



cafe

Canadian Association
of Fairs and Exhibitions

Association canadienne
des foires et expositions

Annual Report

2015 – 2016

2015–2016

CAFE BOARD OF DIRECTORS

The members of the Board of Directors are supported by their respective organizations which finance their involvement on the Board.

Executive Committee

JIM LAURENDEAU, PRESIDENT (Staff)
Calgary Stampede, Calgary, AB
PH: (403) 261 0297

JOHN PECO, VICE PRESIDENT (Staff)
Markham & East York Agricultural Society
Markham, ON
PH: (905) 642 3247

GREGG (SCOOTER) KOREK, VICE PRESIDENT (FINANCE)
Service Member Rep
North American Midway Entertainment
Calgary, AB
PH: (601) 862 1434

BRIAN CASEY, DIRECTOR (Volunteer) (Executive Committee)
Hants County Exhibition, Hants County NS
PH: (902) 757 3419

VIRGINIA LUDY, DIRECTOR (Staff) (PAST PRESIDENT)
Canadian National Exhibition, Toronto ON
PH: (416) 263 3824

Directors

DALE GREENE, DIRECTOR (Staff)
Richmond Agricultural Society
Richmond, ON
PH: (613) 838 3420

HUGH FLETCHER, DIRECTOR (Volunteer)
Western Fair District,
Ilderton, ON
PH: (519) 666 1572

DOUG KRYZANOWSKI, DIRECTOR (STAFF)
Lethbridge District Exhibition
Lethbridge, AB
PH: (403) 317 3213

GLEN DUCK/MIKE VOKEY, DIRECTOR(S) (Provincial Assoc. Representatives)
SAASE/NBFA
Fredericton, NB
PH: (506) 458 9294

JOSH SHAW, DIRECTOR (Staff)
Queen City Exhibition
Regina, SK
PH: (306) 781 9200

DARREN R. DEAN, DIRECTOR (Service Members)
West Coast Lumberjack Shows Ltd.
Courtenay, BC
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KARL ANDRÉ VÉGÉTARIAN, DIRECTOR (Staff)
Expo de Saint-Hyacinthe
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SARA KNOX, DIRECTOR (VOLUNTEER)
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EXECUTIVE DIRECTOR: KAREN OLIVER

ADMINISTRATOR: LILY KILLINGBECK

About CAFE

The Canadian Association of Fairs & Exhibitions (CAFE) is a nonprofit organization established in 1924 and largely funded by membership fees. We represent Canadian rural and urban fairs and exhibitions, festivals, rodeos, agricultural societies, provincial associations, industry service providers and affiliate associations with a direct interest in the industry.

We work with members, industry, and government towards building a financially secure and sustainable industry that directs its resources toward improving and advancing the economic, social and cultural life of Canadian communities. CAFE provides advocacy, programs, services and leadership to coordinate, unify and advance the industry so that it can adapt to changes and build for the future to meet the needs and priorities of the communities our industry serves.



CAFE Vision Statement:

To be the recognized leader in a vibrant and diverse national fair industry.

Who Are We?

Fairs are living reflections of the life and times around them, rooted in agriculture and volunteer driven. They hold deep cultural, traditional and emotional connections to the people of their local area and define a sense of community that grows social capital and quality of life. Fair organizations positively impact their communities through events they plan, the assets they hold and the traditions and values they nurture.

Our members are comprised of the agricultural societies and organizations that produce fairs and those fairs' partners in production, such as exhibitors, vendors and entertainers.

Values:

The Canadian Association of Fairs & Exhibitions (CAFE) will be guided in all its actions by the following organizational values:

- Accountability
- Cooperation
- Innovation
- Integrity
- Pride
- Transparency
- Respect
- Fiscal Responsibility

CAFE Mission Statement:

The mission of the Canadian Association of Fairs & Exhibitions (CAFE) is to foster excellence in leadership within the Canadian Fair Industry by:

- Developing programs, resources and services
- Building relationships and partnerships with key stakeholders
- Encouraging collaboration and innovation
- Collectively raising the awareness and profile of the industry



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PRESIDENT'S REPORT

2015-16 has been an outstanding year for this association and indeed our industry as a whole.

Our professional staff, led by executive director Karen Oliver, have done an excellent job on delivering on the aspirations of our organization as identified in our Strategic Plan. This year's healthy financial results are due to Karen's expert leadership and management. Certainly we wish Karen well in her retirement in the weeks to come, but she will surely be missed

Partnered with Karen every step of the way is your board of directors. We are extremely fortunate to have such a dedicated group of professionals who volunteer their time as individuals or on behalf of their fair organizations. Comprised of performers, volunteers, carnival operators, provincial associations, and fair management from organizations of all sizes, urban and rural, our board truly cares about the prosperity of all aspects of the industry. Being a member of the board has meant spending time with some of the most generous, intelligent and innovative people I have had the pleasure of working with.

As a team, we continued to make progress towards our goals in the past year. Here are some highlights:

- Our financial result, due largely to the success of the Niagara Falls convention, allows the association to move forward with confidence
- We refreshed and adjusted our strategic plan to ensure that we are still headed in the direction our members have asked us to go
- We increased staff resources to support the plan
- The E-Coli prevention and research program is developed and ready for launch in Q4 2016 – an important safety measure for all Canadians
- We forged new connections with the newly-elected Liberal Government
- We piloted a new exchange program to encourage information sharing among fairs of all sizes
- We developed a new model for hosting conventions in the future
(to be launched following the Fredericton convention)

It has been an honour to serve as President of this organization. Having chaired two annual meetings (not to mention the periods between!), it is time for a new leader to receive the gavel. As I ride off into the sunset, I would like to thank my home organization, the Calgary Stampede, for supporting the many hours I was privileged to be able to contribute to the association. I look forward to watching future leaders and future boards continue to shape this association, adapting to the ever-changing times and the ever-changing needs of our members.

In closing, congratulations to one and all for your efforts to strengthen this industry so important to Canadian culture and commerce. We are part of something unique and special in the world. I know that by working together through C.A.F.E., the industry will be able to achieve much more in the years to come.

Happy Trails,

JIM LAURENDEAU, PRESIDENT
CANADIAN ASSOCIATION OF FAIRS & EXHIBITIONS





EXECUTIVE DIRECTOR'S REPORT

Annual General Meetings are generally a time to look back over the past year. We review our financial results, describe the activities of the last twelve months, celebrate the successes, and pledge not to repeat the failures. Along the way we appoint an auditor, and feel we have tied up the loose ends of the year that has passed. In that way, perhaps there is nothing especially different about our November 2016 AGM.

The financial results that we are presenting this year are quite positive, providing CAFE with enough resources to attack the next year with a feeling of relative stability. The activities undertaken in 2015/16 were many, with the newly minted E. coli Prevention Program being particularly labour intensive. We celebrated successes on various fronts, including the implementation of the new Work Exchange Program and steady progress on the goals of our Strategic Plan. As for failures – thankfully there is nothing dramatic to report, but we continue to be challenged in areas such as growing membership, and finding truly meaningful ways to support small fairs.

But it's easy to neglect the lower profile and less tangible successes, which don't fit tidily into any specific "program" description. Let me tell you about a few of them. The visit that President Jim and I paid to the Maritimes last January marked the beginning of new understanding and new relationships with some of the Atlantic Fairs, with whom we had rarely connected before. Although the CAFE travel budget is always tight, the value of making personal connections, cannot be underestimated, and offers much opportunity for enhanced understanding and therefore enhanced programming in the future.

The development of a new tiered membership structure for Service Members this year was an opportunity for CAFE to demonstrate that we understand and appreciate the unique needs of service providers. I hope that acknowledgment has given us a new basis to move forward in working with that sector.

And our continuing efforts to improve communication with our members through E-News Briefs, Canadian Fair News, Twitter, Facebook, ad hoc informational emails, as well as the Small Fair Contact Program are starting to bear fruit. Awareness of CAFE and our work is gradually growing. Our surveys have shown that members believe the greatest benefit of CAFE is that we provide the connection that enables sharing of information and experiences. So we will double down on our efforts to keep you all connected and informed. Because we are stronger together.

In closing, my 2.5 years as Executive Director has been a great experience, largely because of YOU – the members – and the outstanding Boards of Directors with whom I have been privileged to work. Special thanks to "my Presidents" Virginia Ludy and Jim Laurendeau, and to VP of Finance Scooter Korek, who have been amazing sources of support and counsel. And I must acknowledge Lily Killingbeck, CAFE Administrator, who is an organizational whiz and a wonderful colleague. As I leave my position, I wish you all continued success as you work in this wonderful industry that we love.

KAREN OLIVER
EXECUTIVE DIRECTOR
CANADIAN ASSOCIATION OF FAIRS & EXHIBITIONS





2015 Canadian Fair Champions

- 1 GLADYS CURRY,
RENFREW AGRICULTURAL SOCIETY, RENFEW, ON
- 2 NEAL KEEFE,
WEYBURN AGRICULTURAL SOCIETY, WEYBURN, SK
- 3 CLIFTON CHAPMAN,
EDMONTON NORTHLANDS, EDMONTON, AB

2015 National Award Winners

- 4 BEST NEW OR IMPROVED IDEA OR PROGRAM
MARKHAM & EAST YORK FAIR, MARKHAM, ON
- 5 BEST POSTER/MARKETING CAMPAIGN
HANTS COUNTY EXHIBITION, WINDSOR, NS
- 6 AUTHENTICGATE YOUNG PROFESSIONALS AWARD
DAWN MORIN, VALLEY AGRICULTURAL SOCIETY, MB
- 7 JACK LIBBERTT MEMORIAL SERVICE MEMBER OF THE YEAR
SHANE FARBERMAN (DOO DOO THE CLOWN/
FARCO ENTERTAINMENT)

VOLUNTEER OF THE YEAR:
SHIRLEY NEUDORF, PROVINCIAL EXHIBITION OF
MB, BRANDON, MB

- ROLL OF HONOUR:**
- 8 DAVID BEDNAR, FORMER GM OF THE
CANADIAN NATIONAL EXHIBITION, ON
 - 9 BINGO HAUSER, FOUNDER OF WEST COAST
AMUSEMENT, BC
 - 10 DAVID COOMBES, GM OF WINDSOR
AGRICULTURAL SOCIETY, NS



CANADIAN ASSOCIATION OF FAIRS AND EXHIBITIONS/
ASSOCIATION CANADIENNE DES FOIRES ET EXPOSITIONS

STATEMENT OF FINANCIAL POSITION

AS AT JULY 31, 2016

ASSETS	2016	2015
CURRENT		
Cash	\$ 109,241	\$ 126,712
Short-term investments (note 4)	139,891	37,427
Accounts receivable – other	5,437	17,301
– government	6,032	—
Prepaid expenses	23,282	20,180
	<u>\$ 283,883</u>	<u>\$ 201,620</u>
LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities	\$ 11,373	\$ 10,519
Deferred revenue	82,217	70,336
	93,590	80,855
MEMBERS' EQUITY		
BALANCE - END OF YEAR	190,293	120,765
	<u>\$ 283,883</u>	<u>\$ 201,620</u>

Approved on behalf of the Board of Directors:



JIM LAURENDEAU
PRESIDENT



CANADIAN ASSOCIATION OF FAIRS AND EXHIBITIONS/
ASSOCIATION CANADIENNE DES FOIRES ET EXPOSITIONS

**STATEMENT OF OPERATIONS &
MEMBERS' EQUITY**

FOR THE YEAR ENDED JULY 31, 2016

CANADIAN ASSOCIATION OF FAIRS AND EXHIBITIONS/
ASSOCIATION CANADIENNE DES FOIRES ET EXPOSITIONS

STATEMENT OF CASH FLOW

FOR THE YEAR ENDED JULY 31, 2016

	2016	2015
REVENUE		
Memberships	\$ 112,872	\$ 98,950
Convention	226,795	181,680
Fair News and directory	16,444	9,411
E-Coli Project	131,202	31,772
Donations	1,326	366
Special project: member contribution	—	50,000
Merchandise and other	43,698	44,163
	<u>532,337</u>	<u>416,342</u>
EXPENSES		
Management and administration	160,569	182,108
Convention	135,895	132,638
Fair News and directory	15,382	12,880
Special Project	—	50,000
E-Coli Project	150,523	35,846
Merchandise and other	440	161
	<u>462,809</u>	<u>413,633</u>
EXCESS OF REVENUE OVER EXPENDITURE	<u>69,528</u>	<u>2,709</u>
MEMBERS' EQUITY - BEGINNING OF YEAR	<u>120,765</u>	<u>118,056</u>
MEMBERS' EQUITY - END OF YEAR	<u>\$ 190,293</u>	<u>\$ 120,765</u>

	2016	2015
OPERATING ACTIVITIES		
Cash from operations		
Excess revenue of revenue over expenditures for the year	\$ 69,528	\$ 2,709
Net change in non-cash working capital balances		
- Decrease in accounts receivable	5,832	8,447
- Decrease (increase) in prepaid expenses	(3,102)	1,751
- Increase (decrease) in accounts payable and accrued liabilities	854	(43,386)
- increase (decrease) in deferred revenue	11,881	(9,409)
	<u>15,465</u>	<u>(42,597)</u>
INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS DURING THE YEAR	84,993	(39,888)
Cash and cash equivalents - beginning of year	<u>164,139</u>	<u>204,027</u>
CASH AND CASH EQUIVALENTS - END OF YEAR (note 7)	<u>\$ 249,132</u>	<u>\$ 164,139</u>



CANADIAN ASSOCIATION OF FAIRS AND EXHIBITIONS/ASSOCIATION CANADIENNE
DES FOIRES ET EXPOSITIONS

NOTES TO FINANCIAL STATEMENTS

JULY 31, 2016

1. PURPOSES OF THE ASSOCIATION

The Canadian Association of Fairs and Exhibitions/ Association canadienne des foires et expositions (CAFE/ ACFE) is the national association representing fairs, exhibition and agricultural society organizations and such other firms, organizations and enterprises a may rely on the Canadian Fair Industry for an important part of their continuing livelihood.

The CAFE/ ACFE was originally incorporated under Part II of the Canada Corporations Act as a not-for-profit organization and qualifies as a registered charity under the Income Tax Act. The Association has received certification of continuance under the Canada Non-for-profit Corporations Act.

2. GENERAL

Basis or Presentation:

These financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organization.

3. SIGNIFICANT ACCOUNTING POLICIES

(a) Basis of accounting

Revenue and expenditures are recorded on the accrual basis whereby they are reflected in the accounts in the period in which they have been earned and incurred respectively, whether or not such transactions have been finally settled by the receipt or payment of money.



(b) Revenue Recognition

The Canadian Association of Fairs and Exhibitions/ Association Canadienne des foires et Expositions follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue of the appropriate fund in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue of the appropriate fund when received or receivable if the amount to be received can be reasonably estimated and its collection is reasonably assured.

Membership fees are recorded in the year they are related to. Contributed services, conference, advertising for publications and project revenues are recorded in the year the function or supply takes place.

(c) Use of estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimate and assumptions that affect the reported amount or assets and liabilities and disclosure of contingent assets and liabilities at the date or the financial statements and the reported amounts of revenue and expenditures during the year. Actual results could differ from estimates. Significant estimates and assumptions include carrying amount or accounts receivable and accounts payable and accrued liabilities.

(d) Financial instruments

The Association's financial instruments consist of cash, short-term investments, accounts receivable and account payable and accrued liabilities.

Measurement

Financial instruments are recorded at fair value on initial recognition.

The Association subsequently measures its financial instruments as follows:

Cash, accounts receivable, and accounts payable and accrued liabilities are subsequently measured at amortized cost.

Short-term investments are subsequently measured at fair value. Changes in fair value are recognized in net revenue (expenses).



Impairment

Financial assets measured at amortized cost are tested for impairment when there are indicators of impairment. The amount or any write-down or subsequent recovery is recognized in net revenue (expenses).

(e) Contributed Materials and Services

Contributed costs are recognized when the fair value can be reasonably estimated and when the materials and services are used in the normal course of the Association's operations and would otherwise have been purchased.





4. SHORT-TERM INVESTMENTS

The Association has pledged \$10,000 of the short-term investments a collateral against its operating bank account's overdraft protection.

5. FINANCIAL INSTRUMENTS

The Association's financial instruments consists of cash, accounts receivable and accounts payable and accrued liabilities. The carrying amounts reported on the balance sheet for these financial instruments approximate fair market values due to their immediate or short-term maturities. Unless otherwise noted, it is management's opinion that the Association is not subject to significant interest rate risk and credit risk arising from these financial instruments.

6. COMMITMENT

The Association has accepted a contribution agreement with Agriculture and Agri-Food Canada (AAFC). This contribution agreement includes specific terms and conditions that the Association fund a portion of the expenses required for the project from internal resources. The total anticipated expenses from internal resources by the Association, over the term of the project from April 1, 2015 to March 31, 2017, is approximately \$106,582. As of July 31, 2016, the Association has funded approximately \$45,820 of these anticipated expenses.

The Association has contracted for video production requiring a payment of \$16,000 expiring October 30, 2016.

The Association has contracted for research into development of a scientific method to reduce E. Coli requiring a payment of \$65,000 annually for 2 years April 1, 2015 to March 31, 2017.

7. CASH AND EQUIVALENTS

Cash and equivalents consist of the following:

	2016	2015
Cash	\$109,241	\$ 126,712
Investments	139,891	37,427
	<u>\$249,132</u>	<u>\$164,139</u>





Canadian Association of Fairs and Exhibitions Association canadienne des foires et expositions

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