

# WHERE IT HAPPENS

2014 ANNUAL & COMMUNITY REPORT



NORTHLANDS

ESTABLISHED 1879

## NORTHLANDS: OUR DESTINATION

By Mary Pinkoski (Edmonton Poet Laureate 2013–2015)

Since the beginning  
Since before Edmonton was Edmonton  
We have always found a reason to come together

Take for example,  
The first exhibition, 1879  
An agricultural society holding a fair  
Where beyond the showcases of quality livestock,  
Beyond the crafts and vegetables and grain  
A seed was sown  
A community began to take root

Something lasting was happening  
Something that is still happening at Northlands today

A place where Edmonton has been and continues to be made

In the 4H farmer showing their livestock for the first time  
next door to a trade show  
next door to a rodeo cowboy twisting his rope into lasso  
soaring through the air

As an ICE school student flies down the rink  
in the same arena as their hockey heroes,  
carving loops into

the spinning of a racetrack  
that has seen everything from classic Model Ts  
to thoroughbred Derby horses,  
racing in a rotation that is reminiscent of a

Ferris wheel in the middle of a bustling Monday morning magical midway,  
a Klondike Days rush of golden discoveries to a K-Days  
giant yellow slide where rollercoaster laughs explode into the sky  
with an eruption

Of noise bursting from a concert stage  
that holds up artists both new and experienced  
while the Kids Up Front  
bounce from their seats

Like sprouts bursting through the soil at an urban farm  
where plants partner with community food programs  
and bees buzz with potential sweetness  
and the produce produces a colourful  
kaleidoscope that drifts off Northlands grounds  
and down 118 Ave splashing sustainability into the Kaleido festival

And in all this forging and fostering of community  
Northlands becomes more than just a place  
It becomes a destination,

A destination that has never forgotten its roots  
A city grown from the earth up  
Where community is created and also contributed to  
And the purpose is to give back

And in the giving back  
There is a coming alive

In ice arenas and concert stages  
In trade shows and farm fairs  
In rodeos and racetracks  
In farms and exhibitions

Northlands is  
A destination,  
A happening,  
A place where Edmonton becomes

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# KNOW IT

## A MESSAGE FROM EXECUTIVE

Northlands knows how to be the destination for world-class entertainment, education, excitement and memories. We know how to do it because of our proven track record—we've been a staple in this community for more than 136 years. Our three venues, Rexall Place, the Edmonton EXPO Centre and Northlands Park Racetrack & Casino sit on nearly 160 acres and it's where our guests, clients and stakeholders come to experience exceptional service, events and opportunities. Our visitors know this is where the best entertainment happens in Edmonton.

Our city and region have come to know us as a foundational institution committed to bettering the community. Through our partnerships, we continue to give back in meaningful ways because we know Northlands is more than a destination; we are a not-for-profit, community-service organization dedicated to supporting the vibrancy of our community.

Having been founded as an agricultural society in 1879, we remain committed to our roots and to growing and fostering the agriculture industry through new and enhanced initiatives. We will continue to be a catalyst for agriculture and work with our stakeholders and partners to showcase the contribution this industry makes to our province.

## 2014 HIGHLIGHTS

- Northlands continued to serve as the venue for world-class entertainment, consumer & tradeshow, sporting events and more. To showcase the diversity of our organization, on May 12, Northlands hosted the Northlands Open House where we launched our new marketing and communication platform—Make Northlands Your Destination as well as our new catering menu and announced the summer entertainment lineup throughout all the Northlands venues.
- In May, Northlands officially announced the opening of the 31,200 square-foot Northlands Urban Farm located on the southwest corner of our grounds. In addition to the Northlands Urban Farm, on June 14, Northlands introduced an on-site apiary (bee yard) to demonstrate beekeeping and honey production. Four beehives accompanied by 80,000 honey bees formed this urban beekeeping operation.

- On June 5, Northlands was pleased to announce that it had successfully secured the bid to host the 28th Royal Commonwealth Agriculture Conference (RASC) to coincide with one of Canada's top agriculture showcases, Farmfair International in 2018. More than 300 delegates are expected to come to the conference which will focus on the success of Alberta and Canada's agriculture industries while providing a forum for discussing mutual successes and challenges in agriculture around the world.
- At this year's K-Days, Northlands brought 10 days of music, rides, food and shopping to our city. With Tim McGraw playing Rexall Place and Marianas Trench taking the Koodonation Stage on July 22, K-Days produced the highest mid-week attendance in 40 years with overall attendance totaling 740,840. For its marketing and communications efforts, K-Days received three International Association of Fairs and Exhibitions (IAFE) awards. Through our work at K-Days, dozens of charities and community organizations were supported with an investment of more than \$330,000.
- Northlands Park Racetrack & Casino continued to be Alberta's premiere horse racing venue. In addition to producing and hosting the 85th running of the Canadian Derby, Northlands Park was pleased to welcome the best Alberta-bred horses to the 18th Annual Alberta Breeders' Fall Classic. Northlands was honoured to have the Honourable Jim Prentice, Premier of Alberta on hand to present the trophy to the winner of the 35th running of the Alberta Premier's Futurity stakes race.
- Once again, Northlands was proud to host the 41st annual Canadian Finals Rodeo and Farmfair International. Two of Edmonton's largest annual events spurred western excitement throughout the Northlands grounds with a combined attendance of 181,565. In addition, this year marked the first year Northlands partnered with Edmonton Tourism to create Rodeo Week which gave Edmontonians and visitors the unique opportunity to engage in a variety of western-themed activities taking place across the city.
- 2014 was a very positive year for the beef and cattle industry with record prices, decreased input costs and increase global demands. Since November 2010, Farmfair International has been a contributing partner to more than \$6.4 million in cattle and genetics tracked sales across 10 breeds to 11 countries. This year, the International Program at Farmfair International hosted more than 200 registered international guests including 42 inbound buyers from 10 countries.

- Over the last year, Northlands continued to heavily invest in digital and social media as a tool to connect with its audience and drive revenue for the organization. The organization now has more than 100,000 followers across seven different social media platforms. More than \$1 million in ticket sales was generated through Northlands-owned online platforms in 2014.
- In Pollstar's 2014 year-end ranking, Rexall Place was ranked as the third busiest arena in Canada, 14th busiest in North America and 33rd busiest arena in the world, proving once again that Northlands is Edmonton's destination for entertainment.
- Northlands events would not be possible without the dedication of our volunteers. In 2014, more than 1,150 volunteers donated nearly 21,000 hours of their time to help make our events a memorable experience for our guests. Ranging in age from 10–90, Northlands volunteers were also active at off-site events including Silver Skate, the Sourdough Raft Race, The Works Art & Design Festival, Virginia Park Fine Arts Carnival Nights, Autism Speaks and Deep Freeze: A Byzantine Winter Festival.
- In 2014, Northlands continued to demonstrate its strong commitment to public safety, social responsibility and customer service. In November, the Northlands Park Casino received its Best Bar None (BBN) accreditation, a program sponsored by the Alberta Gaming and Liquor Commission which provides a level of certification and standards for licensed establishments who promote social responsibility and patron safety. This was the first year BBN had a category for casinos and Northlands Park Casino was awarded with Best in Category.
- Northlands remains committed to supporting initiatives that have a positive effect on the community. In 2014, Northlands supported more than 120 not-for-profit and charitable organizations including 4-H Alberta, Kidsport Edmonton and the United Way of the Capital Region with an investment of more than \$1.2 million in cash and value.

## LOOKING FORWARD

- In 2014, Northlands embarked on a process to determine the future facility and site use of Rexall Place. Comprised of 17 members of the community, The Northlands Arena Strategy Committee (NASC) was tasked to deliver a recommendation to the Northlands Board of Directors regarding the future of Rexall Place by April 15, 2015. Three subcommittees were created with specific tasks:
  - The Exploration Subcommittee visited several venues across North America to gather information on mixed-use development models.
  - The Engagement Subcommittee facilitated an online public survey and met with stakeholders to gather information from Edmontonians.
  - The Finance Subcommittee, led by KPMG, completed financial modelling on potential outcomes for the future facility and site use of Rexall Place.
- The Northlands Board of Directors is focused on developing a strategic plan to help transition Northlands into the future. They will deliver their plan in September 2015. The Executive Business Plan will follow in late fall to support their vision.
- To maintain our commitment and focus on agriculture, Northlands will enhance current programming while seeking opportunities for education and new initiatives. Our focus for the upcoming year is to help urbanites understand the important role agriculture plays in our community and our economy. In 2015, Northlands will host an Alberta Open Farm Days event, an initiative that gives Albertans an opportunity to experience the farm and understand where their food comes from. This will allow us to showcase the importance of initiatives such as Alberta Flavour, a program designed to get more Alberta food on more plates. Looking forward, Alberta Flavour will allow us to continue telling the Northlands food story and share our connections with Alberta's agriculture community.

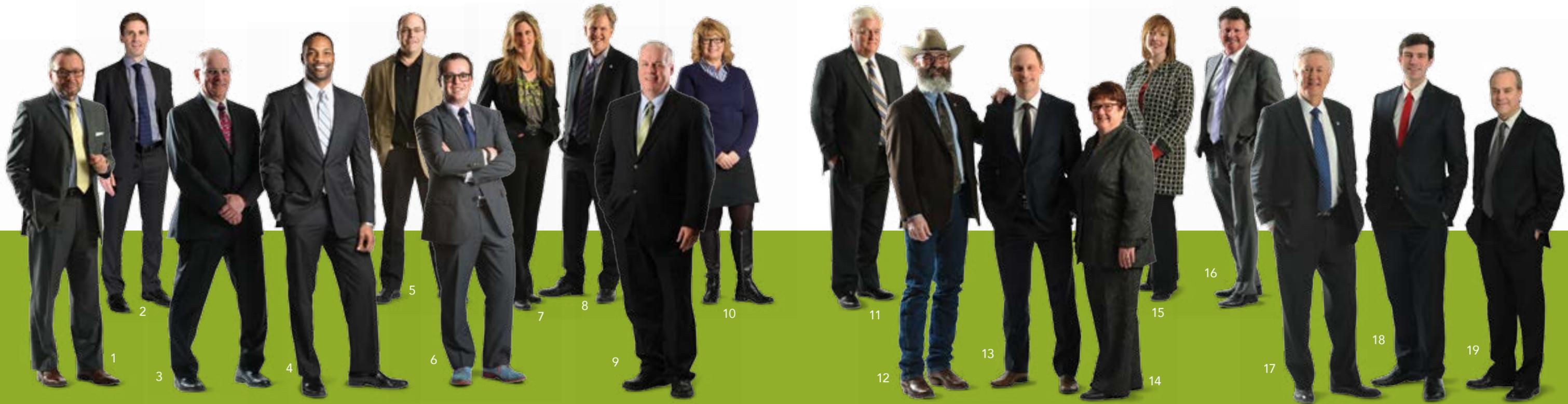


Tim Reid,  
President & CEO



Laura Gadowsky,  
Chair of the Board

# LEAD IT

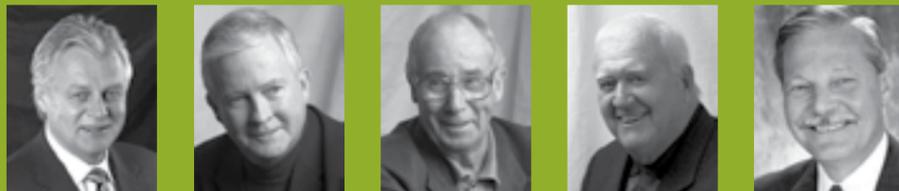


## VOLUNTEER BOARD OF DIRECTORS

1: Councillor Tony Caterina 2: Andrew Ross 3: Randy Garvey 4: Stephen Parker 5: John Windwick  
6: Councillor Michael Oshry 7: Jennifer Wood 8: Burke Perry 9: Robin Cumine 10: Geraldine Bidulock

11: Harold Kingston, FCA – First Vice Chair 12: Earl Klapstein 13: Geoffrey Oberg 14: Laura Gadowsky 15: Christy Morin  
16: Dave Quest, MLA Strathcona-Sherwood Park 17: David Majeski 18: Mayor Don Iveson 19: Kelly McCauley

## BOARD OF GOVERNORS



Jerry Bouma  
Jim Campbell  
Dale Cole  
W.J.M. (Bill) Henning  
Warren Holte



H.L.D. (Len) Perry  
JR Shaw  
Allan A. Shenfield  
Don H. Sprague  
Dr. Robert Westbury



Andrew Huntley  
Don F. Jackson  
Dale Leschiutta  
Mike Marples  
Ross McBain



Gordon Wilson  
John Windwick  
Eric Young  
Gerry Yuen



# BELIEVE IT

## CREATING TOMORROW'S MEMORIES EVERY DAY

We create memories by giving back and providing children and families in the community with the opportunity to dream. We create memories by providing our community with a place to come together and experience the world through best-in-class entertainment on our nearly 160-acre campus. We create memories by listening to what our guests need. We strive for excellence and deliver experiences that surpass their expectations. We create memories by ensuring a safe environment where memories can be made.

## VISION

At Northlands, delivering exceptional experiences and creating memorable moments is what we do. We aspire to be known as the industry leader in providing world-class entertainment, business development and agricultural programming in northern Alberta. Northlands will be synonymous with "best in class" for delivering entertainment experiences and business opportunities as a producer, corporate partner, facilitator and host. As a community service based organization, all of our efforts and strategic planning will be built around enriching the quality of life for our community and building prosperity for our city and region.

## VALUES

**SAFETY.** Keeping people safe is always our number one value and first priority.

**PEOPLE.** We're dedicated to everyone who makes Northlands special.

**SERVICE EXCELLENCE.** Every interaction is a perfect opportunity to create an exceptional memory in all those we serve.

**COMMUNITY ENRICHMENT.** We embrace every chance to make a difference and contribute to the communities that surround us.

**INTEGRITY.** Given the choice between what's easy and what's right, we'll make the right choice every time.

# SEE IT

Visitors from Edmonton, the Capital Region, northern Alberta and beyond come to see what Northlands has to offer. Visitors hail from across our province and beyond to see the best in entertainment, sporting events, prestigious consumer and tradeshows and more. Our 160 acre site includes three venues and is seen as an opportunity for some of the world's best. In 2014, Rexall Place served as the venue for some top global tours including Justin Timberlake, P!nk, Luke Bryan, Lady Gaga and Cher. Rexall Place was chosen to serve as the backdrop for the Canadian Country Music Awards for the second year in a row while just a few weeks later, the venue was transformed into an arena where thousands of families witnessed a prehistoric world during Walking with Dinosaurs. Over the last year, millions of visitors came to the Edmonton EXPO Centre to experience exceptional catered events including Princess Patricia's Canadian Light Infantry Regiment Centennial Dinner Dance. The ever-expanding Edmonton Comic EXPO was the place to see and be seen. Additionally, our venue was the site for the highly anticipated Edmonton Motor Show and one of the country's largest consumer shows, the Edmonton RV Show and Sale. On our south grounds, Northlands Park Racetrack & Casino continued its reign as Alberta's premier racetrack and a destination for racing, gaming and dining. Increased efforts into events such as Canadian Derby, Park After Dark and the Alberta Breeders' Fall Classic has made Northlands Park a unique destination in Edmonton.





# LIVE IT

At Northlands, we live excitement and entertainment every day. We host and produce some of the city's best events; we create an atmosphere where guests can experience everything from ferris wheels to bull riding, horse races, cattle shows, concerts and more. Millions of guests visit Northlands annually to take part in annual events that have become a staple in our city. Spring begins with the Northlands Farm and Ranch Show and the Canadian College Finals Rodeo. Fairgoers test gravity every July on the midway of Edmonton's largest

summer fair, K-Days, while sporting fans and socialites revel in winning big at the Canadian Derby in August. Each November, the biggest names in professional rodeo in the country descend on the Northlands grounds for the Canadian Finals Rodeo running alongside Farmfair International—one of the country's biggest and best agricultural showcases. Northlands is Edmonton's destination for excitement.

# SUPPORT IT

As a not-for-profit, our core values are rooted in giving back to the community. Whether it's donating more than \$220,000 in event tickets to Kids Up Front Edmonton, adopting the wish of a Make-A-Wish child or donating more than \$19,500 to fund projects in our neighbouring communities, Northlands gives back. Every year, we encourage our full-time staff to donate one work day to a community service cause of their choice. Through the Northlands Day of Sharing program, we are pleased to have supported programs and organizations such as Habitat for Humanity, Edmonton Food Bank, the Bissell Centre, Ronald McDonald House Northern Alberta, the Zebra Centre and more. With more than 160 acres and

three venues on our grounds, we are proud to donate our space and expertise. In 2014, Northlands hosted Movember Night during the Canadian Finals Rodeo, the Junior Chamber International Holiday Hamper Program and the Big Brothers Big Sisters Boys and Girls Club Christmas Party. Our ongoing partnerships with the community are what define our purpose as a not-for-profit—to enrich the lives and support the goals of all Edmontonians, making this city a better place.

*"When the community comes together around a child's wish, everyone feels an increased sense of compassion, a desire to help others and greater faith in humanity. This is the ripple of change that Northlands enacts through their continued support to our wish granting mission. Northlands' dedication to our city and local charities like Make-A-Wish serves to strengthen our community and brings unending joy and excitement to our wish kids and their families." – Cathy Gabucci, CEO Make-A-Wish® Northern Alberta*



# GROW IT

Northlands continues to support the growth and development of agriculture. The launch of the Northlands Urban Farm and beekeeping operation proved to be a successful pilot program, demonstrating how urban land can be used to grow food and support our local economy. Through a partnership with Shovel & Fork, a company that focuses on teaching food skills such as butchery, preserving and beekeeping, information sessions were hosted at the Northlands Urban Farm to educate children and adults about how food gets from the farm to their fork. Over the last year, Northlands continued to grow its partnerships by working with the J.W. McConnell Family Foundation, an organization that engages Canadians in building a more innovative, inclusive, sustainable and resilient society. With this support, Northlands is collaborating with local institutions, distributors, food companies and other stakeholders to get more Alberta foods on more plates.





# BE IT

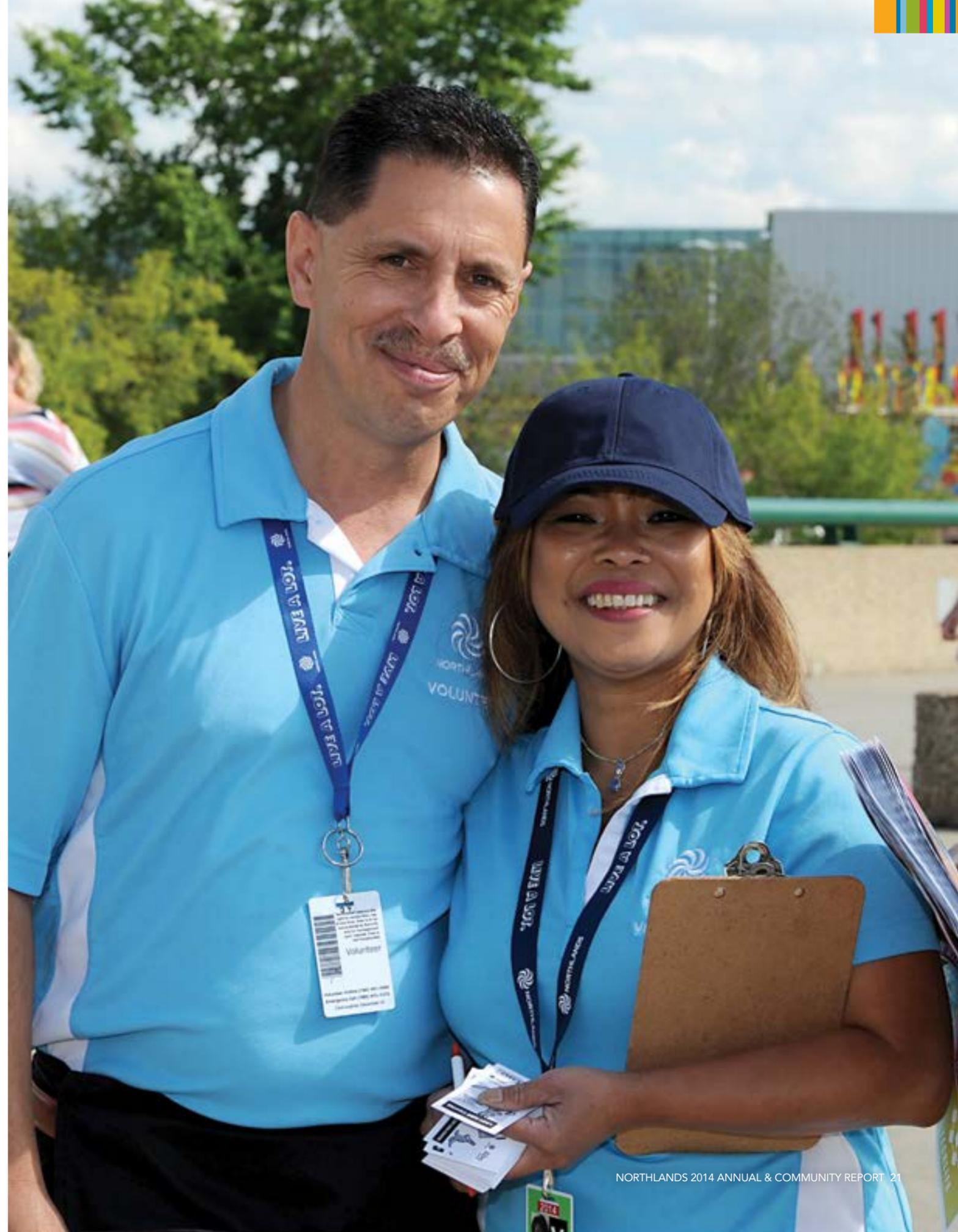
Northlands volunteers continued to be some of our organization's best ambassadors. More than 20 Northlands volunteers were nominated for Edmonton Tourism's You're Welcome Edmonton Awards and the Province of Alberta's Stars of Alberta Volunteer Awards, demonstrating they are making an impact throughout our city and our province. In addition to donating their time and efforts to make our events successful, our volunteers gave back by supporting numerous causes in our city including the United Way's Coats for Kids and Families as well as contributing financially to the Edmonton Garrison Military Family Resource Centre.

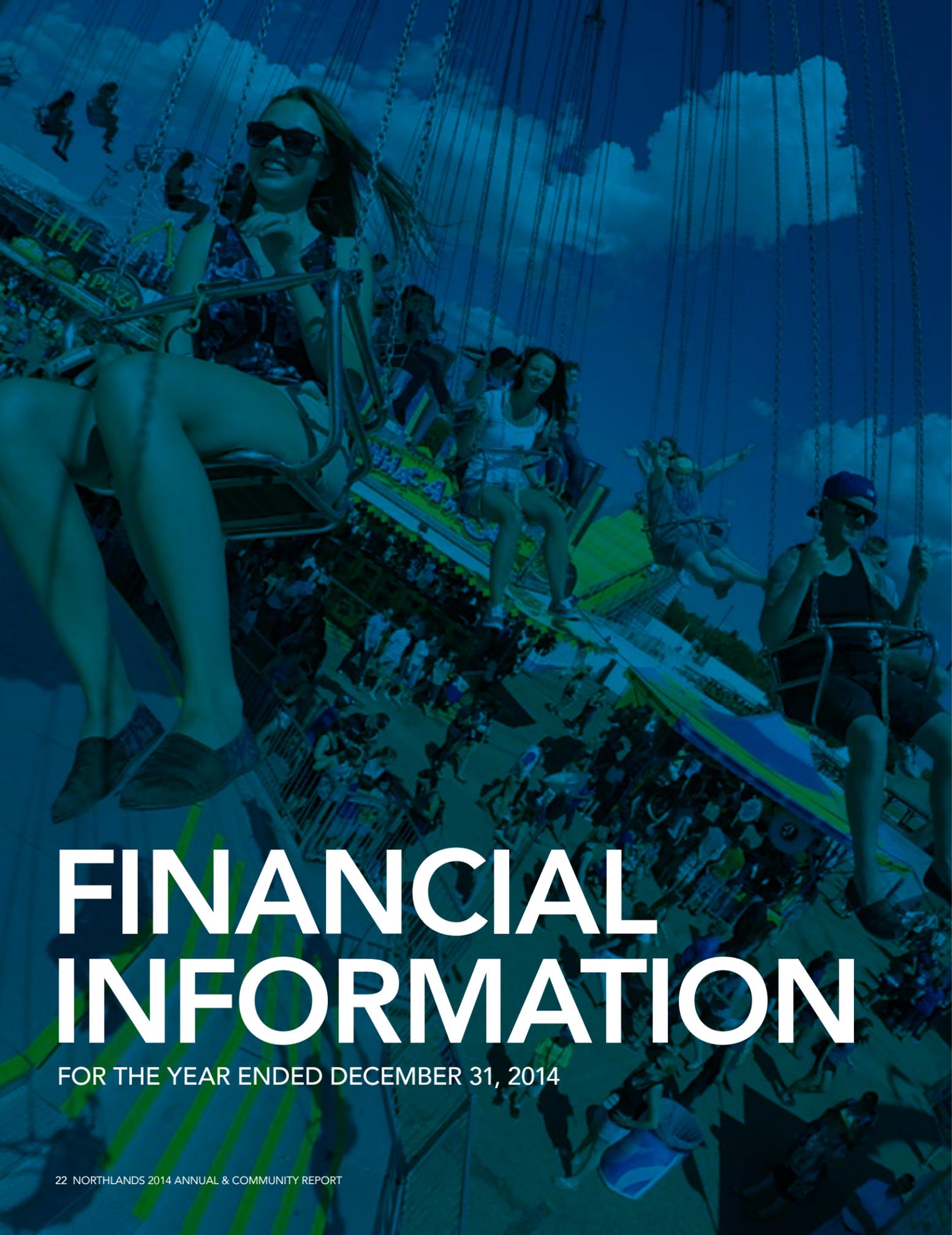
Abbott-Stein, Lorraine	Bhatti, Ilsa	Clarke, Norma	Ethier, Romeo	Hawkins, James	Kisilevich, Lillian 'Betty'
Abdulkadir, Kuburat	Bienert, Helen Jody	Clarke-Hepburn, Cydney	Evans, Ivy	Heaney, Kevin	Kisilevich, Orest
Acker, Elizabeth 'Liz'	Bilger, Deb	Coatta, Donna-Rae	Ewanchuk, Marie	Heartwell, Kerrie	Kiziak, Gary
Acker, Robert 'Bob'	Blake-Leavitt, Daphne	Collins, Darlene	Ewanchuk, Nick	Henderson, Barbara	Klein, Sandy
Addoriso, Rose	Blanchette, Diane-Ellen	Collins, Leilani	Eyre, Irene	Henderson, Jean	Kokotilo, Louise
Addus, Adila	Blanchette, Madeleine	Comer, David	Fanaeian, Olivia	Henderson, Michelle	Kolewaski, Jeannette
Adolf, Elizabeth 'Liz'	Blanes, Milena	Comer, Eve	Fedorchuk, Laurie	Herbert, Lorina	Kolmas, Janice
Agard, Jocelyn	Blume, Marlene	Common, Kenneth	Fedoruk, Donna	Hermay, Dorothy	Kolmas, June
Aitkin, Susan	Blumentrath, Ursula	Cope, Sheldon	Fenton, Al	Herzog, Karen	Kolstad, Clayton
Akpoghomeh, Oshone	Bodell, Scott	Copeland, Eleanor	Fenton, Gail	High, Daniel	Komirenko, Zoia
Akpoghomeh, Osikemehai (Raymond)	Bodnar, Monica	Copeland, James 'Jim'	Fenton, Loren	Hiller, Elaine	Kosterman, Nikola
Alabour, Moe	Boivin, Gilles	Cormier, Sherry	Fenton, Will	Hiller, Lois	Kosterman, Robert
Alexander, Katherine	Boivin, Rolande	Costley, Joyce	Ferguson, Megan	Hilts-Schlodder, Darlene	Kozak, Jean
Ali, Hasra	Bokenfohr, Lawrence	Crane, Erin	Ferris, Curtis	Hnidan, Roy	Kozak, Peter
Alleman, Selma	Bolton, Kathleen	Creasey, Michael	Few, Barbara	Hoffe, Gerald	Kramer, James 'Jim'
Alvarado, Nanjai	Booth, Kristen	Cruz, Itzel	Few, Murray	Hoffman, Dolores	Kraychy, Patricia
Alvarez, Britney	Boraas, Norma	Cruz, Kathleen	Fiddler, Debra	Holub, Gordon	Krisco, Denise
Amrhein, David	Borle, Joanne	Cullum, Bobbi	Field, Carolyn	Hoover, Azucena 'Bebe'	Krukewich, Patricia
Andreeff, Georgina	Bourcier, Laurie	Cunningham, Kenneth 'Ken'	Filson, Ellen	Hoover, Douglas	Krupa, Katelyn
Andrews, Chad	Boychuk, Betty	Cunningham, William	Flueck, Estela	Huang, Zijian	Krupa, Melanie
Andrews, Deborah 'Debi'	Boyd, Krystene	Czuroski, Rodney	Fong, Jamie	Huculak, Mike	Krupp, Judith
Andrews, Lauren	Bradley, Loveth	Dabutha, Tshoganetso	Fong, Jason	Hudson, Danielle	Krystyniak, Jennifer
Andrews, Lorri	Brayford, Allan	Dalling, Thomas	Fowler, Shannon	Hui, Jackie	Ku, John
Andruik, Cindy	Brechin, Beverley 'Bev'	Daniel, Donna	Fowler, Sherry	Hull, Keith	Kueth, Janice
Ardiel, Nancy 'Linda'	Brewka, Dirk	Dao, Anne	Fritz, Ingeborg 'Hanni'	Hume, Darren	Kurylo, Michael
Arenna, Arenna	Brewka, Sharon	de Champlain, Patricia	Gadowsky, Alisdair 'Al'	Hutchings, Charles 'Chuck'	Kusiak, Linda
Armstrong, Bernice	Brown, Brian	de Champlain, Remi	Galic, CarrieAnn	Hutchings, Faye	Labelle, Cody
Ashbacher, Darrel	Brown, Douglas	de Leon, Leticia	Galliford, Shirley	Hutchings, Janet	Lacon, Bruce
Ashbacher, Wendy	Brown, Mikaela	Dean, William 'Bill'	Gallotti, Tomaso 'Tom'	Huynh, Alice	Laliberte, Mary
Asquin, Vernon	Brown, Vera	Debolt, Deborah	Gardner, BrendaLee	Hwang, James	Lamba, Tejinder
Asselstine, Eileen	Brownlee, Jeannette	Dechaine, Alfred 'Fred'	Gee, Kaitlyn	Iacobelli, Wendy	Laskey, Nancy
Atley, Aalyssa	Bruce, Peggy	Decouteau, Alexandra	Gee, May	James, Kerry	Lastiwka, Alexandra 'Sandra'
Aubichon, Edith	Budlong, Allan	Deen, Shirely	Geeves, Josephine 'Mary'	Jamieson, Dorianne	Latham, Jayleen
Babcock, Martine	Bugarin, Darius	Demers-Collins, Simone	Gibson, Maryanne	Janamanchi, Sai (Pavan)	Latham, Linda
Bailey, Robert	Burger, Julie	Derenowsky, Mike	Gill, Rohit	Janiten, Heather	Lawrence, David
Baird, Douglas	Burke, James	Des Jardine, Wanda	Gillespie, Reginald 'Reg'	Jarvis, Karen	Lawrence, Vicki
Baird, Nancy	Burns, Susan 'Valerie'	Dick, Margaret 'Peggy'	Glessman, Darlene	Jhangri, Herman	Le, Hanah
Ball, Victoria 'Vicki'	Burns, Terry	Dieno, JoAnne	Goggin, Stephen 'Steve'	Johnston, Roselyn	Leblanc, Jennifer
Bangura, Marion	Burwash, Florence 'Flo'	Dillon, Nancy Lynn	Goltz, Anne	Jones, Angela	Lee, Al
Banister, Marina	Bush, William 'Bill'	Dionne, Odette	Goltz, Donald	Jones, Bryn	Lee, Vincent
Barabat, Eliana	Buxton, Jean	Dmyterko, Janice	Gonzalez Zarate, David	Jones, Jean	Lehodesy, François
Baronasky, Katherine	Bynoe, Michelle	Do, Helena	Gordulic, Christine 'Chris'	Kaminesky, Lillian 'Lil'	Leicht, Betty
Barton, Michael	Cao, Victoria	Dolynchuk, Lawrence	Gotaas, Barbara	Kampjes, Cathy	Lemay, Lucas
Bass, Kaylee	Caouette, Alice	Dong, Jufang 'Annie'	Gould, Laurie	Karbonik, Carol	Leong, Mui Chain
Bate, Val	Cardinal, Yvonne	Dostyar, Diana	Graham, Laurel	Karbonik, George	Leong, Yoke
Bavato, Dennis	Carlson, Ruth	Drouin, Jenny	Graham, Neil	Kay, Donald	Lewis, Maria
Bavato, Harry	Carstairs, Gail	Duban, Sylvia	Grieco, Timothy	Kearl, Sharon	L'heureux, Kat 'Hoyden'
Bayus, Christian	Carstairs, Kristy	Duckett, Ruth	Groeneveld, Gaylene	Keefe, Dennis	Liceralde, Pelita
Baziuk, Luba	Castro, James	Dufresne, Cecile	Gross, Racinne 'Cina'	Keefe, Makenna	Lim, Jun
Beauchamp, Gerard 'Gerry'	Castro, Rhoense	Dufresne, Kenneth	Grotkowski, Lawrence 'Larry'	Kehl, Walter	Linklater, Frances 'Fran'
Beauchamp, Victoria 'Vicky'	Castro, Thricia	Dugas, Leger	Grunsky, Robin	Keller, Deborah	Lipon, Delores
Belanger, Dale	Chau, Germaine	Dugas, Rose	Guan, Danna	Kellington, Tracy	Lipon, William 'Bill'
Belanger, Dennis	Chauvette, Cole	Dugo, Kisis 'Andrea'	Gushaty, George	Kelly, George	Lischewski, Anita
Belcourt, Virginia	Chin, Asim	Dunford, Darren	Habonimana, Gilbert	Kendall, Ruth	Logan, Richard
Belsler, Ricky	Chmilar, Larry	Dunford, Meaghan	Haggerty, Corinne	Kennedy, Steven	Long, Waiyee
Benson, Ashley	Chopp, Doreen	Dunn, Vonda	Hamilton, Larry	Kennett, Sarah	Losty, Cherie
Benzo, Oscar	Chornoluk, Richard 'Rick'	Duong, Hung	Harrison, Crystal	Kenyon, Anita	Lovig, Frieda
Bergum, Berneda	Chovanec, Minnie	Dux, Cristina	Hart, Sienna	Kerr, Kenneth	Lovig, Grant
Berkholtz, Ashley	Chow, Rosie	Dyer, Ralph	Hartman, Connie	Kerr, Yvonne 'Irene'	Loyek, Lawrence
Berrington, Bobbi	Christy, Hana	Edge, Tim	Harvey, John	Kerwin, Taylor	Luchak, Alexander 'Alex'
Bezaire, Elizabeth	Churchill, Craig	Eigner, Carol	Haswell, Jeff	Khatri, Sharan	Luchak, Susan 'Sue'
Bhat, Rakesh	Clark, Melvin 'Mel'	Elder, Leah	Haudenschild, June	Kinash, Victoria 'Vikki'	Luoma, Hilka
	Clarke, Jesusa 'Susie'	Elliott, Trevor	Haudenschild, Robert 'Bob'	King, Richard	Lupul, Allen



Lupul, Juliette 'Julie'	McKenney, Blair	Moyes, Susan	Onyschuk, Larissa	Pietsch, Leona	Reaville, Audrey	Schafers, Clayton	Skuba, Helen	Sutherland, Sandra	Van Meer, Patricia 'Pat'	West, Elana	Yakimchuk, Margaret
MacIntyre, Gordon	McKinnon, Allen	Moyes, William	Onyschuk, Nicholas	Pineda, Samuel	Reaville, Royal 'Roy'	Schlodder, Harold	Slagman, Kimberly 'Kim'	Symic, Elizabeth 'Betty'	Van Vliet, Daniel	West, Gerry	Yakimshyn, Terry
Mackay, Monique	McLeod, Ralphina	Mulcair, John	Onyschuk, Teresa	Piper, Roxanne	Reburn, Alex	Schmermund, Donnie 'Don'	Slugoski, Helen	Szoradi, Karin	Vandermeer, Audrey	West, Gordon	Yang, Ruby
Mackell, Janet	McMurrer, Emily	Murray, Karyn	Ostapchuk, Gordon	Pittman, Jamie-Rae	Reid, Dylan	Schmidt, Amanda	Slugoski, Vincent	Szott, Benedict 'Ben'	Vanderveen, Jordan	West, James Tyler 'J.T.'	Yee, Christopher
Maclachlan, Kyla	Mcouat, Donald	Murray, Liam	Ostapchuk, Marion	Plunkie, Irene	Reid, Greg	Schneider, Braydon	Sluzar, Ollie	Szott, Patricia 'Pat'	Vanderveen, Lauren	West, Jason	Yee, Kazue 'Kay'
Mah, Bucky	Mears, Deborah	Murray, Nicole	Ottewell, John	Pollock, Sheila	Reid, Shelley	Schneider, Emily	Smart, Else	Taekema, John	Vangarderen, Brian	West, Lillian 'Lil'	Yee, Tony
Mah, Victoria	Medina, Enrico	Myck, Brad	Owen, Marion	Polson, Erin	Reith, Katherine 'Kathie'	Schneider, Makenna	Smart, Valerie	Taekema, Wendy	Ventura, Fatima	West, Sarah	Yewchuk, Luba 'Lil'
Mah, Vivian	Meiers, Mark	Nayar, Mohit	Ozubko, Betty	Pon, Allan	Renaud, Yvette	Schneider, Nicole	Smith, Brandon	Taheem, Sonia	Verma, Jyoti	White, Brianna	Young, Alana
Mahamad, Kathleen	Melnychuk, Alanna	Nelson, Sherry	Pagarigan, Hedrian Ivan	Poon, Cathy	Reppert, Janice 'Jan'	Schneider, Robert 'Bob'	Smith, Corey	Takacs, Pirooska 'P.J.'	Villanueva, Celia	Whitford, Shania	Young, Audrey
Maillet, Tyler	Mercer, Doris	Newcombe, Barry	Pagarigan, Kean	Pope, Kelly	Reynolds, Valerie	Schultz, Yolanda	Smith, Gordon	Tang, Phat Thieu	Vinluan, Ruth	Whitnack, Enid	Yuen, Candy
Majcher, Bernice	Merda, Hayat	Nguyen, Peter	Paisley, Loretta 'Lorry'	Pope, Shaun	Riggan, Jennifer	Schur, Alexandra 'Sandy'	Smith, MacKenzie 'Mac'	Tanton, Victoria 'Vicki'	Violette, Louise	Whitnack, James 'Jim'	Yuen, Connie
Majeski, McKayla	Meroniuk, Lorraine	Nicoli, Marlene	Palahniuk, Patricia 'Pat'	Portillo, Nikki	Ritchie, Gloria	Schur, David 'Dave'	Smith, Mary	Taylor, Donald 'Don'	Von Zur Gathen, Teresita 'Chita'	Wickham, Sharon	Yuill, Marie
Makuch, Barb	Michalenko, Marjorie	Nieberding, Albert 'Carl'	Palmar, Lauren	Posadas, Rowena	Rizvi, Midhat	Schwark, Jewell	Smith, Ronna	Tchir, Jeanette 'Jayne'	Wachowich, Gladys	Williams, Mary	Yurkowski, Linda
Mandel, Stephen	Michaud, Joan	Niehaus, Lorne	Paly, Clarence	Posteraro, Erica	Roadhouse, Katie 'Kay'	Segin, Margaret	Smith, Shelley	Teichert, Marjorie	Wagar, Kiandra	Willard, Alan	Zapisocki, Ollie
Maniema Mpongo, Prosperere	Middleton, Victoria	Niehaus, Margaret	Panchyshyn, Derek	Posteraro, Sue	Robertson, Michelle	Sellick, Linda	Sneddon, Carl	Thom, Barbara	Walczak, Sean	Williams, Janice	Zapisocki, Wally
Mann, Karen	Miller, Janice 'Jan'	Nolette, Dianne	Pang, Francis	Posthuma, John	Robinson, Angele	Seutter, Jennifer	Snow, Roxane	Thompson, Carolyn	Walsh, Adele	Williams, William 'Bill'	Zelenak, Betsy
Maraweera, Shainika	Miller, Wilfred 'Walter'	Nolette, Roland	Pannu, Komal	Posthuma, Marie 'Elaine'	Robinson, Garrett	Severtson, Scott	Sperber, Jessica	Thompson, Cathryn	Wang, Chunwei	Williamson, Deborah	Zelenak, Brandon
Marsh, Nadia	Milligan, John	Nonay, David	Paredes, Ricardo	Pottruff, Eda	Roeleveld, Valerie 'Val'	Shamchuk, Lisa	Spriggs, Carole	Thompson, Sheila	Wang, Jingdong	Williamson, Leocadia 'Leo'	Zelenak, Laurie
Marshall, Olive	Miranda, Marinda	Nonay, Wanda	Paredes-Martinez, Karla	Potts, Kelsey	Roersma, Carter	Shandal, Monica	Srala, Patricia-Lee	Thronson, Donald	Wang, Meijing	Williamson, Robert	Zelmer, H. Aaron
Martin, Lauren	Mitchell, William	Normandeau, Victoria	Parent, Janeen	Powers, Joan	Roersma, Darlene	Shanley, Catherine 'Cathy'	Stadelman, James 'Jim'	Tichkowsky, Betty	Wang, Meijing	Williamson, Wendy	Zhang, Di
Martin, Patricia 'Pat'	Mittelstadt, Lovella	Nott, Kenneth 'Ken'	Park, Diana	Prefontaine, Bernie	Roersma, Jordan	Shanly, Michael	Stark, Orville	Tomtene, Tronn	Wards, Shona	Willier, Danielle	Zhang, Enwei
Martin, Shivon	Moffatt, Sharon	Nott, Nicole	Parsons, Carol	Price, James 'Jim'	Rogucki, Louise	Shanly, Sophia	Stefaniuk, Karianne	Tran, Jennifer	Warring, Doug	Wilson, Dawn	Zimmerman, Carol
Martire, June	Mok, Paul	Nowicki, Judith	Pasieka, Cheryl	Primeau, Barbara	Rogucki, Terry	Shapka, Elizabeth	Stein, Edwin	Triska, Olive	Wartman, Valerie	Wilson, Donald	<b>SHAREHOLDERS</b>
Maruschuk, Mike	Mok, Veronica	Nowicki, Walter	Paul, William 'Bill'	Prokop, Leona	Romanchuk, Shirley	Sharman, Paul	Stevens, Amy	Triska, Terry	Waschuk, Ricky	Wilson, Heather	Abel, Bradley
Maskaluk, Joyce	Molaro, David	Obembe, Oluseyi	Pawl, Lois	Puchyr, Wesley	Romanyshyn, Peter	Shaw, Jason	Stewart, Goldie	Truong, Quang (Danh)	Watchmaker, Andrea	Wirsta, Kevin	Adams, Janet 'Lynn'
Mason, Bob	Molden, Judi	Oberik, Doreen	Payne, Karen	Pullishy, Paul 'Roger'	Rookes, Dave	Shih, Luc	Straathof, Christina	Tuleck, Terry	Watt, Trevor	Witteck, Valerie	Andrews, Brooke
Masters, Barbara	Molloy, Donna	Obiero, Antoninah	Pearse, Dorene	Pullishy, Sonia	Ross, Cheryl	Shinkewski, Patsy 'Pat'	Strasser, Arlene 'Denise'	Turgeon, Shelley	Wedman, Cynthia 'Cindy'	Wolf, Inga	Andrews, Wendy
Matan, Shirley	Money, Glenda	Odugbemi, Tofunmi	Peden, Ian	Purschke, Eileen	Russell, Harvey	Shirvell, Linda	Strasser, Charlene 'Amy'	Turingan, Marissa	Weir, Eva	Woloschuk, Bonnie	Armstrong, Beverley 'Bev'
Matsuba, Ronald	Monteith, Bryce	Odotayo, Adefeyike	Pedersen, Samantha	Pysh, Diane	Rykova, Kate	Shologan, Mark	Stretch-Strang, Dianne	Turner, Mary	Weishaar, Jimmy 'Jim'	Woloschuk, David	Bagshaw, William 'Bill'
McBain, Mark	Morey, Casey	Ohlmann, Leonard	Pedwerbeski, Olga 'Ollie'	Qiu, Yvonne	Saive, Betty	Shustov, Iryna	Strik, Lori	Turner, Paul	Weishaar, Loretta 'Lori'	Woloschuk, Deanna	Bakke, Jodi
McBee, Ross	Morin, Majella	Ohlmann, Lynn	Pelc, Gabriela	Quaife, Sharon	Sakai, Ayumi	Shustov, Marlen	Stroh, Joan	Tymchuk, Karen	Weiss, Benoit	Woo, Tea	Bakker, Pamela 'Pam'
McBurney, Derek	Morin, Paris	Ohlmann, Sherry	Peters, John	Radwan, Lamis	Sanders, Doris	Sibbald, Bernard 'Bernie'	Stroud, Lynda	Tymchuk, Michelle	Welker, Carol	Woodman, Bruce	Ball, T. Raymond 'Ray'
McCauley, Kelly	Morrissey, Jane	Oko, Karen	Petherbridge, Josephine	Ramage, Melanie	Sanderson, Dylan	Sieben, Brian	Stumbur, Roxanna	Tymchuk, Tara	Wells, John	Wu, Joey Baoyi	Balon, Dianne
McDonald, John	Moser, Charles 'Chuck'	Oliva, Candice Joy	Petherbridge, Wayne	Ramsay, Christie	Sanderson, Melissa	Simnovec, Kris	Su, Thang	Tymchuk, Tayler	Wengreniuk, Garrett	Wu, Juan Lin (Raquelle)	Banister, Linda
McGhan, Marilyn	Moser, Lynne	Oliva, Patricia Jule	Phan, Binh	Rancier, Garth	Sanderson, Shane	Skarsen, Moreen	Sudevan, Anu	Vachon, Debbie	Wengreniuk, Iris	Xing, Yun	Bannard, Bruce
McKee, Dawna	Moster, Megan	Onyschuk, Benjamin	Pietsch, Edwin 'Ed'	Rasmussen, Annie 'Anne'	Santos, Diane Marie	Skogstad, Ian	Sunderji, Nadeem	Valdemarca, Julia	Weran, Julia	Yacyshyn, Greg	Baroldi, Lisa

Battjes, Ben	Erker, Dennis	Kashuba, Scott	Nelson, Shirley	Smith Abrams, Lindsay	Cumine, Robin
Batty, Jane	Falkenberg, Aaron	Kickham, Michael	Nicholas, Christopher	Sorenson, Melanie	Gadowsky, Laura
Batty, Judith 'Judy'	Farnell, Thomas 'Tom'	Kingston, Harold	Nicoll, William 'Dave'	Sorken, Paula	Garvey, Randell 'Randy'
Becker, Bart	Fedoretz, Steve	Kiss, Jim	Nisbett, Shane	Sprague, Donald	Iveson, Mayor Don
Benbow, Lloyd	Fehlauer, Alfred 'Fred'	Klapstein, Earl	Norby, Reginald 'Reg'	Stewart, William 'Bill'	Kingston, Harold
Bencharsky, Natalia	Fenske, Danielle 'D. J.'	Kmech, Sr., Peter	Oberg, Geoffrey	Symic, Ronald 'Ron'	Klapstein, Earl
Bennett, Gary	Fenske, Jacqueline 'Jacquie'	Kobie, Franklin 'Frank'	Oberg, Neal	Szumlas, Frank 'John'	Majeski, David
Bentley, David 'Bruce'	Ferguson, Angela	Kollman, Bernadette	Oshry, Councillor Michael	Tadman-Kickham, Elizabeth	Morin, Christy
Best, Lyle	Ferguson, Bradley 'Brad'	Korchinsky, Ernie	Owen, William 'Bill'	Tanner, Rob	Oberg, Geoffrey
Bidlock, R. 'Peter'	Ferguson, Corinne	Kotelko, Peter 'Bern'	Ozdoba, Christopher	Tardif, Rene	Oshry, Councillor Michael
Bidulock, Geraldine	Fernandez, Robert	Kuhn, Dianne	Page, John 'Roger'	Tarnovetskaia, Svetlana	Parker, Stephen
Bienert, Douglas 'Doug'	Fetter, Jacqueline 'Jackie'	Kuhn, Ronald	Parker, Stephen	Thatcher, Kenneth	Perry, Burke
Bissett, William 'Bill'	Fischer, Robert 'Butch'	Kumpula, Bryanna	Patel, Rishi	Thomas, Warren	Quest, Dave
Bodell, Florence 'Flossie'	Fisk, Jennifer	Kuss, Karl	Patriquin, Gordon	Tiffen, Patricia	Ross, Andrew
Bodell, Laura	Francis, John 'Jack'	LaFleche, A. Bryan	Pawelek, Rooth	Tobin, Tina-Lynn	Windwick, John
Bodell, Lorne	Frank, Marguerite	Layton, Q.C., Frank	Pedersen, George	Travers, Barry	Wood, Jennifer
Bohm-Meyer, Bea	Fraser, Brett	Leavitt, Sylvan 'Ray'	Pedersen, Harry	Turko, Daniel	<b>BOARD OF GOVERNORS</b>
Bouma, Gerben 'Jerry'	Freeland, Donald	LeBlanc, Daniel	Pennock, D. 'Bruce'	Turner, Barbara	Bouma, Gerben 'Jerry'
Brown, Shawn	Froese, Aron	Leschiutta, Dale	Perkins, Brad	Tweddle, John	Campbell, R. 'Jim'
Buchanan, Donald	Fuhr, Gordon	Lewis, John 'Ken'	Perry, Burke	Urton, Craig	Cole, Dale
Buddle, Harry	Fuller, Mark	Lewis, Sandra 'Sandy'	Persson, Mary	VanBrabant, Carlene	Henning, W. 'Bill'
Burden, Richard	Funnell, Ronald	Lipsett, Thomas 'Tom'	Petasky, Carrie	Vandermeer, Cornelis 'Casey'	Holte, Warren
Burns, Donald 'Don'	Gadowsky, Laura	Lipsett, Wayne	Petasky, Stephen	Vandermeer, Gerrit 'Jerry'	Huntley, Andrew 'Andy'
Butler, George	Garvey, Randell 'Randy'	Lore, Sally	Peters, Marlene	Varshney, Vinod	Jackson, Donald 'Don'
Butler, Patricia 'Pat'	Gerdes, Brian	Loree, Betty	Petruk, Cheryl	Vegreville Agricultural Soc,	Leschiutta, Dale
Butti, Olivia	Gibbon, Robert 'Bob'	Louis, Peggy	Pisani, Ray	Wachowich, Allan	Marples, Michael 'Mike'
Byers, Richard	Gibbons, Edward 'Ed'	Mack, Mike	Playdon, Katherine 'Kathy'	Walker, Robert 'Bob'	McBain, Allan 'Ross'
Campbell, Colin	Gilroy, Stuart 'Gord'	MacLean, James 'Jamie'	Prefontaine, Colleen	Warring, Molly Anne	Perry, H. L. 'Len'
Campbell, Gary	Goor, Jonathan	MacMillan, Blaine	Prestage, Robert 'Bob'	Watt, J. Angus	Shaw, James 'JR'
Camrose Regional, Exhibition	Gordeyko, Bernice	Mah, Robin	Purdy, William 'Bill'	Weber, Walter	Shenfield, Allan
Canto Ellis, Amelia	Gray, Devin	Mah Borsato, Eva	Quarrie, Kelson	Wegner, Shelley	Sprague, Donald
Carstairs, Cindy	Greening, Jackie Rae	Majeski, David	Rajewski, Gordon	Weir, Howard	Westbury, Robert 'Bob'
Caterina, Councillor	Greenough, James 'Greg'	Mallon, Sharon	Ramsey, John	Weir, Mahlon	Wilson, C. Gordon
Antonio 'Tony'	Gregg, Dorothy	Marples, Kelly	Rhodes, Len	Wendling, Angela	Windwick, John
Cavanagh, Terrence 'Terry'	Groch, Emilian	Marples, Michael 'Mike'	Robinson, Jeffrey 'Jeff'	Westbury, Robert 'Bob'	Young, QC, Eric
Chalmers, Karen	Haley, Jeff	Martin, Cameron	Roeske, Murray	Westerner Exposition Assoc,	Yuen, Gerald 'Gerry'
Cherneskey, KOJ, Sir Russell	Haugen, Frances 'Betty'	Martyn, Audrey	Roma, Michael	Weston, Judith 'Judi'	<b>HONOURARY LIFE MEMBERS</b>
Cherney, Dan	Haunholter, Alyssa	Maschmeyer, Douglas 'Doug'	Ronaldson, David 'Dave'	Whiting, Patricia 'Patty'	Anderson, James
Cholak, Francis 'Frank'	Hayes, Louise	Maschmeyer, Evelyn 'Lloy'	Ross, Andrew	Wickham, Douglas	Cavanagh, June
Chomiak, John	Hayter, Ronald 'Ron'	Maschmeyer, Gerald	Ruffini, Alex	Widney, Mark	Knowles, Kenneth
Christ, Jean	Heintz, Kenneth	Matichuk, Andrew 'Andy'	Ruth, Tom	Wilkes, Gregory 'Greg'	Mazankowski, Don
Clarke, C.M., Donald	Henning, W. 'Bill'	McAndrews, Stewart	Rutherford, Jack	Wilkes, Penelope 'Penny'	McClellan, Shirley
Clipperton, Donald	Higgins, Joan	McBain, Allan 'Ross'	Rutherford, Sharlene	Wilson, C. Gordon	Milner, Stanley
Clipperton, Karen	Hogle, Bruce	McBain, Neil	Sampert, Raymond 'Ray'	Wilson, Dustin	Perry, H. L. 'Len'
Cole, Dale	Hokanson, Jordan	McCarten, Colin	Savage, Frances 'Fran'	Windwick, Frederick 'Fred'	Schmid, Dr. Horst A.
Connelly, Gerald 'Gerry'	Holinski, Troy	McCurdy, Grant	Schmidt, Lois	Windwick, John	Strain, Terry
Csorba, Emerson	Hollands, Daniel 'Dan'	McDonald, Barry	Schneider, Wendy	Wirun, James	<b>DECEASED</b>
Cumine, Robin	Holte, Warren	McDougall, John	Schultz, Edward 'Ed'	Wong, Ed	Badowsky, Walter
Cumming, James	Howell, Lorne	McInnis, Michael	Scuir, QC, Gary	Wong, Richard	Forbes, Norman 'Muggsy'
Davidson, Heather	Hughes, George	Meakin, Anna	Sebastianelli, Ricardo 'Rico'	Wood, Jennifer	Fritz, Felix
Davies, Kenneth 'Ken'	Huising, Katherine	Michalchuk, Gary	Semotiuk, Nick	Woolsey, Matthew	Jarvis, William
Davies, Trevor	Huntley, Andrew 'Andy'	Miles, Marianne	Sharma, Sangita	Yankowsky, Julius	Kalra, Yash
Davison, Linda	Ivankovich, Ivan	Miller, Gladys	Sheard, Glenda	Yaremko, Teresa	Lastiwka, Michael 'Mike'
de Rappard, George	Jackson, Donald 'Don'	Modin, Nelson	Shenfield, Allan	Youck, Robert 'Ted'	Mah, George
Dean, Maureen	Jacobs, Judith 'Judy'	Monk, M. Lloyd	Shenfield, Kevin	Young, QC, Eric	Martyn, John
Dhar, Sameer	Jacobs, Lawrence	Moore, Janice	Silverstone, Peter	Yuen, Gerald 'Gerry'	
Dibben, Dwight	Jarvis, William	Morin, Christy	Skelly, William 'Bill'	Yurkiw, Laurence 'Larry'	
Differenz, Virginia	Jewett, J. 'Hilary'	Mytz, John	Skoreyko, Alan	Zelenak, Michael 'Mike'	
Diotte, Kerry	Jones, Elaine	Nakatsui, Greg	Skoreyko, Dale	Zylstra, John	
Dixon, Barbara 'Barb'	Kadatz, Barbara 'Barb'	Naylor, Karen	Sleeman, Marlea	<b>BOARD OF DIRECTORS</b>	
Dunk, Elton	Kallal, Rebecca	Nedelec, Greg	Smith, Darryl	Bidulock, Geraldine	
Elliott, Margaret 'Marg'	Kapoor, Jean	Nedelec, Ronda	Smith, Leigh	Caterina, Councillor	
Elzinga, Peter				Antonio 'Tony'	





# FINANCIAL INFORMATION

FOR THE YEAR ENDED DECEMBER 31, 2014

## Management Report

The accompanying financial and supplementary information of Edmonton Northlands (operating as Northlands) presented in this annual report is the responsibility of Management and has been approved by the Board of Directors.

The financial information has been prepared by Management in accordance with the Canadian accounting standards for not-for-profit organizations (ASNPO).

The financial information incorporates the use of estimates and judgments. Management has determined that the assumptions used in making accounting estimates, are reasonable and appropriate to ensure that the financial information is presented fairly in all material respects.

Northlands maintains and monitors internal financial and administrative controls. These controls are designed to provide reasonable assurance that the financial information is complete, reliable and accurate, and that the Company's assets are appropriately accounted for and adequately safeguarded.

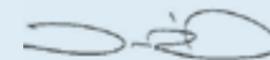
The Board of Directors is responsible for ensuring that Management fulfills its responsibilities for financial reporting and is ultimately responsible for reviewing and approving the financial information. The Board carries out this responsibility principally through its Finance and Audit Committee.

The Finance and Audit Committee is appointed by the Board, which is comprised of eight members, none of whom are employees of the Company. The Committee meets periodically with Management and the independent auditors, to discuss internal controls over financial reporting, auditing requirements and other financial matters to satisfy their respective fiduciary responsibilities, and to review financial information and the auditor's report.

The Committee reports its findings to the Board for consideration when approving the financial information for issuance to the shareholder members. The Committee also considers, for review by the Board and approval by the shareholder members, the engagement or re-appointment of the auditors.

The financial statements, from which the financial information was derived, have been audited by Grant Thornton LLP in accordance with Canadian generally accepted auditing standards, on behalf of the shareholder members. Grant Thornton LLP has full and unrestricted access to the Finance and Audit Committee, with or without management being present.

To access the full version of the 2014 Audited Financial Statements, please visit [www.northlands.com](http://www.northlands.com).



Tim Reid  
President & CEO



Ed Gugenheimer  
VP, Finance and Administration

Edmonton Northlands

Statement of Financial Position

	December 31, 2014	December 31, 2013
<b>Assets</b>		
<b>Current</b>		
Cash	\$ 17,005,454	\$ 11,540,643
Short-term investments	101,332	281,302
Accounts receivable	5,250,379	7,913,794
Inventories	499,780	523,595
Prepays	631,614	1,724,624
	<b>23,488,559</b>	<b>21,983,958</b>
Capital assets	185,577,953	191,923,003
Goodwill	-	138,344
	<b>\$ 209,066,512</b>	<b>\$ 214,045,305</b>
<b>Liabilities and Net Assets</b>		
<b>Current</b>		
Accounts payable and accrued liabilities	\$ 11,299,637	\$ 14,523,292
Deferred contributions and revenue	1,044,182	358,375
Funds held for others	12,557,989	11,638,944
Current portion of long-term debt	1,724,308	1,850,301
	<b>26,626,116</b>	<b>28,370,912</b>
Long-term debt	49,542,126	51,266,434
Deferred capital contributions	99,912,745	103,763,857
	<b>176,080,987</b>	<b>183,401,203</b>
<b>Net Assets</b>		
Share capital	1,455	1,320
Invested in capital assets	34,398,771	35,180,753
Unrestricted	(1,414,701)	(4,537,971)
	<b>32,985,525</b>	<b>30,644,102</b>
	<b>\$ 209,066,512</b>	<b>\$ 214,045,305</b>

On behalf of the Board:



Director



Director

Edmonton Northlands

Statement of Operations

Year Ended December 31

	2014	2013
<b>Revenues</b>		
Northlands Park	\$ 57,347,000	\$ 58,231,112
Rexall	42,769,176	38,403,253
Agriculture and Signature Events	22,955,366	23,342,906
EXPO Centre	18,340,782	16,333,425
	<b>141,412,324</b>	<b>136,310,696</b>
<b>Expenditures</b>		
Northlands Park	61,453,252	61,654,990
Rexall	36,565,763	33,040,091
Agriculture and Signature Events	19,507,974	20,320,578
EXPO Centre	15,405,751	14,002,451
	<b>132,932,740</b>	<b>129,018,110</b>
Excess of revenues over expenditures before other items and other income	<b>8,479,584</b>	<b>7,292,586</b>
<b>Other items</b>		
General, administration and corporate programs	10,003,531	10,053,058
Depreciation of capital assets, net of amortization of deferred capital contributions	4,896,212	5,300,571
Loss on goodwill impairment	138,344	298,870
General grounds and building maintenance	6,106,086	5,644,445
Interest on long-term debt	2,654,012	2,746,936
Sales and marketing	2,212,309	2,998,399
<b>Total other items</b>	<b>26,010,494</b>	<b>27,042,279</b>
Deficiency of revenues over expenditures before grant revenue	<b>(17,530,910)</b>	<b>(19,749,693)</b>
<b>Grant revenue</b>		
Alberta Agriculture and Rural Development	9,324,014	9,324,016
Horse Racing Alberta	7,438,272	7,714,044
Other grant revenue	3,109,912	4,216,013
<b>Total grant revenue</b>	<b>19,872,198</b>	<b>21,254,073</b>
Excess of revenues over expenditures	<b>\$ 2,341,288</b>	<b>\$ 1,504,380</b>

## Edmonton Northlands

### Statement of Changes in Net Assets

Year Ended December 31

	Share Capital	Invested in Capital Assets	Unrestricted	2014	2013
<b>Balance, beginning of year</b>	<b>\$ 1,320</b>	<b>\$ 35,180,753</b>	<b>\$ (4,537,971)</b>	<b>\$ 30,644,102</b>	<b>\$ 29,139,782</b>
Excess of revenues over expenditures	—	—	2,341,288	2,341,288	1,504,380
Purchase of capital assets	—	2,372,274	(2,372,274)	—	—
Depreciation of capital assets	—	(8,466,743)	8,466,743	—	—
Impairment of goodwill	—	(138,344)	138,344	—	—
Loss on disposal of assets	—	(250,582)	250,582	—	—
Amortization of deferred capital contributions	—	3,851,112	(3,851,112)	—	—
Repayment of long-term debt	—	1,850,301	(1,850,301)	—	—
Increase (decrease) in share capital	135	—	—	135	(60)
<b>Balance at December 31, 2014</b>	<b>\$ 1,455</b>	<b>\$ 34,398,771</b>	<b>\$ (1,414,701)</b>	<b>\$ 32,985,525</b>	<b>\$ 30,644,102</b>

## Edmonton Northlands

### Statement of Cash Flows

Year Ended December 31

	2014	2013
<b>Cash Provided By (Used In):</b>		
<b>Operating Activities</b>		
Excess of revenues over expenditures	\$ 2,341,288	\$ 1,504,380
Items not affecting cash:		
Depreciation of capital assets	8,466,743	8,835,940
Impairment of goodwill	138,344	298,870
Loss on disposal of capital assets	250,582	458,309
Amortization of deferred capital contributions	(3,851,112)	(3,993,679)
	<b>7,345,845</b>	<b>7,103,820</b>
Increase (decrease) in non-cash operating working capital		
Accounts receivable	2,663,415	163,091
Inventories	23,815	(23,442)
Prepays	1,093,010	(867,425)
Accounts payable and accrued liabilities	(3,223,656)	634,631
Deferred contributions and revenue	685,807	(127,077)
Funds held for others	919,045	6,220,400
<b>Cash provided by operating activities</b>	<b>9,507,281</b>	<b>13,103,998</b>
<b>Investing Activities</b>		
Proceeds on disposal of short-term investments	179,970	188,789
Purchase of capital assets	(2,372,274)	(2,190,638)
<b>Cash used in investing activities</b>	<b>(2,192,304)</b>	<b>(2,001,849)</b>
<b>Financing Activities</b>		
Repayment of long-term debt	(1,850,301)	(2,066,124)
Increase (decrease) in share capital	135	(60)
<b>Cash used in financing activities</b>	<b>(1,850,166)</b>	<b>(2,066,184)</b>
<b>Net increase in cash and cash equivalents</b>	<b>5,464,811</b>	<b>9,035,965</b>
Cash and cash equivalents, beginning of year	11,540,643	2,504,678
<b>Cash and cash equivalents, end of year</b>	<b>\$ 17,005,454</b>	<b>\$ 11,540,643</b>

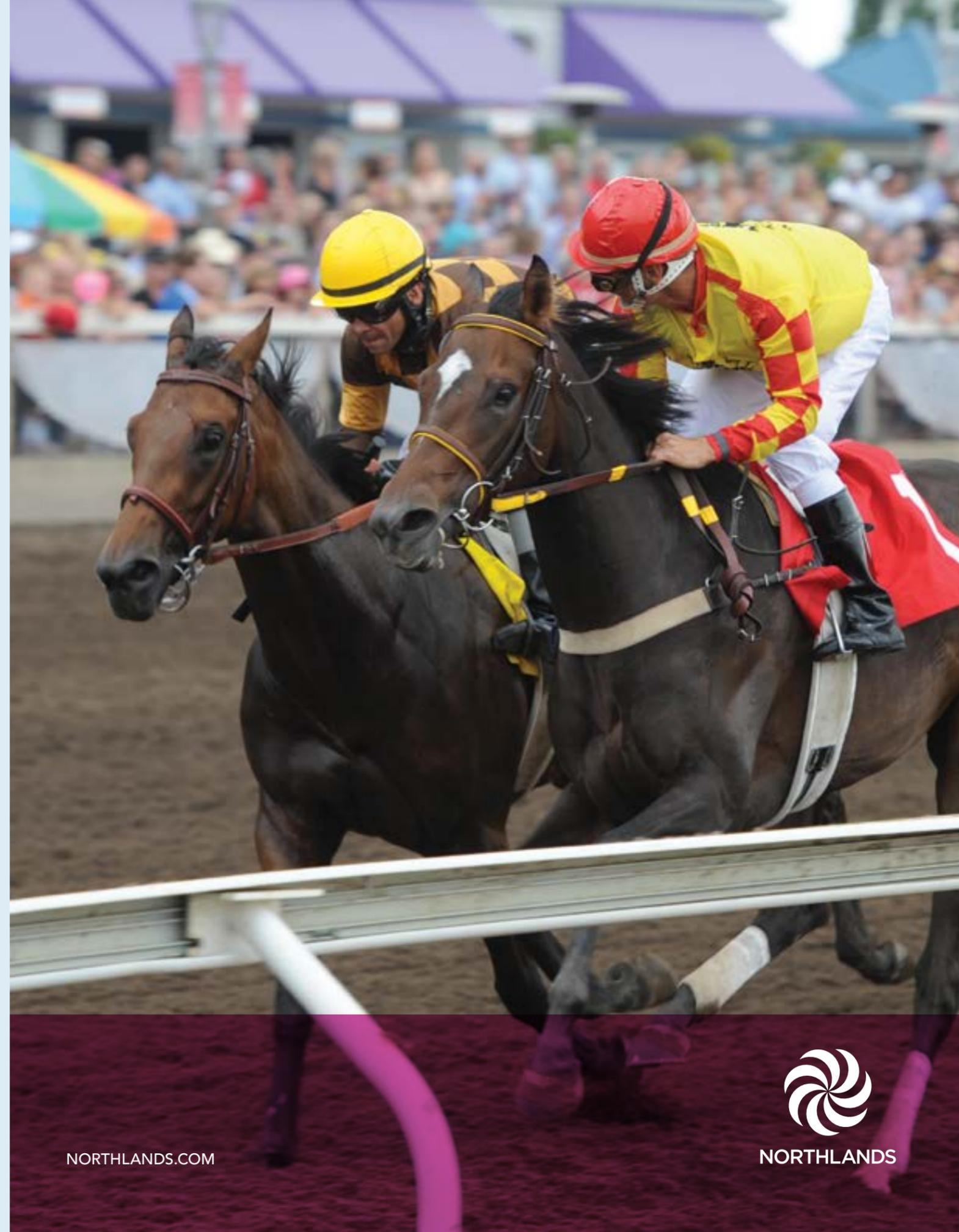
## Exhibit A

### Net Funds Generated by Northlands to Federal and Provincial Agencies

\$ Millions	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	10 Year Cumulative
	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	
HRA <sup>1</sup> fees & levies	5.4	5.5	5.5	6.1	6.1	6.4	7.0	6.6	6.1	5.7	60.4
AGLC <sup>2</sup> gaming proceeds	24.6	25.8	28.4	29.6	31.7	32.8	35.4	36.4	42.7	39.1	326.5
Federal tax	0.8	0.8	0.8	0.9	0.9	0.9	1.0	1.0	0.9	0.8	8.8
Generated by Northlands	30.8	32.1	34.7	36.6	38.7	40.1	43.4	44.0	49.7	45.6	395.7
Discretionary grant/pari-mutuel tax rebate	0.0	0.0	0.0	0.0	0.0	1.1	0.9	1.2	0.8	0.8	4.8
HRA Operating Grant	7.4	7.7	8.4	8.6	9.2	6.8	7.3	5.4	6.4	5.8	73.0
HRA Transitional Funding Grant	0.0	0.0	0.0	0.0	0.0	2.9	1.1	0.0	0.0	0.0	4.0
HRA Capital Grant	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	1.9	2.2	5.2
Alberta Lottery Grants	9.4	9.5	9.4	9.4	9.6	10.1	10.1	10.1	10.1	9.4	97.1
Received by Northlands	16.8	17.2	17.8	18.0	18.8	20.9	19.4	17.8	19.2	18.2	184.1
<b>Net funds generated by Northlands</b>	<b>14.0</b>	<b>14.9</b>	<b>16.9</b>	<b>18.6</b>	<b>19.9</b>	<b>19.2</b>	<b>24.0</b>	<b>26.2</b>	<b>30.5</b>	<b>27.4</b>	<b>211.6</b>

<sup>1</sup> HRA (Horse Racing Alberta)

<sup>2</sup> AGLC (Alberta Gaming and  
Liquor Commission)





**NORTHLANDS**

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