

BMVA

BLUE MOUNTAIN VILLAGE ASSOCIATION



# ANNUAL REPORT

2023/24







# Vision, Mission and Strategic Goals

## Vision

To be the first-choice, year-round Canadian destination that brings people together who seek authentic experiences that create lasting memories

## Mission

To be an innovative and inclusive destination management organization that enhances and markets the Blue Mountain Village and Member Experiences to the benefit of members, visitors and stakeholders

## Strategic Goals

1. Elevate Brand, Events & Experiences
2. Respond For Growth
3. Strengthen Communication and Collaboration With Members and Stakeholders
4. Improve Organizational Efficiency and Sustainability

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## Board of Directors 2023-24

<b>NAME</b>	<b>POSITION</b>
Maurice Byrne Ravenna, ON	Director, Lodging
Jack Wasserman Thornhill, ON	Director Co-Chair, Lodging
Deb Mondell Blue Mountains, ON	Director, Residential
Jimmy Mavrakakis Blue Mountains, ON	Director, Commercial
Scott Kariunas Collingwood, ON	Director, Blue Mountain Resorts LP
Dan Skelton Blue Mountains, ON	Director Co-Chair, Blue Mountains Resorts LP
Stacy Manning Collingwood, ON	Director, Blue Mountain Resorts LP
Mark Goldberg Toronto, ON	Director, Freed Development Group
Patti Kendall Thornbury, ON	Director, Ex officio, President
Peter Bordignon Blue Mountains, ON	Town Representative, The Blue Mountains





## President's Report

As we reflect on the past year, we recognize the incredible resilience of our members and stakeholders, who have navigated both the rebuilding phase post-pandemic and a challenging 2023-24 winter season. While the tourism industry has yet to fully return to 2019 levels, we're encouraged by the steady growth in key periods, and we look forward to welcoming more visitors domestically and internationally in the months to come.

Over the past year, our team has been dedicated to achieving measurable outcomes by enhancing our arts and culture programming, hosting engaging events, delivering valuable services for our members and initiating an updated Village Master Plan as we enter the final stage of development in the Village core. Key member initiatives included expanding membership support and providing exclusive services such as our enhanced shuttle services, VIP events, and beach access to name a few. Additionally, we made strides in strengthening our operational efficiencies, ensuring we maximize resources to provide exceptional value and seamless service to our members and visitors alike.

Our advocacy efforts have resulted in successful outcomes in several areas. BMVA was selected as the Destination Marketing Organization recipient for the Town of The Blue Mountains' municipal accommodation tax (MAT), slated for implementation in January 2025. Additional funding through MAT will enhance our capacity to attract more visitors and strengthen our marketing initiatives, ensuring that our destination remains vibrant and economically resilient.

Recognizing the importance of our residential communities, we took the lead in establishing the Craigleith Community Working Group for our area. This group is dedicated to creating a clear roadmap for actions and resource allocation that aligns with the Town's overarching goals and vision while addressing the specific development, maintenance, and safety needs of the Craigleith community. Through this collaborative effort, we aim to foster a cohesive, supportive environment that meets the needs of residents and supports the growth and vibrancy of our community.

Our Board Bylaw Committee achieved a significant milestone this year by successfully revising and passing our General Bylaw to ensure compliance with Ontario's Not-for-Profit Corporations Act (ONCA). These updates not only bring us in line with current legal requirements but also strengthen our governance practices, enhancing transparency, accountability, and operational efficiency within our organization.

Looking ahead, we recognize there is still much work to be done. We are actively engaging with local and provincial governments, along with the Ministry of Finance, to secure a long-term solution for maintaining the Resort Condominium Property Class for our members.

As we continue to build on this year's successes, our priorities remain clear. We are committed to enhancing operational efficiency, expanding our reach through innovative programs, and ensuring our goals align with the broader needs of our community and the strategic objectives of our organization.

Sincerely,  
  
Patti Kendall  
President

## Treasurer's Report

The Blue Mountain Village Association (BMVA) Annual Report presents audited operational results for the fiscal year ending June 30, 2024, along with comparative data from the previous year. BMVA continues to adhere to sound financial policies and procedures, as confirmed by an external audit conducted by BDO Canada LLP. This year, we recorded a significant deficit of just over \$1 million—\$400,000 above budget projections—primarily due to lower-than-anticipated revenue following an unusually weak winter season. Due to our strong unrestricted surplus, the Board was able to sustain planned initiatives across marketing, programming, maintenance, and membership services, ensuring continued value for both Members and guests. Significant year-over-year variances are detailed in the Revenues and Expenses sections that follow.

**Assets:** Hydro service was extended to the south side of the Mill Pond to support the floating stage and boardwalk lighting. Additionally, interactive digital wayfinding signs were installed at the Village Welcome Centre and in the Village Events Plaza.

**Revenues:** Following several years of periodic waivers, Basic Fees were charged for the full fiscal year, leading to a year-over-year increase of \$488,000. Rental Royalty Fees saw a decline of \$108,000 as room rentals returned to levels similar to 2021/22. Sales Royalty Fees (Commercial) increased by \$117,000, driven by the removal of the revenue cap and the implementation of a new Commercial Sales Royalty Fee and Disclosure Policy, effective January 1, 2024, which enables these fees to be passed through to customers. Operations & Attractions Fees decreased by \$66,000 due to unfavorable winter conditions.

After welcoming 77 new members last year, only 3 new member properties were completed this year, leading to a \$460,000 decrease in Original Sale Entry Fees. Resale Entry Fees decreased by \$170,000 with 44 resales compared to 53 in the previous year. The Board also adjusted the Resale Entry Fee for Non-Village Core properties from 1% to 0.5% at the start of the year to align with the 1:4 ratio of Basic Fees.

Government funding decreased by \$250,000, as grant opportunities were less available compared to previous years during the pandemic. Plunge achieved a surplus of \$26,000, marking a \$66,000 improvement over the previous year's deficit.

**Expenses:** Events and marketing expenditures decreased \$54,000 year over year. Destination marketing expenses increased \$62,000 as we aimed to better distinguish our spending on events versus broader destination marketing, leading to a \$45,000 reduction in event-specific marketing. Event administration costs decreased by \$60,000 following the transition of the Director of Events and Marketing to the role of President midway through the year. Film Festival expenses were also reduced by \$23,000 after adjustments were made to align with lower than budgeted sponsorship revenue.

Property management expenses rose by \$84,000. Cleaning and waste removal was reduced by \$34,000, with staff taking on additional responsibilities, which led to an increase in Operations administration expenditures. Seasonal decorations and banners decreased by \$61,000, while Security expenses increased by \$48,000. Shuttle service costs went up by \$105,000 due to an expanded schedule and route as well as essential fleet repairs.





## Treasurer's Report

Administration expenses overall decreased by \$60,000. Consulting fees saw a reduction of \$105,000 as major projects from the previous year were completed. A new category, Membership Services & Experiences, was introduced this year with expenditures of \$79,000, partially offset by reallocated funds previously found under Member Communications. Office administration costs rose by \$105,000, primarily due to the addition of a Member Services and Relationship Manager to our team and a senior management salary review to align with industry standards. Professional fees decreased by \$139,000, as we concluded our Sales Royalty Fee review early in the year and experienced a slowdown in litigation activity.

**Capital Replacement & Enhancement:** This year \$300,000 was transferred to the Capital Reserve Fund, as estimated by the Reserve Fund Study, and \$50,000 was transferred to the Capital Enhancement Fund. \$90,000 of Capital Reserve Funds were spent, consisting of: \$60,000 in repairs to Village walkways, irrigation systems and the Mill Pond dock and \$30,000 on repairs to the heat trace and sand filters at Plunge. \$87,000 of Capital Enhancement Funds were spent, consisting of: \$55,000 installing digital wayfinding signage; \$16,000 on a Master Planning update project and \$16,000 installing a transformer to power the Mill Pond floating stage and south-side of the Mill Pond boardwalk. These expenditures along with transfers to the funds and interest increased our holdings in the Capital Reserve and Enhancement Funds by \$232,000 year over year.

Sincerely,



Craig McIntyre  
Treasurer and Director, Finance & Administration

## Independent Auditor's Report

### To the Board of Directors and Members of the Blue Mountain Village Association

#### Opinion

We have audited the financial statements of the Blue Mountain Village Association, which comprise the balance sheet as at June 30, 2024, and the statements of operations, changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Blue Mountain Village Association as at June 30, 2024, and the results of its operations and changes in its net assets and 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.

#### 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 organization'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 organization or to cease operations, or has no realistic alternative but to do so.

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



# Independent Auditor's Report

## 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 organization'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 organization'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 organization 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, Licensed Public Accountants  
Owen Sound, Ontario  
October 25, 2024

# Balance Sheet

June 30	2024	2023
<b>Assets</b>		
<b>Current</b>		
Cash	\$ 338,270	\$ 470,946
Investments (Note 2)	1,934,341	2,955,120
Accounts receivable	739,991	1,135,372
Inventory	13,638	11,095
Prepaid expenditures	212,965	97,375
	<u>3,239,205</u>	<u>4,669,908</u>
<b>Restricted assets (Note 3)</b>	<b>1,707,344</b>	<b>1,474,892</b>
<b>Capital assets (Note 4)</b>	<b>2,547,502</b>	<b>2,836,029</b>
	<u>\$ 7,494,051</u>	<u>\$ 8,980,829</u>
<b>Liabilities and Net Assets</b>		
<b>Current</b>		
Accounts payable and accrued liabilities (Note 5)	\$ 542,837	\$ 800,296
Deferred revenue	67,038	196,870
	<u>609,875</u>	<u>997,166</u>
<b>Deferred contributions (Note 6)</b>	<b>639,634</b>	<b>713,211</b>
	<u>1,249,509</u>	<u>1,710,377</u>
<b>Net assets</b>		
Net assets restricted for capital replacement (Page 5)	1,115,902	871,959
Net assets restricted for capital enhancement (Page 5)	548,681	560,983
Net assets invested in capital assets (Page 5)	2,547,502	2,836,029
Unrestricted net assets (Page 5)	2,032,457	3,001,481
	<u>6,244,542</u>	<u>7,270,452</u>
	<u>\$ 7,494,051</u>	<u>\$ 8,980,829</u>

Approved by:

  
\_\_\_\_\_  
President  
Patti Kendall

  
\_\_\_\_\_  
Co-Chair  
Dan Skelton

  
\_\_\_\_\_  
Co-Chair  
Jack Wasserman

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

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## Statement of Changes in Net Assets

For the year ended June 30

	Restricted for Capital Replacement	Restricted for Capital Enhancement	Invested in Capital Assets	Unrestricted	2024	2023
Balance, beginning of the year	\$ 871,959	\$ 560,983	\$ 2,836,029	\$ 3,001,481	\$ 7,270,452	\$ 7,968,489
Excess of revenue over expenditures (expenditures over revenue) for the year	(40,637)	5,433	(500,420)	(490,286)	(1,025,910)	(698,037)
Invested in capital assets	(15,420)	(67,735)	211,893	(128,738)	-	-
Restricted assets (Note 7)	300,000	50,000	-	(350,000)	-	-
<b>Balance, end of the year</b>	<b>\$ 1,115,902</b>	<b>\$ 548,681</b>	<b>\$ 2,547,502</b>	<b>\$ 2,032,457</b>	<b>\$ 6,244,542</b>	<b>\$ 7,270,452</b>

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

## Statement of Operations

For the year ended June 30

	2024	2023
<b>Revenue</b>		
Basic fees	\$ 956,682	\$ 468,643
Rental royalty fees	1,271,406	1,379,481
Sales royalty fees	531,705	415,103
Attractions	409,402	415,444
Original sale entry fees	20,152	480,433
Resale entry fees	335,762	506,029
Operations revenue fees	298,000	358,134
Associate members' fees	38,813	21,227
Event revenue and sponsorships	337,784	293,228
Interest income	88,860	89,547
Other	57,720	21,140
Government funding	120,404	370,211
	<b>4,466,690</b>	<b>4,818,620</b>
<b>Expenditures (Schedule 1)</b>	<b>5,144,828</b>	<b>5,174,547</b>
<b>Excess of expenditures over revenue</b>	<b>(678,138)</b>	<b>(355,927)</b>
<b>Other income (expenditures)</b>		
Amortization of capital assets	(425,904)	(298,295)
Amortization of deferred contributions related to capital assets	73,577	36,789
Capital replacement expenditures	(60,347)	(96,440)
Capital enhancement expenditures	(19,547)	-
Interest income - capital replacement and enhancement	58,690	55,856
	<b>(373,531)</b>	<b>(302,090)</b>
<b>Net income (loss) from operations - Plunge! (Schedule 2)</b>	<b>25,759</b>	<b>(40,020)</b>
<b>Excess of expenditures over revenue for the year</b>	<b>\$ (1,025,910)</b>	<b>\$ (698,037)</b>

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



# Statement of Cash Flows

# Notes to Financial Statements

For the year ended June 30	2024	2023
<b>Cash provided by (used in)</b>		
<b>Operating activities</b>		
Excess of expenditures over revenue for the year	\$ (1,025,910)	\$ (698,037)
Items not involving cash		
Amortization of capital assets	425,904	298,295
Amortization of capital assets - Plunge!	74,516	73,271
Amortization of deferred contributions related to capital assets	(73,577)	(36,789)
	(599,067)	(363,260)
Changes in non-cash working capital balances		
Accounts receivable	395,381	(517,318)
Inventory	(2,543)	3,670
Prepaid expenditures	(115,590)	(26,899)
Accounts payable and accrued liabilities	(257,459)	114,541
Deferred revenue	(129,832)	56,719
	(709,110)	(732,547)
<b>Investing activities</b>		
Increase in restricted investments	(232,452)	1,290,363
Decrease in investments	1,020,779	1,378,778
Purchase of capital assets	(211,893)	(2,532,652)
	576,434	136,489
<b>Financing activities</b>		
Deferred contributions received related to capital assets	-	750,000
<b>Increase (decrease) in cash during the year</b>	<b>(132,676)</b>	<b>153,942</b>
<b>Cash position, beginning of the year</b>	<b>470,946</b>	<b>317,004</b>
<b>Cash position, end of the year</b>	<b>\$ 338,270</b>	<b>\$ 470,946</b>

## June 30, 2024

### 1. Summary of Significant Accounting Policies

#### Nature and Purpose of Organization

The Blue Mountain Village Association is a not-for-profit corporation incorporated without share capital under the Blue Mountain Village Association Act. The Association is responsible for the management and maintenance of the public spaces in the Blue Mountain Village, special events, marketing and other activities related to the Blue Mountain Village. Blue Mountain Village is located in the Town of The Blue Mountains. The corporation is considered a non-profit corporation under the Income Tax Act and is exempt from income taxes.

#### Basis of Accounting

These statements are prepared in accordance with Canadian accounting standards for not-for-profit organizations. These financial statements were prepared using the accrual basis of accounting. The accrual basis recognizes revenues as they become available and measurable; expenditures are recognized as they are incurred and measurable as a result of receipts of goods or services and the creation of a legal obligation to pay.

These financial statements include the Blue Mountain Village Association general operations and the operations of the Plunge! Aqua Centre.

#### Financial Instruments

Financial instruments are recorded at fair value when acquired or issued. In subsequent periods, financial instruments are reported at cost or amortized cost less impairment, if applicable. Financial assets are tested for impairment when changes in circumstances indicate the asset could be impaired. Transaction costs on the acquisition, sale or issue of financial instruments are charged to the financial instruments for those measured at amortized cost.

#### Use of estimates

The preparation of financial statements in accordance with Canadian accounting standards for not-for-profit organizations requires management to make estimates that affect the financial statements, and the reported amounts of revenues and expenses during the reporting period. These estimates include accrued liabilities and the estimated useful life of capital assets. Actual results could differ from management's best estimates as additional information becomes available in the future.

#### Inventory

Inventory is stated at the lower of cost and net realizable value. Cost is generally determined on the first-in, first-out basis.

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



June 30, 2024

1. Summary of Significant Accounting Policies - (continued)

**Capital Assets**

Capital assets are recorded at cost. Amortization is based on the estimated useful life of the assets and is calculated on a straight-line basis, using the half-year rule, over the following periods:

Computers	- 2 years
Equipment	- 5 years
Outdoor furniture and fixtures	- 5 years
Automotive equipment	- 3.3 years
Washrooms	- 5 years

**Net Assets Restricted for Capital Replacement**

Certain asset components located in the public spaces of Blue Mountain Village are the responsibility of Blue Mountain Village Association. These components include infrastructure (e.g. road surfaces, sidewalks, curbs, pavers, underground irrigation systems, street lighting, and water, storm sewer and sewer lines) and amenities (e.g. mill pond, fountain and gondola cars).

A portion of the Association's net assets have been restricted to create a capital reserve fund for the replacement of these public infrastructure and amenities. A capital reserve fund study has been completed and is updated every three years. The reserve fund study was dated December 2022.

Annual funding requirements for the capital reserve fund are estimated in the reserve fund study to ensure sufficient funds are available for future costs. Budgeted transfers to the capital reserve fund are recorded when approved by the Board of Directors and are funded prior to year-end. The annual transfers to the capital reserve fund are invested in instruments that are municipal securities rated AAA or investments rated A-1/P-1 or better by Standard and Poor's Corporation and Moody's Investor Services. Interest earned is reinvested.

Any expenditure from the capital reserve fund can only be utilized for a specific infrastructure or amenity component. The expenditure must be approved in writing by the President and, if it exceeds \$50,000, must also be approved by the Board of Directors.

June 30, 2024

1. Summary of Significant Accounting Policies - (continued)

**Net Assets Restricted for Capital Enhancement**

A portion of the Association's net assets have been restricted to create a capital enhancement fund for new capital items which will maintain the Association's competitive advantage as a unique village experience.

The annual funding requirement for the capital enhancement fund is determined by the Board of Directors. Transfers to the capital enhancement fund are recorded when approved by the Board of Directors and are funded prior to year-end. Any expenditure from the capital enhancement fund can only be utilized for a specific infrastructure or amenity component.

**Revenue Recognition**

The Association 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 is reasonably assured. Contributions related to capital assets are deferred and amortized into revenue at a rate corresponding with the amortization rate for the related capital asset.

Revenue from fees is recognized in accordance with the General Bylaw of Blue Mountain Village Association. Depending on the type of fee, revenue may be recognized at the beginning or end of the month, end of the year, at time of membership or at the time of the transaction when the conditions in the contracts are met and ultimate collection is reasonably assured.

Single day and Multi-day pass revenue is recorded when the pass is redeemed or when the expiration date is reached. Gift certificate revenue is recorded when the certificate is redeemed or after one year from the issue date if not redeemed in that time. Event revenue is recorded when the event occurs and the obligations of the Association are met.

2. Investments

	2024	2023
Cash	\$ 127,677	\$ 113,552
Guaranteed investment certificates, non-redeemable, 2.17% to 5.10%, matures November 2024 to April 2029	1,806,664	2,841,568
	<u>\$ 1,934,341</u>	<u>\$ 2,955,120</u>



## Notes to Financial Statements (Continued)

June 30, 2024

### 3. Restricted Assets

These funds are restricted for the replacement and enhancement of public infrastructure and amenities in the Blue Mountain Village and are not available for other purposes.

	2024	2023
<b>Capital Replacement</b>		
Cash	\$ 391,069	\$ 242,354
Guaranteed investment certificates, non-redeemable, 4.35% to 5.78%, matures August 2024 to May 2028	750,000	650,000
Accrued interest	17,594	21,555
	<u>1,158,663</u>	<u>913,909</u>
<b>Capital Enhancement</b>		
Cash	111,270	151,242
Guaranteed investment certificates, non-redeemable, 4.35% to 5.72%, matures June 2025 to June 2028	425,000	392,173
Accrued interest	12,411	17,568
	<u>548,681</u>	<u>560,983</u>
	<u>\$ 1,707,344</u>	<u>\$ 1,474,892</u>

Amounts owing by capital replacement funds consist of the following balances not shown on the balance sheet.

	2024	2023
Due to operating funds	\$ 2,761	\$ 1,950
Due to Grey Standard Condominium corporation No. 65 Boiler Plant Project	40,000	40,000
	<u>\$ 42,761</u>	<u>\$ 41,950</u>

## Notes to Financial Statements (Continued)

June 30, 2024

### 4. Capital Assets

	2024		2023	
	Cost	Accumulated Amortization	Cost	Accumulated Amortization
Common lands	\$ 4	\$ -	\$ 4	\$ -
Plunge! Aquatic Centre	2	-	2	-
Computers	20,429	13,378	21,655	20,206
Equipment	519,005	344,327	498,962	303,073
Outdoor furniture and fixtures	3,396,381	1,057,511	3,607,474	1,011,593
Automotive equipment	62,580	37,266	76,213	38,153
Washrooms	15,807	14,226	15,807	11,065
Gondola cars	2	-	2	-
	<u>\$4,014,210</u>	<u>\$ 1,466,708</u>	<u>\$ 4,220,119</u>	<u>\$ 1,384,090</u>
Net book value		<u>\$ 2,547,502</u>		<u>\$ 2,836,029</u>

During the year, capital assets totaling \$417,804 with a net book value of \$Nil were removed from capital assets as they were no longer in use.

### 5. Accounts Payable and Accrued Liabilities

Included in accounts payable and accrued liabilities are government remittances of \$NIL (2023 - \$NIL).

### 6. Deferred Contributions

Deferred contributions related to capital assets represent unamortized amount of restricted contributions received for the purchase of capital assets. Amortization is recorded as revenue in the statement of operations.

	2024	2023
Balance, beginning of the year	\$ 713,211	\$ -
Add: Contributions received	-	750,000
Less: Amounts amortized to revenue	<u>(73,577)</u>	<u>(36,789)</u>
Balance, end of the year	<u>\$ 639,634</u>	<u>\$ 713,211</u>



## Notes to Financial Statements (Continued)

June 30, 2024

### 7. Restrictions on Net Assets

During the year, the Association's Board of Directors restricted \$350,000 (capital replacement \$300,000, capital enhancement \$50,000) of unrestricted net assets to be held for replacement and enhancement of public infrastructure and amenities in the Blue Mountain Village. This restricted amount is not available for other purposes without the approval of the Board of Directors.

### 8. Related Party Transactions

Blue Mountain Resorts LP, Bydem Blue Mountain Inc., Bydem Blue Village Inc., Bydem Boat Huse 3, Bydem Boat Huse 4 and Hilton Grand Vacations Club Blue Mountain are members of the Association.

At June 30th there were various balances owing from and owing to Blue Mountain Resorts LP and Bydem Blue Mountain Inc. These are summarized below:

Included in accounts receivable:

	2024	2023
Blue Mountain Resorts LP	\$ 255,308	\$ 326,714
Bydem Blue Mountain Inc.	18,268	-
	<u>\$ 273,576</u>	<u>\$ 326,714</u>

Included in accounts payable and accrued liabilities:

	2024	2023
Blue Mountain Resorts LP	\$ 130,511	\$ 79,253

During the year fees were received from Blue Mountain Resorts LP, Bydem Blue Mountain Inc. and Hilton Grand Vacations Club Blue Mountain as follows:

	2024	2023
Blue Mountain Resorts LP	\$ 1,312,590	\$ 1,180,533
Bydem Blue Mountain Inc.	562,407	410,396
Hilton Grand Vacations Club Blue Mountain	59,770	51,549
	<u>\$ 1,934,767</u>	<u>\$ 1,642,478</u>

## Notes to Financial Statements (Continued)

June 30, 2024

### 8. Related Party Transactions (continued)

During the year amounts were paid to Blue Mountain Resorts LP for maintenance of the public facilities and amenities, transportation, security, and other services performed as follows:

	2024	2023
Blue Mountain Resorts LP	<u>\$ 1,403,993</u>	<u>\$ 1,187,450</u>

All related party transactions are in the normal course of operations and are measured at the exchange value (the amount of consideration agreed to by the related parties), which approximates the arm's length equivalent value.

Included in commitments (Note 9) are commitments to related parties totaling \$2,175,030.

### 9. Commitments

The Association has entered into operating lease agreements for office and computer equipment. The Association has also entered into agreements for various maintenance activities and security. The agreements will expire in 2025 - 2029. The amount payable over the next five years is as follows:

2025	\$ 527,805
2026	\$ 460,618
2027	\$ 467,928
2028	\$ 421,019
2029	\$ 441,991

### 10. Contingent Liability

The Association has been named as a co-defendant in a claim filed in September 2017 for alleged damages of \$425,000. The former supplier's claim is currently being assessed by the Association's legal representatives and the outcome is not determinable at the present time.

The Association has been named as a defendant under Court File #CV-22-00676390-000 in a claim filed by four related corporations in February 2022 for damages totalling \$973,812 plus costs and interest relating to entry fees allegedly overcharged. Blue Mountain Village Association has counterclaimed against the corporations for approximately \$831,000. The outcome of this claim is not determinable at the present time.



June 30, 2024

11. Financial Instrument Risk

The Association is exposed to risks that arise from its use of financial instruments. This note describes the Association's objectives, policies and processes for managing those risks and the methods used to measure them.

There have been no substantive change in the Association's exposure to financial instrument risks, its objectives, policies and processes for managing those risks or the methods used to measure them from previous periods unless otherwise stated in this note.

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 Association is exposed to interest rate risk arising from changes in interest rates affecting the value of fixed income denominated investments.

Liquidity Risk

Liquidity risk is the risk that the Association encounters difficulty in meeting its obligations associated with financial liabilities. Liquidity risk includes the risk that, as a result of operational liquidity requirements, the Association will not have sufficient funds to settle a transaction on the due date; will be forced to sell financial assets at a value which is less than what they are worth; or may be unable to settle or recover a financial asset. Liquidity risk arises from accounts payable and accrued liabilities. To manage this risk, the Association maintains adequate cash balances and strong working capital.

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 Association is exposed to credit risk resulting from the possibility that a member could default on their receivables. The Association is exposed to concentrations of credit risk as the receivables are primarily from members located within the Blue Mountain Village. These credit risks are mitigated by Bill PR14 (incorporating legislation) and the Association's general bylaws.

The Association is exposed to credit risk arising from cash and investments. On June 30, 2024, the Association had \$3,852,032 in cash and investments in twenty-nine different Canadian Deposit Insurance Corporation (CDIC) member institutions. The CDIC insures a maximum of \$100,000 per depositor per member institution. The total amount at member institutions in excess of \$100,000 that is not insured for investments is \$966,292 and for the bank is \$104,582. On June 30, 2024 the Association had investments of \$349,324 in an Ontario Credit Union. The Financial Services Regulatory Authority (FSRA) insures deposits to a maximum of \$250,000 per depositor. The Association mitigates the credit risk by investing in instruments that are municipal securities rated AAA or investments rated A-1/P-1 or better by Standard and Poor's Corporation and Moody's Investor Services if in excess of CDIC insurance.

For the year ended June 30

2024

2023

Expenditures

Events and marketing

Destination marketing	\$ 79,056	\$ 17,097
Event marketing	302,101	346,688
Production	771,805	755,783
Insurance	39,869	33,607
Event administration	429,792	490,257
Equipment and fixtures	11,426	22,244
Film festival	494,172	516,717

2,128,221      2,182,393

Property management

Attractions	29,729	22,279
Cleaning and waste removal	174,221	208,212
Landscaping	259,693	240,349
Mill pond	37,165	56,658
Operations administration	290,141	260,059
Repairs and maintenance	31,406	40,045
Seasonal decorations and banners	296,575	357,685
Security	401,072	353,073
Shuttle service	312,867	208,189
Signage	345	1,913
Snow clearing	103,496	104,041
Utilities	16,375	17,602
Water and sewer lines	6,222	5,224

1,959,307      1,875,329

Administration

Bank charges and interest	3,178	4,336
Charitable/community contributions	11,284	13,010
Consulting fees	10,561	115,832
Government relations	3,085	4,779
Insurance	44,354	34,840
Membership services & experiences	78,548	-
Member communications	37,199	55,128
Office administration	561,851	456,755
Office expenses	51,290	50,799
Printing and stationery	1,258	3,539
Professional fees	177,426	316,069
Rent	58,862	39,937
Repairs and maintenance	7,273	6,965
Telephone	6,049	6,115
Travel	5,082	8,721

1,057,300      1,116,825

\$ 5,144,828      \$ 5,174,547



## Schedule 2 - Plunge! Statement of Operations

## Management Reports - 5 Year Balance Sheet

For the year ended June 30	2024	2023
<b>Revenue</b>		
Daily entrance fees	\$ 965,422	\$ 834,977
Season pass fees	55,792	63,353
Discounts	(19,963)	(40,624)
Lessons	67,626	21,943
Retail sales	52,103	45,855
Kids camp	43,839	59,964
Other	15,777	5,090
	<u>1,180,596</u>	<u>990,558</u>
<b>Expenditures</b>		
Advertising and marketing	14,945	10,968
Amortization of capital assets	74,516	73,271
Bank charges and interest	7,936	8,044
Cleaning and chemicals	90,660	101,244
Employee uniforms	10,071	7,522
Insurance	36,618	31,099
Leases	16,009	15,202
Management fees	79,856	58,443
Contract services	72,508	64,040
Municipal taxes	9,543	9,450
Office expenses	9,195	2,537
Printing and stationery	-	95
Professional certification	4,625	4,098
Professional fees	7,600	5,850
Purchases	24,429	21,996
Security	563	275
Telephone	3,791	4,000
Utilities	235,987	233,108
Wages and benefits	437,957	355,821
Repairs and maintenance	18,028	23,515
	<u>1,154,837</u>	<u>1,030,578</u>
<b>Net income (loss) from operations</b>	<u>\$ 25,759</u>	<u>\$ (40,020)</u>

### Assets

#### Current Assets

	June 2020	June 2021	June 2022	June 2023	June 2024
Cash	\$ 150,071	\$ 293,626	\$ 317,004	\$ 470,946	\$ 338,270
Investments	3,920,936	3,966,468	4,333,898	2,955,120	1,934,341
Accounts Receivable	1,551,869	335,724	618,054	1,135,372	739,991
Inventory	8,909	5,693	14,765	11,095	13,638
Prepaid Expenditures	52,954	28,000	70,476	97,375	212,965
	<u>5,684,739</u>	<u>4,629,511</u>	<u>5,354,197</u>	<u>4,669,908</u>	<u>3,239,205</u>

#### Restricted assets

	2,229,649	2,686,534	2,765,255	1,474,892	1,707,344
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#### Capital assets

	587,512	701,974	674,943	2,836,029	2,547,502
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	<u>\$8,501,900</u>	<u>\$ 8,018,019</u>	<u>\$8,794,395</u>	<u>\$ 8,980,829</u>	<u>\$ 7,494,051</u>
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### Liabilities and Net Assets

#### Current

#### Accounts payable and accrued liabilities

	\$ 294,723	\$ 365,040	\$ 685,755	\$ 800,296	\$ 542,837
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#### Deferred Revenue

	1,444,654	192,906	140,151	910,081	706,672
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	<u>1,739,377</u>	<u>557,946</u>	<u>825,906</u>	<u>1,710,377</u>	<u>1,249,509</u>
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#### Net assets

#### Restricted for capital replacement

	2,023,989	2,078,556	2,119,765	871,959	1,115,902
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#### Restricted for capital enhancement

	202,076	607,978	543,541	560,983	548,681
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#### Invested in capital assets

	587,512	701,974	674,943	2,836,029	2,547,502
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#### Unrestricted

	3,948,946	4,071,565	4,630,240	3,001,481	2,032,457
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	<u>6,762,523</u>	<u>7,460,073</u>	<u>7,968,489</u>	<u>7,270,452</u>	<u>6,244,542</u>
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	<u>\$8,501,900</u>	<u>\$ 8,018,019</u>	<u>\$8,794,395</u>	<u>\$ 8,980,829</u>	<u>\$ 7,494,051</u>
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## Management Reports - 5 Year Statement of Operations

## Notes

	June 2020	June 2021	June 2022	June 2023	June 2024
<b>Revenues:</b>					
Basic fees	\$ 630,129	\$ 211,849	\$ 441,558	\$ 468,643	\$ 956,682
Village Amenity Fees	941,943	649,525	1,220,909	1,379,481	1,271,406
Sales royalty fees	286,226	157,744	302,435	415,103	531,705
Original sale entry fees	110,371	118,287	222,215	480,433	20,152
Resale entry fees	566,294	1,462,511	1,413,541	506,029	335,762
Operations and Attractions	431,114	354,511	464,600	773,578	707,402
Associate Members' fees	27,041	17,547	22,294	21,227	38,813
Event revenue and sponsorships	105,819	25,774	283,824	293,228	337,784
Interest income	91,169	60,060	50,212	89,547	88,860
Government grants and assistance	219,161	1,808,113	616,609	370,211	120,404
Other	14,694	21,532	25,492	21,140	57,720
Plunge Aquatic Centre	725,087	311,910	923,677	990,558	1,180,596
	<u>4,149,048</u>	<u>5,199,363</u>	<u>5,987,366</u>	<u>5,809,178</u>	<u>5,647,286</u>
<b>Expenses:</b>					
Destination Marketing	\$ 37,870	\$ 2,357	\$ 55,350	\$ 18,097	\$ 49,606
Events	1,114,804	2,048,311	1,953,908	2,164,296	2,150,647
Property Management	1,100,442	1,107,440	1,461,594	1,875,329	1,959,307
Administration	639,232	573,295	773,311	1,116,825	985,268
Plunge Aquatic Centre	839,398	519,975	871,682	1,030,578	1,154,837
	<u>3,731,746</u>	<u>4,251,378</u>	<u>5,115,845</u>	<u>6,205,125</u>	<u>6,299,665</u>
<b>Other income (expenditures):</b>					
Amortization of capital assets	(146,495)	(164,509)	(173,875)	(298,295)	(425,904)
Amortization of deferred contributions	-	-	-	36,789	73,577
Capital replacement	(74,289)	(118,425)	(215,191)	(96,440)	(60,347)
Capital enhancement	-	-	-	-	(19,547)
Interest - capital replacement and enhancement	43,709	32,499	25,961	55,856	58,690
	<u>(177,075)</u>	<u>(250,435)</u>	<u>(363,105)</u>	<u>(302,090)</u>	<u>(373,531)</u>
<b>Excess of revenue over expenses</b>	<b>\$ 240,227</b>	<b>\$ 697,550</b>	<b>\$ 508,416</b>	<b>\$ (698,037)</b>	<b>\$ (1,025,910)</b>
<b>Note:</b>					
Plunge Aquatic Centre Revenue	725,087	311,910	923,677	990,558	1,180,596
Plunge Aquatic Centre Expense	839,398	519,975	871,682	1,030,578	1,154,837
Plunge (loss) gain for year	<u>(114,311)</u>	<u>(208,065)</u>	<u>51,995</u>	<u>(40,020)</u>	<u>25,759</u>





Notes

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Notes

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# NOW DOME COCKTAIL GARDEN

**Saturdays From 5-8PM  
Nov. 18th - Dec. 16th**

Featuring New Hosts & Cocktail Menus Weekly

- Copper Blues Bar & Grill
- MJ Byrne's Irish Pub
- Twist Kitchen + Cocktail
- Mother Tongue Asian Bistro
- Kayloo Restaurant & Bar

November 18th  
November 25th  
December 2nd  
December 9th  
December 16th

SCAN FOR DETAILS

# EASTER In The Village

**MARCH 29TH**  
Entertainment: Scavenger Hunt  
Location: Welcome Centre  
Time: 12:00 PM - 5:00 PM

**MARCH 30TH**  
Entertainment: Scavenger Hunt  
Location: Welcome Centre  
Time: 12:00 PM - 5:00 PM

**MARCH 31ST**  
Entertainment: Scavenger Hunt  
Location: Welcome Centre  
Time: 12:00 PM - 5:00 PM

**MONDAY, APRIL 1ST**  
12:00 PM Family Entertainment  
- 5:00 PM Easter Scavenger Hunt  
4:00 PM Live Music: Dean James Duo  
- 3:00 PM Live Music: Emily Power

**FAMILY ACTIVITIES**  
Valid ticket or pass. Visit Activity Central to purchase a ticket.

- Ula Hoops
- Crock-a-Doodle
- VR Vault

MORE THINGS TO DO

# HOLIDAY MAGIC

**Nov 18 - JAN 7**

**SUNSHINE + BROCCOLI**  
December 9th

**REINDEER VILLAGE**  
December 16th

**HOLIDAY QUARTET**  
FEATURING TORONTO CONCERT ORCHESTRA  
December 23rd

**SNOWDOME COCKTAIL GARDEN**  
Fridays! 5-8PM - Events Plaza  
Saturdays! 5-8PM!

# MARC BREAK

presented by SUBARU

**MARCH 9 - 11**

# GUITAR TRAIL

**SEPTEMBER**

The Hikers' Adventure:  
Over 1000 ft. of scenic views through the forest and across a canyon of majestic basalt cliffs. Includes a picnic and a complimentary beer. Includes a complimentary beer. Includes a complimentary beer.

The Strollers' Adventure:  
Can't make the hike? No problem! Enjoy the scenic views from the Village of Blue Mountain. Includes a complimentary beer. Includes a complimentary beer. Includes a complimentary beer.

**HEADLINER  
TROOPER  
SUBARU STAGE**  
6pm

# NEW YEARS EVE 2024

Ring in the New Year at Blue, where the Mountain air is filled with possibilities and the Village is vibrant with anticipation of new beginnings! Revel in the festive atmosphere, enjoy delectable treats, and dance the night away as we bid farewell to the old and welcome the new in style.

SCAN FOR TICKETS

Blue Mountain Village  
Copper Blues  
Mother Tongue  
Magnum

# DEWALK SALE

**SEPT 22ND - 24TH**

mountainvillage.ca/shop

# MOUNTAIN MUSIC SERIES

Acts on multiple stages!

- J.N. JEFFERSON July 1
- HOLLY CLAUSIUS July 20
- CARPET FROGS August 10 & 31
- DAWN TYLER WATSON August 24
- GONOR GARDNER July 6
- KIRK DICKSON July 27
- STACY JAMES August
- CORINNE SEPT

FULL EVENT SCHEDULE

# BLUE MOUNTAIN VILLAGE

WHERE EVERYTHING  
COMES TOGETHER

**RETAIL**

**CULINARY**

**TOURISM**

# Fall Events

**Blue Mountain Village**

**Mark 'N Blue**  
OCTOBER 14

**Everest Challenge**  
OCTOBER 15

**Trifecta Weekend**  
OCTOBER 21-22

Events & Activities

# BLUE MOUNTAIN FILM & MEDIA FESTIVAL

**May 30 - June 2, 2024**  
Village Conference Centre  
Blue Mountain Village

- 4 Days
- 30+ Screenings
- Creative Forum
- Mountain & Village Events
- Celebrities & Special Guests
- Parties, Concerts, & More!

**EARLY BIRD  
PASSES  
ON SALE  
NOW!**

# Spring Events

**Earth Day**  
SATURDAY

**Day Long Weekend**  
MAY 20-22

**Blue Mountain Film Festival**  
JUNE 1-4

**Blue Mountain**

Events & Activities