



At the beginning of 2010, the Board of Directors implemented a series of significant changes to restructure all facets of the Blue Bomber organization. The ensuing 2010 season was full of highs and lows both on and off the field as it marked the beginning of a new era of Blue Bomber football. The Club celebrated its 80th anniversary at the beginning of the year and finished it off by finalizing plans for our new state-of-the-art stadium, scheduled to be open in time for the 2012 CFL season.

Despite the on-field performance in 2010 that resulted in a disappointing 4-14 season, the Board of Directors' remains confident in the direction we are going under the leadership of President Jim Bell on the business side, and Vice-President and General Manager, Joe Mack, and head Coach Paul LaPolice and his coaches on the football side. In particular Joe Mack, who was hired before last season, has re-shaped the Blue Bombers by bringing in a tremendous amount of young talent who will be part of this team for many years to come. On the business side, Jim Bell guided the Winnipeg Football Club back to an operating profit even after significant investment in the stadium project. In addition, Jim and his team started a new program in 2010 which helped to improve the connection between the team and its fan base in Winnipeg as well as throughout the province.

The Board of Directors said goodbye to three long-serving and very valuable board members as Bruce Robinson, Paul Robson and Joe Poplawski stepped down in order to pursue other activities. Their replacements were two former Blue Bomber players, Trevor Kennerd and Bob Cameron – the kicking duo from the 1980's who – in addition to their sound business counsel – also provide the very essential football input at the board level. Of course, as many of us know, 2010 also witnessed the untimely passing of Bruce who served on the Bomber board for 26 years.

During 2010 the Winnipeg Football Club announced plans to provide \$85 million in funding over the next 44 years in order to build the new stadium at the University of Manitoba. Key components of that plan include greatly enhanced facilities for the team and the fans. This financing will be paid for from entertainment and facility fees, primary and secondary naming rights and development of corporate suites among other new revenue sources.

As we look ahead to 2011, many steps have already taken place surrounding the construction and development of our new stadium. Members of the board, Jeff Thompson and Ossama AbouZeid, stepped aside and became leaders of the stadium project with Thompson being named Chief Transition Officer and AbouZeid being named Project Manager. Thompson's experience with sports business and AbouZeid's experience in construction prove that they are the right men for the job. Taking their place on the Board in 2011 are our two newest members, David Asper and Phil Sheegl.

We are constantly encouraged by the tremendous fan support that is surrounding our football team and we all expect a significantly improved performance both on and off the field. Our season ticket sales have been ahead of where we were last year and that shows that despite the disappointing finish to last season, the future remains bright for Blue Bomber football in Winnipeg and Manitoba.

Bill Watchorn  
Chairman  
Winnipeg Football Club





The 2010 season was essentially the beginning of a new era for the Winnipeg Football Club.

This included changes in the hierarchy of our Football Operations department which saw Joe Mack and Paul LaPolice serve the Club in their first year as Vice President/ General Manager and as Head Coach, respectively.

The 2010 regular season was one where our Club may have won only four football games however our team competed hard and with solid character and determination throughout the season. It has been well documented that nine of our team's losses were by four points or less and although this was difficult to accept, I believe our team is poised and ready to take the next steps in 2011 that will result in a winning product on the field.

Certainly one of the main highlights of the 2010 season took place on Thanksgiving Monday when we hosted the B.C. Lions. Our Club was trailing by a large margin through three quarters however our players persevered and reached deep down to win the game in overtime. The atmosphere in our stadium was electric and many players commented on the crowd noise and the support of our fans which willed the team to victory on that day.

The Winnipeg Football Club celebrated 80 years of history in 2010 and although we are all very proud of our rich heritage, our fans and community also have reason to be very excited as we look into the near future. On the field, our fans deserve a winning team that plays exciting football and our organization is doing everything possible to provide this in 2011. In addition, construction is well under way as we build our new state of the art stadium at the University of Manitoba. This new venue will provide our fans with the comforts and amenities that they so richly deserve and our Club eagerly looks forward to "cutting the ribbon" and moving into our new home in 2012.

As we reflect on over 50 years of football memories in our current stadium, our organization plans to make this 2011 season a very memorable one that adds to the already proud heritage and tradition of Blue Bomber football.

This is indeed an exciting time in the history of the Winnipeg Football Club. On one hand I look back and reflect on a well respected history, and on the other hand I am very excited as I look forward to the 2011 season as well as eagerly awaiting the completion of our new stadium. I wish to say to all our fans that the Winnipeg Football Club will continue to build and enhance the integrity of our organization in every way both on and off the field. Our Club will continue to reach out to all our communities within the City of Winnipeg, the Province of Manitoba and beyond. Through all of this one thing remains as the foundation and cornerstone of the Winnipeg Football Club and that is the loyal and unyielding support of our fans. On behalf of the Winnipeg Football Club, I speak for all of us in inviting you to come and join us as we look forward to making this a very memorable 2011 season.

Jim Bell  
President  
Winnipeg Football Club





On the financial front, 2010 was a very positive year for the Winnipeg Football Club. Our loyal fan support combined with three very successful concerts and our annual Legacy Dinner and Golf Tournament all contributed to a very profitable year. The Winnipeg Football Club reported net earnings of \$409 thousand for the year as compared to a net loss of \$1.2 million in 2009.

Total game revenue (including season ticket sales and game day ticket sales) approached \$5.3 million for the year which is an increase of \$186 thousand or 3.6% over 2009 figures. Increases in CFL revenue, Winnipeg Football Club revenue (sponsorships, concessions, merchandise sales and interest income) and stadium management revenues also contributed to the positive financial outcome in 2010.

The Winnipeg Football Club also achieved cost savings of \$219 thousand in 2010 which contributed to the positive bottom line. In comparison to 2009, savings were realized in football operations, marketing and administration and stadium occupancy, offset by increases in other charges. Despite the continuing challenge to operate and maintain an aging stadium, net stadium occupancy costs were able to be reduced year over year by \$185 thousand.

All of these positive factors contributed to net earnings from operations in 2010 of \$698 thousand as compared to a loss from operations of \$109 thousand in 2009, an increase of over \$800 thousand.

Stadium development costs relating to the continued effort to get the new stadium project underway, which were successful, were \$288 thousand (2009 - \$110 thousand).

This bottom line profit helped to increase the Winnipeg Football Club's surplus to over \$4.1 million at December 31, 2010 up from \$2.9 million at the end of 2009. Net assets also increased to \$4.3 million at December 31, 2010 up from \$3.9 million a year earlier.

In summary, despite a statistically challenging year on the football field, our positive 2010 financial results have added to the Winnipeg Football Club's surplus position and our overall financial strength.

In looking to the future, this financial strength will serve us well as we plan for a move to a new home at the University of Manitoba in 2012. The next 16 months will be a very exciting and busy time for the Winnipeg Football Club with the construction of our stadium well underway and all the strategic planning that goes into a major development project of this nature. We are confident that new revenue streams available to us in the new facility will help us to ensure long-term financial viability and sustainable professional CFL football in Winnipeg.

Deborah Metcalfe  
Treasurer  
Winnipeg Football Club

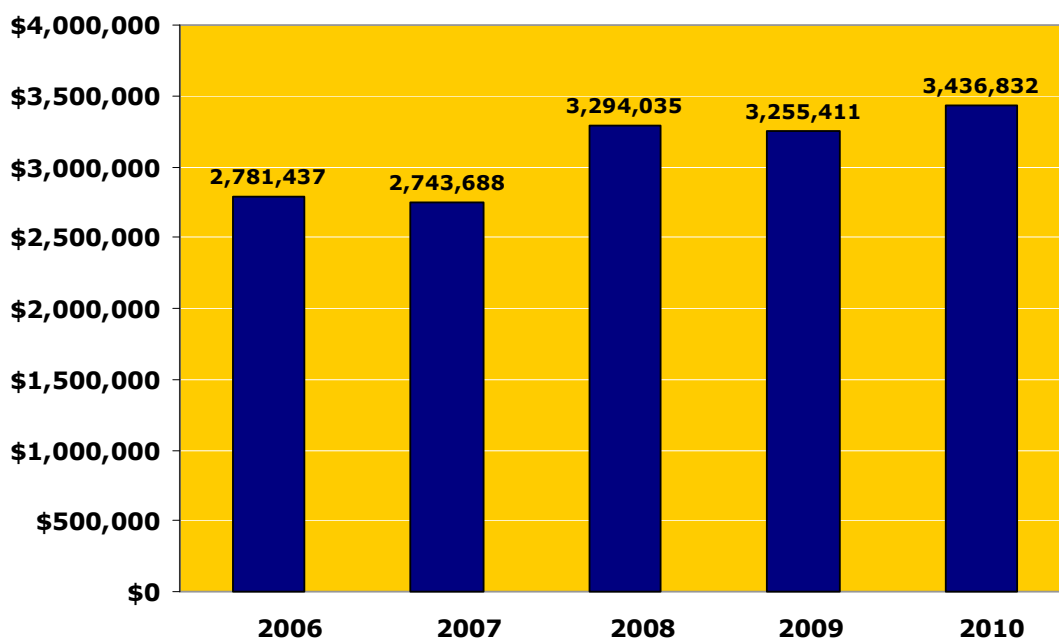
**WINNIPEG FOOTBALL CLUB**  
**STATEMENT OF OPERATIONS**

Year Ended Dec. 31	<b>2010</b>	<b>2009</b>
Operating revenue		
Total game revenue	<u><b>\$5,295,867</b></u>	<u><b>\$5,109,451</b></u>
Corporate and other revenue		
CFL revenue	<b>1,950,621</b>	<b>1,828,350</b>
Winnipeg Football Club revenue	<b>5,562,063</b>	<b>5,299,277</b>
Stadium management revenue	<b>2,333,828</b>	<b>2,241,242</b>
Community support/special events	<u><b>205,900</b></u>	<u><b>282,054</b></u>
Total corporate and other revenue	<u><b>10,052,412</b></u>	<u><b>9,650,923</b></u>
Total operating revenue	<u><b>15,348,279</b></u>	<u><b>14,760,374</b></u>
Operating expenses		
Football operations	<b>8,599,588</b>	<b>8,660,544</b>
Marketing and administration	<b>3,271,411</b>	<b>3,367,049</b>
Stadium occupancy	<b>2,590,700</b>	<b>2,775,667</b>
Other charges	<u><b>188,901</b></u>	<u><b>66,398</b></u>
	<u><b>14,650,600</b></u>	<u><b>14,869,658</b></u>
Net earnings (loss) from operations	<b>697,679</b>	<b>(109,284)</b>
Stadium development	<b>(288,488)</b>	<b>(110,770)</b>
Severance costs	<u><b>-</b></u>	<u><b>(981,950)</b></u>
Net earnings (loss)	<u><u><b>\$409,191</b></u></u>	<u><u><b>(\$1,202,004)</b></u></u>

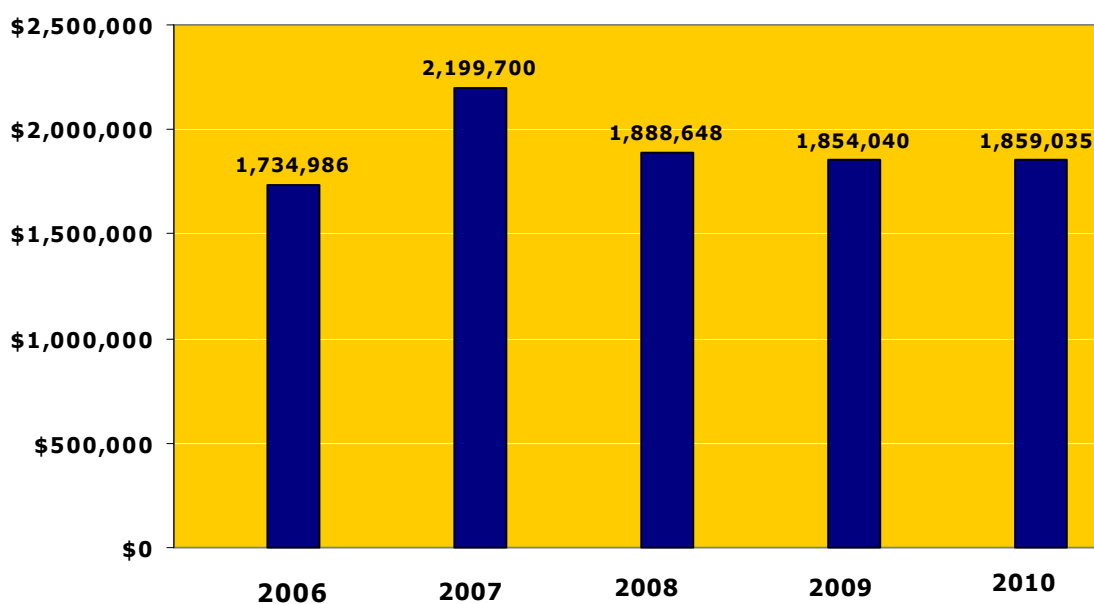
## OPERATING REVENUE SNAPSHOTS

**TICKET REVENUE:** Total ticket revenue increased by \$186,416 in 2010 from 2009. Season ticket revenue increased by \$181,421 (5.6%), while game day ticket revenue increased by \$4,995.

### SEASON TICKET REVENUE

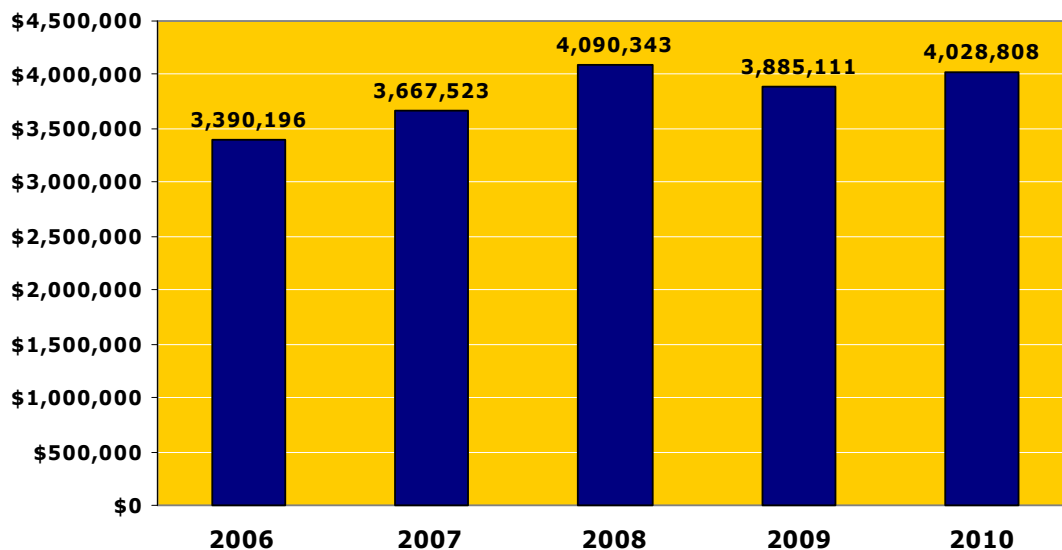


### GAME DAY REVENUE



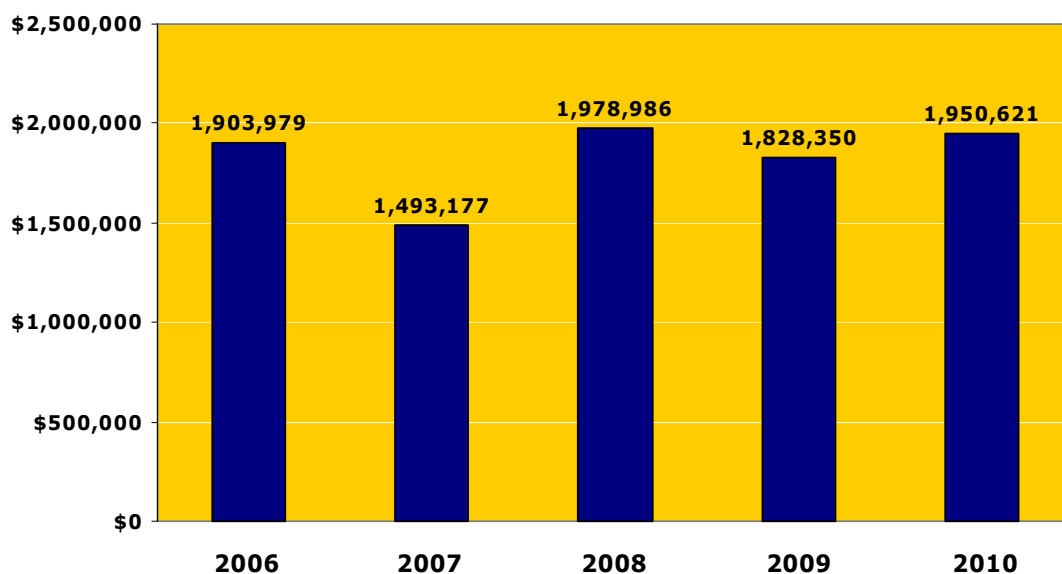
**SPONSORSHIPS:** Sponsorship revenue increased by \$143,697 in 2010 from 2009, an increase of 3.7%.

### SPONSORSHIP REVENUE



**CFL REVENUE:** League revenues increased by \$122,271 in 2010 from 2009, representing an increase of 6.7%.

### CFL REVENUE

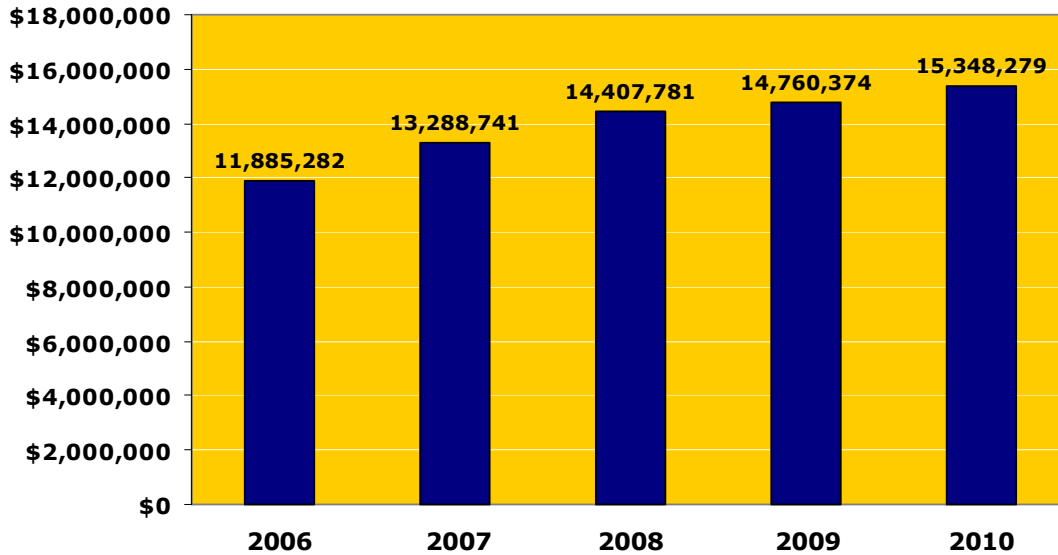


\* 2006 CFL revenue included a non-recurring special payment.

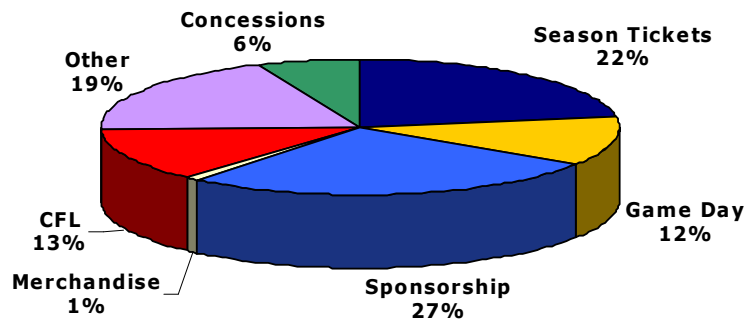


**TOTAL REVENUE:** The Winnipeg Football Club's total operating revenue increased by \$587,905 in 2010 over 2009, an increase of 4.0%.

### TOTAL REVENUE



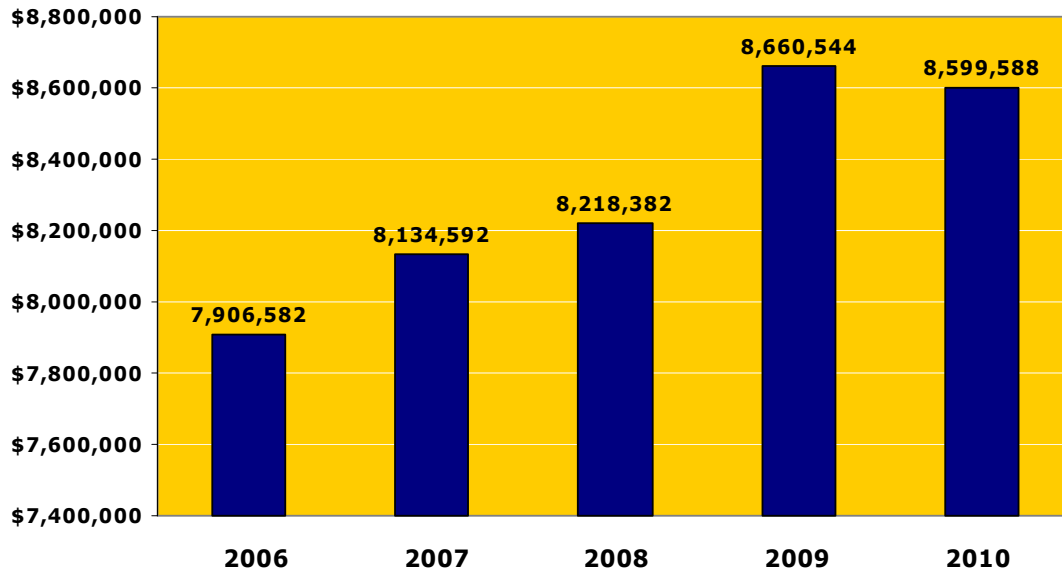
### 2010 REVENUE BREAKDOWN



## OPERATING EXPENSES

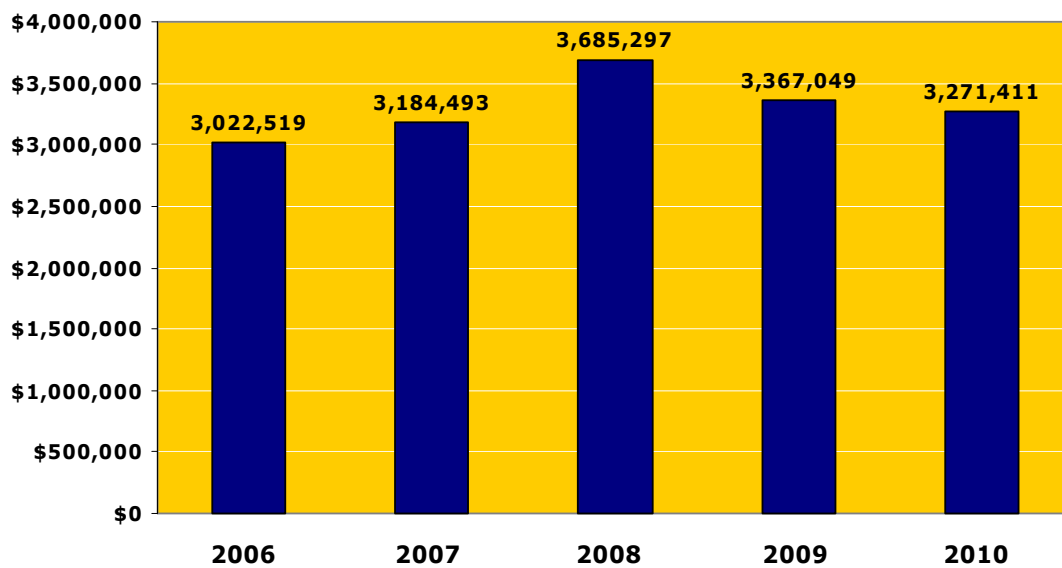
**FOOTBALL OPERATIONS:** Football operation expenses decreased by \$60,956 in 2010 over 2009, a decrease of 0.7%.

### FOOTBALL OPERATIONS



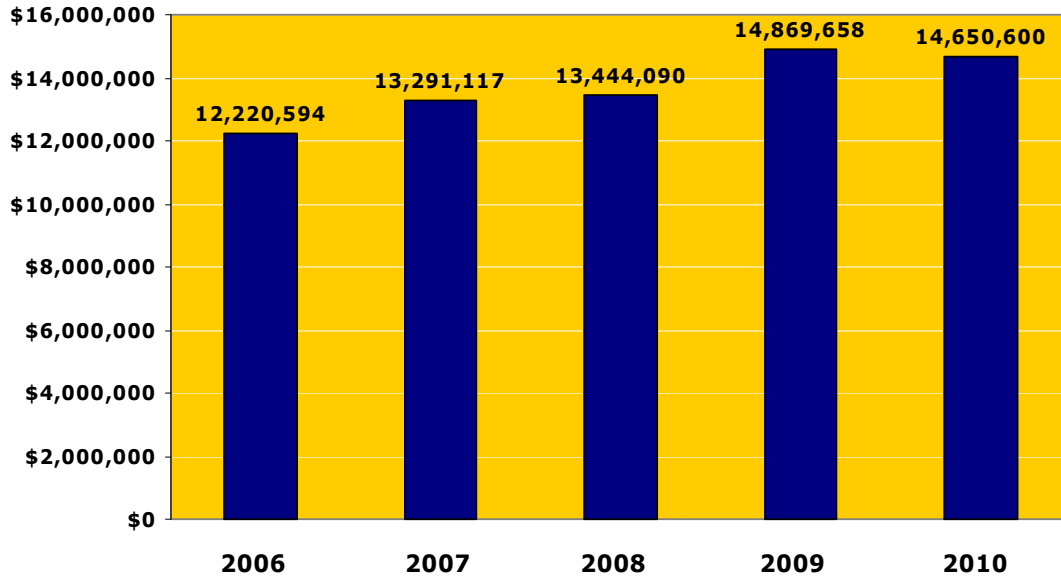
**MARKETING AND ADMINISTRATION:** Marketing and administration costs decreased by \$95,638 in 2010 from 2009, a decrease of 2.8%.

### MARKETING AND ADMINISTRATION

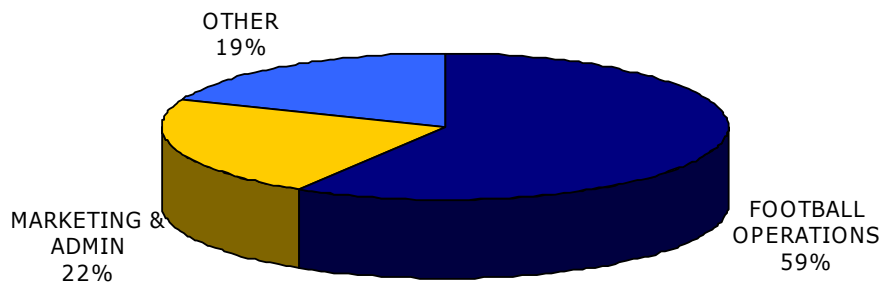


**TOTAL EXPENSES:** Total operating expenses decreased by \$219,058, a decrease of 1.5% in 2010 from 2009.

### TOTAL EXPENSES



### 2010 EXPENSE BREAKDOWN



**SURPLUS MANAGEMENT:** The Winnipeg Football Club had an accumulated deficit of \$5.5 million as at December 31, 2000. The Club now has net assets of almost \$4.3 million, resulting in a net increase of almost \$9.8 million over the course of the last ten years.

	<b>2010</b>	<b>2009</b>
Balance, beginning of year	\$3,886,574	\$5,088,578
Net earnings (loss)	<u>\$409,191</u>	<u>(\$1,202,004)</u>
Balance, end of year	<u>\$4,295,765</u>	<u>\$3,886,574</u>





The 2010 Blue Bomber campaign is one that can be viewed through many different microscopes. Although the club finished 4-14 – disappointing for everyone, including the loyal followers of the Club – there were many positives to look back at. Nine times the Blue and Gold fell to their opponents by only four points or less, meaning the Club was on the verge of great success in 2010. The season didn't result in a playoff appearance, but individual accomplishments and the feeling of success being right around the corner has many looking forward to 2011.

A major highlight of the 2010 season was the July 2nd home opener against the Hamilton Tiger-Cats and a 49-29 victory against their East Division rival. Quarterback Buck Pierce was sensational, throwing two touchdown passes and rushing for another, as the Blue and Gold began the 2010 season clicking on all cylinders.

Offensively, despite two injuries to quarterback Buck Pierce – first in Week two for a few weeks and then for the remainder of the season after dislocating his elbow on Labour Day Weekend in Regina – the Bombers still employed the CFL's top rusher in Fred Reid (1,396 yards), while receiver Terrence Edwards was only eight yards shy of the league lead in receiving yards with 1,372. They managed to accomplish this even after losing their top three quarterbacks on the depth chart by Week 17, and having to play the remaining two games with rookie quarterback Joey Elliott – a young promising player who joined the Club three weeks into the regular season.

Defensively, the Blue Bombers had two of the top three sack leaders in the CFL, with Philip Hunt leading the pack with 16. On the other end of the defensive line, second year Bomber Odell Willis terrorized quarterbacks all season and finished third in the CFL with eleven sacks and also tied for first with four forced fumbles.

The 2011 Blue Bombers offence features a mix of veteran leadership and young fire power. Quarterback Buck Pierce has spent the entire offseason in Winnipeg working vigorously with training staff and feels he is in the best shape of his life and his elbow has healed 100%.

The reigning 2010 CFL rushing champion Fred Reid is returning, looking to win that title in back-to-back seasons, while 2010 CFL All-Star Terrence Edwards leads a young receiving corps that features second year stud Terence Jeffers-Harris and the late addition to the 2010 roster Greg Carr, who came on quickly upon his arrival in Winnipeg.

Defensively, the Bombers look to continue where they left off last season. With a great mix of young talent returning to maintain continuity, players like linebackers Clint Kent and Marcellus Bowman, defensive backs Deon Beasley and Alex Suber, and defensive lineman Odell Willis, will anchor a defensive unit led by CFL All-Star Doug Brown, who is returning for his 11<sup>th</sup> season in Blue and Gold. This defensive team will be coached by new defensive coordinator Tim Burke who joined the Bomber staff this offseason after spending the past three seasons with the Montreal Alouettes as their defensive coordinator, helping them win two straight Grey Cups (2009, 2010).

With a strong corps of young returning players having all had a year to familiarize themselves with the system, combined with the leadership of veterans Doug Brown, Buck Pierce and Terrence Edwards, the Winnipeg Blue Bombers look very promising heading into the 2011 campaign.





### **MAJOR STADIUM EVENTS**

2010 was again an extremely busy year at the stadium. In addition to hosting Blue Bomber home games, major event planning was required to stage large-scale stadium concerts such as The Eagles, Bon Jovi and the second installment of Rock on the Range. These concerts required tireless efforts from many staff members in the event planning, logistics, physical set up and event production stages.

### **FACILITY UPGRADES**

Major upgrades were completed in many of the stadium concession booths and the field level wheelchair section was completely revamped. The entire field lighting system was also replaced with new state of the art sports lighting.

### **FAN SERVICES**

Cell phone augmentation devices were installed in the stadium to boost mobile service and it was the second year for our text help fan line 788-HELP. Season ticket holders received passes that enabled discounts at corporate sponsors and they were also granted early stadium access on game days. Game Day Bicycle Valet was also introduced which garnered major interest as the season went on.

### **STADIUM RECYCLING**

Canad Inns Stadium continued their ever improving recycling program which started in 2007, by working with BFI and taking part in their mixed recycling program which focuses on the primary stadium waste contributors – plastic, paper and cardboard.

### **AMATEUR SPORT/ RENTALS**

Canad Inns Stadium continued its role of supporting amateur sport and hosted a plethora of amateur sporting events in 2010, including Football Manitoba's Championship Weekend, the Senior Bowl, the Blue & Gold games, multiple youth camps, Winnipeg High School Football League (WHSFL) games, and Winnipeg Touch Football League games. The stadium also hosted many private rentals.

### **2011 SEASON**

With this being the final year at the current stadium, a major concert is already scheduled to take place. U2 will play at the stadium on May 29<sup>th</sup> with the possibility of one or two additional concerts later in the summer. The transition to the new stadium at the University of Manitoba is already underway with construction currently in progress.



## **2010 Season**

In 2010, the Winnipeg Football Club saw 88 percent capacity throughout the season and sold over 17,800 season tickets. The Football Club celebrated 80 years of Blue Bomber football in 2010 which was highlighted throughout Bomber home games, the club's website and Bomber merchandise. The Football Club participated in the CFL retro program featuring the 1970's era and saluted the Canadian Military.

Fans and sponsors continued to show their support at the Club's sold out Golf Tournament and Legacy Dinner. The 2010 Legacy Dinner saw the Club salute 10 former players and three coaches from the various eras all the while honouring 80 years of Bomber football. At half time during the home opener, the former players and coaches were saluted.

Bomber games also highlighted the Club's 80<sup>th</sup> anniversary with a salute to past Grey Cup Championships, special graphics and signage, along with alumni greeters at the gates. Game day also included the Blue Squadron Flag Team, parking lot greeters, early access for season ticket holders and other special features.

The official website of the Blue Bombers continued to be a popular site for Bomber fans to visit as it had over 1.2 million visitors. Blue Bomber social media continued to grow as the official Blue Bomber Facebook page was launched and has over 9,000 signed up and the official Bomber Twitter account has over 2,800 followers.

The Bomber Store was able to have a comparable year with the tremendous support of Blue Bomber fans nation wide. The 80<sup>th</sup> Anniversary of the Blue & Gold was celebrated at retail with limited edition merchandise from apparel from Reebok, Bulletin and KDI and limited edition pro footballs that were used for the opening and third quarter kick-offs on all home games and then auctioned off on cfl.ca.

The online sales growth continued throughout the year. July 2010 was an all time record for gross sales at the Bomber Store. During the holiday season the Bomber Store rented a kiosk at St. Vital centre and experienced mild success during the winter months.

The "it" item of 2010 was the Blue Bomber Gnomes with two versions sold out in the matter of months and 2011 already has version three in stock with two more versions on the way. The Bomber Store also launched the 1970's retro uniform which was extremely popular. The year was capped off with the annual Locker Room sale.

## **Community**

Players and coaches continue to represent the football club through various school, charity and community appearances year-round. The team devotes hundreds of hours of community appearances throughout the year, giving back to people from all around the province of Manitoba.

Some of the community programs supported include school visits promoting 'I Love to Read Month', career days, Football Manitoba practices and many other worthwhile causes. The team raised over \$102,000 for Football Manitoba's amateur football programs through its 50-50 initiatives, as well as an additional \$25,000 for the Winnipeg Rifles organization. Bomber fans also got into the act by supporting the Purolator Tackle Hunger program and many other initiatives.

### **Season 2011**

The Blue Bomber brand continues to remain strong as the Club heads into the 2011 season with its strong fan base and corporate sponsors. The 2011 schedule has a great line up with five Friday night games and three Thursday night games. The schedule also includes the Sunday afternoon Annual Manitoba Lotteries Banjo Bowl game with a new 3pm start time along with one game on a Saturday.

The Bombers will continue some of their most anticipated events in 2011, including the annual Manitoba Lotteries Banjo Bowl. The weekend will again include an autograph signing on family day. Also, the Legacy Dinner will take place on July 5<sup>th</sup>, with the Hall of Fame game taking place July 8<sup>th</sup>.

The Bomber Store has already started strong with a record month of February. The Blue Bombers look to extend their retail arm, by making partnerships with rural Manitoba and Southwestern Ontario businesses to broaden the brand and bring the Blue and Gold to Bomber fans everywhere.

Concerts taking place at Canad Inns Stadium in 2011 include U2 on May 29<sup>th</sup>.

We look forward to another exciting season of Blue Bomber football and a great year overall for the Winnipeg Football Club!

