



CRAFT NB
MÉTIER D'ART NB

ANNUAL REPORT

Prepared By :

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Work by: Patricia Goodine

craftnb.ca

PRESIDENTS REPORT

PREPARED BY MATT CRIPPS

We have been living with the pandemic since March 2020 and it has presented craft organizations and the crafts community across the

globe with considerable challenges. Despite this, we have continued to support our members in ways that benefit them.

2022 in particular, was a difficult year for CraftNB. Due to many factors including the COVID wage subsidy coming to an end, cancellation of the Summer Fest, unprecedented inflation, and the fact that we have not received an increase in our core funding from the province since 2014 we had a difficult year financially. However, I am optimistic for the future of the organization. The board has begun lobbying the government and stake holders to make change. CraftNB is not the only organization facing struggles in our post-COVID reality, but the craft industry is always the first to get funding cut. Because of this, it is very important that we have a strong board and community to help the organization succeed. I am confident with the support of a strong board CraftNB will succeed and continue to support our membership with the professionalism and excellence we have always been known for.

First, I would like to give a big thank you to all our dedicated staff. Without them we would not have been able to make it through these years. To our Executive Director Fatema Pagdiwala, our Events and Projects Manager Fatema Lisa Dewar, our Communications and Marketing Manager Emily Rioux, and our Online Shop Coordinator Anne Stillwell. Thank you. The staff continue to impress me every day with their dedication. As you are aware, Ali Murphy has left CraftNB.



Work by: Renata Britez

I want to thank her for everything she has done for CraftNB over the years. I believe the organization is in good hands with Fatema and I am excited to see it flourish under her tenure.

Thank you to our board of directors, committee members, and members who have volunteered their time to help us. Without your collective effort it wouldn't have been possible. I would also like to specifically give thanks to our board members who have finished their terms or are stepping down from their position this year. Sheryl Crowley, Tracey O'Brien, and Heather McCaig, thank you for all that you have done for CraftNB, your expertise and dedication will be missed.

Also, I have finished my term as president of CraftNB and will be leaving the board. I joined CraftNB in May of 2020 and served in this role since then. May of 2020 was the height of the pandemic, and my main focus since then has always been to get CraftNB through these hard times. As businesses and organizations were folding all around us, CraftNB remained and supported its members through uncharted waters. I believe that we have come out the other end and now it is time for someone else to take the reins and right the ship. Under a new director and exciting new board with diverse experience I know CraftNB will take off in exciting new directions and I can't wait to see that happen.

Thank you.

MATT CRIPPS

BOARD PRESIDENT, CRAFT NB, 2020-2023

EXECUTIVE DIRECTORS REPORT

PREPARED BY FATEMA PAGDIWALA

Challenges with the unknown future and uncertainties continued in 2022 but we were able to head on with most of our programming with help from the project fundings we had applied to. Craft NB stayed nimble and delivered a myriad of programming, with shifting timelines to allow better planning for programming both virtually and in person to the crafts community and our members. In the reports that follow you will hear about our digital exhibition Atlantic Vernacular which was launched early in 2022, the continuation of the Shop Craft NB platform, the annual Christmas festival at the Marco Polo Cruise Ship terminal and the Beneath the Surface program. Covid setbacks and the economic shift because of rising costs due to inflation has affected the 2022 revenues. Despite these challenges, 2022 proved to be beneficial in providing artist fees through project funding and has been a productive year. The staff at Craft NB have been as busy as ever serving our members and the crafts community at large.

Besides the major pieces of programming described in the following reports, we also worked closely with both Craft Alliance Atlantic and the Canadian Crafts Federation throughout the year on various projects.

We had hoped that the New Brunswick Artisans Booth at Craft East would be possible in 2022, but Covid had other plans and it was sadly canceled. Instead Craft Alliance and Craft NB pivoted to focus on Craft Alliance's online wholesale platform and increase awareness of this service for both buyers and sellers in the wholesale market.

The educational missions to both SOFA Chicago and Collect UK also sadly had to be canceled at the last minute due to restrictions. These projects help export ready high-end artists see and experience large scale venues outside of Canada, which in turn will lead to them showing and selling work on a global stage. It was hoped that we could build on this project in 2021 and then in 2022, taking artists, as well as their work, to Collect UK but this has been postponed for another year.



Work by: Vicki Haddon

Throughout 2022 staff worked a hybrid version of remote/in-person hours. We continued renting part of a larger studio at the Charlotte Street Arts Centre, where we shared our time in the space with Open Your Art. This has been a wonderful temporary solution as we wait out the pandemic and the economic situation to stabilize. Since early in January 2023 we have had to move again and this time we are sharing a space with Connexion ARC. Staff currently work three mornings a week together in this space, and then work two days from home, which was largely the way we worked for most of 2022. Digital tools like Google Workspace and Slack make remote working efficient and productive.

In 2022 staff consisted of Alison Murphy as Executive Director, Fatema Pagidawala as Project Manager, Emily Rioux as Communications and Marketing Manager. Anne Stillwell, continued to work with us through wage subsidies and project funding, with a focus on the Shop Craft NB platform and digital technologies. There have been some recent staff transitions with Alison Murphy moving to Ax Arts and Culture center. Lisa Dewar is now the Project Manager and I have taken the position as the new ED of Craft NB. Anne Stillwell is on maternity leave and will tentatively return in the fall of 2023. It is worth noting that the current staff composition with this team of women is extremely strong and productive, adapting and advancing digital technologies and efficiencies, and collaboratively dreaming up new initiatives for our members.

Janet White Accounting has continued with bookkeeping work throughout 2022, and Andy Lenehan and Associates prepared this year's financial audit.

I am grateful to the board for all their work in 2022, and look forward to working with all of you in 2023. Thank you for all that you do in steering this organization into the future!

FATEMA PAGDIWALA

EXECUTIVE DIRECTOR, CRAFT NB



Work by: Karen Knight

JURYING REPORT

The Jurying Committee held two sessions since the last AGM, with sessions being held at the Charlotte St. Arts Center.

We juried a total of 33 applicants in 2 sessions, 15 of whom were accepted.

New Members:

Sept., 2022 Accepted 8 of 16 applicants

Feb., 2023 Accepted 7 of 17 applicants

Total for 2023 15 of 33 Applicants

Total for 2022 18 of 30 Applicants

The committee would like to take this opportunity to thank all of the applicants, and to congratulate our new members. Welcome to Craft NB!

Also, thank you to the members who participated in the Jurying sessions. Your help in making the sometimes hard decisions is greatly appreciated and your insight is of great value.

Thanks as well to the Craft NB staff who facilitated our task by doing everything possible to ensure the sessions ran smoothly.

PREPARED BY LARRY FAGAN



Work by: Hugh Shiplett

SHOP REPORT

PREPARED BY EMILY RIOUX

2022 was the first full year of having a dedicated Shop Manager for Shop Craft NB. Anne's efforts were used for corresponding with the current sellers, requesting feedback and assisting with their needs, as well as outreach to new sellers and assisting set up of the new shops. Our Marketing and Communications Manager, Emily and Anne worked together to plan social media marketing campaigns to drive traffic through artist highlights and photograph Craft NB apparel which was then used to update listings and for marketing material.

We added a new merch design that covered all types of craft that Craft NB represents. The design featured icons of tools and materials placed around the word 'create'. We introduced crew neck sweatshirts when we launched this design as well. In addition to this new design, we also had our older designs reprinted by Sunnybank Printhouse in Quispamsis. Merch was slow moving in the beginning of the year, but Merch sales were up by over 700% at the Christmas Festival over last

years. Renata Britez took on some of our merch in her new brick and mortar location in Fredericton which helped us move through a large amount of tshirts.

With the exhibition Atlantic Vernacular, we added an exhibitions shop to the platform where certain pieces of work from the exhibition were available for purchase. We also had broadsides, designed by Rianna Howard, available for purchase. These broadsides featured each piece of art, with its corresponding poem, and served as a token from the exhibition, in place of doing an exhibition catalog.

In January of 2022, Anne began writing the Canada Council application for the Digital Generator Stream 2 grant to obtain substantial funding for the Shop. We are happy to say that Anne's grant application was successful, and we were given \$76,000.00 to work with a digital consultant to move the Shop Craft NB platform to a new hosting site which would offer a better user experience, a more customizable and visually appealing website, and more reliable technical support. This grant will also allow for a marketing campaign to push promotions of the new shop to the next level. We decided to put this project on a bit of a hold in late 2022 as Anne welcomed a baby boy into the world, and is on maternity leave.

SHOP CRAFT NB



Work by: Sheryl Crowley

2022

- 28 sales
- \$2059.05 Total Sales
- \$617.74 Seller Revenue
- \$290.57 Commission for Craft NB
- 3 New Sellers
- 26 Total Sellers
- 110 new items were added to the platform

- Google Analytics
 - 4994 Users
 - 7033 Sessions
 - (3.4k direct, 1.1k social, 1.1k organic search, 1k referral, 366 other, 49 email)
 - 32,253 Page views

- Social Media:
 - 46 Shop Reels
 - 50 Shop Posts
 - 39 Shop Stories
 - 1 Giveaway

2021 (Anne started in September)

- Jan-Sep no one was working on the Shop. Anne was hired in September.
- 12 sales (3 in Jan, 2 in March, nothing in April–October, 3 in Nov, 4 in December)
- \$1,537.65 Total Sales
- \$1,307.03 Seller Revenue
- \$230.62 Commission for Craft NB
- 3 New Sellers
- 24 Total Sellers
- 122 new items were added to the platform

- Google Analytics set up Nov 1st (Nov 1–Dec 30 2021)
 - 1,780 Users
 - 2,308 Sessions
 - (1205 direct, 370 social, 153 organic search, 76 referral)

- Social Media:
 - 17 Reels posted
 - 11 Shop Posts
 - 1 Giveaway

MARKETING REPORT

PREPARED BY EMILY RIOUX

While some projects were still on hold due to uncertainties surrounding the Covid-19 pandemic, we pushed our efforts into how to benefit the organization as much as we could through marketing.

In 2022 a number of changes were made to the Craft NB website. I worked with certified translator, Ginette White, to translate the entire website to make it fully bilingual, which took upwards of a full month. Moving forward, everything added to the website is properly translated creating an equal experience on both sides of the website.

I created an interactive road map that showcases the vast reach of our membership throughout the Maritime provinces, and lets the public easily locate Craft NB members in their region, and access their contact information. The map features all juried members separated by groups of similar craft, as well as Shop Craft NB sellers, affiliate organizations and events. The map quickly gained traction and was covered by CBC and l'Heure de Pointe Acadie. The map has since had thousands of views. In addition to the map, an events calendar was added to the website. Juried members can submit events to the calendar so the public can easily find events that our members will be at.

Anne and I continued to work together on marketing for the Shop, and created a cohesive schedule that cycles through Instagram stories, posts and reels, posting one a day. I opened a TikTok account and have been posting all reels to this platform as well, increasing our reach even more.



Work by: Kelly Cooke

MARKETING STRATEGIES IMPLEMENTED IN 2022

Shop Craft NB

- Daily Social media posts
- Targeted paid ads
- Cross-promoting on TikTok and Facebook from Instagram

Craft East Buyers Expo (Cancelled)

- Open call for applications through social media
- Social media advertising for Wholesale and Exporting workshops
- Digital ads

Atlantic Vernacular

- Worked with graphic designer to plan promotions throughout the year
- Paid social promotions

Jurying sessions (Spring and fall)

- Open call for submissions through social media
- Social media advertising
- Information on craftnb.ca with all jurying information
- Outreach to potential applicants on social media

Beneath the Surface

- Information booklets pre-program
- Documentation of program
- Social media coverage during program

Christmas Festival

- Print and social media ad with Brunswick news
- Giveaway with CBC
- Instagram giveaway (over 200 entries)
- Press release to many news outlets
- Banners and large sign in front of the cruise terminal
- Road signs all along Water Street
- Highway neon sign
- Multiple social media posts (leading up to and during the event)
- Vendor highlights daily leading up to event
- On site gift basket raffle
- Sourced sponsors for Buyers guide
- Guerilla Posters
- Posters and postcards distributed around Saint John, Rothesay, Quispamsis, Hampton, Sussex and Fredericton

FORWARD TO THE FUTURE

We are well into 2023 and many big things are on the horizon

- Beneath the Surface exhibition in Fundy
- Jurying sessions
- Membership packages
- Social media posts, marketing, highlights,
- Blog posts and project documentation
- Christmas Festival
- Summer Fest
- Much more!

FESTIVAL REPORT

PREPARED BY MATT CRIPPS

In 2022 we had our annual Christmas Festival show. The Christmas Festival was back at the Marco Polo Cruise Terminal. We had

30 vendors. In 2021 we had 20 vendors, and in 2019 we had 44 vendors which was our last pre-COVID show. We still experienced lower registration numbers than we hoped, and this was likely still due to COVID but also due to the large number of other crafts sales that have begun popping up over the last few years.

However, the vendors who did attend saw good sales numbers. The average sales per vendor were \$3,078.

We cancelled the Summer Fest in 2022. The Summer Fest has been struggling to establish its own identity over the years and has had fewer vendors and fewer sales. Because of this, we decided to cancel the summer fest to reimagine what it will look like moving forward. Plans for a new Summer Fest in 2023 have already begun and we are hoping it will bring new life into our Summer Fest.

Our craft sales continue to promote our juried members high quality work and is a vital source of income for them. Festivals are going to continue to be an integral part of CraftNB's success for both members and the organization itself.



Work by: Barry Smith

GOVERNANCE REPORT

PREPARED BY MATT CRIPPS

2022 was a good year from a Governance perspective. With financial support from LearnSphere, and consultant Wendy Keats the board received board training, surveyed our membership, heard what they had to say, and were able to develop and adopt a new strategic plan that will take us into 2028.

CraftNB had been without a strategic plan since 2018. It was vital that we created and adopted this new strategic plan and taking into account our memberships opinions by surveying them first, ensured the organization can move in a direction that the members want.



Work by Anne Stillwell

EXHIBITIONS REPORT

PREPARED BY LISA DEWAR

In 2022, Craft NB's exhibition, Atlantic Vernacular, launched as our first digital exhibition after the pandemic disrupted the initial planning that had begun in 2019. Additionally, in the fall of 2022, Craft NB's third iteration of Beneath the Surface began with a five day immersive professional development program for artists at Fundy National Park, as the initial step in the first ever outdoor installation exhibition at the park, which will be opening this summer. Both of these projects have allowed for the organization to learn new ways of presentation as we move forward having acquired knowledge and tools to reach higher goals.

Presenting the exhibition digitally pushed Craft NB to find new ways to achieve our goals in presenting exhibitions. The artist talks and exhibition opening were live streamed on Craft NB's YouTube channel, creating a new platform for the project to circulate to a wider audience than would be possible in a gallery setting. The opening has been viewed by 482 people, and these digital materials continue to be available, adding longevity to the project while keeping the door open for viewers to connect with our organization. Also, BroadSides, typically used in literary arts, served as a great medium for collaboration of craft and poetry. They are available for sale on the Craft NB website, and we saw a rise in the connections

made to our shop from our promotions of not only the broadsides, but the listings of the artists' work in the shop in lieu of a gallery setting. These visits show us that the digital exhibition has been well accepted and there has, in return, brought revenue to the organization as well as more eyes and popularity to our crafts people.



Work by: Dylan Gaudet

EXHIBITIONS REPORT

In the fall of 2022, Craft NB, in partnership with Fundy National Park, ran a five-day immersive artist's development program complete with in depth guided hikes and talks from scientists and park interpreters. With the support of Craft NB Staff and the Project Curator, Vicky Lentz, the 20 artists took part in learning, reflection, and knowledge sharing while being immersed in the natural landscape, specifically the scientific processes that shape and change the natural world and the rich cultural history of the Bay of Fundy. Additional development included cultural experiences delivered by Indigenous elders and knowledge keepers, as well as lectures from experienced installation and environmental artists.

After the holistic program delivery at Fundy National Park during the five days, educating the artists on Fundy and its rich and diverse ecosystem through experiential learning methods, the artists took the winter months to return to their respective studios to develop installation-based work inspired by their immersive experiences. Through regular virtual and in-person meetings with the curator and support staff over the past winter for the purpose of mentoring and professional critique on the development of their work and support in sustainable material exploration to lessen the impact on the environment.

This iteration of Beneath the Surface is being documented by the creation of a short film, which will portray the entire timeline of the experience. Documentation will capture the experience from concept to realization; including the artists' experience in Fundy last fall, some on-site studio work, and finally, the installation at the park. Circulating this film far and wide will serve to reach new audiences and share the rich landscape of our province and the incredible abilities of our community of artists and craftspeople. We are thrilled that the exhibition will be installed in Fundy National Park, where the project began in 2017. Preparing an outdoor installation exhibition has been a new challenge for many of our artists, and has provided an organization with a great opportunity for learning and growth.

Craft NB appreciates the work put in by everyone who helped in realizing these amazing and innovative projects. Setbacks led to us discovering the strength in our community and our ability to adapt and thrive in new ways. Discovering new methods of collaboration and presentation has made our organization stronger and optimistic to even greater expansion in the future, all in efforts to champion our powerful and diverse community of craft-makers, and the preservation and celebration of the environment in which we learn and create.

FINANCIALS

PREPARED BY TRACEY O'BRIEN

Financially 2022 was a difficult year for Craft NB, with a loss of \$39,500. Although Craft NB received grants for major projects, these projects only provided a small contribution to net income.

Generally, the projects are designed to be operated on a break-even basis, with only a relatively small portion allowed for administration or regular staff wages. As a result, Craft NB is dependent on its core funding to run operations. The major source of funding for regular operations is a grant from the Province of New Brunswick for \$60,000. Other sources of revenue include membership fees, festivals, and fundraising. However, the total amount received from these sources is not sufficient to cover the cost of regular operations.

In 2021, \$37,000 was received in wage subsidies; in 2022 wage subsidy programs ended, and only \$9,700 was received. This \$27,300 difference is the most significant reason for the increased loss in 2022. Expenses from core operations have also increased. While the income statement shows a \$25,000 increase in wages and benefits, \$18,500 of the increase relates to projects, which are covered

by the grants, while \$6,500 is related to regular core operations. Together these two items increased the loss by \$33,800 in 2022. Some of the expenses that are higher in 2022, such as professional fees, were largely related to the projects undertaken and not a part of core operations.

Overall, Craft NB is not in a good situation financially. Although there appears to be a healthy balance in the bank, that money is largely from grants and it needs to be kept available to fund the projects. Funding from the Province of New Brunswick has been static at \$60,000 for many years, while the costs to



FINANCIALS



Craft NB are increasing due to inflation. In 2022, CraftNB's equity decreased from \$85,100 to \$45,600. If the financial results in 2023 do not improve, a loss similar to what incurred in 2022 would result in CraftNB almost eliminating its total equity.

Craft NB must take immediate steps to deal with the current financial situation.

Government funding from the Province needs to be pursued as it is the single largest source of operating revenue. The static funding of \$60,000 per year does not allow for the fact that costs are increasing year after year. Additionally, when applying for grants Craft NB needs to ensure that the grants provide a sufficient amount for the administration cost of having staff work on these projects. Other areas to be evaluated include increasing revenue from festivals, more fundraising, increasing membership, and looking to new revenue sources. With respect to expenses all costs associated with operations need to be reviewed to see where reductions can be achieved. It is likely that a combination of these efforts is necessary in order to turn around the financial losses of Craft NB.