

## A YEAR IN REVIEW

2022

## MISSION

Tourism Kingston's mission is to promote Kingston, Ontario as a uniquely historic and hip destination to explore year-round.

### VISION

Tourism Kingston's vision is to excel in creating, promoting, and growing opportunities for Kingston, Ontario to be a premier destination for individuals, groups, and businesses; to leverage tourism as a key driver of a healthy economy of Kingston; and to champion Kingston as a destination for local, regional, national, and international tourism.

### LAND ACKNOWLEDGEMENT

#### Welcome/Boozhoo/Tekwanonwera:tons to Kingston/Ka'taroh:kwi/Ken'tarókwen/Cataracoui

Kingston remains on the ancestral homelands of the Huron-Wendat, Anishinaabe, and Haudenosaunee Confederacy.

Tourism Kingston acknowledges the everlasting presence of these Nations and other First Nations, Métis, and Inuit who share this landscape today. We are grateful to reside in and remain visitors to this territory, while acknowledging our responsibility to honour the land, water, and skies with gentle respect and purifying preservation.



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## A MESSAGE TO OUR PARTNERS

Our mission is to promote Kingston as a uniquely hip and historic place to explore year-round. We do this by creating, growing, and promoting opportunities for the city to be a premier destination for leisure, business, sport, or group travel, and film and music production and performance.

Our job is to shine a spotlight on the city's businesses and attractions, build connections, and provide support to both our partners and visitors. While 2022 began as another challenging year, it's gratifying to finish on stronger footing with real progress made toward recovery.

I'm very proud of the Tourism Kingston team. We too felt the effects of the pandemic alongside our partners and this team remained hopeful and tenacious, working to deliver programs, campaigns, supports, and opportunities. We know that tourism has real impact in our community. In 2022, the economic impact is estimated at nearly \$500 M. But more, tourism creates experiences and connections – moments to be remembered. So much of what we missed these last few years is what each of you make possible every day.

Thank you to our board, committees, staff, and partners for another successful year.

With gratitude,

Mejan Enat

Megan Knott Executive Dirctor

#### **OPERATIONS**



Megan Knott Executive Director

### SALES



Allyson Tonelli Director of Sales





Brittney Veley Operations and Human Resources Coordinator



André Soucy Director of Visitor Services and Customer Experience



Lindsay Macedo Sport and Wellness Specialist



**Ted Robinson** Business Events Specialist



**Noelle Piche** Travel and Tour Development Specialist



**Ella Wang** International Travel Trade Coordinator

### MARKETING AND COMMUNICATIONS



Alison Migneault Director of Marketing and Communications



Andrea Gunn Editor, Strategic Communications



Lexy Correa Digital Marketing and Communications Coordinator

#### **FILM & MEDIA**



Donnie MacIntyre Film Commissioner



Ashley Bradshaw Partnership Coordinator



**Derek Rowcliffe** Senior Graphic Designer





Moira Demorest Music Commissioner



Jillian Fathers Production Coordinator

## INDUSTRY & COMMUNITY INVOLVEMENT

### BOARDS

Moira Demorest Homegrown Live Music Festival Board of Directors

**Megan Knott** RTO 9 Board of Directors Kingston Economic Development Board of Directors

Alison Migneault Kingston Canadian Film Festival Board of Directors

Allyson Tonelli MPI Ottawa Chapter Board of Directors, Director of Partnerships Sport Tourism Canada Board of Directors



### COMMITTEES

Ashley Bradshaw (lead), Alison Migneault, Allyson Tonelli Attractions Committee

### Lexy Correa

Advertising and Marketing Communications Program Advisory Committee, St. Lawrence College

#### Moira Demorest (Chair) Music and Digital Media Program

Advisory Committee, St. Lawrence College

#### Andrea Gunn

City of Kingston Heritage Fund Operating Grant Adjudication Committee

#### Megan Knott

Tourism Hospitality Advisory Committee, St. Lawrence College

Alison Migneault (lead), Ashley Bradshaw, Lexy Correa, Andrea Gunn Destination Marketing Committee

#### **Ted Robinson** MPI Ottawa/Gatineau Chapter's Education Committee

Allyson Tonelli, Ted Robinson, Lindsay Macedo, Noelle Piche (co-leads) Sales Committee

### WORKING GROUPS

#### Lexy Correa Kingston's Anti-Racism Working Group

Moira Demorest, Donnie MacInytre, Alison Migneault Creative Industries Working Group

Andrea Gunn Kingston Economic Recovery Team, Community Confidence Working Group

#### **Megan Knott (lead), Alison Migneault** Kingston Economic Recovery Team, Tourism Working Group

Alison Migneault Kingston Economic Recovery Team

André Soucy Sustainability Working Group

## INTEGRATED DESTINATION STRATEGY

The vision for Kingston's Integrated Destination Strategy (IDS) is to foster a collaborative environment where industry stakeholders work together to sustainably grow tourism as an economic driver for Kingston.

Building on four years of progress in advancing the recommendations of the 2018 IDS while taking into consideration the effects of the COVID-19 pandemic on the tourism sector, a review of the IDS was completed in 2022 to set the direction for Kingston's destination development for the next five years. The renewed IDS was approved by the board of directors of Tourism Kingston and Kingston Accommodation Partners, as well as Kingston City Council.

#### The IDS includes 25 initiatives falling within five pillars:

- // Social enterprise culture
- // Tourism experience
- // Tourism revenue

- // Longer-term developmental wins
- // Long-term sport and wellness initiatives

**Read the IDS online:** 

visitkingston.ca/about-tourism-kingston



## TRAVEL TRADE

- // Welcomed five cruise ships with approximately 1,500 passengers
- // Partnered with City of Kingston and the Great Lakes Cruise Association to bring more cruise ships to our waterfront
- // Confirmed two new ships for 2024, Pearl Mist and Le Bellot, with a combined load of 328 passengers and 188 crew members
- // Worked with the City of Kingston to create a central bus parking area in the downtown core and implemented the HONK mobile app for incoming buses
- // Represented Kingston at Rendez-vous Canada in Toronto, Bienvenue Quebec, Ontario Motor Coach Association Marketplace, and Canadian Inbound Tourism Association (Asia Pacific)

1,500

cruise passengers

2,700 operator communications

450 partner referrals



operator leads







## SPORT & WELLNESS

- // Hosted the 2022 Canadian Pickleball Championships and 2022World Broomball Championships
- // Updated the Sport Facilities Guide, showcasing Kingston's sporthosting strength
- II Hosted Sport Town Halls, connecting with the local sport and wellness community
- I/ Supported the Sport Facilities Study conducted by Sport Tourism Canada on behalf of Kingston Accommodation Partners
- // Supported events that hosted over 20,000 attendees in Kingston
- II Represented Kingston at Sport Event Congress hosted by Sport Tourism Canada
- II Provided strategic support for multiple event bids including SailGP and the Memorial Cup

6

bids submitted



bids won

40 events hosted



room nights





## hosted events

- II Boiler Room OpenBouldering Competition
- // Canadian Pickleball Championship
- // Dodgeball Provincial Championships
- // Franco-Ontarien Hockey Championship
- // ILCA North American Championships
- // Kids for KidsHockey Tournament
- // OMHA Championships

- // Ontario Minor Hockey Association AA Championships
- // RELM Sport Tournament
- // U Sports National Women's Basketball
- // U17 Girls/U19 Womens Ontario Basketball Cup
- *II* World Broomball Championships
- // World Rowing Federation (WRF) World Tour
- // Youth World Championships

## **BUSINESS EVENTS**

- II Provided strategic support to the Kingston Conference Centre Working Group
- *II* Initiated and supported a conference centre feasibility study
- II Showcased Kingston at Ottawa Meet Week, Destination Direct, Tete-a-Tete, Global Meetings Industry Day, MPI's The Event, CGLCC's annual Global Business Summit & Supplier Diversity Forum, Canadian Society of Association Executives Summer Summit, Canadian Meetings & Events Expo, Professional Convention Management Association Innovation Conference, and MPI Prix Prestige Awards in Ottawa
- II Launched a dedicated business events campaign, positioning Kingston as an ideal place for small to medium-sized meetings
- // Hosted six site visits with meeting planners for 2023 events
- // Directly supported 26 large conferences

#### TED ROBINSON Business Events Specialist

Nominated for Supplier of the Year at MPI Prix Prestige Awards in Ottawa

26

events hosted

7,912

6.5 M

advertising impressions



## hosted events

- Airports Management
  Council of Ontario
- // BMC Software Canada Inc.
- // Boeringer Ingleheim Canada
- // Canadian Call Management Association
- // Canadian Corps of Commissionaires Annual Meeting of Districts
- // Catalyst Summit The GlobalPsychedelic Medicine Conference
- // Chief InformationOfficers Association ofCanada Conference
- II Essilor Eastern Canada Sales Meeting
- // Festival of Live Digital Art
- // Kingston Tarot Lenormand Conference
- // Lahrfest Reunion
- // Microsoft Security & Privacy Team Meeting
- // Municipal Law Enforcement Officers Association of Ontario Conference

- 7 National Campus and Community Radio Association Annual Conference
- I/ Ontario Association of Property Standards Officers
- // Ontario CollegesAthletics Association
- // Ontario GangInvestigators Association
- // Ottawa Bridge Belles Annual Reunion
- // Police Association of Ontario
- // Racial Equity Media Collective
- // Royal Canadian LegionWomen's Auxiliary Conference
- // Suncor Energy Products Partnership Meeting
- // TEC Peer Advisory Group
- // TeVPA Conference
- // Turner Moore LLP Summer Conference
- // Venture for Canada 2022 Training Camp
- // Wasaga Beach Car Cruisers Club

# FILM & MEDIA

- II Hosted DC's Titans, Age of Consent, Sweat, Angel Three, Den Mother Crimson
- // First end-to-end studio production, Den Mother Crimson, had an estimated economic impact of \$600 K
- // Production of *Sweat* had a 75% Kingston-based crew
- II Presented 22 workshops and events with 1,467 participants
- II Hosted the first movie screening at Kingston Penitentiary, Go Boy! Memories of a life behind bars, in partnership with Kingston Canadian Film Festival. Filmmaker present for a Q&A with donations from event to John Howard Society.
- // With the Kingston Canadian Film Festival and Tourism Kingston's Music Commissioner, launched the second iteration of the Music Video Initiative, connecting 23 local bands and production companies
- // In collaboration with RTO 9, launched new Locations Database using the Reel-Scout platform to showcase Kingston venues, services, and crew

Nominated for the Outstanding Film Commission Award by Location Managers Guild International

61 productions

5

large productions

25

location scout tours



workshops







## hosted productions

- *II* Age of Consent
- II Angel 3
- II Den Mother Crimson

- *II* Netflix *DC*'s *Titans*, season four
- II Sweat

## MUSIC

20



- // Music Commissioner role added to Tourism Kingston in Q2
- // With the Kingston Canadian Film Festival and Tourism Kingston Film & Media portfolio, launched the second iteration of the Music Video Initiative, connecting 23 local bands and production companies
- // Presented In the Key of Kingston, #YGKeys, which placed pianos painted by local artist EronOne in public spaces
- // Presented programming at the Visitor Information Centre, including Drag Queen Story Time with Rowena Whey, arts and crafts with Kingston School of Art, and local music
- // Worked in collaboration with Kingston Canadian Film Festival to launch and program The Broom Factory, a multi-purpose all-ages event space in the Inner Harbour
- // Collaborated with the City of Kingston and DBIA to curate artists for Snow Much Fun
- // Participated in the Music Cities Forum in Hamilton, connecting with music offices across the country



Music

56 artists presented

35

partnerships created

16 VIC patio concerts

5

sponsored all-ages events







## VISITOR SERVICES

22

- II Offered multilingual services including French, English, and Mandarin
- // Leveraged a provincial funding program to activate live events, public art, and other public space improvements at the VIC
- IP Presented live music on the VIC back patio weekly during the summer and fall, including Drag in the Park
- // Continued to foster partner relations through brochure racking program
- // Serviced ticket sales for Fort Henry, Kingston Pen Tours, The Haunted Walk, Kingston Food Tours, County Sips, Kingston 1000 Islands Cruises, and Kingston Trolley Tours
- // Supported community events with mobile pop-up services and dedicated booth at Kingston Pen Tours
- // Partnership with Destination Ontario and roaming Tourism Ambassadors
- // Rainbow Registered and Bronze GreenStep Sustainable Business designations

#### Visitor Services

### BY THE NUMBERS

52 K

visitors served

2,625

tour bus passengers served

1,574

cruise ship passengers served



in retail sales







## MARKETING & COMMUNICATIONS

- // Year-round campaigns promoted Kingston as a four-season destination, focusing media spend on shoulder and low seasons
- // Business events and wedding campaigns supported COVID-19 recovery
- // Partnered with Destination Ontario on spring/summer and fall campaigns
- // Presented Kingstonlicious, a prix fixe culinary program, January to March with 16 restaurants and four in-person special events
- // Proactively pitched Kingston stories to media, hosted journalists and influencers, and attended TMAC media tradeshow. Secured coverage with CTV's Your Morning, *Toronto Star*, CAA Magazine, Canadian Geographic Magazine, and others
- // Launched Instagram Reels and TikTok strategy
- // Redesigned and relaunched French- and Chinese-language websites
- / Produced a number of print publications including visitor guide, day trips from Kingston, film look book, group dining, and 25 things to do monthly brochure
- Supported Kingston Economic Development's adoption of Kingston brand

#### LEXY CORREA Digital Marketing and Communications Coordinator

recognized with TIAC 30 Under 30 Achiever Award

1.8 M

website pageviews

198 K

partner referrals

 $75\,M$ 

45M

social media impressions



earned media impressions







## PARTNERSHIPS & PACKAGING

- Partnership Coordinator role created in Q3 in collaboration with Kingston Accommodation Partners
- II Site visits and tours with Kingston accommodation providers, attractions, and experiences
- Built collaborative relationships with partners, connecting accommodations with experiences such as Kingston Pen Tours, County Sips, Kingston Food Tours, Pumpkinferno, Marine Museum of the Great Lakes, and The Refinery Spa + Social House
- // Collaborated with KPP Concerts and the Isabel Bader Centre for the Performing Arts to create concert package with reserved seating
- II Curated Stoke and Chill wellness packages with Stoked Sauna Co. and hotel partners
- // Collaborated with Marine Museum of the Great Lakes + Improbable Escapes to create weekday family packages

*43* 

See + Do packages

29

Eat + Drink packages

9 Rest + Relax packages

9

Family packages

21 K

partner referrals







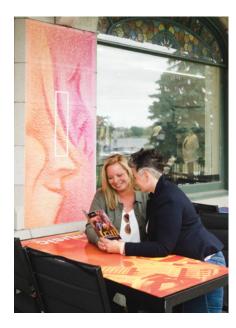
## SUSTAINABILITY

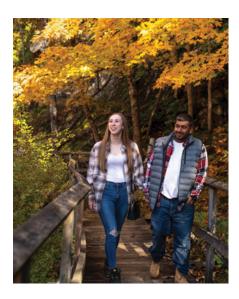
Tourism Kingston engaged GreenStep Solutions to undertake a sustainable tourism assessment and develop an action plan for the organization and destination. This work began in 2022 and will be completed in spring 2023.

- // Integrate sustainability into our destination management strategy
- // Establish a sustainability baseline
- II Engage stakeholders to identify gaps and set goals to improve the sustainability performance of the destination

#### 2022 activities

- // Destination assessment partnering with RTO 9, City of Kingston (Climate Leadership Group), and Sustainable Kingston
- // Completed Visitor Information Assessment GreenStep Bronze certified as initial benchmark
- // Developed action plan for Visitor Information Centre: sustainability communications to employees and guests, converting retail plastic water bottles to a water-filling station, and other programs
- II Promoted local initiatives, from green businesses to events like Diving Against Debris and Open Farms
- // Secured funding for and started a project (to launch in 2023) to create and promote new sustainable tourism offerings, including walking tours and supports for cyclists
- II Joined Culinary Tourism Alliance to promote Feast On restaurants and farm-to-table culinary
- II Shared stories about sustainable Kingston businesses such as refilleries, thrift stores, and low-waste restaurants









## EQUITY, DIVERSITY, INCLUSION & INDIGENEITY

#### SUPPORTING TRUTH AND RECONCILIATION

Following a successful six-week pilot in fall 2021, Tourism Kingston supported the return of the Katarokwi Indigenous Art and Food Market in summer 2022, presenting the market Sundays in Springer Market Square June through October.

The market featured Indigenous vendors offering art, food, and wares, as well as live music and other performances each week. Tourism Kingston, with support from the City of Kingston, provided funding for project coordination, performance fees, and vendor permits, as well as marketing support.

In September the Visitor Information Centre back patio featured artwork by Robert Spade, an Anishinaabe culture and arts-based educator and practising multi-disciplinary artist, in honour of the National Day for Truth and Reconciliation and part of a project to animate and activate the VIC funded by My Main Street.

Looking ahead, we applied for and secured a Reconnect Festival and Event grant to support an Indigenous culinary event as part of Kingstonlicious in 2023. The event will bring together Indigenous and non-Indigenous chefs to build a culinary experience that explores Indigenous foodways.



Rainbow Registered Arc-en-ciel Officiel Equity, Diversity, Inclusion, & Indigeneity



#### **RAINBOW REGISTERED**

In January, the Tourism Kingston team participated in a training session with TJ Jones of Full Picture Management on the importance of pronouns, how and why we use them at work. Following this session, Tourism Kingston adopted pronouns in our email signatures and on staff nametags.

Tourism Kingston partnered with Kingston Pride, providing sponsorship support and donating a portion of proceeds from the sale of Pride merchandise at the Visitor Information Centre. We also engaged local artist Floriana Ehninger-Cuervo to create Pride banners for the VIC back patio and we hosted Drag in the Park in support of Trellis and the Friends for Life bike rally in August.

An early adopter of CGLCC's Rainbow Registered program, Tourism Kingston continued to make progress against our audit and assessment recommendations to provide an inclusive, safe, and supportive environment for staff and champion 2SLGBTQI+ friendly policies across the industry. We also bid on and secured the CGLCC's Summit 2023 for Kingston – the first time it will be hosted outside of Toronto.

#### **BUILDING AN INCLUSIVE BRAND**

The Kingston brand thrives by featuring inclusive content, photography, and videography. Our campaigns show the joy of travel and experiencing Kingston. We routinely engage residents through casting calls and communicate our inclusive, welcoming community through stories. The Kingston brand is authentic, celebrating the diversity of our community and Kingston's sense of place by featuring the people and businesses that call the city home.

### 

WINNER



Tourism Industry Association of Canada



Innovation – Food Service: Kingstonlicious

Advertising Campaign: Farm to Table (with Frontenac County)

PLATINUM	GOLD	SILVER
Summit Marketing Effectiveness	Summit Creative Award	Summit Mark Effectiveness
Coronavirus	Travel and Tourism Video:	Online Advertisin

**Communications: Closer** 

Travel and Tourism Video: **Brand Anthem** 

### ceting

**Online Advertising:** Weddings

#### BRONZE

#### **Summit Creative** Award

**Consumer Integrated** Campaign: Closer

### KINGSTON RANKED

3<sup>rd</sup>

overall

**1**<sup>st</sup>

for Google search

 $4^{th}$ 

for promotion

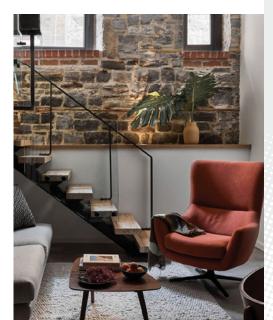
Canada's Best Small Cities Report, Resonance Few Canadian cities —large or small—have the soul, the influence, and the sense of place of Kingston.



## 2022 ECONOMIC IMPACT OF TOURISM







605 K

room nights

1.6 M

leisure visitors

61 K

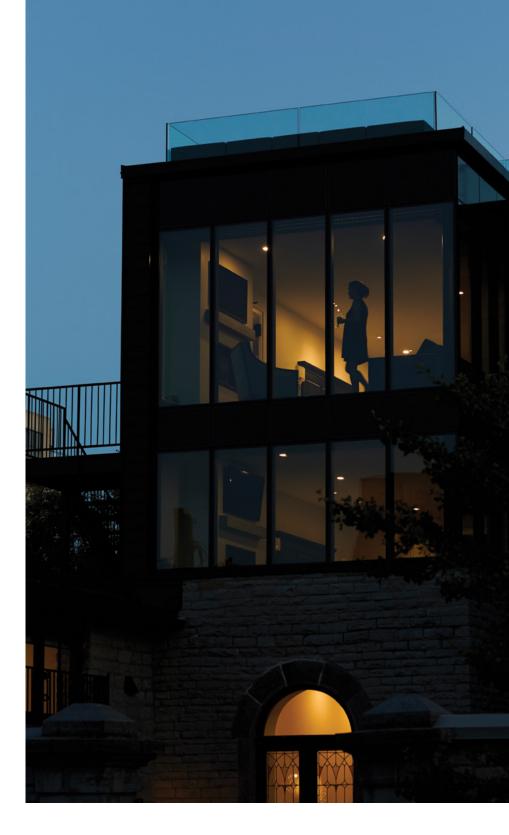
business visitors

 $1.7\,M^{*}$ 

total visitors



economic impact



\* "Total visitors" includes "other" in addition to business and leisure. Sources: Str, AirDNA, Stats Can, Conference Board of Canada, Twenty31, TREIM, and others

### CONSOLIDATED STATEMENT OF FINANCIAL POSITION

#### AS AT DECEMBER 31, 2022 WITH COMPARATIVE INFORMATION FOR 2021

		2022		2021
Assets				
Current Assets				
Cash	\$	457,351	\$	522,008
Accounts receivable (note 3)	\$	52,818	\$	14,419
Due from the Corporation of the City of Kingston (note15(a))		-	\$	84,818
Due from Kingston Accommodation Partners (note 15(d))	\$	115,875	\$	775,864
Inventory	\$	48,386	\$	33,768
Harmonized sales tax recoverable	\$	68,880	\$	97,413
Prepaid expenses and refundable deposits (note 4)	\$	191,415	\$	30,527
	\$	934,725	\$	1,558,817
Capital assets (note 5)	\$	538,376	\$	680,326
	-			
Liabilities and Fund Balances	\$	1,473,101	\$	2,239,143
	\$	1,473,101	\$	2,239,143
Current Liabilities				
Current Liabilities Accounts payable and accrued liabilities	\$	242,113	\$	
Current Liabilities Accounts payable and accrued liabilities Due to the Corporation of the City of Kingston (note15(a))	\$	242,113 136,152	\$	316,348
Current Liabilities Accounts payable and accrued liabilities	\$ \$ \$	242,113 136,152 328,849	\$ \$ \$	316,348 - 1,113,326
Current Liabilities Accounts payable and accrued liabilities Due to the Corporation of the City of Kingston (note15(a)) Deferred revenue (notes 6 and 15(d))	\$ \$ \$ \$	242,113 136,152	\$ \$ \$ \$	316,348 - 1,113,326
Current Liabilities Accounts payable and accrued liabilities Due to the Corporation of the City of Kingston (note15(a))	\$ \$ \$	242,113 136,152 328,849	\$ \$ \$	316,348 - 1,113,326
Current Liabilities Accounts payable and accrued liabilities Due to the Corporation of the City of Kingston (note15(a)) Deferred revenue (notes 6 and 15(d))	\$ \$ \$ \$	242,113 136,152 328,849 707,114	\$ \$ \$ \$	316,348 - 1,113,326 1,429,674 307,321
Current Liabilities Accounts payable and accrued liabilities Due to the Corporation of the City of Kingston (note15(a)) Deferred revenue (notes 6 and 15(d)) Deferred contributions related to capital assets (notes 7 and15(c))	\$ \$ \$ \$ \$	242,113 136,152 328,849 707,114 275,461	\$ \$ \$ \$ \$	316,348 - 1,113,326 1,429,674 307,321 54,743
Current Liabilities Accounts payable and accrued liabilities Due to the Corporation of the City of Kingston (note15(a)) Deferred revenue (notes 6 and 15(d)) Deferred contributions related to capital assets (notes 7 and15(c))	\$ \$ \$ \$ \$ \$ \$	242,113 136,152 328,849 707,114 275,461 43,207	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	316,348 - 1,113,326 1,429,674 307,321 54,743
Current Liabilities Accounts payable and accrued liabilities Due to the Corporation of the City of Kingston (note15(a)) Deferred revenue (notes 6 and 15(d)) Deferred contributions related to capital assets (notes 7 and15(c)) Deferred lease inducements (note 8)	\$ \$ \$ \$ \$ \$ \$	242,113 136,152 328,849 707,114 275,461 43,207	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	316,348 - 1,113,326 1,429,674 307,321 54,743 <b>1,791,738</b>
Current Liabilities Accounts payable and accrued liabilities Due to the Corporation of the City of Kingston (note15(a)) Deferred revenue (notes 6 and 15(d)) Deferred contributions related to capital assets (notes 7 and15(c)) Deferred lease inducements (note 8) Fund Balances	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	242,113 136,152 328,849 707,114 275,461 43,207 <b>1,025,782</b>	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	316,348 - 1,113,326 1,429,674 307,321 54,743 1,791,738 373,005
Current Liabilities Accounts payable and accrued liabilities Due to the Corporation of the City of Kingston (note15(a)) Deferred revenue (notes 6 and 15(d)) Deferred contributions related to capital assets (notes 7 and15(c)) Deferred lease inducements (note 8) Fund Balances Investment in capital assets (note 9)	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	242,113 136,152 328,849 707,114 275,461 43,207 <b>1,025,782</b> 262,915	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	2,239,143 316,348 - 1,113,326 1,429,674 307,321 54,743 1,791,738 373,005 74,400 447,405

### CONSOLIDATED STATEMENT OF OPERATIONS

#### YEAR ENDED DECEMBER 31, 2022

		2022	2021
Revenues	•		
Contributions from the Corporation of the City of Kingston	\$	1,468,119	\$ 1,439,332
Other contributions from the Corporation of the City of Kingston	\$	673,839	\$ 148,523
Government contributions (note 10)	\$	322,756	\$ 202,137
Resale materials	\$	62,527	\$ 70,677
Events and seminars	\$	117,228	\$ 225,795
Partnership revenue and corporate investors (note 11)	\$	2,692,776	\$ 1,929,546
Amortization of deferred contributions	\$	91,860	\$ 62,442
Commissions & online reservations, net of fees of \$3,100	\$	18,386	\$ 879
Interest	\$	-	\$ 115
	\$	5,447,491	\$ 4,079,446
Expenses			
Accounting and legal (notes 12(c) and 15(b))	\$	62,817	\$ 53,150
Advertising	\$	1,667,814	\$ 1,334,735
Amortization	\$	188,416	\$ 125,798
Bank charges	\$	9,133	\$ 6,921
Events and meetings	\$	107,846	\$ 82,875
Information technology support (notes 12(b) and 15(b))	\$	20,776	\$ 22,053
Insurance	\$	5,334	\$ 5,929
Loss on disposal of capital assets	\$	4,069	\$ -
Memberships and licenses	\$	99,639	\$ 83,888
Office and miscellaneous	\$	31,440	\$ 29,467
Production distributions	\$	93,500	\$ 100,000
Professional contractors	\$	1,238,812	\$ 735,930
Professional development	\$	27,500	\$ 28,133
Rent (notes 12(d) and 15(b))	\$	101,440	\$ 83,596
Resale materials	\$	54,352	\$ 40,329
Salaries and benefits (note 13)	\$	1,382,707	\$ 1,061,073
Sponsorships and donations	\$	279,016	\$ 213,985
Telephone	\$	10,821	\$ 14,465
Travel	\$	62,145	\$ 11,021
	\$	5,447,557	\$ 4,033,348
Excess (deficiency) of revenues over expenses	\$	(86)	\$ 46,098

### CONSOLIDATED STATEMENT OF CHANGES IN FUND BALANCES

AS AT DECEMBER 31, 2022

	 vestment in pital Assets	U	nrestricted Surplus	1	Fotal 2022	Fotal 2021
Balance at beginning of year	\$ 373,005	\$	74,400	\$	447,405	\$ 401,307
Excess (deficiency) of revenues over expenses (note 9(b))	\$ (100,625)	\$	100,539	\$	(86)	\$ 46,098
Change in investment in capital assets (note 9(b))	\$ (9,465)	\$	9,465		-	-
Balance at end of year	\$ 262,915	\$	184,404	\$	447,319	\$ 447,405

### **2022 BOARD OF DIRECTORS**

Stephen Burnett	Sean Billing
Heather Ford	Wayne Buller
Vice Chair	Scott Follwell
Jeff Downie	Matthew Fry
Secretary/Treasurer	
Aba Mortley	Councillor Wayne Hill

Past Chair

Audit

Councillor Mary Rita Holland

Lucy Liu

Jan MacDonald

Mayor Bryan Paterson **Donna Gillespie** Ex Officio

Lanie Hurdle Ex Officio

Krista LeClair Ex Officio Thank you to our partners, agencies, suppliers, and visitors for a successful year.



177 Wellington Street, Suite 200 Kingston, Ontario. K7L 3E3