



17

13/05/99

To: The Board of Governors of Exhibition Place

From: Dianne Young
Interim General Manager
The Board of Governors of Exhibition Place

Arlene Campbell
Interim General Manager
The National Trade Centre

Subject: **Ontario Quarter Horse Association**

Recommendations:

It is recommended that the Board grant a written forgiveness to the Ontario Quarter Horse Association (OQHA) in the amount of \$26,226.57

Background:

During the past several months, The National Trade Centre, on behalf of the Board, has entered into many discussions with the Ontario Quarter Horse Association regarding the status of their overdue account. During these discussions we have come to the conclusion that the Board should grant forgiveness for the balance of the OQHA's account and write the balance off as a bad debt. This amount was fully provided for in the 1998 operating results.

Discussion:

The recommendation with respect to granting forgiveness to the OQHA comes after reviewing their financial statements for 1998 and letter (See Appendix "A"), which indicates an inability to pay this debt.

The OQHA has been with the Board of Governors for 30 years and have maintained an account of good standing. To show good faith they have made payments of \$2,000.00 and \$4,911.25 in 1999. In 1998 the Board received a net profit of \$141,447.77 net of expenses from rent, parking, services and catering. Therefore the write off of \$26,226.57 reduces our total net profit to \$115,221.20.

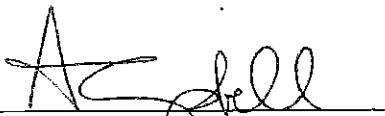
We have sought advice from City Legal and they support this recommendation.

Conclusion:

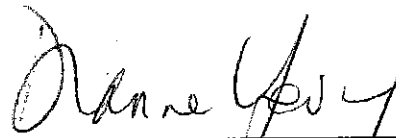
This report recommends that the Board grants forgiveness to the Ontario Quarter Horse Association in the amount of \$ 26,226.57 and writes it off as a bad debt.

Submitted by:

Reviewed by:



Interim General Manager
National Trade Centre



Interim General Manager
Board of Governor of Exhibition Place

ONTARIO QUARTER HORSE ASSOCIATION INC.

P. O. Box 4
HAMPTON, Ontario L0B 1J0

April 10, 1999.

Ms. Arlene Campbell,
Director of Finance,
The National Trade Centre,
Exhibition Place, 100 Princes' Blvd.,
Toronto, Ontario M6K 3C3.
Fax: (416)-263-3019.

Dear Ms. Campbell;

Thank you for your patience in dealing with Quarterama '98's outstanding balance.

As you can see from the enclosed financial statement for O.Q.H.A. for 1998, the Ontario Quarter Horse Association was reliant on a successful show in order to fund much of the Association's operating expenses for each year. With the rather dismal financial results of both Quarterama '97 and Quarterama '98 owing to a number of circumstances, the majority beyond the association's control, the situation has had a major impact on the association. As explained earlier, the association closed their office in Milton last year in order to reduce operating expenses. Publication of the O.Q.H.A. News was suspended until the Accounts Receivable could be brought into line. Work is being done to reduce Printing and Publishing costs of the O.Q.H.A. News as well.

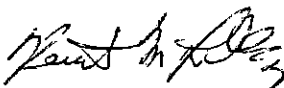
You will see from the Assets List of the O.Q.H.A. Inc., that any assets are limited to a variety of Office Furniture and used Office Equipment with very little resale value. The financial statement does not clearly show that a substantial percentage of the funds indicated on the statement were collected in trust for Drug Testing under A.Q.H.A. Approval.

As requested I have submitted the following as proposed at our meeting with Jeff and yourself :

1. Impact Study as provided with permission from Lynda Harrison Sisson of the Rider.
2. List of O.Q.H.A. Assets
3. Assignment of the 5% rebate on Commercial Exhibitors and Sponsors as provided by the Toronto International Quarter Horse Show to O.Q.H.A. Inc. as per O.Q.H.A.'s agreement with the Toronto International Quarter Horse Show and Ms. Lynn Dillabaugh. (Cheque in the amount of \$4,911.25.)
4. Cheque for \$2,000 provided in good faith from the limited funds of the Association.
5. Agreement to forward any funds collected with regards to outstanding Commercial or Horse Exhibitors from Quarterama '98 to the National Trade Centre.
6. Financial Statement for O.Q.H.A. Inc. for 1998.

The O.Q.H.A. Association Inc. and its Board of Directors would request a written forgiveness of the balance of the outstanding amount shown as owing. This is being asked in light of the release of the dates to the Toronto International Quarter Horse Show providing The National Trade Centre with ongoing rental income and impact to Toronto in 1999 and future years. As well, your Board's Consideration of the 30 year history and support of Quarterama and the Ontario Quarter Horse Association of your facility and city would be appreciated.

Yours truly,



Kenneth "Ken" McLellan,
'98 O.Q.H.A. President.
(519)-289-5526 Phone & Fax.

2 MILLION

By:

Lynda Harrison Sisson

DOLLAR IMPACT

And so yet another Quarterama begins.

This, the 21st edition of Ontario's salute to the Quarter Horse breed takes place, as usual, at Exhibition Place, on the Lakeshore in Toronto and runs throughout the week from Monday, March 5th until Sunday, March 11th.

Being held in the late winter, Quarterama serves to lengthen the show season in the north east and it also brings attention and interest to horses several months before the nice spring weather would do it

naturally. The impact that Quarterama has on the horse industry is tremendous and is acknowledged by all involved, but little thought has been given in the past, to what effect Quarterama has on the Toronto or Ontario general economy.

When the figures are added up, the amount of money generated by this one week horse show is almost unbelievable.

The American Horse Council has a simple formula (No. of Horse x No. of People x No. of Show Days x Dollars per Day equals Financial Impact) and by using this as a base it can be estimated, to some degree, approximately how much money is spent in the area during the show.

For the seven days of the show there will be a minimum of 1,000 horses stabled in the Horse Palace at all times. It is generally accepted that each horse will have, at least, 3 people with it. For the sake of this survey it can be assumed that each group of three is a family unit that will share accommodations and transportation.

Costs can add up quite rapidly. There are 1,000 motel or hotel rooms at least \$75.00 per day on the average (1,000 x \$75 x 7) at a total of \$525,000.00 for the week. Each person will spend at least \$25.00 a day for food, pop and snacks (a very modest figure given the cost of such things in Toronto)

x 7) \$325,000.00. Each group will park at the Exhibition grounds (1,000 x \$6. (1989 rates) x 7) and this \$42,000.00 goes straight to the City of Toronto Parking Authority.

The Quarterama Committee alone, books 90 rooms to house its 200 plus workers for the 8 days that they have to spend at the show. (90 x \$75 x 8) \$54,000.00.

Committee members will also spend at least \$25.00 a day on their food (200 x \$25 x 8) or \$40,000.00 in all. Given the fact that many committee folks are friends and travel back and forth together they probably only use up 50 parking spots (50 x \$6 x 7) costing \$2,100.00. To account for the Commercial Exhibitors. There are approximately 100 different commercial exhibits with probably an average of 3 people per space.

Many of these people do commute daily so a figure of 30 rooms for the week would be low but still fairly accurate. (30 x \$75 x 7) \$15,750.00. The commuters still eat and park so these things will cost (300 x \$25 x 7) \$52,500.00 and (150 x \$5 x 7) \$5,250.00 respectively.

Just by exhibitors and committee people this adds up to some whopping big sums. There is over \$615,000.00 spent on food, nearly \$600,000.00 spent on accommodation and nearly \$70,000.00 Exhibition Grounds: by these groups alone. Spectators add to the revenue. The total at:

Quartermas are a well guarded secret, so the numbers' can only be estimated.

It's ridiculously low, but let's assume that Quartermas attracts 20,000 adult spectators who attend only for a day or part day during the week and who share transportation.

This adds \$200,000.00 (20,000 x \$10 x 1) to what is spent on food and \$50,000.00 (10,000 x \$5 x 1) to what is paid for parking during the week.

Aside from their food, lodging and parking, horse and commercial exhibitors pay a great deal of money to be a part of Quartermas.

Rather than break these amounts down specifically it is more sensible to look at the over all picture.

While their financial statements remain confidential, Quartermas is known to operate with an expense budget of between six and seven hundred thousand dollars.

It has already been shown that close to \$100,000.00 is spent to take care of the expenses of their personnel. Another \$100,000.00 plus goes directly to the Exhibition Place for rental of the facilities.

Prize money and awards returned to horse exhibitors will well exceed \$100,000.00. The remaining \$300,000.00 plus, is not spent on champagne and caviar, but rather goes to handle things like: security, clean out, draping exhibit space, furnishing offices, and a

penises that add up so drastically over the week.

Quartermas has declared a profit (in 1989 just over \$30,000.00) and these monies are either channeled into the treasury of the Ontario Quarter Horse Association or put right back into the next Quartermas. Either of these financial assignments put the money directly into the Ontario economy.

This article doesn't even begin to address the money spent on items like gas and transportation to and from Toronto, nor does it attempt to estimate how much is actually spent on other goods and services by the exhibitors while they are in Toronto, but even without considering these sums the contribution to the economy of Toronto.

Quartermas is well in excess of two million dollars. At the present time there is no other facility in the province of Ontario that can host a major, international horse show such as Quartermas and it does seem that the management of Exhibition Place, the municipal government and all of the local hotels and restaurants are more than aware of the fact. There is a faint glimmer of hope on the horizon. The Western Fair Grounds in London, Ontario can presently offer almost everything needed to house Quartermas. The location is excellent, with sufficient hotels

to Toronto, which are printed in the program, the city or region does not respond with any funding or support for the show, in spite of the fact that it produces over two million dollars for their economy.

The food section area of Exhibition Place (which gets a good portion of the \$300,000.00 plus spent on food during the week) have co-operated to the point that they will actually provide 24 hour food service in the Horse Palace area of the show.

Other than the headquarters hotel, the Lakeshore Inn, which does help somewhat, the hotels and motels in the area contribute exactly nothing directly or indirectly to Quartermas. Certainly this is a disgusting state of affairs but Exhibition Place does have a monopoly where big horse shows are concerned.

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There is a faint glimmer of hope on the horizon. The Western Fair Grounds in London, Ontario can presently offer almost everything needed to house Quartermas. The location is excellent, with sufficient hotels

people. There are currently 600 permanent box stalls, with lots of areas for temporary stalls and for commercial exhibits.

What it presently lacks is a coliseum with a large enough show ring and adequate seating for spectators, but they do have the land and even the plans with which to build one. When the proper funding is obtained and the facility built, at the Western Fair Grounds, the OCHA and any other group wishing to produce a major horse show will finally have the luxury of deciding where to hold their event, and it could be expected that a bit of competition might wake up the powers that be in Toronto and get them looking at what Quartermas actually does for them.

In the meantime, Quartermas will continue to attract these thousands of people many of them from outside the province and, indeed, quite a few of them from out of the country and Quartermas will continue to be the conduit which funnels well over two million dollars into the Toronto and area economy.

Quartermas is well recognized within the horse world for its major impact upon the horse industry, but it seems that it has an even bigger impact on the economy at large, and it is certainly about time that this contribution receives the respect and support that it, so

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THE RIDER
LYNDA HARRISON SISSON

THE ONTARIO QUARTER HORSE ASSOCIATION INC.						
ASSET LIST						
ASSET	ITEM #	PUR VAL	EST VAL	LOCATION		
		1994	1999			
VACUUM CLEANER	1	\$ 80.00		V.LOVE		
TIME POSTER	1	\$ 8.99		V.LOVE		
LASER JET PRINTER	1	\$ 300.00		V.LOVE		
COMPUTER SYSTEM	1	\$ 200.00		V.LOVE		
OFFICE FAX MACHINE	1	\$ 429.00		J.VANDERHAM		
STORAGE CABINETS	2	\$ 190.00		V. LOVE		
LATERAL CABINET	1	\$ 279.00		V.LOVE		
BOOKCASE	1	\$ 120.00		V.LOVE		
SECRETARY CHAIR	1	\$ 129.99		V.LOVE		
CALCULATOR	1	\$ 99.99		V.LOVE		
RECORDING MACHINES	3			V.LOVE		
OFFICE SUPPLIES		\$ 200.00		V.LOVE		
WALLCLOCK	1	\$ 14.99		V.LOVE		
CORKBOARD	1	\$ 28.99		J.VANDERHAM		
GARBAGE CONTAINER	1	\$ 6.99		V.LOVE		
TABLE TOPS	6	\$ 161.94		J. VANDERHAM		
TABLE LEGS	6	\$ 95.94		J. VANDERHAM		
CHAIRS	24	\$ 540.00		J. VANDERHAM		
GLASSES	27	\$ 10.47		J. VANDERHAM		
CUPS	24	\$ 9.62		J. VANDERHAM		
SAUCERS	24	\$ 7.08		J. VANDERHAM		
PITCHERS	4	\$ 23.80		J. VANDERHAM		
REFRIGERATOR	1	\$ 380.00		J. VANDERHAM		
YOUTH AWARDS&TROPHIES	6	APPROX.		J. VANDERHAM		
STALL MATS		\$ 453.00		J. VANDERHAM		
MINUTE BOOKS				KEN MCLELLAN		
OFFICE SAFE	1			KEN MCLELLAN		
QUARTERAMA FAX MACHINES	2			VALERIE LOVE		
QUARTERAMA FAX MACHINE	1			JULES VANDERHAM		
QUARTERAMA TYPE WRITER	1			JULES VANDERHAM		
COFFEE MAKER	1			JULES VANDERHAM		
ONTARIO FAX MACHINE	1			DAN PATTERSON		
ONTARIO FAX MACHINE	1			RON MCMANN		
ONTARIO FAX MACHINE	1			JULES VANDERHAM		
MONTHLY PLANNER BOARD	1			JULES VANDERHAM		
FLAG STAND	1			JULES VANDERHAM		
RED DRAPES				JULES VANDERHAM		
ONTARIO BOOTH				KEN MCLELLAN		
AUCTION STAND	1			NELSON BILYEA		
PICTURE OFFICE	1			LYNN SCOTT		
YOUTH PICTURE BOOK AND						
HORSE SHOW MEDALLIONS				ROY IONSON		

THE ONTARIO QUARTER HORSE ASOCIATION			
1998 FINANCIAL REPORT			
BANK OF MONTREAL DEC 31/97			\$49,096.19
BANK OF T.D. VISA DEC 31/97			\$3,337.78
BANK OF MONTREAL RIDE AWAY FUND DEC 31/97			\$8,534.67
BANK OF MONTREAL INCENTIVE FUND DEC 31/97			\$103.31
OFFICE POSTAGE FLOAT			\$40.10
TOTAL BANK DECEMBER 31/97			\$61,112.05
INCOME			Account Total
Newsletter			\$36,100.96
Newsletter Committees			\$2,982.07
Membership 98			\$31,408.02
Membership 99			\$1,729.08
OAQHA 98			\$325.00
OAQHA 99			
OYQHA 98			\$100.00
OYQHA 99			
Banquet tickets 98			\$6,640.75
Banquet tickets 99			
Banquet Sponsor			\$282.80
Banquet Silent Auction			\$1,628.04
Drug Testing			\$11,100.85
Show & Contest			\$1,276.55
OQHBF Transfers			\$2,766.35
Quarterama Transfers			\$8,994.01
Incentive Fund Open			\$875.00
Incentive Fund Amateur			\$1,475.00
Incentive Fund Youth			\$1,450.00
Incentive Fund Sponsorship			\$1,500.00
Ride Away Tickets/Trailer			\$6,500.00
O E F			\$2,569.00
A.Q.H.A. Sponsorship			\$500.00
Miscellaneous			\$43.08
Bank Interest			\$972.24
U S Exchange			\$600.22
Awards Sponsorships			\$525.00
Incentive Fund Interest			\$102.27
GIC Incentive Fund Dec 31/98			\$1,048.62
TOTAL INCOME 1998			\$123,494.91
EXPENSES			
ADMINISTRATION			
YearEnd Accounting			\$500.00
Donation/Flowers			\$275.43
Insurance			\$2,808.00
Meetings			\$316.51
Miscellaneous			\$0.00
Presidents Expense			\$800.00
Recording Secretary Honorarium & Expense			- \$1,582.57

ONTARIO QUARTERHORSE ASSOCIATION INC.

COMMUNITY ACCOUNT 136

PAY TO THE ORDER OF

National Horse Centre
Two Thousand \$ 2000.00

DATE *Jan 20/99*

Security feature included. Write on back.



Bank of Montreal
55 ONTARIO ST. S. TEL: (905) 878-8160
MILTON, ONT. L9T 2M3

MEMO *Payment on Account*

Paul H. Miller
Statenville

⑈ 136 ⑈ ⑆ 29872001 ⑆ 8043673 ⑈

ONTARIO QUARTERHORSE ASSOCIATION INC.

COMMUNITY ACCOUNT 168

PAY TO THE ORDER OF

The National Horse Centre
Four Thousand Nine Hundred and Twenty Five \$ 4911.25

DATE *MARCH 14/99*

Security feature included. Write on back.



Bank of Montreal
55 ONTARIO ST. S. TEL: (905) 878-8160
MILTON, ONT. L9T 2M3

MEMO

Paul H. Miller
Statenville

⑈ 168 ⑈ ⑆ 29872001 ⑆ 8043673 ⑈

