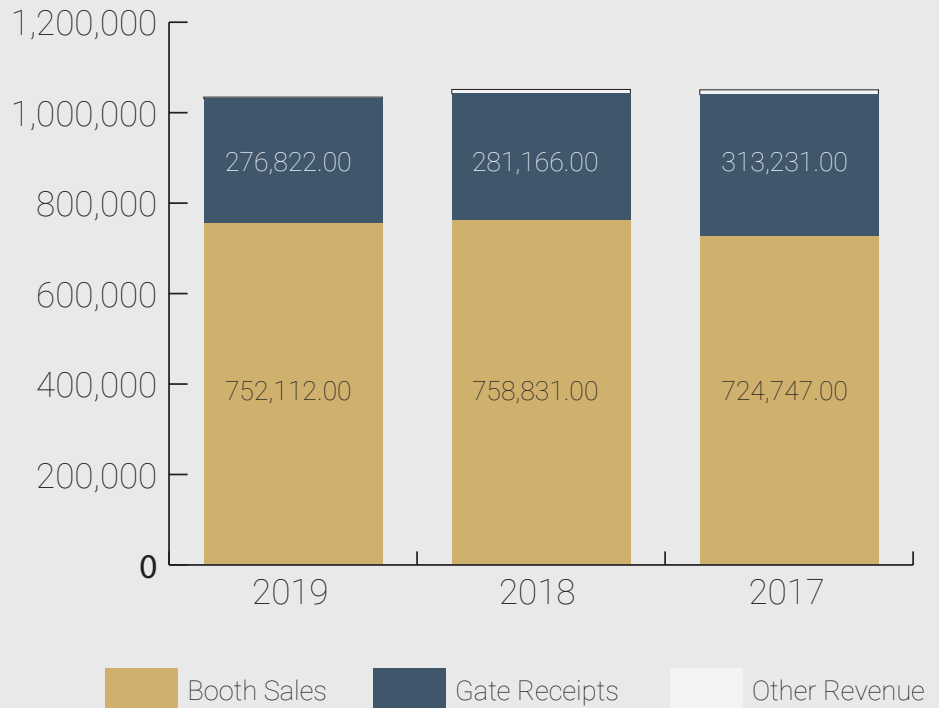


# Manager's Report

The Market numbers for 2019 were very consistent with our 5-year average overall. Our gross revenue for 2019 was \$1,032,388 vs \$1,049,327 for 2018. The difference in income of -\$16,939.00 can be attributed to a couple of things that had a large effect on us last year. First, the rising costs at the Vancouver Convention Centre. Midway through the year, we were notified that due to minimum wage increases, our costs for VCC staffing would be much higher than originally anticipated. Because booth and ticket prices were already set at this point, we had to account for this extra charge by closely monitoring and cutting costs in other areas. Second, due to the November 11th holiday falling on a Monday in 2019, our show days were shifted, and we ran the market from Thursday-Monday rather than our usual Wednesday-Sunday. The holiday is generally our highest day of attendance so years ago, a decision was made to try to run this unusual schedule to capture that traffic. Unfortunately, in 2019, we were disappointed to see that this was not the case, and we did have a lower attendance on Monday the 11th.

## Gate Receipts

Gate receipts (income) was \$4,344.00 less than 2018, which we attributed to the change in schedule, as well as an increase in the use of our show pass returns (which we have always offered), and an increase in attendance during 2-for-1 ticketing times. Overall the show saw the attendance of 45,249 customers.



## Miscellaneous

We would like to address the “miscellaneous” grouping in the financial statements. To maintain transparency, these are the line items included in that category:

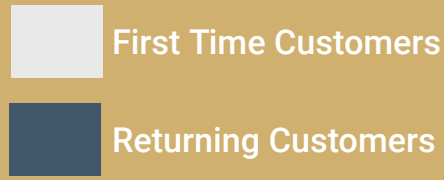
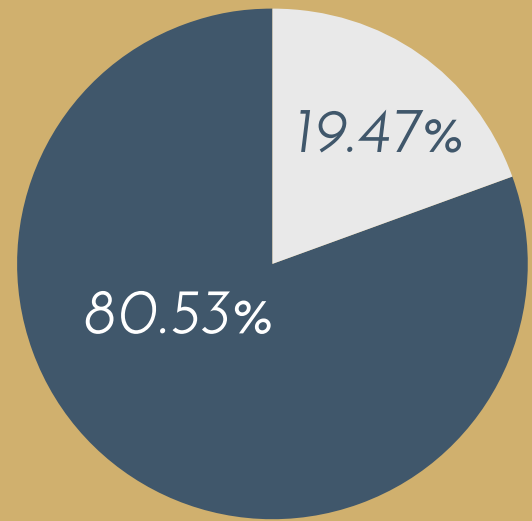
- Charitable Donations**  
(poppy donation boxes, food bank) \$4877.00
- Storage Expenses**  
(Christmas Décor and Market Supplies): \$6600.00
- Ticketing Expenses**  
\$30,595.00
- Jury Fees**  
\$4524.00
- Licensing Fees**  
\$410.00

# 2019

Overall, feedback for the 2019 show has been overwhelmingly positive, even with some significant changes for our exhibitors. We were careful to listen to feedback from the 2018 show – the most substantial amount of negative feedback we had last year was regarding confusion with the change in layout, from a horizontal floorplan to a vertical one. We took that feedback and made some significant adjustments. As a result, we have heard from multiple vendors that customer feedback on the floorplan this year was much improved – much easier to navigate and a much fresher, airy feel.

The Vancouver Convention Centre introduced new safety regulations, which significantly impacted our move-in/move-out procedures. Leading up to the show, we were concerned about how these policies would affect our exhibitors in those stressful hours. To mitigate the changes, we brought on extra staff to assist unloading, coached our move-in team to take extra care with exhibitors, and worked closely with security to facilitate smooth entry into the hall. As a result, the feedback from both the facility and our vendors was the process was seamless.

To date, we have had over 230 early bird re-signs for the 2020 show, which the highest we have had following any market. We feel that this is an excellent measure of exhibitor experience and sales. Currently, we also have a healthy crop of new applicants and expect to be running a waiting list following our next jury session.



Like the rest of the world, we have experienced considerable change with the development of the COVID-19 pandemic. While we feel fortunate that we, unlike many of our peers in the industry with Spring markets, have some time to prepare for upcoming changes, we are keenly aware that our exhibitors and customers will be hard-hit by this virus. At this time, we are continuing to plan as though the 2020 market will take place.

However, we are mitigating expenses by making sure that large deposits and payments are deferred until we can operate with more certainty. We are taking care to keep informed and are making sure to take advantage of any provincial and federal government support for our organization. We are staying in touch with our exhibitors and are responding to any concerns as quickly as we can. Most importantly, we want to make sure that if possible, the market goes ahead with limited disruptions. Our primary responsibility is to support the co-op, along with our members and exhibitors, and providing them with an income source is the best way we can do that.

# Customer Demographic

44.1%

Use transit to get to the show



48.8%

Purchased their Ticket online



9.7%

Heard about the customers via Social Media



29.2%

Are aged 25 - 40



Location

