

Financial Statements and Supplementary Information  
(In Canadian dollars)

# **HOCKEY HALL OF FAME AND MUSEUM**

Year ended June 30, 2015



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## INDEPENDENT AUDITORS' REPORT

To the Board of Directors of Hockey Hall of Fame and Museum

We have audited the accompanying financial statements of Hockey Hall of Fame and Museum, which comprise the statement of financial position as at June 30, 2015, the statements of operations, changes in net assets and cash flows for the year then ended, and notes, comprising a summary of significant accounting policies and other explanatory information.

### *Management's Responsibility 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.

### *Auditors' Responsibility*

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on our judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, we consider internal control relevant to the entity's preparation and fair presentation of the financial statements 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. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### *Opinion*

In our opinion, the financial statements present fairly, in all material respects, the financial position of Hockey Hall of Fame and Museum as at June 30, 2015, and its results of operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Chartered Professional Accountants, Licensed Public Accountants

November 10, 2015  
Toronto, Canada

# HOCKEY HALL OF FAME AND MUSEUM

Statement of Financial Position  
(In thousands of Canadian dollars)

June 30, 2015, with comparative information for 2014

	2015	2014
<b>Assets</b>		
Current assets:		
Cash	\$ 598	\$ 579
Accounts receivable	415	474
Sponsorships and contributions receivable (note 2)	2,728	2,128
Inventory	996	968
Prepaid expenses	150	68
	<u>4,887</u>	<u>4,217</u>
Capital assets (note 3)	7,853	8,311
Sponsorships and contributions receivable (note 2)	7,009	6,484
	<u>\$ 19,749</u>	<u>\$ 19,012</u>
<b>Liabilities, Deferred Sponsorships and Contributions and Net Assets</b>		
Current liabilities:		
Bank indebtedness (note 4)	\$ –	\$ 141
Accounts payable and accrued liabilities	2,405	2,102
Unearned revenue	377	471
	<u>2,782</u>	<u>2,714</u>
Long-term liabilities:		
Bank indebtedness (note 4)	–	359
National Hockey League loan (note 5)	54	669
	<u>54</u>	<u>1,028</u>
Deferred sponsorships and contributions (note 6):		
Capital assets	7,149	6,397
Expenses of future periods	3,044	2,498
Core operations	2,451	2,847
	<u>12,644</u>	<u>11,742</u>
Net assets:		
Investment in capital assets (note 7(a))	2,607	2,764
Internally restricted (note 8)	2,242	2,036
Unrestricted	(580)	(1,272)
	<u>4,269</u>	<u>3,528</u>
Commitments (note 9)		
Contingencies (note 13)		
	<u>\$ 19,749</u>	<u>\$ 19,012</u>

See accompanying notes to financial statements.

On behalf of the Board:

\_\_\_\_\_ Director \_\_\_\_\_ Director

# HOCKEY HALL OF FAME AND MUSEUM

Statement of Operations

(In thousands of Canadian dollars)

Year ended June 30, 2015, with comparative information for 2014

	2015	2014
<b>Revenue:</b>		
Sponsorships and contributions (note 6)	\$ 1,475	\$ 1,739
Admission	2,809	2,618
Spirit of Hockey retail	3,704	3,646
Facility sales	2,932	2,527
Licensing	2,633	2,224
Induction celebration	510	471
Miscellaneous	625	595
	<u>14,688</u>	<u>13,820</u>
<b>Expenses:</b>		
Cost of revenue and direct costs:		
Spirit of Hockey retail	2,759	2,673
Facility sales	2,219	1,897
Licensing	806	728
Induction celebration	335	327
Miscellaneous	378	396
	<u>6,497</u>	<u>6,021</u>
Other costs:		
Staff:		
Salaries, net of direct cost allocations	2,298	2,148
Fringe benefits	634	831
Travel and other	99	79
Amortization of capital assets	1,356	1,263
Marketing and promotion	911	795
Building occupancy and services	884	903
Contributed services and subsidized expenses (note 6)	624	996
Legal, audit and insurance	303	224
IT and general office	175	187
Resource centre and exhibits	61	64
Committee and meetings	99	120
Interest and other fees	6	16
	<u>7,450</u>	<u>7,626</u>
	<u>13,947</u>	<u>13,647</u>
<b>Excess of revenue over expenses</b>	<b>\$ 741</b>	<b>\$ 173</b>

See accompanying notes to financial statements.

# HOCKEY HALL OF FAME AND MUSEUM

Statement of Changes in Net Assets  
(In thousands of Canadian dollars)

Year ended June 30, 2015, with comparative information for 2014

				2015	2014
	Investment in capital assets	Internally restricted (note 8)	Unrestricted	Total	Total
Net assets, beginning of year	\$ 2,764	\$ 2,036	\$ (1,272)	\$ 3,528	\$ 3,355
Excess (deficiency) of revenue over expenses (note 7(b))	(505)	–	1,246	741	173
Net change in investment in capital assets (note 7(b))	348	–	(348)	–	–
Internally imposed restrictions (note 8)	–	206	(206)	–	–
<b>Net assets, end of year</b>	<b>\$ 2,607</b>	<b>\$ 2,242</b>	<b>\$ (580)</b>	<b>\$ 4,269</b>	<b>\$ 3,528</b>

See accompanying notes to financial statements.

# HOCKEY HALL OF FAME AND MUSEUM

Statement of Cash Flows  
(In thousands of Canadian dollars)

Year ended June 30, 2015, with comparative information for 2014

	2015	2014
Cash provided by (used in):		
Operating activities:		
Excess of revenue over expenses	\$ 741	\$ 173
Items not involving cash:		
Amortization of capital assets	1,356	1,263
Amortization of deferred sponsorships and contributions related to capital assets	(851)	(725)
Amortization of deferred sponsorships and contributions related to expenses of future periods	(774)	(1,014)
Amortization of deferred sponsorships and contributions related to core operations	(796)	(686)
Net change in deferred sponsorship	3,323	3,518
Change in non-cash operating working capital	158	680
	<u>3,157</u>	<u>3,209</u>
Financing activities:		
Increase in sponsorships and contributions receivable	(1,125)	(997)
Decrease in bank indebtedness	(500)	(250)
Repayment of National Hockey League loan	(615)	(179)
	<u>(2,240)</u>	<u>(1,426)</u>
Investing activities:		
Purchase of capital assets	(898)	(1,635)
Increase in cash position	19	148
Cash position, beginning of year	579	431
Cash position, end of year	<u>\$ 598</u>	<u>\$ 579</u>
Supplemental cash flow information:		
Interest paid	\$ 6	\$ 16

See accompanying notes to financial statements.

# HOCKEY HALL OF FAME AND MUSEUM

Notes to Financial Statements

(In thousands of Canadian dollars, unless otherwise indicated)

Year ended June 30, 2015

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Hockey Hall of Fame and Museum (the "Hall of Fame") was incorporated under the provisions of Part II of the Canada Corporations Act and has filed articles of continuance under the Canada Not-For-Profit Corporations Act in March of 2013. The Hall of Fame is a registered charity under the Income Tax Act (Canada) (the "Act") and, accordingly, is exempt from income taxes provided certain requirements of the Act are met. Its purpose is to establish and maintain a depository or centre for the official archives of hockey to permanently catalogue and record the achievements of teams and individuals who have brought special distinction to the game of hockey and those who have made a major contribution to the development and advancement of hockey anywhere in the world.

## 1. Significant accounting policies:

These financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations. Significant accounting policies are summarized as follows:

### (a) Revenue recognition:

The Hall of Fame follows the deferral method of accounting for contributions, which include sponsorships.

#### (i) Restricted sponsorships and contributions:

The Hall of Fame has granted certain promotional licensing rights and privileges to corporate sponsors in respect of the use of trademarks and patents in connection with the development of the Hall of Fame. Sponsorships and contributions restricted for the purchase of capital assets are deferred and amortized into revenue on a straight-line basis over the life of the asset.

#### (ii) Unrestricted sponsorships and contributions:

Sponsorships and contributions which are not externally restricted are recorded as revenue when received or receivable if the amount to be recorded can be reasonably estimated and collection is reasonably assured. Where a portion of sponsorships and contributions relates to future periods, it is deferred and recognized in those subsequent periods.

# HOCKEY HALL OF FAME AND MUSEUM

Notes to Financial Statements (continued)

(In thousands of Canadian dollars, unless otherwise indicated)

Year ended June 30, 2015

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## 1. Significant accounting policies (continued):

### (iii) Non-cash sponsorships and contributions:

The fair value of non-cash sponsorships and contributions is recorded as sponsorship revenue and as contributed services expense as the related services are rendered or products are provided.

### (iv) Other:

Admissions, retail sales and facility sales are recognized as revenue in the year the related attendance occurs, goods are sold or when the facility event occurs, respectively.

### (b) Capital assets:

Purchased capital assets are recorded at cost. Constructed capital assets are recorded at cost and include direct construction and development costs, overhead directly attributable to the construction and interest costs incurred during construction. Contributed capital assets are recorded at fair value at the date of contribution.

Exhibits are amortized on a straight-line basis over their useful lives which is the duration that the exhibit is on display. Leaseholds and furnishings are amortized on a straight-line basis over the term of the lease. Spirit of Hockey store leaseholds and fixtures are amortized on a straight-line basis over the term of the lease and IT and office equipment is amortized on a straight-line basis over five years.

### (c) Hockey artifacts, archival material and memorabilia:

The collection of hockey artifacts, archival material and memorabilia, which has been donated to the Hall of Fame over the years since its inception, is not recorded in the accounts since the value of the items is not readily determinable.

### (d) Inventory:

Inventory consists of goods and merchandise sold through the Spirit of Hockey retail store and is valued at the lower of cost and net realizable value.



# HOCKEY HALL OF FAME AND MUSEUM

Notes to Financial Statements (continued)

(In thousands of Canadian dollars, unless otherwise indicated)

Year ended June 30, 2015

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## 1. Significant accounting policies (continued):

### (e) Use of estimates:

The preparation of financial statements requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the year. Actual results could differ from those estimates.

### (f) Financial instruments:

Financial instruments are recorded at fair value on initial recognition. All financial instruments are subsequently recorded at cost or amortized cost, unless management has elected to carry the instruments at fair value. The Hall of Fame has not elected to carry any such financial instruments at fair value.

Financial assets are assessed for impairment on an annual basis at the end of the fiscal year if there are indicators of impairment. If there is an indicator of impairment, the Hall of Fame determines if there is a significant adverse change in the expected amount or timing of future cash flows from the financial asset. If there is a significant adverse change in the expected cash flows, the carrying value of the financial asset is reduced to the highest of the present value of the expected cash flows, the amount that could be realized from selling the financial asset or the amount the Hall of Fame expects to realize by exercising its right to any collateral. If events and circumstances reverse in a future period, an impairment loss will be reversed to the extent of the improvement, not exceeding the initial carrying value.

### (g) Capital management:

The Hall of Fame manages its capital by maintaining optimum levels on an ongoing basis. The objective is to ensure an adequate supply for operations while maintaining the flexibility to maximize investment returns and/or to reduce the cost of any potential external financing.

The levels of liquid resources are considered in the annual budget process. Cash flows are monitored on a daily basis, and actual operating results are compared to budget on a quarterly basis.

# HOCKEY HALL OF FAME AND MUSEUM

Notes to Financial Statements (continued)

(In thousands of Canadian dollars, unless otherwise indicated)

Year ended June 30, 2015

## 2. Sponsorships and contributions receivable:

Net contracted sponsorships and contributions receivable for the next five years and thereafter are as follows and include \$1,490 (2014 - \$1,870) in connection with contributed services commitments:

2016	\$ 2,728
2017	1,858
2018	1,273
2019	1,128
2020	1,033
Thereafter	1,717
	<b>\$ 9,737</b>

## 3. Capital assets:

	Cost	Accumulated amortization	2015 Net book value	2014 Net book value
Exhibits, leaseholds and furnishings financed by:				
Sponsorships and contributions	\$ 36,693	\$ 32,175	\$ 4,518	\$ 4,645
Core operations	7,933	5,851	2,082	2,162
Spirit of Hockey store leaseholds and fixtures financed by:				
Sponsorships and contributions	1,865	1,378	487	585
Core operations	773	348	425	502
IT and office equipment financed by:				
Sponsorships and contributions	1,755	1,514	241	317
Core operations	1,070	970	100	100
	<b>\$ 50,089</b>	<b>\$ 42,236</b>	<b>\$ 7,853</b>	<b>\$ 8,311</b>

# HOCKEY HALL OF FAME AND MUSEUM

Notes to Financial Statements (continued)

(In thousands of Canadian dollars, unless otherwise indicated)

Year ended June 30, 2015

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### 3. Capital assets (continued):

Included in capital assets above is \$1,937 (2014 - \$1,437) related to the North Concourse Revitalization Project, which include \$1,660 (2014 - \$1,110) of exhibits, leaseholds and furnishings and \$277 (2014 - \$277) of IT and office equipment funded by sponsorships and contributions. Amortization will commence when the project is completed.

### 4. Bank indebtedness:

Prior to March 26, 2015, bank indebtedness consisted of a revolving operating loan bearing interest at bank prime rate plus 0.55%, and two non-revolving term facilities bearing interest at bank prime rate.

The Hall of Fame was required to comply with certain financial covenants in accordance with the terms of the credit facilities. As at March 26, 2015, the Hall of Fame was in compliance with these financial and non-financial covenants.

As of March 27, 2015, the Hall of Fame terminated its original credit facilities and entered into a new credit facility agreement with another lender. Security for the facilities included a general security agreement covering all personal property of the Hall of Fame, excluding all exhibit and other Hall of Fame materials collected for the purpose of archiving, exhibiting and preserving the history of hockey.

The new credit facilities consist of a revolving operating loan bearing interest at bank prime rate plus 0.50%, one non-revolving term loan at bank prime rate and a credit card.

The revolving operating loan is available as needed and is repayable on demand. Borrowings on the revolving operating loan are limited to a maximum of \$550. The revolving operating loan has no amount drawn as at June 30, 2015.

The non-revolving facility is limited to a maximum of \$2,500. The non-revolving facility has no amount drawn as of June 30, 2015.

The Hall of Fame has access to a credit card facility that is limited to a maximum of \$350.

Total interest expense on long-term debt for 2015 is \$6 (2014 - \$16).

# HOCKEY HALL OF FAME AND MUSEUM

Notes to Financial Statements (continued)

(In thousands of Canadian dollars, unless otherwise indicated)

Year ended June 30, 2015

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## 5. National Hockey League ("NHL") loan:

On November 30, 2005, the NHL agreed to lend to the Hall of Fame the sum of \$1,500 (the "Loan"), the proceeds of which shall be used solely for the purpose of paying the capital costs of developing, constructing and equipping the NHL Zone and/or making debt service payments under the new facility loan described above. The Loan bears no interest and is repayable out of surplus funds from operation (as defined in the agreement) and a portion of any sponsorship contributions specifically relating to the NHL Zone.

As at June 30, 2015, the Hall of Fame has \$669 outstanding on account of the Loan and has accrued for a repayment of \$615 of that balance to be repaid within the upcoming fiscal period and has been included with the accounts payable and accrued liabilities.

The NHL received as collateral a general assignment of the Hall of Fame's receivables ranking second only to the bank's first charge.

## 6. Deferred sponsorships and contributions:

Deferred sponsorships and contributions represent the unamortized amount of sponsorship contributions received for the purchase of capital assets, to fund expenses of future periods, for repayment of debt and to fund core operations. The amortization of deferred sponsorships and contributions is recorded as revenue in the statement of operations.

(a) Related to capital assets:

	2015	2014
Balance, beginning of year	\$ 6,397	\$ 5,785
New sponsorship commitments, net	550	1,337
Additional unspent contributions committed, net	1,053	–
Amount amortized to revenue	(851)	(725)
Balance, end of year	\$ 7,149	\$ 6,397

# HOCKEY HALL OF FAME AND MUSEUM

Notes to Financial Statements (continued)

(In thousands of Canadian dollars, unless otherwise indicated)

Year ended June 30, 2015

## 6. Deferred sponsorships and contributions (continued):

(b) Expenses of future periods:

	2015	2014
Balance, beginning of year	\$ 2,498	\$ 3,262
New sponsorship commitments	1,320	250
Contributed services and subsidized expenses	(624)	(996)
Amounts taken into revenue	(150)	(18)
Balance, end of year	\$ 3,044	\$ 2,498

(c) Related to core operations:

	2015	2014
Balance, beginning of year	\$ 2,847	\$ 1,603
New sponsorship commitments, net	400	1,930
Amounts taken into core operations	(796)	(686)
Balance, end of year	\$ 2,451	\$ 2,847

## 7. Investment in capital assets:

(a) Investment in capital assets is calculated as follows:

	2015	2014
Capital assets	\$ 7,853	\$ 8,311
Amounts funded by:		
Deferred contributions, net of unspent	(5,246)	(5,547)
	\$ 2,607	\$ 2,764

# HOCKEY HALL OF FAME AND MUSEUM

Notes to Financial Statements (continued)

(In thousands of Canadian dollars, unless otherwise indicated)

Year ended June 30, 2015

## 7. Investment in capital assets (continued):

(b) Change in net assets invested in capital assets is calculated as follows:

	2015	2014
Deficiency of revenue over expenses:		
Amortization of deferred sponsorships and contributions related to capital assets	\$ 851	\$ 725
Amortization of capital assets	(1,356)	(1,263)
	<u>\$ (505)</u>	<u>\$ (538)</u>
Net change in investment in capital assets:		
Purchase of capital assets	\$ 898	\$ 1,635
Amounts funded by deferred contributions	(550)	(1,389)
	<u>\$ 348</u>	<u>\$ 246</u>

## 8. Restrictions in net assets:

Pursuant to a resolution of the Board of Directors on June 10, 2010, it was resolved that for fiscal years ending after June 10, 2010, revenue and expenses will be included in the total net assets to be internally restricted, with the exception of revenue from sponsorships and contributions used to fund: (i) capital assets, (ii) contributed services, or (iii) interest. In addition, amortization of capital assets, contributed services and interest are also excluded from the determination of assets to be internally restricted other than any such expenses that are not funded by sponsorship and contributions or net assets previously restricted. The amount restricted will be set aside in order to fund the cost of enhancements to or replacements of exhibits or used for the general improvement of the facility and is not available for any other purpose without approval of the Board of Directors.

# HOCKEY HALL OF FAME AND MUSEUM

Notes to Financial Statements (continued)

(In thousands of Canadian dollars, unless otherwise indicated)

Year ended June 30, 2015

## 8. Restrictions in net assets (continued):

The following sets out the changes in internally restricted amounts:

	2015	2014
Excess of revenue over expenses	\$ 741	\$ 173
Sponsorships and contributions	(1,475)	(1,739)
Amortization of certain capital assets	1,229	1,136
Contributed services and subsidized expenses	624	996
Interest funded by sponsorships and contributions	–	16
Surplus from core operations	1,119	582
NHL loan repayment funded by core operations	(615)	(179)
Purchase of capital assets funded by internally restricted amounts	(298)	(198)
	206	205
Internally restricted amounts, beginning of year	2,036	1,831
Internally restricted amounts, end of year	\$ 2,242	\$ 2,036

## 9. Commitments:

The Hall of Fame has entered into operating leases for the premises of the Spirit of Hockey store, resource centre and warehouse that call for annual minimum future rental payments, exclusive of operating costs, as follows:

2016	\$ 483
2017	495
2018	502
2019	484
2020	445
Thereafter	465
	\$ 2,874

# HOCKEY HALL OF FAME AND MUSEUM

Notes to Financial Statements (continued)

(In thousands of Canadian dollars, unless otherwise indicated)

Year ended June 30, 2015

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## 10. Related entities:

The NHL is considered a related party through the fact that it appoints seven of the Hall of Fame's 18 directors and also by the existence of the agreement.

Transactions with the NHL are recorded at cost and include the following:

Licensing fees of \$100 (2014 - \$99) with respect to the sale of NHL merchandise in the Spirit of Hockey retail store.

The Hall of Fame has accrued for a repayment of \$615 on the loan as noted in note 5. The remaining loan balance of \$54 is shown as long-term liability on the statement of financial position.

Certain eligible employees of the Hall of Fame are members of the NHL's pension plan.

## 11. Fair values of financial assets and liabilities:

The carrying values of cash, accounts receivable, current sponsorships and contributions receivable and accounts payable and accrued liabilities approximate their fair values due to the short-term nature of these financial instruments. The fair value of long-term sponsorships and contributions receivable is not readily determinable.

The carrying value of bank indebtedness approximates fair value given that it carries a floating interest rate.

The carrying value of the NHL loan does not materially differ from its fair value.

## 12. Pension contributions:

Certain eligible employees of the Hall of Fame participate to the NHL pension plan, which is a multi-employer defined benefit plan. The participating employees are not required to contribute to the pension plan. The Hall of Fame expenses its pension contributions as incurred, as permitted by the Chartered Professional Accountants of Canada Handbook Section 3462, Employee Future Benefits, under multi-employer benefit plans. Total pension contributions for the year ended June 30, 2015 amount to \$425 (2014 - \$596), which includes \$161 (2014 - \$385) of special solvency payments.



# HOCKEY HALL OF FAME AND MUSEUM

Notes to Financial Statements (continued)

(In thousands of Canadian dollars, unless otherwise indicated)

Year ended June 30, 2015

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## 13. Contingencies:

The Spirit of Hockey lease covering the period from November 1, 2010 to December 31, 2020 has a percentage rent clause in the agreement whereby additional rent will be charged if 6% of gross revenue (net of HST) for each lease year exceeds the minimum rent payable under the terms of the lease. In 2015, the Hall of Fame incurred \$17 in additional rent (2014 - nil). In 2016, additional rent will occur if 6% of gross revenue (net of HST) for the lease year exceeds \$209,523.

## 14. Travel Industry Council of Ontario ("TICO"):

TICO requires that the Hall of Fame disclose its activity relative to the sale of travel packages.

Included in licensing revenue is Gross Ontario Sales of \$82 related to the Hall of Fame's travel packages which offers visitors to the Hall of Fame transportation and accommodations. Customer deposits held in trust of \$3 is included in the Hall of Fame's cash balance:

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	(In actual dollars)
Customer deposits	\$ 14,728
Covered by bank balance	15,725
Prepaid travel	(859)
<u>Total trust asset</u>	<u>14,866</u>
<u>Surplus</u>	<u>\$ 138</u>

# HOCKEY HALL OF FAME AND MUSEUM

## Schedule 1 - Paid Attendance and Admission Revenue

(In thousands of Canadian dollars, except average admission revenue and admission prices)

Year ended June 30, 2015, with comparative information for 2014

(Unaudited)

	2015		2014	
	Paid attendance	Admission revenue	Paid attendance	Admission revenue
July	30,584	\$ 427	33,899	\$ 445
August	37,207	529	34,112	451
September	10,265	153	10,684	154
October	11,282	170	10,260	148
November	10,338	147	9,418	134
December	12,078	169	10,603	144
January	10,246	142	8,872	121
February	7,838	115	7,644	104
March	17,535	236	19,141	250
April	13,477	184	14,577	190
May	17,223	217	17,072	206
June	24,381	320	19,893	271
<b>Total attendance/admission revenue</b>	<b>202,454</b>	<b>\$ 2,809</b>	<b>196,175</b>	<b>\$ 2,618</b>

	2015	2014
Average admission revenue per capita	\$ 13.87	\$ 13.35
Admission prices*:		
General admission	\$ 18.00	\$ 18.00
Children, three years and under	Free	Free
Seniors	14.00	14.00
Youth (4 - 18 years)	12.00	12.00

\*Admission prices during fiscal 2014 were increased effective June 1, 2014.

# HOCKEY HALL OF FAME AND MUSEUM

Schedule 2 - Spirit of Hockey Retail Operations  
(In thousands of Canadian dollars)

Year ended June 30, 2015, with comparative information for 2014  
(Unaudited)

	2015	2014
Sales	\$ 3,704	\$ 3,646
Cost of sales	1,945	1,903
	1,759	1,743
Other sales-related costs:		
Bank and credit card charges	83	89
Occupancy-percentage rent	17	-
E-Commerce shipping and handling	18	21
	118	110
	1,641	1,633
Other expenses:		
Staff:		
Salaries (Schedule 4)	330	296
Fringe benefits	30	30
Occupancy:		
Basic rent	216	216
Lease operating costs	70	70
Property taxes	13	15
Packaging and sales supplies	19	15
General office	5	5
Maintenance and repairs	13	13
	696	660
<b>Net contribution from Spirit of Hockey retail operations</b>	<b>\$ 945</b>	<b>\$ 973</b>

# HOCKEY HALL OF FAME AND MUSEUM

## Schedule 3 - Facility Sales

(In thousands of Canadian dollars)

Year ended June 30, 2015, with comparative information for 2014

(Unaudited)

	2015	2014
Revenue:		
Facility sales:		
Full facility rentals	\$ 166	\$ 171
Theatre rentals	106	66
Great Hall rentals	35	41
Boardroom rentals	3	3
Commercial access fees	14	12
Food and beverage	1,836	1,569
Staging and rentals	480	416
Staffing and security	164	144
Merchandise	32	27
Other	96	78
	<u>2,932</u>	<u>2,527</u>
Expenses:		
Staff:		
Salaries (Schedule 4)	195	176
Fringe benefits	24	24
Food and beverage	1,520	1,301
Staging and rentals	408	350
Merchandise	13	9
Direct marketing	9	8
Other	50	29
	<u>2,219</u>	<u>1,897</u>
Net contribution from facility sales operations	<u>\$ 713</u>	<u>\$ 630</u>

# HOCKEY HALL OF FAME AND MUSEUM

## Schedule 4 - Staff Salaries

(In thousands of Canadian dollars)

Year ended June 30, 2015, with comparative information for 2014

(Unaudited)

	2015	2014
Staff salaries, including bonuses and commissions:		
Salary payroll	\$ 2,093	\$ 2,055
Hourly payroll:		
Guest services	286	243
Retail services	209	178
Facility sales services	119	100
Building services	100	94
AV and IT support services	47	41
Resource centre and archival services	70	65
Administrative services	78	32
Contract personnel	102	115
Gross salaries and wages	3,104	2,923
Less direct cost allocations and other items:		
Spirit of Hockey retail	330	296
Facility sales	195	176
Licensing and other:		
Outreach Program	50	50
Legends Magazine	12	12
NHL Trophy Movement	30	30
Subsidized via resource centre grants	34	31
IIHF contribution and video archive project	125	150
Hockey Canada contribution	18	18
Induction celebration	12	12
	806	775
Staff salaries, net of direct cost allocations	\$ 2,298	\$ 2,148