

ALBERTA CRAFT COUNCIL

2017 ANNUAL REPORT



EDMONTON
Alberta Craft Gallery &
Main Office
10186 - 106 Street NW

CALGARY
Alberta Craft Gallery
cSPACE, King Edward
1721 - 29 Avenue SW, Suite #280

ALBERTA CRAFT COUNCIL

2017 ANNUAL REPORT

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ANNUAL GENERAL MEETING of the Alberta Craft Council

June 17, 2017
Alberta Craft Gallery - Calgary

Call to Order - 3:00 pm

1. Welcome
2. Confirmation of Quorum
3. Approval of Agenda
4. Approval of 2016 AGM Minutes
5. Introduction of Current Board and Staff
6. Items for information:
 - a) Chair's Report
 - b) Executive Director's Report
 - c) Financial Report
7. Items for Action:
 - a) Approval of Financial Report and Financial Statements
 - b) Approval to reappoint Doyle & Co. as auditors for the coming year
 - c) Election of Directors (no nominations accepted from the floor)
 - d) New Business - discussion and questions from the floor
8. Adjournment



On the cover:

Mammoth by **Fei Su** (Edmonton)
from Alberta Craft Feature Exhibition
CRAFTING CONSCIENCE

2016 ANNUAL GENERAL MEETING

of the Alberta Craft Council

Saturday, June 18, 1:30 pm
Museum of Making, Cochrane AB

DIRECTORS PRESENT:

Tara Owen, Chair
Dawn Detarando, Vice Chair
Patricia Hartnagel, Treasurer
Jennifer Salahub, Director
Jenna Stanton, Director
Kari Woo, Director
Victor Steel, Director
Brenda Malkinson, Director

ABSENT:

Kai Georg Scholefield, Director
Mary-Beth Lavoilette, Director

STAFF PRESENT:

Tom McFall, Joanne Hamel, Linda Frena, Jessica Telford, Ruta Nichol, Wendy Arrowsmith

1. Welcome:

Tara Owen called the Annual General Meeting to order.

2. Confirmation of Quorum:

Dirk Van Wyk confirmed the quorum.

3. Approval of Agenda:

Motion by Simon Wroot to approve the agenda.

4. Approval of 2015 AGM Minutes:

Motion by Simon Wroot to approve minutes.
Seconded: Monica Smith
Passed

5. Introduction of Current Board and Staff:

Tom introduced the board and staff.

6. Items for information:

a) Chair's Report:

Alberta Craft Council moving into a transitional phase, with years of planning coming in fruition. Calgary location opening 2017; Artist Quarters is also opening approximately 2020. The Strategic Plan is available in the AGM Report - lots of work has happened thanks to dedicated board, staff and members.

b) Executive Director's Report:

Alberta Craft Council success due to member's attention to what is happening. ACC continues to work diligently to be a provincial organization. Some things of note: 273 distinct projects and services are delivered by the ACC (including 16 exhibitions, 3 outreach throughout the province, mini exhibitions in Arts Common Calgary and EIA, 12 Spotlights, and prep for Calgary next year). Retail activity sales lower than the previous year, but still healthy with both new and ongoing artist representation. Craft 2015 was nation-wide festival, that consisted of more than 800 events across the country. ACC hosted 2 contract staff to work on it and hosted the website for CY15. Citizens of Craft is a nation-wide promotional opportunity for members combining portfolio and exposure for those that have visitable studios or have work in retail shops and galleries. This time next year, ACC will be in cSPACE King Edward's

Arts Hub in Calgary, but no specific dates set. ACC finished last year with a balanced budget with a surplus of \$11,000 after operating with \$785,000 for the year.

c) **Financial Report:**

Patricia Hartnagel read the financial report as recorded in the Annual Report. Operating budget of \$785,000 for the year, year ending with a surplus of \$11,000. Retail sales down slightly from the previous year. Overall reserves and surplus \$282,000+. Of this \$100,000 designated as an internally restricted capital fund (GIC), Restricted reserve fund \$80,000 required by the AFA for emergencies. \$98,000 remaining used for cash-flow. Same year after year indicative of the strength of the ACC

7. **Items for Action:**

a) **Approval of Financial Report and Financial Statements:**

Moved: Jenna Stanton

Seconded: Simon Wroot

Passed

b) **Approval to reappoint Doyle & Co. as auditors for the coming year:**

Moved: Jennifer Salahub

Seconded: Kari Woo

Passed

c) **Election of Directors:**

There were no nominations accepted from the floor. Motion to ratify the renewal of current board: Moved: Susan Kristoferson
Seconded: Simon Wroot
Passed

d) **New Business – discussion and questions from the floor:**

There was some discussion about the Canadian Crafts Federation. CCF was formed 18 years ago, and is primarily the international/national action group of the provincial Craft Councils. Discussion about who is Alberta Craft Council working with in France. We are working with the National Institute of Arts and Crafts in Paris. There was discussion about sesquicentennial opportunities. ACC is keeping an eye on any potential granting opportunities. Development of cSPACE King Edward Space was discussed. The 1910 heritage school is being developed by cSPACE and Calgary Arts Development. ACC has the largest space (1800 sq. ft.) that will accommodate an exhibition and retail space. Discussion about Maker's Spaces: ACC focuses on the support of the professional aspects of an artist's career. Various maker Spaces support hobby and developing audiences, giving their clients access to digital technologies, but aren't readily utilized by professional artists who need specialized facilities. Discussed AFA call for 25 Senior Artists: ACC currently working on nominations.

8. **Motion to adjourn:**

Moved: Simon Wroot

Seconded: Dirk Van Wyk

Passed

CHAIR'S Report

This AGM marks the end of an era, as well as the beginning of new and exciting things. In this past year we have experienced some major transitions. We have to say a fond farewell to Tom McFall, our retiring Executive Director. Tom has been the man with the plan, the calm centre, and the guiding force behind so much of the Alberta Craft Council over the years. And we warmly welcome Barry Moss, our incoming Executive Director, who has joined us on our amazing journey of leading fine craft in Canada. Looking forward, we have seen years of planning come to fruition, with the opening of our new Alberta Craft Gallery - Calgary at cSPACE King Edward. This is a large expansion in so many ways, with a new phase of projects and services - exciting and a little scary. There will be more changes to come in the next few years, with the opening of another exciting new space - this time in Edmonton, at the Artists Quarters. As always, the Alberta Craft Council will move through these changes, and continue to thrive.

This past year was a full and productive one and I am pleased to be able to provide an edited list of highlights, using our Strategic Plan as an outline. Here are some of our accomplishments and achievements.

Goal #1 - The ACC Promotes its Members, the Organization and the Fine Craft Sector.

- ACC's Feature and Discovery exhibitions, outreach exhibitions, vitrine displays, spotlights and community exhibitions presented the work of more than 178 members and other craft artists.

- ACC magazine had a circulation of 1200.
- ACC sales of members' work continued, but with a slight decrease in total sales.
- Website, e-news and social media exposure all increased significantly.
- ACC worked toward opening its second gallery, at cSPACE King Edward in Calgary.

Goal #2 - The ACC Facilitates Career Development in the Craft Sector.

- ACC's Advisory Committee continued to engage new and current members on a wide range of professional development ideas. 16 new members were introduced into retail activity.
- Career networking continued with members and organizations such as Citizens of Craft, Canadian Crafts Federation and other craft councils, Medalta, Series, various guilds, member galleries, seasonal craft sales, etc.



YEE - HA! by **JoAnna Lange** (Edmonton)
from Alberta Craft Discovery Exhibition
THE RECIPIENTS



Minisa by **Sharon Rose Kootenay**
from Alberta Craft Discovery Exhibition
CARRYING ON

- ACC continued activity with ACAD, particularly through a hosting partnership for the Canadian Crafts Federation conference, and offering complimentary student memberships.
- Referrals of members to media, potential customers, corporate orders, teaching opportunities and other leads were expanded.
- A new professional membership category was launched in 2016.

Goal #3 - The ACC Advocates for Craft Provincially, Nationally and Internationally.

- ACC participated in research and advocacy work with other arts and culture organizations, particularly with the APAC - Alberta Partners for Arts and Culture.
- ACC participated in the Provincial and Territorial Advisory Committee of the Cultural Human Resources Council.
- Activity with the Canadian Crafts Federation, board, committees and projects, conferences, continued.
- Board and staff activity increased with both cSPACE King Edward Arts Hub in Calgary and Artists Quarters in Edmonton
- ACC continued contact with South Korean craft organizations.
- And ACC maintained steady public contact with visitors, customers, tourists, government and corporate buyers, media, etc.

Goal #4 - The ACC Engages its Committed, Broad-based Membership.

- ACC membership is distributed throughout the province and beyond.
- ACC board members also represent most of

the province - Medicine Hat, Calgary, Canmore, Red Deer, Edmonton.

- E-news, Facebook, Twitter, Instagram, YouTube and Pinterest interaction with and for members increased.
- ACC continued awareness and recruiting activity with ACAD and introduction of new “young” artists.
- Cross-promotions with galleries, shows and fairs, Series, ACAD, and various single media organizations and guilds were increased.
- ACC member A-card service was expanded by members in various market settings.
- Citizens of Craft was expanded.
- Member anticipation and involvement increased for the Calgary gallery opening.

Goal #5 - The ACC Partners and Fosters Partnerships to Stimulate Fine Craft Activity.

- ACC continued work with CCF and hosted the largest CCF Conference.
- ACC Craft Ontario and other craft councils on a new national craft branding program called Citizens of Craft.
- ACC continued involvement in Edmonton Arts Habitat and Artists Urban Village in the Artists Quarters project.
- Co-marketing projects with ACAD, Series, Medalta, Art Market, New Craft Coalition, Alberta Branded shop at the Legislature, members’ studio sales and an array of other craft settings and events, generally increased.
- ACC provided promotional services for individual members, organizations, sales, schools, member galleries, etc.

Goal #6 - The ACC Fulfills its Mandate.

- The 2016-17 budget ended with a small deficit of \$10,941.
- Reserve funds were maintained.
- All of ACC’s funders were satisfied.
- ACC maintains a stable and productive board and staff, with a current Strategic Plan and a new Governance Plan.
- ACC board members, staff and volunteers continue to be committed and productive. Volunteer numbers increased through a new recruitment plan.
- Board, staff and members continued to work toward to the ACC locations in Calgary and then Edmonton. ACC will be an anchor organization in both projects.

In conclusion, I am happy to be able to outline so many successes. The Alberta Craft Council is a vibrant and extremely functional organization, thanks to the enormous dedication from our staff and members. We are leaders within the craft sector, and within the larger art community in Canada. Thank you to all of those involved with the ACC, for your support.



Tara Owen
ACC Board Chair

ANNUAL Highlights

The fiscal year of 2016-17 was a relatively normal year in most aspects of activity. There were four major changes.

- Throughout the year, planning and preparation increased for the new Alberta Craft Gallery - Calgary which will open in June 2017. (A new section of the website was developed specifically for Calgary activity, and social media activity was expanded in preparation for the Calgary opening.)
- ACC researched, tested and launched a new “professional” level of membership. By March 2017, 57 members had joined this category.
- ACC hosted the annual (largest ever) conference of the Canadian Crafts Federation in October at ACAD.
- June 2016, Executive Director (of 19 years) Tom McFall announced his retirement on June 30, 2017. This resulted in extensive succession, governance, and hiring activity by the board and staff. (The new Governance Plan and Organization Chart are on the ACC website.)

Annual funding from the Alberta Foundation for the Arts stayed stable, but still fixed at the 2010 level. Municipal arts funding remained stable in Edmonton and flat in Calgary.

The most significant highlights for 2016-17...

- 4 Feature Gallery Exhibitions were presented in the ACC Edmonton galleries.
- 12 Discovery Gallery Exhibitions were also presented in Edmonton.
- 11 Outreach exhibitions at the Edmonton International Airport, Calgary +15 vitrines, and 3 Sisters Gallery in Canmore.
- Another Korea-Alberta exchange was proposed by the Wonju Hanji group. This was postponed to a future year because of the extra

work and funding demands of Alberta Craft Gallery - Calgary.

- The sale of members work stayed level, but unaffected by the energy sector economic problems.
- The advisory committee and other career development services continued and expanded slightly.
- 12 Artist Spotlights were staged within in the retail gallery in Edmonton.
- 16 new members were added to the retail gallery, website content, and related services.



#73 by **Ruth-Anne French** (Edmonton)
from Alberta Craft Discovery Exhibition **GET LOST**

- The quarterly Alberta Craft Magazine was converted to three issues per year, partly to accommodate extra time and resources for Calgary.
- The website, on-line exhibitions, member e-news, monthly “What’s In” visitor/customer e-news, and all social media activity were increased.
- Mainstream media attention to Alberta Craft Council, member artists, and the fine craft scene continued. While the gradual disappearance of arts/culture reporters and reporting was noticed, informal on-line content such as listings, postings, reviews, blogs, etc. seemed to increase. An increase of on-line and social media activity was anticipated and planned for the opening in Calgary.
- Networking, advocacy and other projects with local, provincial, national and international craft, arts and culture organizations continued. For example, advocacy work continued with other Provincial Arts Service Organizations and Cultural Industry Associations through APAC – Alberta Partnership for Arts and Culture, and engaged several ministers and senior bureaucrats.
- Citizens of Craft, launched in October 2015, was implemented, tested, promoted and gradually expanded through 2016.

A new arrangement of names was established in preparation for the Calgary opening. Simply, the provincial organization is the Alberta Craft Council, the two gallery facilities are the Alberta Craft Gallery – Edmonton, and Alberta Craft Gallery – Calgary. Other names such as Alberta Craft Magazine, Alberta Craft Awards, Alberta Craft Feature Gallery, Alberta Craft Retail Gallery, Alberta Craft Council

Professional Member, etc. are all intended to clarify and unite the various spaces, roles, services and events of the Alberta Craft Council.

Exhibitions

The Alberta Craft Council continued to develop and present a more extensive and comprehensive series of craft exhibitions than any other craft council in Canada. Most of these exhibitions included openings, group tours, special articles or other media coverage, web content, publications, and/or media events such as TV demonstrations.

Through 2016-17, Alberta Craft Council produced and presented 4 Feature Gallery Exhibitions; 12 Discovery Gallery Exhibitions which presented new work, new members and celebrated special achievements; 4 vitrine exhibitions at the Edmonton International Airport; 6 at Arts Commons in Calgary, an exhibition in Canmore, and 12 Artist Spotlights. They are also well-documented in the quarterly Alberta Craft Magazines and on the ACC website.

Attendance at the Alberta Craft Gallery - Edmonton was in the 25,000 to 30,000 range. (Some years, attendance is much higher due to additional or touring exhibitions in Alberta, or special projects elsewhere.)

A list of all Alberta Craft Exhibitions is on page 13-17.

Retail Marketing

The Alberta Craft Council’s retail gallery promoted work by 144 members and sold \$392,822 of members’ work. This was

REPORTS

consistent with sales of \$398,158 in 2015-16, but down slightly from \$423,550 in 2014-15. This brought the total sales for 17 years at the current Edmonton ACC location into the \$6 million range.

The retail services and advisory committee continued to encourage members to push boundaries for originality, quality, marketability and professionalism, eventually generating more respectable prices and better public acceptance for professional craft. Other ongoing marketing activities include print and on-line advertising, direct and assisted sales to corporations, governments, MLAs and others; promotions for individual and business members on the website, via e-news and magazine, at member-operated craft fairs; and special events such as 'Twas, corporate parties and 12 Artist Spotlight exhibitions.

Support and Development

Alberta Craft Council provided a range of services to members and member organizations:

- Alberta Craft Magazine published 3 times annually and distributed to 1200 members, subscribers, and public settings such as libraries.
- The extensive website with news, exhibitions, retail gallery artist profiles, calls for entry, links was expanded.
- The bi-weekly member e-news contained 10 to 30 news items, announcements, calls, kudos, links, etc. was circulated to all members.
- The monthly "What's In" e-news for visitors and customers was circulated to 915

subscribers.

- The approximately monthly e-news of Canadian Crafts Federation was re-circulated to all members.
- ACC social media was expanded - with 1875 Facebook "likes", 1190 Twitter followers, 1575 Instagram followers, and about 100 member videos on the ACC YouTube channel.
- Exposure and promotional opportunities were continued for member studios and galleries through the Alberta Craft Magazine, catalogues and on-line exhibitions, website, media contact and advertising through outlets such as Where, Galleries West, CKUA, Edmonton Folk Music Festival program, Studio Magazine, etc.



Pride and Joy by **Sarabeth Carnat** (Calgary) from Alberta Craft Discovery Exhibition

THE RECIPIENTS

- Media contact for both ACC and member projects with newspapers, TV, radio, magazine and book publishers, websites, blogs, links, was continued. This has also been planned to expand rapidly with the opening of Alberta Craft Gallery - Calgary.
- Several hundred ACC listings in print and electronic events calendars were continued or expanded.
- Member referrals for teaching opportunities, commercial galleries, private commissions, public art competitions, international projects, continued.
- ACC awards and recipient exhibition were changed to a biennial structure in 2016 and will occur again in 2018.
- ACC continued extensive information and advocacy work with CCF, other craft councils, other arts and culture organizations, AFA and other funders, politicians and senior officials, media, tourism networks, etc.

Retail marketing support is also focused on members who self-sell at seasonal sales, from their studios, or elsewhere. The Alberta Craft Council Member A-cards, social media notices, ACC on-line calendar, co-marketing with sale organizers, as well as promotion of studio events, member-taught courses, community events, festivals, are some of the wide range of exposure opportunities provided to members.

Citizens of Craft

The Citizens of Craft website, advertising and social media campaign were launched nationally in October 2015. Alberta Craft Council was active in conceiving, funding and guiding the Citizens of Craft Campaign.

Coordinated nationally by Craft Ontario, and with more than \$400,000 from multiple funders and in-kind contributors, the project is a multi-year project to re-brand craft as a citizen movement supporting the idea of original, local, studio-made, and other craft values. About 56 professional ACC members are currently participating in C of C.

APAC

Alberta Craft Council expanded its involvement in APAC - Alberta Partners for Arts and Culture. This group of 8 Provincial Arts Service Organizations and 4 Cultural Industry Associations works on the provincial information and advocacy. Through 2011-17, APAC met multiple times with new provincial government members and senior bureaucrats to encourage better arts policy and investment.

Membership, Board and Staff

The 2016-17 membership was about 400 individuals. Approximately 45 other members are families, organizations and businesses.

The board operated with 1 or 2 vacancies in 2016-17. The executive decided to wait for the appointment of a new Executive Director before recruiting new board members. The board met 6 times during the year in person or by conference call, and otherwise communicated several times monthly with the ED and other staff and/or amongst themselves. (The board list is on page 18)

Board Chair Tara Owen was the ACC's representative on the Canadian Crafts Federation board and committees. Board

member Mary-Beth Laviolette continued her work, on behalf of ACC, on the editorial committee of Studio Magazine. Board member Jennifer Salahub continued her liaison work with ACAD and the new MFA Craft program. Other board members participated on behalf of ACC in projects in Calgary and Edmonton. And staff and board members participated in the Rozsa Arts Management Program and Artsvest sponsorship development project. ACC staff remained approximately stable with 5 full-time and 3 part-time.

ACC Communications

Alberta Craft Magazine had a circulation of about 1200. The Alberta Craft Council website attracted an average of 3200 unique visits per month. There were over 100,000 page views during the year. ACC's bi-weekly e-news had 620 subscribers and the "What's In" monthly e-news to visitors and customers had 915 subscribers. ACC's Twitter service had about 1190 followers. ACC's Facebook presence had 1875 "likes". And ACC's newest social media activity, on Instagram currently has 1575 followers. ACC's website and social media exposure were all up substantially from the previous year.

Networking

Alberta Craft Council does periodic or on-going work with the following:

- Canadian Crafts Federation and provincial craft councils and territorial craft organizations
- other Provincial Arts Service Organizations and Cultural Industry Associations, through APAC - Alberta Partnership for Arts and Culture
- projects of the Edmonton Arts Council and Calgary Arts Development

- the advisory committee for MacEwan University Arts and Cultural Management Program
- The Works Art & Design Festival
- Rozsa Arts Management Program
- Edmonton Artists Urban Village (board position)
- Arts Habitat Society (board position)
- Artists Quarters project team
- Calgary Arts Development and especially the cSPACE King Edward Arts Hub project
- Craft Year 2015 wind-up and planning for Craft Year 2020
- Citizens of Craft project advisory group
- Studio magazine editorial group
- Provincial and Territorial Advisory Committee or Cultural Human Resources Council
- On-going cross-promotions with organizations such as Medalta, Series, ACAD, Art Market, New Craft Coalition, and others.



I'll show you mine if you show me...
by Matt Gould (Red Deer) from Alberta Craft
Feature Exhibition **CRAFTING CONSCIENCE**

Relieve and Normalcy by **E.M. Alysse Bowd** (Red Deer)
from Alberta Craft Feature Exhibition **MISE EN SCENE**



ACC Space Projects

Alberta Craft Council continued work on the Alberta Craft Gallery - Calgary in cSPACE King Edward. ACC worked on strategies, budgeting, fundraising and other details, for a 1700 to 1800 sq. ft. exhibition and retail gallery space in the restored heritage school which will open in June 2017. Project progress can be seen at:
www.cspacekingedward.com

In Edmonton, Alberta Craft Council continued to work with Arts Habitat, Artists Urban Village, and partner organizations Rapid Fire Theatre and Mile Zero Dance in the Artists Quarters (AQ), a \$60 million project which will create about 5 floors of new space for arts organizations as well as 15 floors of live-work spaces for professional artists and culture workers. AQ will provide ACC with an equity

opportunity for about 5500 square feet of gallery space, and optional additional space. This was anticipated to open in 2020, but delays in provincial funding announcements are affecting this.

www.artshab.com/spaces/artists-quarters

ACC Financial Overview

The ACC's operating budget for 2016-17 was \$785,000

The year-end deficit was \$14,985

The dedicated reserve funds hold \$180,000

The complete financial statements follow.

The Alberta Craft Council was founded in 1979 and over about 38 years the Council's operating budget has grown from about \$7000 to almost \$800,000 (\$882,000 for 2017-18 with the opening of the Alberta Craft Gallery - Calgary.)

EXHIBITIONS



So Sorry by **Sara Norquay** (Edmonton)
from Alberta Craft Feature Exhibition **#ABCRAFT**

Looking Forward Sorrento Lorgnette by **Jackie Anderson** (Calgary)
from Alberta Craft Feature Exhibition **CITIZENS OF CRAFT**



FEATURE gallery

#ABCRAFT

April 2 - July 2, 2016
Alberta fine craft artists using digital technologies.
(12 artists & 48 pieces)

CRAFTING CONSCIENCE

July 9 - October 1, 2016
Challenging fine craft that makes a social statement.
(13 artists & 30 pieces)

MISE EN SCENE

October 8 - December 24, 2016
Setting the scene with contemporary ceramics.
(3 artists & 16 pieces)

CITIZENS OF CRAFT

January 21 - April 22, 2017
Declare yourself and join the movement of makers,
appreciators, shoppers and admirers.
(15 artists & 44 pieces)

EXHIBITIONS

DISCOVERY gallery

THE INHABITED LANDSCAPE

May 7 - June 11, 2016

Bettina Matzkuhn (Vancouver) explores personal and social narratives about history, geography and the natural world with fibre collages using embroidery.
(1 artist & 13 pieces)

ECHOES

May 7 - June 11, 2016

Mia Riley's (Edmonton) autobiographical ceramic pieces are embedded with the geology and history of her life in Western Canada.
(1 artist & 12 pieces)

CARRYING ON

June 18 - July 23, 2016

An exhibition of bags, pouches and other cultural containers by Alberta aboriginal artists.
(8 artists & 42 pieces)

GET LOST

July 30 - September 3, 2016

An exploration of architectural forms as vessels by Edmonton ceramic artist **Ruth-Anne French**.
(1 artist & 44 pieces)

SMALL WORKS: PAPER & CLOTH

July 30 - September 3, 2016

Margie Davidson (Edmonton) experiments with combining sunprinted Hanji paper and stitched fabrics.
(1 artist & 20 pieces)

Northern Lights by **Mia Riley** (Edmonton)
from Alberta Craft Discovery Exhibition **ECHOES**



First Steps by **Rachelle LeBlanc** (St. Albert)
from Alberta Craft Discovery Exhibition
TRANSFORMATION - HOOKED SCULPTURES



TRANSFORMATION - Hooked Sculptures

September 10 - October 15, 2016

Rachelle LeBlanc's (St Albert) latest rug hooking series breaks beyond the preconceptions of the medium with 3D sculptures and the use of mixed materials. (1 artist & 11 pieces)

DISTIL

October 22 - November 26, 2016

Contemporary ceramic designs by **Jenna Stanton** (Medicine Hat) shown along side vintage objects that inspire her designs. (1 artist & 65 pieces)

MATERIAL WITNESS: TRACKING THE PROCESS IN THE MAKING

October 22 - November 26, 2016

Paper artist Dirk van Wyk (Calgary) explores what he considers to be the four essential elements of craft: material, manipulation, purpose and character. (1 artist & 21 pieces)

THE RECIPIENTS

January 14 - February 18, 2017

An exhibition celebrating the recipients of the 2016 Alberta Craft Awards. (4 artists & 48 pieces)

STORIES BROUGHT TO LIFE

February 25 - April 8, 2017

Wearable metal and leather art work by Edmonton artist and visual storyteller **Amy Skrocki**. (1 artist & 34 pieces)

TRAVELLING exhibitions



Stained glass sculpture
by **Brenda Malkinson** (Edmonton)
from **ACC @ THE YEG** Exhibition 2016

ALONG THE BOW

April 15 - May 18, 2016

Location: Three Sisters Gallery, Canmore, AB

CARRYING ON

October 11 - 16, 2016

Location: ACAD, Calgary, AB

ACC @ THE YEG

The Alberta Craft Council has two mini exhibition spaces in the Rotational Art Program at the Edmonton International Airport. Exhibitions display work by ACC members:

Brenda Malkinson

December 2015 - September 2016

JoAnna Lange

February 2016 - October 2017

Eveline Kolijn

November 2016 - May 2017

Sara Norquay & Holly Boone

October 2016 - May 2017

ALBERTA CRAFT + 15 WINDOW

exhibitions display exciting new work for two month periods by Alberta Craft Council members. It is located in the busy + 15 pedway system with a diverse range of Calgarians walking through daily.

Evelyn Grant

May 19 - July 16, 2016

Bart Simpson

July 21 - September 10, 2016

Margie Davidson

September 15 - November 12, 2016

Sharon Cherweniuk

November 17, 2016 - January 14, 2017

Brenda Danbrook

January 19 - March 11, 2017

Dalia Saafan

March 16 - May 13, 2017

ACC Directors

Tara Owen	Chair, Metal Jewellery, Calgary
Dawn Detarando	Vice-Chair, Clay, Red Deer
Victor Steel	Treasurer, Clay, Edmonton
Kari Woo	Metal Jewellery, Canmore
Mary-Beth Laviolette	Curator and Writer, Canmore
Kai Georg Scholefield	Hot Glass, Calgary
Meghan Wagg	Metal Jewellery, Edmonton
Jennifer Salahub	Craft Historian (ACAD), Calgary
Brenda Malkinson	Glass, Edmonton
Jenna Stanton	Clay, Medicine Hat

ACC Staff

Tom McFall	Executive Director
Joanne Hamel	Administration Manager, Member Services & Exhibitions
Linda Frena	Retail Gallery Manager
Jessica Telford	Marketing, Magazine Editor & Exhibitions
Ruta Nichol	Design & Exhibitions
Wendy Arrowsmith	Financial Officer
JoAnna Lange	Part-time Gallery Staff
Vanessa Rae Lee	Part-time Gallery Staff

After 19 years as Executive Director with the Alberta Craft Council, **Tom McFall** is retiring at the end of June 2017. The Alberta Craft Council thanks Tom for his immeasurable contribution to the organization.

Executive Director **Tom McFall** serves on local, national and international boards and committees, including:

- Committees and teams of the Canadian Crafts Federation
- Canadian Conference of the Arts - board
- Arts Habitat Society, Edmonton - board
- Artists Urban Village (PAL affiliate), Edmonton - board
- MacEwan University, Arts and Cultural Management Program - advisory committee

Financial Report



Constructing Self by **Brian McArthur** (Red Deer)
from Alberta Craft Feature Exhibition
CITIZENS OF CRAFT

The financial position of the Alberta Craft Council continues to be very solid. The operating budget for 2016-2017 was set at \$785,000. The year ended with a deficit of \$14,595. Retail sales were approximately \$5000 less than in 2016-2017. The budget for 2017-18 is set at \$882,000.

The ACC Board has designated \$100,000 as an internally restricted Capital Fund, which has been invested in GICs. The restricted Capital Fund will be allocated to the opening of the Alberta Craft Gallery - Calgary in 2017. The Council also has an internally restricted reserve fund of \$80,000 for 3 months of core operating costs, which is invested in GICs. This reserve fund is a requirement of the Alberta Foundation for the Arts.

Respectfully submitted

Victor Steel
Treasurer

**Alberta Craft Council
Financial Statements
March 31, 2017**

FINANCIAL STATEMENTS

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Allan J. Grykuliak, CPA, CA*
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INDEPENDENT AUDITOR'S REPORT

To the Members of Alberta Craft Council

We have audited the accompanying financial statements of Alberta Craft Council, which comprise the Statement of Financial Position as at March 31, 2017 and the Statements of Operations, Change in Net Financial Assets and the Statement of Cash Flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these 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.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian Audit Standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparations and fair presentation of the financial statements 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. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified opinion.

Basis for Qualified Opinion

In common with many charitable organizations, Alberta Craft Council derives revenue from donations the completeness of which is not susceptible to satisfactory audit verification. Accordingly, our verification of these revenues was limited to the amounts recorded in the records of the organization and we were not able to determine whether any adjustments might be necessary to donation revenue, excess of revenues over expenses, current assets and net assets.

Qualified Opinion

In our opinion, except for the effects of the matter described in the Basis for Qualified Opinion paragraph, these financial statements present fairly, in all material respects, the financial position of the Alberta Craft Council as at March 31, 2017, and the results of its operations and its cash flows for the year then ended in accordance with Canadian Accounting Standards for Not-for-Profit Organizations.

Edmonton, Alberta
June 17, 2017

A handwritten signature in cursive script that reads "Doyle & Company".

Chartered Professional Accountants

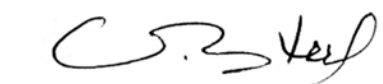
FINANCIAL STATEMENTS

Alberta Craft Council Statement of Financial Position As at March 31, 2017

	2017	2016
	\$	\$
Current Assets		
Cash	93,550	115,808
Restricted funds (Note 3)	62,118	23,648
Investments (Note 4)	193,118	192,461
Accounts receivable	1,289	7,176
GST receivable	316	-
Inventory	20,842	20,026
Prepaid expenses	25,235	22,317
	396,468	381,436
Capital Assets (Note 5)	4,685	3,863
	401,153	385,299
Liabilities		
Accounts payable (Note 6)	71,152	78,867
GST payable	-	307
Deferred revenue (Note 7)	62,118	23,648
	133,270	102,822
Net Assets		
Internally restricted (Note 1a)		
Core administrative and operating cost fund	80,000	80,000
Capital fund	100,000	100,000
Remainder of cumulative surpluses from previous years (See Schedule 5)	83,198	98,614
Invested in capital assets	4,685	3,863
	267,883	282,477
	401,153	385,299

Approved by the Board of Directors:


 _____ Chair


 _____ Treasurer

Alberta Craft Council
Statement of Change in Net Assets
For the year ended March 31, 2017

	2017	2016
	\$	\$
<u>Remainder of Cumulative Surpluses from Previous Years</u>		
Balance, beginning of year	98,614	85,791
Excess (Deficiency) of revenue over expenditures	(14,594)	10,941
Transfer from (to) invested in capital assets	(822)	1,882
Balance, end of year	83,198	98,614
<u>Internally Restricted - Core Administrative and Operating Cost Fund</u>		
Balance, beginning of year	80,000	80,000
Transfer from unrestricted	-	-
Balance, end of year	80,000	80,000
<u>Internally Restricted - Capital Fund</u>		
Balance, beginning of year	100,000	100,000
Transfer from (to) unrestricted	-	-
Balance, end of year	100,000	100,000
<u>Invested in Capital Assets</u>		
Balance, beginning of year	3,863	5,745
Capital asset additions	2,372	-
Amortization	(1,550)	(1,882)
Balance, end of year	4,685	3,863

Alberta Craft Council
Statement of Operations
For the year ended March 31, 2017

	2017	2016
	\$	\$
Revenue		
Alberta Foundation for the Arts	196,666	198,333
Casino revenue	72,947	-
Donations and fundraisers	17,837	19,281
Grants	98,084	88,500
Interest	2,127	2,374
Magazine advertising	625	1,450
Membership fees	25,861	21,025
Other revenue	3,026	7,624
Retail sales	392,822	398,158
Special projects	4,754	850
Revenue deferred from previous period	23,648	64,508
Revenue deferred to subsequent period	(62,118)	(23,648)
	776,279	778,455
Expenditures		
Member Services expenditures (Schedule 1)	287,004	299,659
Gallery expenditures (Schedule 2)	128,403	96,961
Retail expenditures (Schedule 3)	375,466	370,894
	790,873	767,514
Excess (Deficiency) of Revenue over Expenditures	(14,595)	10,941

Alberta Craft Council
Statement of Cash Flows
For the year ended March 31, 2017

	2017	2016
	\$	\$
Operating Activities		
Cash received from funding agencies and other sources	820,320	734,336
Cash paid to suppliers and employees	(801,080)	(761,151)
	19,240	(26,815)
Investing Activities		
Decrease (Increase) in investments	(657)	387
Capital asset purchases	(2,371)	-
	(3,028)	387
Increase (Decrease) in Cash During the Year	16,212	(26,428)
CASH - Beginning of year	139,456	165,884
CASH - End of year	155,668	139,456
Cash is comprised of;		
Cash	93,550	115,808
Restricted cash (Note 3)	62,118	23,648
	155,668	139,456

Alberta Craft Council
Notes to the Financial Statements
March 31, 2017

Purpose of the Organization

Alberta Craft Council is incorporated without share capital under the Societies Act of the Province of Alberta, is a registered Canadian charity and, as such, is exempt from income taxes under the Income Tax Act (Canada). Alberta Craft Council's mission is to promote, develop and advocate for fine craft in Alberta.

1. Significant Accounting Policies

These financial statements have been prepared in accordance with Canadian Accounting Standards for Not-for-Profit Organizations ("Part III") of the CPA Canada Handbook - Accounting. Significant accounting policies are described below:

(a) Fund Accounting

The internally restricted operating fund has been established by the Alberta Craft Council board to cover the core operating and administrative costs of the organization. The board has set aside \$80,000 as a reserve to cover approximately three months of operating expenses as required by the Alberta Foundation for the Arts.

The board has also set aside \$100,000 (2016 - \$100,000) as a capital fund.

(b) Cash and Cash Equivalents

Cash and cash equivalents consist of cash deposited in a Canadian financial institution.

(c) Investments

Investments are recorded at cost. When there is a loss in value that is other than a temporary decline, the respective investment will be written down to recognize the loss.

(d) Capital Assets

Capital assets are recorded at cost and amortized annually with a corresponding reduction in Equity in Capital Assets. Assets are amortized over their expected useful life using the declining balance method at the following annual rates, except in the year of acquisition when one-half the normal rate is applied. No amortization is recorded in the year of disposal.

Computer Hardware	45%
Furniture and Equipment	20%
Software	100%

(e) Inventory

Purchased inventory is recorded at the lower of wholesale cost and net realizable value. Donated inventory, where an official receipt has been issued, are recorded at retail value.

(f) Donated Services

The Alberta Craft Council benefits greatly from donated services in the form of volunteer work for various activities. The value of donated services is not recognized in the financial statements because of the difficulty of measurement.

Alberta Craft Council
Notes to the Financial Statements
March 31, 2017

1. Significant Accounting Policies - Continued

(g) Revenue Recognition

Alberta Craft Council follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. 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.

The retail sales revenue is recognized when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Donation revenue is recognized when received.

The amount of membership fees received in a current year that provide members benefits in the following years are deferred and recognized as revenue in the year benefits are received.

2. Measurement Uncertainty

The preparation of financial statements in conformity with Canadian Accounting Standards for Not-for-Profit Organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosures of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

3. Restricted Funds

	2017	2016
	\$	\$
Casino bank account	62,118	23,648

These funds can only be used for purposes approved by the Alberta Gaming and Liquor Commission, an agent of the Government of Alberta.

4. Investments

Investments represent Guaranteed Investment Certificates with a range of maturity dates from April 17, 2017 to December 14, 2017 and interest rates of 0.58% to 1.65%.

5. Capital Assets

	2017			2016
	Cost	Accumulated Amortization	Net Book Value	Net Book Value
	\$	\$	\$	\$
Computer hardware	15,749	14,009	1,740	1,611
Computer software	2,283	2,283	-	-
Furniture and equipment	13,157	10,212	2,945	2,252
	31,189	26,504	4,685	3,863

Alberta Craft Council
Notes to the Financial Statements
March 31, 2017

6. Accounts Payable	2017	2016
	\$	\$
Trade	2,102	2,316
Canada Revenue Agency (CRA) - Source deductions	-	8,645
Commissions	13,747	18,616
Vacation	15,345	20,791
Accrued Liabilities		
Membership Fees	15,768	10,513
Retail - Credit Notes and Gift Certificates	24,190	17,486
Retail - Layaway deposits	-	500
	71,152	78,867

7. **Deferred Revenue**

The following externally restricted funds have been deferred and will be recognized as revenue in the year which the related expenses are incurred.

	2017	2016
	\$	\$
Casino Funds	62,118	23,648

These funds can only be donated or expenses paid for purposes approved by the Alberta Gaming and Liquor Commission, an agent of the Government of Alberta.

8. **Lease Commitment**

Management has entered into a operating lease for the premise in Edmonton for a term of five (5) years from June 1, 2015 to May 31, 2020. The organization is committed to annual future minimum lease payments under the lease as follows:

	\$
2018	33,744
2019	33,744
2020	33,744
2021	33,744
2022	25,308
	160,284

Alberta Craft Council
Notes to the Financial Statements
March 31, 2017

8. Lease Commitment - Continued

Management has entered into a operating lease for the premise in Calgary for a term of five (5) years from January 1, 2017 to December 31, 2021. The organization is committed to annual future minimum lease payments under the lease as follows:

	\$
2018	33,744
2019	33,744
2020	33,744
2021	33,744
2022	25,308
	160,284

9. Financial Instruments and Concentration of Risk

The financial instruments of Alberta Craft Council consist of cash, restricted funds, investments, accounts receivable, GST receivable, accounts payable, GST payable and deferred revenue. The fair value of these financial instruments approximates their carrying values, unless otherwise noted.

Credit Risk

Credit risk is the risk that one party to a financial asset will cause a financial loss for Alberta Craft Council by failing to discharge an obligation. The credit risk is mainly related to trade accounts receivable. Credit is provided to clients in the normal course of operations and the accounts receivables are assessed by Alberta Craft Council and they record any amounts that are not collectible in the allowance for doubtful accounts.

Interest Rate Risk

Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in interest rate. Alberta Craft Council is exposed to interest rate risk on bank account balances and any of its fixed and/or floating interest rate financial instruments.

Market Risk

Market risk is the risk that the fair value or future cash flows of Alberta Craft Council financial instrument will fluctuate because of changes in market prices. Some of the Alberta Craft Council financial instruments expose it to this risk which comprises interest rate risk and other price risk.

Liquidity Risk

Liquidity risk is the risk that Alberta Craft Council will encounter difficulty in meeting its obligations associated with financial liabilities. Alberta Craft Council manages its liquidity risk by monitoring its operating requirements and cash forecasts to ensure it has sufficient funds to fulfill its financial obligations.

Alberta Craft Council
Schedule 1 - Member Services Expenditures
For the Year Ended March 31, 2017

	2017	2016
	\$	\$
Expenditures		
Advertising and promotion	8,707	6,785
Amortization	1,550	885
Awards	5,000	-
Bank charges and interest	781	1,912
Cost of goods sold	1,785	-
Fundraising expenses	3,019	3,010
Furniture and equipment	5,088	5,357
Insurance	2,779	2,753
Magazine	12,867	26,965
Maintenance and improvements	1,008	305
Membership fees and dues	1,445	462
Office supplies, courier, postage	7,841	7,320
Other expenses	2,960	1,494
Professional fees	13,280	6,253
Renovations	1,041	-
Rent	10,297	10,574
Special projects	16,027	639
Telephone	4,234	4,585
Travel and meetings	9,383	6,250
Utilities	1,841	1,651
Wages and employee benefits	173,879	211,561
Website	2,192	898
	287,004	299,659

Alberta Craft Council
Schedule 2 - Gallery Expenditures
For the Year Ended March 31, 2017

	2017	2016
	\$	\$
Expenditures		
Advertising and promotion	8,026	5,514
Amortization	-	533
Exhibit and curator fees	162	650
Furniture and equipment	598	1,067
Insurance	1,629	1,603
Maintenance and improvements	684	647
Office supplies, courier, postage	371	1,194
Other expenses	120	-
Shrinkage (damaged and stolen)	-	485
Rent	26,753	23,791
Special projects	-	11,055
Telephone	1,510	1,853
Travel and meetings	1,573	618
Utilities	3,573	3,091
Wages and employee benefits	83,404	44,860
	128,403	96,961

Alberta Craft Council
Schedule 3 - Retail Expenditures
For the Year Ended March 31, 2017

	2017	2016
	\$	\$
Expenditures		
Advertising and promotion	7,243	6,442
Amortization	-	463
Bank charges	6,884	7,085
Commissions to consignors	242,280	245,257
Cost of goods sold	822	1,183
Furniture and equipment	1,326	1,542
Insurance	3,258	3,206
Maintenance and improvements	2,750	1,838
Membership fees and dues	225	220
Office supplies, courier, postage	1,595	1,862
Other expenses	713	1,553
Packaging	6,998	5,901
Rent	21,433	18,504
Shrinkage (damaged and stolen)	1,078	438
Telephone	1,510	1,854
Utilities	2,540	2,127
Wages and employee benefits	74,811	71,419
	375,466	370,894

Alberta Craft Council
Schedule 4 - Building Operations and Maintenance
For the Year Ended March 31, 2017

	2017	2016
	\$	\$
Expenditures		
Administrative Personnel (40%)	17,464	18,903
Cleaning services	1,037	702
Insurance	6,521	6,412
Maintenance interior	1,192	1,552
Maintenance exterior	100	508
Rent	53,203	52,869
Security	2,316	1,927
Utilities	7,954	6,869
		-

This schedule has been compiled from some of the expenditures recorded in Schedules 1-3 inclusive. This schedule is presented for the purposes of providing information for the Community Investment Program Arts and Museum Building Operating Grant.

Alberta Craft Council
Schedule 5 - Remainder of Cumulative Surpluses from Previous Years
For the Year Ended March 31, 2017

	2017	2016
	\$	\$
Cash	93,550	115,808
Investments	193,118	192,461
Less:		
Internally restricted:		
Core operating cost fund	(80,000)	(80,000)
Capital fund	(100,000)	(100,000)
Liabilities owed	(71,152)	(79,174)
Cash available	35,516	49,095
Add:		
Accounts receivables	1,605	7,176
Inventory	20,842	20,026
Prepaid expenses	25,235	22,317
Remainder of Cumulative Surpluses from previous years	83,198	98,614

This schedule has been compiled from the amounts on the statement of financial position.

THANKS TO
ALBERTA CRAFT COUNCIL
FUNDERS:

Government
of Alberta ■



DID YOU KNOW ?

- Alberta Craft Council continues to organize more exhibitions than any other craft council in Canada
- ACC is the largest craft council in western Canada
- The ACC is the largest public gallery in Alberta dedicated to exhibiting craft arts
- The ACC is the only Canadian craft council to still produce a full-colour magazine
- The ACC was founded in 1979 and over 38 years the Council's operating budget has grown from \$7,000 to almost \$900,000
- In 2017, the ACC will produce 21 exhibitions in 5 locations, market the work of approximately 150 members, provide advisory committee and other member services, coordinate extensive communications activity, and promote contemporary craft arts widely



Vessel with Stand by **Sung Nam Kim** (Calgary)
from Alberta Craft Feature Exhibition **CITIZENS OF CRAFT**