

2015 ANNUAL REPORT



Photograph: Coffee and Prawns by C. Ellis. (G2016,001,006)

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A Must See in Steveston

Every time I go to the Gulf of Georgia Cannery I see new things... it seems that they are always adding to the displays, which are informative, fun, and interactive. It's a great way to spend a few hours!

(Tripadvisor review, February 2015)

CHAIR'S MESSAGE

2015 was a year of building partnerships.

Whether in special events such as celebrating Aboriginal Day or special projects like the Fisherman's Park mural, the Society established and strengthened its community partnerships with a number of organizations and individuals. Partnerships such as these, and others mentioned in the report, help our Society tell the story of West Coast fishing and connect to the community in unique and exciting ways.

One highlight was our partnership with Professors Ruth Beer and Kit Grauer to create the feature exhibit *Trading Routes: Rivers, Fish and Oil*. Through works of art, this exhibit gave us the opportunity to explore the current issues surrounding resource development in BC.

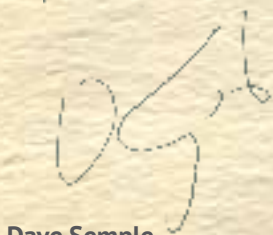
In addition to working with organizations, we developed partnerships with individuals through volunteer opportunities. 2015 saw a record number of volunteers help deliver quality special events and educational programming at our site. These opportunities allow us to connect with local youth and seniors to inspire a love of heritage and share the history of West Coast fishing.

Working with organizations and volunteers to offer attractive events, exhibits, and programs, keeps visitors coming to our site throughout the year and helps us reach new audiences. The success of these initiatives can be seen in the record breaking 56,310 visitors who came to the site in 2015.

Another highlight of 2015, was the restoration of the Cannery buildings. With fresh paint, new roofs and new exterior panelling, the building looks fantastic and is something we can all be proud of. Thanks to Parks Canada, this work will keep the Cannery building preserved for many years to come.

The following report gives information about many of the Society's achievements in 2015. Accomplishing these things took the work and dedication of many individuals. So to the staff, the board, the many volunteers, community members and visitors, thank you for making the Gulf of Georgia Cannery a special place.

Looking forward, we have many exciting plans for programming and exhibits coming up. We are looking forward to launching our new feature exhibit *Women on the Homefront* and planning for a host of inspiring programming to celebrate Canada's 150th birthday. I hope that you will join us as we continue on the journey to keep our fishing heritage alive.



Dave Semple
Chair

SOCIETY OVERVIEW

In 2015, the Society had 241 active individual and corporate members.

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 to 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 endeavours to interpret the history of the West Coast fishing industry through exhibitions, educational programming, special events and other activities.

BOARD OF DIRECTORS ELECTED APRIL 2015

Chair	Dave Semple
First Vice-Chair	Kit Grauer
Second Vice-Chair	Ken Flores
Treasurer	Jim Kojima
Secretary	Ryan Garnett
Past Chair	Ralph Turner

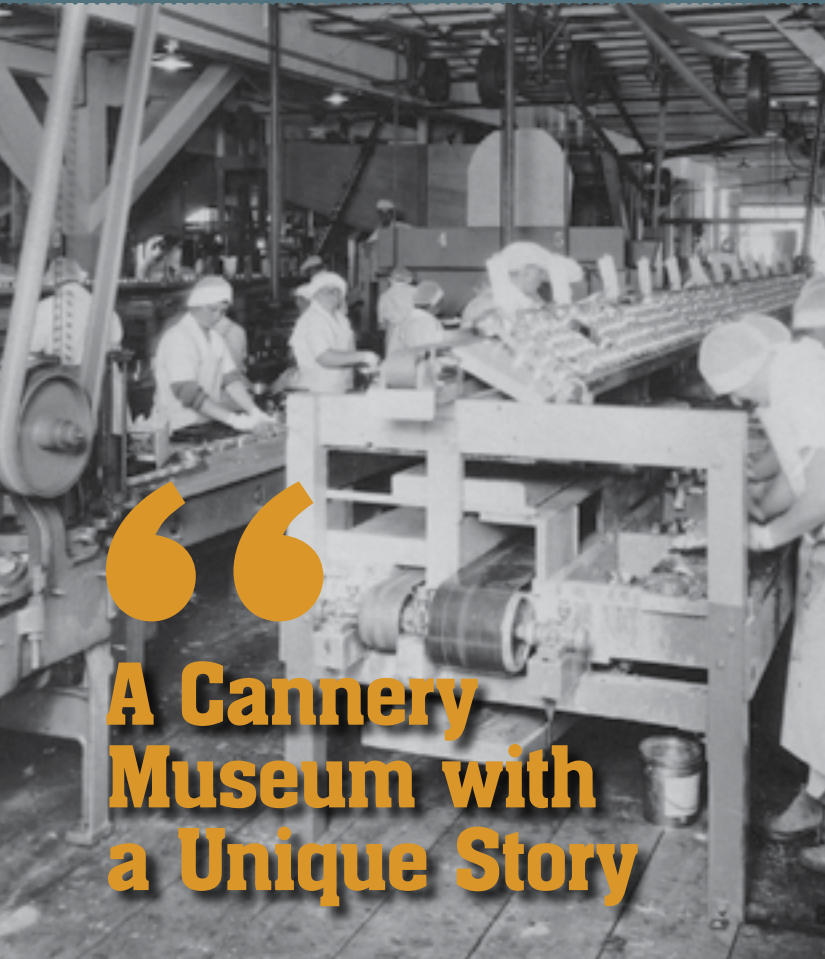
Directors	Eileen Carefoot Everett Pierce Jon Spalding Geoff Matheson Elizabeth Batista Paul Schaap Nora Medenwalt
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Ex Officio	Melissa Banovich, <i>Parks Canada</i> Councillor Carol Day, <i>City of Richmond</i>
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THE 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 later 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.



“
A Cannery
Museum with
a Unique Story

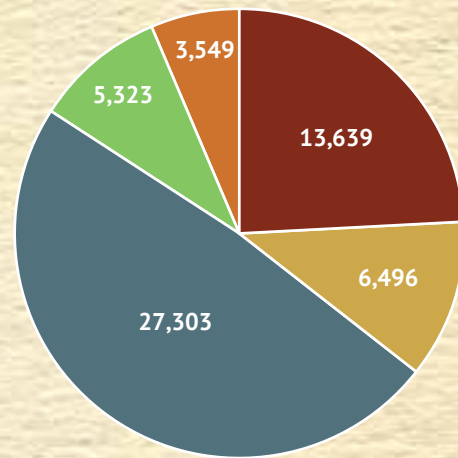
I toured this cannery museum with a guide, surprising myself at how interesting I found a huge building/original cannery with all the machinery used to can fish in pre-WWII times. Allow plenty of time for this one – it is totally unique with a great history to engage both adults and young people. And the gift shop is terrific too!

(Tripadvisor review, September 2015)

Photograph: Women patching cans of salmon on a canning line.
(CFC-3-21-21)

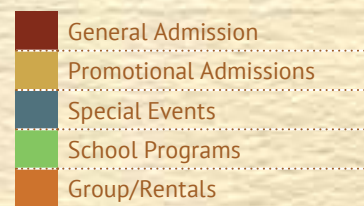
2015 VISITATION

In 2015, 56,310 visitors came to the Gulf of Georgia Cannery. 85% of comment card respondents ranked their visitor experience as 8/10 or higher and 93% of Tripadvisor respondents ranked the site as excellent or very good.



2015 Visitor Attendance

Total: 56,310



2015 SOCIETY ACTIVITIES



Above left photograph: *Trading Routes: Rivers, Fish and Oil* exhibit. Above right photograph: Contributing artists at exhibit opening. All photos by: P. MacIntosh

Trading Routes: Rivers, Fish and Oil – April 2015 to March 2016



Photograph: Artist Ruth Beer at the *Trading Routes* exhibit opening.

Focusing on the ecology and cultural changes caused by industry and development along Northern B.C.'s riverways and eulachon "grease trails", *Trading Routes: Rivers, Fish and*

Oil offered visitors a deeper understanding of the impact of industrial development on B.C.'s salmon-bearing rivers—the Fraser, Skeena, Nass, and Stikine—through a collection of artwork, images, video, audio, and text.

The exhibit created a unique art gallery space in the historic industrial Cannery. The work of featured artists Ruth Beer, Kit Grauer, Kenna Fair, Richard Heikkilä-Sawan, Ian McAllister, Soledad Munoz, Lyle Wilson, and more, highlighted the natural environment along BC's river systems and explored the impacts of resource development in the area. A touch screen, videos and text panels gave historical and geographic context for this important and relevant discussion.

The exhibit was a collaboration with the Social Sciences and Humanities Council of Canada Research/Creation Grant, held by Emily Carr University Professor, Ruth Beer (PI), and UBC Professor Emerita, Kit Grauer (CI).

2015 SOCIETY ACTIVITIES

Community Partnerships

2015 was a year of developing partnerships to help share the experience of BC's fishing with people beyond the doors of the Cannery. Three activities highlight these partnerships through art, river tours and fish sales.

Through the summer, the Society worked with Vancouver Whale Watch, a local Steveston business, and the Britannia Heritage Shipyards National Historic Site to offer a three-stop boat tour in Steveston Harbour from 3rd Ave. Pier to Britannia Shipyards dock. In addition to a beautiful water view of Steveston, riders received historical information about the village, its buildings and the local fishing industry. The tour was well received and feedback from riders was positive. Expect to see more in 2016!

The Society also partnered with the Steveston Historical Society, the Steveston Harbour Authority, and the Richmond Artists Guild to create and install a five-piece mural on the south wall of the Fisherman's Park building. Artist Victoria Oginski beautifully depicted the modern day fishing industry in these panels. Intended as the first in a three part series telling the story of fishing in Steveston, this mural animates the west end of the village and celebrates the contribution of fishing in Steveston today.

In the fall, the Society began a relationship with Skipper Otto, a local community supported fishery. As part of the

partnership, the Gulf of Georgia Cannery has become the only Richmond location where Skipper Otto members can pick up BC caught seafood products. In addition to providing sustainably caught products, the revenue generated goes directly to support fishermen in their work.

Cannery Store

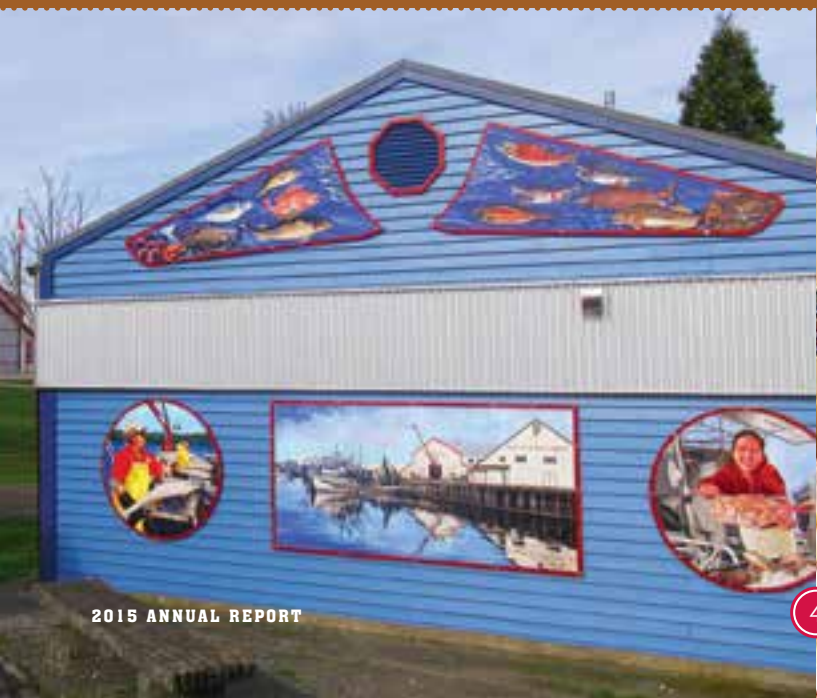
Over the past few years, the Gulf of Georgia Cannery National Historic Site has become known for its first rate gift shop. The Cannery Store offers a selection of fishing, maritime, First Nations and Canadiana themed merchandise for museum visitors and village shoppers. Operations Manager, Rob Hart, carefully selects store merchandise to help augment the visitors experience and to share memories of BC's fishing history.

As one might expect, one of the most popular items is canned salmon. This was even truer in 2015 when visitors to the site were given a sample taste of canned salmon along with their historical tour.

In addition to enhancing the visitor experience, the Cannery Store brings revenue to support the work of the Society. In 2015, this revenue totalled almost \$200,000. This translates into a net profit of \$30,000-\$40,000 each year. This revenue is an important means through which the Society supports the development of feature exhibitions and special projects.

Photograph below: New mural on Fisherman's Park building.

Photograph below: The Cannery Store (Photo credit: Parks Canada).



FACILITY

2015 proved to be another busy year of construction. Following from the envelope work in 2014, Phase 2 of the project included the rehabilitation of the remaining exterior of the Cannery historical buildings. Work included hand scraping old lead paint off the south Cannery walls and ice house. A white plastic shroud ensured that the old lead paint did not fall into the Fraser River below. These walls were then repainted in white and Cannery red. All the remaining wood frame windows were removed, repaired and repainted, and the old asbestos filled concrete board was removed and replaced with similar looking new concrete board.

With siding removed, many areas of the old cannery building required replacement of rotten wooden siding or repairs to structural columns. Lastly, all the flat roofs and much of the cedar roof were replaced, ensuring that both the artifacts and visitors remain dry during their stay.

We thank Parks Canada, RDH Building Science, and New City Construction for their careful work. All groups went above and beyond to ensure that the building and its heritage aspects were maintained in as close to the original state as possible. This project adds years to the life of this important heritage site and we look forward to the next phase of work which will conserve the metal structures around the building and improve the envelope of the administrative building.

Photograph above: Front exterior construction.





Photograph to the left: Artifacts laid out for the White Glove collections tour on Culture Days.

Photograph to the right: Collections Assistant Meghan Lenz inventorying artifacts in the East Mezzanine collections storage area.

COLLECTIONS & ARCHIVES

The Gulf of Georgia Cannery site 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 2015 continued the focus on rationalizing these collections by inventorying, photographing and researching each artifact. To date, 90% of the Parks Canada collection and 35% of the Society collection have been completed.

This work will provide the basis for evaluating the heritage significance of each artifact and will help to create a plan and space for the future growth of the collections.

As a result of this work, the collections space was opened to the public for special “White Glove” tours for Culture Days. This tour allowed the public into the collections storage areas for the first time and gave them the opportunity to view rarely seen artifacts.

2015 EVENTS

Events in 2015 included a variety of special events that appealed to our various target audiences. The Easter Scavenger Hunt, Canada Day, and Halloween's *The Case of the Cannery Curse* production all catered to a family audience with new ways for children, young and old, to experience the site and its history. Doors Open Richmond and Culture Days gave history enthusiasts an opportunity to see behind the scenes with our "Under the Rafters" tour and the "White

Glove" collections tour. Music Nights and the Cannery Farmers' Market appealed to locals who come time and again to hear a variety of musical acts or purchase new locally made products from market vendors. And events such as Aboriginal Day, Talk Like a Pirate Day, and Santa Day gave us the opportunity to work with partner organizations to offer unique performances and experiences.

These events brought over 26,000 visitors to our site and accounted for over 46% of our total attendance in 2015. More importantly, however, they gave us an opportunity to share our story in new and different ways, and for visitors to learn about and experience our site.



Photograph above: Easter at the Cannery.
Photograph below: Cannery Farmers' Market.



Photograph above: Canada Day volunteers.
Photograph below: Talk Like A Pirate Day.



2015 EVENT ATTENDANCE

Easter Scavenger Hunt	1,413	Talk Like a Pirate Weekend	336
Doors Open Richmond	48	Culture Days	46
Aboriginal Day	102	Cannery Farmers' Market	16,606
Canada Day	6,066	Halloween	344
Music Nights	1,039	Santa Day	220

Photograph below: National Aboriginal Day Event Photo by: P. MacIntosh



OUR VOLUNTEERS

2015 was a year of growth for our volunteer program. Many volunteer hours were given in support of our events. The Cannery Farmers' Market relied on a team of volunteers to do everything from selling raffle tickets to moving tables and chairs, on each of the 14 market days. The Society's "Cannery Carnival" on Canada Day relied on the help of over 150 volunteers to create and deliver a variety of fun carnival booths and activities. For Halloween, volunteers dressed up as characters in *The Case of the Cannery Curse* production.

To successfully hold these events, we depended on the support of local volunteers, many of whom were high school students. By accessing the City of Richmond's iCanHelp volunteer database, locals can choose to participate in our events and activities. Participating in this volunteer database has strengthened our connection with the Richmond community.

Through 2015, we also developed a successful relationship with McMath Secondary School's leadership program. Students in this program helped with events – doing everything from painting signs, to creating vendor maps, to playing a 'deceased' cannery worker at Halloween.

Another successful volunteer-led project was building the harbour viewing fence. A team of local volunteers, led by carpenter Art Nishi, built the new wood fence along the Cannery's property line on the south deck. This fence now allows visitors to exit the Cannery onto the deck and enjoy the views of Steveston harbour.

Lastly, the Society's long-standing volunteer team contributed hundreds of hours delivering tours, stocking the gift shop, and assisting with membership and newsletter distribution.

The Society's success is built on the generosity of these volunteers and we sincerely thank each of you for your support.

Photograph below: Volunteer Appreciation Breakfast.



Photograph above: Construction of new harbour viewing deck

Photograph below: Canada Day volunteers.

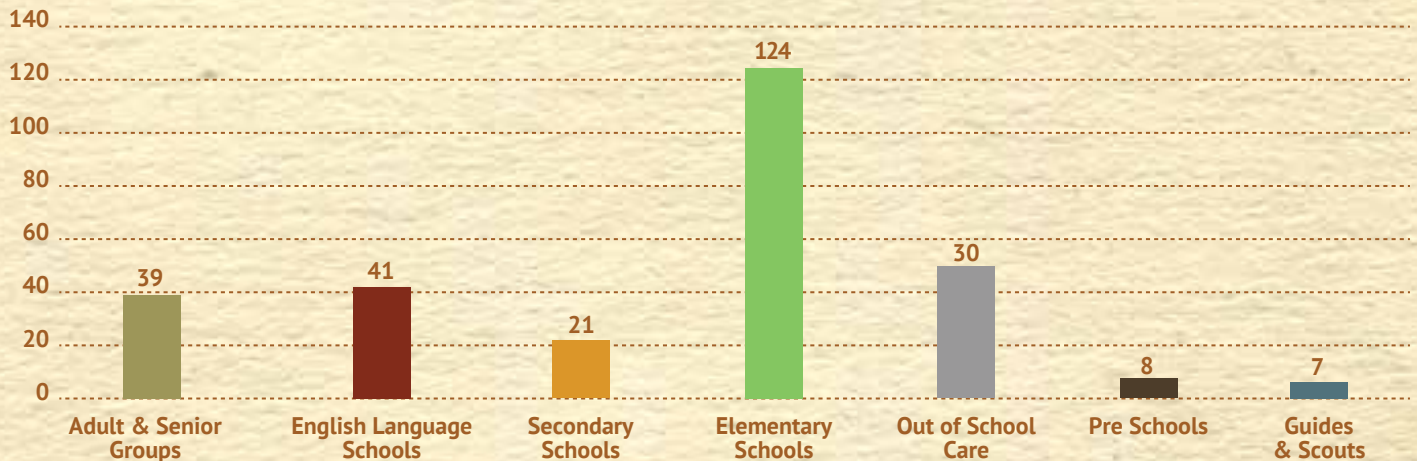


PROGRAMS

The Society offers a variety of educational programs to school and public groups year round. These programs give participants of all ages a better understanding of the many interesting and complex issues surrounding the West Coast fishing industry.

In 2015, we developed two exciting new programs for classes of local adults learning English. These programs help students understand BC's fishing history at an accessible language level through interactive activities. The programs will be piloted and promoted in 2016.

270 Groups Booked



“The Program was geared appropriately towards the age

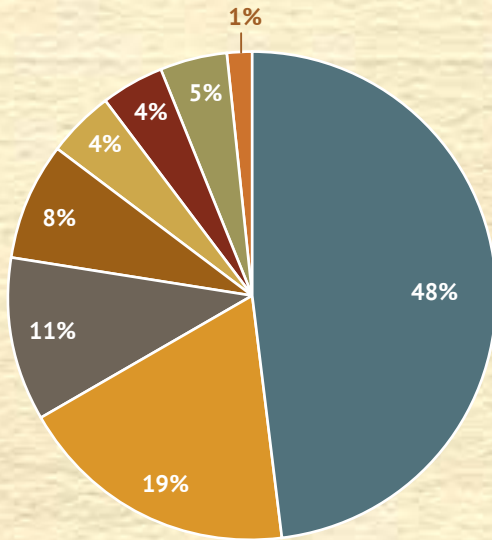
of my students. The length of the program was perfect. The material covered was interesting and engaged all of my students. (Grade 5 Teacher, June 2015)

Photograph: A fleet of gillnet boats and net racks on the west side of the Gulf of Georgia Seine Loft. (CFC-3-13-1)



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 admission fees, gift shop sales, site rentals, grants, sponsorships and fundraising.



Revenue

Parks Canada Contracts	\$ 500,000
Gift Shop Sales	\$ 193,903
Admission Fees	\$ 112,527
Donations (Cash & In-Kind)	\$ 81,522
Site Rentals & Parking	\$ 44,690
Events & Fundraising	\$ 44,633
Grants & Sponsorship	\$ 47,443
Other	\$ 14,506

Total: \$1,039,224

2015 SUPPORTERS

2015 Supporters

GRANTORS

Pacific Salmon Foundation	\$ 15,000
Service Canada Summer Student	\$ 10,045
BC Gaming Commission Community Gaming	\$ 10,000
EventHost BC	\$ 5,000
Canada-BC Jobs Grant	\$ 1,733
City of Richmond Parks, Recreation and Community Events Grant	\$ 1,000

SPONSORS

G&F Financial Credit Union	\$ 2,000
Pythagoras Academy	\$ 1,000
Trading Routes	\$ 600

MEDIA SPONSORS

Georgia Straight
Western Mariner Magazine
Steveston Insider

DONORS

Sheila Dutka, Frances Woodward, Jack Dlugan, Royal Bank of Canada, Kit Grauer, Michelle Cupit, Ken Flores, Helen McDonald, Carl Yokota, Judy Zesko, Doreen Erikson, Margaret Hewlett, Host Holding Inc.

IN-KIND DONATIONS

Canfisco, Save-On Foods, Molson Canadian, Ocean's Brand, Lotusland Vineyards, Safeway, G&F Financial Credit Union, Benjamin Moore Paints, Cat Signs and Graphics



FINANCIAL STATEMENTS

**YEAR ENDED DECEMBER 31, 2015
(UNAUDITED)**

Background photograph: *A bow full of bright chum* by C. Ellis (G2016.001.009)



SANDERS, RUSSELL & COMPANY

CHARTERED PROFESSIONAL ACCOUNTANTS

2121 - 11871 Horseshoe Way, Richmond B.C. Canada V7A 5H5
Telephone: 604.270.3004 Fax: 604.270.4577
www.sanders-russell.ca

Principals:

Kenneth M. Sanders, CPA, CA *

Shuli Ben-Moshe, CIA, CFE, CPA, CGA *

**Denotes Professional Corporation*

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, 2015 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.
March 14, 2016

Sanders, Russell & Company
Chartered 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 Financial Position

December 31, 2015

(Unaudited)

	2015	2014
<u>ASSETS</u>		
Current assets		
Cash and cash equivalents (Note 3)	\$ 94,163	\$ 155,165
Restricted cash and investment (Note 4)	98,789	98,151
Accounts receivable	133,248	131,545
Inventory	65,335	61,293
Prepaid expenses	<u>6,678</u>	<u>7,312</u>
	398,213	453,466
Capital Assets (Note 5)	<u>93,665</u>	<u>105,002</u>
	<u>\$ 491,878</u>	<u>\$ 558,468</u>

LIABILITIES AND NET ASSETS

Current liabilities		
Accounts payable and accrued liabilities	\$ 6,402	\$ 29,120
Salaries payable	19,757	37,900
Due to government agencies	6,763	11,881
Deferred revenue (Note 6)	<u>13,647</u>	<u>15,981</u>
	<u>46,569</u>	<u>94,882</u>
Net Assets		
Unrestricted net assets	346,520	365,435
Contingency Fund (Note 8)	<u>98,789</u>	<u>98,151</u>
	<u>445,309</u>	<u>463,586</u>
	<u>\$ 491,878</u>	<u>\$ 558,468</u>

Approved on Behalf of the board



The accompanying notes are an integral part of these financial statements

GULF OF GEORGIA CANNERY SOCIETY

Statement of Operations

For the year ended December 31, 2015

(Unaudited)

	2015	2014
Revenues		
Parks Canada	\$ 500,000	\$ 500,000
B.C. Gaming Commission	11,220	1,108
Grants	32,623	11,764
Sponsorships	3,600	11,500
Entrance fees and programs	152,202	126,483
Gift shop sales	194,100	188,520
Membership, donations and fundraising	101,868	69,088
Rentals - Parking	44,689	41,231
Interest	1,325	2,012
	<u>1,041,627</u>	<u>951,706</u>
Cost of Sales (Note 7)	<u>166,606</u>	<u>149,006</u>
Gross Profit	<u>875,021</u>	<u>802,700</u>
Expenses		
Accounting and bookkeeping	16,118	15,140
Administration	286,137	272,143
Advertising and promotion	75,452	90,897
Amortization	20,387	17,934
Exhibits and collection maintenance	98,550	93,226
Maintenance	59,847	72,066
Programs and special events	239,684	156,281
Society activities - volunteer and member management	44,098	59,084
Special projects	7,913	29,169
Staff development	10,144	6,259
Utilities	34,968	34,331
	<u>893,298</u>	<u>846,530</u>
Deficiency of revenues over expenses before undernoted item	(18,277)	(43,830)
Unrealized loss on investment	<u>-</u>	<u>1,849</u>
Deficiency of revenues over expenses	<u>\$ (18,277)</u>	<u>\$ (45,679)</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, 2015

(Unaudited)

	<u>Unrestricted Net Assets</u>	<u>Contingency Fund</u>	<u>Total 2015</u>	<u>Total 2014</u>
Balance, beginning of year	\$ 365,435	\$ 98,151	\$ 463,586	\$ 509,265
(Deficiency) excess of revenues over expenses	<u>(18,915)</u>	<u>638</u>	<u>(18,277)</u>	<u>(45,679)</u>
Balance, end of year	<u>\$ 346,520</u>	<u>\$ 98,789</u>	<u>\$ 445,309</u>	<u>\$ 463,586</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, 2015

(Unaudited)

	2015	2014
Operating activities		
Deficiency of revenues over expenses	\$ (18,277)	\$ (45,679)
Adjustment for Amortization	<u>20,387</u>	<u>17,934</u>
	2,110	(27,745)
Change in non-cash working capital items		
Accounts receivable	(1,703)	8,455
Inventory	(4,042)	(3,684)
Prepaid expenses	634	2,392
Accounts payable and accrued liabilities	(22,718)	20,055
Salaries payable	(18,143)	4,430
Due to government agencies	(5,118)	15
Deferred revenue	<u>(2,334)</u>	<u>10,981</u>
	<u>(51,314)</u>	<u>14,899</u>
Investing activities		
Restricted cash and investment	(638)	(98,151)
Purchase of capital assets	<u>(9,050)</u>	<u>(32,250)</u>
	<u>(9,688)</u>	<u>(130,401)</u>
Decrease in cash	(61,002)	(115,502)
Cash, beginning of year	<u>155,165</u>	<u>270,667</u>
Cash, end of year	<u>\$ 94,163</u>	<u>\$ 155,165</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, 2015

(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, 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, 2015

(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 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>2015</u>	<u>2014</u>
	<u>Cost</u>	<u>Accumulated amortization</u>	<u>Net</u>	<u>Net</u>
Building improvements	\$ 96,269	\$ 38,383	\$ 57,886	\$ 68,940
Office equipment	21,597	15,372	6,225	8,591
Furniture and equipment	24,579	6,692	17,887	11,041
Computer equipment	5,387	4,040	1,347	2,963
Website development costs	12,270	3,681	8,589	11,043
Signs	3,462	1,731	1,731	2,424
	<u>\$ 163,564</u>	<u>\$ 69,899</u>	<u>\$ 93,665</u>	<u>\$ 105,002</u>

GULF OF GEORGIA CANNERY SOCIETY

Notes to Financial Statements

For the year ended December 31, 2015

(Unaudited)

6. Deferred Revenue

	<u>2015</u>	<u>2014</u>
Cannery Farmers' Market	\$ 5,975	\$ 10,981
Gaming grant	7,672	-
Work Safe BC Grant	<u>-</u>	<u>5,000</u>
	<u>\$ 13,647</u>	<u>\$ 15,981</u>

7. Cost of Sales

	<u>2015</u>	<u>2014</u>
Purchases	\$ 110,591	\$ 108,309
Wages and benefits	<u>56,015</u>	<u>40,697</u>
	<u>\$ 166,606</u>	<u>\$ 149,006</u>

8. 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 defence 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.

9. 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.

10. Economic Dependence

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

11. 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 2015 GROWTH TARGETS

Target



Increase general admissions by 5%

Actual



General admissions up 5%
(56,310 visitors)



Increase group bookings by 7%



Group bookings up 7%
(270 groups)



Increase gift shop sales by 5%



Gift shop revenue up 3.2%
(\$194,270)



Bring in \$23,000 through fundraising

This target was not met as the planned fundraising gala was cancelled due to staffing changes.

The fundraising b-b-q was delivered and earned **\$3,400**.



Increase community engagement

- a Increased social media followers by **1,025 INDIVIDUALS**.
- b Grew volunteer pool with **14 NEW** on-going volunteers.
- c New member programs were postponed due to staffing changes.

LOOKING FORWARD - 2016 GROWTH TARGETS



1) Increase paid general admissions by 5% **TARGET 14,500 VISITORS**

- a) Publicity campaign highlighting building revitalization and summer programming
- b) Targeted marketing to families
- c) New exterior signage
- d) Promotion through Groupon and to Steveston merchants
- e) Recover lost attendance from summer market and construction in 2015
- f) Strong tourism numbers



2) Increase general admissions revenue by 8% **TARGET \$90,000**

- a) Increase in visitation (see above)
- b) Improved conversion to higher admission rate



3) Increase group admissions by 7% **TARGET 290 GROUPS**

- a) Added promotion for existing programs, seniors groups and ELSA groups
- b) Improve return rates with existing groups through better customer service
- c) Improved salesmanship to develop bookings
- d) Offer programming on professional development days

LOOKING FORWARD - 2016 GROWTH TARGETS



4) Increase store sales by 6%

TARGET \$207,000

- a Increase in visitation (see above)
- b New promotion during the Tourism Challenge
- c Link merchandise to programming

6%



5) Increase fund development

- a Create revenue generating opportunities at events | **\$46,000 earned**
- b Take advantage of grant and sponsorship opportunities | **12 requests made**
- c Develop donor database



6) Increase community engagement

- a Increase social media followers | **15% increase**
- b Increase member engagement | **2 new member programs offered**
- c Grow volunteer pool | **15 new regular volunteers**



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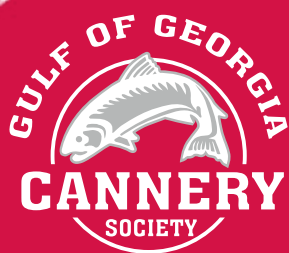
A fun and interesting visit.

A most enjoyable way to spend a half-day. Staff were friendly and pleased to answer any questions, exhibits were interesting, and I was happy to see that the gift shop offered many Canadian-made items. Don't miss the short (but charming) introductory film explaining the history of the cannery industry as told through a young girl and her grandfather. Reviewed 10 December 2015

Photograph: *Hauling Them On Board* by C. Ellis. (G2016.001.008)



Photograph: The Steveston Lady in dry dock at Canfisco's Gulf of Georgia wharf, ca. 1949. (1998.003.045)



12138 Fourth Avenue, Richmond, BC V7E 3J1

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