

2013 ANNUAL REPORT

Olds Regional
Exhibition



Community

Collaboration
Expansion
Membership
Reputation
Sustainability



Agriculture

Commerce
Diversification
Lifestyle
Partnership
Production



Youth

Development
Education
Leadership
Legacy
Spirit

President's Message

- OAS Produced Events
 - Summer Synergy is “Flagship” demonstrating core values
 - ORE is very proud of the annual livestock events
 - Cow Palace Floor Upgrade is “Game Changer”
- Partnerships
 - Province, Regional Exhibitions, Sponsors, Rotary, 4-H, Town, County, College, Olds Fashioned Christmas, HRA, etc.
 - Creating Win-Win Relationships
- Staffing
 - Dedicated & engaged staff thinking creatively
- Funding & Financial Consideration
 - Static government funding forces operations to be fiscally responsible and sustainable
 - Budget practice of “Doing Less With Less”
- Capital Expansion – Moving Forward
 - Board Development Retreat
 - Agriculture, Youth & Community
- Organizational Name Change
 - Olds Regional Exhibition



The ORE Story

Same Story... New Look!!!



ORE Mission Statement

Provide venue and facilitate events for our community, youth, agriculture industry and rural lifestyles.

ORE Vision Statement

Olds Regional Exhibition promotes awareness and understanding of agriculture's vital role in our community. ORE strives to be the 'first choice' convention, rural youth development, recreation, agriculture, entertainment facility in Alberta by exceeding client guest expectations through professional, accommodating customer service.

We Value and Respect:

Our Volunteers, Patrons and Employees

Quality of Life in our Community

Youth

Community & Industry Partnership, Relationships & Linkages

Safety & Security

Our Facilities

Fiscal Responsibility

About ORE

- Founded 1899 ~ 115 years
- 1 of 7 Regional Exhibitions
- 65 acres of wholly owned and operated land
- 140,550 square feet of indoor space
- Over 700 days of annual activity
- 95% of activity is primary ag production & agri-business
- Over 46,000 visitors annually
- 12 Board Members & 80 Members
- 8 Staff

About ORE

- Board of Directors

- Curtis Flewelling, President
- Anne Burgess, Vice President
- Eric Iverson, Finance Chair
- Ciara Buchanan, Scott Harvie, John Hunder, Laurie Hunter, Val Joevenazzo, Donna Smith, Nick Tytkanych, Deb Wilson

- Staff

- Tami Gardner, Executive Director
- Tracy Gardner, Event Manager
- Bev Kelly, Bookings Coordinator
- Connie Hahn, Accounting
- Buck Thompson, Facilities Operator
- Gary Piper, Facilities Operator
- Danton Rodgers, Facilities Operator
- Elmer Bruniski, Grounds

Economic Impact

ORE is a vibrant and dynamic driver of economic impact in the region contributing to local business including accommodations, food & beverage, retail, farm supplies, fuel, etc.

- Annual Operating and Capital Budget
 - \$3 million
- Travel Alberta Direct Visitor Spending matrix
 - \$11,175,300 annually
 - 3570 visitors monthly (average)

Financial Management

A sixteen year operational comparative analysis demonstrates the challenges and pressures facing ORE's operations. 505% increase in wages & salaries, 462% increase in utility costs and 179% increase in insurance with rather static funding and facility rental revenues makes this business model rather unsustainable.

Olds Agricultural Society - Operational Comparative Analysis (Since the last grant agreement with the Provincial Government - 1998)

Year End <small>(Fiscal year end is March 31st)</small>	Wages & Salaries <small>(including benefits)</small>	Insurance	Utilities	Bedding, Sand & Waste Disposal <small>(renamed column in 2012)</small>	Repairs & Maintenance	Other Expenses <small>(which includes capital purchases)</small>	Total Annual Expenses <small>(includes all capital expenditures)</small>	% Increase from previous year	Gross Revenue <small>(does not include \$380,000 in annual grant funding)</small>	% Increase from previous year	Net Profit (Loss)	Net Profit (Loss) <small>with annual grant funding</small>
1998	\$ 80,037.00	\$ 11,065.00	\$ 22,410.00	\$ 5,984.00	\$ 29,655.00	\$ 345,647.00	\$ 494,798.00		\$ 201,461.00		\$ (293,337.00)	\$ 86,663.00
1999	\$ 89,616.00	\$ 11,652.00	\$ 24,968.00	\$ 5,722.00	\$ 40,031.00	\$ 426,253.00	\$ 598,242.00	20.91%	\$ 354,728.00	76.08%	\$ (243,514.00)	\$ 136,486.00
2000 <small>(Centennial Celebrations)</small>	\$ 121,754.00	\$ 11,682.00	\$ 28,680.00	\$ 9,307.00	\$ 45,043.00	\$ 527,761.00	\$ 744,227.00	24.40%	\$ 405,331.00	14.27%	\$ (338,896.00)	\$ 41,104.00
2001	\$ 125,459.00	\$ 11,386.00	\$ 40,267.00	\$ 19,854.00	\$ 51,596.00	\$ 546,362.00	\$ 794,924.00	6.81%	\$ 414,785.00	2.33%	\$ (380,139.00)	\$ (139.00)
2002	\$ 163,831.00	\$ 12,190.00	\$ 56,342.00	\$ 20,269.00	\$ 88,326.00	\$ 495,930.00	\$ 836,888.00	5.28%	\$ 455,929.00	9.92%	\$ (380,959.00)	\$ (959.00)
2003	\$ 163,009.00	\$ 13,253.00	\$ 66,644.00	\$ 22,492.00	\$ 55,146.00	\$ 455,947.00	\$ 776,491.00	-7.22%	\$ 454,770.00	-0.25%	\$ (321,721.00)	\$ 58,279.00
2004	\$ 184,520.00	\$ 16,176.00	\$ 88,494.00	\$ 27,172.00	\$ 100,037.00	\$ 486,680.00	\$ 903,079.00	16.30%	\$ 556,566.00	22.38%	\$ (346,513.00)	\$ 33,487.00
2005	\$ 201,094.00	\$ 23,095.00	\$ 79,039.00	\$ 44,354.00	\$ 125,579.00	\$ 495,024.00	\$ 968,185.00	7.21%	\$ 547,397.00	-1.65%	\$ (420,788.00)	\$ (40,788.00)
2006 <small>(MegaDome Construction Commenced)</small>	\$ 232,786.00	\$ 28,415.00	\$ 82,343.00	\$ 53,356.00	\$ 126,642.00	\$ 504,392.00	\$ 1,027,934.00	6.17%	\$ 777,431.00	42.02%	\$ (250,503.00)	\$ 129,497.00
2007	\$ 323,529.00	\$ 27,662.00	\$ 93,887.00	\$ 82,773.00	\$ 152,657.00	\$ 644,381.00	\$ 1,324,889.00	28.89%	\$ 932,825.00	19.99%	\$ (392,064.00)	\$ (12,064.00)
2008	\$ 384,380.00	\$ 38,191.00	\$ 94,396.00	\$ 81,609.00	\$ 138,866.00	\$ 580,908.00	\$ 1,318,350.00	-0.49%	\$ 910,979.00	-2.34%	\$ (407,371.00)	\$ (27,371.00)
2009	\$ 392,252.00	\$ 37,208.00	\$ 114,043.00	\$ 101,849.00	\$ 117,263.00	\$ 754,753.00	\$ 1,517,368.00	15.10%	\$ 986,014.00	8.24%	\$ (531,354.00)	\$ (151,354.00)
2010 <small>(Final production of Fair - Aug 2009)</small>	\$ 510,079.00	\$ 32,677.00	\$ 98,141.00	\$ 77,623.00	\$ 114,143.00	\$ 749,201.00	\$ 1,581,864.00	4.25%	\$ 1,049,128.00	6.40%	\$ (532,736.00)	\$ (152,736.00)
2011	\$ 484,996.00	\$ 30,915.00	\$ 126,021.00	\$ 63,444.00	\$ 115,414.00	\$ 694,420.00	\$ 1,515,210.00	-4.21%	\$ 979,409.00	-6.65%	\$ (535,801.00)	\$ (177,801.00)
2012	\$ 437,037.00	\$ 32,809.00	\$ 125,655.00	\$ 80,614.00	\$ 96,431.00	\$ 779,306.00	\$ 1,551,852.00	2.42%	\$ 977,331.00	-0.21%	\$ (574,521.00)	\$ (218,477.00)
2013	\$ 462,710.00	\$ 35,691.00	\$ 122,157.00	\$ 104,553.00	\$ 121,571.00	\$ 719,428.00	\$ 1,566,110.00	0.92%	\$ 1,175,596.00	20.29%	\$ (390,514.00)	\$ (34,518.00)
Percent Increase during the 15 year period - by category	505.96%	179.39%	462.34%	960.23%	289.19%	100.90%	206.23%		386.15%		82.66%	-305.16%

2011 is an important milestone as it reflects two major changes to OAS' operations - ceasing the production of the annual Fair & Rodeo and a reduction in annual grant revenues.

Sustainability

- Fiscally Responsible – Operationally Challenged
- Agriculture Industry Leadership
 - Event Production - “Summer Synergy”
 - Industry Training, Education & Leadership
 - Awareness, Safety & Ag Advocacy
- Community Vitality
 - Regional, Provincial, National
 - Collaboration & Partnership
 - Primary Ag Societies, Service Clubs, Chamber of Commerce, Olds College, Olds Institute, AAAS, 4-H, etc.

ORE's business is the incubation, development, promotion and execution of commerce and entertainment as it relates to agriculture, youth and our community.

2014 Signature Events

April 19th: Spring Classic Jackpot Show

May – September: Olds Farmer's Market

June 27th – 30th: Central Alberta Draft Horse Classic

July 7th – 12th: Summer Synergy

Provincial 4-H Beef Heifer Show, Provincial 4-H Dairy Show, Provincial 4-H Sheep Show & Provincial Junior Beef Breed Associations

July 28th: Classic Rock Concert

August 19th – 24th: Cutter's Classic

October 3rd – 5th: Fall Classic Beef Show

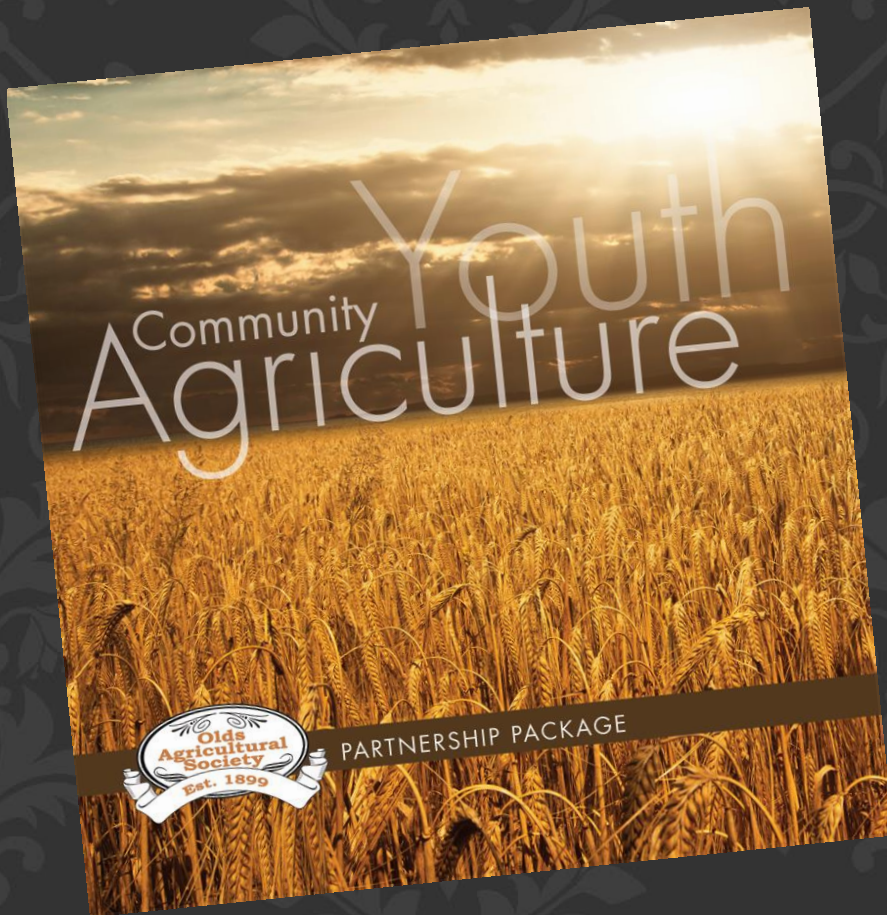
November 29th: Santa Claus Parade of Lights and Country Wonderland Market
Much More!!!



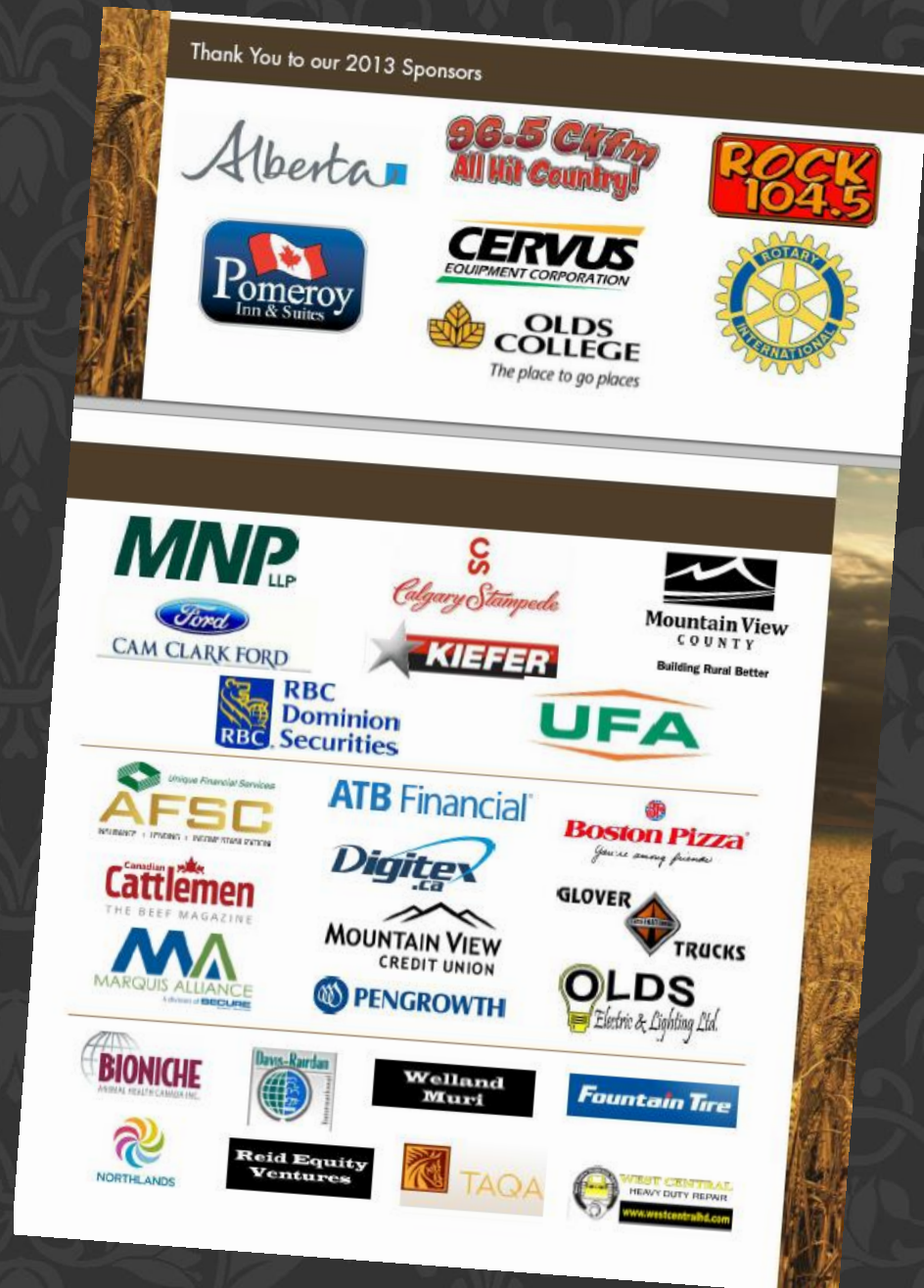


What's Next...

- **Diversified Revenue Streams**
 - Cow Palace Paving & Commercial Kitchen Upgrade will capture food & beverage revenue
 - Alberta BMX, Olds Indoor Auto Sale, Country Road RV Show & Sale has contributed to \$45,800 annually in commercial revenues
- **Corporate Relations**
 - 16% increase in annual sponsorship/partnership agreements
 - Summer Synergy continues to elevate government and industry relations
- **Year Round Operations**
 - Staff reduction
 - Increased operation efficiencies
- **Exciting 2014**
 - Olds Regional Exhibition
 - Uptowne Olds Area Redevelopment Plan Medium to High Density Residential Zoning



2014 Partnership Package





Welcome to the Olds Regional Exhibition

The Olds Regional Exhibition, formerly Olds Agricultural Society, is considered to be one of the essential pillar organizations in Olds Alberta. Olds is less than an hour north of Calgary, in the rich farming land of central Alberta. The population of the town is over 8,500 people, mainly employed in agricultural, oil & gas, or business industries.

ORE provides venues and facilitates events in our community, for youth, those in the agricultural industry, and to enhance rural lifestyles.



AGRICULTURE - The annual Olds Fall Classic each October is a showcase of top quality cattle from the industry's leading seedstock breeders.



YOUTH - The MegaDome is the Alberta Indoor Cycling Centre for BMX Track racers, an opportunity for young BMX riders to ride & train all winter long.



COMMUNITY - ORE is very active in many community events, including the Santa Claus Parade of Lights during Olds Fashioned Christmas activities.

agriculture • youth • community

[\[View full size calendar\]](#)

March 2014

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

What's New?

- Everyone is invited to the OAS Annual General Meeting on March 27th. The new website for Olds Regional Exhibition will be unveiled. The meeting will be held in the Cow Palace.
- In July, OAS received a \$54,740 grant from the Agricultural Initiatives Program. This grant will assist renovations to an infield tent, playground construction, and parking improvements. [Click here for details](#)



**Community
Development**

**Industry
Partnerships**

**Event
Management**



OLDSREGIONAL
EXHIBITION
agriculture • youth • community

www.oldsregionalexhibition.com