

2021-2022 **ANNUAL REPORT**



Tourism, Culture, Arts and Recreation



MESSAGE FROM THE MINISTER

As the Minister of Tourism, Culture, Arts and Recreation, I am pleased to submit the department's Annual Report for the 2021-22 fiscal year. In accordance with the obligations of a category one entity under the **Transparency and Accountability Act**, this report was prepared under my direction and I am accountable for the reported results.

This department is responsible for various programs and services that support the economic growth and sustainability of Newfoundland and Labrador's tourism, arts and culture, heritage, and sport and recreation sectors. It has been a busy year and the creativity, resourcefulness, ingenuity, and flexibility of these sectors has helped us rebound, boding well for future growth and momentum.

We are continuing to improve our programs and services to help meet the needs of the department's clients and stakeholders and to take a collaborative approach to social, cultural and economic development. Continuing the strong partnerships between government and our industries remains at the core of our mission.

Thank you to the department's staff throughout our province. You play a key role in strengthening and diversifying the economy, increasing tourism opportunities, cultivating the arts, preserving the province's cultural heritage, and promoting the value of sport, recreation and physical activity. Your commitment to the province's success helps to create a vibrant, creative and more prosperous Newfoundland and Labrador.

Sincerely,

A handwritten signature in black ink that reads "S. Crocker". The signature is written in a cursive style.

Hon. Steve Crocker
Minister of Tourism, Culture, Arts and Recreation

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Departmental Overview

Organizational Structure

The Department of Tourism, Culture, Arts and Recreation (TCAR) is the lead department for tourism, arts and culture, sport and recreation, and Provincial Parks. The Department is responsible for supporting economic growth and employment in the tourism industry, cultivating contemporary arts, preserving the province's cultural heritage, oversight of Provincial Parks, and for promoting and supporting physical activity for individuals, groups, and communities, by the development of policy and programs in support of recreation and sport.

The Department also establishes and operates Provincial Historic Sites, Visitor Information Centres, Arts and Culture Centres, Provincial Pools, and Provincial Parks. Additionally, the Department provides regulatory protection of archaeological sites, artifacts and historic documents; supports the arts and heritage sectors, and recreation and sport, through programs and services; supports strategic product development in the tourism industry and marketing Newfoundland and Labrador as a destination to visitor markets; and, supports the tourism industry through research, opportunity identification and strategy development.

In January 2022, the Department was reorganized into three Executive Branches:

- (1) Tourism;
- (2) Arts and Culture; and
- (3) Film, Television and Recreation.

Additional information about the Department, including its mandate, lines of business and location details can be found in the Department's 2020-23 Strategic Plan, found here: <https://www.gov.nl.ca/tcar/files/TCAR-2020-23-Strategic-Plan.pdf>

Staff and Budget

Branch	Permanent Staff	Temporary Staff	Seasonal Staff	Contractual Staff
Minister's Office	3	0	0	0
Executive Support	8	0	0	2
Corporate Services	9	1	0	3
Arts and Culture	33	13	32	0
Tourism and Recreation	44	14	113	
Total	97	28	145	5

The 2021-22 departmental gross budget was \$65,682,300. Please note this excludes the budget for Entities and Crown Corporations that report to the Minister of Tourism, Culture, Arts and Recreation. For more information, please see the Financial Information section.

Physical Location

The corporate headquarters for the Department is located in the West Block of the Confederation Building in St. John's. Additionally, there are regional and field offices, Arts and Culture Centres, Provincial Parks, Visitor Information Centres, Provincial Pools, and Provincial Historic Sites located throughout the province.

Highlights and Partnerships

Partnerships and collaboration are key to achieving the mandate of the Department and ensuring the economic growth of the tourism industry and the well-being of a vibrant, creative and active province. TCAR partners with various levels of government locally, nationally, and internationally and works collaboratively with industry associations and other regional and community groups. During the 2021-22 reporting period, some of TCAR's highlights and partnerships include:

Launch of Come Home 2022

Premier Andrew Furey officially launched Come Home 2022 on November 15, 2021, introducing Rick Mercer and Heidi Bonnell as Co-Hosts for the occasion. A Host Committee of distinguished Newfoundland and Labrador ambassadors was formed to provide insight into special events and initiatives held throughout the year. In collaboration with the Host Committee, TCAR developed and launched a marketing campaign early in 2022 to encourage Newfoundland and Labrador residents living away to come home, remind residents of the wonders in their own 'backyard,' and complement ongoing work to expand marketing efforts and attract non-resident visitors. Come Home 2022 will play a key role in helping the tourism industry recover following two years amidst a global pandemic.

Installation of Solar Photovoltaic Systems in Three Provincial Parks

With funding from the Federal/Provincial Climate Change Challenge Fund, work has begun to install solar photovoltaic systems at three Provincial Parks that operate on diesel generators. The systems will reduce carbon emissions in Barachois Pond, Butter Pot, and Sir Richard Squires Memorial Provincial Parks, which are not connected to any outside utilities and rely on diesel generators to provide power to park facilities and infrastructure. Work began on the installations in 2021, with final implementation expected during the summer of 2022.

Tourism and Hospitality Support Program

In July 2021, the Province announced a \$30 million investment in the Tourism and Hospitality Support Program which provided financial relief to eligible tourism and hospitality operators who faced substantial financial loss due to the pandemic. This support provided immediate financial relief to operators who were dealing with substantial revenue loss and continued fixed operating costs. In February 2022, the Province announced over \$7 million for the Tourism and Hospitality Support Program for eligible tourism and hospitality operators who were impacted by the sharp decline in business between October 1, 2021 and February 28, 2022.

Come Home 2022 Active NL Fund

In February 2022, an Active NL Fund was established to support Come Home 2022. The fund assists municipalities and not-for-profit organizations to provide active healthy living opportunities for Newfoundland and Labrador residents of all ages. Over 250 not-for-profit groups and organizations received more than \$1.8 million in funding to support the enhancement of active healthy living infrastructure, including trail development and upgrades, active street initiatives, and outdoor recreation spaces.

Community Healthy Living Fund

In 2021-22, over 240 communities and community-based organizations received more than \$1.7 million in funding under the Community Healthy Living Fund for projects, programs, and equipment that supported active healthy living initiatives that increased participation in physical activity and supported healthy eating.

Project Learning Tree Green Jobs for Youth in Newfoundland and Labrador

Project Learning Tree Canada (PLT Canada) is committed to using trees and forests as windows on the world to inspire action and grow future forest and conservation leaders. The organization's environmental education and professional development services support youth across Canada on their green career pathways, including those in rural, Indigenous, and urban communities. PLT Canada is a bilingual charitable organization and an initiative of the Sustainable Forestry Initiative (SFI). In 2021, TCAR's Parks

Division partnered with Project Learning Tree to employ 20 youth in green jobs and green spaces throughout the province. All positions were filled within Provincial Parks for the summer of 2021, providing participants with valuable experience and insight into the importance of conservation and green spaces.

2025 Canada Summer Games

In 2025, the City of St. John's will host the Canada Summer Games. In 2020, a Sport Excellence Committee was appointed to advise the Minister on ways to enhance Team NL performance at the 2025 Canada Summer Games, including advising on investments required for athlete and sport development. The Sport Excellence Committee meets monthly and in 2021-22, over \$185,000 was approved for five Provincial Sport Organizations: Newfoundland and Labrador Basketball Association, Bicycle Newfoundland and Labrador, Newfoundland and Labrador Rugby Union, Softball Newfoundland and Labrador, and Newfoundland and Labrador Volleyball Association. The funds are being used to support athlete development, coach development, training, competition, and high performance.

2020 Summer Olympics and 2022 Winter Olympics and Paralympic Games

As a result of the COVID-19 pandemic, the 2020 Summer Olympics and Paralympic Games were postponed to 2021. Undeterred by the delay, Katarina Roxon represented Canada in the sport of para-swimming, winning a Bronze medal in the 4 x 100 metre freestyle relay. During the 2022 Winter Olympics and Paralympic Games in Beijing, Team Gushue represented Canada in the sport of curling, where team members Brad Gushue, Mark Nichols, Brett Gallant, Geoff Walker, and Marc Kennedy won a Bronze medal. Liam Hickey earned a Silver medal for Team Canada in para ice hockey.

Continued Support for Artists

First announced in November 2020, the Artist Support Program provides funding for professional artists and musicians whose earnings were impacted by the COVID-19 pandemic. Given the ongoing loss of earnings and opportunities for artistic activity due to the pandemic, TCAR provided two additional offerings of the Artist Support Program

in 2021-22. In October 2021, TCAR provided \$3.3 million in non-repayable grants of up to \$5,000 to artists. In February 2022, TCAR provided an additional \$1.9 million in non-repayable grants of up to \$3,000.

“We are Tourism” Collaborative

The 2021 report from the Premier’s Advisory Council on Tourism (PACT) outlined the drastic impact that COVID-19 has had on the tourism industry, economy, jobs, and communities. In response to the report’s recommendation highlighting the necessity for a deeper understanding by residents of the role that the tourism industry plays in the province’s economy and communities, TCAR collaborated with Hospitality Newfoundland and Labrador to develop and launch a paid media awareness campaign. The “We are Tourism” campaign launched on June 17, 2021 and ran on television and online digital and social media for eight weeks. Objectives of the campaign were to improve public awareness of the economic contribution that tourism makes to the provincial economy and to improve resident understanding of how tourism businesses can safely operate and welcome travellers to communities throughout Newfoundland and Labrador.

Tourism Marketing Campaigns

TCAR also resumed mass national advertising activities to create, cultivate, and convert travel interest from provincial, regional, and national audiences. Campaigns were designed to keep Newfoundland and Labrador top-of-mind with key target audiences during lock-down periods. As travel opened across Canada on July 1, 2021 creative tactical messaging carried a strong call-to-action across all marketing channels. A multi-media campaign ran in the Maritimes to maximize potential for travel within the ‘Atlantic Bubble’, and a robust resident campaign ran throughout Newfoundland and Labrador to encourage residents to travel farther and experience more of their own backyard in 2021.

Trail of the Caribou Complete

The sixth and final bronze caribou monument was installed near Hill 10 Cemetery on the Gallipoli Peninsula in April 2021, thereby completing the Trail of the Caribou. The Trail of the Caribou is a series of bronze caribou monuments at sites of significance to the Royal Newfoundland Regiment.

Report on Performance

Issue #1: Tourism Sector Recovery

The tourism sector in Newfoundland and Labrador was severely impacted by the COVID-19 pandemic and as such, a renewed plan for marketing and product development, supported by market research, is needed to rebuild the tourism sector.

In partnership with industry, TCAR has drafted a renewed tourism strategy. TCAR continues to work collaboratively with leading tourism stakeholders, including Hospitality NL, to navigate the current pandemic and plan accordingly in the short and medium term to focus on rebounding, rebuilding and recovering the provincial tourism industry. This collaboration is essential to ensure priorities are aligned and collective efforts are made to focus on recovery in the tourism sector in all regions. Additionally, TCAR is working to ensure that federal and provincial tourism investments are strategic and harmonized. Newfoundland and Labrador's unique geography and population density will be a strength during this recovery as travellers seek uncrowded spaces, hiking, walking, coastal sightseeing, culinary experiences, and other similar attractions.

Goal Statement

By March 31, 2023, the Department of Tourism, Culture, Arts and Recreation, will have supported the tourism industry with recovery from the impacts of the global pandemic.

2021-22 Objective

By March 31, 2022, the Department of Tourism, Culture, Arts and Recreation will have continued to implement priorities from the renewed tourism strategy.

Indicators	Results
<p>Conducted research to track the progress of tourism recovery in the province and refined short-term and medium-term tourism growth objectives as set out by the renewed provincial tourism strategy.</p>	<p>Efforts continued in 2021-22 to develop a renewed provincial tourism strategy for the province. Progress was slowed as stakeholders focused on addressing the immediate and urgent challenges the tourism industry was experiencing as a result of the COVID-19 pandemic. As a result, the strategy was not officially finalized within the reporting period.</p> <p>Research activities in 2021-22 included:</p> <ul style="list-style-type: none"> • NL resident tracking studies in June 2021, November 2021, February 2022, and March 2022 to track resident sentiment, travel intentions and actual travel; level of welcoming towards visitors; and the importance of tourism for economic well-being; • Residents of Atlantic Canada Travel Intentions Survey April 2021; • Resident and Non-resident Travel Survey November 2021; • Partner research with Destination Canada and ACAT: Global Tourism Watch, COVID-19 Tracker and Resident Sentiment Tracker (focused on Canadian market and major international markets);

	<ul style="list-style-type: none"> • Working with Statistics Canada and Destination Canada to facilitate access to complementary data sources and data analyses to measure the impact of the COVID-19 pandemic on tourism in Newfoundland and Labrador; • Continuous secondary research to investigate COVID-19 related issues impacting tourism, including monitoring the pandemic impact on the consumer mind set; tracking consumer values, trends and behaviours; identifying travel trends, attitudes, and motivations; traveller needs, travel sentiment; and analyzing travel potential and intentions in national and international markets; and, • Based on routine data collection by Tourism Research Division staff, monthly reports track tourism performance in NL and provide indicators to monitor tourism recovery in the province. <p>Published reports can be viewed at: https://www.gov.nl.ca/tcar/tourism-division/visitor-and-market-insights/</p>
<p>Determined relevant actions in the five Destination Development Plans that aided in the short-term and medium-term tourism growth objectives</p>	<p>The Newfoundland and Labrador Tourism Board led a robust consultation and engagement approach to renewing the provincial tourism strategy. The approach included interviews and discovery sessions with key tourism stakeholders, including</p>

<p>as set out by the renewed provincial tourism strategy.</p>	<p>the five destination management organizations (DMOs).</p> <p>Delivered in partnership with the five DMOs, regional consultation sessions explored the development process, focus areas, planning, and strategic priorities. The Regional Destination Development Plans will be refreshed to align with the short-term and medium-term tourism growth objectives of the vision and strategy. The DMOs have evaluated accomplishments, gaps and opportunities and this feedback will set the context for determining short, medium and long-term actions in the refreshed plans.</p> <p>In 2021-22, the Tourism Product Development Division also engaged in tourism planning processes with stakeholders in Cormack and The Shore region. Fully integrated and aligned tourism development plans were created to leverage tourism attractions and provide experiences in all seasons. This process has been implemented in 17 destination areas, with several more under consideration.</p>
<p>Commenced implementation of priority action items.</p>	<p>Newfoundland and Labrador’s marketing strategy of “Marketing from the Inside Out” as travel restrictions lifted was critical to motivate target audiences to travel and support the tourism industry. Encouraging residents to travel farther and experience more of the province during the summer of 2021 was crucial.</p>

	<p>Marketing efforts in the Maritimes helped to encourage travel with the opening of the Atlantic Bubble. With an expectation that travel restrictions across the country would be lifted, a return to mass marketing was vital to ensure that Newfoundland and Labrador had a predisposed and travel ready group eager to book and travel once restrictions were lifted.</p>
<p>Continued activities in support of tourism in the province.</p>	<p>Throughout 2021-22, TCAR continued with activities in support of tourism in the province, including:</p> <ul style="list-style-type: none"> • TCAR resumed mass advertising activity in early 2021. A national “Stay Curious” campaign was launched to inspire and encourage audiences to dream about travelling to Newfoundland and Labrador. • The national ‘Stay Curious’ campaign was designed to cultivate this travel intent. When travel was once again permitted and encouraged, campaign messaging with a strong call-to-action worked hard to convert that interest into active planning and booking. Campaign components consisted of television, newspaper, on-line and social media. • A spring/summer multi-media campaign was executed in the Maritimes to encourage leisure visits to Newfoundland and Labrador. • The “Your Backyard Beckons” multi-media campaign ran for sixteen weeks in Newfoundland and Labrador to encourage

	<p>residents to plan and book early, travel farther and see more of the province.</p> <ul style="list-style-type: none">• A winter themed YourBackyardBeckons.ca campaign was also executed to encourage residents to plan and book winter excursions and experiences during 2021-22 winter season. <p>TCAR also continued to guide several collaborative initiatives around “sense of arrival”. These projects focus on establishing a welcoming and warm connection and showing the beauty of Newfoundland and Labrador to the visitor immediately upon arrival and on through to their departure. Specifically, the department collaborated with tourism operators, municipalities, other government departments, ACOA and transportation organizations at major entry points, gateways, hubs and attractions to establish common sense of arrival goals and priorities and initiate partnership activities. Several sense of arrival projects were initiated, including at Deer Lake Regional Airport and St. John’s International Airport.</p> <p>TCAR continued to assist 17 destination areas with the implementation of their Tourism Development Plans. This included working with stakeholders on the Baccalieu Trail to rebrand their region as the Baccalieu Coastal Drive.</p>
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Discussion of Results

The COVID-19 wave caused by the Omicron variant in 2021 continued to impact the tourism sector as travel and public health restrictions remained in place for most of 2021-22. Tourism operators continued to experience significant losses, requiring focus on short term supports to ensure the survival and post-pandemic sustainability of the sector. For this reason, TCAR was not able to finalize a renewed tourism strategy within the reporting period.

TCAR continued to provide support to the tourism and hospitality sector including an additional \$37 million investment for the Tourism and Hospitality Support Program which provided financial relief to eligible tourism and hospitality operators who faced substantial sales losses due to the pandemic.

In April 2021, the Premier's Advisory Council on Tourism (PACT) released their recommendations for short-term measures to assist with sustainability, reopening, and recovery in the tourism sector. PACT was also mandated to provide support and guidance to the Newfoundland and Labrador Tourism Board for the development of the new tourism strategy and to identify opportunities and initiatives for growth in the longer term.

Though slowed by effects of the COVID-19 pandemic, progress on the renewed tourism strategy was significant in 2021-22. A draft 2022-2026 vision, strategy and action plan for tourism that reflects the priorities, themes, and aspirations of the tourism industry was developed and presented to industry stakeholders at the 2022 Hospitality NL tourism conference. The draft strategy is set to be finalized, and released in 2022-23.

In addition to strategy development, during 2021-22 TCAR adapted its research activities to meet the new needs of tourism stakeholders. Survey work to focus on residents and their travel needs and plans was conducted frequently. New topics and issues were explored to ensure the appropriate messaging to potential travellers at the

right time and place. Working closely with Destination Canada, the research team was able to gather critical information on the state of domestic and intra-provincial travel to support marketing and experience development activities. This was particularly relevant in light of needing to adjust experience offers to the health and safety measures that were required and expected by travellers.

Throughout 2021-22, modifications in TCAR's tourism marketing efforts were necessary as the global pandemic continued and travel restrictions fluctuated. A "Response, Recover and Rebuild" approach was at the core of all priorities and actions included supporting and aligning federal, provincial, regional and industry marketing and communication efforts; planning, developing and implementing marketing initiatives to encourage travel to and within Newfoundland and Labrador as travel restrictions lifted; and adjusting marketing budgets and campaign efforts to focus on target audiences offering the best opportunity to generate travel activity, given current travel restrictions.

Despite the challenges faced in 2021, including borders being closed to non-resident travel for six months of the year, many tourism operators did see an increase in sales in 2021 when compared to 2020. In reviewing marketing efforts undertaken throughout 2021 and the overall results achieved, the numbers suggest a positive path to recovery with many opportunities in 2022.

2022-23 Objective

By March 31, 2023, the Department of Tourism, Culture, Arts and Recreation will have implemented actions to rebuild tourism sector affected by the global pandemic.

2022-23 Indicators

- Conducted research to track tourism sector growth and trends.
- Engaged key tourism stakeholders and enablers in the tourism sector in the implementation of priority actions.
- Provided funding and supports to rebuild and grow the tourism sector.
- Continued activities in support of tourism in the province.

Issue #2: Support the Arts and Heritage Sector

Guided by the **Historic Resources Act**, the **Status of the Artist Act** and the Cultural Action Plan (2019), TCAR continues to support Newfoundland and Labrador's arts and heritage sectors.

The Cultural Action Plan recognizes the significant contribution culture makes to the lives of Newfoundlanders and Labradorians and the importance of supporting our artists, cultural practitioners and sector organizations in developing a prosperous sector. During 2021-22 TCAR collaborated with the cultural Crown entities, cultural sector organizations, community organizations, artists, and cultural practitioners to continue to implement the priorities of the Plan.

Since early 2020, the cultural sector in Newfoundland and Labrador has been heavily impacted by the unprecedented COVID-19 pandemic in 2020. Performance venues were unable to open which impacted the ability of organizations to generate revenue and the ability of artists to make a living. Professional artists in the 'Gig Economy' faced the loss of performance opportunities (both within and outside the province) and associated income. Many major festivals/events were cancelled completely and some attempted to move to a temporary digital format. Museums/historic sites either remained closed or opened with limited capacity/hours, which all directly resulted in a significant loss of revenues. In addition, cultural facilities that did open faced the loss of out of province travellers, who make up a large portion of the visitation to many cultural facilities across the province. In support of the Arts and Heritage Sector, TCAR is undertaking initiatives and working with stakeholders to determine the impact on the sector and identify requirements for future recovery and post recovery phases.

Goal Statement

By March 31, 2023, the Department of Tourism, Culture, Arts and Recreation will have enhanced its support to the cultural industries in Newfoundland and Labrador.

2021-22 Objective

By March 31, 2022, the Department of Tourism, Culture, Arts and Recreation will have continued leading implementation and monitoring of the Cultural Action Plan.

Indicator	Results
<p>Undertook priorities of the Cultural Action Plan</p>	<p>The Cultural Action Plan is a five year plan that aims to recognize the significant contribution that culture makes to the lives of Newfoundlanders and Labradorians and drive development of a prosperous cultural sector. During 2021-22 advances were made in the following areas:</p> <ul style="list-style-type: none"> • Supported the ongoing development and delivery of cultural activities in communities, with \$265,000 provided through Come Home 2022 Cultural Economic Development Funding to support 92 community events; • Collaborated with the Department of Immigration, Population Growth and Skills regarding an immigration pathway for artists and to facilitate ongoing engagement with cultural communities on their representation in the cultural sector; • Provided artists with financial, technical and other necessary resources to further develop new work and create meaningful connections with potential audiences through the Artist Support Program, which saw over 1,200 artists supported in 2021-22 with over \$5.6 million disbursed; and

	<ul style="list-style-type: none"> Identified and supported cultural tourism opportunities with tourism partners through the Come Home 2022 Cultural Economic Development Funding which provided over \$4.25 million to support cultural tourism projects in more than 180 communities across the province.
<p>Held Cultural Action Plan committee meetings</p>	<p>The Cultural Action Plan Working Group consists of representatives from TCAR (Arts and Heritage, Arts and Culture Centre Divisions), The Rooms, ArtsNL, Heritage Foundation of Newfoundland and Labrador, the Newfoundland and Labrador Film Development Corporation, and Canadian Heritage. The Working Group met in spring 2021 to discuss progress on the Plan and advise TCAR on Mandate Commitments. TCAR also regularly met one-on-one with committee members and continued to engage in ongoing dialogue around priority initiatives in support of cultural development.</p>
<p>Collaborated with Federal/Provincial/Territorial partners</p>	<p>In 2021-22, Newfoundland and Labrador co-chaired the Federal/Provincial/Territorial Table on Culture and Heritage (FPTCH), which includes Director, Deputy and Ministerial level committees.</p> <p>The mandate of the Table is to share information and best practices in culture and heritage, discuss issues of common interest, and identify opportunities for cooperation.</p>

	<p>Areas of joint interest in collaboration included: enhancing pan-Canadian collaboration and information sharing of COVID-19 support measures; intangible cultural heritage best practices; Indigenous cultural heritage, federal heritage and museum polices; cultural funding programs; and cultural statistics.</p> <p>Throughout much of 2021-22, TCAR was heavily involved in preparations and planning for the first in-person Deputy and Ministerial FPTCH meetings in over two years which were held in St. John’s in July 2022.</p>
<p>Participated in partnering activities with stakeholders/entities for cultural support and development</p>	<p>Facilitated by the Arts and Culture Centres (ACCs), the Arts Connector Program provides artists with access to resources from across Provincial Government Departments to enhance skills, knowledge and practice. Examples of connections made in 2021-22, include work with Todos Productions and Santiago Guzman who conducted research on his play “Newfoundlanded” which is based on the stories of immigrants in Newfoundland and Labrador; as well as “Tearable Movements” a digital dance piece recorded on the mainstage of the St. John’s ACC.</p> <p>In addition to the Arts Connector Program, other notable partnerships in 2021-22, include work undertaken between the ACCs, the Tomobolo Multi-cultural Festival and Rogers Television in the</p>

	<p>production of a variety special featuring songs and stories from the multicultural community across the province and a partnership with First Light to present the Spirit Song Film Night at the ACC in St. John's.</p> <p>Provincial Historic Sites also continued public engagement efforts in 2021-22, maintaining ongoing partnerships, to support local, site-specific programming, with the Town of Heart's Content, Trinity Historical Society, Labrador Straits Heritage Development Corporation, Baccalieu Trail Heritage Corporation, Garrick Theatre and Cupids Legacy Centre.</p> <p>In 2021-22, Memorial University, Newfoundland and Labrador Archaeological Society, and numerous other public and private archeologists and organizations, contributed to the 20th anniversary edition of the Provincial Archeology Office (PAO) Review, which showcases the important fieldwork and exciting discoveries occurring in Newfoundland and Labrador. The PAO Review can be found here: https://www.gov.nl.ca/tcar/files/Vol-20-2021-1.pdf.</p> <p>The PAO maintained ongoing partnerships with Nunatsiavut, Innu Nation, Government of Canada and Memorial University to support archaeological resource management and the protection of historic resources.</p>
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<p>Provided funding under the Cultural Economic Development Program</p>	<p>The Cultural Economic Development Program (CEDP) provided \$3.32 million to arts and heritage organizations, including community museums and archives, festivals, performance venues, Indigenous Groups, arts and heritage sector organizations, book publishers, and community cultural events, to assist with the protection and promotion of the province’s tangible and intangible cultural and historical resources.</p> <p>Additionally, as noted above, one-time Come Home 2022 Cultural Funding was offered under CEDP in 2021-22. Funding was available to arts and heritage organizations and community groups to support implementation of Come Home Year activities in 2021-22. Funding of \$4.25 million was granted to more than 340 eligible projects in more than 180 communities that celebrate and promote culture and enhance cultural tourism.</p>
<p>Operated Government-owned cultural facilities</p>	<p>Despite ongoing Public Health restrictions due to the COVID-19 pandemic, the Provincial Historic Sites were able to operate for the full season (May to October) while following COVID-19 protocols; however, public programming remained minimal in 2021-22 in order to comply with Public Health guidelines. The 11 sites saw 34,939 visitors in the 2021 during the May to October operating season, up from 15,596 in 2020 (July to October operating season due to COVID-19 pandemic) but below the</p>

	<p>80,830 visitors recorded during the operating season in 2019.</p> <p>The Provincial Arts and Culture Centres also maintained programming and operations throughout 2021-22 despite closures to the public related to COVID-19. Touring shows and presentations in 2021-22, included: James Hawksley, Joel Plaskett, Ofra Harnoy, Wonderbolt Circus, Rube and Rake, Rising Tide’s Revue, Diva’s Do Christmas, Out Inner Space’s Bygones along with Neighbourhood Dance Works, Kitchen Party Theatre Festival, and Jazz East.</p> <p>ACCs were able to present multi-disciplinary performances in augmented theatre configurations, used online streaming efforts to continue to reach out to audience, and operated creation spaces in the building under COVID-19 protocols. ACCs also embarked on strategies for recovery with other provincial performance venues during this period.</p>
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Discussion of results

The Arts and Heritage sector continued to feel the harsh effects of the COVID-19 pandemic in 2021-22. Many facilities, such as performance venues, museums and historic sites, continued to operate under strict Public Health restrictions that included capacity limits and closures.

These restrictions coupled with the continued reduction in out of province travellers, meant the continued loss of opportunities for artists and others operating in the cultural industries leading to significant reduction in revenues.

For much of 2021-22, TCAR's focus has been to revive and reinvigorate arts and heritage organizations and stimulate the development of new creative works in support of Come Home 2022. In particular, TCAR's Come Home 2022 Cultural Economic Development Funding was designed to support arts, heritage and community organizations in celebrating and promoting culture and enhancing cultural tourism through activities for visitors, residents and those coming home after having been kept distant from family, friends and communities during the COVID-19 pandemic.

2022-23 Objective

By March 31, 2023, the Department of Tourism, Culture, Arts and Recreation will have supported increased activity in the cultural sector for Newfoundland and Labrador.

2022-23 Indicators

- Undertook priority initiatives to advance cultural support and development.
- Collaborated with Federal/Provincial/Territorial partners.
- Provided funding to support and sustain cultural development.
- Operated Government-owned cultural facilities.

Issue #3: Healthy Active Living Action Plan

Sport and recreation are important for the physical, mental, emotional and social wellbeing of individuals. The COVID-19 public health emergency has had a significant impact on the recreation and sport sector.

While most recreation and sport activities have resumed there is often uncertainty for organizers and participants as the COVID-19 pandemic continues. Many individuals have ongoing apprehension with the resumption of sport activities, even when public health measures are in place, resulting in reduced registration and enrollment.

TCAR recognizes the importance of a healthy active lifestyle for the physical, social and mental well-being of individuals and has therefore committed to develop and implement a Healthy Active Living Action Plan, in collaboration with the recreation and sport sector. The Action Plan will guide and stimulate coordinated policies, practices, programs and initiatives that will facilitate the health and well-being of residents of Newfoundland and Labrador and the communities in which residents live, learn, work and play. The work under this issue supports Government's strategic direction of "healthier people."

Goal Statement

By March 31, 2023, the Department of Tourism, Culture, Arts and Recreation will have led the development and implementation of a Healthy Active Living Action Plan.

2021-22 Objective

By March 31, 2022, the Department of Tourism, Culture, Arts and Recreation will have commenced the implementation of a Healthy Active Living Action Plan.

Indicator	Results
Conducted an online questionnaire	Progress was delayed in conducting the online questionnaire; however, a draft engagement and consultation plan has been prepared and an online questionnaire for recreation and sport sector stakeholders was drafted. TCAR is currently working to ensure the Healthy Active Living Action Plan complements work already underway in other departments, including the Departments of Health and Community Services and Children, Seniors and Social Development.
Gathered key stakeholder input	While progress was delayed in conducting external engagement and consultation activities as a result of the pandemic, TCAR has been engaged with internal stakeholders and is working to ensure a Healthy Active Living Action Plan complements work already underway in other Departments. Following the release of the online questionnaire, targeted virtual consultations will be held for various stakeholders including the recreation and sport sector.
Released and began implementation of the Recreation and Sport Action Plan	The Action Plan is still in active development and has not yet been released. Progress was delayed, in part due to COVID-19. The Plan will be released following consultation and engagement with key stakeholders.

Discussion of Results

The ongoing COVID-19 global pandemic has had a significant impact on the recreation and sport sector due to public health restrictions and facility closures but has also helped to highlight the importance of sport and recreation activities, which promote physical, mental, emotional and social health benefits. Progress was delayed as a result of COVID-19 but also due to the need to ensure alignment and complementarity with other Provincial Government strategies and priorities that are currently under development including Health Accord NL and Health-In-All-Policies. Recognizing the importance of active healthy living to both individuals and communities, TCAR remains committed to the development and implementation of a Healthy Active Living Action Plan, in collaboration with stakeholders in the recreation, sport and healthy living sectors. The Action Plan, which will guide and stimulate coordinated policies, practices, programs, and initiatives targeted at improving the overall health and well-being of residents throughout Newfoundland and Labrador, is in development.

2022-23 Objective

By March 31, 2023, the Department of Tourism, Culture, Arts and Recreation will have continued implementation and monitored progress of a Healthy Active Living Action Plan.

2022-23 Indicators

- Engaged and collaborated with key stakeholders in sport, recreation and healthy living sectors.
- Provided funding in support of healthy active living initiatives.
- Undertook priority initiatives to advance healthy active living.

Opportunities and Challenges

Tourism and Provincial Parks

The tourism and hospitality sectors have been significantly impacted by the effects of the ongoing COVID-19 pandemic. The industry has experienced dramatic reductions in revenues and significant increases in costs. Challenges with transportation issues and labour shortages are expected to continue into 2022-23 while international travel demand is not expected to rebound until after 2022. However, research indicates significant increases in Canadians' travel intent in the next 12 months, both intra- and inter-provincially and with the launch of Come Home 2022, indications are positive for the 2022-23 tourism season.

Come Home 2022 will encourage former residents of Newfoundland and Labrador now living away to come home, remind residents of the province of the wonders here in their own 'backyard,' and compliment ongoing work to attract and expand ongoing marketing efforts with non-resident visitors. The benefits of Come Home 2022 funding disbursed this year will be felt throughout 2022-23 with the anticipated boost to the province's tourism and arts and culture sectors from Come Home 2022 events and activities.

A renewed vision and strategy for tourism in Newfoundland and Labrador was presented to industry stakeholders in Spring 2022 and widely accepted and endorsed. The vision, strategy and accompanying action plan are expected to be formally adopted and implementation commenced in 2022-23. The strategy details the plan to transition the tourism sector in light of post-pandemic realities and transform it into a thriving sector once more. With the release of the renewed vision and strategy, the Provincial Tourism Product Development Plan and Regional Destination Development Plans will be refreshed to align with the new vision.

TCAR will also continue to build on the momentum generated in 2021-22, by collaborating with Indigenous Organizations including the Newfoundland and Labrador Indigenous Tourism Association and Nunatsiavut Government to advance Indigenous

experiences. The Department will continue to be engaged in the development and implementation of the Nunatsiavut Tourism Strategy.

Provincial Parks rely on cellular connectivity for telecommunications, internet provision, visitor experience, as well as public and staff safety while on patrol within provincial parks. The continued decrease in service provision by Bell Mobility has resulted in decreased coverage in Provincial Parks. The inability to connect to land based services remains a challenge for park operations and visiting clients.

Arts & Heritage

In 2021-22, the performing arts sector in Newfoundland and Labrador was impacted less by venue closures and restricted audiences as COVID-19 related Public Health restrictions were reduced and lifted. However, while improvements were seen this year, audience participation remains far from pre-pandemic levels. Annual tickets sales and revenues at the Provincial Arts and Culture Centres in 2021-22 were approximately half that seen in 2019-20 before the start of the COVID-19 pandemic. Visitation to cultural facilities remains similarly depressed, with the Provincial Historic Sites reporting a 124 per cent increase in visitors in 2021 over 2020 but still down 67 per cent from 2019.

In 2022-23, Newfoundland and Labrador will host the first in-person meeting of the Federal/Provincial/Territorial Table on Culture and Heritage (FPTCH) in over two years, in St. John's. In July 2022, Ministers, Deputy Ministers and officials from across Canada will have an opportunity to appreciate the province's vibrant cultural offerings in person. Discussions will include information sharing on COVID-19 support measures; mechanisms to support artists' rights; and an opportunity for Newfoundland and Labrador to showcase its advanced work in the area of intangible cultural heritage and share best practices.

Other significant projects that will see advancement in 2022-23 include the reopening of the Colonial Building, which has been undergoing significant restoration in recent years and will reopen as a Provincial Historic Site visitor attraction in 2022. Additionally, the official unveiling of the Gallipoli Caribou Monument, the final step in completing the Trail of the Caribou is expected to occur in fall 2022.

Sport and Recreation

In April 2021, the City of St. John's was named official Host of the 2025 Canada Summer Games. The Canada Games are a pan-Canadian multi-sport amateur sport event for able-bodied athletes, and athletes with physical and intellectual disabilities from across Canada. The Canada Games provide opportunities to leverage investments, through funding provided by the Federal and Provincial Governments and financial support from private and corporate donations. The Games will provide new and improved sport and community facilities that will have long-term benefits and will support active healthy living beyond the Games. It is anticipated the Games will provide economic benefits, strengthen volunteer networks, increase community pride, and positively impact sport development in Newfoundland and Labrador.

The ongoing COVID-19 pandemic has resulted in numerous suspensions, cancellations, and interruptions for recreation and sport activities. Provincial recreation and sport organizations are now experiencing a reduction in the number of available volunteers, despite many programs returning to full capacity. This may create longer term impacts that could reduce the number and/or quality of sport and recreation opportunities available.

During the pandemic many residents, organizations, and communities have recognized the value of unorganized, unstructured, and outdoor recreation and sport activities that are independently undertaken by residents and their family members. Physical, mental, social, and emotional health benefits experienced by individuals of all ages and abilities could influence a cultural shift to active healthy living in this province.

Financial Information

Appendix A: TCAR Expenditures by Main Allocation		2021-22	2021-22	2021-22
		Original	Amended	Actual (\$)
Line Item	Source of Expenditure	Estimate (\$)	Estimate (\$)	(Unaudited)
1.1.01	Minister's Office	278,700	256,700	251,500
1.2.01	Executive Support	869,600	1,175,200	1,182,400
1.2.02	Corporate Services	1,031,600	853,200	865,100
	(Less: Revenue)		(18,900)	(2,300)
2.1.01	Tourism	16,033,400	17,584,500	17,947,100
	(Less: Revenue)	(1,025,000)	(945,000)	(880,700)
2.1.02	Sector Research	596,300	614,900	538,800
2.1.03	Strategic Product Development	1,043,500	832,600	767,900
2.1.04	Marble Mountain Development Corporation	306,400	311,400	311,400
2.1.05	Marble Mountain Development Corporation (Capital)	800,000	800,000	800,000
2.2.01	C.A. Pippy Park	241,700	270,900	270,900

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2.2.02	Park Operations	5,455,400	6,429,500	6,357,000
	(Less: Revenue)	(1,131,000)	(749,700)	(437,700)
3.1.01	Arts & Culture Centres	6,562,000	5,341,500	4,594,600
	(Less: Revenue)	(5,178,000)	(2,211,700)	(2,202,000)
3.1.02	Arts, Heritage, & Historic Development	6,241,700	16,955,200	16,289,800
	(Less: Revenue)	(150,000)	(65,100)	(62,100)
3.1.03	Newfoundland and Labrador Arts Council	5,000,000	5,013,400	5,013,400
3.1.04	The Rooms Corporation of Newfoundland & Labrador	6,229,300	7,534,600	7,734,600
3.1.05	Heritage Foundation of Newfoundland & Labrador	398,000	408,800	408,800
3.1.07	Arts & Culture Centres Infrastructure	150,000	119,300	119,300
4.1.01	Newfoundland & Labrador Film Development Corporation	611,000	623,100	623,100
4.1.02	Newfoundland & Labrador Film Development Corporation - Capital	10,000,000	10,000,000	10,000,000
4.2.01	Sport & Recreation	10,658,600	11,387,500	11,958,500
	(Less: Revenue)	(715,500)	(493,000)	(531,300)
4.2.02	Community Sports Facilities	963,000	963,000	1,069,000

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4.2.03	Newfoundland and Labrador Sports Centre Inc.	411,600	411,600	411,600
	Gross Budget	73,881,800	87,886,900	87,514,800
	Related Revenue	(8,199,500)	(4,483,400)	(4,116,100)
	Net Budget	65,682,300	83,403,500	83,398,700

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