

Balance Sheet

	2019	2020
	Audited	Audited
	Statements	Statements
Assets		
Bank	\$-298,848	\$166,635
Investments	8,324,983	7,181,553
Accrued Interest	101,679	62,763
Accounts Receivable	3,113,825	1,253,713
Loan Receivable	720,000	620,000
Prepaid Expenses	643,192	120,047
Land/Building-Vineland	57,645	57,645
Land/Building-Head Office	5,601,175	6,348,702
CNLA-Equity Position	-560,117	-634,870
Total Assets	\$17,703,533	\$15,176,188
Liabilities & Surplus		
Accounts Payable	\$687,204	\$297,280
Accounts Payable-Sector Groups	50,227	68,194
Accounts Payable-Chapters	601,591	542,596
Accounts Payable-Special Projects	739,326	469,076
Deferred Revenue	3,551,877	1,655,317
Hort. Centre Improvement Fund	5,015,649	4,949,460
Hort. Profession Development Fund	809,556	706,880
Technology Fund	16,243	-8,621
Promotion Fund	2,916	36,566
Legacy Fund	6,111,725	6,159,314
Net Income	117,218	300,126
Total Liabilities & Surplus	\$17,703,533	\$15,176,188

Investments

	Year End Aug. 31/19	Year End Aug. 31/20
Bonds/GICs Recorded at Cost		
Res Brookfield	\$0	\$430,181
Res Fairfax Financial	400,697	400,697
TD Bank	500,454	264,477
Province of Quebec	450,000	0
Royal Bank GIC (Waterloo/London Chapter)	60,000	80,000
Bank of Montreal	399,999	0
Cash Position	412	34
Total Bonds/GICs	\$1,811,562	\$1,175,388
Mutual Funds/Equities Recorded At Market Value		
Nexus/RBC Portfolio	\$3,051,509	\$2,701,372
TD Wealth Portfolio	2,905,833	2,403,447
RBC Dominion Securities	556,080	901,346
Totals Mutual Funds/Equities	\$6,513,422	\$6,006,165
Total Investments	\$8,324,983	\$7,181,553

Fund Allocations

	2019 Audited Statements	2020 Audited Statements
Horticultural Profession Development Fund		
Opening Balance	\$1,187,323	\$809,556
Expenditures	(504,283)	(397,623)
Revenues-Funding/Misc	126,515	294,947
Transfer From (To) Other Funds	0	0
Transfer From Net Income	0	0
Closing Balance	\$809,556	\$706,880
Horticultural Centre Improvement Fund		
Opening Balance	\$4,423,455	\$5,102,867
Expenditures	(4,901,956)	(884,550)
Revenues-Funding/Misc	1,278,378	58,369
Capitalized Renovation Expenses	4,215,772	672,775
Transfer From Net Income	87,218	270,126
Closing Balance	\$5,102,867	\$5,219,586
Technology Fund		
Opening Balance	\$34,050	\$26,243
Expenditures	(17,806)	(34,864)
Transfer From Net Income	10,000	30,000
Closing Balance	\$26,243	\$21,379
Promotion Fund		
Opening Balance	\$21,066	\$22,916
Expenditures	(18,150)	13,650
Transfer From Net Income	20,000	0
Closing Balance	\$22,916	\$36,566
Legacy Fund		
Opening Balance	\$6,043,276	\$6,111,725
Expenditures	0	0
Revenues-Funding/Misc	68,448	47,589
Transfer From (To) Other Funds	0	0
Transfer From Net Income	0	0
Closing Balance	\$6,111,725	\$6,159,314

Departmental Summary - Pre-Allocations

	2019 Audited Statements	2020 Audited Statements	2020 Revised Budgets	2021 Revised Budgets	2022 Proposed Budgets
Revenue					
General	\$196,851	\$415,673	\$218,100	\$113,800	\$113,800
Membership	1,536,917	1,620,352	1,582,000	1,503,250	1,503,250
Publications	856,088	834,525	819,900	765,900	765,900
Congress	2,439,309	2,465,308	2,365,275	590,750	590,750
Education	163,025	191,464	231,000	353,125	353,125
Total Revenue	5,192,188	5,527,322	5,216,275	3,326,825	3,326,825
Expenses					
General	2,678,627	2,828,022	2,689,000	2,575,000	2,575,000
Membership	754,683	730,538	752,296	504,420	504,420
Publications	249,233	275,832	293,200	195,700	195,700
Congress	1,266,836	1,296,900	1,298,636	59,000	59,000
Education	120,024	95,667	149,000	59,750	59,750
Total Expenses	5,069,403	5,226,959	5,182,132	3,393,870	3,393,870
Net Income (Loss)	\$122,785	\$300,363	\$34,143	(67,045)	(67,045)

Income Statement - General

	2019 Audited Statements	2020 Audited Statements	2020 Revised Budgets	2021 Revised Budgets	2022 Proposed Budgets
Revenue					
Rent	\$48,585	\$69,338	\$84,600	\$30,000	\$30,000
Administration Fees	85,474	58,977	65,000	40,000	40,000
Earned Interest	48,907	31,628	50,000	34,000	34,000
Gains/Losses-Investments	8,668	114,188	10,000	5,000	5,000
Information Technology/Web Fees	4,450	7,500	8,000	4,800	4,800
Miscellaneous	767	134,041	500	0	0
Total Revenue	196,851	415,673	218,100	113,800	113,800
General Expenses					
Administrative Expenses					
Property Taxes	77,133	52,337	67,000	73,000	73,000
Telephone	22,368	18,510	22,000	20,000	20,000
Hydro	17,102	16,434	44,500	23,000	23,000
Heat	24,317	12,653	25,000	16,000	16,000
Water	4,457	4,789	10,000	5,000	5,000
Maintenance-Yard	51,122	59,972	50,000	64,000	64,000
Maintenance-Building	37,370	82,088	30,000	65,000	65,000
Office Supplies	28,476	24,836	25,000	25,000	25,000
Office Equipment	24,975	29,401	25,000	25,000	25,000
Computer Equipment/Software	15,468	19,204	10,000	15,000	15,000
Information Technology/Web Expenses	23,079	22,959	24,000	23,000	23,000
Postage	7,990	5,277	9,000	5,000	5,000
Courier	429	1,036	500	500	500
Audit	20,750	21,550	22,000	22,000	22,000
Legal Fees	0	0	1,000	1,000	1,000
Advertising	500	517	500	500	500
Insurance Expense	7,364	42,686	25,000	38,000	38,000
Meeting Expenses	22,029	12,476	22,000	5,000	5,000
Travel	81,914	53,024	80,000	25,000	25,000
Dues & Subscriptions	9,057	11,993	9,000	10,000	10,000
Donations	250	0	500	500	500
Training (Staff)	3,373	8,184	3,000	1,500	1,500
Miscellaneous Expenses	24,890	69,640	15,000	5,000	5,000
Bank Charges & Interest	79,572	94,271	80,000	90,000	90,000
(Gain) Loss on Foreign Exchange	(15,058)	(3,769)	(15,000)	(5,000)	(5,000)
Total General Expenses	568,929	660,068	585,000	553,000	553,000
Compensation					
Wages	1,838,128	1,915,722	1,830,000	1,765,000	1,765,000
Benefits	155,683	144,396	160,000	150,000	150,000
Source Deductions	115,888	107,836	114,000	107,000	107,000
Total Compensation	2,109,698	2,167,954	2,104,000	2,022,000	2,022,000
Total Expenses	2,678,627	2,828,022	2,689,000	2,575,000	2,575,000
Net Income (Loss)	(2,481,776)	(2,412,349)	(2,470,900)	(2,461,200)	(2,461,200)
Wage Allocations	\$1,477,941	\$1,423,809			
Overhead Allocations	\$672,399	\$729,840			
Net Income (Loss) Net of Allocations	(331,436)	(258,701)			

Income Statement - Membership Services

	2019 Audited Statements	2020 Audited Statements	2020 Revised Budgets	2021 Revised Budgets	2022 Proposed Budgets
Revenue					
Membership Dues	\$1,349,472	\$1,409,683	\$1,400,000	\$1,300,000	\$1,300,000
Awards of Excellence	77,728	83,239	80,000	51,250	51,250
Merchandise	1,670	3,026	2,000	2,000	2,000
Referral Fees	108,047	124,403	100,000	150,000	150,000
Total Revenue	1,536,917	1,620,352	1,582,000	1,503,250	1,503,250
General Expenses					
CNLA Membership Dues	394,966	400,575	410,000	364,000	364,000
Member Subscriptions	88,000	88,000	88,000	88,000	88,000
Awards of Excellence	113,046	117,134	113,000	40,420	40,420
Membership Plaques	124	261	0	0	0
Annual Report	2,474	2,404	3,000	0	0
Merchandise	820	1,530	2,000	2,000	2,000
Membership Booth	11,221	17,061	12,000	0	0
Promotion-Members	17,867	11,975	25,000	10,000	10,000
Promotion-Canada Blooms	48,001	12,301	20,000	0	0
Total General Expenses	676,519	651,242	673,000	504,420	504,420
Chapters & Sector Groups					
Durham	9,232	9,256	9,256	0	0
Georgian Lakelands	9,700	9,808	9,808	0	0
Golden Horseshoe	9,802	9,842	9,842	0	0
London	8,752	8,896	8,896	0	0
Ottawa	9,404	9,416	9,416	0	0
Toronto	11,054	11,028	11,028	0	0
Upper Canada	5,040	5,520	5,520	0	0
Waterloo	9,500	9,530	9,530	0	0
Windsor	5,680	6,000	6,000	0	0
Designers	1,290	859	3,000	0	0
Garden Centre	0	0	3,000	0	0
Grounds Maintenance	539	-3,588	3,000	0	0
Growers	1,273	1,346	3,000	0	0
Interiorscape	0	0	3,000	0	0
Irrigation	1,670	445	3,000	0	0
Landscape Contractors	137	254	3,000	0	0
Landscape Lighting	81	332	3,000	0	0
Snow & Ice	577	473	3,000	0	0
Turf Management	0	117	3,000	0	0
Total Chapter/Sector Group Expenses	78,164	79,296	79,296	0	0
Total Expenses	754,683	730,538	752,296	504,420	504,420
Net Income (Loss)	\$782,234	\$889,813	\$829,704	\$998,830	\$998,830
Wage Allocations	(468,028)	(406,110)			
Overhead Allocations	(168,100)	(182,460)			
Net Income (Loss) Net of Allocations	\$146,106	\$301,243			

Income Statement - Education

	2019 Audited Statements	2020 Audited Statements	2020 Revised Budgets	2021 Revised Budgets	2022 Proposed Budgets
Revenue					
Special Projects	\$730	\$52,861	\$5,000	\$140,000	\$140,000
Trade Courses	154,012	133,962	220,000	213,125	213,125
Certification	8,283	4,642	6,000	0	0
Total Revenue	163,025	191,464	231,000	353,125	353,125
Expenses					
Special Projects	2,317	3,456	5,000	20,000	20,000
Trade Courses	92,592	65,822	110,000	18,750	18,750
Certification	6,406	4,742	6,000	0	0
Promotion	6,710	1,648	8,000	1,000	1,000
Foundation Scholarships Funding	12,000	20,000	20,000	20,000	20,000
Total Expenses	120,024	95,667	149,000	59,750	59,750
Net Income (Loss)	\$43,001	\$95,797	\$82,000	\$293,375	\$293,375
Wage Allocations	(212,689)	(210,336)			
Overhead Allocations	(84,050)	(91,230)			
Net Income (Loss) Net of Allocations	(253,738)	(205,768)			

Income Statement - Publishing, Landscape Trades Magazine

	2019 Audited Statements	2020 Audited Statements	2020 Revised Budgets	2021 Revised Budgets	2022 Proposed Budgets
Revenue					
Display Advertising	\$602,818	\$526,473	\$540,000	\$530,000	\$530,000
Web Display Ads	610	4,296	1,000	4,000	4,000
Polybag Inserts	29,718	43,947	32,000	40,000	40,000
Classified Ads	165	0	500	0	0
Direct E-Blasts	0	21,986	24,000	20,000	20,000
E-Ssentials	0	13,425	5,700	12,000	12,000
Subscriptions	923	304	1,000	200	200
Member Subscriptions	44,000	44,000	44,000	44,000	44,000
Total Revenue	678,234	654,432	648,200	650,200	650,200
Discounts					
Member Discounts	76,584	56,693	79,000	70,000	70,000
Agency Discounts	11,591	12,769	12,000	12,000	12,000
Total Discounts	88,176	69,462	91,000	82,000	82,000
Gross Revenue	590,058	584,970	557,200	568,200	568,200
Expenses					
Printing	56,104	65,138	74,000	42,000	42,000
Freelance Editorial	14,197	10,892	15,000	15,000	15,000
Editorial Travel	1,204	234	1,000	500	500
Sales Travel	16,065	6,590	13,000	4,000	4,000
Mail Preparation	3,602	4,749	3,500	3,000	3,000
Poly Bag Costs	10,038	9,877	12,000	12,000	12,000
Postage (2nd Class)	58,511	85,911	75,000	60,000	60,000
Postage(Foreign)	4,164	3,484	3,200	3,200	3,200
Courier Charges	513	239	500	500	500
Subscription Campaign	3,320	0	12,000	0	0
Promotion/Media Kits	3,553	2,523	2,000	1,000	1,000
Circulation Audit	4,098	4,330	4,500	4,500	4,500
Miscellaneous	0	4,875	250	250	250
Bad Debts	0	0	1,000	1,000	1,000
Total Expenses	175,370	198,842	216,950	146,950	146,950
Net Income (Loss)	\$414,688	\$386,128	\$340,250	\$421,250	\$421,250

Income Statement - Publishing, Landscape Ontario Magazine

	2019 Audited Statements	2020 Audited Statements	2020 Revised Budgets	2021 Revised Budgets	2022 Proposed Budgets
Revenue					
Display Advertising	\$152,856	\$142,222	\$135,000	\$130,000	\$130,000
Polybag Inserts	14,801	21,801	15,000	15,000	15,000
Classified Ads	45	180	200	200	200
Web Classified Ads	0	140	0	0	0
Enews Ads	28,725	24,099	37,000	30,000	30,000
Subscriptions	77	39	0	0	0
Member Subscriptions	44,000	44,000	44,000	44,000	44,000
Total Revenue	240,504	232,480	231,200	219,200	219,200
Discounts					
Member Discounts	23,174	19,197	23,000	20,000	20,000
Agency Discounts	1,601	1,143	1,500	1,500	1,500
Total Discounts	24,775	20,341	24,500	21,500	21,500
Gross Revenue	215,729	212,139	206,700	197,700	197,700
Expenses					
Printing	24,609	25,010	28,000	18,000	18,000
Freelance Editorial	2,400	3,450	2,000	3,000	3,000
Editorial Travel	403	499	1,000	500	500
Mail Preparations	3,534	3,025	3,000	2,500	2,500
Poly Bag Costs	5,409	7,562	4,500	6,000	6,000
Postage	20,177	22,630	19,000	18,000	18,000
Miscellaneous	213	0	250	250	250
Bad Debts	0	1,062	500	500	500
Total Expenses	56,744	63,239	58,250	48,750	48,750
Net Income (Loss)	\$158,985	\$148,900	\$148,450	\$148,950	\$148,950

Income Statement - Publishing, Special Projects

	2019 Audited Statements	2020 Audited Statements	2020 Revised Budgets	2021 Revised Budgets	2022 Proposed Budgets
Revenue	\$50,301	\$37,416	\$56,000	\$0	\$0
Expenses	\$17,120	\$13,751	\$18,000	\$0	\$0
Net Income (Loss)	\$33,181	\$23,665	\$38,000	\$0	\$0

Summary - Publishing

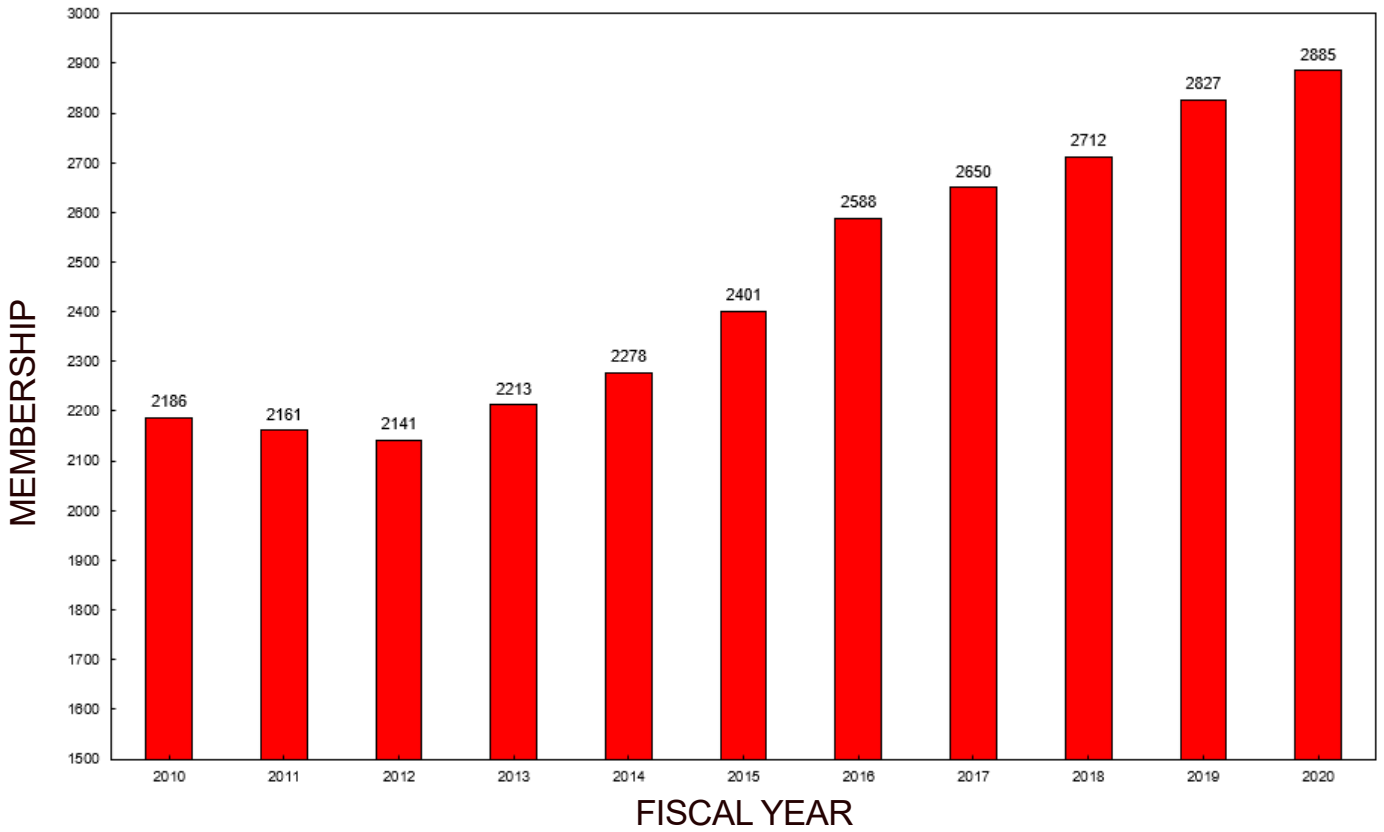
	2019 Audited Statements	2020 Audited Statements
Net Income (Loss) Publishing Dept.	\$606,854	\$558,693
Wage Allocations	(390,534)	(399,326)
Overhead Allocations	(126,075)	(136,845)
Net Income (Loss) Net of Allocations	\$90,246	\$22,522

Landscape Ontario Audited Financial Statements YEAR ENDED AUGUST 31, 2020

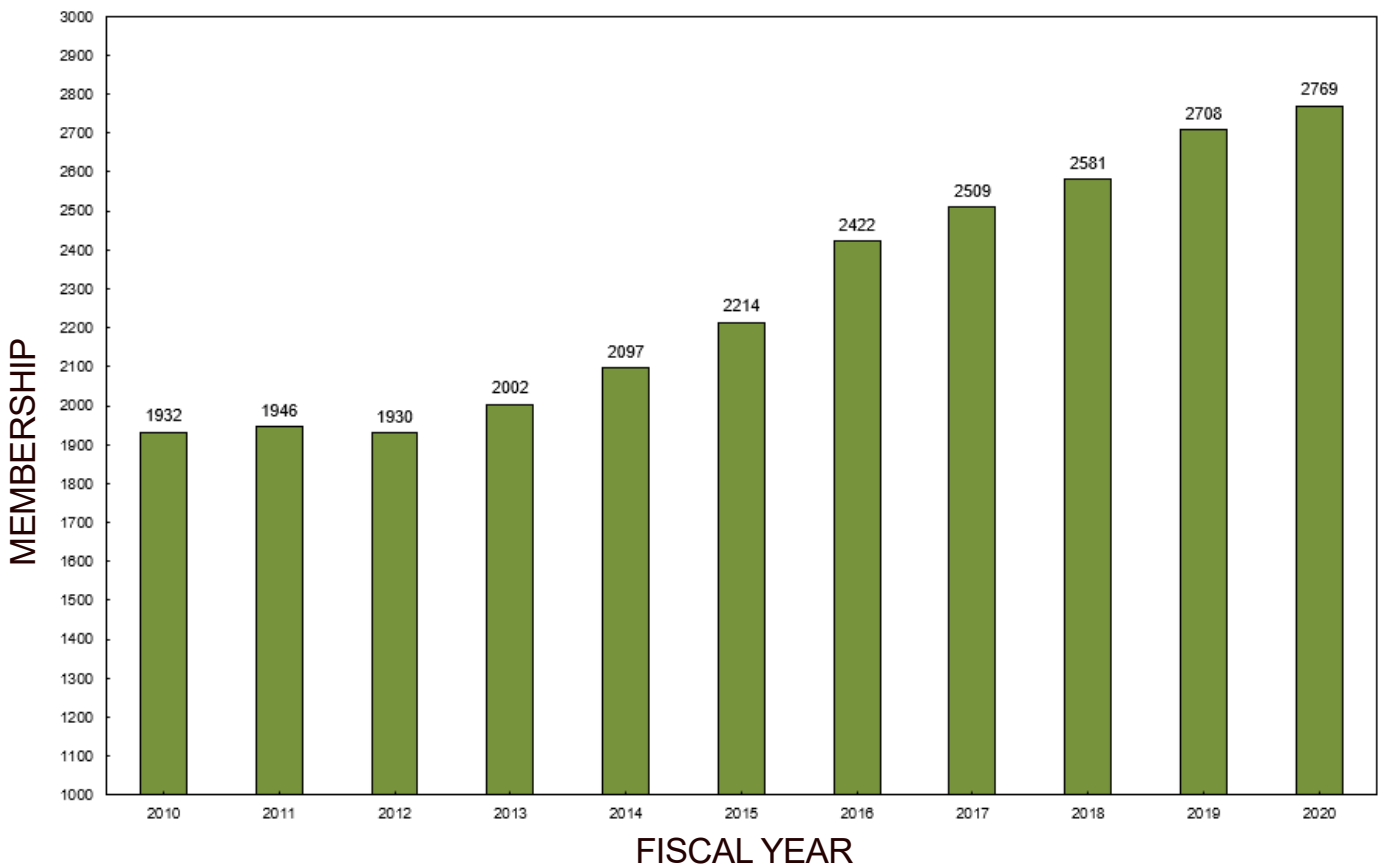
Income Statement - Tradeshow, Congress

	2019 Audited Statements	2020 Audited Statements	2020 Revised Budgets	2021 Revised Budgets	2022 Proposed Budgets
Revenue					
Exhibit Space	\$2,393,608	\$2,412,945	\$2,350,000	\$500,000	\$500,000
Exhibit Space-Partners	41,750	35,150	40,000	0	0
Registration	139,089	133,984	127,000	50,750	50,750
Sponsorship	71,060	83,296	62,000	25,000	25,000
Miscellaneous	6,440	10,953	5,675	15,000	15,000
Total Revenue	2,651,946	2,676,328	2,584,675	590,750	590,750
Discounts					
Member Discounts	208,838	208,020	215,000	0	0
Member Discounts-Partners	3,800	3,000	4,400	0	0
Total Discounts	212,638	211,020	219,400	0	0
Gross Revenue	2,439,309	2,465,308	2,365,275	590,750	590,750
Expenses					
Exhibit Hall	470,967	493,560	484,876	0	0
Security	28,817	29,541	29,300	0	0
Show Services	124,265	135,460	118,560	0	0
Feature Area	4,750	2,500	5,000	0	0
Garden Subsidy	19,170	21,231	24,000	0	0
Speakers	35,710	41,366	35,000	21,000	21,000
Conferences-Food And Beverage	35,075	45,130	30,000	0	0
Registration Services	46,051	46,208	46,900	0	0
Audio Visual Equipment	25,615	27,386	28,400	0	0
Receptions	47,831	21,611	55,000	0	0
Printing	19,270	20,322	21,700	0	0
Promotion	37,357	52,225	26,000	4,000	4,000
Advertising	29,866	30,815	36,300	0	0
Photography/Video	2,680	6,378	5,000	0	0
Flowers	0	0	1,200	0	0
Move In/Move Out	113,168	122,289	117,000	0	0
Travel	75,869	47,900	65,000	0	0
Parking	16,145	16,630	16,300	0	0
Police	2,184	2,247	2,300	0	0
Postage	12,184	14,451	18,400	0	0
Janitorial	92,330	92,330	98,000	0	0
Software	10,912	11,083	12,000	34,000	34,000
Labour	1,500	2,800	5,000	0	0
Commissions-Partners	9,375	8,663	11,400	0	0
Miscellaneous	5,747	4,774	6,000	0	0
Total Expenses	1,266,836	1,296,900	1,298,636	59,000	59,000
Net Income (Loss)	\$1,172,472	\$1,168,409	\$1,066,639	\$531,750	\$531,750
Wage Allocations	(406,690)	(408,036)			
Overhead Allocations	(294,175)	(319,305)			
Net Income (Loss) Net of Allocations	\$471,607	\$441,067			

MEMBERSHIP COUNT 2010-2020



MEMBERSHIP COUNT EXCLUDING INDIVIDUAL MEMBERS 2010-2020



MEMBERSHIP BREAKDOWN 2020

