



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

Annual Report

2016 – 2017



2016–2017

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

GREG (SCOOTER) KOREK, PRESIDENT (Staff)
North American Midway Entertainment
Calgary, AB
PH: (403) 255 8552

JOHN PECO, VICE PRESIDENT (Staff)
Canadian National Exhibition,
Toronto, ON
PH: (416) 263 3803

DOUG KRYZANOWSKI, FINANCE (Staff)
Lethbridge & District Exhibition,
Lethbridge, AB
PH: (403) 317 3213

JIM LAURENDEAU, PAST PRESIDENT (Staff)
Calgary Stampede,
Calgary, AB
PH: (416) 263 3824

Directors

GEORGE ARAUJO (Staff)
Norfolk County Fair & Horse Show
Simcoe, ON
PH: (519) 426 7280 Ext 228

GUYLAINE TÉTREAU (Staff)
Brome County Agricultural Society
Brome, QC
PH: (450) 242 3976

AMANDA FRIGON (Staff)
Edmonton Northlands
Edmonton, AB
PH: (780) 471 7210

MIKE VOKEY (Provincial Assoc. Representative)
New Brunswick Fairs & Exhibitions
Association, Fredericton, NB
PH: (506) 458 9294

SARA KNOX (Volunteer)
Shawville Fair
Shawville, QC
PH: (819) 647 1909

PAUL JACKSON (Volunteer)
PEI Association of Exhibitions
Mount Hope, PE
PH: (902) 838 7025

NATHAN MAIER (Service Members)
Those Little Donuts of Canada Inc
Calgary, AB
PH: (403) 254 2755

CHAD FINDLAY (Volunteer)
Carp Fair
Carp, ON
PH: (613) 839 2172

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EXECUTIVE DIRECTOR: CHRISTINA FRANCO
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



This year has been nothing short of exciting! I'm so proud to be associated with a team of dedicated people from across Canada who makes up our Board of Directors. These fine folks give freely of their time and expertise at four meetings throughout the year, attend the Annual Convention and Provincial Association meetings, and, on their own time, thrive to achieve the mission of the Canadian Association of Fairs and Exhibitions as defined in our Strategic Plan. Kudos to you!

Back at the home office we wish Christina Franc a happy one-year anniversary; she has excelled beyond our wildest dreams. To sum up her activities: "She is one busy lady." The unsung hero of CAFE is staff member Lily Killingbeck who manages our daily operations with style and professionalism.

Over the past five years we have worked diligently at building the cornerstones of the CAFE to ensure future growth and success. We have left no stone unturned and examined and took action on so many facets of what we do. Under the leadership of past presidents Karen Oliver, Virginia Ludy and Jim Laurendeau and a host of incredible board members, I'm happy to report that our association is sailing a smooth course.

A short list of some of our achievements in the past year:

- Partnering with the Government of Canada we presented the E. coli Prevention Program in 10 Provinces.
- CAFE work exchange program that sent four young professionals from their own fairs to other fairs: the Calgary Stampede, Canadian National Exhibition in Toronto and the Norfolk County Fair in Simcoe to garner new ideas, concepts and learn how these fairs operate. These participants were not just spectators; they took on various positions within the fairs' organizations to gain hands on experience. This is an exceptional program and your organization should truly consider participating in 2018.
- We worked closely with the RE:SOUND, the National Music licensing company, and CAPACOA to negotiate and secure a multi-year deal that offers reasonable cost licensing agreements for Fairs across Canada.
- We made an Executive Director transition with Christina Franc to further the CAFE mandates and long-term goals.
- Followed through with a new formula to present our conventions -- Montreal promises to deliver.
- Added a new edition to our new website that features thousands of photos that are available for download and use at your fair.
- We developed a new Chief Executive Officer Summit, which will gather the fair leaders from across Canada to discuss issues pertaining to the fair industry. Our first summit is slated for Banff in February.
- The CAFE embarked on a new Government Relations program, partnering with Ensignt Canada to further our Strategic Plan. We invested \$20,000 to launch this program, which created a association shortfall by the same amount, yet we strongly felt that the timing was right and we were in the perfect position to act. We are now in our fourth month of the program with Ensignt and we have met with a very long list of Ministers and Canadian government staff. We, as an association, are truly getting back on the government's radar.

Damn the torpedoes - full steam ahead! We are very excited about 2017/2018 as we continue to strengthen our programs and take full advantage of our government relations platform. We have also charted a course to develop a new five-year Strategic Plan that we hope to deliver to the membership in the Fall of 2018.

In closing, it has been one of my great privileges to be a part of the Canadian Associations of Fairs and Exhibitions as a Board Member as well as the President. I would like to personally thank each and every one of you who supports us and shares our vision for the future. We all have one goal: to create a vibrant and strong Fair Industry across this great land.

I wish you and your family a great Holiday Season and the absolute best in 2018.

GREG (SCOOTER) KOREK, PRESIDENT
CANADIAN ASSOCIATION OF FAIRS & EXHIBITIONS



EXECUTIVE DIRECTOR'S REPORT

Looking back on the past year, so much has happened and CAFE has come so far. Our organization continues to strive to be the recognized leader in a vibrant and diverse national fair industry.

As we come to the end of our strategic plan, the board has focused on ensuring all pillars reached success, and I am pleased to say that we have made strides under each pillar. In particular, this year the board ventured into the world of government relations and I have been able to have several meetings with relevant departments as well as several Ministers of Parliament. We have also been witnesses to the Standing Committee on Agriculture. This initiative will continue into the new year to help us gain recognition at the federal level in order to seek support and new resources.

We have also brought in new programs and services, including webinars to give smaller fairs access to industry-specific professional development, and a new photo bank where members can access over 3,000 stock photos for free. We have also launched several other member benefits listed in the membership package.

We continue to strengthen our partnerships with relevant stakeholders and I look forward to growing our relationships, particularly with the provincial associations over the coming year.

Of course, while many strides have been made, there are still challenges we are working on. We are looking to, first and foremost, increase our membership. There is strength in numbers, and we want to be the best organization we can be for our members and for the Canadian Fair Industry. We can only do this if we are meeting the needs of as many fairs, exhibitions, agricultural societies and service members as possible.

As well, we continue to seek diversified funding. There are many opportunities that we have sought out and will continue to in the future. This will allow us to offer better programs and services to our members.

While we carry negative revenue this year, it was anticipated with the transition of the Executive Director and the closing of the Enteric Pathogens workshop series, as well as in particular, the board's decision to pursue government relations as part of our strategic plan. Next year we look forward to seeing positive numbers again.

At the core of what we do, it is for YOU! I encourage you to contact CAFE if you ever have ideas or concerns; our success is your success.

Finally, I would like to thank the CAFE Board of Directors for guiding me through my first year at CAFE. It has been an incredibly enlightening and inspiring experience. I would also like to give a most gracious, "thank you" to my right-hand woman, Lily Killingbeck, who has helped me learn and helps keep the organization running smoothly from behind the scenes.

All the best to you and your events over the coming year!

CHRISTINA FRANCO, EXECUTIVE DIRECTOR
CANADIAN ASSOCIATION OF FAIRS & EXHIBITIONS





2016 Canadian Fair Champion

- 1 TOM CAMERON,
MAPLE RIDGE PITT MEADOWS AGRICULTURAL
ASSOCIATION, MAPLE RIDGE, BC

2016 National Award Winners

2016 CAFE INNOVATION AWARD

- 2 THE INTERIOR PROVINCIAL EXHIBITION,
ARMSTRONG, BC

2016 CAFE FUTURE LEADERS AWARDS

- 3 JACOB ONYSHUK, NORTHLANDS,
EDMONTON, AB
- 4 TRACY AUSTIN, LETHBRIDGE EXHIBITION,
LETHBRIDGE, AB
- 5 SARAH IMRIE, WESTERN FAIR, LONDON, ON
- 6 TYLER MCCANN, PONTIAC FAIR,
SHAWVILLE, QC

JACK LIBBERTT MEMORIAL SERVICE MEMBER OF THE YEAR

- 7 NATHAN MAIER, THRILLMASTERS & THOSE
LITTLE DONUTS, CALGARY, AB

ROLL OF HONOUR

- 8 JOYCE TRAFFORD, CARP FAIR, CARP, ON
- 9 HARRY EMMOTT, PARIS AGRICULTURAL
SOCIETY (PARIS FAIR), PARIS, ON



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

STATEMENT OF FINANCIAL POSITION

AS AT JULY 31, 2017

ASSETS	2017	2016
CURRENT		
Cash	\$ 28,941	\$ 109,241
Short-term investments (note 4)	157,777	139,891
Accounts receivable – other	35,241	5,437
– government	5,436	6,032
Prepaid expenses	29,739	23,282
	<u>\$ 257,134</u>	<u>\$ 283,883</u>
LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities	\$ 15,408	\$ 11,373
Deferred income	71,767	82,217
	<u>87,175</u>	<u>93,590</u>
MEMBERS' EQUITY		
BALANCE - END OF YEAR	169,959	190,293
	<u>\$ 257,134</u>	<u>\$ 283,883</u>



Approved on behalf of the Board of Directors:

GREG (SCOOTER) KOREK
PRESIDENT



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

**STATEMENT OF OPERATIONS &
MEMBERS' EQUITY**

FOR THE YEAR ENDED JULY 31, 2017

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

STATEMENT OF CASH FLOW

FOR THE YEAR ENDED JULY 31, 2017

	2017	2016
REVENUE		
Memberships	\$ 109,851	\$ 112,872
Convention	154,608	226,795
Fair News and directory	19,993	16,444
E-Coli Project	205,873	131,202
Donations	—	1,326
Merchandise and other	58,550	43,698
	<u>548,875</u>	<u>532,337</u>
EXPENSES		
Management and administration	168,758	160,569
Convention	114,769	135,895
Fair News and directory	11,612	15,382
E-Coli Project	271,464	150,523
Merchandise and other	2,606	440
	<u>569,209</u>	<u>462,809</u>
EXCESS OF REVENUE OVER EXPENDITURE / (EXPENDITURES OVER REVENUE)	(20,334)	69,528
MEMBERS' EQUITY - BEGINNING OF YEAR	<u>190,293</u>	<u>120,765</u>
MEMBERS' EQUITY - END OF YEAR	<u>\$ 169,959</u>	<u>\$ 190,293</u>

	2017	2016
OPERATING ACTIVITIES		
Cash from operations		
Excess (deficiency) of revenue over expenditures for the year	\$ (20,334)	\$ 69,528
Net change in non-cash working capital balances		
- Increase (decrease) in accounts receivable	(29,208)	5,832
- (Increase) in prepaid expenses	(6,457)	(3,102)
- Increase in accounts payable and accrued liabilities	4,035	854
- increase (decrease) in deferred revenue	(10,450)	11,881
	<u>(42,080)</u>	<u>15,465</u>
INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS DURING THE YEAR	(62,414)	84,993
Cash and cash equivalents - beginning of year	<u>249,132</u>	<u>164,139</u>
CASH AND CASH EQUIVALENTS - END OF YEAR (note 7)	<u>\$ 186,718</u>	<u>\$ 249,132</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 estimates and assumptions that affect the reported amount or assets and liabilities and disclosure of contingent assets and liabilities at the date of 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) 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.

There is no foreign currency risk.

The liquidity risk is constantly monitored through current and future cash flows and financial liability maturities.

The organization's exposure to and management of risk has not changed materially from July 31, 2016.

6. COMMITMENT

The Association has contracted for video production requiring a payment of \$16,000 expiring October 30, 2017.

7. CASH AND EQUIVALENTS

Cash and equivalents consist of the following:

	2017	2016
Cash	\$ 28,941	\$ 109,241
Investments	157,777	139,891
	<u>\$ 186,718</u>	<u>\$ 249,132</u>





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