Financial Statements



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INDEPENDENT AUDITOR'S REPORT

To the Members of Celtic Colours Festival Society

Qualified Opinion

We have audited the financial statements of Celtic Colours Festival Society (the Society), which comprise the statement of financial position as at December 31, 2024, and the statements of revenues and expenditures, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, except for the possible effects of the matter described in the Basis for Qualified Opinion section of our report, the accompanying financial statements present fairly, in all material respects, the financial position of the Society as at December 31, 2024, and the results of its operations and cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations (ASNPO).

Basis for Qualified Opinion

In common with many charitable organizations, the Society derives part of its revenue from donations, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, our verification of these revenues was limited to the amounts recorded in the records of the Society and we were not able to determine whether any adjustments might be necessary to assets, revenues, excess of revenues over expenses and fund balances. Our audit opinion on the financial statements for the year ended December 31, 2024 was modified accordingly because of the possible effects of this limitation of scope.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Society in accordance with ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified audit opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with ASNPO, 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.

In preparing the financial statements, management is responsible for assessing the Society's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Society or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Society's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:





Independent Auditor's Report to the Members of Celtic Colours Festival Society (continued)

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit 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 Society's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Society's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Society to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Sydney, Nova Scotia April 23, 2025

Chartered Professional Accountants

Statement of Financial Position As at December 31, 2024

| | 2024 | | 2023 |
|---|-----------------|----|-------------------|
| A | SSETS | | |
| Current | | | |
| Cash | \$ 248,270 | \$ | - |
| Accounts receivable | 52,978 | } | 42,010 |
| Grants receivable | - | | 259,588 |
| Harmonized sales tax receivable | 53,537 | 1 | 68,828 |
| Inventory | 38,091 | | 44,114 |
| Prepaid expenses | 5,794 | | 8,949 |
| | 398,670 | J | 423,489 |
| Intangible assets (Note 3) | 1,302 | | 1,539 |
| Capital assets (Note 4) | 24,800 |) | 35,436 |
| | \$ 424,778 | \$ | 460,464 |
| LIAI | BILITIES | | |
| Current Park in debtedness (Note 5) | \$ - | \$ | 10 162 |
| Bank indebtedness (Note 5) Accounts payable | \$ - 229,593 | | 10,163 110,488 |
| Employee benefits payable | 14,711 | | 13,037 |
| Deferred revenue | 41,695 | | 26,500 |
| Government assistance | | ' | 40,000 |
| | 285,999 | ı | 200,188 |
| NET | ASSETS | | |
| Invested in capital assets (Note 6) | 26,108 | } | 36,975 |
| Unrestricted | 112,671 | | 223,301 |
| | 138,779 | ı | 260,276 |
| | \$ 424,778 | \$ | 460,464 |

Commitment (Note 8)

| Approved by the Directors | |
|---------------------------|----------|
| | Director |
| | Director |

Statement of Revenues and Expenditures Year Ended December 31, 2024

| | 2024 | 2023 |
|---|--------------|------------|
| Revenues | | |
| Ticket sales | \$ 713,247 | \$ 668,202 |
| Merchandise sales | 21,999 | 21,836 |
| Sponsorship (Schedule 1) | 436,495 | 473,740 |
| Government assistance (Schedule 2) | 690,898 | 910,713 |
| Other revenue (Schedule 3) | 93,290 | 96,184 |
| | 1,955,929 | 2,170,675 |
| Expenses | | |
| Amortization | 24,083 | 31,893 |
| Performance costs (Schedule 4) | 922,802 | 934,459 |
| Marketing and Merchandising (Schedule 5) | 366,040 | 462,565 |
| Office administration and salaries (Schedule 6) | 764,501 | 740,522 |
| | 2,077,426 | 2,169,439 |
| Excess (deficiency) of revenues over expenses | \$ (121,497) | \$ 1,236 |

Statement of Changes in Net Assets Year Ended December 31, 2024

| | | Invested in capital assets | | Internally restricted | Un | restricted | 2024 | 2023 |
|---|----|----------------------------|----|-----------------------|----|------------|------------|---------|
| Balance, beginning of year | \$ | 36,975 | \$ | <u>-</u> | \$ | 223,301 \$ | 260,276 \$ | 259,040 |
| Excess of revenue over expenditures, (expenditures over | | | • | | · | , | | ŕ |
| revenue) Investment in capital | | - | | - | | (121,497) | (121,497) | 1,236 |
| assets | | 13,216 | | _ | | (13,216) | - | _ |
| Amortization | _ | (24,083) | | - | | 24,083 | | - |
| Net assets, end of year | \$ | 26,108 | \$ | - | \$ | 112,671 \$ | 138,779 \$ | 260,276 |

Statement of Cash Flows Year Ended December 31, 2024

| | 2024 | 2023 |
|--|-----------------|----------------|
| Operating activities | | |
| Excess (deficiency) of revenues over expenses | \$ (121,497) | \$ 1,236 |
| Items not affecting cash: | , , | , |
| Amortization of capital assets | 24,083 | 31,893 |
| Amortization of deferred contributions related to capital assets | - | (12,800) |
| | (97,414) | 20,329 |
| Changes in non-cash working capital: | | |
| Accounts receivable | (10,968) | (6,700) |
| Grants receivable | 259,588 | (259,588) |
| Inventory | 6,022 | (6,964) |
| Harmonized sales tax receivable | 15,291 | (37,271) |
| Prepaid expenses | 3,155 | (1,348) |
| Employee benefits payable | 1,674 | (8,286) |
| Deferred revenue | 15,195 | 306 |
| Accounts payable | 119,106 | 5,676 |
| | 409,063 | (314,175) |
| | 311,649 | (293,846) |
| Investing activity | | |
| Purchase of capital assets | (13,216) | (14,173) |
| Financing activity | | |
| Repayment of government assistance | (40,000) | |
| Increase (decrease) in cash flow | 258,433 | (308,019) |
| Cash and cash equivalents, beginning of year | (10,163) | 297,856 |
| Cash and cash equivalents, end of year | \$ 248,270 | \$ (10,163) |

Notes to Financial Statements Year Ended December 31, 2024

1. PURPOSE OF THE SOCIETY

Celtic Colours Festival Society (the "Society") is a registered charity incorporated provincially under the Societies Act of Nova Scotia. As a registered charity the Society is exempt from the payment of income tax under Section 149(1) of the Income Tax Act.

The Society is primarily involved in the organization and presentation of an annual international festival of Celtic music in Cape Breton, Nova Scotia.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of presentation

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations (ASNPO).

Measurement uncertainty

The preparation of financial statements in accordance with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities as at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period presented. Significant items subject to such estimates and assumptions include the estimated useful lives of capital assets, the calculation of allowances for accounts receivable, the valuation of inventories. Actual results could differ from those estimates, the impact of which would be recorded in future periods. All estimates are reviewed periodically and adjustments are made to the statement of operations as appropriate in the year they become known.

Cash and cash equivalents

The Society's policy is to disclose bank balances under cash and cash equivalents, including bank overdrafts with balances that fluctuate frequently from being positive to overdrawn.

Inventory

Inventory is valued at lower of cost and net realizable value. The cost of the inventory includes all costs of purchases incurred in bringing the inventory to its current location and is determined on a first-in, first-out basis.

Foreign currency translation

Amounts denominated in foreign currency are translated into Canadian dollars at the rate of exchange on the date in which they occur.

Notes to Financial Statements Year Ended December 31, 2024

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

Revenue recognition

i) Contributions

Celtic Colours Festival Society follows the deferral method of accounting for contributions. The General Fund accounts for the Society's festival delivery and administrative activities. Unrestricted contributions are recognized as revenue when they are received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Restricted contributions are recognized as revenue in the year in which the related expenses are incurred.

ii) Sponsorship revenue

Sponsorships in-kind are recorded at the estimated fair market value of the services in the period that they are provided.

Contributions are recognized as revenue in the period the sponsor contracts to contribute and the collectability of the payment is reasonably assured.

iii) Ticket sales

Ticket sales are recognized in the financial statements upon the completion of the concert presentation.

iv) Merchandise sales

Merchandise sales are recognized in the financial statements at the point of sale.

v) In-kind contributions

Contributions of materials and services are recognized as revenue if the fair value can be reasonably determined and they are used in the normal course of operations and otherwise would have been purchased. Volunteers contribute in excess of 30,000 hours per year to assist the Society in carrying out the festival. Because of the difficulty in determining the fair value, these volunteer hours are not recognized in the financial statements.

Financial instruments

The Society measures its financial assets and financial liabilities at fair value when issued or acquired.

The Society subsequently measures all its financial assets and financial liabilities at cost or amortized cost, except for investments in equity instruments that are quoted in an active market, which are measured at fair value. Changes in fair value of these financial instruments are recognized in net income. Financial assets measured at amortized cost on a straight-line basis include cash, term deposits, accounts receivable. Financial liabilities measured at amortized cost on a straight-line basis include accounts payable.

Notes to Financial Statements Year Ended December 31, 2024

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

Capital assets

The cost of capital assets are capitalized upon meeting the criteria for recognition as a capital asset, otherwise costs are expensed as incurred. The cost of a capital assets comprise its purchase price and any directly attributable cost of preparing the asset for its intended use.

A capital asset is tested for impairment whenever events or changes in circumstances indicate that its carrying amount may not be recoverable. An impairment loss is recognized in the statements of operations when the carrying amount exceeds the sum of the undiscounted cash flows resulting from its use and eventual disposition. The impairment loss is measured as the amount by which the carrying amount of the capital asset exceeds its fair value.

An impairment loss is not reversed if the fair value of the capital asset subsequently increases.

Capital assets, consisting of computer equipment, office equipment, office furniture, technical equipment, self produced CD recordings and leasehold improvements, are measured at cost less accumulated amortization and accumulated impairment losses. Amortization is provided as follows, with one-half the normal rate in the year of acquisition:

| Equipment | 20% | declining balance method |
|------------------------|---------|--------------------------|
| Computer equipment | 55% | declining balance method |
| Computer software | 100% | declining balance method |
| Furniture and fixtures | 20% | declining balance method |
| Leasehold improvements | 5 years | straight-line method |
| Documentary movie | 5 years | straight-line method |
| CD Recordings | 2 years | straight-line method |

Government assistance

Government grants are recorded when there is a reasonable assurance that the Society had complied with and will continue to comply with, all the necessary conditions to obtain the grants. Government grants receivable are recorded in accounts receivable on the statement of financial position. The Society recognizes government grants in the statement of operations in the same period as the expenses for which the grant is intended to compensate. In cases where a government grant becomes receivable as compensation for expenses already incurred in prior periods, the grant is recognized in profit or loss in the period in which it becomes receivable.

3. INTANGIBLE ASSETS

Intangible assets consist of a patent amortized on a straight-line basis over a period of 15 years, expiring February 2030.

Notes to Financial Statements Year Ended December 31, 2024

4. CAPITAL ASSETS

| | Cost | cumulated nortization | 2024 et book value | N | 2023 Net book value |
|------------------------|---------------|------------------------------|------------------------------|----|---------------------------|
| CD Recordings | \$ 130,813 | \$ 118,813 | \$ 12,000 | \$ | 11,875 |
| Computer equipment | 106,248 | 103,815 | 2,433 | | 3,449 |
| Computer software | 782 | 782 | _ | | _ |
| Documentary movie | 22,650 | 22,650 | - | | - |
| Equipment | 21,915 | 20,590 | 1,325 | | 1,656 |
| Furniture and fixtures | 27,382 | 19,664 | 7,718 | | 9,647 |
| Leasehold improvements | 68,887 | 68,542 | 345 | | 7,578 |
| Signage | 15,954 | 14,969 | 985 | | 1,231 |
| | \$ 394,631 | \$ 369,825 | \$ 24,806 | \$ | 35,436 |

5. BANK INDEBTEDNESS

The Society has an unsecured operating line of credit of \$50,000 bearing interest at bank prime plus 2%. At December 31, 2024 no amounts were drawn on the line of credit.

6. INVESTMENT IN CAPITAL ASSETS

| | 2024 | 2023 |
|--|-------------------------|------------------------------|
| Investment in capital assets is calculated as follows: Capital assets at net book value | \$ 26,108 | \$ 36,975 |
| Net changes in investment in capital assets Opening balance Additions to capital assets | \$ 36,975 13,216 | \$ 41,895 14,173 |
| Subtotal Amortization Amortization of deferred contributions | 50,191 (24,083) - | 56,068 (31,893) 12,800 |
| | \$ 26,108 | \$ 36,975 |

7. FINANCIAL INSTRUMENTS

The Society manages its exposure to the risks associated with financial instruments that have a potential to affect its operating and financial performance in accordance with its risk management policy. The objective of the policy is to reduce volatility in cash flow and earnings. The board monitors compliance with risk management policies and procedures on an annual basis.

Notes to Financial Statements Year Ended December 31, 2024

7. FINANCIAL INSTRUMENTS (continued)

(a) Credit risk

The Society meets its liquidity requirements by preparing and monitoring detailed forecasts of cash flows from operations, anticipating financing activities and holding assets that can readily be converted into cash.

Society determines on a continuous basis, amounts receivable on the basis of amounts it is certain to receive based on their estimated realizable value.

(b) Liquidity risk

Liquidity risk is the risk that a Society will not be able to meet a demand for cash or fund its obligations as they come due.

The Society meets its liquidity requirements by preparing and monitoring detailed forecasts of cash flows from operations, anticipating financing activities and holding assets that can readily be converted into cash.

(c) Market risk

Market risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices. Market risk comprises three types of risk: currency risk, interest rate risk and other price risk.

(d) Currency risk

Currency risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in foreign exchange rates. The Society conducts the majority of its business locally in domestic currency, and is not subject to any significant currency risk.

(e) Interest rate risk

Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates. The Society is subject to the risk related to fluctuations in general lending rates on its credit facilities.

(f) Other price risk

Other price risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices (other than those arising from interest rate risk or currency risk), whether those changes are caused by factors specific to the individual financial instrument or its issuer, or factors affecting all similar financial instruments traded in the market. The Society is not exposed to other price risk.

The Society has no secured liabilities.

8. COMMITMENT

The Society has entered into a five-year lease agreement with New Dawn Centre For Social Innovation Inc. for office space. The rental amount is paid monthly at \$3,238 per month in 2024, increasing 5% each year until the end of the current lease. The lease expires on December 31, 2029.

Notes to Financial Statements Year Ended December 31, 2024

9. ECONOMIC DEPENDENCE

The Society currently depends on government funding agencies for 35% (2023 - 42%) of its total revenues. At the date of this report the Society completed the second year of a three-year funding agreement with Atlantic Canada's Opportunities Agency for \$1,050,000.

CELTIC COLOURS FESTIVAL SOCIETY SCHEDULE OF SPONSORS

(Schedule 1)

Year Ended December 31, 2024

| | 2024 | 2023 |
|---|-----------|-------------|
| Sponsors | | |
| Atlantic Lottery Corporation | \$ 10,000 | \$ 10,00 |
| Big Spruce Brewing | 10,000 | 9,00 |
| Cape Breton Beverages | - | 82 |
| Cape Breton University | 20,000 | 20,00 |
| Copol International Inc. | 3,000 | 1,26 |
| Destination Cape Breton Association | 10,000 | 10,00 |
| Enterprise Car Rental | 2,500 | 2,00 |
| Engel & Volkers | 5,000 | - |
| Membertou Trade and Convention Centre | 10,000 | 10,00 |
| Nova Scotia Provincial Lotteries and Casino Corporation | 7,500 | 7,50 |
| Nova Scotia Liquor Corporation | 5,000 | _ |
| Parks Canada | 10,000 | 10,00 |
| Port Hawkesbury Paper | 3,000 | 74 |
| Protocase Incorporated | 10,000 | 2,04 |
| Scottish Arts Council | 10,000 | 10,00 |
| TD Canada Trust | 35,000 | 30,00 |
| Whale Cove Beach Resort | 2,500 | |
| | 153,500 | 123,36 |
| n-kind Sponsors | | |
| 902 Sign Group Ltd. | 5,000 | 4,00 |
| Acadia Broadcasting Ltd. | 275 | - |
| Air Canada | - | 3,35 |
| Atlantic Lottery Corporation | 137,000 | 125,00 |
| Big Spruce Brewing | - | 1,00 |
| Arts Management | 2,000 | - |
| Breton Print | 5,000 | - |
| Cabot Trail Motel | 3,900 | 4,56 |
| Canadian Broadcasting Corporation | - | 4,30 |
| Cape Concierge | 3,000 | - |
| CTV | 15,000 | 53,00 |
| City Print | 2,004 | - |
| Enterprise Car Rental | 25,000 | 20,37 |
| Hampton Inn and Suites | 5,289 | 2,70 |
| Housefront Productions | 3,328 | - |
| Inverness Oran | 1,000 | - |
| Port Hawksbury Reporter | 2,000 | - |
| Stingray Radio | 3,752 | - |
| Inverary Resort | 30,150 | 23,00 |
| Maritime Inn Port Hawkesbury | 4,180 | 1,83 |
| Nova Stream | - | 3,50 |
| Pattison Outdoor | 5,000 | 3,83 |
| Protocase Incorporated | | - |
| Saltwire Network | - | 15,00 |
| Sound Source Pro Audio | - | 51,00 |
| Soundpark Studios | - | 3,62 |
| Telegraph House | 5,805 | 2,79 |
| The Coast Radio | 5,000 | 2,50 |

SCHEDULE OF SPONSORS (continued)

Year Ended December 31, 2024

(Schedule 1)

| | 2024 | 2023 |
|-----------------------------------|------------|------------|
| | | |
| In-kind Sponsors (continued) | | |
| The Hawk Radio | - | 2,500 |
| The Reporter | _ | 1,500 |
| The Silver Dart | 9,312 | 6,000 |
| Vibe Marketing and Communications | 10,000 | 15,000 |
| | 282,995 | 350,375 |
| | \$ 436,495 | \$ 473,740 |

CELTIC COLOURS FESTIVAL SOCIETY SCHEDULE OF GOVERNMENT ASSISTANCE

(Schedule 2)

| | 2024 | 2023 |
|---|---------------|---------------|
| Government Assistance | | |
| Atlantic Canada Opportunities Agency (ACOA) - operational | | |
| Funding | \$ 350,000 | \$ 400,000 |
| Government of Nova Scotia START program | 2,898 | _ |
| Nova Scotia Department of Communities, Culture and Heritage - | , | |
| operational funding | 200,000 | 352,000 |
| Nova Scotia Department of Communities, Culture and Heritage - | , | , |
| HR project funding | 5,500 | _ |
| Nova Scotia Department od Education | 22,000 | _ |
| Nova Scotia Department of Communities, Culture and Heritage - | , | |
| project funding | 4,500 | _ |
| Canadian Heritage | 80,000 | 120,000 |
| Municipal Governments | 26,500 | 12,500 |
| Nova Scotia Department of Education | | 3,413 |
| Cape Breton Regional Municipality | 10,000 | 10,000 |
| | 701,398 | 897,913 |
| Less: Contributions deferred current year | (10,500) | _ |
| Add: Deferred contributions taken into revenue | (10,500) | 12,800 |
| Add. Deferred contributions taken into revenue | | 12,000 |
| | (10,500) | 12,800 |
| | \$ 690,898 | \$ 910,713 |

CELTIC COLOURS FESTIVAL SOCIETY OTHER REVENUE

(Schedule 3)

| | 2024 | 2023 |
|------------------------------------|--------------|--------------|
| Other revenue | | |
| Receipted charitable donations | \$ 28,128 | \$ 13,236 |
| Non receipted charitable donations | 6,560 | - |
| Program advertising | - | 2,500 |
| Society memberships | 300 | _ |
| Box office fees | 57,981 | 58,602 |
| Harmonized sales tax rebate | - | 21,640 |
| Interest | 296 | 156 |
| Friends of the Festival | 25 | 50 |
| | \$ 93,290 | \$ 96,184 |

CELTIC COLOURS FESTIVAL SOCIETY PERFORMANCE COSTS

(Schedule 4)

| | 2024 | 2023 |
|------------------------------|-----------|---------------|
| Venue | | |
| Port Hawkesbury Civic Centre | \$ 18,769 | \$ 17,978 |
| Centre 200 | 19,003 | 20,673 |
| Membertou | 15,142 | 9,596 |
| SOCAN | 23,257 | 20,688 |
| Community Halls | 115,457 | 92,881 |
| Savoy | 4,670 | 4,593 |
| | 196,298 | 166,409 |
| Production costs | | |
| Sound and lighting | 151,316 | 202,000 |
| Other technical expenses | 35,110 | 33,279 |
| | 186,426 | 235,279 |
| Artists costs | | |
| Performance fees | 273,405 | 267,260 |
| Travel - ground | 62,971 | 54,092 |
| Travel - air | 64,098 | 97,504 |
| Accommodation | 82,092 | 65,190 |
| Hospitality | 15,533 | 16,256 |
| Educational programming | 41,979 | 32,469 |
| | 540,078 | 532,771 |
| | § 922,802 | \$ 934,459 |

CELTIC COLOURS FESTIVAL SOCIETY MARKETING AND MERCHANDISING

(Schedule 5)

| | 20 | 24 | 2023 |
|------------------------------|------|---------|------------|
| Marketing | | | |
| Promotion and other | \$ | 2,750 | \$ 3,014 |
| Design material | | 18,522 | 30,000 |
| Website development | | 4,375 | 3,600 |
| Live streaming | | 33,500 | 70,500 |
| Signage | 1 | 118,662 | 79,721 |
| Media placement | | 72,937 | 148,246 |
| Trade shows | | 135 | 407 |
| Photography | | 7,300 | 5,800 |
| Promotional events | | 1,000 | - |
| Social media | | 50,904 | 70,441 |
| | 3 | 310,085 | 411,729 |
| Merchandising | | | |
| Book expense | | 13,445 | 9,938 |
| CD production | | 2,282 | 868 |
| Giveaways | | _ | 2,991 |
| Processing and postage | | 6,269 | 6,487 |
| | | 21,996 | 20,284 |
| Special projects | | | |
| Special Project - Dance | | 4,500 | 2,000 |
| Sponsor costs | | | |
| Meetings | | 9,900 | 10,270 |
| Baddeck shuttle | | 11,000 | 13,950 |
| Sponsor - presenters & media | | 4,265 | 2,004 |
| Giveaways | | 4,294 | 2,328 |
| | | 29,459 | 28,552 |
| | \$ 3 | 366,040 | \$ 462,565 |

CELTIC COLOURS FESTIVAL SOCIETY OFFICE ADMINISTRATION AND SALARIES

(Schedule 6)

| | 2024 | | 2023 | |
|---------------------------|--------------------|----|---------|--|
| Salaries and benefits | | | | |
| Salaries and wages | \$ 523,464 | \$ | 511,715 | |
| Benefits | 24,951 | • | 30,687 | |
| | 548,415 | | 542,402 | |
| D 000 | | | , | |
| Box Office | 7. 7. 6. 6. | | 7.260 | |
| Box office rent | 7,560 | | 7,368 | |
| Tickets | 12,910 | | 10,803 | |
| Credit card fees | 34,891 | | 28,755 | |
| Telephone | 6,174 | | 9,176 | |
| Other box office expenses | 2,322 | | 1,260 | |
| | 63,857 | | 57,362 | |
| Office and administration | | | | |
| Insurance | 18,313 | | 17,490 | |
| Board meetings | 4,499 | | 3,389 | |
| Office rent | 31,297 | | 30,541 | |
| Interest and bank charges | 3,656 | | 2,009 | |
| Office | 21,134 | | 16,967 | |
| Professional fees | 18,984 | | 14,068 | |
| Telephone | 10,494 | | 11,813 | |
| Travel | 7,955 | | 5,607 | |
| | 116,332 | | 101,884 | |
| Volunteer expeneses | | | | |
| Volunteer party | 11,424 | | 20,957 | |
| Volunteer accommodations | 6,668 | | 4,380 | |
| Volunteer expense | 13,578 | | 13,537 | |
| Volunteer training | 4,227 | | - | |
| | 35,897 | | 38,874 | |
| | \$ 764,501 | \$ | 740,522 | |