

Festival 2014 Final Report

FINANCE GROUP REPORT

Chair: Wendy VanderMeulen

Treasurer: Lauraine Smith

Ways & Means: Dave Western and Nancy Morgan

Grants & Sponsorships: Wendy McCracken

We had considerable difficulty getting volunteers for this Group. We had a Finance Chair early on, but he left after hardly any time in the Chair because he went south every year and felt he couldn't do the job justice while being away for so long. We eventually got another Chair who stayed for about a year before leaving due to his wife's health and their multiple travel plans. In the end, the Festival Chair became the Finance Chair by default. That was not at all ideal.

We did not have a Budget Committee (or Budget Chairman) which, in hindsight, I feel was a disservice to the Festival. We needed someone to keep an eagle eye on the finances and we didn't have that. We can't say if it would have changed our bottom line, but it would have been beneficial to have someone to understand our financial situation at all times and advise us accordingly.

Treasurer

For a short period of time, the EOSARDA Treasurer did Treasurer duties for Festival, but health problems dictated his withdrawal from the position. In the end, our Treasurer was a person who was comfortable with manual bookkeeping, but as the accounts were already well on their way in Simply Accounting, she had to learn that process. She did well with straight data entry, issuing of cheques, and processing deposits, but computerized bank and deposit reconciliations were not as easy for her. So, I would help her with the accounts about every other month. It was a system that worked well, for the most part.

A month before Festival, our Treasurer experienced some family health issues which took her away from a concentrated effort on Festival finances, although she wanted to continue with the position. These health issues were not resolved until a month after Festival was over, making for irregular reporting and delays in finalizing the books. Volunteers were hard enough to find for Festival; I was not going to ask her to give up her position under the circumstances. Who would have taken over at the last minutes? I certainly did not have time to do it.

At first, the Board had determined that we would not have a US Bank account and we would not accept credit card registrations. However, both those decisions were reversed after time. The US account was handy for registrations that came in paid in US funds. For a good part of the registration period, the exchange rate was very close, so we accepted US money at par. This account was also handy to pay some advertising we did in US publications and, in the end, the payment for flooring had to be in US funds. By that time, the exchange rate was almost 10%, so having the bulk of the funds already available in a US account, helped us save on the exchange rate.

We agreed, about 18 months before Festival, to open a PayPal account. We heard of many people who wanted to pay with credit card, but we did not want a merchant account. PayPal was the easiest way to go. It also enabled us to set up an online registration form where people would pay with their credit card. It was a good decision, as it was used for over 400 of the total registrations. The PayPal fees were just under 3%, which was better than we would have gotten with any credit card merchant account.

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Ways & Means

Once again, due to a small Board, we did not do near as much with this as should have been done. No volunteers came forward to take on this project, so it was handled as best as could be with the cooperation of the Festival Vice Chair and Publicity Co-Chair. Another big problem was how to store any promotional items we would decide to purchase. Without a place to store and a person (or persons) to take the items from place to place to sell, we felt we could not invest heavily in this department. I believe this was to our detriment, as previous Canadian Conventions have proven that this is always a good source of revenue.

- Red tote bags with our logo on them were sold for \$5 each.
- Hand sanitizers were sold for \$3 each or 2 for \$5.
- 5-year calendars were printed to be a thank you gift to all the registered leaders. The remainder were sold for \$5 each.

During Festival, the Ways and Means table also sold extra Program Books, maple leaf badges, city dangles, and the Fashion Show tickets. On Saturday, all items were sold at a reduced price just to get rid of everything.

The Fashion Show and Square Dance Boutiques came under this umbrella thanks to the innovative thinking of our Vice Chair. Both were very different from what has ever been offered at a Canadian Convention and both were quite successful. (Separate reports follow.)

We were overwhelmed with the fundraising done by several of the local Clubs – special dances were held, where the proceeds were donated to the Festival; Share-the-Wealth and \$100-Draw proceeds were donated; two Clubs took on the duties of two separate Festival committees and all expenses incurred were covered by those Clubs. This was thanks to an idea from our Publicity Chair, Anne Graham (c.f. Publicity Group Report).

Because of the brand new Ottawa Convention Centre, it was decided to hold 3 “Countdown to Festival 2014” dances each year before Festival. The OCC opened in April 2011. We had a dance there in 2011, 2012, and 2013. That helped us get a feel for the required sound and the flooring, and it also helped raise funds.

Grants and Sponsorships

We feel that there could have been good potential in this area, but not enough effort was made to look into it. We could say that fault lies with the lack of volunteers. With no one to oversee that the effort was being made – whether by Festival, the Ontario Federation, or the Society – to secure grants or sponsorships, there was no incentive to work hard at it. A person who deals with grants and sponsorships on a regular basis, whether a square dancer or not, would have been a huge benefit.

For the longest time, each Board member was asked to consider people or companies who they thought might be interested in getting involved financially in any way. That’s too much to ask a small Board already struggling with just getting their own work done, and no leads at all came from that.

Early in 2012, we approached an event management company to discuss the possibilities of their taking on the duties of organizing the Vendors’ Village *and* looking out for sponsorships (see details in Ways & Means Report). The company was a small, up-and-coming company and, at the beginning of our negotiations, they were keen and their fees seemed reasonable. We felt it would be worth the risk to give them a certain percentage of any monies collected due to their efforts. However, as these negotiations took considerable time, we found that they themselves were also getting busier and, in the end, we feel their rates were much higher than we were comfortable considering and the whole thing fell through. **We still believe it was a good option** and worth the exercise of looking into for future Festivals.

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Five months prior to Festival, we finally had a volunteer to look into grants & sponsorships (as well as advertising, which falls under the Publicity Group duties). Her efforts also led nowhere, although there were some hopeful leads, a couple times.

Ways & Means Report ***Dave Western***

Non-Dancer Sourced Revenue

Declining dancer attendance at Canadian National Square and Round Dance Conventions has resulted in decreased revenues at a time when the cost of putting on a convention is increasing rapidly. Cognizant of this, the Festival 2014 Board decided to seek additional revenues from non-dancer sources while at the same time seeking to enhance the convention experience for convention attendees.

The two principle vehicles for accomplishing this were: the Vendors' Village and Dance Wear 2014. Both met their aims to varying degrees.

Festival 2014's Vendor's Village

Vendors selling items of particular interest to square and round dancers have attended many Canadian Square and Round Dance conventions. But at least in recent years they have been few in number and have not been a significant source of convention revenue. Nor have they been used to attract the general public's participation in the convention. Rather they have marketed a select range of specialty goods to a narrow dancer market.

Given the possibilities inherent in the downtown location of Festival 2014 - a large open area on both the 2nd and 3rd floors of the Ottawa Convention Centre with the possibility of attracting walk-in traffic from the adjacent Rideau Centre - the Festival 2014 Board decided to adopt a different approach and to opt for a large Vendors' Village that would have three objectives:

- a) To provide Festival 2014 with a significant revenue stream from both vendors and the general public;
- b) To attract a large number of vendors offering a wider range of interesting and unusual items that would be of interest to both Festival attendees and to the general public;
- c) To act as a vehicle for recruiting new dancers by attracting the non-dancing public to Festival as spectators.

Once we began thinking about how this was to be accomplished, we quickly came to realize that we had no in-house expertise in organizing this kind of event. Accordingly we set out to find a professional Event Coordinator who would be willing to work with us at a reasonable price. With the assistance of the Ottawa Tourism Bureau we identified several likely prospects and approached them with a Request for Proposals (RFP). Two companies responded.

RTG Special Events offered to manage the convention for a price of \$35,000. When it was pointed out to RTG that we were only seeking someone to look after the Vendors' Village and not the whole convention they re-submitted their proposal. The revised submission was for 50% of the vendor fees, and did not include negotiating with Freeman¹ or the provision of on-site staff to manage the show, the cost of which was not specified in the offer.

¹*Freeman Inc. has an exclusive contract with the Ottawa Convention Centre for setting up and taking down "trade shows". All piping, draping, and electrical connections must be rented from Freeman and installed by them.*

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The second submission was from Dynamix Productions. Dynamix indicated that they would be willing to solicit vendors, work with Freeman to design the Vendors' Village and manage the event for a percentage of the profit from the Village, with the actual percentage split being dependent on the profit realized (60% of \$10,000, 50% of \$11,250 and 40% of \$12,000) with Festival 2014 providing Dynamix with seed money which would be deducted from their share of the revenue.

The Board considered that RTG's proposal was unlikely to produce any significant revenue for Festival. Accordingly talks began with the second company, Dynamix.

Dynamix was initially keen to proceed, but the long lead time for this project - over 4 years - meant that, apart from planning, there would not be much work to be done for at least two years. Thus Dynamix would be without a revenue source for quite some time. This in turn made them reluctant to begin work or to sign a written contract until closer to the actual start work date.

Over the course of the next two years, there were several meetings with Dynamix and numerous phone calls and e-mails, but by the time a written contract was to be signed, the company's circumstances had changed considerably. It was no longer a hungry, eager start-up looking to make a name for itself and was no longer interested in taking on a major contract on speculation.

In June of 2012, Dynamix proposed two possible options to the Festival Board.

Under Option 1, Dynamix would receive:

- \$10,000 to plan, organize, promote and operate the Vendor's Village with \$3,000 (non-refundable) payable upon signing the contract, the balance being payable in two interim payments under terms and conditions to be negotiated;

plus

- a 50% split of the net fees received for sponsorships, with costing limits to be agreed to by both parties prior to any expenditures being undertaken.

Under Option 2, Dynamix would receive the greater of:

- a flat rate fee of \$8,000 to plan, organize, promote and operate the Vendor's Village or
- 50% of the net revenues from booth rentals, and admission fees
 - with a \$3,000 (non-refundable) fee payable upon signing the contract; and
 - a 50% split of the net fees received for sponsorships, with costing limits and ranges to be agreed to by both parties prior to any expenditures being undertaken.

Neither option was acceptable to the Festival Board. Accordingly, it was decided that Festival 2014 would take direct responsibility for planning, organizing and managing the Vendors' Village.

Not only would this allow Festival 2014 to retain all profits from the Vendors' Village, but it would also allow us to reduce booth rental rates significantly without negatively impacting the bottom line.

This change in was communicated to Freeman Inc, who subsequently proved very helpful in designing a floor plan for the Vendors' Village and in setting up a flexible costing structure based on the number of booths sold. Freeman drew up a suitable contract which was signed on August 15, 2013.

The next step was to identify potential vendors. Hours were spent perusing web sites and dance publications. Visits were made to flea markets, craft shows and vintage clothing shows across the region. Our regional

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dancing community was asked to watch for interesting vendors and to forward contact information for any likely prospects. Advertisements announcing that we were looking for vendors were also posted on Face Book, Kijiji and other social media sites.

As potential vendors were identified, Dave sent them a Vendors' Village poster and Vendor Application form either by e-mail or regular mail. Nearly 200 potential vendors were contacted and invited to attend Festival 2014. These included:

- \$ sellers of traditional square dance clothing;
- \$ dance clothing and dance shoe vendors and manufacturers;
- \$ sellers of Western Wear;
- \$ western boot suppliers;
- \$ jewellers;
- \$ home-based craft sellers;
- \$ specialty food sellers; and
- \$ cosmeticians

Very few vendors responded or even acknowledged receipt of the poster and application form. Even companies that had contacted us as a result of our Social Media ads often failed to respond to our follow-up message. It was particularly disappointing to be ignored or refused by almost all of the companies in North America who could be termed "traditional square dance companies". In the end the only "traditional" retailer who attended Festival 2014 was Dancing Princesse from Montreal.

The price for renting a 10' x 10' booth was set at \$250. Larger booths were available in increments of 100 square feet, with a double booth costing \$400, a triple \$550 and a quad booth \$700. We did not charge HST.

Freeman's charge per booth was \$90.00. This included set-up and take down as well as on-site assistance in case of problems. All booths came with poles, drapes, a skirted table and two chairs. Additional furnishings could be rented from Freeman or provided by the vendor. Vendors desiring an electrical connection had to purchase one from Freeman at a minimum cost of \$98.50. Freeman was also very flexible on the number of booths required, even adding one additional booth on the first day of Festival.

In the end, the Vendors' Village consisted of 25 booths.

Six booths were rented by various organizations including;

- \$ The Canadian Square and Round Dance Society
- \$ The Eastern Ontario Square and Round Dance Association
- \$ CallerLab
- \$ The 64th (US) National Square Dance Convention
- \$ Festival 2016
- \$ The Ontario Genealogical Society & Family History Society

Dance-related vendors included:

- \$ Dancing Princesse from Montreal (a quad booth)
- \$ SI Circle Skirts from Kingston
- \$ Chilly Things from Ingleside, Ontario
- \$ SGA - an Ottawa-based badge maker who stepped in to replace Peony when they were unable to participate in Festival 2014.

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The remaining booths were occupied by:

- \$ Arbonne (cosmetics)
- \$ Créations Ghislaine Descôtes (jewelry)
- \$ Doodle Dollies (plush stuffed toys)
- \$ Fifth Avenue Collection (jewelry)
- \$ Float or Fly (chain mail jewelry)
- \$ Jewellery by John
- \$ Livney's Modern and Vintage Clothing (vintage clothing)
- \$ Mohawk Art and Design (First Nation artisanat)
- \$ PSI Insoles (shoe inserts)
- \$ Poetic Designs Ottawa (beaded jewelry)
- \$ Promotional Concepts (printed t-shirts)
- \$ RMG Aromas (aroma therapy products)
- \$ Rocks by Rhonda (jewelry)
- \$ Safrila (candles, soap and scarves)
- \$ South Hill Designs (jewelry)
- \$ The Beading Drum (First Nation jewelry)
- \$ The Photowitch (photography)

Originally we had hoped that a Vendors' Village consisting of 40 plus vendors, selling interesting and unusual items would be sufficiently attractive to allow us to charge an admission fee to the general public. (Festival registrants would have free and unlimited access.) However, due to problems in controlling traffic through the area in question and the reduced number of vendors the Board decided to waive the fee for the general public. In the final analysis this was a revenue neutral decision since there was very little non-dancer traffic through the Village.

Strictly from a financial point of view, the Village was a success. In putting together the Vendors' Village we incurred costs of \$3,231.45. However, the revenue from the Village was \$6,977.50 giving us a profit of \$3,746.05.

Comments from a number of Festival attendees also indicated that having a large Vendors' Village at Festival did enhance the convention experience for a great many dancers.

What the Village failed to do was to act as a magnet to attract the general public to Festival. In part this was due to our failure to adequately advertise the Village in the local media, and in part it reflects the fact that the Village was not as large or as eclectic as we had originally hoped.

For the vendors, the Village was a mixed success, some vendors experienced high sales volumes, some barely covered their costs and others ended up in a deficit situation.

Lessons Learned

Locating the Vendors' Village on the 3rd floor of the Ottawa Convention Centre only made sense when we were going to make extensive use of all the ballrooms on the 3rd floor. Once it was decided that we would not use two of the three ballrooms on that floor, the Vendors' Village should have been re-located to the 2nd floor where it would have been more visible to more dancers.

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The aim of having vendors selling interesting and unusual items was endorsed by those vendors who met this test. For example, the two First Nation vendors both reported very good sales. However, attracting vendors of any kind to the Vendors' Village proved more difficult than anticipated. In the end the lack of applicants made it more difficult to be highly selective. As a result, even though we eventually began refusing applications from additional jewellers, there were more jewellers in the Vendors' Village than was optimal (8 out of 17 sellers). This had a negative impact on the sales of several of the vendors. Clearly a better mix of vendors would have been desirable. This is an area where a professional event coordinator might have produced better results, but at a significant cost.

There is an appetite for native American products, which are largely unknown to many dancers.

When vendors registered for Festival, they were asked to list the products that they were going to sell. As it turned out, not all lists provided were comprehensive and a couple of vendors also sold small quantities of jewelry in direct competition to the registered jewellers. In retrospect, it should have been made very clear to all vendors that they would not be permitted to sell anything that was not on their original list, and this should have been strictly enforced.

To attract the general public to an event such as this requires a large pool of vendors and a large and sustained publicity campaign. Relying on social media, on-site signage and general Festival publicity is not enough. It is probably more realistic to assume that clientele will be restricted to Festival attendees.

Notwithstanding the foregoing, the financial success of the Festival 2014 Vendors' Village clearly indicates that the concept of a large Vendors' Village is a viable way to significantly increase convention revenues while enhancing the convention experience for our dancers.

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Dance Wear 2014

As with the Vendors' Village, Dance Wear 2014 was both a continuation of a convention tradition and a new departure.

Fashion shows have long been a part of Canadian Square and Round Dance Conventions. Traditionally they have provided dancers with the opportunity to show off their homemade dancing outfits. However, in recent years interest in this event has been declining to the point where many veteran convention goers told us that they didn't even know that fashion shows were part of recent Canadian conventions.

To make the show more interesting and to hopefully attract a large paying audience from the non-dancing public, it was decided to retain but re-theme the fashion show. Accordingly a group of local fabric artists, The Art Wear Group, was approached with the idea that they would plan, organize and produce a one-hour fashion show based on their original creations. The only restriction placed on the group was that all entries in the show had to be suitable for wearing on the dance floor. The show was named Dance Wear 2014.

Space at the end of the Art Wear Group's part of the show would be reserved for vendors from the Vendors' Village who wanted to showcase their merchandise and for Festival registrants who wished to show their homemade dance outfits. To participate in Dance Wear 2014, vendors were charged a fee of \$20.00. Registrants were invited to enter their non-commercial dance outfits at no charge.

The Art Wear Group agreed to produce Dance Wear 2014 for a fixed fee of \$300 plus \$1.00 for every Festival registrant who purchased a ticket to attend Dance Wear 2014, \$2 for every non-registrant who purchased a ticket and \$10 for every vendor who took part. The Art Wear Group also agreed to promote the show in the local sewing community.

Tickets to Dance Wear 2014 were priced at \$5.00 for Festival registrants and \$10 for non-registrants. Non-registrants attending the show were also to be offered a free introductory square dance lesson and to have access as visitors to all Festival events.

Thus Dance Wear 2014 would be both a Festival fund-raiser, the hope was to sell at least 300 tickets, and a way to attract the general public to Festival and expose them to square dancing.

Festival 2014 had a large number large number of attractive promotional postcards printed. These were distributed to sewing groups, fabric stores, quilt shops etc across Ottawa by members of the Art Wear Group. The event was also publicized on Kijiji and various social networks.

Given the logistics of collecting and remitting funds from a number of potential sources, it was decided not to pre-sell tickets to Dance Wear 2014. Admission would be paid at the door. In retrospect, this may have been a mistake. Not only did it lead to great uncertainty as to the size of the room that would be required to hold the event, but pre-purchased tickets would have provided buyers with a strong incentive to attend the event.

Dance Wear 2014 took place on Friday, July 18 from 4:30 to 6:00 pm. Care was taken to ensure that no events took place during this time period.

The event itself went off without a hitch and was very well received by those in attendance. The Art Wear Group's creations were original, well presented and quite stunning. In addition, one vendor took part in the show as did one dancer couple.

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Unfortunately, despite the advanced publicity, attendance at Dance Wear 2014 was significantly less than hoped for. In all 143 registrants paid to attend the fashion show. Public attendance was very disappointing, with only 2 non-registrants attending.

Nevertheless, Dance Wear 2014 did realize a small profit for Festival 2014. Total income from ticket sales was \$755. The Art Wear Group was paid \$457.00 and the publicity postcards cost \$190.25, resulting in a profit of \$107.75.

Lessons learned

The concept of having an outside fashion-oriented group put on a dance-themed fashion show appears to be valid. It was certainly well received by those in attendance who were unanimous in their praise for the event.

It appears that more could have been done to publicize the event internally as many Festival attendees were apparently unaware of the event until after it was over.

The concept itself also needed to be better communicated to Festival registrants. After the show, many dancers said that they had not realized what it was all about.

As for public participation, the lack of pre-sales, the high cost of parking at the Rideau Centre and the lack of a highly visible, multi-media publicity campaign all had a role to play in keeping the public away.

Recommendations

While the idea of using a National Square and Round Dance Convention to recruit new dancers is an attractive one, it is not realistic unless the organizing committee is prepared to undertake a sustained and expensive multi-media publicity campaign. This would almost certainly entail hiring the services of a professional publicity agency at a significant cost. It is not certain that this cost would be recoverable from additional revenues.

Absent any such commitment, this objective should be set aside in favour of focussing on enhancing the skills of current dancers.

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Financial Statements

To the Members of the Boards

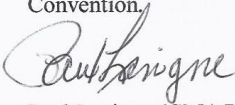
I have completed a review of the financial operations of Festival 2014.

The review included The Balance Sheet and Statement of Income and Expense as well as other records that were considered necessary.

This review was to obtain a reasonable assurance about whether the financial statements are free of material misstatement. Therefore the review examined on a test basis the evidence supporting the amounts and disclosures in the financial statements. The review also included a assessment of the accounting principles used as well as a evaluation of the overall financial statement presentation used.

As is common with events of this nature there is a wide dispersal of registration forms. No tracking system is used to identify registration forms used and unused. Revenues cannot be completely verified. However both registrations and refunds were included in the examination on a test basis.

It is my opinion,subject to the above comments on registrations,the financial statements, present in all material aspects, the financial position of Festival 2014 the 18th Canadian Square and Round Dance Convention.



Paul Lavigne (CMA Retired)

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Festival 2014 Income Statement 01/08/2011 to 30/10/2014

REVENUE

CHAIRMAN'S ACCOUNT

CSRDS Forgivable Loan	5,000.00
Miscellaneous	<u>25.00</u>
CHAIRMAN'S TOTAL REVENUE	<u>5,025.00</u>

EDUCATION GROUP

Festival Dress	0.00
Discussion Groups	0.00
Heritage Display	0.00
Decorations	0.00
Sewing Room	0.00
Miscellaneous	<u>0.00</u>
EDUCATION TOTAL REVENUE	<u>0.00</u>

FACILITIES GROUP

Venue Committee	0.00
Food Services	0.00
CSRDS Luncheon	0.00
Solos Dinner	<u>1,225.00</u>
Hospitality Total	1,225.00
Flooring	0.00
Operations Centre	245.00
Miscellaneous	<u>0.00</u>
FACILITIES TOTAL REVENUE	<u>1,470.00</u>

FINANCE GROUP

Treasurer	0.00
Interest Earned	0.00
Foreign Exchange	<u>59.08</u>
Sub-Total	59.08
WAYS & MEANS	0.00
Promotional Items	1,550.50
Special Dances	2,011.05
Other Club Fundraisers	1,111.75
Grants & Sponsorships	0.00
Fashion Show	755.00
Vendor's Village	<u>6,977.50</u>
Sub-Total	12,405.80
Miscellaneous	<u>220.15</u>
FINANCE TOTAL REVENUE	<u>12,685.03</u>

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PROGRAM GROUP

Sound	0.00	
Hearing Enhancement Rentals	0.00	
Sub-Total		0.00
Round Dance Syllabus		743.00
Clogging Syllabus		0.00
Line Dance Syllabus		260.00
Trail In/Out Dances		7,250.00
Outdoor Dances		0.00
Miscellaneous		982.00
PROGRAM TOTAL REVENUE		9,235.00

PUBLICITY GROUP

General Advertising		50.00
Ambassador		0.00
Information Booth		0.00
Tourism & Spectators		180.00
PROGRAM & SOUVENIR BOOK		0.00
Advertising	700.00	
Book Advance Sales	4,392.00	
Book At-Door Sales	320.00	
Book Sub-total		5,412.00
Media Relations		0.00
Ceremonies		0.00
Miscellaneous		0.00
PUBLICITY TOTAL REVENUE		5,642.00

REGISTRATION GROUP

Registrations Club 2014	16,200.00	
Registrations to 31Dec12 @ \$100	22,600.00	
Registrations 1Jan13-31Mar14 @ \$125	52,550.00	
Registrations after 1Apr14	11,312.00	
Cancellations	765.00	
Registration Special	5,800.00	
Daily Registration	2,875.00	
Full Registration At The Door	3,300.00	
TOTAL REGISTRATIONS		115,402.00
REGISTRATION COMMITTEE	0.00	
City Dangles	1,608.00	
Maple Leaf Badges	1,616.00	
Sub-Total		3,224.00
HOTELS	0.00	
CAP Rebate	6,062.00	
Sub-Total		6,062.00
CAMPING & RV	0.00	

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Bus Passes	0.00
Shuttle Service	<u>1,575.00</u>
Sub-Total	<u>1,575.00</u>
REGISTRATION TOTAL REVENUE	<u>126,263.00</u>

TOTAL REVENUE 160,320.03

EXPENSE

CHAIRMAN'S CCOUNT

Admin & Supplies	31.50
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Miscellaneous	<u>2,135.81</u>
CHAIRMAN'S TOTAL EXPENSES	<u>2,167.31</u>

EDUCATION GROUP

Admin & Supplies	0.00
Festival Dress	0.00
Discussion Groups	0.00
Heritage Display	0.00
Sewing Room	90.21
Miscellaneous	<u>0.00</u>
EDUCATION TOTAL EXPENSES	<u>90.21</u>

FACILITIES GROUP

Admin & Supplies	67.28
Westin Space Rental	4.20
OCC Rental	74,791.99
Security	3,729.00
Venue Committee	0.00
Hospitality	5,834.49
Flooring	33,659.15
Decorations	53.10
Ops Centre	585.45
Miscellaneous	<u>1,500.00</u>
FACILITIES TOTAL EXPENSES	<u>120,224.66</u>

FINANCE GROUP

Admin & Supplies	49.78
Treasurer	467.10
Foreign Exchange	4.50
Bank Charges	212.89
Bank Interest	0.00
Audit Expenses	0.00
PayPal Fees	<u>1,025.86</u>

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Sub-Total - Banking	1,243.25
WAYS & MEANS	0.00
Promotional Items	1,413.96
Special Dances	0.00
Grants & Sponsorships	32.26
Fashion Show	686.63
Vendor's Village	3,231.45
Miscellaneous	<u>0.00</u>
FINANCE TOTAL EXPENSES	<u>7,124.43</u>

PROGRAM GROUP

Admin & Supplies	1.28
SOUND	0.00
Sound Contract	1,365.89
Local Equipment Rental	1,700.00
Hearing Enhancement	<u>125.00</u>
Sub-Total	3,190.89
Square Dance Program	424.88
Round Dance Program	514.94
Other Dance Groups Program	<u>0.00</u>
Sub-Total	939.82
Trail In/Out Dances	0.00
Countdown Dance 2011	738.75
Countdown Dance 2012	919.00
Countdown Dance 2013	2,300.05
Wednesday Night Trail In	<u>0.00</u>
Sub-Total	3,957.80
Outdoor Events	0.00
Miscellaneous	<u>692.20</u>
PROGRAM TOTAL EXPENSES	<u>8,781.99</u>

PUBLICITY GROUP

Admin & Supplies	5.08
Advertising	2,536.22
Signage	<u>947.86</u>
Sub-Total	3,484.08
Ambassador Committee	30.00
Information Booth	0.00
Program & Souvenir Book	3,966.35
Media Relations	0.00
Ceremonies	125.00
Website	864.60
Miscellaneous	<u>24.00</u>
TOTAL PUBLICITY EXPENSES	<u>8,499.11</u>

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REGISTRATION GROUP

Admin & Supplies	253.14	
CSRDS 15% of Net Registrations	<u>0.00</u>	
Sub-Total		253.14
REGISTRATION COMMITTEE	134.49	
Club 2104 Dangles	286.13	
City Dangles	1,573.20	
Maple Leaf Badges	792.00	
I'm Registered Ribbons	120.00	
Registration Forms	1,258.85	
Mailing (Env/Stamps/Paper)	804.09	
Convention Badges	6,353.84	
Registrat	<u>39.54</u>	
Sub-Total		11,362.14
Hotels & RV		2,651.72
Welcome Committee		0.00
On-Site Angels		0.00
Miscellaneous		<u>209.76</u>
REGISTRATION TOTAL		14,476.76
EXPENSES		<u>14,476.76</u>
TOTAL EXPENSE		<u>161,364.47</u>
NET INCOME		<u><u>-1,044.44</u></u>

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BUDGET SUMMARY				
TASK	BUDGET INCOME	BUDGET EXPENSES	ACTUAL INCOME	ACTUAL EXPENSES
Chairman's Account				
CSRDS Forgivable Loan	5,000.00		5,000.00	
Chair administration and supplies		- 300.00		31.50
Festival Final Report		- 200.00		
Miscellaneous		- 100.00	25.00	2,135.81
Sub-Total			5,025.00	2,167.31
TOTALS	5,000.00	- 600.00	5,025.00	2,167.31

Chair Subtotals:	5,000.00	- 600.00	5,025.00	2,167.31
Education Subtotals:	-	- 1,950.00	-	143.31
Facilities Subtotals:	1,000.00	- 113,850.00	1,470.00	120,171.56
Finance Subtotals:	17,000.00	- 6,100.00	12,685.03	7,124.43
Program Subtotals:	2,450.00	- 9,000.00	8,935.00	8,906.99
Publicity Subtotals:	13,500.00	- 8,100.00	5,942.00	8,374.11
Registration Subtotals:	149,275.00	- 47,850.00	126,263.00	14,476.76

Grand Total	188,225.00	- 187,450.00	160,320.03	161,364.47
Profit(-Deficit)	775.00	-	1,044.44	
Amount of loss recoverable by:	CSRDS	- 348.15		
	OntFed	- 348.15		
	EOSARDA	- 348.15		

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	BUDGET	BUDGET	ACTUAL	ACTUAL
EDUCATION GROUP	INCOME	EXPENSES	INCOME	EXPENSES
Group Chair administration and supplies		- 300.00		
Sub-Total			-	
Convention Dress Committee		- 100.00		
Sub-Total			-	
Sewing Room Committee				
Admin & Supplies		- 100.00		90.21
Patterns, decorations, room supplies		- 300.00		
Sub-Total			-	
Discussion Groups Committee				
Admin & Supplies		- 100.00		
Mailing & Phone		- 100.00		
Discussion Group posters, posters		- 200.00		
Discussion Group hosting		- 50.00		
Sub-Total			-	
Heritage & Decorations Committee				
Admin & Supplies		- 100.00		53.10
Heritage contact letters		- 100.00		
Heritage display material		- 200.00		
Heritage posters and signs		- 200.00		
Heritage info leaflets		- 100.00		
Sub-Total			-	
Subtotals:	-	- 1,950.00	-	143.31

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	BUDGET	BUDGET	ACTUAL	ACTUAL
FACILITIES GROUP	INCOME	EXPENSES	INCOME	EXPENSES
Group Chair administration and supplies		- 300.00		67.28
Sub-Total				
Venue Committee				
Admin & Supplies		- 100.00		
Printing		- 150.00		
First aid contract		- 500.00		1,500.00
Security contract		- 1,000.00		3,729.00
Ottawa Convention Centre rental		- 75,000.00		74,791.99
Westin space rental		-		4.20
Sub-Total				
Hospitality Committee				
Admin & Supplies		- 100.00		
Water service		-		1,101.75
Solos			1,225.00	1,071.29
Leaders Lounge, International Guests, Media		- 2,000.00		3,661.45
Society Luncheon	1,000.00	- 1,000.00		
Sub-Total				
Floor Committee				
Admin & Supplies		- 100.00		
Floor material Rental		- 30,000.00		29,110.91
Floor handling expenses		- 1,000.00		4,548.24
Sub-Total				
Ops Centre Committee				
Admin & Supplies		- 200.00		
Communications equipment rental		- 1,200.00	245.00	585.45
Caller/Cuer Leader Room supplies		- 1,000.00		
Computer Rental		- 100.00		
Sound Equipment		- 100.00		
Sub-Total				
	- - - - -	- - - - -	- - - - -	- - - - -
Subtotal:	1,000.00	- 113,850.00	1,470.00	120,171.56

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FINANCE GROUP	BUDGET INCOME	BUDGET EXPENSES	ACTUAL INCOME	ACTUAL EXPENSES
Admin & Supplies		-\$ 100.00		\$ 49.78
Treasurer		-\$ 300.00		\$ 467.10
Interest earned	\$ -			
Foreign Exchange			\$ 59.08	\$ 4.50
Treasurer financial reports		\$ -		
Bank expenses		-\$ 100.00		\$ 212.89
PayPal Fees				\$ 1,025.86
Audit expenses		-\$ 200.00		
Sub-Total				
Grants & Sponsorships				
Admin & Supplies		\$ -		\$ 32.26
Grants & Sponsorships		\$ -		
Sub-Total				
Ways & Means Committee				
Admin & Supplies		-\$ 100.00		
Promotional Items	\$ 10,000.00	-\$ 2,000.00	\$ 1,550.50	\$ 1,413.96
Special Dances	\$ 1,500.00	-\$ 1,000.00	\$ 2,011.05	
Club Fundraising	\$ 3,000.00		\$ 1,111.75	
Spectator Ribbons	\$ 1,000.00	-\$ 200.00		
Vendors Village			\$ 6,977.50	\$ 3,231.45
Fashion Show	\$ 1,500.00	-\$ 1,100.00	\$ 755.00	\$ 686.63
Other				
Sub-Total				
Miscellaneous				
Additional insurance		-\$ 1,000.00		
Miscellaneous			\$ 220.15	
Sub-Total				
Subtotals:	\$ 17,000.00	-\$ 6,100.00	\$ 12,685.03	\$ 7,124.43

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PROGRAM GROUP	BUDGET INCOME	BUDGET EXPENSES	ACTUAL INCOME	ACTUAL EXPENSES
Group Chair administration and supplies		- 300.00		1.28
Sub-Total				
Sound Committee				
Admin & Supplies		- 300.00		
Sound contract				
Sound enhancement (rental cost)		- 1,000.00		125.00
Rental of local equipment		- 6,000.00		1,700.00
Sub-Total				
Schedule Committee				
Round dance syllabus (200)	1,200.00		743.00	
Admin & Supplies		- 200.00		
Caller/Cuer name cards		- 500.00	-	
Program schedule printing		- 200.00		424.88
Round schedule administration and supplies		- 100.00		298.63
Round schedule printing		- 200.00		
Round dance syllabus printing		- 1,100.00		312.16
Leaders' Gift (5-Year Calendar)			682.00	596.35
Sub-Total				
Special Groups Committee				
Admin & Supplies		- 200.00		
Clog syllabus	450.00			
Line Dance syllabus	300.00		260.00	
Singles hitching post		- 100.00		
Singles special events		- 400.00		
Clog syllabus preparation and printing		- 200.00		
Line dance syllabus preparation and printing		- 200.00		
Sub-Total				
Trail In/Out Committee				
Admin & Supplies		- 100.00		
Ticket Sales			7,250.00	3,957.80
Trail In/Out posters		- 100.00		
Sub-Total				
Outdoor Event Committee				
Admin & Supplies		300.00		125.00
Rental of tent and stage		400.00		
Outdoor Event sound		-		1,365.89
Outdoor Event posters & flyers		200.00		
Outdoor Event badges	500.00	1,000.00		
Water		300.00		
Sub-Total		-		
Subtotals:	2,450.00	- 9,000.00	8,935.00	8,906.99

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	BUDGET	BUDGET	ACTUAL	ACTUAL
PUBLICITY GROUP	INCOME	EXPENSES	INCOME	EXPENSES
Group Chair administration and supplies		- 300.00		29.08
Sub-Total				
Ads Committee				
Admin & Supplies		- 100.00		
Signage		- 1,000.00		947.86
Advertising		- 1,000.00	50.00	2,536.22
Sub-Total				
Ambassador Committee				
Admin & Supplies		- 500.00		30.00
Photocopies & Mailings		- 300.00		
Sub-Total				
Tourism & Spectators				
Admin & Supplies		- 100.00		
Spectator Admittance		- 200.00	180.00	
Sub-Total				
Program Guide				
Admin & Supplies		- 100.00		
Ads	1,500.00		1,000.00	
Sales	12,000.00		4,712.00	
Printing		- 3,000.00		3,966.35
Sub-Total				
Media Committee				
Admin & Supplies		- 500.00		
Website				864.60
Sub-Total				
Ceremonies Committee				
Admin & Supplies		- 200.00		
Opening Ceremonies program		- 400.00		
Closing Ceremonies program		- 400.00		
Sub-Total				
Subtotals:	13,500.00	- 8,100.00	5,942.00	8,374.11

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REGISTRATION GROUP	BUDGET INCOME	BUDGET EXPENSES	ACTUAL INCOME	ACTUAL EXPENSES
Admin & Supplies		- 300.00		253.14
Registrations: Club 2014 (200 @ \$100)	20,000.00		16,200.00	
Registrations: to Dec. 31, 2012 (300 @ \$100)	25,000.00		22,600.00	
Registrations: Jan.1,2013 to Mar.31,2014 (500 @ \$125)	62,500.00		52,550.00	
Registrations: after Apr.1, 2014 (200 @ \$150)	30,000.00		11,312.00	
Internet Registration Special			5,800.00	
Registrations at the Door			6,175.00	
Cancellations	1,375.00	- 6,875.00	765.00	
Society 15% of Net Registrations		- 19,800.00		
Registrar				
Admin & Supplies				39.54
Registration Committee				
Admin & Supplies		- 100.00		344.25
Club 2014 Dangles		575.00		286.13
City dangles (500 @ \$4)	2,000.00		1,608.00	
City dangles (500 @ \$3)		- 1,500.00		1,573.20
Maple Leaf badges (100 @ \$8)	-		1,616.00	
Maple Leaf badges (100 @ \$4)		- 600.00		792.00
Newsletters		- 200.00		
I'm Registered ribbons		- 1,000.00		120.00
Registration Forms		- 1,800.00		1,258.85
Registration postage and courier		- 2,900.00		804.09
Convention badges (1500 @ \$6)		- 9,000.00		6,353.84
Hotels				
Admin & Supplies		-		
CAP rebate	5,000.00		6,062.00	
Camping/RV Committee				
Admin & Supplies		- 100.00		
Shuttle buses	3,400.00	- 3,300.00	1,575.00	2,651.72
Camping/RV posters and signs		- 250.00		
Welcoming Committee				
Admin & Supplies		- 100.00		
Hotel and terminals welcoming signs (20)		- 200.00		
Welcoming information sheets		- 100.00		
Ports of Entry welcoming sheets and signs (20)		- 200.00		
Ports of Entry mailings		- 100.00		
Subtotals:	149,275.00	- 47,850.00	126,263.00	14,476.76