



ANNUAL REPORT 2022

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ABOUT BRANDON CENTENNIAL AUDITORIUM CORPORATION INC.

Brandon Centennial Auditorium Corporation Inc. is a non-profit organization and registered charity operating a live performance venue known as the Western Manitoba Centennial Auditorium (WMCA) located in the heart of Brandon on the edge of the Brandon University campus. The WMCA functions as a professional performing arts center for local, national and international artists, community theatre organizations, festivals and a myriad of school concerts & events throughout the year.

We are grateful for the continuous support from our funding partners the City of Brandon and Province of Manitoba. We are also grateful to Brandon University and the Physical Plant for their operational assistance.

Vision (Proposed December 2019)

Enriching the quality of life in Western Manitoba through a relevant and sustainable regional theatre.

Mission (Established 2009)

To provide a welcoming venue for professional entertainers, educational initiatives, and community participation and celebration. To provide affordable access to the facility while being fiscally responsible to our funding partners. To strike a balance in programming between community activity and professional entertainment.

Core Values (Proposed December 2019)

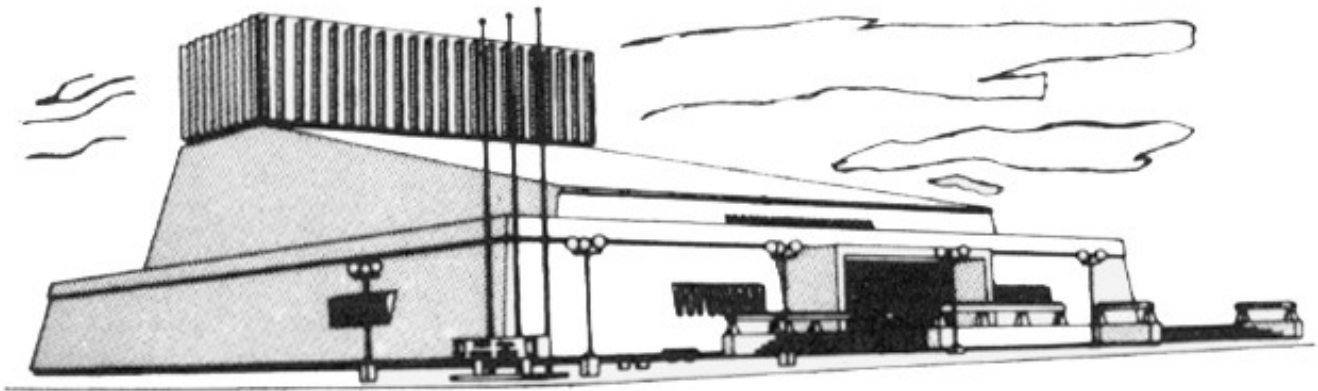
Community Sustainability Diversity Accessibility Value for Money

Looking Ahead

The WMCA is entering a new era - under new leadership with revived discussions about how we can ensure that the WMCA continues to be a relevant regional theatre that the citizens of Western Manitoba can enjoy for decades to come.



Kaitlyn Mitchell
General Manager



“...that The Centennial Auditorium be owned and operated for the use, benefit and enjoyment of all the people of the City of Brandon and of Western Manitoba and their descendants so long as the building shall stand.” 1965 operational agreement

FACILITY AND OPERATIONS

The core business of the WMCA is providing facilities and services. Facilities include our main stage auditorium and lower-level banquet space. Related service amenities include dressing rooms, support spaces, technical facilities and equipment, beverage and hospitality, ticketing, and marketing support. In addition to providing facilities and services, the WMCA programs its own events throughout the season both independently and in partnership with local promoters such as Dauphin's Countryfest.

From January through December 2022:

- 141 days in use
- 45 ticketed events
- 6 WMCA promoted/partnered shows
- Over 33,000 total attendance

Covid continued to play a factor in facility usage at the start of 2022. During January and February usage was limited to renting to Brandon University to accommodate physical distancing requirements for classes. Usage picked up slightly in the late winter early spring and increased significantly by fall. Approximately 85% of the WMCA's income comes from rental and box office operations. Approximately 78% of all rentals are to community members, local organizations, or educational institutions at subsidized rates. Additional income generations come from WMCA promoted shows and professional rentals as well as operating grants from City of Brandon and the Province of Manitoba. WMCA has scope to increase utilization and to create a greater balance of bookings to ensure sustainability in the coming years.

Attendance increased by 123% over 2020/2021 - but total attendance remains at 57% of 2019 (the last full year pre-pandemic).

The WMCA box office issued 31,933 tickets with sales processed of over \$900,000.00. 75% of tickets were purchased online.

62 customers donated to the WMCA by adding on to their online ticket purchase. 2 patrons donated via Canada Helps. Total donations received for the year towards programming and operations, including private donations, was \$3,152.70.

FINANCIAL RESULTS

Statement of Financial Position

- Assets: \$1,393,805
- Liabilities: \$1,393,805
- Net Assets: \$0

Statement of Comprehensive Income (Profits and Losses)

- Revenues (inc. grants and other income): \$643,970
- Expenses: \$820,416
- Allocation of Deficit Advances repayable: \$176,446

| DESCRIPTION | REVENUE | EXPENSES | EARNINGS |
|--------------------------------|-----------|----------|-----------|
| Rentals & Box Office | \$233,272 | 242,145 | (8,873) |
| WMCA Programming | \$192,791 | 168,301 | 24,490 |
| Beverage & Hospitality | \$ 28,172 | 14,818 | 13,354 |
| Funding & Operational Overhead | \$ 67,693 | 273,110 | (205,417) |
| Amortization of Capital | \$122,042 | 122,042 | 0 |

Statement of Cash Flows

- Cash Flows from Operating Activities: \$225,255
- Cash Flows from Capital Activities: \$(33,673)
- Cash Flows from Financing Activities: \$0

NOTES TO FINANCIAL STATEMENTS

The financial statements are prepared in accordance with Canadian public sector accounting standards for not-for-profit organizations by BDO Canada LLP. The deferral method of accounting is followed (restricted contributions are recognized as revenue in the year in which the related expenses are incurred and unrestricted contributions are recognized as revenue when received or receivable and collectability is reasonably assured).



Debt

WMCA has access to a line of credit through Westoba Credit Union. The amount outstanding is NIL. The interest rate is prime + 0.75%.

WMCA participated in the Canada Emergency Business Account loan program. The amount outstanding is \$40,000. It is non-interest bearing and no scheduled repayments until December 2023.

Going Concern

The WMCA is economically dependent on the Province of Manitoba and the City of Brandon to cover its operating deficit each year.

“...a great building of culture and entertainment.”

Takeaways

WMCA's current deficit-based funding model no longer serves the WMCA, our funding partners or our key stakeholders. Significant assessments of capital investment and operations must be done to ensure the existence of the facility to serve generations to come as Westman's regional theatre.

APPENDIX: 2022 EVENT LIST

WMCA 2022 Programming

| <u>Date</u> | <u>Event Name</u> | <u>Number of tickets</u> |
|-------------------|-----------------------|--------------------------|
| May 3, 2022 | Menopause The Musical | 810 |
| July 4, 2022 | Jann Arden | 582 |
| September 4, 2022 | Johnny Reid | 795 |
| November 7, 2022 | Randy Bachman | 618 |
| November 13, 2022 | Anchors Up Tour | 167 |
| November 16, 2022 | Jess Moskaluke | 593 |

Ticketed Rentals in 2022

| <u>Date</u> | <u>Client</u> | <u>Event Name</u> | <u>Number of tickets</u> | <u>Rental classification</u> |
|---------------------------------|-------------------------------|---------------------------------|--------------------------|------------------------------|
| February 21, 22, 23, 24, 25, 26 | Steppin Time | Showcases | 1810 | Community |
| March 6 | Steppin Time | Spring Recital | 747 | Community |
| March 12 | Promotional Marketing | Louisiana Hayride (tribute) | 380 | Professional |
| March 18 | Dan Quinn | Snowed In Comedy Tour | 398 | Professional |
| March 19 | Westman Regional Arts Project | On the Stage | 137 | Community |
| March 21, 22, 23, 24, 25 | Vincent Massey High School | You're a Good Man Charlie Brown | 1092 | Education |
| March 26 | Dauphin's Countryfest | Return to the Hill Celebration | 334 | Professional |
| April 29 | VaughnCo Entertainment | Hotel California (tribute) | 608 | Professional |
| May 8 | Brandon Community Orchestra | Brandon Community Orchestra | 159 | Community |

Ticketed Rentals in 2022 cont'd

| <u>Date</u> | <u>Client</u> | <u>Event Name</u> | <u>Number of tickets</u> | <u>Rental classification</u> |
|---------------------------|-----------------------------|--------------------------------------|--------------------------|------------------------------|
| May 9, 10, 11, 12, 13, 14 | Crocus Plains High School | Little Shop of Horrors | 861 | Education |
| May 17, 18, 19, 20, 21 | Mecca Productions | Frozen Jr. | 2327 | Community |
| May 23, 24, 25, 26, 27 | Steppin' Time | Recitals | 2131 | Community |
| May 28 | Johnny Showtime Inc. | Queen: It's a Kinda Magic (tribute) | 321 | Professional |
| May 29, 30, 31 | Brandon School of Dance | Spring Festival/Open Arms/Blue Skies | 774 | Community |
| June 1 | West Side Band | Band Concert | 563 | Education |
| June 2 | East Side Band | Band Concert | 555 | Education |
| June 5 | BOSS Dance Academy | Recital | 467 | Community |
| July 15 | Johnny Showtime Ltd. | Dancing Queen (tribute) | 629 | Professional |
| September 23 | Countryfest Productions | Perfect Sacrifice (tribute) | 100 | Professional |
| October 8 | Darren Tre Minisofer | Alan Jackson (tribute) | 79 | Professional |
| October 12 | Steve Marshall | Relive the Music (tribute) | 492 | Professional |
| October 13 | Route 10 Collective | Concert | 254 | Community |
| October 22 | The Wiggles Live | The Wiggles | 1194 | Professional |
| October 29 | VaughnCo Entertainment | Rumours (tribute) | 392 | Professional |
| October 30 | Winnipeg Symphony Orchestra | Shadow & Light | 636 | Professional |
| November 4 | Rocklands Entertainment | Scott Woods | 142 | Professional |

Ticketed Rentals in 2022 cont'd

| <u>Date</u> | <u>Client</u> | <u>Event Name</u> | <u>Number of tickets</u> | <u>Rental classification</u> |
|---|-----------------------------|------------------------------|--------------------------|------------------------------|
| November 8, 9, 10, 11, 12 | Vincent Massey High School | The Descendants | 1502 | Education |
| November 18 | Shantero Productions | Ron James | 695 | Professional |
| November 20, 21, 22, 23, 24, 25, 26, 27 | Mecca Productions | Little Women | 1416 | Community |
| November 28, 29, 30, December 1, 2, 3 | Neelin High School | Anastasia | 1169 | Education |
| December 4 | Mecca Productions | Mecca Family Holiday Concert | 553 | Community |
| December 6 | Crocus Plains/Neelin | Band and Choir | 523 | Education |
| December 7 | Vincent Massey | Winter Band Concert | 470 | Education |
| December 14 | Riverheights School | Candyheights | 783 | Education |
| December 15 | Linden Lanes School | Winter Concert | 709 | Education |
| December 18 | Winnipeg Symphony Orchestra | Holiday Tour | 358 | Professional |
| December 21 | Waverly Park School | The Great Holiday Bake Off | 844 | Education |

Other Rentals in 2022

| <u>Date</u> | <u>Client</u> | <u>Facility Usage</u> | <u>Rental classification</u> |
|-----------------|--------------------|-----------------------------|------------------------------|
| Jan/Feb/Mar/Apr | Brandon University | Class Space | Education |
| March 20 | Brandon University | Clarinetfest | Education |
| March 29/30 | Brandon University | Concerts | Education |
| April 4 | Brandon University | Small Ensemble Extravaganza | Education |
| April 15 | Jehovah's Witness | Service | Grand Salon |
| April 28 | Kevin Mohaghan | Band Workshop | Education |

Other Rentals in 2022 cont'd

| <u>Date</u> | <u>Client</u> | <u>Facility Usage</u> | <u>Rental classification</u> |
|------------------|----------------------|------------------------------------|------------------------------|
| June 22 | Myeloma Canada | Reception | Grand Salon |
| June 24 | Elton Collegiate | Graduation Ceremony | Education |
| July 9 | Kathy Gordon | Celebration of Life - Bill Gordon | Community |
| August 26 | Mecca Productions | Summer Camp Wrap-up | Community |
| September 15 | United Way | Reception | Community |
| September 24 | Ken McPhail | Celebration of Life - Diane Nelson | Community |
| September 28, 29 | West Side/East Side | Band Camp | Education |
| October 25 | Brandon University | Band | Education |
| October 27 | Investor's Group | Comedy Night | Professional |
| November 14 | SPIN | Conference | Community |
| December 9 | Sutton Realty | Holiday Party | Foyer Only |
| December 17 | Blue North | Family Christmas Party | Grand Salon |
| December 20 | Maryland Park School | Concert | Education |