

**CARIBOO CHILCOTIN COAST TOURISM MARKETING ASSOCIATION**

**Financial Statements**

**Year Ended March 31, 2019**

**CARIBOO CHILCOTIN COAST TOURISM MARKETING ASSOCIATION**  
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**Year Ended March 31, 2019**

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## INDEPENDENT AUDITOR'S REPORT

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To the Members of Cariboo Chilcotin Coast Tourism Marketing Association

I have audited the accompanying financial statements of Cariboo Chilcotin Coast Tourism Marketing Association, which comprise the statement of financial position as at March 31, 2019 and the statements of revenues and expenditures, changes in net assets and cash flow for the year then ended, and a summary of significant accounting policies and other explanatory information.

### Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, 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.

### Auditor's Responsibility

My responsibility is to express an opinion on these financial statements based on my audit. I conducted my audit in accordance with Canadian generally accepted auditing standards. Those standards require that I comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements 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 entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

*(continues)*

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

Opinion

In my opinion, the financial statements present fairly, in all material respects, the financial position of Cariboo Chilcotin Coast Tourism Marketing Association as at March 31, 2019 and the results of its operations and its cash flow for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.



Cranbrook, British Columbia  
May 8, 2019

CHARTERED PROFESSIONAL ACCOUNTANT

**CARIBOO CHILCOTIN COAST TOURISM MARKETING ASSOCIATION**  
**Statement of Financial Position**  
**March 31, 2019**

	2019	2018
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	\$ 210,681	\$ -
Accounts receivable	267,500	-
Goods and services tax recoverable	15,634	-
Prepaid expenses	825	-
	<b>\$ 494,640</b>	<b>\$ -</b>
 <b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT</b>		
Accounts payable (Note 5)	\$ 98,486	\$ -
<b>NET ASSETS</b>	<b>396,154</b>	<b>-</b>
<b>LIABILITIES AND NET ASSETS</b>	<b>\$ 494,640</b>	<b>\$ -</b>

ON BEHALF OF THE BOARD

  
 \_\_\_\_\_ Director

  
 \_\_\_\_\_ Director

See notes to financial statements

**CARIBOO CHILCOTIN COAST TOURISM MARKETING ASSOCIATION**  
**Statement of Revenues and Expenditures**  
**For the Year Ended March 31, 2019**

	2019	2018 <i>(7 months)</i>
<b>REVENUES</b>		
Municipal and Regional District Tax	\$ 583,394	\$ -
Destination BC Co-Op	225,000	-
Other revenues	64,139	-
Interest income	25	-
	<u>872,558</u>	<u>-</u>
<b>EXPENDITURES</b>		
Committee costs	9,436	-
Interest and bank charges	1,692	-
Marketing costs (Schedule 1)	397,360	-
Memberships	906	-
Office	2,089	-
Professional fees	7,700	-
Rent	24,000	-
Salaries and wages	30,065	-
Travel	3,156	-
	<u>476,404</u>	<u>-</u>
<b>EXCESS OF REVENUES OVER EXPENDITURES</b>	<u>\$ 396,154</u>	<u>\$ -</u>

**CARIBOO CHILCOTIN COAST TOURISM MARKETING ASSOCIATION**  
**Statement of Changes in Net Assets**  
**Year Ended March 31, 2019**

	General Fund	2019	2018
<b>NET ASSETS - BEGINNING OF YEAR</b>	\$ -	\$ -	\$ -
Excess of revenues over expenditures	396,154	<b>396,154</b>	-
<b>NET ASSETS - END OF YEAR</b>	<b>\$ 396,154</b>	<b>\$ 396,154</b>	\$ -

See notes to financial statements

**CARIBOO CHILCOTIN COAST TOURISM MARKETING ASSOCIATION**  
**Statement of Cash Flow**  
**Year Ended March 31, 2019**

	2019	2018 <i>(7 months)</i>
<b>OPERATING ACTIVITIES</b>		
Excess of revenues over expenditures	<b>\$ 396,154</b>	\$ -
Changes in non-cash working capital:		
Accounts receivable	(267,500)	-
Accounts payable	98,486	-
Prepaid expenses	(825)	-
Goods and services tax payable	(15,634)	-
	<b>(185,473)</b>	-
<b>INCREASE IN CASH FLOW</b>	<b>210,681</b>	-
Cash - beginning of year	-	-
<b>CASH - END OF YEAR</b>	<b>\$ 210,681</b>	\$ -
<b>CASH CONSISTS OF:</b>		
Cash	<b>\$ 210,681</b>	\$ -

See notes to financial statements



**CARIBOO CHILCOTIN COAST TOURISM MARKETING ASSOCIATION**  
**Notes to Financial Statements**  
**Year Ended March 31, 2019**

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1. PURPOSE OF THE ORGANIZATION

Cariboo Chilcotin Coast Tourism Marketing Association (the "organization") is a not-for-profit organization incorporated provincially under the Society Act of British Columbia August 28, 2017.

The organization operates to promote tourism in the Cariboo, Chilcotin and Central Coast tourism region of BC, taking into consideration the impact of economic, social and environmental requirements.

The operations of the organization are governed by a Board of Directors that is substantially elected from its stakeholders, and a Marketing Committee that is substantially elected by the Municipal & Regional District Tax collectors. The Chartered Professional Accounts of Canada defines, for the purpose of not-for-profit organizations, that the related parties include individuals or entities that can exercise significant influence or control over the operations of the organization. Accordingly, the organization may, from time to time, have transactions in the ordinary course of business with the individuals who are members of the Board or Management.

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2. SIGNIFICANT ACCOUNTING POLICIES

Cash and short term investments

Cash and cash equivalents consist primarily of deposits with an original maturity date of purchase of three months or less. Because of the short term maturity of these investments, their carrying amount approximates fair value.

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3. BASIS OF PRESENTATION

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations (ASNFP).

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4. FINANCIAL INSTRUMENTS

The organization as part of its operations, carries financial instruments. It is management's opinion that the Organization is not exposed to significant interest, currency, credit, liquidity or other price risks arising from these financial instruments except as otherwise disclosed.

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5. ACCOUNTS PAYABLE

	2019	2018
<u>Accounts payable and accruals consist of:</u>		
Accounts payable, trade	\$ 90,786	\$ -
Accrued liabilities	7,700	-
	\$ 98,486	\$ -

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**CARIBOO CHILCOTIN COAST TOURISM MARKETING ASSOCIATION**  
**Notes to Financial Statements**  
**Year Ended March 31, 2019**

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6. COMPARATIVE FIGURES

The prior year comparative figures were not audited.

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**CARIBOO CHILCOTIN COAST TOURISM MARKETING ASSOCIATION**

**Marketing Costs  
(Schedule 1)**

**Year Ended March 31, 2019**

	2019	2018 <i>(7 months)</i>
<b>EXPENDITURES</b>		
Consumer Shows	\$ 1,247	\$ -
Digital Asset Management System	3,659	-
Distribution	20,820	-
Marketing Coordination	39,002	-
Marketing Research	5,000	-
Online Display Advertising	69,305	-
Paid Social Advertising	93,894	-
Photography / Videography	32,157	-
Print Advertising	71,032	-
Remarketing	430	-
Search Advertising	14,510	-
Television	29,176	-
Website	17,128	-
	<b>\$ 397,360</b>	<b>\$ -</b>

See notes to financial statements

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# CARIBOO CHILCOTIN COAST TOURISM MARKETING ASSOCIATION

204-350 Barnard St  
Williams Lake, British Columbia  
V2G 4T9

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May 8, 2019

TONI LEPORE INC.  
PO Box 405 STN MAIN  
Cranbrook British Columbia V1C 4H9

Attention: Toni Lepore, CPA, CGA, CFP

Dear Sir / Madam:

Re: Management representations letter

This representation letter is provided in connection with your audit of the financial statements of Cariboo Chilcotin Coast Tourism Marketing Association for the year ended March-31-19, for the purpose of expressing an opinion as to whether the financial statements are presented fairly, in all material respects, in accordance with Canadian accounting standards for not-for-profit organizations.

In making the representations outlined below, we took the time necessary to appropriately inform ourselves on the subject matter through inquiries of entity personnel with relevant knowledge and experience, and, where appropriate, by inspecting supporting documentation.

We confirm that (to the best of our knowledge and belief, having made such inquiries as we considered necessary for the purpose of appropriately informing ourselves):

## **Financial Statements**

- We have fulfilled our responsibilities, as set out in the terms of the audit engagement dated for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations.
- We reviewed, approved and recorded all of your proposed adjustments (except for uncorrected misstatements, which are addressed in the next bullet point) to our accounting records. This includes journal entries, changes to account coding, classification of certain transactions and preparation of, or changes to, certain accounting records.
- The effects of uncorrected misstatements are immaterial, both individually and in the aggregate, to the financial statements as a whole. A list of the uncorrected misstatements is attached to this representation letter
- Management or other appropriate persons (such as those charged with governance) have accepted responsibility for the financial statements, including the related notes.

We have fulfilled our responsibilities, as set out in the terms of the audit engagement dated for:

- a) Preparing and fairly presenting the financial statements in accordance with Canadian accounting standards for not-for-profit organizations;
- b) Providing you all relevant information, such as:
  - i) Accounting records, supporting data and other relevant documentation,
  - ii) Minutes of meetings (such as shareholders, board of directors and audit committees) or summaries of actions taken for which minutes have not yet been prepared, and
  - iii) Information on any other matters, of which we are aware, that is relevant to the preparation of the financial statements
- c) Ensuring that all transactions have been recorded in the accounting records and are reflected in the financial statements; and

- d) Designing and implementing such internal control as we determined is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. We have also communicated to you any deficiencies in the design and implementation or the maintenance of internal control over financial reporting of which management is aware.

### **Fraud and Non Compliance**

We have disclosed to you:

- a) All of our knowledge in relation to actual, alleged or suspected fraud affecting the entity's financial statements involving:
- i) Management;
  - ii) Employees who have significant roles in internal control; or
  - iii) Others where the fraud could have a material effect on the financial statements;
- b) All of our knowledge in relation to allegations of fraud or suspected fraud communicated by employees, former employees, analysts, regulators or others;
- c) All known instances of non-compliance or suspected non-compliance with laws and regulations, including all aspects of contractual agreements that should be considered when preparing the financial statements;
- d) All known, actual, or possible litigation and claims that should be considered when preparing the financial statements; and
- e) The results of our risk assessments regarding possible fraud or error in the financial statements.

### **Related Parties**

We confirm that there were no related-party relationships or transactions that occurred during the period.

### **Estimates**

We acknowledge our responsibility for determining the accounting estimates required for the preparation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations. Those estimates reflect our judgment based on our knowledge and experience of past and current events, and on our assumptions about conditions we expect to exist and courses of action we expect to take. We believe that the significant assumptions and measurement methods used by us in making accounting estimates, including those measured at fair value, are reasonable.

### **Subsequent Events**

All events subsequent to the date of the financial statements and for which Canadian accounting standards for not-for-profit organizations requires adjustment or disclosure have been adjusted or disclosed.

### **Commitments and Contingencies**

There are no commitments, contingent liabilities/assets or guarantees (written or oral) that should be disclosed in the financial statements. This includes liabilities arising from contract terms, illegal acts or possible illegal acts, and environmental matters that would have an impact on the financial statements.

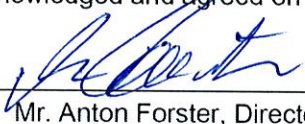
### **Adjustments**

We have reviewed, approved and recorded all of your proposed adjustments to our accounting records. This includes journal entries, changes to account coding, classification of certain transactions and preparation of, or changes to, certain accounting records.

### **Misstatements**

We believe the effects of uncorrected misstatements are immaterial, individually and in aggregate, to the financial statements as a whole. A list of the uncorrected misstatements is attached to this letter.

Acknowledged and agreed on behalf of Cariboo Chilcotin Coast Tourism Marketing Association by:



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Mr. Anton Forster, Director

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July 3, 2019

Date signed