

Dauphin's  
**COUNTRYFEST**

**2018 | ANNUAL REPORT**

# DAUPHIN'S COUNTRYFEST

## 2018 Annual Report

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In 1989 community stakeholders organized a country music festival with the objective to generate revenue to assist the SELO Ukraina festival site. The festival was not initially financially successful, but with faith and perseverance, the community stakeholders continued to organize a country music festival that realized financial viability. Dauphin's Countryfest has since established itself as a major economic driver within the region generating an economic impact of approximate \$9.7 million over the course of the four-day event. Revenue generated by the non-profit corporation is re-invested in the festival, the festival site as well as used to realize priority community projects such as Phase II of the Parkland Recreational Complex and construction of Countryfest Community Cinema. The operations of the festival directly benefit numerous volunteer organizations who in turn are able to advance their respective organizational mandates.

In 2019, Dauphin's Countryfest will be celebrating 30 years of running the largest country music festival in Manitoba. Part of the celebrations include the "Our Birthday, Your Party" Contest where one Manitoba community will win the opportunity to host a Dauphin's Countryfest Presents Country Music Concert! More information can be found on the contest website at [www.OurBirthdayYourParty.ca](http://www.OurBirthdayYourParty.ca).

The 2019 festival includes a superstar line-up featuring the biggest hit makers of today as well as festival favorites from the past. The main stage line up features Jason Aldean, Toby Keith, Brothers Osborn and Old Dominion with a Throwback Birthday Bash taking place the Sunday of the festival. For more information on festival line up and ticket options, please visit the festival website at [www.countryfest.ca](http://www.countryfest.ca)

*Ann Ransom*

President of Dauphin's Countryfest



**DAUPHIN'S COUNTRYFEST  
INC. IS A NOT-FOR-PROFIT,  
MEMBERSHIP DRIVEN,  
CORPORATION. THE  
CORPORATION EMPLOYS  
FULL TIME STAFF,  
CONTRACTUAL STAFF  
AS WELL AS SEASONAL  
STAFF TO CONDUCT THE  
OPERATIONS OF THE  
ORGANIZATION AS  
DIRECTED BY THE  
VOLUNTEER MEMBERS  
OF THE BOARD OF  
DIRECTORS.**



# history

In 1989 community stakeholders organized a country music festival with the objective to generate revenue to assist the financially destitute SELO site. The festival was not initially financially successful, but with faith and perseverance, the community stakeholders continued to organize a country music festival that realized financial viability.

The festival has established itself as a major economic driver within the region generating an economic impact of approximate \$9.7 million over the course of the four-day event. Revenue generated by the not-for-profit corporation is re-invested in the festival and the site as well as used to advance/realize priority community projects such as Phase II of the Parkland Recreational Complex and construction of Countryfest Community Cinema. The operations of the festival directly benefit numerous volunteer organizations who in turn are able to advance their respective organizational mandates.

The festival provides a first class venue to showcase emerging artists of all musical genres. This has resulted in various artistic collaborations and the advancement of numerous music careers.

# 2018

## PERFORMERS

ERIC CHURCH  
FLORIDA GEORGIA LINE  
PAUL BRANDT  
LUKE COMBS  
MIDLAND  
DALLAS SMITH  
HIGH VALLEY  
JAMES BARKER BAND  
LINDSAY ELL  
THE ROAD HAMMERS  
AARON PRITCHETT  
EMERSON DRIVE  
BOBBY WILLS  
AARON GOODVIN  
HONEYMOON SUITE  
THE HEADPINS  
RIVER TOWN SAINTS  
JOHNSON CROOK  
LEAVING THOMAS  
NICE HORSE  
LEANNE PEARSON  
DAN DAVIDSON  
DOC YATES  
CHRIS HENDERSON  
RICHARD FARROW BAND  
PETRIC  
KEVIN MILLS  
DESIREE DORION  
JR GONE WILD  
LONGSHOT  
THE MIDDLE COAST  
ALTAMEDA  
BAND OF RASCALS  
ATTICA RIOTS  
KEVIN ROY  
DAVID JAMES  
RUSSELL LEE  
KAYLA LUKY  
TYLER DEL PINO  
SHANTAIA  
NICOLE RAYY  
DREW GREGORY  
POETS AND LIES  
PAST THE PERIMETER  
MEGAN NASH  
SNAKE OIL  
MARIEL BUCKLEY  
KEN STEAD  
WENDELL FERGUSON  
KENNY SHAW  
WRECKIN SO  
DJ SKENE





# VISION

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To continue to offer a highly valued and respectable music event that will continue to financially contribute to the overall betterment of the community at large.

# MISSION

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Dauphin's Countryfest Inc. will work for our members to deliver a first class outdoor music festival valued by music enthusiasts of various genres.

This quality product will be developed with the continued support of the business community and volunteer organizations and through the dedication and leadership of Dauphin's Countryfest Inc. staff and volunteer Board of Directors.

# board of directors



All members of Dauphin's Countryfest Inc. that are in good standing are eligible to be elected to the Board of Directors. Terms of office are two years. Each director elected is assigned a major role in overseeing some aspect of the festival prior, and during the event.

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# impact



# TED REA / MVSD

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Ted Rea co-ordinates the 50/50 draw sales for high school sports teams in the community, plus the Parkland Vipers volleyball team, at Dauphin's Countryfest. "I would say we started with the volleyball team with Countryfest probably in 1992. So, it's been well over 25 years," he estimated, noting the groups involved changed over the years. "I think the first year was pretty small and then, I believe Minor Hockey got on board and then it slowly evolved into all high school sports, as well as Minor Hockey."

Rea is a great supporter of the community fund-raising model. Currently each parent has an individual account to raise money that covers the costs of their child's registration. Over the years, Rea said, the amount of money each family has to pay to play a sport at the high school has increased tremendously. "And some parents are able to fund-raise just by selling 50/50, maybe one or two days over the weekend, and be able to pay for their child's fees for the entire year," he added. For the most part, Rea said, selling tickets at Dauphin's Countryfest is enjoyable.

"The response is always great. We're always asked where the money goes and it's nice to be able to say that it's going back into the high school sports or, for years, it was Dauphin Minor Hockey, as well," he said. "So the people are happy that when they are buying tickets, that they're not only getting a chance to win some big prize money, but also supporting local athletics in the community. The group will keep volunteering, Rea said, because it is a profitable, positive fund-raiser.

"We're only allowed two fund-raisers per year, so the 50/50 along with the Clipper Card is the way we can try and make ends meet and make things a little less expensive for youth to be able to take part in extracurricular activities," he added.

***"Some parents are able to fund-raise just by selling 50/50, maybe one or two days over the weekend, and be able to pay for their child's fees for the entire year..."***

# EARL PRYCE / ROYAL CANADIAN AIR CADETS

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The Royal Canadian Air Cadets 50 Lt Colonel Barker VC Squadron are part of the environmental crew for Dauphin's Countryfest. Retired commanding officer Earl Pryce estimated the group began volunteering in 2000.

"It was the year that Turnbull and Durston were picking the garbage and we kind of took on a job underneath them," he said.

During the Countryfest weekend, the Cadets clean garbage throughout the camp sites and collect the recyclables from barrels, as well as a few public areas, washrooms, portable toilets and showers. Once Countryfest is over, the Cadets clean the campsite, putting it back to the condition it was before the event, by picking up all the trash and recyclables left behind and then raking it over.

In recent years, the squadron began collected items from the cleanup, that could be reused. "Collecting towels and sleeping bags, which were the big items and they're still doing it," Pryce said, explaining the group launders and donates the items to various agencies. "Everything gets used as best it can."

While the obvious benefit to volunteering for Countryfest may be financial, Pryce feels having Cadets work hard on a less than pleasant job helps them understand the benefits of it. "You know, the Cadets and parents, as a group, they learn more about one another than if they were bowling or eating a pizza or something," he said, noting it is a character building job.

"It's a very labor intensive job, not the most pleasant job you'll ever get, and I think anybody that does it will remember that for a long time." Funds raised from the job are used for general operations, he said, noting the funding also allows the squadron to distribute funds to other groups, such as the Wounded Warrior Fund, Haiti Relief, or Fort McMurray Red Cross, for example.

Pryce was not certain how to accurately measure how Dauphin's Countryfest has benefited the community. "The Cadets are part of the community and so they benefit from every donation Countryfest makes to the Cadets, plus to the community. So kind of a double win for us," he said, adding he believes young people should do some work for what they receive. "When you put a bit of sweat equity into your money, I think you appreciate it a little better."



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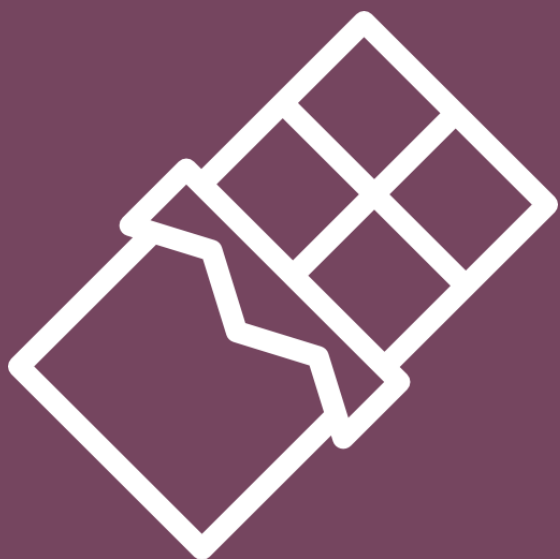
\$142,595.88

**2018 FUNDS RAISED BY  
VOLUNTEER GROUPS**

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**WHICH IS EQUIVALENT TO**

100,419



**BOXES OF  
CHOCOLATE  
COVERED  
ALMONDS**

\* The \$3 Chocolate Almonds fundraiser = \$1.42 fundraised for every \$3.00 Chocolate Covered Almonds sold.

# MYLES HAVERLUCK / DAUPHIN CLINIC PHARMACY

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Myles Haverluck, owner of Dauphin Clinic Pharmacy was one of the original investors in Dauphin's Countryfest, before it went public, over 30 years ago. He explained several businessmen, including Terry Yates, Bob Gilroy Sr., Cam Alf and Barry Forman got together, with the idea to fund another venue for Selo Ukraina, as the site was struggling financially. "The whole idea was to get another thing besides the Ukrainian festival going up there and then hopefully be paying some significant rent to the Selo site," Haverluck said, noting there were about a dozen significant investors. "So that first year that we did that, we actually lost a fair amount of money and there was a meeting after and some of the guys wanted to just walk away and say, 'to heck with it, let's just bankrupt this thing'."

To his credit, Haverluck noted, Yates talked the group into investing more money, to ensure everybody got paid eventually and that Countryfest would continue. "And I think a lot of the guys that had lost this money weren't really too interested in being really overly involved again. That's when Peter Rampton had come along and taken over the next year as president," he added. Rampton's idea, Haverluck explained, was to make the festival a co-operative and move it forward as a community-owned event. "So I guess that's my history with that, I was involved from day one and as it sort of changed over and morphed into what it is today, we were always corporate supporters of the event," he said.


Haverluck and Dauphin Clinic Pharmacy continues to support Dauphin's Countryfest for a variety of reasons. "Well I think it's certainly another thing that has put Dauphin on the map. I think we find it is something that is important to our community," he said, noting it is part of Dauphin Clinic Pharmacy's culture to help and support community events. "And I just think it's always been a worthwhile event, that we should support it and we have continued to do so."

From a business point of view, Haverluck does not believe Dauphin's Countryfest has impacted his business financially. "We were never really doing it to get a financial benefit out of it, we were doing it to support something that we thought was good for the community of Dauphin and the surrounding area," he said.

Dauphin's Countryfest has benefited the community, Haverluck said, by supporting many non-profit organizations, as volunteers work at the festival. Additionally, he said, it draws positive attention to the community, with a long-running, well-organized music festival. "I've spent a little time traveling in some of the different states (of America), so when somebody asks me where I'm from, I say I'm from Manitoba and I live north of Winnipeg. And they all know the Winnipeg Jets. They don't quite know where Winnipeg is, but they know the Winnipeg Jets," Haverluck explained. "I think that it is the same thing when you are in Saskatchewan or Alberta and you say I'm from Dauphin, Manitoba. Many of those people have maybe heard of Countryfest. So I think it's just another thing that we can all be very proud of."



***“We were never really doing it to get a financial benefit out of it, we were doing it to support something that we thought was good for the community of Dauphin and the surrounding area,”***



*You're at home here.*

**CO-OP**

***“[Dauphin’s Countryfest] is a community builder, it’s about the community. There’s an economic spin off with what it brings to the Parkland and into the Dauphin area. Much like Dauphin Co-op, Countryfest helps to build a community.”***



# LORNE EIFFERT

## DAUPHIN CONSUMERS COOP

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Dauphin Consumer's Co-op is the official fuel supplier at Dauphin's Countryfest, as well as the exclusive sponsor of wristbands, plus it supplies food backstage, for all of the entertainers and staff. "So, any special requests that the entertainers have and their group that's with them, we look after it on the food side, as well. So, we're quite involved actually," general manager Lorne Eiffert explained. Co-op has been involved since the beginning of Countryfest, he noted, for the entire 30 years.

Having Dauphin's Countryfest in the community has offered several benefits for Dauphin Consumer's Co-op, Eiffert said, particularly on the weekend of the festival. It is most evident at Co-op's Main Street gas bar, he said, with an increase in petroleum sales and convenience store sales throughout the weekend. The company increases its staff at the gas bar sites for the week of and especially on the weekend of Countryfest, Eiffert said, adding there are not additional staff hired, as it is just for the week, but more hours are scheduled. "And I think the other part, or the more important thing is it just provides more exposure to Dauphin and the community to people from outside the area," he added.

Dauphin and the Parkland have benefited from that exposure, he said, as the festival brings people to the area. They see what the community has to offer, Eiffert noted, plus the opportunities in the area, such as great outdoor activities or beautiful sites to see. The community is also provided the opportunity for fund-raising, as Countryfest operates on the basis of volunteer-ism. "So, for volunteers and the groups and organizations that volunteer, I think it's a major fund-raising event for them, based on the hours that they put in," he added. "Countryfest, of course, puts back money towards them, so that's a major part. It's a community builder, it's about the community. There's an economic spin off with what it brings to the Parkland and into the Dauphin area. Much like Dauphin Co-op, Countryfest helps to build a community."

Eiffert believes Dauphin's Countryfest is an important event for the community, as it offers economic benefits many people may not fully realize the extent of. "It's a fantastic event and we look forward to supporting Countryfest for many years to come.

# CLAYTON SWANTON / 2020 SUMMER GAMES

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The Selo Ukraina site was a drawing card for Sport Manitoba and Clayton Swanton, co-chair of the 2020 Summer Games, along with Carla Wolfenden, attributes that to the investments Dauphin's Countryfest has made to the site.

"When we were putting our bid together for the 2020 games, we made it clear from the outset that the opening and closing ceremonies would be held at the Selo Ukraina site and that's a big draw for Sport Manitoba. They still talk about our event in 2004 being one of the best opening and closing ceremonies, just given the setting of the natural amphitheater. No other community in Manitoba can offer that, so that was a big push for us," Swanton said. "And we're able to do that because the site is so well maintained. Improvements are constantly being made to that site and 16 years later from the 2004 games, to still be able to say that this is a top notch facility, even better than it was, is great."

Although the group rents the site from Selo Ukraina, Swanton feels many of the capital improvements and the site's ability to host events is due to the board of Dauphin's Countryfest and the effort they put in to ensure the site is kept up, maintained and improved. "The Selo Ukraina board does a fantastic job, but it takes a lot of dollars to maintain a site like that. Without Countryfest, it wouldn't have the ability to see those types of improvements," he added.

As the committee moves forward preparing for 2020, Swanton said, Selo Ukraina will be the site for its mountain bike competition as well. "And there will be some communicating and co-operation with Countryfest, I would imagine, to utilize all their site personnel and some of their equipment and pylons and all the rest of it," he noted. "The board's always been fantastic and accommodating with any project I've been involved in that has utilized that site. A request to the board for some kind of support has always been met with open arms and they're just great community players, in order to assist any type of event that's being held up there."

***"The Selo Ukraina board does a fantastic job, but it takes a lot of dollars to maintain a site like that. Without Countryfest, wouldn't have the ability to see those types of improvements"***

# SANDY JOHNSTON / PEPSICO

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Sandy Johnston, service representative for Pepsico Beverages has been working with Dauphin's Countryfest for 12 years. "I came on board 12 years ago and one of the first things that I did with Countryfest was sit down and figure out what was working and what's not working," she explained. Prior to the start of the festival, Johnston and staff set up all of the coolers on site and then throughout the weekend, delivers Pepsi products to all of the bars for the mix. Each morning, Pepsi staff also visit the on-site food vendors and sell in their products, so volunteers do not have to do it. "When we found out how big of a job it actually was for Countryfest to go to each of these food vendors to sell our product, after I got the first year under my belt, I had said to them how about if we take this off of your shoulders," Johnston said.

While Pepsico is contracted to provide a service, Johnston feels it is a partnership. "I say partnership versus sponsorship, as that is what Countryfest has been to us. We have such a strong sense of community with them. They've put their trust in us and our products and our service from day one," she said. "They've been a good partner to work with and the staff and the members treat us with the utmost respect and they truly have become our Countryfest family. And we are also so proud to be involved with a festival that gives back to their community."

Aside from the obvious benefits of partnering with Dauphin's Countryfest, Johnston has found working with the non-profit organization has made her staff closer, as a group. "Because obviously there is a lot of work involved going into the Countryfest weekend and we have to ask a lot of favors of our staff members, in order to help us get through that weekend," she said. "Because we are so small between Brandon and Dauphin, it has definitely bonded us as a group of co-workers." The company has also become closer to its customers in the Dauphin area, Johnston said, as staff know how many people come to the festival every year. Staff will visit their area customers and work together to help them plan for the product they need for Countryfest weekend. "One thing that I can say about Countryfest is that my most memorable weekends are usually my Countryfest weekends. That's where I make the most memorable memories. And I think that is the case for everybody else," she added.

As for the benefits Dauphin's Countryfest provides the community, Johnston feels the annual festival has put Dauphin on the map. "I look after a lot of rural areas and I look after a lot of places that are to the east of us. Whether it's Saskatchewan or whether it's Ontario and somebody asks me where I'm from, I find that the two places that people know about are Winnipeg and Dauphin," she said. "And the reason they know about Dauphin is because of Countryfest. Nobody seems to know where Brandon is, this is more in Ontario, but everybody knows where Dauphin is, because of Countryfest."

# JIM PERCHALUK / UKRAINIAN FOLK ART CENTRE AND MUSEUM

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While the home of Dauphin's Countryfest is known as Selo Ukraina, it is owned and operated by the Ukrainian Folk Art Centre and Museum (UFACM). "We're the landlords for the site and we were incorporated way back in 1971, with the aim of being the host for Canada's National Ukrainian Festival (CNUF). When the site was developed in the early 80s and opened in 1984, we were carrying a large deficit at that time. So that's when Dauphin's Countryfest first started up," president Jim Perchaluk explained.

The UFACM and Dauphin's Countryfest work as partners in the operations and maintenance of Selo Ukraina. There is a site committee, Perchaluk said, made up of the main users, Dauphin's Countryfest, CNUF and UFACM. "We work together to ensure that issues such as maintenance and projects are tackled appropriately at the right times, to avoid any further damage, weathering and things like that, for the safety of people," Perchaluk said. "We prioritize together and sometimes we even raise monies together, or contribute and so forth, to get things done on the site."

There have been many projects Dauphin's Countryfest and UFACM have worked on together over the years, he said. Dauphin's Countryfest was started by a number of community members to help UFACM handle the large deficit accrued during the initial construction stages of the site. "And over the entire 30 years, Countryfest has been very supportive of our organization. Not only the operations and maintenance, but we've partnered on a number of projects together," he said, pointing out the board of Dauphin's Countryfest has also been instrumental in completing projects they took on themselves, such as adding a roof over the main stage, developing the upper stage area and upgrading the campgrounds. "So, they've been a great partner in developing and maintaining our Selo Ukraina site."

All these projects have improved usage of the site for patrons and renters, Perchaluk said. For example, when it rained, patrons once needed tractors to pull vehicles out of the campsites, which is now not the case. The improvements have made Selo Ukraina more comfortable and accessible for users of the site. "And from our perspective, Countryfest has assisted Selo Ukraina to make the site sustainable. From the rental rate agreements that we have with them, it all goes back to operating and maintaining the site," he said. "Without their contributions to the whole site, I don't know where we would be today. So, we can thank them for their support over the whole 30 years to ensure that the Selo Ukraina site is operable and there for people to use." Usage of Selo Ukraina is not only for the festivals, Perchaluk added, as it is a recreational site for the whole community. The Rotary Club of Dauphin uses it for the Manitoba Mudrun, he said, and has used it for Lobsterfest for a number of years. For over 10 years, the Canadian Cancer Society ran its annual fund-raiser, Relay for Life, Perchaluk said, plus the Girl Guides and Air Cadets still

use it for annual conferences and camps. “We take great pride in that it is a community recreational site. And if it wasn’t for Countryfest, we wouldn’t know if we would be existing today, so we got them to thank,” he added.

Partnership with Dauphin’s Countryfest has impacted UFACM in a very positive manner, Perchaluk said, noting the group was able to pay off its deficit over 15 years, while ensuring operations continued and funds were raised to pay off capital investments. “By having good relationships with your partners like we are, with both Countryfest and CNUF, it just makes it all so much more pleasurable to work in an environment where everybody’s working together for the common cause of making a great recreational site safer for the community and Dauphin area,” he added.

Perchaluk feels Dauphin’s Countryfest has greatly improved the community as a whole, noting various organizations have used Selo Ukraina for fund-raising events. Most recently, he said, cross country cycling trails are being developed on part of the site, as UFACM is collaborating with the Dauphin Derailleurs Cycle Club and 2020 Summer Games committee to develop trails that utilize the hills. “Everybody recognizes the site is very unique in Manitoba. We’ve got the geography here that is very beneficial for all kinds of events,” Perchaluk said. “And we’re keeping it operational for the people in the community to use, so I think overall, over the years we’ve got great support and it continues to be utilized by the community. Down to even people renting the hall for family weddings, socials and family get-togethers and things like that. So yeah overall, I think it’s definitely proven to be a great facility for Dauphin area.”

In closing, Perchaluk offered his best wishes to Dauphin’s Countryfest. “We just want to congratulate Dauphin’s Countryfest on their 30 years of success. When you think about it, to have volunteers to contribute for that length of period and to experience that level of success that they’re having, it’s just great for our community.”

***“Without [Dauphin’s Countryfest] contributions to the whole site, I don’t know where we would be today. So, we can thank them for their support over the whole 30 years to ensure that the Selo Ukraina site is operable and there for people to use.”***

# DALE JACOBS / PRAIRIE SUPPLY CO.

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Dale Jacobs, owner of Prairie Supply Co. in Dauphin and Clear Lake has had a unique relationship with Dauphin's Countryfest. "We've done numerous on-site pop-up shops with Countryfest over the years," he said, noting Prairie Supply Co. has hosted a shop for seven years. "I think it's a good opportunity to take our store in Dauphin and put it right on site there. It's great exposure and it's definitely a fun weekend for everyone involved."

Prairie Supply Co. was not at the festival last year, Jacobs noted, as manpower was a deciding factor, but he anticipates the local company may return. "We've had strong success with setting up at Countryfest. I mean it definitely has exposed our business to a lot of new clients over the years and we've developed some good relationships, not only with Countryfest, but with the Countryfest-goers that we've seen back at our stores, whether it's in Dauphin or Clear Lake," he added.

Retailing at Dauphin's Countryfest weekend has been good exposure for Prairie Supply Co. "We've met a lot of great people and some customers that we now deal with," Jacobs said. "A lot of people look forward to seeing us every year, as far away as from Alberta, a lot of people from Saskatchewan. We may only see them once a year and even if we're not at Countryfest each year, they know our stores and they come and visit us." Dauphin's Countryfest brings out the crowds, he noted, which is a boost to the local economy. Some festival goers are making a week of it by camping in the area, Jacobs added, and when they need a breather from the festivities, they visit the local stores and get something to eat in Dauphin.

To prepare for the weekend, Prairie Supply Co. takes on an extra four to five staff, for about two weeks. There is an impact to local employment, he said, noting it can be difficult to get youth to work that weekend. "But when they show up, they do well," Jacob said. "It's a positive impact and I would say for us it created four or five positions, even temporarily. That still is a great thing."

In Jacob's opinion, the sheer size of the event has its pluses and minuses, but he has no doubt that Dauphin's Countryfest has raised the profile of the community. "I'll be as far away as British Columbia or Alberta and some people will know Dauphin for Countryfest. I think it's a one-of-a-kind festival that comes to the prairies. And getting that exposure for our community and letting people see what Dauphin has to offer is a great thing," he said. "Countryfest is a heck of a fun weekend and I think it is what you make it. But I think it can be a very good time and it's great exposure for Dauphin and the surrounding communities."



***“We’ve had strong success with setting up at Countryfest. I mean it definitely has exposed our business to a lot of new clients over the years and we’ve developed some good relationships, not only with Countryfest, but with the Countryfest-goers that we’ve seen back at our stores, whether it’s in Dauphin or Clear Lake,”***

# DR KEVIN STEINBACHS / MANITOBA MUD RUN

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Manitoba MudRun is another event that occurs at Selo Ukraina. It is a subsidiary of the Rotary Club of Dauphin, director Kevin Steinbachs, explained, and is a non-profit event, with all funds going to the Rotary Club of Dauphin. MudRun, he said, is an approximately 10-kilometre obstacle run, which occurs every Saturday after the August long weekend.

Steinbachs believes the Selo site would not be what it is today, without the support of Dauphin's Countryfest. The site has great infrastructure, he said, because the Countryfest board and staff have focused on building and maintaining buildings, bathrooms and other amenities. "And so it means Selo has an area to rent that you don't have to bring in all kinds of porta-potties, tents and all the temporary stuff needed for an event our size. It's basically all there, which makes it nice," Dr Steinbachs added.

Countryfest always assists the MudRun crew by offering use of the equipment they have on site, he said, to help with set up, as well as other items, such as pylons, fencing, making sure the showers are operational and garbage pickup.

Support from Dauphin's Countryfest was extremely helpful the first couple of years for Manitoba MudRun, Dr Steinbachs said. "It was really key. Countryfest helped us a lot more in the first few years to get us off the ground. We don't need the same stuff now, because we're established, so it's much easier that way, but Countryfest definitely gave us the ability to get started. Just like all the businesses did for the very first year of an event where you never knew if anyone was going to show up until the last month when you finally got some numbers. We got a lot of help just through their site staff, because there was a lot of set up that year."

Manitoba MudRun hosted its sixth event at Selo Ukraina in 2018 and Steinbach feels Countryfest's involvement with Selo Ukraina has helped ensure the upkeep of the site, so groups like Manitoba MudRun can use it. "Definitely with the grandstand, there wouldn't be anything close to that if it wasn't for Countryfest. Mainly just all the permanent structures, all the roads," he said. The infrastructure is inviting to groups like Manitoba MudRun, Dr Steinbachs said, which adds another event to the Selo Ukraina calendar. "The site getting a few more things like MudRun, just adding another weekend of something happening there, is always beneficial, I think," he added.

Dr Steinbachs pointed out the mini cell tower on the Selo Ukraina site makes a great difference, thanks to Countryfest. "Because now you actually have good service there, where before you stepped into the woods and it was gone. It's still weak back there, but it's a way bigger area than previous to that little cell tower. And that would definitely not be there unless Countryfest made it happen," he said.



Without all the improvements to infrastructure, Dr Steinbachs said, hosting Manitoba MudRun at Selo Ukraina still would have been possible, but it would have required more temporary structures, which means more work. “Through Selo, we get a very affordable rental and it doesn’t take much work for the set up part of it. So then we can focus all our work on obstacles and the fun stuff, instead of hiring a tent and bringing in 20 porta-potties and all kinds of stuff. I’ve been to similar events where they’re at a site that has no infrastructure and you can see all the temporary stuff you’ve got to roll in, just for that,” said. “It’s nice to be able to pay a very affordable amount and have all the stuff just sitting there. And being in a permanent site is better than temporary stuff, if dealing with storms.”

Dr Steinbachs believes having Dauphin’s Countryfest in Dauphin is a huge benefit to the community. “You can just see the real visible ones like the cinema, the Selo site,” he said. Any of the big projects in the city, Steinbachs noted, quite often has support from Dauphin’s Countryfest. While the festival may not be making large revenues as it has in past, it is still able to maintain itself and bring many people to Dauphin. “It would be quite a different town without it,” he added.

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# JARRED LOBERT / BOB'S ELECTRIC

Bob's Electric has been providing a service to Dauphin's Countryfest for 16 years. Along with his father Bob, Jarred Lobert owns and operates the local company. "We've done the electrical hook up there for the backstage for 16 years," he said. "It's just all maintenance on the site and we do what we've got to do, to keep the show going on."

Bob's Electric is responsible for electrical requirements not only to the main stage, but also the Credit Union and Bell MTS stages. "And we do all the food vendor hookups and other stuff too, parking lot lights, showers, everything," he added.

Lobert begins work on the site the week before the festival. They do not have to begin set up as early as they used to, which was once a couple of weeks prior, he said, due to upgrades Countryfest has invested in over the years. The board has listened to suggestions from the company to prepare for the future, Lobert said, which has made a huge difference. "We fix what broke last year and not only fix it, but upgrade it, so it doesn't happen again. So it makes life easier on my end too, because we're not scrambling at the same vendor next year that had issues this year," he added. "Because vendors get upset when they lose power, of course, because they pay good money for the weekend for rent."

The upgrading Countryfest has done to the Selo Ukraina site has impacted all the trades involved with the festival, such as plumbers, electricians and carpenters, Lobert said, because infrastructure is getting fixed not patched. The board is always working to operate the festival more smoothly, he said, and this year, they coordinated a radio dispatch for electrical, plumbing and maintenance. "And that worked out 100 percent on my part. Dispatch was high fives on my side, because they took the calls and sent them where they needed to go," Lobert noted. "It worked a lot better than just everybody yelling at each other on the radio. Dispatch would phone you and tell you where to go as soon as something happened. They didn't have to find you and make the vendor or customer wait an hour."

Working for Dauphin's Countryfest has impacted Bob's Electric positively, as Lobert feels the business has received extra exposure. For example, the company has had work from people outside of Dauphin, he said, who saw the company vans at Countryfest and contacted them.

While they do not hire extra staff for Dauphin's Countryfest, Lobert explained, staff at Bob's Electric are expected to work additional hours to get the site prepared for the annual country music festival. "We work up there sometimes 12-or-14-hour days. And then the show starts, that's when I usually just take over and do the service work," he said. From the Wednesday to the Monday of the festival weekend, Lobert and sometimes his father, are on call 24 hours. "So I have four guys up there for the week of and usually two guys up there for the weekend when the show is going on," he added.

Lobert said benefit to the community from Dauphin's Countryfest is, "10,000 percent," as the board has provided donations and income to many different groups. "It's fun up there for us. It's work, but it's also fun. Nobody wants to argue, we're there to make the weekend go by and have everything real smooth," he said. "It's just a straight benefit, it's nothing but good, the impact they put back into community."

***“The upgrading Countryfest has done to the Selo Ukraina site has impacted all the trades involved with the festival, such as plumbers, electricians and carpenters, Lobert said, because infrastructure is getting fixed not patched”***

# JAN SIRSKI / CANADA'S NATIONAL UKRAINIAN FESTIVAL

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Canada's National Ukrainian Festival (CNUF) has celebrated 53 years in Dauphin and the majority of those years were at Selo Ukraina. Vice-president Jan Sirski explained the annual festival is run by a board, with the main purpose of promoting and enhancing the Ukrainian culture, by providing a venue each August long weekend.

While both groups use the Selo Ukraina site, Sirski said, CNUF has minimal impact on some of the site development decisions, as it is the property of the Ukrainian Folk Art Centre and Museum (UFACM). CNUF collaborates with Dauphin's Countryfest in a variety of ways, she noted, but the main one would be use of the site. The board is involved somewhat, Sirski said, in discussions regarding site planning and the future impact of changes to the festival grounds, or future needs of the festival grounds.

CNUF also rents items from Dauphin's Countryfest, such as fans in the pavilions on hot days, security items, such as fencing, as well as buildings such as the showers. "Another thing we value Countryfest for is as a fund-raising opportunity, as we've participated in their activities for fund-raising for us," Sirski said.

The involvement of Dauphin's Countryfest with the Selo site has had several benefits, she said, noting foremost is the improvement to the grounds. The site is more usable in different types of weather, Sirski noted, with improvements to the walkway. "That's just been a tremendous, tremendous improvement for us that our clients very much appreciate," she said. The site manager for Dauphin's Countryfest is a great resource, as well, Sirski said, adding the board of Dauphin's Countryfest makes the manager available to CNUF. Additionally, she said, many structures on the site have been improved since Dauphin's Countryfest has been involved. "Basically it's made the venue much more pleasurable for our festival, because you don't have to walk through mud," Sirski laughed, noting upgrades to the amphitheater are a great improvement, as well. "Just having those things available to us and giving us better structures to deal with and improving the venue as a whole."

Sirski feels Dauphin's Countryfest has benefited the community, as it has become a premier event in Canada and North America. Many people boast about how wonderful the site is for Dauphin's Countryfest, she said, and people attending CNUF often comment on how spectacular the site is. "It's being on a hill and just the whole atmosphere

of the site is a positive experience for people that come to the festival. It is designed for Countryfest to be a good venue and have all those facilities. It just makes it very pleasurable experience,” Sirski added.

UFACM has been able to access funding to improve the site, she said, due to the impact of Dauphin’s Countryfest, plus attract other events to the site, which has greatly improved it. Having long-running events, such as CNUF and Dauphin’s Countryfest at the site, Sirski said, has a big impact and helps keep it going for everyone. “It has helped make the site viable not only for Selo (UFACM), but for the community. It’s a tremendous, tremendous economic impact for the city,” she added.

***“[Dauphin’s Countryfest] has helped make the site viable not only for Selo (UFACM), but for the community. It’s a tremendous, tremendous economic impact for the city”***



***“In my opinion, it gives us the ability to do the majority of our fundraising in one weekend, instead of continually doing something where we’re going out soliciting for something, whether it’s poinsettias or chocolates,”***

# CANDACE HADWAY / ZIRKA UKRAINIAN DANCE

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Zirka Ukrainian Dance Ensemble has been volunteering for Dauphin's Countryfest for almost 20 years. Club vice-president, Candace Hadway explained, the local Ukrainian dance troupe is responsible for managing a bar, plus shower and ice sales.

Showers and ice, she said, requires volunteers to sell tokens to festival-goers who want to have a shower. "So someone needs to be there all day to give people the opportunity to do that when they want, from about 6 a.m. to about 10 p.m.," Hadway said, adding tokens are sold from the Wednesday to the Sunday of the festival weekend and ice is available for sale at the same time.

With almost two decades of support to Countryfest, Zirka Ukrainian Dance Ensemble has been managing the bar next to the Bell MTS stage at the top of the hill of Selo Ukraina. "We used to run the bar all four days, but because of commitments from family and other things, the volunteering has been very difficult to get enough people to run that bar," Hadway said, noting the group will set up the bar the Wednesday, prior to the festival, then schedule workers, from 11 a.m. to 1:30 a.m. throughout the weekend. "Now we split that bar with another group, so we make half the amount we used to. It usually depends on what band is playing close to us, which will generate the most people that would come to us."

Volunteering at Dauphin's Countryfest has given Zirka Ukrainian Dance Ensemble the support the club needs, she said, to pay for expenses for costuming, rent for the facility they practice in and instructor fees. "We also give families an incentive to volunteer, by offering the opportunity to acquire registration credits for the following year," Hadway explained. "So they need to put in two shifts first and every shift after that, they get \$10 toward their registration for the following year."

Hadway believes the community as a whole has definitely benefited from Dauphin's Countryfest, as the revenue that comes in is from many outsiders. "They don't just stay up at Countryfest, at the Selo site, they are coming into town," she said. "I have family who have had VIP passes to Countryfest for years, who used the weekend to reacquaint themselves with some family that are around here, purchase vehicles, getting their hair done, you know, all kinds of things that they take advantage of while they're here."

Being closely involved with the dance group, Hadway sees the need for the funds raised by volunteering at Dauphin's Countryfest. "In my opinion, it gives us the ability to do the majority of our fund-raising in one weekend, instead of continually doing something where we're going out soliciting for something, whether it's poinsettias or chocolates," she noted. "We're able to do something that someone else would be doing anyway. They're coming to purchase, whether we were there or not, so it does give us the opportunity to make our money that way."

# KAREN DREGER / TREZUB CATERING

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Karen Dreger, owner-operator of Trezub Catering ensures the staff of Dauphin's Countryfest are well fed, the week prior to and the weekend of Canada's longest running country music festival. From Monday to Monday Dreger caters out of Selo Hall, feeding Countryfest site workers, general contractors, security staff and other workers. "Basically, that's what I do, I feed people," she laughed.

While every day is different, Dreger estimated she serves a total of about 1,200 breakfasts, 1,500 lunches and 1,600 suppers. Staff are fed three meals a day during the week and weekend, she said, then security and other staff are included over the weekend. Additionally, throughout the festival weekend, festival-goers may purchase breakfast at Selo Hall. "It's called a Countryfest Rise and Shiner, so you get eggs, toast, pancakes, hash browns, coffee, everything. And then we do bacon-and-egggers," Dreger explained, noting breakfast is served from 8 a.m. until about 2 p.m.

Trezub Catering has been involved with Dauphin's Countryfest for three years and Dreger noted it has had a great impact on the company. "It's great, because I have family and friends that help me out. They take time off work or holidays and they make a little bit extra money," she said, noting some people that have worked for Dreger had never attended Countryfest and are now attending. "They didn't really have an opportunity to go, so once they get up to the hill, they kind of caught the bug."

Dreger is one of the caterers at Selo Hall and feels her involvement with Dauphin's Countryfest has been good for her business. "It's mostly family and friends that help me out, so I need more of them for that whole week," she said, pointing out catering a wedding requires up to six staff per event, compared to about six staff per day for the festival.

It is a family affair, Dreger said, as her nieces and nephews will do prep work for a couple of hours and other family members will help get the meals together. "Because when you're doing 170 meals at 11:30 a.m. for security and then we feed Countryfest at noon, it could be anywhere between 120 and 150 meals. That's a lot, and it's all within and within a half hour. So I'm well organized, we're a well-organized machine. I have good staff," she added.

Dreger feels Dauphin's Countryfest has offered many benefits to the community. "Oh my goodness, they've given so much with their donations," she said. "And for the community, obviously there's lots of people that attend, so they come to town and they buy things and they help the businesses out. I think it's great. I think it's a good a good festival to have in our community. I enjoy it and they're really good, easy people to work with. They just ask me what I need and they accommodate me very well."



***“I think it’s a good festival to have in our community. I enjoy it and they’re really good, easy people to work with. They [Dauphin’s Countryfest Inc.] Just ask me what I need and they accommodate me very well.”***

# JEFF ABRAHAM / DAUPHIN AND DISTRICT SNOWMOBILE CLUB

The Dauphin and District Snowmobile Club manages a bar, formerly known as the Kinsmen bar, during Dauphin's Countryfest.

When the club began volunteering, club member Jeff Abraham explained, they were subcontracted through the Kinsmen Club of Dauphin, one day over the weekend. "So that was to line up all the volunteers for three different shifts," he said, noting a total of 40 volunteers were needed. Some members were required to complete a Serving it Safe course, Abraham said, and the job consisted of collecting tokens and serving the alcohol. After a couple of years, he said, the two clubs split the weekend in half and in the last few years, the snowmobile club has been doing it all on their own. "The Kinsmen completely backed out of it, they just couldn't find volunteers," he explained.

As a result, Dauphin and District Snowmobile Club members work Thursday through Sunday, Abraham said, noting the bar starts serving at noon and closes at 2 a.m. There is also setup time a few days before the festival, he added, where volunteers clean everything in the bar area. "Then just an hour before, we're there packing ice into the coolers and usually, it is a half hour after closing, that we get to go home by the time everything's put away and locked up," he said. Abraham estimated it takes about 40 volunteers each day and close to 800 volunteer hours are needed for the entire event.

Volunteering for Dauphin's Countryfest has been positive for the local snowmobile club. "We've tried to find different sources of revenue for fund-raising, be it a garage sale or yard sale, or poker derbies. It takes a lot of man hours in one weekend, but the reward is well worth it," Abraham said, estimating this year, the club will receive around \$12,000 for the work they have done. "We can't fund-raise that much money over the course of the year doing a bunch of derbies and whatever other little ventures that we get into." Volunteering for Dauphin's Countryfest is the biggest fund-raiser for the club, he said, adding the only other source of revenue greater is the fee paid by Snoman (Snowmobilers of Manitoba), for grooming trails in the area.

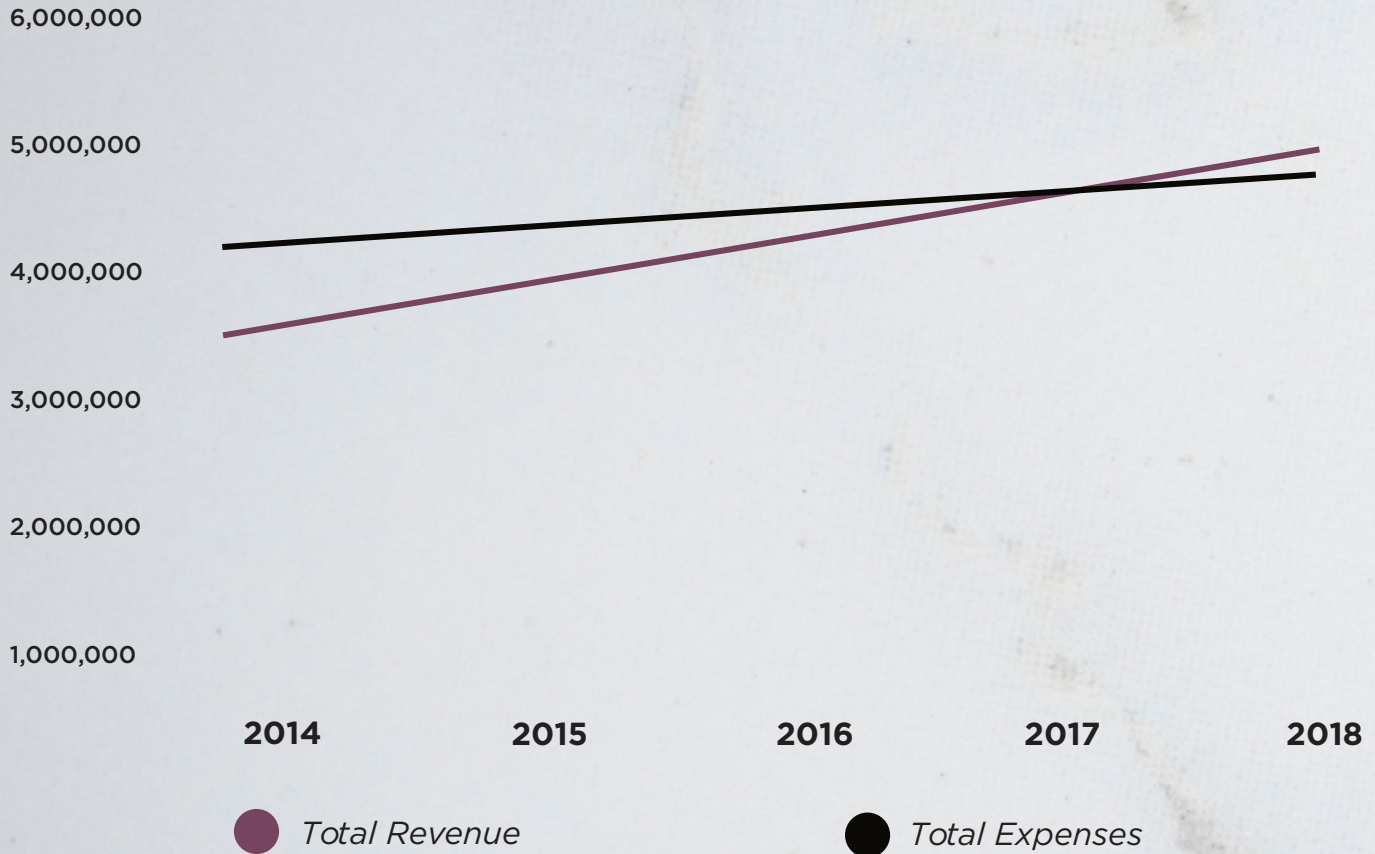
Abraham believes Dauphin's Countryfest has benefited the community in hundreds of ways. "The amount of outside revenue that they bring into town is huge," he said, noting the festival employs people seasonally and festival-goers make use of hotels, restaurants, gas stations, along with the liquor mart and beer vendors, plus many shops, including Wal-Mart, Canadian Tire and various clothing stores.

The Dauphin and District Snowmobile Club volunteers for Dauphin's Countryfest, Abraham said, because it is a good way to raise the money the club needs to support various purchases. Over the last five years, he said, the club has purchased two groomers and two snowmobiles used for trail signage and trail maintenance, plus built three warm up shelters.

***“We can’t fund-raise that much money over the course of the year doing a bunch of derbies and whatever other little ventures that we get into. Volunteering for Dauphin’s Countryfest is the biggest fund-raiser for the club”***

# financial highlights

## REVENUE & EXPENSES / A FIVE YEAR COMPARISON

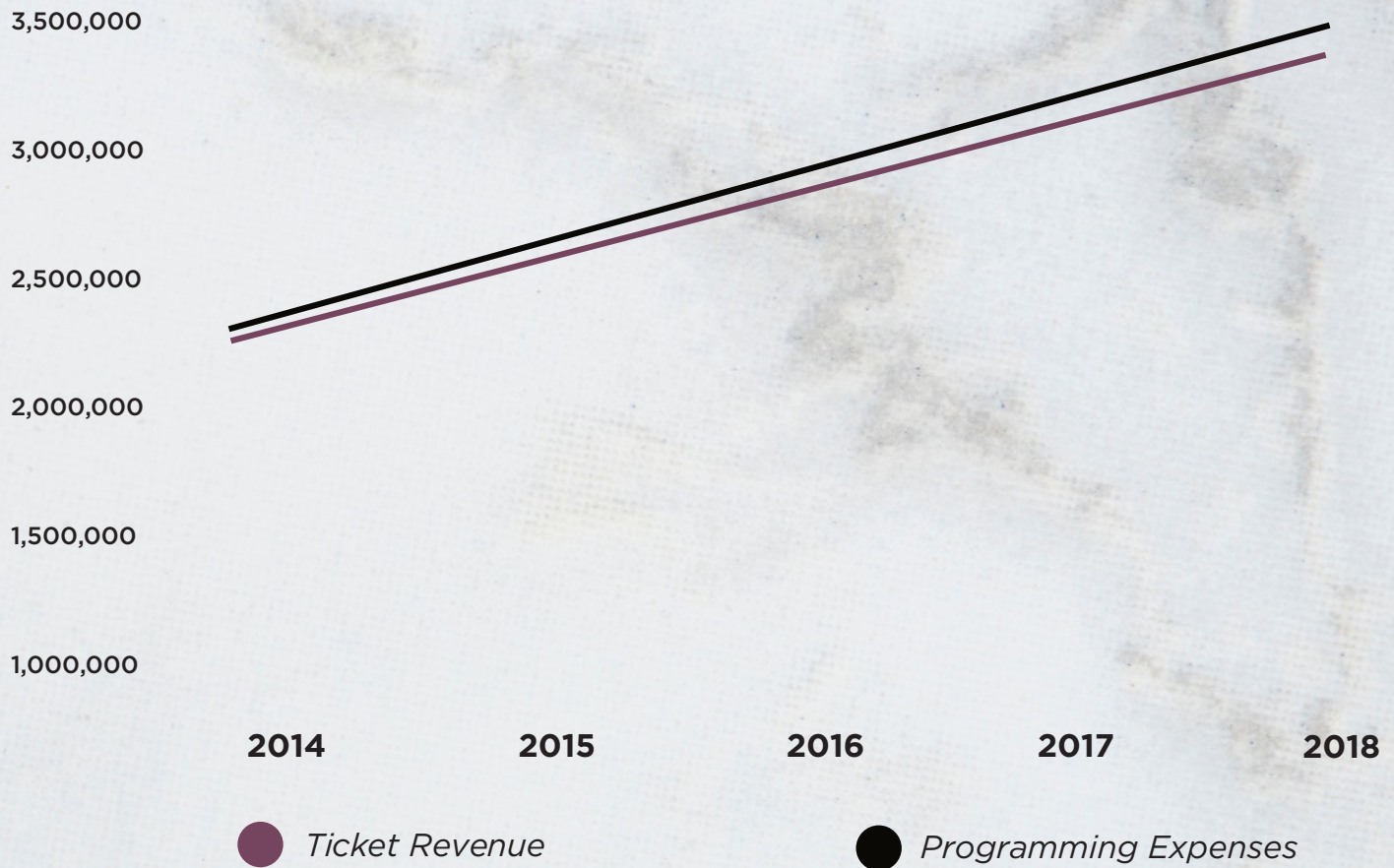


## key points

- 2014 marked the 25th Anniversary of Dauphin's Countryfest
- The Board of Directors have been working diligently to reduce expenses through reviewing all operations to improve efficiencies, implementing new technologies and generally looking for cost saving in all areas.

# financial highlights

## TICKET REVENUE VS PROGRAMMING EXPENSES



- Ticket prices are restricted to staying competitive in a market with a high demand for household entertainment dollars.
- Programming expenses are steadily rising as demand for artists is growing with the increase in number of festivals and venues

\$9.7 MILLION  
**ECONOMIC IMPACT =**  
109 FULL TIME  
**YEAR ROUND JOBS**



\$444  
THOUSAND

**2018 US EXCHANGE  
RATE EXPENSE**

**PROGRAMMING  
EXPENSES //  
WEEKEND  
TICKET PRICE**



***\$150K***  
***\$50***



***\$3.4 M***  
***\$249***

Dauphin's  
**COUNTRYFEST**  
**30**<sup>TH</sup>  
BIRTHDAY