

Cariboo Chilcotin Coast Tourism Association Annual General Meeting Agenda November 3, 2022, 3:30 – 4:15 pm

- 1. Call to Order
- 2. Appointment of Recording Secretary
- 3. Adoption of Agenda
- 4. Adoption of November 5, 2021 Meeting Minutes
- 5. Chair's Report
- 6. Annual Financial Report
- 7. Election of Directors
- 8. Questions from the floor
- 9. Adjournment



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

Voting Stakeholders:

Andre Kuerbis – AFK Consulting
James Douglas – Barkerville Historic Town & Park
Jayme Kennedy – Bella Coola Mountain Lodge
Marshall Fremlin – Siwash Wilderness Resort
Anton Forster – Danfor Developments Ltd

Guests:

Bridget Orsetti – Spirit Bear Lodge
Dave Jorgenson – Frog on the Bog Gifts
Frank Creasey – C4 Strategies Inc.
Julie Gilmore – South Cariboo Visitor Centre
Leanne Sallenback – South Point Resort
Talia McKay – Williams Lake & District Chamber
Tanya Vigeant – Allways Travel
Trisha Larson – The Web Advisors
Christina Ledoux – Xwisten Experience Tours.
Al & Kim Bouwmeester - Crooked Lake Resort
Jason Ryll – Front Row Voiceovers

Staff:

Amy Thacker

Beverly Evans (minutes)

Geoff Moore

Jolene Lammers (tech) Mackenzie Moore (tech)

Rehan Siddiqui Kristi Denby Alison Duddy Sydney Redpath Amber Stratton

Quorum is achieved

1. Call to Order – 13:04

MOTION: To call the meeting to order.

Kuerbis/Forster/CRD

2. Appointment of Recording Secretary

MOTION: To appoint Beverly Evans as meeting secretary. *Kuerbis/Kennedy/CRD*

3. Adoption of Agenda

MOTION: To accept the agenda as presented.

Douglas/Forster/CRD

4. Adoption of November 25, 2020, Meeting Minutes

MOTION: To adopt minutes from November 25, 2020, as presented. Forster/Kennedy/CRD

5. Chair's Report Good afternoon,

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I would like to begin my report with recognizing the ancestral, traditional and unceded territory of the St'atl'imx nation that I live, work, and play in.

This 2020-2021 fiscal has been one of the most challenging ones in the long history of our organization - while there were some indicators, nobody expected the scale of events the way they developed.

Within a short period, the organization regrouped and adjusted priorities – switching to business support and reaching out to our stakeholders.

The regions were the first organizations, providing government advise on what industry needs and what is needed on the ground.

After the collapse of international travel and restrictions within the province, we experienced a huge jump in customer demand for the summer of 2020. While it helped some operators in getting business, it also generated another challenge – moderating possible conflicts between travelers keen to explore and communities not ready to welcome visitors. Our organization was and is a driving force of the now provincial campaign of respectful travels.

Once again, the 5 tourism regions showed alignment, collaboration, and leadership to support our industry.

Together, we met with our new Minister for Tourism, Arts, Culture, and Sport, the Honourable Melanie Mark to share the challenges and opportunities ahead and to continue building strong relationships.

The CCCTA board continued working through the challenges and adjusted its strategic plan to reflect the new reality. I want to take the opportunity to thank my fellow board members for their commitment, passion, and time that they have given to our organization while dealing with their own businesses.

I also want to extend my sincere thanks to the whole team of the Cariboo Chilcotin Coast Tourism association under Amy Thacker's leadership – please join me in giving a round of (virtual) applause. Thank you.

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

Kennedy/Douglas/CRD

6. Annual Financial Report

Auditor Toni Lepore provided a presentation with financial highlights from the Annual Service Report.

MOTION: To accept the annual financial report as presented.

Kennedy/Kuerbis/CRD

7. Election of Directors:

Received three completed sets of nomination, all in by acclimation.

- ➤ Andre Kuerbis Chilcotin rep
- ➤ Marshall Fremlin Director at large
- James Douglas Director at large

8. Questions from the Floor

Kennedy – business is for sale but the people wanting to buy can't get insurance for the business. Is there something the association can do to help? Kuerbis – from Community Futures

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perspective we are seeing wildfire areas where insurance is an item that is new, but we have not had it raised to the advocacy committee. Kuerbis encouraged stakeholders experiencing insurance challenges to share with the office so we can assist. Sallenback shared that they are experiencing renewal difficulties as well. Ryll shared that Walt Judas of TIABC presented during the BCRTS Summit on this issue. Thacker shared the link for those to review the presentation.

9. Adjournment – 13:26

MOTION: To adjourn.

Douglas/CRD

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CARIBOO CHILCOTIN COAST TOURISM ASSOCIATION Financial Statements Year Ended March 31, 2022

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INDEPENDENT AUDITOR'S REPORT

To the Stakeholders of Cariboo Chilcotin Coast Tourism Association

Report on the Financial Statements

Opinion

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 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, 2022, 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).

Basis for Opinion

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.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

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.

(continues)

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

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

Auditor's Responsibilities for the Audit of the Financial Statements

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.

Report on Other Legal and Regulatory Requirements

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 July 27, 2022

CHARTERED PROFESSIONAL ACCOUNTANT

Statement of Financial Position March 31, 2022

| | 20 | 22 | 2021 |
|--|---------------|--|--|
| ASSETS | | | |
| CURRENT Cash Term deposits (Notes 2, 4) Accounts receivable Goods and services tax recoverable Prepaid expenses | 1,6 | 48,884 87,170 73,871 29,364 2,218 | \$ 1,330,407 2,486,566 175,132 20,375 1,316 |
| | 3,44 | 41,507 | 4,013,796 |
| CAPITAL ASSETS (Note 5) | | 76,718 | 27,854 |
| | \$ 3,5 | 18,225 | \$ 4,041,650 |
| LIABILITIES AND NET ASSETS CURRENT | | | |
| Accounts payable and accrued liabilities Wages payable Due to related party (Note 6) Deferred income (Note 7) Current portion of long term debt (Note 8) | 1,8 | 91,126 28,272 22,674 99,142 10,716 | \$ 402,082 52,208 59,413 2,407,869 10,170 |
| | 2,2 | 51,930 | 2,931,742 |
| LONG TERM DEBT (Note 8) | | 2,778 | 12,669 |
| LONG TERM DEFERRED INCOME (Note 7) | | - | 10,000 |
| | 2,29 | 54,708 | 2,954,411 |
| NET ASSETS | 1,20 | 63,517 | 1,087,239 |
| | <u>\$ 3,5</u> | 18,225 | \$ 4,041,650 |

ON BEHALF OF THE BOARD

Mike Retasket (Aug 6, 2022 09:10 PDT)

Director

Director

CARIBOO CHILCOTIN COAST TOURISM ASSOCIATION Statement of Revenues and Expenditures

| | 2022 | 2021 |
|---|--------------------|--------------|
| REVENUE | | |
| Core Funding: | | |
| MTACS | \$ - | \$ 1,117,000 |
| Destination BC | 1,041,450 | - |
| Total Core Funding | 1,041,450 | 1,117,000 |
| | 1,041,450 | 1,117,000 |
| Other Revenue | | |
| Annual General Meeting | - | 38,022 |
| Interest Income | 17,958 | 11,348 |
| Other Revenue | 7,643 | - |
| Canada Emergency Wage Subsidy | 152,683 | 223,909 |
| Indigenous Tourism | - | 63,450 |
| Destination Development Misc Revenue | - | 36,950 |
| Catalyst Funding | - | 200,000 |
| Creative BC (Schedule 4) | 15,515 | 16,474 |
| Cariboo Chilcotin Coast Tourism Marketing Association (Schedule | | |
| 4) | 31,297 | 30,785 |
| Gold Rush Trail Project (Schedule 4) | - | 386 |
| Great Bear Rainforest Project (Schedule 4) | 32,352 | 61,979 |
| Rural Dividend (Schedule 4) | 27.002 | 59,228 |
| Tourism Emergency Management (Schedule 4) | 37,803 | 62,197 |
| Tourism Resiliency Program (Schedule 4) Targeted Regional Tourism Development | 170,702 564,066 | 146,715 - |
| rangetea regional realiem bevelopment | | |
| | 1,030,019 | 951,443 |
| Total Revenue | 2,071,469 | 2,068,443 |
| EXPENDITURES | | |
| See Schedules 1 to 4 | 1,895,191 | 1,602,120 |
| EXCESS OF REVENUE OVER EXPENDITURES | \$ 176,278 | \$ 466,323 |

Statement of Cash Flow Year Ended March 31, 2022

| | 2 | 022 | | 2021 |
|--|---------------|----------------------|----|--------------------|
| OPERATING ACTIVITIES Excess of revenue over expenditures | \$ | 176,278 | \$ | 466,323 |
| Item not affecting cash: | Ф | 170,270 | φ | 400,323 |
| Amortization of net tangible assets | | 18,454 | | 11,937 |
| | | 194,732 | | 478,260 |
| Changes in non-cash working capital: | | | | |
| Accounts receivable | • | 101,261 | | (154,540) |
| Goods and services tax payable | | (8,989) | | (6,028) |
| Prepaid expenses Vacation payable | | (902) (23,936) | | (139) 29,884 |
| Accounts payable and accrued liabilities | | (23,956) 110,956) | | 208,116 |
| Deferred income | | 508,727) | | 2,020,024 |
| Deferred income | | (10,000) | | - - |
| | (| 562,249) | | 2,097,317 |
| Cash flow from (used by) operating activities | (; | 367,517) | | 2,575,577 |
| INVESTING ACTIVITY Purchase of net tangible assets | | (67,318) | | |
| FINANCING ACTIVITIES | | | | |
| Advances from (to) related parties Repayment of long term debt | | (36,739) (9,345) | | 78,405 (10,471) |
| Cash flow from (used by) financing activities | | (46,084) | | 67,934 |
| INCREASE (DECREASE) IN CASH FLOW | (4 | | | 2,643,511 |
| Cash - beginning of year | 3,8 | 316,973 | | 1,173,462 |
| CASH - END OF YEAR | \$ 3,3 | 336,054 | \$ | 3,816,973 |
| CASH CONSISTS OF: | | | | |
| Cash | \$ 1.6 | 648,884 | \$ | 1,330,407 |
| Term deposits | | 687,170 | | 2,486,566 |
| | <u> </u> | 20054 | 6 | 2.046.070 |
| | <u>\$ 3,3</u> | 336,054 | Ф | 3,816,973 |

Notes to Financial Statements Year Ended March 31, 2022

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 (ASNFPO) 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 90 days or less from date of acquisition.

(continues)

Notes to Financial Statements Year Ended March 31, 2022

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 | 20% | declining balance method |
|----------------------|-----|--------------------------|
| equipment | | |
| 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.

Notes to Financial Statements Year Ended March 31, 2022

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 | 2022 | 2021 |
|----|--|--|--|
| | TD GIC maturity Jun 2, 2022 0.69% TD GIC maturity May 31, 2022 1.07% TD GIC maturity May 24, 2022 1.07% TD GIC maturity Oct 15, 2022 0.20% TD GIC maturity May 3, 2021 0.61% TD GIC maturity May 8, 2021 1.00% TD GIC maturity Apr 21, 2021 0.48% TD GIC maturity Oct 15, 2021 0.25% | \$ 1,500,000 94,369 51,356 41,445 - - - | \$ - - - 2,300,000 94,004 51,116 41,446 |
| | | \$ 1,687,170 | \$ 2,486,566 |

| 5. | NET TANGIBLE ASSETS | SSETS Cost Accumulated amortization | | N | 2022 let book value | ا | 2021 Net book value | |
|----|---------------------------------------|--------------------------------------|------------------|-----------------------|---------------------------|-------------|---------------------------|-------------|
| | Motor vehicles Furniture and fixtures | \$ | 134,194 9,823 | \$ 57,476 9,823 | \$ | 76,718 - | \$ | 27,854 - |
| | | \$ | 144,017 | \$ 67,299 | \$ | 76,718 | \$ | 27,854 |

6. DUE TO RELATED PARTY

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

| | 2022 | 2021 |
|--------------------------------------|--------------|--------------|
| Current portion due to related party | | |
| Due to CCCTMA | \$ 22,674 | \$ 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.

Notes to Financial Statements Year Ended March 31, 2022

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:

| | 2022 | 2021 |
|------------------------------|-----------------|-----------------|
| Short-Term | | |
| MTACS Targeted Funding | \$ 1,810,934 | \$ 2,300,000 |
| DBC | 86,917 | = |
| Creative BC | 1,291 | 1,807 |
| Symphony Tourism Service | - | 41,800 |
| Emergency Management Program | - | 37,803 |
| Great Bear Rainforest | = | 26,459 |
| Subtotal Short-Term | 1,899,142 | 2,407,869 |
| Signage | - | 10,000 |
| Total Short and Long-Term | \$ 1,899,142 | \$ 2,417,869 |

Notes to Financial Statements Year Ended March 31, 2022

| 8. | LONG TERM DEBT | | 2022 | | 2021 |
|----|--|-----------|--|-------|--------------------|
| | TD Canada Trust loan bearing interest at 5.24% compounded monthly, repayable in monthly blended payments of \$931. The loan matures on June 25, 2023 and is secured by a 2018 Chevrolet Suburban, carrying value \$27,854. Amounts payable within one year | \$ | 13,494 (10,716) | \$ | 22,839 (10,170) |
| | | \$ | 2,778 | \$ | 12,669 |
| | Principal repayment terms are approximately: | | | | |
| | 2023 2024 | \$ | 10,716 2,778 | | |
| | | \$ | 13,494 | | |
| 9. | LEASE OBLIGATIONS | | | | |
| | The Association has entered into operating leases for a copier leases is as follows: 2023 2024 2025 2026 2027 | The \$ | 3,720 3,720 3,720 3,720 3,720 3,720 18,600 | ion u | nder these |

Notes to Financial Statements Year Ended March 31, 2022

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.

11. ECONOMIC DEPENDENCE

The Association received approximately 50.3% of its income from Destination BC. Should this funder substantially change its dealings with the association, management is of the opinion that continued viable operations could be in question. At this time, a five year contract is in place with DBC.

12. REMUNERATION

The Association does not compensate it's directors. The Association has three employees with a total compensation in excess of \$75,000 per annum for a total of \$281,546 (2021 - one \$99,055).

The Association has no contractors with a total compensation in excess of \$75,000 per annum.

13. ALLOCATION OF EXPENSES BY FUNCTION

Payroll costs are allocated by function and project.

Operations (Schedule 1)

| | 2022 | | 2021 | |
|------------------------------------|---------------|----|---------|--|
| EXPENDITURES | | | | |
| AGM Expenses | \$ 2,758 | \$ | 10,565 | |
| Accounting Fees | 62,745 | | 47,667 | |
| Amortization | 18,454 | | 11,937 | |
| Audit and Legal Fees | 12,743 | | 11,840 | |
| Automotive | 8,627 | | 2,762 | |
| Bank charges and interest | 1,592 | | 1,334 | |
| Conferences | 6,413 | | 263 | |
| Directors Expenses | 3,136 | | 2,539 | |
| Equipment Costs | 5,662 | | 5,313 | |
| Information Technology | 20,974 | | 18,955 | |
| Insurance | 3,327 | | 890 | |
| Janitorial | 4,680 | | 4,377 | |
| Memberships Dues and Subscriptions | 2,549 | | 2,629 | |
| Office and Other | 50,601 | | 47,074 | |
| Rent | 39,264 | | 30,405 | |
| Salaries and Benefits | 54,376 | | 30,975 | |
| Telephone and Fax | 7,061 | | 4,652 | |
| Training & Education | 15,816 | | (165) | |
| | \$ 320,778 | \$ | 234,012 | |

Destination Development (Schedule 2)

| | 2022 | 2021 |
|---|-----------------------------------|--|
| EXPENDITURES Destination Development program and salaries Remarkable Experiences program and salaries Indigenous Tourism program and salaries Catalyst Funding | \$ 389,676 26,655 41,539 | \$ 265,577 99,125 69,171 200,000 |
| | \$ 457,870 | \$ 633,873 |

Destination Marketing (Schedule 3)

| | 2022 | 2021 |
|------------------------------------|---------------|---------------|
| EXPENDITURES | | |
| Consumer Shows | \$ 6,157 | \$ 70 |
| Content and Social | 30,172 | 34,098 |
| Familiarization Tours | 7,364 | 13,218 |
| Travel Media programs and salaries | 96,833 | 70,412 |
| Travel Trade programs and salaries | 83,411 | 65,446 |
| | \$ 223,937 | \$ 183,244 |

Special Projects (Schedule 4)

| | 2022 | | 2021 | |
|---------------------------------------|---------------|----|----------|--|
| EXPENDITURES | | | | |
| Creative BC | \$ 15,515 | \$ | 16,474 | |
| Gold Rush Trail Project | - | | 210 | |
| Great Bear Rainforest Project | 33,161 | | 61,979 | |
| Rural Dividend Projects | - | | 81,869 | |
| Full of Heart Campaign | - | | 100,000 | |
| Tourism Emergency Management | 98,493 | | 62,197 | |
| Tourism Resiliency Program | 181,374 | | 228,263 | |
| Targeted Regional Tourism Development | 564,066 | | <u>-</u> | |
| | \$ 892,609 | \$ | 550,992 | |