

Financial Statements and Supplementary Information  
(In Canadian dollars)

# **HOCKEY HALL OF FAME AND MUSEUM**

Year ended June 30, 2016



KPMG LLP  
Vaughan Metropolitan Centre  
100 New Park Place, Suite 1400  
Vaughan ON L4K 0J3  
Canada  
Tel 905-265-5900  
Fax 905-265-6390

## 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, 2016, 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.



Page 2

*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, 2016, 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.

*KPMG LLP*

---

Chartered Professional Accountants, Licensed Public Accountants

November 15, 2016  
Vaughan, Canada

# HOCKEY HALL OF FAME AND MUSEUM

Statement of Financial Position  
(In thousands of Canadian dollars)

June 30, 2016, with comparative information for 2015

	2016	2015
<b>Assets</b>		
Current assets:		
Cash	\$ 1,529	\$ 598
Accounts receivable	305	415
Sponsorships and contributions receivable (note 2)	2,323	2,728
Inventory	1,064	996
Prepaid expenses	74	150
	5,295	4,887
Capital assets (note 3)	8,281	7,853
Sponsorships and contributions receivable (note 2)	5,989	7,009
	\$ 19,565	\$ 19,749
<b>Liabilities, Deferred Sponsorships and Contributions and Net Assets</b>		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 1,772	\$ 2,405
Unearned revenue	382	377
	2,154	2,782
Long-term liabilities:		
Bank indebtedness (note 4)	1,325	–
National Hockey League loan (note 5)	–	54
	1,325	54
Deferred sponsorships and contributions (note 6):		
Capital assets	5,967	7,149
Expenses of future periods	2,045	3,044
Core operations	2,941	2,451
	10,953	12,644
Net assets:		
Investment in capital assets (note 7(a))	2,565	2,607
Internally restricted (note 8)	3,017	2,242
Unrestricted	(449)	(580)
	5,133	4,269
Commitments (note 9)		
Contingencies (note 13)		
	\$ 19,565	\$ 19,749

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, 2016, with comparative information for 2015

	2016	2015
<b>Revenue:</b>		
Sponsorships and contributions (note 6)	\$ 1,703	\$ 1,475
Admission	3,001	2,809
Spirit of Hockey retail	3,655	3,704
Facility sales	3,077	2,932
Licensing	2,692	2,633
Induction celebration	546	510
Miscellaneous	729	625
	<u>15,403</u>	<u>14,688</u>
<b>Expenses:</b>		
Cost of revenue and direct costs:		
Spirit of Hockey retail	2,754	2,759
Facility sales	2,333	2,219
Licensing	887	806
Induction celebration	351	335
Miscellaneous	482	378
	<u>6,807</u>	<u>6,497</u>
Other costs:		
Staff:		
Salaries, net of direct cost allocations	2,535	2,298
Fringe benefits	517	634
Travel and other	94	99
Amortization of capital assets	1,534	1,356
Marketing and promotion	876	911
Building occupancy and services	904	884
Contributed services and subsidized expenses (note 6)	664	624
Legal, audit and insurance	226	303
IT and general office	182	175
Resource centre and exhibits	65	61
Committee and meetings	114	99
Interest and other fees	21	6
	<u>7,732</u>	<u>7,450</u>
	<u>14,539</u>	<u>13,947</u>
<b>Excess of revenue over expenses</b>	<b>\$ 864</b>	<b>\$ 741</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, 2016, with comparative information for 2015

				2016	2015
	Investment in capital assets	Internally restricted (note 8)	Unrestricted	Total	Total
Net assets, beginning of year	\$ 2,607	\$ 2,242	\$ (580)	\$ 4,269	\$ 3,528
Excess (deficiency) of revenue over expenses (note 7(b))	(495)	–	1,359	864	741
Net change in investment in capital assets (note 7(b))	453	–	(453)	–	–
Internally imposed restrictions (note 8)	–	775	(775)	–	–
<b>Net assets, end of year</b>	<b>\$ 2,565</b>	<b>\$ 3,017</b>	<b>\$ (449)</b>	<b>\$ 5,133</b>	<b>\$ 4,269</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, 2016, with comparative information for 2015

	2016	2015
Cash provided by (used in):		
Operating activities:		
Excess of revenue over expenses	\$ 864	\$ 741
Items not involving cash:		
Amortization of capital assets	1,534	1,356
Amortization of deferred sponsorships and contributions related to capital assets	(1,039)	(851)
Amortization of deferred sponsorships and contributions related to expenses of future periods	(814)	(774)
Amortization of deferred sponsorships and contributions related to core operations	(1,000)	(796)
Net change in deferred sponsorship	1,162	3,323
Change in non-cash operating working capital	(510)	158
	197	3,157
Financing activities:		
Decrease (increase) in sponsorships and contributions receivable	1,425	(1,125)
Increase in bank indebtedness	1,800	-
Repayment of bank indebtedness	(475)	(500)
Repayment of National Hockey League loan	(54)	(615)
	2,696	(2,240)
Investing activities:		
Purchase of capital assets	(1,962)	(898)
Increase in cash position	931	19
Cash position, beginning of year	598	579
Cash position, end of year	\$ 1,529	\$ 598
Supplemental cash flow information:		
Interest paid	\$ 21	\$ 6

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, 2016

---

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, 2016

---

## 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, 2016

---

## 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, 2016

## 2. Sponsorships and contributions receivable:

Net contracted sponsorships and contributions receivable for the next five years and thereafter are as follows and include \$745 (2015 - \$1,490) in connection with contributed services commitments:

2017	\$ 2,323
2018	1,608
2019	1,346
2020	1,218
2021	983
Thereafter	834
	<b>\$ 8,312</b>

## 3. Capital assets:

	Cost	Accumulated amortization	2016 Net book value	2015 Net book value
Exhibits, leaseholds and furnishings financed by:				
Sponsorships and contributions	\$ 38,003	\$ 33,052	\$ 4,951	\$ 4,518
Core operations	8,336	6,220	2,116	2,082
Spirit of Hockey store leaseholds and fixtures financed by:				
Sponsorships and contributions	1,865	1,475	390	487
Core operations	773	425	348	425
IT and office equipment financed by:				
Sponsorships and contributions	1,955	1,579	376	241
Core operations	1,120	1,020	100	100
	<b>\$ 52,052</b>	<b>\$ 43,771</b>	<b>\$ 8,281</b>	<b>\$ 7,853</b>

# HOCKEY HALL OF FAME AND MUSEUM

Notes to Financial Statements (continued)

(In thousands of Canadian dollars, unless otherwise indicated)

Year ended June 30, 2016

---

## 4. Bank indebtedness:

As of January 25, 2016, the Hall of Fame renewed its credit facilities with the 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 credit facilities consist of a revolving operating loan bearing interest at bank's prime rate plus 0.50%, one non-revolving term loan at bank's 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, 2016.

The non-revolving facility is limited to a maximum of \$1,800, and is repayable in annual payments of \$225 and the balance shall be repayable in full on June 30, 2020. The balance outstanding of the non-revolving term loan as at June 30, 2016 is \$1,325. Borrowings on this term loan are to be used to finance capital projects including the new North Concourse Revitalization and World of Hockey Zone Revitalization projects.

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 2016 is \$21 (2015 - \$6).

# HOCKEY HALL OF FAME AND MUSEUM

Notes to Financial Statements (continued)

(In thousands of Canadian dollars, unless otherwise indicated)

Year ended June 30, 2016

## 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, 2016, the Hall of Fame has \$54 outstanding on account of the Loan 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:

	2016	2015
Balance, beginning of year	\$ 7,149	\$ 6,397
New sponsorship commitments, net	60	550
Additional unspent contributions committed, net	—	1,053
Amounts transferred from deferred sponsorships related to future expenses	200	—
Amounts transferred to deferred sponsorships related to core operations	(350)	—
Amounts related to foreign exchange adjustment	(53)	—
Amount amortized to revenue	(1,039)	(851)
Balance, end of year	\$ 5,967	\$ 7,149

# HOCKEY HALL OF FAME AND MUSEUM

Notes to Financial Statements (continued)

(In thousands of Canadian dollars, unless otherwise indicated)

Year ended June 30, 2016

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

(b) Expenses of future periods:

	2016	2015
Balance, beginning of year	\$ 3,044	\$ 2,498
New sponsorship commitments, net	15	1,320
Amounts transferred to deferred sponsorships related to capital assets	(200)	–
Contributed services and subsidized expenses	(664)	(624)
Amounts taken into revenue	(150)	(150)
<b>Balance, end of year</b>	<b>\$ 2,045</b>	<b>\$ 3,044</b>

(c) Related to core operations:

	2016	2015
Balance, beginning of year	\$ 2,451	\$ 2,847
New sponsorship commitments, net	1,140	400
Amounts transferred from deferred sponsorships related to capital assets	350	–
Amounts taken into core operations	(1,000)	(796)
<b>Balance, end of year</b>	<b>\$ 2,941</b>	<b>\$ 2,451</b>

## 7. Investment in capital assets:

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

	2016	2015
Capital assets	\$ 8,281	\$ 7,853
Amounts funded by:		
Deferred contributions, net of unspent	(5,716)	(5,246)
	<b>\$ 2,565</b>	<b>\$ 2,607</b>

# HOCKEY HALL OF FAME AND MUSEUM

Notes to Financial Statements (continued)

(In thousands of Canadian dollars, unless otherwise indicated)

Year ended June 30, 2016

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

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

	2016	2015
Deficiency of revenue over expenses:		
Amortization of deferred sponsorships and contributions related to capital assets	\$ 1,039	\$ 851
Amortization of capital assets	(1,534)	(1,356)
	<u>\$ (495)</u>	<u>\$ (505)</u>
Net change in investment in capital assets:		
Purchase of capital assets	\$ 1,962	\$ 898
Amounts funded by deferred contributions	(1,509)	(550)
	<u>\$ 453</u>	<u>\$ 348</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, 2016

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

The following sets out the changes in internally restricted amounts:

	2016	2015
Excess of revenue over expenses	\$ 864	\$ 741
Sponsorships and contributions	(1,703)	(1,475)
Amortization of certain capital assets	1,407	1,229
Contributed services and subsidized expenses	664	624
Surplus from core operations	1,232	1,119
NHL loan repayment funded by core operations	(54)	(615)
Purchase of capital assets funded by internally restricted amounts	(403)	(298)
	775	206
Internally restricted amounts, beginning of year	2,242	2,036
Internally restricted amounts, end of year	\$ 3,017	\$ 2,242

## 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:

2017	\$ 530
2018	537
2019	520
2020	480
2021	303
Thereafter	679
	\$ 3,049



# HOCKEY HALL OF FAME AND MUSEUM

Notes to Financial Statements (continued)

(In thousands of Canadian dollars, unless otherwise indicated)

Year ended June 30, 2016

---

## 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 (2015 - \$100) 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 \$54 (2015 - \$615) on the loan as noted in note 5. The remaining loan balance of nil (2015 - \$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, 2016 amount to \$283 (2015 - \$425), which includes \$3 (2015 - \$161) 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, 2016

---

## 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 sales tax) for each lease year exceeds the minimum rent payable under the terms of the lease. In 2016, the Hall of Fame incurred \$9 in additional rent (2015 - \$17). In 2017, additional rent will occur if 6% of gross revenue (net of sales tax) for the lease year exceeds \$221.

## 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 \$51 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 \$13 is included in the Hall of Fame's cash balance:

---

	(In actual dollars)
Customer deposits	\$ 13,226
Covered by bank balance in trust	13,437
Surplus	\$ 211

---

# 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, 2016, with comparative information for 2015

(Unaudited)

	2016		2015	
	Paid attendance	Admission revenue	Paid attendance	Admission revenue
July	30,504	\$ 427	30,584	\$ 427
August	36,132	511	37,207	529
September	15,592	235	10,265	153
October	12,263	187	11,282	170
November	10,126	147	10,338	147
December	11,446	160	12,078	169
January	10,688	154	10,246	142
February	9,413	140	7,838	115
March	20,890	284	17,535	236
April	14,333	198	13,477	184
May	18,622	255	17,223	217
June	22,619	303	24,381	320
<b>Total attendance/admission revenue</b>	<b>212,628</b>	<b>\$ 3,001</b>	<b>202,454</b>	<b>\$ 2,809</b>

	2016	2015
Average admission revenue per capita	\$ 14.11	\$ 13.87

### Admission prices:

General admission	\$ 18.00	\$ 18.00
Children, three years and under	Free	Free
Seniors	14.00	14.00
Youth (4 - 13 years)	12.00	12.00

# HOCKEY HALL OF FAME AND MUSEUM

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

Year ended June 30, 2016, with comparative information for 2015  
(Unaudited)

	2016	2015
Sales	\$ 3,655	\$ 3,704
Cost of sales	1,931	1,945
	1,724	1,759
Other sales-related costs:		
Bank and credit card charges	80	83
Occupancy-percentage rent	9	17
E-Commerce shipping and handling	22	18
	111	118
	1,613	1,641
Other expenses:		
Staff:		
Salaries (Schedule 4)	332	330
Fringe benefits	30	30
Occupancy:		
Basic rent	228	216
Lease operating costs	70	70
Property taxes	16	13
Packaging and sales supplies	20	19
General office	3	5
Maintenance and repairs	13	13
	712	696
<b>Net contribution from Spirit of Hockey retail operations</b>	<b>\$ 901</b>	<b>\$ 945</b>

# HOCKEY HALL OF FAME AND MUSEUM

## Schedule 3 - Facility Sales

(In thousands of Canadian dollars)

Year ended June 30, 2016, with comparative information for 2015

(Unaudited)

	2016	2015
Revenue:		
Facility sales:		
Full facility rentals	\$ 185	\$ 166
Theatre rentals	108	106
Great Hall rentals	40	35
Boardroom rentals	8	3
Commercial access fees	18	14
Food and beverage	1,871	1,836
Staging and rentals	532	480
Staffing and security	186	164
Merchandise	28	32
Other	101	96
	<u>3,077</u>	<u>2,932</u>
Expenses:		
Staff:		
Salaries (Schedule 4)	225	195
Fringe benefits	24	24
Food and beverage	1,557	1,520
Staging and rentals	448	408
Merchandise	10	13
Direct marketing	10	9
Other	59	50
	<u>2,333</u>	<u>2,219</u>
Net contribution from facility sales operations	<u>\$ 744</u>	<u>\$ 713</u>

# HOCKEY HALL OF FAME AND MUSEUM

## Schedule 4 - Staff Salaries

(In thousands of Canadian dollars)

Year ended June 30, 2016, with comparative information for 2015

(Unaudited)

	2016	2015
Staff salaries, including bonuses and commissions:		
Salary payroll	\$ 2,291	\$ 2,093
Hourly payroll:		
Guest services	292	286
Retail services	204	209
Facility sales services	138	119
Building services	100	100
AV and IT support services	48	47
Resource centre and archival services	67	70
Administrative services	38	78
Contract personnel	144	102
Gross salaries and wages	3,322	3,104
Less direct cost allocations and other items:		
Spirit of Hockey retail	332	330
Facility sales	225	195
Licensing and other:		
Outreach Program	75	50
Legends Magazine	50	12
NHL Trophy Movement	30	30
Subsidized via resource centre grants	33	34
IIHF contribution and video archive project	18	125
Hockey Canada contribution	12	18
Induction celebration	12	12
	787	806
Staff salaries, net of direct cost allocations	\$ 2,535	\$ 2,298