



2008
Annual Report
Edmonton Heritage Festival Association

Contents

PRESIDENT’S REPORT	3
2008 IN REVIEW	5
PAVILION AWARDS	6
SITE DEVELOPMENT	7
HERITAGE AMPHITHEATRE	7
PRINCE AND PRINCESS	7
KIDZWORLD	8
FOOD BANK	8
FOOD TICKETS	9
50/50 RAFFLE	9
FESTIVAL HISTORY	10
IFEA PINNACLE AWARDS	10
NEWSLETTER	10
FINANCIAL SUMMARY	11
REVENUE SYNOPSIS	11
EXPENSES SYNOPSIS	12
STATEMENT OF FINANCIAL POSITION	14
STATEMENT OF CHANGES IN NET ASSETS	15
STATEMENT OF OPERATIONS	16
STATEMENT OF CASH FLOWS	17
BOARD OF DIRECTORS	17
PARTNERS	18
CULTURAL ASSOCIATIONS	18
TITLE SPONSOR	19
SPONSORS	19
MEDIA PARTNERS	19
GOVERNMENT AND RELATED PARTNERS	20
COMMUNITY PARTNERS	20

President's Report

The 2008 Servus Heritage Festival marks the 33rd anniversary of the Festival. From its humble beginnings in 1975 with only 11 pavilions, and only operating for one day the Edmonton Heritage Festival has grown to one of the largest cultural celebrations in North America.

In 2008 the weather was quite cooperative and the overall attendance was excellent with Sunday estimated as an all time single day high followed by the best Monday ever. Once again due to a continued commitment from over 6,000 volunteers, Festival visitors were treated to world class cultural entertainment, food, crafts, and education.

The Servus Heritage Festival has continued to demonstrate Canada's rich cultural diversity and the tremendous value of sharing our cultures with each other.

The 2008 festival was one of the more successful Festivals in our 33 year history both financially and through participation by volunteers, cultural associations and visitors. The financial success over the past few years has allowed the Edmonton Heritage Festival Association to reinvest in the Festival's infrastructure by increasing the Festival's tents and building additional pavilion sites to manage the Festival's continued growth.

Servus Credit Union continued to support the Edmonton Heritage Festival Association as the title sponsor for the 4th year in a row. The Festival would not have been possible without the support, both financial and in-kind, of our many sponsors. This dedicated and ongoing commitment helps ensure that the Festival stays admission free. Sincere thanks go out to all of our valued sponsors.

The International Festivals and Events Association recognized the achievements of the Edmonton Heritage Festival Association by awarding two Gold Pinnacle Awards for Best Sponsor Solicitation Video and Best Event Program. The festival was also awarded two Silver and three Bronze Pinnacle Awards.

I would like to recognize the hard work and dedication of the Festival's staff. Jack Little, our Executive Director, has continued to grow the Festival year-over-year in addition to improving the overall Festival experience for visitors and volunteers. Jack's leadership has truly driven much of the Festival's success from site management to sponsorship. Wendy Carter continues to help with administration and assist in organizing our volunteers. Leanne Letourneau was added to the office staff in 2008 in the areas of marketing and promotion of the Festival. Through their efforts, the Association has received a number of international awards over the past years for Festival leadership, best practices and innovation.

I would also like to express my sincere appreciation to the Festival's Board members for their commitment and support over the first year of my term as President.

The Edmonton Heritage Festival Association will be showcasing cultural diversity at the 34th Annual Servus Heritage Festival to be held August 1, 2, and 3, 2009.

Richard Le Sueur
President
Edmonton Heritage Festival Association

Mission: *“To promote public awareness, understanding and appreciation for cultural diversity through an annual summer festival, as well as to provide education, events, programs and/or projects on a year-round basis.”*

Vision: *“Presenting an annual summer festival showcasing the diverse cultures of our community. Providing year-round activities and programs that highlight our community’s great and varied cultural heritage. Becoming the primary resource to educate the community on diverse cultures.”*

2008 in Review

The 33rd annual Servus Heritage Festival was held in Hawrelak Park in Edmonton on August 2, 3 & 4, 2008. The theme selected for the 2008 edition of the Servus Heritage Festival was **“Come Join The Fun!”**

The 2008 Servus Heritage Festival weekend began with overcast skies on Saturday. The weather and attendance on Sunday and Monday were excellent, with Sunday setting a single day attendance record followed by the best Monday in the history of the Festival.

62 participating cultural pavilions showcased a variety of entertainment, cuisine and arts and crafts, with offerings that appeal to all ages and tastes.

This year the Edmonton Heritage Festival Association held its first ticketed event with the presentation of Natalie MacMaster in concert. This program was a creative success, receiving many positive comments. The Canadian performer was well received and well attended.

Festival visitors had the opportunity to experience, first hand, the diverse traditions of the many people from other lands who have chosen to call Canada their home. The Servus Heritage Festival appeals to everyone by remaining admission and alcohol free.

The main attraction for visitors to the Servus Heritage Festival is the cultural pavilions, each operated by a non-profit ethno-cultural organization. Each pavilion is responsible for presenting the cuisine, entertainment, and arts and crafts traditional to their culture. This diversity of pavilions reflects the vibrant nature of Edmonton’s multicultural communities.

Volunteers at each cultural pavilion are responsible for the activities and presentations. Over 6,000 individuals among these groups offering their time, energy, pride, talents, and expertise to present the traditions they are so very proud of and have brought to Canada for the enjoyment of all.

Pavilion Awards

Each year, a series of pavilion awards recognize the achievements of our pavilion partners. An independent judging panel selects winners in a variety of categories. The 2008 winners were:

Nina Timperley Award for Pavilion Management (awarded to pavilions with a large community base)

First – Arab Pavilion

Second – Israel Pavilion

Third – Ukrainian Pavilion

President's Award for Pavilion Management (awarded to pavilions with a small community base)

First – Laos Pavilion

Second – Croatia Pavilion

Third – Guatemala Pavilion

Most Culturally Authentic

Italy Pavilion

Best Cultural Educational Display

Arab Pavilion

Best Entertainment

India Pavilion

Most Innovative Programming

Israel Pavilion

Best Food Services (Judged by Capital Health)

First – Arab Pavilion

Second – Thailand Pavilion

Third – France

Best Food Services with Honorable mentions went to

Borneo Pavilion

Scandinavia Pavilion

Site Development

There are currently 57 pavilion sites available and we accommodated 62 cultural groups for the 2008 Festival. We are currently reviewing a number of possibilities to develop additional pavilion sites at Hawrelak Park to accommodate the additional demand for pavilion sites. Planning is ongoing to further develop Hawrelak Park over the next few years, to make the Festival more exciting.

One of the core priorities of the EHFA is to replace the aging tent inventory to ensure pavilions are provided with the best possible facilities to showcase their cultures. Over the past three years 35 new tents were purchased and still 22 additional tents had to be rented. None of the older tents have yet been replaced, new and rentals have been used to fill the increasing demand.

Heritage Amphitheatre

In addition to the pavilion entertainment, performances were held at the Heritage Amphitheatre, situated in the heart of Hawrelak Park. The Amphitheatre is an outdoor venue, constructed by the Edmonton Heritage Festival Association in 1986. With fixed seating of approximately 1,150, there is room for an additional 2,000 spectators in the surrounding bowl via grass seating. The Amphitheatre plays host to a variety of performances and events over the course of the three-day Festival.

Once again, the Heritage Amphitheatre was home to “*Multicultural in Dance*” performances, with our pavilion partners undertaking the responsibility of providing entertainment. Artistic Director, Mike Kurylo, once again organized the pavilions into dance performances – Opening Ceremony and Multicultural In Dance. Each show featured pavilion dance groups showcasing cultural entertainment to over 4,000 spectators during the three days of the Festival.

In addition, the Heritage Amphitheatre played host to Canadian performer Natalie MacMaster for a well attended ticketed concert.

Prince and Princess

Each year, a Festival Prince and Princess are chosen from among the ethno-cultural associations participating in the Servus Heritage Festival. These children, between the ages of 8 and 12, act as the “Honorary Ambassadors” of cross-cultural friendship and goodwill, and symbolize the hope all children carry for the future of our great nation. The Festival Prince and Princess attend all formal functions of the Servus Heritage Festival as well as assisting with their own ethnic pavilion.

Prince Abel Samson represented the Eritrean Pavilion.

Princess Merve Nur Demir represented the Azerbaijan Pavilion.

Kidzworld

Kidzworld programming was expanded this year thanks to the efforts of numerous volunteers and the sponsorship of EIA. This is an area where younger children are educated about different cultures, through games and play. All the activities are provided free of charge, and included such standard activities as face painting, making ethnic related crafts and learning games and dances from other lands.

Food Bank

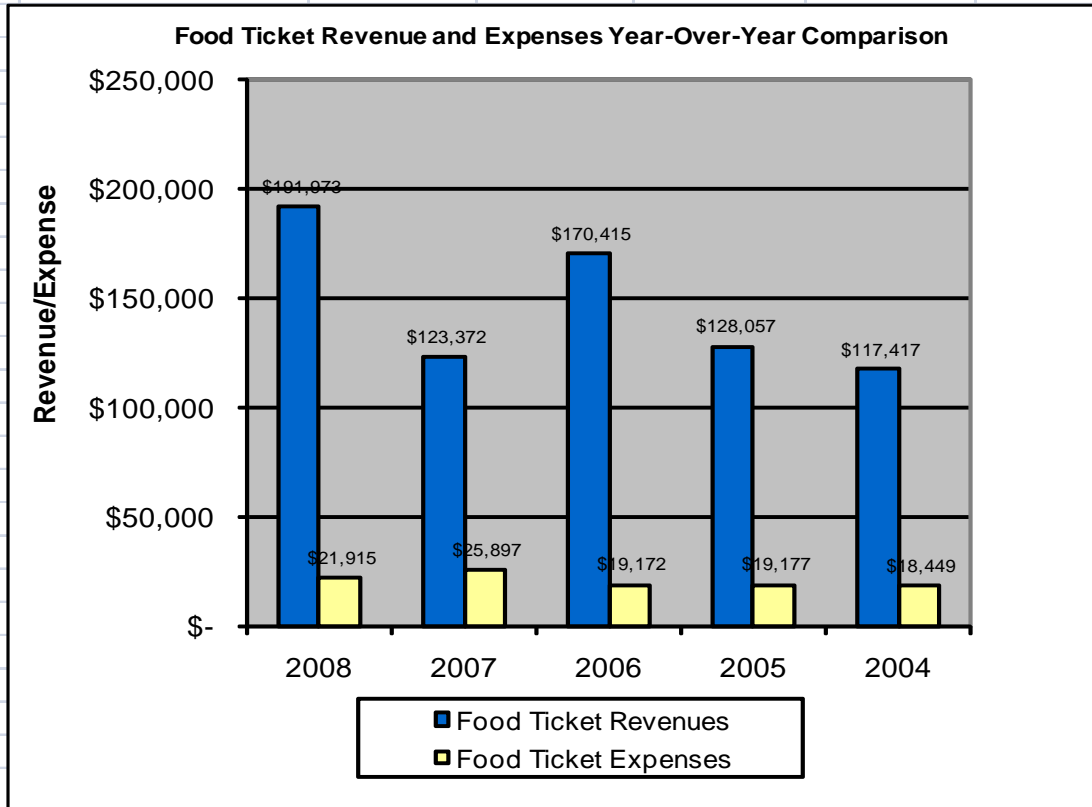
Festival visitors were encouraged to donate non-perishable food items for the Edmonton Food Bank. Edmonton's Food Bank was also treated like a participating pavilion with respect to the food ticket system. The Food Bank was reimbursed \$0.75 per ticket donated by the public. Edmonton's Food Bank was reimbursed \$34,644 for their tickets.

Edmonton's Food Bank raised 57,244 kilograms of food and a total of \$37,860 in cash to help Edmonton's less fortunate. The Special certificates of recognition were made and distributed to all the pavilions during the Post Festival Meeting.

Food Tickets

Festival patrons purchased food tickets that were redeemed at pavilions for food and beverages. The pavilions then redeemed the tickets for cash from the Edmonton Heritage Festival Association.

	2008	2007	2006	2005	2004
Food Ticket Revenues	\$ 191,973	\$ 123,372	\$ 170,415	\$ 128,057	\$ 117,417
Food Ticket Expenses	\$ 21,915	\$ 25,897	\$ 19,172	\$ 19,177	\$ 18,449



In order to continue an admission free Festival, the sale of food tickets will continue in the future.

50/50 Raffle

Festival volunteers sold 50/50 tickets, from designated trailers and areas. Half of the funds raised over the three days of the Festival went to the lucky winning ticket, and the remaining half to the Edmonton Heritage Festival Association.

Raffle net revenue from the 2008 Festival was \$9,000. The format of the 50/50 consists of a single draw creating a larger prize and improved organization.

Festival History

In 1975, eleven ethno-cultural communities came together to present their food, entertainment, arts and crafts and cultural traditions to stage the first Edmonton Heritage Festival. From these humble beginnings the Edmonton Heritage Festival has grown from a one-day event, into the World's largest three-day celebration of cultural diversity. More than 60 cultures work in harmony to showcase the richness they have added to our Canadian culture with respect for each other's differences and accenting their similarities. The Festival is held each year in Edmonton's scenic Hawrelak Park, which provides a stunning backdrop to showcase this unique event.

IFEA Pinnacle Awards

The International Festivals and Events Association recognized the achievements of the Edmonton Heritage Festival Association by awarding seven Pinnacle Awards in 2008, two of them gold.

The two gold awards were:

- Best Sponsor Solicitation Video
- Best Event Program

The International Festivals and Events Association
www.ifea.com

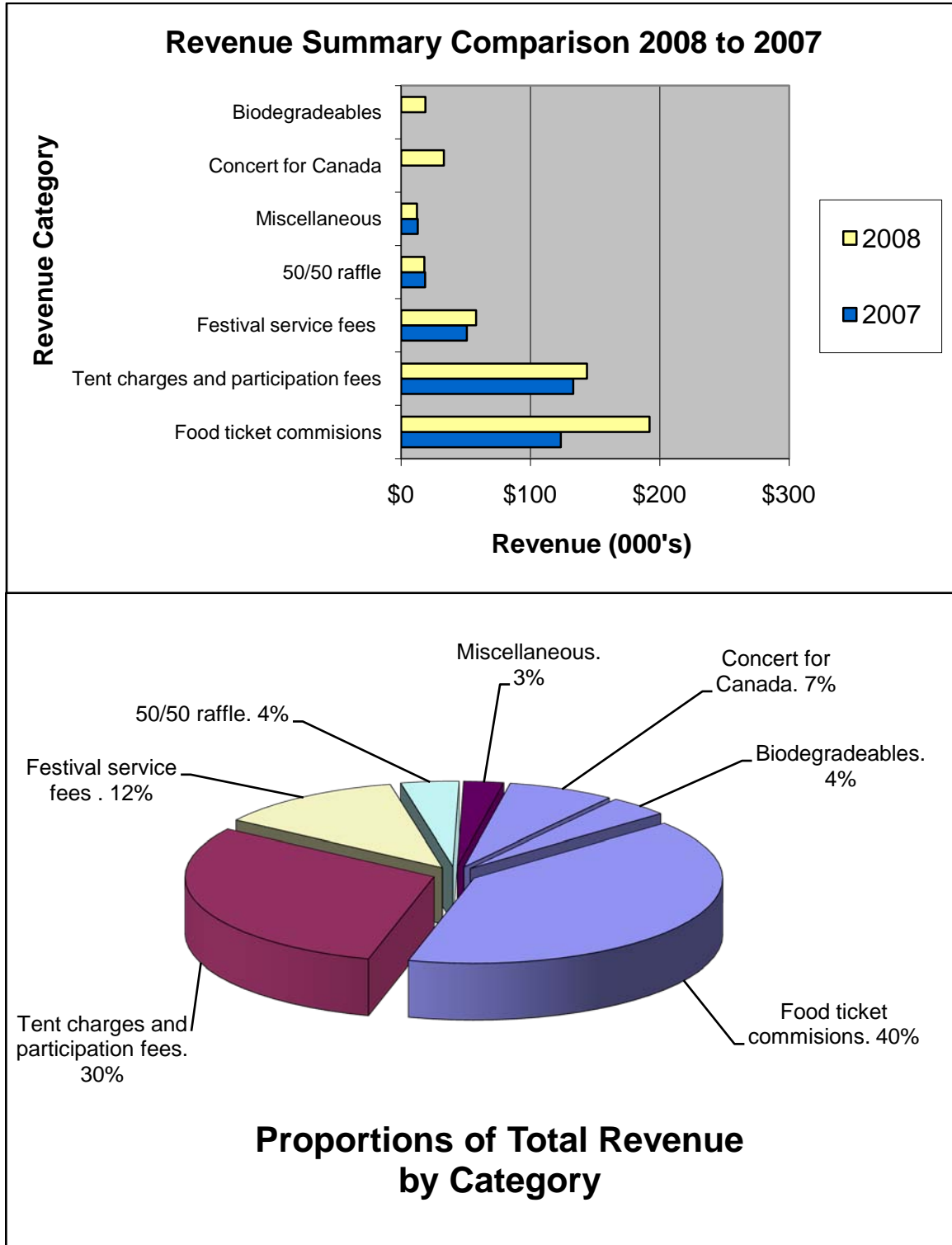
Newsletter

The Heritage Festival newsletter, which received a Pinnacle Award in 2005, continued to improve and expand. Published quarterly, it has been expanded to four colors, with more than 1,000 copies distributed. It is becoming the "hub" of the multicultural community.

Financial Summary

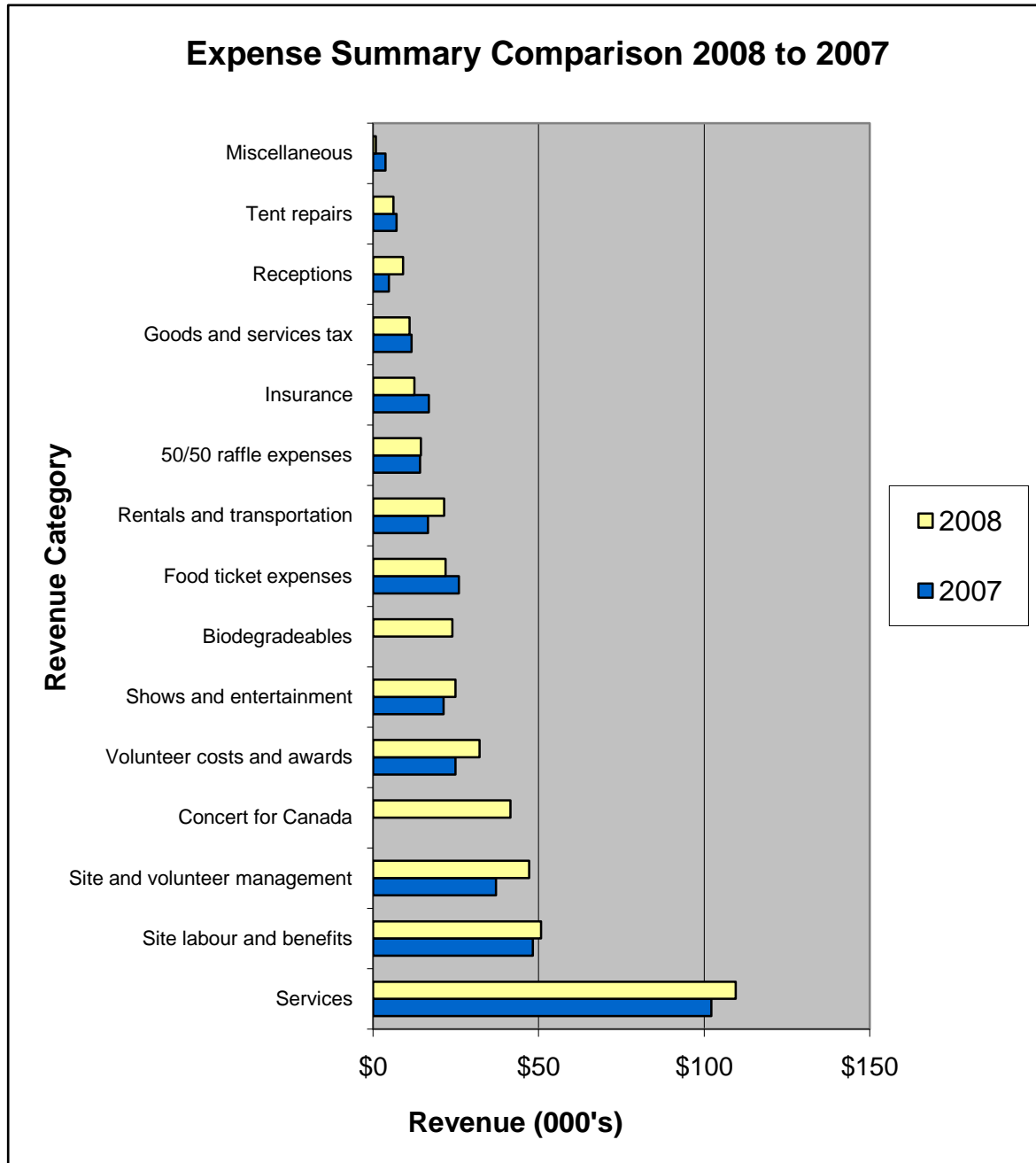
Revenue Synopsis

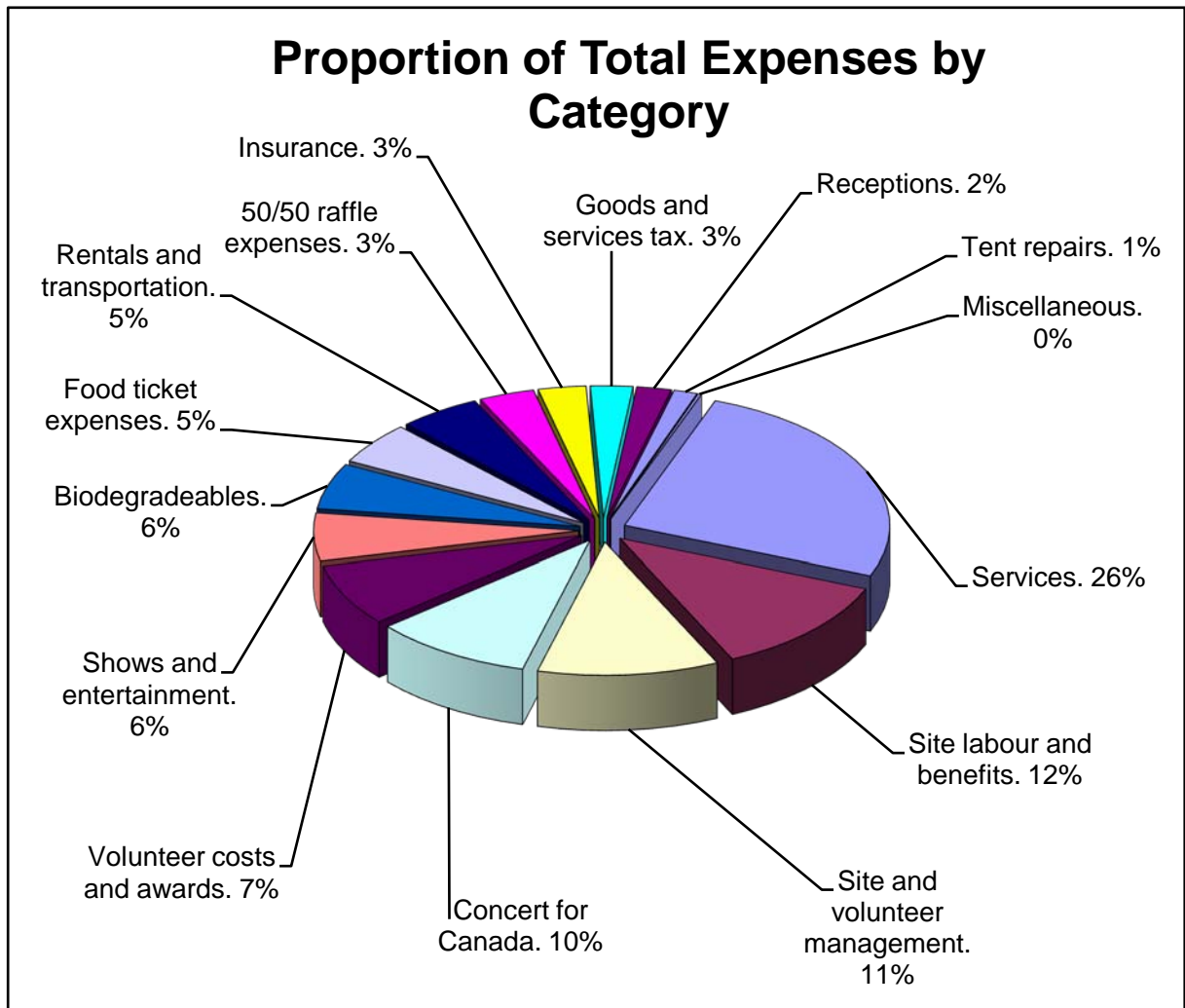
The Edmonton Heritage Festival Association had a good year, with an operating surplus of \$64,229.



Expenses Synopsis

Festival costs are the majority of the expenses incurred by the Association. The following chart provides details of the 2008 Festival expenses. The actual expenses listed are understated due to the generous in-kind contributions of many valued sponsors and partners, in addition to over 650 volunteers that provide their time to the Festival at no cost. We estimated our in-kind sponsorship for the 2008 Festival at \$39,000 and our total volunteer labor contribution at over 5,100 hrs.





Following are extracts from the financial statements of the Edmonton Heritage Festival Association:

- Statement of Financial Position
- Statement of Changes in Net Assets
- Statement of Operations
- Statement of Cash Flows

The audited financial statements can be reviewed at:

Edmonton Heritage Festival Association
 10125 157 Street
 Edmonton, AB T5P 2T9
 Tel: (780) 488-3378

Statement of Financial Position		
Year Ended October 31, 2008		
	2008	2007
ASSETS		
CURRENT		
Cash in Bank	\$ 94,287.00	\$ 60,768.00
Term Deposit	106,907.00	107,476.00
Accounts Receivable and Accrued	39,104.00	64,013.00
Prepaid Expenses	13,864.00	12,327.00
	\$ 254,162.00	\$ 244,584.00
TENTS AND EQUIPMENT	\$ 186,412.00	\$ 178,805.00
INVESTMENT	\$ 382,101.00	\$ 382,036.00
	\$ 822,675.00	\$ 805,425.00
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable and accrued	\$ 30,496.00	\$ 63,918.00
Deferred revenue	34,253.00	39,558.00
	\$ 64,749.00	\$ 103,476.00
NET ASSETS		
Internally restricted	\$ 575,632.00	\$ 538,632.00
Unrestricted	182,294.00	163,317.00
	\$ 757,926.00	\$ 701,949.00
	\$ 822,675.00	\$ 805,425.00

Statement of Changes in Net Assets				
Year Ended October 31, 2008				
	2008			2007
	Internally Restricted	Unrestricted	Total	Total
BALANCE, beginning of year	\$ 538,632.00	\$ 163,317.00	\$ 701,949.00	\$ 579,175.00
Excess (Deficiency) of revenues over expenses	\$ -	\$ 64,229.00	\$ 64,229.00	\$ 122,774.00
Internally imposed restrictions	\$ 37,000.00	\$ (37,000.00)	\$ -	\$ -
Unrealized loss on investments		\$ (8,252.00)	\$ (8,252.00)	
BALANCE, end of year	\$ 575,632.00	\$ 182,294.00	\$ 757,926.00	\$ 701,949.00

Statement of Operations			
Year Ended October 31, 2008			
		2008	2007
REVENUE			
	Festival income	\$ 477,527.00	\$ 338,526.00
	Advertising, sponsorship and donations	164,182.00	123,612.00
	Grants	75,000.00	118,430.00
	Casino revenue recognized	476.00	79,006.00
	Non-festival revenue	39,945.00	52,478.00
	Bad Debts (recovery)	4,000.00	-
	Investment income	12,563.00	37,860.00
		\$ 773,693.00	\$ 749,912.00
EXPENSES			
	Festival Expenses	\$ 427,413.00	\$ 334,566.00
	Publicity and advertising	89,354.00	76,335.00
	Administrative salaries and benefits	76,817.00	65,157.00
	Expenditures in respect of non-festival tent rentals	9,718.00	26,540.00
	Office and miscellaneous	21,947.00	19,845.00
	Amortization of tents and equipment	25,599.00	19,286.00
	Professional fees	17,610.00	18,460.00
	Office rent	14,745.00	14,991.00
	Automotive	7,567.00	5,735.00
	Meetings	3,211.00	4,929.00
	Telephone and internet	5,150.00	4,745.00
	Bad debts	-	4,142.00
	Conventions, workshops and seminars	5,093.00	2,376.00
	Insurance	5,690.00	1,181.00
	Donations	-	10,000.00
	Repairs and maintenance	767.00	-
		\$ 710,681.00	\$ 608,288.00
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES FROM OPERATIONS		\$ 63,012.00	\$ 141,624.00
OTHER INCOME (EXPENSES)			
	Site upgrades, net	\$ 1,217.00	\$ (20,321.00)
	Insurance proceeds	-	1,471.00
		\$ 1,217.00	\$ (18,850.00)
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES		\$ 64,229.00	\$ 122,774.00

Statement of Cash Flows		
Year Ended October 31, 2008		
	2008	2007
CASH PROVIDED BY (USED FOR)		
OPERATING ACTIVITIES		
Excess (Deficiency) of revenues over expenses	\$ 64,229.00	\$ 122,774.00
Item not affecting cash:		
Amortization of tents, equipment and buildings	\$ 25,599.00	\$ 19,286.00
	<u>\$ 89,828.00</u>	<u>\$ 142,060.00</u>
Changes in current operating assets and liabilities:		
Accounts receivable and accrued	\$ 24,909.00	\$ (23,943.00)
Prepaid expenses	\$ (1,537.00)	\$ 580.00
Accounts payable and accrued	\$ (33,422.00)	\$ 24,435.00
Deferred revenue	\$ (5,306.00)	\$ (48,646.00)
	<u>\$ (15,356.00)</u>	<u>\$ (47,574.00)</u>
	<u>\$ 74,472.00</u>	<u>\$ 94,486.00</u>
INVESTING ACTIVITIES		
Purchase of tents and equipment	\$ (33,207.00)	\$ (76,175.00)
Purchase of investments	\$ (8,316.00)	\$ (33,570.00)
	<u>\$ (41,523.00)</u>	<u>\$ (109,745.00)</u>
CASH, beginning of year	\$ 168,224.00	\$ 183,503.00
CASH , end of year	\$ 201,194.00	\$ 168,244.00
INCREASE (DECREASE) IN CASH	<u>\$ 32,970.00</u>	<u>\$ (15,259.00)</u>
CASH CONSISTS OF:		
Cash in bank	\$ 94,287.00	\$ 60,768.00
Term deposit	\$ 106,907.00	\$ 107,476.00
	<u>\$ 201,194.00</u>	<u>\$ 168,244.00</u>

Board of Directors

President

Richard Le Sueur
Resource Development Coordinator
Alberta Food Bank Network Association

Past President

Chris Davey
Marketing Manager
Intuit Canada

Vice President

Lawrence Rodnunsky, P.Eng.
Instructor
NAIT

Vice President

Hatem Naboulsi
Businessman

Treasurer

Shawn McMillan, CA
Vice President
WestCan Transportation

Secretary

Sue Oraikul Thomas
CCSR

Director Emeritus

Josef Messmer
Retired

Directors

Bill Chrapko
Retired

Tracy DesLaurier
President
DesLaurier Financial Services Inc

Pro Venkatraman
Lawyer
Venkatraman Purewal & Pillay

Relan Crosby
Accounts Manager
CDMS First

Dr. Kenman Gan
Ophthalmology Resident
University of Alberta

Huai-Yang Lim
Government of Alberta

Chita Von Zur Gathen
Retired

Tessie Oliva
Retired

Staff

Jack Little
Executive Director

Wendy Carter
Office Administrator /Volunteer
Coordinator

Leanne Letourneau
Marketing & Communications
Coordinator

Partners

Cultural Associations

Aboriginal
Afghan
Afrika
Arabic
Azerbaijan
Bangladeshi
Borneo
Bosnia-Herzegovina
Cambodian
Caribbean
Chilean
Chinese
Congo
Croatian
Dutch
Ecuadorian
England
Eritrea
Ethiopian
Fijian
Filipino
French
German
Guatemalan
Greek
Hong Kong
Hungarian
Ibero American
Indian
Indonesian
Iranian
Irish
Israeli
Italian
Japanese
Kenya
Korean
Laotian
Malaysian-Singaporean
Mexican
Nepal
Nicaraguan
Nigerian
Pakistani
Peruvian
Polish
Polynesian
Portuguese
Romanian
Russia
Scandinavian
Serbian
Sri Lankan
Taiwanese
Tanzanian
Thai
Turkish
Ugandan
Ukrainian
Venezuelan
Vietnamese
Welsh

Title Sponsor

Servus Credit Union

Sponsors

Academy of Learning
Alberta Co-op Taxi
Alberta Motor Association
Alley Kat Brewing Company
The Coast Edmonton Plaza
Coca Cola Bottling Ltd.
Edmonton International Airport
Modspace
Industry Images
Jet Label & Tape Ltd.
Kiwanis Club – Edmonton Oil Capital
McDermid Studios Ltd.
Travel Alberta

Royal Treats Ice Cream
Save-On-Foods
Special Event Rentals
Cat Rental Store
Waterloo Ford Lincoln Sales Ltd.
Canadian Armed Forces
ENMAX Energy Corporation
Investors Group
Greater Edmonton Foundation
Honey Bunches of Oats
Realty Executives
ROHIT Communities
Western Union

Media Partners

EZ Rock 104.9
The Edmonton Journal
CTV
Global TV
City tv
Access
Shaw Television
OMNI Television
92.5 Joe FM
630 CHED

103.9 FM
96.3 Capital FM
97.3 k-Rock
105.9 Shine FM
AM 930 The Light
CBC Edmonton
Magic 99
World FM
Sonic 102.9

Government And Related Partners

The City of Edmonton
Community Facility Enhancement Program
The Edmonton Arts Council
Alberta Community Development
Edmonton Community Foundation
Canadian Heritage

Community Partners

ACT
Capital Health Authority
Edmonton Bicycle Commuters' Society
Edmonton Police Service
Edmonton Transit System
Edmonton's Food Bank
South Edmonton Lions Club
Valley Zoo
Canadian Heritage
Precision Scale

Edmonton Heritage Festival Association
10125 157 Street
Edmonton, AB T5P 2T9

Tel: (780) 488-3378
Fax: (780) 455-9097

Email: info@heritage-festival.com
Web: www.heritage-festival.com