2020 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

2020 ANNUAL REPORT

Agenda – 2020 Annual General Meeting	1
Minutes - 2019 Annual General Meeting	2 - 3
Chair's Report	4 - 5
Year in Review 2019/2020	6 - 18
Exhibitions	19 - 24
Board and Staff List	25
Financial Report	26
Audited Financial Statements	27 - 44

ANNUAL GENERAL MEETING

of the Alberta Craft Council

Monday, October 27, 2020 Alberta Craft Gallery - Edmonton

Call to Order – 7:00pm

- 1. Welcome
- 2. Confirmation of Quorum
- 3. Approval of Agenda
- 4. Approval of 2019 AGM Minutes
- 5. Introduction of Current Board and Staff
- 6. Items for information:
 - a) Chair's Report
 - b) Annual Highlights
 - 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 guestions from the floor
- 8. New Business discussion and questions from the floor.

We will be discussing how the organization has responded to COVID-19 after the adjournment of the AGM for the 2019 fiscal year. Please keep questions for this portion to the fiscal year April 1 2019 - March 31 2020.

9. AGM adjournment

On the cover:

Quail by Charles Lewton-Brain from

Alberta Craft Discovery exhibition Holding Rocks (Cage Series)

ALBERTA CRAFT COUNCIL

2019 ANNUAL GENERAL MEETING

of the Alberta Craft Council

Saturday, June 15, 2019. 1:00pm Alberta Craft Gallery - Edmonton

DIRECTORS PRESENT:

Tara Owen, Chair Kristofer Kelly-Frere, Secretary Meghan Wagg, Treasurer Kristofer Kelly-Frere, Director Jennifer Salahub, Director Mary-Beth Laviolette, Director Kari Woo, Director Kayla Gale. Student Representative, AUArts

ABSENT:

Dawn Detarando, Vice Chair Dawn Saunders Dahl, Director Natali Rodrigues, Director

STAFF PRESENT:

Jenna Stanton, Executive Director Wendy Arrowsmith, Joanne Hamel, Jessica Telford, Victoria Sanchez, Corinne Cowell, Felicity Bohnet, Rael Lockwood

1. Welcome

Tara Owen called the AGM to order.

2. Confirmation of Quorum

Jennifer Salahub confirms

3. Approval of Agenda:

Motion by Donna Brunner, to approve agenda. Seconded: Corinne Cowell. Passed.

4. Approval of 2017 AGM Minutes:

Motion by Jennifer Salahub to approve minutes. No corrections noted. Seconded: Sharon Rubuliak, Passed

5. Introduction of Current Board and Staff:

Board: Tara Owen, Dawn Detarando, Meghan Wagg, Jennifer Salahub, Kari Woo, Mary-Beth Laviolette. Welcomed Kris Kelly-Frere, Natali Rodrigues, Dawn Saunders-Dahl and Kayla Gale.

Staff: Jenna Stanton, Executive Director Wendy Arrowsmith, Joanne Hamel, Jessica Telford, Victoria Sanchez, Corinne Cowell, Felicity Bohnet, Rael Lockwood, Jill Nuckles, Melanie Archer

6. Items for information:

a) Chair's Report:

"We have welcomed some new voices to our board and made great strides in building our staff. Jenna Stanton went from interim to permanent role as Executive Director in December 2018. Our staff worked hard this fiscal year to stabilize and innovate for our organization. In March of 2019 our board got together to spend some serious time putting our heads together and came up with some exciting ideas and strategies to pursue for the years ahead. Our mandate remains the same, of course, as it always has, but we talked about how to best move forward, how to be more inclusive and welcoming to new members, how to diversify our strengths and honour our community. The Alberta Craft Council enjoys extremely dedicated staff and a board that ensures that we are leaders not only in the craft sector, but in the wider arts community in Canada. " Tara Owen, read report as written.

b) Executive Director's Report:

- i. Reads from annual highlights from the last year.
- ii. Steady membership 440.
- iii. Key Challenge: Funding Shock: AGLC funding revoked and license suspended. Successful

lobbying in response with minister of finance. AGLC review team suspended in response. Casino was reinstated and is occuring June 2019.

iv. Key Challenge: Funding Sources: AFA (Alberta Foundation for the Arts) funding at maximum level. Currently meeting with CADA (Calgary Arts Development Organization) to explore new major sources. Budget allowances are conservative and efforts are underway to diversify funding, clarify impact and create better strategic alignment.

v. Key Opportunities: Paying Artists: Alignment with CARFAC, also partnering with Carfac upcoming year, the acc will be a key stakeholder in CARFAC Alberta engagement on developing best practices documents.

vi. Key Opportunities: Impact Measurement: The ACC is moving to be more sophisticated in measuring impact on career development, economic impact, network building etc. vii. Key Challenges: Shop Revenues slight increase overall \$8,127 higher than sales in 2017-2018 at \$456,577. Edmonton shop performance was below budgeted expectations, Calgary was above. Staffing changes and strategic approaches have been implemented to improve this critical part of our organization. viii. Other highlights have been read as documented in the annual report.

c) Financial Report:

Presented by Meghan Wagg.

The operating budget for 2018-2019 was \$916,384. The year ended with a deficit of \$46,642 before amortization and a deficit of \$74,984 after amortization.ii. Consignment sales were \$456,577. The council has an internal restricted fund of \$80,000 for 3 months of operating funds.

7. Items for Action:

a) Approval of Financial Report and Financial Statements:

Moved: Kayla Gayle

Seconded: Mackenzie Kelly-Frere. Passed

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

Moved: Trudy Golley

Seconded: Mary Beth Laviolette. Passed

c) Election of Directors:

There were no nominations accepted from the floor. Motion to ratify the renewal of current board.

Moved: Nicole Coursen

Seconded: Malcom Stilow, Passed

8. New Business – discussion and questions from the floor:

i) Q: What are your strategies for diversification of funding and increasing sales? Can we open up the retail intake in Calgary, why do consignors have to sell work in Edmonton first? A: We are rebooting our advisory process and intake process and are open to membership and community perspectives. We are reconsidering all aspects of the shop application process. We are also looking to expand the dialogue outside the main urban centres.
ii) Q: What are the plans for the year of Craft 2020?

A: We are currently making those plans and will be sharing them in the coming months. We will be aligning with our 40th anniversary. Also, the ED and team have been exploring other authentic connections into other sectors (urban renewal, health) and creative placemaking.

8. Motion to adjourn:

Moved: Mackenzie Kelly-Frere Seconded: Jennifer Salahub. Passed



Ceramic artist **Sam Uhlick** working in his studio, Photo: Ryan Parker Photography

CHAIR'S 2020 Report

The Alberta Craft Council's 2019 to 2020 year was one of expanding partnerships and connections, and increasing stability as an organization, while moving steadily forward in achieving our goals. Throughout 2019, we connected for *Craft Field Trips*, for the AGM in June in Edmonton, and there was increased attendance and profits at our regular *'Twas the Night* and *Let It Snow* fundraisers. We welcomed new voices to our board and made great strides in building our staff into a vibrant and dynamic team, who always go above and beyond with our outstanding members in mind.

Our staff worked hard this fiscal year to stabilize and innovate for our organization. At the end of the previous fiscal year our board got together to spend some serious time putting our heads together and came up with some exciting ideas and strategies to pursue for the year ahead. Our mandate remains the same, but we talked about how to best move forward, how to be more inclusive and welcoming to new members, how to diversify our strengths and partnerships and honour our community.

One of the biggest highlights in 2019 was winning the Rozsa Award for Excellence in Board Leadership – the very first year of this prestigious new award. I was deeply honoured to win the award, at a gala event in September, which included a financial gift for the organization, and expert consultation and professional development opportunities supplied by the Rozsa Foundation. The benefits of winning the award have not just been the award itself, but a closer relationship with the Foundation, as well as quite a bit of promotion of our Council and excellent opportunities to share our vision. During the



Log Bowl Rainbow by Loyal Loot Alberta Craft Feature exhibition RE:CONSIDER

past year, I was asked to speak about the ACC, and about leading a board, to the Foundation's RAMP class of arts administrators, and had tea with the Lieutenant Governor of Alberta as well!

In the early days of March 2020, a number of ACC board and staff attended the Canadian Crafts Federation conference in Saskatoon – one presciently dedicated to the digital realm. 10 Digit Technology: Understanding Virtual and Material Realities, brought together craft sector leaders from all around Canada to focus on new approaches to the material and digital realities in craft. As with every CCF conference I've attended, it was chock full, with wide-ranging discussions and new bonds forged. We, of course, had no idea how much the virtual world would be come part of our new norm out of necessity immediately after the end of the conference.

An important aim of the Alberta Craft Council is leading the sector, by confidently inhabiting the position of a leading organization and to calmly and thoughtfully hold space for the hand made. And by continually carving out that space, we ensure that craft makers have their voices heard, that their astounding work is respected and visible, and instill the idea that Alberta craft is unique, important, and valuable part of culture in Alberta.

The ACC has come a long way in the past 40 years, having matured into a strong voice for our craft community, not just in Alberta, but nationally and internationally as well.

Tara Owen Alberta Craft Council Board Chair

Rullen

<u>REPORTS</u> REPORTS

YEAR IN REVIEW (2019-20)



Reception for Chasing Light by Brenda Malkinson, Alberta Craft Gallery - Calgary. Photo by Jeff Yee

The Alberta Craft Council has an incredibly dedicated and hardworking staff who continue to work together to support the ACC through a shared passion for craft, the Council, and the artists it serves. Together, board and staff continue to innovate and move forward strategically and sustainability, both financially and in capacity. We continue to work towards increased membership engagement and opportunities to support our members professionally, and to grow our community of supporters from individuals to partner organizations by expanding opportunities for craft learning, engagement, and connection.

BOARD

The Alberta Craft Council Board of Directors is a governance board made up of practicing craft artists, craft professionals (such as curators, professors and writers), to innovative civic employees; each bringing with them a diverse skill set and dedication to our organization. The ACC has benefited from a stable board that works well together to achieve the ACC's mission and strategic plan. The ACC works to ensure we have a diverse board with provincial representation in region and skill sets that contribute to the governance, sustainability, and professionalism of the Alberta Craft Council in support of our mission: To promote, develop, and advocate for fine craft in Alberta.

The ACC received important recognition for our governance and the work of our incredible long serving board chair Tara Owen, who was awarded the inaugural 2019 Rozsa Award for Excellence in Board Leadership. This included a \$10 000 award to the Alberta Craft Council for staff and board development, consultations from experts in the field, and leadership benefits for Tara. The new



Reception for PORTRAITS, Alberta Craft Gallery - Calgary . Photo by Jeff Yee

money and expertise from the Rozsa Award will go towards updating our Strategic Plan and to develop board and staff committees. (This work was planned for the summer of 2020 but postponed due to COVID-19.)

The board continues to have a position for a student representative from AUARTS, Kayla Gayle to gain insight on the current student perspective, expand student outreach and opportunities. AUArts instructors Natali Rodrigues and Jennifer E. Salahub (emeritus) also serve on the ACC board and further strengthen the relationship between the organizations, as AUArts instructors and alumni make up a significant portion of our membership.

In 2020 the ACC welcomed long time member and collaborator Sharon Rose Kootenay to our board of directors. Sharon is a Métis Cree heritage artist, the beadwork articles she produces have roots in traditional Native women's artistic practice. Sharon has long history with the ACC,

curating exhibitions and creating opportunities for emerging indigenous craft artists. Sharon has deep roots in the Indigenous arts community, having worked in arts administration and as a designer/instructor with Aboriginal Arts Council of Alberta, Canadian Native Friendship Centre, Metis Crossing Cultural Centre, and many others. Her work is exhibited and collected nationally and internationally.

We also say thank you to past board member Kristopher Kelly-Frere of Calgary, for his service on the board from June 2017 - November 2019. Kris was brought onto the board for his work with civic innovation, museum program development and community engagement. He brought a wealth of broad experience, enthusiasm, and strategic thinking to the ACC.

The board is currently seeking expressions of interest to fill two positions in the Edmonton area with specialties in fund development and space development. The ACC board convenes

committees to review and interview potential candidates.

The 2018-19 fiscal year wrapped up with a productive two-day board retreat an planning session in Canmore, strategizing about future objectives for increased member engagement through learning and network building opportunities. As a result the 2019 – 20 fiscal year saw new membership categories, new strategic partnerships including *Craft Field Trips*, expanded content in *Alberta Craft* magazine and digital platforms, and new exhibition opportunities for emerging artists and curators.

MEMBERSHIP

Two new membership categories were introduced this fiscal year. Emeritus for senior craft professionals, and Craft Lover to grow customer supporters. Craft Lovers receive *Alberta Craft* magazine and other perks, growing their craft knowledge and opportunity for engagement.

In 2019-2020, membership numbers grew from 440 to 506. Membership numbers as of March 31, 2020:

• Professional (individual & family): 144

• Professional Emeritus: 27

· General: 199

• Craft Lover (individual & family): 19

• Student: 95

• Organization/Business: 22

Members support and development is often individual and can be quite varied. It can range from consultations and advice on product or career strategy, to support letters for awards and grants, nominations, connections through the network, promotional support, social media advice and promotion, and many others. We are currently looking at tracking these often casual but critical member services.



Detail of work by **Niciole Baxter**Alberta Craft Feature exhibition **RE:CONSIDER**

We continued activity with AUArts, offering complimentary student memberships and participating in Career Day.

Member referrals continue to media, teaching opportunities, commercial and retail galleries, commissions, public art competitions, grants, and international projects. Promotional support continued for members who sell at seasonal and studio sales, teach classes, host community events, participate in festivals, etc. through social media posts, e-newsletters, and co-marketing with organizers. Career networking continued with members and organizations such as the Canadian Crafts Federation and other provincial and territorial craft councils, various guilds, member galleries, educational institutions, craft markets, etc.



Honour Badge, Untitled # 4 by Lyndsay Rice from Alberta Craft Feature exhibition CULTIVATE | INSTIGATE

Exposure and promotional opportunities continued to be circulated for members through the *Alberta Craft* magazine, online exhibitions, website, media and advertising through outlets such as *Where* Calgary & Edmonton, *Avenue* Calgary & Edmonton, Preview Galleries Guide, Galleries West Digital, CKUA, CJSW, CBC Radio, Edmonton Folk Music Festival program, Studio Magazine, *Alberta Views* magazine, Edmonton and Calgary Tourism, Calgary Economic Development, Edmonton Downtown Business Association, We Are Red Deer, Emily Carr University blog, Community Newsletters, Edmonton Journal, etc.

PARTNERSHIPS

Highlighting craft in the community while building stronger networks and partnerships for the Craft Council, our artists, and future supporters.

CARFAC

The ACC partnered with CARFAC Alberta to develop *Best Practices* guidelines. This included stakeholder sessions in Calgary and Edmonton for arts organizations and professional artists. *Best Practices* are industry standards, or professional guidelines, for specific fields of work. Best Practices for Craft, Media, and Visual Artists facilitate fair, ethical interactions and equitable dealings between artists, and individuals or organizations that engage the work or services of artists. The documents and are available on the ACC website under resources.

The ACC also partnered with CARFAC on a series of professional development webinars in the fall of 2019. Festivals, Markets and Pop Ups with Kari Woo and Kim Fjordbotten; Public Art with Dawn Detarando and Brian McArthur; A Deeper Understanding of Indigenous Craft and Art with Ruby Sweetman and Tamara Lee-Anne Cardinal.

CRAFT FIELD TRIPS

Craft Field Trips were prototyped during Culture Days with funding from an Alberta Culture a days grant. In Calgary Michelle Hardy, Curator at the Nickle provided a tour of the Nickle's textile collection, while our cSPACE site hosted demonstrations and talks from fibre artists Natalie Gerber and the Heritage Weavers and Spinners Guild. In Edmonton we hosted an Arts & Health Tour of the Friends of University Hospitals Art Collection, to learn about how the collection enriches the healthcare environment and enhances the healing experience. The tour included the McMullen Gallery, the 200-piece collection and the one-of-a-kind "Artists on the "Wards" program, and wrapped up at the ACC Feature exhibition Re:consider craft and sustainability.

Craft Field Trips continued in the new year to the Nickle Galley, the Glenbow, the Provincial Archives of Alberta, and the Royal Alberta Museum.

EVENTS

The ACC participated in *Park(Ing) Day* in downtown Edmonton, September 2019, creating a mini sculpture park to promote Alberta Craft Council members with public sculptures in Edmonton by displaying the maquettes. In partnership with The Works Festival Public Places and the Edmonton Arts Council.

Blown Away on Netflix, the international award winning glass competition featured Edmonton member Leah Kudel, the ACC hosted a watch party with a lecture from Leah on her career and experience behind the scenes. Leah's work was exhibited in the emerging exhibition Coming Up Next and her first solo exhibition The Spaces Between at the ACC.

Bright Nights lecture series began at ACC cSPACE to connect to AUArts students and community, they were developed in partnership with Jill Allan (AUARTS instructor in glass), and expanded to Edmonton in 2020. Calgary Bright Nights - Technology & Craft, with Mike Saroka, Heidi Mayer, and Bryan Cera. May 2019. Bright Nights - Craft & Education, as part of Cultivate | Instigate, Marty Kaufman and Trudie Allen. February 2020 Edmonton Bright Nights - Ice Hotel Sweden - Making an ephemeral hotel room with Dawn Detarando and Brain McArthur. February 2020

ACC partnered and opened its doors throughout the year to host meetings and other art-social events. A partnership of note is with Arts Inform-All Calgary, a member group we host in cSpace that provides a monthly forum for multidisciplinary artists to show and tell their work, discuss problems and successes. Edmonton



Artist Demonstration by **Christina Koscielnuk**Alberta Craft Gallery - Exhibition

hosted ACC info sessions and one time meeting space for the Alberta Sculptors Association, and Ladies Wine & Design.

Pop up displays and ACC information were held at Royal Bison Art + Craft Sale and Calgary's Art Market. Pop up sales of members work were hosted at the University of Alberta hospital McMullen Gallery, and at a Tourism Calgary event at Contemporary Calgary.

ACC hosted Canada Council for a grants information session for our members, one

member was successful in their application for funding after this session.

In the summer of 2019 HWSDA president and vice-president, Judy Matthews (Sysak) and Lynne Cowe Falls, discussed options for the future of the HWSDA with the ACC's executive director Jenna Stanton. Options included moving forward at a reduced capacity or consideration for folding of the HWSDA. The option of setting up of an endowment fund and award for fibre in line with the ACC's existing Linda Stanier and Family Endowment and ceramic award was discussed and brought back to the HWSDA membership for consideration. In the September 22, 2019 HWSDA board meeting the group voted to close the organization and set up an endowment with the ACC with their remaining funds. This work is wrapping up in the 2020-21 fiscal year.

Collaboration with NWT Arts Council for an upcoming partnership and display of northern artists. Was delayed due to COVID-19, but a Feature Exhibition is planned for 2021 in Edmonton. This will also celebrate the launch of a new NWT Craft Council.



Artist Reception, Alberta Craft Gallery - Calgary exhibition **CULTIVATE INSTIGATE**

Ongoing collaboration and cross-promotions with organizations such as The Works Art & Design Festival, Edmonton Made, AFA's TREX program, Culture Days, Edmonton Arts Habitat Society (board position), cSPACE Arts Hub, Calgary Art Walk, Calgary Art Map – Esker Foundation. *STUDIO* magazine editorial group, Series at RDC, AUARTS, Art Market, Royal Bison, New Craft Coalition, Alberta Ballet, tourism boards, members' studio sales and an array of other craft settings and events.

INDIGENOUS CONNECTIONS AND COLLABORATIONS

We continue to work with Portage College Native Arts Program and instructors through exhibitions, Alberta Craft magazine, commissions, and other special projects. *Cultivate Instigate* Feature exhibition displayed the work of Portage Native Arts instructors Ruby Sweetman and Trudie Allen, this exhibition was in Edmonton and Calgary. Louis Vuitton Edmonton display commission was connected to Portage Collage, the installation was designed by instructor Ruby Sweetman and created in partnership with portage students. ACC National emerging exhibition Coming Up Next adapted the call for entry to include mentorships with elders and community to be more inclusive. Outreach to Portage saw their graduate Naomi Desrochers-Caron in the exhibition.

New Board member Sharon Rose Kootenay, is an incredible Metis artist and community builder with a long history of curating and collaborating with the ACC.

Regular Alberta Craft magazine articles Meet the Maker gave more in-depth coverage to artists in our feature exhibitions, including Erik Lee & Albertine Crow Shoe from Making a Career in Craft, and MJ Belcourt from Re:consider.

CARFAC ACC webinar *A Deeper Understanding of Indigenous Craft and Art* with Ruby Sweetman and Tamara Lee-Anne Cardinal.

Holiday Pop-up Spotlight in Edmonton with jeweller Erik Lee, who is now represented in both retail locations.

Edmonton Arts Council - Connections and Exchanges Grant has a staff and board retreat to Portage College funded. It was planned for this years AGM, and had to be postponed due to COVID-19.

STUDIO magazine – referral to board member Dawn Saunders Dahl who co-wrote an article with Christine Sokaymoh Frederick on the River Lot 11 ∞ the history of Edmonton's Indigenous Art Park. Spring / Summer 2020 issue.

EXHIBITIONS

The Alberta Craft Council continued to develop and present an extensive and comprehensive series of craft exhibitions as a leading craft council in Canada. These exhibitions included opening receptions and artist talks, articles in Alberta Craft Magazine, Digital content and marketing, and other media coverage. We continue to work towards longer lead times for our Feature exhibitions to extend the time artists have to make work in response to themed calls for entry, and provide more time for our organization to plan partnerships such as connected *Craft Field Trips* and lectures.

The ACC partnered with CARFAC Alberta on a number of initiatives this year, and began paying recommended CARFAC fees for solo and small group Exhibitions in 2020 in the ACC Discovery gallery. (We are expanding this to solo and small group shows in Calgary at the start of 2021 as we have secured additional CADA funding in the

summer of 2020.) The Alberta Craft Council also pays honorariums for artists Lectures, webinars, long read articles, and juror fees.

Three Feature Gallery exhibitions, seven Discovery Gallery exhibitions, three Spotlights were presented in the Alberta Craft Gallery - Edmonton

Seven exhibitions were presented in Alberta Craft Gallery - Calgary, along with eight retail Spotlight exhibitions.

Four outreach exhibitions were presented from the Edmonton International Airport, and the Alberta Ballet in Edmonton and Calgary.

Feature exhibitions included: *Re:consider* curated to bring a range of perspectives on sustainability and craft; *Cultivate Instigate*, to build connections and highlight the tremendous talent of Alberta post secondary craft educators from Portage College Native Arts program, Red Deer College, and AUArts; *Making: A Career in Craft* to inform audiences about the varied career paths of makers.

The ACC's national emerging craft exhibition *Coming Up Next* returned. Its designed to foster relationships and opportunities for emerging craft artists in the early stages of their careers, including self taught aritists, apprentices, mentees and recent post-secondary graduates. The exhibition originated in 2007 and ran for seven years featuring the work of over 138 artists, many of whom went on to our retail programs and become long term members. We look forward to the return of *Coming up Next* as a biennial exhibition.

The ACC introduced a new biennial *Curator in Contemporary Craft* program to give a member the opportunity to build their curatorial skills by developing an engaging fine craft exhibition with

mentorship from our exhibition team. This is a paid opportunity with a \$500 honorarium, and CARFAC fees for artists. Mia Riley and her fall 2019 exhibition *Many things at Once* displayed the work of 6 artists exploring their mixed cultural and social backgrounds.

ALBERTA CRAFT MAGAZINE

Alberta Craft magazine is published three times annually with a distribution of 2500 copies per issue. It is mailed to 1200 members and subscribers, including 500 copies distributed free of charge to public settings such as schools, libraries, guilds, and community organizations. Approximately 1000+ copies are picked up free of charge to gallery visitors.

We worked to expand the craft knowledge of our customers, supporters, and artists through new features:

'Long Reads' created paid opportunities for members to contribute and develop craft writing and informative articles that connect to feature exhibitions. 'Around Alberta' presented upcoming recommended craft exhibitions in Alberta. To promote, support and develop relationships to with galleries, museums etc. that are increasingly featuring craft related exhibitions. 'Coveted Craft' editorial photo spreads of craft available in our retail settings continued to appeal to customers and member-customers.

The magazine is now available digitally online through issuu.com an electronic publishing portal, and past issues are linked on the ACC's website.

For the *Re:consider* exhibition on sustainability in craft we moved to printing the magazine to more eco friendly paper and sewn in inserts instead of plastic wrapping.



Bright Nights: Craft and Technology Alberta Craft Gallery - Calgary

More internal communication and reporting was shared with members through the bi-weekly e-news.

DIGITAL CONTENT

The extensive ACC website featured information, news, online exhibitions, artist profiles, calls for entry, and opportunities. Website sees an average of 3115 visits/month (down 3%) 2421 audience size/month (down 7%). The single most visited page is 'Gallery shop - Edmonton & Calgary', amounting to about 15% of total page visits. (The website is overdue for an upgrade and is a priority for funding in 2020-21.)

The bi-weekly member E-news featured local, provincial, and national news items, announcements, calls, member kudos, educational, and funding opportunities. Total subscription 676 (up 11% from 2019). Open Rate average: 60%. Click Rate average: 16.9%

The monthly "What's In" e-news for visitors and customers informs the public about the latest events, exhibitions and new arrivals at the Alberta Craft Gallery. It continues to be segmented and targeted to each specific gallery location, Calgary & Edmonton.

Total subscription 2382 (up 6%). Average open rate 51.3% (up from 49.6% in 2018-19). Click rate 11.4%. was a decrease from 2018-19 due to fewer shop images, changes have been implemented.

SOCIAL MEDIA

Facebook 2548 page likes (up 10.9% from 2018-19). Average post reach 558 (up 12.6%) Instagram 4165 followers (up 33.3% from 2018-19). Average weekly account reach 1706 Twitter 1420 (up 2.4% from 2019)

SOCIAL ENTERPRISE RETAIL

We are reframing the way we talk about our retail operations as social enterprise retail. This helps us articulate what the ACC has always done, but assists in applications to social enterprise funds and in conversations with government and supporters. A social enterprise centres itself around a social mission and uses commerce as tool to maximize sustainability and impact.

The ACC welcomed Rael Lockwood (June 2019) as the new shop coordinator in Edmonton. Rael brings 10 years of retail experience, along with a degree in Fibre from AUArts, a diploma in Arts and Cultural Management from MacEwan University, and a year at the Art Gallery of Alberta Art Sales and Rentals.

Retail galleries featured the work of approximately 150 members, seven professional members were added to the retail gallery this past year. The ACC staff continued with the valuable marketing services and advisory work that is a major part of the ACC's mandate to support makers. Our

retail coordinators provide continued one on one support and feedback to artists on product development, craftsmanship, marketing, sales, and career strategy. The ACC encourages members to push boundaries for originality, quality, marketability and professionalism, in all aspects of their practice as an artist. Our aim is to help establish respectable prices and public understanding of the professionalism of craft artists.

Retail coordinators worked to update and overhaul the retail application process with new questionnaires, online application forms, and a two-phase application process. The advisory committee has moved to two intakes per year to set aside concentrated time to review submissions, convene a group of experts in the mediums presented, and provide in-depth feedback to applicants. (This new intake process was paused due to COVID-19 and one new intake was done in June of 2020.)

Sales for Edmonton and Calgary locations combined were \$443,169, which was \$13,406 lower than sales in 2018-2019. Edmonton Retail Gallery \$309,053. Calgary Retail Gallery \$134,117.

Let it Snow and 'Twas the Night

This year we focused on increasing ticket sales to increase attendees, shopping, and overall profits. We also expanded partnerships and sponsorships in Edmonton to duplicate the successful ongoing partnerships in Calgary. The number of attendees increased significantly in Edmonton, both locations had excellent sales, and increased fundraiser profits.

Let it Snow - Calgary

2018 ticket sales: \$1901 event profit \$2,261 shop sales \$4,743.

2019 ticket sales: \$2,840 event profit \$3,803 shop sales \$7,482

Twas the night - Edmonton

2018 ticket sales \$1650 event profit \$2,382 shop sales \$8.164.

2019 Ticket sales \$2,310 event profit \$5,014 shop sales \$12,609

Ongoing marketing activities include print, radio, and online advertising; direct and assisted sales to corporations, governments, MLAs, and others; and promotions for individuals and business members through customer e-news, digital content, magazine, and craft fairs. Shop coordinators continue working on a new corporate program to increase sales and engagement in this area.

ADVOCACY

The ACC advocates for craft provincially, nationally, and internationally. The ACC participates in research, advocacy, networking, and other projects with local, provincial, national, and international craft, arts, and culture organizations.

Provincial advocacy work continued mainly through the Alberta Partners for Arts and Culture (APAC) which is made up of directors from eight Provincial Arts Service Organizations and the four Cultural Industry Associations. APAC engaged with the Alberta Foundation for the Arts, provincial ministers and senior bureaucrats throughout the year. We worked alongside colleagues at APAC to raise concerns for stable funding for the AFA, clear messaging and stable operating grants for organizations, and individuals. ACC designed marketing material for APAC's Arts Vote AB campaign for the 2019 provincial election. APAC worked with Karen Ball to develop an official response to the Governments February 2020 budget survey, and an advocacy awareness document QUICK FACTS on Alberta's Creative Sector was produced and shared with membership.

In 2018 the ACC had our casino licence reinstated and received a grant from the Edmonton Community Foundation to cover the loss in funds in the interim. Our Casino was held in Edmonton June 20-21 2019. The planned review of the AGLC and stakeholders meetings have been put on pause from the new government. Casino's were also paused at the end of the fiscal year due to COVID-19.

CANADIAN CRAFTS FEDERATION

Canadian Crafts Federation (CCF) is the umbrella organization for the provincial and territorial craft organizations. National advocacy is coordinated through the CCF. ACC Board Chair Tara Owen was elected to the role of Vice Chair at the CCF in the summer of 2019. Canmore jewelry and metal artist Kari Woo joined the CCF board as the ACC representative.

Citizens of Craft podcast season 2 of the podcast launched. The podcast season 1 has been well received. ACC put forward a list of suggestions with notes on key influencers. Board members Kari Woo and Natali Rodrigues are featured in season 1 which have now had over 2500 listens. The podcast has increased Citizens of Craft website visits by 78%.

Canadian Craft Federation national conference 10 Digit Technology: Understanding Virtual and Material Realities brought together craft sector leaders from across Canada to focus on new approaches to the material and digital realities in craft. Having the National conference in our neighbouring province allowed the opportunity for more staff (Victoria Sanchez, Saskia Aarts, Jenna Stanton) to join and connect with their national colleagues. ACC Board members Tara Owen and Kari Woo were funded to attended through the CCF as part of the CCF Board. The CCF received a grant from the Canada Council Digital Fund, contributing to the national conference, research firm Forum has been commissioned to undertake national research and surveys with craft artists and consumers through the 2020-21 fiscal year.

NATIONAL (OTHER)

The ACC is a supporter of the national fine craft magazine *STUDIO*, published by Craft Ontario. The ACC also has a board member Mary-Beth Laviolette on the editorial committee, ensuring that Alberta craft artists, writers and curators are represented in this national publication. Professional members receive *STUDIO* Magazine free of charge. New Editor-in-Chief Nehal El-Hadi has connected with board and staff.

Executive Director Jenna Stanton serves on the Canadian Crafts Federation committees for Digital Strategy, National and International activity, Citizens of Craft, and Advocacy. She also serves on the board of Arts Habitat Edmonton & the national ceramics collective Make and Do.

London Craft Trade Mission was led by Craft Atlantic Alliance in February 2020. ACC's Jenna Stanton joined colleagues from Craft Atlantic Alliance, Craft New Brunswick, and Quebec Craft Council on an extensive itinerary exploring the UK Craft Council's Collect 2020 art fair and the broader London craft scene to expand professional contacts and opportunities for increased Canadian collaboration and content. With support from an Canada Council travel grant for individuals and the ACC.



View of **MAKING: A CAREER IN CRAFT**Alberta Craft Feature exhibition

FUNDING

It can't be overstated as to the major change that the ACC took on with opening a second gallery space in Calgary. Our physical space expanded along with all of our projects, exhibitions, retail sales, events, member and audience engagement, networking, and advocacy. The Calgary Retail Gallery showed less of a loss in 2019-2020, of \$33,133, compared with the previous year, \$39,198 for 2018-2019.

Increasing funding and sales in Calgary continues to be a priority. Since moving into our permanent location in Calgary our funding from Calgary Arts Development Association remained at \$8,740. The ACC has secured additional operating funds of \$35 000 in August 2019 from CADA to increase our sustainability in Calgary, and for the overall organization.

The operating budget for 2019-2020 was set at \$968,321. The year ended with a deficit of \$28,133

before amortization and a deficit of \$53,149 after amortization. In 2018-2019 the deficit was \$46,642 before amortization and \$74,984 after amortization. We decreased the loss on provincial services from \$44,075 to \$29,939 with diligent spending.

The Council decreased the internally restricted reserve from \$80 000 to \$50,000, to cover core operating costs. It is intended that the additional \$30,000 will be returned to the internally restricted reserve fund in 2020-2021.

The ACC received a modest increase from the Alberta Foundation for the Arts (AFA) and receives amongst the highest of the Provincial Arts Service Organizations (PASO's) but have ultimately 'topped out' in the current AFA operating Grants. The new provincial government and their budget approvals affected AFA disbursements. The AFA moved to quarterly disbursements for the 2019 fiscal year, which provided cash flow issues for the Craft Council. After anticipating 10% cuts in year, it was not until the final quarter of the fiscal year that we were notified operating organizations were not going to face in year cuts.



View of **COMING UP NEXT,** Alberta Craft Discovery exhibition

A large part of the Executive Director's focus for the 2019 – 20 fiscal year was increasing funding for financial stability and capacity.

New funding of approximately \$134,500 was procured in four new grants from:

Calgary Arts Development Association (CADA) Operating Grant plus, to increase support for the ACC cSPACE location. The Edmonton Arts Council (EAC) Connections and Exchanges Grant to develop research and documentation on craft and business/studio models. Edmonton Community Foundation for a full-time position to support the Executive Director in Fund Development. Included wage, MERCS (Mandatory Employment Related Costs/ Deductibles), and professional development. (This is the 2nd grant from the ECF in two years which makes us eligible for increased funding.) Federal STEP for summer positions included full wage and mercs. (A majority of these new funds will be used in the 2020-21 fiscal year.)

The ACC welcomed Saskia Aarts initially in a part time capacity in the summer of 2019 which transitioned to a full-time role in the spring of 2020 with the support of the grant from the Edmonton Community Foundation. Saskia works alongside the Executive Director in Fund Development and heads up the ACC's Special Projects, which is intended to further increase organizational resiliency and increase capacity for grant writing and development of donors and sponsors.

Business for the Arts – ArtsVest. ACC staff, Saskia Aarts and Jill Nuckles participated, receiving mentorship meetings and webinars to develop sponsorship and donors. Increasing ACC partnerships and in-kind contributions to develop increased promotion through photography and video projects. Photographers Jeff Yee, Rona Dickey of Pause Photography, and Ian Jackson of Epic Photography. This project continued/

wrapped up in the 2020-21 fiscal year.

Edmonton Location - September 2019 City of Edmonton Senior city planner Erik Backstrom invited Jenna Stanton to present to the city planning committee at the River Crossing development plan meeting. City planners presented on the neighbourhood project (traffic/ housing/infrastructure/revitalization). presented on the ACC and the potential we see in the decommissioned Rossdale Power plant. The presentation brought forward models from lenna's research and work in craft and creative placemaking. The mayor and extra councillors joined the meeting, and the idea of Craft space seemed to garner good interest. Councillors prioritized activating the powerplant, parks, and community building, ahead of housing and infrastructure.

The Edmonton Arts Council Connections and Exchanges grant was awarded to the ACC to formalize research, presentations, and plans for a new potential Edmonton location. (This research is temporarily on hold due to COVID-19.)

ACC continued meetings with Canada Council to discuss funding. Paying CARFAC fees for exhibitions is a part of this process to become eligible for CC funding.





Painted Horse Talking Stick by Trudie Allen from Alberta Craft Feature Exhibition CULTIVATE | INSTIGATE

EXHIBITIONS

DISCOVERY GALLERY



ART IN UBIQUITY

April 27 - June 8, 2019

The Edmonton Weavers' Guild 65th anniversary exhibition. The tea towels on display open the viewer to consider the value of a hand woven tea towel beyond its function.

Artists: Colleen Balding, Jen Black, Margaret Berg, Kathy Buse, Carole Dodd, Kyla Fischer, Marge Gray, Maryanne Hawryluk, Pirkko Karvonen, Diane Kozens, Colynn Krull, Barbara Leung, Kim McCollum, Catherine Melnychuk, Kathy Moore, Sandra Schulz, Lyn Zuberbuhler

COMING UP NEXT

June 15 - August 3, 2019

The exhibition provides a vital link for emerging artists by connecting them to the greater craft community of peers, mentors, and audiences who appreciate fine craft.

Artists: Lael Chmelyk, Naomi Desrochers-Caron, Dayna Ellen, Tanya Everard, Jessie Fraser, Alexandra Glenn-Collins, Grace Han, Leah Kudel, Sara Nishi, Jennifer Pankratz, Carlos Rojas, Adele Schatschneider, Yuan Yin & Matthew O'Reilly.

HOLDING ROCKS (CAGE SERIES)

August 10 - September 21, 2019 This series by master goldsmith Charles Lewton-Brain speaks to human attempts to control and possess nature.

MANY THINGS AT ONCE

September 28 - November 9, 2019 An exhibition that brings together six emerging Canadian artists working in clay. These artists use their chosen medium to reflect on identity and sense of belonging. Curated by Mia Riley

Artists: Lux Habrich, Logan Kenler, Shaun Mallonga, Mia Riley, Mabel Tan, and Queenie Xu

> Unlanded by Leah Kudel from Alberta Craft Discovery exhibition COMING UP NEXT

EXHIBITIONS

DISCOVERY GALLERY

THE BUTTER DISH

November 16 - December 14, 2019 Curated to be identical and run simultaneously in Edmonton and Calgary, *The Butter Dish* features the work of 23 Canadian ceramic artists with distinct creative voices who stay within the function of this traditional and versatile form. Curated by Dawn Detarando

Artists: Mindy Andrews, Carmen Belanger, E. M. Alysse Bowd, Kalika Bowlby, Louise Brud, Dawn Candy, Dawn Detarando, Robin DuPont, Jim Etzkorn, Sarah Greble, Terry Hildebrand, Brad Keys, Sam Knopp, JoAnna Lange, Martina Lantin, Joan Matsusaki, Brian McArthur, Mynthia McDaniel, Lisa McGrath, Ruta Nichol, Sarah Pike, Mia Riley, and Annette tenCate

THE SPACES BETWEEN January 18 - February 29, 2020

A solo exhibition by Leah Kudel about the absent spaces that surround us in life. An intersection between handblown glass, photography, video, and interactive art, this exhibition blurs the lines between fine craft and contemporary art.

CERAMICA BOTANICA: A CONSTANT AND MISGUIDED OPTIMISM

March 7 – April 18, 2020 Bridget Fairbank makes pottery, installation art, and orchestrates happenings - all of which aim for the re-imagining of everyday actions and relations. Her items act sometimes as objects of irony, sometimes as objects of intimacy and sometimes as a means to an educational end.

Plum by Bridget Fairbank from Alberta Craft Discovery Exhibition CERAMICA BOTANICA



CALGARY GALLERY

MILK & OIL

April 6 - May 25, 2019 Giselle Peter's ceramic work highlights the childish behaviour of the adult world and speculates about the long-term effects of our enterprises, mainly war, nationalism, consumerism, propaganda, and the food industry.

THE SURFACE OF THINGS: CHASING LIGHT

April 6 - May 25, 2019 Using a combination of vitrified glass and woodblock prints, Brenda Malkinson captures isolated 'snapshots' of passing time.

BECAUSE IT OCCURS TO US THE WE CANNOT

April 6 - May 25, 2019

From the impact on industry to that of housing in the suburbs, Robin Lambert's interdisciplinary ceramic exhibition explores growth and the need to build even when the layers below are crumbling.

PORTRAITS

June 1 – August 24, 2019 Portraits features the work of 33 fine craft artists from across Canada who explore issues around love, acceptance, mental health, self-expression, to that of the environment, of death, and celebrating life and all that it holds.

COMING UP NEXT

August 31 - November 2, 2019 The exhibition provides a vital link for emerging artists by connecting them to the greater craft community of peers, mentors, and audiences who appreciate fine craft.

THE BUTTER DISH

November 9 - December 14, 2019 Curated to be identical and run simultaneously Curated to be identical and run simultaneously in Edmonton and Calgary, *The Butter Dish* features the work of 23 Canadian ceramic artists with distinct creative voices who stay within the function of this traditional and versatile form. Curated by Dawn Detarando

Artists: Mindy Andrews, Carmen Belanger, E. M. Alysse Bowd, Kalika Bowlby, Louise Brud, Dawn Candy, Dawn Detarando, Robin DuPont, Jim Etzkorn, Sarah Greble, Terry Hildebrand, Brad Keys, Sam Knopp, JoAnna Lange, Martina Lantin, Joan Matsusaki, Brian McArthur, Mynthia McDaniel, Lisa McGrath, Ruta Nichol, Sarah Pike, Mia Riley, and Annette tenCate

CULTIVATE | INSTIGATE

January 18 - March 21,2020 An exhibition about the influential creatives at the forefront of post- secondary craft education in Alberta. The artists in this exhibition balance the dual roles of educator and professional practicing artist.

Artists: Alberta University of the Arts: Zimra Beiner, Reed Fagan, Marty Kaufman, Mackenzie Kelly-Frère, Martina Lantin, Bill Morton, Lyndsay Rice, Tyler Rock, Natali Rodrigues, and Laura Vickerson; Portage College, Native Arts and Culture Program: Trudie Allen and Ruby Sweetman; Red Deer College Ceramics Program: Trudy Golley

> Burrow of Butter by **Annette ten Cate** from Alberta Craft Gallery exhibtion **THE BUTTER DISH**

ALBERTA CRAFT COUNCIL @ THE EIA

The Alberta Craft Council has two mini exhibition spaces in the Rotational Art Program at the Edmonton International Airport.

- Charles Lewton-Brain July 2019 - March 2020
- Kenton Jeske July 2019 - March 2020



ACC CURRENT DIRECTORS (March 31, 2020)

Tara Owen
Dawn Detarando
Meghan Wagg

Chair, Metal Jewellery, Calgary
Vice-Chair, Clay, Red Deer
Treasurer, Metal Jewellery, Edmonton

Kari Woo Metal Jewellery, Canmore

Mary-Beth Laviolette Curator and Writer, Canmore Jennifer E. Salahub Craft Historian (AU ARTS), Calgary

Natali Rodrigues Glass, Calgary

Sharon Rose Kootenay Artist, Vilna, joined January 2020

Kris Kelly Frère Senior Innovation Designer, Calgary, outgoing November 2019

Dawn Saunders-Dahl Artist, Canmore

Kayla Gale Student Representative, AU ARTS

ACC STAFF

Jenna Stanton Executive Director
Joanne Hamel Operations Manager & Exhibitions

Wendy Arrowsmith Financial Officer

lessica Telford Member Services, Magazine Editor & Exhibitions

Victoria Sanchez
Saskia Aarts
Rael Lockwood
Corinne Cowell

Marketing, Social Media & Design
Fund Development & Special Projects
Gallery Shop Coordinator - Edmonton
Gallery Shop Coordinator - Calgary

Corinne Cowell
Jill Nuckles
Gallery Shop Coordinator - Calgary
Outreach, Events & Volunteers - Calgary

Felicity Bohnet Gallery Assistant - Edmonton **Melanie Archer** Gallery Assistant - Calgary

To get to know the current Alberta Craft Council board of directors & staff visit www.albertacraft.ab.ca/board-of-directors



View of *Mountain I* by Mackenzie Kelly-Frère from Alberta Craft Feature exhibition **CULTIVATE | INSTIGATE**

FINANCIAL REPORT

The operating budget for 2019-2020 was set at \$968,321. The year ended with a deficit of \$28,133 before amortization and a deficit of \$53,149 after amortization. In 2018-2019 the deficit was \$46,642 before amortization and \$74,984 after amortization.

New funding of approximately \$134,500 was procured (most of these funds have been deferred to the 2020-2021 fiscal year) and with diligent spending, the Council was able to decrease the loss on provincial services from \$44,075 to \$29,939. Once again, Edmonton Retail Gallery showed a similar profit this past year, \$9,923, compared with \$8,287 in 2018-2019. The Calgary Retail Gallery showed less of a loss in 2019-2020, of \$33,133, compared with the previous year, \$39,198 for 2018-2019.

Consignment sales, for Edmonton and Calgary locations combined, were \$13,406 lower than sales in 2018-2019 at \$443,169; Edmonton Retail Gallery \$309,053. Calgary Retail Gallery \$134,117.

The Council decreased the internally restricted reserve to \$50,000, to cover core operating costs. This reserve fund is requirement of the Alberta Foundation for the Arts. It is intended that the additional \$30,000 will be returned to the internally restricted reserve fund in 2020-2021.

Respectfully submitted,

Moz

Meghan Wagg Treasurer

Financial Statements

March 31, 2020

CONTENTS

AUDITOR'S REPORT	29
FINANCIAL STATEMENTS	
Statement of Financial Position	33
Statement of Change in Net Assets	34
Consolidated Statement of Operations	35
Statement of Cash Flow	36
Notes to the Financial Statements	37-40
Schedule 1 - Provincial Services Expenditures	41
Schedule 2 - Edmonton Retail Gallery Expenditures	42
Schedule 3 - Calgary Retail Gallery Expenditures	43
Schedule 4 - Building Operations and Maintenance - Edmonton	44
Schedule 5 - Remainder of Cumulative Surpluses (Deficits) from Previous Years	44



Allan J. Grykuliak, CPA, CA* Scott T. Mockford, CPA, CA* Allen Lee, CPA, CMA* Jason Bondarevich, CPA, CA* *Operates as a professional Corporation 11210 – 107 Avenue N.W. Edmonton, Alberta T5H 0Y1 Tel (780) 452-2300, Fax (780) 452-2335

INDEPENDENT AUDITOR'S REPORT

To the Members of Alberta Craft Council:

Qualified Opinion

We have audited the financial statements of Alberta Craft Council, which comprise the statement of financial position as at March 31, 2020, and the statements of change in net assets, operations, and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, except for the effects of the matter described in the Basis for Qualified Opinion paragraph, the accompanying financial statements present fairly, in all material respects, the financial position of Alberta Craft Council as at March 31, 2020, 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.

Basis for Qualified Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report.

We are independent of the Organization in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

In common with many not-for-profit organizations, Alberta Craft Council derives revenue from donations and fundraisers, 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 donations and fundraising revenue, excess of revenues over expenditures, current assets, and net assets.

Responsibilities of Management and Those Charged with Governance 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.

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

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

INDEPENDENT AUDITOR'S REPORT CONTINUED

Auditor's Responsibilities for the Audit of the Financial Statements

Our 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 our 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, we exercise professional judgment and maintain professional skepticism throughout the audit.

We 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 our 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 Organization'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 Organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Organization 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.

We 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 we identify during our audit.

Edmonton, Alberta July 10, 2020

Chartered Professional Accountants

Loyle 3 Composey

Notes to the Financial Statements

March 31, 2020

3. Restricted Cash 2020 2019 \$ \$

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

39,853

4. Investments

Casino bank account

agent of the Government of Alberta.

Investments represent a Guaranteed Investment Certificate with a maturity date of December 16, 2021 and interest rate of 1.60%.

5. Capital Assets

_	2020		2019	
	Cost \$	Accumulated Amortization	Net Book Value \$	Net Book Value \$
Computer hardware	25,545	21,072	4,473	4,446
Computer software	2,283	2,283	-	-
Furniture and equipment	52,122	28,148	23,974	29,967
Leasehold improvements	73,212	43,384	29,828	46,260
	153,162	94,887	58,275	80,673

6. Accounts Payable

	2020	2019
	\$	\$
Trade	7,805	7,552
Canada Revenue Agency (CRA) - source deductions	8,399	7,830
Consignment fees	5,950	18,394
Vacation	16,370	8,174
Accrued Liabilities		
Retail - Credit notes, gift certificates, and e gift cards	25,180	31,113
Retail - Layaway deposits	1,072	693
	64,776	73,756

Notes to the Financial Statements

March 31, 2020

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.

	2020 \$	2019 \$
Casino bank account Grant funding	39,853 176,093	16,602
	215,946	16,602

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 entered into a operating lease for the premise in Edmonton for a term of five (5) years from June 1, 2020 to May 31, 2025. The organization is committed to annual future minimum lease payments under the lease as follows

	\$
2021	25,667
2022	44,000
2023	47,333
2024	54,667
2025	65,333
	237,000

Management entered into an 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 payment under the lease as follows:

	\$
2021	28,116

Statement of Financial Position

As at March 31, 2020

	2020	2019
	S	S
Current Assets		
Cash	208,183	90,507
Restricted cash (Note 3)	39,853	
Investments (Note 4)	14,892	14,701
Accounts receivable	5,916	1,017
Inventory	21,375	21,406
Prepaid expenses	28,798	30,574
	319,017	158,205
Capital Assets (Note 5)	58,275	80,673
	377,292	238,878
Liabilities Accounts payable (Note 6) GST payable Deferred revenue (Note 7)	64,776 1,228 215,946	73,756 29 16,602
	281,950	90,387
Net Assets		
Remainder of cumulative surpluses (deficits) from previous years (See Schedule 5)	(12,933)	(12,182)
Internally restricted (Note 1a)	50,000	80,000
Core administrative and operating cost fund	30,000	60,000
Invested in capital assets	58,275	80,673
	95,342	148,491
	377,292	238,878

Commitment - Note 8 Subsequent Events - Note 11

Approved by the Board of Directors:

E Ryllinen Chair

Mood Treasurer

Statement of Change in Net Assets

For the year ended March 31, 2020

	2020 \$	2019 \$
		Φ
Remainder of Cumulative Surpluses (Deficits) from Previous Years		
Balance, beginning of year	(12,182)	41,640
Excess (Deficiency) of revenue over expenditures	(53,149)	(74,984)
Transfer from (to) invested in capital assets	22,398	21,162
Transfer (from) unrestricted	30,000	-
Balance, end of year	(12,933)	(12,182)
Internally Restricted - Core Administrative and Operating Cost Fund		
Balance, beginning of year	80,000	80,000
	80,000 (30,000)	80,000
Balance, beginning of year Transfer (to) unrestricted		80,000
Balance, beginning of year Transfer (to) unrestricted Balance, end of year	(30,000)	<u> </u>
Balance, beginning of year Transfer (to) unrestricted Balance, end of year Invested in Capital Assets	(30,000)	<u> </u>
Balance, beginning of year Transfer (to) unrestricted Balance, end of year Invested in Capital Assets	(30,000) 50,000	80,000
Balance, end of year Invested in Capital Assets Balance, beginning of year	(30,000) 50,000 80,673	80,000

Consolidated Statement of Operations

(See Schedules 1-3 for Department Breakdown)

For the year ended March 31, 2020

	2020 \$	2019 \$
Revenue		
Grants - Public Sector (Note 9)	328,443	306,755
Grants - Private Sector (Note 9)	-	40,000
Casino revenue	74,292	-
ACC Memberships	34,651	29,387
Donations and fundraisers	31,742	16,868
Consignment sales	443,169	456,577
Magazine advertising	2,010	2,225
Interest	680	663
Special projects	718	520
Other revenue	1,182	1,467
Revenue deferred from previous period	1,102	3,291
Revenue deferred to subsequent period	(39,853)	5,291
		057.752
	877,034	857,753
Expenditures		
Advertising and promotion	13,999	7,922
Bank charges and interest	1,473	2,664
Consignment fees	279,002	288,342
Artists' fees	4,543	-
Education and Audience Development	8,000	4,003
Equipment leases, furniture, software	9,362	9,795
Fundraising expenses	3,365	3,052
In Kind expenses	6,576	-
Magazine	11,385	15,347
Membership fees and dues	2,341	1,917
Packaging and credit card charges	27,918	26,156
Insurance, clean, telephone and equipment	12,685	10,728
General facility expenses	10,409	10,610
Other expenses	70	758
Professional fees	7,500	11,000
Rent	94,643	92,584
Special projects	2,847	4,954
Staff and volunteer development	8,688	3,102
Telephone	1,430	7,599
Travel and meetings	5,654	7,494
Utilities Utilities	8,291	10,781
Wages and employee benefits	384,986	385,587
wages and employee benefits	304,900	
	905,167	904,395
Deficiency) of Revenue over Expenditures before Amortization	(28,133)	(46,642)
Amortization	(25,016)	(28,342)
Deficiency) of Revenue over Expenditures	(53,149)	(74,984)

Statement of Cash Flows

For the year ended March 31, 2020

	2020 \$	2019 \$
Operating Activities		
Cash received from funding agencies and other sources Cash paid to suppliers and employees	1,071,478 (911,141)	854,524 (909,414)
	160,337	(54,890)
Investing Activities		
Decrease (Increase) in investments Capital asset purchases	(191) (2,617)	88,904 (7,180)
	(2,808)	81,724
Increase in Cash During the Year	157,529	26,834
CASH - Beginning of year	90,507	63,673
CASH - End of year	248,036	90,507
Cash is comprised of;		
Cash Restricted cash (Note 3)	208,183 39,853	90,507
	248,036	90,507

Notes to the Financial Statements

March 31, 2019

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 clearity and, as such, is exempt from income taxes under the Income Tax Act (Canada). Alberta Could 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 Notfor-Profit Organizations ("Port III") of the CPA Canada Handbook - Accounting, Significant accounting policies are described below:

(a) Fund Accounting

The intentily 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 unide \$80,000 as a reserve to cover approximately three months of operating expenses as required by the Alberta. Foundation for the Arts.

The board had set seide \$100,000 in 2017 as a capital fund to develop the Alberta Craft Council. Calgary - these funds have been used for their intended purposes. That account of intendely restricted funds balance now is zero.

(b) Cash and Cash Equivalents

Cash and cash equivalents consists of bank deposits and savings accounts with a term of three anoths or less.

(c) Investments

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

(d) Capital Assets

Capital seems are recorded at cost and amortised annually with a corresponding reduction in Equity in.

Capital Assets. Assets are amortised 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 disputal.

Computer Hardware	45%
Furniture and Equipment	20%
Software	100%
Lessehold Impumements	Straight Line

(e) Inventory

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

(f) Denoted Services

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

Notes to the Financial Statements

March 31, 2020

3. Restricted Cash 2020 2019 \$ \$ Casino bank account 39,853 -

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 a Guaranteed Investment Certificate with a maturity date of December 16, 2021 and interest rate of 1.60%.

5. Capital Assets

	2020		2019	
	Cost \$	Accumulated Amortization \$	Net Book Value \$	Net Book Value \$
Computer hardware	25,545	21,072	4,473	4,446
Computer software	2,283	2,283	-	-
Furniture and equipment	52,122	28,148	23,974	29,967
Leasehold improvements	73,212	43,384	29,828	46,260
	153,162	94,887	58,275	80,673

6. Accounts Payable

	2020 \$	2019 \$
Trade	7,805	7,552
Canada Revenue Agency (CRA) - source deductions	8,399	7,830
Consignment fees	5,950	18,394
Vacation	16,370	8,174
Accrued Liabilities		
Retail - Credit notes, gift certificates, and e gift cards	25,180	31,113
Retail - Layaway deposits	1,072	693
	64,776	73,756

Notes to the Financial Statements

March 31, 2020

	Total 2020 \$	Total 2019 \$
Alberta Foundation for Arts	199,917	199,917
Edmonton Arts Council	87,783	83,400
Calgary Arts Development		
Association	29,157	8,740
Government of AB Culture Days	3,000	14,698
Service Canada		
Canada Summer Jobs	8,586	
Total Public Sector Grants	328,443	306,755
Total Private Sector Grant	-	40,000
Total Grants:	328,443	346,755

Notes to the Financial Statements

March 31, 2020

10. Financial Instruments and Concentration of Risk

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.

11. Subsequent Events

Subsequent to year-end, there was a global outbreak of COVID-19 (cornonavirus) which was declared a pandemic by the World Health Organization. This has an impact on municipal government operations through the restrictions put in place by the Canadian and provincial governments as well as the Alberta Health Services regarding travel, isolation/quarantine orders, closure of municipal facilities, cancellation or postponement of programs. At this time, it is unknown the extent of the impact the COVID-19 outbreak may have on the organization as this will depend on future developments that are highly uncertain and that cannot be predicted with confidence. These uncertainties arise from the inability to predict the ultimate geographic spread of the virus, and the duration of the outbreak, including the duration of facility closures, program and service disruptions, and isolation/quarantine measures that are currently or maybe put in place by Canada and other countries to fight the virus.

A new lease for the Edmonton premise was signed after year end for a term of 5 years June 1, 2020 to May 31, 2025.

12. Comparative Figures

Certain comparative figures have been restated to conform to the presentation used in the current year.

Schedule 1 - Provincial Services Expenditures

For the Year Ended March 31, 2020

	2020	2019
	\$	\$
Revenue		
Grants - Public Sector (Note 9)	328,443	306,755
Grants - Private Sector (Note 9)	´ -	40,000
Casino revenue	34,439	3,291
ACC Memberships	34,651	29,387
Donations	14,355	9,045
Magazine advertising	2,010	2,225
Interest	680	663
Other revenue	934	1,233
	415,512	392,599
xpenditures		
AB Craft Magazine printing, Studio magazine	11,385	15,349
Advertising and promotion	8,512	4,171
Artists fee	4,543	, · -
Awards	,	5,000
Bank charges and interest	1,473	2,133
Education and audience development	8,000	4,728
External membership fees	2,341	1,738
General facility costs	2,363	2,646
Insurance and misc. operating costs	11,233	6,746
Leases, equipment, software, furniture	7,449	7,968
Magazine postage, misc. program costs	8,845	6,810
Other expenses	70	7
Professional fees	7,500	11,000
Rent (67% of Edmonton rent + 50% of Calgary rent)	57,093	49,398
Special projects - Culture Days	2,847	4,954
Telephone, postage, misc. admin costs (recovery)	(547)	5,258
Travel, meetings, staff development	13,806	8,891
Utilities	6,248	8,390
Wages and employee benefits	281,254	279,707
	434,415	424,894
xcess (Deficiency) of Revenue over Expenditures before Amortization	(18,903)	(32,295)
Amortization	(11,036)	(11,779)
Excess (Deficiency) of Revenue over Expenditures after Amortization	(29,939)	(44,074)

Schedule 2 - Edmonton Retail Gallery Expenditures

For the Year Ended March 31, 2020

	2020	2019
	\$	\$
Revenue		
Consignment sales	309,053	322,097
Fundraisers	5,764	3,953
In kind Donations: Crafts, Services	3,556	-
Other	638	335
	319,011	326,385
Expenditures		
Advertising and promotion	3,943	2,483
Credit card charges, packaging	13,581	13,849
Consignment fees	193,814	202,411
Fundraising expenses	2,119	1,610
Furniture, equipment, software	1,264	1,322
General facility costs (inc. retail contents insurance)	5,682	3,252
In kind expenses	3,556	-
Misc. operating costs	612	2,217
Membership fees and dues	-	80
Other expenses	-	582
Rent (33% of Edmonton rent)	19,015	25,560
Staff and volunteer development	45	77
Telephone, misc admin costs	1,694	1,467
Utilities	2,043	2,391
Wages and employee benefits	59,267	57,136
	306,635	314,437
Excess of Revenue over Expenditures before Amortization	12,376	11,948
Amortization	(2,453)	(3,661)
Excess of Revenue over Expenditures after Amortization	9,923	8,287

Schedule 3 - Calgary Retail Gallery Expenditures

For the Year Ended March 31, 2020

	2020 \$	2019 \$
Revenue		
Fundraiser	5,046	3,870
Consignment sales	134,117	134,479
In kind Donations: Crafts, Services	3,020	_
Other	328	419
	142,511	138,768
Expenditures		
Advertising and promotion	1,543	1,291
Consignment fees	85,188	85,932
Credit card charges, packaging	5,492	5,497
Fundraising expenses	1,246	1,442
Furniture, equipment, software	649	505
General facility costs (inc. retail contents insurance)	2,364	4,712
In kind expenses	3,020	-
Misc. operating cost	840	1,765
Membership fees and dues	-	100
Other expenses	-	184
Rent and utilities (50% of rent and utilities)	18,535	17,626
Telephone, misc admin costs	282	874
Travel, meeting, staff development	491	1,394
Wages and employee benefits	44,467	43,742
	164,117	165,064
Excess (Deficiency) of Revenue over Expenditures before Amortization	(21,606)	(26,296)
Amortization	(11,527)	(12,902)
Excess (Deficiency) of Revenue over Expenditures after Amortization	(33,133)	(39,198)

Schedule 4 - Building Operations and Maintenance - Edmonton

For the Year Ended March 31, 2020

	2020	2019 \$
	\$	
Expenditures		
Administrative Personnel (25%)	10,132	10,537
Cleaning services	120	234
Insurance	7,028	6,661
Maintenance interior	832	1,921
Maintenance exterior	2,332	1,948
Rent	57,573	57,332
Security	1,738	2,023
Utilities	8,291	10,781
	88,046	91,437

This schedule has been compiled from some of the expenditures recorded in Schedules 1 and 2.

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 (Deficits) from Previous Years

For the Year Ended March 31, 2020

	2020 \$	2019 \$
Cash	208,183	90,507
Restricted cash	39,853	-
Investments	14,892	14,701
Less:		
Internally restricted:		
Core operating cost fund	(50,000)	(80,000)
Liabilities owed	(281,950)	(90,387)
Cash available	(69,022)	(65,179)
Add:		
Accounts receivables	5,916	1,017
Inventory	21,375	21,406
Prepaid expenses	28,798	30,574
mainder of Cumulative Surpluses (Deficits) from previous years	(12,933)	(12,182)

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

THANK YOU TO OUR FUNDERS, INDIVIDUALS, AND ORGANIZATIONS THAT SUPPORT US THROUGH CONTRIBUTIONS AND DONATIONS.





















WWW.ALBERTACRAFT.AB.CA

@ALBERTACRAFTCOUNCIL