



ANNUAL REPORT

2014-15



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A MESSAGE FROM THE CHAIR OF THE BOARD OF DIRECTORS



As Chair of The Rooms Board of Directors, I am pleased to present the 2014-15 Annual Report. This report represents the outcome for the first year of the three-year planning cycle of The Rooms Strategic Plan 2014-17. The Rooms Corporation of Newfoundland and Labrador is a Category One entity of the Provincial Government of Newfoundland and Labrador. As such, The Rooms Annual Report 2014-15 has been prepared in accordance with the requirements of the *Transparency and Accountability Act* of the Government of Newfoundland and Labrador.

We are pleased with The Rooms success in achieving its stated goals and objectives for this past year.

The Rooms marked several significant centenaries in 2014-15 and shared them with the people of Newfoundland and Labrador. Exhibitions and public programs commemorated the 100th anniversaries of the International Grenfell Association; the Newfoundland Sealing Disasters; Rockwell Kent's time in Brigus; and Newfoundland and Labrador's involvement in the First World War, all were highly attended and met with resounding success.

In April and May 2014, The Rooms continued its public engagement with the Corporation's first ever travelling road show. The Rooms staff travelled to 14 communities throughout the Province with the *First World War Road Show and Tell*. In addition, the exhibition *Collecting the Great War: Enlisting Your Help* opened at The Rooms in June 2014. Both the Road Show and the exhibition encouraged the public to share stories, artifacts, documents and photographs from their personal history with the First World War. Several of the items collected from these initiatives will be incorporated into a permanent exhibition on the First World War, opening July 1, 2016.

In addition, this past year, The Rooms has reviewed its exhibition development process allowing it to initiate an interdisciplinary approach to telling the story of Newfoundland and Labrador's history.

On the eve of the 100th anniversary of one of the most formative events in the history of Newfoundland and Labrador, The Rooms endeavors to tell the remarkable story of the First World War and its profound impact on our history and culture. The commemoration of this very significant event has been identified in this planning cycle – establishing Commemoration, Public Engagement and Interdisciplinarity as Priorities for the 2014-17 Strategic Plan.

The 2014-15 Annual Report is submitted in accordance with government's commitment to accountability. It has been reviewed and approved by the Board of Directors which is accountable for the results reported for The Rooms.

A handwritten signature in black ink, appearing to read 'Tom Foran'. The signature is stylized and fluid, with a long horizontal stroke extending to the left.

Tom Foran
Chair, Board of Directors,
The Rooms Corporation of Newfoundland and Labrador

OVERVIEW of the CORPORATION

A – VISION

The Rooms is an innovative, culturally relevant institution that represents and showcases Newfoundland and Labrador to itself and to the world, and brings the wider world to its doorstep.

B – MISSION STATEMENT 2011-17

By March 31, 2017, The Rooms will have further engaged the public through thought-provoking exhibits and programs which will reflect the interests, aspirations and concerns of the people of our Province.

The Board of Directors believes that as a public institution The Rooms Corporation must provide great value to all Newfoundlanders and Labradorians. The care, exhibition, and access to the priceless artifacts, artworks and documents belonging to the people of the Province; outreach beyond St. John's; and the focus on educational programming to deepen the pride and identity of all Newfoundlanders and Labradorians together form the foundation of The Rooms Corporation's Mission Statement.

C – MANDATE

As stated in The Rooms Act, section 4, the objects of the corporation are to:

- a. Collect, preserve, present and make available for research the historic artifacts, natural history specimens and archival records that represent and illustrate the significant history, culture and natural heritage of the province;
- b. Conduct research with respect to the history, natural history, culture and heritage of the province for the purposes of paragraph (a);
- c. Collect and present provincial, national and international contemporary and historic art;
- d. Advance and promote the works of contemporary visual artists of the province;
- e. Support the development of cultural industries in the province;
- f. Strengthen the culture of the province; and
- g. Provide and enhance client services and partnerships to promote the cultural collections of the province and to showcase other national and international collections.

D – LINES OF BUSINESS

The Rooms is comprised of four divisions and two units: The Rooms Provincial Archives, Art Gallery, Museum and Corporate Services Divisions, the Education and Public Programming Unit, and Technical Services Unit. The archives, art gallery and museum collect, preserve, present and make available for research the collections within their disciplines while the Education and Public Programming Unit supports their work through developing and delivering education and public programs to a wide variety of audiences. The Technical Services Unit assists with maintenance and presentation of exhibitions developed in-house and travelling from peer institutions. The Rooms also undertakes the development of interdisciplinary exhibitions which draw their content from all of the programming divisions.

1. The Rooms acquires, preserves, presents and makes available for research the historic artifacts, natural history specimens and archival records that represent and illustrate the significant history, culture and natural heritage of the Province.
2. The Rooms collects and presents provincial, national and international contemporary and historic art; is the Province's steward of archival records and a co-facilitator of Information Management initiatives, and serves to inform, present and interpret the Province's history.
3. The Rooms is an important education and outreach vehicle, aiming to provide access to its collections through education programs, traveling exhibits, Regional Museums, virtual access, workshops, and residency programs.
4. The Rooms is responsible for collections security, research, maintenance and preservation to safeguard the provincial memory, history and culture.
5. The Rooms provides support to professional constituencies in the archival, visual arts and museum fields.

E – NUMBER OF EMPLOYEES

The Rooms employs 46 permanent staff, including 7 permanent seasonal staff to operate The Rooms Regional Museums. The gender breakdown is 29 females and 17 males. These positions are funded in part by The Rooms operating grant from the Government of Newfoundland and Labrador and earned revenue. The Rooms also employs a number of part-time staff on an annual basis to cover admissions and visitor services in its various operations, and the Archives Reference Room at The Rooms.

F – PHYSICAL LOCATION

The Rooms is located in St. John's, with regional facilities located in Grand Falls-Windsor (Mary March Provincial Museum), Grand Bank (Provincial Seamen's Museum) and North West River (Labrador Interpretation Centre).

G – OTHER KEY STATISTICS

Visitation

The Rooms had a total of 66,671 visits in 2014-15, down from 72,017 visits in 2013-14, a decrease of 5,346 visits or approximately 7%. Of the total number of visits 38% were free and 62% were paid.

From April 1, 2014 until March 31, 2015, 942 annual memberships were purchased, 392 of which were new memberships.

Education and public programs continue to support visitation at The Rooms. This year, a number of special events, workshops, and guided tours were introduced to complement the current programming offering. In addition to ongoing weekly public programs (Tots, Family Fun, Engaging Evenings, Coffee & Culture), the education and public programming unit offered six adult workshops, covering a range of interests, from genealogical research to printmaking to the recording of memories through storytelling and the creation of mental maps. The adult workshops enjoyed strong participation numbers with 145 people attending. In addition, a one-week printmaking workshop was offered over the summer for junior high aged youth. This workshop was fully booked.

Special events for youth and families included the *Nature Nook* program (six sessions); a storytelling performance as part of the St. John's Storytelling Festival; Eerie Art Gallery Tours for Halloween; The Festival 500 Sharing Our Voices sing-along; and the Sharing Our Cultures public event. These special programs combined with our weekly public programs attracted over 8,000 people.

During July and August, peak tourism season, guided tours were offered every week day. Content for these tours was developed by the Education and Public Programming Unit in consultation with the archives, art gallery and museum staff. Summer guided tours were attended by approximately 600 visitors over the two month period. Hands-on family friendly activities for parents and children were also offered on weekday afternoons throughout the summer. Approximately a thousand visitors participated in the family friendly activities.

This past summer a Volunteer Cultural Ambassador program was introduced to compliment guided tours of the exhibitions. Located within the galleries, Volunteer Cultural Ambassadors demonstrated traditional skills (rug hooking, net making, sock knitting, fish splitting) while interacting with our visitors and offering those that were interested a chance to try the skill themselves. There were 28 volunteers who participated in this program. The response from both the volunteers and the visitors was extremely positive.

The Rooms Gift Shop

The Rooms Gift Shop had a slight loss in sales in 2014-15 with total sales of \$271,987, a decrease from 2013-14 of \$17,537 or a drop of nearly 6%. While sales were down nearly 6% compared to the previous year, sales remain significantly higher than in 2012-13.

Archival Descriptions On-Line

During fiscal year 2014-2015, 9,133 entries were added to the archives' on-line database of archival descriptions and records. In doing so, these records are now available to the public via an on-line searchable database. In addition to cataloguing information about the records/collections, digital scans of the actual records were included to allow for greater access and distance use.

On-Site Researcher Statistics

In fiscal year 2014-2015, The Archives Reference Room received over 5,500 on-site research visitors (5,594 in total). 480 of these visitors were new researcher registrations (individuals who had not used the archives' collections previously). In addition to this, the Reference and Access Section of the archives responded to over 440 distance enquiries via email and approximately 150 genealogical research requests via mail and fax.

Government Records – Information Management achievements

Total number of boxes appraised for archival value by Government Records Archivist in 2014-2015 was 1,053, while the total number of retention schedules reviewed was 11 with amendments/updates for two other retention schedules completed for a total of 114 government records series. Retention schedules are documents that list the name and type of records produced by a government office/entity, along with agreed-upon retention periods and disposition methods which could include transfer to the archives division, destruction or retention by the submitting department/agency/board or commission. Completion of new retention schedules and review of existing approved schedules takes place annually to ensure the proper use, storage and management of information throughout the Government of Newfoundland and Labrador.

Revenues and Expenditures

Please refer to The Rooms Corporation of Newfoundland and Labrador Audited Financial Statements for the year ended March 31, 2015 (Appendix A).

SHARED COMMITMENTS

The Rooms carries out its mandate in association with various parties including funding agencies, government departments and professional associations. During 2014-15, The Rooms worked in association with:



DEPARTMENT OF BUSINESS, TOURISM, CULTURE AND RURAL DEVELOPMENT

As a Category 1 Crown Corporation of the Government of Newfoundland and Labrador, The Rooms is accountable to the Minister of Business, Tourism, Culture and Rural Development, through The Rooms Board of Directors. Operating funding from The Department of Business, Tourism, Culture and Rural Development sustains the operations of The Rooms each year. Through its annual work plans, programs and services, The Rooms supports the Government of Newfoundland and Labrador. The Rooms also works closely with the Department of Business, Tourism, Culture and Rural Development on a number of shared commitments including the Art Bank Program of the Government of Newfoundland and Labrador and the project management of the development of the Colonial Building Exhibition project.

DEPARTMENT OF EDUCATION AND CHILDHOOD DEVELOPMENT, K-12, CULTURAL CONNECTIONS PROGRAM

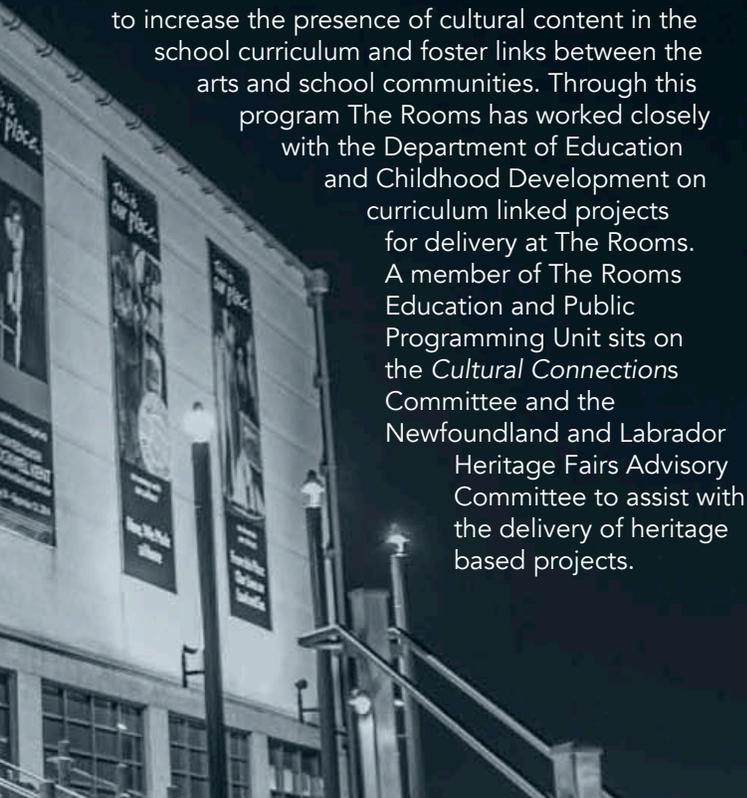
The Department of Education and Childhood Development and the Department of Business, Tourism, Culture and Rural Development joined together to develop a provincial fine arts and cultural strategy for K-12 education in Newfoundland and Labrador – *Cultural Connections*. This initiative aims to increase the presence of cultural content in the school curriculum and foster links between the arts and school communities. Through this program The Rooms has worked closely with the Department of Education and Childhood Development on curriculum linked projects for delivery at The Rooms. A member of The Rooms Education and Public Programming Unit sits on the *Cultural Connections* Committee and the Newfoundland and Labrador Heritage Fairs Advisory Committee to assist with the delivery of heritage based projects.

The Rooms provides education programs based on its exhibits which are linked to school curriculum and assist with teaching and learning outcomes. For Grades K to 6 we offer four school programs designed specifically to augment their social studies curriculum (*People at Work, Home & School, Peoples of the Province* and *Introduction to Archaeology*) and one program that directly addresses the visual arts curriculum (*Adventures in Art*). The Rooms also offers programs for Grade 8 Social Studies: History of Newfoundland Labrador 1800-Present and the *Newfoundland Studies* course for high school students (*Making Fish, Life and Times*) as well as the junior and high school visual arts programs (*Art without Borders*). Over 7,500 students from within the K-12 school system participated in curriculum-linked education programs at The Rooms in the 2014-15 school year.

During 2014-15 The Rooms was pleased to partner again with *Sharing Our Cultures* to offer a multicultural experience for the over 800 Grade 6 students that visited The Rooms during the program. *Sharing Our Cultures* is a unique educational and multicultural fair that engages newcomer high school students from diverse cultural backgrounds to present aspects of their culture at a public forum held at The Rooms in March. *Sharing Our Cultures* is delivered by approximately 45 high students representing 22 cultures and approximately 25 high school students that act as volunteer tour guides with the Grade 6 students.

CANADA COUNCIL FOR THE ARTS

The Canada Council for the Arts, reporting to Parliament through the Minister of Canadian Heritage, is a national arm's-length agency which fosters the development of the arts in Canada through grants, services and awards to professional Canadian artists and arts organizations, as well as administering scholarly awards. The art gallery has received funding from the Canada Council for the Arts for over a decade. This grant, which underwrites approximately 50% of the art gallery's exhibitions, enables The Rooms to offer a range of contemporary visual art exhibitions by local, national and international artists. It is the only federal government funding program available to public art galleries across Canada. During 2014-15, the art gallery received \$95,000.



INTERNATIONAL GRENFELL ASSOCIATION GRANT PROJECT

In 2013-2014, The Rooms once again partnered with the International Grenfell Association (IGA) via their annual grant program, to begin a multi-year project on the arrangement and description of archival material relating to the IGA held at and collected by the archives. A total of \$86,000 in project funding was received and was devoted to a two-year project to improve public access to the IGA records and other Grenfell-related collections through dedicated archival description and digitization, made possible by funding from the IGA. In 2014-15, work continued on the special descriptive project to improve researcher access to the IGA and IGA-related records. This past year over 900 files of textual records were added to the archives' on-line database; Over 1.08 gigabytes of textual records were digitized to be made available on-line; 1,371 magic lantern slides were digitized and described, along with 130 glass plate negatives; 3,831 photographs were digitized, re-sleeved and re-housed with description fully completed on over 1,000 photographs. Five audio reels were described; 62 original IGA artworks were digitized and an inventory listing was created. One fragile, oversized painting was photographed and described to document condition and minimize handling and numerous other improvements to the collections were made. Project staff participated in an interview for an elementary school Heritage Fair Project about the IGA and throughout the year, responded to numerous IGA related reference requests. The funding partnership to work on the IGA records serves as an excellent example of a public/private partnership in a cultural setting.

COLLECTION DEACCESSION AND TRANSFER – TRINITY HISTORICAL SOCIETY

In late 2014, the Director of the archives division visited Trinity to meet with members of the Trinity Historical Society and deliver a collection of Trinity-related material formally deaccessioned from the archives. The William White collection of archival records was originally created in Trinity and with the Trinity Historical Society celebrating its 50th anniversary year the material was returned to the area for storage and use.

LANDFALL TRUST

In partnership with the Landfall Trust, The Rooms offered a number of programs, including a full day symposium, documentary film screenings and a literary panel, in connection with The Rooms exhibition *Pointed North: Rockwell Kent in Newfoundland and Labrador*.

MILITARY SERVICE FILES DIGITIZATION PARTNERSHIP PROJECT

The Department of Business, Tourism, Culture and Rural Development contributed \$80,000 through the *Honour 100* program, in addition the Department of Education and Early Childhood Development contributed \$60,000 towards the digitization of the Royal Newfoundland Regiment Military files. Work continued in 2014-15 to digitize, index and make available more of the military service files of the Royal Newfoundland Regiment and the Newfoundland Forestry Corps. The archives has held microfilm copies of this material since 2000 with the original files held at Library and Archives Canada in Ottawa. There were 6,799 individual database entries, representing all documented regiment members completed with 323 reels of Regiment/Forestry files reviewed, listed, counted and attestation papers scanned for the 6,533 individuals represented in the collection.

PARKS AND NATURAL AREAS DIVISION, DEPARTMENT OF ENVIRONMENT AND CONSERVATION

A new Memorandum of Understanding was developed with the Parks and Natural Areas Division, Department of Environment and Conservation, to establish the cooperative framework whereby The Rooms will act as the official repository of record for documented fossil specimens salvaged from Mistaken Point Ecological Reserve. The salvaged Mistaken Point fossil specimens and associated information will enter the collections of The Rooms and will be managed according to The Rooms Collections Management Policy and made available to both the general public and specialists by The Rooms.

THE GEOLOGICAL SURVEY OF NEWFOUNDLAND AND LABRADOR

Under an existing Memorandum of Understanding, The Geological Survey of Newfoundland and Labrador purchased 16 new storage cabinets for the Earth Sciences workroom, a contribution of \$28,500 to the care of the paleontology collection. The Survey also continues to support The Rooms in the management of the paleontology collections by providing a staff person to work on its general organization, processing, inventory and documentation.



Folklore and Other Panics, Exhibition overview, January 17 – April 26, 2015. Photo by Ned Pratt

HIGHLIGHTS AND ACCOMPLISHMENTS

FIRST WORLD WAR TRAVELLING ROAD SHOW AND TELL

In the spring of 2014, staff undertook a cross-province *First World War Road Show and Tell* program. A team of seven Rooms staff visited 15 communities across the province. Travelling with a scanner, photography equipment and voice recording devices, the team held meetings in our three Regional Museums as well as community museums, Legions and hotels. The event started in each community with a presentation by the Director of the museum division on the purpose of the Road Show and our First World War exhibition project. This was followed the next day with the “lab” session that documented family memorabilia and stories about the First World War. An important aspect of this project was the community outreach undertaken in each town. The importance of our visit in bringing The Rooms outside of St. John’s was often noted by community participants and host groups.

INTERNATIONAL GRENFELL ASSOCIATION – EXHIBITION, RECEPTION AND BOARD MEETING

2014 marked the 100th anniversary of the incorporation of the International Grenfell Association as a charitable humanitarian organization in Newfoundland and Labrador. With such a large collection of Grenfell-related records held at the archives and given the past relationship with the IGA as a funding body for special descriptive projects, the archives commemorated this milestone by mounting a new exhibition and hosting the IGA at an exhibition opening/reception in June 2014. The event brought together IGA Board members from around the world and was a tremendous success in terms of marking the important milestone and in showcasing the collection, exhibition and The Rooms in general.

POINTED NORTH: ROCKWELL KENT IN NEWFOUNDLAND & LABRADOR

Pointed North: Rockwell Kent in Newfoundland & Labrador opened May 31, 2014 with a well-attended public reception, and also marked the launch of the first of two summer Rockwell Kent symposiums in celebration of the centennial of Kent's time in Brigus. The Rooms offered tours of the exhibition as well as family friendly printmaking drop-in workshops throughout July and August, giving visitors the opportunity to try print making techniques. In addition, a full week Youth Art Workshop exploring print making techniques including was offered in July 2014. The legacy of this summer's exhibition and celebrations will live on at the Kent cottage in Brigus with the installation of a carved figure head on Kent's birthday of this year – a replica of the figurehead Rockwell Kent had mounted above the door of his property in 1914.

MARY PRATT NATIONAL TOURING EXHIBITION

Mary Pratt, National Touring Retrospective, completed the final two legs of the tour at the MacKenzie Art Gallery in Regina, Saskatchewan and The Art Gallery of Nova Scotia, Halifax, in 2014-15. During this time the exhibition continued to receive acclaim and national coverage including articles in the *Toronto Star*, *Globe and Mail*, *National Post*, *Canadian Art*, *Border Crossings* and *C Magazine*.

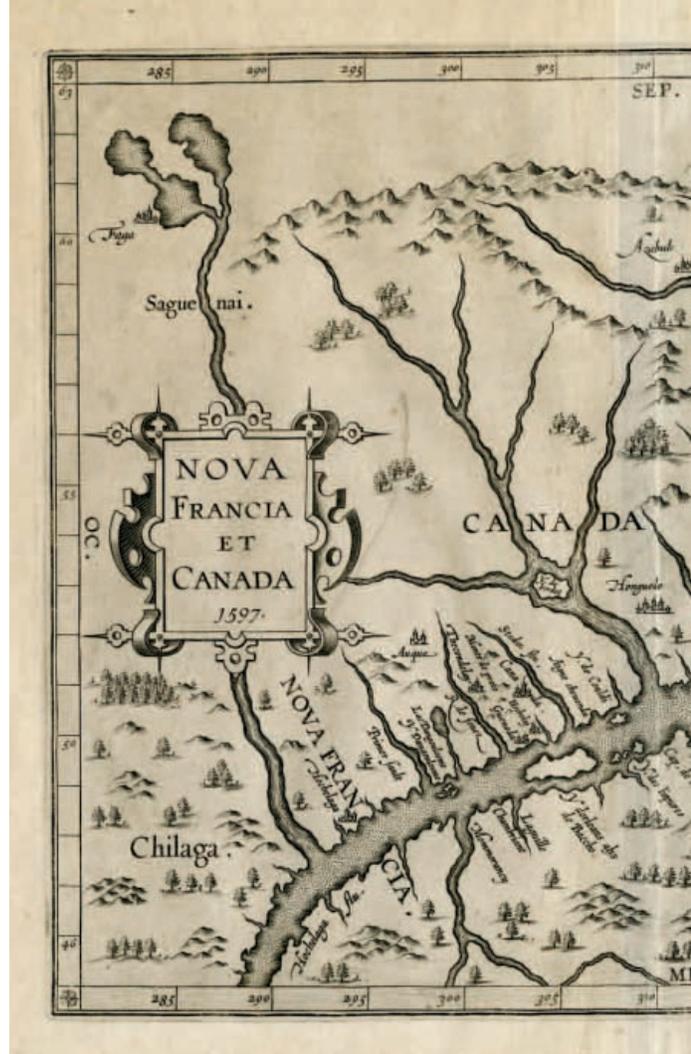
MARY PRATT: THIS LITTLE PAINTING

Mary Pratt: This Little Painting, an exhibition co-organized with The Rooms and the National Gallery of Canada (NGC), was researched and developed in winter of 2015. This exhibition, co-curated by Mireille Eagan, Curator of Contemporary Art, The Rooms and Jonathan Shaunessey of the NGC, will open in spring 2015 and is the first partnership of its kind between The Rooms and the National Gallery of Canada. *Mary Pratt: This Little Painting* was developed as a micro project out of the National Touring *Mary Pratt* retrospective exhibition.

Image:

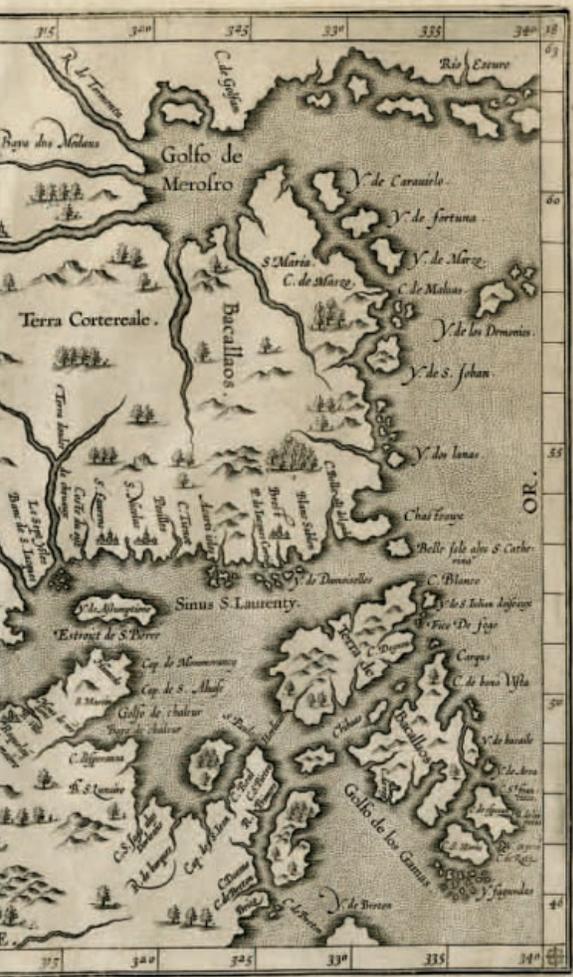
1. The Rooms Provincial Archives Division, MG 1001.64; Nova Francia et Canada [New France and Canada], 1597 / Corneille Wytfliet from Wytfliet's *Descriptionis Ptolemaicae augmentum*, editions 1597-1605, plate # 18.

2. *Hootia quadriformis*, ca. 560 million years ago, Back Cove, Trinity Bay, Island of Newfoundland. Photo: Jack Matthews



FOLKLORE AND OTHER PANICS

Folklore and Other Panics, a group exhibition that explored narrative as a central, fluctuating measurement for cultural identity opened and met with critical acclaim this past winter. The exhibition explored the phenomenology of storytelling, and spoke to the role of art itself – reflecting on the past, while imagining possibility. Artists included: Michael Waterman, Jerry Ropson, Steve Topping, Kym Greeley and Erika Jane Stephens Moore, Duane Linklater, Janice Wright Cheney, Kay Burns, Jordan Bennett, Joshua Bonnetta, Michael Flaherty, Mark Clintberg. Attendance for the exhibition was 14,960 over the three month span. The exhibition received national coverage with a review in *Border Crossings* and National Gallery of Canada's online magazine. The Rooms produced a comprehensive exhibition catalogue featuring documentation of the exhibition, artist interviews, and two essays (Lisa Wilson from Memorial University and Mireille Eagan, Curator of Contemporary Art, The Rooms). The catalogue has been distributed to over 250 institutions across Canada and abroad.



1.

NEW ACQUISITIONS

Archival Acquisitions

- Daniel W. Prowse Scrapbook, 1903: Scrapbook of clippings of articles that Judge Prowse wrote for newspapers and the Newfoundland Quarterly.
- Paul Greenblatt Collection: A collection of WWII photographs taken by Julius (Jules) Greenblatt a Canadian Soldier stationed in St. John's (Pleasantville) from 1944-1945.
- Edward Marshall Maps: Map showing North America: East Coast of Newfoundland in particular Cape Bonavista to Bay Bulls, including Trinity and Conception Bay.
- Wilf Doyle Collection: Photograph's and ephemera related to Wilf Doyle a pioneer, among the first of this province's professional musicians. Starting in 1944, WILF DOYLE AND HIS ORCHESTRA toured the Island, playing concerts and dances at the navy and air bases and in larger communities.
- Gordon Slade Collection: Photographs documenting the Seal Hunt of 1981 on the Morrissey Johnson II, under Captain Morrissey Johnson.
- Nova Francia et Canada (Eastern Canada): Map of Eastern Canada by Portuguese cartographer, Cornelius Wytfliet, showing Newfoundland as a series of islands labelled as Terra de Bacallaos and Labrador as Terra Cortereale and Bacallaos.

Artifacts and Specimens Acquisitions

- A remarkably significant collection of Newfoundland and Labrador First World War related items was acquired from a private collector. There are 187 artifacts and archival items in the collection ranging from cap badges, collar and shoulder insignia, a uniform tunic (coat) and cap, sweetheart jewelry, pins, buttons, souvenirs and a variety of ephemera, such as posters and postcards. The significance of the collection is tied to the rarity of many of the items and to the broad range of First World War items tied to this province.
- The *First World War Road Show and Tell* program added an impressive array of First World War artifacts and documents to The Rooms collections. A total of over 1,800 items were offered through donation, purchase or loan. These materials will add significantly to the development of a permanent exhibition on the history of the First World War and its impact on the province scheduled to open July 1, 2016.
- *Haoitia quadriformis* is an extremely rare 560 million year old fossil from the Bonavista Peninsula discovered in 2008 by a scientific team from Oxford, Cambridge and Memorial Universities. It is one of the oldest animal fossils ever found and may provide the world's earliest evidence of muscle tissue yet found. As provincial repository for at-risk fossils from provincially recognized significant sites, The Rooms museum division received the specimen as a transfer from the Provincial Archaeology Office who are responsible under the Historic Resources Act to protect those fossil sites and the specimens found at them.



2.

COMMEMORATION

The Rooms mandate is to preserve, document, and present the unique cultural identity of Newfoundland and Labrador. This past year The Rooms commemorated the centenaries of several significant events in the Province including the International Grenfell Association; the Newfoundland Sealing Disasters; Rockwell Kent's time in Brigus; and Newfoundland and Labrador's involvement in the First World War; through exhibitions and public programs. These exhibitions and programs educated visitors on these important historical events, presenting the impacts they had on our Province both historically and culturally; and identified how these events contributed to the Province's cultural identity. Through the commemoration of these centenaries, The Rooms presented several new exhibitions thereby making a substantial number of new items from its collections available to the public for viewing as well as for educational and research purposes.

The Rooms has paid particular attention to commemorating the centenary of Newfoundland and Labrador's involvement in the First World War by working with local communities and national counterparts to develop exhibitions and related programs to share and ensure the living memory, artifacts and archival material are not lost to the Province.

This work supports Government's strategic direction to strengthen and grow our culture by planning and supporting the implementation of the Provincial Government First World War Commemorations and activities that honour veterans.

GOAL:

By March 31, 2017, The Rooms Corporation will have commemorated provincially and culturally significant centenaries through exhibitions and public programming in order to preserve, share, educate and present the history of Newfoundland and Labrador and raise awareness of the events commemorated.

2014-15 OBJECTIVES:

By March 31, 2015, The Rooms will have commemorated significant centenaries and shared these stories with the public.

MEASURE:

Commemorated significant centenaries and shared them with the public.

2014-15 INDICATORS	2014-15 RESULTS
<p>Presented an exhibition and public programming commemorating 100th anniversary of the International Grenfell Association's Incorporation</p>	<p>The exhibition, <i>From Mission Trips to Scholarships – 100 Years of the International Grenfell Association</i>, was opened at The Rooms on June 14, 2014, highlighting archival records from the largest collection of Grenfell-related material in Canada. Public programming related to the exhibition over the summer of 2014 included weekly guided tours of the exhibition, volunteer rug hooking demonstrations, a creative activity for families based on iconic images associated with Sir Wilfred Grenfell's Mission in Labrador and Northern Newfoundland and the screening of the NFB film <i>Grenfell of Labrador: The Great Adventure</i> (1977, 57 min). During the fall of 2014 a Coffee & Culture program was offered that examined Grenfell hooked mats and what made them different from the traditional hooked rugs of Newfoundland and Labrador.</p>
<p>Presented an exhibition and public programming commemorating the 100th anniversary of the Newfoundland Sealing Disasters</p>	<p>The exhibition, <i>Death at the Front: The Sealing Disasters of 1914</i>, was mounted in the Level 3 Alcove to commemorate the 100th anniversary. It opened on March 26, 2014 in time to mark the actual dates of the disasters in late March 1914 and ran until February 8, 2015. A partnership with the National Film Board of Canada provided for the showing of the film <i>54 Hours</i> continuously in the exhibition space and made a rich enhancement to the exhibition. Public programming related to the exhibition continued throughout the winter and spring and included the following: Dr. Sean Cadigan gave a public lecture titled <i>Death on Two Fronts: Class, War, and the Politics of Commemoration in Newfoundland, 1914-34</i>; a panel discussion, <i>In the Spirit of The Front</i> was held with Jenny Higgins, Larry Dohey and Morgan MacDonald examining the working life of a sealer in the early 1900s; the 1931 film <i>The Viking</i> was screened in the theatre along with <i>White Thunder</i>, a gripping account of the 1931 tragic adventure of <i>The Viking</i>. A special screening and World Premiere of the film <i>54 Hours</i>, an NFB film depicting the Newfoundland Sealing Disaster was presented on the weekend of the 100th anniversary of the disaster in partnership with the National Film Board of Canada.</p>
<p>Presented an exhibition and public programming commemorating the 100th anniversary of Rockwell Kent's Residency in Brigus.</p>	<p>American artist Rockwell Kent (1882-1971) visited the Burin peninsula in 1910 and lived in Brigus from 1914-15. As part of the <i>Rockwell Kent Centennial in Newfoundland</i>, The Rooms presented a multi-disciplinary exhibition, <i>Pointed North: Rockwell Kent in Newfoundland & Labrador</i> curated by Caroline Stone. The exhibition featured paintings, drawings, prints and books from various points throughout Kent's career. <i>Pointed North: Rockwell Kent in Newfoundland & Labrador</i> opened on May 31st with a well-attended public reception and also marked the launch of the first of two summer Rockwell Kent symposiums. The first of these brought together the largest assembly of Rockwell Kent experts and enthusiasts in history for seven days of discussion, debate, film, workshops and outings focused on Kent's time in Newfoundland and Labrador. The second symposium occurred from July 23-30, 2014 and assembled members of the literary world who have written on the subject of Kent, including Mack Furlong, Jane Urquhart, Michael Winter, and Eleanor Wachtel. The symposium offered panel discussions, readings, and walking tours for seven days on site at The Rooms, and throughout the community of Brigus.</p>

2014-15 INDICATORS	2014-15 RESULTS
<p>Presented a two-day symposium, in partnership with Memorial University commemorating the 100th anniversary of the International Grenfell Association</p>	<p>The symposium entitled "100 Years of the International Grenfell Association and the Delivery of Healthcare in Newfoundland and Labrador" was held at The Rooms on October 17-18, 2014. The event explored the historical significance of Sir Wilfred Grenfell, the International Grenfell Association and the delivery of healthcare in Newfoundland and Labrador over the last century. Guest speakers and presenters from a wide variety of organizations, including The Rooms, addressed issues concerning the present and the future of the above topics. Funds for the symposium were provided by a Canadian Institute for Health Research grant in the history of medicine to the Memorial University – the main organizers of the symposium, as well as support from The Rooms and the International Grenfell Association.</p>
<p>Presented a temporary exhibition and public programming related to the Royal Newfoundland Regiment titled <i>Pleasantville: From Recreation to Military Installation</i></p>	<p>The temporary exhibition "Pleasantville: From Recreation to Military Installation" opened to the public at The Rooms on June 23, 2014. This exhibition focused on Pleasantville as the place where the Regiment began its work and highlighted some of the activities and training of the Blue Puttees up to their embarkation on the SS <i>Florizel</i> for overseas service. Public programming related to the Pleasantville exhibition over the summer of 2014 included weekly guided tours of the exhibition, volunteer First World War sock knitting demonstrations, a creative activity for families related to early fundraising efforts and the screening of archival film footage of Newfoundlanders and Labradorians during the First World War. During the fall of 2014 and winter of 2015 The Rooms hosted a number of presentations and programs related to the role of Newfoundland and Labrador in the First World War connected to the Pleasantville exhibition.</p>

DISCUSSION OF RESULTS:

The Rooms has achieved its objectives and goals to commemorate significant centenaries and share them with the people of Newfoundland and Labrador during 2014-15. Exhibitions and public programs that commemorated the 100th anniversaries of the International Grenfell Association; the Newfoundland Sealing Disasters; Rockwell Kent’s time in Brigus; and Newfoundland and Labrador’s involvement in the First World War, were highly attended and met with resounding success.

OBJECTIVES 2015-16

By March 31, 2016, The Rooms will have completed planning for the permanent and/or travelling First World War exhibitions.

INDICATORS 2015-16

1. Completed design concept
2. Completed lighting and HVAC installation
3. Developed MOU with Canadian War Museum for traveling exhibit
4. Considered other opportunities to commemorate significant centenaries





PUBLIC ENGAGEMENT AND PARTICIPATION

As stewards for the province’s culture and heritage, it is critical that The Rooms reflect the people it serves and that residents be given opportunity to shape that content. The Rooms currently presents these stories through exhibitions and public programming at The Rooms in St. John’s, and at its Regional Museums in Grand Falls–Windsor, Grand Bank and North West River.

This past year The Rooms presented several exhibitions pertaining to provincially and culturally significant events including the centenary of the First World War and the Newfoundland Sealing Disasters, and others. In striving to provide a relevant and meaningful visitor experience, The Rooms has offered the public new ways to engage in the exhibition development process, providing them opportunity to shape both topics and content. The Rooms has researched new ways of presenting this material across the province. To that end, The Rooms has explored opportunities for partnerships with provincial counterparts, such as the Provincial Historic Sites and/ or Arts & Culture Centres, and national counterparts, such as the Canadian War Museum, to find new ways to present content in rural communities. The Rooms hosted in a road show that travelled to communities across the province, offering them the opportunity to share their stories, artifacts and archival documents related to the First World War for possible inclusion in its exhibitions. Finally, The Rooms has explored the use of new media technologies to engage with audiences in curatorial dialogue and discussion, bringing expertise to the community.

This work support Government’s strategic direction, as communicated by the Minister of Business, Tourism, Culture and Rural Development to strengthen and grow our culture by working collaboratively with the cultural sector and the tourism industry on cultural tourism.

GOAL:

By March 31, 2017, The Rooms Corporation will have implemented new mechanisms for public participation in the development of exhibition content and the visitor experience in order to increase public engagement and participation.

OBJECTIVES:

By March 31, 2015, The Rooms will have implemented new mechanisms to engage the public in developing content for the First World War exhibition.

MEASURE:

Implemented new mechanisms to engage the public in developing content for the First World War exhibition

2014-15 INDICATORS	2014-15 RESULTS
<p>Opened a temporary exhibition featuring First World War exhibition content and offered the public an opportunity for comment/ feedback and inclusion of related personal stories/ archival material/artifacts.</p>	<p>On June 14, 2014, the exhibition <i>Collecting the Great War: Enlisting Your Help</i>, opened in St. John's serving as the continuation of the very successful Road Show and Tell (see below). Between 10am and 4pm weekdays, The Rooms staff, were available to collect stories and document photographs and artifacts relating to the First World War. The information gathered will be used to develop the permanent exhibition on The Great War to open in 2016. A group of volunteer knitters were recruited and were on site in the exhibition every Wednesday afternoon knitting woolen socks using a pattern based on an original in the collection of the archives. The completed collection of socks will be used in the future permanent exhibition. Over the summer visitors also enjoyed learning more about The Women's Patriotic Association war efforts through conversations with the knitters. Interactives in this exhibition were tested for suitability for the permanent exhibition. Of particular note was the <i>Do You Measure Up</i> component that allows visitors to test to see if they would have been eligible to volunteer for the Royal Newfoundland Regiment in 1914. Response to the exhibition from the media was extensive resulting in numerous local, provincial and national print and social media-based articles.</p>
<p>Travelled to at least 15 communities across the province and consulted with local residents regarding First World War exhibition content and gathered related stories/ archival material/artifacts</p>	<p>The Rooms staff travelled to 15 communities around the island and Labrador consulting with communities and individuals about the First World War projects. The communities visited included: Bay Roberts, Grand Bank, Marystown, Wesleyville, Trinity, Bonavista, Springdale, Grand Falls – Windsor, Twillingate, Fogo Island, Stephenville, Corner Brook, North West River and St. Anthony. Goals included collecting stories, artifacts, documents and photographs pertaining to their stories and connections to the war. Between these trips and similar work in the St. John's region, over 8,719 people participated in events, over 275 collecting actions were carried out, 410 items were offered for donation, 182 for purchase and 1,296 offered for loan.</p>
<p>Presented a proposal to the Canadian War Museum to partner on the development of a travelling exhibition on the First World War.</p>	<p>In fall 2014, the museum division presented a proposal to the Canadian War Museum about a partnership to develop and travel a temporary exhibition on the First World War. Work has begun on this travelling exhibition which will travel to the Regional Museums in 2016-18. The Canadian War Museum will be responsible for the development of this approximately 1,000 square foot exhibition while The Rooms will provide research support and make the travel and installation arrangements for a provincial tour.</p>

DISCUSSION OF RESULTS

During 2014-15, The Rooms has researched new ways of presenting material across the province. For the first time ever, during 2014-15, The Rooms hosted a province-wide road show that travelled to 15 communities throughout the Province in April and May 2014 with a *First World War Road Show and Tell*. In addition, the exhibition *Collecting the Great War: Enlisting Your Help* opened at The Rooms in June 2014. Both the Road Show and the exhibition encouraged the public to share stories, artifacts, documents and photographs from their personal history with the First World War. Several of the items collected from these initiatives will be incorporated into a permanent exhibition on the First World War, opening July 1, 2016. The Rooms has explored opportunities for partnerships with provincial counterparts, such as the Provincial Historic Sites and/ or Arts & Culture Centres, and national counterparts, such as the Canadian War Museum, to find new ways to present content in rural communities. Finally, The Rooms has explored the use of new media technologies to engage with audiences in curatorial dialogue and discussion, bringing expertise to the community.

OBJECTIVES 2015-16

By March 31, 2016, The Rooms will have surveyed the public regarding needs of visitors and communities in presenting exhibitions and content in meaningful ways.

INDICATORS 2015-16

1. The Rooms held an Open-House where concept designs for the First World War exhibition were presented to the public and the public was encouraged to provide feedback on the planned designs. The feedback provided by the public on the concept designs for the First World War exhibition was incorporated into the final design concept.
2. Formal evaluation sessions with members of our volunteer program were conducted. Feedback from these evaluation sessions has been given consideration and recommendations implemented to improve delivery of school program content as well as the delivery of our volunteer programs.
3. Teacher and parent feedback forms have been distributed at the completion of each class participating in the Open Minds at The Rooms program. A high rate of completed feedback forms from parents and teachers was received. Feedback received from this evaluation process has enabled ongoing program evaluation and development.

PRIORITY

3

INTERDISCIPLINARITY

The Rooms is responsible for the care and collection of the Province's treasured artifacts, artwork and archival material. An interdisciplinary approach draws mutually from all of these materials in the telling of a story, a theme or a topic related to Newfoundland and Labrador history. This represents an evolution in the exhibition development process, which offers visitors a richer and more meaningful experience; a broader perspective on a theme or topic; and a distinct opportunity for The Rooms to differentiate itself amongst its peers.

This work supports the strategic directions of Government, as communicated by the Minister of Business, Tourism, Culture and Rural Development, to strengthen and grow our culture by recognizing and supporting artists and cultural professionals.

GOAL:

By March 31, 2017, The Rooms will have developed and presented an interdisciplinary exhibition which draws upon the shared perspectives from the museum, art gallery and archives in order to offer an enhanced visitor experience.

OBJECTIVES

By March 31, 2015, The Rooms will have reviewed the exhibition development process.

MEASURE

Reviewed the exhibition development process

2014-15 INDICATORS	2014-15 RESULTS
<p>Formed a cross-divisional content team</p>	<p>A cross-divisional content team was formed with divisional directors and managers from the following divisions and units: archives, art gallery, museum and education. The team was tasked with evaluating divisional exhibition development practice to identify problem-related areas of the exhibition development process and to look at programming content for the display cases located in the public spaces of the building.</p> <p>Interdisciplinary initiatives have been realized by the art gallery, in collaboration with the archives and other partners. This has led to three projects that mixed art and archives in a public exhibition context. (<i>Collage Series: Tanya St-Pierre; Infrastructure Canada: Christian Giroux & Daniel Young</i> and related its educational project, <i>Infrastructure NL</i>).</p> <p>The museum and archives formed an interdisciplinary team to develop content for the First World War exhibition project. The art gallery also participated in the process by providing opportunities to explore art-related content to complement the exhibition.</p>
<p>Completed a review/ comparison of divisional practices to form a baseline.</p>	<p>The art gallery has streamlined its exhibition-making practices to better articulate key concepts at the initial design phase. This has allowed for more effective planning and integration of collaborators at an earlier stage in projects such as <i>Collage Series</i> by artist Tanya St-Pierre. For the review process the exhibiting divisions:</p> <ul style="list-style-type: none"> • Held a concept brief meeting to determine project goals and identify which divisions would work on specific projects. • Reviewed project goals and established timelines with members of various divisions for upcoming exhibition projects. • Identified the diverse and different development methods of the three divisions. • Compared best practices in the field to streamline the exhibition processes.
<p>Defined goals of interdisciplinary approach</p>	<p>The art gallery developed four and mounted three interdisciplinary exhibitions during 2014-15 (Developed and mounted: <i>Collage Series: Tanya St-Pierre; Infrastructure Canada: Christian Giroux & Daniel Young</i> and related its educational project, <i>Infrastructure NL</i>; Developed: <i>The Places I Go: Christopher Pratt</i>, which was mounted in May 2015). These exhibitions were selected to help define the goals for the interdisciplinary approach. The goals identified through this process were:</p> <ul style="list-style-type: none"> • members of the interdisciplinary committee were identified, • the requirement of a work plan for future interdisciplinary exhibitions was identified, and • interdisciplinary concept brief meetings have been instituted.
<p>Completed baseline visitor experience research undertaken</p>	<p>By March 31, 2015, the Public Education and Programming unit undertook research with participants of all weekly programming including: Coffee and Culture, Engaging Evenings, Tots Program as well as Family Fun programs over a four to six week period. Participants from these programs represent our resident demographics from tots to seniors. Program participants filled out informal questionnaires. The purpose of the informal research was to:</p> <ul style="list-style-type: none"> • gauge satisfaction in the programs, • seek input on areas of improvement, and • determine how our marketing is reaching these audiences. <p>The surveys provided information on membership, determining the percentage of members vs. non-members in attendance. The surveys indicated which programs were the most popular, confirmed methods for reaching audience and confirmed demographic profile for various programs.</p>

DISCUSSION OF RESULTS

The Rooms is responsible for the care and collection of the Province's treasured artifacts, artwork and archival material. In 2014-15, The Rooms has reviewed its exhibition development process allowing it to initiate an interdisciplinary approach to telling the story of Newfoundland and Labrador's history.

OBJECTIVES 2015-16

By March 31, 2016, an interdisciplinary exhibition development process will have been developed and an exhibition topic identified.

INDICATORS 2015-16

1. Conducted formal baseline visitor research.
2. Identified possible topics from research conducted
3. Set the timelines for development of a major interdisciplinary exhibition
4. Three exhibiting divisions worked together to create a plan outlining the new exhibition development process

OPPORTUNITIES and CHALLENGES AHEAD

OPPORTUNITIES

COMMEMORATING THE 100TH ANNIVERSARY OF THE FIRST WORLD WAR

In 2014-15, The Rooms continued to make great progress in its *Where Once They Stood We Stand* capital campaign to commemorate the 100th anniversary of the First World War. Major gifts included \$250,000 from TD Bank Group as well as an additional \$1,000,000 from philanthropist Elinor Gill Ratcliffe, bringing Ms. Ratcliffe's total contribution to the campaign to \$3.25 million. A corporate donor, Fortis Inc., also confirmed a contribution of \$3.25 million. These are the largest individual and corporate gifts ever given to a cultural institution in Atlantic Canada.

With these landmark gifts secured, The Rooms will open the Royal Newfoundland Regiment Gallery and complete development of the site by Memorial Day, July 1, 2016, the 100th anniversary of the Battle of Beaumont-Hamel. The site will include the Fortis Courtyard and Amphitheatre, as well as, the completion of the Fort Townshend Walkway to follow the perimeter of the former Fort Townshend.

A TRUE PUBLIC / PRIVATE PARTNERSHIP

The Rooms is an excellent example of a true public – private partnership resulting in funding over \$12 million or 95% of its infrastructure improvements with private funds in recent years. These additions include the Husky Energy Gallery, the Elinor Gill Ratcliffe Gallery, the Site and the Royal Newfoundland Regiment Gallery.

The Rooms was very pleased to learn that its operating grant from the Province of Newfoundland and Labrador would increase by nearly \$500,000 for 2015-16. These funds will allow The Rooms to create a Conservator and an Administrative Assistant position, increase its programming budget and address deficiencies in building operations.

Together, our public and private funders are helping sustain and augment the most dynamic cultural institution in Atlantic Canada.

CHALLENGES

CONTINUING OPERATIONS AND NEW COMMITMENTS

With nearly 50% of its \$20 million capital campaign goal secured, the Board of Directors has approved Phase II of the campaign which will raise the funds necessary to develop Level 0 as an archaeological exhibit. The Rooms will continue to be challenged to manage these priorities amongst existing staff. The Rooms has set the additional goal of raising the remaining \$10 million by July 1, 2016.

image: The Rooms Provincial Archives Division, E 10-57, Corporal Arthur Francis Jesseau, Royal Newfoundland Regiment # 249 [1918-1919] / Elsie Holloway, Holloway family fonds. Note the marksman pin on sleeve, wound stripe and chevrons indicating years of service.



APPENDIX A

**THE ROOMS CORPORATION OF
NEWFOUNDLAND AND LABRADOR**

FINANCIAL STATEMENTS

MARCH 31, 2015

Management's Report

Management's Responsibility for The Rooms Corporation of Newfoundland and Labrador Financial Statements

The financial statements have been prepared by management in accordance with Canadian public sector accounting standards and the integrity and objectivity of these statements are management's responsibility. Management is also responsible for all of the notes to the financial statements, and for ensuring that this information is consistent, where appropriate, with the information contained in the financial statements.

Management is also responsible for implementing and maintaining a system of internal controls to provide reasonable assurance that transactions are properly authorized, assets are safeguarded and liabilities are recognized.

Management is also responsible for ensuring that transactions comply with relevant policies and authorities and are properly recorded to produce timely and reliable financial information.

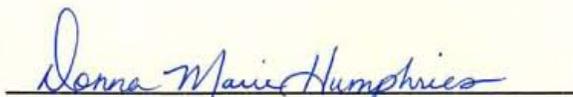
The Board of Directors is responsible for ensuring that management fulfills its responsibilities for financial reporting and internal control and exercises these responsibilities through the Board. The Board reviews internal financial information periodically and external audited financial statements yearly.

The Auditor General conducts an independent audit of the annual financial statements of the Board in accordance with Canadian generally accepted auditing standards, in order to express an opinion thereon. The Auditor General has full and free access to financial management of The Rooms Corporation of Newfoundland and Labrador.

On behalf of The Rooms Corporation of Newfoundland and Labrador.



Mr. Dean Brinton
Chief Executive Officer



Ms. Donna Marie Humphries, CPA, CGA
Director of Finance



**AUDITOR
GENERAL**
of Newfoundland and Labrador

INDEPENDENT AUDITOR'S REPORT

To the Chairperson and Members
The Rooms Corporation of
Newfoundland and Labrador
St. John's, Newfoundland and Labrador

Report on the Financial Statements

I have audited the accompanying financial statements of The Rooms Corporation of Newfoundland and Labrador which comprise the statement of financial position as at March 31, 2015, the statements of operations, remeasurement gains and losses, change in net (debt) financial assets, and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian public sector accounting standards, 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.

Auditor's Responsibility

My responsibility is to express an opinion on these financial statements based on my audit. I conducted my audit in accordance with Canadian generally accepted auditing standards. Those standards require that I comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements 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 entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

Independent Auditor's Report (cont.)

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

Opinion

In my opinion, the financial statements present fairly, in all material respects, the financial position of The Rooms Corporation of Newfoundland and Labrador as at March 31, 2015, and its financial performance and its cash flows for the year then ended in accordance with Canadian public sector accounting standards.

A handwritten signature in black ink, appearing to read 'T. Paddon', followed by a horizontal line extending to the right.

TERRY PADDON, CPA, CA
Auditor General

August 20, 2015
St. John's, Newfoundland and Labrador

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
STATEMENT OF FINANCIAL POSITION

As at March 31

2015

2014

FINANCIAL ASSETS

Cash	\$ -	\$ 739,543
Accounts receivable (Note 3)	863,484	578,178
Due from the Rooms Foundation (Note 7)	676,755	-
Inventory held for resale	148,161	141,055
Restricted cash (Note 4)	210,874	476,792
Portfolio investments (Note 5)	20,042	23,156
	1,919,316	1,958,724

LIABILITIES

Bank indebtedness	397,861	-
Accounts payable and accrued liabilities (Note 6)	686,989	1,198,120
Due to the Rooms Foundation (Note 7)	-	308,840
Employee future benefits (Note 9)	882,154	849,671
Deferred revenue (Note 8)	350,874	191,682
	2,317,878	2,548,313

Net debt (398,562) (589,589)

NON-FINANCIAL ASSETS

Prepaid expenses	5,722	2,250
Tangible capital assets (Note 10)	8,000,356	7,571,165
	8,006,078	7,573,415

Accumulated surplus \$ 7,607,516 \$ 6,983,826

Accumulated surplus is comprised of:

Accumulated operating surplus	\$ 7,611,205	\$ 6,984,401
Accumulated remeasurement losses	(3,689)	(575)
	\$ 7,607,516	\$ 6,983,826

Contractual obligations (Note 14)

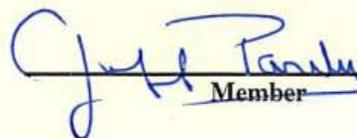
Trusts (Note 15)

The accompanying notes and supplementary schedule are an integral part of these financial statements.

Signed on behalf of the Board:



 Chairperson



 Member

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR

STATEMENT OF OPERATIONS

For the Year Ended March 31

	2015 Budget	2015 Actual	2014 Actual
(Note 17)			
REVENUES (Schedule 1)			
Province of Newfoundland and Labrador			
Operating grants	\$ 6,137,600	\$ 6,147,665	\$ 6,265,215
Contributions to employee benefits (Note 13)	-	611,715	539,197
Commercial operations (Note 12)	894,900	1,063,455	1,009,865
Government of Canada	255,000	111,332	288,065
Corporate sponsorship	170,000	173,500	284,000
External funding	-	54,543	46,457
	7,457,500	8,162,210	8,432,799
EXPENSES (Schedule 1)			
Archives division	878,841	1,006,478	985,613
Art gallery division	880,761	939,629	893,870
Corporate services and building operations	4,096,315	4,983,234	5,039,552
Education programs	473,027	497,585	497,984
Museum division and regional museums	1,128,556	1,306,695	1,304,150
	7,457,500	8,733,621	8,721,169
Annual operating deficit, prior to capital improvement donations	-	(571,411)	(288,370)
Capital improvement donations	-	1,198,215	1,630,784
Annual operating surplus	-	626,804	1,342,414
Accumulated operating surplus, beginning of year	6,984,401	6,984,401	5,641,987
Accumulated operating surplus, end of year	\$ 6,984,401	\$ 7,611,205	\$ 6,984,401

The accompanying notes and supplementary schedule are an integral part of these financial statements.

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
STATEMENT OF REMEASUREMENT GAINS AND LOSSES
For the Year Ended March 31

2015

2014

Accumulated remeasurement losses, beginning of year	\$ (575)	\$ -
Unrealized losses attributable to:		
Portfolio investments	(3,114)	(934)
Amounts reclassified to statement of operations:		
Portfolio investments	-	359
Net remeasurement losses for the year	(3,114)	(575)
Accumulated remeasurement losses, end of year	\$ (3,689)	\$ (575)

The accompanying notes and supplementary schedule are an integral part of these financial statements.

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
STATEMENT OF CHANGE IN NET (DEBT) FINANCIAL ASSETS
For the Year Ended March 31

	2015 Budget	2015 Actual	2014 Actual
	(Note 17)		
Annual operating surplus	\$ -	\$ 626,804	\$ 1,342,414
Changes in tangible capital assets			
Acquisition of tangible capital assets, net of disposals/transfers	-	(833,914)	(2,709,893)
Amortization of tangible capital assets	-	404,723	329,689
	-	(429,191)	(2,380,204)
Changes in other non-financial assets			
Acquisition (usage) of prepaid expenses	-	(3,472)	(2,250)
	-	(3,472)	(2,250)
Net remeasurement losses	-	(3,114)	(575)
Decrease in net debt (decrease in net financial assets and increase in net debt)	-	191,027	(1,040,615)
Net (debt) financial assets, beginning of year	(589,589)	(589,589)	451,026
Net debt, end of year	\$ (589,589)	\$ (398,562)	\$ (589,589)

The accompanying notes and supplementary schedules are an integral part of these financial statements.

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR

STATEMENT OF CASH FLOWS

For the Year Ended March 31

2015

2014

Operating transactions

Annual operating surplus	\$ 626,804	\$ 1,342,414
Adjustment for non-cash items		
Amortization	404,723	329,689
Bad debt expense	253,976	305,930
	1,285,503	1,978,033
Change in non-cash operating items		
Accounts receivable	(224,677)	(66,666)
Allowance for doubtful accounts written off	(314,605)	-
Due from the Rooms Foundation	(676,755)	-
Inventory held for resale	(7,106)	(24,447)
Restricted cash	265,918	982,366
Accounts payable and accrued liabilities	(511,131)	(680,546)
Due to the Rooms Foundation	(308,840)	308,840
Employee future benefits	32,483	(30,547)
Deferred revenue	159,192	(1,267,476)
Prepaid expenses	(3,472)	(2,250)
Cash (applied to) provided from operating transactions	(303,490)	1,197,307
Capital transactions		
Additions to capital assets, net of disposals/transfers	(833,914)	(2,709,893)
Cash applied to capital transactions	(833,914)	(2,709,893)
Investing transactions		
Acquisition of portfolio investments	-	(71,639)
Proceeds from disposals of portfolio investments	-	47,908
Cash applied to investing transactions	-	(23,731)
Decrease in cash	(1,137,404)	(1,536,317)
Cash, beginning of year	739,543	2,275,860
Cash (bank indebtedness), end of year	\$ (397,861)	\$ 739,543

The accompanying notes and supplementary schedule are an integral part of these financial statements.

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
March 31, 2015

1. Nature of operations

The Rooms Corporation of Newfoundland and Labrador (the Corporation) was established as a corporation under the *Rooms Act* on May 19, 2005. In accordance with the *Rooms Act*, the Corporation assumed title to and has been vested with all of the rights, liabilities, assets and property of The Rooms Corporation of Newfoundland and Labrador Inc. established as a corporation under the *Corporations Act* on November 18, 2002. The Corporation was established to: collect, preserve, present and make available for research, historic artifacts, natural history specimens and archival records that represent and illustrate the significant history, culture and natural heritage of the Province; conduct research with respect to the history, natural history, culture and heritage of the Province; collect and present provincial, national and international contemporary and historic art; advance and promote the works of contemporary visual artists of the Province; support the development of cultural industries in the Province; strengthen the culture of the Province; and provide and enhance client services and partnerships to promote the cultural collections of the Province and to show other national and international collections. The Corporation is an agent of the Crown. The affairs of the Corporation are governed by a Board of Directors appointed by the Lieutenant-Governor in Council. The Rooms is located in St. John's, with regional facilities located in Grand Falls-Windsor (Mary March Provincial Museum and Loggers' Life Provincial Museum), Grand Bank (Provincial Seamen's Museum), and North West River (Labrador Interpretation Centre).

The Corporation is a Crown entity of the Province of Newfoundland and Labrador and as such is not subject to Provincial or Federal income taxes under Section 149 (1) (d) of the *Income Tax Act*.

2. Summary of significant accounting policies

(a) Basis of accounting

The Corporation is classified as a Government Not-For-Profit Organization as defined by the Canadian public sector accounting standards (CPSAS). These financial statements have been prepared by the Corporation's management in accordance with CPSAS for provincial reporting entities established by the Canadian Public Sector Accounting Board. Outlined below are the significant accounting policies followed.

(b) Financial instruments

The Corporation's financial instruments recognized in the statement of financial position consist of restricted cash, accounts receivable, due from the Rooms Foundation, portfolio investments, bank indebtedness, accounts payable and accrued liabilities. The Corporation generally recognizes a financial instrument when it enters into a contract which creates a financial asset or financial liability. Financial assets and financial liabilities are initially measured at cost, which is the fair value at the time of acquisition.

2. Summary of significant accounting policies (cont.)

(b) Financial instruments (cont.)

The Corporation subsequently measures all of its financial assets and financial liabilities at cost or amortized cost except for portfolio investments in equity instruments that are quoted in an active market, which are measured at fair value. Financial assets measured at cost include restricted cash, accounts receivable and due from the Rooms Foundation. Financial liabilities measured at cost include bank indebtedness, and accounts payable and accrued liabilities.

The carrying values of restricted cash, accounts receivable, due from the Rooms Foundation, bank indebtedness, accounts payable and accrued liabilities approximate current fair value due to their nature and/or the short-term maturity associated with these instruments.

The Corporation uses the quoted market price as at the fiscal year end to measure the fair value of its portfolio investments. Unrealized gains and losses from changes in the fair value of financial instruments are recognized in the statement of remeasurement gains and losses. Upon settlement, the cumulative gain or loss is reclassified from the statement of remeasurement gains and losses and recognized in the statement of operations.

Income attributable to financial instruments is reported in the statement of operations.

(c) Cash

Cash includes cash in bank.

(d) Inventory held for resale

Inventory held for resale includes items purchased for resale in the gift shop and are recorded at the lower of cost and net realizable value. Cost is determined on a first-in, first-out basis.

(e) Collections

The collections of art work, archival documents and historical and cultural artifacts form the largest part of the assets of the Corporation. These collections are not presented in the statement of financial position due to the practical difficulties of determining a meaningful value for these assets. The acquisition of purchased works of art and artifacts is recorded as an expense.

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
March 31, 2015

2. Summary of significant accounting policies (cont.)

(f) Tangible capital assets

Tangible capital assets to which the Corporation has title are recorded at cost at the time of acquisition.

The cost, less residual value, of the tangible capital assets, excluding land, is amortized on a straight-line basis over their estimated useful lives as follows:

Furniture	7 years
Equipment	3 years
Motor vehicles	5 years
Building improvements	7 to 20 years

Work in progress is considered to be a tangible capital asset, however, it is not amortized as it is not yet available for use. Upon completion, these assets will be recorded in the appropriate category.

Tangible capital assets are written down when conditions indicate that they no longer contribute to the ability of the Corporation to provide goods and services, or when the value of future economic benefits associated with the tangible capital assets are less than their net book value. The net write-downs are accounted for as expenses in the statement of operations.

Contributed tangible capital assets are recorded as revenue at their fair market value on the date of donation, except in circumstances where fair value cannot be reasonably determined, when they are then recognized at nominal value. Transfers of tangible capital assets from related parties are recorded at carrying value.

(g) Employee future benefits

Employee future benefits include severance pay and accumulating, non-vesting sick leave benefits.

- (i) Severance is accounted for on an accrual basis and is calculated based upon years of service and current salary levels.
- (ii) The cost of accumulating, non-vesting sick leave benefits is calculated based upon management's best estimates of its employees' sick leave utilization rates, sick leave balances, annual sick leave entitlements and current salary levels.

2. Summary of significant accounting policies (cont.)

(g) Employee future benefits (cont.)

Under the *Rooms Act*, the employees of the Corporation are subject to the *Public Service Pensions Act, 1991*. Employee contributions are matched by the Corporation and remitted to the Public Service Pension Plan Corporation from which pensions will be paid to employees when they retire. This plan is a multi-employer defined benefit plan, providing a pension on retirement based on the member's age at retirement, length of service and the average of their best six years of earnings for service on or after January 1, 2015, and, for service before January 1, 2015, the higher of the average of the frozen best 5 years of earnings up to January 1, 2015, or the average of the best 6 years of earnings for all service.

During the year, there were significant changes made to the Public Service Pension Plan. The changes include: increases in contribution rates of between 2.15% and 3.25% of pensionable earnings; calculation of pension benefits, for service on or after January 1, 2015, using the average of the best six years of earnings rather than the average of the best five years of earnings; calculation of pension benefits, for service before January 1, 2015, using the higher of the average of the frozen best 5 years of earnings up to January 1, 2015, or the average of the best 6 years of earnings for all service rather than the average of the best five years of earnings; and increases in the minimum age and/or service requirements for early retirement with an unreduced pension benefit. Employees who are eligible, or become eligible, to retire on or before January 1, 2020, are exempt from increases in the minimum age and/or service requirements for early retirement with an unreduced pension benefit.

The contribution of the Corporation to the plan is recorded as an expense for the year.

(h) Revenues

Revenues are recognized in the period in which the transaction or events occurred that gave rise to the revenues. All revenues are recorded on an accrual basis, except when the accruals cannot be determined with a reasonable degree of certainty or when the estimation is impracticable.

Government transfers (Province of Newfoundland and Labrador operating grants and Government of Canada grants) are recognized as revenues when the transfer is authorized and any eligibility criteria are met, except when and to the extent that transfer stipulations give rise to an obligation that meets the definition of a liability. Transfers are recognized as deferred revenue when transfer stipulations give rise to a liability. Transfer revenue is recognized in the statement of operations as the stipulations giving rise to the liabilities are settled.

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
March 31, 2015

2. Summary of significant accounting policies (cont.)

(i) Donations

Donations are comprised of contributions received from individuals, foundations and corporations.

Unrestricted contributions are recognized as revenue in the statement of operations when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Contributions externally restricted for specific projects or expenses are recognized as deferred revenue in the statement of financial position and recognized in the statement of operations in the fiscal year in which the related expenses are incurred.

(j) Expenses

Expenses are reported on an accrual basis. The cost of all goods consumed and services received during the year are recorded as an expense in that year.

(k) Volunteers

During the year, volunteers contributed significant hours in support of the Corporation. Their activities include guided gallery and museum tours and a variety of programs that enrich the visitor's experience at the Corporation's facilities and its profile in the community. Due to the complexities involved in valuing these services, they have not been reflected in the financial statements.

(l) Measurement uncertainty

The preparation of financial statements in conformity with CPSAS requires management to make estimates and assumptions that affect the reporting amounts of assets and liabilities, and disclosure of contingent assets and liabilities, at the date of the financial statements and the reported amounts of the revenues and expenses during the period. Items requiring the use of significant estimates include the collectability of accounts receivable, the expected useful life of tangible capital assets, the probability of having to pay future severance benefits to employees with less than 9 years of service and the probability of future sick leave benefits being utilized by employees.

Estimates are based on the best information available at the time of preparation of the financial statements and are reviewed annually to reflect new information as it becomes available. Measurement uncertainty exists in these financial statements. Actual results could differ from these estimates.

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
March 31, 2015

3. Accounts receivable

	2015	2014
Province of Newfoundland and Labrador	\$ 688,092	\$ 36,540
Harmonized Sales Tax	196,859	578,610
Other	232,509	277,633
	1,117,460	892,783
Less: Allowance for doubtful accounts	(253,976)	(314,605)
	\$ 863,484	\$ 578,178

4. Restricted cash

The following funds, which have external conditions placed on their use, have been received and deposited with the Corporation's general funds and are reported in these financial statements as restricted cash.

	2015	2014
Provincial Government - Logger's Life Museum	\$ 6,650	\$ 6,650
Private Donor - First World War Exhibit	134,499	357,109
Private Donor - Archives Programming	-	44,808
Corporate Donor - Educational Programming	52,500	51,000
Permanent Collections Donations	15,625	15,625
Private Donor - B-17 Bomber Exhibit	1,600	1,600
	\$ 210,874	\$ 476,792

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
March 31, 2015

5. Portfolio investments

Portfolio investments consist of 3,433,585 shares of Sprott Resources which were given to the Corporation as a donation towards the First World War Exhibit. The carrying value of the shares is equal to their market price at the time of transfer to the Corporation.

	<u>Market Value</u>		<u>Carrying Value</u>	
	<u>2015</u>	<u>2014</u>	<u>2015</u>	<u>2014</u>
Investments held				
Sprott Resources				
- 3,433,585 shares	\$ 20,042	\$ 23,156	\$ 23,731	\$ 23,731

6. Accounts payable and accrued liabilities

	<u>2015</u>	<u>2014</u>
Trade accounts payable	\$ 367,504	\$ 791,385
Accrued salaries	72,801	136,621
Accrued overtime and leave	246,684	270,114
	\$ 686,989	\$ 1,198,120

7. Due from/to the Rooms Foundation

The Rooms Foundation of Newfoundland and Labrador Corporation (the Foundation) was incorporated on March 11, 2009 under the *Corporations Act* and in accordance with Section 8(7) of the *Rooms Act*. The Foundation's operations are not consolidated into the Corporation's financial statements. As at March 31, 2015, the Foundation owed the Corporation \$676,755 (2014 - due to the Foundation \$308,840).

8. Deferred revenue

Deferred revenues are set aside for specific purposes as required either by legislation, regulation or agreement. Since the conditions relating to their use have not been met, recognition of the revenues has been deferred and the funds are recorded as restricted cash as disclosed in Note 4 and \$140,000 is included in accounts receivable. As at March 31, 2015, the following funds had been received or receivable by the Corporation and reported as follows:

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
 March 31, 2015

8. Deferred revenue (cont.)

	Balance at beginning of year	Receipts during year	Transferred to revenue	Balance at end of year
Donations	\$ 185,032	\$ 115,000	\$ 95,808	\$ 204,224
Provincial Government	6,650	140,000	-	146,650
	\$ 191,682	\$ 255,000	\$ 95,808	\$ 350,874

9. Employee future benefits

Employee future benefits consists of:

	2015	2014
Severance pay (a)	\$ 669,179	\$ 646,894
Accumulating, non-vesting sick leave benefit liability (b)	212,975	202,777
	\$ 882,154	\$ 849,671

(a) Severance pay

Severance pay consists of the severance pay liability related to the following employees:

	2015	2014
Employees with 9 or more years of service	\$ 591,816	\$ 550,015
Employees with less than 9 years of service	77,363	96,879
	\$ 669,179	\$ 646,894

(b) Accumulating, non-vesting sick leave benefit liability

	2015	2014
Accumulating, non-vesting sick leave benefit liability	\$ 212,975	\$ 202,777

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
 March 31, 2015

9. Employee future benefits (cont.)

(c) Employee future benefits expense (recovery)

	2015	2014
Severance pay expense (recovery)	\$ 22,285	\$ (5,659)
Accumulating non-vesting sick leave benefit expense (recovery)	10,198	(24,888)
	\$ 32,483	\$ (30,547)

(d) Employee future benefits

i. Severance pay

Severance is accounted for on an accrual basis and is calculated based upon years of service and current salary levels. The right to be paid severance vests with employees with nine years of continuous service, and accordingly a liability has been recorded by the Corporation for these employees. For employees with less than nine years of continuous service, the Corporation has made a provision in the accounts for the payment of severance which is based upon the Corporation's best estimate of the probability of having to pay severance to the employees and current salary levels. Severance is payable when the employee ceases employment with the Corporation provided no severance has been paid by Government or another Crown corporation or agency for the same period and the employee has at least nine years of continuous service.

ii. Accumulating, non-vesting sick leave benefits

All unionized employees hired before May 4, 2004, are credited with 2 days per month and all unionized employees hired thereafter are credited with 1 day per month for use as paid absences in the year due to illness. Employees are allowed to accumulate unused sick day credits each year, up to the allowable maximum provided in their respective employment agreement. Accumulated credits may be used in future years to the extent that the employee's illness exceeds the current year's allocation of credits. The use of accumulated sick days for sick leave compensation ceases on termination of employment. The benefit costs and liabilities related to the plan are included in the financial statements. For the year ended March 31, 2015, a sick leave liability was calculated for 58 employees.

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
March 31, 2015

9. Employee future benefits (cont.)

(d) Employee future benefits (cont.)

iii. Pension contributions

The Corporation and its employees contribute to the Public Service Pension Plan in accordance with the *Public Service Pensions Act, 1991* (the *Act*). The plan will be administered by the Public Service Pension Plan Corporation, including payment of pension benefits to employees to whom the *Act* applies.

The plan provides a pension to employees based on their age at retirement, length of service and rates of pay. The maximum contribution rate for eligible employees was 11.85% (2014 - 8.6%). The Corporation's contributions equal the employee contributions to the plan. The Corporation is not required to make contributions in respect of any actuarial deficiencies of the plan. Total pension expense for the Corporation for the year ended March 31, 2015, was \$275,389 (2014 - \$229,237).

Certain employees who transferred to the Corporation from Memorial University of Newfoundland (MUN) continue to have their payroll administered by MUN, including pension benefits. MUN invoices the Corporation for the employer share of pension contributions which are then remitted to the Memorial University of Newfoundland Pension Fund from which pensions will be paid to employees when they retire. The Corporation's share of pension contributions related to these employees for 2015 was \$1,329 (2014 - \$9,709).

10. Tangible capital assets

Original Cost

	Balance March 31, 2014	Additions	Disposals/ Transfers	Balance March 31, 2015
Furniture	\$ 671,684	\$ 1,550	\$ -	\$ 673,234
Equipment	676,932	11,514	-	688,446
Motor vehicles	62,714	-	-	62,714
Building improvements	6,751,883	-	12,052	6,739,831
Capital assets transferred (Note 11)	1	-	-	1
Work in progress	1,240,976	949,902	117,000	2,073,878
	\$ 9,404,190	\$ 962,966	\$ 129,052	\$ 10,238,104

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
March 31, 2015

10. Tangible capital assets (cont.)

Accumulated Amortization

	Balance March 31, 2014	Amortization	Disposals	Balance March 31, 2015	Net book value March 31, 2015	Net book value March 31, 2014
Furniture	\$ 616,325	\$ 31,323	\$ -	\$ 647,648	\$ 25,586	\$ 55,359
Equipment	614,586	34,563	-	649,149	39,297	62,346
Motor vehicles	62,714	-	-	62,714	-	-
Building improvements	539,399	338,837	-	878,236	5,861,595	6,212,484
Capital assets transferred (Note 11)	1	-	-	1	-	-
Work in progress	-	-	-	-	2,073,878	1,240,976
	\$ 1,833,025	\$ 404,723	\$ -	\$ 2,237,748	\$ 8,000,356	\$ 7,571,165

These financial statements do not include the value of "The Rooms" building out of which the Archives, Art Gallery and Museum Divisions of the Corporation operate. Ownership of the building, which cost \$49.3 million to construct, is held by the Minister of Transportation and Works on behalf of the Province. Ownership of buildings located throughout the Province which house regional museums are also held by the Minister of Transportation and Works on behalf of the Province.

11. Capital assets transferred to the Corporation

During 2003-04, The Rooms Corporation of Newfoundland and Labrador Inc. assumed title to the capital assets of the Provincial Archives, the Provincial Museum and the Art Gallery of Newfoundland and Labrador. These assets have been transferred to the Corporation. The costs and accumulated amortization of these assets are unknown and a reasonable estimate of the amounts involved could not be determined. Therefore, the cost has been recorded as \$1 and the accumulated amortization has been recorded at \$1.

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR

NOTES TO FINANCIAL STATEMENTS

March 31, 2015

12. Commercial operations

Commercial operations revenue is comprised as follows:

	2015	2014
Admission revenue	\$ 398,163	\$ 409,801
Gift shop sales	271,987	289,524
Other revenue	191,626	159,850
Interest income	201,679	150,690
	<u>\$ 1,063,455</u>	<u>\$ 1,009,865</u>

13. Related party transactions

(a) Province of Newfoundland and Labrador

The Corporation is a Crown Corporation of the Province of Newfoundland and Labrador reporting through the Minister of the Department of Business, Tourism, Culture and Rural Development. Expenses incurred by the Province, related to salaries and benefits totaling \$4,390,013 (2014 - \$4,511,160), are reflected in these financial statements as expenses of the Corporation and as revenue from the Province. Included in this total is \$611,715 (2014 - \$539,197), related to the employer's share of employee benefits, paid by the Department of Finance on behalf of the Corporation.

The Office of the Chief Information Officer (OCIO), an entity within the Executive Council of the Province, is developing a collections database for the Corporation's Art Gallery and Museum. Professional services costs of \$nil for 2015 fiscal year (2014 - \$13,360) have been financed by the OCIO and are reflected in these financial statements.

The Province provides the Corporation with buildings and space, and related building services, for use as regional museums, storage and workshops in various locations throughout the Province at no cost to the Corporation. Legal services and some information technology services are also provided to the Corporation by the Province at no cost to the Corporation. The value of these spaces and the services provided is not readily determinable and therefore are not reflected in these financial statements.

(b) Memorial University of Newfoundland

Certain employees who transferred to the Corporation from Memorial University of Newfoundland (MUN) continued to have their payroll administered by MUN up to their retirement in May 2014. MUN invoiced the Corporation for actual costs incurred. Expenses related to salaries and benefits totaling \$19,196 (2014 - \$145,010) were invoiced by MUN during the year.

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
March 31, 2015

14. Contractual obligations

(a) Facility Management Contract

The Corporation has entered into an annual facility management contract representing commitments of approximately \$175,000 per month. The contract automatically renews every September 30 unless the Corporation provides notice of its intent to terminate the contract no less than sixty days prior to September 30.

(b) First World War Contract

The Corporation has entered into an agreement for the design, fabrication and installation for the First World War Exhibition in the Level 2 museum gallery of "The Rooms" building. The total contract value is \$1.9 million and the work is to be substantially completed by June 2016. During the year, the Corporation expended \$164,003 (2014 - \$26,775).

(c) Equipment and Vehicle Leases

The Corporation has entered into lease agreements for the rental of office equipment and a vehicle. Approximate payment of these obligations in future years is as follows:

2016	\$ 12,519
2017	10,503
2018	6,949
	<hr/>
	\$ 29,971

15. Colonial Building Political History Interpretation Project

Under a Memorandum of Understanding between the Corporation and the Province signed on March 31, 2009, the Corporation, as Project sponsor, became responsible for financial administration of a Project to renovate the Colonial Building into a heritage interpretation centre. The original Memorandum of Understanding was replaced by a new Memorandum of Understanding that was signed on December 14, 2011. Under the new Memorandum of Understanding, the Corporation continued as Project sponsor until the Project's expected completion in Spring 2017.

On December 1, 2008, an Agreement (the Agreement) respecting a Project called "Colonial Building Political History Interpretation" was signed between the Corporation and the Government of Canada. The Agreement provided funding for the renovation of the Colonial Building in the maximum amount of \$748,335. On March 8, 2010, the Agreement was amended to reduce the maximum contribution from the Government of Canada to \$695,512.

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR

NOTES TO FINANCIAL STATEMENTS

March 31, 2015

15. Colonial Building Political History Interpretation Project (cont.)

As title to and use of the Colonial Building remains with the Province, the Corporation does not capitalize the renovations to the Colonial Building. Additionally, expenses of the project are not reported on the Corporation's statement of operations, and the unexpended funds held in trust are not reported on the Corporation's statement of financial position. The Corporation is provided with an annual administration fee that is recorded as revenue. In addition, interest earned on the funds held in trust is recorded as revenue by the Corporation.

Since the start of the agreement to March 31, 2015, the Corporation has received funds totaling \$22,465,112 (2014 - \$22,465,112) and incurred expenses totaling \$12,711,383 (2014 - \$6,828,548) related to the Project. During the year ended March 31, 2015, expenses of \$5,882,835 (2014 - \$1,462,333) were incurred related to the Project. The balance of funds held in trust by the Corporation as at March 31, 2015 was \$9,753,729 (2014 - \$15,636,564).

16. Donated acquisitions

Donated acquisitions, or non-cash gifts, are gifts of art work, archival documents and historical and cultural artifacts that the Corporation has received, and for which a tax receipt has been issued to the donor based on an appraised value, and are included in the Corporation's permanent collections. Donated acquisitions are not reflected in the Corporation's financial statements. During the year, the Corporation issued receipts for non-cash donations of \$155,338 (2014 - \$357,211).

17. Budget

Budgeted figures, which have been prepared on a cash basis, are provided for comparison purposes and have been derived from the estimates approved by the Corporation's Board.

18. Financial risk management

The Corporation recognizes the importance of managing risks and this includes policies, procedures and oversight designed to reduce risks identified to an appropriate threshold. The Corporation is exposed to credit risk, liquidity risk and market risk through its financial instruments. There were no significant changes in the Corporation's exposure to these risks or its processes for managing these risks from the prior year, except for the market risk associated with portfolio investments.

Credit risk

Credit risk is the risk that one party to a financial instrument will cause a financial loss for the other party by failing to discharge an obligation. The Corporation's main credit risk relates to restricted cash, accounts receivable and due from the Rooms Foundation. The Corporation's maximum exposure to credit risk is the carrying amounts of these financial instruments. The Corporation is not exposed to significant credit risk with its restricted cash because this financial instrument is held with a Chartered Bank. The Corporation is not exposed to significant credit risk related to its accounts receivable as it has policies and procedures for the monitoring and collection of its accounts receivable so as to mitigate potential credit losses. Any estimated impairment of these accounts receivable has been provided for through a provision for doubtful accounts as disclosed in Note 3. The Corporation is not exposed to significant credit risk related to its due from the Rooms Foundation because of its nature.

18. Financial risk management (cont.)

Liquidity risk

Liquidity risk is the risk that the Corporation will be unable to meet its contractual obligations and financial liabilities. The Corporation's exposure to liquidity risk relates mainly to its bank indebtedness, accounts payable and accrued liabilities and its contractual obligations. The Corporation manages liquidity risk by monitoring its cash flows and ensuring that it has sufficient resources available to meet its contractual obligations and financial liabilities. The future minimum payments required from the Corporation in relation to its contractual obligations are outlined in Note 14.

Market risk

Market risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices. Market risk comprises three types of risk: currency (foreign exchange) risk, interest rate risk and other price risk. The Corporation is not exposed to significant foreign exchange risk. The Corporation is not exposed to significant interest rate risk related to bank indebtedness or restricted cash because of its nature.

The Corporation is exposed to other price risk on its portfolio investments (equity investments) as the investments are quoted in an active market in which share pricing can fluctuate. The Corporation's maximum other price risk is limited to the fair value of the shares as at March 31, 2015. As the Corporation's investment consists of approximately 3,434 shares, any price fluctuation of \$1 to the quoted market price will result in an unrecognized gain or loss of \$3,434 for the Corporation.

19. Non-financial assets

The recognition and measurement of non-financial assets is based on their service potential. These assets will not provide resources to discharge liabilities of the Corporation. For non-financial assets, the future economic benefit consists of their capacity to render service to further the Corporation's objectives.

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
SCHEDULE 1
REVENUES AND EXPENSES BY SECTOR
For the Year Ended March 31, 2015

	Corporate Services and Building Operations	Archives Division	Art Gallery Division	Museum Division and Regional Museums	Education Programs	2015 Total	2014 Total
REVENUES							
Province of Newfoundland & Labrador							
Operating grants	\$ 3,247,628	\$ 826,909	\$ 651,931	\$ 977,818	\$ 443,379	\$ 6,147,665	\$6,265,215
Contribution to employee benefits (Note 13)	204,639	111,629	53,649	204,071	37,727	611,715	539,197
Commercial operations (Note 12)	897,276	16,092	120,022	13,586	16,479	1,063,455	1,009,865
Government of Canada	-	4,805	106,527	-	-	111,332	288,065
Corporate sponsorship	173,500	-	-	-	-	173,500	284,000
External funding	-	47,043	7,500	-	-	54,543	46,457
	<u>4,523,043</u>	<u>1,006,478</u>	<u>939,629</u>	<u>1,195,475</u>	<u>497,585</u>	8,162,210	<u>8,432,799</u>
EXPENSES							
Advertising and promotion	184,652	39	3,715	8,904	823	198,133	213,284
Amortization	404,723	-	-	-	-	404,723	329,689
Appraisals and acquisitions	-	6,710	119,570	120,351	-	246,631	121,650
Bad debt expense	253,976	-	-	-	-	253,976	305,930
Building expenses	1,771,595	-	-	-	-	1,771,595	1,903,123
Conference and registration fees	6,714	6,074	1,446	6,053	14	20,301	14,230
Core programming	124,922	18,067	327,394	49,170	73,845	593,398	539,009
Cost of gift shop sales	268,388	-	-	-	-	268,388	263,197
Employee future benefits	218,780	125,912	58,638	155,748	42,000	601,078	500,726
Loss on sale of portfolio investments	-	-	-	-	-	-	359
Meeting expenses	12,848	208	3,368	3,073	269	19,766	15,693
Office equipment and supplies	35,827	9,478	1,913	14,456	171	61,845	74,833
Professional services	118,634	21,165	30,461	2,285	2,500	175,045	239,139
Salaries	1,327,975	814,966	351,239	910,076	374,042	3,778,298	3,971,963
Telecommunications and courier	83,812	1,967	3,537	12,846	2,144	104,306	103,924
Travel	52,982	1,892	38,348	23,733	1,777	118,732	124,420
Unrecoverable HST	117,406	-	-	-	-	117,406	-
	<u>4,983,234</u>	<u>1,006,478</u>	<u>939,629</u>	<u>1,306,695</u>	<u>497,585</u>	8,733,621	<u>8,721,169</u>
Annual operating deficit, prior to capital improvement donations	(460,191)	-	-	(111,220)	-	(571,411)	(288,370)
Capital improvement donations	1,086,995	-	-	111,220	-	1,198,215	1,630,784
Annual operating surplus	<u>\$ 626,804</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	\$ 626,804	<u>\$1,342,414</u>