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WHERE WE RESIDE

The Keystone Centre is located on Treaty 2 territory, traditional shared land between the Dakota, Ojibway, and Metis Peoples.

At the Keystone Centre, we acknowledge and respect the history, land, and the people of the area we reside.

MISSION

To build and strengthen community one experience at a time.

VISION

To be an innovative, world-class destination where community meets, experiences, learns, and thrives for generations to come.

VALUES

To achieve our vision and carry out our mission, these are the values we all strive to demonstrate through our decision making, in our roles, and in carrying out our day-to-day activities: Stewardship, Innovation, Sustainability, Culture, Integrity, Community, Resilience, Creative, Collaborative, Progressive

Facility **Profile**



The Keystone Centre operates on 90 acres of City Centre lands, and manages over 540,000 square feet of interconnected, multi-purpose space. Hosting over 2,800 annual event days, and generating over \$78.1 million in regional economic activity each year, as well as approximately \$6 million in direct tax revenue, the Keystone Centre is one of the City of Brandon's largest Tourism, Event, and Cultural economic drivers.

Letter from the:

Chair of the Board of Directors

On behalf of the Keystone Centre Board of Directors, I am delighted to present the Annual Report on our successful operations for 2023-2024, a testament to our collective efforts and commitment.

The year was significant for many reasons, not the least of which was the pivotal promotion of Connie Lawrence to the position of CEO and General Manager in January 2024. Connie's unwavering dedication to the Keystone Centre, extensive experience, and exceptional ability to connect with people made her the perfect fit for this role. Her promotion marked a significant milestone in the Keystone Centre's journey, ensuring a smooth and promising leadership transition and instilling confidence and optimism for the future of the Keystone Centre's operation.

Major capital upgrades to Westoba Place in the spring and summer of 2025 modernized the main arena. The seating revitalization project provides our guests with improved comfort for various events, including Wheat Kings' games, Manitoba Ag Days, Dakota Nation Winterfest, the Royal Manitoba Winter Fair, and numerous concerts. Meanwhile, upgrades to the HVAC system will see dehumidification and air conditioning in the main arena, opening up the option of hosting large-scale events during Manitoba's warmer months. We will complete these upgrades in the spring of 2025.

The Board of Directors underwent several planning sessions, including developing and unveiling our new Vision, Mission, and Values statement (see page 4). A basic Economic Impact Assessment revealed that the Keystone Centre significantly contributes to the region's economic prosperity and the Province of Manitoba. Our events and operations created a staggering \$78.1 million in annual provincial impact through gross output and supported over 2,000 employment opportunities directly through yearly operations. This underscores the Keystone Centre's pivotal role in the economy of Brandon and Western Manitoba, a role we are committed to further solidifying with a more comprehensive Economic Impact Assessment in 2025.

Meanwhile, we solicited stakeholder and public feedback for a Site Master Plan this year that outlines options for further development of Keystone Centre land. In 2025, we will continue examining long-term operational funding and revenue growth opportunities in developing a strategic plan for the Keystone Centre to guide our future initiatives and investments.

Looking ahead, I am confident about the Keystone Centre's future. We are dedicated to exploring innovative ways to ensure its financial stability while maintaining our strong community partnerships. With this unwavering commitment, I am certain that we will continue to thrive in the years to come, providing a secure and promising future for all stakeholders.

Thank you,

Bruce Luebke

Bruce Luebke

Chair, Keystone Centre Board of Directors

Letter from the:

CEO & General Manager

Greetings and welcome from the Keystone Centre. On behalf of the Keystone Centre management team, I am pleased to present the Annual Report for fiscal year 2023/2024.

This past fiscal year showed promise and growth, we had increases in tradeshows, conferences, meetings, special events, and concerts - two of which were sold out shows. As we continue to flourish and adapt to the continuous changes, the Keystone Centre management team has maintained their commitment to excelling at all levels.

Over the last year the Keystone Centre has evolved in many ways, including celebrating our milestone 50th birthday, marked with a free concert for the community on our newly renovated outdoor stage, food trucks, a vintage thrift market, classic car show, and family fun zone, and concluding with a beautiful display of fireworks. This special celebration was supported by local businesses, and our partners.

While celebrating the heritage of the facility, the Keystone simultaneously looked pro-actively toward the future and engaged in an economic impact report, which, despite only including 6 of our major events, showed an annual Provincial economic impact of \$78.1M. We will continue to conduct economic impact reports over the next 2 years as the findings offer strong clarity to the community and economic impact the Keystone offers the Region and the Province.

The Westoba Place main arena underwent two major renovations this past summer, equalling \$5M, including new arena bowl seating, the addition of 13 loge boxes and the long-anticipated installation of Air Conditioning and Dehumidification. None of this would be possible without the generous support of the Province of Manitoba through the Arts, Culture, and Sport in Community Fund grant. As part of the Keystone Centre's ongoing efforts to recognize the history and heritage of our region, one orange chair "The Seat of Truth," was installed in Westoba Place as a symbol that asks us to reflect, learn and engage in conversations and actions of Truth & Reconciliation, and as a commemorative action to the spirits and lives of those taken to soon, who cannot join us, because of the injustices of Canadian history.

Additional facility upgrades included the replacement of the North End Chiller, which will ensure our two north end rinks and curling club are functioning at the level required for the increasing demands of community. We continue working with Efficiency Manitoba to upgrade the lights to LED throughout our building to help us sustain growing costs.

Pouring Rights agreements were signed with Molson's as our "Official Beer Sponsor," and we were able to negotiate a deal which allowed a second party "Farmery Estate Brewery" to have exclusive rights to certain items.

Special projects included a Master Site planning process to determine the future role and sustainability of the site and facilities for the next generation, while aligning with the greater City of Brandon planning process.

Letter from the:

CEO & General Manager

We had the honour of hosting some significant events over the course of the last fiscal year which included:

- Canadian Highschool Rodeo Finals
- Manitoba Team Penning Provincial Finals
- Manitoba Metis Federation Hockey camp
- · Royal Crown Canada
- Canadian Junior Hereford Show
- Foreigner
- PBR- Professional Bull Riders

The biggest news of the fiscal year is of course, the signing of the Canadian Arabian Show, it is with great pleasure we announce the return of this significant event. We were able to secure a three-year contract with a two-year extension. To add to the excitement, we recently announced the GCAT – Global Champions Arabian Tour, a prestigious international Arabian horse competition, being held in the Western Hemisphere for the first ever time. Brandon is the GCAT America's sole stop in Canada, and positions our community amongst other global event destinations including Sao Paulo, Brazil; Las Vegas, Nevada; London, United Kingdom; and Doha, Qatar.

In closing, I would like to thank the Province of Manitoba and The City of Brandon for their continued support with operating and capitol grants, as we work to find more sustainable options for the Keystone Centre, this funding will be critical for the sustainability of the Keystone Centre.

Thank you to Bruce Luebke, Chair, Keystone Board of Directors, as well as the entire Board for their continued support of the management team and the employees at the Keystone Centre.

As always, on behalf of our management team, we recognize and thank our many tenants, sponsors, and clients for their continued support.

Finally, thank you to all the Keystone Centre employees for their dedication to the ongoing success of the Keystone Centre, including working long days, nights, weekends, and holidays.

Sincerely,

Connie Lawrence

CEO & General Manager

Connie Lawrence



EVENT HIGHLIGHTS







Free Concert.

As the Centre celebrated 50 years of service to Brandon, and the Westman community, Keystone staff organized a complimentary concert as a thank you.

The concert was headlined by Juno Award nominee Begonia, and supported by Brandon's own Boy Golden, and FONTINE.



Bouncy Castles & Kids Zone.

Presented by Limitless Events, the celebration site hosted bouncy castles, and games for kids and families looking for a free and fun day under the sun.

Classic Car Show & Hippy Thrift Market.

The celebration site also hosted a classic car show with dozens of Brandon's coolest vintage hot rods, organized by Western Canadian Nationals car show.

Shoppers looking for something chique for the summer season were treated to a vintage clothing market

curated by local vintage boutique, Hippie Thrift.



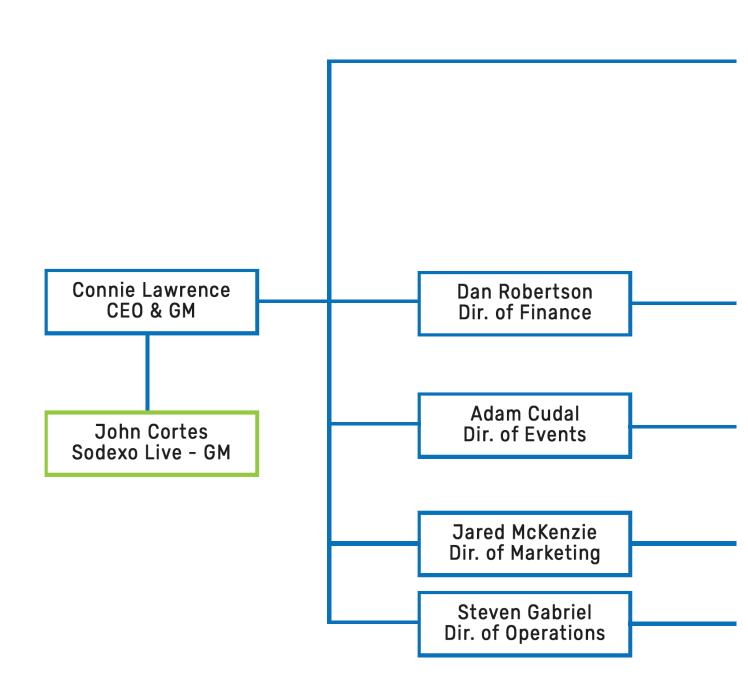
Thank You Sponsors.

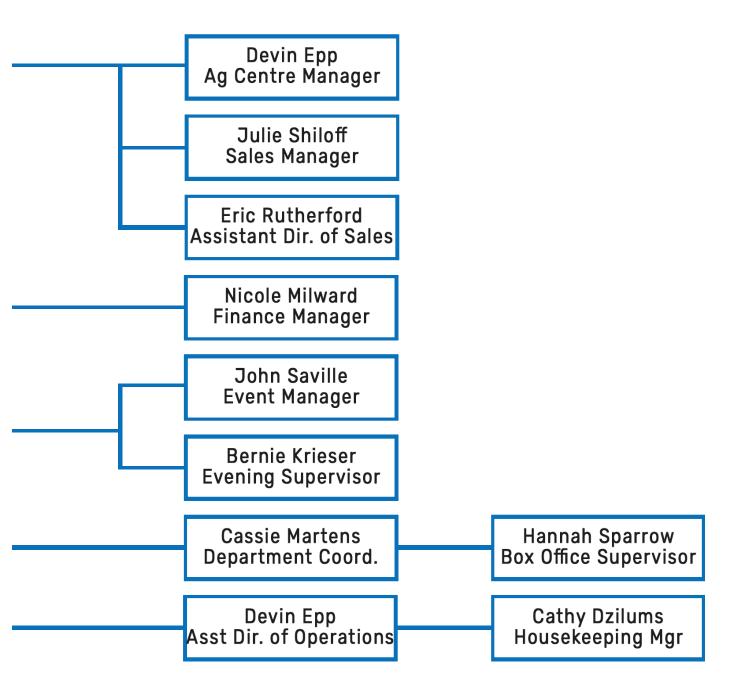
The event was supported by a sponsors from the business community, including a free hot dog

barbecue, by Heritage Čo-op, potato chips from Old Dutch, and cupcake giveaway by Westoba Credit Union.

Other sponsors include: Carberry Signs, Manitoba Ag Days, Bell Media, C&C Rentals, Days Inn, Four Seasons, J&G, STARS, Sunrise Credit Union, Paladin Security, Look Music, MBLL, Kuiper's Bakery, Pattison Media, and St. John Ambulance.

ORGANIZATION CHART





SUMMARY OF ACCOMPLISHMENTS



Major Arena Upgrades.

In 2024, the Keystone Centre completed major upgrades to it's premiere live event facility, Westoba Place.

The upgrades include brand new, larger 20 and 22 inch seats, now sporting cupholders, and extra cushion to create a more comfortable experience for concerts, Brandon Wheat Kings hockey games, and all other events in Westoba Place.



Loge Boxes.

The seat replacement project also allowed the Keystone Centre to increase the number of premium options in Westoba Place by adding 13 semi-private loge boxes around the concert of the arena.

All loge boxes sold out immediately.

Master Site Plan.

The Keystone Centre engaged in a Master Site planning process to determine the future role and sustainability of the site and facilities for the next generation, while aligning with the greater City of Brandon planning process.



The Board brought on a consulting firm that has conducted a review of other communities, along with a broad public engagement effort to capture the voice of the community on their future needs of the Centre.



Outdoor Stage.

With the generous support of Heritage Co-op Brandon, and Sunrise Credit Union, the Keystone Centre has completed the renovation of the outdoor stage.

Since completion, the site has seen increased use, incl. Summer Fair, and Keystone's 50 Year Celebration.

SUMMARY OF ACCOMPLISHMENTS

Seat of Truth.

As part of the seat replacement project in Westoba Place, the Keystone Centre installed the Seat of Truth, a single orange seat in Section 112.



This permanent installation will remain unsold to honor the spirits and lives lost to historical violence, including Residential Schools, and promote Truth & Reconciliation.

Air Conditioning & Dehumidification.

This summer, 6 condensing units were installed on the exterior of Westoba Place to reduce humidity and heat levels for events.

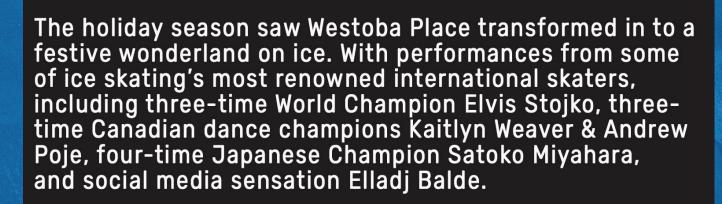
Two dehumidification units are still to be installed.

Sensory Inclusive Certification.

In an ongoing effort to make the Keystone Centre an accessible environment to all members of our community, the Keystone Centre partnered with KultureCity to earn sensory inclusive certification. The facility now offers tools, and quiet space for patrons during major events.

SIGNATURE EVENTS

Stars on Ice.





PBR Canada Cup Series.

For the third year in a row, PBR brought the ultra competitive Canada Cup Series to Westoba Place, May 25.

This year's show was broadcast on TSN, and was attended by a near sold out crowd of 3,700 fans.

Foreigner - Farewell Canada Tour.

Legendary rock and roll band, Foreigner played to a sold out Westoba Place, May 14 on their Farewell Canada Tour.

The show featured an opening performance by Headpins, and a special performance from the Crocus

Plains High School choir, as they joined Foreigner frontman Kelly Hansen to sing "I Want to Know What Love is" for the sold out crowd.



Skid Row & Buckcherry.

New Jersey hard rockers Skid Row, paired with Buckcherry to bring the "The Gang's All Here Tour" to Westoba Place on March 17.

Originally scheduled for October of 2023, the show was postponed due to a health issue in the band.

SUMMARY OF FACILITIES



ENTRANCE D CANADA ROOM EXHIBITION HALL Westoba ENNS PRACTICE ARENA BARN #1 BARN FLYNN **Westoba** ENTRANCE A AGRICULTURAL CENTRE OF EXCELLENCE **LOWER LEVEL** OUTDOOR SHOW RING BANK MACHINE NAY PHONE MASHROOM WHEELCHAIR SEATING AREA ELEVATOR RAMP TO UPPER LEVEL CAMPGROUND ... RAMP TO LOWER LEVEL ← LOADING AREA FOOD CONCESSION

FUNDING PARTNERS





BOARD OF DIRECTORS

Representing the Province of Manitoba

JAMIE ROSE | SPENCER DAY

Representing the City of Brandon

BRUCE LUEBKE (CHAIR) | GLEN PARKER

Representing the Provincial Exhibition

ANGELA PEAREN | CLARKE SWAIN

Members at Large

JORDAN TROTTER (VICE CHAIR) | BARRY COOPER JAVIER VARGAS | TAMI-RAE ROURKE **GREGORY MALAZDREWICZ**

PARTNERS & TENANTS

- Provincial Exhibition
- Brandon Wheat Kings
- Brandon Curling Club
- •Other regular tenants include Manitoba Ag Days, Dakota Nations Winterfest, Brandon Chamber of Commerce, Association of Manitoba Municipalities, Manitoba Hydro, Big One Craft Sale, Manitoba Infrastructure, Four Seasons RV and Trailer, Brandon Home Show, Potato Days, Hockey Brandon, and Skate Brandon

SPONSORS

- Naming Rights: Westoba Credit Union, Enns Brothers,
 Flynn Canada Ltd., MNP, Westman Communications Group
- Molson, Pepsi, Old Dutch, Farmery Estate Brewery, Sandhills Casino, Crane Steel, Behlen Industries, Koch Fertilizer, Mazer Hyundai/ New Holland, Manitoba Hydro, Zenith

Financial Performance

The 2024 fiscal year ended July 31, 2024 can be characterized as a slow but steady return to operations in a post pandemic era with good progress toward operational and fiscal improvement. The net loss on operations for the year ended July 31, 2024 of \$(727,000) is a significant improvement over the loss in the prior year of \$(1,200,000). Revenues in 2024 were up by \$1.1 million or 24% over the previous year, which is a product of the return of events and guests.

Many or our major events and conventions returned to the Keystone Centre and we are slowly seeing the attendance for these events increase. The Brandon Wheat Kings had a successful season with a short playoff run, which is financially beneficial for the facility. The Provincial Exhibition of Manitoba's annual events were well attended which has also contributed to the financial improvement at the Keystone Centre. The Management and staff at the Keystone Centre are very pleased to see the visitors and guests from across Manitoba returning to the facility.

While there have been gains in revenue, with the increased activity there have also been significant increased expenses. Cost of operations are up over the previous year by almost \$710, 000 or about 13%. More event activity means more labour and increased costs for utilities, and repairs and maintenance. There remains significant financial challenges for the organization as operating costs continue to rise, while operating grant funding has remained fixed for many years. This has necessitated the need to increase user fees and the prices of goods and services sold in the facility. The Keystone Centre recognizes the importance of the Keystone Centre as part of the economic engine that powers Brandon and the westman region. Every effort is made to balance the costs of using the facility with the benefit of bringing events events to our province and city while at the same time keeping in mind the community nature of the facility.

There have been significant capital investments made in the facility in the year thanks to the financial support of the Province of Manitoba, City of Brandon, the Manitoba Arts, Culture and Sport in Community grant program, and the Brandon Area Community Foundation. The Keystone Centre greatly appreciates the financial support of these organizations that has allowed for these improvements. More than \$3 million was invested in Westoba Place and other areas of the facility to improve and modernize the facility.

The most noticeable to the visitors and guest is the upgrade of seating in Westoba Place arena. New and improved seating has been installed along with several private loge boxes that provide an elevated guest experience and provide an additional revenue stream for the Keystone Centre. A very significant investment was made in air conditioning and dehumidification in Westoba Place Arena, project that is ongoing and is expected to be completed in spring of 2025. These improvements also included upgrades to the refrigeration plant systems that maintain ice in the arena facilities.

The Keystone Centre management and staff are keenly aware of the importance of such a major event centre in Brandon. Great effort is made to attract and maintain major events in our city which generates significant economic activity in our business community and bring a quality of life to all citizens in the City of Brandon and Province of Manitoba.



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Independent Auditor's Report

To the Directors of Keystone Agricultural and Recreational Centre Inc.

Opinion

We have audited the financial statements of Keystone Agricultural and Recreational Centre Inc. (the Entity), which comprise the statement of financial position as at July 31, 2024, and the statements of operations, changes in fund balances, and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Entity as at July 31, 2024, results of operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Basis for Opinion

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 Organization in accordance with the 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 opinion.

Other Information

Management is responsible for the other information. The other information comprises:

• The information included in the schedules on pages 13 to 26 of the organization's financial statements.

Responsibilities of Management and Those Charged with Governance 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. In preparing the financial statements, management is responsible for assessing the Entity'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 Entity or to cease operations, or has no realistic alternative but to do so.

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



Auditor's Responsibilities for the Audit of the Financial Statements

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

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

- 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 Entity'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 Entity'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 Entity 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.

BDO Canada LLP

Chartered Professional Accountants

Brandon, Manitoba December 17, 2024

Keystone Agricultural and Recreational Centre Inc. Statement of Financial Position

July 31	2024	2023
Assets		
Current Assets Cash Restricted cash (Note 2) Accounts receivable (Note 4) Inventories (Note 5) Prepaid expenses	432,277 6,680,385 356,829 10,188 304,409 7,784,088	\$ 902,557 1,804,276 387,556 9,602 234,808 3,338,799
Investments (Note 3) Capital assets (Note 6)	43,575 14,903,161	41,903 15,079,471
	\$ 22,730,824	\$ 18,460,173
Liabilities and Fund balances		
Current Liabilities Accounts payable Deferred revenue (Note 8)	\$ 1,773,542 1,059,216 2,832,758	\$ 1,779,829 681,622 2,461,451
Fund Balances Operating fund Capital fund Capital reserve	142,050 19,648,886 107,130 19,898,066	868,940 15,022,652 107,130 15,998,722
	\$ 22,730,824	\$ 18,460,173

Keystone Agricultural and Recreational Centre Inc. Statement of Changes in Fund Balances

For the year ended July 31		2024	2023
Operating Fund balance			
Operating Fund balance, beginning of year	\$	868,940	\$ 1,997,155
Deficiency of revenue over expenses	_	(726,890)	(1,128,215)
Operating Fund balance, end of year	\$	142,050	\$ 868,940
Capital Fund balance			
Capital Fund balance, beginning of year	\$	15,022,652	\$ 15,082,628
Excess (deficiency) of revenue over expenses	_	4,626,234	(59,976)
Capital Fund balance, end of year	\$	19,648,886	\$ 15,022,652
Capital Reserve			
Capital Reserve, beginning of year	\$	107,130	\$ 107,130
Transfer from Operating Surplus	_		
Capital Reserve, end of year	\$	107,130	\$ 107,130
Total of all funds, end of year	\$	19,898,066	\$ 15,998,722

Keystone Agricultural and Recreational Centre Inc. Statement of Operations

For the year ended July 31			2024	2023
		Budget		
Revenue Food and beverage gross margin Rental City of Brandon operating grant Province of Manitoba operating grant Minimum wage adjustment program Grant - return of property tax	\$	349,420 3,876,873 375,000 375,000	\$ 228,007 4,471,162 375,000 375,000 - 126,056	\$ 87,161 3,503,691 375,000 375,000 10,400 115,259
		4,976,293	5,575,225	4,466,511
Expenses Operating expenses Loss on foreign currency	_	5,651,530 -	6,302,115 -	5,591,392 3,334
	_	5,651,530	6,302,115	5,594,726
Operating surplus (deficit) for year		(675,237)	(726,890)	(1,128,215)
Capital Transactions (page 13) Capital revenue Capital expenses		-	6,775,505 (2,149,271)	2,195,975 (2,255,951)
Capital surplus (deficit) for year		_	4,626,234	(59,976)
Excess (deficiency) of revenue over expenses	\$	(675,237)	\$ 3,899,344	\$ (1,188,191)
Surplus Apportioned to: Operating deficit Capital surplus (deficit)			\$ (726,890) 4,626,234	\$ (1,128,215) (59,976)
			\$ 3,899,344	\$ (1,188,191)



Keystone Centre 2023-24 Annual Report

1-1175 18th Street Brandon, Manitoba, Canada R7A 7C5