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annual report



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A MESSAGE FROM THE CHAIR OF THE BOARD OF DIRECTORS

On behalf of myself, The Rooms Corporation Board of Directors, and past Chair, Dr. Priscilla Renouf, I am very pleased to present the 2009-10 Annual Report of The Rooms Corporation of Newfoundland and Labrador; the second year covered by our Strategic Plan for 2008-11. The Rooms Corporation is an innovative cultural institution that represents and showcases Newfoundland and Labrador to itself and to the world while bringing the wider world to its doorstep.

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 show other national and international collections.

This Annual Report includes the section "Outcomes of Objectives" which reports on our progress against the goals and indicators set for the 2009-10 fiscal year. I am very pleased that our strategic priorities were achieved in the areas of:

- Management of Collections, with the goal of increasing public access;
- Meaning and Value for Communities, through temporary exhibits that treat a wide variety of contemporary topics and issues;
- Financial Planning, to increase private-sector support of The Rooms for the development of new capital projects;
- Education, to offer multi-disciplinary educational programs to children throughout the province; and
- Governance, to ensure accountability across the organization.

The 2009-10 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 Rooms Corporation's actual results reported from April 1, 2009 to March 31, 2010.



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

OVERVIEW of the CORPORATION



A Vision

The Rooms Corporation is an innovative cultural institution that represents and showcases Newfoundland and Labrador to itself and to the world while bringing the wider world to its doorstep.

B Mission statement

By 2011, The Rooms Corporation will have improved its capacity to better meet the needs of the public as an innovative cultural institution.

Measure:

Improvement in capacity

Indicators:

- Management of collections, i.e. cataloguing, conservation, accessibility of existing and new collections will have been improved.
- The number of collections-based temporary and travelling exhibits will have been increased.
- Interdisciplinary programs and exhibits will have been enhanced.
- Access through virtual exhibits and new technology will have been increased.
- Business and operational processes will have been integrated.
- Visitation / use of all of The Rooms facilities and services will have been increased.
- Feedback processes for visitors, donors, users will have been implemented.
- A Development Program will be in place, i.e. sponsorship, membership.
- Educational programming for school-aged children, youth and life-long learners will have been enhanced.
- The Rooms activities throughout the Province will have been increased.

C Lines of Business

The Rooms Corporation counts The Rooms Provincial Archives, Art Gallery and Museum among its divisions, all of which are responsible for collections development, collections management and programming in their respective disciplines.

While these divisions develop their own programs from year to year, The Rooms also undertakes the development of multi-disciplinary public and education programs which draw their content from all three of these programming divisions.

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.

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.

The Rooms is an important education and outreach vehicle, aiming to provide access to its collections through education programs, travelling exhibits, regional operations, virtual access, workshops, and residency programs.

The Rooms is responsible for collections security, research, maintenance and preservation to safeguard the provincial memory, history and culture.

The Rooms provides support to professional constituencies in the archival, visual arts and museum fields.

D Number of Employees

The Rooms has a total of 70 full-time employees (24 male and 46 female) in its organizational structure, including six full-time seasonal employees and one full-time year-round employee who operate the four regional museums: the Mary March Provincial Museum (MMPM) (2 full-time seasonal employees, 1 male, 1 female), Loggers' Life Provincial Museum (LLPM) (2 full-time seasonal employees, 1 male, 1 female), Provincial Seamen's Museum (PSM) (2 full-time seasonal employees, both male) and the Labrador Interpretation Centre (LIC) (1 full-time employee, female), although over eight of these positions remained vacant during 2009-10. There are also 17 part-time employees (3 male, 14 female) who perform various duties in general areas of The Rooms, the reference desk in the Archives and at the four Regional Museums. We also have a Special Projects temporary staff of 6 (3 male, 3 female)

E Physical Location

The Rooms is located in St. John's, with regional facilities located in Grand Falls-Windsor, Grand Bank, and North West River.

F Other Key Statistics

Visitation at The Rooms

The Rooms had a total of 74,972 visitors in 2009-10, an increase from 2008-09, in which there were 59,697 visitors. From April 1st, 2009 until March 31st, 2010 there were 428 new annual memberships purchased.

Beyond the many exhibits and programs offered by the Archives, Art Gallery, and Museum Divisions during the year, the programs of the Education and Public Programming Unit have continued to drive visitation at The Rooms. These programs are built around Newfoundland and Labrador themes and topics, as well as holidays such as Christmas and Mother's Day. Consequently, they have an appeal and relevance for thousands of residents and visitors who may not have had a prior interest in contemporary and historic art, heritage, or archival research.

The Rooms Giftshop

Giftshop Sales for 2009-10 were \$180,144.00.

Giftshop Sales for 2008-09 were \$188,136.00.





SHARED COMMITMENTS



The Rooms carries out its mandate in association with other partners. These include:

Department of Tourism, Culture and Recreation

The Rooms Corporation works closely with TCR on a number of shared commitments including the Art Bank program of the Government of Newfoundland and Labrador. Core operating funding from The Department of Tourism, Culture and Recreation sustains the operations of The Rooms each year.

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 Rooms Provincial Art Gallery Division has received funding from the Canada Council for the Arts for at least the last 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 2009-10, the Art Gallery received approximately \$108,000.

Department of Canadian Heritage

Canadian Heritage is responsible for national policies and programs that promote Canadian content, foster cultural participation, active citizenship and participation in Canada's civic life, and strengthen connections among Canadians.

The support of The Department of Canadian Heritage allows The Rooms to develop temporary collections-based exhibits and contributes to various capital projects in the Museum's division.

Government of Newfoundland and Labrador Strategic Directions

Through its annual work plans, programs and services, The Rooms Corporation supports the Government's Strategic Directions which include the following:

- The province's vibrant artistic community is recognized for its cultural and economic contributions, and offers stable working conditions to professionals through public and private sector support.
- Newfoundland and Labrador's distinctive tangible and intangible cultural heritage is preserved, protected and strengthened.
- Sustainable creative enterprises and cultural industries (including heritage industries) are developed.
- Newfoundland and Labrador becomes a multi-season tourism destination.

The Rooms Corporation's support of the components of these Strategic Directions are captured in sections 3 and 4 of this Annual Report.

COLLECTIONS, RESEARCH, EXHIBITIONS
and EDUCATION / PUBLIC PROGRAMMING



COLLECTIONS MANAGEMENT

I. ACQUISITIONS

As per goals and objectives of The Rooms Corporation, work continued in 2009-10 to collect and acquire new artifacts, archival material and works of art. This happens through donation, transfer, purchase as well as accruals and additions to previously-held collections. Significant achievements in the area of acquisitions in 2009-10 included:

Archives

- twenty glass plate negatives showing fishing practices in Battle Harbour, Labrador.
- records of the Newfoundland Pony Society (accrual to 2008 donation).
- Church of England parish records from the Burin peninsula (1842-1875) which greatly complement existing sources for genealogical research.
- five postcards from 1915-1916 featuring images of Royal Newfoundland Regiment soldiers serving overseas (acquired via auction).
- two photo albums documenting the seal hunt, ca. 1925.
- several collections from private sources relating to the International Grenfell Association nurses, ca. 1925-1927.
- archival records from Her Majesty's Penitentiary, ca. 1880-1930 via the Department of Justice.

Art Gallery

Acquisition Method	2009-2010
Donated:	74
Purchased:	2
Art Bank Purchased:	45
TOTAL:	121

Museum

New acquisitions received this year include 5 groupings of artifacts that were added to the history collections and a number of ornithology specimens were entered in the natural history collections.

Overall acquisition offers increased by 65 percent over the previous year. However, collections growth in the History Unit continues to be restricted due to ongoing storage pressures. Collections management work focused on the processing of accumulated artifacts and specimens.



Acquisition highlights for the year include:

- A Newfoundland Rangers mantel clock gifted to Sergeant Major Anderton O.B.E. RCMP, on October 19th, 1933 in recognition of his training services.
- A specimen of a Ruffed Grouse representing a northern expansion of the species' range into central Labrador and a Long-eared Owl, which is a rare accidental record of the species in Labrador.

2. ACTIVITIES

Archives

Arrangement and Description:

In 2009-10, significant gains were made to arrange and describe archival materials within The Rooms Provincial Archives Division to make them available for public research and consultation. This involves the work of Archives Assistants, Archives Technicians and Archivists and included:

- The cleaning, stabilizing and microfilming of twenty-two journals of Deeds & Wills to prepare for microfilming (6873 pgs).
- Completion of the cleaning and re-boxing of the United Nail & Foundry collection which was rearranged and re-described in 2008-09.
- The completion of the arrangement and description of the Guards Athletic Association collection acquired in 2009 via donation.
- The completion of phase one of a project to complete scanning and linking of 7500 previously-described images relating to the International Grenfell Association for on-line access via The Rooms' website.
- The beginning of phase one of a multi-year project to arrange and describe a large collection of records from the American Smelting and Refining Company (Buchans Unit) which were collected in 2003-04.

Information Management:

As a key part of the information management community for the Government of Newfoundland and Labrador, The Rooms Provincial Archives Division continued its mandate to acquire archival records from government departments, boards, agencies, etc; as well as its advisory services to Government entities in the areas of records scheduling, storage, disposal, etc. Work completed in these areas by the Information Management section of The Rooms Provincial Archives Division in 2009-10 included:

- The provision of archival input into six records retention schedules created by government departments and agencies including the Motor Registration Division, Fire and Emergency Services, Department of Justice (Her Majesty's Penitentiary), etc.
- Consultation with staff of the House of Assembly and Legislative Library on the storage and long-term preservation of archival audiotapes of House proceedings.

- The archival appraisal of over 2000 boxes of records from a variety of Government departments and agencies.
- Ongoing representation on the Government Records Committee, mandated to make recommendations on the proper disposal and retention of government records.
- Participation through regular meetings, workshops, networking in the Information Management community of the Government of Newfoundland and Labrador.
- Begun preliminary work on policies and procedures via an Electronic Records Planning group to identify state of resources, knowledge, readiness for preserving electronic records within the Government of Newfoundland and Labrador.
- Implementation of changes to policies and procedures resulting from 2008 amendments to the Rooms Act and Management of Information Act.

Moving and Reformatting

With archival material existing in a wide variety of formats and media types, The Rooms Provincial Archives Division regularly engages in special projects in the area of collections management to ensure these records are properly housed, stored and cared for. Work in this area in 2009-10 included:

- Completion of the move of archival film collections from older storage facility to a newer cold vault to ensure proper storage conditions, more stable temperatures/humidity, etc.
- The beginning of phase one of a multi-year project to migrate existing VHS and audio tape collections to more modern digital formats, as well as to create reference copies of this material for researcher use.
- The move of more archival material from off-site storage in Pleasantville, St. John's to The Rooms facility which will allow for increased efficiency in retrievals, shorter wait times for researchers, more material being on-site, etc.
- The reorganization of existing storage spaces to allow for increased efficiency for storing collections materials, exhibit crates, equipment, etc. and to maximize available space for project staff and work areas.
- The completion of phase two of a multi-year project to physically repair, rehouse and scan over 1000 glass plate negatives and over 100 visual photographic albums which were previously inaccessible to the public due to conservation requirements.

Art Gallery

The Rooms Collection

- Collection Statistics: Number of artwork: 795 (as at Mar. 31/10)
- Documentation of The Rooms Collection is 85% complete. The remaining 15% are in process (i.e.: many are documented but need to be entered in the Eloquent system).

Memorial University Collection

- Collection Statistics: Number of artwork: 4869 (as at Mar. 31/10) with 331, or ~6% on loan, installed and on view.
- Documentation of MUN Collection is approximately 98% complete and in the Eloquent system.
- Loan Activity (FY 09/10): 193 loans to MUN; 69 returns; 61 loans to exhibitions; 21 outreach loans (Bay Roberts, Gros Morne).
- 2009 Memorial University's Risk Management: The final audit report of the Memorial University Collection loan program, administered by The Rooms Provincial Art Gallery Division has been completed. The University will implement and advertise the loan program to MUN Staff this summer.

Art Bank Collection/Program

- Collection Statistics: Number of artwork: 2,731 (as at March 31st, 2010) with 1,934, or ~ 71% on loan, installed and on view.
- Loan Activity: 181 loans to Government offices; 10 loans to exhibitions in-house and institutions; 2 outreach loans; 181 return loans for a total of 374.
- Processing of backlog of artwork into the collection ongoing.
- Loan process from the Art Bank collection to Government offices has been reinstated (currently a two-year backlog of loans/returns). The following is a list of visits to government offices across the province:
 - o 3 trips to Corner Brook including one 5-day trip to start the province wide recall. Recalled all works in Port aux Basques and Stephenville and replaced artwork with new loans from the collection.
 - o One 5-day trip to pickup new art bank purchases across the island included a tour of the new Courthouse to see progress and to consult with the project manager about potential artwork installation in new building
- New guidelines implemented for Art Bank 2009-10 call for submissions (closed September 11, 2009).

- Art Bank Program 2009 jury reviewed 298 works submitted by 123 artists from around the province. This year the program implemented the policy of limiting the purchasing of one artwork per artist.
- The jury's final selection includes 45 artworks (from 45 artists): 26 paintings/drawings/works on paper; 8 prints; 2 photographic works; 4 sculptural works, 3 textiles, 1 ceramic, and 1 glass work.

Museum

The Museum continues to serve as the repository for provincial collections acquired by other government departments.

Archaeology collections and materials from 60 sites (over 23,000 artifacts) were received from the Provincial Archaeology Office for processing into the Provincial collection. This included collections covering the entire prehistory of the province, as well as substantial historic collections. Geographically the material spans the entire province, from St. John's to northern Labrador.

Twenty, 20L buckets of material from western Newfoundland collected by paleontologist, Doug Boyce, from the Regional Geology Section of the Department of Natural Resources, was deposited for further processing. This material contains some significant Trilobite specimens, including a possible previously undescribed species.

- In partnership with the Office of the Chief Information Officer, a Request for Proposals was issued for the purchase of a new collections management software system for The Rooms. A new system will improve the documenting of collections and ultimately increase access to the vast collections of The Rooms. Work continued in the Museum Division to prepare artifact catalogue information for eventual transfer to a new database system.
- Some 2,400 artifacts located in off-site storage facilities were prepared for consolidation and relocation to other facilities. The majority of these artifacts will be included in the new open storage exhibition at the Provincial Seaman's Museum scheduled to open in Grand Bank in 2011.

- The Natural History Unit completed an herbarium cataloguing project in partnership with the Atlantic Canada Conservation Data Centre and the Wildlife Division of the Provincial Department of Environment and Conservation. The project aims to create a database for The Rooms' permanent collection of vascular plants. 10,400 specimen records were entered into the database.
- A positive pressure environmental control unit, developed in cooperation with the Canadian Conservation Institute's environmental research section, was acquired by the Museum. This unit will be used at off-site locations to improve environmental conditions for artifact display.
- The Community Artifact Loans program delivered artifacts to the following twelve seasonal community museums in the Province:
 - Boyd's Cove Interpretation Centre
 - Over the Top Museum, Birchy Bay, NL
 - Norris Arm Heritage Museum
 - Deer Lake Visitor Interpretation Centre
 - Port aux Basques Railway Heritage Centre
 - Cape Ray Palaeoeskimo Site and Lightkeeper's House
 - Roberts House, Woody Point
 - Dr. Henry N. Payne Community Museum, Cow Head
 - Bird Cove Interpretation Centre
 - French Shore Interpretation Centre, Conche
 - Gateway to Labrador Centre, L'anse au Clair
 - Bonne Bay Marine Station
 - L'anse aux Meadows, Parks Canada
- Ongoing loans were also provided to the following sites:
 - Johnson Geocentre
 - Parks Canada - Lobster Cove Lighthouse, Gros Morne
 - Parks Canada - Red Bay
 - Parks Canada - Signal Hill
 - Parks Canada - Terra Nova Park
 - Parks Canada - Ryan's Premises
 - Newman Wine Vaults
 - Fleur de Lys Soapstone Quarry museum
 - Labrador Heritage Society - North West River
 - Labrador Heritage Society - Lab West
 - Canadian Museum of Civilization
 - National Gallery of Canada



RESEARCH

Archives

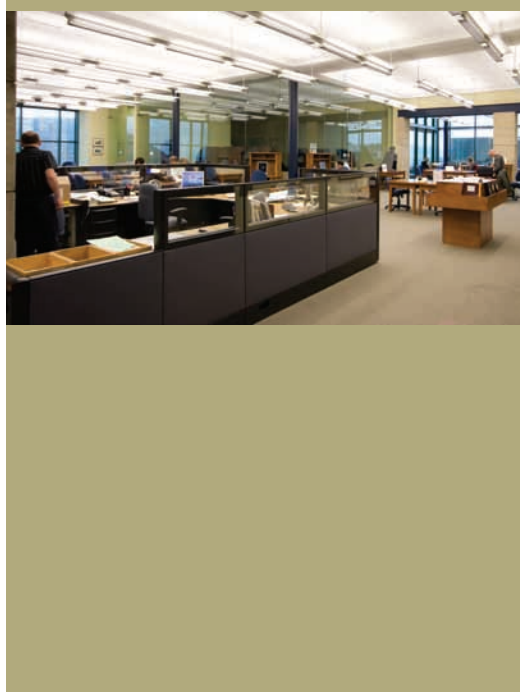
Regardless of research interest or time of visit, each researcher who visits The Rooms Provincial Archives Division receives individual one-on-one attention during their visit and in many cases, researchers spend days, weeks and even months at the Archives completing research using The Rooms' collections. Regular researchers come from a wide variety of backgrounds and include academics, lawyers, community historians, law enforcement, educators, students, political parties, authors, etc.

The Rooms Provincial Archives Division also facilitates distance research with inquiries and requests for information and copies of records arriving daily via email, phone, fax and postal mail. In 2009-2010, approximately 1 300 individual requests for information were received and answered by Rooms Provincial Archives staff.

The Archives also serves local professional researchers who are hired by distance researchers to do more in-depth research on their behalf using the Provincial collections. In addition, the Archives continued its records search and certification service in 2009-10, responding to 261 individual requests for this service.

Other divisional highlights in the area of Research via the provision of reference and access services in 2009-10 included:

- The completion and implementation of a new Guide to Copyright and Reproduction of Archival Records for both staff and public use.
- The acquisition of new microfilm readers and new computers for on-line access within the Archives' Reference Room (level 3 of The Rooms).
- Additional review and evaluation of available finding aids and collection inventories to ensure updates, rebinding, reprinting and replacement necessitated by public use.
- Completion of the upgrade to divisional collections management software and the beginning of phase two to launch a new public database for on-line access to collections via The Rooms' website.
- The launch and implementation of a new self-serve digital copying/photography policy for researchers using archival collections at The Rooms.
- Responding to three Access to Information requests through the use and successful administration of a research agreement to allow for access and compliance with the Access to Information and Protection of Privacy Act.



On-Site Researcher Statistics - Fiscal Year 2009-10

April 2009 - March 2010	# of days open to public	# of day researchers in 09-10	Average # of day researchers 09-10	# of evenings open	# of evening researchers in 09-10	Average # of evening researchers in 09-10	Total # of on-site researchers in 09-10	# of New registered researchers in 09-10	Average # of new registrations per day in 09-10
Total	273	6811	25	52	749	15	7560	742	3

Art Gallery

Aquisition Method	Number of Requests
General Information & Research Requests	84
Curatorial lectures & tours	5*
Loan Requests	468
Donations	75
CCPERB Applications Completed	7
# of artwork included in CCPERB Applications	99
Partnerships (active - resulted in programming)	9
Image Requests	50
*In addition, a curator participated in every Open Minds session held.	

Museum

The Rooms Provincial Museum Division undertook extensive historical/ethnographic/natural history research in the following areas:

- Sir Wilfred Grenfell and the International Grenfell Association
- Newfoundland Birds
- Captain Bob Bartlett
- English Settlement (Cupids)

Research was also conducted in response to public inquiries for assistance (see chart attached). There was a 77% annual increase in the number of research requests processed on various topics related to the history, archaeology and natural history of the Province.

Research Requests/Outreach

Overall Totals for 2009 - 2010

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UNIT/ DATES	General Information	Research Requests	Loan Requests	Donations & Incoming Collections	Partnership Inquiries	Image Requests	TOTAL
HISTORY							
TOTALS	5	117	46	131	15	12	326
ARCHAEOLOGY & ETHNOLOGY							
TOTALS	74	165	41	8	19	44	351
NATURAL HISTORY							
TOTALS	63	26	7	24	14	4	138
TOTALS	142	308	94	163	48	60	815

EXHIBITIONS

Archives

- *Archival Mysteries: Where is It?*
- *Historic Royal Visit Images*
- *Newfoundland Terms of Union with Canada*
- *Forgotten Heroes of the Gallipoli Campaign poster*
- *An Tine Beo: The Living Tradition*
- *Storefront*
- *Discovering Bartlett: An Archival Exploration*

Art Gallery

Temporary Exhibitions

- *REPUBLIC*
- *Brink: Luben Boykov*
- *Cities: John Hartman*
- *Maurice Cullen and His Circle*
- *Creating the Collection: Public Works*
- *Ice Flows and Sound Retreats: Jan Kabatoff*
- *Dark Horse: Greg Bennett*
- *Unrequited Death: Helen Gregory*
- *Small Spaces...Big Art*
- *Encountering Grenfell: Vision and Legacy: Grenfell in the Gallery*

Publications

- *Kym Greeley: Time Trial*
- *Newtopia / Republic*
- *Luben Boykov*
- *Helen Gregory*
- *Ice Flows, Sound Retreats: Jan Kabatoff*
- *Dark Horse: Greg Bennett*
- *Permanent Collection Family Guide*
- *The Inner Rooms – 2 permanent collections artists*
- *Art Bank Program – 25 for 25 exhibition pamphlet*



Travelling Exhibitions

- **Governor General Loan:** four artworks chosen by the Governor General will remain on loan to Rideau Hall for the length of her term in office.
- **David Blackwood: Home from Bragg's Island** – a series of didactic panels on the artist and his artistic career will accompany the painting on a tour of the Regional Museums. This exhibition was been installed at the Labrador Interpretation Centre and then travelled to the Mary March Museum for its grand re-opening in May.
- **Deanne Fitzpatrick: Darkening the Door** was exhibited at the Mary March Provincial Museum.
- **Bay Roberts Exhibition:** a permanent collection exhibition was installed in Bay Roberts over the summer period.

Space-Based Residency Program

Space-Based is an artist residency/exhibition program that provides emerging artists an expedited opportunity to create and present new art, while supported by the professional and material resources of The Rooms Provincial Art Gallery Division. Piloted in 2007-08, the Space-Based program was initiated as a strategy for developing the next generation of Newfoundland & Labrador artists, by offering direct support toward the creation and dissemination of new art. Made possible in part by support from the Royal Bank of Canada.

The Space-Based Residency works to 'fast-track' emerging artists into the provincial gallery's public programming. It makes a way aside the 'normal' exhibition development program which takes place over two to three years, and allows ready access to highly competitive gallery spaces.

2009-10 Participants:

- Tara Bryan (NL) three-month Residency: Winter 2009-10
Exhibition: **On Ice** April 1, 2010 – August 15, 2010
- Greg Bennett (NL) three-month Residency: Fall 2009
Exhibition: **Dark Horses** December 19 – March 21, 2010

Summer Residencies 2009

Provincial Art Gallery Division supports, along with its partners, a series of Summer Artist-in-Residence programs. The Summer Residencies at Gros Morne National Park and Terra Nova National Park Residencies are two Parks Canada partnered residencies that are open to Canadian and international professional visual artists, working in any media, and whose work reflects or draws on the natural environment:

Gros Morne National Park 2009 Participants:

- Sarah Maloney (Halifax, NS)
- Katherine Sullivan (Holland, Michigan, USA)
- Robert Sinclair (Edmonton, AB)
- Gordon Laird (Guelph, ON)

Terra Nova National Park 2009 Participants:

- Carolyn Thompson (Somerset, England)
- Naomi Hart (Exeter, England)

Landfall Trust, Brigus

The Landfall Trust, a non-profit committee in charge of an historic house in Brigus (the house where Rockwell Kent stayed during WWII) has become a co-sponsor with The Rooms Provincial Art Gallery Division to offer an artist-in-residency program in Brigus, Conception Bay, Newfoundland. The Brigus committee, as co-sponsor, will be the contact for living at the house and interacting with the community. The Canada Council for the Arts will be the sponsor for funding the artists' honoraria.

2009 Participant:

Brian Hoxha (Etobicoke, ON)

Museum

Temporary Exhibitions

- Collecting the Arctic: Bob Bartlett's World of North
- Collecting Birds: A Beak Behind the Scenes
- Out of the Vaults: The Secret World of Artifacts
- Winter Fun
- Encountering Grenfell: A Life and Legacy – multidisciplinary exhibition
- New Acquisitions and Discoveries

Permanent Exhibitions

- Talamh an Éisc: The Fishing Ground

Travelling Exhibitions

- Afghanistan: A Glimpse of War
- Ice Age Mammals
- Across the Polar Sea: with Robert E. Peary on the North Pole Expedition
- Broken Coins and Paper Promises: The Currency of Ferryland in the 17th Century From the Bank of Canada's Currency Museum

Regional Museums

With the exception of the Logger's Life Provincial Museum in Grand Falls-Windsor, which is a re-constructed 1930's logging camp, each of The Rooms Regional Museums features a permanent exhibit providing an overview of the culture and history of their respective regions. In addition, each presents temporary and travelling exhibitions. The Provincial Seamen's Museum in Grand Bank and the Mary March Provincial Museum in Grand Falls-Windsor normally operate for a six month season April-October. In 2009-10, the Provincial Seamen's Museum was closed due to on-going renovations required as a result of a small fire in 2008. In order to continue to provide public service during this period, the Museum operated from a temporary, off-site location for a 3 month season. The Labrador Interpretation Centre in North West River operates year-round.

Temporary and Travelling Exhibitions

- **Provincial Seamen's Museum: *Across the Polar Sea: with Robert E. Peary on the North Pole Expedition***
- **Mary March Provincial Museum: *Deanne Fitzpatrick's Darkening the Door***
- **Labrador Interpretation Centre: *James Andersen: Over 50 Years of Taking Pictures***
- ***Nikaishet – My Relatives, recent paintings by Mary Ann Penashue,***
- ***David Blackwood, Home from Bragg's Island***
- ***Across the Polar Sea: With Robert E. Peary on the North Pole Expedition***
- ***Snowshoes***

Recapitalization Initiative

In order to achieve its mission of outreach beyond St. John's to other regions of the province, The Rooms Board has championed the enhancement of The Rooms Regional Museums so that these facilities can better serve as venues for travelling exhibitions developed, originally, for presentation at The Rooms.

The Department of Tourism, Culture and Recreation has committed \$1,989,000 in support for the capital development of the Regional Museums, focusing on the substantial re-development of the Mary March Provincial Museum and the Provincial Seamen's Museum and permanent exhibit development for the Labrador Interpretation Centre.

Through the Federal Government's, Department of Canadian Heritage, Cultural Spaces Canada program an additional \$440,000 has been secured to support the first two initiatives.

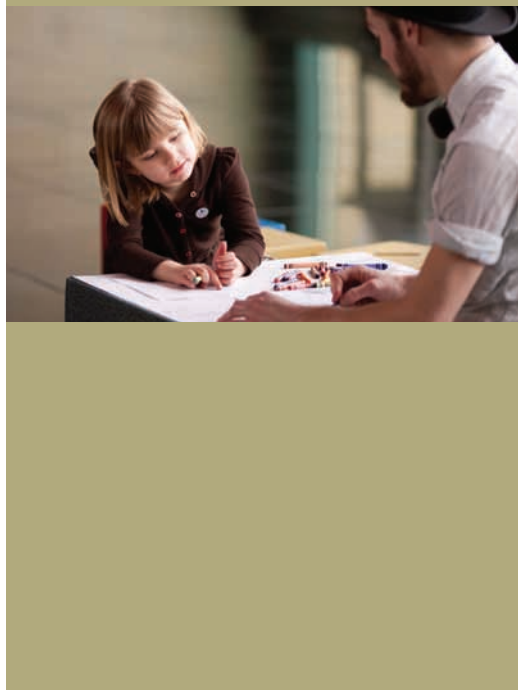
- **Provincial Seamen's Museum:** The recapitalization project will see major expansion of the interior capacity of the facility in order to house a more substantial collection of artifacts in an "open storage" format as well as renovation to the present temporary exhibition gallery in order to better meet professional museum standards.

The work required to repair the building following a small fire in 2008 was fully completed by the Department of Transportation and Works in 2009-10.

In addition, the detailed design for the recapitalization phase of work was completed, and the construction work was tendered and subsequently awarded March 3, 2010. Work has since been on-going and is anticipated to be complete by fall 2010.

- **Mary March Provincial Museum:** This recapitalization project focused on the development of a 1,900 sq. ft. temporary exhibition gallery and the installation of a fire suppression/sprinkler system throughout the building. Substantial completion was achieved by year end. The new gallery has since been open to the public with an official opening, May 28, 2010.
- **Labrador Interpretation Centre:** Production and installation of the Labrador Metis exhibit was completed. Installation of the Timeline exhibit is 50 per cent complete by year end with the balance of production and installation planned for 2010-11.





EDUCATION / PUBLIC PROGRAMMING

Mary March Provincial Museum Public and School Programs	# of Programs
PUBLIC Programs, in chronological order	
Opening Reception: Deanne Fitzpatrick exhibition (May 28, 2009)	1
National Aboriginal Day festivities in partnership with Spel'tk First Nation (June 21, 2009)	1
See How its Made Demonstration – Rug Hookers Guild (June and July 2009)	3
See How its Made Demonsration – Embroiders Guild (June and July 2009)	7
See How its Made Demonstration – Jewelry Making (June and July 2009)	4
Youth Programs (July and August 2009)	8
Mary March Regional Museum offers a range of curriculum related programs for schools during its fall and spring season – uptake for these programs continues to be excellent.	

Labrador Interpretation Centre Public and School Programs April 2009 to March 2010	# of Programs
PUBLIC Programs, in chronological order	
Lecture: George Chuvalo (May 14, 2009)	1
Opening Reception: Mary Ann Penashue Nikaishet – My Relatives (June 14, 2009)	1
Launch and Lecture: Labrador Tartan (July 28, 2009)	1
Youth Programs (July, 2009)	4
Elder's tea and social (Labrador Tartan on August 11, 2009 and Traditional Christmas Crafts on December 14, 2009)	2
Panel Discussion: Navigating the North – in association with the Across the Polar Sea exhibit (October 27, 2009)	1
Activity: Traditional Christmas Cards (October 30, 2009)	1
Performance: Traditional Labrador Music (December 15, 2009)	1
Opening Reception: Snowshoes (February 7, 2010)	1
Demonstration: Joe Goudie traditional snowshoe making (February to March, 2010)	16
Given the limited school population in the North West River area, the LIC does not offer regular	
school programs. Rather, it offers exhibit tours to the permanent and temporary exhibits and related activity opportunities.	

The Rooms School Programs April 2009 to March 2010	# of Programs	# of participants
PUBLIC Programs for Youth and Families		
Rooms-wide (Large Group Tour, What's in My Room?)	34	1411
Guided Art Gallery Tour and Workshop	51	1599
Museum Core Programs (Home & School, Archaeology, Inuit)	55	1444
TEMPORARY In-house School Programs		
Robert Bateman Get to Know Contest (April 2009)	4	168
Afghanistan – Glimpses of War (April to June 2009)	6	194
Ice Age Mammals (September to December 2009)	5	144
Sights Before Christmas (December 2009)	8	832
Beak Behind the Scene (January to March 2010)	3	46
Tempting Providence school performance (March 2010)	7	541
TOTAL In-house School Programs	173	6379
Chevron Open Minds at The Rooms		
Pilot Program (April to June 2009)	4	107
Regular Program (September 2009 to March 2010)	13	296
TOTAL Chevron Open Minds at The Rooms	17	403
OUTREACH Travelling Edu-kits		
Cultural Expressions at The Rooms	9 schools	
Uprooted: Resettlement in Newfoundland & Labrador	14 schools	
TOTAL schools utilizing Edu-kits	25 schools	
Education Partnerships at The Rooms		
Teacher Professional Development Workshops	3	117
Provincial Kindergarten Teacher Art Education Workshop (August 2009)	2 days	60
Sharing Our Cultures, school program (March 2010)	4	1120
TOTAL Education Partnerships at The Rooms	8	1297

The Rooms Public Programs April 2009 to March 2010	# of Programs	# of Participants
PUBLIC Programs for Youth and Families		
Youth Group Programs	48	836
Animation Club	7 monthly sessions	95
(each month session accommodates a maximum of 15 students)	7 monthly sessions	95
Ice Age Mammals Exhibition Family Event (July 2, 2009)	1	557
Family Fun Drop-ins (October 2009 to March 2010)	18	845
Tots Program (January to March 2010)	10	320 tots + caregivers
TOTAL Public Programs for Youth and Families	84	2653
Other PUBLIC Programs		
Coffee & Culture afternoon adult program (February and March 2010)	8	136
Public Lectures and Presentations	10	
Museum Curatorial Tours	8	
Artist Talks	5	
Art Gallery Curatorial Tours	1	
Art Gallery Opening Receptions	6	
Archives Receptions and launches	6	
Tour of The Rooms Provincial Archives, by request for special groups	4	
Open House: The Rooms Provincial Archives	1	
Film: Archival films from the Still and Moving Images collection, The Rooms Provincial Archives	1	
Film Series: Slicing the Waves	5	
Performance: The Haunted Isle, storyteller Dale Jarvis (October 28, 2009)	1	110
Performance: The Sights Before Christmas (December 6 & 13, 2009)	2	120
Performance: Traditional Mummings Play (December 13, 2009)	2	155
Performance: TNL's Tempting Providence (March 2010)	4	468
PUBLIC Program Partnerships, in chronological order		
EVA Awards Reception, Art Gallery (April 29, 2009)	1	
Basic Archives Course, Association of Newfoundland and Labrador Archives (May 15, 2009)	1	
Hosting of the Annual General Meeting for the Association of Newfoundland and Labrador Archives (June 18, 2009)	1	
The Beat of the Drum: Celebrating National Aboriginal Day, in collaboration with the St. John's Native Friendship Centre (June 24, 2009)	1	
Doors Open St. John's, in partnership with the Heritage Foundation of Newfoundland and Labrador (September 12, 13, 2009)	2	2095
Symposium on Family History/Genealogy, in cooperation with Family History Society of Newfoundland and Labrador (October 18, 2009)	1	
St. John's International Women's Film Festival Awards Reception, Art Gallery (October 23, 2009)	1	
Films: Mummings and Masks and Mums the Word, presented in partnership with the Heritage Foundation of Newfoundland and Labrador (December 2, 2009)	1	100
Public Forum: How do you mummer anyway?, presented in partnership with the Heritage Foundation of Newfoundland and Labrador (December 5, 2009)	1	50
Public Lecture: The Philadelphia Mummings Parade, by photojournalist E.A. Kennedy, presented in partnership with the Heritage Foundation of Newfoundland and Labrador (December 16, 2009)	1	65
Mummings Parade Concert and Mummings Jam, presented in partnership with the Heritage Foundation of Newfoundland and Labrador (December 20, 2009)	1	450
Sharing Our Cultures, public event (March 21, 2010)	1	200



Take a quick look

How Give Who Kip

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OUTCOMES of OBJECTIVES



Management of Collections

Public access to collections must be increased through improved collections management and storage capability. The Rooms has over one million artifacts and specimens, miles of archival records and thousands of art works in its collections. These collections are of great interest to all Newfoundlanders and Labradorians and must be exhibited often at The Rooms and at the Regional Museums in Grand Bank, Grand Falls-Windsor and North West River, Labrador. However, the collections cannot be accessed for exhibit purposes unless they are properly catalogued, documented, and stored in a format that facilitates research.

2008-11

Goal:

By March 31, 2011, The Rooms will have improved public access to its collections as a result of increased documentation, cataloguing and preservation of currently unavailable collections.

Measure:

More collections have been made accessible to the public

Indicators:

- increased access to collections online
- more collections available for research purposes
- more collections made available for display purposes

2009-10

Objective:

By March, 31, 2010, The Rooms will have identified and addressed priority collections documentation, conservation and storage areas.

Measure:

Identified and addressed priority collections documentation, conservation and storage areas.

Indicators:

Collections Assessment

- material identified for Colonial Building exhibit
- material identified for Seamen's Museum open storage exhibit

Processing, Cataloguing and Documenting

- material prepared for Colonial Building exhibit
- material prepared for Seamen's Museum open storage exhibit
- create a working group of senior managers to assist the OCIO in identifying appropriate database software for The Rooms collections.

Results and Benefits:

The objective for the year, to identify and address priority collections documentation, conservation and storage areas, was achieved as follows:

- An intern was hired through TCR's CEDP (Cultural Enterprise Development Program) to review and identify potential material for the Colonial Building exhibit. The intern identified:
 - o 230 photos, maps, etc. from the Archives
 - o 142 artifacts from the Museum
 - o 6 artworks from the Art Gallery
- Material to be included in the Colonial Building exhibit was identified and will be finalized on the basis of the exhibit plan being developed by TCR.
- Material for the Seamen's Museum open storage exhibit has been moved from Mew's Place and Building 1043 to The Rooms.
 - o 452 artifacts have been identified
- Colonial Building material from the Archives has all been scanned. The 142 Museum artifacts have been researched and assessed for relevance to the Colonial Building political history exhibit under development.
- Of the 452 artifacts identified for the Seamen's Museum open storage exhibit, 152 of these large artifacts have been processed, catalogued and documented. These large artifacts have formed the basis of the interactive exhibit "Out of the Vaults" on Level 4 of The Rooms in which visitors observed staff as they prepared the material.
- The Directors have met with the OCIO on 5 occasions to identify database software for The Rooms collections. Specifications and requirements were approved and a Request for Proposals (RFP) was issued in March 2010. The RFP closed over the summer and vendor selection is scheduled to be completed prior to March 31, 2011.

2010-11**Objective:**

By March, 31, 2011, The Rooms will have further addressed priority areas to increase public access and will have identified future collecting strategies.

Measure:

Priority areas to increase public access addressed and future collecting strategies identified.

Indicators:**Collections Assessment**

- on the basis of a collections gap analysis, identify future collecting strategies.

Processing, Cataloguing and Documenting

- work with the OCIO to select and implement new database software as the basis of increasing public access through remote online research.
- in preparation for the development of the open storage exhibit, move artifacts from The Rooms to the Seamen's Museum in Grand Bank.

Meaning and Value for Communities

The Rooms must offer value to the public by treating a wide variety of contemporary topics and issues through its programs and exhibits.

2008-11

Goal:

By March 31, 2011, The Rooms will have increased opportunities for the public to interact in a meaningful way with the history and visual arts of the province.

Measure:

Increased opportunities for the public to interact in a meaningful way.

Indicators:

Increase delivery/access through:

- increased virtual access to collections
- current re-capitalization initiative for regional museums completed
- traveling exhibits increased
- assist TCR re. the provision of artifacts and documents for the Colonial Building exhibits (on a cost-recovery basis)
- enhancement of programs and exhibits as demonstrated by:
 - Irish Legacy project completed
 - Temporary collections-based exhibits increased
 - Multi-disciplinary exhibit developed annually

2009-10

Objective:

By March 31, 2010, The Rooms will have implemented priority outreach and enrichment projects designed to increase accessibility.

Measure:

Implemented priority outreach and enrichment projects.

Indicators:

Outreach

- plan for increasing the number of collections available on-line completed
- contracts for capital construction project at Seamen's Museum awarded
- contracts for capital construction project at Mary March Museum awarded
- plan for travelling exhibit program for the regional museums developed
- MOU with TCR adopted as basis for project management of the Colonial Building project
- Irish Legacy project opened
- 2 new temporary exhibits completed by each of the three collecting divisions
- 1 new multi-disciplinary exhibit completed

Results and Benefits:

The objective for the year, to implement priority outreach and enrichment projects designed to increase accessibility, was achieved as follows:

The Archives Division developed a plan whereby 10,000 descriptive records will be available on-line during the 2010-11 fiscal year. The Museum created 877 electronic artifact records which will be available on-line when the new database software is approved by the OCIO. The Art Gallery Division has digitally scanned the bulk of its collection, however, issues of copyright, fees, and database software must be resolved before the collection can be made available on-line.

The Seamen's Museum construction contract was awarded in March, 2010. Repairs to the Museum building, required as a result of a small electrical fire in 2008, were completed. The Museum maintained limited seasonal operations in an off-site location provided by the Town of Grand Bank while the Museum was undergoing cleaning and repair as a result of the fire.

The Mary March construction contracts were awarded in August, 2009 and the work was complete as of March 31st, 2010. The Museum re-opened to the public on May 28th, 2010.

The plan for The Rooms Travelling Exhibition Program was completed in January 2010 following consultation with each of The Rooms Divisions with respect to their specific roles in the delivery of the program.

The MOU with TCR for the Colonial Building was adopted. The Rooms provided ongoing project management support through 2009-10.

The Irish Legacy exhibit was opened in September, 2009. A computer kiosk containing a database of parish records and photographs related to Irish immigration was launched in the Archives Reference Room to complement the exhibit.

Several temporary exhibits have been developed by all collecting divisions including:

Art Gallery Division

Danish Modern
 Oh So Iroquois
 Luben Boykov
 Republic
 Maurice Cullen and His Circle
 Cities: John Hartman
 Unrequited Death: Helen Gregory
 Ice Flows and Sound Retreats

Regional Museums Division

James Andersen: Over 50 Years of Taking Pictures (Labrador Interpretation Centre)
 Darkening the Door (Mary March Provincial Museum)
 Across the Polar Sea. With Robert E. Peary on the North Pole Expedition (Seamen's Museum and Labrador Interpretation Centre)

Museum Division

Out of the Vaults: The Secret World of Artifacts
 Collecting Birds: A Beak Behind the Scenes
 Slicing the Waves

Archives Division

Discovering Bartlett: An Archival Exploration
 Storefront
 St. John Ambulance

The multi-disciplinary exhibit Encountering Grenfell: A Life and Legacy was completed in June 2009.

2010-11

Objective:

By March 31, 2011, The Rooms will have increased access and the quality of programs for more meaningful public interaction.

Measure:

Increased access and quality of programs.

Indicators:

Access

- subject to the availability of database software acceptable to the OCIO, make the 10,000 descriptive records from the Archives collection and the 877 new records from the Museum collection available on-line. The Art Gallery Division will develop a plan to resolve copyright issues in order that parts of the collection may be made available on-line
- work with TCR to provide artifacts and documents for the Colonial Building exhibit upon receipt of TCR's exhibit plan
- Seamen's Museum re-capitalization project completed.
- Mary March Museum re-opened to the public following completion of re-capitalization project
- larger scale inaugural exhibits launched at the three regional museums
- increase members by 100%.

Quality

- Feedback mechanisms for visitors, members, donors and schools implemented to ascertain satisfaction levels and overall increase in program quality, in order to inform future programs and services offered by The Rooms
- 2 new temporary exhibits completed by each of the three collecting divisions of The Rooms
- 1 new multi-disciplinary exhibit completed.

Financial Planning

The Rooms must diversify and increase its revenue stream in order to complete the infrastructure of the facility. Priority has been given to development of the Level 4 museum gallery / gallery mezzanine and to site development, with development of Level 0 to follow.

2008-11

Goal:

By March 31, 2011, The Rooms will have secured additional sources of revenue in order to fund its proposed capital and other special projects.

Measure:

Secured additional sources of revenue from non-government sources to fund proposed capital and other special projects.

Indicators:

Increase revenue from non-government sources to fund proposed capital and other special projects.

2009-10

Objective:

By March 31, 2010, The Rooms will have The Rooms Foundation Board of Directors or Campaign Cabinet in place and will have engaged in focused and sustained fund-raising efforts.

Measure:

The Rooms Foundation Board of Directors or Campaign Cabinet in place.

Indicators:

- Individuals appointed to Foundation Board of Directors or Campaign Cabinet
- Naming Rights Policy approved by the Board of Directors
- Case for Development completed
- potential corporate and individual donors approached to support capital projects
- special event produced at The Rooms

Results and Benefits:

- Individuals have been identified for the Foundation Board on the basis of required skill sets (e.g. accounting, law, marketing, business expertise). This is a necessary first step; however, appointments have not yet been finalized.
- The Naming Rights Policy was approved by the Board in June, 2009. In March 2010, the Level 4 Museum Gallery was named the Husky Energy Gallery in recognition of a \$2.5 million gift to The Rooms to develop the Cultural Tapestry of Newfoundland and Labrador exhibit. This is the largest gift ever given to a cultural institution in Atlantic Canada.
- The Case for Development was completed in August, 2009.
- Potential corporate and individual donors continue to be approached.
- The special event produced was the NYE Gala "Step Out in Style".

2010-11**Objective:**

By March 31, 2011, The Rooms Foundation Board of Directors/Campaign Cabinet will have taken significant action towards meeting requirements of the fundraising campaign.

Measure:

Significant action taken to raise balance of necessary funds for capital projects, as identified in the Case for Development.

Indicators:

- application for charitable status submitted to Revenue Canada's Charities Division
- lead gifts secured to fund capital projects.

Education and Public Programming

The Rooms must develop curriculum-linked education programs based on the archives, art gallery and museum collections in order to grow cultural awareness among school-aged children.

2008-11

Goal:

By March 31, 2011, The Rooms will have enhanced educational and public programs to reach students, youth and life-long learners across Newfoundland and Labrador.

Measure:

Enhanced educational and public programs

Indicators:

- developed Education and Public Programming Unit
- updated existing education programs to reflect new department of Education curriculum
- developed an additional “edu-kit” and circulated to schools across the province
- developed youth and life-long learning programs
- launched Virtual Rooms project, developed in partnership with the Department of Education

2009-10

Objective:

By March 31, 2010, The Rooms will have developed life-long learning programs and updated educational programs.

Measure:

Developed life-long learning programs and updated educational programs.

Indicators:

- life-long learning opportunities incorporated into programming including audio guides for Art Gallery permanent collection exhibitions.
- Open Minds Pilot Project completed
- BMO Financial Group edu-kits titled “Who Are You – Cultural Expressions at The Rooms” and “Uprooted – Re-settlement in Newfoundland and Labrador” promoted to schools in St. John’s area and across the province (there are 189 schools in NL and 141 have received kits to date. The majority that have not received kits are from the St. John’s area.)
- opportunities to develop new audiences researched
- launch virtual rooms Project delayed in 2008-09 to coincide with the beginning of the school year

Results and Benefits:

- The Art Gallery Division developed an exhibition dedicated to the permanent collections titled "Inner Works: Selections from the People's Collection" which will inform visitors about some of the Province's leading artists including: Christopher Pratt, Helen Shepherd, David Blackwood, Mary Pratt, Anne Meredith Barry and Don Wright. Print and audio guides for iPod-based tours were developed.
- The Open Minds Pilot Project, made possible through a \$375,000 gift from Chevron, provided teachers with the opportunity to move their classroom to The Rooms for a full week. Students participated in a curriculum-based, multi-disciplinary program developed by their teacher in consultation Rooms staff. 21 classes involving 426 students participated in 2009-10.
- Edu-kits were shipped to 48 schools across the Province, including 5 in St. John's.
- Research on potential new audiences is ongoing and informs programming decisions in the Education and Public Programming Unit. In 2009-10, 3 new programs were developed to reach new audiences including the Tots program, a weekly program with 50 to 60 participants each week; the Coffee and Culture program for adults which attracts 15 to 25 people per week; and the Family Fun Drop-in program.
- The Royal Newfoundland Regiment Virtual Rooms was launched on April 28, 2010 at a press conference to be held at The Rooms. The Ministers of Education and of Tourism, Culture and Recreation were in attendance. This website contains profiles of commendation-winning soldiers of the Regiment, select service files from 1305 young men who died in conflict, the War Diary of the Royal Newfoundland Regiment, the story of the Dominion of Newfoundland raising a regiment at the outbreak of the First World War, and commentary on the economic, political and social effects of Newfoundland's participation in the First World War.

Variance:

The Royal Newfoundland Regiment Virtual Rooms project was originally scheduled for launch in Fall 2009; however, the launch did not take place until April 29th, 2010. Additional time was required for the project team to conduct a thorough review of all content by external experts and users. Modifications were then made and the site went live in April and can be found by visiting www.therooms.ca.

2010-11**Objective:**

By March 31, 2011, The Rooms will have delivered new youth and life-long learning programs.

Measure:

Delivered new youth and life-long learning programs.

Indicators:

- Coffee and Culture program delivered to life-long learners.
- Tots programs delivered to children.
- the interactive exhibition *Inner Works: Selections from the People's Collection* delivered to life-long learners through print and iPod based audio guides.
- new Archives themed programming developed.
- Open Minds program expanded to include new schools and grade levels.

Governance Development

The Rooms Corporation is a Category I Crown Corporation under the Transparency and Accountability Act of the Government of Newfoundland and Labrador. The Board of Directors and staff have adopted a range of governance principles and practices to guide decision making, consistent with the requirements of good governance practice in the public and cultural sectors. These principles and practices will now be codified and, where necessary, enhanced in light of best practice in the governance field, thereby forming a comprehensive accountability regime for The Rooms Corporation.

2008-11

Goal:

By March 31, 2011, The Rooms will have fully implemented a comprehensive governance structure to uphold the highest standards of accountability.

Measure:

Fully implemented governance structure

Indicators:

Management and governance practices of the organization are aligned with an updated governance policy

2009-10

Objective:

By March 31, 2010, The Rooms will have fully implemented the Governance Policy across the Corporation.

Measure:

Governance Policy implemented across the Corporation

Indicator:

- Governance Policy approved by the Board of Directors now that new board members have had input
- Corporate by-laws amended and implemented to achieve consistency with the principles and practices of the Governance Policy

Results and Benefits:

The Governance Policy was approved on June 13th, 2009. The Rooms solicitor reviewed the existing by-laws and recommended that a new set of by-laws be developed, reflecting the fact that The Rooms is now a statutory corporation, rather than a corporation under the provincial Corporations Act, and to bring them in line with the Governance Policy. With the resignation of the Committee Chair, due to a judicial appointment, the drafting of new by-laws has been postponed to the 2010-11 fiscal year.

2010-11

Objective:

By March 31, 2011, The Rooms will have evaluated and updated the Governance Policy.

Measure:

Governance Policy evaluated and updated.

Indicators:

- new by-laws mirroring the Governance Policy and The Rooms Act approved by the Board of Directors.
- Governance Policy evaluated by the Governance Committee and recommendations for updating made to the Board of Directors.
- as required under the Governance Policy, develop a multi-stakeholder Marketing and Communications Plan which will include Graphics Standards and Name Use Guidelines and a mechanism for compiling visitor statistics (eg. postal codes, age groups, etc.).

OPPORTUNITIES and CHALLENGES AHEAD



Development

On the strength of an unprecedented lead gift from Husky Energy of \$2.5 million, The Rooms will proceed with construction of the Cultural Tapestry Exhibit in 2010-11. As the economy of the Province continues to gain momentum, The Rooms has an opportunity to raise additional funds for other priority projects.

Level 4 Exhibit Development

The Rooms must assemble a project management team to design and construct the Cultural Tapestry Exhibit in the current year. This is highly specialized work and the recruitment of the necessary expertise, on a project rather than permanent basis, will be very challenging.

Support to Regional Museums

The re-capitalized regional museums will require a constant supply of traveling exhibits in order to drive visitation. At present, The Rooms curatorial and technical services unit staff are unable to absorb all of the additional work necessary to realize the potential of these expanded and improved facilities. The Rooms will seek additional funding for this purpose in 2010/11.

BOARD OF DIRECTORS, COMMITTEES and SENIOR MANAGEMENT

Board of Directors

Tom Foran, Chair EC / SPC
Lisa Browne, Vice-Chair FC / SPC
Bobbi Redpath EC
Dawn Baker ELC
Stan Hill MCC
Seamus O'Regan EC / GC
Julia Pickard ELC
Cathy Duke SPC
Kathi Stacey MCC / SPC
Albert Dober ELC
Merrill Strachan MCC
Wanda Mitchell
Bruce Patey ELC
Lois Skanes

Committees of the Board

1. Executive Committee EC
2. Finance Committee FC
3. Governance Committee GC
4. Strategic Planning Committee SPC
5. Marketing and Communications Committee MCC
6. Education and Life-long Learning Committee ELC

Senior Management

Dean Brinton,
Chief Executive Officer

Anne Chafe,
Director Provincial Museum Division

Deanne Fisher,
Director Marketing and Development Division

Penny Houlden,
Director Regional Museums Division

Vicky Lewis,
Director Finance and General Operations Division

Sheila Perry,
Director Provincial Art Gallery Division

Greg Walsh,
Director Provincial Archives Division

APPENDIX



The Rooms

**THE ROOMS CORPORATION OF
NEWFOUNDLAND AND LABRADOR
FINANCIAL STATEMENTS
31 MARCH 2010**



OFFICE OF THE AUDITOR GENERAL
St. John's, Newfoundland and Labrador

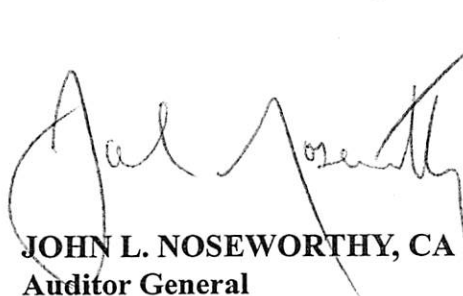
AUDITOR'S REPORT

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

I have audited the balance sheet of The Rooms Corporation of Newfoundland and Labrador as at 31 March 2010 and the statements of revenues, expenses and surplus, and cash flows for the year then ended. These financial statements are the responsibility of the Corporation's management. 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 plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In my opinion, these financial statements present fairly, in all material respects, the financial position of the Corporation as at 31 March 2010 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.



JOHN L. NOSEWORTHY, CA
Auditor General

St. John's, Newfoundland and Labrador
7 July 2010

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR

BALANCE SHEET

31 March

2010

2009

ASSETS

Current

Cash and short-term investments	\$ 2,285,720	\$ 922,481
Accounts receivable (Note 2)	750,555	424,367
Inventory	51,193	61,509
	3,087,468	1,408,357
Restricted cash (Note 3)	4,141,208	1,719,314
Capital assets (Note 4 and Note 5)	2,248,403	648,971
	\$ 9,477,079	\$ 3,776,642

LIABILITIES AND SURPLUS


Current

Accounts payable and accrued liabilities	\$ 2,065,914	\$ 551,764
Accrued payroll	-	144,077
Accrued overtime and leave	253,652	239,824
Deferred capital contribution (Note 6)	2,265,134	1,299,214
Deferred revenue (Note 7)	3,416,669	420,100
	8,001,369	2,654,979
Severance pay liability	525,721	422,810
	8,527,090	3,077,789
Surplus	949,989	698,853
	\$ 9,477,079	\$ 3,776,642

Commitments (Note 10)

See accompanying notes

Signed on behalf of the Board of Directors:



 Chairperson



 Member

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
STATEMENT OF REVENUES, EXPENSES AND SURPLUS
For the Year Ended 31 March

2010

2009

REVENUES

Province of Newfoundland and Labrador	\$ 7,831,576	\$ 7,295,600
Colonial Building Political History Interpretation Project (Note 9)	1,575,659	246,168
Admissions revenue	426,325	378,310
Donations	290,781	93,231
Gift shop sales	180,144	188,836
Federal Government	154,516	170,329
Interest revenue	10,905	45,319
<u>External funding</u>	<u>6,426</u>	<u>198,294</u>
	10,476,332	8,616,087

EXPENSES

Advertising	241,870	255,350
Amortization expense	200,498	150,177
Appraisals and acquisitions	145,160	180,071
Building expenses	1,917,792	1,965,391
Colonial Building Political History Interpretation Project (Note 9)	1,499,644	234,104
Conference and registration fees	24,412	14,422
Core programming	581,655	587,213
Cost of gift shop sales	89,348	101,495
Meeting expenses	23,111	22,596
Office equipment and supplies	87,753	95,646
Professional services	497,024	614,837
Salaries and benefits	4,657,985	4,264,796
Telecommunications and courier	95,189	93,038
<u>Travel</u>	<u>163,755</u>	<u>186,785</u>
	10,225,196	8,765,921

Excess of revenues over expenses (expenses over revenues)	251,136	(149,834)
<u>Surplus, beginning of year</u>	<u>698,853</u>	<u>848,687</u>
<u>Surplus, end of year</u>	<u>\$ 949,989</u>	<u>\$ 698,853</u>

See accompanying notes

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
STATEMENT OF CASH FLOWS
For the Year Ended 31 March

2010

2009

Cash flows from operating activities

Excess of revenues over expenses (expenses over revenues)	\$ 251,136	\$ (149,834)
Add non-cash items:		
<u>Amortization expense</u>	<u>200,498</u>	<u>150,177</u>
	451,634	343
Net change in non-cash working capital items	5,030,518	904,973
<u>Increase in severance pay liability</u>	<u>102,911</u>	<u>39,068</u>
	<u>5,585,063</u>	<u>944,384</u>

Cash flows from investing activities

Purchase of capital assets	(1,799,930)	(149,682)
<u>Net change in restricted cash</u>	<u>(2,421,894)</u>	<u>(846,325)</u>
	(4,221,824)	(996,007)
Increase (decrease) in cash	1,363,239	(51,623)
Cash and short-term investments, <u>beginning of year</u>	<u>922,481</u>	<u>974,104</u>
<u>Cash and short-term investments, end of year</u>	<u>\$ 2,285,720</u>	<u>\$ 922,481</u>

See accompanying notes

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
31 March 2010

Authority

The Rooms Corporation of Newfoundland and Labrador (the Corporation) was established as a corporation under the *Rooms Act* on 19 May 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 18 November 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.

1. Significant accounting policies

These financial statements have been prepared by the Corporation's management in accordance with Canadian generally accepted accounting principles. Outlined below are the significant accounting policies followed.

(a) Inventory

Inventory is valued at the lower of cost and net realizable value. Cost is determined on a first-in, first-out basis.

(b) 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 balance sheet due to the practical difficulties of determining a meaningful value for these assets. Objects purchased for one of the Corporation's collections are recorded as an expense in the year of acquisition. Objects donated to the Corporation are recorded with a zero value.

(c) Capital assets

Capital assets to which the Corporation has title are recorded at cost at the time of acquisition. Amortization is calculated on a straight line basis as follows:

Furniture and equipment - 7 years
Computer equipment and software - 3 years
Vehicles - 5 years
Building improvements - 7 years

Work in progress is considered to be a 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.

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
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1. Significant accounting policies (cont.)

(d) Deferred revenue

The Corporation follows the deferred method with respect to externally restricted revenue.

(e) Deferred capital contribution

Contributions related to capital assets are deferred and amortized to revenue at the same rates which the related capital assets are amortized.

(f) Severance pay

Severance pay vests with employees after nine years of uninterrupted service and accordingly no provision has been made in these financial statements for employees who have less than nine years of uninterrupted service with the Province. Severance pay, at the rate of one week's pay for each year of service up to a maximum of twenty weeks pay, is payable when the employee ceases employment with the Province.

2. Accounts receivable

	2010	2009
Province of Newfoundland and Labrador	\$ 175,661	\$ 32,190
Colonial Building Political History Interpretation Project		
Province of Newfoundland and Labrador	-	172,246
Government of Canada	-	73,922
Harmonized sales tax	393,883	119,786
Government of Canada	167,641	-
Other	13,370	26,223
	\$ 750,555	\$ 424,367

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3. Restricted cash

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

	2010	2009
Department of Tourism, Culture and Recreation		
- Regional Museums Improvement	\$ 721,191	\$ 1,299,214
- Colonial Building	1,804,134	-
Department of Education - Virtual Exhibits	30,310	137,875
Private Donor - Site Development	100,000	100,000
Private Donor - Social History Exhibit	400,000	100,000
Irish Newfoundland Partnership	65,000	65,000
Corporate Donor - 4 th Floor	1,000,000	-
Permanent Collections Donations	15,625	15,625
Government of Canada - 4 th Floor	3,348	-
Private Donor - B-17 Bomber Exhibit	1,600	1,600
	\$ 4,141,208	\$ 1,719,314

4. Capital assets

	2010			2009
	Cost	Accumulated Amortization	Net Book Value	Net Book Value
Furniture and equipment	\$ 940,581	\$ 307,040	\$ 633,541	\$ 413,022
Computer equipment and software	256,440	256,440	-	59,583
Vehicles	82,473	57,731	24,742	41,237
Building improvements	77,037	27,513	49,524	60,529
Capital assets transferred to the Corporation (Note 5)	1	1	-	-
Work in progress	1,540,596	-	1,540,596	74,600
	\$ 2,897,128	\$ 648,725	\$ 2,248,403	\$ 648,971

These financial statements do not include the value of "The Rooms" building out of which the Provincial 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.

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5. 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 now 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.

6. Deferred capital contribution

The following funds have been received by the Corporation for the acquisition or construction of capital assets. Recognition of revenue will occur in accordance with the Corporation's stated policy for deferred capital contributions.

	2010	2009
Deferred capital contribution - Provincial	\$ 1,899,214	\$ 1,299,214
Deferred capital contribution - Federal	365,920	-
	\$ 2,265,134	\$ 1,299,214

7. Deferred revenue

The following funds have been received by the Corporation. 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.

	2010	2009
Deferred revenue - Provincial	\$ 1,899,444	\$ 202,875
Deferred revenue - Other	1,517,225	217,225
	\$ 3,416,669	\$ 420,100

8. 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 Tourism, Culture and Recreation. Expenses incurred by the Province, related to salaries and benefits totalling \$4,408,430 (2009 - \$3,986,608), are reflected in these financial statements as expenses of the Corporation and as revenue from the Province. Included in this total is \$507,558 (2009 - \$492,677), related to the employer's share of employee benefits, paid by the Department of Finance on behalf of the Corporation.

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8. Related party transactions (cont.)

(a) Province of Newfoundland and Labrador (cont.)

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. Information Technology services and legal services are also provided to the Corporation by the Province at no cost. 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 (MUN)

Certain employees who transferred to the Corporation from Memorial University of Newfoundland continue to have their payroll administered by MUN. MUN invoices the Corporation for actual costs incurred. Expenses related to salaries and benefits totalling \$195,976 (2009 - \$198,542) were invoiced by MUN during the year.

(c) The Rooms Foundation of Newfoundland and Labrador

The Rooms Foundation of Newfoundland and Labrador was incorporated on 11 March 2009 under the *Corporations Act*. It was incorporated in accordance with Section 8(7) of the *Rooms Act*. There were no transactions or other activity between 11 March 2009 and 31 March 2010.

9. Colonial Building Political History Interpretation Project

Under a Memorandum of Understanding between the Province and the Corporation signed on 31 March 2009, the Corporation will administer a Project to renovate the Colonial Building into a heritage interpretation centre/museum. The Project commenced in the 2008-09 fiscal year and is scheduled to be completed by 31 March 2011. As Project sponsor, the Corporation is responsible for administration of the Project. As title to and use of the Colonial Building remains with the Province, the Corporation does not capitalize the renovations to the Building. Rather the Corporation records expenses related to the Project as incurred and revenues in the amount equal to the expenses incurred plus an administration fee. Under the Memorandum of Understanding the total amount of funding to be provided by the Province in relation to this Project is budgeted to be \$3,425,000.

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

On 1 December 2008, an Agreement respecting a Project called “Colonial Building Political History Interpretation” was signed between the Corporation and the Government of Canada. The Agreement provided additional funding for the renovation of the Colonial Building in the maximum amount of \$748,335. During the year, expenses of \$1,499,644 (2009 - \$234,104) were incurred related to the Project. The Corporation also recognized revenues of \$1,575,659 (2009 - \$246,168) (Provincial - \$949,698; Federal - \$625,961) related to the Project.

10. Commitments

(a) Facility Management Contract

The Corporation has entered into a facility management contract representing commitments of \$228,382 for work that will be performed by 31 March 2011.

(b) Office rental

The Corporation has entered into an agreement requiring lease payments for office rental for the next two years. Minimum lease payments for the next two years are as follows:

2011	\$32,200
2012	7,088

11. Pensions

Under the *Rooms Act*, the Corporation’s staff are subject to the *Public Service Pensions Act*. The Province of Newfoundland and Labrador administers the payroll processing for the majority of the Corporation’s staff. Employee contributions are matched by the Province, on behalf of the Corporation, and are remitted to the Province of Newfoundland and Labrador Pooled Pension Fund from which pensions will be paid to employees when they retire. The Corporation’s share of pension contributions for 2010 was \$256,884 (2009 - \$236,379). This is included as Salaries and benefits and is also included in the revenue that the Corporation receives from the Province.

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 2010 was \$11,784 (2009 - \$12,428).

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12. Financial instruments

The Corporation's financial instruments recognized on the balance sheet consist of cash and short-term investments, accounts receivable, and accounts payable and accrued liabilities. The carrying values of these instruments approximate current fair value due to their nature and the short-term maturity associated with them.

There is no credit risk associated with the Corporation's accounts receivable because the accounts are primarily due from the Federal and Provincial governments. Therefore, no allowance has been provided against these receivables.

13. Economic dependence

As a result of its reliance on future transfers from the Province of Newfoundland and Labrador to ultimately finance its costs of operations, the Corporation's ability to continue operations is dependent upon the decisions of Government.

14. Income taxes

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.

15. Comparative figures

Certain comparative figures have been reclassified to conform with the current year's presentation.



The Rooms

Newfoundland & Labrador
Canada