

WINNIPEG FOLK FESTIVAL 2011-12 ANNUAL REPORT





WINNIPEG FOLK FESTIVAL

Mission

Creating experiences of discovery and learning through the celebration of people and music.

Vision

By 2020, to play a leading role in making Winnipeg the folk music capital of North America.

Core Values

Artistic excellence
Creative expression
Community
Inclusiveness
Collaboration
Entrepreneurship
Environmental Stewardship
Excellence in governance
and management



Photo: David Landy, 1975

The inaugural Winnipeg Folk Festival was held in 1974 as a one-time celebration to mark Winnipeg's 100th anniversary. The festival was free and attracted an estimated audience of 22,000 over the three-day weekend. While the festival has grown considerably since then, the gathering in 1974 laid down important roots in Birds Hill Provincial Park and with the community that remain strong today.

The festival's cumulative attendance now exceeds 80,000 and includes thousands of visitors from outside of Manitoba and performers from across North America, and the world. The organization has more than 2,700 dedicated volunteers who contribute well over 55,000 hours of labour each year to create the magic that is the Winnipeg Folk Festival.

The Winnipeg Folk Festival generates \$29.4M in economic activity and creates 281 jobs for the province of Manitoba. The impact on Gross Domestic Product (GDP) in Manitoba is estimated at \$14.7M. The GDP represents the estimated net economic activity generated from this signature Manitoba event.*

Over the years, the Winnipeg Folk Festival has evolved from a one-weekend event to a year-round arts organization and community asset with folk music at its heart. Today, the festival presents concerts and events throughout the year, supports the community with education and outreach programs, and operates a folk music store and performance space in Winnipeg's historic Exchange District. The Winnipeg Folk Festival is a not-for-profit charitable organization

* 2010 Economic Impact Assessment by Tourism Winnipeg
Charitable #: BN 119718179 RR001



Photo: Lisa Waldner

TABLE OF CONTENTS

Message from the Chair	3
Message from the Management Team.....	3
2011-2012 Highlights and Celebrations.....	4
Improving Our Festival Home.....	6
Staging the Future.....	7
Artistic - Festival	8
Artistic - Year Round	9
Education and Outreach	10
Sustainability	12
Volunteers.....	13
Resource Development	14
2011-2012 Sponsors and Friends.....	15
2011-2012 Board of Directors.....	16
2011-2012 Staff	16
Attendance and Financial Overview	17
2011-2012 Financial Statements	18

MESSAGE FROM THE CHAIR



The Winnipeg Folk Festival is proud of its commitment to sustainability. We consider ourselves to be a very green organization and have been recognized as such. But our commitment to sustainability extends beyond the environment. We have proven ourselves to be financially sustainable as well. For the 11th year in a row, we are proud to post an operating surplus.

Since the turn of the millennium, our annual budget has more than doubled from less than \$2M to more than \$4M with a corresponding increase in year-round staff from 8 to 17 and volunteers from 1,400 to 2,700. This growth was deliberate and strategic, intent

on transforming the Folk Festival into a year-round organization.

Apart from our foremost commitment to deliver a spectacular event in the summer, we now offer to our community a multitude of programs connecting

people and music. Our year-round programs include a year-round concert series, workshops and emerging artist concerts at the Folk Exchange, an annual Artistic Achievement Award, a high school mentorship program, Folk for Families featuring concerts for children, among other activities.

It is important to note that each of these new ventures has been undertaken responsibly, seeking ways to expand the pursuit of our mission and vision while keeping an eye on the bottom line. In doing, so we ensure the ability of this not-for-profit arts and culture organization to not only survive, but thrive, over the long term.

On behalf of the Board of Directors, I'd like to extend my sincere thanks to our extremely capable and dedicated staff. As a result of their efforts we are able to live by what we preach: to be a model of sustainability, in every interpretation of that term.

Gerry Couture | Chair

MESSAGE FROM THE MANAGEMENT TEAM

We agree that the 2011/12 season could be summed up in one word – celebration! The Winnipeg Folk Festival started the year by being named one of the top ten music festivals in the world by Delta Sky Magazine. What an achievement to be the only Canadian festival to make this list!

The celebration continued as the festival hosted a sold-out concert as part of the National Arts Centre's Prairie Scene in Ottawa in May. On July 4th the grand opening of our La Cuisine building marked the successful completion of a new backstage facility that will benefit the festival for years to come. This was followed by the 38th annual festival which was a spectacular edition with almost perfect weather, record attendance and a near sell-out on Friday night with a jaw-dropping performance by k.d. lang.

In the fall of 2011 we celebrated the completion of Phase One of our site redevelopment project and surpassed the half way mark in our capital campaign. These milestones will move the organization towards future success.

There are thousands of folks who should share in our celebration - our 2,700 volunteers, our donors, sponsors, funders and friends and dedicated board and staff. Thank you!

Management Team:

Carolyn Basha
Chris Frayer
Arwen Helene



Photo: Sean McGillivray

2011-12 AT A GLANCE

Highlights

Record Attendance and Ticket Sales

Tickets sold faster than ever for the 38th edition of the Winnipeg Folk Festival. By April 4th, 2011, 5-day tickets with Festival Camping were sold out! With a beautiful, sunny weekend we broke all of our previous attendance records. Cumulative paid attendance over the 5 days was 59,324, and when you include performers, volunteers and other guests we had a **cumulative attendance of 86,188.**

Staging the Future

Our \$6M campaign to support our site development project reached its halfway mark with \$3.2M raised from the public and private sectors. Many thanks to those who have supported the campaign thus far.



La Cuisine Opens Backstage

On July 4, 2011 we officially opened La Cuisine backstage. A major landmark for Phase One of our site redevelopment project La Cuisine has a dual purpose of sheltering the volunteer crew who prepare close to 45,000 meals during the festival, and providing an area for tent drying and storage post festival. The design of this building utilized nearly 90% recycled or reclaimed materials by weight.



Chris Couture (Campaign Chair), Joy Smith (MP), Bill Blaikie (MLA) and Terry Sargeant (WFF Past Chair) opening La Cuisine on July 4, 2011

Festival Express Offers Free Transit to the Festival

One of the many initiatives to reduce the festival's carbon footprint in 2011 was the introduction of the 'Festival Express' which provided **free** transit to and from the city of Winnipeg. **We increased our ridership by 180% over 2010 and had a total of 4,975 riders.** That's a lot of cars off the road!

Western Folk Festivals Collective

For the second year we hosted The Western Folk Festivals Collective gathering in Winnipeg from November 10-13, 2011. This annual meeting is a unique opportunity to bring together close to 70 staff, board and volunteers from 14 Canadian music festivals to learn from each other in all areas of running a festival. We look forward to seeing our colleagues in Regina next year.

Ownership of our Offices and Music Store

In early 2012 we purchased the condo spaces 103 & 203 at 211 Bannatyne Ave that house our Music Store and offices. We are excited to make the investment in purchasing the home that we have occupied since 2001.



Photo: Bert Luit

Celebrations

Manitoba Council on Aging Award

We were honoured to receive a Manitoba Council on Aging Recognition award for the Guest for a Day program and our contributions to promoting an intergenerational community.



Photo: Tracey Goncalves

Gerry Couture receiving the Manitoba Council on Aging Recognition Award from Jim Rondeau, Minister of Healthy Living, Youth and Seniors; and Mr. Jean-Yves Rochon, Chair of the Manitoba Council on Aging

Talent Buyer of the Year Award

Our very own Artistic Director **Chris Frayer** won a Western Canadian Music Award as Talent Buyer of the Year. Congratulations Chris!

Artistic Achievement Award

In December 2011 Winnipeg-born folk legend **Oscar Brand** was presented with the Artistic Achievement Award at our annual Winter Wassail. Oscar Brand is a living legend – a composer, author, and host of the longest-running radio show in history, Folksong Festival, now in its 66th year.



Photo: Dave McKnight

Oscar Brand, the recipient of the 2011 Artistic Achievement Award

Glass Banjo Awards

The Glass Banjo is the festival's highest honour, and recognizing volunteers, supporters, partners who have made a significant contribution to the festival. At the 2011 festival we honoured the Province of Manitoba and Bill Merritt for their exceptional contributions.

The Province of Manitoba provides support in many ways including a stable stream of annual operational funding through the Department of Culture. Our ongoing partnership with the Department of Conservation allows us to work together on improving our festival home at Birds Hill Provincial Park.

Bill Merritt served as the festival's business manager for 18 years, from 1977 to 1994. Driven by a conviction to music, Bill's kind, caring and firm control of the festival's finances allowed the festival to carry on almost against the odds. The festival was fortunate to have his guidance during these formative years.



Photo: Dave McKnight

Premier Greg Selinger (right) accepts Glass Banjo Award with Gerry Couture (WFF chair)



Photo: Dave McKnight

Family favourite Al Simmons with Bill Merritt, 2011 Glass Banjo recipient



Photo: Robert Tinker



"Absolute heaven! I didn't want it to end and I can't wait to go again!"

Photo: David Van Den Bosch



"It is well worth the 700 mile trip!"

Photo: Dave McKnight



"The best five days of my life."

Photo: Dave McKnight



Photo: Chris Douglas



Photo: Bert Luit



Photo: Bert Luit



"Changed my life... again."

Photo: Robert Tinker



"I feel so proud that this festival takes place in my province."

Photo: Lisa Waldner

IMPROVING OUR FESTIVAL HOME

On October 31, 2011 we celebrated the completion of Phase One of our multi-phase site development project, on-time and on-budget. Phase One was a \$2.7M project that focused on health, safety and service improvements to the festival site at Birds Hill Provincial Park. The components of Phase One included the creation of an essential emergency access road, reconfiguration of the entire backstage area, a new site office, a new vendor access road, upgrading of electrical service, and improvements to the Festival Campground.

On July 4, 2011 we also celebrated the opening of the multipurpose La Cuisine building located backstage. Repurposing the structure of a former industrial complex and using a high percentage of recycled materials, this dramatic building is used to cook 45,000 meals during the five days of the festival and then operates as a tent drying and storage facility during the rest of the year. This project has inspired the festival to renew our 'environmental vow' by finding innovative solutions to help us reduce our environmental footprint. La Cuisine is built such that if it were no longer used, it could be removed leaving no evidence of its existence on site – even foundation materials are removable.

Working closely with Manitoba Conservation and Birds Hill Provincial Park, we have ensured that the park is treated with the utmost care. The project began with an extensive environmental assessment. It continues with a careful plan to ensure that we preserve the park's natural features while working towards improving the site for generations to come.

Special thanks to our project partners Milestone Project Management, Syverson Monteyne Architecture Inc., KGS Group, Wolfrom Engineering and Hilderman Thomas Frank Cram.

Preliminary work on Phase Two has already begun and construction is aimed to start following the 2012 festival. Phase Two will focus on improving the audience experience and will include improvements including two new forest stages, a new festival village, pathways, lighting, electrical upgrades and a bus loop by the main gate.



Aerial view of festival site, 2011



Festival volunteers prepare more than 45,000 meals during the festival in the new La Cuisine Facility

Photo: Bert Luit



Recycled hydro poles support the impressive structure



STAGING THE FUTURE



As chair of the Winnipeg Folk Festival Staging the Future Capital Campaign, I am happy to share the news that our campaign is now more than 50% complete. With the support of both the public and private sectors, we have now raised more than \$3.2M towards our \$6M million goal.

The Staging the Future Capital Campaign is the first capital campaign for the Winnipeg Folk Festival. It will support an ambitious site redevelopment project that will elevate the festival to a new level of artistic excellence, building on its growing international reputation.

Our campaign team is doing tremendous work to raise the funds needed to support this important project. We would like to thank all of our donors who have made gifts to our campaign so far. In particular I would like to recognize the Richardson Foundation for offering a

challenge grant to raise donor sights and get us closer to our goal.

The momentum of our campaign was heightened during the summer festival. It was particularly rewarding to participate with our funders and donors at the opening of our new La Cuisine facility on July 4, 2011. Another highlight was having honorary Artistic Chair Loreena McKennitt on mainstage on opening night to endorse the campaign and share the importance and impact of the festival. Hundreds of festival fans stopped by our Staging the Future campaign tent to find out more about the project and many made a gift during their visit.

With the continued work of our campaign volunteers, and the support of festival friends new and old we look forward to completing this campaign by the end of 2012.

Chris Couture | Campaign Chair

STAGING THE FUTURE CAMPAIGN TEAM

- Chris Couture, CAMPAIGN CHAIR
 David Asper
 Bob Brennan
 Tom A. Bryk
 Dave Christianson
 Gerry Couture
 Drew Cringan (to September 2011)
 Allan Finkel (to May 2011)
 Eugene Kostyra
 Al Morin
 Aaron Penner
 Terry Sargeant
 Trudy Schroeder
 Dan Torbiak
 Loreena McKennitt, ARTISTIC CHAIR

STAGING THE FUTURE DONORS

Corporate Donors and Foundations

- ALL - American Income Life
- The Asper Foundation
- Assiniboine Credit Union
- Cambrian Credit Union
- Coghlan's Ltd
- KCI
- Manitoba Hydro
- Maple Leaf Construction Ltd.
- National Leasing
- The North West Company
- Pollard Family Foundation
- Richardson Foundation
- The Sensible Shoes Foundation
- David & Ruth Asper
- TD Bank Group
- The Wawanesa Mutual Insurance Company
- The Winnipeg Foundation

Government

- Building Canada Fund
- Communities Component (Top Up)
- Community Places

Individuals

- Nancy & Amadea
- Jamie & Carolyn Abbott
- Sandra Altner
- Bill & Gail Anderson
- Anonymous (13)
- Archer-Heese Family:
Peter, Gail, Mackenzie & Rachel
- Karin Archibald & Marcel Carignan
- Ted & Betty Ash
- Buffie Babb & Christy Press
- Ron Bailey
- F.G. Barnsley
- Carolyn Basha & Gilles Fournier
- Mike Baudic
- Doug Belcher
- Kathryn Bernard
- Elisabeth Bernardi
- Susan Berthiaume
- Susan Bishop
- Valorie & Neil Block
- Dmitri Bondarenko
- Priscilla Boucher
- Jean-Guy Bourgeois
- Diane Boyle, KCI
- Billy Brodovsky & Libby Yager
- Ron & Doreen Bryan
- Janice Butcher
- Cheryl Butler
- Timothy Cashion: In honour of Samuel Theodor
- Faulder Bourgeois' first folk fest

- Anne Cathcart
- Dinah Ceplis
- Changes Crew: Patti Bryski, Deb Handziuk, Dennis Muldrew, Denise Pauls, Valerie Regehr,
- Sandy Robinson
- Angela Chotka - In Memory of Percy Clark
- Roslin Chrest
- Elizabeth Clement
- Jennifer Cobb
- David & Maureen Cohen
- Nan & Martin Colledge
- Brian R. Conroy
- Karen Cooper & Bruce Schneider
- Mahon Corkery
- Gerry & Chris Couture
- Keith & Linda Craig
- Sandy Cumming
- Karen-Denise Cyr & John McLennan
- Karen Dana & Harry Havey
- Jennifer Davis, Cindy Fawcett, Cali Fawcett
- Minnie Davis
- Michael Desautels
- Harold Dick & Donna Parry
- Thorn & Kay's 50th anniversary and family
- Kreesta Doucette
- Neil & Carol Duboff
- Cecile Dumesnil
- Greg & Vera Duncan
- Lisa Dveris
- Gordon Elvers
- J. Willow Emberhawk
- Lottie Enns-Braun:
In Honour of Krista, Stefan, Tyler and Emily
my beloved folkies
- Denzil Feinberg
- Karla Ferguson & Sean McManus
- Allan Finkel
- Jeff & Christine Frank
- Chris Frayer & Miriam Jezik
- Jane & David Frayer
- Linda Freed
- Evelyn & David Friesen
- Peter Funk
- Kay & Dave
- Tania Gauthier
- S. Grabowieski
- Kathryn Graham
- Marty Greenfeld
- Al & Mintie Grienke
- Vona Guiler & Phil Veldhuis
- Morgan Hamill & Damon Mitchell
- Rich & Connie Hamon
- Berni & Bryan Harley
- Linda Harlos & Adrian Wildsmith
- Nancy Jo Harmon

- Susan Heald
- Raymond Hebert
- Arwen Helene & Taavo Sults
- John Helliard
- Diane Heywood
- Linda J. Hiebert
- Shaleem Hosein
- Richard & Karen Howell
- Debbie Hurrell
- Barb Janes & Bev Peters
- Timothy Jones
- Tamara Kater
- Jocelyn Katz
- Christine Kennedy
- Georgia Kerr
- Miriam Ketonen & Simon Hoad
- Margaret Koshinsky
- Eugene & Jeri Kostyra
- Tom Kremer - to future children
- Greg Kresko
- Vern & Louise Laing
- Ginette Lavack Walters & Kevin Walters
- Zandra Lea
- Katrina Lee-Kwen & Jeff Neufeld
- Daniel Levin & Lilian Bonin
- Love from L. Lipkin and S. Minneapolis women
- Bill & Shirley Loewen
- Barb & Jim Lund
- Mary Macdonald, David Wood & Family
- Scott MacDonell
- Barrie March & Jeanne Beare
- Jerry Maskiew
- Deborah McCawley
- Molly McCracken
- Anita McDonald
- Marni McFadden
- Terry McIntosh
- Mike McKernan
- Heather, Andrew & Paul McLaren
- Joan Melanson
- Amy Miller
- Brian Moore & Dolores Madolora
- Morrison
- Philip Mouch
- The Murray Family
- Bob & Cindy Newfield
- Jo-Anne Nykilchuk
- Kari O'Reilly
- Gary & Erin Parsons
- Kathy & Rollin Penner
- Donna Phillips - In memory of Paul Phillips
- Dani Pokornik
- Pool Family
- Sandy Popham
- Michael & Sjaan Protulipac

- Bev Racicot
- Nalini Reddy
- Reynold Redekopp
- Iris Reimer
- Cheryl Reimer-Vogt
- Karen & Hugh G. Rice
- Barbara Rider
- A.C. Robinson
- Cheryl & Tim Rohrig
- Kelly Romas
- Terry Sargeant
- Schindle Family
- Jane Polak Scowcroft
- Ryan Segal
- Gary Senft
- Norm & Beth Shore
- Caroline Sicut
- Mark & Zoe Simkin
- Ruth Simkin
- John Simpson
- Jon Singleton & Barbara Hiebert
- Jennifer Sippel
- Cheryl Sluis & Debra Parkes
- Liz Speers
- Tim & Elly Spencer
- Trish Steadman & Rob Franklin
- Adele Stiles
- Dale Stiles
- Helene & David Sward
- Randall S. Swartz
- Bill & Shirley Loewen
- Gunny Tennesse & Angie Woodbury
- Josh & Sasha Thiem
- Al & Loretta Thorleifson
- Robin Tod
- Dan & Dawn Torbiak
- VanAllen Family
- Nancy Walker
- The Wall Family
- The Wallaces
- Mandy Wallmann & Emri Canvin
- Susan Watchman:
In honour of festival volunteers
- Tracy Wayne
- Mandy & Jared Whelan
- Terence Wiebe
- Glenn Williams & Linda Dawson
- Rebecca Winkworth
- Alex & Chery Yaworski
- Grit Youngquist & Jon Kerr

Listing includes gifts received until January 31, 2012

ARTISTIC - FESTIVAL

Under the warm prairie sun the great programming of our 2011 festival drew our largest audience ever. With 59,324 paid attendees and a cumulative total attendance of 86,188 the festival was very close to reaching capacity. This year our audience enjoyed 76 sizzling musical acts performing on nine daytime stages and two evening stages in 38 workshops and 76 concerts. Artists came from far and wide including Syria, Australia, Belgium, Jamaica and a great number from the United States, Canada and of course from here at home in Manitoba. Musical highlights included Blue Rodeo playing "Five Days in July" in its entirety on Wednesday night, k.d. lang delivering a never-to-be-forgotten version of Leonard Cohen's "Hallelujah" on Friday, and Jeff Tweedy of Wilco closing things off on Sunday. It was a "5 days in July" to remember. We also presented a very special workshop, a Hazel Dickens Tribute, honouring the passing of Rosalie Goldstein our former Artistic Director.



Jim Cuddy of Blue Rodeo

Photo: Robert Tinker

Valerie June

Photo: Robert Tinker

Fairfield Four

Photo: Bert Luit

Hand-Made Village The Winnipeg Folk Festival is proud to provide an opportunity for local and national independent artisans to sell their wares. Supporting artisans has been a folk tradition and part of the legacy of the festival since its inception. Through a competitive juried application process we present a wide array of handmade items with a focus on reused and repurposed materials including clothing, bags, hats, jewelry, toys and costumes, mehndi, pottery, glass, wood carving, home décor, and leather. In 2011, 53 Canadian artists (primarily from Manitoba) were part of the Hand-Made Village with 40% of those artists coming to our festival for the first time. For the second year the Hand-Made Village Demonstration Stage allowed audience members to discover and interact with the artistic process behind some of the beautiful work they see before them.



Photo: Joey Senft

Prairie Outdoor Exhibition Our Prairie Outdoor Exhibition provides a fabulous opportunity for visual artists to enhance the magic of the festival site. Through on-site installations and our beautiful stage backdrops our Prairie Outdoor artists bring an inspired touch to the festival site. This year the festival commissioned close to 30 artists to create site-specific projects and back drops.

2011 Artists: •James Culleton •Curtis DeMeyer •Brook Drabot, Ryan Lacovetsky, Tyler Allanson •Alison and David Foster •Rowan Gray •Laura Lee Harasym •Glen Knapp •Francis Leonard & Wyll Maynard •Nicole Magne & Shannon Shields •Coral Maloney & Danielle Mondor •Julia Mark •Teyana & David Neufeld •Cyrus Smith •Greg Sturko •Rick Unger & Gilbert Detillieux •David Wityk •Brad Bamford •Elizabeth Yonza •Dan Saidman •Ian August & Temperance McDonald



Photo: Chris Douglas

The Winnipeg Folk Festival is full of surprises. Like a library... in the Festival Campground!

Campground Animation Communal gathering is an important aspect of the campground experience and we encourage performance-based creations, installations, educational and aesthetic projects that facilitate interaction and participation among our campers. From organized performance art to pirate ships – these projects create a magical ambience and provide a communal space for campers to gather. Each year, we work with selected groups who apply with Campground Art & Animation project proposals. Not bound to the walls of a gallery, our campground allows ideas to take on a larger-than-life quality. For the 2011 festival we helped to support 175 folks create 20 different animation projects of all shapes and sizes.

2011 FESTIVAL ARTISTS

Alphabet Soup
 Andy White
 Annie Lou
 Beats Antique
 Beoga
 Blackie and the Rodeo Kings
 Blind Pilot
 Blue Rodeo
 Caladh Nua
 Caracol
 Charlie Parr
 Christa Couture
 Chuck Prophet
 Connie Kaldor
 Crooked Brothers
 Dan Crary
 Dan Mangan
 David Wax Museum
 Dawes
 Dirk Powell
 DJ Hunnicutt
 Fairfield Four
 Frazey Ford & the Quiet Revolution
 Fred Penner
 Funky METERS
 Galant, tu perds ton temps
 Ganga Giri
 Green Fools Theatre
 High Strung
 Imaginary Cities
 Jaune Toujours
 Jeff Tweedy
 Joy Kills Sorrow
 Kat Danser
 k.d. lang and Siss Boom Bang
 Little Feat
 Lucinda Williams
 Lucy Wainwright Roche
 M.Ward
 Mama Cutsworth
 Marco Calliari
 Matt Andersen
 Melissa McClelland
 Mighty Popo
 Minotaurs
 Mountain Man
 Naomi Shelton & the Gospel Queens
 New Country Rehab
 Oh My Darling
 Omar Souleyman
 Peter Rowan Bluegrass Band
 Puppet Folk
 Ray Wylie Hubbard
 Riding Mountain National Park
 Troubadours
 Samantha Crain
 SAND
 Sarah Jarosz
 Scott Nolan
 Secret Agent 23 Skidoo
 Shane Koyczan and the Short Story Long
 Spiro
 Tegan & Sara
 The Be Good Tanyas
 The Del McCoury Band with Preservation Hall Jazz Band
 The Jayhawks
 The Once
 The Swampward Orchestra
 Tim Robbins and the Rogues
 Gallery Band
 Tom Fun Orchestra
 Toots and the Maytals
 Trampled by Turtles
 Trout Fishing in America
 Twilight Hotel
 Valerie June
 ZAP Circus

ARTISTIC - YEAR ROUND

Concert Series Each year the Winnipeg Folk Festival produces a very successful year round concert series that brings back festival artists and friends to multiple venues around Winnipeg. This year we presented 21 concerts, 7 of which sold out and had a total audience of just over 7,500. Our concert series keeps us in touch and engaged with our festival patrons, volunteers and music lovers all year long. Through our concerts we support many music venues in the city and contribute to the diversity and financial sustainability of Winnipeg's music community.

2011 CONCERT SERIES ARTISTS

- Alex Cuba
- Amelia Curran & Erin Costello
- Bruce Cockburn & Jenny Scheinman
- Chad VanGalen
- Dan Mangan
- Del Barber
- Delhi 2 Dublin
- Harry Manx
- Hawksley Workman
- Hayes Carll
- Hey Rosetta!
- James McMurtry
- Jim Bryson & Weakerthans
- Ladies of the Canyon
- Matt Andersen
- Oh My Darling
- OKA
- Old Man Ludecke
- The Deep Dark Woods
- The Good Lovelies
- The Rural Alberta Advantage
- Timber Timbre

Folk Exchange The Folk Exchange is the WFF's intimate, gallery-style venue, located in the heart of the Exchange District. The Live @ The Folk Exchange series highlights emerging and established performers in an intimate acoustic setting. The venue saw another year of successful concerts and events in 2011 with 14 concerts and Open Mic nights co-presented with Manitoba Music. Over 1,100 people attended our Folk Exchange programming this year.

2011 Folk Exchange Artists: •Bog River •Crooked Brothers •Doug Edmond & Friends •Emma Cloney & Dan Frechette •Fish & Bird •Genticorum •Ingrid Gatin •Jess Reimer •Kip Kocay •Mae Moore •Red Moon Road •Rob Wrigley •Scott Nolan •The Other Brothers

Art in the Folk Exchange To grace the walls of our Folk Exchange this year we had two local artists exhibit their work: Photo crew volunteer Steve Ackerman's vibrant photos of life in the Festival Campground were presented during Culture Days Celebrations, and James Culleton's concert drawings Lyrical Lines.

Winnipeg Folk Festival Music Store The Winnipeg Folk Festival Music Store continues to be a destination for independent and hard to find music of all kinds. Despite declines in the music store industry, our store continues to bring in \$10,000/month in sales primarily in CDs. To adapt to the changing industry the store has also begun to carry a wider array of musical instruments, increased its vinyl selection, and sold more tickets for events throughout the city including being the primary ticket outlet for all WFF events. The Music Store has also played host to a number of events including a jam-packed Record Store Day, and having 8 intimate in-store performances including special appearances by Matt Anderson and John K. Samson. The store continues to serve as a fixture in the Winnipeg music scene.



Photo: Bert Luit



David Wax Museum performing at the Cube in Old Market Square

Photo: Bert Luit

Concerts in the Exchange In partnership with the Exchange District Biz, the Festival once again presented lunch hour concerts in Old Market Square Tuesdays over the month of June and finishing with the Festival kick off. The outdoor concerts showcased some of the finest performers from across North America. Featuring a different band each week, the free concerts are a great way to reach out to a new audience and give back to our community.

2011 Artists: •The Sheepdogs •Wool on Wolves •The Heartbroken •David Wax Museum

EDUCATION AND OUTREACH

Our Education and Outreach programs aim to create experiences of learning and discovery for our community as a whole. Our education programs help to train the next generation of performers, while our outreach programs bring the magic of people and music to those who may otherwise be unable to experience it.

Young Artists Program This was the 7th annual Young Artists Program, a “travelling studio” for visual artists aged 14-18. Each year the program begins at the Winnipeg Art Gallery Studio where participants experiment with a variety of eco-friendly, recycled & re-purposed media to create collaborative large-scale outdoor artwork to exhibit at the festival site. This unique art-making experience culminates in an outdoor gallery at the festival that engages our audience and adds to the festival experience. In 2011, 29 young folk and mentors Jill Peters, Denise Miller, Asa Nodelman and Seth Woodyard created an “Amazing Art-A-Matronic Dream Machine”, a fanciful world of interactive moving sculptures.

“I’ve had some of my best artistic experiences during the program”

- YOUNG ARTIST PROGRAM PARTICIPANT

Young Performers Program Now in its twelfth year, the Young Performers Program has continued to grow in popularity with three times more applicants applying than the program can accommodate. YPP gives young musicians ages 14-24 the opportunity to work on their craft with renowned festival artists and perform on-stage at the festival. In 2011, 38 participants were lucky enough to work with mentors David Wax and Sue Slezak (David Wax Museum), Kim Barlow and Anne Louise Genest (Annie Lou), Nathan Lawr (the Minotaurs), and Andy White. The program consistently receives rave reviews from both participants and mentors and continues to “graduate” successful acts that go on to perform on the festival’s main roster. The 2011 festival saw past participant alumni The Crooked Brothers, Brandy Zdan (Twilight Hotel) and Oh My Darling perform on the festival stages. Thanks to a sponsorship with Galaxie, all program costs for Canadian participants have been covered by bursary support.



Photo: Lindsey Bond
Participants in Young Artist Program installing their work on site at the festival



Photo: Heather Olynick
Instructor Ewan Robertson with Folk Retreat participants

Folk Retreat The Folk Retreat is a four-day program held each year just prior to the festival that brings together festival artists and community members for one-on-one musical coaching, group performances and a whole lot of fun. Open to anyone, this program attracts those with a love of music and a desire to learn and provides them with the unique opportunity to work with world-class musicians as their instructors. In 2011, close to 40 participants had an amazing experience working with Abigail Washburn, Kai Welch, Martyn Joseph, and Willy Porter. The festival also supports those who may be unable to attend by providing a limited number of bursaries.

“The Folk Retreat is one of the best kept secrets of the festival. It is an island of calm discovery and jovial merriment in the midst of our busy lives.”

- FOLK RETREAT PARTICIPANT

Guest For a Day The Guest for a Day program has grown substantially since its inception four years ago. The festival now hosts 700 members of the community from 50 different not-for-profit community organizations on Friday and Sunday of the festival. This program’s aim is to allow those who may otherwise be unable to attend the festival an opportunity to experience the magic that is the Winnipeg Folk Festival. In 2011 a special dinner with a festival artist was initiated with great success. With orientation sessions, transportation, meals and guided tours provided all at no-cost to the organization Guest for a Day exemplifies our commitment to keeping the festival accessible and open to all.

“I cannot express enough how appreciative we are, and what a truly great initiative this is! The music and atmosphere of the festival really speaks to our members - they love to dance and just be themselves. All day we kept hearing ‘I don’t want to go home!’”

- GUEST FOR A DAY PARTICIPANT

Newcomer Crew Growing out of the Guest for a Day program three years ago a volunteer crew of new Canadians and members of the aboriginal community was established with a focus on giving these volunteers extra support and orientation to the festival. It was identified that these groups may experience barriers to volunteering. In 2011, 30 folks were a part of this crew, many discovering the joys of volunteering, and helping to save the day throughout the festival working on a variety of crews.



Photo: Jennifer Davis



Photo: Jennifer Davis

Guest for a Day participants exploring the festival for the first time

EDUCATION AND OUTREACH

Accessibility Initiatives As part of the ongoing initiative to make the festival site more accessible an advisory group was set up in 2010 to help the festival identify community needs and possible solutions. In 2011 an accessibility audit of the site was completed which has influenced our continuing work on the site redevelopment project.



Other initiatives undertaken this year include: providing free Disability Awareness Resource Training to some of our volunteers, adding cup holders at water taps, providing a wheelchair charging station and accessibility liaison at Audience Services, increasing the number of wheelchair accessible port-a-potties, creating an accessible counter at the box office, and as well continuing to provide free attendant passes for those who require them.

Musical Mentors Started in the fall of 2010 this new program brings together local musician mentors with young folk who typically do not have access to music education programs. In the first phase the musical mentors spend the fall working in schools with close to 100 youth to work on songwriting, arranging music, creative use of video and sound, working with conventional and unconventional instruments and all the while having a lot of fun. In the second phase a select group of approximately 20 youth come to our Folk Exchange each week and work on creating a song that they later record at the CBC studios. This program helps to employ local musicians throughout the year and gives them the opportunity to help jump-start a new generation of young musicians. Many thanks to our 2011 mentors: Ashley McCurdy, Greg MacPherson, Heather Thomas, Jason Burnstick, Keri Latimer and Lindsey White.



Mentor Greg MacPherson (right) with a budding musician in the Musical Mentor Program. Photo: Jennifer Davis

“The mentors worked magic, enabling students from diverse backgrounds to achieve a high level of musicality and craftsmanship.”

- KIM ANGUS, R.B. RUSSELL HIGH SCHOOL

@ the Library During the months when the festival itself seems far away we bring some free festival spirit to the Millennium Library on Saturday afternoons. Two series run throughout the year with a total of 14 workshops presented: Folk for Families for the little folk and their families and In the City with festival style workshops for the bigger folk. Attendance was up in 2011 with just over 1000 people attending.

Folk School As a part of our efforts to encourage musical discovery for all we offer workshops and classes in a variety of different instruments and techniques throughout the year at our Folk Exchange. In 2011-12 we had just under 80 people take part in workshops on songwriting, banjo, ukulele, harmonica, basic sound technique, and an introduction to folk music for “Little Folk”. In 2011-12 we also ran some 6-8 week series of workshops that proved to be popular. These classes have been increasing in popularity over the last couple of years.



Photo: Keri Lesnick

Keri Latimer, Jess Reimer and Jessica Ayre perform at an In The City workshop – one of fourteen workshops presented as part of the @ the Library Series

2011 @ THE LIBRARY ARTISTS

Alphabet Soup
Big Dave McLean
Brent Parkin
Cara Luft
Daniel ROA
Double Trouble
Gilles Fournier
J.P. Hoe
Jake Chenier
Jaxon Haldane
Jay Nowicki
Jeremy Penner
Jess Reimer
Jessica Ayre
Joey Landreth
Jordan McConnell
Just Kiddin'
Keri Latimer
Leonard Podolak
Lindsey Bart
Lulu & the Tomcat
Matt Epp
Romi Mayes
Rosalyn Dennett
TJ Blair
Vanessa Kuzina

SUSTAINABILITY



Photo: Chris Douglas



Photo: Heather Clark



Photo: Lisa Waldner

Over the years the Winnipeg Folk Festival has consciously strived to embrace sustainable business practices. Each year we search for new ways to minimize the environmental impact of the festival and our year round activities.



Photo: Sean McGillivray

Transportation

In 2011 we offered the Festival Express, a free transit service from Winnipeg to the festival site. While we have been offering transit service for a number of years, the change to free service and the extra promotion increased ridership by 181% over 2010 with a total of 4,975 riders.

Cycling

In the second year of our very popular Bike Ride to the Festival program we doubled the number of participants to 225. The organized two-hour bike ride from Winnipeg to the festival site, provides an escorted ride with a van to carry our riders' gear. This program helps alleviate the festival's carbon footprint by reducing the number of cars that travel to and from the festival. Due to the incentive of priority access to the Festival Campground and our participants' enthusiastic response we anticipate this initiative will continue to grow. We also encourage folks to ride their bikes by having more bike racks available at the Main Gate and in the Festival Campground and by having an on-site bike mechanic ready to help cyclists with minor repairs.

Solar Power

Through a partnership with Solar Solutions and MTS we provided a cell phone charging station completely powered through solar power for the first time. During the festival 1,609 phones were charged. Solar Solutions also provided freezers to our audience through a solar powered freezer!

Reusable Plates Program

In 2011 we invested in a low consumption industrial dishwasher to enhance the green factor of our reusable plates program. In previous years plates were transported off-site to be washed. With an on-site dishwasher run by our La Cuisine crew we save 1,500 kilometers of driving each festival.

LOFT

70% of our food vendors sell local, organic or fair trade menu items at the festival! We are committed to using locally sourced products as much as possible in our office, festival and backstage at La Cuisine.

Composting

While we strive to reduce the amount of garbage we produce during the festival another major initiative was increasing the amount of organic waste diverted from the landfill. Through more signage, more bins, an awareness campaign, the introduction of composting in the Festival Campground, piloting post-consumer front-of-house composting, and switching to the industrial composting of our pre-consumer food vendor waste we increased the amount we composted by 50% from the previous year. An impressive 14,085 kg was composted.

Recycling

Over 17,000 kg of materials were diverted from the landfill through the recycling efforts at the 2011 festival. This was achieved with existing initiatives and the addition of new recycling bins in the Festival Campground, the introduction of recycling bins in the Quiet Campground, and purchasing additional bike trailers for collecting recyclables.

Anti Litter Campaign

The Winnipeg Folk Festival is committed to returning the park to the pristine way we find it each year. To help achieve being a 'leave no trace' event we distribute 1,200 pocket ashtrays through a partnership with Take Pride Winnipeg. We continue to raise awareness and encourage patrons to 'pack out what they pack in'.

No Vehicle Policy in Festival Campground

New in 2011, campers were no longer allowed to drive into campground on Monday morning. Instead, campers had to pack-out just like they pack-in by foot or by wagon. This significantly eliminated the line-up of idling vehicles as guests were leaving the campground.

Energy Efficient Lighting

New low-power-consumption LED rope lighting was installed along 3 campground trails and in our Main and Satellite taverns. This type of lighting consumes 90% less energy than incandescent lighting.

VOLUNTEERS



“I definitely 100% recommend volunteering at the festival to anyone. It really completes the whole festival experience.” - 2011 VOLUNTEER

Photo: Chris Douglas



Photo: Lindsey Bond

“I choose to give my time to the festival because I hold dear to the values of freedom and beauty, both of which find great expression there”

- JENNIFER PILGRIM, MASSAGE CREW

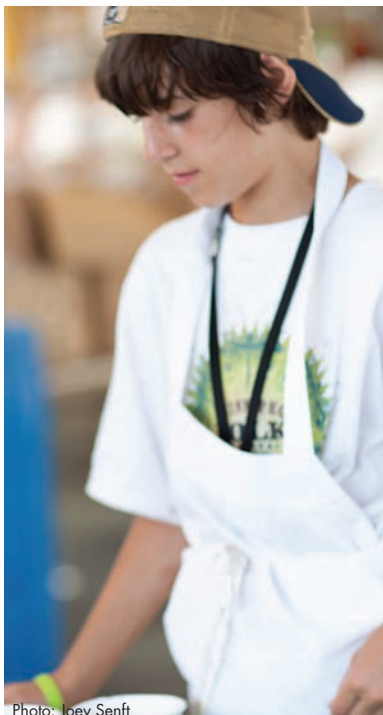


Photo: Joey Senft

Volunteers are the heart and soul of the Winnipeg Folk Festival and in 2011 there were more than 2,700 of them volunteering on 70 crews. Since 1974 our volunteer team has grown from 9 crews and 48 volunteers. This year we had the biggest crew of volunteers ever with many giving back much more than the basic 20 hour commitment during the festival. As always the commitment and incredible work of our large volunteer team makes them the true stars of our festival.

The main focus of the year was the introduction of a new online volunteer database to help manage our growing team of volunteers. Volunteer Squared is a sophisticated solution to the complexities of managing and communicating with 2,700 volunteers. It allows both the office staff and crew coordinators to manage the recruitment, selection, communication and scheduling of their crews. While it proved to be a challenging first year, great strides were made to get everyone on board and working with the new system.

Highlights from the year included increased participation on our Apprentice Crew with more than 170 13-17 year olds getting involved. Twelve more volunteers reached their 30th year volunteering for the festival, bringing the number of volunteers who have been with us for 30 years or more to over fifty. We also launched a new pocket version of our Volunteer Guide to help give our volunteers all the information they'll need for the festival weekend.

In 2011 two new volunteer crews were formed – Campground Shower (running the first ever hot shower trailer in the Festival Campground!) and Staging the Future who ran a kiosk to let our audience know about the exciting site redevelopment project and to collect donations for our capital campaign.

Many thanks to our incredible volunteers!

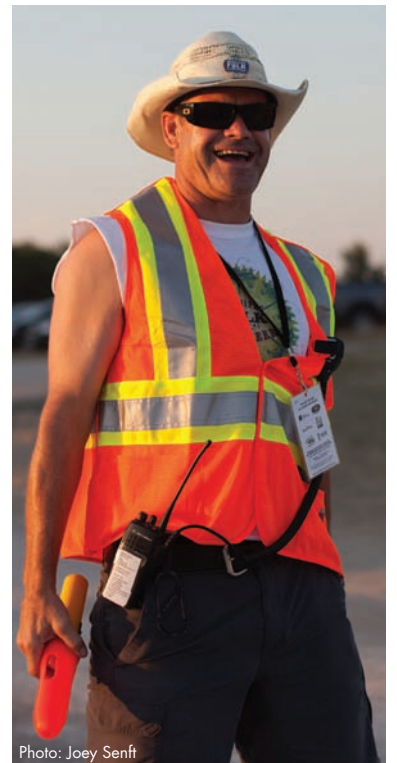


Photo: Joey Senft

“The experience was amazing! Thank you for the opportunity to be involved in an Winnipeg institution that provides so much”

- 2011 VOLUNTEER



Photo: Robert Tinker

RESOURCE DEVELOPMENT

Our community of friends support the festival in countless ways through volunteering, in-kind gifts, trade for service, cash donations and sponsorships. The cost of a festival ticket only covers 52% of the actual cost so our festival friends are essential to the success of the Winnipeg Folk Festival. In addition, programs like Guest for a Day, free concerts at the Winnipeg Millennium Library and educational activities like our Musical Mentors Program are only made possible through the support of donors, sponsors and funders.

Individual Giving

Every donor is important to the Winnipeg Folk Festival and every gift makes a difference. Though our donor base continues to grow, we have experienced a slight decline in value of annual gifts in 2011-2012. With increasing focus being placed on the Staging the Future Capital Campaign, some donors are allocating their gifts to support the site redevelopment project.



Photo: Robert Tinker

A gift to the Winnipeg Folk Festival nurtures creative expression for our youngest folk

Endowment

We continue to work with the Winnipeg Foundation to build our endowment funds in order to promote the long-term financial sustainability of the organization. In 2011, the festival participated in their 90-hour giving challenge. Through this on-line initiative we gained 21 new donors for the Winnipeg Folk Festival's endowment funds. In addition to individual gifts, Canadian Heritage supported the growth of our endowment fund by providing \$52,253 in matching funds in 2011.



Photo: Lindsey Bond

A gift to the Winnipeg Folk Festival supports our youth volunteer program

Grants

Operating Funding

In 2011 each level of government contributed to the success of the festival through continued annual operating funding. This operating funding has remained stable over the past number of years, and has provided a predictable financial basis for our annual activities. Public funding accounts for only 8% of our revenue, a very low percentage for our sector. Federal operating funding amounts have been confirmed for the next two years.

Thanks to Canadian Heritage for their support through the Canadian Arts Presentation Canada Fund, the Province of Manitoba through the Department of Culture, Tourism and Sport and the Manitoba Arts Council and the Winnipeg Arts Council.

In 2009 and 2010 the Winnipeg Folk Festival was eligible to receive special support through the federal Marquee Tourism Event Program developed by Industry Canada. With this program, the festival introduced new programming initiatives including the addition of the fifth day of the festival. The funding program was only in place for two years resulting in a significant decrease in government project funding for 2011.

Special Project Support

This year we were able to increase our composting and recycling programs with the support of the Winnipeg Foundation and the Province of Manitoba's Waste Reduction and Pollution Prevention Program.

An exciting new program, the Musical Mentors Program was made possible through the Manitoba Arts Council Artists in Residence Program.



Photo: Jennifer Davis

A gift to the Winnipeg Folk Festival supports the development of emerging artists

Sponsorship

Winnipeg Folk Festival sponsors are true partners. Their participation provides value to the organization through financial and in-kind support of the summer festival and year round activities. In the past year, nearly 10% of the festival's budget was offset by in-kind sponsorships, including everything from stage equipment to local food for our backstage kitchen. Our sponsors also collaborate on special projects that add value to our patron experience. Thanks to the partnership with Solar Solutions, we were able to power the MTS phone charging station via solar energy! And, our popular iApp was made possible with the support of High Speed Crow.

The festival welcomed new sponsors including: Richlu Manufacturing, Enns Brothers, Solar Solutions, Granny's Turkey and Cavena Nuda.

Winter Wassail

Our annual winter fundraiser and celebration took place on December 1, 2011 at the Winnipeg Convention Centre. A medieval themed feast, our Winter Wassail, raised over \$45,000 for our Education & Outreach programs. Fred Penner hosted this special evening for close to 400 guests who enjoyed a sumptuous feast, a fabulous silent auction, and a very special performance by Oscar Brand, the 2011 recipient of our Artistic Achievement Award.



Photo: Tim Beaudry

Great-West Life gets in the spirit of the Wassail

SPONSORS AND FRIENDS



INVESTOR



PARTNER



SUPPORTER



MANITOBA FEDERATION OF LABOUR AND AFFILIATES



MEDIA



Winnipeg Free Press

LOCAL FOOD SPONSORS



FAMILY AREA SPONSORS



FUNDERS



*Manitoba Hydro is a licensee of the Trademark and Official Mark.

Thank you to all of our donors for their gifts in support of our annual programs. Every gift is important to the Winnipeg Folk Festival.

Carolyn & Jamie Abbott
Kelli Adams
France Adams & Stephen Brodovsky
Aikins MacAulay & Thorvaldson
Caroll Akerstream
Alcom
Nancy Allan
Rob Altemeyer
Sandra Altner
Wayne Amos:
In memory of Karin Bos
Aynsley Anderson & Campbell Martin
Anonymous (5)
Nicole Armstrong
Assiniboine Credit Union
Cathy Auld & Ted McLachlan
Gail Asper & Michael Paterson
Buffie Bobb
Sonia Babyak
Oly Backstrom & Laura Boldt
Diane Baker
Earl & Cheryl Barish
Carolyn Basha & Gilles Fournier:
In memory of Rosalie Goldstein
Mike & Kathy Baudic
Allan Beach & Carolina Stecher
Josephine Bedard
Kathryn Bernard
Big Rock Brewery
Susan Bishop
Lilian Bonin & Daniel Levin
Jean-Guy Bourgeois & Jennifer Faulder
Alissa Brandt
Irvin Braun
Kurt Braun
Rosanne Brown
Charlie Brown
Lynn Campbell
Ken & Pam Campbell
Canad Inns
The Canty Family:
In loving memory of Richard Canty
Marcel Carignan
The Carruthers Family,
remember Fiona in the music
Keith & Judy Cheetham
Lawrence & Bea Cherniak
Dave Christianson
Nancy & Kurt Clyde
Jennifer Cobb & Donna Slessor-Cobb
Code-Med
David & Maureen Cohen
Gerry & Chris Couture
Barbara & Brian Crow

Linda Cubbidge:
In memory of Peggy Cubbidge
Curbside Painting & Decorating
Karen-Denise Cyr & John McLennan
Karen Dana & Harry Havey
Sheila Davis
Art & Leona DeFehr
Maeghan Dewar
DigginiT
Lissa Donner:
In memory of Evelyn Ste. Croix
Jean Doucha & Boyd Barber
Nathan Douglas:
In memory of Evelyn Ste. Croix
Richard Drummond
Lisa Dveris
Bob Eastwood
Wendy Elliott
Lottie Enns-Braun:
On behalf of my beloved folkies -
Tyler, Emily, Stefan and Krista
Hedie Epp
Dan & Esther Epp-Thiessen
Fairmont Winnipeg
Deb Fast & David Wiebe
In Memory of Jilian Fast
- Doug & Jacqueline Bourbonniere
- Joanne Bowden
- Carol & Walter Fast
- Henry Fast
- Dawn & Phil Fenske
- Mae Fidler-Fast
- Bev & James Flannery
- Graeme & Joyce Lowden
Denzil Feinberg
Sheryl & Barry Feller
Festival du Voyageur
The Festival Music Store Volunteer Crew:
In memory Of Susan Nisbet
Ginny & Robert Filuk
Allan Finkel
Elvira & Harry Finnegan
Beverly & Jack Fitzpatrick
Jeff & Christine Frank
David & Jane Frayer
Chris Frayer & Miriam Jezik
Linda Freed
Kevin & Pam Friesen
Amelia Gamvrelis
Thomas Garrett
Tania Gauthier:
In memory of Peter Kucparic
Ghislaine Giroux
Kendra Goertzen

Colin Goldstone
Robert & Darlene Golinowski
Chris & Lenore Good
Jane Graham
Kathryn Graham
Great West Life Assurance Company
Richard Greene & Bonita Savage
Joanne Gudmundson & Brian Oleson
Gio Guzzi
Stan Hales
Bob & Arlene Hamill
Linda Harlos
Jan & Tim Hawkins
Ron Hector
Mike Heckl
Linda Hiebert
High Speed Crow
Hilderman Thomas Frank Cram
Pravin & Aruna Hingwala
Sandra, Doug, Sam and Ivy Holmes
Honest Agency
Shaleem Hosenin
Karen & Richard Howell
Gerry Humphreys
Jane Hunt
Megan Hunt
Deborah & Jeff Hunter
Debbie Hurrell
Donald Hurst
IBM Canada Ltd.
ININew
Kadri & John Irwin
The Kaplan, Winkworth & Promislow
Family: In Loving Memory of
Sidney Kaplan
Susan Kasian
Tamara Kater
Kawaii Crepe
KGS Group
KLM Stage & Musician Services
Maureen Kolodie
Gloria Koop
Heather Korlak
Sherman Kreiner & Cynthia Coker
Wendy Kroeker & Gordon Zerbe
Myrna Lattanzi
Cycelia Lazarowich
Ben Levin & Barbara Wiktorowicz
Light Visions
Harri & Jocelyne Liivamagi
Graeme & Joyce Lowden:
In memory of Beverly Perry & Fred
Flannery
Donna Lowe

Zana Luffiyva
Lu-Ann Lynde
Mary Macdonald
Magnus Chartered Accountants
Nancy Mak
Manitoba Film and Music
Manitoba Government Employees
Union
Manitoba Hydro
Manitoba Music
Manitoba Public Insurance
Claire Maxwell
Molly McCracken
Amy Miller
Valerie Mollison
Thomas Morris
Dick Mulder & Marilyn Page
Narrative Communications
MaryAnne Neufeld
Karen & Ken Neufeld
Bob & Cindy Newfield
Nathan Nurgitz
Roy & Roseanne Olynick
Ed & Donna Pacholok
Paladin Security
Paquin Entertainment
Lonnie Patterson
Peak of the Market
Herb Peters & Donna Peters-Small
Ethan Poskanzer
Karen Press
PricewaterhouseCoopers
Brenda Proskan
Kevin Rebeck
Valerie Regehr
Pat & Bill Reid
Iris Reimer
Hugh & Karen Rice
Pam Robb
Gayle Robertson
Michelle & Patrick Rowan
Runchey Miyazawa Abbott
Kerry Ryan
Terry Sargeant
David Sauer
Mary Ann Sawlewicz
Rebecca Schindle
Colleen Schneider
Trudy Schroeder & Norm Dyck
Kelvin Seifert & Barbara Fuller
The Sensible Shoes Foundation -
David & Ruth Asper
J. Shead
Heida & Skuli Sigfusson

Ruth Simkin
Murray & Gail Singer
Dr. Ross & Beryl Singleton
Jon Singleton & Barbara Hiebert
Lynn Skromeda:
In honour of Jim Skromeda
Louise Smith & Hussein Dost
Val Smyth
Special T Shirt Co.
Jack Spence
St. John's High School:
In honour of R. Desrosiers
Allison Stephen
Leslie Stern & Gerry Trottier
Chris & Sheila Stiling
Yvonne Stoesz & Brent Guthro
Dr. David Strang
Scott Sutherland
Paul & Terry Swart
Syverson Monteyne Architecture
Dawn Thompson
Ticketmaster HQ
Tourism Winnipeg
Hein Tran & Girija Srivastava
Heather Tulloch Brownell
& Laurence Brownell
Elizabeth Tyndall
Phil Veldhuis & Vona Guiler
The Walsh Family
The Wawanesa Mutual Insurance Co.
Jennifer Webster
Burkhardt Weiss
West End Cultural Centre
Mark & Cathy Whetell:
In memory of John A. (Jack)
Marshall who passed away
April 15, 2011
Erika Wiebe
Pam Robb
Karen Wiebe:
In honour of Roger Rempel & Susan
Kurbis - from their families
Bev Wiebe
Rebecca Winkworth
Winnipeg Convention Centre
The Winnipeg Foundation
Wood Anchor
Alex & Chery Yaworski

Listing includes gifts received between February 1, 2011 and January 31, 2012

2011/2012 BOARD OF DIRECTORS



Photo: Joey Senft

Executive

Gerry Couture, Chair
 Allan Finkel, Past Chair
 Terry Sargeant, Past Chair (to May 2011)
 Jeff Frank, Vice-Chair
 Carolyn Abbott, Treasurer
 Linda Hiebert, Secretary

Board Members

Oly Backstrom (from May 2011)
 Mike Baudic (from May 2011)
 Priscilla Boucher (to May 2011)
 Jean-Guy Bourgeois (from May 2011)
 David Cohen
 Karen Cyr (from May 2011)
 Joanne Gudmundson
 Ginette Lavack Walters (to May 2011)

Katrina Lee-Kwen (to May 2011)
 Mary Macdonald
 Molly McCracken (from May 2011)
 Amy Miller (from May 2011)
 Bob Newfield (to May 2011)
 Josh Thiem (from May 2011)
 Alex Yaworski

2011/2012 STAFF



Photo: Dave McKnight

Jason Arkle
 Interim Manager of Volunteer Resources

Buffie Babb
 Manager of Finance and Administration

Carolyn Basha
 Manager of Resource Development

Valorie Block
 Resource Development Associate

Jennifer Davis
 Education and Outreach Coordinator

Cassin Elliott
 Resource Development Associate

Karla Ferguson
 Volunteer Resources Associate

Chris Frayer
 Artistic Director

Morgan Hamill
 Artistic Associate

Arwen Helene
 Production Manager

Tim Jones
 E-Marketing and Communications Associate

Tamara Kater
 Executive Director (to May 2011)

Christine Kennedy
 Administrative Associate

Margaret Koshinsky
 Manager of Marketing and Communications

Keri Lesnick
 Interim Volunteer Resources Associate

Andy Morton
 Music Store Manager

Angie Popowich
 Production Assistant

Kelly Romas
 Communications Coordinator

Ryan Segal
 Finance Associate

Cheryl Sluis
 Manager of Volunteer Resources
 and Strategic Initiatives

Rebecca Winkworth
 Production and Projects Coordinator

Summer Production Staff
Lise Fenton
 Reception Services Assistant

Laura Kathler
 Youth Programs Coordinator

Airyn Lancaster
 Box Office Administrator

Harold Mitchell
 Campground and Greening Assistant

Jacob Masiondz
 Music Store Assistant

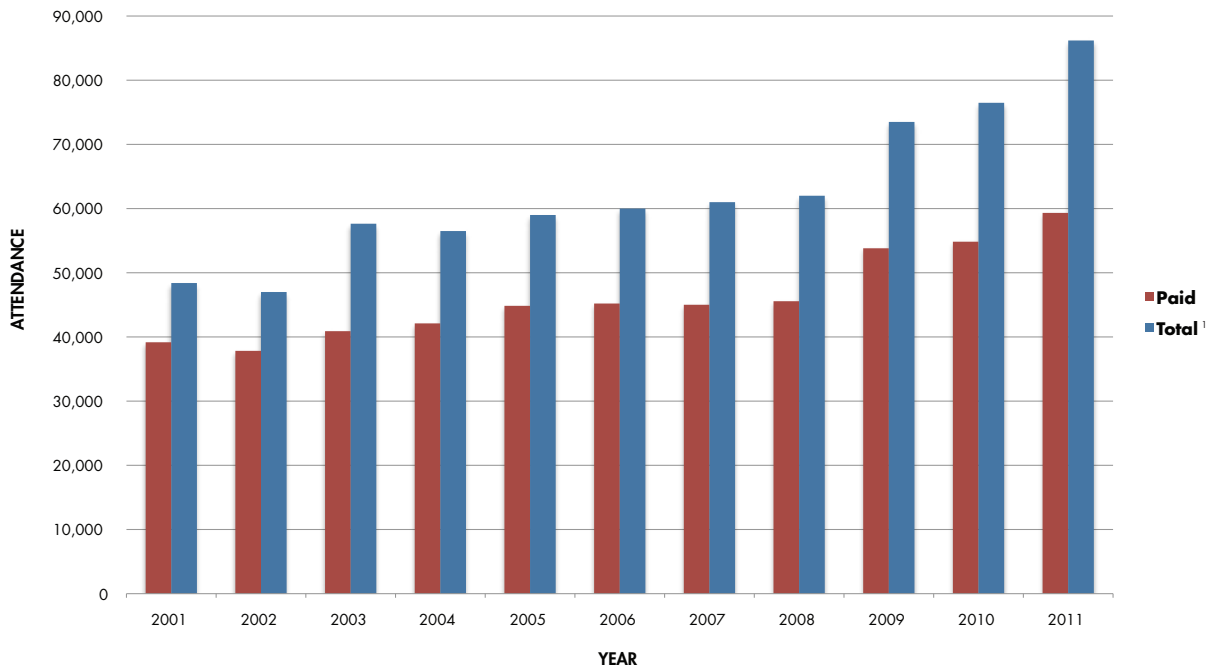
Heidi Ugrin
 Performer Services Assistant

Specialized Services
Betty Bernardi
 Accounting Consultant

Jackie Easton
 Technical Director

Taavo Sults
 Site Manager

HISTORY OF PAID ATTENDANCE



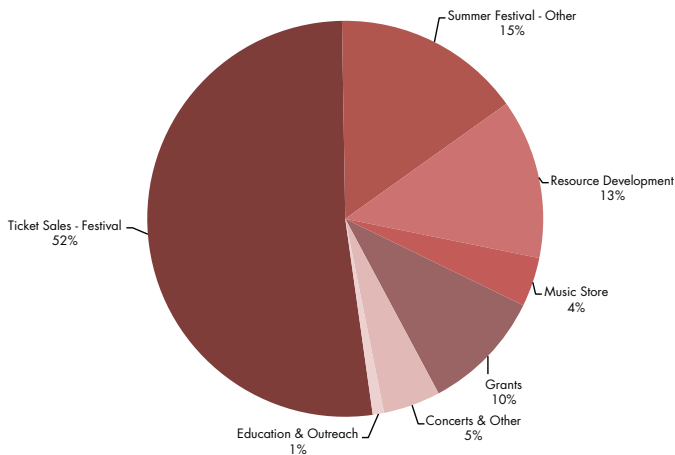
2001	39,169
2002	37,832
2003	40,899
2004	42,111
2005	44,846
2006	45,205
2007	45,014
2008	45,565
2009 ²	53,813
2010	54,837
2011	59,324

¹Total attendance also includes performers, volunteers, staff and other guests

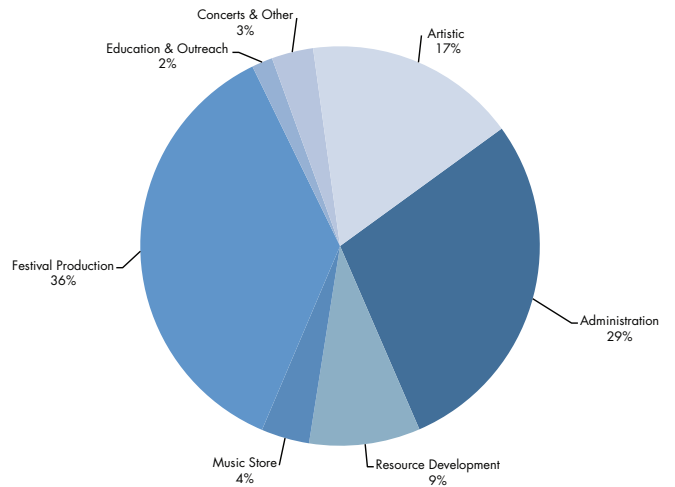
²In 2009 the festival expanded from four to five days

2011-12 FINANCIAL OVERVIEW

REVENUES

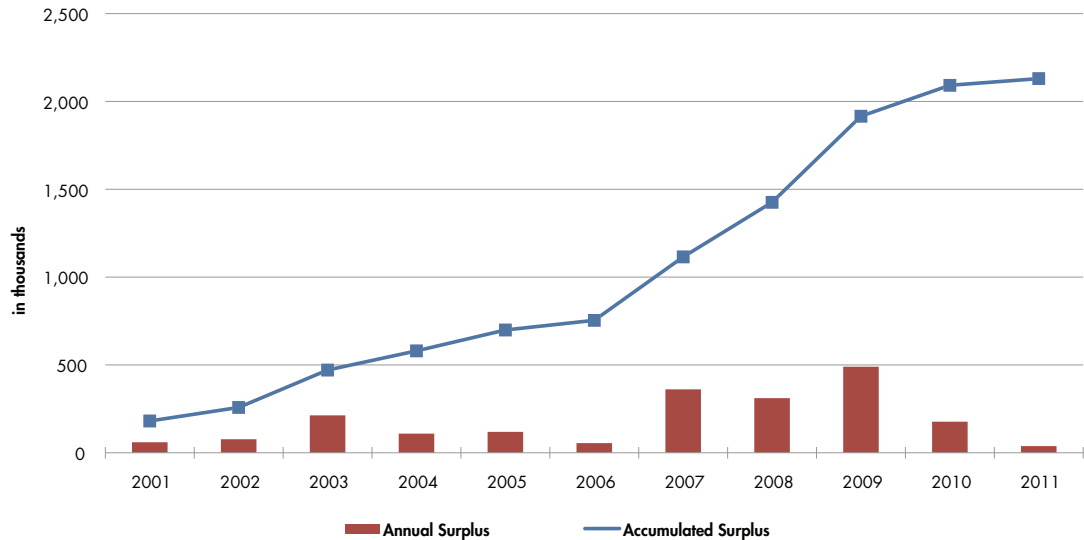


EXPENSES



TEN YEAR FINANCIAL HISTORY FINANCIAL OVERVIEW

This chart shows the financial results of the Winnipeg Folk Festival for the last ten years. The continued effort to bring in an operating surplus each year has brought a new level of stability to the organization. The thin line showing the accumulated surplus includes capital assets, internally restricted, and unrestricted assets.



RESPONSIBILITY FOR FINANCIAL STATEMENTS

The management of The Winnipeg Centennial Folk Festival Inc. is responsible for the preparation and presentation of the financial statements and accompanying notes. The financial statements have been prepared in conformity with accounting principles generally accepted in Canada and reviewed and approved by the Audit Committee of the Board of Directors.

The statements have been examined by Magnus Chartered Accountants, independent external auditors, whose opinion is included herein. The preparation of the financial information contained in the annual report necessarily involved the use of certain estimates and judgments that have been reached based on careful assessment of data available through the organization's information systems.

Preparation of financial information is an integral part of management's broader responsibilities for the ongoing operations of the organization. Management maintains an appropriate system of internal accounting controls to ensure that transactions are accurately recorded on a timely basis, are properly approved and result in reliable financial statements.

The Audit Committee of the Board of Directors meets periodically with the financial officers of the organization and the auditors. A portion of each meeting with the auditors takes place in the absence of the Treasurer and staff of the organization. The auditors have free access to this committee to discuss the results of their audit work and their opinion on the adequacy of internal financial controls and the quality of financial reporting.

INDEPENDENT AUDITORS' REPORT

To the Members of
The Winnipeg Centennial Folk Festival Inc.

Report on the Financial Statements

We have audited the accompanying financial statements of The Winnipeg Centennial Folk Festival Inc., which comprise the statement of financial position as at January 31, 2012 and the statements of operations, changes in net assets and cash flow for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with the Canadian generally accepted accounting principles, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

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 comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified audit opinion.

Basis for Qualified Opinion

In common with many charitable organizations, the organization derives revenue from donations and fundraising, which were not susceptible to complete audit verification. Accordingly, our verification of these revenues was limited to the amounts recorded in the records of the organization and we were not able to determine whether any adjustments might be necessary to donations and fundraising revenue, excess revenue, deferred revenue, deferred contributions, deferred capital contributions and net assets.

Qualified Opinion

In our opinion, except for the possible effects of the matter described in the Basis for Qualified Opinion paragraph, the financial statements present fairly, in all material respects, the financial position of The Winnipeg Centennial Folk Festival Inc. as at January 31, 2012, and results of its operations and its cash flows for the year then ended in accordance with the Canadian generally accepted accounting principles.

April 19, 2012
Winnipeg, Canada



Magnus Chartered Accountants LLP

THE WINNIPEG CENTENNIAL FOLK FESTIVAL INC.



Statement of Financial Position

January 31, 2012

	2012	2011
Assets		
Current assets:		
Cash	\$ 495,581	\$ 85,146
Accounts receivable	327,877	603,666
Goods and services tax recoverable	4,833	16,419
Inventory	91,401	96,866
Prepaid expenses	11,956	23,191
	<u>931,648</u>	<u>825,288</u>
Investments (Note 4)	209,928	364,427
Capital assets (Note 5)	<u>3,629,127</u>	<u>2,638,256</u>
	<u>\$ 4,770,703</u>	<u>\$ 3,827,971</u>
Liabilities and Net Assets		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 231,559	\$ 352,330
Deferred revenue	138,180	109,053
Current portion of long term debt	8,200	-
	<u>377,939</u>	<u>461,383</u>
Long term debt (Note 7)	271,800	-
Deferred contributions (Note 8)	40,000	40,000
Deferred capital contributions (Note 9)	<u>1,950,340</u>	<u>1,234,348</u>
	<u>2,640,079</u>	<u>1,735,731</u>
Net assets:		
Invested in capital assets (Note 10)	1,398,789	1,403,908
Internally restricted (Note 11)	63,668	247,602
Unrestricted	<u>668,167</u>	<u>440,730</u>
	<u>2,130,624</u>	<u>2,092,240</u>
Commitments (Note 14)		
	<u>\$ 4,770,703</u>	<u>\$ 3,827,971</u>

See accompanying notes to financial statements.

APPROVED ON BEHALF OF THE BOARD:

 Director
 Director

THE WINNIPEG CENTENNIAL FOLK FESTIVAL INC.

Statement of Operations

Year ended January 31, 2012

	2012	2011
Grants:		
Canadian Heritage (Note 12)	\$ 125,000	\$ 135,000
Province of Manitoba	90,000	90,000
Industry Canada	35,605	319,225
City of Winnipeg	100,000	100,000
Amortization of deferred capital contributions	85,139	8,946
Employment grant	15,661	11,593
	451,405	664,764
Revenue:		
Summer festival (Schedule A)	3,044,475	2,684,463
Music Store (Schedule C)	123,865	124,644
Music Store - other income (Schedule C)	57,713	63,705
Concert series	159,858	195,028
Education and outreach	12,100	28,352
Folk retreat	15,050	11,285
Folk exchange	17,704	16,571
Young artists and performers	14,622	16,248
Resource development (Schedule D)	589,504	577,663
Strategic plan implementation program	-	2,766
Administration	33,374	26,819
	4,068,265	3,747,544
	4,519,670	4,412,308
Cost of sales:		
Festival store (Schedule A)	212,168	206,796
Tavern (Schedule A)	98,547	93,043
Music Store (Schedule C)	86,680	86,587
	397,395	386,426
	4,122,275	4,025,882
Expenses:		
Summer festival (Schedule A)	2,088,709	2,122,610
Music Store (Schedule C)	88,186	82,465
Concert series	133,939	174,744
Education and outreach	40,005	26,461
Folk retreat	16,827	8,780
Folk exchange	17,217	11,158
Young artists and performers	15,327	17,365
Visual arts	3,700	6,650
Resource development (Schedule D)	402,989	414,633
Strategic plan implementation program	-	22,191
Administration (Schedule E)	1,276,992	961,602
	4,083,891	3,848,659
Excess of revenue over expenses	\$ 38,384	\$ 177,223

See accompanying notes to financial statements.

THE WINNIPEG CENTENNIAL FOLK FESTIVAL INC.

Statement of Changes in Net Assets

Year ended January 31, 2012

	Invested in Capital Assets (Note 10)	Internally Restricted (Note 11)	Unrestricted	2012	2011
Balance, beginning of year	\$ 1,403,908	\$ 247,602	\$ 440,730	\$ 2,092,240	\$ 1,915,017
Excess (deficiency) of revenue over expenses	(96,118)	11,066	123,436	38,384	177,223
Investment in capital assets	90,999	(195,000)	104,001	-	-
Balance, end of year	\$ 1,398,789	\$ 63,668	\$ 668,167	\$ 2,130,624	\$ 2,092,240

See accompanying notes to financial statements.

THE WINNIPEG CENTENNIAL FOLK FESTIVAL INC.

Statement of Cash Flow

Year ended January 31, 2012

	2012	2011
Cash flow from (used in)		
Operating activities:		
Excess of revenue over expenses	\$ 38,384	\$ 177,223
Adjustments for:		
Amortization	181,257	78,808
Amortization of deferred capital contributions	(85,139)	(8,946)
	134,502	247,085
Changes in the following:		
Accounts receivable	275,790	(146,174)
Goods and services tax recoverable	11,586	(12,999)
Inventory	5,465	(16,918)
Prepaid expenses	11,235	(12,171)
Accounts payable and accrued liabilities	(120,768)	145,396
Deferred revenue	29,127	19,774
	346,937	223,993
Financing activities:		
Proceeds of long term debt	280,000	-
Deferred capital contributions received	801,131	1,070,235
	1,081,131	1,070,235
Investing activities:		
Purchase of capital assets	(1,172,132)	(2,026,627)
Decrease in investments	154,499	293,847
	(1,017,633)	(1,732,780)
Change in cash	410,435	(438,552)
Cash, beginning of year	85,146	523,698
Cash, end of year	\$ 495,581	\$ 85,146

See accompanying notes to financial statements.

THE WINNIPEG CENTENNIAL FOLK FESTIVAL INC.

Notes to Financial Statements

Year ended January 31, 2012

1. Purpose and objective

The Winnipeg Centennial Folk Festival Inc. is incorporated without share capital under the laws of the Province of Manitoba. The organization is a registered charity under the provisions of the Income Tax Act of Canada and is exempt from income taxes. The organization's objective is to foster a strong sense of community with folk music at its heart. Its mission is to create experiences of discovery and learning through the celebration of people and music. The organization builds its traditions through:

- Growing the Festival's excellence and international reputation;
- Expanding opportunities to bring music into people's lives;
- Establishing opportunities and benefits for folk artists;
- Demonstrating exemplary governance and management practices, and
- Providing additional value to the community with a year round focus.

2. Significant accounting policies

These financial statements have been prepared in accordance with Canadian generally accepted accounting principles using the following significant accounting policies:

(a) Inventory

Inventory is valued at the lower of cost and net realizable value on a first-in first-out basis. In the current year, no inventory has been valued at net realizable value.

Included in cost of sales is \$86,680 (2011 - \$86,587) of inventory recognized as an expense during the year.

(b) Capital assets

Capital assets are recorded at cost and are amortized over their estimated useful lives based on the following rates and methods:

	<u>Rate</u>	<u>Method</u>
Office condominium units	25 years	Straight line
Site building	25 years	Straight line
Site equipment	5 years	Straight line
Tent and stages	10 years	Straight line
Vehicles	5 years	Straight line
Computer equipment	5 years	Straight line
Office equipment	5 years	Straight line
Building signage	5 years	Straight line
Leasehold improvements	5-10 years	Straight line

(c) Contributed materials and services

Contributed materials and services are recorded in the accounts at their fair value. Fair value is based on the amounts that would be paid if these materials and services were purchased in the normal course of business. No amount is included when the fair value cannot reasonably be determined.

Volunteers contribute significant services to assist the organization. Because of the difficulty in determining fair value, contributed services provided by volunteers are not recorded in the financial statements.

THE WINNIPEG CENTENNIAL FOLK FESTIVAL INC.

Notes to Financial Statements

Year ended January 31, 2012

2. Significant accounting policies (continued)

(d) Revenue recognition

The organization follows the deferral method of accounting for contributions. Restricted contributions are deferred and recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when they are received or receivable.

Restricted contributions for the purchase of capital assets are deferred and recognized as revenue on the same basis as the amortization expense related to the acquired capital assets.

Summer festival revenue is recognized when the products and services are delivered to the customer.

Music store revenue is recognized when the products are sold.

Service revenue is recognized when services are provided.

(e) Financial instruments - recognition and measurement

Following is a summary of the accounting policy the organization has elected to apply to each of its categories of financial instruments:

Financial instrument	Category	Measurement
Cash	Held-for-trading	Fair value
Accounts receivable	Loans and receivables	Amortized cost
Goods and services tax recoverable	Loans and receivables	Amortized cost
Investments	Held-for-trading	Fair value
Accounts payable and accrued liabilities	Other financial liabilities	Amortized cost
Long term debt	Other financial liabilities	Amortized cost

Upon initial recognition, financial instruments, including all derivatives, are recognized on the balance sheet at fair value.

Transaction costs are expensed as incurred for financial instruments designated as held for trading. The effective interest rate method of amortization is used for any transaction costs for financial instruments measured at amortized cost.

Loans and Receivables, Held-to-maturity investments and Other financial liabilities are initially measured at fair value and subsequently measured at amortized cost. Gains or losses resulting from revaluation, impairment write-downs and foreign exchange translation adjustments are recognized in net earnings for the period.

Held-for-trading financial instruments are initially and subsequently recorded at fair value. Gains or losses on revaluation are included in net earnings for the period.

(f) Use of estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and the disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from these estimates.

3. Economic dependence

The organization is economically dependent on government and municipal grants, fund raising events and individual and corporate donations to maintain its operations.

THE WINNIPEG CENTENNIAL FOLK FESTIVAL INC.

Notes to Financial Statements

Year ended January 31, 2012

4. Investments

Investments are comprised of term deposits bearing interest from 2.40% to 2.65% and maturing between December 11, 2012 and December 10, 2013.

5. Capital assets

	Cost	Accumulated amortization	Net book value	
			2012	2011
Office condominium units	\$ 484,478	\$ 9,670	\$ 474,808	\$ -
Site building	917,760	24,720	893,040	6,101
Site equipment	190,271	154,665	35,606	21,922
Tent and stages	649,964	382,584	267,380	293,095
Vehicles	13,666	13,666	-	-
Computer equipment	136,845	89,225	47,620	44,027
Office equipment	78,364	57,198	21,166	23,644
Building signage	8,990	8,990	-	-
Leasehold improvements	1,394,821	98,496	1,296,325	46,373
Site redevelopment	593,182	-	593,182	2,203,094
	\$ 4,468,341	\$ 839,214	\$ 3,629,127	\$ 2,638,256

During the year, Phase I of the site redevelopment was completed. Costs related to Phase I in the amount of \$2,230,315 were reclassified from site redevelopment to site building and leasehold improvements.

Included in site redevelopment are direct costs and costs directly attributable to Phase II of the project. As at year end, Phase II of the site redevelopment was not complete. Therefore, no provision for amortization has been recorded in these financial statements for fiscal 2012. Amortization will commence upon completion of the site redevelopment.

6. Bank line of credit

The organization has an operating line of credit to a maximum of \$200,000 bearing interest at prime plus 1.0% and is secured by certain investments and a general security agreement covering all assets. The entire balance is available for use at year end.

THE WINNIPEG CENTENNIAL FOLK FESTIVAL INC.

Notes to Financial Statements

Year ended January 31, 2012

7. Long term debt

	2012	2011
Loan payable - monthly repayments of \$1,920 including interest at 5.50% commencing February 2012, secured by a first mortgage on the property located at 103 and 203 - 211 Bannatyne Avenue, Winnipeg, MB, an assignment of rents, a general security agreement, an assignment of fire and theft insurance and a promissory note in the amount of \$280,000	\$ 280,000	\$ -
Less: Current portion	8,200	-
	\$ 271,800	\$ -

Scheduled principal repayments over the next five years are estimated as follows:

<u>Year</u>	<u>Amount</u>
2013	\$ 8,200
2014	8,700
2015	9,100
2016	9,600
2017	10,200
Thereafter	234,200

8. Deferred contributions

Deferred contributions represent unspent resources externally restricted for project purposes received in the current or prior periods that relate to a subsequent period. Changes in the deferred contributions balance are as follows:

	2012	2011
Province of Manitoba		
Balance, beginning of year	\$ 40,000	\$ 40,000
Add: contributions received or receivable for the year	90,000	90,000
Less: amounts recognized as revenue during the year	(90,000)	(90,000)
Balance, end of year	\$ 40,000	\$ 40,000

9. Deferred capital contributions

Deferred capital contributions represent the unamortized amount of contributions received for the purchase of capital assets. The amortization of contributions is recorded as revenue in the statement of operations. Changes in the deferred capital contribution balance are as follows:

	2012	2011
Balance, beginning of year	\$ 1,234,349	\$ 173,059
Add: Building Canada grant	404,057	863,476
Winnipeg Foundation grant	-	119,350
Province of Manitoba grants	44,665	62,000
Capital campaign donations	352,408	25,409
Less: amounts amortized to revenue during the year	(85,139)	(8,945)
Balance, end of year	\$ 1,950,340	\$ 1,234,349

THE WINNIPEG CENTENNIAL FOLK FESTIVAL INC.

Notes to Financial Statements

Year ended January 31, 2012

10. Net assets invested in Capital Assets

The net assets invested in capital assets is the net book value of capital assets less the balance of deferred capital contributions and related long term debt.

11. Internally restricted Net Assets

The net proceeds from the sale of the land and building of the former head office of the organization plus interest earned on the invested funds and additional amounts allocated to the Strategic Plan Implementation Program have been internally restricted by resolution of the Board of Directors to be used for future capital development. Changes in the internally restricted net assets are as follows:

	2012	2011
Balance, beginning of year	\$ 247,602	\$ 738,670
Interest earned	11,066	12,591
Invested in office condominium units	(195,000)	-
Invested in site redevelopment	-	(503,659)
Balance, end of year	\$ 63,668	\$ 247,602

12. Canadian Heritage grant allocation

The Arts Presentation Canada (APC) Grant is allocated among the following revenue and expenses as follows:

	2012	2012
Revenue		
Canadian Heritage Grant - APC	\$ 125,000	\$ 135,000
Expenses:		
Administrative expenses	12,500	12,500
Promotion expenses	50,000	50,000
Professional development	1,500	1,500
Presentation expenses	36,000	36,000
Presentation venue expenses	25,000	25,000
Western Folk Festival Collective	-	10,000
	125,000	135,000
	\$ -	\$ -

THE WINNIPEG CENTENNIAL FOLK FESTIVAL INC.

Notes to Financial Statements

Year ended January 31, 2012

13. Revenue and expense allocation

Certain internal revenue and expense items are allocated among the organization's operating divisions as follows:

	2012	2011
Revenues:		
Rental income	\$ 15,576	\$ 14,748
Music Store - site commissions	-	10,000
Music Store - ticket commissions	57,713	53,705
Summer festival - kitchen	109,000	109,000
	182,289	187,453
Expenses:		
Music Store - rent and utilities	15,576	14,748
Box office - commissions	57,713	63,705
Summer festival - kitchen - artists	27,250	27,250
Summer festival - kitchen - volunteers	70,850	70,850
Summer festival - kitchen - resource development	10,900	10,900
	182,289	187,453
	\$ -	\$ -

14. Commitments

a) Park Fees - Birds Hill Park

Each year the organization is committed to accrue 40% of its camping revenues from the festival as a contribution towards capital improvements within Birds Hill Park under an agreement with the Province of Manitoba - Department of Conservation expiring April 30, 2016 with a ten year renewal option. During the year, the organization expensed \$81,590 (2011 - \$66,496) representing 40% of the camping revenues from this year's festival.

b) Equipment lease

The organization has no significant non-routine equipment operating lease commitments.

15. Endowment fund

The organization has an endowment fund held in trust by The Winnipeg Foundation known as the "Winnipeg Folk Festival Endowment Fund". The contributed capital of the fund at January 31, 2012 was \$755,190 (2011 - \$660,519) with a market value at January 31, 2012 of \$776,170 (2011 - \$706,451). Control over the assets in the fund resides with the Winnipeg Foundation. The organization is entitled to receive the investment income earned from the fund.

THE WINNIPEG CENTENNIAL FOLK FESTIVAL INC.

Notes to Financial Statements

Year ended January 31, 2012

16. Financial Instruments

(i) Risk management and hedging activities

In the normal course of operations the organization is exposed to various financial risks. Management's close involvement in the operations allows for the identification of risks and variances from expectations. The organization does not meaningfully participate in the use of financial instruments to control these risks. The organization has no designated hedging transactions. The financial risks and management's risk management objectives and policies are as follows:

(a) Currency risk

Although the organization does not hold any significant assets or liabilities denominated in a foreign currency, a substantial portion of artist's fees and certain capital asset purchases are paid in a foreign currency. During the year, the organization purchased foreign currency at the time of signing the contract and purchased foreign currency forward contracts, allowing management to mitigate this currency risk. As at year end, there are no outstanding foreign currency forward contracts.

(b) Market risk

The organization is not exposed to any meaningful market risk.

(c) Credit risk

The organization is exposed to credit risk on accounts receivable. Management monitors credit exposure on a specific creditor basis and does not have significant concentrations of credit risk.

(d) Liquidity risk

Management monitors the organization's liquidity and is of the opinion that it is unlikely that the company will encounter difficulty in raising funds to meet commitments associated with financial instruments.

(e) Interest rate risk

The organization is not exposed to any meaningful interest rate risk.

(ii) Fair values

The fair values of the organization's financial instruments approximate their carrying value.

17. Capital Management

The organization's capital management objective is to safeguard the organization's ability to continue as a going concern, so that it can continue to create experiences of discovery and learning through the celebration of people and music. To meet these objectives, management monitors the organization's ongoing capital requirements against its working capital position. The organization is not subject to externally imposed capital requirements. Management is of the opinion that the amounts and changes in the organization's capital is readily determinable in these financial statements.

THE WINNIPEG CENTENNIAL FOLK FESTIVAL INC.

Schedule of Summer Festival

Year ended January 31, 2012

Schedule A

	2012	2011
Revenue:		
Ticket sales:		
Pre-festival	\$ 1,770,444	\$ 1,510,495
Festival weekend	266,361	233,750
Sponsorship ticket sales	15,660	14,392
Backstage passes	52,391	42,875
	<hr/>	<hr/>
	2,104,856	1,801,512
Camping:		
Camping fees	193,689	166,193
Campground handling charges	49,749	46,123
	<hr/>	<hr/>
	243,438	212,316
Tavern	253,734	217,642
Festival Store:		
Merchandise sales	69,067	67,917
Corner store	8,382	7,638
Music sales	197,979	214,066
	<hr/>	<hr/>
	275,428	289,621
Festival Other:		
Program books	47,386	53,956
Vendors	87,368	77,741
Handmade village	32,838	35,157
ATM revenue	4,362	4,116
US exchange (loss)	(4,935)	(7,598)
	<hr/>	<hr/>
	167,019	163,372
Total revenue	3,044,475	2,684,463
Cost of sales:		
Festival store	212,168	206,796
Tavern	98,547	93,043
	<hr/>	<hr/>
	310,715	299,839
Expenses (Schedule B)	2,088,709	2,122,610
Excess of revenue over expenses	<hr/>	<hr/>
	\$ 645,051	\$ 262,014

THE WINNIPEG CENTENNIAL FOLK FESTIVAL INC.

Schedule of Summer Festival Expenses

Year ended January 31, 2012

Schedule B

	2012	2011
Artists:		
Fees	\$ 638,454	\$ 686,303
Kitchen allocation	27,250	27,250
Transportation and accommodation	103,341	129,522
	<u>769,045</u>	<u>843,075</u>
Production:		
Amortization	112,393	45,935
Equipment	272,980	292,306
Festival expenses	988	6,611
Other	4,660	4,416
Site costs	44,158	50,411
Vehicle expenses	50,453	34,178
Wages and benefits	145,274	145,986
	<u>630,906</u>	<u>579,843</u>
Camping:		
Park portion	81,590	66,496
Production	61,528	59,171
	<u>143,118</u>	<u>125,667</u>
Tavern on the Green	16,223	12,043
Festival Store	9,008	19,307
Kitchen:		
Administration	10,000	9,900
Allocation	(109,000)	(109,000)
Amortization	23,731	4,731
Equipment	15,874	13,219
Food	112,432	111,697
Supplies	34,498	23,646
	<u>87,535</u>	<u>54,193</u>
Volunteer:		
Crew meetings	4,495	5,303
Kitchen allocation	70,850	70,850
Other	62,153	41,101
	<u>137,498</u>	<u>117,254</u>
Other:		
Advertising and marketing	86,947	203,734
Amortization	1,235	488
Box office	109,097	90,244
Other	59,635	43,089
Program books	34,500	30,259
Site administration	3,962	3,414
	<u>295,376</u>	<u>371,228</u>
	<u>\$ 2,088,709</u>	<u>\$ 2,122,610</u>

THE WINNIPEG CENTENNIAL FOLK FESTIVAL INC.

Schedule of Music Store

Year ended January 31, 2012

Schedule C

	2012	2011
Revenue	\$ 123,865	\$ 124,644
Cost of sales	86,680	86,587
Gross profit	37,185	38,057
Expenses:		
Advertising	1,697	179
Amortization	38	-
Bank charges and interest	71	-
Business tax	211	196
Dues and subscriptions	279	279
Freight and delivery	2,483	1,716
Office supplies	3,699	2,397
Rent and utilities	15,576	14,748
Salaries and benefits	63,132	62,751
Telephone	1,000	199
	88,186	82,465
(Deficiency) of revenue over expenses before other income	(51,001)	(44,408)
Other income:		
Summer festival - ticket commission	57,713	53,705
Summer festival - site commission	-	10,000
	57,713	63,705
Excess of revenue over expenses	\$ 6,712	\$ 19,297

THE WINNIPEG CENTENNIAL FOLK FESTIVAL INC.

Schedule of Resource Development

Year ended January 31, 2012

Schedule D

	2012	2011
Revenue:		
Donations	\$ 12,914	\$ 13,990
Donated goods and services	291,178	267,550
Endowment fund	24,257	40,454
Festival raffle sales	24,143	22,806
Festival special projects	95	-
Sponsorships	146,950	148,400
Education and outreach	4,520	5,816
Wassail	85,447	78,647
	<hr/> 589,504	<hr/> 577,663
Expenses:		
Artistic programs	13,114	12,141
Consulting	177	-
Donated goods and services	291,178	267,550
Endowment fund contribution (Note 15)	33,587	65,953
Festival raffle expenses	1,198	1,207
Kitchen allocation	10,900	10,900
Miscellaneous	7,341	4,840
Sponsorships	2,545	6,042
Wassail	42,949	46,000
	<hr/> 402,989	<hr/> 414,633
Excess of revenue over expenses	<hr/> \$ 186,515	<hr/> \$ 163,030

THE WINNIPEG CENTENNIAL FOLK FESTIVAL INC.

Schedule of Administrative Expenses

Year ended January 31, 2012

Schedule E

	2012	2011
Administrative expenses:		
Amortization	\$ 39,755	\$ 27,654
Annual general meeting	3,408	3,328
Bad debts	5,198	824
Bank charges and interest, net	2,318	2,482
Building repairs	885	75
Cash (over) short	(87)	(2,270)
Computer	40,449	11,858
Equipment lease	21,426	21,163
Freight and delivery	5,326	7,816
Hospitality	13,250	9,936
Insurance	23,038	23,061
Office and supplies	16,260	6,257
Organizational fees and dues	2,797	1,980
Parking	11,817	11,417
Professional development	5,219	8,072
Professional fees	33,801	13,909
Rent	169,710	78,828
Salaries and benefits	865,886	714,385
Special projects	4,763	9,372
Subscriptions	1,207	383
Telephone	10,566	11,072
Total administrative expenses	\$ 1,276,992	\$ 961,602



203-211 Bannatyne Avenue
Winnipeg, Manitoba R3B 3P2
T: 204-231-0096
F: 204-231-0076
info@winnipegfolkfestival.ca

WINNIPEGFOLKFESTIVAL.CA
