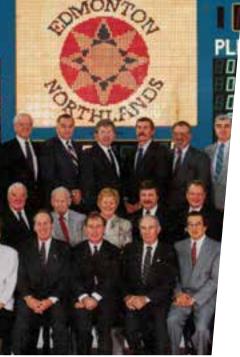


# 2016 Annual & Community Report















Cairns, Jerri

## Thank you

On behalf of the Board of Directors, the Executive and staff of Northlands, we wish to acknowledge our shareholders for their leadership at a time of significant change for our organization. Your leadership during this time has allowed Northlands to make the necessary shifts to ensure a sustainable future.

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# Executive Message

At the 2015 Annual General Meeting of Edmonton Northlands a strong message of financial risk and necessary change was conveyed to Shareholders. In 2016, the Annual General Meeting balanced the presentation of a new modernized and reformed Governance Model for Edmonton Northlands with the transformational Vision 2020 program that considered a future state for the existing Northlands site. After years of modeling, financial analysis, and planning the reality of a new world-class sport and entertainment arena in downtown Edmonton is now a reality. With the opening of the new downtown arena Edmonton has taken a positive step forward in transforming the city centre, however; the models and concerns that have been expressed by Northlands have become a reality.

With the loss of approximately \$9 million in annual earnings from the Northlands Coliseum the existing business model for Northlands is no longer sustainable. Northlands has been working closely with the City of Edmonton to advance the concepts considered within Vision 2020, however, this process takes time, and time is the single greatest barrier to the future success of Northlands. As a part of the six-point motion passed by Edmonton City Council on September 6, 2016, Northlands must provide a sustainable business model by June 30, 2017 for Council's review.

Clearly, 2016 was the beginning of necessary change for Northlands. A new race track was announced on the south side of the city; Rogers Place opened downtown; the Canadian Finals Rodeo came within inches of moving to Saskatchewan; and Northlands was faced with making some of the most difficult staffing decisions in recent history.

With a focus on change, Northlands reinforced its role as a community leader acting as shelter for thousands of displaced Albertans affected by the Fort McMurray wildfires. In a matter of hours, the Northlands staff and volunteers rallied to meet the needs of our neighbours and became a place of comfort, support and safety and the heart of the relief effort for the largest disaster in Canadian history. The annual summer fair, K-Days, once again thrilled the community with the largest and most historic summer festival in our City. Farmfair International proved agriculture is alive and well with record attendee numbers amongst the international buyers program. This program directly supports the expanded marketplace for our producers. Across the pedway, the Canadian Finals Rodeo (CFR) garnered much media attention. The annual event is the single largest annual tourism economic driver in the City of Edmonton and it was a pleasure to announce that we found a way to keep the CFR at home for the next two years.

If ever there was a time to be wrong it was in the modeling of life at Northlands after the opening of the downtown arena. As shared with City Council on March 15, 2016 Northlands found itself in a precarious position in 2016. With limited financial resources and restrictions put in place by the terms of the Master Agreement with the City of Edmonton and the current Lease Agreement any future advancement would need a collaborative effort between Mayor and Council and the Northlands Board of Directors.

The cost of maintaining the current 160-acre site at Northlands is an average of more than \$300,000 per month. This is more than \$10,000 dollars of Northlands funds being used to manage civic assets each day; this is obviously an unsustainable option. With the City of Edmonton currently providing zero dollars in annual support funding to Northlands the Board of Directors recognized the time for change is now, and change must be significant.

If 2015 was a year of understanding, and 2016 was a year of vision, 2017 must be a year of action if Northlands is going to find a position of sustainability. With a foundation in Agriculture, Events and Volunteerism it is the position of the Board of Directors that the future of Northlands is rooted in the experiences of our past. This is the time for Northlands, our neighbours and our community partners to embrace what the future has in store and realize that together, we will see the vision become a reality for Northlands.

Tim Reid, President & CEO Geoff Oberg, Chair of the Board

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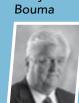


Jennifer Wood

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Khanna, Parul Kickham, Michael, SH Kim, Ki-Hoon Kim, Yujung King, Richard King, Samantha, SH Kingston, Harold, SH Kisilevich, Betty Kisilevich, Orest Kiss, Jim, SH Kiziak, Gary Klapstein, Éarl, SH Klein, Sandy Klimchuk, Heather, SH Kmech, Sr., Peter, SH Kneller, Tammy Knight, Mel, SH Knott, Kelsev Knowles HLM, Kenneth, SH Kobie, Franklin 'Frank', SH Kokotilo, Louise Kolewaski, Jeannette, SH Kollman, Bernadette, SH Kolmas, Janice Kolmas, June Kolstad, Clayton Komirenko, Zoia Korchinsky, Ernie, SH Kosak, Alvin, SH Kosterman, Robert Kotelko, Peter 'Bern', SH Kotylak, Brenda Kozak, Jean Kozak, Peter Kraychy, Patricia Krupp, Judith Krushell, Kimberley, SH Krystyniak, Jennifer Ku, John Kuethe, Janice Kuhn, Dianne, SH Kuhn, Ronald, SH Kumpula, Bryanna, SH Kunas, Harold, SH Kurylo, Michael Kushak, Linda Kuss, Karl, SH Kustov, Timur L'heureux, Kat 'Hoyden' Labelle, Cody LaBossiere, Christopher, SH Lacon, Bruce Lacusta, Lisa LaFleche, A. Bryan, SH Laliberte, Mary Lam, Allan Lam, Anthony Lamba, Tejinder Laroque, Vanessa, SH Lartey, Elizabeth Laskey, Nancy Lastiwka, Sandra Latham, Jayleen Latham, Linda Lau. Chester Lawlor, Tessa Lawrence, David Lawrence, Vicki Layton, Q.C., Frank, SH Le, Chau Le, Hanah Mai, Lisi Leavitt, Ray, SH Leavitt, Sylvan 'Ray', SH

LeBlanc, Daniel, SH Lebrun, Shayna Lee, Al Lee, Vincent Lehodey, François LeLacheur, Rick, SH LeLacheur, Sean, SH Lemay, Lucas Lembagusala, François Leong, Mui Chain Leong, Yoke Leschiutta, Dale, SH Leskiw, Raeanne Letto, Cassondra Lewis, John 'Ken', SH Lewis, Maria Lewis, Sandra 'Sandy', SH Li, Huachao Li, Xiaoyi Liceralde, Pelita Lictao, Florita Lim, Elen Lin, Rui Linklater, Frances Lipon, Delores Lipon, William Lipsett, Thomas 'Tom', SH Lipsett, Wayne, SH Lischewski, Anita Litke, Rebecca Livingstone, Jaymee Livingstone, Sidney Logan, Richard Lopez, Francis Lore, Sally, SH Loree, Betty, SH Losty, Cherie Louis, Peggy, SH Lovas, Joan Lovig, Frieda Lovig, Grant Loyek, Lawrence Luchak, Alexander Luchak, Susan Luo, Zhena Luoma, Hilkka Lupien, Brenda Lupul, Allen Lupul, Julie Lutz, Adele Lutz, Caleb Lutz, Katherine Lutz, Sophia MacDonald, George, SH MacDougall, Alease MacIntyre , Gordon Mack, Mike, SH Mackell, Janet Mackenzie, Connie, SH Mackenzie, Craig, SH Maclean, Ashley MacLean, James 'Jamie', SH MacMillan, Blaine, SH MacPherson, Irma, SH Mah Borsato, Eva, SH Mah-Karaboff, Carolyn, SH Mah, Benjamin Mah, Bucky Mah, HLM, George, SH Mah, Robin, SH Mahal, Habba Maillet, Tyler Majcher, Bernice Maieski, David, SH

Majeski, McKayla Makuch, Barb Male, Mack Malki, Ghizlane Mallon, Sharon, SH Malone, Ashton Malone, Charity Malone, Daniel Mandel, Stephen, SH Maniema Mpongo, Prospere Mann, Karen Maraweera, Shainika Marples, Kelly, SH Marples, Michael 'Mike', SH Marsh, Nadia Marshall, Olive Martin, Cameron, SH Martin, Lauren Martin, Patricia Martin, Shivon Martinuk, Eugene 'Gene', SH Martire, June Martyn, Audrey, SH Martyn, John, SH Maruschuk, Mike Marzian, David Maschmeyer, Douglas 'Doug', SH Maschmeyer, Evelyn 'Lloy', SH Maschmever, Gerald, SH Maschmeyer, Lloy, SH Maskaluk, Joyce Mason, Bob Masters, Barbara Matan, Shirley Mathew, Sajju Matichuk, Andrew 'Andy', SH Matsuba, Ronald Mattingsley, Cathie Mawji, Ashif May, Christine Mazankowski, HLM, Don, SH Mbithe, Stephanie McAndrews, Stewart, SH McBain, Allan 'Ross', SH McBain, Mark McBain, Neil, SH McCarten, Colin, SH McCauley, Kelly, SH McClellan, HLM, Shirley, SH McCurdy, Grant, SH McDonald, Barry, SH McDougall, John, SH McGhan, Marilyn McInnis, Michael, SH McKee, Dawna McKenney, Blair McKinnon, Allen McLean, Brittnae McLean, Thomas McLeod, Ralphina McMurrer, Emily Mcouat, Donald Meakin, Anna, SH Medina, Enrico Meiers, Mark Melnychuk, Alanna Mercer, Doris Mercier, Jane Merda, Hayat Meroniuk, Lorraine Michalchuk, Gary, SH Michalenko, Marjorie Michaud, Joan Nielsen, Teresa Middleton, Victoria

Miles, Marianne, SH Miller, Gladys, SH Miller, Janice Milligan, John Milligan, Sean Milner, HLM, Stanley, SH Milroy, William, SH Minde, Karen Miranda, Marinda Mitchell, William Mittelstadt, Lovella Modin, Nelson, SH Moerkerk, Timothy, SH Moffatt, Sharon Mohan, Neethu Mohar, Raminder Mok, Paul Mok, Veronica Molden, Judi Molloy, Donna Money, Glenda Monk, M. Lloyd, SH Monteith, Bryce Montgomery, Douglas, SH Montojo, Moiselle Moore, Janice, SH Moorey, Brady Morey, Casey Morin, Christy, SH Morin, Majella, SH Morin, Paris Morrison, Grace Morrissey, Jane Moser, Charles Moser, Lynne Moster, Megan Mowat, Dave Moyes, Susan Moyes, William Mulcair, John Munar, Angelica Murray, Karyn Murray, Liam Murray, Nicole Mutize, Natasha Chido Mutuganui, Justin Myck, Brad Mytz, John, SH N'goran, Koffi Nadeau, Marla Naidoo, Day, SH Nairn, Michelle Nakatsui, Greg, SH Naqvi-Rota, Tina, SH Nay, Tammy Naylor, Karen, SH Nedelec, Greg, SH Nedelec, Ronda, SH Nelson, Shirley, SH Nestor, Misty Newcombe, Barry Newman, Clarence, SH Ng, Yiu Wa Ngo, Tuan Ngo, Tuyet Nguyen, Bach-Tuyet Nguyen, Kim Nguyen, Peter Pawl, Lois Nicholas, Christopher, SH Payne, Karen Nicoli, Marlene, Deceased Nicoll, William 'Dave', SH Nieberding, Carl Pearson, Duncan Niehaus, Lorne Peden, lan Niehaus, Margaret Pedersen, George, SH

Nisbett, Shane, SH Nolette, Dianne Nolette, Roland Nonay, David Nonay, Wanda Norby, Reginald 'Reg', SH Normandeau, Victoria Nott, Ethan Nott, Joshua Nott, Kenneth Nott, Nicole Nowicki, Judith Nowicki, Walter Nugent, Sarah Nursall, Alan, SH O'Donnell, Corissa Oberg, Geoffrey, SH Oberg, Neal, SH Oberik, Doreen Obiero, Antoninah Odugbemi, Tofunmi Ofori, Stephen Ohe, Mark, SH Ohlmann, Leonard Ohlmann, Lynn Ohlmann, Sherry Oko, Karen Oliva, Candice Joy Oliva, Patricia Jule Oliva, Sonia Olofintila, Adebukola Olsen, Lawrence 'Buck', SH Onyschuk, Teresa Oram, Wanda Osborne, John, SH Oshry, Councillor Michael, SH Ostapchuk, Gordon Ostapchuk, Marion Ottewell, John Owen, Marion Owen, William 'Bill', SH Ozdoba, Christpher, SH Ozubko, Betty Pagarigan, Ahron Pagarigan, Hedrian Ivan Pagarigan, Kean Page, John 'Roger', SH Page, Roger, SH Paislev. Loretta Palace, Nathan Palahniuk, Patricia Paly, Clarence Panchyshyn, Derek Pang, Francis Paredes-Martinez, Karla Parish, Kamley Park, Diana Parker, Stephen, SH Parsons, Alan, SH Parsons, Carol Parsons, Marlyn Pasieka, Cheryl Patel, Rishi, SH Patriquin, Gordon, SH Patton, Penny Paull, Helen, SH Pawelek, Rooth, SH Pearse, Brian, SH Pearse, Dorene

Pedersen, Harry, SH

Pedersen, Samantha Pedwerbeski, Ollie Pegg, Dave Pelc, Gabriela Pelletier, Kayla Pennock, D. 'Bruce', SH Perkins, Brad, SH Perry, Burke, SH Perry, H. L. 'Len', SH Persson, Mary, SH Petasky, Carrie, SH Petasky, Stephen, SH Peters, John Peters, Marlene, SH Petherbridge, Josephine Petherbridge, Wayne Petruk, Cheryl, SH Phan, Binh Phee, Lindsay Pietsch, Edwin Pietsch, Leona Piggott, Denika Pillott, Krystene Pineda, Samuel Piper, Roxanne Pisani, Ray, SH Pittman, Jamie-Rae Plaizier, Peter 'Pete', SH, SH Playdon, Katherine 'Kathy' Plunkie, Irene Pollock, Sheila Polson, Erin Pon, Allan Poon, Cathy Pope, Kelly Pope, Shaun Posadas, Rowena Posteraro, Sue Posthuma, Elaine Posthuma, John Potiuk, Alexandra Potiuk, Darren Potiuk, Natasha Potiuk, Savannah Pottruff, Eda Potts, Kelsey Powers, Joan Prefontaine, Bernie Prefontaine, Colleen, SH Prefontaine, Colleen, SH Prestage, Robert 'Bob', SH Preston, Michael Wayne Price, James Primeau, Barbara Prokop, Garry Prokop, Leona Puchyr, Wesley Pullishy, Roger Pullishy, Sonia Purdy, William 'Bill', SH Purschke, Eileen



Pysh, Diane Qian, Zhiyao Qiu, Yvonne Quaife, Sharon Quarrie, Kelson, SH Quest, Dave, SH Rach, Colby Radies, Tayler Radwan, Lamis Rajewski, Gordon, SH Ramage, Melanie Rambadhan, Zobeda Ramsay, Christie Ramsey, John, SH Rancier, Garth Raposo, Claudia Rasmussen, Annie Ray, Lindsay Raymundo, Aliya Denise Raza, Affaf Reaville, Audrey Reaville, Royal Regnier, Kyle Reid, Dylan Reid, Ed Reid, Greg Reid. Shellev Reith, Katherine Renauld, Yvette Reppert, Janice 'Jan' Reynolds, Valerie Rhodes, Len, SH Richards, Jade Riggan, Jennifer Ritchie, Gloria Roadhouse, Katie Robertson, Michelle Robinson, Angele Robinson, Claire Robinson, Jeffrey 'Jeff', SH Roeleveld, Valerie Roersma, Anneke Roersma, Carter Roersma, Darlene Roersma, Jordan Roersma, Kylie Roeske, Murray, SH Rogucki, Louise Rogucki, Terry Rolof, Connie Rolof, Glayne Roma, Michael, SH Romanchuk, Shirley Romanyshyn, Peter Ronaldson, David 'Dave', SH Rong, Teng Rookes, Dave Rosenberger, Rose, SH Ross, Andrew, SH Ross, Chervl Round, Chandra Routledge, Lindsey Ruecker, Roberta Ruffini, Alex, SH Ruth, Tom, SH Rutherford, Jack, SH Rutherford, Sharlene, SH Rykova, Kate Skelly, William 'Bill', SH Saive, Betty Sakai, Ayumi Skogstad, lan Saldivar, Wade Skoreyko, Alan, SH Salman, Marwa Skoreyko, Dale, SH Sampert, Raymond 'Ray', SH Skuba, Helen Sanders, Doris Slagman, Kimberly Sanderson, Dylan Sleeman, Marlea, SH

Sanderson, Melissa Santos, Diane Marie Santos, Tombe Saroukian, Celine Savage, Frances 'Fran', SH Schafers, Clayton Scheelar, Loretta Schlodder, Harold Schmermund, Donnie Schmermund, Norm Schmid, HLM, Dr. Horst A., SH Schmidt, Amanda Schmidt, Lois, SH Schneider, Braydon Schneider, Cheryl, SH Schneider, Emily Schneider, Makenna Schneider, Nicole Schneider, Robert 'Bob' Schneider, Wendy, SH Schultz, Edward 'Ed', SH Schultz, Yolanda Schur, Alexandra 'Sandy' Schur, David 'Dave' Schwark, Jewell Sciur, QC, Gary, SH Sebastianelli, Ricardo 'Rico', SH Segin, Margaret Sellick, Linda Semenko, Oleksandra Semotiuk, Nick, SH Seutter, Jennifer Shaik, Mohammed Ageel Shamchuk, Lisa Shandal, Monica Shanley, Catherine 'Cathy' Shanlly, Joshua Shanlly, Michael Shanlly, Sophia Shantz, Cristina Shapka, Elizabeth Sharma, Sangita, SH Sharman, Paul Shaw, James 'JR', SH Shaw, Jason Sheard, Glenda, SH Shenfield, Allan, SH Shenfield, Kevin, SH Sherback, Christopher 'Chris', SH Shi, Meng Shih. Luc Shinde, Sumeet, SH Shinkewski, Patsv Shirvell, Linda Shologan, Mark Shustov, Iryna Shustov, Marlen Sibbald, Bernard Sidhu, Roma, SH Sieben, Brian Silverstone, Peter, SH Simmons, Audrey, Deceased Simnovec, Kris Singh, Sunita Skarsen, Moreen Skeels, James

Slugoski, Helen Slugoski, Vincent Sluzar, Ollie Smalian, HLM, Ernie, SH Smart, Else Smart, Sheldon, SH Smart, Valerie Smiley, Taina Smith Abrams, Lindsay, SH Smith, Corey, SH Smith, Darryl, SH Smith, Gordon Smith, Leigh, SH Smith, MacKenzie Smith, Mary Smith, Ronna Smith, Sarah Smith, Shelley Sneddon, Carl Snow, Roxane So, Kelsey So, Megan So. Pauline Sodoghi, Arina Somerville, Stuart Sorenson, Melanie, SH Sorken, Paula, SH Sperber, Jessica Sprague, Donald, SH Spriggs, Carole Srala, Patricia-Lee Stadelman, James Stark, Orville Stein, Edwin Stevenson, James Stewart, David Stewart, Goldie Stewart, William 'Bill', SH Stolarchuk, Emerson Straathof, Christina Strachan, Allan Strain, HLM, Terry, SH Strasser, Charlene Strasser, Denise Stretch-Strang, Dianne Strik, Lori Stroh, Joan Su, Hongxian Su, Thang Sudevan, Anu Sugai, Nami Sutherland, Sandra Sved. Edden Syed, Mahnoor Symic, Elizabeth Symic, Ronald 'Ron', SH Szoradi, Karin Szott, Ben Szott, Patricia Szumlas, Frank 'John', SH Tadman-Kickham, Elizabeth, SH Taekema, John Taekema, Wendy Taheem, Sonia Takacs, Piroska 'P.J.' Tang, Li Jia Ming Tang, Tai Kuan Tannas, Dawn-Marie Tanner, Rob, SH Tanton, Evelyn

Tanton, Victoria

Tardif, Rene, SH

Taylor, Donald

Tarnovetskaia, Lana, SH

Wachowich, Gladys

Wagar, Kiandra

Taylor, Douglas Tchir, Jeanette Teichert, Marjorie Thatcher, Kenneth, SH Thom, Barbara Thomas, Jaleesa Thomas, Warren, SH Thompson, Carolyn Thompson, Cathryn Thompson, Sheila Threadgold, Leslie Throndson, Donald Tichkowsky, Betty Tiffen, Patricia, SH Tilley, Keith, SH Tobin, Tina-Lynn, SH Tong, Jacquie Tran, Eric Tran, Jennifer Travers, Barry, SH Trimming, Brent, SH Triska, Olive Triska, Terry Trufyn, Kim Truong, Quang Tsoukalas, Billy Tu. Xiaoran Tufty, Jesse Tufty, Katey Tuleck, Terry Turgeon, Shane, SH Turgeon, Shelley Turingan, Marissa Turko, Daniel, SH Turner, Barbara, SH Turner, Mary Turner, Paul Turta, Garrett, SH Tweddle, John, SH Tymchuk, Karen Tymchuk, Michelle Tymchuk, Tara Tymchuk, Tayler Urton, Craig, SH Vachon, Debbie Valastin, Jordan, SH Van Hecke, Dalin Van Hecke, Judy Van Hecke, Nakysta Van Meer, Patricia Van Vliet, Daniel Van Weele, Aleksandr VanBrabant, Carlene, SH Vanden Boer, Tanya Vandermeer, Audrey Vandermeer, Cornelis 'Casey', SH Vandermeer, Gerrit 'Jerry', SH Vanderveen, Jordan Vangarderen, Brian VanRiper, Sandra, SH Varshney, Vinod, SH Vegreville Agricultural Soc., SH Velthuizen, Nathan Verdad, Iona Villanueva, Celia Vincent, Christine Vinluan, Ruth Violette, Louise Volgistics, Volgistics, SH Von Zur Gathen, Teresita Vu, Alexandra Wachowich, Allan, SH

Wagenaar, Darcy Wagner, Kendra Wai, James Wakandigi, Fabiola Walczak . Sean Walker, Kathleen Walker, Robert 'Bob', SH Wall, Glenda Walsh, Adele Wanchuk, Rick Wang, Chunwei Wang, Jingdong Wang, Yufeng Wards, Shona Warring, Doug Warring, Molly Anne, SH Wartman, Jack Wartman, Valerie Waschuk, Ricky Watchmaker, Andrea Waters, Geoffrey, SH Watkins, Raymond, SH Watt, J. Angus, SH Webb, Micheal, SH Webber, Garry, SH Weber, Walter, SH Webster, Bill Webster, Roger Wedman, Cynthia Wegner, Shelley, SH Weir, Eva Weir, Howard, SH Weir, Mahlon, SH Weishaar, Jimmy Weishaar, Loretta Wells, John Wendling, Angela, SH Wengreniuk, Garrett Wengreniuk, Iris Weran, Julia West, Elana West, Gerry West, Gordon West, James Tyler 'J.T.' West, Jason West, Lillian 'Lil', SH West, Sarah, Westbury, Robert 'Bob', SH Westerner Exposition Assoc., SH Weston, Judith 'Judi', SH Wetzstein, Jessica Wheeler, Rhea White, Brianna White, Jim, SH Whiting, Patricia 'Patty', SH Whitlow, Ariana Whitnack, Enid Whitnack, James Wickham, Douglas, SH Wickham, Sharon Widney, Mark, SH Wilkes, Gregory 'Greg', SH Wilkes, Penelope 'Penny', SH Willard, Alan Williams, Cary, SH Williams, William Williamson, Deborah Williamson, Leocadia Williamson, Robert, Deceased Williamson, Wendy Willier, Danielle Willoughby, Olivia Wilson, C. Gordon, SH

Wilson, Dawn

Wilson, Donald Wilson, Dustin, SH Wilson, Heather Windjack, Linda Windwick, Frederick 'Fred', SH Windwick, John, SH Wirsta, Kevin Wirun, James, SH Wittek, Valerie Woloschuk, Bonnie Woloschuk, David Woloschuk, Deanna Wong, Denton Wong, Ed, SH Wong, Richard, SH Woo, Tea Wood, Jennifer, SH Woodman, Bruce Woolsey, Matthew, SH Wu, Joey Baoyi Wu, Juan Lin Xing, Yun Xu, Wanyue Xue, Natalie Yacyshyn, Greg Yakimchuk, Margaret Yakimyshyn, Terry Yang, Kerry Yankowsky, Julius, SH Yaremko, Boris, SH Yaremko, Teresa, SH Yee, Christopher Yee, Joey Yee, Kay Yee, Sabrina Yee, Stacey Yee, Tony Yee, Winnie Yemenu, Elianna Yewchuk, Lil Youck, Robert 'Ted', SH Young, Audrey Young, Jacqueline Young, QC, Eric, SH Yu, Vincent Yuen, Candy Yuen, Connie Yuen, Gerald 'Gerry', SH Yuill, Marie Yurkiw, Laurence 'Larry', SH Yurkowski, Linda Zablocki, Nic Zapisocki, Ollie Zapisocki, Wally Zelenak, Betsy Zelenak, Brandon Zelenak, Laurie Zelenak, Michael 'Mike', SH Zelmer, H. Aaron Zhang, Di Zhang, Enwei Zhang, Fang Zhang, Ke Da Zhang, Xinyi Zhou, Sally Zhou, Yinxue Zilinski, Theodore 'Fred', SH Zimmerman, Carol Zrobek, Caroline Zutz, Elaine Zylstra, John, SH

YOU! LEAS



### Mission, Vision, Values

Mission (the business we're in)

Northlands is:

- A place where positive community agricultural, cultural, entertainment, sports and recreation experiences happen every day.
- A link between modern urban living and our agricultural future.
- A financially sustainable social entrepreneur and leader in the not-for-profit community.
- An organization committed to our region's collective quality of life.
- A place where fun happens every day.

Vision (what we aspire to be)

Northlands will be a vibrant year-round community hub delivering brilliant experiences 365 days a year for Edmonton, Northern Alberta and the World.

Values (what we believe in)

Fun: We create joy, and have fun doing so.

Innovation: We lead with creativity, a focus on the future and a commitment to learning.

Respect: We treat communities, the environment and all people including guests, employees, and volunteers with integrity.

Safety: We have a relentless commitment to making every Northlands experience a safe one.

Trust: We do what we say we will do. We are ethical, transparent, honest and forthright in all our dealings.







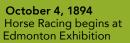














December 25, 1913 First hockey game played in the Livestock Pavilion

1914 – 18 World War I 1939 – 45

Edmonton Exhibition expands the Arena and renames it the Edmonton Gardens

Klondike Days theme introduced

## The Early Years

The formative years for Northlands can be captured quiet simply. A dedicated group of businessmen came together to celebrate the industry that brought them west. Agriculture has been a constant force in Alberta since the first European settlers arrived. As the railroad connected south Edmonton in 1891 with the rest of the country there was greater opportunity to promote travel and trade with the west. The introduction of the Fall Fair in 1879 brought the rural community together in a central location and with horse racing as a signature attraction the organization had solidified its' role as a community leader.

As it had since the first fair 138 years ago, Northlands continues to welcome a variety of guest. Bankers and ranchers; world leaders and those seeking shelter in the midst of natural disaster not matter what the reason Northlands events have brought people together. Whether it was for the opportunity to sell wares and goods the Northlands campus has been the place for commerce and gathering of ideas.

The legacy of this organization has been built on the foundation of doing what is right for the community and ensures those that come to our campus feel welcome and share in the experiences that leave a lasting impression and are for the greater good of the community.





July 1 – 4, 1901 First summer fair









# An Era of Competition

As historians look back on Northlands' history they will view this as the tipping point for what will form next generation of Northlands. During this time period the push was on for a new facility, City Council and Administration were under continuous pressure from all sides to make a decision and Northlands worked every angle possible to maintain a piece of business that was essential to the sustainable future of the organization.

All of this evolved under an intense media spotlight which only furthered the hard lines drawn in the sand by all parties and left little appetite by Edmontonians for any of the entities involved as each presented their arguments to why they were the best option.

Takeaways from this period included:

- The relationship between Northlands, Oilers, the City of Edmonton, Edmonton Economic Development, the media and the public became confrontational.
- Per the new Master Agreement with the City, it was apparent OEG did not want Northlands in any future development and negotiated fiercely to preserve the business viability of a new arena by limiting access to funds and partnerships at Northlands Coliseum (Rexall Place).
- The consensus of the Board of Directors is these discussions are elements of a past and although Northlands has held strong ties to commitments made within the competition era the strained relationships could not afford an opportunity for a quick outcome. Northlands should leave the past in the past and embrace a new era of understanding.

At the end of this era there was still no clear decision or path set for what Northlands would look like when a new arena would open. The City of Edmonton recognized the risk in a new arena on the sustainability of Northlands and highlighted this risk with 2010 motions that discussed the "sustainability" and "long term plans" of the organization and the grounds. Common language surrounding "Keeping Northlands Whole" was discussed but a path and collaborative understanding was not yet achieved. The City of Edmonton and Northlands needed to frame a new discussion and a new approach in the future.















Edmonton EXPO Centre opens its' doors

Northlands produced event off its grounds (2009-11)

Public debate reaches fever pitch surrounding the potential of a new downtown arena

City of Edmonton announces the construction of a new downtown arena

eturn of K-Days theme to annual summer fair









April 2015
NASC Report released to the public

# An Era of Understanding

With construction well underway in the downtown core it was evident that Northlands needed to determine its own fate. As an organization rooted in the community, Northlands provided their neighbouring communities the opportunity to engage and provide insight as to what the plan for the Coliseum would be. The public was invited to be a part of the solution in an open and transparent process that engaged more than 47,000 people. Northlands engaged in this process because we firmly believe in our community and in speaking with our neighbours. Through the various town halls, meetings and focus groups the feedback provided realities of the current business model to government officials and the public.

Key findings in the era include:

- An understanding from the public that Northlands needed to be more transparent, open, and representative of a changing regional demographic.
- An understanding of the strong relationship Northlands shares with the Province of Alberta and the now strained relationship that evolved with the City of Edmonton but with the realization that with new leadership came a new approach moving forward there was the will to find a better way.
- An understanding of the need to modernize the governance model of Northlands prior to receiving any willingness at the City to support a future state for the organization.
- An understanding that no singular change to the Northlands business model would deliver financial viability and that without drastic imagination a wind down model would need to be prepared.
- The Board of Directors believed the awareness around the financial risk of the organization had been well communicated and understood. To ensure the support of Edmonton's City Council and Administration the Board reaffirmed their support of a modernized governance model. The Board realized the need for a bold and transformational vision for the future of Northlands as well as understanding this era was a path towards building the strategic alliances but the realization that it will take the organization considerable time to build trust with the public.

This period in Northlands history is when the Executive identified the issues ahead and ensured there were addressed. As each milestone was reached with the new building in the downtown core it meant the viability of Northlands was under intense pressure. With the above findings the picture became more clear that Northlands future would require transformational change if sustainability was to be achieved.



Northlands Board of Directors formally accepts
NASC Report and Recommendations







### An Era of Visioning

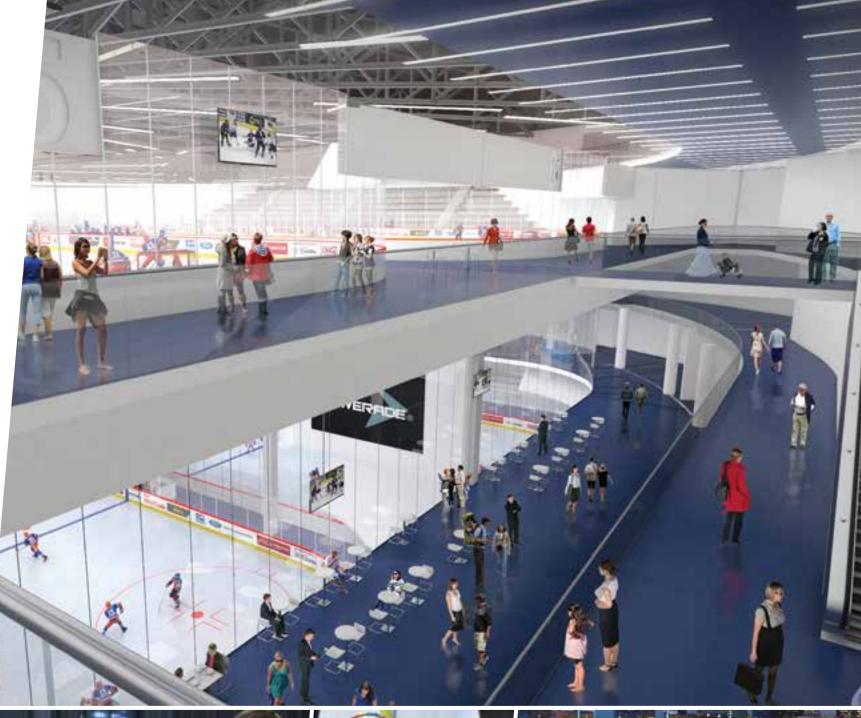
Vision 2020 was the introduction to what could be a transformational site wide plan to deliver a sustainable path forward for Northlands. The construction of Rogers Place was the push Northlands needed to forge ahead and set a redefined path to sustainable future. As the finishing touches were put on the new arena, the release of Vision 2020 in February 2016 was anticipated to provide engagement, communication and discussion on the future of Northlands and its' 160-acre campus. An exit from horse racing, a repurposed arena, year-round activation of the campus, the addition of commercial and residential development and introduction of a festival site were all up for consideration and discussion. Vision 2020 received significant feedback from the public which included heavy involvement from neighbouring communities. Through the process community members realized an activated Northlands campus meant a prosperous future for northeast Edmonton and positive impact for the entire City and the Capital Region. The two way dialogue and awareness of the need for a formalized plan at Northlands facilitated another level of discussion with Edmonton's City Council and Administration.

Through the process lessons were learned. These lessons include, but not limited to:

- There are conflicted public views of Northlands and perceptions of the current business model. The support of a viable way forward and general public opinion that Northlands should not receive further public funding was heard loud and clear.
- K-Days, Farmfair International and the volunteer resource at Northlands are valuable assets to the city that drove civic engagement and pride.
- Northlands has a strong link to agriculture and there is a demand for a new approach in showcasing this critical industry and what it brings to the table.
- The consensus of the Board was elements of Vision 2020 are of interest to members of the public as well as City Administration and Council. That said, the City's process needs to run its course. This includes public engagement and due diligence. While elements of Vision 2020 Northlands has financial limitations and maintaining the current operations of the campus are quickly delivering an unsustainable state.

#### Where do we go from here?

As Northlands moves forward the one thing we know for sure is the organization is set for tremendous change. Our commitment to the community is steadfast. Our people are the foundation of the organization and our volunteer core is made of a talented and dedicated pool of individuals who care about the community we call home. At its core, Northlands is a community service organization that must endeavour to meet the changing needs of our community today and in the future.









February 2016
Decision to exit Horse Racing made public

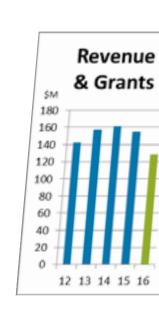
March 15, 2016 Presentation to Edmonton City Council on Vision 2020 April 6, 2016 Last Oilers game at Rexall Place September 6, 2016 Edmonton City Council puts forward six-point motion including debt deferral not forgiveness October 2016
Council motion provides
approval of governance model

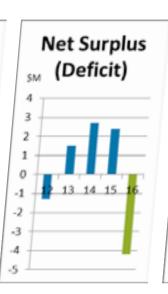
November 2016
Decision to support Horse Racing Alberta by keeping
Northlands Park Racetrack open until June 2018

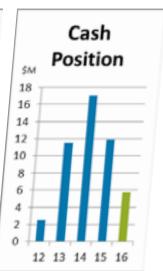


## Financial Highlights

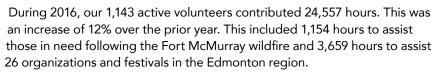
Revenue and Grants of \$128.4 million were down \$26.9 million or 17% from the prior year due largely to lost revenues from Northlands Coliseum and reduced activity at Northlands Park Racetrack and Casino in a challenging economy. Net Deficit of (\$4.2M) was \$6.6M down from the prior year Net Surplus. Cash position of \$5.8 million was down \$6.1 million from the prior year due largely to reduced operating results and lower ticket sales for future events.











Northlands permanent, full-time employees, as part of our Day of Sharing program, contributed approximately 730 hours to various charities and organizations in the community in 2016.















#### 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 seven 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 2016 Audited Financial Statements, please visit www.northlands.com.

Tim Reid President & CEO Kevin Gunderman Vice President, Corporate Services Corporate Secretary & Treasurer

#### **Edmonton Northlands**

#### **Statement of Financial Position**

	D 1 01		
	December 31, 2016	December 31, 2015	
		2015	
Assets			
Current			
Cash and cash equivalents	\$ 5,849,276	\$ 11,905,141	
Short-term investments	-	5,024,308	
Accounts receivable	5,342,595	4,752,952	
Inventories	907,089	658,437	
Prepaids	612,177	564,590	
	12,711,137	22,905,428	
Leased assets and capital assets	134,472,458	141,024,320	
Land use right	4,001,572	4,124,384	
	\$ 151,185,167	\$ 168,054,132	
Current Accounts payable and accrued liabilities Deferred contributions and revenue Funds held for others Current portion of long-term debt	\$ 11,161,544 221,123 2,370,756 2,690,981 16,444,404	\$ 11,928,75 1,079,423 8,034,26 1,794,42 22,836,868	
Long-term debt	45,858,867	47,747,699	
Deferred capital contributions	86,900,883	91,301,981	
	149,204,154	161,886,548	
Net Assets			
Share capital	1,765	1,640	
Invested in capital assets	3,428,088	4,962,376	
Unrestricted	(1,448,840)	1,203,568	
	1,981,013	6,167,584	

On behalf of the Board:

Delas

Director

Director

#### **Edmonton Northlands**

### Statement of Operations Year Ended December 31

	2016	2015
Revenues		
Northlands Park	\$ 48,175,770	\$ 55,440,272
Northlands Coliseum	22,523,371	38,587,062
Agriculture and Signature Events	22,889,716	24,437,676
EXPO Centre	18,006,935	17,743,447
	111,595,792	136,208,457
Expenditures		
Northlands Park	53,539,096	59,845,141
Northlands Coliseum	20,735,214	33,146,522
Agriculture and Signature Events	20,859,946	20,290,200
EXPO Centre	14,851,928	14,488,644
	109,986,184	127,770,507
Excess of revenues over expenditures before other items	1,609,608	8,437,950
<b>O</b> 1111		
Other items	4.054.055	
Advertising and promotion	4,251,855	4,544,317
Amortization of deferred capital contributions	(4,274,603)	(3,805,395)
Depreciation of leased assets and capital assets	7,826,353	8,135,015
Loss (gain) on disposal of capital assets	40,195	(37,670)
General, administration and corporate programs	10,044,026	10,605,553
Indirect grounds and building maintenance	4,988,378	5,919,092
Interest on long-term debt	2,541,699	2,530,458
Sales, marketing and sponsorship income	(2,842,115)	(2,766,126)
Total other items	22,575,788	25,125,244
Deficiency of revenues over expenditures before grant revenue	(20,966,180)	(16,687,294)
Grant revenues		
Alberta Culture & Tourism	7,324,014	7,824,014
Horse Racing Alberta	6,877,569	8,058,832
Other grant revenue	2,577,901	3,234,340
Total grant revenues	16,779,484	19,117,186
	h (4.400.000)	, ,
(Deficiency) / excess of revenues over expenditures	\$ (4,186,696)	\$ 2,429,892

#### **Edmonton Northlands**

#### **Statement of Cash Flows**

Year Ended December 31

	2016	2015
Cash Provided By (Used In):	====	
Operating Activities		
Excess of revenues over expenditures	\$ (4,186,696)	\$ 2,429,892
Excess of revenues over experiorures	\$ (4,180,090)	Φ 2,429,09
Items not affecting cash:		
Depreciation of leased assets and capital assets	7,826,353	8,135,01
Bad debt expense	, , , , <u>-</u>	7,59
Loss (gain) on disposal of capital assets	40,195	(37,670
Amortization of deferred capital contributions	(4,274,603)	(3,805,395
<u> </u>	(594,751)	6,729,43
Increase (decrease) in non-cash operating working capital	, , ,	, ,
Accounts receivable	(589,643)	497,424
Inventories	(248,652)	(158,656
Prepaids	(47,587)	67,02
Accounts payable and accrued liabilities	(767,206)	656,00
Deferred contributions and revenue	(858,300)	35,24
Funds held for others	(5,663,511)	(4,523,722
Cash (used in) provided by operating activities	(8,769,650)	3,302,75
Investing Activities		
Decrease (increase) in short-term investments	5,024,308	(4,922,976
Proceeds on disposal of capital assets	39,911	
Purchase of capital assets	(1,231,785)	(2,261,745
Cash provided by (used in) investing activities	3,832,434	(7,184,721
PP		
Financing Activities	(400 405)	505 70
Contributions for capital assets	(126,495)	505,78
Repayment of long-term debt	(992,278)	(1,724,310
Increase in share capital	125	18
Cash used in financing activities	(1,118,648)	(1,218,345
Net decrease in cash and cash equivalents	(6,055,864)	(5,100,313
Cash and cash equivalents, beginning of year	11,905,141	17,005,45
Cash and cash equivalents, end of year	\$ 5,849,277	\$ 11,905,14

#### **Edmonton Northlands**

### Statement of Changes in Net Assets Year Ended December 31

	Share Capital	Invested in Capital Assets	Unrestricted	2016	2015
Balance, beginning of year	\$ 1,640	\$ 4,962,376	\$ 1,203,568	\$ 6,167,584	\$ 3,737,507
(Deficiency) / excess of revenues over expenditures	-	-	(4,186,696)	(4,186,696)	2,429,892
Purchase of leased assets and capital assets	-	1,231,785	(1,231,785)	-	-
Depreciation of capital assets	-	(7,826,353)	7,826,353	-	-
Proceeds on disposal of capital assets	-	(39,911)	39,911	-	-
Loss on disposal of assets	-	(40,195)	40,195	-	-
Amortization of deferred capital contributions	-	4,274,603	(4,274,603)	-	-
Change in deferred capital contributions	-	(126,495)	126,495	-	-
Repayment of long-term debt	-	992,278	(992,278)	-	-
Increase in share capital	125	-	-	125	185
Balance, end of year	\$ 1,765	\$ 3,428,088	\$ (1,448,840)	\$ 1,981,013	\$ 6,167,584

Exhibit A Net Funds Generated by Northlands to Federal and Provincial Agencies

\$ Millions	2016 \$	2015 \$	2014 \$	2013 \$	2012 \$	2011 \$	2010 \$	2009	2008	2007 \$	10 Year Cumulative
HRA <sup>1</sup> fees & levies	4.5	5.3	5.4	5.5	5.5	6.1	6.1	6.4	7.0	6.6	58.4
AGLC <sup>2</sup> gaming proceeds	20.3	23.8	24.6	25.8	28.4	29.6	31.7	32.8	35.4	36.4	288.8
Federal tax	0.7	0.8	8.0	8.0	8.0	0.9	0.9	0.9	1.0	1.0	8.6
Generated by Northlands	25.5	29.9	30.8	32.1	34.7	36.6	38.7	40.1	43.4	44.0	355.8
Discretionary grant/pari-mutuel											
tax rebate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.9	1.2	3.2
HRA Operating Grant	6.9	8.1	7.4	7.7	8.4	8.6	9.2	6.8	7.3	5.4	75.8
HRA Transitional Funding Grant	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	1.1	0.0	4.0
HRA Capital Grant	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	1.1
Alberta Lottery Grants	7.6	8.1	9.4	9.5	9.4	9.4	9.6	10.1	10.1	10.1	93.3
Received by Northlands	14.5	16.2	16.8	17.2	17.8	18.0	18.8	20.9	19.4	17.8	177.4
Net funds generated											
by Northlands	11.0	13.7	14.0	14.9	16.9	18.6	19.9	19.2	24.0	26.2	178.4



<sup>&</sup>lt;sup>1</sup> HRA (Horse Racing Alberta)
<sup>2</sup> AGLC (Alberta Gaming and Liquor Commission)



P.O. Box 1480 Edmonton, Alberta, CA T5J 2N5 Toll Free: 1.888.800.7275 Phone: 780.471.7210 northlands.com

