



2004

CAPITAL COMMISSION OF PRINCE EDWARD ISLAND AND FOUNDERS' HALL INC.

Annual Report of the Chair of the Board of Directors

CAPITAL COMMISSION
OF PRINCE EDWARD ISLAND
Canada's Birthplace



COMMISSION DE LA CAPITALE
DE L'ÎLE-DU-PRINCE-ÉDOUARD
Berceau du Canada



FOUNDERS' HALL
SALLE DES FONDATEURS
*Canada's Birthplace Pavilion
Pavillon du berceau du Canada*



Agence de
promotion économique
du Canada atlantique





THE CAPITAL COMMISSION OF PRINCE EDWARD ISLAND & FOUNDER'S HALL INC.

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Opening Address From Chair

On behalf of the Board of Directors and Management of the Capital Commission of Prince Edward Island Inc. and Founders' Hall Inc., I am pleased to present the Annual Report for the period covering November 1, 2003 to October 31, 2004 for both operating companies.

The Capital Commission of Prince Edward Island reached a *million-dollar milestone* this fiscal year. An extraordinary \$1,034,439 was raised from the private sector in 2004 – an increase of 9.9% over 2003. Private sector revenue now accounts for 63% of the total operating budget – a true benchmark of success that has far exceeded expectations.

This report outlines the activities of the Capital Commission and Founders' Hall over the last year and marks some extraordinary statistics and accomplishments. Despite a very soft tourism season, cruise visitation to the port of Charlottetown experienced record levels in both number of cruise ship visits, number of passengers, and overall economic impact. We continue to work diligently as a member of the Board of the Charlottetown Harbour Authority to see the successful divestiture of the port and corresponding port-side development. Another highlight of the past year was the revitalization of the Confederation Players program under the creative direction of Dr. David Weale. The new programming expanded the interpretation outside of the Confederation-era and enhanced the visitor experience with more interactivity. In addition to a new date, the Festival of the Fathers was relaunched with great success, incorporating more educational programming and was marketed as a new, dynamic “experiential and learning” heritage product. Visit Charlottetown continues to build brand equity with particular emphasis on www.visitcharlottetown.com. The web focus paid dividends with 90,000 more visitors to the site over 2003.

The achievements recorded within this Annual Report would not be possible without the support of our major public partners: the Atlantic Canada Opportunities Agency, Canadian Heritage, Parks Canada, Tourism PEI, PEI Business Development, the City of Charlottetown, and the Charlottetown Area Development Corporation.

The Capital Commission of Prince Edward Island looks to the future with enthusiasm as we move forward with our partners to solidify Charlottetown's position as the “Birthplace of Confederation” and as a premier tourism destination.

Respectfully submitted,

Tara Lea
Chair – Board of Directors
Capital Commission of Prince Edward Island
Founders' Hall - Canada's Birthplace Pavilion





THE CAPITAL COMMISSION OF PRINCE EDWARD ISLAND



Accommodating Tourists - Photographer, John Sylvester



MANDATE

The Capital Commission of Prince Edward Island is a non-profit organization formed in 1995 with the mandate to:

- *To promote Charlottetown as the Birthplace of Confederation.*
- *To develop initiatives, be they historical, cultural, educational, entertainment or others that provide for further enhancement of the Birthplace theme.*
- *To co-ordinate activities which assist in the development of Prince Edward Island's Capital City as a premier tourism destination.*
- *To co-ordinate and provide leadership to the business community and government on the benefits and opportunities associated with participation in Capital Commission of Prince Edward Island initiatives.*

The mandate of the Capital Commission of Prince Edward Island is entrusted to the following committed group of private sector volunteers. Their dedication, input, and leadership have been instrumental in our success.



The Founders' Hall Confederation Players - Photographer, John Sylvester



2004 Board of Directors

Ms. Tara Lea, Chair

Heritage & Culture Representative - Owner/Operator; Fortune 50 Design.

Mr. Gary MacLeod, Vice Chair

Private Business Representative - Secretary Treasurer; Prebilt Structures, Sherwood Do-it Centre, Williams Murphy MacLeod.

Mr. Darren Peters, Secretary

Province of Prince Edward Island Appointment - Investment Advisor; CIBC Wood Gundy.

Ms. Kathy O'Rourke, Treasurer

Private Business Representative - Senior Manager; Grant Thornton.

Mr. Michael Bird

Private Business Representative - General Manager; Delta Prince Edward.

Mr. John Cudmore

Private Business Representative - Executive Vice - President; Rodd Hotels & Resorts.

Mr. Wayne Hambly

Confederation Centre of the Arts Appointment - President; Hambly Enterprises Ltd., Chairman; Confederation Center of the Arts.

Mr. Ricky Hitchcock

Heritage & Culture Representative - French Language Services Advisor Government of Prince Edward Island; Conseiller en matière de services en français Gouvernement de l'Î.-P.-É.

Mr. Ivan MacArthur

City of Charlottetown Appointment - Aliant Telecommunications.

Mr. Duncan Matheson

Private Business Representative - General Manager; Holiday Inn Express Hotel & Suites Charlottetown.

Mr. Les Parsons

Charlottetown Area Development Corporation Appointment - General Manager; CADC.

Mr. Paul Jelley/Mr. Mike O'Brien

Province of Prince Edward Island - Liaison - Deputy Minister; Department of Development & Technology.



Visit Charlottetown 2004 Visitation Results

The newly created Tourism Advisory Council has identified Research as a top priority in developing a competitive tourism industry. The new research committee is currently working on a new research platform that will use new methodology and measure year round visitation, as a result, the traditional Economic Impact Survey that is published annually was not available at the time that this report was printed.



To assist in assessing visitation to Charlottetown, Tourism PEI was able to provide us with the following research highlights:

- Overall visitation to Prince Edward Island was down 20% in 2004, from 1.105 M visitors in 2003 to 945,840 visitors in 2004. Total visitor spending is estimated at \$290,183,374, down from \$345,600,000 in 2004.
- Overnight visitation to Charlottetown was on par with 2003, with 33.6% visitors reporting Charlottetown as their Main Overnight Destination. This represented 252,350 visitors. In 2003, 34% of visitors reported Charlottetown as their Main Overnight Destination. Despite a decrease in overall visitation, Charlottetown maintained its market share of visitors.
- Data for the other regions was not available for comparative purposes.
- The primary travel motivators for visiting Charlottetown included: Visiting Family and Friends (18.7%), never been here before (15.2%), sightseeing/scenery (10%), return visit (9.3%), to see the Maritimes (8.9%) and Anne of Green Gables (7.7%).
- Charlottetown's average party expenditures for overnight visitation was \$861.35, compared to \$843 in 2003. This represents an increase of over 2%. Accommodations, meals and souvenirs accounted for 70% of overall spending.
- The origins of the Charlottetown visitor were as follows: Newfoundland (2.1%), Nova Scotia (18.4%), New Brunswick (9.4%), Quebec (7.4%), Ontario (22.4%), Other Canada (11.3%), New England (8.0%), Mid Atlantic (4.0%), Other US (11.5%) and International (5.6%). The Maritimes and Ontario represent 50% of total visitation (down 1% from 2003). New Brunswick and Nova Scotia visitation were both up which compensated for the 7% decrease in Ontario visitation. New England was also up 4% and Quebec was up 1.4%.
- Eighty-three percent (83%) of visitors who overnights in the Charlottetown Tourism Region, stayed in paid accommodations. This is down from 86% in 2003.
- Fifty-two percent (52%) were repeat visitors in 2004, which is on par with 2002 numbers. In 2003, repeat visitation was only 44%.
- Party Composition of overnight visitors to the Charlottetown Tourism Region were as follows: single traveler (7%), adult couples (59%), families with children (23%) and group of friends (11%). Adult couples were down from 65% in 2003 and families with children experienced an increase from 18% in 2003 to 23% in 2004.

Source: Policy, Planning and Research, Tourism PEI, January 2005.



2004 Marketing Highlights for Visit Charlottetown

Visit Charlottetown brand celebrated its third year of existence in 2004. The Capital Commission continues to build on the equity of the brand with a commitment of \$220,000 in pure marketing initiatives as outlined below. The brand has now successfully been applied to all mediums for brand consistency, call to action, and development of a tourism “image” for Charlottetown.



Lobster on the Wharf - Next to Confederation Landing Park
Photographer, John Sylvester

Following are the marketing highlights for Visit Charlottetown in 2004:

- A new Visit Charlottetown Coupon Booklet was created in partnership with The Shops of Confederation Court Mall. This booklet featured special offers at participating merchants and restaurants. The booklet was distributed by Meetings PEI and at the port by Cruise Ship Ambassadors.
- Display advertising featuring the Visit Charlottetown Brand was purchased in the following publications: PEI Visitors Guide, Paradis Sur Mer, PEI Fun Guide, Great Fall Getaways, and Tourism PEI's US fulfillment piece. The call to action was the toll free number and www.visitcharlottetown.com
- The *June is Jam Packed* Promotion was launched again in 2004. This promotion consisted of the 8-page newspaper insert that was inserted into key Maritime newspapers, a splash page and online contest on www.visitcharlottetown.com and a full-page ad in the PEI Fun Guide. Major partners included: The Hotel Association of PEI, Tourism PEI and The Confederation Centre of the Arts. Over 500 visitors entered the online contest. All entries received a Charlottetown fulfillment kit.
- The Capital Commission of Prince Edward Island partnered with Tourism PEI on a photo shoot for Charlottetown featuring historic inns, dining, waterfront activities, outdoor adventure and the Fathers and Ladies of Confederation.
- The 2004 Visit Charlottetown Vacation Guide was produced for the second consecutive year. The total distribution was 100,000. This piece was used as fulfillment by Tourism PEI for any Charlottetown specific inquiries and was distributed to CAA/AAA offices, tour operators and as fulfillment for all telephone and web inquiries.
- The destination website for Charlottetown, www.visitcharlottetown.com, continues to be the primary marketing vehicle for Charlottetown. Banner advertising on www.peiplay.com, print advertising and sponsored listings with Overture continue to increase website visitation. In 2004 www.visitcharlottetown.com had 13,071,461 HITS and 278,977 VISITORS. This represents an increase of 90,000 visitors in 2004.
- A display ad was purchased in *Canadian Living* in December's edition to support the Acadian Christmas article.
- Charlottetown participated in a sales mission to New England with Tourism PEI. This mission included the southern New England AAA Show, receptions with AAA, tour operator and media in Rhode Island, Boston and Bangor, as well as a media luncheon in Boston. The media luncheon generated leads and resulted in media attendance at festivals coordinated by The Capital Commission of Prince Edward Island.
- Visit Charlottetown participated in the following tradeshow during the 2004 season: American Bus Marketplace (ABA), Rendez-vous Canada, National Tour Association (NTA) and Atlantic Canada Showcase (ACS).
- A new Visit Charlottetown Flatsheet was developed to be used at marketplaces, targeting tour operators and media.



Atlantic Superstore Festival of Lights

In 2004, the Atlantic Superstore Festival of Lights celebrated its 9th year, establishing itself as a Festival with brand awareness and off-island drawing power, with significant economic impact that continues to increase each year.

The Atlantic Superstore Festival of Lights introduced many new programming elements in 2004 that met with much success; however, the mainstay of the Atlantic Superstore Festival of Lights continues to be the Holiday Inn Express Concert Series.

This year's Holiday Inn Express Concert Series included the following acts:

June 30th – April Wine & Hootie & the Blowfish

July 2nd – The Trews & Sam Roberts

July 3rd – Shaye & LIVE

On Canada Day, the entertainment was free with the Schurman Concert for Canada. The grand finale was dedicated to the Acadie 400th Celebrations with the Acadian super-band “Grand Derangement”. Canada Day continued to offer a wide culturally diverse program including the following acts: The Flying Fiddlers String Chorale, Lambton Youth Choir, A Celebration of Canada's Cultural Diversity, Cynthia MacLeod, A.n.I, The Young Company, The New Generation Singers, The Chucky Danger Band, Vintage, Youth & Spirit - featuring The Maple Leaf Children Singers, Olympian Medallists, Girl Guides of Canada PEI & Scouts Canada. Of course, the grand finale was the largest firework display in Atlantic Canada.

Children and youth programming took on a larger focus with new programming initiatives in 2004. The Atlantic Superstore Festival of Lights welcomed “Little Bear” to the ATV stage for two performances on Saturday, July 3rd presented by the Shops of Confederation Court Mall. For the youth audience, a new programming element and sponsor to this year's festival was the McCain's Wild Ones ~ bikes, boards, and blades extreme sport show. The McCain Wild Ones Stunt Team performed seven - 22 minute shows featuring non-stop action on bikes, boards and blades on a giant vertical halfpipe ramp. Another new family feature was the Kids Fun Zone Children's Village targeted to children aged 3-12. The village was free of charge and offered 7 inflatables and/or amusements. Other returning favorites were the Midway and Aliant International Buskers with performances by: Dora the Explorer (a huge hit!), Aidan Orange (as seen on David Letterman), the Daredevil Chicken Club, and Master Lee.

A second stage was added to this year's Festival thanks to Atlantic Lottery Corporation. The stage featured programming to highlight the Acadie 400th celebrations and Canada's cultural diversity. This programming was promoted on July 2nd and July 3rd and was free to the public.



Atlantic Superstore Festival of Lights Concert
The Trews - Photographer, John Sylvester



July 2nd – Acadian Kitchen Party. Visitors to this year’s Festival enjoyed the rhythm of an energetic Acadian Kitchen party that featured Acadian musical performances, craft demonstrations, traditional cuisine, historical characters, and kids entertainment.

July 3rd – Mosaic of Canada. Canada’s cultural diversity was highlighted and promoted with a wide range of programming presented by the Multi-Cultural Council of Prince Edward Island. The Native Council of Prince Edward Island also participated in the programming. The PEI Crafts Council also featured Crafts in the Park in conjunction with the Mosaic of Canada with craft demonstrations.



Atlantic Superstore Festival of Lights
Buskers - Photographer, John Sylvester

Quantitative Results

Visitation to the 2004 Atlantic Superstore Festival of Lights is estimated at 72,806 visitors, with the average person spending 2.38 days at the Festival. The breakdown of visitation was calculated as follows:

- Wednesday, June 30th - April Wine and Hootie & the Blowfish Concert - 8,582
- Thursday, July 1st - Canada Day Concert - 30,000
- Friday, July 2nd - Daytime attendance - 8,000
- Friday, July 2nd - Sam Roberts & The Trews - 8,524
- Saturday, July 3rd - Little Bear Concerts - 2,200
- Saturday, July 3rd - Daytime Attendance - 6,500
- Saturday, July 3rd - Shaye & Live Concert - 9,000

44.6% of the attendees of to the Atlantic Superstore Festival of Lights (all programs including concerts, fireworks, etc.) were visitors from off-Island. Of those visitors, over half (53.1%) were from either Nova Scotia (22.2%) or New Brunswick (30.9%) which directly reflects the marketing strategy.

The Holiday Inn Concert Series ticket buyers (both individual and passports) break down is based on actual advance ticket sale tracking and does not include those who may have purchased tickets after arrival to Prince Edward Island or had tickets purchased by friends or family living on Prince Edward Island.

Onsite Cash Sales	9.15%	1016	Can not determine origin of onsite.
PEI	64.94%	7207	
NB	15%	1664	
NS	9.68%	1074	
ONT	.523%	58	
NF	.108%	12	
QC	.135%	15	
AB	.153%	17	
NWT	.018%	2	
BC	.117%	13	
USA	.18%	20	
Total PEI Ticket Sales		8223	
Total Off Island Ticket Sales		2875	



Accommodation Usage

On average, visitors at this festival reported spending 5.84 nights (n=160) in Prince Edward Island. Visitors who were also holders of weekend passes (n=44) tended to stay somewhat longer in the province (average 7.70 nights) than did holders of tickets to individual concerts (average 3.5 nights, n=36) or visitors who held no tickets to evening festival concerts (average 5.91 nights, n=79).

Visitors who were also holders of individual concert tickets were significantly more likely than visitors with weekend concert passes to indicate a hotel/motel was their main accommodation type – 50.0% of visitors with individual tickets (n=36) used a hotel as their main accommodation compared to 27.9% of visitors with weekend passes (n=43). Weekend pass holders were somewhat more likely than individual ticket holders to use camping as their main accommodation – 39.5% of visitors with weekend concert passes (n=43) indicated they used camping as their main accommodation compared to 13.9% of visitors with individual concert tickets (n=36).

Economic Impact

Based on reported attendance numbers, and average reported on-site spending, it is estimated that on-site spending by attendees at the 2004 Atlantic Canada Festival of Lights was \$3,395,349, as presented below. It is important to note that on-site spending will include expenditures made outside the festival grounds, but as a result of festival attendance.

On-Site* Expenditure Calculations for 2004 Atlantic Superstore Festival of Lights

RESIDENCY	% OF ATTEND. (n=72,806)	# OF ATTENDEES	EXPEND. PARTY SIZE	# OF EXPEND. PARTIES	AVERAGE ON-SITE SPENDING /PARTY	TOTAL ON-SITE SPENDING
Resident	53.5%	38,951	1.96	19,873	\$71.97	\$1,430,260
Seasonal	1.9%	1,383	2.00	692	\$41.00	\$28,372
Visitor	44.6%	32,471	2.36	13,759	\$140.76	\$1,936,717
Total						\$3,395,349

* Note: On-site expenditures include expenditures made outside the festival grounds but as a result of festival attendance

Just over half of visiting respondents at the festival indicated that the festival had no impact on their decision to visit the province (54.0%, n=161), and almost half indicated that it had either influenced their decision (12.4%) or been the primary motive for visitation (33.5%). For those who indicated that the festival had in some way influenced their decision to visit, the festival can be seen to have influenced \$907,137 in accommodation revenue. This figure is calculated by taking the visitor's reported average accommodation expense and dividing by the average number of days spent at the festival (to avoid double counting in attendance numbers).



This average was applied to the number of visiting parties expressing that the festival had influenced the visitation to the province. The calculation is summarized below:

Accommodation Influence Calculations for 2004 Atlantic Superstore Festival of Lights

FESTIVAL (ATTENDANCE = 72,806)	# VISITING EXPEND. PARTIES*	% EXP. PARTIES INFLUENCED	# EXP. PARTIES INFLUENCED	AVERAGE ACCOM.\$ ATTRIBUTE	TOTAL ACCOM. INFLUENCE
	13,759	45.9%	6,315	\$132.70	\$838,001

* See previous on-site calculations.

Taken together, estimated on-site and accommodation influence resulted in \$4,233,350 in economic impact for the 2004 Atlantic Superstore Festival of Lights.

Port of Charlottetown

In 2004, the Port of Charlottetown experienced its most successful cruise season in its history from all perspectives: number of ships, number of cruise passengers, number of crew, and total economic impact. The Port of Charlottetown welcomed 28 ships (representing 9 lines), 21,948 passengers, and 10,722 crew.

Year	Vessels	Passengers	Crew
1996	14	7871	N/A
1997	10	6366	N/A
1998	8	2115	N/A
1999	16	7030	N/A
2000	20	7728	N/A
2001	23	8376	N/A
2002	22	19,503	9425
2003	19	14,803	7398
2004	28	21,948	10722



Historic Charlottetown Waterfront - Photographer, John Sylvester



2004 Cruise Ship Schedule

Date	Ship	Line	Passengers	Actual #	Crew	Time
May 19	Maasdam	Holland America	1266	1209	602	8am – 5pm
May 25	Maasdam	Holland America	1266	1226	602	11:30am – 5pm
June 16-June 17	Nantucket Clipper	Clipper	95	60	36	1pm – 4am
June 22	Orion	Travel Dynamics International	110	110	70	9am – 2pm
July 7	Maasdam	Holland America	1266	1215	602	8am – 3:30pm
July 13	Maasdam	Holland America	1266	1370	602	11:30am – 5pm
July 18	Grande Caribe	ACCL	100	64	25	9am – 10pm
August 8	Niagra Prince	ACCL	84	84	21	9am – 10pm
August 18	Maasdam	Holland America	1266	1269	602	7:30am – 1:30pm
August 24	Maasdam	Holland America	1266	1297	602	11:30am – 5pm
September 1	Maasdam	Holland America	1266	1244	602	7:30am – 1:30pm
September 7	Maasdam	Holland America	1266	1215	602	11:00am – 6pm
September 7-8	Nantucket Clipper	Clipper	95	102	36	6pm – 3pm
September 15	Maasdam	Holland America	1266	1197	602	8am – 1:30pm
September 21	Maasdam	Holland America	1266	1200	602	11:00am – 5pm
September 27	Seven Seas Navigator	Radisson Seven Seas	500	442	324	8:30am – 6pm
September 29	Maasdam	Holland America	1266	1232	602	7:30am – 1:30pm
October 4	Deutschland	KD River Cruises	620	359	54	7am – 5pm
October 5	Maasdam	Holland America	1266	1181	602	11:00am – 5pm
October 5	Seven Seas Navigator	Radisson Seven Seas	500	471	324	8am – 5pm
October 5	Orion	Travel Dynamics International	110	75	70	Noon – 6pm
October 6	Rotterdam	Holland America	1316	1260	625	7am – 3pm
October 13	Maasdam	Holland America	1266	1214	602	7:30am – 1:30pm
October 14	Rotterdam	Holland America	1316	1245	625	10am – 5pm
October 15	Deutschland	KD River Cruises	620	307	54	7am – 5pm
October 20	Maasdam	Holland America	1266	1238	602	6:30am – 4pm
October 22	Le Levant		100	62	30	8am – 3pm
TOTAL	28		23,118	21,948	10,722	

A study commissioned by the Atlantic Canada Cruise Association confirms that approximately 95% of passengers disembark at a port-of-call and 50% of crew disembark. It is estimated that passengers spend on average \$85 in Charlottetown with crew spending averaging \$55. Thus, direct expenditures on Prince Edward Island by crew and passenger is estimated at \$2,067,156. It is to be noted that this does not include expenditures by cruise lines or indirect expenditures, taxes, employment etc.

Charlottetown is the port of disembarkation; however, the destination is undeniably Prince Edward Island. Approximately 65% of shore excursions travel outside of Charlottetown to Anne of Green Gables, the North Shore, Confederation Bridge, Dalvay by the Sea, Links at Crowbush Cove/Fox Meadows or simply rent a car and tour the Island on their own. The other 35% tour/shop Charlottetown, Founders' Hall, Province House National Historic Site of Canada, the Historic Charlottetown Waterfront. Thus, the impact of the cruise market is felt provincially.



Cruise Ship Ambassador Program

The Port of Charlottetown continues to personally welcome each cruise ship that arrives in our friendly city. The popular Cruise Ship Ambassador Program has 20 volunteers who enthusiastically hand out maps, give directions, and answer visitor questions.

The Cruise Ship Ambassadors work from a Cruise Ship Pavilion port-side. The pavilion provides much needed brochure storage and counter space with a laminated directional map. As well, the visual “Visit Charlottetown” uniformed Ambassadors also do walk-about throughout Charlottetown to assist the cruise passenger while in the city.

Our entertainment port-side continues to provide a warm welcome to passengers. PEI Fiddling sensation, Cynthia MacLeod, as well as Anne of Green Gables greeted and entertained each disembarking passenger in 2004.

Charlottetown Harbour Authority

Charlottetown and Prince Edward Island’s future in the cruise market is bright. However, the most significant challenge remains the condition and length of the berthing facility. Currently, the facility has a length of only 71 m. With the ever-increasing mega-ships coming into the market, Charlottetown is unable to accommodate these large ships. Longer vessels now use bow and stern mooring buoys that are unreliable and unsafe. Compounding the situation, the south berth is crooked which places stress points at critical parts on the side of the vessels. As a result, many cruise lines have refused to stop in Charlottetown.

The Capital Commission of Prince Edward Island has played an instrumental role in bringing this tremendous economic development opportunity to the forefront. As a result, the Charlottetown Harbour Authority was incorporated to access the infrastructure and expansion needs and the opportunities surrounding divestiture of the port from Transport Canada to a private port authority. The Capital Commission of Prince Edward Island continues to play an active role in advocating advancement to this regard.



Cruiseship Greeters at Historic Charlottetown Waterfront - Photographer, John Sylvester



Wintertide – The Maritime Electric Victorian Holiday Celebration

For the second consecutive year, The Holiday House and Home Weekend returned to Wintertide featuring celebrity lifestyle hosts in a seasonal celebration of interactive decorating and crafts, as well as renowned chefs from The Culinary Institute of Canada.

The 2003 Holiday House and Home Weekend took place at The Culinary Institute of Canada, November 14-16. A special thanks to The Culinary Institute of Canada and its students, for its integral role in making the Holiday House and Home Weekend a success.

Special guests included HGTV's Host of Room Service "Sarah Richardson"; freelance writer and founding editor of *Canadian Living Magazine*, "Anna Hobbs"; regular guest on Cityline, "Mary Dobson"; and ATV's Liz Rigney. Joining us from The Culinary Institute were Chef Tim McRoberts, Chef Richard Braunauer and Ruby Ann Baron.

There were four hotels and inns that participated in the hotel packages: Rodd Charlottetown, The Inns on Great George, Fairholm National Historic Inn and the Delta Prince Edward. The two night packages featured exclusive offerings to hotel package buyers: Open House at the Inns on Great George, Gala Christmas Dinner with weekend hostess Liz Rigney, transportation to and from the participating hotels, two complimentary beverages, welcome gift and a tax free card from The Shops of Confederation Court Mall.

All of the interactive sessions attracted an attendance of close to 1,000 people over the weekend. There were 50 hotel packages sold. Retail and restaurants were also very busy during this weekend.

Other major activities that took place as part of Wintertide:

- Annual Opening Ceremonies and Official Light Up on Friday, November 14th featuring surprise visit from Santa Claus.
- Christmas Tree Lane was coordinated on Great George Street in partnership with The Children's Wish Foundation. In 2003, a new signage program was put in place to make the signs more aesthetically pleasing.
- The Capital Commission hosted the Winterlights across Canada Judges, in partnership with The City of Charlottetown.
- An eight page Wintertide program was produced, detailing all of the community events taking place as part of Wintertide

The highlight of the Wintertide festivities was the exposure in *Canadian Living Magazine*. The Lieutenant Governor and his family hosted Elizabeth Baird, food editor for *Canadian Living* for an Acadian Christmas. The result was an amazing photo spread in the Christmas edition of *Canadian Living*, highlighting Acadian Christmas traditions, the festive décor and family recipes. The Christmas edition of *Canadian Living* is the magazines most popular edition, with a circulation in excess of 2.5 M. Charlottetown was fortunate to have received this major profile.



Sarah Richardson
HGTV's Host of Room Service



Anna Hobbs
Canadian Living Magazine





The Prince Edward Island International Shellfish Festival

The Prince Edward Island International Shellfish Festival began in 1996 and has grown into one of the largest festivals on the Island. The festival takes place each year on the third weekend in September on the Historic Charlottetown Waterfront.

The festival is best described as a "great big kitchen party", appealing to a very broad base of visitors and Islanders, with activities and entertainment to suit a wide range of ages.

The Capital Commission of Prince Edward Island is contracted by the organizing committee to coordinate and market the event to its full potential. This relationship assisted in the development of new sponsorships, enhanced programming which took the festival beyond the festival tent, increased media exposure and new off-Island marketing initiatives.



New & Enhanced Initiatives for 2004

The 2004 Prince Edward Island International Shellfish Festival unveiled several new and enhanced initiatives:

US & Europe Export Seminar: In an effort to create new sales opportunities for PEI seafood producers, a new US Export Seminar was added as an educational workshop to kick start the Festival one day early on Thursday, September 16th. Canadian Trade Commissioners from Las Vegas, California, Miami, and Italy along with seafood buyers from each of these markets presented an overview of their markets, trends, and conducted one-on-one meetings with the PEI seafood processors. The buyers represented some niche markets such as the Casino and Cruise Market.

There were 20 PEI seafood processors that attended the workshop. The participation fee also included free admission to the PEI International Shellfish Festival to encourage industry introduction to the Festival and support. This event was produced by Trade Team PEI in partnership with the Prince Edward Island International Shellfish Festival, Team Canada Inc., PEI Seafood Processors Association and the Atlantic Canada Lobster & Seafood Promotion Group.

The World is your Oyster: In partnership with the very talented Hope Paterson, Rob Pendergast and Mike Pendergast, free children's entertainment was offered on Sunday afternoon this year. In the spirit of the bi-valve, this dramatic trio, produced and performed a day full of fun activities including: the construction of a gigantic paper mache oyster for presentation to the winner of the J.P.'s Shellfish Eastern Canadian Oyster Shucking Championship, oyster shell painting, ask the Fishers, taste-testing, coloring, storytelling and much more. It was a huge success – it introduced children and the family market to the Festival as a new target audience and assisted in educating children on Shellfish as one of PEI's primary products and as a new food for their diets.





Frank's Red Hot Oyster Shucking Demos
PEI International Shellfish Festival
Photographer, John Sylvester

Keep on Shucking with Frank's Red Hot Oyster Shucking Demos:

Learning from last year's first time introduction to the Festival, this program was enhanced and as a result was a tremendous success in educating and introducing first-time oyster eaters to the delicacy of the bi-valve, as well as encouraging visitors to further participate. A separate demonstration tent and signage advertising the schedule was placed just outside the entrance to the main tent and was offered complimentary. Comical, yet educational commentary was given by professional oyster shucker, John Bil, drawing people to the demonstration tent where samples of oysters topped with Frank's Red Hot Sauce were given free. There were two demos a day for a total of 6 demos with an estimated attendance of 600 participants.

Earn Your Sea Legs: A bit of comic relief graced the Festival stage this year between band changeovers. Visitors were selected from the audience to "earn their sea legs" by answering Shellfish Trivia. Placed in a traditional dory, with bare feet, each wrong answer resulted in a rocky sea, freezing salt spray, waves crashing over the side of the dory, and a diet of salted fish. Re-enacted on the Festival stage, the "Earn Your Sea Legs" program educated the audience through good- spirited fun.

Expanded! - Restaurant Program: Based on last year's success, the Restaurant Program was re-introduced this year and built momentum as many Restaurants launched their own marketing campaigns and promotions to coincide with the program and the Festival. This added to the excitement throughout the city and the Festival "owned" the City for the weekend. This year, 14 downtown restaurants participated with a waiting list. From September 15 –19th, the featured restaurants offered:

- Creative dishes featuring world famous PEI Shellfish
- In-restaurant promotions with Frank's Red Hot Sauce.
- Frank's Red Hot t-shirts and bucket hats for all festival wait-staff.
- Free Oyster Shucking Demonstrations and samples at designated times.
- Buy 1 General Daily Admission Ticket, Get 1 Half Price
- Buy a Molson Product, Get a Free Sample Plate of PEI Mussels
- Exterior signage, welcoming visitors to the festival



PEI International Shellfish Festival Competitions
Photographer, John Sylvester

Communities in Bloom Conference: The Festival partnered with the convention market in 2004, by inviting the Communities in Bloom Meeting Planner to experience the Festival atmosphere with a private off-site Shellfish dinner during the conference. Since the infrastructure was built for the Festival, this became a highly attractive, cost-effective unique selling feature that assisted in securing the business for PEI and ensuring delegate satisfaction.

Lobster Added to Festival: Last year, research indicated that Festival visitors would like to see Lobster added to the menu items available inside the tent. As a result, the organizing committee solicited a partnership with the PEI Seafood Processors to offer creative lobster dishes for sale. As well, the advanced weekend packages included a value-added coupon for a FREE lobster sample.



Returning Initiatives in 2004

International Prince Edward Island Shellfish Chefs Challenge: This prestigious competition made its second debut in 2004 attracting a high caliber slate of Chefs to compete for the \$10,000 cash prize ~ the largest cash prize in North America. In partnership with PEI Business Development, The Culinary Institute of Canada, the PEI Seafood Processors Association, Ocean Choice International, and Island Gold Cultured Mussels, the event featured a black box challenge, with 14 chefs from across North America trying their hand at creating new dishes with Prince Edward Island shellfish. This year's winner was Alex Chen from Four Seasons', Chicago, IL.



PEI International Shellfish Festival
Chef Competitions
Photographer, John Sylvester

2004 Maritime Entertainment: Always the backdrop for a great kitchen party is the music. Creating the atmosphere of good times at this year's Festival was returning favorite Richard Wood, sensational Cynthia MacLeod, Boys in the Kitchen, the Ross Family, Green with Envy, and the Celtic Spirit Dancers. Visitors report "the Music" as the number one stated "Like" about the Festival.



Oyster Shucking Competitions
PEI International Shellfish Festival
Photographer, John Sylvester

The Go Deep International Tie-One-On Competition: Always a crowd pleaser and well attended by both industry and visitors. A creative, experiential program that gives the visitor the opportunity to watch mussel growers and their crews (in teams of two) compete in the art of tying on buoys and mussel socks – while still on land! The participating teams vied for a \$2,000 first place prize, two Yamaha motors for second place and two winter jackets for third. This year's event was improved by the addition of bleachers to allow the viewing audience a first-hand look at the competition.

Oyster Shucking and Chowder Championships: In addition to the new events highlighted above, four other shellfish related competitions took place during the festival: The Paderno PEI Chowder Championship, The PEI Oyster Shucking Championship, The International Chowder Championship and JP's Shellfish Eastern Canadian Oyster Shucking Championship. For the second year running, all events and challenges were full with waiting lists. The Competitions are gaining the respect of the industry for their professional operation, significant cash prizes, and the growing prestige garnered by the winner through an aggressive marketing campaign throughout the year of title.



Tie-One-On Competition - PEI International Shellfish Festival - Photographer John Sylvester



2004 Media Relations

A greater emphasis was placed on media relations for the 2004 Festival. This Festival is very appealing to the travel media. Media activities that took place to attract media to this year's festival include:

- Participated in the Boston Media luncheon that attracted over 20 members of the Boston Media – February 2004.
- Media Calls in Toronto in partnership with PEI Business Development during the launch of the Stagewest Seafood Festival – May 2004.
- Email blitzes and direct mailings were sent to a list of targeted media.

In partnership with Tourism PEI, the Festival hosted a Familiarization Tour for media during the Festival. Media served as judges for the chowder championships, toured industry facilities and were introduced to PEI as a tourism destination.

Media that participated in the Familiarization Tour:

- Maria Lisa Calta – Freelance Writer for Gourmet and the Globe & Mail
- Liz Grogan – Good Times Magazine
- Susan Sampson – Food Editor for the Toronto Star
- Judy Creighton – Food & Nutrition Writer, Canadian Travel Press
- Kim Foley MacKinnon – Boston Freelance Writer
- Anita Stewart – Toronto Freelance Writer and Food Activist
- Kim Gertler – Toronto Independent Media Provider
- Tony Tedeshi – Freelance Writer

Since hosting the fam, Judy Creighton has put two stories on the wire pertaining to the Festival. Various Canadian dailies including the Toronto Sun, The Walrus (Toronto), The Province (Vancouver), The Ottawa Citizen, Edmonton Journal and more have picked up these stories. Susan Sampson's article "The food and mood in Prince Edward Island" appeared in her Toronto Star column in October.

2004 Visitation, Accommodation Spending, Economic Impact

Visitation: Attendance at this year's festival saw a very modest increase in visitation despite a dramatic downturn in tourism (estimated between -15 to -20%), and very wet weather plagued the Saturday evening and Sunday daytime activities. This year's visitation is recorded at 8200 vs. 8000 last year. The increase came primarily from the inclusion of the Communities in Bloom Conference into the Festival agenda along with an increase in the sale of advance weekend packages.

Using last year's statistical data that 47.6% of the attendees at the Festival were from off-island, one could assume that the estimated off-island visitation was 3,903 persons or 1961 parties. However, it is of the committee's belief and other partners involved, including the Hotel/Motel and local Restaurants, that the impact of this year's festival was unprecedented and a significant contributing factor to an increase in sales at these establishments over the same time last year. From this standpoint and upon visual inspection at the gate and throughout the City, we conclude that although overall visitation to the Festival was flat, there was an increase in off-island participation leading to an increase in economic impact.



Economic Impact: Based on an attendance of 8,200 and expenditures by attendees in 2003 remained constant, it can be projected that on-site spending (which includes expenditures made outside the festival grounds (not including accommodation), but as result of festival attendance) resulting from the festival was \$392,042.

Accommodation Spending: Assuming the Festival had in some way influenced 41% (based on 2003 survey results) of the 3903 off-island visitors/1961 parties to visit PEI and that the accommodation expenditure remained the same, the Festival can be seen to have influenced \$227,543 in accommodation spending. Taken together, the estimated economic impact of the 2004 Prince Edward Island International Shellfish Festival is \$619, 585.

Capital Commission of Prince Edward Island Funding

In October 1995 when the Federal, Provincial, and Municipal Governments announced funding commitments for the new Capital Commission, funding was conditional on the Commission obtaining prescribed “non-government” funding. Following are the prescribed and actual audited private sector funds raised since 1995.

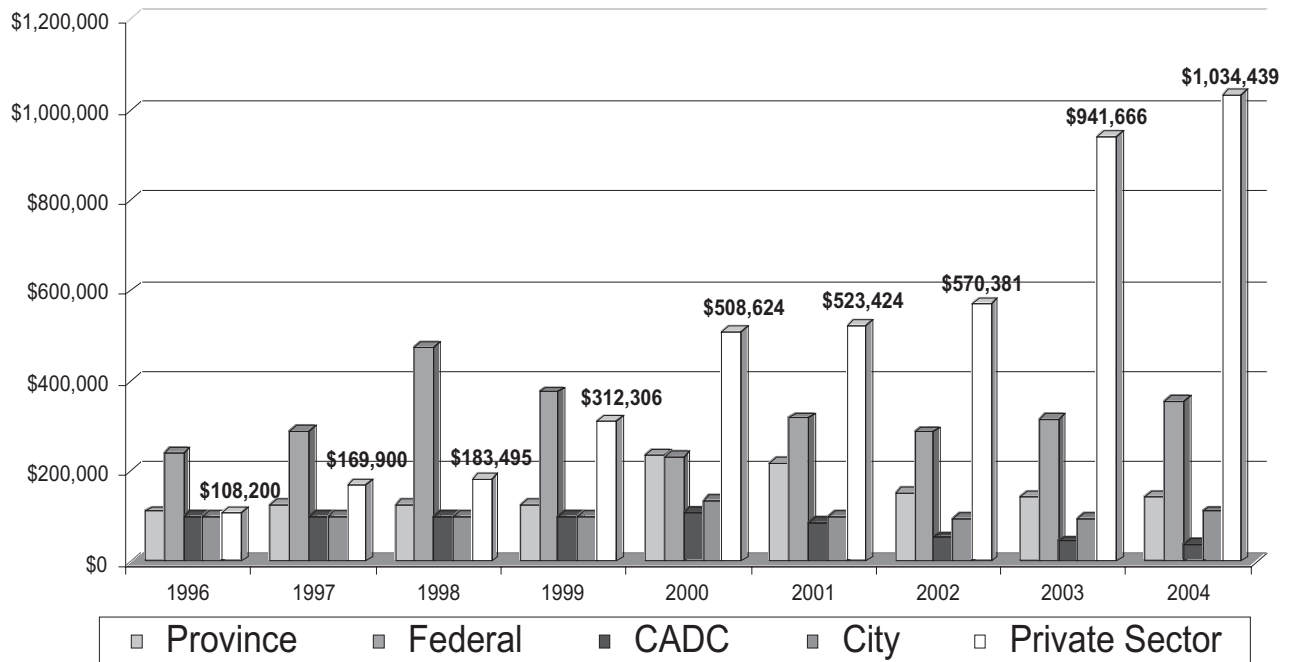
Year	Commitment	Actual \$ Raised	%
1996	\$100,000	\$108,200	+8%
1997	\$125,000	\$169,900	+36%
1998	\$150,000	\$183,495	+22%
1999	\$175,000	\$312,306	+79%
2000	\$200,000	\$508,624	+154%
2001	\$225,000	\$523,424	+133%
2002	\$250,000	\$570,381	+128%
2003	\$275,000	\$941,666	+242%
2004	\$300,000	\$1,034,439	+245%

**Note 2002, 2003, 2004 private sector revenues do not include walking tour/player rentals as included in previous years now transferred under Founders' Hall.*

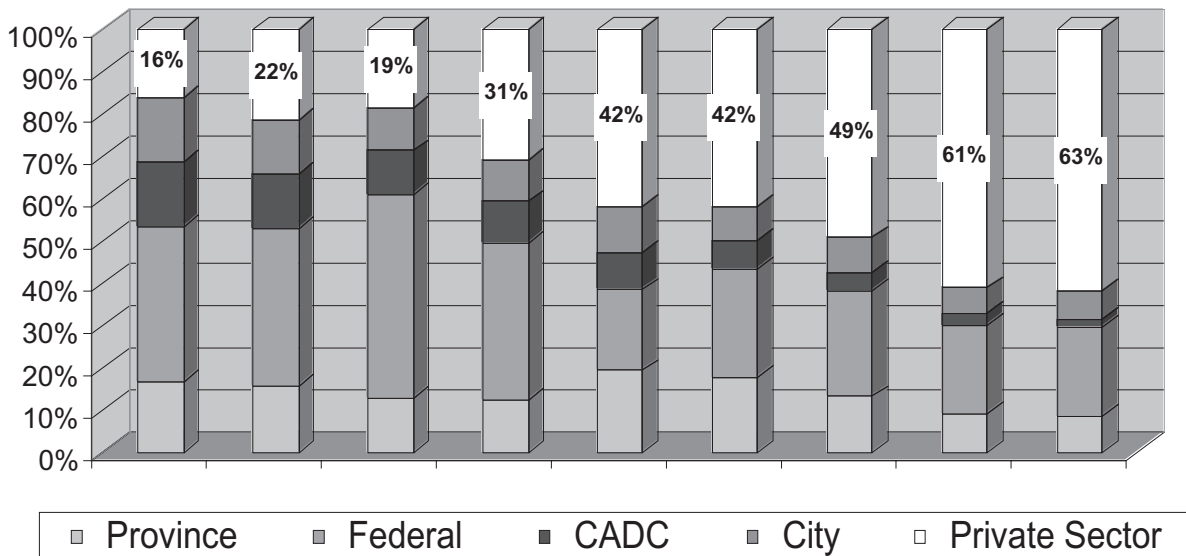
Revenue	Province	Federal	CADC	City	Private Sector
1996	\$110,000	\$240,000	\$100,000	\$100,000	\$108,200
1997	\$125,000	\$290,000	\$100,000	\$100,000	\$169,900
1998	\$125,000	\$475,000	\$100,000	\$100,000	\$183,495
1999	\$125,000	\$375,000	\$100,000	\$100,000	\$312,306
2000	\$235,000	\$231,250	\$106,500	\$135,000	\$508,624
2001	\$220,000	\$317,691	\$84,673	\$100,000	\$523,424
2002	\$152,016	\$286,476	\$69,355	\$95,000	\$570,381
2003	\$142,942	\$317,170	\$43,753	\$94,264	\$941,666
2004	\$144,406	\$356,578	\$36,225	\$110,000	\$1,034,439



Revenue Source History



Private Sector Support as Percent of Total Budget by Source





THE CAPITAL COMMISSION OF PRINCE EDWARD ISLAND

FINANCIAL STATEMENTS
OCTOBER 31, 2004



MacPherson Roche Smith & Noonan

CHARTERED ACCOUNTANTS AND MANAGEMENT CONSULTANTS

PARTNERS:

Stan H. MacPherson, FCA
Hal J. Roche, CA
H. Andrew Smith, CA
Darren W. Noonan, CA

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AUDITORS' REPORT

To the Board of Directors of
Capital Commission of PEI Inc.

We have audited the balance sheet of **Capital Commission of PEI Inc.** as at October 31, 2004, and the statements of earnings and surplus and cash flows for the year then ended. These financial statements are the responsibility of the organization's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the organization as at October 31, 2004 and the results of its operations and its cash flows for the year then ended, in accordance with Canadian generally accepted accounting principles.

January 10, 2005


Chartered Accountants

CAPITAL COMMISSION OF PEI INC.
STATEMENT OF EARNINGS AND SURPLUS
YEAR ENDED OCTOBER 31, 2004

	2004	2003
Revenue		
400th Acadian Celebration	\$ 20,400	\$ -
Atlantic Canada Opportunities Agency	239,803	203,624
Canadian Heritage		
Arts Presentation Canada	72,500	25,000
Celebrate Canada	8,500	10,546
Official Languages	10,375	27,500
Charlottetown Area Development Corporation		
Monetary support	-	10,000
Benefits in kind (Note 4)	36,225	33,753
City of Charlottetown		
Core funding	100,000	94,264
Cruise ship	10,000	-
Communications Canada Sponsorship Program	-	50,000
Interest income	160	205
Parks Canada	5,000	5,000
P.E.I. Business Development		
Cruiseship development	14,656	19,942
Wintertide	4,000	4,000
P.E.I. Shellfish Festival Management	30,934	20,000
P.E.I. Tourism		
Atlantic Canada Cruise Association	15,000	-
Core funding	84,750	90,000
Tourism investment fund	26,000	29,000
Private sector		
Benefits in kind	183,145	174,818
Coop marketing	125,419	122,270
Heritage Passports	-	910
Map sales	602	562
Miscellaneous	2,171	2,892
Peakes Wharf merchants	15,321	9,395
Revenue	490,067	451,391
Sponsorships	<u>150,395</u>	<u>159,223</u>
	1,645,423	1,544,295
Expenses (Schedule 1)	<u>1,629,933</u>	<u>1,445,534</u>
Excess of revenue over expenses	15,490	98,761
Surplus, beginning of year	<u>230,615</u>	<u>131,854</u>
Surplus, end of year	<u>\$ 246,105</u>	<u>\$ 230,615</u>

CAPITAL COMMISSION OF PEI INC.
BALANCE SHEET
AS AT OCTOBER 31, 2004

2004

2003

ASSETS

Current		
Cash	\$ 219,065	\$ 261,681
Accounts receivable	87,906	134,078
Prepaid expenses	2,854	2,708
Deferred expenses	<u>4,845</u>	<u>17,269</u>
	<u>\$ 314,670</u>	<u>\$ 415,736</u>

LIABILITIES

Current		
Accounts payable and accrued liabilities	\$ 24,143	\$ 78,262
Deferred revenue	33,630	83,085
Due to Founders' Hall Inc. (Note 5)	<u>10,792</u>	<u>23,774</u>
	68,565	185,121

SURPLUS

Surplus	<u>246,105</u>	<u>230,615</u>
	<u>\$ 314,670</u>	<u>\$ 415,736</u>

Approved by the Board

..... Director

..... Director

MacPherson Roche Smith & Noonan

CAPITAL COMMISSION OF PEI INC.
STATEMENT OF CASH FLOWS
YEAR ENDED OCTOBER 31, 2004

	2004	2003
Net inflow (outflow) of cash related to the following activities:		
Operating		
Excess of revenue over expenses	\$ <u>15,490</u>	\$ <u>98,761</u>
Changes in noncash operating working capital items		
Accounts receivable	46,172	70,970
Prepaid expenses	(146)	(470)
Deferred expenses	12,424	5,224
Accounts payable and accrued liabilities	(54,119)	10,816
Deferred revenue	<u>(49,455)</u>	<u>(16,031)</u>
	<u>(45,124)</u>	<u>70,509</u>
	<u>(29,634)</u>	<u>169,270</u>
Financing		
Advances (to) from Founders' Hall Inc.	<u>(12,982)</u>	<u>35,540</u>
Net cash inflow (outflow)	(42,616)	204,810
Cash position, beginning of year	<u>261,681</u>	<u>56,871</u>
Cash position, end of year	\$ <u>219,065</u>	\$ <u>261,681</u>

**CAPITAL COMMISSION OF PEI INC.
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED OCTOBER 31, 2004**

1. INCORPORATION

The Capital Commission of PEI Inc. was incorporated under the Companies' Act of Prince Edward Island for the purpose of carrying on objects of a historical, cultural and social character, without pecuniary gain for its members.

2. ACCOUNTING POLICIES

The financial statements have been prepared in accordance with Canadian generally accepted accounting principles and include the following significant accounting policies:

a) Benefits and Expenses in Kind

Benefits and expenses in kind are recorded at fair market value based on equivalent costs for similar goods and services that would otherwise be purchased by the Capital Commission.

b) Revenue recognition

Revenue received in the form of grants or funding commitments is recognized as expenses are incurred. Any funding that is not recognized as earned in the current year is recorded as deferred revenue.

3. PROVINCE OF PRINCE EDWARD ISLAND FUNDING

The Capital Commission has received a one year extension on the funding commitment from the Province of Prince Edward Island for \$81,000, to expire March 31, 2005. This funding commitment has been prorated for the year ended October 31, 2004.

4. CHARLOTTETOWN AREA DEVELOPMENT CORPORATION (C.A.D.C.)

C.A.D.C. provides both cash funding and noncash support. Expenses in kind are for management fees of \$9,525 (\$7,053 2003) and rent of \$26,700 (\$26,700 2003) as determined by C.A.D.C. Both amounts have been recognized in the financial statements.

CAPITAL COMMISSION OF PEI INC.
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED OCTOBER 31, 2004

5. RELATED PARTY

Founders' Hall Inc. is a nonprofit organization incorporated under the Companies' Act of Prince Edward Island for the purpose of presenting the historic significance of Charlottetown as the birthplace of Canada's confederation through an interpretive centre. The Capital Commission's Board of Directors is identical to the Board of Directors of Founders' Hall Inc. All transactions between the two companies are conducted in the normal course of business at market value.

6. CONTINGENT LIABILITY

The Capital Commission has guaranteed an overdraft facility of a related company as follows:

	<u>Guaranteed Amount</u>	<u>Overdraft Balance</u>
Founders' Hall Inc.	\$ <u>50,000</u>	\$ <u>-</u>

**CAPITAL COMMISSION OF PEI INC.
EXPENSES**

YEAR ENDED OCTOBER 31, 2004

	2004	2003
Bank charges and interest	\$ 2,273	\$ 2,698
Boardroom and meetings	2,140	2,519
CCCCO Conference	740	-
Computers	7,378	9,328
Confederation Players	8,920	-
Cruise ship	42,168	29,784
Donation to Founders' Hall Festival of the Fathers Program Grant	30,000	12,246
Donation to Founders' Hall wages	79,521	80,421
Donation to Founders' Hall	-	8,521
Dues and memberships	1,441	704
Equipment purchases	3,717	3,434
Equipment rental	1,037	1,229
Expenses in kind C.A.D.C. (Note 4)	36,225	33,753
Expenses in kind Private sector	183,145	174,818
Festival of Lights	611,628	474,353
Heritage Passports	-	1,297
Industry development	14,850	10,356
Insurance	4,597	4,008
Miscellaneous	948	605
Offisland marketing	297,522	295,051
Office supplies and postage	13,017	10,375
Onisland marketing	50,039	53,534
Professional fees audit	5,369	4,594
Professional fees legal	125	52
Pub tour	-	24
Research and strategic planning	3,800	29,447
Telephone	14,394	12,563
Travel	7,573	9,327
Wages and benefits	172,443	153,348
Web design and development	3,785	-
Wintertide	31,138	27,145
	<u>\$ 1,629,933</u>	<u>\$ 1,445,534</u>



FOUNDERS' HALL - CANADA'S BIRTHPLACE PAVILION



The Founders' Hall Confederation Players - Photographer, John Sylvester



MANDATE

Founders' Hall is a non-profit organization formed in September 2000 and opened to the public June 29, 2001 with the mandate to:

- *To document, preserve and maintain the social and political history of Canada from the meetings of the Fathers of Confederation in Charlottetown in 1864 through to present-day Canada in 2000 following the path of Confederation;*
- *To instruct, educate and entertain the general public on Canadian History with the use of multi-sensory learning, including interactive technology, holo-visuals, realistic set displays, state-of-the-art headset interpretation, theatre presentations, and various special events and activities on-site;*
- *To encourage Canadians of all ages, in particular the Canadian Youth, to become actively engaged in history; so, as our future leaders, this knowledge may be the basis of decisions and opinions that will guide the future of our country;*
- *To honour and remember the Canadian Fathers of Confederation and their vision for our nation;*
- *To showcase Canada's achievements – past, present, and future – as time goes on;*
- *To provide teachers across Canada with the resource materials to engage, excite, and increase retention by their students about Canadian history.*

This mandate acts as the guiding principal for all initiatives undertaken by Founders' Hall Inc.

The mandate of Founders' Hall Inc. is entrusted to the same Board of Directors as the Capital Commission of Prince Edward Island. Their dedication, input, and leadership have been instrumental in our success.



The Founders' Hall Confederation Players - Photographer, John Sylvester



2004 Board of Directors

Ms. Tara Lea, Chair

Heritage & Culture Representative - Owner/Operator; Fortune 50 Design.

Mr. Gary MacLeod, Vice Chair

Private Business Representative - Secretary Treasurer; Prebilt Structures, Sherwood Do-it Centre, Williams Murphy MacLeod.

Mr. Darren Peters, Secretary

Province of Prince Edward Island Appointment - Investment Advisor; CIBC Wood Gundy.

Ms. Kathy O'Rourke, Treasurer

Private Business Representative - Senior Manager; Grant Thornton.

Mr. Michael Bird

Private Business Representative - General Manager; Delta Prince Edward.

Mr. John Cudmore

Private Business Representative - Executive Vice- President; Rodd Hotels & Resorts.

Mr. Wayne Hambly

Confederation Centre of the Arts Appointment - President; Hambly Enterprises Ltd., Chairman; Confederation Center of the Arts.

Mr. Ricky Hitchcock

Heritage & Culture Representative - French Language Services Advisor Government of Prince Edward Island; Conseiller en matière de services en français Gouvernement de l'Î.-P.-É.

Mr. Ivan MacArthur

City of Charlottetown Appointment - Aliant Telecommunications.

Mr. Duncan Matheson

Private Business Representative - General Manager; Holiday Inn Express Hotel & Suites Charlottetown.

Mr. Les Parsons

Charlottetown Area Development Corporation Appointment - General Manager; CADC.

Mr. Paul Jelley/Mr. Mike O'Brien

Province of Prince Edward Island - Liaison - Deputy Minister; Department of Development & Technology.



Founders' Hall ~ Canada's Birthplace Pavilion

Founders' Hall operating season began on May 16th, 2004 and closed on October 18th, 2004. However, the site remained open year-round to pre-booked groups and events.

Founders' Hall experienced its first decline in visitation since its opening in 2001. The year 2004, proved to be a difficult year for Tourism on Prince Edward Island with decreases in visitation to the Island at 20%. Like most tourism operations on Prince Edward Island, Founders' Hall experienced a drop in visitation from 42,258 to 35,465 paid visitors or -16%. Sales revenues decreased to a lesser degree with admission revenue down 13.8% and boutique revenue down 11.7%. Total sales revenues including admissions, retail, and event rental was \$385,000.

The motorcoach market remained constant at 185 arrivals vs. 284 booked. The cancellation rate improved significantly in 2004 at 34.4%. The motorcoach market represents 13% of the admission revenue and also contributes significantly to the retail revenue.

The cruise ship market continues to have positive sales impacts on Founders' Hall. The majority of cruise ships include Founders' Hall in their shore excursion programs and due to the close proximity to the port of Charlottetown, Founders' Hall enjoys considerable "walk-in" traffic from the ships. Our best "sales days" can be easily tracked back to a "cruise ship" day.

Founders' Hall is ever-increasing its profile as an important part of the school curriculum. It brought "history to life" for more than 58 school groups and 13 youth groups. Founders' Hall supplies teachers with the resources to make the visit educational including history scavenger hunts and testing materials post the visit. There are also follow-up resource materials available at www.foundershall.com

Founders' Hall continues to be a popular rental venue for events, special dinners, and conventions. One of North America's leading tour operators, Tauck Tours, enjoyed themed "Confederation Dinners" inside the Hall of the Delegates for each of their 19 arrivals to the Island. Convention organizers also enjoy the themed opportunities available to their delegates while visiting the "Birthplace of Confederation". Founders' Hall hosted more than 11 conventions in 2004, including The Francophone Parliamentarians and Communities in Bloom.

Canada's Birthplace Pavilion enjoys high customer satisfaction. Annual review of the comment cards, indicates that 91% of visitors rank the experience provided at Founders' Hall as "Excellent" or "Very Good". This percentage has remained constant in each year of operation.

Pride & Promise Trust Fund

The Founders' Hall Pride & Promise Trust Fund is controlled by the Board of Directors' of Founders' Hall and is mandated to ensure the continuation and expansion of educational outreach of Canadian History with a concentration on Canadian Confederation. The Trust Fund has \$316,715 in committed educational outreach funds. Approximately \$250,000 has been invested. Principle is secured with interest monies used to support programming to ensure sustainability and longevity of the Pride & Promise Trust Fund and its most important mandate. The primary educational outreach program of Founders' Hall is the Founders' Hall Confederation Players Program and its integrated projects further explained in the following pages.

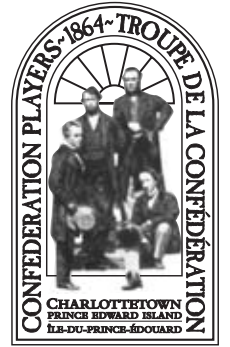


FOUNDERS' HALL
SALLE DES FONDATEURS
Canada's Birthplace Pavilion
Pavillon du berceau du Canada



Confederation Players Program

In 2004, with assistance from the Atlantic Canada Opportunities Agency, the Confederation Players Program underwent an extensive review and overhaul. As demography would indicate, today's traveler is seeking "experiential" learning opportunities when they visit a destination. Thus in answer of this need, the Confederation Players program introduced 3 new walking tours and 1 new historical re-enactment. The new programs introduced new historical characters, taking the program beyond the era of Confederation, who would "play" with the traveler in first person interpretation. This "interaction" with the new first-person characters was engaging, fun, and often they were a "surprise visit" to the walking tours. Historical integrity remained a priority in the interpretation.



The new programs were developed and written under the direction and leadership of Dr. David Weale, a well-known Prince Edward Island historian and Professor of History at the University of Prince Edward Island. The tour and historical re-enactment scripts no longer were long dialogues of facts dictated verbatim; instead, the scripts were written and presented as a "story", with the facts/dates incorporated throughout. The delivery and the retention of the subject matter became much more interesting and engaging from the perspective of both the guide and the visitor.

Walking Tour Product

The Historic Great George Street remained the same as 2003 only in title of the tour. This tour became a third-person storied journey up Historic Great George Street to Province House National Historic Site of Canada. A highlight of the tour was the surprise encounters from first-person historical characters. Such character encounters included: John Hatch the infamous town crier, Florrie Buchanan a barmaid from the Wellington Hotel, and John A. Macdonald Canada's first Prime Minister.



The Founders' Hall
Confederation Players
Photographer, John Sylvester

In 2004, the Historic Great George Street Tour ran 4 times a day in English and once a day in French from June 30th to August 29th. Shoulder season English tours were also available twice a day from June 18th to June 29th and August 30th to September 25th. In total 1535 paid visitors experienced a tour of Historic Great George Street with an average of 5.4 people per tour.

A new tour was added to this year's repertoire of heritage interpretation titled: The Settler's Tour. This storied walking tour began at Founders' Hall and ended at Beaconsfield Historic House. In most cases, this 1.5 hour walking tour was led by a Mi'kmaq guide in traditional dress of the late 1800's who tells through third-person stories the history of the settlers to Prince Edward Island. The walking group had surprise encounters with first-person historical characters such as an Acadian Soldier, Walter Patterson; PEI's first governor, Charles Dickeson; a member of the Tenant League.

The Settler's Tour ran once a day in English and once a day in French from June 30th to August 29th. In total, 413 paid visitors experienced the Settler's Tour with an average of 5.3 people per tour.

Without a doubt, the most popular tour in 2004 was the new tour titled: "The Ghostly Realm". This storied walking tour was one of legends, truths, and forerunners passed down by generations of island storytellers. Led by lantern at 7:30 p.m. Tuesday to Saturday, this ghostly walk encountered "sightings" that were weaved into the story-line including a lady in black, a haunted pitchfork, a murderer making his getaway, and a ghostly apparition.

In total, 502 paid visitors experienced the Ghostly Realm Walking Tour with an average of 14 persons per tour.

In total, in 2004, there were 378 retail walking tours performed with 2911 paying visitors participating with revenues at \$14,092.



Historical Re-enactments

In 2004, the historical re-enactment played out in front of Province House National Historic Site of Canada also experienced a major facelift. The “Has Anyone Seen John A.?” vignette was replaced by the “Magnificent Scheme”. Written by Josh Weale and Jason Rodgeron, the new vignette was less dissertative and much more interactive with the audience. Besides the Ladies and Fathers of Confederation, the vignette introduced new, interesting, and relevant characters of the time including: Maggie and Seamus O’Shea; anti-confederate farmers, and Mr. M.J. Burt; an American clown with the Slaymaker and Nichols’ Olympic Circus. With the introduction of these characters, the vignette gave a wider perspective of the Charlottetown Conference by introducing the anti-confederate debate – a common stance among many Islanders at the time and the resulting circumstances of the Circus visiting Charlottetown at the time of the Charlottetown conference in 1864.

The Magnificent Scheme played twice a day from June 30th to August 29th on the Great George Street side of Province House National Historic Site of Canada. This complimentary performance had seemingly larger crowds estimated at 3000 (52 performances x 50 visitors) throughout the summer (approximated by Players each day).

Special Gigs

The customized group booking is continuing to see large increases for the Confederation Players Program. Through aggressive sales and marketing, the Players program has another programming and revenue stream with special customized gigs booked for tours, cruise-lines, conventions, and other educational groups. This year, the players participated in 184 special functions. The revenue garnered from these events was in excess of \$14,490 (from \$10,430 last year). There is much room to grow and customize the programming to increase this market.

Prince Edward Island School Tour

The Confederation Players once again embarked on a province-wide school tour to bring the messaging of Confederation and Charlottetown’s important place in Canadian history to children primarily in grades 6-9. The two week school tour traveled from East to West with visits to 45 classrooms and 1,125 children.

A new vignette was introduced during the School Tour titled: “Coles and the Declaration of Public Education”. The vignette as a special project of the Confederation Players and the Prince Edward Island Department of Education in dedication of the year of Innovation and Learning.

Summary

The Confederation Players Program total expenses were \$126,766. Compared to \$82,395 in 2003. Reasons for the increase in expenses included the new program development costs, new costumes, increase of labor due to the addition of first-person historical characters into the walking tours, and a more dedicated approach to assigning costs to the program i.e.: marketing, telephone, etc.

Self generated revenues by the Confederation Players increased by \$6,976 or 27%. A one-time grant from ACOA of \$36,887 for new project development, and grants from the Pride & Promise Trust Fund, Prince Edward Island Tourism Investment Fund, and the Capital Commission assisted in the project’s break-even financials.

The Confederation Players program continues to be a meaningful experiential tourism product in the Birthplace of Confederation.



Festival of the Fathers - A Showcase of Canadian History September 30 – October 3, 2004

In 2004, The Festival of the Fathers went through a significant re-design. The dates of the Festival were changed from Labour Day weekend (the actual anniversary of the Charlottetown Conference) to the first week-end in October. This decision was not made lightly given the significance of the original dates; however, labour day weekend had posed problems in the past for the Festival as these dates traditionally are non-travel days as people make the transition from summer to fall and back to school. As well, October was considered better travel time for the baby boomer – our target demographic.

With the target demographic as the basis of our decision, major investment was made in new heritage programming and educational learning opportunities with the objective to:

- focus on quality and authenticity
- tell a story
- make the cultural/heritage asset come alive
- create a participatory experience
- make the experience relevant to the traveler

In total, there were twenty-two professional and interactive heritage presentations reenacted by professional heritage interpreters from National Historic Sites across the country in partnership with Parks Canada. The presentations included:

- 78th Highland Regiment; Halifax Citadel National Historic Site
- Raise Your Spirits; Halifax Citadel National Historic Site
- Food, Fun & Frolic; Fortress Louisbourg National Historic Site
- The Tea Ceremony; Artillery Park National Historic Site
- Robert Service Poem Recital; Dawson Historic Complex National Historic Site
- The Ghostly Realm Walking Tour; Founders' Hall Confederation Players; Charlottetown, PEI
- The Magnificent Scheme; Founders' Hall Confederation Players; Charlottetown, PEI.
- Historic Great George Street Walking Tour; Founders' Hall Confederation Players; Charlottetown, PEI.



78th Highland Regiment - Halifax Citadel
National Historic Site of Canada - Park Canada



48th Highlanders Tea Party - Photographer, John Sylvester



Demography research reveals that today's visitor seeks to learn while on vacation. As a result, learning workshops were added to this year's festival program. These included:

- Dressing the Part: The Use of Reproduction Period Costume.
- The Art of Storytelling.
- The Use of Performing Arts in Heritage Interpretation.
- Bringing National Historic Sites and National Parks into the Classroom.
- A Simple Planning Model for Heritage Interpretation.
- Should Heritage Interpretation be Fun?
- The Art of Street Theatre ~ Bringing Life to Your Streets.
- Walking a Tight Rope: Balancing the Needs of the Audience and those of the Site.
- Creating Creative Neighborhoods.
- Canada's Historic Places Initiative.

Other unique and interactive entertainment during the Festival included:

- The Organic Heritage Harvest Meal presented by the PEI Certified Organic Producer's Co-op.
- Hedgerow ~ A celebration of PEI through Story and Song.
- Old Market Square.

"The Gala Ball of 1864 Recreated" was the finale to the weekend celebrations with more than 300 in attendance in Victorian costume. Champagne in the Historic Prince Edward Island Legislature at Province House National Historic Site of Canada kicked off the celebratory evening followed by a promenade down Historic Great George Street to the Delta for dinner, entertainment, and dancing.

Special thanks to Parks Canada, the premiere partner in the 2004 Festival of the Fathers.



Festival of the Fathers Gala Ball - Photographer, John Sylvester



FOUNDERS' HALL INC.

FINANCIAL STATEMENTS
OCTOBER 31, 2004



MacPherson Roche Smith & Noonan

CHARTERED ACCOUNTANTS AND MANAGEMENT CONSULTANTS

PARTNERS:

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H. Andrew Smith, CA
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AUDITORS' REPORT

To the Directors of
Founders' Hall Inc.

We have audited the balance sheet of **Founders' Hall Inc.** as at October 31, 2004, and the statements of earnings, surplus and cash flows for the year then ended. These financial statements are the responsibility of the organization's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the organization as at October 31, 2004 and the results of its operations and its cash flows for the year then ended, in accordance with Canadian generally accepted accounting principles.

January 10, 2005



Chartered Accountants

FOUNDERS' HALL INC.
STATEMENT OF EARNINGS FROM OPERATIONS
YEAR ENDED OCTOBER 31, 2004

	2004	2003
Revenue		
Admissions	\$ 173,826	\$ 201,711
Retail	197,575	223,664
Event rental	12,625	16,425
Employment program	8,224	5,940
Miscellaneous	2,500	3,119
Capital Commission funding	-	8,521
Capital Commission wage donation	79,521	80,421
Confederation Players (Schedule 1)	116,195	82,394
Festival of the Fathers (Schedule 2)	82,280	20,699
	<u>672,746</u>	<u>642,894</u>
Expenses		
Amortization	2,079	259
Boutique purchases	111,538	129,600
Confederation Players (Schedule 1)	116,194	82,394
Festival of the Fathers (Schedule 2)	82,280	20,699
Insurance	6,605	5,506
Interest and bank charges	10,501	8,314
Janitorial	15,998	10,052
Memberships and dues	350	100
Bad debts	3,681	-
Off-island marketing	51,265	58,408
Office	1,350	4,727
On-island marketing	6,179	6,510
Product development	-	200
Professional fees	3,595	4,367
Rent	135,063	135,063
Repairs and maintenance	7,813	9,550
Supplies		
- retail	1,662	2,795
- site	4,864	3,021
- uniforms	388	758
Telephone	3,492	3,097
Travel	848	1,499
Utilities	18,077	17,331
Wages		
- executive, marketing and administration	79,521	80,421
- management	28,334	21,398
- retail	11,969	18,436
- site	35,039	34,590
	<u>738,685</u>	<u>659,095</u>
Loss before other items	<u>(65,939)</u>	<u>(16,201)</u>
Other items		
- Debt forgiveness (Note 9)	-	83,025
- Pride and Promise Trust Fund grant	-	14,763
	<u>-</u>	<u>97,788</u>
Excess of revenue over expenses (expenses over revenue)	\$ (65,939)	\$ 81,587

FOUNDERS' HALL INC.
STATEMENT OF EARNINGS FROM PRIDE AND PROMISE TRUST FUND
YEAR ENDED OCTOBER 31, 2004

	2004	2003
Revenue	<u>\$ 41,462</u>	<u>\$ 350,212</u>
Expenses		
Amortization	2,428	1,214
Educational programming and outreach	37,371	12,350
Grant to Founders' Hall	-	14,763
Interest and bank charges	180	-
Investment expense	102	2,331
Professional fees	2,347	-
Saddle Span		
- storage	<u>1,184</u>	<u>689</u>
	<u>43,612</u>	<u>31,347</u>
Excess of revenue over expenses (expenses over revenue)	<u>\$ (2,150)</u>	<u>\$ 318,865</u>

MacPherson Roche Smith & Noonan

FOUNDERS' HALL INC.
STATEMENT OF SURPLUS
YEAR ENDED OCTOBER 31, 2004

	2004	2003
Balance, beginning of year	\$ 318,865	\$ (81,587)
Excess of revenue over expenses (expenses over revenue) - operations	(65,939)	81,587
Excess of revenue over expenses (expenses over revenue) - Pride and Promise Trust Fund	<u>(2,150)</u>	<u>318,865</u>
Balance, end of year	<u>\$ 250,776</u>	<u>\$ 318,865</u>

FOUNDERS' HALL INC.
BALANCE SHEET
AS AT OCTOBER 31, 2004

	2004	2003
ASSETS		
Current		
Cash	\$ 7,256	\$ 12,857
Accounts receivable		
- Trade	56,600	58,837
- Pride and Promise	44,550	-
Inventory	53,075	56,626
Deferred expenses	2,890	2,760
Prepaid expenses	4,752	4,189
Receivable from the Capital Commission of PEI Inc. (Note 3)	<u>10,792</u>	<u>23,774</u>
	179,915	159,043
Capital assets (Note 4)	13,277	4,915
Pride and Promise Trust Fund (Note 5)	<u>316,715</u>	<u>318,865</u>
	<u>\$ 509,907</u>	<u>\$ 482,823</u>
LIABILITIES		
Current		
Operating loan (Note 6)	\$ 49,500	\$ -
Accounts payable and accrued liabilities	75,235	22,062
Current portion of long-term debt (Note 7)	<u>20,000</u>	<u>15,000</u>
	144,735	37,062
Long-term debt (Note 7)	<u>114,396</u>	<u>126,896</u>
	259,131	163,958
SURPLUS		
Surplus	<u>250,776</u>	<u>318,865</u>
	<u>\$ 509,907</u>	<u>\$ 482,823</u>

Approved by the Board

..... Director

..... Director

MacPherson Roche Smith & Noonan

FOUNDERS' HALL INC.
PRIDE AND PROMISE TRUST FUND BALANCE SHEET
 YEAR ENDED OCTOBER 31, 2004

	2004	2003
ASSETS		
Current		
Cash	\$ 85,734	\$ 68,701
Accrued interest	2,314	2,925
Receivable from the Capital Commission of PEI Inc.	1,500	-
Operating loan to Founders Hall (Note 6)	<u>49,500</u>	<u>-</u>
	139,048	71,626
Investments (market value \$190,650)	189,439	217,966
Saddle span (net of accumulated amortization of \$3,642; 2003 - \$1,214)	<u>32,778</u>	<u>35,206</u>
	<u>\$ 361,265</u>	<u>\$ 324,798</u>
LIABILITIES		
Current		
Due to Founders' Hall	\$ 44,550	\$ 5,933
SURPLUS		
Surplus	<u>316,715</u>	<u>318,865</u>
	<u>\$ 361,265</u>	<u>\$ 324,798</u>

FOUNDERS' HALL INC.
STATEMENT OF CASH FLOWS
YEAR ENDED OCTOBER 31, 2004

	2004	2003
Net inflow (outflow) of cash related to the following activities:		
Operating		
Excess of revenue over expenses (expenses over revenue)	\$ (68,089)	\$ 400,452
Item not affecting cash		
Amortization	<u>2,079</u>	<u>259</u>
	<u>(66,010)</u>	<u>400,711</u>
Changes in non-cash operating working capital items		
Accounts receivable		
- Trade	2,237	(45,245)
- Pride and Promise	(44,550)	-
Inventory	3,551	(12,814)
Deferred expenses	(130)	15,820
Prepaid expenses	(563)	(778)
Accounts payable and accrued liabilities	53,173	(100,896)
Deferred revenue	<u>-</u>	<u>(10,057)</u>
	<u>13,718</u>	<u>(153,970)</u>
	<u>(52,292)</u>	<u>246,741</u>
Financing		
Operating loan	49,500	-
Advances from (to) related company	12,982	(35,539)
Proceeds from long-term debt	-	76,896
Repayment of long-term debt	<u>(7,500)</u>	<u>(10,000)</u>
	<u>54,982</u>	<u>31,357</u>
Investing		
Acquisition of capital assets	(10,441)	(5,174)
Pride and Promise	<u>2,150</u>	<u>(308,808)</u>
Net cash outflow	(5,601)	(35,884)
Cash position, beginning of year	<u>12,857</u>	<u>48,741</u>
Cash position, end of year	<u>\$ 7,256</u>	<u>\$ 12,857</u>

FOUNDERS' HALL INC.
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED OCTOBER 31, 2004

1. DESCRIPTION OF BUSINESS

The company was incorporated as a non-profit corporation without share capital on September 25, 2000, under the Companies' Act of Prince Edward Island for the purpose of presenting the historic significance of Charlottetown as the birthplace of Canada's confederation through an interpretive centre. The corporation received charitable status as of November 1, 2001.

2. ACCOUNTING POLICIES

The financial statements have been prepared in accordance with Canadian generally accepted accounting principles and include the following significant accounting policies:

(a) Deferred Design and Construction Costs

Costs incurred in the design and construction of the interpretive centre, less any government assistance, interest income and other contributions received during the design and construction period have been capitalized.

(b) Inventory

Inventory is valued at the lower of cost and net realizable value.

(c) Capital assets

Capital assets are recorded at cost less government assistance. Equipment and costumes are being amortized on a straight-line basis over a period of 5 years.

3. RECEIVABLE FROM THE CAPITAL COMMISSION OF PEI INC.

The Capital Commission is a non-profit organization incorporated under the Companies' Act of Prince Edward Island for the purpose of carrying on objects of a historical, cultural and social character, without pecuniary gains to its members. The Founders' Hall Inc. Board of Directors is identical to the Board of Directors of the Capital Commission.

4. CAPITAL ASSETS

	<u>Cost</u>	<u>Accumulated Amortization</u>	<u>Net Book Value</u>	
			<u>2004</u>	<u>2003</u>
Equipment	\$ 5,174	\$ 1,294	\$ 3,880	\$ 4,915
Costumes	<u>10,441</u>	<u>1,044</u>	<u>9,397</u>	<u>-</u>
	<u>\$ 15,615</u>	<u>\$ 2,338</u>	<u>\$ 13,277</u>	<u>\$ 4,915</u>

FOUNDERS' HALL INC.
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED OCTOBER 31, 2004

5. PRIDE AND PROMISE

Pride and Promise is a fundraising campaign launched by the organization in 2003. The goal of the campaign is to raise \$1.25 million in private sector donations. The purpose of the campaign is to generate revenues which will support the educational outreach vision of bringing the Birthplace of Canada story to the youth of the nation.

6. OPERATING LOAN

Pride and Promise operating loan, interest at prime, with no set terms of repayment.

7. LONG TERM DEBT

	<u>2004</u>	<u>2003</u>
Atlantic Canada Opportunities Agency loan, non-interest bearing, payable to September, 2011, in two installments per year totaling \$20,000 in 2005 to 2009, \$26,898 in 2010 and \$7,500 in 2011	\$ 134,396	\$ 141,896
Current portion	<u>20,000</u>	<u>15,000</u>
	\$ 114,396	\$ 126,896

Principal payments required in each of the next five years are as follows:

	<u>2005</u>		<u>2006</u>		<u>2007</u>		<u>2008</u>		<u>2009</u>
\$	20,000	\$	20,000	\$	20,000	\$	20,000	\$	20,000

8. OPERATING LEASE

The company leases its premises at 8 Prince Street, Charlottetown, Prince Edward Island, under a lease expiring in June 2006. The annual base rent for the year ended October 31, 2004 was \$135,063 plus GST. The lease also states that if the company generates an operating profit for any fiscal year during the term of the lease, it will be payable to the landlord, to a maximum of \$114,741, plus GST. No amount is due for the year ended October 31, 2004.

9. DEBT FORGIVENESS

During 2003, the organization's landlord agreed to write off rent arrears in the amount of \$83,025. The landlord agreed to a revised rental agreement as outlined in Note 8.

FOUNDERS' HALL INC.
CONFEDERATION PLAYERS REVENUE AND EXPENSES
YEAR ENDED OCTOBER 31, 2004

	2004	2003
<hr/>		
Revenue		
Rental	\$ 14,490	\$ 10,430
Walking tours	18,748	15,882
Employment programs	23,884	33,008
Costume Rental	50	-
Department of Education Grant	2,000	3,150
Capital Commission Grant	8,920	-
Historica Grant	-	10,000
Maritime School Tour Sponsorship	-	5,000
Pride and Promise Trust Fund Grant	11,215	4,924
ACOA Grant	<u>36,887</u>	<u>-</u>
	\$ 116,194	\$ 82,394
Expenses		
Costumes	\$ 1,864	\$ 690
Education program	2,262	4,611
General	2,000	937
Maritime School Tour	78	13,724
New project development	30,370	-
Off-island marketing	3,198	262
On-island marketing	2,212	1,955
Salary and wages	73,771	58,904
Scholarship	-	1,000
Telephone	325	311
Travel	<u>114</u>	<u>-</u>
	\$ 116,194	\$ 82,394

FOUNDERS' HALL INC.
FESTIVAL OF THE FATHERS REVENUE AND EXPENSES
YEAR ENDED OCTOBER 31, 2004

	2004	2003
Revenue		
Sponsorship	\$ 9,666	\$ -
Tickets	15,888	652
Vendor	570	375
Grants		
- Capital Commission	30,000	12,246
- Pride and Promise Trust Fund	<u>26,156</u>	<u>7,426</u>
	<u>\$ 82,280</u>	<u>\$ 20,699</u>
Expenses		
Entertainment	\$ 4,820	\$ 1,175
Off-island marketing	9,182	3,682
On-island marketing	21,782	7,525
Operations	<u>46,496</u>	<u>8,317</u>
	<u>\$ 82,280</u>	<u>\$ 20,699</u>

CAPITAL COMMISSION
OF PRINCE EDWARD ISLAND
Canada's Birthplace



COMMISSION DE LA CAPITALE
DE L'ÎLE-DU-PRINCE-ÉDOUARD
Berceau du Canada



FOUNDERS HALL
SALLE DES FONDATEURS
Canada's Birthplace Pavilion
Pavillon du Berceau du Canada

Capital Commission of Prince Edward Island
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