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ALBERTA CRAFT COUNCIL

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# 2022 ANNUAL REPORT

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

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



ALBERTA CRAFT COUNCIL

# 2022 ANNUAL REPORT

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# ANNUAL GENERAL MEETING

## of the Alberta Craft Council

Monday, August 29, 2022  
On Zoom

Call to Order – 7:00pm

1. Welcome
2. Confirmation of Quorum
3. Approval of Agenda
4. Approval of 2021 AGM Minutes
5. Introduction of Current Board and Staff
6. Items for information:
  - a) Chair’s Report
  - b) Executive Director’s Report and 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)
8. New Business – discussion and questions from the floor.
9. AGM adjournment

On the cover:

*Portrayal* by Erik Lee from Alberta Craft Feature exhibition  
Kitsch: Craft So Bad It’s Good. This piece was recently purchased  
by Alberta Foundation for the Arts for their permanent collection.

## 2021 ANNUAL GENERAL MEETING of the Alberta Craft Council

Wednesday, August 25, 2021. 6:00pm MST  
Alberta Craft Gallery - Edmonton

### WELCOME

- a) Tara Owen called the AGM to order
- b) Jenna Stanton shared Zoom housekeeping /chat /voting
- c) LAND Acknowledgment

### 2. Confirmation of quorum

Confirmed

### 3. Approval of Agenda

Moved: Natali Rodrigues  
Seconded: Jennifer Salahub  
All in Favor. (No Opposition).

### 4. Approve 2020 AGM minutes

Moved: Mary Beth Laviolette to approve minutes. No corrections noted.  
Seconded: Corinne Cowell  
All in favour – (No Opposition).

### 5. Introductions of Current Board and Staff

Current Board in attendance: Tara Owen, Meghan Wagg, Dawn Detarando, Jennifer Salahub, Mary-Beth Laviolette, Natali Rodrigues, Kari Woo, Dawn Saunders Dahl, Kayla Gale (student representative from AU ARTS)

- a) **Thank you to Past board member:**  
Sharon Kootenay Cherweniuk
- b) In this past fiscal year, we've welcomed Jill Allan as our Exhibitions and Members Services Coordinator and Ana Ruiz Aguirre as our Digital Content and Marketing Coordinator.

- c) **Staff in attendance:** Jenna Stanton, Ana Ruiz, Corinne Cowell, Jill Nuckles, Jill Allan, Saskia Aarts (Regrets: Wendy Arrowsmith, Rael Lockwood, Melanie Archer)

### 6. Items for Information

- a) **Chair's greeting:** Tara Owen
  - ii. Read report as written.
- b) **ED's report – Jenna Stanton**
  - ii. Read from annual highlights from the last year.
- c) **Financial report – Meghan Wagg**
  - ii. Report as read.
  - iii. Questions: no questions

### 7. Items for Action

- a) **Approve of Financial Report and Financial Statements**  
Moved: Mary Beth Laviolette  
Seconded: Natali Rodrigues  
All in favour – (No opposition).
- b) **Approve to reappoint Doyle & Co as auditors for the coming year**  
Moved: Natali Rodrigues  
Second: Jennifer Salahub  
All in favour – (No Opposition).
- c) **Election of Directors**
  - ii. No nominations accepted from the floor.
  - iii. Motion to ratify the renewal of current board

Moved: Jill Nuckles  
Seconded: Corinne Cowell  
All in favour. (No opposition).

### 8. **New Business – discussion and questions from the floor.**

Reminder this is for the AGM for the 2020 fiscal year. Please keep questions for this portion to the fiscal year April 1 2020- March 31st 2021.

ii. Questions: No questions

iii. Comments from the audience:

Natalie thanks both Tara and Jenna for their excellent stewardship over the organization during this crazy time.

### 9. **Motion to adjourn Mary Beth Laviolette**

AGM Adjourned – online gathering continued with discussion and updates from end of fiscal year March 31st 2021 to August 2021.



*Fire in the Belly*, wood-fired ceramic jar, brass and bronze by **Christine Pedersen** and **Robin Dupont** from **CRAFT COLLABORATIONS**

## CHAIR'S 2022 Report

We became familiar with a changed world, during this past year. As I reflect on the Alberta Craft Council's last fiscal year ending in March 2022, it's interesting to take note of how much we've adapted, but also actually grown, matured, and innovated over that year. Even during a time of continuing uncertainty, endless delayed plans until things were undefinably better, and getting used to everything in the world being online or a hybrid of such, the staff of the Alberta Craft Council maintained and expanded the reach of the organization through enhanced advocacy, new partnerships, creative means to reach new audiences, and events to bring our members together.

Carefully, we managed a number of craft field trips, gathered for the Alberta Craft Awards and Craft Collaborations events in the fall, and enjoyed a number of very fun shopping parties at both gallery spaces around the Christmas holidays. It makes me proud to peruse the incredible exhibitions, spotlights, and craft objects for sale in our physical and online spaces. I am constantly impressed with the quality of the artwork we get to support and celebrate every day.

Outside of our own hallowed halls, a highlight for me in this past year was spending time at the Kiyooka Ohe Arts Centre (KOA). A number of staff, board, and members were able to experience this remarkable space in the spring of 2021, during one of our tentative steps towards gathering in person again, and testing out the craft tour waters. Another highlight, albeit very different, was spending time and energy working in focus groups throughout a number of months, to develop plans for specific future fundraising processes and partnerships, in order to facilitate moving forward with ideas that we've wanted to pursue for ages.

The Alberta Craft Council worked more closely than ever with the national craft organization, Canadian Crafts Federation. During this year our members were offered the opportunity to participate in a Simons Fabrique 1840 sales pilot project to sell fine craft at the retail level, thanks to those CCF connections. And many representatives from all across Canada, Alberta included, attended workshops to discuss a national digital strategy, utilizing Canada Council funding and an experienced consultant group to lead that research.

It's inspiring to look back at another year come and gone, and study the long, long, list of accomplishments and goals achieved. I cannot overstate how extraordinary this organization is, and its invaluable impact to the craft community and cultural sector in general. Over the past 40 plus years, the ACC has positioned itself as an important forward-thinking leader in the arts, and a connecting hub where artists, advocates, collectors, curators, historians, makers, doers, and thinkers all come together to create something bigger than themselves.

I am grateful for every moment that I've had working directly with the smart talented people on the ACC board and staff. This will be my last Chair's Report to write, as it is time to hand the role on to the next leader. It has been an honour and a privilege to serve the community as Chair of the Alberta Craft Council - thank you for continuing to support this organization through the next iterations and into new adventures.



Tara Owen  
Alberta Craft Council Board Chair

## EXECUTIVE DIRECTOR'S REPORT

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Covid's impacts continued throughout this year, which felt like more of a marathon than the more intense first year of reacting to the pandemic. This year was a challenge on our capacity and our stamina while navigating the impacts of covid on staff and our community of artists and supporters, with sustained pressures on our staffs physical and mental health. We are grateful that by the end of this fiscal year we are starting to see recovery in many challenges we faced this year.

Throughout the year we have participated in multiple collaborative meetings with all funders, working together to refine granting processes, platforms, and creating more understanding around the challenges and capacities of arts organizations. We are already benefiting from stronger relationships, grant increases, multiyear funding with our three primary funders, and gains in capacity.

We have gained new project funding partners from Travel Alberta, to the Calgary Foundation, and a corporate matching fund from Epcor Heart and Soul Fund that saw record donations from our community of supporters matched to a goal of \$16000 which goes towards programming and paid opportunities for artists.

This fiscal year we have increased paid opportunities for artists to over \$25 000. (Increasing from 2021-20 \$6000, 2019-20 \$4800) Our retail sales are also on track to return to pre covid levels as we end this fiscal year, with over \$469,622 in sales and over \$281 000 paid to artists in consignment.

We continued to strive towards future goals, working with our board, staff, and new consultant partners to refine the Craft Council's Strategic Framework, and a comprehensive Fund Development Framework to support our sustainability and increase capacity for reaching new donors, sponsors, and supporters.

We worked together nationally on a number of projects with the Canadian Crafts Federation and our Provincial and Territorial Craft Councils, from advocacy to marketing ventures and

research projects that will see more national collaboration, sharing of programming, and capacity building going forward.

We celebrated over 40 years of Culture in the Making with a special 40 page edition of Alberta Craft Magazine. We became a member of Alberta Magazine Publishers and committed to maintaining and expanding this publication as an important Craft connector and archive. We reached out further in our digital communications and content with free artists talks, panel discussions, video projects, Alberta Craft Awards, and the new Culture in the Making Podcast.

Our exhibition programs continued to reach audiences and create space for Craft to connect in the Feature exhibitions of Kitsch and Craft and Science, to our National Emerging exhibition Coming Up Next.

We restarted Craft Tours with a summer 2021 staff/board and member tours to the launch of the Kiyooka Ohe Arts Centre KOAH, and restarted again at the end of the fiscal year with a month of Craft Tours funded by new partner Travel Alberta. Craft Tours strengthened networks between makers and engaged new audiences and appreciators with great Craft experiences. They create new revenue streams for our organization and artists and develop stronger networks with our partner arts organizations, cultural sites, and studios. Many partners, artists, and participants also remarked on a shared boost to our mental health. Craft has a lot to offer in terms of opportunity for genuine connections; sharing stories, learning, laughs and comradery through making. Our province has no shortage of generous artists with stories and skills to share and interesting studios and places to visit. Craft and tourism can be a significant part of our organizations plans going forward.

We look forward to more opportunities to connect in person with our artists and supporters through an increase of in person Exhibition receptions, artist talks, Craft Tours, workshops, and events in the year ahead.



Jenna Stanton  
Alberta Craft Council Executive Director



## YEAR IN REVIEW (2021-22)



Ceramic artists **Dawn Detarando & Brian McArthur** of **Voyager Art and Tile**

### COVID IMPACTS AND RELAUNCH

During the 2021 fiscal year most larger in person events and feature exhibition receptions were cancelled due to provincial health restrictions on in person gatherings and safety concerns for our staff and community. Artists talks and virtual walk throughs were held as part of the Monday Meet Up series on zoom and posted to our growing Youtube content. Smaller scale shopping parties replaced our annual 'Twas the night and let it snow events, and hybrid events with in person and online components were convened, Craft Tours relaunched when safe to do so with covid protocols in place.

December 8th 2020 the Alberta Government issued Covid restrictions mandating the closure

of exhibitions, galleries, and museums which affected our exhibition spaces and planned programming. Retail was permitted to open at reduced capacity during this time. ACC Executive Director requested sector meetings for Galleries and Museums repeatedly with the Alberta Foundation for the Arts, Ministries of Culture, and Health. Sector Meetings for Museums and Galleries took place in Feb 2021 with AB Health mentioning the importance of mental health as a factor in deciding which sectors could reopen. ACC sent several studies on the health benefits of visiting museums and galleries with Ministries of Culture and Health. A subsequent study out of Berlin showed Museums and Galleries as the number 1 and number 3 safest indoor spaces during covid,

(depending on occupancy rates.) This research was also shared with Ministries of Culture and Health to no avail. Galleries and Museums were one of the last sectors to reopen. Alberta lifted restrictions allowing our exhibitions to reopen June 10th 2021. cSpace had decided to close its doors to the public during the government closures of Museums and Galleries, customers were able to buzz into the building, but this greatly impacted our visitor numbers and revenues till doors reopened in July 2021. The ACC continued with mask restrictions in place for staff and visitors for the 2021-2022 fiscal year. A number of staff were off with covid throughout this fiscal year but no transmission occurred between staff, and we were able to remain open maintaining operations.

### **ALBERTA PARTNERS FOR ARTS AND CULTURE (APAC)**

Provincial advocacy work continued through the Alberta Partners for Arts and Culture (APAC) which is made up of executive directors from the 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, reopening strategies and covid considerations for various arts disciplines, and a seat at the table for the arts in any Covid economic recovery plans.

### **ADVOCACY FOR THE CANADIAN EMERGENCY RELIEF BENEFIT (CERB)**

A huge effort and advocacy work was done from arts orgs across the country in the first weeks of COVID to make amendments to the CERB funding so it would be accessible to individual artists. Originally rolled out with zero income

allowed. CERB was amended to allow for \$1000 net income. This was a huge win for the arts sector and meant that many artists (& other Canadians) became eligible to receive federal CERB support of \$2000/month. A successful follow up campaign in the arts advocated for extending the CERB program. An ongoing campaign for artists basic income has also been in motion, as there won't be a return to regular incomes for artists in the year(s) ahead, the Canadian Crafts Federation and the ACC have signed on to support this.

### **FEDERAL WAGE SUBSIDY – CEWS**

The subsidy initially covered 75% of an employee's wages – up to \$847 per week - for employers of all sizes and across all sectors who have suffered a drop in gross revenues of 30%. Ongoing advocacy from arts orgs Provincially and Nationally spoke to the critical need for this program to continue to all levels of government and funders. This program was extended with fluctuating rates that continued to support the ACC until October of 2021. In this fiscal year (April, May, June, July, Aug, Sept, October) we received \$46 361 from the Federal Wage Subsidy. Our Sales recovered in November and December 2021 and we were no longer eligible for CEWS during those final months of the program. The support from this program was invaluable during Covid and allow us to continue operating without cutting back on staff.

We also applied for and received Provincial Covid relief as funds were available receiving \$1303.

### **OTHER FINANCIAL**

#### **Theft from Edmonton Gallery: April 14th, 2021**

In a nighttime break in nine items from the Crafted NWT exhibition, two local artworks, a laptop and small tools were stolen. Police responded and DNA and other evidence was

collected. With advice from EPS building security was upgraded and reinforced. Insurance covered losses and artists were all paid for lost or damaged artwork. Edmonton artist MJ Belcourt Moses visited the gallery in May 2021 for a staff workshop and smudge and facilitate an engaging positive experience to help us reclaim the space. The case is ongoing and a suspect is in custody as of spring 2022.

### **CRA AUDIT**

CRA audit of the 2019 fiscal year. Original audit started Nov 2020 originally to take 4-6 months, delays due to covid, and a new auditor started on the file in early 2022, conducting an interview with Executive Director and Financial Officer. The audit was wrapped up, everything is fine. We received a letter of education on a few points on what we can improve, 2 main points were how a number needs to be slotted in a different line in the charitable tax return by our accountants. A few other points discussed were minor details that we already had in place after our financial officer Wendy attended a tax receipt course in 2019.

### **EDMONTON & CALGARY GALLERIES - SPACE AND LEASES**

cSpace, in December of 2021 our initial five year lease term was complete and we are now resigning our lease with cSpace on an annual basis every July 1st going forward. (The July 1st date allows for six months notice before end of lease.)

Edmonton, in June 2020 we renegotiated a new 5 year lease, negotiating 3 months free rent and reduced rates of a 21.5% decrease for year 1 & 2, 15% decrease for year 3, and back up to where we were in 2019 at \$14/sq foot for years 4 & 5. This saves the ACC \$41 500 over the 5 year term.

Construction in preparation of the new Edmonton LRT line that will run along 102 avenue has impacted the Alberta Craft Council from March of 2020 until March of 2021. Impacts on parking, sidewalks, access, noise and visibility have impacted visitor numbers and sales. Impacts to the building were noted and ACC requested and received a City engineer assessment to track any changes to the building. Underground sewer and electrical work is complete, work to be done includes LRT tracks to be placed on the north side of 102 ave.

The city of Edmonton Warehouse park has been approved for the surface parking lots of 106st-107st between Jasper - 102 avenues. The Craft Council will continue to participate in discussions with all partners and advocate for involvement for our org and artists in the creation of this new public space and programming.

The Alberta Craft Council had previously partnered on becoming a future anchor tenant of the artists Urban Village with Artshabitat Edmonton, but this project did not receive the Provincial and Federal funding it needed to move forward and was canceled in July 2019. In the fall of 2019 the Alberta Craft Council received an Edmonton Arts Council Connections and Exchanges Grant to research a new permanent space for the organization. This research was paused due to covid and will take place in the 2022-23 fiscal year. The Alberta Craft Council Board maintains an internally restricted reserve fund of \$80 000 at the recommendation of the Alberta Foundation for the Arts to cover three months of operating expenses. In this fiscal year the Alberta Craft Council created a new internally restricted fund for a permanent location in Edmonton, of \$100 000. (A similar fund of \$100 000 was created and used for the launch of the Alberta Craft Council in cSpace in 2017).

## REPORTS

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### FUNDERS /GRANTS

#### Alberta Foundation for the Arts (AFA)

AFA grant application 2021-24, 3 year multi year submitted Feb 2021, and increased from \$199 917 to \$203 325 annually over the next three years. AFA funding is typically disbursed in two payments, due to covid over the last two years it was disbursed quarterly causing cash flow issues and great insecurity about in-year cuts. This fiscal year we received a full year of our AFA funding in one payment.

#### Edmonton Arts Council (EAC)

After ongoing consultation from stakeholders including the ACC, the EAC developed new grant portal and grants programs. In December 2021 the ACC opted into applying in a new funding stream for a multi year grant for existing organizations. This new 3 year grant cycle combines annual operating and facilities grants (Last year in Covid they split operating into 2 grants, plus the annual facilities grant - three grants and 2 reports, where we receive approx \$87000.) The ACC has received the multi year grant with an increase to \$100K annually for the next three years, (received in May 2022).

#### Calgary Arts Development (CADA)

The ACC was previously receiving \$8740 a year from CADA, the ACC met with CADA to discuss our sustainability in Calgary being dependent on receiving adequate support from the city. In 2019 we received an additional \$35000. In 2020 CADA updated their granting system to a three year funding cycle for operation grants for organizations, the ACC received an increase to \$49,900.00 confirmed for 2020, 2021, and 2022.

#### Casino

Due to Covid and pauses in the AGLC Alberta Liquor Gaming and Cannabis Casino schedule

the Alberta Craft Council did not receive an expected casino in 2021. This creates approx \$40 000 in lost revenue for the fiscal year. (ACC Casino was delayed by 1.25 years and held in July 2022)

#### Edmonton Community Foundation (ECF)

We received a second year of funding for the full-time position for Saskia Aarts to continue her work alongside the Executive Director in Fund Development. This position is to further increase organizational resiliency, areas of focus include fundraising campaigns, donor and sponsorship development, and outreach projects such as Edmonton based Craft Tours.

#### Edmonton Community Foundation - Endowment course

Started in 2020 paused due to covid resumed online over spring - June 2021 (Saskia and other staff attending biweekly training) Topics included speakers and workshops on a number of topics related to Donors and Endowments including Developing engaging key messaging, Elevator pitch, Marketing, Tax, and Developing a prospect list for people to approach for support.

#### Calgary Foundation

We received \$10 000 to support the Fund Development Framework with Calgary firm Vitreo.

#### Rozsa Foundation

The award received in the fall of 2019 for Excellence in Board leadership, planned use of the award money of \$10 000 was deferred due to covid. It was used in the fall of 2021 to pay for a portion of Vitreo's work on the Fund Development Framework, a Fund Development Digital assessment, and Staff & Board retreat to KOAH sculpture park in August 2021.

**Federal Student Temporary Employment Program** April 2021 \$9582.

Federal STEP grant received for two part time positions for 16 weeks included full wage and deductions (mercis).

**Travel Alberta / AB Tourism.** We received \$5,000 to fund Craft and experiential tourism, paying CARFAC fees for artists workshops to coincide with Craft Tours in held in March 2022 and the development of marketing materials.

**Alberta Culture Days** \$800 for free programming in Edmonton and Calgary. CULTure in the Making & Craft Lover canvas tote bags were silkscreened for the public to embellish using low cost and accessible materials and techniques. Additional bags were professionally printed to use in programming and for sale in retail.

**FUNDRAISERS**

Twass’ the Night and Let it Snow. Due to the restrictions for in person events, plans for our annual retail winter Twass’ the Night and Let it Snow fundraisers were cancelled in 2021. Smaller group shopping nights replaced the larger fundraisers and were successful in creating a more intimate environment for friends and colleagues to gather, learn about, and support the Craft Council and our artists, a number of participants also became Craft Lover Members.

**CRAFT COLLABORATIONS**

For a second year in a row, the Alberta Craft Council hosted Craft Collaborations, to create stronger networks among artists for a one of a kind exhibition and online auction fundraiser, bringing together 40 artists from across the province and across disciplines to create one-

of-a-kind work. A total of \$3075 was raised through the Craft Collaborations auction. Artists were paid 50% of the retail value for their bid upon projects, with \$2376.25 paid to participating artists. A number of the artists donated their payment back to the ACC resulting in a further \$846.26 in donations raised. These donations were doubled as part of the EPCOR heart and soul peer to peer campaign. Proceeds from Craft Collaborations go towards free programming and creating paid opportunities for Craft artists.



**EPCOR HEART + SOUL FUND**

Through grant support from the Epcor Heart + Soul Fund, the ACC launched its first matching funds campaign in the Fall of 2021 with Epcor providing \$8000 in matching funds. The ACC had a record number of individual donors and our November 2021 Giving Tuesday campaign was the most successful to date. Throughout the campaign the ACC incorporated Social Media, Craft Collaborations auction tie-ins, artist testimonials, on site promotion as well as Eventbrite registration prompts as Calls to Action for donations. Our goal of \$16,000 was raised in support of paid opportunities for artists.

### **PARTNERSHIPS**

**Fund Development Framework with Vitreo Group.** Paid for through Calgary Foundation grant of \$10 000, and Rozsa Foundation Award for Excellence in Board leadership award money.

The Alberta Craft Council sought the professional consulting expertise from ViTreo Group of Calgary to develop a fund development framework that focused on that strengthens organizational capacity to increase & diversify revenue through individual and corporate donations, sponsorships, and sales in our social enterprise retail.

This was achieved by undertaking a development audit to assess and review current and future fundraising strategies to inform the creation of comprehensive fund development framework. The fund development framework is to serve as the blueprint for action to implement and manage the organization's funding sustainability and goals moving forward. This was achieved through a number of steps, meetings, reports, presentations and training sessions.

Focus groups were held with citizens who engage with the Craft Council including artists, staff, and board members.

Reports and Presentations: Fund Development Assessment Report, an Assessment presentation, a Craft Council background document for focus group participants, Analysis and evaluation of focus group data, Market research and Environmental Scan, Digital Communications Tactics, Fundraising Advice, a comprehensive Potential Prospect List, and the Fund Development Framework.

Having a framework that gives our organization a researched and professional path forward with great resources, actionable deliverables, and a start up list of potential donors and sponsors is an important step forward in a time where our capacity has been stretched. We feel that this work propelled us forward significantly, and greatly expands our knowledge and capacity for this work.

This work will increase partnerships and engagement with future donors, partners and supporters. Thank you for the Calgary Foundations support in this initiative that will have a lasting impact on our sustainability in Calgary and provincially.

### **STRATEGIC FRAMEWORK**

The Rozsa Award provided the ACC with a free consultation with Alexandra Hatcher to develop a new Strategic Framework. Staff and Board met for two dynamic online sessions and shared conversations and brainstorming exercises on defining our values, our vision and desired future, stakeholders, mission, impact statements, and how we define success. We will use the strategic framework as a guiding document for the organization and for updating our strategic plan in 2022-23.

### **HWSDA ENDOWMENT AND FIBRE ARTS AWARD**

The Alberta Craft Council continued work with the Hand Weavers, Spinners and Dyers (HWSDA), to establish an endowment with the Alberta Craft Council after the HWSDA decided to dissolve their organization in 2019. HWSDA's Judy Matthews (Sysak) and Lynne Cowe Falls, worked with ACC's Executive Director Jenna Stanton and the Edmonton Community Foundation to develop the agreement and

endowment. The finalization of the endowment took place in May 2021. We then worked on the specific criteria for its use, creating a Fibre Arts Award to be presented during the Biannual Alberta Craft Awards.

An article on the history of the HWSDA was part of the anniversary Alberta Craft magazine. HWSDA members received a 6 month free membership with enews and the anniversary issue of the magazine in appreciation for their legacy award and endowment. (enews extended +1 year due to covid and magazine delays).

### Kingsway Mall

We continued to display in partnership with Kingsway Mall in Edmonton to utilize a vacant storefront. The ongoing display incorporated Coveted Craft posters and Craft objects from the retail gallery and selections from the Kitsch exhibition.

### MEMBERSHIP

With the addition of two new membership categories introduced in the 2019-2020 fiscal year, Emeritus for senior craft professionals, and Craft Lover to grow customer supporters we saw an increase in membership numbers from 440 to 506, in 2020 – 2021 during Covid memberships declined to 455, this year we have seen numbers rebound to 496. Craft Lovers receive Alberta Craft magazine and other perks, growing their craft knowledge and opportunity for engagement. Some shifts in category numbers are due to Professionals renewing in the Professional Emeritus senior category, increased promotion and uptake in the new customer level Craft Lover, and increased student engagement.

### Membership numbers as of March 31, 2022

Total: 496

- **Professional (individual & family):** 122 (March 2021: 128)
- **Professional Emeritus (senior):** 42 (March 2021: 43)
- **General:** 113 (March 2021: 130)
- **Craft Lover:** 133 (March 2021: 91)
- **Organization/Business:** 16 (March 2021: 20)
- **Student (free):** 64 (March 2021: 43)

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. This year there was more one on one support navigating the challenges of Covid, online retail, and government support programs. We are working to improve tracking of these often casual but critical member services.

We continue to apply for funding and seek out partnerships to extend professional development opportunities for our membership. Craft and Experiential Tourism, Online Retail, Member databases, national collaboration on applications for mentorships and apprenticeships are all ongoing.



**CULTURE IN THE MAKING & CRAFT LOVER** canvas tote bags for Alberta Culture Days

## EXHIBITIONS

# EDMONTON GALLERY

### **KITSCH: CRAFT SO BAD THAT IT'S GOOD**

August 14 - October 30, 2021

Creators responded from across the province to Kitch it up with humorous works that and will make you laugh and cringe all at once - crossing lines and breaking rules. Stuck indoors during the covid winter, artists turned to their resourceful natures to design and create objects responding to our strange covid times and using materials that were readily at hand in their covid hideouts.

Participating Artists: Abby Light, Ananda Holdsworth, Breanna Barrington, Hellen Beamish, Annette Ten Cate, Carly Hines, Ciara Jayne, Corinne Cowell, Dale Learner, Donna Brunner, Ellie Shuster, Emily Nash, Erik Lee, Erika Dueck, Jennea Frischke, Jennifer Hartley-Illanes, JoAnna Lange, Kaleb Romano, Karla Mather-Cocks, Susan Kristoferson, Laura O'Connor, Lauren Chipeur, Margaret Hall, Matt Gould, Matthew O'Reilly, Meghan Wagg, Mireille Perron, Pour Celine Frit, Puck Janes, Rochelle Hammond, Ruth-Anne French, Sandra Lamouche, Sara Norquay, Sara Young, Sarabeth Carnat, Shona Rae, Siri McCormick, P. Susannah Windrum, William Miles.

### **CRAFT AND SCIENCE**

March 5 - July 9, 2022

*Craft and Science* explores the interesting ways that science and craft intersect. Both fields rely on creative problem-solving skills, research, specialized training, traditional and innovative techniques and methodologies, imagination, and curiosity to fuel the search for answers. Science not only serves as a source of inspiration - scientific methods and principals are used every day by craft artists in the processes and creation of their work. Likewise, artists are called upon to find creative solutions and alternative perspectives in laboratory and research settings.

Participating artists: Anna Heywood-Jones, Amanda McKenzie, Crys Harse, Charles Lewton-Brain, Cora Woolsey, Jane Kidd, Karen Wall, Leah Kudel, Mackenzie Roth, Mireille Perron, Nancy Oakley, Sarah Ritchie, Tanya Doody, Teresa Johnston, Tricia Wasney.

### **THREADING BLACK**

Installed January 23, exhibition paused due to AHS mandated closures of galleries and museums. (Open to the public June 10 - July 3, 2021)

Curated by Shiemara Hogarth

eva birhanu and Simone Elizabeth Saunders shared, in this joint textile exhibit, portrayals of the common threads that underpin an understanding of Black female Canadian identity. Defining for themselves permanent manifestations - through sculptural and textile practices that reckon with the necessary conversations surrounding race, gender, roots and identity - they invited observation of these connections, and reflection on what they reveal about themselves in Canadian craft production.

### **DEMOCRACY OF JEWELLERY**

August 28 - October 2, 2021

Curated by Kari Woo

What happens to the independent maker; to craft and the status of the handmade when a niche skill set such as jewellery making is subject to the generalization and globalisation of the marketplace?

Participating Artists: Sarah Alford, Devon Clark, Jamie Kroeger, Louise Perrone, Lyndsay Rice, and Kari Woo.

### **COMING UP NEXT**

October 9 - November 20, 2021

Celebrating the creativity, innovation and skill of emerging, Canadian craft artists. *Coming Up Next* is an exhibition of works selected from a diverse variety of approaches, mediums, and regions.

Participating Artists: Adriane Vant Erve, Chen Si, Dalayce Smith, Daniel Labutes, Esther Imm, Gillian Tolliver, Graham Boyd, Jared Last, Leia Guo, Luke Winterhalt, Marcy Friesen, Meng Qiu, Sophia Lengle, Lael Chmelyk.



## CALGARY GALLERY

### KAREN CANTINE: A METALSMITH AT 80

November 27 2021 - January 22, 2022

Join us for a celebration of the creative career of local metalsmith and teacher Karen Cantine. Cantine has been an active member of Alberta's metalcrafts scene for more than 50 years, and a member of the Alberta Craft Council since its inception in the early 1980s. A Metalsmith at 80 provides viewers a glimpse into Karen Cantine's journey in her vocation over seven decades.

### TISSUES

January 29 - March 12, 2022

Installation of mysterious, diaphanous sculptural works in fibre from an emerging Calgary artist and graduate of the AUArts Fibre program. These tender, evocative works are reminiscent of fragile, human physiology.

### (RE) FORM

March 19 - April 30, 2022

Baktays, meticulously groomed works in blown glass and mixed media seeks to restore the connection between people and their intuitive relationship to nostalgically charged objects and traditional organic materials.

### ALBERTA CRAFT COUNCIL @ THE EIA

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

- **Tyler Rock and Fern Facette**  
June 2021 - continuing, held over due to Covid
- **Jill Allan, Mason Eyeben, Natalie Gerber, Andrew Glazebrook, Jeff Holmwood, Pirkko Karvonen, Bradley Keys, Diane Krys, Jo Anna Lange, Do Hee Sung, Rachel Valette, Keith Walker**  
July 2021 - March 2022

### THREADING BLACK

July 17 - August 28, 2021

Curated by Shiemara Hogarth

eva birhanu and Simone Elizabeth Saunders shared, in this joint textile exhibit, portrayals of the common threads that underpin an understanding of Black female Canadian identity.

### A.C.E. ALBERTA CRAFT EXCELLENCE

September 11 - November 6, 2021

*A.C.E: Alberta Craft Excellence* featured a diverse selection of exceptional fine craft artists. Marking the Alberta Craft Council's 40th anniversary, the exhibition celebrated and commemorated excellence in contemporary and traditional Alberta fine craft.

### DEMOCRACY OF JEWELLERY

January 22 - March 5, 2022

Curated by Kari Woo

What happens to the independent maker; to craft and the status of the handmade when a niche skill set such as jewellery making is subject to the generalization and globalisation of the marketplace?

### 2021 AWARDS RECIPIENT EXHIBITION

January 22 - March 5, 2022

*The Alberta Craft Awards* are awarded biannually and designed to acknowledge individuals and groups who make significant contributions to Alberta's Fine Craft culture. This exhibition celebrates the six recipients of the 2021 Alberta Craft Awards:

### COMING UP NEXT

March 12 - April 23, 2022

Celebrating the creativity, innovation and skill of emerging, Canadian craft artists. *Coming Up Next* is an exhibition of works selected from a diverse variety of approaches, mediums, and regions.



**ALBERTA CRAFT MAGAZINE**

We celebrated over 40 years of Culture in the Making with a special 40 page edition of Alberta Craft Magazine in the fall of 2021. The publication featured a timeline with highlights from the Craft Council’s 40 year history, an eight page spread for the A.C.E Alberta Craft Excellence anniversary exhibition featuring work from all of the participating artists, Coveted Craft featured work from the retail galleries and a centrefold of 12 poster designs (Pause Photography + Design), Craft Collaborations, and promotion for membership. Design and Layout for Alberta Craft Magazine is done by Laura O’Connor, (Laura previously worked for the ACC from 2007-2013 in retail, communications, and exhibitions).

We are committed to maintaining an expanded 40 page issue, and will publish two volumes per year, with more images, more paid writing opportunities, and expanded content.

We have been approved for an Alberta Magazine Publishers membership. They are an Alberta Cultural Industry, and we have received free professional development and other valuable resources and connections to continue to improve our publication.

The magazine will continue to expand the craft knowledge of our customers, supporters, and artists with a distribution of 2500 copies per issue, 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 800 copies are picked up free of charge to gallery visitors. The magazine is also available free digitally online on the acc website and through issuu.com an electronic publishing portal.

### **ACC WEBSITE**

The extensive ACC website features information, news, online exhibitions, artist profiles, calls for entry, and opportunities. The website was fully migrated from Squarespace 5 to Squarespace 7 by March 31, 2021. This migration allows us to have a secure website (https), which in turn helps us to appear higher in web engine search results, and host secure transactions (memberships) directly in our website. This also helped us secure a Google Ads Grant, May 2021, where we receive \$10,000 USD monthly in in-kind Google Ads text-based advertising to increase our website's discoverability and visibility.

Between April 2021 and March 2022, the website received 43k visits (207% increase from last report) and 104k page views (166% increase). Monthly average page views are 8,683 (167% increase). This increase indicates our ongoing SEO optimization and website redesign strategies, as well as our use of Google Ads grants, are having positive results. Website redesign strategies include updates to the website landing page to add pathways to important content, such as the online shop, exhibitions, programming, and fundraising campaigns. We are ongoingly creating individual pages for each exhibition and programming initiative to facilitate SEO optimization, and backlinking to artist pages and other relevant content in each page to increase visitor retention and decrease the bounce rate.

The overwhelming majority of the visits to the website came from Google searches (47%), and direct traffic (39%). Our website was mostly accessed via Desktop (54%) followed by mobile (40%). Of our website visitors 89.2% were based in Canada, overwhelmingly in Alberta. During

this period the Gallery Shop page was the most visited one, only surpassed by the landing page.

### **Email Communications**

During this reporting period we added 392 subscribers to our Constant Contact email communications, for a total subscriber list of 4,108. We sent 74,181 emails to subscribers, achieving an open rate of 52% (up 1%) and an average click rate of 14% (down 2%). This is higher than the avg rates of...

Our email communications include:

**E-news:** this bi-weekly members newsletter features information pertinent to the career development, including funding calls, exhibition announcements, professional development opportunities, and member features. There are currently 537 subscriptions to this list.

**Craft Lovers:** paid customer membership this monthly newsletter provides a monthly shopping discount code (10%) to Alberta Craft Council Craft Lover members, and features information about the latest ACC exhibitions, programming, and retail. It is segmented and targeted to each Alberta Craft Gallery location: Edmonton (53 subscriptions) and Calgary (89 subscriptions).

**What's In:** this monthly free customer newsletter informs the public about the latest Alberta Craft Council exhibitions, programming, and retail. It is segmented and targeted to each Alberta Craft Gallery location: Edmonton (1,645 subscriptions) and Calgary (1,722 subscriptions).

**Press releases** announcing ACC calls and programming, sent to our media list, which currently has 172 subscribers, including media outlets, educational institutions,

## REPORTS

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### SOCIAL MEDIA STATS

#### Facebook:

- Page likes/Fans: 3,092 (up 10.5%). Of the total, 87.1% are in Canada, and 84.2% are women.
- Page engagement: 11,000 (up 1,745%)

#### Instagram:

- Followers: 6,532 (up 16.9%). Of the total, 79.7% are in Canada, and 83% are women.
- Post reach (unique accounts who have seen our content): 45,959
- Post engagement (number of likes and comments): 18,579
- Post engagement rate: 6.94%

#### YouTube

- Views: 974; Channel Subscribers: 60

### DIGITAL CONTENT

In response to Covid the ACC launched a series of digital Monday MeetUps as a way to hear from and engage with Alberta craft artists, they quickly became an important way for the Craft Council to engage with our artists and audiences with Artists talks and virtual Exhibition viewings becoming part of the ACC's regular digital content, and are also available on our growing Youtube channel. Tickets were reserved using EventBrite and are free to the public with optional \$5/\$10 donations, ensuring that all online content remained accessible.

The first Culture in the Making podcast with Erin Ross (CKUA and CJSW DJ) was released October 2021 with an initial introduction to the new podcast with Tara Owen & Jenna Stanton. Subsequent podcasts include interviews with professional members Shiemara Hogarth, Pamma Fitzgerald, Fern Facette, and Natalie Gerber.



Listen here!

[albertacraft.ab.ca/podcast](http://albertacraft.ab.ca/podcast)



We began to hold hybrid events in addition to our online artist talks and Instagram Live artist interview series. The first was a symposium with Threading Black Curator Shiemera Hogarth "Canadian Women in Craft: A Conversation" hosted held at cSPACE on June 24, 2021

#### Symposium: "Through Canadian Women in Craft: A Conversation"

As an enhancement to the exhibition, Threading Black, we worked with Curator Shiemara Hogarth to support her development of a symposium, "Through Canadian Women in Craft: A Conversation" which was held in the cSpace tree house and online alongside the exhibition reception on July 24th. Curator and moderator Shiemara Hogarth expanded the conversation of women in Canadian craft with panelists Natali Rodrigues, Kayla Gayle, Mia Riley, eva birhanu, and Simone Saunders. Panelists explored finding meaning in the craft practice and process, selling work, gallery representation and curating. This event was supported by the Alberta Craft Council through meetings with Sheimara, donating cSpace treehouse, providing social media promo, acc eventbrite, zoom, youtube and webpage.. ACC received donations from AuArts (\$1000 donation), and an anonymous donor (\$300) in support of CARFAC artists fees paid to panelists (\$400 x 5), and tech support (\$150).

We also presented an in person and Virtual Panel Discussion for the Democracy of Jewellery Exhibition with curator Kari Woo and artists Devon Clark, Sarah Alford, Louise Perrone, Jamie Kroeger, and Lyndsay Rice. Webinars also included Craft and Kitsch - So Good That It's BAD\*\* with Dr. Jennifer Salahub, Marginalia - virtual reception, Kitsch virtual reception, and the virtual reception for our national emerging exhibition Coming Up Next.

We continue to expand digital content and provide more paid opportunities for artists to share insight into their work, expertise, and find new supporters through public interaction. Speakers are paid CARFAC recommended fees for webinars, panels, and artists talks, and honorariums for podcasts and spotlight interviews.

In addition the ACC produced 24 Instagram lives:

- A.C.E. Alberta Craft Excellence Exhibition walk through with Dr Jennifer Salahub, Susan Kristoferson, Pamma FitzGerald and Bonnie Houston, Simon Wroot and Shona Rae, John Smith Jones and Sarabeth Carnet
- Democracy of Jewelry Exhibition with curator Kari Woo (3 parts).
- Coming Up Next Exhibition with Sophia Lengle
- Tissues Exhibition with Adriane van Terve
- Craft Collaborations: Tara Owen & Crys Harse, Nicole Riedmueller & Mireille Perron, Mindy Andrews & Corinne Cowell, Christine Pedersen, Jill Allan
- Calgary Spotlights: Julya Hajnoczky, Juliana Rempel, Karin Thorsteinsson, Phillip Bandura, Matthew O'Reilly, Nur Kuzugudenli, Lael Chmelyk, Siri McCormick.

### ALBERTA CRAFT AWARDS

The Alberta Craft Awards, initially scheduled for 2020, were paused due to Covid and held online December 6, 2021. 6 awards were handed out with financial support of \$8000. This year marked the inaugural Fibre Arts Award from endowment established with the Hand Weavers, Spinners and Dyers of Alberta. Award recipients were featured in an Exhibition in the Calgary Gallery and in Alberta Craft Magazine.

**Early Achievement Award:**  
Pamma FitzGerald, Calgary. \$1000

**Excellence Award:**  
Sharon Rose Kootenay Cherweniuk, Vilna. \$1000

**Linda Stanier & Family Memorial Award for Excellence in Ceramics:**  
Kaleb Romano, Edmonton. \$2000

**Fibre Arts Award - Hand Weavers, Spinners and Dyers of Alberta Endowment:**  
J Fern Facette, Edmonton. \$2000

**Tom McFall Honour Award:**  
Natali Rodrigues of Calgary and Kari Woo of Cochrane. \$1000 each



**J Fern Facette**, recipient of the Fibre Arts Award

### **CRAFT AND EXPERIENTIAL TOURISM**

Craft Tours programming started in 2019 as an important way for the ACC to build deeper relationships with supporters and cultural organizations, and launch experiential craft tourism programming to bring greater awareness, support and appreciation of fine craft in this province. In 2021 we received \$5000 in funding from Travel Alberta to develop and expand our Craft and Experiential Tourism programming.

The tours gave us visual content and survey feedback for use in future funding requests, and marketing. 40% of tickets sold were to non-members, 82% attendees rated the experience as amazing, 100% would participate in future tours. Artists and participants also remarked on a shared boost of mental health as a positive factor of the tours and workshops. What these tours and workshops have repeatedly highlighted is that Craft has a lot to offer in terms of tourism and opportunity for genuine connections, sharing stories, learning, laughs and comradery through making. We will continue developing and expanding this programming with the aim of Craft and Experiential tourism becoming one of the pillars of Craft Council activity. Creating paid opportunities for artists, building more partnerships and points of engagement, awareness, and support for the Artists and cultural sites in Alberta.

18 separate Craft Tours & Workshops, 11 artists engaged, and two photographers employed to capture the events for future Experiential Tourism promotion.

Travel Alberta funding:

- Kiyooka Ohe Arts Centre tour and workshop with James Ziegler – multiple dates
- Jewellery with Alternative Materials with Kari Woo
- Screen Printing with Natalie Gerber
- Experiential Tour and Workshop with Sandra Sawatzky
- Make and Take Craft as Therapy with Richard Boulet and Marilyn Olson
- Fern's School of Craft Workshop and Tour
- Indigenous Craft Appreciation Workshop with MJ Belcourt Moses
- Blacksmith Workshop and Tour with Front Step Forge
- Pysanka workshop with Christina Koscielnuik

Additional Craft Tours:

- An Afternoon at Leighton Centre with Lindsay Corbet
- Ukrainian Cultural Heritage Village
- The Military Museum in Calgary with Michele Hardy and Dick Avern
- Mary Shannon Will exhibition and curator tour with Diana Sherlock, Nickle Galleries
- Kiyooka Ohe Arts Centre tour lead by founder Katie Ohe, ACC staff, board, and Women in Craft Symposium Panelists.



**SOCIAL ENTERPRISE RETAIL**

We reframed 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 centers itself around a social mission and uses commerce as tool to maximize sustainability and impact.

By the end of this fiscal year our retail sales rebounded to pre-covid levels with an increase of \$185 568 over last year for a total of \$469,622 in sales, with over \$281 000 paid to artists in consignment. (Consignment sales in 2020-21 were \$284,054 which was \$159,115 lower than sales in 2019-2020).

New corporate client Alberta Health Services spent \$15 357 on Craft in our Edmonton retail galleries this fiscal year. Purchasing Craft for staff celebrating long service and other special occasions. Sales for this account have now moved to our Calgary retail gallery for the next fiscal year.

	Total Consignment Sales	In Store Sales	On Line Sales
Edmonton	\$329,681	\$305,232	\$24,449
Calgary	\$139,941	\$131,335	\$8,586
	<b>\$469,622</b>	<b>\$436,587</b>	<b>\$33,035</b>

Retail galleries featured the work of approximately 175 members in Edmonton and 85 in Calgary.

The online shop continues to expand in content and sales. Launched on May 6, 2020 with approximately 200 items and growing to over 1000 items listed with \$27,881 in sales by March 2021. This fiscal year Online sales increased to over \$33 000 with over 1000 items listed.

The amount of additional work involved in the online shop is significant, from photographing editing and uploading photos, to writing descriptions, measuring work, entering data in multiple platforms, packing work to ship and increased customer service. This is a significant area for revenue growth for the Craft Council and our artists, and staff will continue to work with artists to share some of the requirements to streamline the online shop. The ACC invested in a basic photo set up and training with Rona from Pause Photography, we continue working on grants to expand this space for our artists members use.

The advisory committee has one artist intake per year to set aside concentrated time to review submissions, consult experts in the mediums presented, and provide in-depth feedback to applicants. Retail coordinators continued to update the retail application to a two-phase process which includes a digital questionnaire and photo submission followed by a sample of physical work to review. The spring 2021 intake saw 17 new artists selected. The 2022 spring intake was paused due to staff capacity.

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.

### **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 continues in the role of President at the CCF (elected at CCF AGM in the summer of 2020). Canmore jewelry and metal artist Kari Woo was the ACC representative on the CCF board for the 2021-22 fiscal year.

### **CCF AND WORLD CRAFT COUNCIL NORTH AMERICA (WCCNA)**

5 regional chapters make up the World Craft Council International, and Canada has taken on a leadership role of the North America chapter. The national CCF organization took on this role with CCF Director Maegen Black acting as the WCCNA President. 2nd Vice President of the CCF, Bernard Burton from Craft Alliance Atlantic, and ACC Executive Director Jenna Stanton have joined the WCCNA committee. Peer to Peer sessions with colleagues at Craft institutions in Canada and the USA including the American Craft Council, Smithsonian have taken place online and outreach to new orgs is ongoing. Jenna Stanton is also the North America Representative on the World Craft Council International Craft Cities Sub Committee.

### **NATIONAL ONLINE CRAFT MARKET IN PARTNERSHIP SIMONS FABRIQUE 1840**

The Canadian Crafts Federation worked in collaboration with Provincial and Territorial Craft Council's and Canadian retailer Simons and its Fabrique 1840 online marketplace dedicated to exclusively showcasing Canadian makers and expand their online reach. The Market took place October 2021. ACC had a

high representation of artists 12/80 included in the project, we also made recommendations for NWT artists that were part of our Crafted NWT exhibition. ACC Executive Director Jenna Stanton was on the organizing committee, and retail coordinator Rael Lockwood joined for jurying. Over \$80 000 in work was sold in the month of October, over \$9000 was from the Alberta artists. The market extended to December, and many of the artists are still working with Fabrique/Simons. We are looking at how we can leverage this success into national online connected retail for Craft Councils.

### **CCF DIGITAL STRATEGIES RESEARCH PROJECT**

Over the past two years, the CCF/FCMA has conducted extensive research supported by the Canada Council for the Arts "Digital Strategies Fund". Two professional consultation companies were hired to help conduct this research. This research is being done to assist, support, and build craft organizations in taking effective steps towards concrete improvements in their digital connectivity, and create shared national research and shared capacity among the CCF and the Provincial and Territorial Craft Councils.

Phase 1 of our research began with Forum Research who worked with our CCF Digital Committee to conduct focus groups, surveys, on-site interviews and secondary research to gauge a baseline of the perception and practice of craft in Canada. Focus groups and on-site interviews were held with craft artists and consumers at the Northern Lights Conference in Ottawa. The CCF national conference "Ten Digit Technologies" in Saskatoon in March 2020 included workshops and panels on emerging craft practices, as well as facilitated sessions with representatives from regional



Craft Councils, galleries, guilds, educational institutions, and more.

The global pandemic put a pause on our research as we reconfigured our approach, adapting a planned tour of national focus groups into a virtual series, which allowed us to have a far broader reach. Hosting four sessions with craft makers and consumers, focus groups helped draft a national Craft Maker and Consumer Survey (May 2021) which reached over 750 craft artists and consumers, providing the CCF/FCMA and our partners with a new baseline for the needs, wants, and pain points the sector faces on a national scale.

Canadian Crafts Federation Conference 2021 Ten Digit Technology: Dissecting New Realities took place online June 9-11, 2021 as the world continued to grapple with the effects of the covid pandemic. The online gathering created more capacity for Provincial and Territorial Craft Councils to have additional board and staff participate in the three days of research presented and discussion groups. (Jenna Stanton, Tara Owen, Jill Allan, Saskia Aarts, Ana Ruiz, and Rael Lockwood attended.) The June 2021 conference reports and survey findings are available on the CCF website.

Phase 2 of our research began with the hiring of Nordicity, who used baseline data from Forum to build a new “Digital Roadmap” for the craft sector. They have reviewed and re-contextualized the Forum information and conducted extensive sector partner research of their own. This included a “Digital Portrait”, or digital audit of each Provincial and Territorial Craft Council, NWT Arts, and the CCF/FCMA, to evaluate current practices and skill sets, and

to identify ranges of interest, capacity, and capability.

The ACC’s “Digital Portrait” Digital Audit - ACC staff met with Nordicity and the CCF to discuss and capture: Our organization’s strategy and leadership in terms of digital maturity. Vision for digital use within your organization. Use of digital tools in engaging audiences. Use of digital tools in the discoverability of your organization. Use of digital tools in internal processes. Our organization’s current digital infrastructure. Listing of Current Digital Platforms. The ACC intends to use the assessment towards funding applications to improve digital infrastructure and digital literacy for the organization and our artists.

Nordicity provided the results of all digital audits “Digital Portraits” to each participating organization, an environmental scan of the national craft sector at large, a summary of the digital audit findings relevant to the CCF/FCMA and our partners, and a set of recommendations for minimum viable products as the next stage of development in craft sector digital advancement. These recommendations are explicitly targeted at the needs of craft organizations, rather than individual artists. These Digital audits have been essential in the development of the Digital Roadmap, which continues in production, set for launch at the September 2022 CCF conference in Newfoundland.

A new CCF grant request has been submitted to Canadian Heritage: Strategic Initiatives to further this work, and is currently awaiting results. (ACC contributed time and letters of support). The proposal will see the CCF/FCMA as lead




**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. Mary-Beth Laviolette had an article “In consideration of everyday objects”, published in the Spring/Summer 2021 issue.

Executive Director Jenna Stanton serves on the Canadian Crafts Federation committees for Digital Strategy, National and International activity, Citizens of Craft, the CCF Simons Fabrique Market, World Craft Council North America team, and World Craft Council International Craft Cities subcommittee. She also serves on the board of Arts Habitat Edmonton, the national ceramics collective Make and Do, and the Medalta Artists in residence advisory committee.

# ALBERTA CRAFT

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Alberta Craft Council  
Culture in the Making



## REPORTS

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### STAFF

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.

Summer 2021 – two part time staff were hired for 16 weeks through a Federal Step grant. Anna Wildish works with retail gallery and exhibitions. Zoe Kolodnicki works in the retail gallery and does product photography for the online shop. Both Anna and Zoe have remained on as part time employees.

In the early fall of 2021 our retail coordinator Rael Lockwood faced a sudden cancer diagnosis and aggressive treatment plan. Her surgery in early Feb saw her bravely face months of recovery, and she went onto long term disability insurance through the Craft Council's new health plan with Group Source. Retail Gallery Assistant Jen Harris was hired as full time permanent staff in January 2022 and has taken on Shop Coordinator duties until Rael's return in the fall of 2022.

### 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 award use was paused in 2020 due to covid and was used in 2021 to develop a Strategic Framework with staff and Board with Alexandra Hatcher, and contributed financially to the Fund Development Framework with Vitreo.

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. We continue to expand relationships and projects with Portage College Indigenous Arts program its students and faculty, and with Grant MacEwan's Arts and Cultural Management and new Studio Arts degree.

Board Committees were formed on Governance; Editorial; Equity, Diversity Inclusion, Accessibility; Fund Development.

## ACC CURRENT DIRECTORS (March 31, 2022)

<b>Tara Owen</b>	<b>Chair</b> , Metal Jewellery, Calgary
<b>Dawn Detarando</b>	<b>Vice-Chair</b> , Clay, Red Deer
<b>Meghan Wagg</b>	<b>Treasurer</b> , Metal Jewellery, Edmonton
<b>Kari Woo</b>	Metal Jewellery, Canmore
<b>Mary-Beth Laviolette</b>	Curator and Writer, Canmore
<b>Jennifer E. Salahub</b>	Craft Historian (AU ARTS), Calgary
<b>Natali Rodrigues</b>	Glass, Calgary
<b>Dawn Saunders-Dahl</b>	Artist, Canmore
<b>Kayla Gale</b>	Student Representative, AU ARTS

## ACC STAFF

<b>Jenna Stanton</b>	Executive Director
<b>Wendy Arrowsmith</b>	Financial Officer
<b>Saskia Aarts</b>	Fund Development & Special Projects
<b>Jill Allan</b>	Exhibitions and Members Services Coordinator
<b>Ana Ruiz Aguirre</b>	Digital Content and Marketing Coordinator
<b>Rael Lockwood</b>	Gallery Shop Coordinator - Edmonton
<b>Corinne Cowell</b>	Gallery Shop Coordinator - Calgary
<b>Jill Nuckles</b>	Outreach, Events & Volunteers - Calgary
<b>Jen Harris</b>	Gallery Assistant - Edmonton
<b>Anna Wildish</b>	Gallery Assistant - Edmonton
<b>Zoe Kolodnicki</b>	Gallery Assistant - Edmonton
<b>Melanie Archer</b>	Gallery Assistant - Calgary

To get to know the current Alberta Craft Council board of directors & staff visit [www.albertacraft.ab.ca/board-of-directors](http://www.albertacraft.ab.ca/board-of-directors)

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**FINANCIAL REPORT**

The operating budget for 2021-2022 was set at \$1,028,600. The year ended with a deficit of expenditures over revenues of -\$40,502 before amortization and a deficit of -\$58,204 after amortization. In 2020-2021 there was an excess of revenue over expenditures of \$187,955 before amortization and \$168,326 after amortization.

The Provincial Services (Schedule 1) shows an excess of revenues over expenditures of \$182,865.

The Edmonton Retail Gallery (Schedule 2) showed a deficiency of \$34,644 this past year, compared with a deficiency of \$49,776 in 2020-2021. The Calgary Retail Gallery (Schedule 3) showed deficits over the past two years of, \$43,501 for 2021-2022 and \$36,232 for 2020-2021. Total consignment sales, for Edmonton and Calgary locations combined in 2021-2022 were \$469,622. This is \$185,560 higher than sales in 2020-2021 which were \$284,054. Online shop sales have increased by over \$5000 from the previous year.

**RETAIL GALLERY & EXHIBITION SALES**

	Total Consignment Sales	In Store Sales	On Line Sales
Edmonton	\$329,681	\$305,232	\$24,449
Calgary	\$139,941	\$131,335	\$8,586
	<b>\$469,622</b>	<b>\$436,587</b>	<b>\$33,035</b>

The internally restricted reserve is \$80,000, to cover core operating costs. This reserve fund is a requirement of the Alberta Foundation for the Arts. The board has set aside \$100,000 as a reserve for a capital expenditure fund to use towards a future Edmonton location.

Respectfully submitted



Meghan Wagg  
Treasurer

**Alberta Craft Council**  
**Financial Statements**  
**March 31, 2022**

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## INDEPENDENT AUDITOR'S REPORT

**To the Members of Alberta Craft Council:**

### Qualified Opinion

We have audited the financial statements of Alberta Craft Council (the "Organization"), which comprise the statement of financial position as at March 31, 2022, 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, 2022, 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, the Organization derives revenue from donations and fundraiser's, 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 but 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.

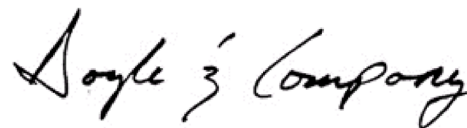
As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit.

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  
August 22, 2022



Chartered Professional Accountants

# FINANCIAL STATEMENTS

## Alberta Craft Council Statement of Financial Position As at March 31, 2022

	2022	2021
	\$	\$
<b>ASSETS</b>		
<b>Current</b>		
Cash (Note 3)	160,476	388,404
Restricted cash (Note 4)	34	14,642
Investments (Note 5)	15,369	15,129
Accounts receivable	11,544	2,161
Goods and services tax receivable	-	21
Inventory	22,342	22,096
Prepaid expenses	28,911	27,975
	238,676	470,428
<b>Cash (Note 3)</b>	<b>100,000</b>	<b>-</b>
<b>Tangible Capital Assets (Note 6)</b>	<b>24,829</b>	<b>39,903</b>
<b>Total Assets</b>	<b>363,505</b>	<b>510,331</b>
<b>LIABILITIES</b>		
<b>Current</b>		
Accounts payable and accrued liabilities (Note 7)	105,482	85,694
Goods and services tax payable	69	-
Deferred revenue (Note 8)	52,492	160,969
<b>Total Liabilities</b>	<b>158,043</b>	<b>246,663</b>
<b>NET ASSETS</b>		
Unrestricted remainder of cumulative surpluses (deficits) from previous years	633	143,765
Invested in tangible capital assets	24,829	39,903
<b>Total Unrestricted Remainder of Cumulative Surpluses (Deficits) from Previous Years</b>	<b>25,462</b>	<b>183,668</b>
Internally restricted (Note 1a)		
Core administrative and operating cost fund	80,000	80,000
Capital fund	100,000	-
<b>Total Equity</b>	<b>205,462</b>	<b>263,668</b>
<b>Total Liabilities and Equity</b>	<b>363,505</b>	<b>510,331</b>

Commitment - Note 9  
Significant Events - Note 12

Approved by the Board of Directors:

 Chair
  Treasurer

The accompanying notes form part of these financial statements.

**Alberta Craft Council**  
**Statement of Change in Net Assets**  
**For the year ended March 31, 2022**

	2022	2021
	\$	\$
<b><u>Unrestricted Remainder of Cumulative Surpluses (Deficits) from Previous Years</u></b>		
<b>Balance, beginning of year</b>	<b>143,765</b>	<b>(12,933)</b>
Excess (Deficiency) of revenue over expenditures	<b>(58,206)</b>	168,326
Transfer from (to) internal restricted - Core Administrative and Operating Cost Fund	-	(30,000)
Transfer from (to) internally restricted - capital fund	<b>(100,000)</b>	-
Net transfer from (to) invested in tangible capital assets	<b>15,074</b>	18,372
<b>Balance, end of year</b>	<b>633</b>	143,765
<b><u>Internally Restricted - Core Administrative and Operating Cost Fund</u></b>		
<b>Balance, beginning of year</b>	<b>80,000</b>	50,000
Transfer (to) unrestricted	-	-
Transfer from unrestricted	-	30,000
<b>Balance, end of year</b>	<b>80,000</b>	80,000
<b><u>Internally Restricted - Capital Fund</u></b>		
<b>Balance, beginning of year</b>	-	-
Transfer from (to) unrestricted	<b>100,000</b>	-
<b>Balance, end of year</b>	<b>100,000</b>	-
<b><u>Invested in Tangible Capital Assets</u></b>		
<b>Balance, beginning of year</b>	<b>39,903</b>	58,275
Tangible capital asset additions	<b>2,628</b>	1,256
Amortization	<b>(17,702)</b>	(19,628)
<b>Balance, end of year</b>	<b>24,829</b>	39,903

The accompanying notes form part of these financial statements.

**Alberta Craft Council**  
**Consolidated Statement of Operations**  
**(See Schedules 1-5 for Department Breakdown)**  
**For the year ended March 31, 2022**

	2022	2021
	\$	\$
<b>Revenue</b>		
Grants - Public Sector (Note 10)	359,896	345,787
Grants - Private Sector (Note 10)	82,942	62,500
Consignment sales		
In store	436,587	256,173
On line	33,035	27,881
ACC Memberships	31,475	25,065
Federal COVID subsidies	45,361	161,546
Provincial COVID subsidies	1,303	27,569
Canada Council for the Arts COVID subsidy	-	5,000
Specific corporate sponsorships	8,000	-
Fundraiser	4,936	10,294
Donations	16,320	10,373
In kind	260	9,742
Magazine advertising	1,280	-
Interest	1,112	688
Craft tours and workshops	3,840	-
Other revenue	2,234	2,009
Revenue deferred from previous period	14,642	39,853
Revenue deferred to subsequent period	(34)	(14,642)
	<b>1,043,189</b>	<b>969,838</b>
<b>Expenditures</b>		
AB Craft magazine printing, studio magazine	19,724	1,194
Admin costs	9,617	11,387
Advertising and promotion	14,288	6,777
Advocacy	10,916	-
Artists' fees	24,835	6,063
Bank charges and interest	5,252	1,101
Consignment fees	297,898	183,346
Craft tours and workshops	3,697	-
Education and audience development	8,000	8,000
Equipment leases, furniture, software	12,581	9,913
External membership fees	2,075	1,656
Fundraising expenses	4,368	5,297
General facility expenses	12,954	10,693
In kind expenses	-	9,742
Meetings, staff development, retreats	4,507	2,432
Operating costs, insurance, and other operating costs	18,312	17,259
Professional fees	24,218	7,800
Program costs	36,371	26,109
Rent	83,651	64,689
Special projects - Culture Days	1,283	-
Travel	2,825	1,659
Utilities	11,588	8,499
Wages and employee benefits	474,729	398,268
	<b>1,083,689</b>	<b>781,884</b>
<b>Excess (Deficiency) of Revenue over Expenditures before Amortization</b>	<b>(40,504)</b>	<b>187,955</b>
Amortization	(17,702)	(19,629)
<b>Excess (Deficiency) of Revenue over Expenditures</b>	<b>(58,206)</b>	<b>168,326</b>

The accompanying notes form part of these financial statements.

**Alberta Craft Council**  
**Statement of Cash Flows**  
**For the year ended March 31, 2022**

	2022	2021
	\$	\$
<b>Cash provided by (Used for) the following activities:</b>		
<b>Operating Activities</b>		
Excess (Deficiency) of revenue over expenditures	(58,206)	168,326
Non-cash items included in excess (deficiency) of revenues over expenditures		
Amortization of tangible capital assets	17,702	19,629
Changes in non-cash working capital accounts:		
Decrease (increase) in accounts receivable	(9,383)	3,755
Decrease (increase) in goods and services tax receivable	21	(21)
Decrease (increase) in inventory	(246)	(721)
Decrease (increase) in prepaid expenses	(936)	823
Increase (decrease) in accounts payable and accrued liabilities	19,788	20,918
Increase (decrease) in goods and services tax payable	69	(1,228)
Increase (decrease) in deferred revenue	(108,477)	(54,977)
	<b>(139,668)</b>	156,504
<b>Capital Activities</b>		
Purchase of tangible capital assets	(2,628)	(1,256)
<b>Investing Activities</b>		
Decrease (increase) in investments	(240)	(237)
<b>Increase (decrease) in Cash During the Year</b>	<b>(142,536)</b>	155,011
<b>CASH - Beginning of year</b>	<b>403,046</b>	248,035
<b>CASH - End of year</b>	<b>260,510</b>	403,046
<b>Cash is comprised of:</b>		
Cash	260,476	388,404
Restricted cash: Casino chequing account (Note 4)	34	14,642
	<b>260,510</b>	403,046

The accompanying notes form part of these financial statements.

Alberta Craft Council
Notes to the Financial Statements
March 31, 2022

Incorporation and Nature of Operations

Alberta Craft Council (the "Organization") 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 Part III of the CPA Canada Handbook, Canadian Accounting Standards for Not-for-Profit Organizations ("Part III"). The significant accounting policies are described below:

(a) Fund Accounting

The internally restricted operating fund has been established by the Organization board to cover the core administrative and operating costs of the Organization. The board has set aside \$80,000 (2021 - \$80,000) as a reserve to cover approximately three months of operating expenses as required by the Alberta Foundation for the Arts and \$100,000 as a capital fund.

The board has set aside \$100,000 (2021 - \$0) as a reserve for a capital fund to use to towards a future location.

(b) Cash and Cash Equivalents

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

(c) Investments

Investments consists of guaranteed investment certificates. 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) Tangible Capital Assets

Tangible capital assets are initially recorded at cost. Amortization is calculated using the methods below over their estimated useful life at the following rates except in the year of acquisition when one-half the normal rate is applied. No amortization is recorded in the year of disposal.

Table with 3 columns: Asset Type, Rate, and Method. Rows include Computer Hardware (45% declining balance), Furniture and Equipment (20% declining balance), Software (100% declining balance), and Leasehold Improvements (Straight Line).

When conditions indicate a tangible capital asset is impaired, the carrying value of the tangible capital assets is written down to the asset's fair value or replacement cost. The write down of the tangible capital assets is recorded as an expense in the statement of operations. A write-down shall not be reversed.

(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. Where items are similar they are removed from inventory on a first-in, first-out basis.

**Alberta Craft Council**  
**Notes to the Financial Statements**  
**March 31, 2022**

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**1. Significant Accounting Policies - Continued**

**(f) Contributed Services**

Contributed materials and services are recorded at fair value when the amount can reasonably be determined and would have been purchased by the Organization if not donated. Due to the difficulty of determining their fair value, volunteer services are not recognized in the financial statements.

**(g) Revenue Recognition**

The Organization follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenditures 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 consignment and magazine advertising 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.

**(h) Financial Instruments**

**(i) Measurement of financial instruments**

The Organization initially measures all of its financial assets and liabilities at fair value, except for certain non-arm's length transactions.

The Organization subsequently measures all of its financial assets and liabilities at amortized cost, except in equity instruments that are quoted in an active market, which are measured at fair value. Changes in fair value are recognized in net income.

Financial assets measured at amortized cost include cash, restricted cash, investments, accounts receivable, and goods and services tax receivable.

Financial liabilities measured at amortized cost include accounts payable and accrued liabilities, and goods and services tax payable.

**(ii) Impairment**

Financial assets measured at cost or amortized cost are tested for impairment, at the end of each year, to determine whether there are indicators that the asset may be impaired. The amount of the write-down, if any, is recognized in operations. The previously recognized impairment loss may be reversed to the extent of the improvement, directly or by adjusting the allowance account. The reversal may be recorded provided it is no greater than the amount that had been previously reported as a reduction in the asset and it does not exceed the original cost. The amount of the reversal is recognized in operations.

**Alberta Craft Council**  
**Notes to the Financial Statements**  
**March 31, 2022**

**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 period. Accounts receivable are stated after evaluation as to their collectability and an appropriate allowance for doubtful accounts is provided where considered necessary. Provisions are made for slow moving and obsolete inventory as required. Amortization is based on the estimated useful lives of the tangible capital assets. These estimates and assumptions are reviewed periodically and, as adjustments become necessary, they are reported in the revenue or expenses in the period in which they become known. Actual results could differ from those estimates.

**3. Cash**

	<b>2022</b>	<b>2021</b>
	\$	\$
Operating account	77,650	126,407
Savings account	182,286	261,457
Float for retail till	200	200
Petty cash	340	340
<hr/>		
Total before internally restricted for operating and capital funds.	260,476	388,404
Less for internally restricted funds:		
Core administrative and operating cost fund (current)	80,000	80,000
Capital fund (long-term)	100,000	-
<hr/>		
Balance of unrestricted cash	80,476	308,404

**4. Restricted Cash**

	<b>2022</b>	<b>2021</b>
	\$	\$
Casino bank account	34	14,642

Restricted cash consist of proceeds from a casino that can only be spent in accordance with the licensing agreement with the Alberta Gaming, Liquor and Cannabis Commission.

**5. Investments**

Investments represent a Guaranteed Investment Certificate with a maturity date of December 16, 2023 and interest rate of 1.25%.



**Alberta Craft Council**  
**Notes to the Financial Statements**  
**March 31, 2022**

**6. Tangible Capital Assets**

	<b>2022</b>			<b>2021</b>
	<b>Cost</b>	<b>Accumulated Amortization</b>	<b>Net Book Value</b>	<b>Net Book Value</b>
	\$	\$	\$	\$
Computer hardware	26,801	24,913	1,888	3,434
Computer software	3,611	2,947	664	-
Furniture and equipment	53,422	36,908	16,514	19,179
Leasehold improvements	73,212	67,449	5,763	17,290
	<b>157,046</b>	<b>132,217</b>	<b>24,829</b>	<b>39,903</b>

Amortization amounted to \$17,702 for the year ended March 31, 2022 (2021 - \$19,629), and is included in the consolidated statement of operations.

**Tangible Capital Assets**

	<b>2021</b>			<b>2020</b>
	<b>Cost</b>	<b>Accumulated Amortization</b>	<b>Net Book Value</b>	<b>Net Book Value</b>
	\$	\$	\$	\$
Computer hardware	26,801	23,367	3,434	4,473
Computer software	2,283	2,283	-	-
Furniture and equipment	52,122	32,943	19,179	23,974
Leasehold improvements	73,212	55,922	17,290	29,828
	<b>154,418</b>	<b>114,515</b>	<b>39,903</b>	<b>58,275</b>

Amortization amounted to \$19,629 for the year ended March 31, 2021 (2020 - \$25,016), and is included in the consolidated statement of operations.

**7. Accounts Payable and Accrued Liabilities**

	<b>2022</b>	<b>2021</b>
	\$	\$
Trade	8,211	2,930
Canada Revenue Agency (CRA) - source deductions	970	10,055
Consignment fees	18,572	18,318
Vacation	31,631	20,208
Accrued Liabilities		
Retail - Credit notes, gift certificates, and e gift cards	46,098	34,183
	<b>105,482</b>	<b>85,694</b>

**Alberta Craft Council**  
**Notes to the Financial Statements**

**March 31, 2022**

**8. Deferred Revenue**

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

	Balance Beginning of Year \$	Funds Received or Receivable \$	Recognized as Revenue \$	Balance End of Year \$
Calgary Arts Development Association	19,335	49,900	48,443	20,792
Casino bank account (note below)	14,642	12	14,620	34
Edmonton Arts Council	69,700	54,860	92,894	31,666
Edmonton Community Foundation	57,292	-	57,292	-
	<b>160,969</b>	<b>104,772</b>	<b>213,249</b>	<b>52,492</b>

Note: Casino fund above can only be donated or expenditures paid for purposes approved by the Alberta Gaming and Liquor and Cannabis Commission, an agent of the Government of Alberta.

**9. 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. Renegotiated lease resulted in savings of \$41,500 over the 5 (five) year term. The organization is committed to annual future minimum lease payments under the lease as follows

	\$
2022 - 2023	47,333
2023 - 2024	54,667
2024 - 2025	56,000
2025	9,333
	<b>167,333</b>

The initial five (5) year lease in Calgary was to December 31, 2021. Management has renewed the operating lease for the premise in Calgary for an additional one (1) year term from January 1, 2022 to December 31, 2022. The lease is set to renew annually on July 1st. The organization is committed to annual future minimum lease payment under the lease as follows:

	\$
2022 - 2023	25,308

**Alberta Craft Council**  
**Notes to the Financial Statements**

**March 31, 2022**

10. Grants	Total 2022 \$	Total 2021 \$
Alberta Foundation for Arts	203,325	199,917
Edmonton Arts Council	92,893	86,933
Calgary Arts Development Association	48,443	47,333
Canada Summer Jobs	9,435	9,185
Arts Vests	-	2,419
Travel Alberta	5,000	-
Department of Culture	800	-
<b>Total Public Sector Grants (Schedule 1)</b>	<b>359,896</b>	<b>345,787</b>
<b>Total Private Sector Grant (Schedule 1)</b>	<b>82,942</b>	<b>62,500</b>
<b>Total Grants</b>	<b>442,838</b>	<b>408,287</b>

**11. 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 fulfil its financial obligations.

**12. Significant Events**

As of the date of the financial statements, there is a global outbreak of COVID-19 (coronavirus), which has had a significant impact on businesses through restrictions put in place by the Canadian, provincial, and municipal governments regarding travel, business operations and isolation/quarantine orders. 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 travel restrictions, business closures or disruptions, and isolation/quarantine measures that are currently, or may be put, in place by Canada and other countries to fight the virus.

Alberta Craft Council

Schedule 1 - Provincial Services Revenues and Expenditures

For the Year Ended March 31, 2022

	2022	2021
	\$	\$
<b>Revenue</b>		
Grants - Public Sector (Note 10)	359,896	345,787
Grants - Private Sector (Note 10)	82,942	62,500
Casino revenue	14,608	25,212
ACC Memberships	31,475	25,065
Federal COVID subsidy	45,361	161,546
Provincial COVID subsidy	1,303	27,569
Canada Council for the Arts COVID subsidy	-	5,000
Specific corporate sponsorships	8,000	-
Fundraiser	4,936	10,294
Donations	16,320	10,373
In kind	260	9,742
Magazine advertising	1,280	-
Interest	1,112	688
Webinar costs	1,230	-
Other revenue	-	104
	<b>568,723</b>	<b>683,880</b>
<b>Expenditures</b>		
AB Craft magazine printing, studio magazine	19,724	1,194
Admin costs	6,295	8,400
Advertising and promotion	4,477	985
Artists' fee	15,039	1,400
Bank charges and interest	5,253	1,040
Education and audience development, advocacy	18,916	8,000
Equipment leases, furniture, software	9,957	9,155
External membership fees	2,075	1,656
Fundraising expenses	4,368	5,297
General facility costs	3,265	3,408
In kind expenses	-	9,742
Meetings, staff development, retreats	3,822	2,432
Operating costs, insurance	8,869	8,336
Professional fees	24,218	7,800
Program costs	11,253	1,331
Rent (33% of Edmonton rent)	15,191	12,191
Special projects - Culture days	1,174	-
Travel	1,404	1,659
Utilities	2,944	2,556
Wages and employee benefits	219,409	247,570
Webinar costs	2,030	-
	<b>379,683</b>	<b>334,152</b>
<b>Excess of Revenue over Expenditures before Amortization</b>	<b>189,040</b>	<b>349,728</b>
Amortization	(6,175)	(7,596)
<b>Excess of Revenue over Expenditures</b>	<b>182,865</b>	<b>342,132</b>

**Alberta Craft Council**  
**Schedule 2 - Edmonton Retail Gallery Revenues and Expenditures**  
**For the Year Ended March 31, 2022**

	2022	2021
	\$	\$
<b>Revenue</b>		
Consignment sales		
In store	305,232	183,849
On line	24,449	21,946
Shipping costs recovered	1,586	1,698
	<b>331,267</b>	<b>207,493</b>
<b>Expenditures</b>		
Admin costs	1,978	2,109
Advertising and promotion	3,361	2,880
Consignment fees	207,697	131,774
Credit card charges, packaging	16,067	17,362
Equipment leases, furniture, software	975	200
General facility costs	6,272	3,924
Operating costs, insurance	879	2,096
Other expenses	-	61
Rent (33% of Edmonton rent)	15,191	12,191
Transport, meetings	665	-
Utilities	4,322	3,050
Wages and employee benefits	108,504	81,116
	<b>365,911</b>	<b>256,763</b>
<b>Excess (Deficiency) of Revenue over Expenditures before Amortization</b>	<b>(34,644)</b>	<b>(49,270)</b>
Amortization	-	(506)
<b>Excess (Deficiency) of Revenue over Expenditures</b>	<b>(34,644)</b>	<b>(49,776)</b>

**Alberta Craft Council**

**Schedule 3 - Calgary Retail Gallery Revenues and Expenditures**

**For the Year Ended March 31, 2022**

	<b>2022</b>	<b>2021</b>
	\$	\$
<b>Revenue</b>		
Consignment sales		
In store	<b>131,355</b>	72,324
On line	<b>8,586</b>	5,935
Shipping costs recovered	<b>648</b>	207
	<b>140,589</b>	78,466
<b>Expenditures</b>		
Admin costs	<b>595</b>	229
Advertising and promotion	<b>1,780</b>	243
Consignment fees	<b>90,201</b>	51,571
Credit card charges, packaging	<b>5,926</b>	5,477
Equipment leases, furniture, software	<b>920</b>	298
General facility costs	<b>2,492</b>	2,096
Operating costs, insurance	<b>840</b>	927
Rent and utilities (50% of rent and utilities)	<b>19,039</b>	14,058
Transport	<b>442</b>	-
Wages and employee benefits	<b>50,328</b>	28,272
	<b>172,563</b>	103,171
<b>Excess (Deficiency) of Revenue over Expenditures before Amortization</b>	<b>(31,974)</b>	(24,705)
Amortization	<b>(11,527)</b>	(11,527)
<b>Excess (Deficiency) of Revenue over Expenditures</b>	<b>(43,501)</b>	(36,232)

**Alberta Craft Council**

**Schedule 4 - Edmonton Exhibitions and Events Revenues and Expenditures**

For the Year Ended March 31, 2022

	2022	2021
	\$	\$
<b>Revenue</b>		
Craft tours and workshops, special projects	726	-
<b>Expenditures</b>		
Admin costs	606	422
Advertising and promotion	3,580	1,881
Artists' fees	4,733	3,815
Craft tours and workshops	341	-
General facility costs	823	1,040
Insurance and other operating costs	5,787	3,212
Program costs	2,259	-
Rent (33% of rent)	15,191	15,085
Supplies	89	250
Transport, meetings	209	1,116
Utilities (33% of utilities)	4,322	-
Wages and employee benefits	76,753	29,625
	<b>114,693</b>	<b>56,446</b>
<b>Excess (Deficiency) of Revenue over Expenditures</b>	<b>(113,967)</b>	<b>(56,446)</b>

**Alberta Craft Council**

**Schedule 5 - Calgary Exhibitions and Events Revenues and Expenditures**

For the Year Ended March 31, 2022

	2022	2021
	\$	\$
<b>Revenue</b>		
Craft tours and workshops, special projects	1,883	-
<b>Expenditures</b>		
Admin costs	144	227
Advertising and promotion	1,089	787
Artists' fees	5,063	848
Craft tours and workshops	1,435	-
General facility costs	102	225
Insurance and other operating costs	1,937	2,688
Program costs	867	-
Rent and utilities (50% of rent and utilities)	19,039	14,058
Supplies	640	11
Transport, meetings	791	823
Wages and employee benefits	19,736	11,684
	<b>50,843</b>	<b>31,351</b>
<b>Excess (Deficiency) of Revenue over Expenditures</b>	<b>(48,960)</b>	<b>(31,351)</b>

**Alberta Craft Council**  
**Schedule 6 - Building Operations and Maintenance - Edmonton**  
**For the Year Ended March 31, 2022**

	2022	2021
	\$	\$
<b>Expenditures</b>		
Administrative Personnel (25%)	15,298	6,931
Cleaning services	1,008	1,800
Insurance	10,401	9,153
Maintenance interior	1,455	648
Maintenance exterior	1,297	1,147
Rent	45,572	31,775
Security	1,570	1,748
Utilities	11,588	8,499
	<b>88,189</b>	<b>61,701</b>

This schedule has been compiled from some of the expenditures recorded in Schedules 1, 2, and 4.

This schedule is presented for the purposes of providing information for the Community Investment Program Arts and Museum Building Operating Grant.



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





# Alberta Craft Council

*40 Years of Culture in the Making*

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