonality, local growing practices, and land-based traditions. By combining urban agriculture with Indigenous knowledge and permaculture principles, the program honoured past and present ways of cultivating food and community, while teaching practical skills that carry that heritage forward through shared meals, stories, and seasonal cycles.

[Sustainable Red Deer Society \(o/a ReThink Red Deer\),](#)
[Garden City Harvest Suppers](#)



FUNDED PROJECTS

CULTURE OPPORTUNITIES CATEGORY

ORGANIZATION	INITIATIVE FUNDED	2023 FUNDING
Care for Newcomers	World Refugee Day – Welcome to Newcomers	2,550
Central Alberta Pride Society	2023 Pride Week Events in Red Deer	3,000
Red Deer Arts Council in partnership with Red Deer River City Blues Society	2023 Blues on Ross Festival	1,250
Red Deer Arts Council	Training via 2023 Western Sponsorship Congress	1,600
Red Deer Native Friendship Society	Waskasoo Seepee Traditional Pow Wow	3,000
Red Deer Public Library	Only the Good News – Citizen Journalism	3,000
Red Deer Players Society	Theatrical Production - Absinthe, Bourbon, Vodka and Sake	3,000
Waskasoo Environmental Education Society (WEES)	Arts in the Sanctuary	1,300
Country Pride Dance Club	2023 Family Dance	380
2023 TOTAL AMOUNT FUNDED via Culture Opportunities Category		\$19,080

ORGANIZATION	INITIATIVE FUNDED	2024 FUNDING
Red Deer Community Band Society	RED Invitational 2024	1,000
Central Alberta Chamber Orchestra	Purchase of equipment – sound equipment for performances	1,500
Against the Wall Theatre/Bullskit	Purchase of equipment – wireless headset microphones and antenna units, speakers, speaker stands and protective cases	3,000
Parents for Mountview School Society	Winter Carnival 2024	2,000
Red Deer Arts Council	Red Deer Hat Parade	900
2024 TOTAL AMOUNT FUNDED via Culture Opportunities Category		\$8,400

ORGANIZATION	INITIATIVE FUNDED	2025 FUNDING
Red Deer Community Band Society	RED Invitational 2025	1,000
Red Deer Firefighters Pipes & Drums	Purchase of equipment – drum harnesses	3,000
Red Deer Highland Games Association	Emergency Funding for Red Deer Highland Games 2025	2,800
African Caribbean Centre of Central Alberta	Cultural Summer Camp for kids and youth	2,000
Red Deer Arts Council	Staff Training - Facilitation & Events	2,101
Central Alberta Theatre	Purchase of equipment – haze machine	2,199
Red Aces Dance Club	Purchase of equipment – speakers, microphone, POS	1,901
Red Deer Community Band Society	Tuesday Night Adult Community Band Instrumental Clinic	3,000
Red Deer Arts Council	Alberta Showcase Conference	684
2025 TOTAL AMOUNT FUNDED via Culture Opportunities Category		\$18,685

FUNDED PROJECTS

CULTURE DEVELOPMENT CATEGORY

3-YEAR FUNDING CYCLE

ORGANIZATION	INITIATIVE FUNDED	2023-25 FUNDING
African Caribbean Centre of Central Alberta	Annual Afro-Caribbean Festival	5,000
Against the Wall Theatre Society	Annual theatre programming - improv and workshops	9,375
Association Canadienne Francophone de l'Alberta Regionale de Red Deer (French Canadian Association of Alberta)	Annual Winter Carnival	5,000
Central Alberta Chamber Orchestra	4 regular season concerts and educational and community outreach performances	10,000
Central Alberta Film Festival Association*	Annual Film Festival	30,000
Friends of Sunnybrook Farm Society	Preservation, education, entertainment and access Sunnybrook Farm Museum	30,000
Norwegian Laft Hus Society	Cultural Programming and staffing Public Programming Coordinator role	15,000
Prime Stock Theatre Co. Society	Bard on Bower Festival	30,000
Red Deer Arts Council	Art Presentation - visual art exhibitions, theatre, dance, music and film	30,000
Red Deer Arts Council	Development - scholarship and awards programs	15,000
Red Deer Arts Council	Outreach - arts-based programs for the community, including The Hub	30,000
Red Deer Cultural Heritage Society	Annual Canada Day Celebration	30,000
Red Deer Family Services Bureau	Annual Children's Festival	15,000
Red Deer Festival of Performing Arts Society	Annual Red Deer Festival of the Performing Arts	25,000
Red Deer Pottery Club	Year-round operations including twice weekly studio time	5,450
Red Deer Summer CentreFest Society	Annual Summer CentreFest - street performer festival	30,000
Red Deer Symphony Orchestra Association**	Symphony @ the Snell	12,000
Red Deer Symphony Orchestra Association**	Community Concerts	20,000
Tree House Youth Theatre Society	Annual theatre programming for kids 9-17 - performance and tech crew	20,000

* Only received funding in 2023.

** Did not receive CCDF funding in 2025.

2-YEAR FUNDING CYCLE

ORGANIZATION	INITIATIVE FUNDED	2024-25 FUNDING
Red Deer Arts Council	Theatre Collaboration - "What's on Stage" website	16,000

1-YEAR FUNDING CYCLE

ORGANIZATION	INITIATIVE FUNDED	2024 FUNDING
Red Deer Museum & Art Gallery	Re-imagining the MAG - research on community needs	14,200
Central Alberta Historical Society	Kerry Wood Books for Elementary School Readers	8,000
Red Deer Symphony Orchestra Association	Choir Kids	15,000

ORGANIZATION	INITIATIVE FUNDED	2025 FUNDING
Sustainable Red Deer Society	Garden City Harvest Suppers	12,250

FUNDING TOTALS

2023	\$366,825
2024	\$390,025
2025	\$365,075



COMMUNITY CULTURE
DEVELOPMENT FUND



reddeer.ca    



*“Culture is all around us
in our everyday lives and can be
experienced through the formal and
informal interaction of the many forms of
creative expressions and exploration of our
heritage as a community or as individuals.”*