



THUNDERCON



ANNUAL REPORT 2022

Thunder ComicCon

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TO OUR MEMBERS

Message from the Chair

The ThunderCon Annual General Meeting is the opportunity for member supporters to voice their opinion on how the organization will be led into the next year and beyond. In addition to electing the individuals that will run the business of ThunderCon, we will be asking once again for your input regarding how ThunderCon can improve its operations, members programs and event programming.

For me personally, the close of 2022 represents the end of my time leading the organization. I do so, proud in our accomplishments as an organization and happy with my contributions. When Covid forced ThunderCon to suspend its operations it was as if the dark ages had descended, volunteers were displaced, sponsorship dollars hid away and health regulations ruled the land. I believed that ThunderCon deserved to make it to the other side, once again hold a live convention and gain a surplus of funds to carry the organization forward. A core group of ThunderCon organizers entrusted me to provide my energy, and direction, because they believed in ThunderCon as well. Gratitude goes out to all those that believed and stepped up to add their energy and time to the cause.

“While the Age of the Republic of ThunderCon draws to a close, I am encouraged by the opportunities ahead and the possibilities ...”

In many respects ThunderCon helped me survive Covid. It gave me an outlet to get outside myself while I was trapped in lock-down and I am thankful for it, because my imagination had not been tapped in some time. The idea of creating a Republic of ThunderCon, of invoking fantasy and legend to inspire new Knights to lead key initiatives was a narrative to guide us, to survive. It became our Renaissance, or at least it became mine; and together we added two new annual events/fundraisers to the calendar, we introduced new and well received programming from community groups, including Science North and Thunder Bay Symphony Orchestra. We increased our charitable donations, for mental health, St. Joseph's Therapy Dogs, and the RFDA. We improved and grew our online presence, were successful in

securing new funding, and continued to be featured in local and regional media. We should also be proud of our efforts to retain our vendors, sponsors, and community partners, as we were able to see many past vendors return and saw stalwart private sector supporters like Joey's Only, Pizza Hut, Lakehead Models, and Marnics contribute with direct cash support. Through adversity, change, education, and growth, ThunderCon has survived the pandemic, created and shared a lot of joy with the City of Thunder Bay, and has a surplus of funds to be invested in both ThunderCon 2023 and the organization itself.

While the Age of the Republic of ThunderCon draws to a close, I am encouraged by the opportunities ahead and the possibilities. For the next Board of Directors of Thunder ComicCon, an entirely volunteer run not-for-profit organization, I offer my thanks and wish you good fortune as you lead us forward. The Republic of ThunderCon may be my legacy, one that I'm proud of, but I look forward to seeing ThunderCon continue to grow into its Golden Age and remain a member and supporter of that journey. Long live the Republic! Long Live ThunderCon!

Kevin Taylor
Chancellor, ThunderCon Board of Directors
January, 2023



Members of the Thunder Bay Symphony Orchestra "StarFleet" play to Saturday's crowd.

TIMELINE – IN REVIEW

January to March 10, 2022

ThunderCon continues to update bylaws, role descriptions, and other governance initiatives
 ThunderCon applies to gov. grant opportunities, including CEDC, and Ont. Tourism Funds
 Existing Board of Directors Acclaimed in positions running up to ThunderCon 2022.

March 11, 2022

2 Year since the World Health Organization announced Covid-19 as a pandemic

April, 2022

CMHA/Children's Centre Foundation Run/Walk Marathon confirmed
 ThunderCon announces its official Board Administration Office.

May-August, 2022

Run/Walk Marathon raises \$10,000+ for Mental Health Services in Thunder Bay
 ThunderCon announces on-line ticket sales and 2022 guests including home-town talent Lisa Marie DiGiacinto and Teddy Kellogg.

<https://www.youtube.com/watch?v=F35moFDgk84>

September 17-18, 2022

ThunderCon 2022 finally arrives, with approx..1600 paid attendees (plus children under 6)

<https://www.tbnewswatch.com/local-news/thundercon-brings-community-5798729>

<https://www.cbc.ca/news/canada/thunder-bay/thundercon-return-1.6583877>

<http://www.bayviewmagazine.com/article/2022/06/summer-2022-back-blast>

October-November, 2022

Vendor invoicing and payments continue as post-event tasks are completed
 Negotiations with vendors Equipment World and CLE result in one-time expense reduction
 Vendor Survey results gathered

- 1/3 of vendors responded
- majority of respondents were able to access greater revenues than 2019's event and wish to return as a vendor.
- \$50,000+ in direct purchases with predominantly local vendors over the weekend.

2nd Annual Geekfestivus is held at the West Arthur Medical Centre (Spence Clinic Building).

December, 2022

Preparations for the Annual General Meeting and the election of the 2023 Board of Directors

TREASURER'S REPORT



ThunderCon's Dalek Thunder ensuring we get the most out of our guests.

Prior to grant funding being secured, ThunderCon organizers decided to reduce uncertainty and limit additional spending. Overall ticket sales were slightly below budgeted targets of \$35,000, but cost controls in other areas will allow ThunderCon to make some smaller capital expenditures and allocate funds to operating costs with the surplus that was generated through successful grant applications. 2023's budget will incorporate available funds to increase the overall event budget.



THUNDERCON EVENT OVERVIEW AND CURRENT CASH POSITION

Balance as of December 31, 2021 \$5,533.91

Grants	14,439.00
Ticket Sales	27,988.00
Sponsorship	5,750.00
Vendor & Artist Fee Revenues	6,500.00
GeekFestivus Table Revenues	450.00
Membership	20.00
Fundraising	1,366.98
2021 GeekFestivus Revenues	3,640.00
Cash Float deposit from 2021	600.00

ThunderCon Venue	-5,539.25
ThunderCon Marketing	-2,468.31
ThunderCon Event Experience	-4,625.57
ThunderCon Event Management	-7,702.23
ThunderCon Guest Expenses	-19,753.85
GeekFestivus Event Costs	-426.80
Webmail	-212.61
Banking Fees	-684.70
Memberships (IMDb)	-237.98
Insurance	-3,181.66
2019 Vendor refund	-400.00
Supplies and Sundry	-2,068.19
Donation	-500.00

Surplus/(Deficit) 12,952.83

Balance as of Dec 31, 2022 \$5,533.91

Available Dollars **\$18,486.74**

Bank Balance \$21,468.81

Community Feedback

We had many attendees, especially parents, commend us for the variety of activities and the quality of the cosplay that kept their children entertained.

“ I wanted to extend my sincerest THANKS to Thunder Con for such an outstanding event this year. My daughter and I make a point of trying to attend a lot of local events – and usually come up a bit short on activities that keep her entertained. I was so pleased with the kid’s area. ” -C. McKay



Pizza Hut’s local franchise owners, once again sponsored the KidZone and this year, sponsored the Kids Cosplay Parade, providing an opportunity for every child to shine in their outfits and gain a prize.



Governing Council (Board of Directors)

ThunderCon Board of Directors functions a little differently than most non-profit organizations. Directors serve as both the governance and executive committees and are responsible for the overall management and direction of the organization as well as daily operations. Directors are elected annually and provided with their mandate to govern by paid members of the organization who entrust the appointments of key management and volunteer positions to the decisions of the board.



For 2023, it is proposed that ThunderCon return to using the following terms for its Board Positions:

Chair of the Board

Secretary

Treasurer

Director (x2)

Ex-Officio Director - Board appointed position

Note: Upon election, the Governing Council will be responsible for reviewing and appointing Executive (Ops) Team Leads, who then become Officers of the Corporation.