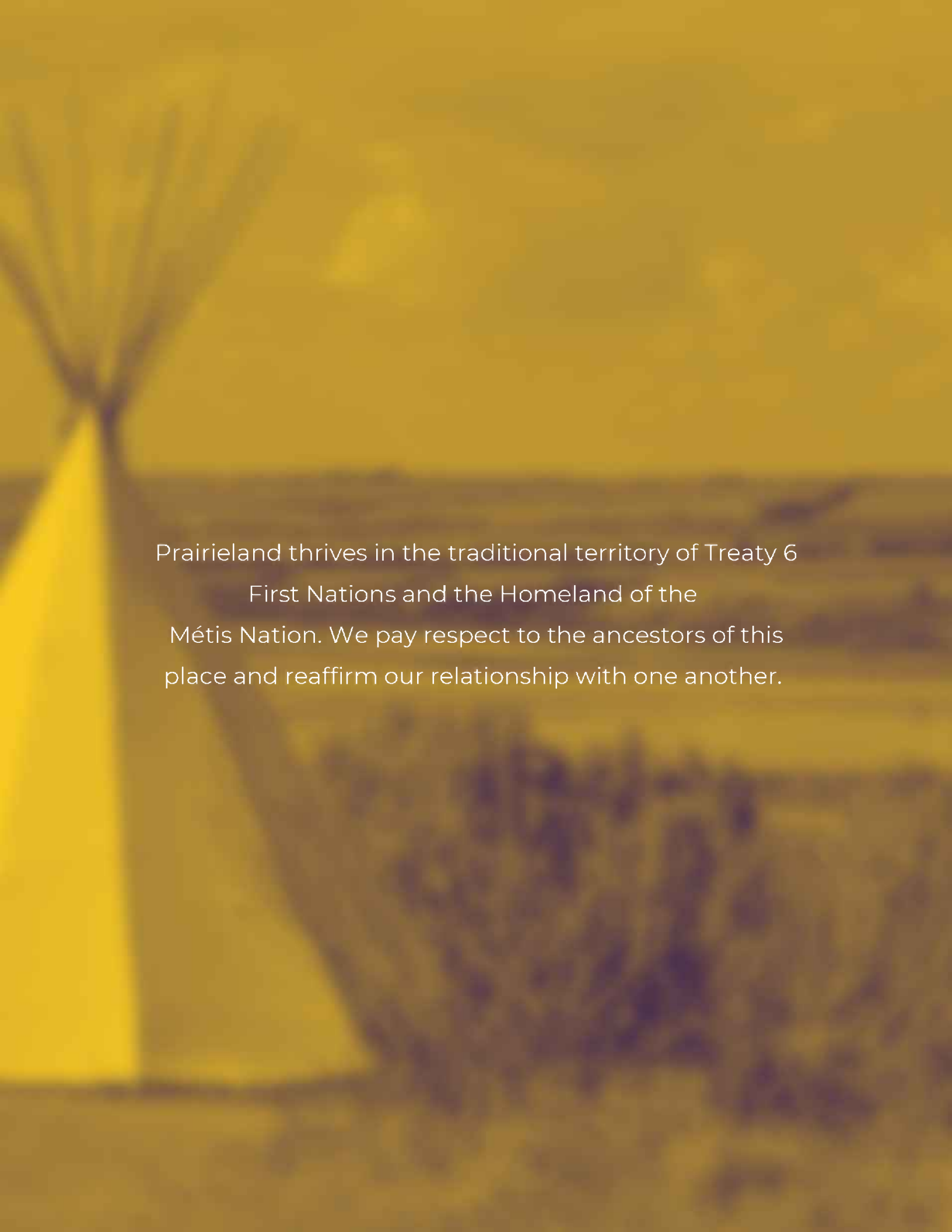


2025

ANNUAL REPORT

140 Years and Still
Gathering Momentum

A blurred background image of a tree in a field under a bright sky. The tree is on the left side, and the field extends to the horizon. The sky is a bright, hazy yellow. The overall image is out of focus, creating a soft, ethereal atmosphere.

Prairieland thrives in the traditional territory of Treaty 6
First Nations and the Homeland of the
Métis Nation. We pay respect to the ancestors of this
place and reaffirm our relationship with one another.

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PrairieLand's Cultural Pillars

At PrairieLand, our culture is the foundation that supports every event, guest interaction, and partnership we build.

As an organization responsible for bringing thousands of people together each year, our success relies not only on strong operations, but also on the values that guide how we work with one another and serve our community.



Teamwork

We succeed together.

At PrairieLand, we believe collaboration is the foundation of excellence. We rely on each other's strengths, communicate openly, and support one another to create seamless experiences for our guests and our **team**.

Positivity

We bring the good energy.

A positive attitude is contagious — and powerful. We show up with optimism, kindness, and a can-do spirit that lifts our team, energizes our workplace, and creates memorable experiences for everyone we serve.

Safety

We go home safe.

Safety is more than a policy — it's a mindset. We follow best practices, stay alert, and take proactive steps to prevent harm in everything we do. We are committed to creating a secure environment for our staff, guests, and partners.

Innovation

We embrace fresh thinking.

PrairieLand thrives on creativity and continuous improvement. We encourage bold ideas, welcome change, and seek out new ways to enhance our services, streamline operations, and surprise and delight our guests.

Customer Service

We serve with heart.

Every interaction is an opportunity to make a guest or coworker's day. Whether it's a warm welcome, a thoughtful gesture, or a quick solution, we go the extra mile to ensure everyone feels valued, respected, and cared for.



A Year of Purpose and Progress

Message from the Board Chair

It is an honour to reflect on a year of purposeful work, learning, and progress at Prairieland. This past year marked an important shift in the Board's focus — strengthening our governance role to ensure Prairieland is well-positioned to fulfill its mission of exceeding customer expectations, creating memorable experiences, and delivering lasting value to our community.

Key Governance and Strategic Progress. Over the past year, the Board focused on building a solid foundation for the future:

- **Governance renewal:** Reviewing and strengthening Board policies to support clarity, consistency, and effective oversight.
- **Ends development:** Engaging in thoughtful discussion and refinement of our Ends to clearly articulate the impact Prairieland exists to create.
- **Strategic alignment:** Ensuring Board priorities remain focused on outcomes rather than operations, supporting management through clear direction.

These efforts position Prairieland to continue thriving as a trusted community partner and economic contributor.

Organizational Highlights. While the Board focused on governance, the organization continued to deliver strong results:

- 2 million+ visitors engaged through events and facilities.
- 400+ events annually, representing more than 1,600 event days across business, culture, sport, and community.
- Continued momentum from the “Communities” campaign, highlighting the diverse opportunities Prairieland provides.
- Recognition by being nominated for an award for our contributions to Saskatoon’s economic and cultural vitality.

Financial Stewardship. Prairieland remains financially strong, generating \$27.4 million in gross revenues in 2025. We are proud of our ability to sustain operations primarily through earned revenues, and we are equally appreciative of the ongoing support and partnership of the City of Saskatoon and the Province of Saskatchewan, which play an important role in our long-term success. The Board takes its fiduciary responsibilities seriously, and EY’s year-end statements reflect prudent financial management and long-term sustainability.

Looking Ahead. As we move forward, the Board’s priorities remain clear:

- Continuing our governance journey with Charney Keyse, deepening our policy and Ends work.
- Supporting progress on the Master Plan and other strategic initiatives.
- Strengthening Board effectiveness to ensure Prairieland remains resilient, relevant, and community-focused.

Appreciation. I extend my sincere thanks to my fellow Directors for their commitment to strong governance and thoughtful leadership. Thank you as well to the Prairieland team, led by Dan Kemppainen, for their professionalism and dedication. To our members and volunteers, your ongoing support is vital to our success.

Together, through clear governance, shared purpose, and collaboration, we are building a strong future for Prairieland — and the work ahead is both exciting and important.

With the support of our consultants at Charney Keyse, the Board dedicated significant time to advancing our governance framework. This work has helped clarify roles, strengthen accountability, and ensure that our policies and decision-making are aligned with the long-term outcomes, or Ends, we seek to achieve for Prairieland and Saskatoon for years to come.

2025/2026 Board of Directors



Saskatoon Prairieland Park Corporation Board of Directors

Back Row: Eric Olauson, Dan Kempainen (Chief Executive Officer), Colin Bletsky, Korilee Burgess (Director, Administration), Donald Player (Chief Financial Officer), Brenda Nowakowski, Keith Moen, Curtis Kolibab, Tim Hansen

Front Row: Barb Stefanyshyn-Cote, Lou Hammond Ketilson, Evan Drisner (Chair of the Board), Gwen Miller, Veronique Loewen (Vice-Chair)

Missing: Milt Block

Officers

Chair	Evan Drisner	Chief Executive Officer	Dan Kempainen
Vice-Chair	Veronique Loewen	Chief Financial Officer.....	Don Player
Audit/Financial Oversight Chair	Gwen Miller	Director, Administration.....	Korilee Burgess
Governance Chair	Lou Hammond Ketilson	Auditors	EY



Resilience, Relevance, and Results

Chief Executive Officer's Report

Saskatoon Prairieland Park Corporation plays an important role in supporting the economic, agricultural, and community life of Saskatoon and the region. In 2025, the organization continued to deliver on this mandate through disciplined operations, strong partnerships, and a sustained focus on creating meaningful public value.

Throughout the year, Prairieland hosted and supported more than 400 events, representing over 1,600 event days across business, agriculture, culture, sport, and community programming. These activities engaged more than two million visitors and reflect both the scale of our facilities and the capability of our team. A full-time workforce of approximately 100 employees, supported by a large part-time and event-based team, consistently delivered safe, well-executed experiences that met the expectations of clients, exhibitors, promoters, and guests.

The World Trade Center Saskatoon at Prairieland remains central to our operations, offering over 240,000 square feet of flexible event space under one roof. Supported by our Food & Beverage, Audio Visual Production, Client Services, and Operations teams, the facility continues to serve as a trusted venue for conferences, trade shows, consumer events, and community gatherings throughout the year.

Agriculture remains foundational to Prairieland's purpose. From the sold-out Western Canadian Crop Production Show early in the year to a broad range of livestock and industry events, Prairieland continued to support both rural and urban audiences in understanding the historical and evolving role of agriculture in Saskatchewan. Our commitment to youth education and leadership development remained strong through ongoing support for 4-H programming and other initiatives. The Prairieland Youth Leadership Conference resulted in the awarding of \$12,000 in scholarships to deserving youth participants from across the province. The Prairieland Ag Center operated year-round, supporting livestock events and seasonal agricultural activity across multiple disciplines.

Prairieland's Signature Events team continued to deliver diverse programming that strengthens community connection and enhances the organization's profile, including ongoing preparations for the Saskatoon EX's 140th anniversary and the return to an eight-day fair format. In addition, Sports On Tap continued to provide year-round recreational and social amenities, including a fully subscribed outdoor volleyball league and a welcoming sports-focused gathering space that supports community connection beyond major events.

Financially, Prairieland generated \$27.4 million in gross revenue in 2025, reflecting prudent management, diversified revenue streams, and sustained demand for our facilities and services.

Looking ahead, management has begun preparatory work to support a comprehensive master planning process that will commence in 2026. This work will help ensure Prairieland is well positioned to meet future community needs, support long-term infrastructure planning, and continue delivering value for our region, our province, and our country.

I extend my sincere thanks to our many employees, volunteers, partners, Members, and Board of Directors for their continued commitment to Prairieland. Together, we are building an organization that remains resilient, relevant, and focused on serving the community – and beyond – both today and into the future.

Dan Kemppainen, CPA, CMA

Chief Executive Officer

Saskatoon Prairieland Park Corporation

PrairieLand Leadership Team

Guided by experience, collaboration, and a shared commitment to our community.



Dan Kempainen
Chief Executive Officer



Donald Player
Chief Financial Officer



Korilee Burgess
Director, Administration



Jason Hynd
Director, Client Services



Chris Hill
Director, O & M and Sports
On Tap



Candace Schierling
Director, Signature Events



Gavin Conacher
Director, Business Development
& Government Relations



Keat Maddison
Manager, A/V Production



Shawn Irwin
Controller



Sharon Odnokon
Manager, Food & Beverage



Leigh Ann Hurlburt
Manager, Agriculture



Traycee Martens
Manager, Marketing



Kyle Chudyk
Manager, Client Services



Colleen Woodley
Manager, Facilities &
Operations



Peter Jelinski
Manager, Signature Events



Fred Chudskov
Manager, Sports On Tap

Partnerships With Power

PrairieLand’s programs and events are strengthened through the continued partnership of our major corporate supporters and the many sponsors who invest in our work throughout the year.

Major Corporate Partners



Event Partners

ADAMA Canada
 Astro Towing
 AFAB
 Ag West Bio
 AgraCity
 Association Jeunesse Fransaskoise
 BASF
 Big Steel Box
 Belgard Canada
 Bolt Mobile
 Brown Communications
 Calidon Leasing
 Canterra Seeds
 Cargill
 Chasing Artwork
 Circle K
 Corteva Agriscience
 Colosseum Presents
 Crop Aid Nutrition
 Crop Life Canada
 Culligan Water
 CWB National Leasing
 Da Pop-Up Shop
 Dragons Den Games
 ETG Commodities

Farm Cash Advance
 Farm Credit Canada
 Farmers Business Network (FBN)
 Farming for Tomorrow
 FMC
 Grainport Inc
 Green Aero Tech
 Handy Special Events
 Horsch
 Huskie Athletics
 KPMG
 Koch Ag Services
 Lallemand Plant Care
 Loraas Disposal
 Market Tire
 Nitro Geek
 Norheim Ranching
 Nufarm
 O&T Farms
 Old Dutch
 Play Now
 Q-Line Trucking
 RBC Agriculture
 Richardson Pioneer
 RIIDE

Ritchie Bros. Auctioneers
 Santa Lucia Pizza
 Sask Cattlemen's Association
 Sask Canola
 Sask Egg Producer
 Sask Lotteries
 Sask Milk
 Sask Ministry of Agriculture
 Sask Pork
 Saskatoon Co-op
 SGI
 Simplot
 Sysco
 Tiger Automotive
 Thunderstruck Ag Sales
 The Target Strategies Group
 Turkey Farmers of Saskatchewan
 Taurus
 Uniglobe Travel
 UFA
 The Wireless Age
 Western Producer Publications /
 Glacier Farm Media

Our Members

PERSONAL MEMBERS

Kathleen Alexander	Darren Deminchuk	Bonnie Janzen	Ian Oliver	Lorraine Sommerfeld
Christine Allan	Terry Deneiko	John Janzen	Steve Pidgurski*	Kent Sommerfeld
Craig Allan	Shona Dietz	Brett Jenson	Patrick Pitka	Larry Sommerfeld
Lorraine Allchurch	Harold Dopko	Donald Johnson	Connie Plotzki	Mike Staines
Carey Allchurch	Grant Douziech	Sylvia Johnson	Colleen Podhordeski	Marlin Stangeland
Gordon R. Allchurch	Joann Douziech	Nicole Kalesnikoff	Darleen Pratt	Barb Stefanyszyn-Cote
Terry Alm	Eldon Driedger	Wilfred Kary	Charlene Priel	Marjorie Stevens
Tracy Arno	Evan Drisner	Deborah Kasahoff	Randy Pshebylo	Shirley Stewart
Don Atchison	Vic Dubois	Darrell Kasahoff	Tammy Pshebylo	Dawn Stranden
Sandra Bangle	Bev Dubois	Lyla Kempainen	Jeanette Pulles	Pat Stranden
Ken Barrett	Gene Dupuis	Bob Kenny	Hank Pulles	Kim Stranden
Doreen Barrett	Sheila Dupuis	Melanie Kenny	Terri Rasmussen	Dick Strayer
Aaron Bazylak	Mary Ann Elaschuk	Neil Ketilson	Adrienne Rawling	Sterling Summach
Art Belanger	Valerie Ellis	David Klatt	Beatrice Reid	Brian Swidrovich
Colette Bezaire	Randy Ellis	Randy Klein	Rick Reid	Bradley Sylvester
Luc Bezaire	Dave Engel	Curtis Kolibab	Linda Reynolds	Cory Thoms
Marlys Bilanski	Lynn Evans	Shirley Koob	Michelle Richards	Nicole Tiessen
David Bilanski	Don Featherstone	George Kool	Len Ritcho	Wayne Tillotson
Donna Birkmaier-Tillotson	Marjorie Featherstone	Larry Labuik	Ben Robb	Sherry Timmerman
Gisele Blanchette	Maurice Fedorchuk	Joan Lasiuk	Linda Rosluk	Bei Tio
Colin Bletsky	Corey Fernets	Don Lavallee	John Rosluk	Jean Tio
Kelly Block	Trevor Forrest	Lucien Lepage	Krista Rosluk	Allan Tirk
Milton Block	Jason Forrest	Richard Letkeman	Gloria Ross	Tim Tkachuk
Joe Bloski	Phyllis Fowler	Véronique Loewen	Jarrell Ross	Daymond Volk
Leonard Boehm	Shannon Froese	Harold Loewen	Todd Ross	Anne Wallace
Erin Bokshowan	Fay Gabrielson	Lynn Loewen	Brian Rossnagel	Patrick Wallace
Merv Brand	Neil Gabrielson	Lesley Magnus	Laurel Rossnagel	Melvin Wasylshin
Linda Braun	Kelly Gabrielson	Randall E. Magnus	Claude Sander	Kevin Waugh
Norma Briskar*	Brooke Godlien	Walter Mah	Andrea Sargent	Trent Weber
William Briskar	Cathy Gordon	Gordon Malinowski	Brian Sawka	Raylene Wellman
Jack Brodsky	Michael Gorniak	Russel Marcoux	Al Schell	Brent Wellman
Dwight Buchholz	Alicia Gramiak	Wayne Mazurak	Brad Schlosser	Tyler Wellman
Neil Buechler*	Wes Gramiak	Cara Mazurak	Al Scholz	Dayna Wellman
Jill Buechler	Gordon Haddock	Charles McCutcheon	Adriel Schur	Kristy Werner
Adele Buettner	Torey Hadland	Stuart McDowell	Steve Shannon	Dennis Wiebe
Orrin Bull	Cheryl Hagel	Donna McNab	Joseph Shmyr	Mickie Williams
Hudson Byblow	Ross Hagel	Sterling McWatters	Brian Sim	Betty Willms
Blaine Canitz	Lou Hammond Ketilson	Lynda McWatters	Carol Skelton	Ken Willms
Les Cannam	Henry Hamre	Daved Meakin	Jason Smith	Scott Woroniuk
Karen Catterall	Linda Hamre	Michael Millar	Julian Smith	Bernie Yuzdepski
Fred Catterall	Tim Hansen	Gwen Miller	Mark Smith-Windsor	David Zolinsky
Mike Cey	Bob Harder	Keith Moen		
Ken Cheveldayoff	Ross Harwood	Don Morgan		
Lily Chin	Jeffrey Hedin	Doreen Morrison		
Joe Chin	Brian Heinz	David Moser		
Steve Chisholm	Graham Henricks	Bob Naconechny		
Cory Choponis	Jenny Heppner	Shirley Naconechny		
Kenneth Clarke	Neil Hoffart	Dwight Nelson		
Patricia Clarke	Wendy Hoffart	Rosemary Neufeld		
Wayne Clement	Fay Hoiness	Brenda Nowakowski		
Dorothy Clement	Cara Holeha	Eric Olauson		
Greg Coulter	Mary Holland	Sylvia Oliver		
Donna Cram	Gary Houseman			
Amanda Danchak	Don Hrapchak			
Darren Danchak	Dean Hurlburt			
Troy Davies	Delvyn Huyghebaert			
Bill Davis	Roxanne Irvine			
Gord Deibert	Stu Irvine			
John Deibert	Robert Istace			
Tyson Delorme	Armand Istace			

* Deceased

CORPORATE MEMBERS

Western Development Museum
 Saskatchewan Trade & Export Partnership
 Ag-West Bio Inc.
 Prairie Meats Ltd.
 Canwest Commercial & Land Corp.
 Blue Moose Media
 Next Level Benefits Inc
 Sandman Signature Saskatoon South Hotel
 Early's Farm & Garden Centre Inc.
 Culligan Water Conditioning
 Westcap Mgt. Ltd.
 Maxie's Excavating Ltd.
 Greater Saskatoon Chamber of Commerce
 Centennial Foods

Connecting Communities. Elevating Experiences. Leading the Way.

A Year Defined by Growth, Collaboration & Exceptional Events

The World Trade Center Saskatoon at Prairieland stands as a hub of innovation, collaboration, and premier event excellence. In 2025, the WTC continued to grow its impact, drawing audiences, industries, and ideas together under one roof. With a strong year of events and attendance, the WTC remains a driving force in shaping Saskatchewan's business and cultural landscape.



Where Big Ideas Meet Exceptional Execution

Strengthening Saskatchewan's event landscape through innovation, collaboration, and high-quality service

In 2025, the World Trade Center Saskatoon at Prairieland continued to build on its reputation as one of Saskatchewan's most versatile and trusted event destinations. This year's activity reflects strong demand, a diverse slate of programming, and a continued commitment to delivering professional, high-quality experiences across all event types. With hundreds of events and **more than two million visitors** welcomed through our doors, the World Trade Center Saskatoon at Prairieland remains a driving force in connecting industries, communities, and ideas.

Prairieland hosted **411 events** throughout the year, reflecting the ongoing demand across all departments. Together, these events welcomed audiences from across the province and beyond, underscoring the venue's continued ability to draw and engage visitors of all kinds.





Prairieland 2025 Events

Total Events
411

Total Event Days
Over 1,600

Estimated Total
Attendance
2 Million+

Across these categories, the World Trade Center Saskatoon supported a diverse range of programming, from large-scale exhibitions to intimate meetings and industry-specific conferences.

Powered By Four Specialized Teams

At the core of the WTC's success is the seamless collaboration of four dedicated teams whose collective expertise supports every event, large or small:

Food & Beverage Department: Delivering exceptional hospitality and menu design tailored to the needs of each client.

Audio-Visual Department: Providing full-service technical support and creative production that elevate the overall guest experience.

Client Services: Guiding event organizers through a smooth planning and execution process with professionalism and care.

Operations Department: Ensuring the facility is prepared, responsive, and efficient from setup to teardown.

Together, these teams form a cohesive, guest-focused operation that enhances every event held at Prairieland.

140 Years of Making Memories and Creating Moments That Matter

Marketing Community, Connection, and Celebration in 2025



PrairieLand
is more than
just events.
We build this
community.

In 2025, PrairieLand marked a milestone few organizations ever reach: 140 years of gathering, celebrating, and creating moments that shape the life of our city and province. It was a year filled with electricity—not just from events, but from an unmistakable sense of identity. If asked to describe the year in a single sentence, the Marketing Department would say this:

We reminded Saskatoon why PrairieLand exists—and why it still matters.

From the first conversations about anniversary branding to the last campaign of the year, our focus remained clear: tell the story of PrairieLand not as a place, but as a feeling. A shared memory, traditions passed down, and gatherings that bring people closer to each other and closer to home.

It began with the Communities Campaign, our most heartfelt storytelling effort to date. Instead of leading with events, we led with people—the families who line up to watch the SuperDogs, the friends who meet at the EX every summer, the farmers who spend their winters in our halls, the youth competitors who grow up in our arenas. Their stories anchored our anniversary messaging and gave PrairieLand's 140th year its emotional center. These weren't advertisements; they were portraits of what community looks like when it's alive.



This sense of identity carried through every platform, every poster, every activation. We brought forward a refreshed anniversary badge and “140 Years and Still Gathering Momentum” as a rallying call. Across digital channels, we spoke about Prairieland’s legacy not with nostalgia, but with pride and forward motion—the idea that a place built on gathering could continue to evolve and remain relevant in a changing world.

Throughout the year, we strengthened how each Signature Event communicates its “why.” Not just what’s happening on the grounds—but why it matters.

- Why the EX is a rite of summer.
- Why Gardenscape signals possibility.
- Why Pop Con creates belonging.
- And why new additions like Oktoberfest add to the cultural fabric of Saskatoon.

These campaigns celebrated the community spirit that has shaped Prairieland for 140 years.

But the story of Prairieland in 2025 wasn’t told by Marketing alone—it was lived and delivered by the teams who bring those moments to life. Client Services welcomed thousands with warmth and professionalism, ensuring every visitor felt anchored in hospitality. A/V Production elevated the guest experience through seamless technical delivery, bringing clarity, excitement, and atmosphere to stages, conferences, and celebrations. Operations worked behind the scenes—often before dawn and long after closing—to ensure every

hall, arena, midway, and meeting space was safe, functional, and ready to gather people. Food & Beverage served as the heartbeat of comfort and connection, offering everything from elevated banquet experiences to the casual favourites that generations of guests associate with a day at Prairieland.

These same service-driven values extended into our corporate venues. The World Trade Center Saskatoon at Prairieland continued to shine as a hub for business and international engagement, while Sports On Tap strengthened its reputation as a community gathering space—both reinforcing that Prairieland is not only an events organization, but a place where Saskatoon comes together in countless ways throughout the year.





Underneath the storytelling, our marketing strategy became sharper and more intentional. Digital flights focused not only on reach, but on relevance. We met agricultural audiences where they were, brought fan communities into the fold, and strengthened LinkedIn's reach to civic and business leadership. We partnered with influencers who could tell the Prairieland story with authenticity rather than polish.

Video flights were professionally produced as short vignettes entitled: Building a Legacy, Communities Gather Here, Growth & Evolution, Nurturing Agriculture, and The Saskatoon EX. 2025 wasn't just an anniversary year. It was a year of rediscovering what Prairieland means to the people of Saskatoon and Saskatchewan. It reminded us that after 140 years, our task hasn't changed: create the moments that bring meaning to life in our community. Moments of connection, moments of joy, and moments we talk about years later.

Marketing helped tell that story—through visuals, campaigns, voices, and memories—but it became clear that the next 140 years aren't about reinvention. They're about momentum. About carrying forward the spirit that has always defined Prairieland.

In 2025, that purpose shone brighter than ever.

Advancing Agriculture, Inspiring the Next Generation

Serving Agriculture With Purpose and Impact

PrairieLand's Agriculture Department plays a vital role in advancing Saskatchewan agriculture by convening industry, developing young leaders, and creating meaningful connections between producers, the public, and the next generation.

In 2025, this work came to life through a diverse portfolio of programs and events that supported agricultural innovation, strengthened producer networks, and invested deeply in youth education and leadership. From nationally recognized crop and livestock shows to hands-on school tours and skill-building competitions, the initiatives outlined in these pages reflect PrairieLand's commitment to impact, relevance, and stewardship.

Together, they demonstrate how PrairieLand delivers lasting value for its members, its partners, and the future of agriculture in Saskatchewan.

Nurturing Potential While Strengthening the Industry

Where Knowledge Meets Real-World Application



Prairieland’s ‘Youth-in-Agriculture’ programming forms a comprehensive ecosystem designed to prepare young people for success in every corner of the agricultural sector. Whether participants are stepping into the judging ring, developing leadership strategies, presenting livestock, or showcasing year-long project work, they are supported by experiences that build technical expertise, confidence, and a profound understanding of the industry they are poised to lead.

Across all programs, the focus remains the same: meaningful hands-on learning, access to industry mentorship, and opportunities that strengthen personal and professional growth. These initiatives meet youth where they are—energized, passionate, and full of potential—and give them the tools to transform that potential into capability.

Developing Judgment, Discipline & Critical Thinking

Sound decision-making is at the heart of agriculture, and Prairieland’s youth programs integrate this skill into nearly every experience. From structured evaluation exercises to real-time problem solving, participants learn to observe, assess, compare, and defend their choices with confidence.

Judging components—found in both competitive and educational formats—teach students how to apply analytical thinking to livestock, crops, feed quality, and even unexpected categories designed to broaden their perspective. Whether evaluating a class of heifers, analyzing grain samples, or delivering oral reasons in a live setting, youth learn discipline, attention to detail, and the importance of making informed decisions under pressure.

Prairieland’s Annual Youth-in-Agriculture Events

Dare 2 Judge
Annually in January

Prairieland Youth Leadership Conference
Annually in February

Saskatchewan Beef Expo
Annually in April

Prairieland Junior Agriculture Showcase
Annually in July



Over 50 4-H clubs from the prairie provinces participate in Prairieland Youth-in-Agriculture programs every year.



Youth programs at
Prairieland empower
young producers to
step confidently into
the future of
Saskatchewan
agriculture.



These skills naturally translate beyond the show ring. Participants carry this confidence into classrooms, farms, and eventually careers, where critical thinking remains one of the most valuable assets in modern agriculture.

Leadership for Modern Agricultural Careers

Leadership development is woven throughout every youth opportunity hosted at Prairieland. Workshops, team challenges, and mentorship interactions are intentionally structured to help young people envision their future in agriculture and understand what it takes to thrive in an evolving industry.

Participants engage in scenario-based learning designed to build adaptability—essential in a sector shaped by shifting markets, technology, and climate conditions. Presentations from industry professionals expose youth to real-world career pathways, while scholarship opportunities reinforce Prairieland's commitment to supporting further education and continued growth.



Across programs, young leaders collaborate, communicate, and reflect on their experiences, gaining the professional and interpersonal skills needed to shape the future of agriculture in Saskatchewan.

Hands-on learning gives young people the tools they need to shape the future of the industry.

Strengthening the Future of the Cattle Industry

A deep connection to livestock and animal stewardship is a defining feature of Prairieland's role in youth development. Hands-on cattle handling, grooming clinics, showmanship coaching, and competitive exhibitions create an environment where young producers refine practical skills essential to herd management and industry readiness.

Participants gain exposure to recognized clinicians, judges, and producers who share techniques, insights, and expectations that mirror professional standards. Guided instruction builds confidence, while exhibition opportunities allow youth to demonstrate the results of their hard work and year-long commitment to their animals.

Through these experiences, young cattle producers develop both competence and pride—qualities that strengthen Saskatchewan's beef industry for years to come.

Showcasing Achievement & Building Community

Community is at the heart of every Prairieland Youth-in-Agriculture program. Multi-day showcases bring together young producers, families, volunteers, and industry partners to celebrate the dedication and personal growth of participants across diverse disciplines.

Throughout these gatherings, participants demonstrate livestock projects, creative arts, horsemanship, and agricultural knowledge built over the course of the year. Signature ceremonies and awards reinforce the values of sportsmanship, perseverance, and respect—standards that define the agricultural community.

These events offer youth a powerful sense of belonging. They inspire friendly competition, mentorship, inter-club collaboration, and the formation of lifelong friendships. More importantly, they amplify the pride young people feel in their accomplishments and strengthen their connection to Saskatchewan's agricultural heritage.

Youth-in-Agriculture BY THE NUMBERS

Participation & Engagement

- 315+** youth participants across all programs
- 50+** 4-H clubs from across the prairies
- 14** programmed days of learning

Livestock & Project Development

- 130+** animals exhibited
- 84** yearlings at all cattle events
- 45+** sheep entries
- 8** judging categories



When rural youth are supported, the entire agriculture sector becomes stronger.

Sold Out Every Year

PrairieLand Ag's flagship **Western Canadian Crop Production Show** fills every hall and powers the year ahead for prairie agriculture.

For 42 years, the Western Canadian Crop Production Show has stood as one of the most influential agricultural gatherings in the Prairies—a place where innovation, industry leadership, and producer needs converge. Founded in 1983, the show quickly grew beyond its walls, doubling in size within three years as producers sought actionable solutions and market insight.

This is where prairie agriculture resets, retools, and reimagines what's possible.



Producers fill the aisles, comparing tools and technologies that shape the year ahead.



Capacity crowds at learning sessions highlight the demand for expert insight.

A Catalyst for Innovation and Industry Leadership

A Legacy That Advances Prairieland's Mandate

Rooted in producer needs, the Crop Production Show strengthens Prairieland's mission by convening the entire grain sector under one roof. The show anchors Crop Production Week, bringing commodity groups, AGMs, and research organizations together to share insight, strategy, and innovation. Additionally, the Saskatchewan Ag Hall of Fame holds a press conference to announce their annual inductees.

Driving Technology & Knowledge Transfer

From emerging equipment to precision agriculture tools, the show mirrors the evolution of prairie farming. Expert-led sessions in the Nufarm Information Theatre provide real-world agronomy research on soil health, weed management, crop varieties, and succession strategies.

Unmatched Scale & Industry Trust

With more than 330 exhibitors and approximately 20,000 attendees at recent shows, the event remains a key decision-making hub for the production year. Every square foot of the facility is occupied — evidence of the show's ongoing relevance, reach, and industry confidence.



THE EQUINE EXPERIENCE

*Introducing The Equine Experience:
A New Signature Event for 2026*

Beyond competition, Prairieland is expanding its role in equine education and youth development. New in 2026, The Equine Experience will become Prairieland's newest Signature Event—an annual, youth-focused workshop series designed to engage, educate, and inspire the next generation of equine enthusiasts. This modern, hands-on learning format replaces the long-running Saskatchewan Equine Expo, which operated successfully for 11 years, and reflects Prairieland's commitment to evolving alongside the needs of today's riders and educators.

With this forward-looking addition, the equine program strengthens the Ag Center's position as a hub where athletes, families, trainers, and industry partners can gather to learn, grow, and celebrate the spirit of equine sport.



A Multi-Disciplinary Year-Round Ag Hub Serving Saskatchewan

Supporting Competitors, Producers, and Partners Across Sectors

The Prairieland Ag Center stands as one of Saskatchewan’s most active agricultural hubs, supporting year-round development across equine, cattle, dairy, and emerging disciplines. With 83 event days, 150 boarding days, and 27 facility rentals, the facility serves as a foundation for training, competition, and industry engagement on a provincial scale. Winter horse boarding ensures continuous activity by housing up to 70 horses during Saskatchewan’s coldest months, keeping the facility active even outside peak event seasons.

As the year progresses, the Ag Center transitions into a multi-disciplinary venue capable of hosting large-scale livestock showcases, high-performance equine competitions, and specialized agricultural gatherings. The Western Dairy Expo, which brought approximately 200 Holstein and 60 Jersey cows and heifers from across Western Canada, highlighted the center’s ability to deliver top-tier dairy programming. The addition of new offerings—such as a first-ever archery competition—demonstrates the facility’s versatility and its expanding role as a gathering place for diverse communities within and beyond agriculture.



An enthusiastic crowd looks on from the Ag Center’s ample seating areas, demonstrating the facility’s capacity to comfortably host large audiences during peak livestock and equine events.



Cultivating Agricultural Literacy in Saskatchewan Classrooms

Making Agriculture Real for Young Learners

PrairieLand Ag's two school tour programs introduce younger learners to the foundations of agriculture, food systems, and environmental stewardship in ways that are hands-on, curriculum-aligned, and deeply memorable. Together, the Garden Experience and Ag Experience tours reached more than 1,700 students in 2025, reflecting strong demand from educators who see value in connecting classroom learning to real-world agriculture.

Developing Curiosity and Environmental Awareness

The Garden Experience school tour gives Grade 3 students an accessible introduction to ecosystems and sustainability through planting, composting, and exploring beneficial insects. More than 1,100 students participated, with nearly 90 classes applying within a week—an indicator of strong interest in early environmental education.

Building Agricultural Literacy Through Real-World Learning

The Ag Experience school tour welcomes Grade 4 students into a dynamic, industry-supported learning environment. Over 600 students moved through interactive stations covering grains, livestock, pollinators, crop protection, dairy, poultry, and more—supported by Saskatchewan's commodity groups and agricultural partners. Live demonstrations, historical threshing, and a fun cookie auction build understanding of food systems, marketing, and on-farm decision-making.





Strengthening Connections to Food, Land, and Community.

Both school tour programs help bridge the widening gap between students and agriculture by offering authentic, hands-on experiences. Whether planting seeds or learning about the people and animals behind their food, students leave with a clearer understanding of how agriculture shapes their community—and their province.

Creating Moments That Matter

The experiences that give people a reason to gather—
and a community a reason to belong.

Signature events that bring people together, celebrate shared moments, and turn Prairieland into the heartbeat of our region.

At Prairieland, our Signature Events are more than dates on a calendar—they are the lived expression of our purpose.

These gatherings are where traditions are honoured, new memories are made, and community comes to life.

From milestone celebrations and seasonal experiences to pop culture fandom and festive traditions, these events reflect the joy, connection, and pride that happen when people come together.

They are the reason families return year after year, the moments that define our place in the community, and a powerful reminder of the role Prairieland plays as a welcoming, inclusive space for all.

Consistently Delivering Saskatoon's **Biggest** Week

Kevin Waugh MP, Jason Hynd, (Director, Client Services) Evan Drisner (Board Chair), and Dan Kemppainen (CEO) share the spotlight aboard the new Mardi Gras-style parade float at the Downtown Kick-off Parade.



Prairieland's signature flagship, the **Saskatoon EX** combines first rate entertainment, proud traditions, and operational excellence at scale.

The Saskatoon EX remains Prairieland's largest and most iconic Signature Event, serving as a defining summer tradition that unites the city. In 2025, the EX celebrated its historic 140th anniversary, honouring this milestone by returning to an expanded eight-day fair format.

What's New in 2025

To celebrate 140 years, the EX introduced major upgrades and modern experiences:

- **A-Market Midway Upgrade:** Saskatoon secured North American Midway Entertainment's premier A-market show. This elevated the EX to a top-tier continental stop, expanding attractions from 31 to 44 and increasing rider capacity by 33%.
- **First-Ever Drone Show:** Blending heritage storytelling with modern technology, the EX debuted a nightly drone show. The custom imagery highlighted Saskatoon's history and Prairieland's legacy, becoming a highly anticipated, signature evening event.
- **Cirkus Zirkus :** Roaming performers introduced whimsical, immersive interactions across the grounds, adding fresh energy as a prominent new feature in the daily Mardi Gras Parade.

Civic & Economic Impact

The EX continues to be a flagship driver for Saskatoon's economy and cultural identity. By welcoming the whole community with massive entertainment and safe, professional operations, the 140th anniversary solidified the event's ongoing momentum and value to the city.



Entertainment & Operations

- **Concerts & Attractions:** Major touring artists—including TLC, Metric, Loverboy, The Corb Lund Band, and The Sheepdogs—anchored the fair's intergenerational appeal alongside iconic crowd favourites like the Crash 'N Bash Demolition Derby.
- **Safety Record:** Despite the extended eight-day schedule and massive daily attendance, meticulous collaboration with the Saskatoon Police Service and private security teams resulted in zero major public safety incidents.



Approximately 10,000 fans gathered at the SaskTel Grandstand to watch TLC in concert



Riders of all ages took to the midway to experience chills and thrills.

Shared Celebrations That Belong to the Whole Community

A Balanced Portfolio: Heritage Icons, New Formats, and Audience-First Design



PrairieLand's self-produced Signature Events create the moments people use to mark their year—spring's first burst of colour, summer's biggest week, the home-stretch glow of the holidays, and fresh cultural energy in between. This portfolio advances our mandate to gather the community at scale, welcome diverse audiences, and deliver safe, high-quality experiences that feel distinctly Saskatoon.

From the 140th anniversary of Saskatoon EX and the return to an eight-day fair, to the indoor spring oasis of Gardenscape, the renewed momentum of Pop Con YXE, the immersive sparkle of Glow, and new formats like Oktoberfest on the Prairies and the high-demand Mock Wedding, the portfolio balances heritage and reinvention while strengthening economic activity, partner visibility, and PrairieLand's role as the city's gathering place.

City-Defining Experiences and Seasonal Place-Making

Signature Events turned the calendar into a series of shared milestones. Spring began indoors at Gardenscape, where professionally designed displays, learning stages, and thousands of plants signalled that winter was behind us. Summer culminated with Saskatoon EX—through the arrival of NAME's A-market show and a nightly drone show celebrating 140 years of civic memory. As the year wound down, Glow transformed Hall D into a family-first lightscape, while the Holiday Dinner Party featuring Glow extended the experience with an elevated night out.

PrairieLand's
Signature Events
deliver belonging at
scale, safety with
style, and constant
renewal.



Audience Growth, Renewal & Relevance

The portfolio is intentionally adaptive. Pop Con YXE rebounded to 10,000+ attendees after a strategic refresh that prioritized fan experience and strong guest talent—proof that listening to the audience pays off. Oktoberfest on the Prairies launched to inject fall with a high-energy cultural celebration. Saskatoon EX drew a high-energy crowd with the extended dates, and Mock Wedding drew 3,700 guests and secured multi-year momentum through 2028—evidence that new formats can become instant fixtures.

Safety, Hospitality & Operational Excellence

Large-scale gatherings demand rigor. The EX executed enhanced safety measures with the Saskatoon Police Service and professional security, resulting in no major public-safety incidents.

Family-friendly design anchors Glow (play areas, character visits, accessible navigation), while Gardenscape and Pop Con prioritize comfortable crowd flow, clear wayfinding, and engaging touchpoints. High-capacity nights like Mock Wedding rely on disciplined staffing and coordination—translating into strong food and beverage performance and guest satisfaction.

The Pop Con YXE rebrand was a success with 10,000+ attendees, strong cosplay engagement and headline guests like Lou Diamond Phillips to drive autograph sales.





PrairieLand's Signature Events honour the city's traditions, introduce new energy when it's needed, and keep Saskatoon's calendar—and economy—vibrant.



The Western Senators rocked the house at the inaugural Oktoberfest on the Prairies in October.

Community, Partners & Economic Impact

Signature Events convene partners and performers across sectors: headliners from music and pop culture, Cirkus Zirkus roving entertainment, commodity-group sponsors at Glow (SaskMilk and SaskPork), and U of S horticulture students contributing to Gardenscape’s show garden. Vendor markets, midway spending, group bookings, and corporate holiday celebrations ripple outward to hotels, restaurants, and local businesses—making Prairieland’s events not just memorable, but economically meaningful.



No lack of tongue-in-cheek good times at Mock Wedding

A Year of Renewal, Momentum & Unforgettable Moments

Focused on Service, Driven by Fans, Defined by Great Moments

2025 marked a year of progress at Sports On Tap, defined by enhanced guest experiences and a series of major sports moments that energized fans throughout the year.

Sports On Tap embraced a refreshed vision—one focused on elevating service, strengthening programming, and ensuring every guest enjoys the best sports-viewing environment in Saskatoon.



Elevating the PlayNow Beach Volleyball League

Our renewed approach took shape early in the spring as we turned our attention to the PlayNow Beach Volleyball League. By listening to feedback and identifying challenges from previous seasons, we rolled out meaningful improvements that elevated the overall player experience. With 300+ teams participating, our focus remained on ensuring the league was fun, welcoming, and well-supported throughout the summer.



A Thrilling NHL Playoff Run

Sports On Tap was buzzing through the NHL postseason as the Edmonton Oilers pushed hard against the defending Stanley Cup champion Florida Panthers. Although the Oilers ultimately fell just short, the playoff run created an electric atmosphere—bringing hundreds of passionate fans through our doors to share every heart-pounding moment.

Looking Ahead

With a successful and event-filled 2025 behind us, Sports On Tap enters 2026 with strong momentum and a renewed commitment to excellence. We look forward to continuing our mission of delivering Saskatoon's premier sports-viewing experience—one that brings fans together, celebrates the thrill of the game, and creates memorable moments all year long.

Year-In-Sports Highlights

The Toronto Blue Jays battled the powerhouse LA Dodgers to a dramatic Game 7 of the World Series.

The Saskatchewan Roughriders captured their 5th Grey Cup championship, giving local fans plenty to celebrate.

The University of Saskatchewan Huskies delivered a strong season, advancing all the way to the Vanier Cup—a remarkable accomplishment, with every expectation that next year is theirs for the taking.

Saskatoon Prairieland Park Corporation

Financial statements
December 31, 2025



Shape the future
with confidence

Independent auditor's report

To the Members of
Saskatoon Prairieland Park Corporation

Opinion

We have audited the financial statements of Saskatoon Prairieland Park Corporation [the "Organization"], which comprise the statement of financial position as at December 31, 2025, and the statement of operations, statement of changes in net assets and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Organization as at December 31, 2025, and its results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Basis for opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the Organization in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other matter

The financial statements for the year ended December 31, 2024 were audited by another auditor who expressed an unmodified opinion on those financial statements on March 19, 2025.

Responsibilities of management and those charged with governance for the financial statements

Management is responsible for the preparation and fair presentation of the 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.

In preparing the financial statements, management is responsible for assessing the Organization's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Organization or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Organization's financial reporting process.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:



- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit 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 Organization's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Saskatoon, Canada
March 18, 2028

Ernst & Young LLP

Chartered Professional Accountants



Saskatoon Prairieland Park Corporation

Statement of financial position

As at December 31

	2025 \$	2024 \$
Assets		
Current		
Cash	6,888,576	6,588,250
Marketable securities <i>[note 4]</i>	15,428,491	13,968,351
Accounts receivable <i>[note 5]</i>	1,679,105	1,494,299
Inventories <i>[note 6]</i>	421,940	408,328
Prepaid expenses	744,372	627,582
Total current assets	25,162,484	23,086,810
Property and equipment <i>[note 7]</i>	23,722,116	24,476,422
	48,884,600	47,563,232
Liabilities and net assets		
Current		
Accounts payable and accrued liabilities	2,455,086	2,453,402
Customer deposits	2,146,781	2,184,711
Government remittances payable	175,273	164,633
Current portion of long-term debt <i>[note 8]</i>	750,000	750,000
Current liabilities before callable debt	5,527,140	5,552,746
Callable portion of long-term debt <i>[note 8]</i>	38,687	438,687
Total current liabilities	5,565,827	5,991,433
Long-term debt <i>[note 8]</i>	4,235,181	4,585,185
Total liabilities	9,801,008	10,576,618
Commitments <i>[note 9]</i>		
Net assets		
Net assets invested in property and equipment <i>[note 10]</i>	18,698,248	18,702,550
Net assets, internally restricted <i>[note 10]</i>	11,428,491	9,968,352
Net assets, unrestricted	8,956,853	8,315,712
Total net assets	39,083,592	36,986,614
	48,884,600	47,563,232

See accompanying notes

On behalf of the Board



Member



Member

Saskatoon Prairieland Park Corporation

Statement of operations

Year ended December 31

	2025	2024
	\$	\$
Revenues		
Trade and Convention Centre	11,665,614	10,426,482
Signature Events and Programs	6,041,667	4,214,592
Agriculture	2,103,977	2,042,342
Sports on Tap	3,040,181	2,853,057
Corporate <i>[notes 4 and 9]</i>	4,568,212	5,167,359
	<u>27,419,651</u>	<u>25,403,832</u>
Expenditures <i>(Schedule 1)</i>		
Trade and Convention Centre	12,713,633	11,902,654
Signature Events and Programs	4,834,023	3,405,974
Agriculture	702,531	648,055
Sports on Tap	2,648,765	2,511,802
Corporate	4,423,721	4,081,125
	<u>25,322,673</u>	<u>22,556,410</u>
Excess (deficiency) of revenues over expenditures		
Trade and Convention Centre	(1,048,019)	(1,483,172)
Signature Events and Programs	1,207,644	1,508,618
Agriculture	1,401,446	1,394,287
Sports on Tap	391,416	341,455
Corporate	144,491	1,086,234
Excess of revenues over expenditures for the year	<u>2,096,978</u>	<u>2,847,422</u>

See accompanying notes

Statement of changes in net assets

Year ended December 31

	Invested in property and equipment \$	Internally restricted \$	Unrestricted \$	2025 \$	2024 \$
Net assets, beginning of year	18,702,550	9,968,352	8,315,712	36,986,614	34,139,192
Excess of revenue over expenditures (expenditures over revenue)	(2,582,351)	1,460,139	3,219,190	2,096,978	2,847,422
Purchase of property and equipment	1,828,045	-	(1,828,045)	-	-
Repayment of long-term debt	750,004	-	(750,004)	-	-
Net assets, end of year	18,698,248	11,428,491	8,956,853	39,083,592	36,986,614

See accompanying notes

Saskatoon Prairieland Park Corporation

Statement of cash flows

Year ended December 31

	2025 \$	2024 \$
Operating activities		
Excess of revenues over expenditures for the year	2,096,978	2,847,422
Add (deduct) items not involving cash		
Amortization of property and equipment	2,582,351	2,540,842
Unrealized gain on market value of investments	(564,638)	(1,060,251)
	<u>4,114,691</u>	<u>4,337,013</u>
Net change in non-cash working capital balances		
Accounts receivable	(184,806)	414,132
Inventories	(13,612)	27,564
Prepaid expenses	(116,790)	(86,182)
Accounts payable and accrued liabilities	1,684	(638,072)
Customer deposits	(37,930)	430,610
Government remittances payable	10,640	(38,697)
Cash provided by operating activities	<u>3,773,877</u>	<u>4,446,377</u>
Investing activities		
Purchase of property and equipment	(1,828,045)	(2,750,664)
Proceeds on disposal of marketable securities	6,798,937	5,282,797
Purchase of marketable securities	(7,319,882)	(5,600,338)
Cash interest received and reinvested	(374,557)	(443,212)
Cash used in investing activities	<u>(2,723,547)</u>	<u>(3,520,417)</u>
Financing activities		
Repayment of long-term debt	(750,004)	(750,004)
Cash used in financing activities	<u>(750,004)</u>	<u>(750,004)</u>
Net increase in cash during the year	300,326	175,956
Cash, beginning of year	6,588,250	6,412,294
Cash, end of year	<u>6,888,576</u>	<u>6,588,250</u>

See accompanying notes

Saskatoon Prairieland Park Corporation

Notes to financial statements

December 31, 2025

1. Nature of operations

Saskatoon Prairieland Park Corporation [the "Organization"] was incorporated under the *Non-Profit Corporations Act* of Saskatchewan on December 13, 1911. Activities of the Organization include trade shows, agricultural events, school programs, the Saskatoon Exhibition and the operation of Sports on Tap.

2. Summary of significant accounting policies

These financial statements are prepared in accordance with Part III of the *CPA Canada Handbook - Accounting, "Accounting Standards for Not-for-Profit Organizations,"* which sets out generally accepted accounting principles for not-for-profit organizations in Canada and includes the significant accounting policies summarized below.

Cash

Cash includes balances with banks, cash on hand, and automatic banking machine floats.

Inventories

Inventories are valued at the lower of cost and net realizable value. Cost is determined using the first-in, first-out method. Inventories consist of alcohol, food and other items. Net realizable value is the estimated selling price in the ordinary course of business, less the estimated selling expenses.

Property and equipment

Property and equipment are recorded at cost, less accumulated amortization and are amortized over their estimated useful lives using the following rates and methods:

Buildings	2.5% - 12.5% straight-line
Equipment	10% - 33.3% straight-line
Leasehold improvements	Straight-line over the life of the lease
Roads	4% straight-line

Impairment of long-lived assets

Long-lived assets, which comprise property and equipment, are tested for impairment whenever events or changes in circumstances indicate that the carrying amount of the assets may not be recoverable. Recoverability is assessed by comparing the carrying amount to the projected undiscounted future net cash flows the long-lived assets are expected to generate through their direct use and eventual disposition. When a test for impairment indicates that the carrying amount of an asset is not recoverable, an impairment loss is recognized to the extent carrying value exceeds its fair value. Such impairments are not reversed.

Revenue recognition

The Organization follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Management fees are recognized as corporate revenue when received or receivable.

Customer deposits received for events are deferred until the event occurs and delivery of services has occurred. Deferred amounts are presented as customer deposits on the statement of financial position.

The Organization recognizes revenue from events, and food and beverages as delivery of services has occurred and collection is reasonably assured.

Interest income is recognized as corporate revenue when reasonable assurance exists regarding measurement and collectibility.

Saskatoon Prairieland Park Corporation

Notes to financial statements

December 31, 2025

Income taxes

The Organization is incorporated under the *Non-Profit Corporations Act* of Saskatchewan and is not subject to income tax under the provisions of [paragraph 149\(1\)\(l\)](#) of the *Income Tax Act* of Canada.

Financial instruments

The Organization initially records a financial instrument that was originated, issued, or assumed in an arm's length transaction at fair value.

Equity securities that are quoted in an active market are subsequently measured at fair value. Unrealized gains and losses on equity securities are recognized in the statement of operations. All other arm's length financial instruments are subsequently recorded at amortized cost, unless the Organization has elected to carry the instruments at fair value. The Organization has not elected to carry any such instruments at fair value.

Transaction costs incurred on the acquisition of financial instruments measured subsequently at fair value are expensed as incurred. All other financial instruments are adjusted by financing costs and transaction costs incurred on acquisition, which are amortized using the effective interest method.

Financial assets are assessed for impairment on an annual basis at the end of the fiscal year. If there is an indicator of impairment, the Organization 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 Organization 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 original carrying value.

Use of estimates

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations 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 balance sheet date and the reported amounts of revenues and expenses during the year. Actual results could differ from those estimates. Estimates are used when accounting for items and matters such as inventory obsolescence, amortization of property and equipment, impairment of long-lived assets and provisions and contingencies.

3. Line of credit

The Organization maintains an authorized line of credit of \$1,000,000. At December 31, 2025, there was \$nil [2024 - \$nil] drawn against the line of credit. Interest on any outstanding credit is calculated at prime, which was 4.45% at December 31, 2025 [2024 - 5.45%]. The line of credit is secured by all of the assets of the Organization, and expires on April 30, 2027.

Saskatoon Prairieland Park Corporation

Notes to financial statements

December 31, 2025

4. Marketable securities

In 2025, the Organization recognized \$374,557 [2024 - \$443,212] of interest, \$520,950 [2024 - \$317,541] of realized gain and \$564,638 [2024 - \$1,080,251] of unrealized gain which are included in corporate revenue on the statement of operations.

The marketable securities are comprised of listed equity and fixed income securities.

	2025 \$	2024 \$
Fixed income securities	5,456,656	4,974,470
Equity securities	9,971,835	8,993,881
	<u>15,428,491</u>	<u>13,968,351</u>

Included in marketable securities is an amount that has been internally restricted as designated investments for use of future capital projects [note 10].

	2025 \$	2024 \$
Unrestricted marketable securities	4,000,000	4,000,000
Designated investments	11,428,491	9,968,351
	<u>15,428,491</u>	<u>13,968,351</u>

5. Accounts receivable

Included in accounts receivable are the following amounts:

	2025 \$	2024 \$
Trade	1,627,634	1,409,987
Other	51,471	84,312
	<u>1,679,105</u>	<u>1,494,299</u>

6. Inventories

	2025 \$	2024 \$
Food	319,865	275,443
Alcohol	75,831	97,292
Other	26,244	35,593
	<u>421,940</u>	<u>408,328</u>

Saskatoon Prairieland Park Corporation

Notes to financial statements

December 31, 2025

7. Property and equipment

	2025		2024	
	Cost \$	Accumulated amortization \$	Net book value \$	Net book value \$
Buildings	37,435,936	22,477,171	14,958,765	15,048,482
Capital projects in progress	361,442	-	361,442	841,719
Equipment	14,282,650	11,148,884	3,133,766	2,786,128
Leasehold improvements	3,482,174	1,586,334	1,895,840	2,022,088
Roads	12,632,618	9,260,315	3,372,303	3,778,007
	<u>68,194,820</u>	<u>44,472,704</u>	<u>23,722,116</u>	<u>24,476,422</u>

Included in the cost of property and equipment is capital projects in progress which have not been amortized as they are not available for use.

8. Long-term debt

	2025 \$	2024 \$
Mortgage loan payable in monthly instalments of \$29,167 plus interest at 3.24%, due January 2027	4,585,181	4,935,185
Term demand loan payable in monthly instalments of \$33,333 plus interest at prime, due February 2027	438,687	838,687
	<u>5,023,868</u>	<u>5,773,872</u>
Less current portion	750,000	750,000
Less callable portion	38,687	438,687
	<u>4,235,181</u>	<u>4,585,185</u>

The term demand loan is due on demand. In management's opinion, the lender will not exercise the demand repayment clause in 2026. Assuming full repayment of the term demand loan is not demanded, regular principal payments of \$400,000 will be made annually until February 2027. As a result, the term demand loan is shown as a current liability on the statement of financial position.

The loans are secured with all present and future assets of the Organization.

The prime rate at December 31, 2025 was 4.45% [2024 - 5.45%].

Assuming full repayment of the term demand loan is not demanded, the repayment of principal and interest over the next two years is as follows:

	\$
2026	750,000
2027	4,273,888
	<u>5,023,888</u>

Saskatoon Prairieland Park Corporation

Notes to financial statements

December 31, 2025

The mortgage loan renews in January 2027, at which time the loan may be repayable in full if renewal terms between the lender and the Organization are not agreed upon. This is reflected in the repayment schedule above. However, management fully expects that the loan will be renewed in January 2027.

9. Commitments

Pursuant to an agreement with the Government of Saskatchewan, Saskatchewan Indian Gaming Authority ["SIGA"] was required to advise the Organization of the August 10, 2007 opening day for the Dakota Dunes Casino. This required the closure of the Emerald Casino, operated by the Organization, on August 5, 2007. Monthly payments to the Organization for the compensation of lost income from the casino closure commenced upon the opening of the Dakota Dunes Casino. In accordance with the agreement, \$2,600,004 [2024 - \$2,600,004] was received in the current year and recorded within corporate revenue in the statement of operations.

Under the agreement, SIGA will pay the Organization, for a period of thirty years, annual payments in the amount of \$2,600,004 payable in monthly instalments of \$216,667.

The agreement between SIGA and the Organization shall cease if: 1) the Organization operates gaming, other than permitted gaming, on land it owns, leases, or controls or 2) if the Organization ceases to exist as a corporation without previously assigning its assets to a successor entity with the consent of SLGA [Saskatchewan Liquor and Gaming Authority] or 3) ceases to conduct active business operations.

Land occupied by the Organization is provided under a lease with the City of Saskatoon expiring in 2045.

10. Net assets

Internally restricted net assets relate to amounts that have been set aside by the Board of Directors for use in future capital projects as approved by the Board. These internally restricted amounts are not available without approval of the Board of Directors.

The Organization's Board of Directors has also internally restricted net assets equal to the Organization's equity in its property and equipment less debt that is used to fund capital projects.

11. Financial instruments

The Organization, through its financial assets and liabilities, has exposure to the following risks from its use of financial instruments: credit risk, interest rate risk, liquidity risk and other price risk.

Credit risk

The Organization's principal financial assets are cash, fixed income securities, and accounts receivable, which are subject to credit risk. The carrying amounts of financial assets on the statement of financial position represent the Organization's maximum credit exposure at the statement of financial position date.

The Organization's credit risk is primarily attributable to its trade receivables. The Organization does not have significant exposure to any individual customer and has not incurred any significant bad debts during the year. The Organization has \$nil bad debts [2024 - \$nil] and \$nil allowance for bad debts [2024 - \$nil].

The credit risk on cash and fixed income securities is limited because the counterparties are primarily chartered banks with high credit ratings assigned by national credit rating agencies.

Notes to financial statements

December 31, 2025

Interest rate risk

The Organization is exposed to interest rate risk with respect to its interest-bearing marketable securities. Fixed-rate investments subject the Organization to a fair value risk, as a change in market interest rates will have a direct effect on the fair value of these investments.

The debt bearing interest at a fixed rate has limited exposure to interest rate risk. The debt bearing interest based on the Canadian prime rate is subject to a cash flow risk.

Liquidity risk

The Organization's objective is to have sufficient liquidity to meet its liabilities when due. The Organization monitors its cash balances and cash flows generated from operations to meet its requirements. As at December 31, 2025, the most significant financial liabilities are accounts payable and accrued liabilities, and long-term debt.

Other price risk

Other price risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices [other than those arising from interest rate risk], whether those changes are caused by factors specific to the individual financial instrument or its issuer, or factors affecting all similar financial instruments traded in the market. The Organization is exposed to other price risk through its investments in equity securities quoted in an active market.

Schedule of expenditures

Year ended December 31

	2025	2024
	\$	\$
Advertising and promotion	398,349	316,816
Administration and office	482,155	436,974
Amortization of property and equipment	2,582,351	2,549,842
Contracted services	3,480,994	2,330,473
Cost of sales	3,223,585	2,979,795
Equipment rental	324,557	288,628
Insurance	488,166	453,543
Interest on long-term debt	207,115	238,430
Licences and permits	91,969	127,523
Professional fees	74,079	65,218
Prize money	31,347	31,993
Repairs, maintenance and supplies	1,046,525	928,428
Utilities	1,129,496	1,138,815
Wages and benefits	11,761,985	10,669,932
	<u>25,322,673</u>	<u>22,556,410</u>

