

Annual General Meeting 2024



A Report of Activities and Financials
Year 2024

Strategy for a challenging world

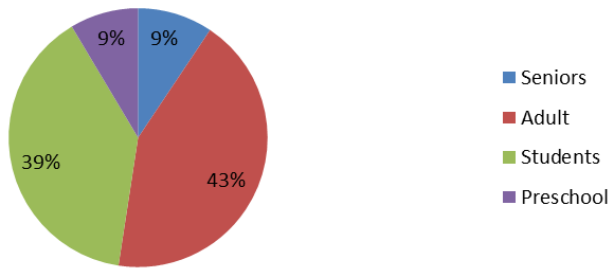


EVOLUTION OF THE VISITATION AND ITS IMPACT IN THE COMMUNITY

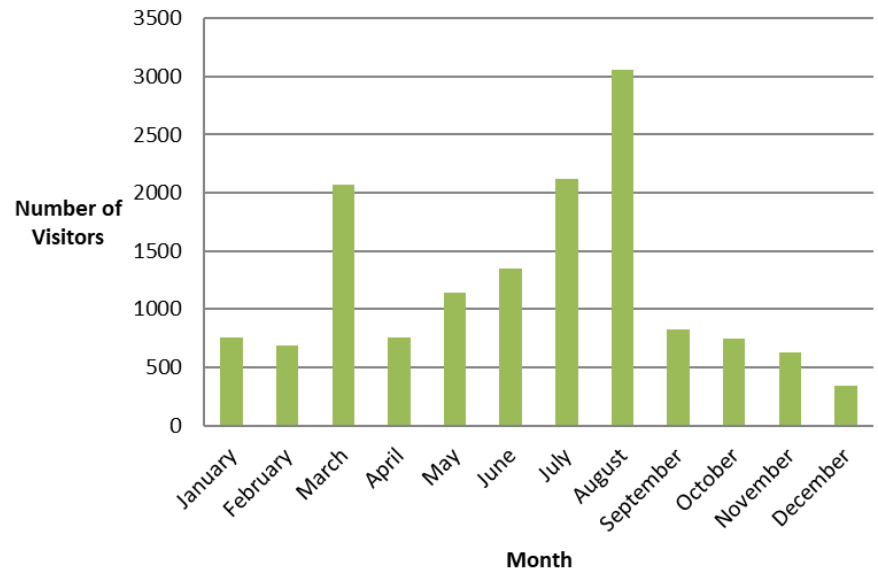
2024 Statistics

Total Paid Admission:
14,476

**Yearly
Visitors Breakdown**

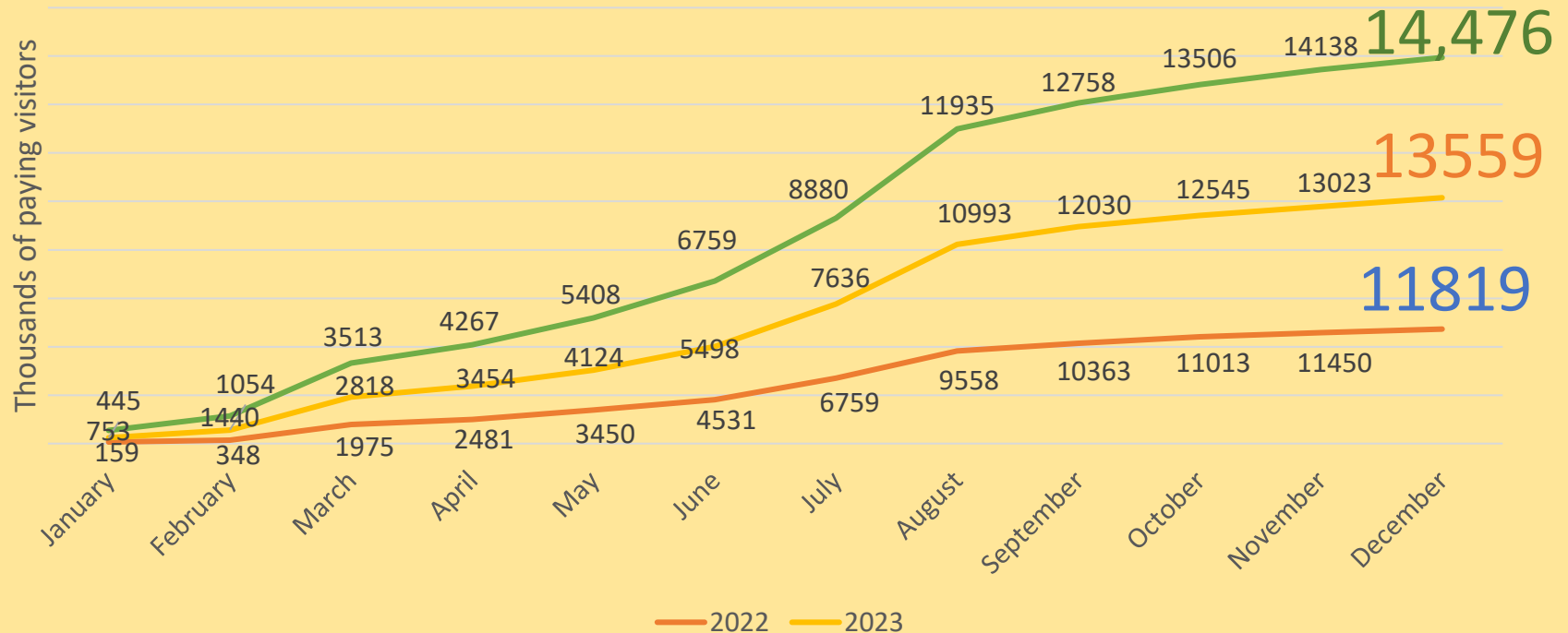


Monthly Visitors Overall



6.7% increase comparing with 2023
22.4% increase comparing with 2022

STEADY GROWTH IN VISITATION



**TOURISM BY THE NUMBERS
A RECOGNIZED INDUSTRY
WITH A MEASURABLE IMPACT
IN THE PROVINCIAL GDP**

TOURISM IMPACT IN MANITOBA

2023 Economic Impact of Arts and Culture Tourism



ARTS AND
CULTURE
TRAVELLERS
SPENT **\$477.8
MILLION** IN 2023



CONTRIBUTED
\$377.6 MILLION TO
MANITOBA'S GDP



5,000 FTE DIRECT,
INDIRECT AND
INDUCED JOBS



\$152.9 MILLION IN
TOTAL TAXES –
\$77.9 MILLION IN
PROVINCIAL TAXES

Source: Forum Research

Study Objectives and Methodology

OBJECTIVE: Measure the 2023 economic impact of tourists that participate in arts and culture activities in Manitoba.

DATA SOURCES: Statistics Canada domestic and international travel data used as the basis for the study.



FORUM
RESEARCH INC.

TRAVEL
MANITOBA

VOYAGE
MANITOBA



CONSEIL DES
ARTS DU
MANITOBA
ARTS COUNCIL

Defining “Tourist”



A tourist is someone who travels more than 40km away from home for a purpose other than employment for less than 1 year.



The trip purpose must fall into one of these categories:

- Holidays, leisure, recreation
- Visiting friends & relatives
- Education and training
- Non-business/professional reasons
- Health & medical care
- Religion/pilgrimages
- Shopping
- Transit
- Business

Source: Statistics Canada

Defining the Arts and Culture Tourist

- Includes those that participated in any of the following activities in 2023:
 - Festival or fair
 - Museum or gallery visit
 - Indigenous event
 - Historic Site visit
 - Performance
- Arts and culture activities may not be the main purpose or travel motivator of the trip.

Costs Included in Visitor Spending Calculation



Accommodation



Meals and
beverages



Travel costs
(airfare, vehicle
rental, gas,
taxi/bus, etc.)



Cost to attend
performances or
festival, visit a museum,
participate in a tour, etc.



Shopping
purchases

Manitoban Tourists Contribute to Half of Arts and Culture Visitor Spending

2023	Arts and Culture Participant Spending	Number of Arts and Culture Tourists
Manitoba	\$241,948,000	941,000
Other Canada	\$62,752,000	148,000
US	\$80,640,000	90,000
Overseas	\$92,486,000	45,000
Total	\$477,826,000	1,224,000

Source: Statistics Canada, Forum Research

A third of tourists are engaged by Museums

Top 15 Activities Engaged in by Arts and Culture Participants

Activity	% Participating
1 – Dining out and bars	53%
2 – Sightseeing	43%
3 – Historic Site	41%
4 – Festival or fair	36%
5 – Visit family/friends	36%
6 – Shopping	33%
7 – Museum or gallery	30%
8 – Performance	28%

Activity	% Participating
9 – Beach activities	22%
10 – Indigenous event	16%
11 – Zoo or aquarium	15%
12 – Hiking	12%
13 – Camping	10%
14 – Boating	4%
15 – Casino	3%

Source: Forum Research and Statistics Canada

Tourism Economic Impact in Manitoba

Source: Travel Manitoba

Origin of Tourist	Total Number of Tourists	Total Expenditure	Expenditure per Tourist
Province of Manitoba	9.025 million	\$993.6 million	\$110 per person-visit
Other Canadian Provinces	949,000	\$340.5 million	\$349 per person-visit
USA	456,000	\$158.6 million	\$348 per person-visit
Overseas	116,000	\$150.1 million	\$1,294 per person-visit
Total	10.546 million	\$1.642 billion	\$156 per person-visit

10,538 visitors from outside the Local Community X **\$156** average expenditure
=
\$1,643,928 annual economic impact in Morden

SELF-GENERATED INCOME BY THE NUMBERS

SURPLUS VS DEFICIT

SELF-GENERATED INCOME

0.78% DECREASE COMPARING WITH PREVIOUS YEAR

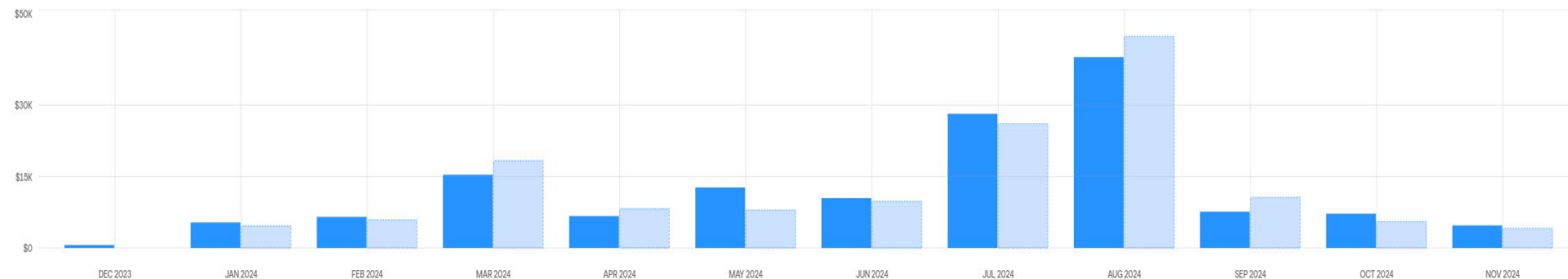
Gross sales

Dec 30, 2023 - Dec 25, 2024 vs Prior year Metrics 1 selected View Bar

GROSS SALES

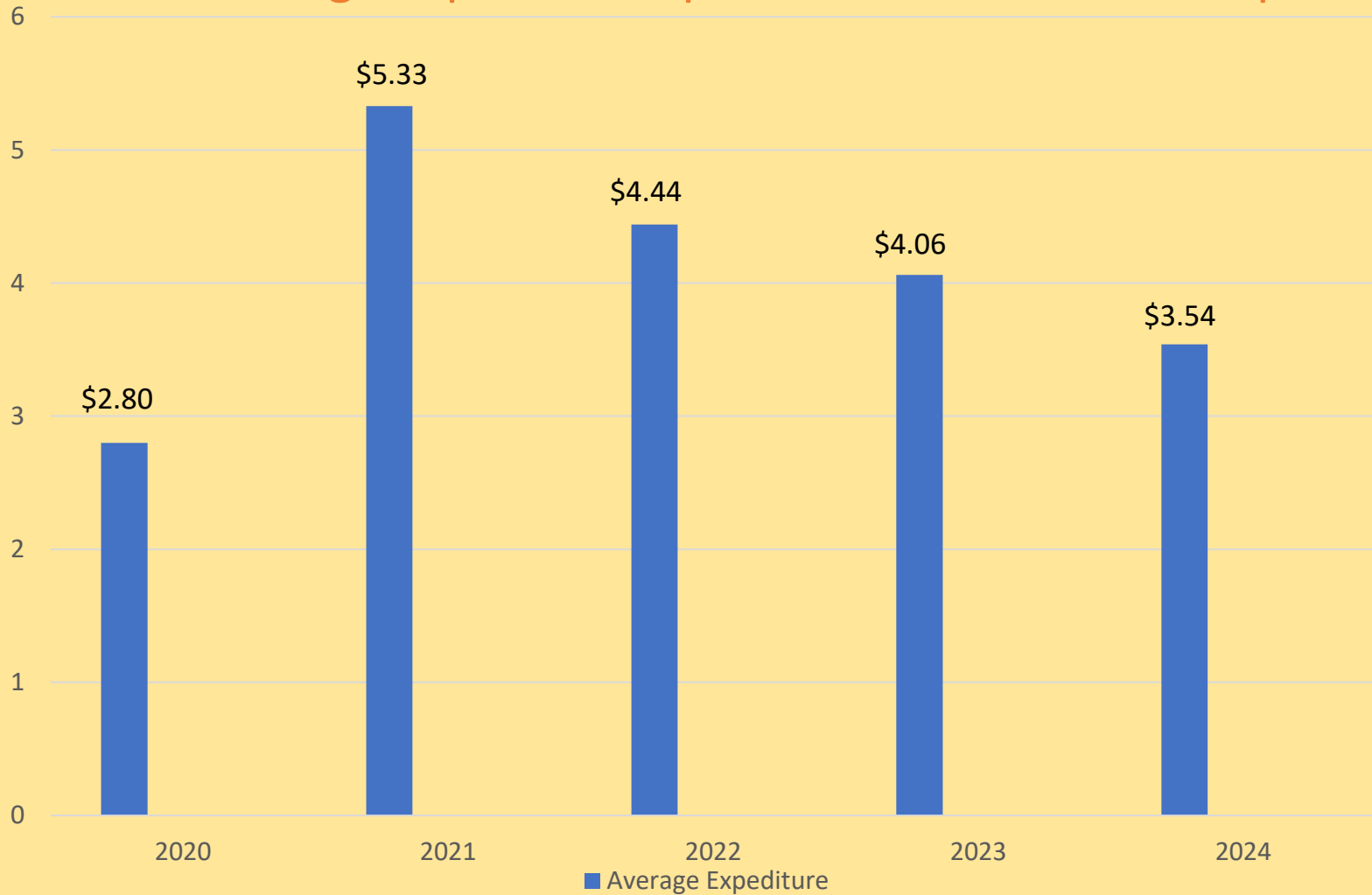
Dec 30, 2023 - Dec 25, 2024 \$148,549.89 Dec 31, 2022 - Dec 27, 2023 \$149,712.04

▼ 0.78%

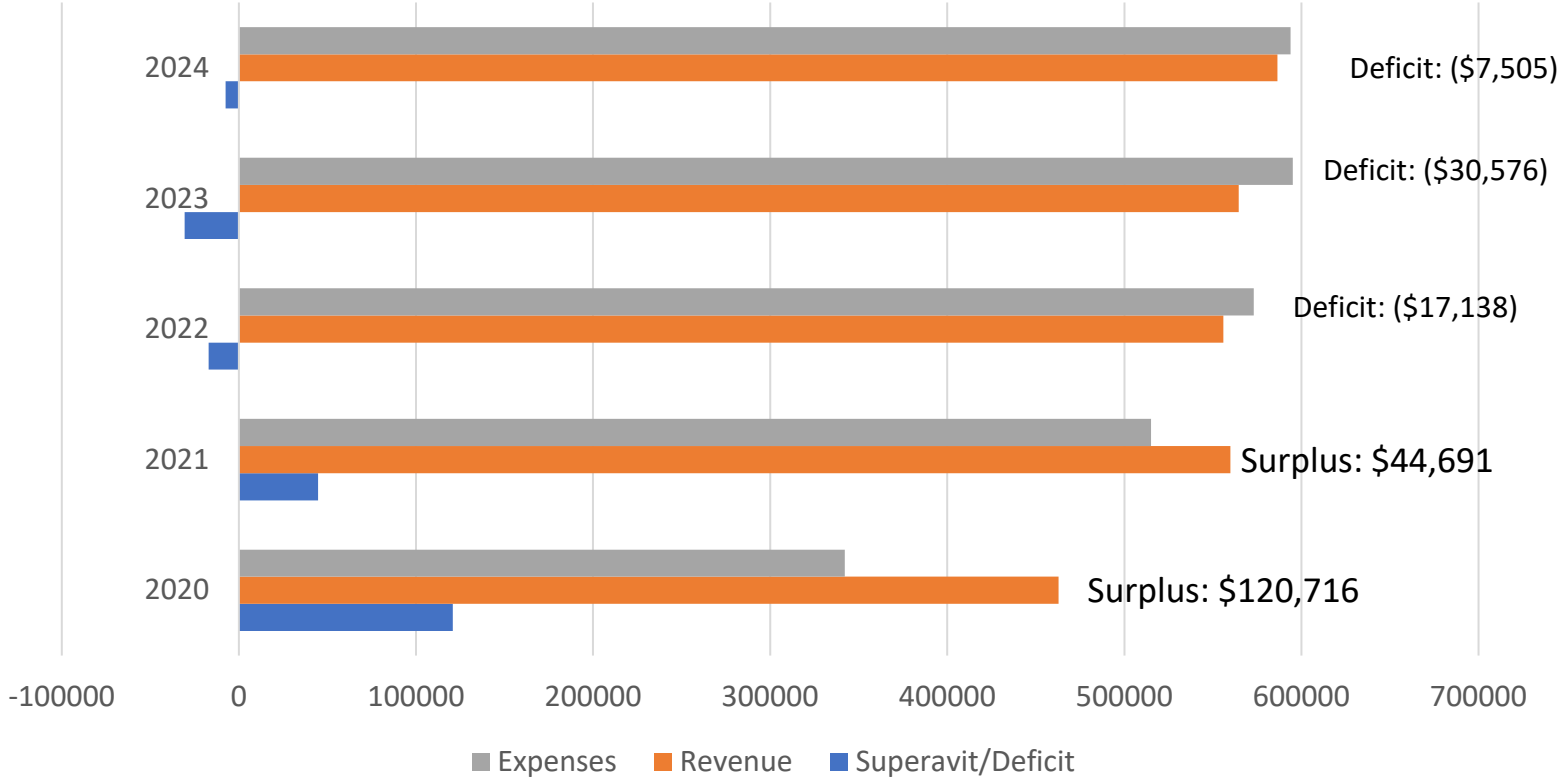


More visitors expending less money, a sign of increasing inflation

Average Expenditure per visitor at the Gift-Shop

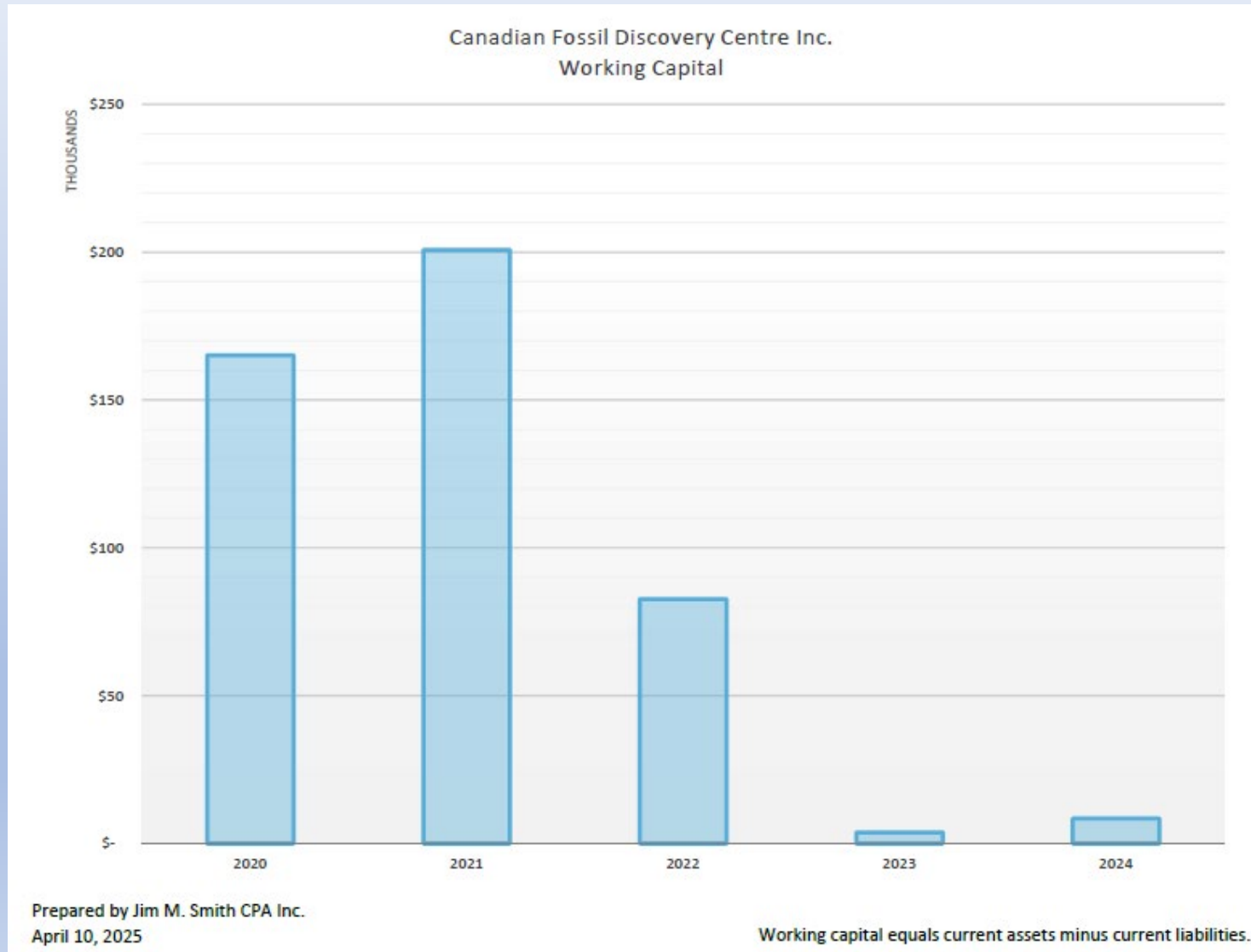


Surplus vs Deficit



Accumulative Surplus in last 4 years: \$110,188

Decrease of Working Capital

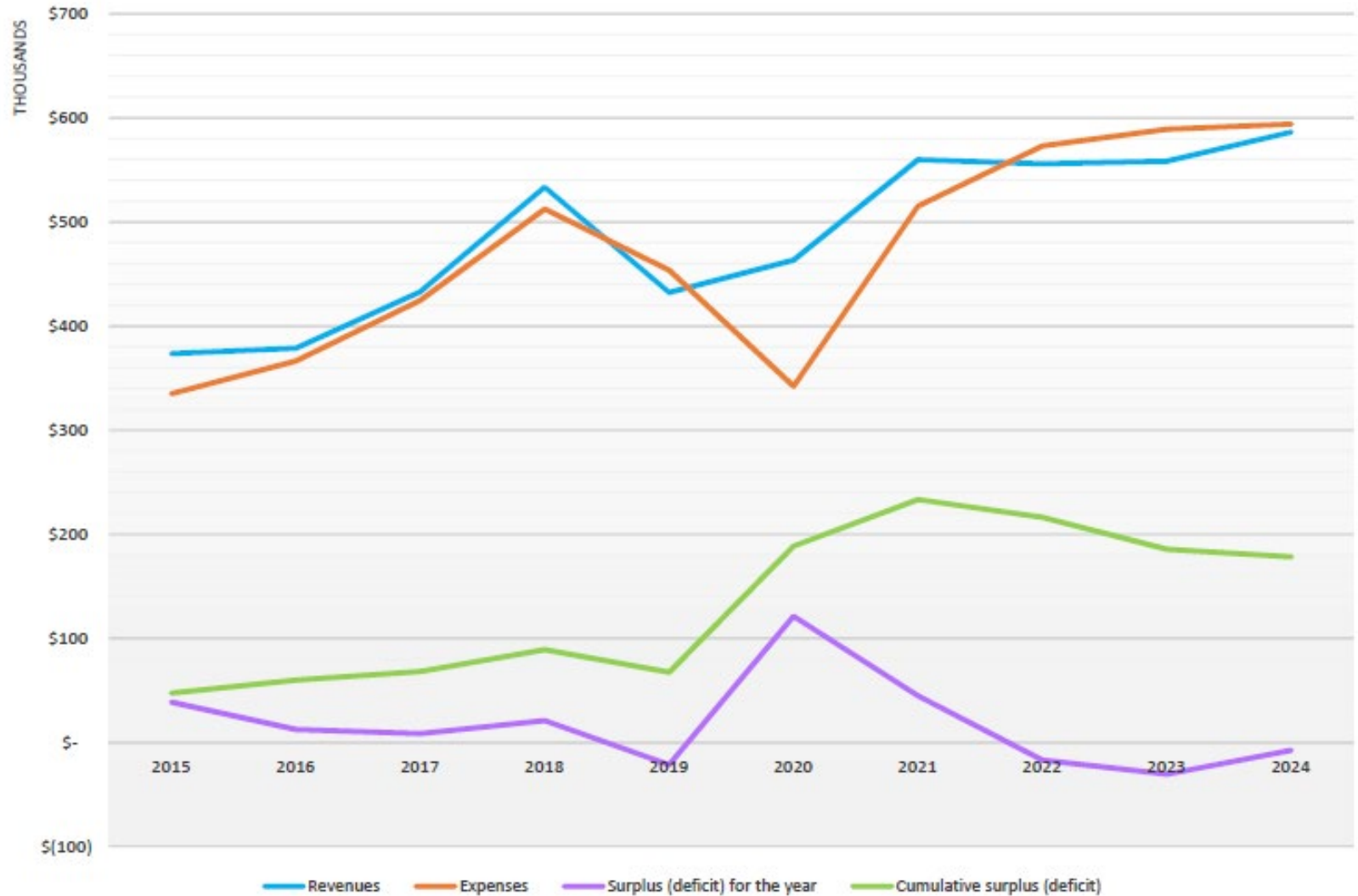


Has the CFDC incurred in deficit during the last few years? Not exactly!

We have been accumulating surplus during pandemic closures due to decrease in expenses and increase in Federal emergency operational grants.

We have been spending that surplus since the pandemic ended until now.

Canadian Fossil Discovery Centre Inc. 10 Year Operating Results and Surplus



GRANT ACTIVITY

Grants Approved 2024(other than Municipal)

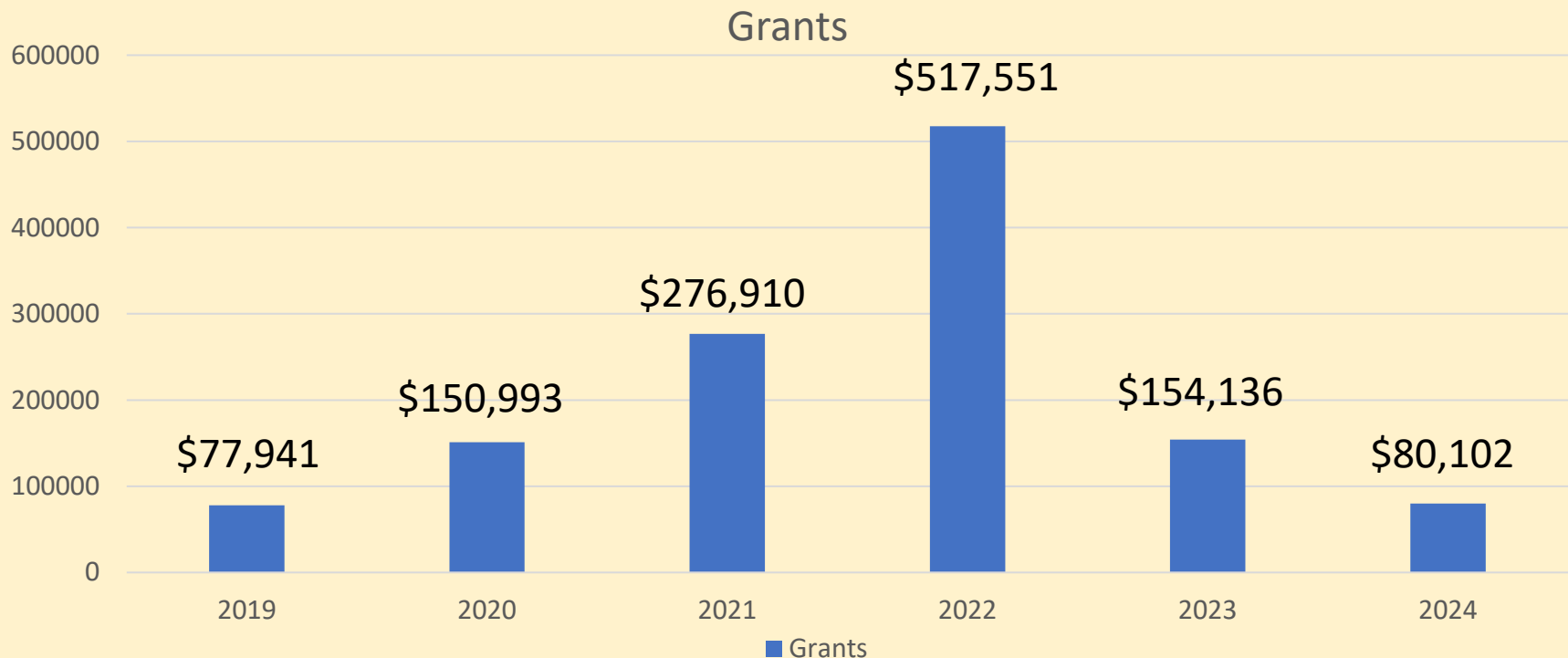
Provincial

- Community Museum Project Support
- Green Team

Federal

- Canada Cultural Spaces Fund
- Young Canada Works
- Canada Summer Jobs
- Mitacs

Obtained Grants (Other than Municipal)



Have we suffered a decrease in grants? No, we didn't.

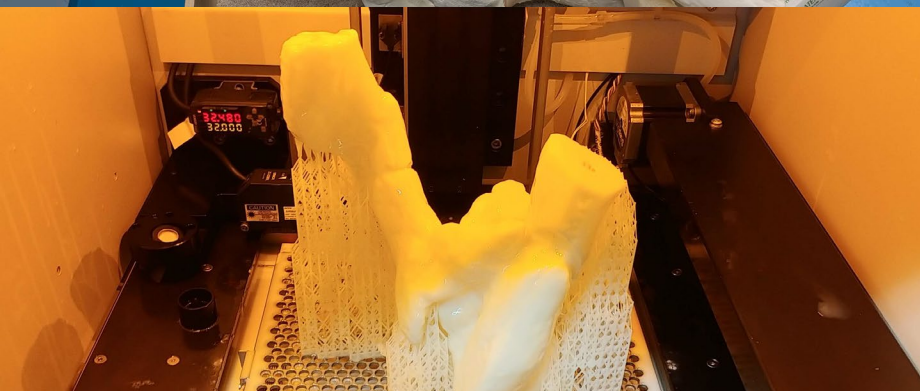
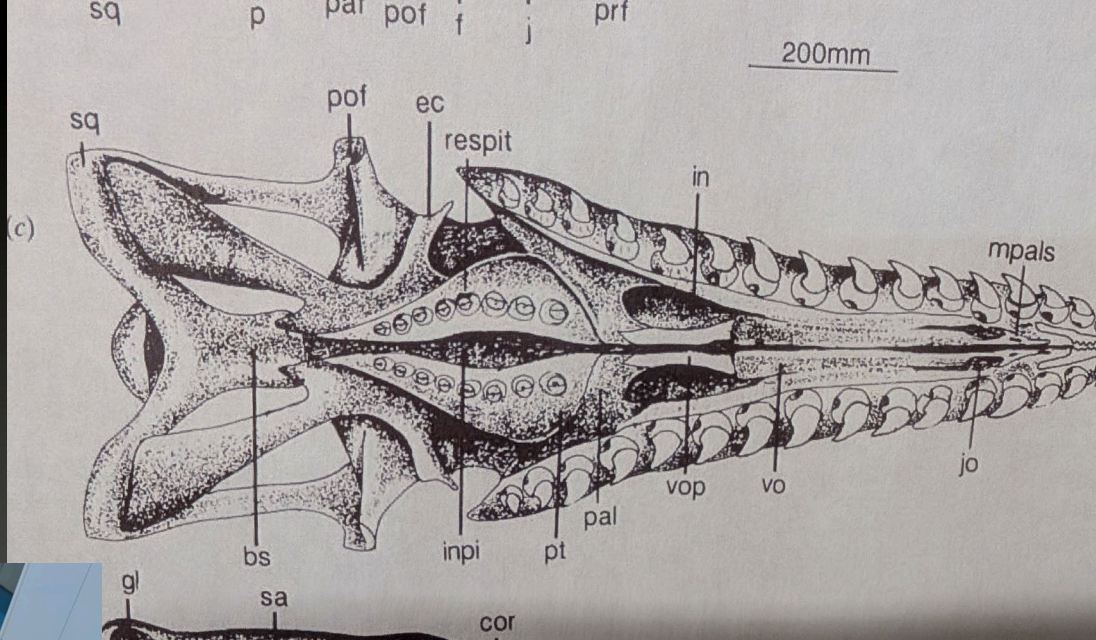
The variation in amount received is due to the different needs and cost of every project

PROJECTS 2024

**RECONSTRUCTION OF THE
SPECIMEN TYPE'S SKULL
OF
*TYLOSAURUS PEMBINENSIS***













COMMUNITY MUSEUMS PROJECT SUPPORT

HERITAGE BRANCH



SIGNATURE MUSEUMS FUND

ACTIVITIES AT THE CENTRE AND BEYOND

David Lumgair: 50 years supporting science and knowledge

- 18.38 acres: 4 acres agricultural land
14 acres grass land
- Located very near of the original Bruce's discovery site, found exactly 50 years ago
- The potential of finding new, spectacular specimens is very high
- The Municipality of Stanley built half a mile gravel road to the site with no cost for the CFDC (\$14,000 value)
- The property has been fenced all around



DIG TOURS 2024

- 2024 has been the second year to conduct Dig Tours in a professional manner for the CFDC
- The new Field & Research Station has been a game changer for field activities
- Dig Tours were successfully conducted with 67 paid participants during 2024 with a registration fee of \$200 per person



Day Camps 2024



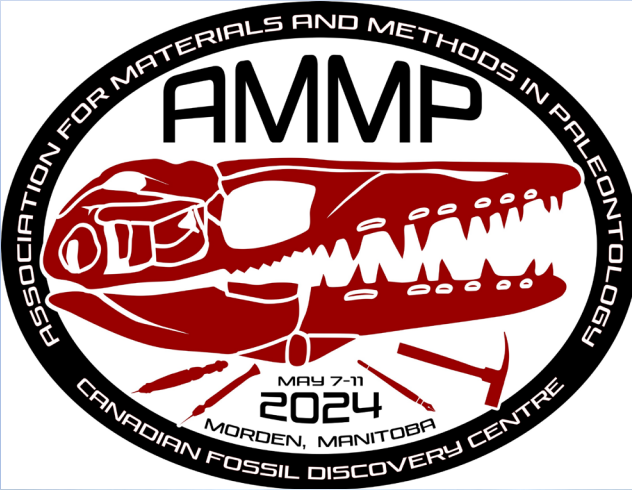
480 kids enjoyed games, tours, and crafts at our Day Camps in 2024

SCHOOL TOURS 2024



- 1590 Students
(830 in 2023)
- 51 School Museum Tours
(30 in 2023)

2024 ANNUAL MEETING OF THE ASSOCIATION FOR MATERIALS AND METHODS IN PALEONTOLOGY



88 Attendees from USA,
UK, and Canada stayed
in Morden for 6 days



FIELD TRIP 2024 ANNUAL MEETING OF THE CANADIAN SOCIETY OF VERTEBRATE PALAEOONTOLOGY



OUTREACH



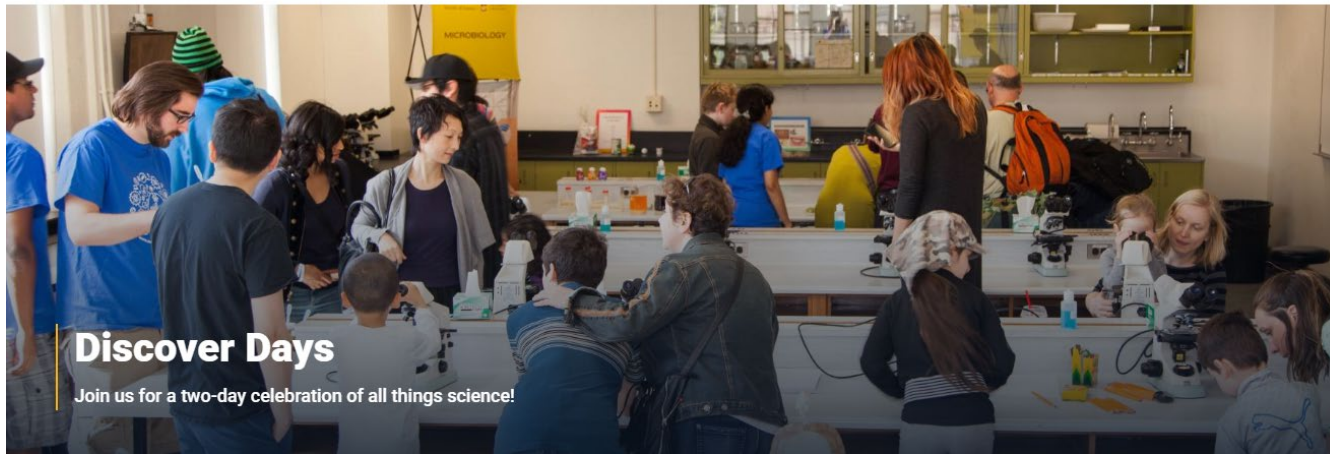
Faculty of Science

Programs of study

Student experience

Research

Community and partners



Discover Days

Join us for a two-day celebration of all things science!



4 years Research Project
\$106,666.66 approved grant
distributed in 4 years

Approval from Mitacs for the hiring of a Palaeontologist to pursue a
research for a PhD in

Taphonomy and diversity of Cretaceous marine vertebrates of
Manitoba

Candidate selected: Bruno Costa

Research + Peer-reviewed Publications

=

Pointing out the Value and Awareness of CFDC Collections at International Level



Partnership with University of Manitoba

EXPECTED NEW SCIENTIFIC PUBLICATIONS COMING SOON:

- Possible new Species of a short-neck Plesiosaur
- Possible new Genus and Species of Shark
- Possible new Taxon of fish
- Possible new mosasaur species

Destination Area Assessment

Commissioned by Travel Manitoba to Sinclair Barnes Ltd and Probe Research Inc



This concept has the advantage of having the core of the idea in place - the Canadian Fossil Discovery Centre. What is needed is a tourism strategy that wraps around this core and supports both the centre's development and Morden Winkler's other assets. This strategy should include the development of additional packages and assets as well as marketing, branding and wayfinding signage. While the fossil centre is in Morden, this concept will be strongest if it uses the centre as a hook (the boulder) around which the rocks and pebbles throughout Morden, Winkler and the RM of Stanley can come together and be packaged to create a complete visitor experience.



Creating a Business Case

NEW FACILITY PROJECT

Canadian Fossil Discovery Centre Implementing a Business Case

Justification of
Investment

Creating a Strong
Business Case
for a New Facility

Compiling Necessary Documents to face a Fundraising Campaign

Commissioned and Delivered:

1. Preliminary Architectural Design
2. Feasibility Study
3. Business Plan for a New Facility
4. Climate Impact Assessment
5. Class D Estimate
6. Fundraising Campaign Audit

Pending to be Commissioned:

1. Fundraising Campaign Feasibility Study

Conclusions

1. The CFDC is doing its job increasing visitation and the self-generated income at the maximum possible extent
2. This effort has been partially overridden by the accumulative inflation
3. The CFDC is year by year decreasing the dependency on the City of Morden Operational Grant being at 45% of its current operations (2023 – 48%), the lowest in the last decade
4. The economic impact of the CFDC in Morden is undeniably growing every year
5. The CFDC Strategic Plan for a New Facility needs the active support of the Community to success

**THANKS FOR A GREAT YEAR AND THE INCREDIBLE
SUPPORT RECEIVED FROM THE THREE LEVELS OF
GOVERNMENT, EMPLOYEES, VOLUNTEERS, AND
VISITORS.**

