



Cariboo Chilcotin Coast Tourism Association Annual General Meeting Agenda November 5, 2021 1:00 - 2:00 pm

1. Call to Order
2. Appointment of Recording Secretary
3. Adoption of Agenda
4. Adoption of November 25, 2020 Meeting Minutes
5. Chair's Report
6. Annual Financial Report
7. Election of Directors
8. Questions from the Floor
9. Adjournment

Stakeholders:

Andre Kuerbis – AFK Business Consulting
Brenda Van Ember – The Historic Chilcotin Lodge
Cheryl Chapman – Soda Creek Indian Band
Anton Forster – Danfor Development
Colleen Peters – Woodlands Fishin Resort
Donn Irwin – Retreat Wilderness Inn
Elyse Godard – Big Bar Guest Ranch
Elyssia Sasaki – Island Mountain Arts
Jayme Kennedy – Bella Coola Mountain Lodge
Julie Gilmore – South Cariboo Visitor Centre
Kevan Bracewell – Chilcotin Holidays
Leanne Sallenback – South Point Resort
Lindsay Blair – City of Quesnel
Manuela Betschart – Loon Bay Resort
Margaret Moreira – Village of Ashcroft
MJ Vigeant – Allways Travel
Peggy Zorn – Ecotours-BC
Tim Wilkinson – Bella Coola Heli Sports & Tweedsmuir Park Lodge

Staff

Amy Thacker
Beverly Evans (minutes)
Kristi Denby (zoom handler)

1. Call to Order – 10: 40

2. Appointment of Recording Secretary – Beverly Evans

MOTION: To appoint Beverly Evans as recording secretary.

Forster/Kennedy/CRD

3. Adoption of Agenda

MOTION: To adopt Agenda as presented.

Sallenback/Kennedy/CRD

4. Adoption of November 2, 2019 Meeting Minutes

MOTION: To adopt the November 2, 2019 minutes as presented.

Kennedy/Van Ember/CRD

5. Chair's Report: another incredible year, important to look at the time before COVID-19 as many great things happened. Had return of ferry to Bella Coola and showed a united front working together. Had an incredible building in the province and a lot of success talking to Minister and government. Thank you, Honourable Lisa Beare for your active reaching out to the organization. 2019 able to engage with all parties with the important work that tourism does and a significant project moving along CCCTA still leading in emergency management as a road map to the whole province. Thanks to the board of directors for the time that was given, it is a pleasure working with this group of people; special thanks to Amy and team for the amazing work that you have done in moving us along.

MOTION: To accept the Chair's verbal report as given.

Kennedy/Van Ember/CRD

6. Annual Report

Introduction provided by auditor Toni Lepore accepting the audit and providing a clean bill of financial health, with additional detail provided from Finance Manger, Amber Stratton.

MOTION: To accept the financial statements for 2019 – 2020 as presented.

Sallenback/Van Ember/CRD



7. Election of Directors

- 6 nominees
Will be a link in the chat to click to vote
 - 3 nomination for the Cariboo representative:
Marshall Fremlin - Siwash Lake Wilderness Resort.
Mike Retasket – Aboriginal Affects Consulting
Jillian Merrick – not logged on removed because as per the bylaws she needs to be present unless excused further.
- As per poll – 13 voting stakeholder 11 respondents

Cariboo Regional Rep elected by majority
Mike Retasket

Coast Regional Rep – no nominees

Director at large for 2-year term.

Nominations for director at large - Anton Forster, Jayme Kennedy, Brenda Van Ember, Marshall Fremlin

Director at large for 2-year term elected by majority

Jayme Kenney
Brenda Van Ember
Anton Forster

Director at large for one-year term by acclamation

Marshall Fremlin

Kuerbis – Thanks to our board that worked hard and tireless over the year and got a lot of stuff done we have an incredible team in the office under Amy and they receive direction from the board.

MOTION: To destroy the electronic ballots.

Kennedy/Sallenback/CRD

8. Adjournment – 11:26

MOTION: To adjourn the CCCTA AGM.

Kennedy/CRD



CARIBOO CHILCOTIN COAST TOURISM ASSOCIATION
Financial Statements
Year Ended March 31, 2021

CARIBOO CHILCOTIN COAST TOURISM ASSOCIATION
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Year Ended March 31, 2021

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INDEPENDENT AUDITOR'S REPORT

To the Stakeholders of Cariboo Chilcotin Coast Tourism Association

Report on the Financial Statements

I have audited the financial statements of Cariboo Chilcotin Coast Tourism Association (the "Association"), which comprise the statement of financial position as at March 31, 2021, and the statements of revenues and expenditures, changes in net assets and cash flow for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In my opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Association as at March 31, 2021, and the results of its operations and cash flow for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations (ASNPO).

I conducted my audit in accordance with Canadian generally accepted auditing standards. My responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of my report. I am independent of the Association in accordance with ethical requirements that are relevant to my audit of the financial statements in Canada, and I have fulfilled my other ethical responsibilities in accordance with these requirements. I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

Management is responsible for the preparation and fair presentation of the financial statements in accordance with ASNPO, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Association's financial reporting process.

(continues)

Independent Auditor's Report to the Members of Cariboo Chilcotin Coast Tourism Association (continued)

My objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, I exercise professional judgment and maintain professional skepticism throughout the audit. I also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for my opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If I conclude that a material uncertainty exists, I am required to draw attention in my auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify my opinion. My conclusions are based on the audit evidence obtained up to the date of my auditor's report. However, future events or conditions may cause the Association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

I communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that I identify during my audit.

As required by the Societies Act of British Columbia, I report that, in my opinion, the accounting policies applied in preparing and presenting the financial statements in accordance with Canadian Accounting Standards for Not-for-profit Organizations have been applied on a basis consistent with that of the preceding year.




Cranbrook, British Columbia
June 4, 2021


CHARTERED PROFESSIONAL ACCOUNTANT

CARIBOO CHILCOTIN COAST TOURISM ASSOCIATION
Statement of Financial Position
March 31, 2021

| | 2021 | 2020 |
|--|---------------------|---------------------|
| ASSETS | | |
| CURRENT | | |
| Cash | \$ 1,330,407 | \$ 988,012 |
| Term deposits (Notes 2, 4) | 2,486,566 | 185,450 |
| Accounts receivable | 175,132 | 20,592 |
| Goods and services tax recoverable | 20,375 | 14,347 |
| Due from related party (Note 6) | - | 18,992 |
| Prepaid expenses | 1,316 | 1,177 |
| | <u>4,013,796</u> | <u>1,228,570</u> |
| CAPITAL ASSETS (Note 5) | <u>27,854</u> | <u>39,791</u> |
| | <u>\$ 4,041,650</u> | <u>\$ 1,268,361</u> |
| LIABILITIES AND NET ASSETS | | |
| CURRENT | | |
| Accounts payable and accrued liabilities | \$ 402,080 | \$ 193,964 |
| Wages payable | 52,208 | 22,324 |
| Due to related party (Note 6) | 59,413 | - |
| Deferred income (Note 7) | 2,407,869 | 387,845 |
| Current portion of long term debt (Note 8) | 10,170 | 9,652 |
| | <u>2,931,740</u> | <u>613,785</u> |
| LONG TERM DEBT (Note 8) | 12,669 | 23,658 |
| LONG TERM DEFERRED INCOME (Note 7) | <u>10,000</u> | <u>10,000</u> |
| | 2,954,409 | 647,443 |
| NET ASSETS | <u>1,087,241</u> | <u>620,918</u> |
| | <u>\$ 4,041,650</u> | <u>\$ 1,268,361</u> |

ON BEHALF OF THE BOARD


 _____ Director


 _____ Director

See notes to financial statements

CARIBOO CHILCOTIN COAST TOURISM ASSOCIATION
Statement of Revenues and Expenditures
Year Ended March 31, 2021

| | 2021 | 2020 |
|--|-------------------|--------------------|
| REVENUE | | |
| Core Funding: | | |
| MTACS | \$ 1,117,000 | \$ - |
| Destination BC | - | 875,894 |
| Total Core Funding | 1,117,000 | 875,894 |
| | 1,117,000 | 875,894 |
| Other Revenue | | |
| Annual General Meeting | 38,022 | 14,835 |
| Government of Canada | - | 13,961 |
| Interest Income | 11,348 | 12,598 |
| Other Revenue | - | 17,977 |
| Canada Emergency Wage Subsidy | 223,909 | - |
| Indigenous Tourism | 63,450 | 24,050 |
| Destination Development Misc Revenue | 36,950 | - |
| Catalyst Funding | 200,000 | - |
| Creative BC (Schedule 4) | 16,474 | 14,950 |
| Cariboo Chilcotin Coast Tourism Marketing Association (Schedule 4) | 30,785 | 24,721 |
| Gold Rush Trail Project (Schedule 4) | 386 | 137,788 |
| Great Bear Rainforest Project (Schedule 4) | 61,979 | 65,000 |
| Rural Dividend (Schedule 4) | 59,228 | 50,772 |
| Tourism Emergency Management (Schedule 4) | 62,197 | 100,000 |
| Tourism Resiliency Program (Schedule 4) | 146,715 | - |
| | 951,443 | 476,652 |
| Total Revenue | 2,068,443 | 1,352,546 |
| EXPENDITURES | | |
| See Schedules 1 to 4 | 1,602,120 | 1,370,442 |
| EXCESS (DEFICIENCY) OF REVENUE OVER EXPENDITURES | \$ 466,323 | \$ (17,896) |

See notes to financial statements

CARIBOO CHILCOTIN COAST TOURISM ASSOCIATION
Statement of Changes in Net Assets
Year Ended March 31, 2021

| | General Fund | 2021 | 2020 |
|---------------------------------------|---------------------|---------------------|------------|
| NET ASSETS - BEGINNING OF YEAR | \$ 620,918 | \$ 620,918 | \$ 638,814 |
| Excess of revenue over expenditures | 466,323 | 466,323 | (17,896) |
| Net capital asset expenditures | - | - | - |
| NET ASSETS - END OF YEAR | \$ 1,087,241 | \$ 1,087,241 | \$ 620,918 |

See notes to financial statements

CARIBOO CHILCOTIN COAST TOURISM ASSOCIATION
Statement of Cash Flow
Year Ended March 31, 2021

| | 2021 | 2020 |
|--|---------------------|---------------------|
| OPERATING ACTIVITIES | | |
| Excess (deficiency) of revenue over expenditures | \$ 466,323 | \$ (17,896) |
| Item not affecting cash: | | |
| Amortization of net tangible assets | 11,937 | 17,053 |
| | <u>478,260</u> | <u>(843)</u> |
| Changes in non-cash working capital: | | |
| Accounts receivable | (154,540) | 114,022 |
| Goods and services tax payable | (6,028) | (5,754) |
| Prepaid expenses | (139) | 2,702 |
| Vacation payable | 29,884 | (5,512) |
| Accounts payable and accrued liabilities | 208,116 | 122,636 |
| Deferred income | 2,020,024 | 109,720 |
| | <u>2,097,317</u> | <u>337,814</u> |
| Cash flow from operating activities | <u>2,575,577</u> | <u>336,971</u> |
| FINANCING ACTIVITIES | | |
| Advances from (to) related parties | 78,405 | (18,992) |
| Repayment of long term debt | (10,471) | (9,156) |
| Cash flow from (used by) financing activities | <u>67,934</u> | <u>(28,148)</u> |
| INCREASE IN CASH FLOW | 2,643,511 | 308,823 |
| Cash - beginning of year | <u>1,173,462</u> | <u>864,639</u> |
| CASH - END OF YEAR | \$ 3,816,973 | \$ 1,173,462 |
| CASH CONSISTS OF: | | |
| Cash | \$ 1,330,407 | \$ 988,012 |
| Term deposits | <u>2,486,566</u> | <u>185,450</u> |
| | \$ 3,816,973 | \$ 1,173,462 |

See notes to financial statements

CARIBOO CHILCOTIN COAST TOURISM ASSOCIATION
Notes to Financial Statements
Year Ended March 31, 2021

1. INCORPORATION AND NATURE OF THE ASSOCIATION

Cariboo Chilcotin Coast Tourism Association (the "Association") is a not-for-profit organization incorporated provincially under the Society Act of British Columbia. As a not-for-profit, the Association is exempt from the payment of income tax under Section 149(1) of the Income Tax Act.

The Association administers and implements programs aimed at assisting people, organizations, communities and companies involved in the tourism industry, and manages responsible and sustainable growth of the visitor economy.

The operations of the Association are governed by the Board of Directors that is substantially elected from its stakeholders. The Chartered Professional Accountants of Canada defines, for the purposes of not-for-profit organizations, that related parties include individuals or entities that can exercise significant influence or control over the operations of the Association. Accordingly, the Association may, from time to time, have transactions in the ordinary course of business with the individuals who are members of the Board or Management.

2. SIGNIFICANT ACCOUNTING POLICIES

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations (ASNFP) and, in management's opinion, with consideration of materiality and within the framework of the following accounting policies:

Deferral Method

Cariboo Chilcotin Coast Tourism Association follows the deferral method of accounting for contributions.

Revenues and expenses related to program delivery and administrative activities are reported in the Operating Fund.

The Capital Fund reports the assets, liabilities, revenues, and expenses related to Cariboo Chilcotin Coast Tourism Association's capital assets.

Use of estimates

The preparation of the financial statements requires management to make estimates and assumptions that affect the amounts reported in the financial statements and accompanying notes. Actual results could differ from these estimates. Significant areas of estimation include estimated useful lives of capital assets, accrued liabilities and disclosure of contingencies.

Cash and short term investments

Cash equivalents are comprised of term deposit with maturities of one year or less from date of acquisition.

(continues)

CARIBOO CHILCOTIN COAST TOURISM ASSOCIATION
Notes to Financial Statements
Year Ended March 31, 2021

2. SIGNIFICANT ACCOUNTING POLICIES *(continued)*

Financial instruments

Financial instruments are recorded at fair value when acquired or issued. In subsequent periods, financial assets with actively traded markets are reported at fair value, with any unrealized gains and losses reported in income. All other financial instruments are reported at amortized cost, and tested for impairment at each reporting date. Transaction costs on the acquisition, sale, or issue of financial instruments are expensed when incurred.

When the Association issues financial instruments that include both a debt and equity component, the entire proceeds are allocated to the debt component, and the equity component is assigned a measurement amount of \$nil.

When financial instruments that include both a debt and an equity component are issued, the proceeds are allocated firstly to the component for which the fair value is more readily determinable, and the residual is allocated to the other component.

Capitalized costs

Asset expenditures over \$2,000 are capitalized.

Capital assets

Capital assets are stated at cost less accumulated amortization. Capital assets are amortized over their estimated useful lives at the following rates and methods:

| | | |
|--------------------------------|-----|--------------------------|
| Office furniture and equipment | 20% | declining balance method |
| Motor vehicles | 30% | declining balance method |

Revenue Recognition

Revenue is recognized upon project completion. The operating transfer and administration fees are recorded in the period earned.

The Association 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.

Contributed materials and services

The operations of the Association depend on both the contribution of time by volunteers and donated materials from various sources. The fair value of donated materials and services cannot be reasonably determined and are therefore not reflected in these financial statements.

CARIBOO CHILCOTIN COAST TOURISM ASSOCIATION
Notes to Financial Statements
Year Ended March 31, 2021

3. GOING CONCERN ASSUMPTION

These financial statements were prepared using accounting standards that apply to an operating Association. This assumes that the Association will continue its operations for the foreseeable future and will be able to realize its assets and discharge its liabilities in the normal course of operations.

In March 2020, the World Health Organization declared a global pandemic due to COVID-19.

The Association is confident on its ability to maintain its profitability.

4. TERM DEPOSITS

| | 2021 | 2020 |
|------------------------------------|--------------|------------|
| TD GIC maturity Oct 15, 2021 0.25% | \$ 41,446 | \$ - |
| TD GIC maturity May 8, 2021 1.00% | 94,004 | 94,004 |
| TD GIC maturity May 3, 2021 | 2,300,000 | - |
| TD GIC maturity Apr 21, 2021 0.48% | 51,116 | - |
| TD GIC maturity Oct 15, 2020 1.75% | - | 41,446 |
| TD GIC maturity Jul 8, 2020 2.00% | - | 50,000 |
| | \$ 2,486,566 | \$ 185,450 |

5. NET TANGIBLE ASSETS

| | Cost | Accumulated amortization | 2021 Net book value | 2020 Net book value |
|------------------------|-----------|-----------------------------|---------------------------|---------------------------|
| Motor vehicles | \$ 66,876 | \$ 39,022 | \$ 27,854 | \$ 39,791 |
| Furniture and fixtures | 9,823 | 9,823 | - | - |
| | \$ 76,699 | \$ 48,845 | \$ 27,854 | \$ 39,791 |

6. DUE TO RELATED PARTY

| | 2021 | 2020 |
|---|------|-----------|
| Current portion due from related party Due to CCCTMA | \$ - | \$ 18,992 |

Transactions to a related company are non-interest bearing and have no set repayment terms.

| | 2021 | 2020 |
|---|-----------|------|
| Current portion due to related party Due to CCCTMA | \$ 59,413 | \$ - |

Advances to and from a related Association are non-interest bearing and have no set repayment terms. Both organization have the same board members.

CARIBOO CHILCOTIN COAST TOURISM ASSOCIATION
Notes to Financial Statements
Year Ended March 31, 2021

7. DEFERRED REVENUE

Deferred revenue comprises fee for service funding and project funding for projects, which will be carried out after the Association's year end. This includes:

| | 2021 | 2020 |
|------------------------------|--------------|------------|
| Short-Term | | |
| MTACS Targeted Funding | \$ 2,300,000 | \$ - |
| Emergency Management Program | 37,803 | - |
| Symphony Tourism Service | 41,800 | - |
| Great Bear Rainforest | 26,459 | - |
| Creative BC | 1,807 | 3,281 |
| DBC | - | 275,000 |
| Rural Dividend Program | - | 59,228 |
| Indigenous Tourism BC | - | 25,950 |
| Gold Rush Trail | - | 24,386 |
| | 2,407,869 | 387,845 |
| Subtotal Short-Term | 2,407,869 | 387,845 |
| Signage | 10,000 | 10,000 |
| | 2,417,869 | 387,845 |
| Total Short and Long-Term | \$ 2,417,869 | \$ 387,845 |

CARIBOO CHILCOTIN COAST TOURISM ASSOCIATION

Notes to Financial Statements

Year Ended March 31, 2021

8. LONG TERM DEBT

| | 2021 | 2020 |
|---|------------------|------------------|
| TD Canada Trust loan bearing interest at 5.24% compounded monthly, repayable in monthly blended payments of \$931. The loan matures on May 25, 2023 and is secured by a 2018 Chevrolet Suburban, carrying value \$27,854. | \$ 22,839 | \$ 33,310 |
| Amounts payable within one year | (10,170) | (9,652) |
| | \$ 12,669 | \$ 23,658 |

Principal repayment terms are approximately:

| | |
|------|------------------|
| 2022 | \$ 10,170 |
| 2023 | 10,716 |
| 2024 | 1,953 |
| | \$ 22,839 |

9. LEASE OBLIGATIONS

The Association has entered into operating leases for a copier and postage machine. The total obligation under these leases is as follows:

| | |
|------|-----------------|
| 2022 | \$ 3,720 |
|------|-----------------|

10. FINANCIAL INSTRUMENTS

The Association uses risk management to monitor and manage its risk arising from financial instruments. These risks include credit risk, interest rate risk, liquidity risk and market risk.

The Association does not use any derivative financial instruments to mitigate these risks.

Credit risk

Credit risks arise from three sources: cash and cash equivalents, accounts receivable, and investments in debt securities. Cash and cash equivalents are deposited with reputable, major financial institutions to limit the credit risk exposure. The credit risk from counter parties not paying accounts receivable is not considered to be significant. The investments include commercial papers and investments issued by high-credit quality corporations and financial institutions, and we consider the risk of non-performance of these instruments to be remote.

Liquidity risk

Liquidity risk exposure is dependent on the receipt of funds from provincial government grants, membership fees and other sources to enable the Association to pay its liabilities as they become due.

CARIBOO CHILCOTIN COAST TOURISM ASSOCIATION
Notes to Financial Statements
Year Ended March 31, 2021

11. REMUNERATION

The Association does not compensate its directors. The Association has one employee with a total compensation in excess of \$75,000 per annum for a total of \$99,055 (2019 - \$94,073).

The Association has one contractor with a total compensation in excess of \$75,000 per annum for a total of 95,600.

12. ALLOCATION OF EXPENSES BY FUNCTION

Payroll costs are allocated by function and project.

CARIBOO CHILCOTIN COAST TOURISM ASSOCIATION
Operations
(Schedule 1)
Year Ended March 31, 2021

| | 2021 | 2020 |
|------------------------------------|-------------------|-------------------|
| EXPENDITURES | | |
| AGM Expenses | \$ 10,565 | \$ 26,152 |
| Accounting Fees | 47,667 | 43,053 |
| Amortization | 11,937 | 17,053 |
| Audit and Legal Fees | 11,840 | 8,383 |
| Automotive | 2,762 | (1,259) |
| Bank charges and interest | 1,334 | 2,252 |
| Conferences | 263 | 7,240 |
| Directors Expenses | 2,539 | 19,796 |
| Equipment Costs | 5,313 | 7,722 |
| Information Technology | 18,955 | 13,710 |
| Insurance | 890 | 5,194 |
| Janitorial | 4,377 | 5,275 |
| Memberships Dues and Subscriptions | 2,629 | 2,252 |
| Office and Other | 47,074 | 27,281 |
| Rent | 30,405 | 29,663 |
| Salaries and Benefits | 30,975 | 14,563 |
| Telephone and Fax | 4,652 | 4,086 |
| Training & Education | (165) | 10,939 |
| | <u>\$ 234,012</u> | <u>\$ 243,355</u> |

See notes to financial statements

CARIBOO CHILCOTIN COAST TOURISM ASSOCIATION
Destination Development
(Schedule 2)
Year Ended March 31, 2021

| | 2021 | 2020 |
|--|-------------------|-------------------|
| EXPENDITURES | | |
| Destination Development program and salaries | \$ 265,577 | \$ 420,119 |
| Remarkable Experiences program and salaries | 99,125 | 17,280 |
| Indigenous Tourism program and salaries | 69,171 | 48,100 |
| Catalyst Funding | <u>200,000</u> | <u>725</u> |
| | <u>\$ 633,873</u> | <u>\$ 486,224</u> |

See notes to financial statements

CARIBOO CHILCOTIN COAST TOURISM ASSOCIATION
Destination Marketing
(Schedule 3)
Year Ended March 31, 2021

| | 2021 | 2020 |
|------------------------------------|-------------------|-------------------|
| EXPENDITURES | | |
| Consumer Shows | \$ 70 | \$ 9,109 |
| Content and Social | 34,098 | 23,776 |
| Familiarization Tours | 13,218 | 13,104 |
| Travel Media programs and salaries | 70,412 | 99,694 |
| Travel Trade programs and salaries | <u>65,446</u> | <u>113,254</u> |
| | <u>\$ 183,244</u> | <u>\$ 258,937</u> |

CARIBOO CHILCOTIN COAST TOURISM ASSOCIATION
Special Projects
(Schedule 4)
Year Ended March 31, 2021

| | 2021 | 2020 |
|-------------------------------|-------------------|-------------------|
| EXPENDITURES | | |
| Creative BC | \$ 16,474 | \$ 14,950 |
| Gold Rush Trail Project | 210 | 137,788 |
| Great Bear Rainforest Project | 61,979 | 65,009 |
| Rural Dividend Projects | 81,869 | 50,772 |
| Full of Heart Campaign | 100,000 | - |
| Tourism Emergency Management | 62,197 | 113,407 |
| Tourism Resiliency Program | 228,263 | - |
| | \$ 550,992 | \$ 381,926 |