2016-17 Annual Report

Festival du Voyageur

Table of Contents

2 MESSAGE FROM THE PRESIDENT AND EXECUTIVE DIRECTOR

FESTIVAL DU VOYAGEUR INC.

3 2016-17 BOARD OF DIRECTORS

4 STAFF

5 OFFICIAL VOYAGEURS

6 AWARDS AND NOMINATIONS

7 OTHER EVENTS

FESTIVAL DU VOYAGEUR 2017

9 OVERVIEW OF PROGRAMMING

11 MARKETING CAMPAIGN

12 SOCIAL MEDIA

13 GREAT-WEST LIFE SCHOOL PROGRAM

14 CONTESTS AND AWARDS

15 VOLUNTEERS

16 SURVEY RESULTS

17 SPONSORS

18 RENDEZ-VOUS ON ICE

19 MERCREDIS EN MUSIQUE

20 FORT GIBRALTAR

21 LE GRAND RÉGAL CAJUN

22 FINANCIAL STATEMENTS

Message from the President and Executive Director

The Festival du Voyageur is proud and happy to present its annual report for the fiscal year 2016-2017. As you will see in this report, it was quite an exciting year for our organization!

Throughout the year, the Festival du Voyageur develops and delivers initiatives that encourage our beautiful community to celebrate its heritage, live its Francophonie and, of course, spread our "joie de vivre".

The 48th edition like many before it, gave us numerous trials and proved once again what a phenomenal team and community we have! While spring-like conditions wreaked havoc on our beloved site and forced the early shutdown of the Red River Mutual River Trail and our Rendez-Vous on Ice free programming, these same conditions ensured record crowds in Voyageur Park on the first weekend. Mukluks were swapped out for rubber boots and our participants contended with major crowds taking in warm temperatures and diverse entertainment such as the first ever wood carving challenge and more than 150 artists on our stages.

With regard to last summer's programming at the Fort Gibraltar Interpretive Centre, strong attendance figures once again demonstrated visitors' keen interest to soak in our rich Manitoba fur trade history.

We are grateful for continued support received from all our volunteers, community partners, sponsors and funders. A big thank you also to all the members of the Festival team and to the Board of Directors for your exceptional support and generosity. With your help we are able to share our "joie de vivre" and francophone culture, HÉ HO!

Simon Normandeau
President

Ginette Lavack Walters
Executive Director

FESTIVAL DU VOYAGEUR INC.

2016-17 Board of Directors

Simon Normandeau – President
Daniel Leclair – Past President
Lynne Connelly – Vice President
Marc Normandeau – Treasurer
Anne-Marie Thibert – Secretary
Natalie Thiesen – Director
Maxine Robert – Director
Dr. José François – Director
Ginette Connelly – Director
Daniel Labrie – Director
Lisa Cupples – Director

Staff

Administration & Finance

Ginette Lavack Walters, Executive Director
Marc Boucher, Director of Finance
Fatimaty L. Gueye, Chief of Accounting Departement

Developement & Tourism

Lisa Woods, Director of Development and Tourism
Nicolas Audette, Sales Manager
Carine Boucher, Administrative Assistant

Operations

Jean-Luc LaFlèche, Director of Operations
Jean Forest, Manager of Site Operations
Julien Desaulniers, Artistic Producer
Colin Mackie, Heritage and Education Programs Manager
Monique Olivier, Heritage and Education Programs Assistant

Marketing

Dominique Leclerc, Marketing and Communications Director
Stéphane Oystryk, Marketing and Communications Assistant
Sophie Dumontier, Graphic Designer

Official Voyageurs: The Perron-Beaudry Family

After one full year as the Official Voyageur Family, we remain as encouraged and energetic as we were at the start. Is the job an easy one… no! Is it impossible… absolutely not! Is it fun… you can only imagine! We've had a great time and experienced an abundance of joy thanks to strength, courage and perseverance.

As ambassadors for our beloved Festival, community, city, and province, we were thrilled to take part in the Islendingadagurinn (Gimli, MB), Montcalm Heritage Festival (St. Joseph, MB), Aquatennial (Minneapolis, MN), Oktoberfest (LaCrosse, WI), St. Paul Winter Carnival (St. Paul, MN), and Grand Régal Cajun (Saint-Boniface, MB), not to mention spending the 10 most beautiful days of winter at Festival du Voyageur!

We continue to feel honoured and privileged to have the opportunity to share our history, heritage, language, and culture with Manitobans as well as with the international community. The Perron-Beaudry family delights in making the most of adventures, discoveries, and cultural exchanges. We never tire of sharing beautiful moments with the people who cross our path. The warm welcomes and smiles we receive are irreplaceable. To date, there has been an abundance of kisses on the cheek, anecdotes, games, stories, music, and friendly competitions.

We look forward to continuing to share our "joie de vivre" with everyone as we draw closer to the 49th edition of the Festival du Voyageur in 2018. We hope there will be just as many people shouting "HéHo!" and a little more snow!

In closing, we would like to acknowledge our predecessors, the Sorin family, as well as the Order of the Official Voyageurs. Their support and encouragement has been invaluable.

HéHo!

The Perron-Beaudry family,
2017-2018 Official Voyageurs
Nicole and Véronic Beaudry
Christian, Manu and Félix Perron

PHOTO CREDIT: TRAVEL MANITOBA

Awards and Nominations

2016 MANITOBA TOURISM AWARDS – ASPIRING YOUTH AWARD – LISA WOODS (TIE)

Lisa Woods, our Director of Development and Tourism, received the Aspiring Youth Award at the 2016 Manitoba Tourism Awards hosted by Travel Manitoba. This prize is given to young leaders in the tourism industry who do outstanding work and inspire others.

BREAKOUT WEST 2017 – IMPACT IN LIVE MUSIC AWARD – NOMINATION

Festival du Voyageur was nominated for the Impact in Live Music Award at BreakOut West. This prize is given to people or organizations that play an important role in the development of live music in their community.

Other Events

CANADA DAY AT FORT GIBRALTAR

Every year, Fort Gibraltar is open to the public on Canada Day and admission is free! Our heritage and education team works with interpreters and artisans in the community to host different workshops at the fort. In 2016, 494 people visited Fort Gibraltar on Canada Day.

GOLDEYES' FRANCOPHONE NIGHT

The Goldeyes' Francophone Night was once again a success this year and Festival du Voyageur was proud to be a partner for the event. The Official Voyageurs and Léo La Tuque were able to take part and mingle with the crowd over the course of the evening spreading their "joie de vivre" and love for the Festival.

FOLKLORAMA'S FRENCH-CANADIAN PAVILION

From August 2 to 5, 2016, the Festival du Voyageur hosted a photobooth at Folklorama's French-canadian pavilion. Visitors costumed themselves as voyageurs and took souvenir pictures. Coupons were handed out to promote Fort Gibraltar as a tourist destination. More than 100 photos were taken over four days.

USA SALES BLITZ

In collaboration with Tourism Winnipeg, Festival du Voyageur took part in a "USA sales blitz" from September 28 to October 2, 2016. During this trip, a representative from our festival met with 14 prospective clients that were tour operators. The meetings took place in Minnesota and North Dakota. This allowed us to help promote Winnipeg and Fort Gibraltar as a tourism destination for US groups.

CANADIAN NURSING STUDENTS' ASSOCIATION CONFERENCE

Festival du Voyageur was approached by the Canadian Nursing Student's Association Conference organizing committee to host a social event at Fort Gibraltar. We worked closely with the association to organize an event that catered to their specific needs. The event, organized for 190 participants on January 25, 2017, featured outdoor DJ's, big games, campfires, interpretive cabins and a bar.

VISIT AT THE ASSINIBOINE PARK ZOO

Festival du Voyageur's Official Voyageurs, Léo La Tuque, and members of the Festival team visited Assiniboine Parc Zoo on February 4, 2017 to promote the festival and our new Family Packs. We handed out flyers and free maple taffee.

Festival du Voyageur also participated in the following events:

- Aquatennial (Minneapolis, MN)
- BreakOut West (Regina, SK)
- Contact Ouest (Regina, SK)
- Festival du Voyageur Supper at the Millitary Family Ressource Centre (Winnipeg, MB)
- Francofolies de Montréal (Montréal, QC)
- Islendingadagurinn (Gimli, MB)
- Les Trilles d'Or (Ottawa, ON)
- Montcalm Heritage Festival (St. Joseph, MB)
- M pour Montréal (Montréal, QC)
- Norwegian Brunch at the Scandinavian Cultural Centre (Winnipeg, MB)
- Oktoberfest (Lacrosse, WI)
- St. Paul Winter Carnival (St. Paul, MN)

FESTIVAL DU VOYAGEUR 2017

Overview of Programming

HIGHLIGHTS

The 48th edition of the Festival du Voyageur was a success despite challenging weather conditions. There were a total of 94,000 visits to the official festival sites, representing a 4% decrease over last year's attendance. This shortfall can be attributed to extremely mild temperatures that forced the cancellation of the majority of the Rendez-vous on Ice programming on the Red River Mutual River Trail. However, programming in the Voyageur Park tents and all other official sites was an overwhelming success and clearly generated enthusiasm amongst festivalgoers.

During the 10 days of the festival, over 150 artists took to the stages at Voyageur Park and our 9 official festival sites. Several Franco-Manitoban artists were part of the festivities such as Faouzia, Jérémie & The Delicious Hounds, Jocelyne Baribeau, Ça Claque!, and Kelly Bado. The festival also welcomed francophone artists from the broader Francophonie including L'Angélus from Louisiana, Les sœurs Boulay, Alexandre Désilets, Les Respectables, and Laurence Nerbonne. Furthermore, a slate of exceptional Anglophone artists also performed, such as Martin Sexton, Lanikai, Monophonics, William Prince, Sweet Alibi, ZULUZULUU, Red Moon Road, SC Mira, and Mariachi Ghost.

Along with all the phenomenal music, a variety of events and activities also took place during the 2017 Festival du Voyageur. To celebrate Louis Riel Day presented by Global News, arts and crafts and traditional trade demonstrations were offered. L'Union nationale métisse Saint-Joseph du Manitoba and the St. Boniface Historical Society set up kiosks in the Université de Saint-Boniface Portage Tent and a giant mosaic in honour of Tommy Prince was unveiled to the public. Additionally, the Prairie Wildlife Rehabilitation Centre also gave visitors a chance to meet an Arctic Fox, a Grey Owl and Barn Owl.

NEW INITIATIVES AND SPECIAL EVENTS

In collaboration with the Winnipeg River Chainsaw Carving Association, Festival du Voyageur presented the first ever Wood Carving Challenge. Sculptors from all over the country, including two stars of HGTV's Carver Kings and OLN's Sawdogs, participated in the challenge by creating unique and original art pieces with their chainsaws. The public also had a chance to own the works of art by way of a hybrid (online and in person) auction. The event was well attended by festivalgoers and is sure to be repeated at next year's festival.

Festival du Voyageur also hosted the first edition of The Brewmaster's Lunch in collaboration with Big Rock Brewery and Chef Leighton Fontaine. Limited to only 40 participants, the lunch was completely sold out and featured six Big Rock beers paired with culinary creations specifically conceived for the event. Enthusiasm for the event was plain to see and guests reacted very positively to this unique experience.

Sponsored by ICI Radio-Canada and hosted at the Centre culturel franco-manitobain, the legendary Canot was brought back as an official Festival du Voyageur site this year. Recreating the laid back jam atmosphere of the beloved Saint-Boniface bar and conceived as a late night after-party venue with free admission, Le Canot welcomed several artists, including Les Respectables, Guy Abraham, and Slick and the Woodticks. Festivalgoers packed the house nearly every night to indulge in nostalgia, good times, and great music.

Once again, Festival du Voyageur hosted a variety of theme-based activities in the new Université de Saint-Boniface Portage Tent. During both Saturdays, more than a dozen artisans and local vendors filled the tent for Market Days. At night, the tent changed gears for the Beard Growing Contest, Open Mic, Karaoke Night, Singles Night, and Board Game Night which all reported good

attendance numbers. Fort Gibraltar also welcomed a second outdoor Canadian Museum of Human Rights exhibit entitled Our Canada, My Story.

Due to the unfortunate closure of the Red River Mutual River Trail and the subsequent cancellation of the Rendez-vous on Ice, many events had to be cancelled, such as Winter Pride presented by Room Service Winnipeg and Discothèque on Ice presented by l'Alliance française. We intend to continue collaborating with these new partners in the future to offer more diverse programming to our visitors. These two events, unfortunately cancelled this year, are expected to make their proper debut during the 49th edition of the festival in 2018.

The Fashion on Ice event was able to be moved to a new location, on the steps in front of the Johnston Terminal at The Forks. Once again, it was as popular as ever and drew many spectators.

The Mascot Challenge, Cajun Night and the Fiddling and Jigging Contests were back this year and were as popular as ever. Additionally, the Voyageur Trading Post also hosted an Acadian themed night. The Rendez-Vous des Chefs in the Maison du Bourgeois once again attracted a large number of festivalgoers and for the fourth year in a row, Manitoba Music hosted its Rame à la Rencontre francophone music showcase in collaboration with Festival du Voyageur at the Maison des artistes visuels francophones.

Marketing Campaign

Our marketing campaign for the 48th edition of the Festival du Voyageur was titled "Hého heroes". The intention of the campaign was to make our festivalgoers Hého Heroes. Hého Heroes are the people who brave the cold every day, who shovel their neighbours driveway, or commit other random acts of kindness. We wanted to let our festivalgoers know that they were all Hého Heroes.

Ads were published in the Winnipeg Free Press, the Metro Winnipeg, La Liberté, Where magazine, Uptown magazine, Winnipeg River Advocate and Canstar community news. A TV commercial was also broadcast on Global Winnipeg. Radio commercials appeared on 103 Virgin radio, 91.1 Envol FM, QX104, and FAB 94.3, from December 26 to February 25.

In addition to these ad placements, homepage takeovers took place on ChrisD.ca and on Globalnews.ca with links directing people to our website. Additionally, our social media presence was also boosted on Facebook, Twitter and Instagram and a new Léo La Tuque Snapchat account was created. Snapchat geofilters were activated in certain tents at Voyageur Parc. Over the span of the festival, filters were used 4,778 times and garnered 290,700 views.

A series of billboards were purchased throughout Winnipeg. Billboards were also purchased in Steinbach and Brandon for the first time.

During the course of the last year, the websites for Festival du Voyageur and Fort Gibraltar were modernized. These new websites present information in a clean, modern and simplified way as well as improve our search engine optimization and increase our website traffic.

Social Media

50
media oulets covered the festival on location

1,100
pictures with the hashtag #heho2017 on Instagram

5,000
users on the 2017 festival mobile app

7,800
subscribers on Instagram
↑ 3,000 since 2016

10,200
followers on Twitter
↑ 1,100 since 2016

10,500
subscribers on Facebook
↑ 700 since 2016

116,800
unique visitors on heho.ca in February 2016
↑ 32,600 more than in 2016

662,000
pageviews on heho.ca in Febrary 2016
↑ 215,900 more than in 2016

Great-West Life School Program

For the last 30 years, the Great-West Life School Program has been giving students the opportunity to have fun while learning the history of the fur trade. The 2017 program welcomed 10,337 students who participated in over forty activities, workshops and interactive shows.

Our Heritage and Education Programs team continues to focus on ways to improve as well as offer a greater variety of workshops and activities to reach students. We have also forged new partnerships with high schools, such as Kelvin Secondary School, Garden City Collegiate and Sisler Secondary School, to better serve our needs. With help from our new consulting committee comprised of educators, we continue to improve our 2018 school program. We continue to offer several free activities which include net weaving and historical cooking demonstrations, trading games, winter canoe races and more!

The coordination and logistics as it pertains to school busses and lunches as well as the presentation of the school program on the Festival du Voyageur website were all improved this year and yielded positive results.

Here are a few interesting statistics from the 2017 Great-West Life School Program:

STATISTICS – 2017 GREAT-WEST LIFE SCHOOL PROGRAM

The majority of the participants were from grades 4 to 8: 1,307 participants from grade 4; 2,169 from grade 5; 1,985 from grade 6; 708 from grade 7; and 1,412 participants from grade 8

- Approximately 200 volunteers gave of their time to help students and presenters during the program
- 670 students came from outside of Manitoba

Contests and Awards

Order of the Capot
Roland Gagné

Survey Draw : Kurios/Fairmont Winnipeg
Jamie Moreau

Survey Draw : Winnipeg Bundle
Ashley Pluta

Local Snow Sculpture Contest
Majid Kermani

Rendez-vous des chefs
(Pea Soup Competition)
- **People's Choice** : Clementine
- **Judge's Prize** : The Mitchell Block

Jigging Contest
- **9 years old and under** : Piper Bresser
- **10-13 years old** : Clarissa Spence
- **60+ years old** : Verna Spence
- **Championship** : Felicia Morisseau

Fiddling Contest
- **7 years old and under** : Mary McCusker
- **8-10 years old** : Shilo Hiebert
- **11-13 years old** : Malacai Hiebert
- **14-17 years old** : Timmy Veldhuis
- **60+ years old** : Brian Granger
- **Championship** : Michael Audette

Beard Growing Contest
- **Festival Beard** : Colin Ward
- **Novelty** : Derek Lahey
- **Voyageur Beard** : Sean Stacey
- **Open Category** : Jaclyn Bell
- **Frosted Beard** : Stéphanie Demers

Volunteers

We are very grateful to the 1,174 volunteers who dedicated their time towards the 48th edition of Festival du Voyageur. Without them, our festival could not operate! In order to facilitate volunteer recruitment and anchor Festival du Voyageur in the community, we work very closely with various community groups such as, the Knights of Columbus (Conseil Goulet and Conseil St-Émile), La Brigade de la Rivière-Rouge, Habitat for Humanity, La Compagnie de LaVérendrye, l'Union nationale métisse Saint-Joseph du Manitoba, the parish of Saints-Martyrs-Canadiens, Pluri-elles and the Red Tent Collective. We thank you for your hard work and dedication towards our winter festival!

Volunteers have important roles such as directing traffic in the parking lot, scanning tickets at the entrance of Voyageur Park, bartending, hall management, cleaning up the tents as well as monitoring the fire pits and children's playground.

In exchange for their time, volunteers receive a free red toque, a day pass for the festival and are invited to attend a volunteer appreciation party with live music, food and prizes. Once again this year, volunteers had access to the La Tuque Tent presented by Manitoba Hydro, where they could mingle with festival artists, eat hot meals, relax and meet with other volunteers between shifts.

The generosity and good spirit of our volunteers greatly contribute to the success of Festival du Voyageur year after year. The entire staff and Board of Directors would like to thank all of the volunteers who generously gave their time and effort towards the success of our great festival!

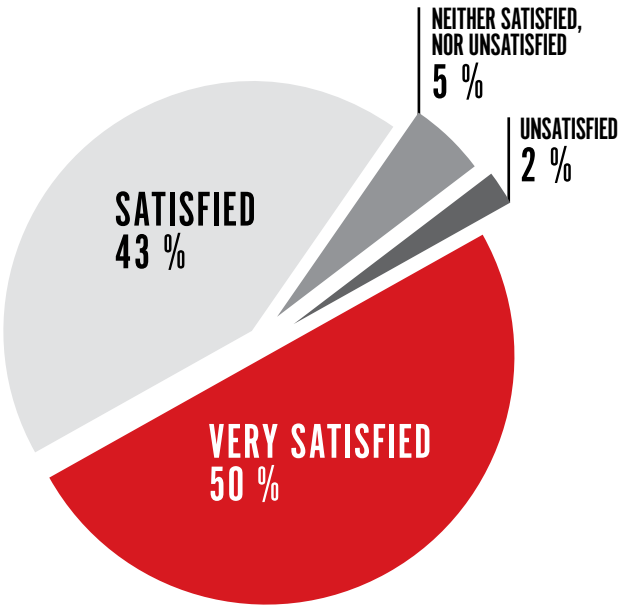
2017 Survey Results

Every year, Festival du Voyageur conducts a survey amongst its visitors to measure their rate of satisfaction, to collect their general impressions and to establish visitors' profiles. Thanks to our devoted volunteers who distributed hundreds of surveys on site at Voyageur Park and those that completed our online survey, we had one of the highest response rates to date, gaining valuable information and feedback from our visitors.

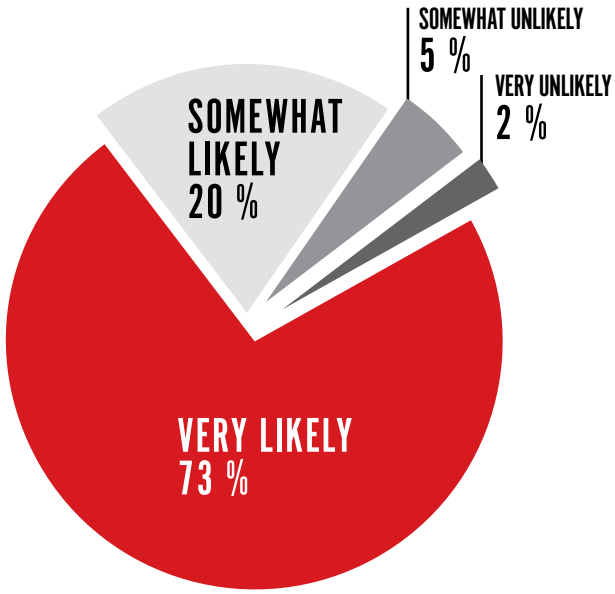
HIGHLIGHTS OF THIS YEAR'S SURVEY:

- 56% of respondents are between the ages of 26 and 49
- 61% of respondents come from outside the city of Winnipeg
- 63% of respondents indicated English as their mother tongue, while 31% indicated French
- 93% of respondents indicated being "satisfied" or "very satisfied" with their experience at this year's festival
- 46% of respondents are women, 54% are men
- 93% of respondents are "somewhat likely" or "very likely" to return to the festival

LEVEL OF SATISFACTION



PROBABILITY OF RETURNING



Sponsors

Official Partners

Official Sponsors

Major Sponsors

CN • Éducatrices et éducateurs francophones du Manitoba
Enns Brothers • ENVOL 91 FM • Fried Green Tomatoes Catering
Hertz Equipment Rental • International Fur Dressers & Dyers
Manitoba Hydro • Manitoba Public Insurance • Pinnacle
Power Corporation du Canada • Qualico Communities
Thermëa by Nordik Spa-Nature • Winnipeg Airports Authority

Amis du Festival

Canadian Footwear • CDEM • Chambre de commerce francophone de Saint-Boniface
Corporation catholique de la santé du Manitoba • Diamond Gallery • Federated Co-op
Groupe Financier Bérard Ltd. • Jack Daniels • Kangaride - Rideshare community
Kinsmen Club of Winnipeg • Manitoba Film and Music • Manitoba Pulse & Soybean Growers
Maxim Truck & Trailer • Mondia Alliance • Mountain Equipment Co-op
Canadian Museum for Human Rights • One Insurance • Pepsico Canada • Russel Metals
Signcraft Display • Star Building Materials • Talbot & Associates
Taylor McCaffrey • Winmar Property Restoration

Funders

PHOTO CREDIT: LEIF NORMAN

Rendez-Vous on Ice

Year after year, Festival du Voyageur establishes a presence at one of the busiest outdoor wintertime meeting places in Winnipeg by recreating the signature Festival experience at the Red River Mutual Trail with the Rendez-vous on Ice presented by Pinnacle. Boasting programming that includes free concerts and activities, food and beverages, this official site attracts thousands of people who take full advantage of The Forks as well as the trail on the Red and Assiniboine rivers.

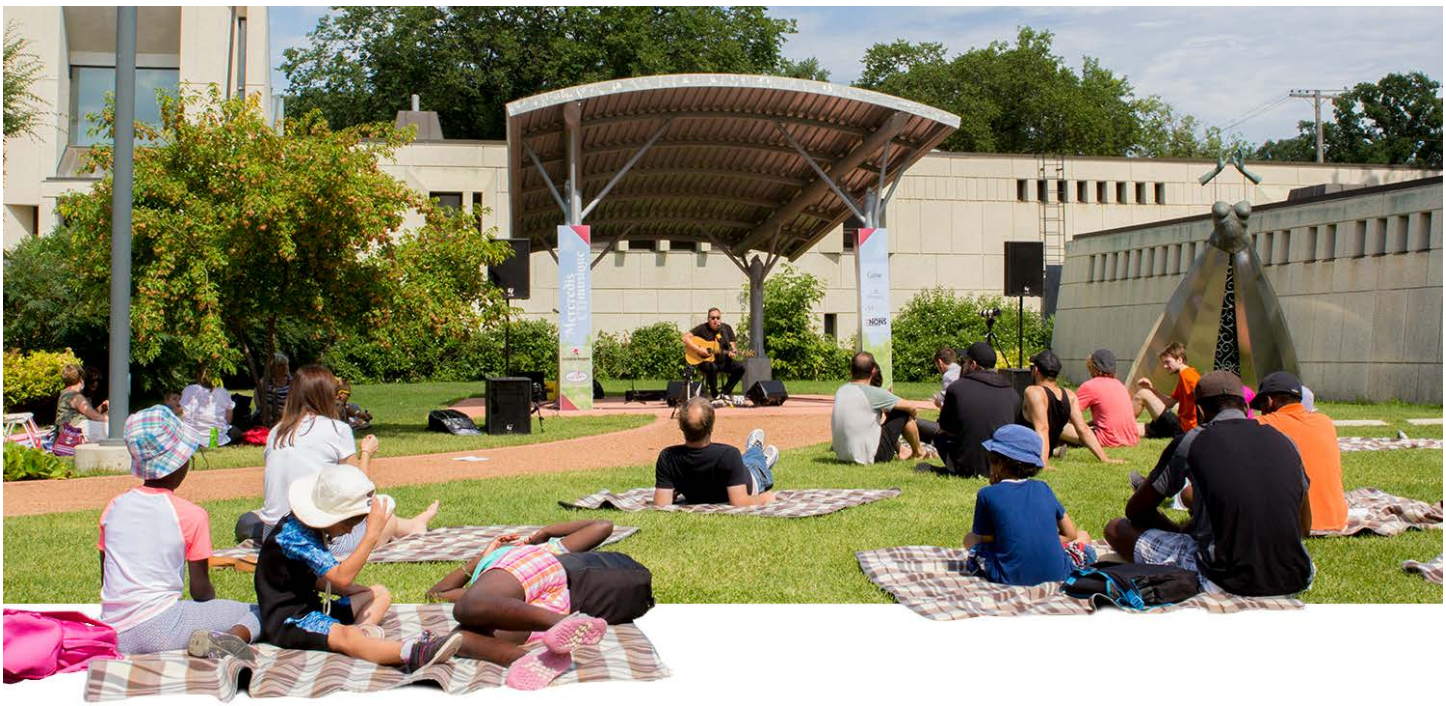
This year, Festival du Voyageur developed new partnerships to increase the programming at the Rendez-vous on Ice presented by Pinnacle and reach a more diverse public. The Discothèque on Ice presented by l'Alliance française and Winter Pride presented by Room Service Winnipeg, an event celebrating the LGBTTQ community, were the results of these new collaborations.

Unfortunately, due to unforeseen weather conditions that threatened safety on the river, the Red River Mutual Trail and the Rendez-vous on Ice presented by Pinnacle were shut down on February 18, after a single day of operations. As much as possible, programming was relocated to alternate sites, however the Discothèque on Ice presented by l'Alliance française and Winter Pride presented by Room Service Winnipeg were cancelled. Both events are slated to make their proper debut at the 2018 edition of the Rendez-vous on Ice.

Thankfully, Fashion on Ice presented by Canadian Footwear was able to be relocated to an outdoor space in front of the Johnston Terminal at The Forks. This celebration of local fashion features Manitoba designers who present unique and functional outfits that prove that even winter clothing can be the epitome of style.

PARTICIPATING DESIGNERS :

- Barbara & Cecile
- Briget Courchene
- Carley Michelle
- Dugas-Lavack
- House of aRT
- Pebble & Dime
- Prairie Chic Apparel
- Lisa Dyck Designs
- Smash Knits
- SSM Design
- Voilà par/by Andréanne
- Canadian Footwear
- Global Connections
- The Forks Trading Company
- MEC



Mercredis en musique

Festival du Voyageur and the Provencher BIZ were proud to present the 4th installment of Mercredis en musique in 2016, a concert series which pairs a musical act with a local restaurant. Every Wednesday, from June 29 to August 17, in the Maison des artistes' Sculpture Garden (with the exception of Leonard Sumner's concert on July 13), the public was invited to have lunch and enjoy a free outdoor show in the heart of St. Boniface.

For the fourth edition of the series, Festival du Voyageur welcomed nine musical acts of all genres and styles: Del Barber, Beyries, Faouzia, Leonard Sumner, Jérémie & The Delicious Hounds, Anique Granger, William Prince, Kelly Bado and Red Moon Road. The artists entertained a diverse crowd of professionals, young families and seniors. Community participation was remarkable with more than 1,495 spectators attending the concerts, an average of 166 spectators per show.

Spectators were also able to enjoy delicious meals prepared by 10 different restaurants from the St. Boniface area. Due to rain showers, Leonard Sumner's concert was moved indoors at the Maison des artistes, however none of the shows were cancelled.

This concert series was created to support local music in both official languages, bring pedestrian traffic to the Provencher Boulevard by creating a vibrant and exciting atmosphere in St. Boniface and increase visibility for Festival du Voyageur and the Provencher BIZ as well as their partners. We would like to thank the sponsors of the concert series: La Maison des artistes visuels francophones, Le 100 Nons, Caisse Financial Group and the City of Winnipeg.

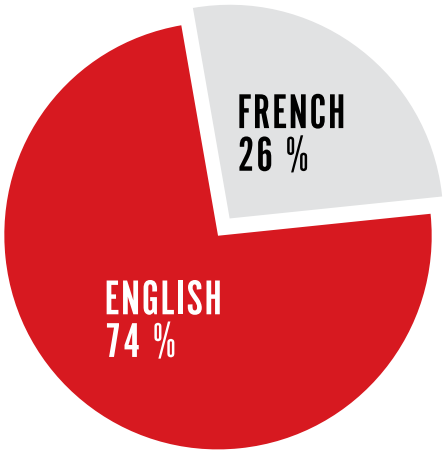
Fort Gibraltar

For our 11th summer operating the Fort Gibraltar Interpretive Centre, we were open from May 16 to August 28, 2016. During the public program, more than 3,406 visitors from here and around the world travelled back in time to 1815 and relived the fur trade and life in the Red River colony. This represents a small increase since 2015. Included in these numbers are 1,479 participants in the school program presented by BellMTS (May and June).

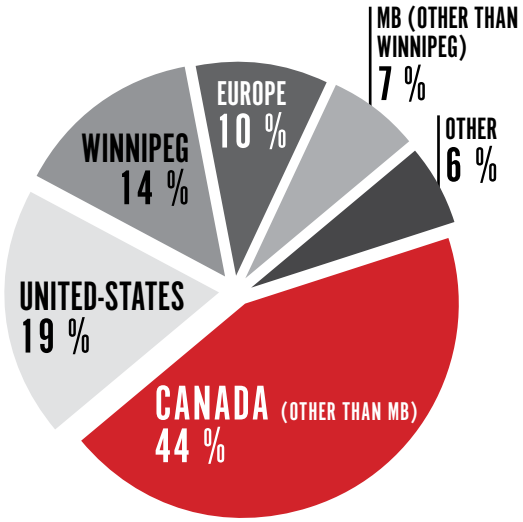
On Canada Day, workshops and demondstrations were offered to promote Métis arts and crafts. Participants learned fur trade era skills by partaking in these interactive demonstrations and workshops.

Renovations also took place at Fort Gibraltar this year. Repairs were made to the floor of the Maison du Bourgeois, a new coat of paint was added to the interior, structural repairs were made to the palisade, a new stone oven was added, the alarm system was updated, and important renovations were made to the interior of the Maison Chaboillez. These repairs were funded by the Government of Canada, the Province of Manitoba and the City of Winnipeg.

LANGUAGE OF VISITORS



ORIGIN OF VISITORS



Le Grand Régal Cajun

On June 23, 2016, Festival du Voyageur hosted Le Grand Régal Cajun, our first summertime fundraiser at Fort Gibraltar. Named for the large feasts that were held on the eve of the voyageurs' long and arduous journeys to what is now known as Western Canada and conceived as a Cajun style community feast, the event aimed to raise money for the Festival du Voyageur's Francofonds fund.

Featuring a menu inspired by the tastes of Louisiana and prepared by Gibraltar Dining Corporation, the evening also included a variety of activities in Fort Gibraltar's cabins as well as a silent auction at Maison du Bourgeois, themed bars and a special performance by The Dirty Catfish Brassband.

By the end of the evening, a total of $8,177 was raised for the Festival du Voyageur's Francofonds fund. The money raised at this event will be used to create and promote artistic, educational, historical and cultural experiences at Fort Gibraltar.

Financial Statements

BDO

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Winnipeg MB R3C 4L5 Canada

Independent Auditor's Report

To the Members of
Festival du Voyageur Inc.

We have audited the accompanying financial statements of **Festival du Voyageur Inc.**, which comprise the statement of financial position as at April 30, 2017, and the statements of changes in net assets, operations, and cash flows 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 Canadian accounting standards for not-for-profit organizations, 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.

Auditor's 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 auditor's 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 audit opinion.

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of **Festival du Voyageur Inc.** as at April 30, 2017, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

BDO Canada LLP

Chartered Professional Accountants

Winnipeg, Manitoba
September 11, 2017

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FESTIVAL DU VOYAGEUR INC.
STATEMENT OF FINANCIAL POSITION
AS AT APRIL 30, 2017

	2017	2016
	$	$
ASSETS		
CURRENT ASSETS		
Cash	**157,144**	18,892
Accounts receivable	**58,998**	187,307
Grants and subsidies receivable	**171,941**	137,550
Prepaid expenses	**29,305**	25,975
Inventory	**14,715**	22,037
	432,103	391,761
RESTRICTED INVESTMENTS (Note 3)	**310,000**	300,000
CAPITAL ASSETS (Note 4)	**537,604**	588,016
	1,279,707	1,279,777
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable and accrued liabilities	**144,861**	147,627
Government remittances payable	**31,133**	47,767
Unearned revenue	**24,845**	-
	200,839	195,394

DEFERRED CONTRIBUTIONS		
RELATED TO CAPITAL ASSETS (Note 5)	**390,386**	433,205
	591,225	628,599
NET ASSETS		
Unrestricted	**231,264**	196,367
Invested in capital assets	**147,218**	154,811
Internally restricted (Note 1c)		
Capital asset replacement	**310,000**	300,000
	688,482	651,178
	1,279,707	1,279,777

The accompanying notes are an integral part of these financial statements.

Approved on behalf of the Board of Directors:

SIMON NORMANDEAU, President

MARC NORMANDEAU, Treasurer

FESTIVAL DU VOYAGEUR INC.
STATEMENT OF CHANGES IN NET ASSETS
FOR THE YEAR ENDED APRIL 30, 2017

		INTERNALLY RESTRICTED (Note 1c)			
	Unrestricted $	Invested in Capital Assets $	Capital Asset Replacement $	Fort Gibraltar Improvements $	Total $
BALANCE AS AT APRIL 30, 2015	126,829	193,100	250,000	17,735	587,664
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES FOR THE YEAR	106,039	(42,694)	-	169	63,514
INTERFUND TRANSFERS					
Capital asset acquisition	(4,405)	4,405	-	-	-
Net asset transfers	(32,096)	-	50,000	(17,904)	-
BALANCE AS AT APRIL 30, 2016	196,367	154,811	300,000	-	651,178
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES FOR THE YEAR	**77,363**	**(40,059)**	**-**	**-**	**37,304**
INTERFUND TRANSFERS					
Capital asset acquisition	**(32,466)**	**32,466**	**-**	**-**	**-**
Net asset transfers	**(10,000)**	**-**	**10,000**	**-**	**-**
BALANCE AS AT APRIL 30, 2017	**231,264**	**147,218**	**310,000**	**-**	**688,482**

The accompanying notes are an integral part of these financial statements.

FESTIVAL DU VOYAGEUR INC.
STATEMENT OF OPERATIONS
FOR THE YEAR ENDED APRIL 30, 2017

	2017	2016
	$	$
REVENUE		
Operating grants		
Province of Manitoba		
Arts Branch	**324,600**	324,600
Community Initiative	**32,000**	-
The Cultural Belonging and Connection through the Arts Program	**-**	19,275
Government of Canada		
Western Economic Deversification Canada	**72,675**	-
Service Canada	**18,072**	-
Canada's National Trust	**5,000**	-
City of Winnipeg		
Winnipeg Arts Council	**100,000**	100,000
Community Initiative	**31,000**	1,500
Other grants		
Saskatchewan Economic and Co-operative Council	**5,867**	-
	589,214	445,375
Winter Festival (Schedule 1)	**2,656,564**	2,562,623
Fort Gibraltar	**129,221**	124,578
Contributions related to capital assets (Note 5)	**42,819**	49,449
Other productions	**30,671**	12,915
Interest and other	**15,379**	18,187
	3,463,868	3,213,127

EXPENSES		
Winter Festival (Schedule 1)	**2,123,374**	2,021,137
Salaries and benefits	**608,686**	585,038
Fort Gibraltar	**198,602**	196,085
Amortization	**82,878**	92,143
Insurance	**66,131**	65,102
Other productions	**37,207**	32,779
Professional fees	**31,621**	20,501
Training, meetings and receptions	**27,197**	29,620
Property taxes	**24,983**	19,926
Photocopies and office supplies	**19,168**	28,972
Supplies and service contracts	**16,857**	19,434
Utilities	**13,537**	14,571
Bank charges and interest	**9,553**	12,541
Telecommunications	**4,508**	4,661
Promotion and marketing	**4,029**	4,309
Stamps and delivery	**3,264**	2,794
	3,271,595	3,149,613
EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR BEFORE OTHER ITEMS	**192,273**	63,514
OTHER ITEMS		
Fort Gibraltar improvements	**146,792**	-
Donation to Community Fund	**8,177**	-
	154,969	-
EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR	**37,304**	63,514

The accompanying notes are an integral part of these financial statements.

FESTIVAL DU VOYAGEUR INC.
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED APRIL 30, 2017

	2017	2016
	$	$
CASH FLOWS FROM OPERATING ACTIVITIES		
Excess of revenue over expenses for the year	**37,304**	63,514
Adjustment for items not affecting cash		
Contributions related to capital assets	**(42,819)**	(49,449)
Amortization of capital assets	**82,878**	92,143
	77,363	106,208
Net change in non-cash operating working capital		
Accounts receivable	**128,309**	(30,084)
Grants and subsidies receivable	**(34,391)**	46,424
Prepaid expenses	**(3,330)**	2,387
Inventory	**7,322**	8,588
Accounts payable and accrued liabilities	**(2,766)**	82,672
Government remittances payable	**(16,634)**	17,072
Unearned revenue	**24,845**	(1,885)
	180,718	231,382
CASH FLOWS FROM FINANCING AND INVESTING ACTIVITIES		
Net increase in restricted investments	**(10,000)**	(32,265)
Capital assets acquired	**(32,466)**	(4,405)
	(42,466)	(36,670)
NET INCREASE IN CASH AND CASH EQUIVALENTS DURING THE YEAR	**138,252**	194,712
CASH AND CASH EQUIVALENTS (BANK INDEBTEDNESS) AT THE BEGINNING OF YEAR	**18,892**	(175,820)
CASH AND CASH EQUIVALENTS AT THE END OF YEAR	**157,144**	18,892

The accompanying notes are an integral part of these financial statements.

1. PURPOSE OF THE CORPORATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

a) Purpose of the Corporation

Le Festival du Voyageur Inc. ("Corporation") is a non-profit organization incorporated without share capital on the 18th day of December, 1969. The Corporation is therefore exempt from tax under section 149 of the Income Tax Act.

The Corporation's mission is: "Celebrate the Franco-Manitoban community's joie de vivre by sharing, with the public at large, the rich historical and cultural experiences which reflect the Voyageur era".

b) Basis of Accounting

The financial statements have been prepared using Canadian accounting standards for not-for-profit organizations.

c) Net Assets

Unrestricted net assets include transactions related to the maintenance of facilities and the general operations of the Corporation.

Net assets invested in capital assets involve internal restrictions and is used for recording capital asset additions, major repairs related to the building's operations, amortization of deferred contributions related to capital assets and amortization of capital assets. At year end, an interfund transfer is recorded from unrestricted net assets to the net assets invested in capital assets representing the Corporation's net investment in capital assets for the year.

Net assets restricted for capital asset replacement consist of internally restricted net assets designated for capital asset replacement in future years. This fund was established by the Board of Directors. Allocations to these net assets are at the discretion of the Board of Directors. All allocations from the net assets must be approved by the Board of Directors. Interest revenue earned on this net asset balance is credited to the net assets in the year earned.

1. PURPOSE OF THE CORPORATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (cont`d)

d) Revenue Recognition

The Corporation follows the deferral method of accounting for contributions. Restricted contributions which include government grants and sponsorships are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions which include rental and admissions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonable assured.

e) Cash and Cash Equivalents

Cash and cash equivalents consist of cash on hand, bank balances and bank indebtedness.

f) Contributed Goods

Non-cash contributions of goods and services in the form of sponsorships are recorded at fair value on the date of contribution.

g) Contributed Services

A number of volunteers contribute a significant amount of time each year to the Corporation. Because of the difficulty of determining the fair value, contributed services are not recognized in the financial statements.

h) Inventory

Inventory is recorded at the lower of cost determined using the first-in, first-out method and net realizable value.

1. PURPOSE OF THE CORPORATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (cont`d)

i) Capital Assets

Capital assets are stated at cost less accumulated amortization. Contributed capital assets are recorded at fair value on the date of contribution. Amortization of capital assets is provided on a straight line basis at rates estimated to amortize over their useful lives. The amortization rates applicable to the various classes of assets are as follows:

Maison du Bourgeois	25 years
Fort Gibraltar	10 years
Furniture and equipment	4 to 10 years
Automotive equipment	2 to 10 years

j) Financial Instruments

Financial instruments are recorded at fair value when acquired or issued. In subsequent periods, equities traded in an active market are reported at fair value, with any unrealized gains and losses reported in operations. All other financial instruments are reported at cost or amortized cost less impairment, if applicable. Financial assets are tested for impairment when changes in circumstances indicate the asset could be impaired. Transaction costs on the acquisition, sale or issue of financial instruments are expensed for those items remeasured at fair value at each statement of financial position date and charged to the financial instrument for those measured at amortized cost.

k) Use of Estimates

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 at the date of the financial statements, and the reported amounts of revenue and expenses during the reporting period. Actual results could differ from management's best estimates as additional information becomes available in the future.

2. LINE OF CREDIT

The Corporation has an available line of credit of $250,000 with interest at prime rate at April 30, 2017 (effective rate at April 30, 2017 is 3.05%). The line of credit is secured by term deposits of $125,000 (Note 3). The line of credit was unutilized at April 30, 2017.

3. INVESTMENTS

The term deposits have maturity dates from August 2017 to October 2017 and have effective interest rates ranging from 1.70% to 1.85%.

4. CAPITAL ASSETS

			2017	2016
	Cost **$**	**Accumulated Amortization** **$**	**Net Book Value** **$**	Net Book Value $
Maison du Bourgeois	**1,150,333**	**716,928**	**433,405**	479,425
Fort Gibraltar	**3,210**	**2,113**	**1,097**	1,418
Furniture and equipment	**220,915**	**133,051**	**87,864**	86,223
Automotive equipment	**66,240**	**51,002**	**15,238**	20,950
	1,440,698	**903,094**	**537,604**	588,016

5. DEFERRED CONTRIBUTIONS RELATED TO CAPITAL ASSETS

Deferred contributions related to capital assets represent the unamortized portions of grants, donations and investment income received with which capital assets have been purchased. The amortization of capital contributions is recorded as revenue in the statement of operations at rates which match the amortization of the related capital asset purchased. The change in deferred contributions related to capital assets is as follows:

	2017	2016
	$	$
Balance at the beginning of year	**433,205**	482,654
Contributions recognized during the year	**(42,819)**	(49,449)
Balance at the end of year	**390,386**	433,205

6. FINANCIAL RISK MANAGEMENT

The Corporation is exposed to different types of risk in the normal course of operations, including credit, liquidity and market risk. The Corporation's objective in risk management is to optimize the risk return trade-off, within set limits, by applying integrated risk management and control strategies, policies and procedures throughout the Corporation's activities.

Credit Risk

Credit risk is the risk that one party to a financial instrument fails to discharge an obligation and causes financial loss to another party. Financial instruments which potentially subject the Corporation to credit risk consist principally of cash, grants, subsidies and accounts receivable.

Accounts receivable: The Corporation is not exposed to significant credit risk as the amounts receivable are spread among a broad client base and payment in full is typically collected when it is due. Management uses estimates and assumptions about current market conditions, an analysis of customers and their historical payment trends to determine whether the Corporation should establish an allowance for doubtful accounts or the receivable should be written off.

Grants and subsidies receivable: The Corporation is not exposed to significant credit risk as the amounts are due primarily from the provincial and federal governments.

6. FINANCIAL RISK MANAGEMENT (cont`d)

Liquidity Risk
Liquidity risk is the risk that the Corporation will encounter difficulty in meeting its financial obligations as they become due. The Corporation's policy is to ensure that it will have sufficient cash to allow it to meet its liabilities when they become due.

Interest Rate Risk
Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate due to changes in market interest rates. The bank indebtedness is subject to a variable interest rate. Investments are held in fixed rate products.

7. ECONOMIC DEPENDENCE

The Corporation depends on government for funding a portion of its operations.

8. CONTINGENT LIABILITY

A lawsuit has been filed against the Corporation for an incident which arose in the ordinary course of business. In the opinion of management, the outcome of the lawsuit, now pending, is not determinable. Should any loss result from the resolution of this claim, such loss will be charged to the operations in the year of resolution. The claim has been referred to the Corporation's insurer for which the Corporation will be responsible for the deductible, as applicable.

FESTIVAL DU VOYAGEUR INC.

SCHEDULE OF REVENUES AND EXPENSES FOR WINTER FESTIVAL

FOR THE YEAR ENDED AVRIL 30, 2017

	2017			2016		
Grants	**Revenues**	**Expenses**	**Contribution**	Revenues	Expenses	Contribution
	$	**$**	**$**	$	$	$
Province of Manitoba						
Manitoba Advanced Education and						
Training Employment and Training Services	**299,138**	**-**	**299,138**	332,849	-	332,849
Bureau de l'éducation française	**67,000**	**-**	**67,000**	67,000	-	67,000
Project racines fières	**18,000**		**18,000**	-	-	-
Aboriginal Cultural Initiatives Support Program	**14,800**	**-**	**14,800**	-	-	-
The Cultural Belonging and						
Connection through the Arts Program	**-**	**-**	**-**	17,025	-	17,025
Government of Canada - Canadian Heritage	**99,500**	**-**	**99,500**	,99,500	-	99,500
City of Winnipeg	**40,000**	**-**	**40,000**	40,000	-	40,000
Province of Québec	**10,000**	**-**	**10,000**	5,000	-	5,000
	548,438	**-**	**548,438**	561,374	-	561,374
Admissions	**737,557**	**26,395**	**711,162**	606,988	10,042	596,946
Sponsorships	**490,510**	**274,918**	**215,592**	602,525	396,538	205,987
Souvenirs	**74,944**	**38,644**	**36,300**	76,421	37,729	38,692
Winter Feast	**-**	**-**	**-**	9,849	12,191	(2,342)
Volunteer training	**-**	**14,018**	**(14,018)**	-	12,105	(12,105)
Hosting	**18,612**	**33,446**	**(14,834)**	19,980	27,333	(7,353)
School Program	**149,151**	**176,882**	**(27,731)**	146,090	172,728	(26,638)
CCFM Trading Post	**41,393**	**76,091**	**(34,698)**	23,273	40,529	(17,256)
Sculptures Program	**48,948**	**89,794**	**(40,846)**	26,850	52,658	(25,808)
River Trail	**1,593**	**63,822**	**(62,229)**	6,047	57,507	(51,460)
Marketing and public relations	**-**	**150,665**	**(150,665)**	-	136,232	(136,232)
Voyageur Park	**545,418**	**1,178,699**	**(633,281)**	483,226	1,065,545	(582,319)
	2,656,564	**2,123,374**	**533,190**	2,562,623	2,021,137	541,486