

2022-23 AGM report

Treasurers Report

Manitoba Nursery Landscape Association

Statement of Financial Position

We remain in a strong financial position due to strong leadership from committed active board members, our general members and most importantly the sponsors and advertisers who continue to support MBNLA.

Statement of Revenue and Expenses

Revenues (year over year increase of \$ 24, 592.11)

Revenues have increased this year. This is primarily due to holding the GROW23 event and for a payout from CNLA and the Agri-Marketing program we supported. We did see a decrease in revenue from the memberships and CNLA member benefit fees.

The MBNLA remains in a profitable position. This has been possible for a variety of reasons.

In comparison to last year, membership fee revenue has decreased by \$3,255.85. Our revenue with Program and event fees and sponsorship increased and were offset by increased Program and event expenses. Advertising has generated \$15,525.00 - an increase of \$9,675.00 due to Agri-marketing payout. Funds raised through the use of membership programs decreased to \$2,001.39, and dependent on the membership using the CNLA member benefits program.

We opted not to hold a golf tournament as a networking event and explored the current curling event/AGM format.

Expenses (Expenses year over year increased by \$9,037.41)

Overall expenses increased in conjunction with our increased revenue this year.

Program and event expenses increased to reflect events held and are offset by increased revenues. Advertising and Promotions expenses increased by \$5,176.71 to \$5,998.95 and reflect a purchase of new banners.

Marketing decreased by \$9,217.35 to \$5,377.90 and reflect less work by PR Benchmark communications.

Contracting fees include the recruitment costs (\$5,100) to fill Rob Officers position. I want to thank Rob for his past work and welcome Marcel.

Legal fees increased by \$1,661.73 to \$3,231.32 to reflect the legal work done to update our filings with Manitoba Corporations.

Travel was lower by \$604.48 because the CNLA AGM was held in Winnipeg, so little travel costs were incurred.

Summary

While we still cannot state we have returned to a pre-Covid financial position, our finances remain in a strong position (net profit of \$16,738.35) setting up the association well for the future. We hope this upcoming fiscal year will only improve our overall standing.

With an eye towards the future, our board is currently discussing the use of reserve funds to achieve our strategic goals moving forward. The ability to invest into the long term growth of the sector is only possible due to efficient financial management over the years.

We again thank the sponsors and advertisers who continue to support and work with the MBNLA during what has been a very trying past two years.

Respectfully Submitted,

Matt Bell

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