

2014 Annual Report



“

...The Cannery is a great place to visit and the staff are first class. Mark, our guide was brimming with knowledge and enthusiasm and would make an excellent teacher. This is different! A one off glimpse into a very tough industry and the diverse peoples that forged it...

TripAdvisor review, June 2014

Cover photo: *The Cannery*, by N. Trelenberg. G2015.001

Above photo: Herring is packed into oval tins at the Gulf of Georgia Cannery, ca. 1945. CFC-3-5-5

TENACIOUS

## CHAIR'S MESSAGE



### **2014 was a banner year for the Gulf of Georgia Cannery Society.**

We set a new record for attendance with over 50,000 people visiting the site for the first time ever. We are excited that so many people were able to see what we have to offer - from telling the many stories surrounding the Cannery, to a community gathering place for the winter market.

We are also proud to continue our mutually respectful relationship with our Parks Canada partners. Together we have seen success based on a common understanding of what the site is about and what we are trying to achieve together. Through this, we continue working to preserve and enhance the building and support on our exhibitions and programming.

In 2014, we also welcomed the sockeye salmon back to the Fraser River. Thanks to our friends at Canfisco, I had the wonderful opportunity to be on the river to witness this run. Seeing the salmon jump, the fishermen haul in their nets, and the many residents and visitors to Steveston line the river banks to watch the action, was a moving experience. It brought home for me the importance of our work, that is embodied in the phrase you'll often hear me say, "It's all about the fish!" These fish have brought us together through time and will lead us into the future.

This past year, the Society achieved many things which you will read about in this report. Accomplishing these things took everyone who touches this site working together. So to the staff, the board, the many volunteers, the community and visitors, thank you for making the Gulf of Georgia Cannery a special place for all. I look forward to working with you all to keep our fishing heritage alive.

A handwritten signature in black ink, appearing to read "Dave Semple".

**Dave Semple**  
*Chair*

## SOCIETY OVERVIEW

Established in 1986, the Gulf of Georgia Cannery Society is an independent, non-profit society and registered charity whose mission is to preserve the history of Canada's West Coast fishing industry and promote it in an engaging and relevant way. Working in partnership with Parks Canada, the Society is responsible for the operation of the Gulf of Georgia Cannery National Historic Site. In addition to operating the National Historic Site, the Society endeavors to interpret the history of the fishing industry through displays, educational programming, special events and other activities.

## BOARD OF DIRECTORS ELECTED 2014

<b>Chair</b>	Dave Semple
<b>First Vice-Chair</b>	Kit Grauer
<b>Second Vice-Chair</b>	Geoff Matheson
<b>Treasurer</b>	Jim Kojima
<b>Secretary</b>	Nora Medenwalt
<b>Past Chair</b>	Ralph Turner
<b>Directors</b>	Eileen Carefoot Ryan Garnett Everett Pierce Jon Spalding Jim Van der Tas Kim Evans (stepped down October) Ken Flores (elected October)
<b>Ex Officio</b>	Melissa Banovich, <i>Parks Canada</i> Councilor Linda Barnes, <i>City of Richmond</i>

In 2014, the Society had over **250 individual and corporate members.**

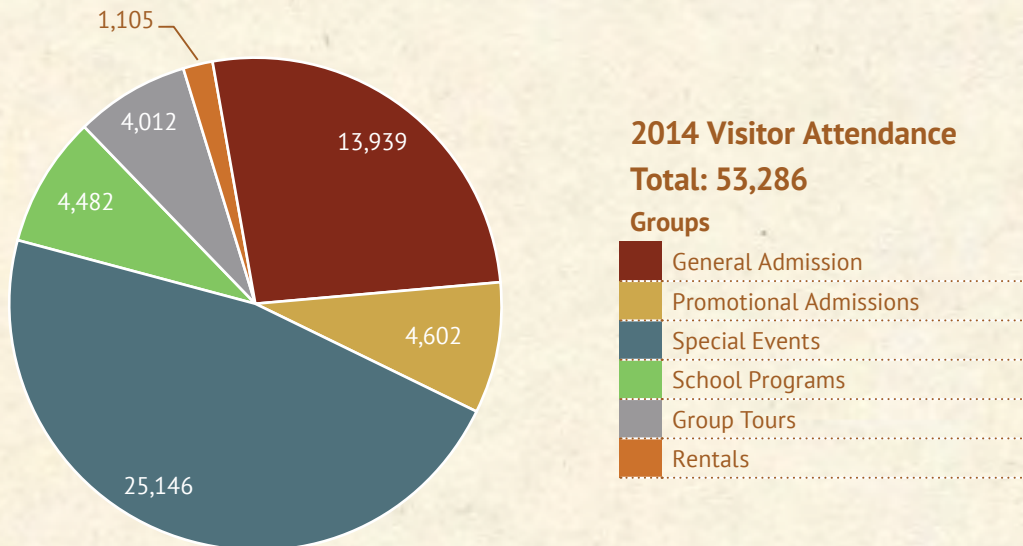
# THE GULF OF GEORGIA CANNERY NATIONAL HISTORIC SITE

Constructed in 1894, the Gulf of Georgia Cannery was one of fifteen canneries that once lined the banks of the Fraser River in Steveston. The facility canned salmon until 1930 when it was repurposed as a net loft, fresh fish depot, and finally as a herring reduction plant. After operating for 85 years, the facility was designated a national historic site and opened to the public in 1994.

Located on the South Arm of the Fraser River, the site is a hallmark of the quaint village of Steveston, and is situated along the popular Richmond dike trail. Key exhibits include a functioning salmon canning line, a herring reduction plant, fish and fishing methods used on the West Coast, and a flexible feature exhibit space.

## 2014 VISITATION

In 2014, 53,286 visitors came to the Gulf of Georgia Cannery. 95% of Comment Card respondents ranked their visitor experience as 8/10 or higher.



## VISITOR COMMENT HIGHLIGHTS

“The employees were all enthusiastic about the Museum and the history here and it showed in everything they did. They circulated through the museum asking if we had any questions. They had a depth of knowledge that shows hard study and they were excited about what they were doing...The cannery itself with its original equipment, building and setting was amazing. To be able to walk around where the canners walked and worked, to see the original equipment and understand how it worked and to learn about their working conditions was an eye opener.

*TripAdvisor review, June 2014*



Above photo: Solidarity on Ships and Shore – May 2014 to March 2015 exhibit

## SOCIETY ACTIVITIES

### Exhibits

#### **Solidarity on Ships and Shore – May 2014 to March 2015**

In 2014, the Society produced the feature exhibit *Solidarity on Ships and Shore: Organizing the West Coast Fishing Industry*. This exhibit examined the history of working conditions in the fishing industry on and off shore. A key primary industry in BC, fishing was and still is dangerous work. In the exhibit, visitors learned about the organizations which formed in response to the safety and economic challenges facing BC fishermen and shore workers over the course of the 20th century. Staff worked with a variety of community partners in developing the exhibit, including the two sponsoring organizations; WorkSafe BC and Pacific Coast Fishermen's Mutual Marine Insurance Company.

#### **Display at Fairmont YVR**

In the fall, we were invited to mount a display at the Fairmont Vancouver Airport Hotel. This display offers visitors to the airport a sneak peak at the best the Cannery has to offer - including some very special pieces from our collections. Passersby who venture into the hotel can see our historic slideshows and try their hand at prepping our fishing gear!

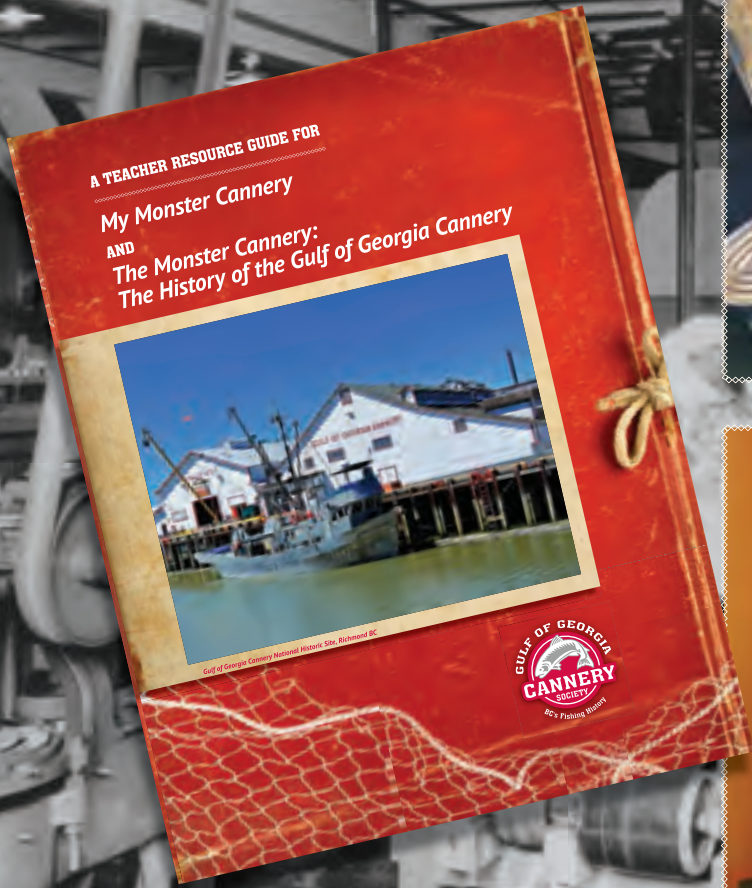
### Society

#### **The Monster Cannery book donation to local schools**

In the Spring, the Society, with support from Port Metro Vancouver, donated copies of its two *Monster Cannery* publications to all schools and libraries in Richmond, Delta, and New Westminister. *The Monster Cannery: The History of the Gulf of Georgia Cannery* gives an in-depth account of the salmon canning industry in BC and the rise and fall of the Gulf of Georgia Cannery. *My Monster Cannery* is an illustrated book for children exploring cannery work from a child's point of view. To facilitate using these books, the Society published a Teacher Resource Guide with ideas and activities for Kindergarten to Grade 12 teachers.

#### **Website renewal**

The Society website was given a complete renewal this Fall. With a new website address, [www.gulfofgeorgiacannery.org](http://www.gulfofgeorgiacannery.org), the overall appearance and ease of navigation was updated with a new, streamlined look. The new visually rich format makes great use of the Society's collection of archival photos, and photos of recent Society activities. The new format and design has also improved the website's appearance and compatibility with mobile phones and social media platforms, as well as making it easier for staff to update regularly. Check back often for news on what's happening!



Teacher Resource Guide cover  
Background photo: CFC-3-21-21



Photos top to bottom: Fairmont Vancouver Airport Hotel

The new website: [www.GulfofGeorgiacannery.org](http://www.GulfofGeorgiacannery.org)



## FACILITY

In the summer, Parks Canada began an extensive project to rehabilitate sections of the Cannery's exterior. Workers hand scraped the old lead paint off the building and applied new coats of Canfisco red and white paint to these areas. A white plastic shroud ensured that none of the old lead paint could fall into the Fraser River below.

Many areas of the cannery building also required replacement of rotten wooden siding or repair to structural

columns. Additionally, all of the windows in these sections were removed, repaired and repainted. Parks Canada went above and beyond to ensure that the building and its heritage aspects (windows, siding, etc.) were maintained in as close to the original state as possible.

This project has added years to the life of this important heritage site and we look forward to the next phase of work which will complete the rehabilitation of the remaining exterior walls.



Above photo: Oil Drum Storage building during repairs.



Above photo: The Society and Parks Canada's collections.

## COLLECTIONS & ARCHIVES

The Gulf of Georgia Cannery is home to two collections belonging to Parks Canada and the Society that contain approximately 10,000 artifacts and archival materials relating to the history of the Gulf of Georgia Cannery and the West Coast fishing industry. Work in 2014 continued

focus on rationalizing these collections by inventorying, photographing and researching each artifact. This work will provide the basis for evaluating the heritage significance of each artifact and will also help to create a plan and space for the future growth of the collections.



# EVENTS

**In the Fall, the Society took over the operations of Steveston's indoor winter market under the Cannery Farmers' Market banner. The first market opened free to the public on October 5, 2014, and takes place inside the Cannery, every other Sunday to the end of April 2015.**

The Cannery Farmers' Market gives the Cannery an additional opportunity to work with the Steveston community and helps keep the village and the Cannery lively through the winter months. Visitors to the market enjoy a cozy atmosphere, fresh food, and a variety of vendors showcasing products that followed the "make it, bake it, catch it, grow it" credo.

As part of the Market's operation a new staff position – Special Events Coordinator - was formed and event coordinator extraordinaire Patricia Toti was hired. In addition

to our existing volunteers, Patricia recruited a fantastic team of locals who regularly volunteer to help with the operation of the market and our other community events.

As well as the Cannery Farmers' Market, the Society organized and participated in a number of other special events throughout 2014. These events allowed us to enhance the quality of the visitor experience, reach new audiences, promote our site and connect with the local community.

Photos below: Bakery vendor at the Cannery Farmers' Market, and Chef demonstration at the *Best Catch Sustainable Seafood Festival*.



# TABLE OF 2014 EVENT ATTENDANCE

Steveston Farmers and Artisans Market	<b>5,010</b>	Culture Days	<b>56</b>
Easter Scavenger Hunt	<b>1,069</b>	Cannery Farmers' Market	<b>8,414</b>
Doors Open Richmond	<b>1,613</b>	Halloween	<b>156</b>
Canada Day	<b>4,252</b>	Santa Day	<b>818</b>
Music Nights	<b>1,423</b>		
Best Catch Sustainable Seafood Festival	<b>1,923</b>		

Photo below: The winter Cannery Farmers' Market inside the *Fishing the West Coast* gallery area.



# VOLUNTEERS



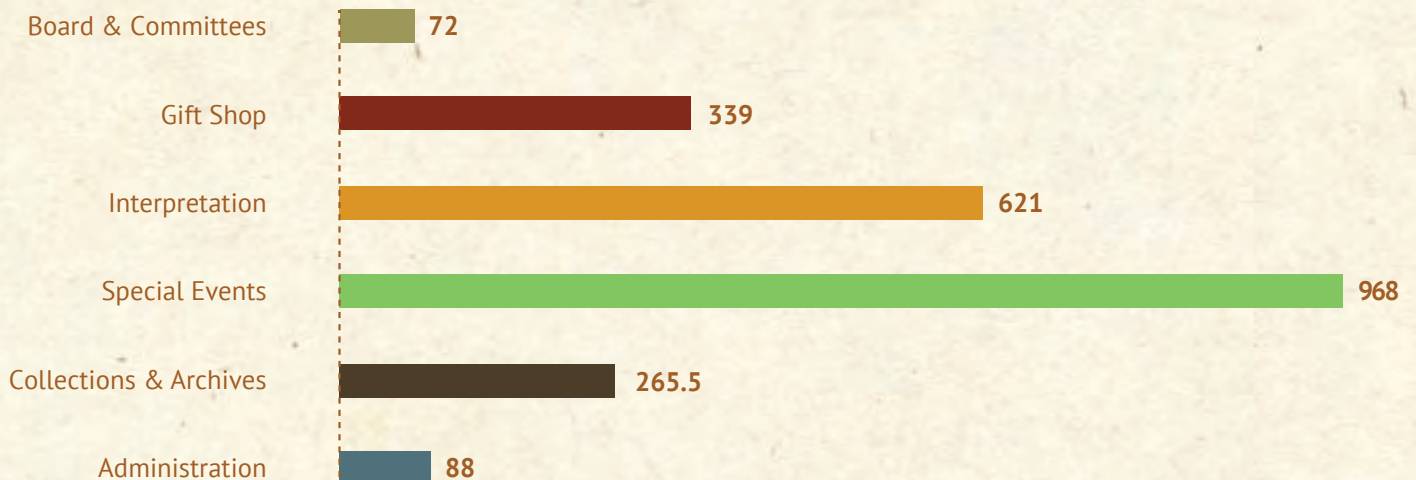
*Society volunteers at Society events: Music Nights, Cannery Kids' Corner and Best Catch Sustainable Seafood Festival.*



**Every year, the Society relies on volunteers to help operate the Cannery in a number of areas.**

In 2014, 104 individuals volunteered almost 2,300 hours. This generous support helps the Society succeed in all of its endeavours.

## 2014 Volunteer Hours



# PROGRAMS

“Thank you again for all you have done for us to enjoy this tour...”

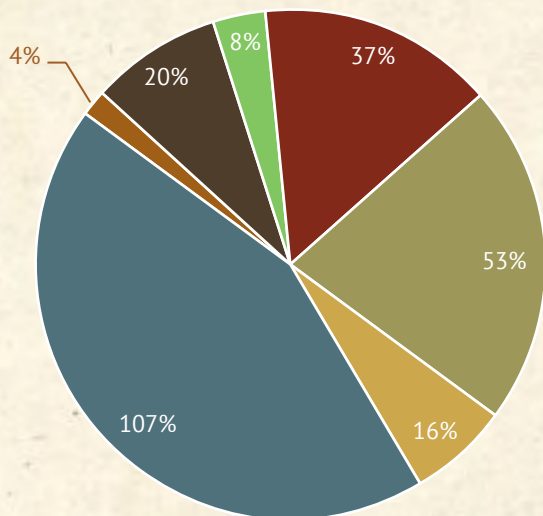
A special thank you goes to our guides for their time and knowledge! Even though this tour was last month, I still hear from our co-workers on how much they enjoyed their experience at the cannery...  
(October 2014, Cannery Stories program)

“It was fun and educational...”

...and met lots of PLO's - what more could I ask for in a field trip.  
(May 2014, Machines at Work program)

## A variety of different educational programs are offered to school and public groups.

These programs give participants of all ages a better understanding of the many interesting and complex issues surrounding the West Coast fishing industry. In 2014, we developed new programs for pre-school and out of school care groups. Creating additional programming options for non-school groups helped us stay busy through the long teacher strike.



2014 Group Bookings

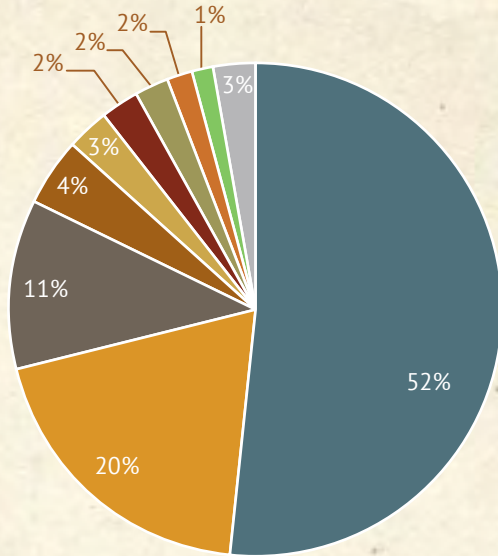
Groups

Adult & Senior	37
English Language Schools	53
Secondary School	16
Elementary School	107
French Elementary School	4
Out of School Care	20
Guides & Scouts	8

# FUNDING

**The Gulf of Georgia Cannery Society receives funding under contract from Parks Canada to support the site's operations.**

Additional funds are generated through admissions fees, gift shop sales, site rentals, grants, sponsorships and fundraising.



## Gulf of Georgia Cannery Society

Revenue	
Parks Canada Contracts	\$ 500,000
Gift Shop Sales	\$ 188,143
Entrance Fees	\$ 106,914
In-Kind Donations	\$ 43,053
Special Events	\$ 26,397
Grants	\$ 23,353
Parking	\$ 22,791
Site Rentals	\$ 15,869
Sponsorships	\$ 11,500
Other	\$ 26,532
<b>Total</b>	<b>\$ 938,020</b>

# 2014 SUPPORTERS

**The Gulf of Georgia Cannery Society gratefully acknowledges the following organizations and individuals for their generous financial and in-kind support.**

## GRANTORS

Service Canada Summer Student grants	<b>\$11,269</b>
BC Gaming Commission Community Gaming Grants	<b>\$10,000</b>
City of Richmond Arts and Cultural Grants	<b>\$500</b>

## SPONSORS

WorkSafe BC	<b>\$5,000</b>
Port Metro Vancouver	<b>\$2,500</b>
Pacific Coast Fishermen's Mutual Marine Insurance Company	<b>\$2,000</b>
G&F Financial Credit Union	<b>\$2,000</b>

## MEDIA SPONSORS

Georgia Straight, Richmond Review, Western Mariner Magazine, Steveston Insider

## DONORS

Sheila Dutka, Frank Millerd, Frances Woodward, Arthur Miki, Frances Woodward, Dave Semple, Host Holding Inc., Sharon Renneberg, Robert Butterworth, Klaas Focker, Elaine Peterson, Richard Gregory, Ron Hyde, Joyce Pomeroy, Anne Landry, Pat Montgomery, Neil & Janet Sutherland, Lynn Green, Steveston Harbour Authority, Betty Fernhough, F. Mary Lawrence, Doris Cameron, Verena Schul, Jean Sano, Jack Dlugan

## IN-KIND DONATIONS

Canfisco, Save-On Foods, Molson Canadian, Canada Berries, Cannery Breweries, Lotusland Vineyards, Zulu Electric, Reine Photography, Canadian Highly Migratory Species Foundation, Pacific Halibut Management Association of BC, Kuterra, Organic Ocean, Neva and Bruce Rob, Vancouver Maritime Museum



# FINANCIAL STATEMENTS

YEAR ENDED DECEMBER 31, 2014  
(UNAUDITED)

# GULF OF GEORGIA CANNERY SOCIETY

## Statement of Financial Position

December 31, 2014

(Unaudited)

	2014	2013
<b><u>ASSETS</u></b>		
<b>Current assets</b>		
Cash and cash equivalents (Note 3)	\$ 155,165	\$ 270,667
Restricted cash and investment (Note 4)	98,151	-
Accounts receivable	131,545	140,000
Inventory	61,293	57,609
Prepaid expenses	7,312	9,704
	<u>453,466</u>	<u>477,980</u>
<b>Capital Assets (Note 5)</b>	<u>105,002</u>	<u>90,686</u>
	<u>\$ 558,468</u>	<u>\$ 568,666</u>

## **LIABILITIES AND NET ASSETS**

<b>Current liabilities</b>		
Accounts payable and accrued liabilities	\$ 29,120	\$ 9,065
Salaries payable	37,900	33,470
Due to government agencies	11,881	11,866
Deferred revenue (Note 6)	15,981	5,000
	<u>94,882</u>	<u>59,401</u>
<b>Net Assets</b>		
Unrestricted Net Assets	365,435	486,821
Contingency Fund (Note 9)	98,151	22,444
	<u>463,586</u>	<u>509,265</u>
	<u>\$ 558,468</u>	<u>\$ 568,666</u>

Approved on Behalf of the board


*The accompanying notes are an integral part of these financial statements*

---

## REVIEW ENGAGEMENT REPORT

---

**To the Members of  
Gulf of Georgia Cannery Society**

We have reviewed the statement of financial position of Gulf of Georgia Cannery Society as at December 31, 2014 and the statements of operations, changes in net assets and cash flows for the year then ended. Our review was made in accordance with Canadian generally accepted standards for review engagements and, accordingly, consisted primarily of enquiry, analytical procedures and discussion related to information supplied to us by the society.

A review does not constitute an audit and, consequently, we do not express an audit opinion on these financial statements.

Based on our review, nothing has come to our attention that causes us to believe that these financial statements are not, in all material respects, in accordance with Canadian accounting standards for not-for-profit organizations.

Richmond, B.C.  
February 12, 2015

**Sanders, Russell & Company**  
Professional Accountants

Disclaimer of Liability

*These financial statements were compiled solely for the use of the directors, shareholders and management of Gulf of Georgia Cannery Society. We make no representations of any kind to any other person in respect of these financial statements and accept no responsibility for their use by any other person or entity.*



# GULF OF GEORGIA CANNERY SOCIETY

## Statement of Operations

For the year ended December 31, 2014

(Unaudited)

	2014	2013
<b>Revenues</b>		
Parks Canada	\$ 500,000	\$ 500,000
B.C. Gaming Commission	1,108	10,000
Grants	11,764	16,277
Sponsorships	11,500	13,825
Entrance fees and programs	126,483	100,480
Gift shop sales	188,520	151,817
Membership, donations and fundraising	69,088	79,450
Rentals - Parking and Farmer Market	41,231	47,119
Interest	2,012	5,558
	<u>951,706</u>	<u>924,526</u>
<b>Cost of Sales (Note 7)</b>	<u>149,006</u>	<u>118,721</u>
<b>Gross Profit</b>	<u>802,700</u>	<u>805,805</u>
<b>Expenses</b>		
Accounting and bookkeeping	15,140	15,115
Advertising and promotion	51,887	31,558
Amortization	17,934	12,486
Exhibits and collection maintenance	5,708	15,955
Insurance	6,494	6,289
Maintenance	64,188	59,229
Office and sundry	21,493	30,901
Programs and special events	24,168	27,867
Society activities	20,701	21,592
Staff Development	6,259	11,809
Utilities	34,331	30,699
Wages and benefits	549,058	534,655
	<u>817,361</u>	<u>798,155</u>
(Deficiency) excess of revenues over expenses before undernoted item	(14,661)	7,650
<b>Unrealized loss on investment</b>	<u>1,849</u>	<u>-</u>
(Deficiency) excess of revenues over expenses before special projects expenses	(16,510)	7,650
Special projects expenses (Note 8)	<u>29,169</u>	<u>3,152</u>
<b>(Deficiency) excess of revenues over expenses</b>	<u>\$ (45,679)</u>	<u>\$ 4,498</u>

*The accompanying notes are an integral part of these financial statements*

# GULF OF GEORGIA CANNERY SOCIETY

## Statement of Changes in Net Assets

For the year ended December 31, 2014

(Unaudited)

---

	<b>Unrestricted Net Assets</b>	<b>Contingency Fund (Note 9)</b>	<b>Total 2014</b>	<b>Total 2013</b>
<b>Balance, beginning of year</b>	\$ 409,265	\$ 100,000	\$ 509,265	\$ 504,767
(Deficiency) excess of revenues over expenses	<u>(43,830)</u>	<u>(1,849)</u>	<u>(45,679)</u>	<u>4,498</u>
<b>Balance, end of year</b>	<u>\$ 365,435</u>	<u>\$ 98,151</u>	<u>\$ 463,586</u>	<u>\$ 509,265</u>

*The accompanying notes are an integral part of these financial statements*

# GULF OF GEORGIA CANNERY SOCIETY

## Statement of Cash Flows

For the year ended December 31, 2014

(Unaudited)

	2014	2013
<b>Operating activities</b>		
(Deficiency) excess of revenues over expenses	\$ (45,679)	\$ 4,498
Adjustment for		
Amortization	<u>17,934</u>	<u>12,486</u>
	(27,745)	16,984
Change in non-cash working capital items		
Accounts receivable	8,455	-
Inventory	(3,684)	(11,862)
Prepaid expenses	2,392	(4,591)
Accounts payable and accrued liabilities	20,055	(608)
Salaries payable	4,430	13,575
Due to government agencies	15	4,600
Deferred revenue	<u>10,981</u>	<u>5,000</u>
	<u>14,899</u>	<u>23,098</u>
<b>Investing activities</b>		
Restricted cash and investment	(98,151)	-
Purchase of capital assets	<u>(32,250)</u>	<u>(63,251)</u>
	<u>(130,401)</u>	<u>(63,251)</u>
<b>Decrease in cash</b>	(115,502)	(40,153)
<b>Cash, beginning of year</b>	<u>270,667</u>	<u>310,820</u>
<b>Cash, end of year</b>	<u>\$ 155,165</u>	<u>\$ 270,667</u>

*The accompanying notes are an integral part of these financial statements*

# GULF OF GEORGIA CANNERY SOCIETY

## Notes to Financial Statements

For the year ended December 31, 2014

(Unaudited)

---

### 1. Nature of Operations

Gulf of Georgia Cannery Society works with Parks Canada to preserve and promote the history of the West Coast Fishing Industry. It does this through an operating contract with Parks Canada, whereby the Society has responsibility for public programming, visitor services, collections management, maintenance of contemporary installations, marketing, community outreach, operation of the gift shop and administration at the Gulf of Georgia Cannery National Historic Site.

The Society is incorporated under the laws of British Columbia and is a registered charity under the Income Tax Act.

### 2. Accounting Policies

These financial statements are prepared in accordance with Canadian accounting standards for not-for-profit organizations. The significant policies are detailed as follows:

#### (a) Use of estimates

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the balance sheet date and the reported amounts of revenues and expenses during the year. Actual results could differ from those estimates.

#### (b) Inventory

Inventory is valued at the lower of cost and net realizable value.

#### (c) Capital assets

Capital assets are recorded at cost. The Society provides for amortization using the straight-line method at rates designed to amortize the cost of the capital assets over their estimated useful lives. One half of the year's amortization is recorded in the year of acquisition. No amortization is recorded in the year of disposal. The annual amortization rates are as follows:

Building improvements	5-10 years
Office equipment	5 years
Furniture and equipment	8 years
Computer equipment	3 years
Website development costs	5 years
Signs	5 years

# GULF OF GEORGIA CANNERY SOCIETY

## Notes to Financial Statements

For the year ended December 31, 2014

(Unaudited)

### 2. Accounting Policies, continued

#### (d) Revenue recognition

The Society follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Restricted investment income is recognized as revenue in the year in which the related expenses are incurred. Unrestricted investment income is recognized as revenue when earned.

Gift shop sales revenue are recognized at the point when the customer receives and pays for the merchandise.

Membership, donations and entrance fees are recognized as revenue when earned.

### 3. Cash and Cash Equivalents

The Society maintains a cash balance sufficient to cover two months operating costs.

### 4. Restricted cash and investment

Restricted investment is held to fund the Contingency Fund established by the Board of Directors.

### 5. Capital Assets

	<u>2014</u>		<u>2013</u>	
	<u>Cost</u>	<u>Accumulated amortization</u>	<u>Net</u>	<u>Net</u>
Building improvements	\$ 96,269	\$ 27,329	\$ 68,940	\$ 67,087
Office equipment	21,597	13,006	8,591	6,529
Furniture and equipment	15,529	4,488	11,041	9,375
Computer equipment	5,387	2,424	2,963	4,579
Website development costs	12,270	1,227	11,043	-
Signs	3,462	1,038	2,424	3,116
	<u>\$ 154,514</u>	<u>\$ 49,512</u>	<u>\$ 105,002</u>	<u>\$ 90,686</u>

# GULF OF GEORGIA CANNERY SOCIETY

## Notes to Financial Statements

For the year ended December 31, 2014

(Unaudited)

### 6. Deferred Revenue

	<u>2014</u>	<u>2013</u>
Cannery Farmers' Market	\$ 7,089	\$ -
Gaming grant	8,892	-
Work Safe BC Grant	<u>-</u>	<u>5,000</u>
	<u>\$ 15,981</u>	<u>\$ 5,000</u>

### 7. Cost of Sales

	<u>2014</u>	<u>2013</u>
Purchases	\$ 108,309	\$ 81,018
Wages and benefits	<u>40,697</u>	<u>37,703</u>
	<u>\$ 149,006</u>	<u>\$ 118,721</u>

### 8. Special Projects Expenses

	<u>2014</u>	<u>2013</u>
Children's Alcove	\$ 4,809	\$ -
Solidarity Exhibit	9,984	-
Exterior signage	1,679	-
Cannery Farmers Market start up costs	3,244	-
New promotional materials	1,864	-
Visitor Services equipment	2,749	-
East Coast trip	4,840	-
Strategic planning	<u>-</u>	<u>3,152</u>
	<u>\$ 29,169</u>	<u>\$ 3,152</u>

### 9. Contingency Fund

The directors of the Society have designated a portion of the Society assets to be set aside to provide funds for short term cash flow shortfalls, extraordinary and unbudgeted expenditures, legal defense of the Society associated with resolution of complaints, cost associated with dissolving the Society, or other purposes as approved by resolution of the Board of Directors.

The fund is held in an interest bearing account or term deposit and the interest is reinvested in the account.

# **GULF OF GEORGIA CANNERY SOCIETY**

## **Notes to Financial Statements**

For the year ended December 31, 2014

(Unaudited)

---

### **10. Financial Instruments**

#### **Fair value**

The Society's financial instruments include cash and cash equivalents, accounts receivable, inventory and accounts payable and accrued liabilities. The carrying value of these instruments approximates their fair value due to their short-term maturities.

### **11. Economic Dependence**

Gulf of Georgia Cannery Society generates the majority of its revenues from Public Works and Government Services Canada. The nature and extent of this revenue is of such the the Society is economically dependent on this source of revenue.

### **12. Comparative figures**

The financial statements have been reclassified, where applicable, to conform to the presentation used in the current year. The changes do not affect prior year net income.

# REPORT ON 2014 GROWTH TARGETS

TARGET	ACTUAL
1. Increase general admissions by 5%	1. General admissions up 25%
2. Increase group bookings by 7%	2. Group bookings up 16%
3. Increase gift shop sales by 5%	3. Gift shop revenue up 26%
4. Increase revenue streams	4. a) Introduced 3 new sponsors contributing \$9,500 b) Earned additional event revenue of approx. \$10,000 c) Introduced new fundraising b-b-q earning \$3,200
5. Increase visibility online and in print	5. a) Increased social media followers by 794 individuals b) Increased print advertising with 14 more ads c) Attended two new outreach events in the Lower Mainland d) Designed & distributed new marketing material for pre-school and out of school care groups
6. Grow volunteer program	6. 14 new regular volunteers added to roster

**“This is the best interactive tourist stop I have ever experienced.**

The hands-on opportunities for every age were abundant and well maintained. We stayed for the tour and were so glad we did. I learned more about BC history there than anywhere previously. The fishing industry is huge along our coast to this day and gaining understanding of both the industry and the sometimes tragic, mostly very colourful history of fishermen past was captivating! The gift shop was also fabulous!

TripAdvisor review, August 2014



# THE CANADIAN FISHING COMPANY LTD. GULF OF GEORGIA PLANT

NET WAREHOUSE



Bringing in a large seine at the Gulf of Georgia net Loft. CFC-3-18-66

# LOOKING FORWARD - 2015 GROWTH TARGETS

1. **Increase admissions by 5% - TARGET 56,000**
  - a. Enhance events and increase event promotion
  - b. Target promotion for feature exhibit
  - c. Increase attendance of group visitors
2. **Increase general admissions revenue by 20% TARGET \$95,800**
  - a. Create attractive new high season offer and charge additional Heritage Interpretation Fee
  - b. Increase attendance through site promotion in print advertising and social media
3. **Increase group admissions by 7% TARGET 264 groups**
  - a. Regularly promote school programs to teachers and public groups through email
  - b. Develop and promote group programs for i) secondary and post-secondary classes, ii) seniors, iii) English Language Learner (ELL) classes
  - c. Ensure all school programs are offered in French
4. **Increase store sales by 5% TARGET \$196,900**
  - a. Improve merchandising
  - b. Offer interpretive experiences in conjunction with merchandise (demos, tastings, book signings, etc.)
5. **Increase fund raising revenue TARGET \$23,000 raised**
  - a. Host a fund raising gala event
  - b. Create a donor recognition program
  - c. Develop donor database
6. **Increase community engagement**
  - a. Increase social media followers – 800 new followers
  - b. Increase member engagement – 2 new member programs offered
  - c. Grow volunteer pool – 20 new regular volunteers





“

...The exhibits were all first rate and comprehensive. If we thought we would learn only about salmon canning in BC, we were wrong. We learned about kinds of fish, about fishing, about boats and nets, about sustainability in fishing, about unions, about herring reduction, about making cans themselves and also about salmon canning...

TripAdvisor review, June 2014

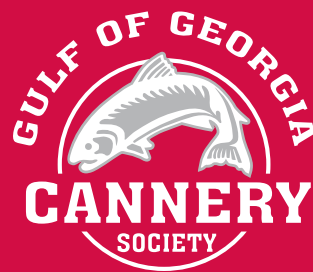
Above photo: Small fishing skiffs docked at a Northern BC cannery, ca. 1930s. G2010.027.115

Background photo: *Crab*, by S. Schwager. G2015.001





A salmon canning line from the sliming tables to the steam retorts, ca. 1920s. 1997.009.023



12138 Fourth Avenue, Richmond, BC V7E 3J1

[gulfofgeorgiacannery.org](http://gulfofgeorgiacannery.org)