

1. **IDENTIFICATION OF APPLICANT:**

Organization name:

Mailing Address:

Contact Person:

Telephone:

Email Address:

2. **ORGANIZATION INFORMATION:**

Are you registered under the *Societies Act*?

Yes

No

Are you a registered charity?

Yes

No

Society or Charity Registration Number:

Did your organization receive a local grant from the Township last year?

Yes

No

Has a final report been submitted?

Yes

No

This collection of personal information is authorized under Section 26(c) of the Freedom of Information and Protection of Privacy Act. The information will be used for processing this application. Questions about the collection or use of this information can be directed to the Township's Corporate Officer at corporate.services@esquimalt.ca, 250-414-7135, or 1229 Esquimalt Road, Esquimalt, BC, V9A 3P1.

ORGANIZATIONAL CAPACITY (20%)

3. Please attach your most recent financial statements.
4. Please outline your administrative and Board/Committee structures. Do staff have the necessary qualifications and experience to lead and execute the program or event? Please provide details.

Please see attached Application Responses PDF

5. What is your organization's history of providing benefit to the residents of Esquimalt?

Please see attached Application Responses PDF

6. What is your organization's role or niche in the community? What makes it different from other similar organizations?

Please see attached Application Responses PDF

7. How is your organization moving towards financial self-sufficiency?

Please see attached Application Responses PDF

PROGRAM, PROJECT or EVENT DESCRIPTION (25%)

8. Please provide a description of the program, project or event and why a local grant is required. Include details such as:

- who is your target audience?
- what are the key goals and objectives?
- what are the anticipated outcomes?
- a detailed work plan with project timelines

Please see attached Application Responses PDF

9. How will your organization measure whether the program or event was a success?

Please see attached Application Responses PDF

10. What is the minimum level of funding required for the program, project or event to occur? What would be the impacts if you received less than your full request?

Please see attached Application Responses PDF

BUDGETARY DETAILS (25%)

11. Please attach your program or event budget. This should include all revenue classified as either secured or speculative. Ensure that expenditures do not exceed revenues.

12. Are there any special issues affecting expenses or revenue in the projected year? If yes, please explain.

Please see attached Application Responses PDF

13. Please describe any attempts made to secure funding from other sources. Provide details about funding that has been secured from other municipalities or levels of government.

Please see attached Application Responses PDF

14. What are the plans to cover any potential revenue shortfall?

Please see attached Application Responses PDF

15. If your request is higher than previous years, please provide an explanation.

Please see attached Application Responses PDF

16. Are any funds being used to provide grants to other individuals or organizations?

No

COMMUNITY IMPACTS AND INVOLVEMENT (30%)

17. How many people participate in or take advantage of the program, project or event for which you are seeking funding? How many of those people are Township residents?

Please see attached Application Responses PDF

18. What environmental and sustainability initiatives will form part of the planning and execution of your program or event?

Please see attached Application Responses PDF

19. How many volunteer staff do you utilize and what are the total volunteer hours?

Please see attached Application Responses PDF

20. Could the program, project or event occur without volunteer support? Why or why not?

Please see attached Application Responses PDF

21. Please describe any significant established partnerships with other community groups

Please see attached Application Responses PDF

22. PUBLIC ACKNOWLEDGEMENT:

All recipients of Township of Esquimalt local grants are required to publicly acknowledge the grant. How does your organization plan on publicly acknowledging the grant?

Please see attached Application Responses PDF

DECLARATION:

I am an authorized signing officer of the organization and I certify that the information given in this application is correct. I agree to the following terms:

- The organization will be in compliance with all applicable municipal policies and bylaws.
- The organization will publicly acknowledge the local grant awarded by the Township.
- The organization is in good standing with either: (i) the Province of BC as a registered Society or (ii) the Canada Revenue Agency as a registered Charity.
- The grant application meets all the eligibility requirements of the Township's Local Grant Policy.

The information in this application will be reviewed and assessed by the Local Grant Committee to determine potential grant allocations. The Committee will evaluate all applications based on: Organizational Capacity, Program/Event Description, Budgetary Details, and Community Impacts and Involvement.


Signature

Administrative/Operations Mgr
Position

Jen Thomas
Name (please print)

December 31, 2024
Date

Township of Esquimalt Local Grant Application Responses

Organizational Capacity (20%)

4. Please outline your administrative and Board/Committee structures. Do staff have the necessary qualifications and experience to lead and execute the program or event? Please provide details.

The Victoria Jazz Society (VJS) has been producing the TD Victoria International JazzFest for 41 years as of 2025. The organizers are paid staff, in a combination of permanent full time, permanent part time and seasonal positions, who collectively have decades of experience with festival presentation and the presentation of TD JazzFest specifically.

The Victoria Jazz Society's Board of Directors is a governance board, with responsibility to oversee and support the Executive/Artistic Director and fundraise/secure community support for the Society. There are finance, membership, sponsorship, and nominating/governance committees on the Board. Members of the Board are free from any conflicts of interest and are independent from the VJS staff.

The Executive/Artistic Director reports to the Board and is responsible for VJS leadership, management, and programming. The E/AD has led the VJS since the society was re-incorporated in 1982 and founded the TD JazzFest in Victoria. He also helped found and serves on the executive of the Jazz Festivals Canada national network. The Administrative/Operations Manager reports to the E/AD and manages festival and office operations, society/member management and fundraising. The Administrative/Operations Manager joined the VJS in 2024 after 13 years with the Coastal Jazz and Blues Society, producers of the Vancouver International Jazz Festival. She has over 15 years' experience in festival, grant, and member/donor management, not-for-profit society operations, and charity fundraising.

Junior staff include the Communications Coordinator/Programming Assistant who has been with the VJS since 2017 and manages all the marketing and communications for TD JazzFest, as well as assisting the E/AD with programming and contracting; the Operations Coordinator/Beverage Garden Manager who has been with the VJS for six years and has a comprehensive understanding of all elements of festival presentation; and the Volunteer Coordinator/Year-round Box Office Coordinator who has coordinated ticketing and volunteers for multiple festivals in New Zealand and Canada. Seasonal roles at the VJS include Production Coordinator, Box Office Coordinator, and Festival Assistants in production, marketing, and logistics.

5. What is your organization's history of providing benefit to the residents of Esquimalt?

The Victoria Jazz Society has been presenting the Bullen Park weekend of concerts in Esquimalt as the closing weekend of the TD Victoria International JazzFest since the summer of 2022. In that time, audience awareness of and attendance at the Bullen Park concerts have steadily grown and thousands of Esquimalt residents have enjoyed dozens of concerts every summer for three years. The local bands who play the TD JazzFest have Esquimalt residents among their members, there are TD JazzFest volunteers from Esquimalt, and the VJS employs VJS residents in our core staff and in some years, as part of our seasonal festival staff.

6. What is your organization's role or niche in the community? What makes it different from other similar organizations?

The TD Victoria International JazzFest is the only professional jazz festival on Vancouver Island and the longest-running not-for-profit professional music festival in the region. TD JazzFest has been running for 41 years and all artists are guaranteed a union scale performance fee or higher, whether their concert is free-to-attend or ticketed, and when they deliver a workshop/clinic for festival attendees.

Artistically, TD JazzFest is unique in presenting music styles and musical artists to an extent that no other organization does. Every year, TD JazzFest features artists that otherwise would not appear in Greater Victoria, artists of international renown at the top of their careers, most recently including Booker T. Jones, Ghost-Note, Snarky Puppy, Nik West, Pink Martini, and Sunny Jain's Wild Wild East.

At the same time, TD JazzFest provides professional performance opportunities to local musicians in front of audiences of thousands. TD JazzFest presents local artists during the free programming on stage at Bullen Park and as the opening acts for the international headliners of Funk & Soul in the Township.

The educational component to TD JazzFest also sets it apart, with multiple free-to-attend workshop/clinics delivered by international touring artists held every year, geared towards local music students, working musicians and members of the general public.

7. How is your organization moving towards financial self-sufficiency?

The Victoria Jazz Society's annual revenue comes from earned revenue, corporate sponsorship and public funding/grants. There is roughly an even three-way split between each of those streams currently. The VJS works diligently each year to preserve and develop those streams to maintain financial stability and self-sufficiency.

Earned revenue for the TD JazzFest includes ticket sale revenue (30% of total revenue) and concession/ merchandise sales (3%). The VJS' plan to increase this amount as a

percentage of total revenue depends on attendance increases at its presentations which will be driven by marketing and audience development strategies.

Corporate sponsorship, both cash and in-kind support, comprises another 35% of annual revenue. The VJS has a dedicated base of long-time sponsors, including TD Bank as the Title Sponsor for the JazzFest, which is confirmed for two more years, and we are optimistic that relationship will continue. The majority of the other festival sponsors are local businesses with long-standing ties to TD JazzFest and dedicated supporters of jazz in Greater Victoria.

Grants from three levels of government and other public funders make up the remaining 31% of annual revenue. The festival has on-going funding from the Government of Canada, the province of BC, and the municipalities of Esquimalt and Victoria, as well as operating support from the Capital Regional District.

Program, Project or Event Description (25%)

8. Please provide a description of the program, project or event and why a local grant is required. Include details such as:

- **who is your target audience?**
- **what are the key goals and objectives?**
- **what are the anticipated outcomes?**
- **a detailed work plan with project timelines**

In 2025 the TD JazzFest program in Bullen Park in Esquimalt will include multiple days of free-to-attend daytime performances and ticketed evening performances. The ticketed evening performances for Funk & Soul in the Township will be Friday, June 27, Saturday, June 28, and Sunday, June 29, with two bands – a high-profile headliner and an opener – performing each night. The free-to-attend performances will run from noon to 4:45pm on Saturday, June 28 and Sunday, June 29 and feature four bands each afternoon. The fenced festival site will include a rented covered stage for performances, tents for festival and artist merchandise, a beverage garden, front of house/ticket sales, and food vendors. Portable toilets, seating, and waste/recycling services will be rented and provided for audiences.

The target audience for the Bullen Park weekend is a diverse, all-ages one, made up of Greater Victoria residents and visitors of all backgrounds and walks of life. We are working to attract certain specific groups with programming and marketing, including youth ages 16-34, families, and residents of the Township of Esquimalt. The programming includes younger-skewing funk, soul & R&B “party” bands who will be marketed on platforms with reach into those markets and communities being targeted.

The VJS' goals for the TD JazzFest Bullen Park concerts remain to present popular, successful live music concerts in an accessible, comfortable, family-friendly venue; to attract tourism visitors to Esquimalt via concert programming; and to increase earned revenue for the TD JazzFest closing weekend by programming a venue with a large capacity for sponsor appeal, ticket-buying audiences, and customers for the on-site beverage garden.

Successful outcomes for the Bullen Park weekend will include attracting significant and increasing audiences (including Esquimalt residents) to both the free-to-attend and ticketed daytime performances, having those performances include a diverse selection of upbeat, youth-oriented jazz, blues, roots, funk, R&B, and world music, and increased revenue from beverage garden sales, sponsorship and funders.

TIMELINE

September 2024: Festival programming – selecting artists and making offers/contracting (continues through March 2025)

Sponsorship development (continues through March 2025)

December 2024: First ticketed show on sale

January 2025: Develop festival creative

Refresh volunteer documents and begin recruitment

Announce next round of ticketed show on sales

February 2025: Place 1st round of ad buys

Finalize festival creative (poster, brochure, promo elements)

Begin webpage refresh & population

Write website & brochure copy – artist, show, venue promo

March 2025: Production Coordinator (seasonal position) begins

Reserve Festival Ground Transportation rental vehicles

Begin volunteer scheduling

Reserve outdoor venue equipment and supplies with providers, including Esquimalt

April 2025: Full festival line up announced, all tickets on sale

Festival poster & brochure distribution begins

Finalize all local artist contracts

Place 2nd round of ad buys with individual artists/series focus

Advance artist production requirements

May 2025: Box Office Coordinator and Festival Assistants (seasonal positions) begin

Finalized site plan and detailed production schedule to Esquimalt Parks &

Recreation

- Confirm artist accommodations, travel
- Make artist deposit payments
- Order Volunteer and Merchandise shirts
- Street Pole banners installation
- Complete volunteer scheduling, set up orientations & training
- Order beverage garden product
- Place final round of broadcast/print ad buys

June 2025: Prepare venue supplies

- Artist, volunteer, sponsor packages complete
- Order cash, tickets, point of sale units
- Online ad buys and promotion ongoing

Friday, June 20: Festival opens

Wednesday, June 25: Building of Bullen Park site begins; infrastructure arrives on site

Thursday, June 26: Sound and lights in; testing of sound system

Friday, June 27: Food vendors and on-site sponsor doing activations arrive

- Site opens to public at 6:00pm
- Ticketed evening performance from 7pm-10pm
- Site closes to public by 10:30pm

Saturday, June 28: Site opens to public at 11:30am

- Free-to-attend programming from 12pm-4:45pm
- Site closes to public by 5pm
- Site opens for ticketed performances at 6pm
- Ticketed evening performance from 7pm-10pm
- Site closes to public by 10:30pm

Sunday, June 29: Site opens to public at 11:30am

- Free-to-attend programming from 12pm-4:45pm
- Site closes to public by 5pm
- Site opens for ticketed performances at 6pm
- Ticketed evening performance from 7pm-10pm
- Site closes to public by 10:30pm

Monday, June 30: Site tear down; all infrastructure out of park

9. How will your organization measure whether the program or event was a success?

Success of the Bullen Park weekend events will be measured by audience attendance at free-to-attend events, ticket sales for ticketed evening events, artist and audience feedback and survey responses. The Bullen Park events in 2025 will be deemed successful if we see increases in attendance over 2024 levels at the free-to-attend daytime concerts and the evening ticketed shows, and receive positive feedback from the performers and the attendees about the programming, venue, and production quality. The number of audience surveys completed and the data reported in the responses reflecting positive results from the efforts in audience development being made would also be marks of success.

10. What is the minimum level of funding required for the program, project or event to occur? What would be the impacts if you received less than your full request?

In addition to our current multi-year Local Grant funding, VJS is requesting \$13,500 in in-kind support to cover the costs of the rental of Bullen Park and various spaces in the Archie Browning Sports Centre and Esquimalt Recreation Centre, and the tents, barricades, tables, chairs, etc. plus staff time needed to complete the site. If the full request cannot be met, TD JazzFest will cover the costs of the equipment and services by reallocating funds from scalable expense categories, primarily artist expenses, cutting programming costs via booking fewer bands or smaller bands who command a lower artist fee, and less to no travel or accommodation support.

Budgetary Details (25%)

12. Are there any special issues affecting expenses or revenue in the projected year? If yes, please explain.

VJS has, for several years, maintained a Board-designated Working Reserve Fund created from previous years' unrestricted operating surpluses to be used to cover potential future revenue shortfalls. In 2024, due to extremely poor weather during the Bullen Park weekend, market competition from a record number of concerts and festivals in Victoria in summer 2024, and a difficult economy that forced concertgoers to reduce discretionary spending, festival revenues badly underperformed and the VJS was forced to use the reserve fund to cover festival expenses. For the next several years, the VJS will be focused on controlling expenses and increasing revenue to allow the reserve fund to be rebuilt for future need.

13. Please describe any attempts made to secure funding from other sources. Provide details about funding that has been secured from other municipalities or levels of government.

TD JazzFest funds the Bullen Park weekend with a portion of the festival's title sponsorship from TD and funds from TD JazzFest's other sponsors, including Driftwood Brewery and

Education First Language Schools. Work to secure more corporate sponsorship for the Bullen Park weekend, is ongoing at this time.

Funding received or anticipated from the following government entities will be used for Bullen Park weekend expenses as well: a BC Community Gaming Grant, where the funds received are specifically allocated to Bullen Park expenses, and the VJS' CRD Multi-Year Operating grant and BC Arts Council Operating funding. We are also optimistic that 2025 will see a renewal of the BC Fairs, Festivals and Events fund which has been a provider of significant support since 2021 and that Destination Greater Victoria will return with event support funding as well.

14. What are the plans to cover any potential revenue shortfall?

The Bullen Park weekend is one element – albeit a large one – of the whole TD Victoria International JazzFest. A shortfall in revenue at Bullen Park can be compensated for with revenue in other areas of the festival – ticket sales for indoor venue series, show sponsorships, and donations, for example. Additionally, Victoria Jazz Society has a substantial line of credit that can be used to cover expenses until revenue from other sources arrives.

15. If your request is higher than previous years, please provide an explanation.

In 2023, due to an error on the VJS' part, our application for Local Grant funding for the Bullen Park weekend did not include a request for in-kind support from the Township for venue rental, site infrastructure, and staff time costs. We are amending our request to include those costs for 2025.

16. Are any funds being used to provide grants to other individuals or organizations?

No.

Community Impacts and Involvement (30%)

17. How many people participate in or take advantage of the program, project or event for which you are seeking funding? How many of those people are Township residents?

2024 attendance at the Bullen Park events as part of TD JazzFest was 16,000+ people. The free programming on the evening of Thursday June 27, and from noon to 4:30pm Saturday June 29 and Sunday June 30 drew an estimated 13,000 audience members to Bullen Park. The ticketed evening concerts saw 3249 people turn out, or approximately 1100 people per night. The 2024 audience survey results reported that 78% of festival attendees were residents of Greater Victoria/the CRD, and of that portion, 12.3% were Esquimalt residents. Based on those numbers we estimate 1700 Esquimalt residents attended the two days and four nights of free and ticketed Bullen Park concerts.

18. What environmental and sustainability initiatives will form part of the planning and execution of your program or event?

TD Victoria International JazzFest has a free-to-use Bike Parking service at the Bullen Park weekend. This secure bike parking is staffed continuously by volunteers during the event and uses coat check tickets to check bikes in and out for the day. The bike parking service is promoted to attendees in festival newsletters and advertising to ensure awareness of the service as is the option to take transit to the events with the BC Transit 15 & 26 stop less than 100m away.

The festival rents landfill waste and recyclables bins for Bullen Park. There is a Green Team volunteer crew responsible for collecting and disposing of garbage and recycling at Bullen Park. We hope to expand our Green Team to have volunteers available to help attendees dispose of their containers, compostables, and waste properly as well.

At Bullen Park TD JazzFest ties directly into the power grid for power supply to the event equipment and infrastructure and the onsite vendors, never using generators for power.

TD JazzFest engages Simply Pure Ice & Water to supply water dispensers on site so patrons can refill their reusable water bottles, reducing the amount of single-use plastics used at the event.

19. How many volunteer staff do you utilize and what are the total volunteer hours?

175 volunteers are utilized annually to present the TD Victoria International JazzFest. Across the ten-day festival, our volunteers donate a total of 2500 hours across all events and venues. About 80 of those volunteers work approximately 1000 hours over 250 shifts from site set up to tear down across the six days at Bullen Park.

20. Could the program, project or event occur without volunteer support? Why or why not?

The VJS has four year-round core staff, two part-time staff whose employment expands to full time during the festival period, and three to four seasonal employees working from mid-May to late August each year.

Many of the volunteers, especially in senior or supervisory roles, have years and even decades of experience in their roles with TD JazzFest. Beyond the time and skills the volunteers donate to the festival, their institutional knowledge is nearly irreplaceable. Without our dedicated volunteer corps the VJS would not be able to produce the TD JazzFest each year.

21. Please describe any significant established partnerships with other community groups.

TD JazzFest has partnered with the CFB Esquimalt Military Family Resource Centre as a food vendor at Bullen Park, waiving the standard vendor fee to allow 100% of the proceeds from sales to be fundraising for the Centre. The festival also provided the MFRC with free tickets to concerts to distribute to their clients. The Victoria Rainbow Kitchen Society was given a free vendor spot onsite in 2024 to conduct fundraising to support their services.

The VJS is also longstanding member of numerous local network organizations, including Greater Victoria Chamber of Commerce and Destination Greater Victoria. These partnerships reaffirm ties between the arts and business communities and open doors for national and international artists to perform in Victoria and visitors to Greater Victoria to take in the concerts.

22. PUBLIC ACKNOWLEDGEMENT: All recipients of Township of Esquimalt local grants are required to publicly acknowledge the grant. How does your organization plan on publicly acknowledging the grant?

The support of the Township of Esquimalt will be recognized via:

- 1) Logo placement in the Government Funders logo row on the main festival poster, Bullen Park series posters, and other festival posters and printed collateral where appropriate
- 2) Logo placement in the Government Funders section of selected print and online advertising
- 3) Logo placement in the Government Funders section of the Sponsor banners at each TD JazzFest venue
- 4) Logo and text with a link to equimalt.ca on the Sponsors page at jazzvictoria.ca
- 5) Verbal acknowledgement from the stage by the show emcee before each band at Bullen Park
- 5) Social Media posts tagging the Township of Esquimalt in multiple posts on all the VJS social media accounts
- 6) Mentions in selected press releases and VJS e-newsletters

TD VICTORIA INTERNATIONAL JAZZFEST 2025 - BULLEN PARK

		Budget	Actuals
REVENUE			
Earned Revenue	Ticket sales	70,000.00	
	Beer Garden	35,000.00	
	Festival Merchandise	5,000.00	
	Artist Merchandise Commission	500.00	
	Total Earned Revenue	110,500.00	0.00
Sponsorships	TD Bank Title Sponsorship (pro-rated) - confirmed	11,000.00	
	Show Sponsors - various - unconfirmed	5,000.00	
	Northam Beverages - unconfirmed	3,650.00	
	Driftwood Brewery - confirmed	4,500.00	
	EF Language Schools - confirmed	5,000.00	
	Total Sponsorships	29,150.00	0.00
Grants & Public Funds	Gaming - unconfirmed	33,000.00	
	CRD Operating (pro-rated) - confirmed	6,800.00	
	Township of Esquimalt - confirmed	15,000.00	
	BC Fairs, Festivals and Events (pro-rated) - unconfirmed	20,000.00	
	BC Arts Council Operating (pro-rated) - confirmed	3,000.00	
	Destination Greater Victoria (pro-rated) - unconfirmed	5,000.00	
	Total Grants	82,800.00	0.00
Donations & fundraising	Transaction Tips	800.00	
	Bag Box	2,500.00	
	Tip Tap	1,000.00	
	Total Donations & Fundraising	4,300.00	0.00
In-Kind	REQUEST: Township of Esquimalt - venues and equipment rentals	13,500.00	
	Hotel Grand Pacific - artist accommodations - confirmed	2,000.00	
	Times Colonist, CFX, CTV - marketing & promotion - confirmed	10,000.00	
	Total In-Kind	25,500.00	0.00
	Total Revenue	252,250.00	0.00
EXPENSES			
Artist Fees & Expenses	Artist performance fees	75,000.00	
	Artist accommodations	8,500.00	
	Artist hospitality	500.00	
	Artist ground transpo - vehicle rental, insurance, fuel (pro-rated)	3,000.00	
	Total Artist Fees & Expenses	87,000.00	0.00
Venue & Production	Western Canada Security - site security	7,000.00	
	National Car & Truck Rentals - Production vehicles	650.00	
	Elite Recycling - waste & recycling	1,500.00	
	Five Acre Co. - stage	5,050.00	
	Pacific Audio Works - sound & lighting	5,700.00	
	Pacific Audio Works - technical labour	40,000.00	
	West Coast Backline - backline instruments and equipment	4,300.00	
	Global Convention Services - tents, etc	12,000.00	
	Sunbelt Rentals - fencing	2,700.00	
	SuperSave - toilets	5,000.00	
	Total Venue & Production	83,900.00	0.00
Merchandise & Beverages	Festival merchandise - shirts	4,000.00	
	Water and ice	1,000.00	
	Driftwood Brewing - beer, gin, equipment	4,500.00	
	Liquor store - Wine	2,500.00	
	Liquor store - cocktails & coolers	350.00	
	BC LCCB - Special Event Permit & SIRs	2,000.00	
	Stealth Distillers - hard liquor	1,500.00	
	Total Merchandise & Beverages	15,850.00	0.00
Advertising & Promotion	Brochures (pro-rated)	1,450.00	
	Posters (pro-rated)	300.00	
	Print & online advertising - Times Colonist & Black Press (pro-rated)	3,500.00	
	Broadcast & online advertising - CTV (pro-rated)	1,000.00	
	US publications - Downbeat, KNKX (pro-rated)	2,600.00	
	Greater Victoria visitor publications - TC Go, DGV, Victoria Visitor Map (pro-rated)	800.00	
	Greater Victoria publications - Where Magazine, Peninsula Daily News, etc (pro-rated)	2,750.00	
	Total Advertising & Promotion	12,400.00	0.00
Signage/Pageantry	GraphicFX - event and site signage	1,000.00	
	Pattison Outdoor - Transit Shelter Ads (pro-rated)	1,000.00	
	Township of Esquimalt - street pole banners	525.00	
	Immediate Images - LED screens and brochure rack space (pro-rated)	275.00	
	Total Signage/Pageantry	2,800.00	0.00
Operating	Event Insurance (pro-rated)	1,800.00	
	Volunteers - shirts, recognition event (pro-rated)	3,500.00	
	Administration - staff time, office supplies, venue equipment storage rent, etc (pro-rated)	19,500.00	
	Total Operating	24,800.00	0.00
In-Kind	Township of Esquimalt - venues and equipment rentals	13,500.00	
	Hotel Grand Pacific - artist accommodations	2,000.00	
	Times Colonist, CFX, CTV - marketing & promotion	10,000.00	
	Total In-Kind	25,500.00	0.00
	Total Expenses	252,250.00	0.00
	Surplus/Deficit	0.00	0.00

VICTORIA JAZZ SOCIETY
Financial Statements
Year Ended September 30, 2023

VICTORIA JAZZ SOCIETY
Index to Financial Statements
Year Ended September 30, 2023

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Independent Auditor's Report

To the Members of Victoria Jazz Society

Report on the Financial Statements

Qualified Opinion

We have audited the financial statements of Victoria Jazz Society (the Society), which comprise the statement of financial position as at September 30, 2023, the statement of operations and 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 September 30, 2023, 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 not-for-profit organizations, the Society derives revenue from fundraising activities the completeness of which is not susceptible to satisfactory audit verification. Accordingly, verification of these revenues was limited to the amounts recorded in the records of the Society. Therefore, we were not able to determine whether any adjustments might be necessary to fundraising revenue, excess of revenues over expenses, and cash flows from operations for the year ended September 30, 2023, current assets and net assets as at September 30, 2023.

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.

(continues)



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.

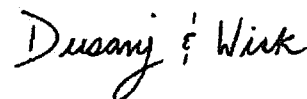
As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- 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.

Report on Other Legal and Regulatory Requirements

As required by the Societies Act of British Columbia, we report that, in our opinion, the accounting policies applied in preparing and presenting the financial statements in accordance with Canadian Accounting Standards for Not-for-profit Organizations have been applied on a basis consistent with that of the preceding year.




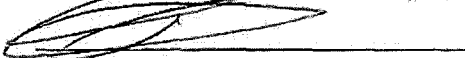
Victoria, British Columbia
January 19, 2024

Chartered Professional Accountants

VICTORIA JAZZ SOCIETY
Statement of Financial Position
September 30, 2023

	2023	2022
ASSETS		
CURRENT		
Cash	\$ 304,809	\$ 275,142
Term deposit	58,311	58,154
Accounts receivable	3,013	2,572
Grants receivable	26,950	24,875
Prepaid expenses	7,240	23,542
	400,323	384,285
EQUIPMENT <i>(Note 3)</i>	5,982	6,428
	\$ 406,305	\$ 390,713
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable and accrued liabilities	\$ 49,197	\$ 33,648
Government remittances payable	13,773	4,930
Deferred contributions <i>(Note 5)</i>	12,000	18,150
Current portion of long term debt <i>(Note 6)</i>	40,000	-
	114,970	56,728
LONG TERM DEBT <i>(Note 6)</i>	-	40,000
	114,970	96,728
NET ASSETS		
Net assets invested in equipment	5,982	6,428
Working capital reserve <i>(Note 11)</i>	200,000	200,000
Unrestricted net assets	85,353	87,557
	291,335	293,985
	\$ 406,305	\$ 390,713
 COMMITMENT <i>(Note 8)</i>		

ON BEHALF OF THE BOARD

 Director
 Director

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

VICTORIA JAZZ SOCIETY
Statement of Revenues and Expenditures
Year Ended September 30, 2023

	2023	2022
REVENUE (Schedule 1)	\$ 1,710,982	\$ 1,231,247
EXPENSES		
Advertising and promotion	299,471	157,900
Amortization	2,310	1,825
Artist expenses	546,140	444,780
Concession and merchandising	44,866	29,016
Consulting fees	-	1,440
Credit card charges	5,918	942
Fundraising	1,154	9,394
Insurance	19,153	11,497
Interest and bank charges	19,824	11,685
Office	18,990	18,888
Professional fees	34,187	34,589
Rent	47,074	33,942
Security	7,926	8,610
Sponsorship development	3,713	5,550
Subscription and dues	3,606	1,200
Telephone and internet	7,841	8,249
Travel and entertainment	6,132	2,183
Utilities	2,798	6,545
Venue and production	327,510	267,280
Wages and employee benefits	315,019	278,257
	1,713,632	1,333,772
DEFICIENCY OF REVENUE OVER EXPENSES FOR THE YEAR	\$ (2,650)	\$ (102,525)

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

VICTORIA JAZZ SOCIETY
Statement of Changes in Net Assets
Year Ended September 30, 2023

	Invested in Equipment	Unrestricted	Working capital reserve Note 11	2023	2022
NET ASSETS - BEGINNING OF YEAR	\$ 6,428	\$ 87,557	\$ 200,000	\$ 293,985	\$ 396,510
DEFICIENCY OF REVENUE OVER EXPENSES	(2,310)	(340)	-	(2,650)	(102,525)
INVESTMENT IN EQUIPMENT	1,864	(1,864)	-	-	-
NET ASSETS - END OF YEAR	\$ 5,982	\$ 85,353	\$ 200,000	\$ 291,335	\$ 293,985

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

VICTORIA JAZZ SOCIETY
Statement of Cash Flows
Year Ended September 30, 2023

	2023	2022
OPERATING ACTIVITIES		
Deficiency of revenue over expenses	\$ (2,650)	\$ (102,525)
Item not affecting cash:		
Amortization of equipment	2,310	1,825
	<u>(340)</u>	<u>(100,700)</u>
Changes in non-cash working capital:		
Accounts receivable	(441)	(1,975)
Grants receivable	(2,075)	(20,375)
Wage subsidy receivable	-	10,956
Due from related party	-	4,063
Prepaid expenses	16,302	(13,633)
Accounts payable and accrued liabilities	15,549	16,452
Government remittances payable	8,843	(476)
Deferred contributions	(6,150)	(47,300)
	<u>32,028</u>	<u>(52,288)</u>
	<u>31,688</u>	<u>(152,988)</u>
INVESTING ACTIVITY		
Purchase of equipment	(1,864)	(1,644)
INCREASE (DECREASE) IN CASH FLOW		
	29,824	(154,632)
Cash - beginning of year	<u>333,296</u>	<u>487,928</u>
CASH - END OF YEAR	\$ 363,120	\$ 333,296
CASH CONSISTS OF:		
Cash	\$ 304,809	\$ 275,142
Term deposit	58,311	58,154
	<u>\$ 363,120</u>	<u>\$ 333,296</u>

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

VICTORIA JAZZ SOCIETY
Notes to Financial Statements
Year Ended September 30, 2023

1. PURPOSE OF THE ORGANIZATION

The Victoria Jazz Society (the "Society") presents and promotes jazz music and its related genres of music in Greater Victoria. The Victoria Jazz Society is incorporated as a not-for-profit organization under the British Columbia Society Act and transitioned into the New Societies Act on November 28, 2018. The Society is a registered charity under the Income Tax Act.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The accompanying financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations and include the following significant accounting policies:

Equipment

Equipment is recorded at cost and amortization is computed by the straight line balance method over the estimated useful lives of the assets at the following rates:

Office equipment	10%
Computer equipment	33%

Measurement Uncertainty

In preparing the Society's financial statements, management is required to make estimates and assumptions that affect the reported amount of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. Actual results could differ from these estimates.

Financial Instruments

The Society initially measures its financial assets and financial liabilities at fair value adjusted by, in the case of a financial instrument that will not be measured subsequently at fair value, the amount of the transaction costs directly attributable to the instrument. The Society subsequently measures all its financial assets and financial liabilities at amortized cost.

Financial assets measured at amortized cost include cash, term deposits, accounts receivable and grants receivable.

Financial liabilities measured at amortized cost include accounts payable, accrued liabilities and government remittances payable.

Revenue Recognition

The Society follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection reasonably assumed. Endowment contributions are recognized as direct increases in net assets.

(continues)

VICTORIA JAZZ SOCIETY
Notes to Financial Statements
Year Ended September 30, 2023

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES *(continued)*

Government assistance

Government assistance for acquiring fixed assets and related to expenses is recorded as deferred government assistance and is amortized on the same basis and according to the same rates as the related fixed assets or to income as eligible expenditures are incurred. Government assistance for current expenses is recorded as a reduction of the related expenditures. Government assistance for acquiring fixed assets is recorded as a reduction of the cost of related assets.

Contributed Materials and Services

Contributed materials are recorded at fair value when received. Contributed services are recorded at fair value when the fair value can be reasonably determined. Contributed services are not recorded when the fair value of the service can not be reasonably determined.

3. EQUIPMENT

	Cost	Accumulated amortization	2023 Net book value	2022 Net book value
Computer equipment	\$ 8,211	\$ 5,093	\$ 3,118	\$ 3,017
Office equipment	6,133	3,269	2,864	3,411
	\$ 14,344	\$ 8,362	\$ 5,982	\$ 6,428

4. BANK INDEBTEDNESS

The Society has established an operating line of credit with its bank to \$50,000 bearing interest at the rate Prime + 1% and secured by the Society's term deposits.

5. DEFERRED CONTRIBUTIONS

Deferred contributions represent restricted contributions received in the current period that are related to subsequent periods. Changes in the deferred contribution balances are as follows:

	2023	2022
Beginning balance	\$ 18,150	\$ 65,450
Less: amount recognized as revenue during the year	(18,150)	(65,450)
Add: amount received related to subsequent periods	12,000	18,150
Ending balance	\$ 12,000	\$ 18,150

VICTORIA JAZZ SOCIETY
Notes to Financial Statements
Year Ended September 30, 2023

6. LONG TERM DEBT

	2023	2022
Canada Emergency Business Account, \$60,000 interest-free loan with no required principal repayments and \$20,000 available loan forgiveness if \$40,000 is repaid on or before January 18, 2024. Forgivable portion of loan is recognized as income in the current fiscal year. In the event that the balance remains unpaid subsequent to January 18, 2024, the balance at that time will be converted to a 3-year term loan with a 5% annual interest rate and the amount included in income will be deducted.	\$ 40,000	\$ 40,000
Less current portion	(40,000)	-
	\$ -	\$ 40,000

7. CONTRIBUTED MATERIALS AND SERVICES

The Society relies on contributed materials and services for the delivery of its programming. The recorded contributed materials and services are as follows:

	2023	2022
Advertising and promotion	\$ 183,783	\$ 105,628
Artist expenses	34,334	28,615
Professional fees	23,144	23,000
Venue and production	44,194	51,837
	\$ 285,455	\$ 209,080

8. COMMITMENT

The organization leases its premises under an agreement expiring on November 30, 2027, with no renewal option.

In addition to a proportionate share of common area costs, the minimum annual lease payments will be as follows:

2024	\$ 22,429
2025	22,249
2026	24,786
2027	25,236
2028	4,026
	\$ 98,726

VICTORIA JAZZ SOCIETY
Notes to Financial Statements
Year Ended September 30, 2023

9. REMUNERATION OF EMPLOYEES

Under the Societies Act, societies must disclose remuneration paid to directors, and to employees and contractors whose remuneration was at least \$75,000 for the fiscal year.

During the year the Organization paid \$90,000 to the individual whose remuneration was greater than \$75,000. In accordance with the bylaws of the Organization no compensation was paid to any Directors to the Organization during the year.

10. FINANCIAL INSTRUMENTS

The Society is exposed to various risks through its financial instruments and has a comprehensive risk management framework to monitor, evaluate and manage these risks. The following analysis provides information about the Society's risk exposure and concentration as of September 30, 2023.

(a) Credit risk

Credit risk is the risk that one party to a financial instrument will cause a financial loss for the other party by failing to discharge an obligation. The Society does not face significant credit risk exposure.

(b) Liquidity risk

Credit risk is the risk that one party to a financial instrument will cause a financial loss for the other party by failing to discharge an obligation. The Society does not face significant credit risk exposure.

(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. The Society does not face significant market risk exposure.

(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 does not face significant currency risk exposure.

(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 does not face significant interest rate risk exposure.

11. INTERNALLY RESTRICTED NET ASSETS

In fiscal 2021 the Society internally restricted \$200,000 for the Working Capital Reserve, the main purpose of the reserve is to cover potential future operating deficits to assist in the long-term financial stability of the Society. Internally restricted amounts are not available for other purposes without prior approval of the board of directors.

12. COMPARATIVE FIGURES

Some of the comparative figures have been reclassified to conform to the current year's presentation.

VICTORIA JAZZ SOCIETY
Revenue
Year Ended September 30, 2023

(Schedule 1)

	2023	2022
REVENUE		
Advertising and contract	\$ 554	\$ 3,060
Ticket sales	487,115	314,378
Fundraising	7,046	-
Concession and merchandising	74,071	57,773
	568,786	375,211
 CONTRIBUTIONS		
Corporate funding	199,032	180,745
Contributed materials and services (Note 7)	285,455	209,080
Donations	18,997	16,147
Memberships	6,867	4,540
	510,351	410,512
 GRANTS		
Provincial grants	400,426	136,500
Federal grants	127,150	205,054
Municipal grants	104,269	103,970
	631,845	445,524
 GRAND TOTAL	 \$ 1,710,982	 \$ 1,231,247

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