



Come Share Our Culture

Our Festival Mission

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



Heritage Festival

EDMONTON

July 31 - Aug 2, 2004 William Hawrelak Park www.heritage-festival.com

2004

Annual Report

Edmonton Heritage Festival Association

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President's Report

The 51 cultural pavilions participating in the 2004 Edmonton Heritage Festival were rewarded with outstanding weather and over 350,000 festival goers. The Laos Pavilion enthusiastically showcased their culture at the Festival this year, back for their first appearance since 1991.

The tapestry of cultures on display enriched visitors. The entertainment, food, educational material and crafts provided attendees with appreciation and understanding of the diversity of our heritage.

Our pavilion partners undertook the responsibility of providing entertainment in the Heritage Amphitheatre. Thirty-two different dance groups presented four Multicultural dance extravaganzas.

Over 6,000 people volunteered at the Festival. The enthusiasm of the volunteers was contagious and it was their efforts that made the Festival a success.

The Festival would not have been possible without the support, both financial and material, of our many sponsors. This dedicated and ongoing commitment helps ensure that the Festival stays admission free. Page 15 provides a complete list of the sponsors.

Prior to the start of the Festival, the Association completed a major upgrade to the electrical grid installed in Hawrelak Park, at a cost of \$75,000. This was made possible by the financial support of the Province of Alberta and the City of Edmonton, who partnered with the Association. Director Joe Messmer is to be congratulated for planning the upgrade, supervising the work and doing much of the labour needed.

In December 2003, Jack Little joined the Edmonton Heritage Festival Association as Executive Director. Jack brought extensive business, management, marketing and volunteer experience, benefiting the Festival with sound management and fundraising expertise.

The Board made a commitment to improve relations with our Pavilion Partners, improving communication and seeking input on new initiatives. Jack was instrumental in implementing these commitments, resulting in the return of pavilions that had dropped out of the 2003 Festival.

Jack undertook the responsibility of Site Manager at the Festival. He is to be commended for the effective and efficient way the site operated.



The Edmonton Heritage Festival Association updated its Strategic Plan in September 2004. This will provide a road map for the future, ensuring the Festival continues to be the largest multicultural festival in North America.

As part of our commitment for more effective communication, a Governance Committee was struck, with representation from the Board, past presidents and the pavilions. An interim report provided to all pavilions prior to the Festival will form the basis for ongoing discussions in the upcoming fiscal year.

Three directors stepped down from the Board, because of their personal and professional commitments. I would like to thank Ed Fafard, Patrick Doyle and Harry Grewal for their dedication and support of the Festival.

Three new directors joined the Board. Mary Jane McLaughlin provides valuable expertise in volunteer development and not for profit Board governance. Naamah Segura is a long time volunteer with the Festival. As a Chartered Accountant, Elaine Wry will enhance our financial controls.

I would also like to recognize the hard work done by our staff. In addition to Jack, Marnie Law was our institutional memory, coordinated our administration, organized our volunteers and programmed the Children's Corner. Tamisan Benz brought high energy to the task of promoting the Festival.

2005 marks Alberta's 100th Anniversary as a province and the Edmonton Heritage Festival's 30th Anniversary. The Heritage Festival looks forward to showcasing Edmonton and Alberta's cultural history and diversity in the 2005 Festival to be held July 30 to August 1, 2005.

In closing, I would like to express my appreciation to fellow Board members for their commitment and support.

Ian Taylor
President



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.”*

2004 in Review

The twenty-ninth annual Edmonton Heritage Festival was held in Hawrelak Park in Edmonton on July 31, August 1 & 2, 2004. The theme selected for the 2004 edition of the Edmonton Heritage Festival was **“Come Share Our Culture”**. Almost perfect weather conditions greeted over 350,000 visitors to the 2004 Festival.

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 Edmonton Heritage Festival strives to be a Festival for everyone by remaining admission and alcohol free.

The 51 participating cultural pavilions showcased a variety of entertainment, cuisine and arts and crafts, with offerings that appeal to all ages and tastes. The Edmonton Heritage Festival was proud to welcome the Laos pavilion back after an absence since 1991.

The main attraction for visitors to the Edmonton Heritage Festival are 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 do 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.

Festival visitors were encouraged to donate non-perishable food items for the Edmonton Food Bank Patrons. The result has made our event the Edmonton Food Bank’s single largest annual food drive, with over 43,300 kilograms of food collected in 2004.



A new initiative in 2004 was the Food Bank's "Tickets Please" program. Festival visitors donated left over food tickets to the Food Bank, which generated \$11,320 for this most worthy 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 sixty 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.

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.

A new entertainment format was introduced in 2004. Our pavilion partners undertook the responsibility of providing entertainment in the Heritage Amphitheatre. Thirty-two different dance groups, many performing more than once, presented four Multicultural dance extravaganzas. Under the capable direction of Artistic Director Michael Kurylo, talented volunteers of all ages showcased diverse entertainment to over 4,000 spectators.

On Monday afternoon, the Heritage Amphitheatre was the site for a Citizenship Ceremony. The Honourable Judge Bahtia welcomed 80 new Canadians as they took the oath of citizenship in an impressive ceremony that has been part of the Festival since 1987.

Prince and Princess

Each year a boy and a girl between the ages of eight and twelve, representing two different participating cultures at the Festival, are selected as Festival Prince and Princess. These children serve as goodwill ambassadors during the Festival, and symbolize the hope we have in our children that theirs will be the first



generation to carry no prejudices towards people of other cultures. The Prince and Princess attend many of our formal functions. This year:

- Princess Danielle Ann Yu was from the Filipino Pavilion
- Prince Tino Sucic was from the Croatian Pavilion

Children's Corner

Another program offered is the Children's Corner and Through the Eyes of a Child. Children's Corner programming, was expanded this year thanks to the efforts of Marnie Law and numerous volunteers. 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.

Community Partners

Other community partners in 2004 were:

- The U of A Faculty of Extension
- Concordia University College of Alberta

Both provided valuable information on the education their institutions provide.

Food Tickets

2004 was the second year that 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.

The Edmonton Heritage Festival Association built on its experience from 2003 and improved the ticket distribution, ticket pricing and redemption. Food ticket commissions were \$117,417, while expenses were \$18,449, resulting in net revenue to the Festival of \$98,968.

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

50/50 Raffle

2004 saw the introduction of a new fundraising initiative. Festival volunteers sold the tickets, from designated trailers and areas. Half of the funds raised daily went to the lucky winning ticket, and the remaining half to the Edmonton Heritage Festival Association.

Raffle sales were \$6,526, while expenses and prizes were \$6,653, resulting in a loss of \$127.

While the raffle was not as successful as originally hoped, it will be repeated in 2005. We intend to build on the lessons learned and make this a successful fundraiser in 2005.

All the winning tickets were not claimed. The unclaimed prize money, totaling \$5,677, will start the prize pool at the 2005 50/50 raffle.

Strategic Plan

The Edmonton Heritage Festival Association started a review of its Strategic Plan during 2003. Following a meeting with Past Presidents and current Board members, it was decided that the Association should focus on four strategic areas:

1. Operational, including volunteers, on-site Festival improvements and year-round activities
2. Governance
3. Communications
4. Finance

To provide input to the Strategic Plan, the Association created a survey that was sent to all cultural groups who had participated in the Festival over the last five years. It included questions regarding:

- The optimal number of pavilions on-site during the Festival
- Operational improvements
- The placement of entertainment stages

The Strategic Plan was finalized in September 2004 and elements of it have already moved forward to respond to concerns from stakeholders.

Governance Committee

To assist the Association in reviewing how the Association is governed, the Board established a Governance Committee, chaired by Director Robert Noce. Members consisted of Past Presidents, current Board members and pavilion organizations. The Committee's mandate was to look at the following aspects of governance:

- Membership criteria
- Election of directors

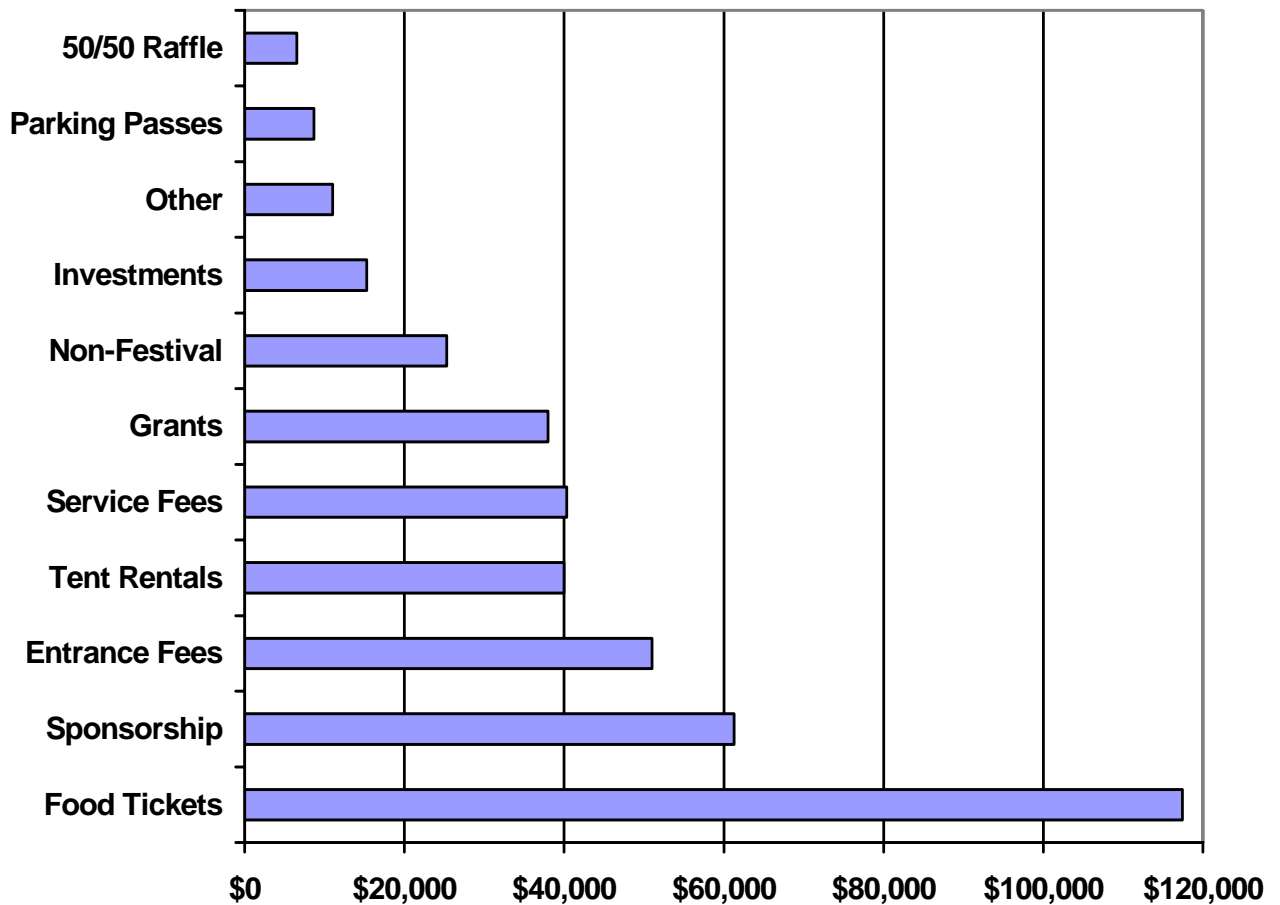
- Should pavilion representatives be on the EHFA Board of Directors?
- What are the logistics (e.g. legal and procedural) of making changes?
- Make recommendations on all the above including how it would work if change is proposed, and how the change would take place.

The Committee put forward an interim report at the Spring 2004 pavilion meeting. This allowed for discussion over the summer and was the basis for detailed discussion with the pavilions in November. The Planning Committee is preparing detailed proposals for discussions with pavilions in 2005.

Financial Summary

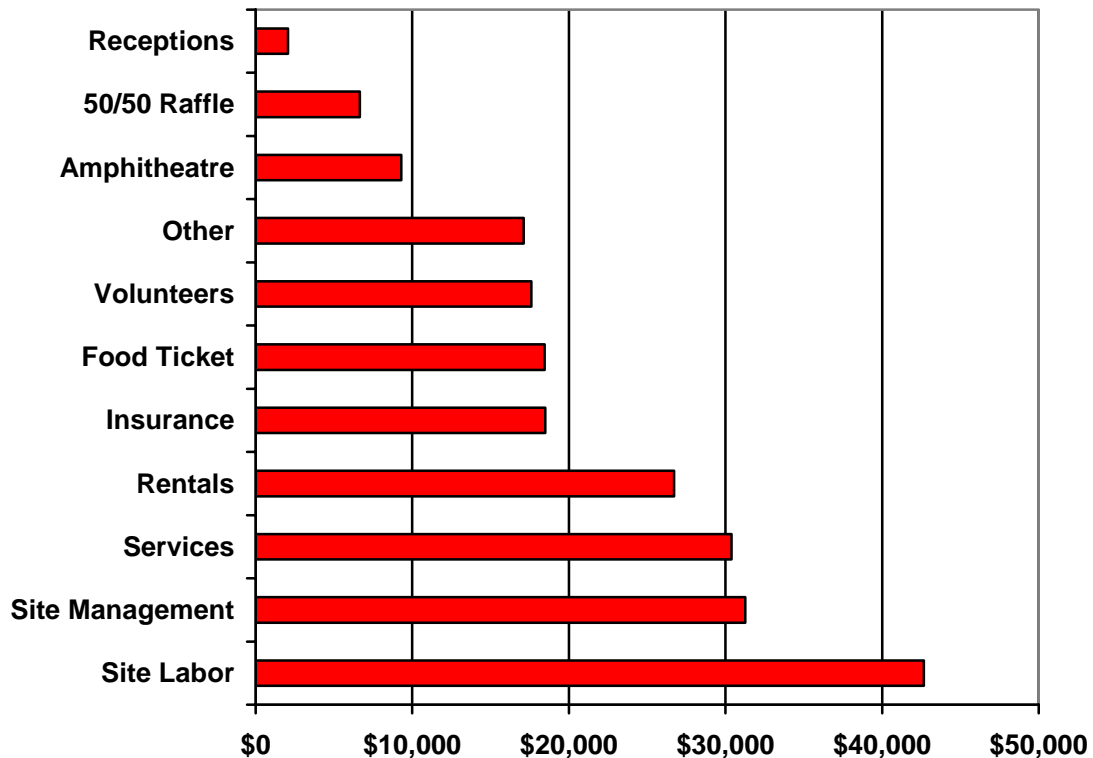
The Edmonton Heritage Festival Association had a successful year, with an operating surplus of \$16,861, as opposed to an operating loss of \$19,183 in the 2003.

The following chart provides a revenue summary.





Festival costs are the majority of the expenses incurred by the Association. The following chart provides details of the 2004 Festival.



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 report can be reviewed at:

Edmonton Heritage Festival Association
202, 10715 – 124 St
Edmonton, Alberta
T5M 0H2
Telephone: (780) 488-3378



Statement of Financial Position
Year Ended October 31, 2004

	2004	2003
ASSETS		
CURRENT		
Cash in Bank	\$ -	\$ 20,912
Term Deposit	5,767	-
Accounts Receivable and Accrued	1,596	15,337
Goods and Services tax recoverable	10,663	-
Prepaid Expenses	12,062	13,931
	<u>30,088</u>	<u>50,180</u>
 TENTS, EQUIPMENTS AND BUILDINGS	 33,188	 -
 INVESTMENT	 <u>311,029</u>	 <u>295,952</u>
	<u>\$ 374,305</u>	<u>\$ 346,132</u>
 LIABILITIES AND NET ASSESTS		
CURRENT LIABILITIES		
Cheques issued in excess of cash in bank	\$ 10,056	\$ -
Accounts payable and accrued	23,658	27,403
Goods and services tax payable		4,472
Deferred revenue	4,706	1,000
Unclaimed 50/50 raffle funds	5,767	-
	<u>44,187</u>	<u>32,875</u>
 NET ASSETS		
Internally restricted	464,632	464,632
Unrestricted	<u>(134,514)</u>	<u>(151,375)</u>
	<u>330,118</u>	<u>313,257</u>
	<u>\$ 374,305</u>	<u>\$ 346,132</u>



**Statement of Changes in Net Assets
Year Ended October 31, 2003**

			2004	2003
	Internally Restricted	Unrestricted	Total	Total
BALANCE, beginning of year	\$ 464,632	\$ (151,375)	\$ 313,257	\$ 332,440
Excess (deficiency) of revenues over expenses	-	16,861	16,861	(19,183)
Tents Purchased, net	-	-	-	-
Internally imposed restriction	-	-	-	-
BALANCE, end of year	\$ 464,632	\$ (134,514)	\$ 330,118	\$ 313,257

Statement of Operations Year Ended October 31, 2004

	<u>2004</u>	<u>2003</u>
REVENUE		
Festival income	\$274,926	\$202,688
Advertising, sponsorship and donations	61,288	48,053
Grants	37,971	39,220
Non-festival revenue	25,290	19,460
Investment Income	15,276	12,732
Casino proceeds, net	-	37,910
	<u>414,751</u>	<u>360,063</u>
EXPENSES		
Festival Expenses	220,714	212,399
Publicity and advertising	73,682	48,048
Administrative salaries and benefits	50,468	58,747
Office and miscellaneous	13,108	12,370
Professional fees	9,375	6,926
Fundraising expense	8,000	-
Office rent	7,939	6,500
Expenditures in respect of non-festival tent rentals	5,466	11,160
Meetings	4,886	3,380
Telephone and internet	4,279	4,394
Automotive	3,682	4,998
Conventions, workshops and seminars	3,595	921
Repairs and maintenance	1,928	-
Insurance	1,646	1,371
Amortization of tents, equipment and buildings	1,278	5,059
Bad debts (recovery)	(2,069)	2,973
	<u>407,977</u>	<u>379,246</u>
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES FROM OPERATIONS	<u>6,774</u>	<u>(19,183)</u>
OTHER INCOME		
Provision for recovery of prior year GST	6,260	-
Electrical upgrades	3,827	-
	<u>10,087</u>	<u>-</u>
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	<u>\$16,861</u>	<u>\$(19,183)</u>

Statement of Cash Flows Year Ended October 31, 2004

	<u>2004</u>	<u>2003</u>
CASH PROVIDED BY (USED FOR)		
OPERATING ACTIVITIES		
Excess (Deficiency) of revenues over expenses	\$ 16,861	\$ (19,183)
Item not affecting cash:		
Amortization of tents, equipment and buildings	1,278	5,059
	<u>18,139</u>	<u>(14,124)</u>
Changes in non-cash current operating assets and liabilities:		
Accounts receivable and accrued	13,741	30,946
Goods and services tax recoverable	(10,663)	-
Prepaid expenses	1,869	576
Accounts payable and accrued	(3,744)	(512)
Goods and service tax payable	(4,472)	4,472
Deferred revenue	3,706	(407)
Unclaimed 50/50 raffle funds	5,767	-
Retiring allowance payable	-	(8,500)
	<u>6,204</u>	<u>26,575</u>
	<u>24,343</u>	<u>12,451</u>
INVESTING ACTIVITIES		
Proceeds on disposal of equipment	900	-
Purchase of buildings and equipment	(35,367)	(5,059)
Purchase of investments	(15,077)	(12,475)
	<u>(49,544)</u>	<u>(17,534)</u>
DECREASE IN CASH	(25,201)	(5,083)
Cash, beginning of year	<u>20,912</u>	<u>25,995</u>
CASH (DEFICIENCY), end of year	<u>\$ (4,289)</u>	<u>\$ 20,912</u>
CASH (DEFICIENCY) CONSISTS OF:		
Cash in bank	\$ (10,056)	\$ 20,912
Term deposit	5,767	
	<u>\$ (4,289)</u>	<u>\$ 20,912</u>



Board of Directors

President

Ian Taylor
Executive Director
Edmonton Satellite Bingo

Past President

Donna Kline, FCA
Director, Professional Standards
Institute of Chartered Accountants of
Alberta

Vice Presidents

Bill Chrapko
Retired

Corinne Pohlmann
Director of Provincial Affairs,
Alberta/NWT
Canadian Federation of Independent
Business

Treasurer

Maria Holowinsky
Vice President
Adroit Investment Management

Secretary

Chris Davey
Project Manager
Incite Solutions Inc

Directors

Mary Jane McLaughlin
Business Consultant

Josef Messmer
Retired

Hatem Naboulsi
Businessman

Robert Noce
Barrister & Solicitor
Duncan and Craig, LLP

John Rudolph
President
Nation Wide Home Services

Naamah Segura
Marketing Analyst

Elaine Wry, CA
Manager
Daye and Company

Staff

Jack Little
Executive Director

Marnie Law
Executive Assistant/Volunteer
Coordinator

Festival Staff
Tamisan Bencz – Coordinator of
Marketing & Communications



Our Partners

Cultural Associations

Aboriginal	Japanese
Afghan	Korean
Arabic	Kurdish
Bangladeshi	Laos
Borneo	Malaysian-Singaporean
Bosnia-Herzegovina	Mexican
Caribbean	Nepal
Chilean	Nicaraguan
Chinese	Nigerian
Croatian	Pakistani
Dutch	Peruvian
Ecuadorian	Polish
Ethiopian	Polynesian
Fijian	Portuguese
Filipino	Romanian
French	Scandinavian
German	Serbian
Hellenic	Sri Lankan
Guatemalan	Taiwanese
Hong Kong	Thai
Hungarian	Turkish
Ibero American	Uganda
Indian	Ukrainian
Irish	Vietnamese
Israeli	Welsh
Italian	

Sponsors

Accu-Tech Construction	Geographic Air Survey Ltd.
Alberta Co-op Taxi	Jet Label & Tape Ltd.
Alley Kat Brewing Company	Kiwanis Club – Edmonton Oil Capital
Alta-Fab Structures Ltd.	McDermid Studios Ltd.
Arrowhead Spring Water	Precision Giant Systems Inc.
Canada Safeway	Recreation Vehicle Dealers Assn
Canadian Waste Management	Red Arrow
Cat Rental Store	Rogers Wireless
The Coast Edmonton Plaza	Royal Treats Ice Cream
Coca Cola Bottling Ltd.	Sherwood Hotel & Conference
GE Capital Modular Space	Centre – Best Western



South Edmonton Lions
Special Event Rentals
Stedelbauer Chev Olds

Vanguard Inc
Your Gold Works

Media Partners

EZ Rock 104.9
CFRN TV
92.5 Joe FM
The Edmonton Journal
Access – The Education Station
CKER Radio
A-Channel
630 CHED
CISN Country
Shaw TV

Government And Related Partners

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

Community Partners

Capital Health Authority
Child Find Edmonton
Citizenship and Immigration Canada
Edmonton Bicycle Commuters' Society
Edmonton Police Service
Edmonton Transit System
Edmonton Food Bank
John Janzen Nature Centre
South Edmonton Lions Club
Valley Zoo



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