

ALBERTA CRAFT COUNCIL

2021 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

2021 ANNUAL REPORT

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ANNUAL GENERAL MEETING

of the Alberta Craft Council

Wednesday, August 25, 2021
Alberta Craft Gallery - Edmonton

Call to Order – 6:00pm

1. Welcome
2. Confirmation of Quorum
3. Approval of Agenda
4. Approval of 2020 AGM Minutes
5. Introduction of Current Board and Staff
6. Items for information:
 - a) Chair's Report
 - b) Annual Highlights
 - c) Financial Report
7. Items for Action:
 - a) Approval of Financial Report and Financial Statements
 - b) Approval to reappoint Doyle & Co. as auditors for the coming year
 - c) Election of Directors (no nominations accepted from the floor)
8. New Business – discussion and questions from the floor.
9. AGM adjournment

On the cover:

Moose Plate by Katriona Drijber in collaboration with Katrina Chaytor
from Alberta Craft Discovery exhibition Rural Roots

2020 ANNUAL GENERAL MEETING of the Alberta Craft Council

Saturday, October 26, 2020. 7:00pm 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

1. Confirmation of quorum

Natali Rodrigues confirms

2. Approval of Agenda

Moved: Natali Rodrigues
Seconded: Kayla Gayle
All in Favor. (No Opposition).

3. Approve 2019 AGM minutes

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

4. 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) **New board member:** Sharon Kootenay Cherweniuk.
- b) **Thank Past board member:** Kristopher Kelly-Frere
- c) In this past fiscal year, we've welcomed Rael Lockwood and Saskia Aarts to the ACC staff.

- d) **Staff in attendance:** Jenna Stanton, Victoria Sanchez, Jessica Telford, Wendy Arrowsmith, Rael Lockwood (Regrets: Corinne Cowell, Jill Nuckles, Melanie Archer, Felicity Bohnet, Saskia Aarts)

5. Items for Information

a) Chair's greeting: Tara Owen

- i. Tara Read report as written. (See page 4-5 of annual report)

b) ED's report – Jenna Stanton

- i. Jenna Read from annual highlights from the last year. (See pages 6-18 of annual report)

c) Financial report – Meghan Wagg

- i. Meghan read report as written (see page 26 of the annual report).

ii. Questions:

Q: Mary Beth Laviolette, How are doing financially.

A: We have increased funding in the past fiscal year, the most important being a new grant with the Edmonton community foundation for a full-time fund development assistant to the ED. This will add to our resiliency and capacity as we aim to increase sustainability and resiliency/ hire additional staff as everyone is over capacity. We will update on our current position of how we are doing during COVID times in the meeting following the adjournment of the AGM.

2020 AGM MINUTES

Q: Penny Hajdu – new member from Hand Weavers Spinners and Dyers of Alberta (HWSDA), asking about HWSDA closing down and leaving its remaining funds in an endowment with the ACC.

A: Jenna – HWSDA ACC endowment is signed with the Edmonton Community Foundation as of May 2020, an annual HWSDA award will be presented to a fibre artist at the Alberta Craft Awards (postponed this year due to COVID). An article on the HWSDA and the endowment will be in Alberta Craft Magazine, and its members will receive ACC benefits from July to December 2021.

after the adjournment of the AGM for the 2019 fiscal year. Please keep questions for this portion to the fiscal year April 1 2019- March 31st 2020.

i. Questions:

Penny Hajdu comment: Limitations often are a catalyst for creativity and the Craft Council is full of people who can operate under those conditions.

Q: Mary Beth how is the online store doing?

A: Will speak to this after the AGM wraps up in our COVID update.

6. Items for Action

a) Approve of Financial Report and Financial Statements

Moved: Susan Kristoferson

Seconded: Mary Beth Laviolette

All in favour – (No opposition).

b) Approve to reappoint Doyle & Co as auditors for the coming year

Moved: Dawn Detarando

Second: Meghan Wagg

All in favour – (No Opposition).

c) Election of Directors

i. No nominations accepted from the floor.

ii. Motion to ratify the renewal of current board

Moved: Gillian Boon

Seconded: Pamma Fitzgerald

All in favour. (No opposition).

7. New Business – discussion and questions from the floor.

Tara - We will be discussing how the organization has responded to COVID-19

8. Motion to adjourn Dawn Detarando

8:06pm

For those who could stay - Report from the Executive Director – ACC & COVID March 2020 to current October 26, 2020.

CHAIR'S 2021 Report

The Alberta Craft Council's 2020 to 2021 fiscal year corresponded almost exactly with the beginnings of the COVID-19 pandemic. Like every arts organization in Canada, the ACC had to go through a year of stopping and starting, of re-evaluating priorities and processes, adapting to more digital channels in a shorter timeframe than would have seemed possible, and all the while never stopping to advocate, innovate, and highlight about fine craft. Let's be honest, it was a hard year. And it was a much different year than we really could have anticipated at the beginning.

Thankfully, the Alberta Craft Council board and staff have always worked hard to ensure that we're a strong and resilient organization. This year, we definitely had our resolve tested, while working through so many tough decisions. It wasn't easy. But even in the times of stress and anxiety, we not only survived, we actually managed to make gains and find success along the way. I am immensely proud of how the ACC managed to not only get through very difficult pandemic times, but finished the fiscal year in a stable and positive position. Of course we're not through it all yet, but whatever comes next seems manageable, knowing that we can bend, but not break.

During 2020, our galleries and exhibitions were delayed and the schedule changed. But the one thing that is always our constant, and really came to the fore, was our advocacy work. We leaned on our partners, and we worked closely with others in our sector to ensure that our member's voices were heard at multiple levels of government. We dove into the digital realities of craft, that previously we had just been dipping our toe into, and we cemented our place as leaders willing to push for positive change and smart decisions. In fact, we embraced all



Sand cast glass, copper, and brass sculpture by **Todd Safronovich** and **Simon Wroot** from the 40th Anniversary Fundraiser **CRAFT COLLABORATIONS**

things digital and socially distanced, by coming together to celebrate our enormous creative talent in Alberta, and our 40th Anniversary, with our very first Craft Collaborations online auction fundraiser. It was a collaborative way to inspire, showcase, create connections, and ultimately create revenue for the artists who joined us for this very special project. And what a success! I'm excited to mention that we'll be putting on another Craft Collaborations event this coming fall.

I don't think anyone thought that we'd be so tested during our 40th year. I am happy to say that we're stronger than ever. Thank you to our members, our inimitable staff, the many volunteers and our board of directors, for getting us through an astonishing and frustrating time. It seems possible, more than ever, to take on the challenge of 40 more years.

A handwritten signature in black ink, appearing to read 'Tara Owen'.

Tara Owen
Alberta Craft Council Board Chair

YEAR IN REVIEW (2020-21)



Fibre artist **Natalie Gerber** working in her studio
Photo by Jager And Kokemor Photography Inc.

It cannot be understated how important our community was over this past year. This increased level of partnership and community was what helped us through in these times of upheaval and uncertainty. We are stronger together, and we have never been more connected through regular meetings and resource sharing than we have during COVID. And although we are pretty tired we have accomplished a lot and continued to build community through sharing and learning together. We have developed new partnerships, new points of digital engagement and connection, a new online shop, a new fundraiser, and many other initiatives during very a trying and unprecedented time and are fortunate to be finishing the year in a good financial position.

ADVOCACY AND FINANCIAL

As COVID hit in early March of 2020 ACC staff (3) and board members (2) were returning from the National Canadian Crafts Federation Conference in Saskatoon. Ten Digit Technology: Understanding Virtual & Material Realities. (March 4-8th 2020). *10 Digit Technology: Understanding Virtual and Material Realities* brought together craft sector leaders from across Canada to focus on new approaches to the material and digital realities in craft. Although the conference focused on brainstorming new approaches to digital realities, the inspirational talks became immediate and urgent needs as the groups returned to their home provinces and shutdowns the following week.

Meetings over zoom were ramped up instantly to weekly/sometimes daily sessions with the Provincial and Territorial Craft Councils and the Canadian Crafts Federation, and the Alberta Partners for Arts and Culture made up of the 8 Provincial Arts Service Organizations and the Cultural Industries. Meetings with National Arts Service Organizations and Provincial Arts Service Organizations, representatives from funders and all levels of government flooded the calendar as we all grappled with trying to understand the immediate impacts of COVID on artists and the arts sector. Intense advocacy began almost immediately.

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. We met regularly with the Executive Directors from the Provincial and Territorial Craft Councils, the Canadian Crafts Federation, Alberta's Provincial Arts Service Organizations and Cultural industries, together we worked on surveys provincially and nationally, worked with the national group 'I lost my gig', and had regular meetings with all levels of government, Canada Council, Federal Minister of Heritage Gibeau. 3 formal letters went to the federal government. 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 CCF and 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 at least 15% in March, and 30% in April and May. 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 continue to support us into the next fiscal year. The support from this program was invaluable during COVID to support the Craft Council and allow us to continue operating without cutting back on staff. Early national retail sales projections during COVID were down 25+ percent, we created new retail budget projections for the year estimating to be down by 30% and were very close in our estimates. The money received from CEWS covered the losses in the Edmonton and Calgary locations.

Other COVID related financial support came from the Canada Council \$5000, and we applied for and received Provincial COVID relief for both locations as funds became available.

SURVEYS

ACC and most other Provincial and Territorial Craft Councils did early surveys, and also shared a national CCF survey and income tracking spreadsheet developed by Craft Alliance Atlantic. The response from our membership was almost universal; sources of revenue evaporated and the drive to create ebbing in the face of an uncertain economic future of lost revenue from closed retail venues, canceled markets, studio sales, festivals, teaching, and workshops. There were countless surveys throughout the year from funders, researchers, and organizations. ACC and CCF worked with 'I lost my gig' national

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advocacy for arts and gig workers in their survey development. CCF and Provincial and Territorial Craft Councils worked with Forum to share a consumer and maker survey in early 2021.

ALBERTA PARTNERS FOR ARTS AND CULTURE (APAC)

Provincial advocacy work continued mainly through the Alberta Partners for Arts and Culture (APAC) which is made up of 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 considerations for various arts disciplines, and a seat at the table for the arts in any COVID economic recovery plans.

APAC hired consultant Karen Ball to put together letter in response to AB government budget survey. In addition to APAC's official response, we released an updated document [QUICK FACTS on Alberta's Creative Sector](#) (download the PDF on the ACC website resources) to support our members own advocacy and talking points on the strength of the cultural sector in Alberta. Nov 2020.

ACC Executive Director Jenna Stanton worked with MASS Culture to organize an APAC gathering on a research topic. We met with all provincial and municipal funders to discuss how funders can work more collaboratively to cut down on onerous grants and reporting, so organizations have more capacity to fulfill their mandates. Karen Ball facilitated, and we had funders from across the province and government officials attend. (Alberta Foundation for the Arts, Edmonton Arts Council, Calgary

Arts Development, Edmonton Community Foundation, Calgary Foundation, Rozsa Foundation). The group agreed to work towards these goals and to follow up meetings. Mass Culture has a report from this gathering online and is interested in duplicating this initiative Nationally. Sept 2020.

OTHER FINANCIAL

Edmonton & Calgary Rent /Leases

We renegotiated a new 5 year lease for Edmonton, and negotiated 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 are now at \$14/sq foot for years 4 & 5. This will save the ACC \$41 500 over the 5 year term.

Calgary - applied for the federal rent subsidy with cSPACE for April – June as well as the extension for the month of July under the CECRA for Small Business Program. Which gives us 75% off regular rent which is \$3,124./month. The reduction will be applied to the months of August, September, October and November at the reduced rate of \$781.00 +GST. This saved us \$9372.

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 \$ \$49,900.00 confirmed for 2020, 2021, and 2022 a funding increase of \$41,160.00.

In the previous fiscal year the Craft Council decreased the internally restricted reserve from \$80 000 to \$50,000, to cover core operating costs. The internally restricted reserve fund was returned to \$80 000 in this fiscal year.

The ACC received a modest increase from the Alberta Foundation for the Arts (AFA) and receives amongst the highest of the Provincial Arts Service Organizations (PASO's) but have ultimately 'topped out' in the current AFA operating Grants. The AFA moved from two disbursements to quarterly for the 2019 fiscal year, and again in the 2020 fiscal year. After anticipating 5-10% cuts in year, it was not until the final quarter of the fiscal year that we were notified operating organizations were not going to face in year cuts.

Business for the Arts – ArtsVest. ACC staff, Saskia Aarts and Jill Nuckles participated, receiving mentorship meetings and webinars to develop sponsorship and donors. Increasing ACC partnerships and in-kind contributions to develop increased promotion through photography and video projects. We received \$2419.22 from Arts Vest for this program Dec 2020.

We received a second grant from the Edmonton Community Foundation (ECF) in the spring of 2021 to continue funding for a full-time position for Saskia Aarts to work alongside the Executive Director in Fund Development. Saskia also heads up the ACC's Special Projects, which is intended to further increase organizational resiliency and increase capacity for grant writing and development of donors and sponsors.

Staff also participated in The Edmonton Community Foundation Endowment course. The initial course was set for 2020 but paused due to COVID and reconvened online in 2021. The \$1000 cost for the course was reimbursed upon our HWSDA endowment set up with the ECF.

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

Our last Casino was held in Edmonton June 2019. In 2018 the ACC had our casino license reinstated and a planned review of the AGLC and stakeholders meetings were put on pause from the new government. Casino's were also paused at the end of the previous fiscal year due to COVID. AGLC Stakeholder sessions were held in the spring of 2021 and recommendations have gone to the AGLC Board and Ministers for consideration. The Craft Council is waiting on 2021 Casino dates early predictions had us slotted for August 2021 but the schedule continues to shift. The ACC cautiously used approximately ½ of our casino savings that were allocated for this fiscal year in anticipation of delays.

HWSDA ENDOWMENT AND FIBRE ARTS AWARD

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

The 2020 Alberta Craft Awards were postponed due to COVID and the next Awards are scheduled to take place November 2021.

An article on the history of the HWSDA will be part of the anniversary Alberta Craft magazine due out in Sept 2021. 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)

COVID CLOSURES AND RESTRICTIONS

On March 17, 2020 the Alberta Government issued a public health emergency due to COVID. The Government implemented public health orders (collectively the 'Alberta Orders') requiring non-essential businesses to close immediately. Schools were also closed and learning pivoted to online for the remainder of the school term creating the need for parents to homeschool their children. Both Alberta Craft Council locations were closed during this time. Staff with school aged children initially went down to 10 hours per week to stay connected to work and remain eligible for the Canadian Emergency Relief Benefit.

On June 15th 2020 Alberta's state of public health emergency due to the COVID pandemic ended and restrictions lifted allowing our reopening. Edmonton re-opened June 17th 2020, and Calgary re-opened July 9th 2020.

During the 2020-21 fiscal year in person events and exhibition receptions were cancelled due to provincial health restrictions on in person gatherings and safety concerns for our community. Artists talks and virtual walk throughs were held as part of the Monday Meet Up series on zoom and Youtube.

December 8th 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. Schools also closed from November 30th to January 11th 2021 impacting staff with children. The scheduled reopening for exhibitions was set for January 22nd. On the eve of reopening after multiple inquires to Government and

Ministers offices we were notified that the mandate prohibiting exhibitions was extended indefinitely.

ACC Executive Director requested sector meetings for Galleries and Museums repeatedly with the AFA, and Ministries of Culture and Health. Sector Meetings for Museums and Galleries happened Feb 11, 2021. AB Health mentioned the importance of mental health as a factor in deciding which sector 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, (1 & 3 depending on occupancy rates.) This research was also shared with Ministries of Culture and Health to no avail.

Alberta lifted restrictions allowing our exhibitions to reopen June 10th 2021.



COVETED CRAFT posters and artwork installation in Kingsway Mall - Edmonton

PARTNERSHIPS

Business for the Arts/ ArtsVest training continued from the previous fiscal year, new in-kind and paid relationships were made to strengthen the Alberta Craft Council's skills, reach and capacity with two companies; Pause Photography + Design, and Epic Photography. Additional and existing in-kind relationships were formalized with Jeff Yee and Julie Wons for exhibition photography, and design services.



Pause Photography produced a series of 12 Coveted Craft poster designs, highlighting a selection of items from ACC Retail. The posters were installed in an ongoing pop-up promotional display in Kingsway Mall, Edmonton. They will also be used in upcoming promotional campaigns.



Ian Jackson of Epic Photography with **Kari Woo**, Cochrane, AB

ACC YOUTUBE CHANNEL:

https://www.youtube.com/channel/UC_g1wzy6jkBqR5X95XeeNw

Epic Photography was brought on board for an in-kind video project called *Alberta Craft Council – 40 Years of Culture in the Making*. The video features interviews with 8 Alberta Craft Council artists in their studios and was promoted across social media channels, the ACC website, and our YouTube channel. More video interviews are planned for the next fiscal year.

MEMBERSHIP

In the 2019 - 20 fiscal year two new membership categories were introduced, Emeritus for senior craft professionals, and Craft Lover to grow customer supporters. Craft Lovers receive *Alberta Craft* magazine and other perks, growing their craft knowledge and opportunity for engagement. (In 2019-2020, membership numbers grew from 440 to 506.) In 2020 – 2021 during COVID, memberships declined to 456.

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Some shifts were from Professionals renewing in the new Professional Emeritus senior category, and a shift in General membership corresponding to the uptake in the new customer level Craft Lover. The decline in our free student membership category is primarily due to COVID/canceled in person learning at Post-Secondary and less ACC in person connecting with students at career days and ACC events. Staff connected virtually with two student groups at AUArts and one at Red Deer College to encourage student memberships.

Membership numbers as of March 31, 2021 Total: 456

- Professional (individual & family): 128 (March 2020: 144)
- Professional Emeritus (senior): 43 (March 2020: 27)
- General: 130 (March 2020: 199)
- Craft Lover: 91 (March 2020: 19)
- Organization/Business: 20 (March 2020: 22)
- Student (free): 43 (March 2020: 95)

1 ArtsVest in-kind membership

(HWSDA free 6 month memberships as part of endowment which includes magazine and enews extended until end of 2021 due to COVID and Alberta Craft Magazine publication pause.)

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 track 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 and research, and applications for mentorships and apprenticeships are all in the works and ongoing for the next fiscal year.

Thankfully in our previous year the fall 2019 professional development webinar series with CARFAC AB gave us the confidence to take on the new challenges of the COVID times as we quickly pivoted to Digital content for members.



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 as the reality of the first of the lockdowns occurred in the province. Initially they were planned as a way of connecting with artist members to create space to discuss the impacts of COVID on income, creativity, and mental health. As the pandemic persisted, they became an important way for the Craft Council to provide targeted support, professional development, and audience engagement.

Members *Monday Meet Ups* included professional development on Visual Storytelling, Creativity Boost, and one-on-one tutorials were provided for social media, and website optimization for online sales and public engagement.

Early free public lectures included *Craft as Therapy* with art therapist Allison Tunis, and *The Science behind the Homemade Mask* with University of Alberta Human Ecology's Dr. Anne Bissonnette. Related resources by these presenters were shared on the ACC website.

As restrictions continued *Monday Meet Ups* became an important connection to our programming with Artists talks and virtual Exhibition viewings becoming part of the ACC's regular digital content. Tickets were reserved using EventBrite and were free to the public with optional \$5/\$10 donations, ensuring that all online content remained accessible. Speakers were initially paid an honorarium for their presentations, and we increased this to CARFAC recommended fees.

Monday MeetUps: (Also available on the ACC YouTube channel)

- *Craft as Therapy* with art therapist Allison Tunis
- *The Science behind the Homemade Mask* with University of Alberta Human Ecology's Dr. Anne Bissonnette.
- *Holding Rocks*, Charles Lewton-Brain's artists talk.
- *The Spaces Inbetween*. Leah Kudel artists talk.
- *Alberta Craft Excellence* Exhibition viewing and jury panel discussion.
- *Threading Black* Exhibition Virtual Viewing, Curator and artists talk.
- *In conversation: Rural Roots* artists discussion
- **The Bright Nights lecture series** *Making a Career in Craft exhibition* Kari Woo & Paul van den Bijgaart artists talks.



Craft Studio Stories featured ACC professional members/creative partnerships, as a casual and insightful look into their studio practices, Nine Craft Studio Stories were created and shared on social media platforms Instagram and Youtube. National and International Digital exchanges were also created with this series in partnership with Craft Council BC and Craft Victoria in Australia. On Instagram and some with extended videos on *ACC's Youtube: Anna Burger – Martindale, Bryan Cera, Voyager Tile, Craft Studio Stories Exchange International (Craft Victoria) Vipoo Srivilasa, Milt Fischbein, Natalie Gerber*, Keith Walker*, Brenda Malkinson*, Michelle Atkinson*, Canadian Exchange with Craft Council BC*, Fern Facette*

Instagram Live Interviews: Interviews with Calgary Spotlight artists Paul van den Bijgaart, Cheryl Renwick, Julie Wons, Julya Hajnoscky. Mugtober online retail campaign with Kaleb Romano.

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ACC WEBSITE

The extensive ACC website featured 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, as well as host secure transactions directly in our website. Between April 2020 and March 2021, the website received 14k individual visitors and 39k page views. Monthly average page views are 3,250 (up 4.3% from last report). The overwhelming majority of the visits to the website came from Google searches (47%) and direct traffic (43%). Our website was mostly accessed via Desktop (58%) followed by mobile (38%). Of our website visitors 86.3% 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.

E-NEWSLETTERS

We acquire newsletter registrants through membership, as well as website and social media advertising. Our click rate (how many successfully delivered campaigns registered at least one click) is the indicator that has improved most dramatically since the last report.

The bi-weekly members E-News newsletter features information pertinent to the career development of our members, including funding calls, exhibition announcements, professional development opportunities, and member features. Open rate average: 56.57% (down 5.5%) Click rate average: 19% (up 12.4%) Total Subscription: 668 as of March 26, 2021.

The monthly free customer What's In newsletters 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 and Calgary. Open rate average: 47.9% (down 6.6%) Click rate average: 17.11% (up 50%) Total Subscription: 2,602 total (1243 for Edmonton, and 1359 for Calgary) as of March 2021 (up 9.2%).

The Craft Lovers paid customer level membership, monthly newsletters 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. Open rate average: 63.6% Click rate average: 25.8% Total Subscription: 57 February 2021.

SOCIAL MEDIA STATS

Facebook: Page likes/Fans: 2,800 (up 9.8%). Of the total, 2,500 are in Canada. Page engagement: 526 engagements

Instagram: Followers: 5,587 (up 34%). Post reach (unique accounts who have seen our content): 67,365 Post engagement (number of likes and comments): 4,440 Post engagement rate: 6.49%

Twitter Followers: 1,472 (up 3.66%)

YouTube Views: 1,700, Impressions: 12,200, Channel Subscribers: 27

EXHIBITIONS

For the full line up of exhibitions head to page 15-16.

Due to the spring 2020 lockdown and closures of our galleries and shops, and the decreased exhibition staff capacity due to homeschooling the planned Feature Exhibition for the 40th anniversary Alberta Craft Excellence was postponed until the late fall 2020. The planned Discovery Gallery Exhibition Manitohkewin // Sacred Power Made Visible was moved to the Feature Gallery space for the summer season. During the 2020-21 fiscal year in person exhibition receptions were cancelled due to provincial health restrictions and safety concerns for our community. Artists talks and virtual walk throughs were held as part of the Monday Meet Up series on zoom and Youtube.

December 8th to January 21st 2021, a provincial mandate prohibited the opening of exhibitions, galleries, and museums which affected our exhibition spaces and planned programming. (Retail was permitted to open at reduced capacity during this time.) This impact was significant to our exhibition programming when the mandate was unexpectedly extended on January 22nd. Current exhibitions that were installed for the planned January relaunch were unable to open to the public and postponed. The affected exhibitions were photographed and shared on the ACC website. *Alberta Craft Excellence* and *Cloth in Context* were cut short in December. *Crafted NWT*, *Threading Black*, and *Manitohkewin // Sacred Power Made Visible* (Calgary) were affected by the extended mandated closure in January. Upcoming exhibitions were rescheduled. The exhibition program reopened to the public June 10th 2021.



Wolf Stalking sculpture by **John Sabourin** (Yellow Knife, NWT) Alberta Craft Feature exhibition **CRAFTED NWT**

Over the past two years the Alberta Craft Council has worked in collaboration with Johanna Tiemessen, Manager of Arts and Fine Crafts from NWT Arts to bring a collection of craft from NWT artists to Alberta audiences with the feature exhibition *Crafted NWT*.

The exhibition featured 20 artists from the NWT, shipping and promotional materials on the artists was covered by NWT Arts. This was also set to celebrate the launch of a new NWT Craft Council. The Exhibition was installed for January 2021 and was unable to open to the public during this fiscal year due to the Alberta Government Covid restrictions on Galleries and Museums. The Exhibition was featured in the online shop and on the website, and was able to open to the public when restrictions lifted June 10th to July 31st 2021.

Outreach exhibitions at the Edmonton International Airport were postponed due to COVID and restricted staff access to change the displays.

EXHIBITIONS

EDMONTON GALLERY

A.C.E.: ALBERTA CRAFT EXCELLENCE

October 17 - December 24, 2020

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. The invited jury - Natali Rodrigues, Sharon Rose Kootenay and Jennifer Salahub were tasked with selecting from many high-quality submissions, those most representative of excellence in 2020.

Participating Artists: Jim Etkorn, Pamma FitzGerald, Brian McArthur, Mackenzie Kelly-Frère, Susan Kristoferson, Liv Pedersen, Bonita Datta, Bonny Houston, Marty Kaufman, Brenda Malkinson, Jackie Anderson, Karen Cantine, Sarabeth Carnat, Albertine Crow Shoe, Charles Lewton-Brain, Shona Rae, John Smith-Jones, Simon Wroot, Kenton Jeske, Talar & Jean-Claude Préfontaine, Erin Schwab.

CRAFTED NWT

June 10 - July 31, 2021

Over the past two years the Alberta Craft Council has worked in collaboration with Johanna Tiemessen, Manager of Arts and Fine Crafts from NWT Arts to bring a collection of craft from NWT artists to Alberta audiences with the feature exhibition *Crafted NWT*. This exhibit includes a variety of work from 20 craftspeople across the Northwest Territories. It celebrates the diversity, vibrancy and resiliency of its creators.

Participating artists: Elizabeth Arey, Jennifer Buckley, Christina Carrigan, Delia Cepoi, Sarah Cleary, Chris DeWolf, April Glaicar, Cathie Harper, Marie Kotchea, Michel Labine, Tania Larsson, Eric Lugt, Pat Moore, Annette Poitras, Wendy Stephenson, John Sabourin, Lucy Simon, Cheryl Thomas, Dalhai Vela, Dorathy Wright

MANITOHKEWIN // SACRED POWER MADE VISIBLE

July 4 - August 22, 2020

Conceived as a visual narrative and social commentary, Sharon Rose Kootenay's *Manitohkewin* series explored the artist's relationship between cultural practices, spiritual beliefs and global concerns. *Manitohkewin* examined contemporary issues through traditionally crafted objects, the result of which is a collection of rare works, rich with wit and information about Canadian and North American current events.

RURAL ROOTS

September 19 - October 31, 2020

The framework of *Rural Roots* was an expression of both the creative connectivity and individual autonomy of a group of five women makers. The artists in this exhibition engage in traditional craft practices, share a powerful connection to clay, and acknowledge and celebrate the collegiality and mentorship between them.

Participating Artists: Brenda Danbrook, Katrina Chaytor, Connie Pike, Katriona Drijber, Jessica Danbrook

CLOTH IN CONTEXT

November 7 - December 24, 2020

Curated by Natalie Gerber

An exploration of contemporary surface and textile design, furthering the dialogue around process and making while finding a place for fibre art in the conversation. In addition, this group exhibition highlights the importance of fibre processes and the exchange and mentorship between artists.

Participating Artists: Charis Birchall, Jolie Bird, Natalie Gerber, Bill Morton, Irene Rasetti

CALGARY GALLERY

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.



Parfleche on Tripod by **Albertine Crow Shoe**
from Alberta Craft Feature Exhibition
A.C.E.: ALBERTA CRAFT EXCELLENCE

THE SPACES BETWEEN

July 9 - September 12, 2020

An intersection between handblown glass, photography, video, and interactive art, this exhibition blurred the lines between fine craft and contemporary art. Kudel, who has returned to Edmonton to build a hot glass studio, was a contestant on the Netflix series *Blown Away: Season 1*, a high-stakes glassblowing competition.

HOLDING ROCKS (CAGE SERIES)

August 10 - September 21, 2021

An exhibition of the Cage Series by master goldsmith Charles Lewton-Brain that explored human attempts to control and possess nature. Lewton Brain's exquisite, caged rocks embody a gorgeous tension between organic and geometric form, contrasting glamorous, shiny grids with rich, matte, natural surfaces.

MAKING: A CAREER IN CRAFT

September 19 - November 7, 2020

Marking the Alberta Craft Council's 40th anniversary, *Making: A Career In Craft* shared the stories of 21 fine craft artists. With careers as varied as the objects created, each artist had their own unique career story to tell.

Participating artists: Carissa Baktay, Nicole Baxter, Tony Bloom, Albertine Crow Shoe, Shawn Cunningham, J. Fern Facette, James Lavoie, Erik Lee, Brenda Malkinson, Benjamin Oswald, Christine Pedersen, Darren Petersen, Shona Rae, Dana Roman, Amy & Tanner Skrocki, Annette ten Cate, Barbara Tipton, Allison Tunis, Keith Walker, and Kari Woo

MANITOHKEWIN // SACRED POWER MADE VISIBLE

Installed January 23, exhibition paused due to AHS mandated closures of galleries and museums. (Open to the public June 10-26, 2021)



FUNDRAISERS

Plans for a new 40th anniversary Gala and our annual winter Twas' the Night and Let it Snow fundraisers were cancelled due to uncertainties around restrictions and the ability to safely host in-person events in the fall/winter of 2020.

The Alberta Craft Council pivoted our fundraising efforts in developing a new online auction fundraiser for the fall of 2020 called *Craft Collaborations*. This was developed to support our community of artists by creating opportunities for artists to expand their networks, skills, and creativity during a challenging time with COVID. Artist applied as existing duo's or adventurous individuals to be matched. Artists were paid 50% of the retail price of their project.

Craft Collaborations online fundraiser and exhibition in the Edmonton Feature Gallery ran September 10-October 14. Artwork from 47 Alberta Craft Council artists was featured. The fundraiser brought in \$12,210, with \$8,367 generated in artists income. Many artists donated their proceeds back to the Alberta Craft Council, with approximately \$5000 in artist donations. Six Private Shopping nights were also included in the auction, which gave small groups a curated shopping evening at the ACC, average sales were \$2200 per 2 hour event and brought in many new customers to the ACC. Three of the events were postponed to the next fiscal year due to increased COVID case counts in the province.

We are excited to announce that Craft Collaborations returns in 2021.

ALBERTA CRAFT MAGAZINE

Alberta Craft magazine was paused during the past fiscal year. Throughout the year plans for an anniversary issue were postponed due to staff capacity and staff changes. The Alberta Craft Council is the last Craft Council to publish a provincial magazine, and our commitment to producing this important part of our contemporary Craft Culture and historic document remains unwavered despite the prolonged delays during COVID due to staff capacity during this challenging year. We are happy to report that the 40 page anniversary issue of *Alberta Craft Magazine* is set to print and arrive to members in September 2021.

We are committed to maintaining an expanded 40 page issue, and will publish two times per year, with more images, more paid writing opportunities, and expanded content. We have a new editorial committee that will work to create and foster paid opportunities for writers, highlight new perspectives, promote, support and develop content and programming with galleries, museums etc. that are increasingly featuring craft related exhibitions. We will also be working to secure additional funding to assist with the magazine production.

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 1000+ copies are picked up free of charge to gallery visitors. The magazine is also available free digitally online through issuu.com an electronic publishing portal, and past issues are linked on the ACC's website.

Craft Field Trips and Tours programming started as an important way for the ACC to build deeper relationships with supporters and other cultural organizations, and launch experiential craft tourism programming to bring greater awareness, support and appreciation of fine craft in this province. Unfortunately due to COVID restrictions and closures all plans for Craft Field trips and Tours were paused for this fiscal year. We have sought funding to develop and expand our Craft and Experiential Tourism programming and professional development.

SOCIAL ENTERPRISE RETAIL

We have 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.

COVID had a major impact on our retail galleries since closures on March 17, 2020 requiring non-essential businesses to close immediately. On June 15th 2020 Alberta's state of public health emergency due to the Covid -19 pandemic ended and restrictions lifted allowing our reopening. Edmonton re-opened June 17th 2020, and Calgary re-opened July 9th 2020.

Staff made every accommodation possible while our doors were closed to the public to provide personal shopping assistance to customers looking for specific items through email, text, phone, and even over Instagram. By May there was an increase in customer inquiries to make purchases again.

During the initial Covid shutdown in March retail staff were reappointed to work on developing an online shop. The ACC launched the online

shop on May 6, 2020 with approximately 200 items available between Calgary and Edmonton. Calgary offered curbside pickup and Edmonton offered both curbside pickup and shipping. Edmonton now also offers delivery through a local company Go Greenline. By the end of this fiscal year the online shop has over 1000 items listed and generated \$27,881 in sales.

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 and are working on grants to expand this space for our members use.

The Edmonton Retail Gallery showed a deficiency of \$49,776 this past year, compared with \$9,923 in 2019-2020. The Calgary Retail Gallery showed similar deficits over the past two years, \$36,232 for 2020-2021, compared with \$33,133 for 2019-2020. Consignment sales, for Edmonton and Calgary locations combined, were \$159,115 lower than sales in 2019-2020 at \$284,054. Online shop sales (from June 2020 to March 2021 were \$21,946 in Edmonton and \$5,935 in Calgary).

| | Total Consignment Sales | In Store Sales | On Line Sales |
|----------|-------------------------|------------------|-----------------|
| Edmonton | \$205,795 | \$183,849 | \$21,946 |
| Calgary | \$78,259 | \$72,324 | \$5,935 |
| | \$284,054 | \$256,173 | \$27,881 |

REPORTS

Retail galleries featured the work of approximately 150 members in Edmonton and 75 in Calgary, 17 artists were added to the retail gallery this past year.

The advisory committee has moved to 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 worked to update and overhaul the retail application to a two-phase process which included a digital questionnaire and photo submission followed by a sample of physical work to review. Phase-two was temporarily paused due to the Covid shutdowns. 17 new artists were selected. (12 in Calgary and 15 in Edmonton). One of the new artists Doug Andrews joins the shop as the eldest in the group at the age of 94. Doug has been making pottery for over 50 years and doesn't have any plans to slow down.

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 was elected to the role of President at the CCF AGM in the summer of 2020. Canmore jewelry and metal artist Kari Woo is the ACC representative on the CCF board. The CCF received a grant from the Canada Council Digital Fund, as a multi year project, contributing to the national conference *10 Digit Technology: Understanding Virtual and Material Realities* and research firm Forum was commissioned to undertake national research and surveys with craft artists and consumers through the 2020-21 fiscal year. The June 2021 conference report and survey findings is available on the CCF website.

The CCF 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. A collaborative Virtual Market with Fabrique 1840 will launch online on October 1, 2021. Active Alberta Craft Council Members were able to apply at no cost, and if selected, there are no additional registration fees for the event.

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

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

STAFF

COVID has challenged the sector in a number of ways and one of the impacts is a lot of shifting of cultural workers as a high number of positions open up in the public art sector and larger institutions. The Canada Council mentioned this in a newsletter before Christmas and it was a timely reassurance. Unfortunately the Craft Council is not immune to these challenges. Two of our staff moved on to new and exciting roles, Victoria Sanchez our Digital Content and Marketing coordinator accepted a role with Strathcona County as the Recreation Programmer for Visual Arts. Jessica Telford has also accepted a Communications and Programming role with the Friends of the Alberta Museum at the Royal Alberta Museum. Joanne Hamel also left during the summer of 2020 as COVID impacted balancing work and school aged children. It is definitely a challenge to see these important team members move on, they are still part of the Craft Council family and will be advocating for our organization and creating opportunities and awareness for our artists wherever they go.

In 2020 we welcomed Jill Allan, who is now in the role of Exhibitions and Member Services Coordinator, Jill is a renowned glass artist and was teaching as an instructor in glass at AUARTS over the past four years when sessional staff were laid off in early Covid. We also welcome Ana Ruiz Aguirre in March 2021 in the role of Digital Content & Marketing Coordinator, Ana



wear my hair by **eva birhanu**
from Alberta Craft Discovery Exhibition
THREADING BLACK

was working in at the Art Gallery of Alberta doing marketing and communications including their large fundraising events when she was laid off in early COVID. Jill and Ana are wonderful additions to the team.

We also had volunteer Jen Harris join our staff as a summer /fall STEP student in 2020 and Jen has stayed on as an invaluable gallery shop assistant.

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.

REPORTS

The ACC received important recognition for our governance and the work of our incredible long serving board chair Tara Owen, who was awarded the inaugural 2019 Rozsa Award for Excellence in Board Leadership. This included a \$10 000 award to the Alberta Craft Council for staff and board development, consultations from experts in the field, and leadership benefits for Tara. The new money and expertise from the Rozsa Award will go towards updating our Strategic Plan and to develop board and staff committees. (This work was planned for the summer of 2020 but postponed due to COVID-19. This work has begun again in 2021 with Strategic Framework sessions with staff and Board with Alexandra Hatcher.

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.

AGM 2022

We continue to work with Portage College Native Arts Program and instructors through exhibitions and other special projects. Our 2020 AGM was going to be held at Portage College for staff and members to connect with Portage staff and artists in the Lac la Biche region. Covid canceled these plans again this year for the 2021 AGM as it was considered to risky to plan for this summer. Third time is the charm.. and the plans have expanded to host the ACC AGM at Portage in June 2022 as they host the Lieutenant Governor of Alberta Art Awards for emerging artist recognition and the Distinguished artist. There are plans for members to tour Portage's Museum of Aboriginal Peoples' Art & Artifacts, and the opportunity for our members to join local artists for a market during the awards. Following this the ACC board and staff have a two day Indigenous Craft learning with Portage instructors which was planned and funded through an Edmonton Arts Council - Connections and Exchanges grant received in 2019.

ACC CURRENT DIRECTORS (March 31, 2021)

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

ACC STAFF

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

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

REPORTS

FINANCIAL REPORT

The operating budget for 2020-2021 was set at \$843,211. The year ended with an excess of revenues over expenditures of \$187,955 before amortization and an excess of \$168,326 after amortization. In 2019-2020 there was a deficit of \$28,133 before amortization and \$53,149 after amortization.

The Provincial Services (Schedule 1) shows an excess of revenues over expenditures of \$352,426. Exhibitions and Events Expenditures for Edmonton and Calgary locations are now tracked separately from Provincial Services (see Schedules 4 and 5).

Reduced provincial service expenditures (including re-negotiated rent resulted in approximately \$25,000 in savings) resulted in approximately \$100,000 savings compared with the 2019-2020 fiscal year.

Revenue from COVID subsidies, provincial and federal, amounted to \$194,115. These funds were used to cover the deficits in both Edmonton and Calgary Retail Galleries (\$86,000 total). These funds are being "reserved" to cover future deficits from decreased sales in the uncertain future and unforeseen expenses, given the ongoing COVID crisis and ensuing regressed economy. They are not an ongoing source of funding.

The Edmonton Retail Gallery (Schedule 2) showed a deficiency of \$49,776 this past year, compared with \$9,923 in 2019-2020. The Calgary Retail Gallery (Schedule 3) showed similar deficits over the past two years, \$36,232 for 2020-2021, compared with \$33,133 for 2019-2020. Consignment sales, for Edmonton and Calgary locations combined, were \$159,115 lower than sales in 2019-2020 at \$284,054. Online shop sales (from June 2020 to March 2021 were \$21,946 in Edmonton and \$5,935 in Calgary).

RETAIL GALLERY & EXHIBITION SALES

| | Total Consignment Sales | In Store Sales | On Line Sales |
|----------|-------------------------|----------------|---------------|
| Edmonton | \$205,795 | \$183,849 | \$21,946 |
| Calgary | \$78,259 | \$72,324 | \$5,935 |
| | \$284,054 | \$256,173 | \$27,881 |

Edmonton Exhibitions and Events Expenditures (Schedule 4) were \$56,446 and Calgary Exhibitions and Events Expenditures (Schedule 5) were \$31,351.

The internally restricted reserve was returned to \$80,000, to cover core operating costs. This reserve fund is a requirement of the Alberta Foundation for the Arts.

Respectfully submitted

Meghan Wagg
Treasurer

Alberta Craft Council
Financial Statements
March 31, 2021

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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, 2021, 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, 2021, 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 fundraisers, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, our verification of these revenues was limited to the amounts recorded in the records of the organization and we were not able to determine whether any adjustments might be necessary to donations and fundraising revenue, excess of revenues over expenditures, current assets, and net assets.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

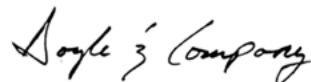
As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit.

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 17, 2021



Chartered Professional Accountants

Alberta Craft Council
Statement of Financial Position
As at March 31, 2021

| | 2021 | 2020 |
|--|----------------|----------------|
| | \$ | \$ |
| ASSETS | | |
| Current | | |
| Cash | 388,404 | 208,183 |
| Restricted cash (Note 3) | 14,642 | 39,853 |
| Investments (Note 4) | 15,129 | 14,892 |
| Accounts receivable | 2,161 | 5,916 |
| GST receivable | 21 | - |
| Inventory | 22,096 | 21,375 |
| Prepaid expenses | 27,975 | 28,798 |
| | 470,428 | 319,017 |
| Tangible Capital Assets (Note 5) | 39,903 | 58,275 |
| | 510,331 | 377,292 |
| LIABILITIES | | |
| Current | | |
| Accounts payable and accrued liabilities (Note 6) | 85,694 | 64,776 |
| GST payable | - | 1,228 |
| Deferred revenue (Note 7) | 160,969 | 215,946 |
| | 246,663 | 281,950 |
| NET ASSETS | | |
| Remainder of cumulative surpluses (deficits) from previous years (See Schedule 7) | 143,765 | (12,933) |
| Internally restricted (Note 1a) Core administrative and operating cost fund | 80,000 | 50,000 |
| Invested in tangible capital assets | 39,903 | 58,275 |
| | 263,668 | 95,342 |
| | 510,331 | 377,292 |

Commitment - Note 8
 Significant Events - Note 11

Approved by the Board of Directors:



Chair



Treasurer

Alberta Craft Council
Statement of Change in Net Assets
For the year ended March 31, 2021

| | 2021 | 2020 |
|---|-----------------|-----------------|
| | \$ | \$ |
| <u>Remainder of Cumulative Surpluses (Deficits) from Previous Years</u> | | |
| Balance, beginning of year | (12,933) | (12,182) |
| Excess (Deficiency) of revenue over expenditures | 168,326 | (53,149) |
| Net transfer from (to) invested in tangible capital assets | 18,372 | 22,398 |
| Transfer (from) unrestricted | - | 30,000 |
| Transfer (to) restricted | (30,000) | - |
| Balance, end of year | 143,765 | (12,933) |
| <u>Internally Restricted - Core Administrative and Operating Cost Fund</u> | | |
| Balance, beginning of year | 50,000 | 80,000 |
| Transfer (to) unrestricted | - | (30,000) |
| Transfer from unrestricted | 30,000 | - |
| Balance, end of year | 80,000 | 50,000 |
| <u>Invested in Tangible Capital Assets</u> | | |
| Balance, beginning of year | 58,275 | 80,673 |
| Tangible capital asset additions | 1,256 | 2,617 |
| Amortization | (19,628) | (25,015) |
| Balance, end of year | 39,903 | 58,275 |

Alberta Craft Council
Consolidated Statement of Operations
(See Schedules 1-5 for Department Breakdown)
For the year ended March 31, 2021

| | 2021 | 2020 |
|---|----------------|-----------------|
| | \$ | \$ |
| Revenue | | |
| Grants - Public Sector (Note 9) | 345,787 | 328,443 |
| Grants - Private Sector (Note 9) | 62,500 | - |
| Consignment sales | | |
| In store | 256,173 | 443,169 |
| On line | 27,881 | - |
| Casino revenue | - | 74,292 |
| ACC Memberships | 25,065 | 34,651 |
| Federal COVID subsidies | 161,546 | - |
| Provincial COVID subsidies | 27,569 | - |
| Canada Council for the Arts COVID subsidy | 5,000 | - |
| Fundraisers | 10,294 | 22,019 |
| Donations | 10,373 | 3,147 |
| In kind | 9,742 | 6,576 |
| Magazine advertising | - | 2,010 |
| Interest | 688 | 680 |
| Special projects | - | 718 |
| Other revenue | 2,009 | 1,182 |
| Revenue deferred from previous period | 39,853 | - |
| Revenue deferred to subsequent period | (14,642) | (39,853) |
| | 969,838 | 877,034 |
| Expenditures | | |
| Admin costs | 11,387 | 1,430 |
| Advertising and promotion | 6,777 | 13,999 |
| Artists' fees | 6,063 | 4,543 |
| Bank charges and interest | 1,101 | 1,473 |
| Consignment fees | 183,346 | 279,002 |
| Credit card charges, packaging | 32,010 | 27,918 |
| Education and Audience Development | 8,000 | 8,000 |
| Equipment leases, furniture, software | 9,913 | 9,362 |
| Fundraising expenses | 5,297 | 3,365 |
| General facility expenses | 10,693 | 10,409 |
| In kind expenses | 9,742 | 6,576 |
| Magazine | 1,194 | 11,385 |
| Meetings, staff development, retreats | 2,432 | 8,688 |
| Membership fees and dues | 1,656 | 2,341 |
| Operating costs, insurance | 11,358 | 12,685 |
| Other expenses | - | 70 |
| Professional fees | 7,800 | 7,500 |
| Rent | 64,689 | 94,643 |
| Special projects | - | 2,847 |
| Travel | 1,659 | 5,654 |
| Utilities | 8,499 | 8,291 |
| Wages and employee benefits | 398,268 | 384,986 |
| | 781,884 | 905,167 |
| Excess (Deficiency) of Revenue over Expenditures before Amortization | 187,955 | (28,133) |
| Amortization | (19,629) | (25,016) |
| Excess (Deficiency) of Revenue over Expenditures | 168,326 | (53,149) |

Alberta Craft Council

Statement of Cash Flows

For the year ended March 31, 2021

| | 2021 | 2020 |
|---|----------------|-----------|
| | \$ | \$ |
| Operating Activities | | |
| Cash received from funding agencies and other sources | 918,594 | 1,071,478 |
| Cash paid to suppliers and employees | (762,091) | (911,141) |
| | 156,503 | 160,337 |
| Investing Activities | | |
| Decrease (Increase) in investments | (237) | (191) |
| Capital asset purchases | (1,256) | (2,617) |
| | (1,493) | (2,808) |
| Increase in Cash During the Year | 155,010 | 157,529 |
| CASH - Beginning of year | 248,036 | 90,507 |
| CASH - End of year | 403,046 | 248,036 |
| Cash is comprised of; | | |
| Cash | 388,404 | 208,183 |
| Restricted cash (Note 3) | 14,642 | 39,853 |
| | 403,046 | 248,036 |

Alberta Craft Council

Notes to the Financial Statements

March 31, 2021

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 (2020 - \$50,000) as a reserve to cover approximately three months of operating expenses as required by the Alberta Foundation for the Arts.

(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.

| | | |
|-------------------------|------|-------------------|
| Computer Hardware | 45% | declining balance |
| Furniture and Equipment | 20% | declining balance |
| Software | 100% | declining balance |
| Leasehold Improvements | | Straight Line |

On January 1, 2019 the Organization adopted the new accounting standards Handbook Section 4433 - Tangible capital assets held by not-for-profit organization's. This standard is applied on a prospective basis. The adoption of these new standards did not have an impact on the Organization's financial statements. As a result of the implementation of this new standard, the Organization has updated their policy as it relates to the impairment of tangible capital as follows:

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.

Alberta Craft Council
Notes to the Financial Statements
March 31, 2021

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 GST receivable.

Financial liabilities measured at amortized cost include accounts payable and accrued liabilities, and GST 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, 2021

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. 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. Restricted Cash

| | 2021 | 2020 |
|---------------------|---------------|-------------|
| | \$ | \$ |
| Casino bank account | 14,642 | 39,853 |

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.

4. Investments

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

5. Tangible Capital Assets

| | 2021 | | 2020 | |
|-------------------------|----------------|-------------------------------------|---------------------------|---------------------------|
| | Cost | Accumulated Amortization | Net Book Value | Net Book Value |
| | \$ | \$ | \$ | \$ |
| 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 |
| | 154,418 | 114,515 | 39,903 | 58,275 |

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

Alberta Craft Council
Notes to the Financial Statements
March 31, 2021

| 6. Accounts Payable and Accrued Liabilities | 2021 | 2020 |
|--|---------------|---------------|
| | \$ | \$ |
| Trade | 2,930 | 7,805 |
| Canada Revenue Agency (CRA) - source deductions | 10,055 | 8,399 |
| Consignment fees | 18,318 | 5,950 |
| Vacation | 20,208 | 16,370 |
| Accrued Liabilities | | |
| Retail - Credit notes, gift certificates, and e gift cards | 34,183 | 25,180 |
| Retail - Layaway deposits | - | 1,072 |
| | 85,694 | 64,776 |

7. Deferred Revenue

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

| | 2021 | 2020 |
|--------------------------------------|----------------|----------------|
| | \$ | \$ |
| Casino bank account (see note below) | 14,642 | 39,853 |
| Grant funding | 146,327 | 176,093 |
| | 160,969 | 215,946 |

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

Alberta Craft Council
Notes to the Financial Statements
March 31, 2021

8. Lease Commitment

Management entered into a operating lease for the premise in Edmonton for a term of five (5) years from June 1, 2020 to May 31, 2025. 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

| | \$ |
|-------------|---------|
| 2021 - 2022 | 44,000 |
| 2022 - 2023 | 47,333 |
| 2023 - 2024 | 54,667 |
| 2024 - 2025 | 56,000 |
| 2025 | 9,333 |
| | 211,333 |

The initial five (5) year lease in Calgary is 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:

| | \$ |
|-------------|--------|
| 2021 - 2022 | 33,744 |
| 2022 | 25,308 |
| | 59,052 |

9. Grants

| | Total 2021 \$ | Total 2020 \$ |
|--|---------------------|---------------------|
| Alberta Foundation for Arts | 199,917 | 199,917 |
| Edmonton Arts Council | 86,933 | 87,783 |
| Calgary Arts Development Association | 47,333 | 29,157 |
| Government of AB Culture Days | - | 3,000 |
| Canada Summer Jobs | 9,185 | 8,586 |
| Arts Vests | 2,419 | - |
| Total Public Sector Grants (Schedule 1) | 345,787 | 328,443 |
| Total Private Sector Grant (Schedule 1) | 62,500 | - |
| Total Grants | 408,287 | 328,443 |

Alberta Craft Council
Notes to the Financial Statements
March 31, 2021

10. Financial Instruments and Concentration of Risk

Credit Risk

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

Interest Rate Risk

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

Market Risk

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

Liquidity Risk

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

11. 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 Revenue and Expenditures

For the Year Ended March 31, 2021

| | 2021 | 2020 |
|---|----------------|-----------------|
| | \$ | \$ |
| Revenue | | |
| Grants - Public Sector (Note 9) | 345,787 | 328,443 |
| Grants - Private Sector (Note 9) | 62,500 | - |
| Casino revenue | 25,212 | 34,439 |
| ACC Memberships | 25,065 | 34,651 |
| Federal COVID subsidy | 161,546 | - |
| Provincial COVID subsidy | 27,569 | - |
| Canada Council for the Arts COVID subsidy | 5,000 | - |
| Fundraising | 10,294 | - |
| Donations | 10,373 | 14,355 |
| In kind | 9,742 | - |
| Magazine advertising | - | 2,010 |
| Interest | 688 | 680 |
| Other revenue | 104 | 934 |
| | 683,880 | 415,512 |
| Expenditures | | |
| AB Craft Magazine printing, Studio magazine | 1,194 | 11,385 |
| Admin costs (recovery) | 8,400 | (547) |
| Advertising and promotion | 985 | 8,512 |
| Artists' fee | 1,400 | 4,543 |
| Bank charges and interest | 1,040 | 1,473 |
| Education and audience development | 8,000 | 8,000 |
| Equipment leases, furniture, software | 9,155 | 7,449 |
| External membership fees | 1,656 | 2,341 |
| Fundraising expenses and artists' payments | 5,297 | - |
| General facility costs | 3,408 | 2,363 |
| In kind expenses | 9,742 | - |
| Magazine postage, misc. program costs | 1,331 | 8,845 |
| Meetings, staff development, retreats | 2,432 | 8,578 |
| Operating costs, insurance | 8,336 | 11,233 |
| Other expenses | - | 70 |
| Professional fees | 7,800 | 7,500 |
| Rent (33% of Edmonton rent) | 12,191 | 57,093 |
| Special projects - Culture Days | - | 2,847 |
| Travel | 1,659 | 5,228 |
| Utilities | 2,556 | 6,248 |
| Wages and employee benefits | 247,570 | 281,254 |
| | 334,152 | 434,415 |
| Excess (Deficiency) of Revenue over Expenditures before Amortization | 349,728 | (18,903) |
| Amortization | (7,596) | (11,036) |
| Excess (Deficiency) of Revenue over Expenditures | 342,132 | (29,939) |

Alberta Craft Council
Schedule 2 - Edmonton Retail Gallery Revenue and Expenditures
For the Year Ended March 31, 2021

| | 2021 | 2020 |
|---|-----------------|----------------|
| | \$ | \$ |
| Revenue | | |
| Consignment sales | | |
| In store | 183,849 | 309,053 |
| On line | 21,946 | - |
| Fundraising | - | 5,764 |
| In kind | - | 3,556 |
| Other | 1,698 | 638 |
| | 207,493 | 319,011 |
| Expenditures | | |
| Admin costs | 2,109 | 1,694 |
| Advertising and promotion | 2,880 | 3,943 |
| Consignment fees | 131,774 | 193,814 |
| Credit card charges, packaging | 17,362 | 13,581 |
| Equipment leases, furniture, software | 200 | 1,264 |
| Fundraising expenses | - | 2,119 |
| General facility costs | 3,924 | 5,682 |
| In kind expenses | - | 3,556 |
| Meetings, staff development, retreats | - | 45 |
| Operating costs, insurance | 2,096 | 612 |
| Other expenses | 61 | - |
| Rent (33% of Edmonton rent) | 12,191 | 19,015 |
| Utilities | 3,050 | 2,043 |
| Wages and employee benefits | 81,116 | 59,267 |
| | 256,763 | 306,635 |
| Excess (Deficiency) of Revenue over Expenditures before Amortization | (49,270) | 12,376 |
| Amortization | (506) | (2,453) |
| Excess (Deficiency) of Revenue over Expenditures | (49,776) | 9,923 |

Alberta Craft Council
Schedule 3 - Calgary Retail Gallery Revenue and Expenditures
For the Year Ended March 31, 2021

| | 2021 | 2020 |
|---|-----------------|-----------------|
| | \$ | \$ |
| Revenue | | |
| Consignment sales | | |
| In store | 72,324 | 134,117 |
| On line | 5,935 | - |
| Fundraising | - | 5,046 |
| In kind | - | 3,020 |
| Other | 207 | 328 |
| | 78,466 | 142,511 |
| Expenditures | | |
| Admin costs | 229 | 282 |
| Advertising and promotion | 243 | 1,543 |
| Consignment fees | 51,571 | 85,188 |
| Credit card charges, packaging | 5,477 | 5,492 |
| Equipment leases, furniture, software | 298 | 649 |
| Fundraising expenses | - | 1,246 |
| General facility costs | 2,096 | 2,364 |
| In kind expenses | - | 3,020 |
| Meetings, staff development, retreats | - | 491 |
| Operating costs, insurance | 927 | 840 |
| Rent and utilities (50% of rent and utilities) | 14,058 | 18,535 |
| Wages and employee benefits | 28,272 | 44,467 |
| | 103,171 | 164,117 |
| Excess (Deficiency) of Revenue over Expenditures before Amortization | (24,705) | (21,606) |
| Amortization | (11,527) | (11,527) |
| Excess (Deficiency) of Revenue over Expenditures | (36,232) | (33,133) |

Alberta Craft Council
Schedule 4 - Edmonton Exhibitions and Events Expenditures
For the Year Ended March 31, 2021

| | 2021 | 2020 |
|--|---------------|----------|
| | \$ | \$ |
| Expenditures | | |
| Admin costs | 422 | - |
| Advertising and promotion | 1,881 | - |
| Artists' fees | 3,815 | - |
| General facility costs | 1,040 | - |
| Insurance | 3,212 | - |
| Rent and utilities (33% of rent and utilities) | 15,085 | - |
| Supplies | 250 | - |
| Transport | 1,116 | - |
| Wages and employee benefits | 29,625 | - |
| | 56,446 | - |

Alberta Craft Council
Schedule 5 - Calgary Exhibitions and Events Expenditures
For the Year Ended March 31, 2021

| | 2021 | 2020 |
|--|---------------|----------|
| | \$ | \$ |
| Expenditures | | |
| Admin costs | 227 | - |
| Advertising and promotion | 787 | - |
| Artists' fees | 848 | - |
| General facility costs | 225 | - |
| Insurance | 2,688 | - |
| Rent and utilities (50% of rent and utilities) | 14,058 | - |
| Supplies | 11 | - |
| Transport | 823 | - |
| Wages and employee benefits | 11,684 | - |
| | 31,351 | - |

Alberta Craft Council
Schedule 6 - Building Operations and Maintenance - Edmonton
For the Year Ended March 31, 2021

| | 2021 | 2020 |
|--------------------------------|---------------|---------------|
| | \$ | \$ |
| Expenditures | | |
| Administrative Personnel (25%) | 6,931 | 10,132 |
| Cleaning services | 1,800 | 120 |
| Insurance | 9,153 | 7,028 |
| Maintenance interior | 648 | 832 |
| Maintenance exterior | 1,147 | 2,332 |
| Rent | 31,775 | 57,573 |
| Security | 1,748 | 1,738 |
| Utilities | 8,499 | 8,291 |
| | 61,701 | 88,046 |

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

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

Alberta Craft Council
Schedule 7 - Remainder of Cumulative Surpluses (Deficits) from Previous Years
For the Year Ended March 31, 2021

| | 2021 | 2020 |
|---|----------------|-----------------|
| | \$ | \$ |
| Cash | 388,404 | 208,183 |
| Restricted cash | 14,642 | 39,853 |
| Investments | 15,129 | 14,892 |
| Less: | | |
| Internally restricted: | | |
| Core operating cost fund | (80,000) | (50,000) |
| Liabilities owed | (246,663) | (281,950) |
| Cash available | 91,512 | (69,022) |
| Add: | | |
| Accounts receivables | 2,182 | 5,916 |
| Inventory | 22,096 | 21,375 |
| Prepaid expenses | 27,975 | 28,798 |
| Remainder of Cumulative Surpluses (Deficits) from previous years | 143,765 | (12,933) |

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

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





Alberta Craft Council

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