

The Rooms Corporation of
Newfoundland and Labrador
Annual Report 2008-09

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A Message
from the
Chair of the
Board of
Directors

I am very pleased to present the 2008-09 Annual Report of The Rooms Corporation of Newfoundland and Labrador, the first year covered by our Strategic Plan for 2008-2011. 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 2008-09 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

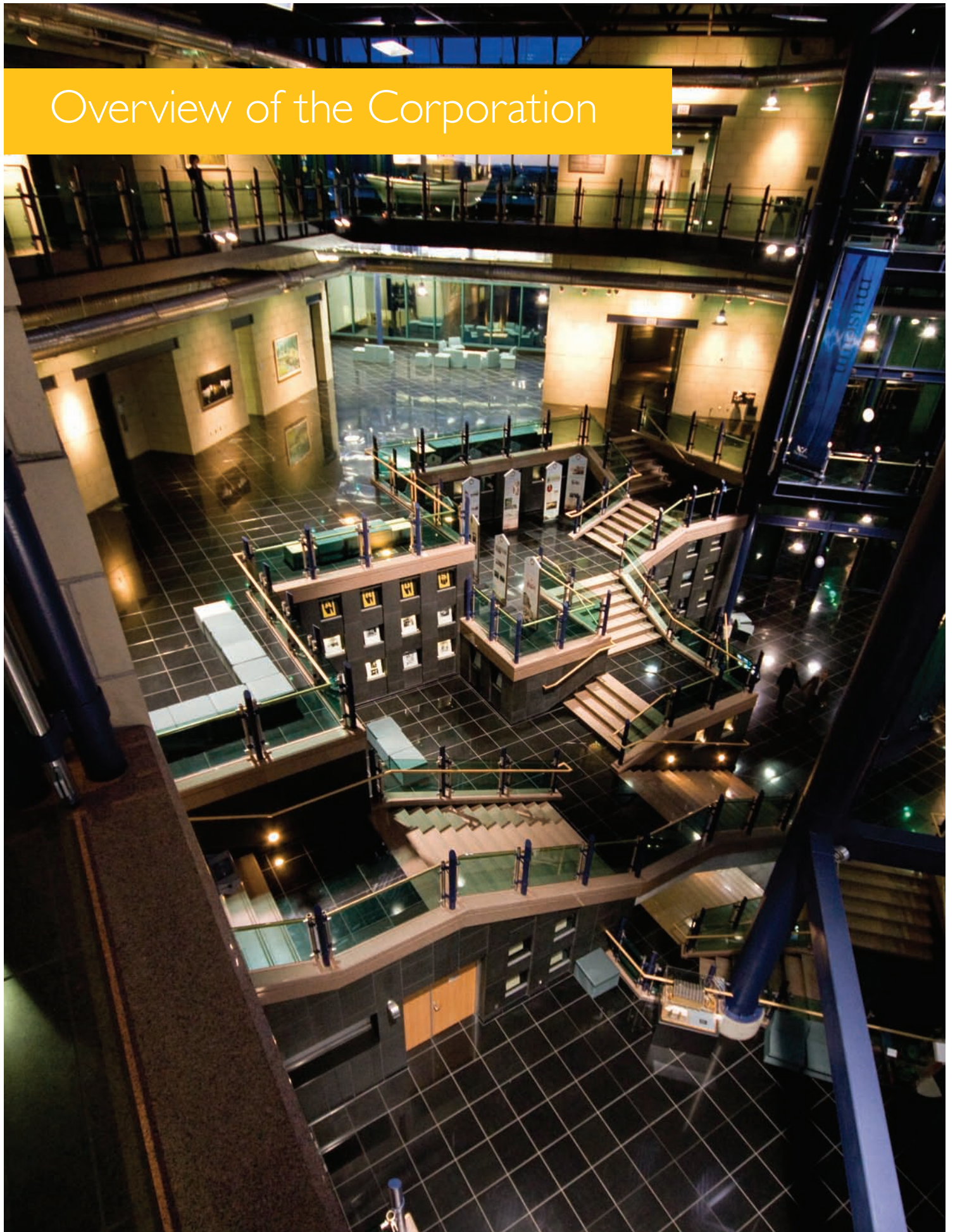
contemporary topics and issues; Financial Planning, to increase private-sector support of The Rooms for the development of new capital projects; Education, to offer multi-disciplinary educational programs to children throughout the province; and Governance, to ensure accountability across the organization.

The 2008-09 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, 2008 to March 31, 2009.



Dr. Priscilla Renouf
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, ie. 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, ie. 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 78 full-time employees (27 male and 42 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 nine of these positions remained vacant during 2008-09. There are also 21 part-time employees (5 male, 16 female) who perform various duties in general areas of The Rooms, the reference desk in the Archives and at the four regional museums.

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 opened to the public on June 29th, 2005 and had 35,000 visitors during its first week of



operations. Visitation from July 1st – March 31st, 2006 was 57,200. During the same period in 2006-07 (July 1st - March 31st), The Rooms enjoyed 61,500 visitors, an increase of 7.5 per cent. The Rooms had a total of 59,697 visitors in 2008-09, a 14 per cent decrease from 2007-08, in which there were 69,455 visitors. From April 1st, 2008 until March 31st, 2009 there were 183 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.

Research at The Rooms Provincial Archives Division

In 2008-09, the Archives served 7462 researchers in the Reference Room, which included registering 791 new researchers. Staff also advised many other researchers and clients via distance research through e-mail, fax, and phone inquiries.

The Archives continued to assist researchers from around the Province and around the world with exploring their family histories and ancestry by providing records searches and certified copies of parish records (births, deaths, marriages and baptisms) to hundreds of individuals completing genealogical work, aboriginal status requests, community history projects, etc.

**Visitation at The Rooms
Regional Museums Division**

	Season	Total Visitors	% Change 2008/09
Mary March Provincial Museum	April 25-October 14	6191	- 3.3 %
Loggers' Life Provincial Museum	May 17-September 21	3518	+8.7%
Provincial Seamen's Museum	April 25 – June 15	599	n/a
Labrador Interpretation Centre	Closed due to fire Year-round. Closed Dec 20-Jan 7	5148	+16.7%
	TOTAL	15456	

The Regional Museums serve both the tourism and residents markets, and focus their programming particularly on schools and life-long learners.

While Regional Museum visitor numbers include both residents and non-residents, it is nonetheless interesting to compare trends in visitation to the trends in non-resident visits to the province.¹ During the past two years, the province has experienced an overall decline in non-resident visitation (2007 -1.3 per cent, 2008 -2 per cent). Another point of comparison, is provided by Parks Canada's National Historic Sites which recorded changes in visitation levels from +1.6 per cent to -28.1 per cent, and generally trending significantly downward.

In 2008, Central Newfoundland recorded a 10.7 per cent decline in tourism traffic. Similarly, the Notre Dame Visitor Center had a 13 per cent decrease in out-of-province visitation. The Mary March and Logger's Life Provincial Museums were able to buffer this trend. While both were impacted by a general

decline in tour bus numbers in particular, both experienced off-setting increases in demand for school programs.

The Labrador Interpretation Centre continues to record striking increases in visitation rates which can be attributed to initiatives following the transfer of the facility to management of The Rooms Corporation of Newfoundland and Labrador in the fall of 2007. Increased hours of operation and an emphasis on life-long learning opportunities and a changing program of temporary and traveling exhibits are garnering a strong, positive response.



¹ The Department of Tourism, Culture and Recreation Backgrounder Year-End Provincial Tourism Performance 2008 serves as the basis for the Tourism statistics.

**Education and Public Program
Participation
April 2008 to March 2009**

Season	# of Programs	# of Participants
ON-GOING In-house School Programs		
What's in My Room?	20	890
Large Group School Tours	21	985
Guided Art Gallery Tours and Workshops (Includes Rags to Rugs)	47	1678
Home & School, Inuit, Archeology (Core Museum Programs) (Includes programs with Slicing the Waves component)	50	1312
TEMPORARY In-house School Programs		
Pack Your Bags (April, 2008)	3	82
Rocket Richard (October to November, 2008)	13	319
House of Wooden Santas (December, 2008)	8	927
Afghanistan: A Glimpse of War (January to March, 2009)	4	255
Robert Bateman Get to Know Contest (April 2009)	4	168
TOTAL In-house Programs	170	6616
OUTREACH Travelling Edu-Kits		
Cultural Expressions at The Rooms		92
Uprooted: Resettlement in Newfoundland & Labrador (January to March 2009)		15
TOTAL Schools utilizing Edu-kits		107
Education Partnerships at The Rooms		
Provincial Kindergarten Teacher Puppet Institute (August 2008)	3	60
IPY Youth Forum (October 30, 2008)	1	28
Sharing Our Cultures (March 23-24, 2009)	4	1309
TOTAL Education Partnerships at The Rooms	8	1397

Education and Public Program Participation
April 2008 to March 2009 continued

Season	# of Programs	# of Participants
PUBLIC Programs		
Youth Groups	47	818
Summer Art Camps	4 weekly sessions	39
Animation Club	6 monthly sessions	78
Adult Evening Art Drop-in	30	240
TOTAL Public Programs	87	1175

The Rooms Giftshop

Giftshop Sales decreased by 14 per cent from 2007-08, from \$222,000 to \$188,836. Net profit was nine per cent. This reflected the overall reduction in tourism that occurred in 2008-09.



Shared Commitments

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

These include:

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 Canada Council for the Arts grant to the Art Gallery enables The Rooms to offer a range of contemporary visual art exhibitions by local, national and international artists.

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.

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.

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 4. (CREED) and 6. (Outcomes of Objectives) sections of this Annual Report.

CREED: Collections Research Exhibitions Education Development

Collections

Through its collections management policies and protocols, The Rooms preserves, protects and strengthens intangible cultural heritage including traditional arts. Indeed, The Rooms collections represent the largest repository of artifacts, art, documents and information on the culture and history of Newfoundland and Labrador to be found anywhere in the world.

The Rooms Provincial Archives Division – Collections Management

Archival Arrangement and Description

- Fonds/collection descriptions completed at fonds/file and item level, for new acquisitions and previously un-catalogued material.
- New archival descriptions completed for 1412 images and photographs.
- 300 archival photos related to land expropriation completed.
- 1200 archival photos related to the Royal Newfoundland Regiment re-described and available for research.
- 2000 archival images relating to the International Grenfell Association were re-described and approved for public research use.
- Completed work to standardize Archival subject headings and name authority entries for various archival collections.
- Older finding aids were checked and reconciled against newer lists and computer database entries for same material.

Government Records/ Information Management

- Over 4700 boxes of records were appraised by the Archives and submitted to Government Records Committee for disposal in 2008-09 two gigabytes of electronic records were appraised (first electronic records appraisal/disposal).
- The Archives was involved in the submission and approval of 26 retention schedules from various government departments, boards, agencies, etc.
- Developed standardized appraisal criteria for archival records of government departments.
- The Archives continued its regular outreach to government departments, etc. in the area of information standards.

Collections Management

- Completion of installation of new stationary shelving in off-site film vault with re-housing work performed on over 500 film canisters.

- Work was completed to microfilm and made available for 22 archival journals of Miscellaneous Deeds and Wills from Department of Government Services.
- Relocated historic glass plate negative collection (+250 boxes) from photo vault to stationary wall for permanent storage to increase safety and security of collection.
- Moved, re-inventoried and relocated approximately 750 boxes at off-site storage facility to improve storage conditions and security.

Through its acquisitions program the Archives continued to expand its collections – acquiring over 75 archival collections containing records in a wide variety of formats from Government departments and agencies and also from provincially-significant private sources including individuals, businesses, community groups and organizations, etc.



The Provincial Art Gallery Division – Collections Management

Acquisition Activity

(All acquisitions – The Rooms Collection other than Art Bank acquisitions):

Acquisition Method	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04	Aggregate Total
Donated:	141	257	69	31	41	111	
Purchased:	8	3	2	35	21		
Art Bank Purchased:	71	67	60	78	n/a	n/a	
TOTAL:	220	327	131	144	62	111	995

Collection Management Activity: The Rooms Collection

- Collection Statistics: Number of artwork: 719 (as at March 31st, 2009)
- Documentation of The Rooms Collection is 85 per cent complete. The remaining 15 per cent 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 March 31st, 2009) with 464, or ~10 per cent on loan, installed and on view.
- Documentation of the Memorial University Collection is approximately 98 per cent complete and in the Eloquent system.
- Loan Activity (FY 08-09): 75 loans to Memorial University; 23 returns; 171 loans to exhibitions; 21 outreach loans (Bay Roberts, Gros Morne).
- 2008 Memorial University's Risk Management Unit completed a review and audit of the

Memorial University Collection loan program, administered by The Rooms Provincial Art Gallery (For example: auditor tested database records for accuracy). Overall findings were positive. A draft report is currently being reviewed by Art Gallery staff.



2008 Art Bank Program

Summary of Activity:

- Collection Statistics: Number of artwork: 2682 (as at March 31st, 2009) with 1987, or ~ 75 per cent on loan, installed and on view.
- Loan Activity (April 2008 – current): Loans/installations: 253 (activity reduced due to Tourism & Culture policy review).
- Art Bank Technician hired fall 2008.
- 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).
- Provincial Art Bank Policy adopted October 2008.
- New guidelines implemented for Art Bank 2008-09 call for submissions (closed January 9th, 2009).
- Art Bank Program 2008 jury reviewed 377 works submitted by 146 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 71 artworks

(from 71 artists): 27 paintings/drawings/works on paper; 12 prints; 12 photographic works; 10 sculptural works, seven textile works; one ceramic work; one glass work, and one artist book. With an annual budget of \$125,000, expenditure on artwork totalled \$112,105 with the remaining budget dedicated to funding administration costs associated with the program (jury, shipping, framing and matting of work).

The 2008 Art Bank Program

Advisory Committee:

- Kay Anonsen - City of St. John's
- Mike Massie - Artist (Kippens, NL)
- Sheila Perry - Director, The Rooms Provincial Art Gallery (Chair)

The 2008 Art Bank Program jury

was comprised of:

- Avalon Region - Michelle Bush
- Central Region - Michael Pittman
- Western Region - Mark Prier
- Eastern Region - Edyth Goodridge
- Labrador - Dorrie Brown



The Rooms Provincial Museum Division – Collections Management

- Acquisition highlights for the year include:
 - An important collection of spiders were donated to the Museum's Natural History Collection. The collection includes approximately 10,000 specimens in 2,000 vials, representing 375 species, mostly from Newfoundland and Labrador.
 - A Sam Creed fire stand was acquired by the History Unit. Creed ran a very early St. John's based furniture/cabinet making business (c.1835-60) and there are very few known pieces with positive attribution. This piece contains a Creed label.
 - The Archaeology Unit acquired a signed copy of the book, Eskimo Place Names And Aid to Conversation, by famed Arctic explorer Donald B. MacMillan.
- The Museum Division initiated an Outstanding Legacy Loans Project to address the challenges associated with indefinite and permanent loans. To date, 75 per cent of the outstanding loans have been renewed, returned or converted to donations.
- The Conservation Unit arranged for the donation of an unused carbon dioxide fumigation bubble from colleagues at the Canadian Museum of Nature. This will allow larger items to be treated for pests such as wood borers and moths. The Unit also set up electrolysis and hot-wash tanks at the "wet" lab in Building 1042. This will expedite treatment of archaeological iron.
- The Natural History Annex is now fully operational with the completion of the Parade Street facility upgrade. With the collections



now unpacked and accessible, work has begun on inventorying and documenting unprocessed material. Researchers and artists are now making use of the facility.

- The Museum's History Unit received notification from the Canadian Cultural Property Export Review Board that its application for certification of three artifacts was successful. A Napoleonic naval medal, a merchant's desk and a silver salver belonging to Governor Bannerman all met the criteria for "outstanding significance and national importance".
- Phase I (Initial Assessment) and Phase II (Re-organization, Consolidation and Processing) of one off-site site storage location was completed.
- In partnership with the Canadian Wildlife Services (CWS), and through a \$10,000 grant from the YMCA, an intern worked with the Natural History Unit to inventory the Museum's bird collection consisting of 1,448 specimen lots.



- The Natural History Unit established a partnership with the Atlantic Canada Conservation Data Centre (ACCDC) and the Wildlife Division, Department of Environment and Conservation, to complete the cataloguing of the permanent vascular plant collection of over 10,000 specimens.
- In partnership with the Office of the Chief Information Officer, work began on the significant project to purchase a new collections management software program in order to improve the documenting of the artifact collections.
- Due to growing storage pressures, the History Unit curtailed collecting in certain areas, particularly large items such as furniture. Smaller items continue to be collected.
- The Museum's archaeology and ethnology collections contributed to two significant research projects. Dr. Christopher Wolff, currently with the Smithsonian Institute, spent a week in the collections studying slate artifacts from Maritime Archaic sites to help answer questions of ancient mobility/travel and cultural/economic interaction. Dr. Marilyn Norcini, from

the Penn State University Museum, spent several days reviewing the Innu Collection and those items collected in the early 1900s that compare with collections in her institution.

- The Community Artifact Loans program delivered artifacts to 12 community museums in the Province.
- Volunteers continue to play an important role in the operations of the Division. Six volunteers have been working within the collecting units gaining valuable experience in collections management activities.

The Rooms Regional Museums Division – Collections Management Recapitalization Initiative

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 Provincial Seamen's Museum and permanent exhibit development for the Labrador Interpretation Centre.

In October 2008, an application submitted to The Department of Canadian Heritage, Cultural Spaces Canada program was approved for \$440,000, in support of 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 permanent exhibit in an open storage format and renovation to present temporary exhibits in circumstances that better meet professional museum standards.

On June 15th, 2008, the Provincial Seamen's Museum experienced a fire. The fire was largely confined to an enclosed entrance vestibule due to the very prompt action of the Grand Bank Volunteer Fire Department. While there was smoke damage to the artifacts not protected by exhibit cases, all artifacts were saved and required only moderate conservation treatment.

The Department of Transportation and Works had taken the lead with management of the building cleaning and repair. Unfortunately this work required the closure of the PSM to the public for the balance of the 2008 season.



Work on the recapitalization project has been delayed due to repairs required after the fire. The project is nonetheless expected to move to construction in 2009-10.

Mary March Provincial Museum

The recapitalization project focuses on the development of a dedicated travelling exhibit gallery. Detailed design was 80 per cent complete at year end. It is anticipated that construction will be underway by mid-summer 2009.

Labrador Interpretation Centre

Curatorial work associated with the Labrador Metis exhibit was completed and is 50 per cent complete for the Timeline exhibit. Production and installation is planned for 2009-10.

Research

The Rooms Provincial Archives Division Research/Reference

- 20 per cent annual increase in the number of reference questions received through e-mail on a variety of subjects relating to Newfoundland and Labrador history.
- 10 per cent increase in orders for photocopies of archival/reference/copied material from the Archives' holdings.
- Reference and Access section received 770 phone calls in 2008-09 asking questions pertaining to Newfoundland and Labrador history.
- Facilitated two Access to Information and Protection of Privacy (ATIPP) requests and assisted government departments in responding to three others.



The Rooms Provincial Museum Division Research Requests/Outreach: April 01, 2008 – March 31, 2009

Unit	History	Archaeology Ethnology	Natural History	TOTAL
General Information	4	45	38	87
Research Requests	47	130	17	194
Loan Requests	35	16	3	54
Donations & Incoming Collections	67	7	7	81
Partnership Inquiries	13	7	14	34
Image Requests	2	16	2	20
TOTAL	168	221	81	470

Exhibitions

The Rooms regularly presents aboriginal art and museum exhibitions in support of the province's aboriginal cultural heritage strategy. In 2008/09 alone, The Rooms hosted the exhibitions "Annie Pootoogook", "Rebecca Belmore: March 5, 1819", "Oh So Iroquois", "Pishakanakup - Innu Coats of Beauty - Innu Coates of Power" and "Slicing the Waves: Canoes, Kayaks and Small Wooden Boats", the latter which included several aboriginal artifacts from the collection.

The many exhibition opportunities offered to artists through the Art Gallery Division's Space-Based program and through residencies at The Rooms, Gros Morne National Park, Terra Nova National Park and the Landfall Trust in Brigus offer stable working conditions for professional artists while supporting their professional development needs.

The Rooms itself provides infrastructure for creation, performance, exhibition and conservation.

The plans outlined in the Development section of this Annual Report will build further infrastructure through construction of additional exhibit galleries, a sculpture garden and the development of a fund to support creation and exhibition.

The Rooms Provincial Archives Division

- Wish You Were Here exhibit of historic postcards from new collection
- Contributed to Finest Kind II - Wonderful Hard Work interdisciplinary exhibit with other Rooms divisions.
- The Holloways: Newfoundland's First Family of Photography exhibited at The Rooms and at the Provincial Seaman's Museum in Grand Bank, NL.



- Contributed archival images and scans to the Irish Legacy exhibit
- Began partnership with Association of Newfoundland and Labrador Archives and the Maritime History Archive at Memorial University to produce an exhibit on Coastal Women in Newfoundland and Labrador.

The Provincial Art Gallery Division Temporary – Exhibitions

ReCollections

Annie Pootoogook

Peter Bell's Alternative Worlds

Time and Space

Don Wright: Of the Moment

Merchant Vessels

Angela Antle & Reed Weir: The Flood at Furnace Cove

Graeme Patterson: Woodrow

Miller Brittain: When the Stars Threw Down their Spears

Newtopia

Raymond Roddick: *Trauma Sutra*
Rebecca Belmore: *March 5, 1819*
Michele Karch-Ackerman: *The Lost Boys*
Gary Kennedy: *A Realist from Port de Grave*
Deanne Fitzpatrick: *Darkening the Door*
Danish Modern: *Suzanne Swannie Textil*
Oh So Iroquois
Public Works: Recent Acquisitions

Travelling Exhibitions

- **Trace Elements:** an exhibition of 20 works from the Art Gallery's three collections continues at Rideau Hall and was scheduled for de-installation in March 2009.
- **Governor General Loan:** four artwork chosen by the Governor General will remain on loan to Rideau Hall for the length of her term in office.
- **Summer Days:** exhibition curated and installed from mid June to mid October in Bay Roberts, NL.
- **Gros Morne:** facilitated loans to exhibition in Parks Canada centre for the summer 2008.
- **Defiant Beauty: William Hind in the Labrador Peninsula:** toured with assistance from the Museums Assistance Program, Canadian Heritage to the following locations:
 - Friday, March 14th to Sunday, April 27th, 2008: Dalhousie Art Gallery
 - Thursday, May 15th to Sunday, July 13th, 2008: NBM Exhibition Galleries, New Brunswick Museum

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.

Space-Based 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.

2008-09 Participants:

- Raymond Roddick (NL)
three-month Residency: Summer 2008
Exhibition: *Trauma Sutra* September 26th, 2008 - January 25th, 2009
- Kym Greeley (NL)
three-month Residency: Fall 2008
Exhibition: *Time Trial* February 6th - May 3rd, 2009

Summer Residencies 2008

The Rooms Provincial Art Gallery 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

2008 Participants:

- Tara Nicholson and Christopher Quine (Montreal, Quebec)
- Francine Potvin (Farnham, Quebec)
- Sally Thurlow (Newcastle, ON)
- Jane Isakson (Whitehorse, YT)

Terra Nova National Park

2008 Participants:

- John Haney and Amanda Jernigan (St. John's, NL)
- Jason Holley (St. John's, NL)
- Julie Rene de Cotret and Jefferson Campbell Cooper (Elora, ON)

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 WWI) 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.

2008 Participant: Temma Gentles (Toronto, ON)

The Rooms Provincial Museum Division – Permanent Exhibition

- Working with the Irish Business Partnerships, the Irish Newfoundland partnership, and the Irish Department of Foreign Affairs, an exhibition focusing on the historical and contemporary connections between Newfoundland and Ireland was developed. The exhibition will open on September 19th, 2009.



Temporary Exhibitions

- Pishakanakup – Innu Coats of Beauty – Innu Coats of Power*
- Invention, Exuberance and Art: The Country Furniture of the Island of Newfoundland*
- Trilobites on the Block*
- The House of Wooden Santas*
- Slicing the Waves: Canoes, Kayaks and Small Wooden Boats*
- Wonderful Hard Work – multi-divisional exhibition*

Travelling Exhibitions

- *Rocket Richard: The Legend - The Legacy –* from the Canadian Museum of Civilization
- *Sila: Clue to Climate Change*
- *Afghanistan: A Glimpse of War –* from the Canadian War Museum

The Rooms Regional Museums Division

With the exception of the Loggers' 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 exhibits. The Provincial Seamen's Museum in Grand Bank and Mary March Provincial Museum in Grand Falls-Windsor operate for a six month season April–October. The Labrador Interpretation Centre in North West River operates year-round.



Temporary and Travelling Exhibits:

- **Provincial Seamen's Museum –**
The Holloways: Newfoundland's First Family of Photography – from The Rooms Provincial Archives Division.
- **Mary March Provincial Museum –**
Tilting Rugged Landscape, Strong People, Fragile Architecture – from The Rooms Provincial Museum Division.
- **Labrador Interpretation Centre –**
 - *A Friend Acting Strangely*, an exhibit concerning climate change, from The Smithsonian Institute.
 - *On the Labrador: the photographs of Arnold Zageris* from The Canadian Museum of Nature, in cooperation with The Rooms Provincial Museum Division.
 - *Katshi 39 Tatapuna*. 39 Years later: Innu photographs from 1969 and 2008, developed in-house through the LIC in partnership with the Innu Nation, the Quebec Labrador Foundation and photographers Wendy Ewald and Eric Gotesman.
 - *James Andersen: Over 50 Years of Taking Pictures*, presented in partnership with the Nunatsiavut Government. The exhibit was originally developed as a partnership between The Rooms Provincial Archives Division and the Nunatsiavut Government

Education

Education and Public Programming

In 2008/09, The Rooms hosted a variety of events in support of the professional and enterprise development needs of the cultural and heritage industries. Examples include the EVA Awards presented by Visual Arts Newfoundland and Labrador, which support the recognition of professional artists each year; the Arts and Letters program, which supports emerging artists; and the Association of Newfoundland and Labrador Archives Annual General Meeting. And through its gift shop product-line, The Rooms strives to offer merchandise produced by artists and cultural workers from across the province.

School Programs

On-going In-house Programs:

What's in My Room? (Grades 1 to 9)

What's in My Room? was a Rooms-wide, activity-based learning experience designed to introduce students to all three divisions of The Rooms Corporation. Throughout their visit students investigated the theme of personal and collective identity. The activities were scalable for different grade levels and multi-grade groups were accommodated.

Large Group School Tours (Grades 4 to 12)

Large Group School Tours involved a combination of worksheets and activities for students as they worked their way around The Rooms. This program was designed primarily as a structured introduction for large, out of town schools groups wishing to experience The Rooms.



Home & School: Living in the 1900's (Grade 2 to 5)

Students experienced life almost one hundred years ago by working in a one-room school, and learning to hook mats and do laundry without electricity. Students were introduced to the *Home & School* education program by The Rooms Visitor Services Staff and supervised in the hands-on, discovery learning activities by The Rooms volunteers.

From the Ground-Up: Introduction to Archaeology (Grade 4, 5)

This workshop introduced students to the study of archaeology. The Rooms Visitor Services Staff worked with students in the *Connections* permanent museum exhibit while The Rooms volunteers supervised students in the hands-on, discovery learning activities.



The Inuit in Labrador (Grade 4, 5) helped students understand Inuit origins, their settlement patterns and traditional survival strategies, this program demonstrated how Inuit people developed technologies to fish and hunt, build homes, and travel on snow, ice and sea. The Rooms Visitor Services Staff worked with students in the *Connections* permanent museum exhibit while The Rooms volunteers supervised students in the hands-on, discovery learning activities.

Guided Art Gallery Tours and Workshops (Grade K to 12) students explored the galleries on an interest-based tour, and then created in the classroom with a workshop that linked the exhibit with a hands-on activity specific to curriculum objectives. Tour and workshops were facilitated by Art Gallery animateurs.

Temporary In-house Programs:
Pack Your Bags! (Grade 4 to 6, February to April, 2008) The Pack Your Bags! education

program reinforced the main messages and goals of the temporary exhibition Pack Your Bags! Students were introduced to the program by The Rooms Visitor Services Staff and supervised in the hands-on, discovery learning activities by The Rooms volunteers.

Rocket Richard (Grade 6 to 9, February to April, 2008) Students visited the Rocket Richard: The Legend, The Legacy traveling exhibit from the Canadian Museum of Civilization and explored the influence of Maurice “The Rocket” Richard as a Canadian hero and as a person that combined talent with hard work and determination to reach his goals.

House of Wooden Santas (Grade 3 to 6, December 2008) Author Kevin Major engaged his audiences as he read and discussed his classic Christmas Story, The House of Wooden Santas. Following the reading students viewed the entire collection of wooden Santas on display at The Rooms.

Rags to Rugs (Grade 4 to 9, January to April, 2009) Students were inspired by a tour of the Art Gallery exhibition Darkening the Door, featuring Deanne Fitzpatrick’s hooked mats, and then learned and practiced the time-honored skill of hooking rags into rugs.

Afghanistan: A Glimpse of War (Grade 8 to 12, Jan. to June, 2009) engaged and challenged students with a visit to the Canadian War Museum’s ground-breaking, travelling exhibit, Afghanistan: A Glimpse of War. The visit to the exhibition was teacher-lead, with a brief introduction from The Rooms education staff.

Home & School : Living in the 1900's PLUS Slicing the Waves: Canoes, Kayaks, and Small Wooden Boats (Grade 3 to 5, January to June, 2009) This museum program combined a visit to the temporary exhibition Slicing the Waves: Canoes, Kayaks and Small Wooden Boats, with our regular Home & School program.

The Inuit in Labrador PLUS Slicing the Waves: Canoes, Kayaks and Small Wooden Boats (Grade 3 to 6, January to June, 2009)

This museum program combined a visit to the temporary exhibition Slicing the Waves: Canoes, Kayaks and Small Wooden Boats, with our regular Inuit in Labrador program in which students explored Inuit origins, their settlement patterns and traditional survival strategies.

Robert Bateman Get to Know Contest (Grade 2 to 5, April 2009) With the assistance of local visual artist Elayne Greely, students visited the Connections Museum exhibit and observed and sketched native animals and plants in preparation for creating a piece of artwork to enter in the annual Robert Bateman Get To Know Contest.

Outreach Travelling Edu-Kits
Edu-kits travelled to schools throughout the Province with the support of BMO Financial Group.

Who Are You? Cultural Expressions at The Rooms (Grade 6 to 8) This kit, complete with lesson plans and activity sheets, engaged students as they better understood what shapes identity, what cultural expressions of identity are, and how they differ from one another.

New! Uprooted: Resettlement in Newfoundland & Labrador (Grade 3, 8)
Utilizing a wide-range of resources, this kit engaged students in an investigation of the causes for and impacts of the government sponsored resettlement programs that took place during the 1950s, 60s and 70s. Students examined what life was like in communities prior to resettlement, the dramatic changes in the fishery that took place during the 1940s and 50s, the conditions and factors that resulted in the resettlement programs, and the legacy of these programs.

Partnerships Hosted at The Rooms Provincial Kindergarten Teacher Puppet Institute (August 2008) 60 Kindergarten teachers from across the province participated in a 3-day professional development institute hosted by The Rooms, with workshops facilitated by Jason Sellars. An online video resource and DVD was produced in the Art Gallery classroom, hosted by Jason Sellars, created in cooperation with the Department of Education and Centre for Distance Learning and Innovation is now available to all teachers on the island.

International Polar Year Youth Forum (Grade 10 to 12, October 30, 2008)
Presented in partnership with the Alliance of Natural History Museums of Canada and Students on Ice, the youth forum was a full-day educational program providing high school students with a unique opportunity to learn about the Arctic issues related to health, culture, climate change, conservation and sovereignty. The forum was facilitated by members from the Students on Ice (SOI) education team, with assistance from The Rooms education staff and it was one of fifteen held across the country.

Sharing Our Cultures (Grade 4 to 6, March 22 to 24, 2009) The Tenth Anniversary of Sharing Our Cultures was held at The Rooms in March 2009. The Rooms joined Sharing Our Cultures as a partner, providing the cost of renting the facility as an in-kind contribution. Gillian Davidge sat on the Sharing Our Cultures advisory committee.

Other Education Partnerships
Eastern School District Regional Drama Festival (April 4 to 6, 2008) Jason Sellars, representing The Rooms, facilitated four workshops for 120 students

Artsworks Teacher Conference (April 22 to 26, 2008) The Rooms hosted the conference web site, and Jason Sellars was a member of the planning committee, and workshop facilitator. Four workshops were delivered by Jason Sellars, representing The Rooms, to 80 teachers from across the province.

Provincial Drama Festival (May 9 to 11, 2008) Jason Sellars, representing The Rooms, facilitated six workshops for 180 students

Labrador Arts Festival (Grade 1 to 12, November 2008) Jason Sellars, representing The Rooms, facilitated 19 workshops for 475 students.

Public Programs

Youth Group Programs

Beavers to Beavers (Beavers) A hands-on, fun-filled one hour program where Beavers – the children, found out about beavers – the rodent. As they looked closely at the amazing animal their group is named for, they saw how people are connected to nature and how they can help take care of it.



Inuit Adventures (Beavers, Sparks) In this one hour, hands-on, fun-filled program youth shared stories and songs, played games, and created art.

First Peoples (Brownies, Cubs) learned about the first peoples to live here and met Aboriginal people who live here today. They discovered how this place influenced the way of life of the people who came and look at some of the objects these early people invented that we still use today.

Pack Your Bags (Sparks, Brownies, Beavers, Cubs) visited the Pack Your Bags exhibitions to learn all about the thrill of exploring new places.

Rocket Richard (Brownies, Cubs, Guides, Scouts) visited the Rocket Richard: The Legend, The Legacy traveling exhibit from the Canadian Museum of Civilization, completed the trivia quiz and designed your own goalie mask.

Rags to Rugs (Guides) were inspired by a tour of the Art Gallery exhibition Darkening the Door, featuring Deanne Fitzpatrick's hooked mats, and then learned and practiced the time honored skill of hooking rags into rugs.

Animation Club (Wednesday and Friday, 3 to 5pm, age 13 to 17) Teens age 13-17 created their own multimedia animated shorts! They learned how to blend storytelling and their own creative skills to make digital animation by combining various materials including clay, paper, graphics, and everyday objects with new media. Animations were screened in The Rooms theatre and the Club is facilitated by The Rooms Art Gallery staff.

Adult Programs

Adult Evening Art Drop-In (Wednesday evenings, 6 to 9pm)

This introductory art drop-in allowed adults to play with different mediums, meet other exploring artists, and develop their own diverse portfolio of work. From watercolour, to sculpture, from animation to printmaking, adults explored their artistic abilities and tried a new project every week, or worked on something they had already begun.

Summer Art Camps

Installation Camp (age 8 to 11)

Inspired by the Art Gallery Exhibition Woodrow; students collaborated with a variety of local artists to create in a variety of different mediums, culminating in an end of week performance which included masks, costumes, animation, and sculpture.

Animation Camp (age 11 to 15)

In this one week intensive camp students created animations starting from storyboards and ending on the silver screen. Working with stop motion photography and basic digital software students created their own animated shorts for screening in The Rooms Theatre.

The Rooms Regional Museums Division – School Programs

Demand for curriculum-based school programs remains particularly strong from Central Newfoundland schools. Through the 2008 season, 120 school classes, involving 2,754 students, participated in the school programs delivered by the Mary March and Loggers Life Provincial Museums. At the Mary March Provincial Museum in particular, additional bookings are regularly turned away due to capacity restrictions.

Our short-term capital plans include:

Development



- a) Development of the exhibit on level 4 museum gallery *The Cultural Tapestry of Newfoundland and Labrador*
- b) Development of the exhibit on level 4 museum mezzanine *The Social History of Newfoundland and Labrador*
- c) Development of the exterior site

a) Development of the exhibit on level 4 museum gallery

The exhibit *The Cultural Tapestry of Newfoundland and Labrador* will:

- showcase our priceless ethnological and historical artifacts from the 18th and 19th centuries in a 5,600 square foot exhibit;
- provide the provincial orientation point for the history and culture of our province as experienced and shaped by the Inuit, Innu, Mi'kmaq, Metis, European and other settlers; and
- trace 300 plus years of the peoples of this place through a tapestry of artifacts, historical documents, and historic and contemporary art from the province and around the world.

b) Development of the exhibit on level 4

museum mezzanine

The exhibit *The Social History of Newfoundland and Labrador* will:

- showcase our priceless historical artifacts from the 20th century in a 1,400 square foot exhibit;
- capture our social history – the stories that make us feel most like Newfoundlanders and Labradorians and contribute to our sense of unique identity; and
- exhibit elements may include the Grenfell Mission, berry picking, mummering, aviation history, outport life, the cod fishery, and many more.

c) Development of the exterior site

The site around The Rooms has not been landscaped or otherwise developed. A multi-disciplinary advisory committee was struck to develop the overall concept for the site. The committee deliberated for several months and presented the following recommendations, subsequently approved by the Board of Directors.

Fort Townshend Demarcation:

Given the historical significance of the site as the location of the 18th century British star-shaped citadel Fort Townshend, distinctive landscape treatments will mark the seven nodes of the fortification. These markers will traverse parking lots, lawns, sidewalks, walkways, even city streets and will be comprised of a range of robust materials, implied planes, and other interpretive elements. The physical depiction of the perimeter of Fort Townshend on the site will enable visitors to interpret the scale and function of the structure that dominated the City's landscape for most of the 1800s.

Sculpture Garden:

A sculpture court will exhibit sculptural works to be commissioned by The Rooms.

Landscaping:

Within the perimeters of Fort Townshend, the grounds will be landscaped using appropriate ground covers, planting beds, shrubs, trees, benches, fountains and gazebos.

Chronological
Listing of
Public Events
April 2008 to
March 2009



The Rooms
APRIL 2008

Day	Division	Event Type	Description
2	Art Gallery	Lecture	Luben Boykov
5	Art Gallery	Lecture	William Ritchie
6	Art Gallery	Demonstration/Activity	Royal Astronomical Society: Star Gazing Program
11	Archives	Tour/Orientation	ANLA Basic Archives Course
13	Museum	Demonstration/ Workshop/Performance	<i>Your Passport to Southern Places</i>
16	Art Gallery	Lecture	Working Away Series: Pam Hall
22	Archives	Study Tour/Orientation	Study tour group researching RNR soldiers, led by Kevin Major.
24	Art Gallery	Community Partnership	Eastern Edge Screening
25	Archives	Tour/Orientation	Information Management Community – Government of NL
26	Art Gallery	Demonstration/Activity	Newfoundland Science Centre: StarLab
27	Museum	Demonstration/ Workshop/Performance	<i>Your Passport to India</i>

MAY 2008

Day	Division	Event Type	Description
7	Art Gallery	Press Conference	Art Bank
8	Art Gallery	Demonstration/Activity	Royal Astronomical Society: Star Gazing Program
15	Archives	Opening reception	James Andersen exhibit
16	Art Gallery	Opening Reception	Don Wright Exhibition
18	Art Gallery	Activity	Family Day – Don Wright Kite Flying
18	Archives	Curator Tour/Lecture	Rhonda Buckley (Andersen exhibit)
22	Art Gallery	Community Partnership	Eastern Edge Screening
28	Archives	Lecture/Presentation	Jenny Jerome - Visitor from Tasmanian National Archives

JUNE 2008

Day	Division	Event Type	Description
7	Rooms-wide	Performance	Ocean's Day

The Rooms
JUNE 2008 continued

Day	Division	Event Type	Description
8	Art Gallery	Lecture	Catherine Wright
11	Art Gallery	Lecture	Catherine Wright
12	Art Gallery	Opening Reception	Merchant Vessels Exhibition
13	Art Gallery	Community Partnership	EVA Awards
14	Art Gallery	Activity	Chalk it Up with Jason Sellers
18,19	Art Gallery	Community Partnership	Performance-Neighbourhood Dance
20	Archives	Community Partnership	Hosting AGM for Association of Newfoundland and Labrador Archives
21	Art Gallery	Activity	Chalk it Up with Jason Sellers
21	Museum	Opening/Activity	National Aboriginal Day,
25	Archives	Curator Tour/Lecture	Rhonda Buckley (Andersen exhibit) Opening Innu Coats of Power
29	Art Gallery	Community Partnership	Eastern Edge Screening

JULY 2008

Day	Division	Event Type	Description
3	Art Gallery	Opening Reception	Graeme Patterson:Woodrow Exhibition
7-11	Art Gallery	Camp	Installation Camp (8 to 11 yrs)
14-18	Art Gallery	Camp	Installation Camp (8 to 11 yrs)
16	Art Gallery	Lecture	Tom Smart (Miller Brittain exhibition)
17	Art Gallery	Opening Reception	Millar Brittain and Flood at Furnace Cove exhibition
17	Archives	Opening reception	Wish You Were Here exhibit of historic postcards
26	Art Gallery	Community Partnership	Eastern Edge Screening

AUGUST 2008

Day	Division	Event Type	Description
4-8	Art Gallery	Camp	Animation Camp (11 to 15 yrs)
12	Rooms-wide	Reading	Kathy Rice
11-15	Art Gallery	Camp	Animation Camp (11 to 15 yrs)
13	Archives	Curator Tour/Lecture	Rhonda Buckley (Andersen exhibit)
20	Art Gallery	Community Partnership	Eastern Edge Screening

SEPTEMBER 2008

Day	Division	Event Type	Description
7	Rooms-wide	Talk	Bob Gainey
7	Museum	Opening Reception	Opening Rocket Richard: The Legend – The Legacy
10	Art Gallery	Lecture	Gerry Squires
26	Art Gallery	Opening Reception	Newtopia and Trauma Sutra Exhibitions
28	Museum/ Art Gallery	Activity/Film/ Demonstration	Hockey Day at The Rooms: Hockey Films from NFB, Keep Your Hockey Collectables Safe, Create your own Cup

OCTOBER 2008

Day	Division	Event Type	Description
1	Museum	Lecture/Performance	Maurice “Rocket” Richard – A Hockey Hero in Song and Story, Sheldon Posen
3	Museum	Curatorial Tour	Walter Peddle tour of Invention, Exuberance and Art
4	Museum	Symposium	Newfoundland Regional Furniture
5	Museum	Demonstration	Meet a Furniture Maker – Wayne Daley
10	Art Gallery	Opening Reception	Rebecca Belmore: Mary March Exhibition
12	Art Gallery	Activity	Artful Afternoon - Natural Nostalgia
16	Art Gallery	Opening Reception	Gary Kennedy and Lost Boys Exhibition
17	Art Gallery	Community Partnership	Women’s Film Festival Reception
25	Art Gallery	Community Partnership	Eastern Edge Screening
26	Art Gallery	Activity	Artful Afternoon – Mask Making
26	Rooms-wide	Performance	Storytelling with Dale Jarvis
30	Rooms-wide	Lecture, Polar Perspectives Series	Warming the Big Land: Impacts of Climate Change in Labrador, Dr. Trevor Bell Our Feverish Planet: The Impacts of an Ice-Free Arctic Ocean, Dr. Louis Fortier

NOVEMBER 2008

Day	Division	Event Type	Description
2	Museum	Activity/Film/ Demonstration	Hockey Day at The Rooms: Maverick Sports, NFB Hockey Films, Games in the Gallery

The Rooms
NOVEMBER 2008 continued

Day	Division	Event Type	Description
16	Art Gallery	Activity	Artful Afternoon - Memories
22	Art Gallery	Community Partnership	Eastern Edge Screening
23	Museum	Activity/ Curatorial Tour	Newfoundland Furniture Show & Share
26	Museum	Lecture	Furniture as Gossip, Dr. Gerald Pocius

DECEMBER 2008

Day	Division	Event Type	Description
2	Art Gallery	Opening Reception	Royal Bank Collection Exhibit
3	Rooms-wide	Tour	Eric White Tree Tour
4	Archives	Tour/Orientation	College of the North Atlantic – Records and Information Management program
7	Rooms-wide	Performance/Activity	Sights and Sounds of Christmas
10	Rooms-wide	Tour	Eric White
13	Art Gallery	Community Partnership	Eastern Edge Screening
14	Rooms-wide	Performance/Activity	Family Christmas
14	Rooms-wide	Reading	House of Wooden Santas, Kevin Major
17	Rooms-wide	Reading	House of Wooden Santas, Kevin Major

JANUARY 2009

Day	Division	Event Type	Description
15	Museum	Opening Reception	Afghanistan: A Glimpse of War
16	Art Gallery	Opening Reception	Danish Modern: Suzanne Swannie Exhibition
18	Museum	Show & Share	To Strip or Not to Strip, Rose Smart
28	Museum	Lecture	Afghanistan: Is There a Viable Political Solution? Dr. Reeta Tremblay

FEBRUARY 2009

Day	Division	Event Type	Description
1	Art Gallery	Activity/Films	Artful Afternoon – Rug Hooking with the Rug Hookers Guild, Rug Hooking Films
5	Museum	Opening Reception	Slicing the Waves: Canoes, Kayaks and Small Wooden Boats
6	Art Gallery	Opening Reception	Oh So Iroquois and Kym Greeley Exhibition

The Rooms
FEBRUARY 2009 continued

Day	Division	Event Type	Description
8	Museum	Show & Share	Trilobites and other Fossil Favourites, Doug Boyce
11	Museum	Curatorial Tour	Let's Talk About Boats, Kevin McAleese
15	Art Gallery	Activity/Films	Artful Afternoon – Rug Hooking with the Rug Hookers Guild, Rug Hooking Films
22	Museum	Film	Afghanistan: A Glimpse of War: Kites
25	Museum	Film	Afghanistan: A Glimpse of War: Kites

MARCH 2009

Day	Division	Event Type	Description
1	Museum	Show & Share	Rowing Your Rodney, Jerome Canning
8	Art Gallery	Activity	Artful Afternoon- Kym Greeley
22	Rooms-wide	Performance/Activity	Sharing Our Cultures public event
27	Archives	Opening/Activity	Parks Canada donation of Bob Bartlett material from Hawthorne Cottage
27	Archives	Opening reception	Discovering Bartlett: An Archival Exploration
29	Museum	Film	Afghanistan: A Glimpse of War: Malalai
29	Archives	Film presentation	The Viking film showing

Labrador Interpretation Centre
APRIL 2008

Day	Event Type	Description
9	Roundtable	Labrador Culture with Katimavik participants
19	Workshop	Advanced Photography Techniques with Arnold Zageris
20	Opening Reception	On the Labrador

JUNE 2008

Day	Event Type	Description
9	Lecture	Barbara Mundy Groves of NW River, Anne Budgell
10	Performance	Residential Schools Reconciliation with CBC
13	Activity	Children's program – natural dyeing - tie dye t-shirts

Labrador Interpretation Centre
JUNE 2008 continued

Day	Event Type	Description
16	Performance	Elders Cup of Tea Labrador Berries
19	Performance	Life Long Learners - Night @ LIC – Labrador Berries

JULY 2008

Day	Event Type	Description
29-30	Workshop	Exhibit Text Writing in cooperation with MANL

AUGUST 2008

Day	Event Type	Description
22	Workshop	Advanced Photography workshop – Wendy Ewald & Eric Gottesman
24	Opening Reception	Katshi 39 Tatapuna. 39 Years Later
25	Curatorial Tour	Photographers Wendy Ewald and Eric Gottesman
26	Lecture	Life Long Learners - Night @ LIC – Innu photography

DECEMBER 2008

Day	Event Type	Description
9	Activity	Youth Craft Night – Spirit of Giving theme
15	Lecture	Life Long Learners – Spirit of Giving with special guest Chief Joe

JANUARY 2009

Day	Event Type	Description
7	Roundtable	Labrador Culture with Katimavik participants
25	Opening Reception	James Andersen: Over 50 Years of Photography
27	Lecture/ Demonstration	Conservation of Museum Artifacts in partnership with Museum Association of Newfoundland and Labrador
27	Performance	Ghost Story Night - Dale Jarvis

MARCH 2009

Day	Event Type	Description
26	Roundtable	Labrador Culture with Katimavik participants

Mary March Provincial Museum
JUNE 2008

Day	Event Type	Description
3	Activity	Youth Program: Fun With Fossils
10	Activity	Youth Program: Paper Making
21	Demonstration	National Aboriginal Day in cooperation with Spel'tk First Nations

JULY 2008

Day	Event Type	Description
7	Activity	Youth Program: Fun With Fossils
12	Activity	Youth Program: Fun With Fossils
14	Activity	Youth Program: Paper making
21	Activity	Youth Program: Homemade Candles
29	Activity	Youth Program: Paper Makers Hats

SEPTEMBER 2008

Day	Event Type	Description
25	Lecture	Life Long Learners: Tilting with Exhibit Curator Robert Mellin

OCTOBER 2008

Day	Event Type	Description
13	Roundtable	Seniors: "Mug up"

Provincial Seamen's Museum
MAY 2008

Day	Event Type	Description
10	Lecture/Workshop	Children: Traditional Role of Mothers in NL Families
23	Opening Reception	Holloway in partnership with The Rooms Provincial Archives
23	Archives	Curator's Lecture in Grand Bank (Manfred Buchheit)

JUNE 2008

Day	Event Type	Description
15	Lecture/Workshop	Children: Traditional Role of Fathers in NL Families



Outcomes of Objectives

Strategic Issue I: 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.

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

Objective:

By March 31st, 2009 The Rooms will have reviewed and assessed its currently unavailable collections.

Measure:

Reviewed and assessed collections

Indicators:

Collections Assessment

- Reviewed and assessed scope of collections
- Needs assessment completed

Processing, Cataloguing and Documenting

- Completed analysis of existing records and documentation
- Storage
- Assessment of environment and storage conditions

Results and Benefits:

Collections stored at The Rooms and in other off-site facilities have been reviewed and a needs assessment completed. The small fire at the Seamen's Museum in Grand Bank, where many of the artifacts currently stored at Mew's Place were destined to be moved, has made it impossible to vacate the off-site Museum storage building at Mew's Place. However, the artifacts stored at Mew's Place have been documented in order that the move to the Provincial Seamen's Museum can occur next year.

The documentation work done in 2008-09 will improve public access to collections at the Seaman's Museum, The Rooms itself, and at the other Regional Museums operated by The Rooms Corporation by providing greater content for temporary exhibitions.

Due to the quantity of material to be documented further collections work is on-hold pending the acquisition of collections database software acceptable to the Office of the Chief Information Officer.



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

Strategic issue 2:

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.

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:

Increased 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

Objective:

By March 31st, 2009, The Rooms will have planned for enhanced outreach and implemented key enrichment projects.

Measure:

Planned for enhanced outreach Implemented key enrichment projects

Indicators:

Outreach:

- Plan for increasing the number of collections on line
- Detailed planning of the first stages of construction for the regional museum upgrades
- Representation on The Department of Tourism, Culture and Recreation's planning committee for the development of the Colonial Building

Enrichment:

- Phase One of the Irish Legacy project completed
- two new temporary exhibits completed by each of the three collecting divisions
- one multi-disciplinary exhibit completed

Results and Benefits:

Preliminary work for a plan to increase the number of collections available online was undertaken and will be completed in 2009-10. Given the impact of changing technology and the high cost of digitization, further research must be conducted in order to complete the plan, which will be undertaken in 2009-10.

The Royal Newfoundland Regiment Virtual Rooms exhibit will be launched in September 2009 and planning will proceed through 2009-10 to identify further significant collections to be made available on-line.

Architectural plans for the Mary March Museum were completed and reviewed by the Board of Directors. Planning for the Seamen's Museum was delayed due to the fire but sufficient pre-design work has been completed to confirm the scope of work possible within the established project budget. A federal contribution of \$440,000 has been awarded for the two capital projects through the Cultural Spaces Canada program.

The Rooms has been asked to play a far more significant role in the Colonial Building project than the Strategic Plan anticipated last year. A Memorandum of Understanding between The Rooms and the Department of Tourism, Culture and Recreation whereby The Rooms will serve as project manager for the development of the



Colonial Building, as well as maintain representation on the Planning Committee, is under development.

The Irish Legacy Exhibit was completed in 2008-09. Due to the need for further research and consultation the opening of the exhibition was delayed until mid-September 2009.

The Archives, Art Gallery and Museum divisions of The Rooms Corporation have each mounted at least two new temporary exhibits during the year. The multi-disciplinary exhibit Wonderful Hard Work opened in June 2008.

These efforts have all increased opportunities for the public to interact in a meaningful way with the history and visual arts of the province.

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

Enrichment

- Irish Legacy project opened
- 2 new temporary exhibits completed by each of the three collecting divisions of The Rooms
- 1 new multi-disciplinary exhibit completed

**Strategic issue 3:
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.

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.

Objective:

By March 31st, 2009, The Rooms will have created a mechanism to move forward with other methods of revenue generation.

Measure:

Development of the mechanism(s) to move forward with other methods of revenue generation.

Indicators:

- The Rooms Foundation, or other alternative development mechanism, is in place
- Preliminary component of fund-raising campaign plan is in place

Results and Benefits:

The Rooms Corporation sought amendments to its legislation giving the Board of Directors the authority to create a separate foundation for fund-raising purposes that was approved by the Government in December 2008. The Foundation was incorporated in February 2009.

The Rooms has secured lead gifts for two of its capital projects and has developed a Case for Development and Naming Rights Policy for Board approval, both of which are preliminary components of a fund-raising campaign plan.

These additional sources of revenue support The Rooms capital projects.

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

**Strategic issue 4:
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.

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

Objective:

By March 31st, 2009, The Rooms will have developed an Education and Public Programming Unit responsible for implementing priority projects.

Measure:

Developed Education and Public Programming Unit and implemented priority projects.

Indicators:

- Developed Education and Public Programming Unit
- Developed an additional “edu-kit” and circulated to school across the province
- Launched Virtual Rooms project

Results and Benefits:

The Education and Public Programming Unit was created through a restructuring of staff positions within the organization, re-location of offices and the hiring of a Manager for the Unit.

An additional BMO Financial Group edu-kit titled “Uprooted” was developed and circulated through the public school system.

The Department of Education requested that the RNR Virtual Rooms project be launched in September 2009, to coincide with the beginning of the school year.

The new unit and edu-kit will serve to enhance

educational and public programs to reach students, youth and life-long learners across Newfoundland and Labrador.

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 2008-2009 to coincide with the beginning of the school year

Strategic issue 5: Governance Development

The Rooms Corporation is a Category 1 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.

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

Objective:

By March 31st, 2009, The Rooms Board of Directors will have adopted a Governance Policy.

Measure:

Adopted Governance Policy

Indicator:

- Governance Policy approved by Board of Directors

Results and Benefits:

The Board of Directors worked with an external consultant in the development of its Governance Policy, holding a half-day session on governance in October 2008. The Governance Committee has lead the development of the draft Governance Policy which is now in its final stages. However, the appointment of new Board members in late February 2009 has required that final approval be delayed in order to secure their input.

The draft governance policy developed in 2008-09 will provide the cornerstone of The Rooms accountability regime.

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

A woman in a dark suit stands in a narrow aisle formed by tall stacks of books. She is looking upwards. The books are stacked high on both sides, creating a tunnel-like effect. The colors of the book spines are varied, including red, blue, green, and yellow. The floor is made of light-colored wood.

Opportunities and Challenges ahead

a) Development

Among the amendments to The Rooms Act approved in December 2008, the Government has given The Rooms Corporation the authority to create its own charitable foundation to serve as its fund-raising, or development arm. With The Rooms Foundation in place, the goal will be to raise the balance of the funds necessary to develop the site, the Level 4 Museum Gallery, and the Level 4 Museum Mezzanine Gallery as soon as possible.

b) Capital project management

The Rooms has been successful in creating new staff positions necessary to undertake its capital projects over the coming years. These include a Manager of Exhibitions and Collections for the Museum, an Accounting Supervisor and a Manager for the Education and Public Programming Unit.

c) Support to regional museums

With construction plans developed for the Seamen's Museum in Grand Bank and the Mary March Museum in Grand Falls-Windsor, The Rooms is anticipating the re-opening of these facilities next year. The possibility of re-branding these museums is under discussion in each community and with the Government of Newfoundland and Labrador, with a goal of maximizing visitation and community engagement.

Board of Directors, Committees and Senior Management

Board of Directors

Dr. Priscilla Renouf, Chair EC
Tom Foran, Vice-Chair EC / SPC
Rex Anthony, Treasurer EC / FC*
Bobbi Redpath, Secretary EC
Dawn Baker
Michelle Baikie*
Lisa Browne FC / SPC
Stan Hill
Stephen Knudsen FC*
Brent Meade SPC*
Gary Newell*
Shawn O'Hagan GC*
Seamus O'Regan EC / GC
Julia Pickard
Lois Skanes GC

**until February 2009*

Cathy Duke
Kathi Stacey
Albert Dober
Merrill Strachan
Wanda Mitchell
Bruce Patey

**appointed February 2009*

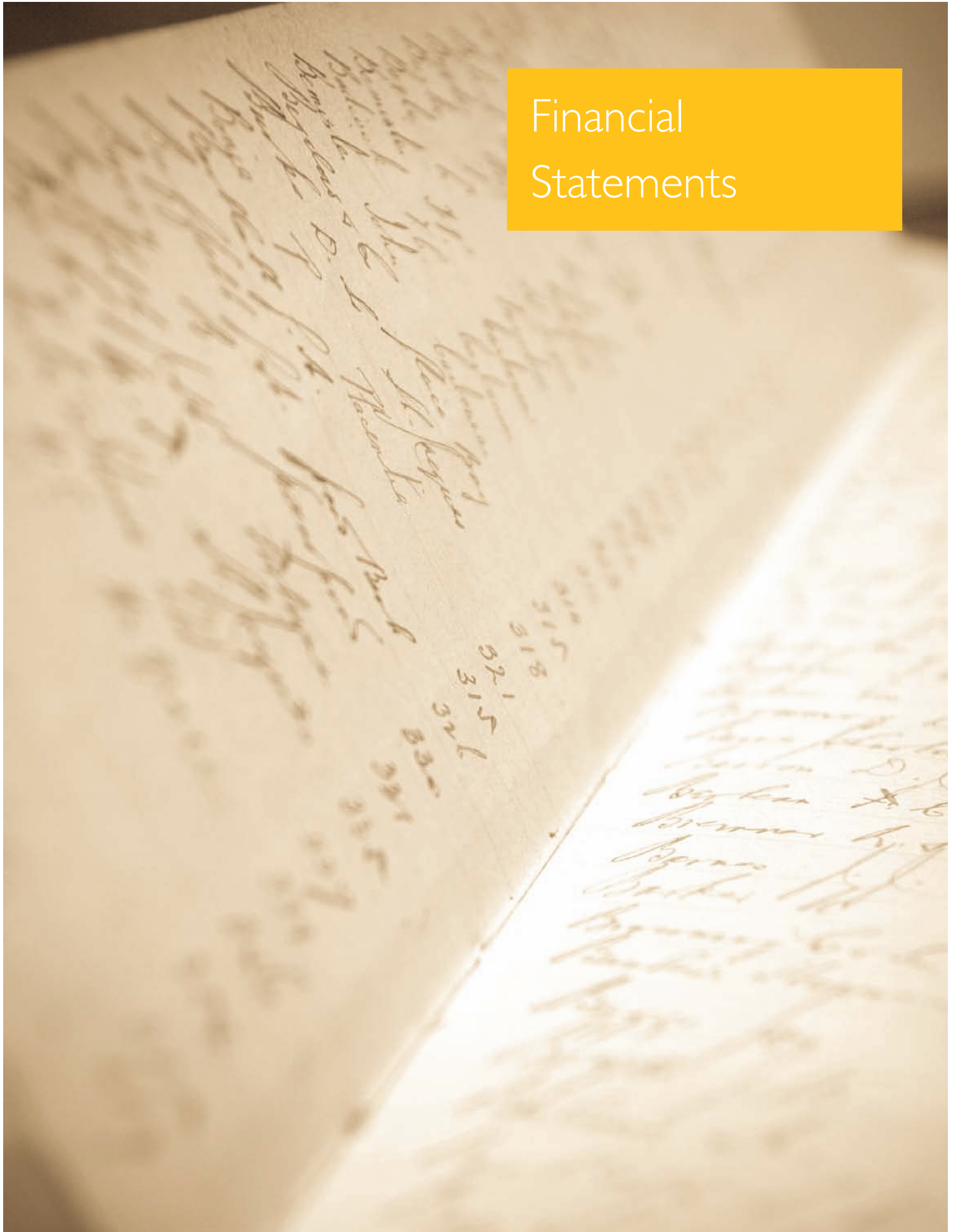
Committees of the Board

1. Executive Committee EC
2. Finance Committee FC
3. Governance Committee GC
4. Strategic Planning Comm SPC

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
Shauna McCabe,
Director Provincial Art Gallery Division
(until November 2008)
Sheila Perry,
Director Provincial Art Gallery Division
(as of January 2009)
Greg Walsh,
Director Provincial Archives Division

Financial Statements



**THE ROOMS CORPORATION OF
NEWFOUNDLAND AND LABRADOR
FINANCIAL STATEMENTS
31 MARCH 2009**



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

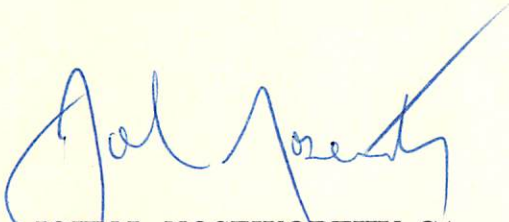
AUDITOR'S REPORT

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 2009 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 2009 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
18 June 2009

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR

BALANCE SHEET

31 March

2009

2008

ASSETS

Current

Cash and short-term investments	\$ 922,481	\$ 974,104
Accounts receivable (Note 2)	424,367	427,020
<u>Inventory</u>	<u>61,509</u>	<u>65,689</u>

	1,408,357	1,466,813
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Restricted cash (Note 3)	1,719,314	872,989
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<u>Capital assets (Note 4 and Note 5)</u>	<u>648,971</u>	<u>649,466</u>
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	\$ 3,776,642	\$ 2,989,268
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LIABILITIES AND SURPLUS

Current

Accounts payable and accrued liabilities	\$ 551,764	\$ 565,527
Accrued payroll	144,077	108,094
Accrued overtime and leave	239,824	235,229
Deferred capital contribution	1,299,214	425,213
<u>Deferred revenue (Note 6)</u>	<u>420,100</u>	<u>422,776</u>

	2,654,979	1,756,839
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<u>Severance pay liability</u>	<u>422,810</u>	<u>383,742</u>
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	3,077,789	2,140,581
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<u>Surplus</u>	<u>698,853</u>	<u>848,687</u>
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	\$ 3,776,642	\$ 2,989,268
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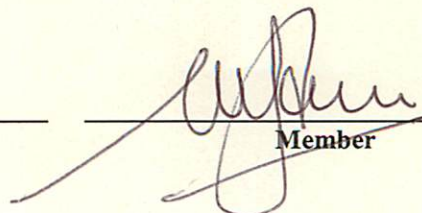
Commitments (Note 9)

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

2009

2008

REVENUES

Province of Newfoundland and Labrador	\$ 7,295,600	\$ 7,148,415
Admissions revenue	365,630	330,344
Colonial Building Political History Interpretation Project (Note 8)	246,168	-
External funding	198,294	48,573
Gift shop sales	188,836	219,335
Federal Government	170,329	247,654
Donations	105,911	113,756
Interest revenue	45,319	91,316
	8,616,087	8,199,393

EXPENSES

Advertising	255,350	373,514
Amortization expense	150,177	119,563
Appraisals and acquisitions	180,071	141,051
Building expenses	1,965,391	1,797,471
Colonial Building Political History Interpretation Project (Note 8)	234,104	-
Conference and registration fees	14,422	16,658
Core programming	587,213	439,128
Cost of gift shop sales	101,495	121,094
Meeting expenses	22,596	75,104
Office equipment and supplies	95,646	111,849
Professional services	614,837	525,150
Salaries and benefits	4,264,796	4,506,874
Telecommunications and courier	93,038	85,506
Travel	186,785	175,792
	8,765,921	8,488,754
Excess of expenses over revenues	(149,834)	(289,361)
Surplus, beginning of year	848,687	1,138,048
Surplus, end of year	\$ 698,853	\$ 848,687

See accompanying notes

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

2009

2008

Cash flows from operating activities

Excess of expenses over revenues	\$ (149,834)	\$ (289,361)
Add non-cash items:		
Amortization expense	150,177	119,563
	343	(169,798)
Net change in non-cash working capital items	904,973	(187,056)
Increase in severance pay liability	39,068	383,742
	944,384	26,888

Cash flows from investing activities

Purchase of capital assets	(149,682)	(321,423)
Net change in restricted cash	(846,325)	63,158
	(996,007)	(258,265)
Decrease in cash	(51,623)	(231,377)
Cash and short-term investments, beginning of year	974,104	1,205,481
Cash and short-term investments, end of year	\$ 922,481	\$ 974,104

See accompanying notes

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
31 March 2009

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
NOTES TO FINANCIAL STATEMENTS
31 March 2009

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

	2009	2008
Province of Newfoundland and Labrador	\$ 32,190	\$ 192,000
Colonial Building Political History Interpretation Project		
Province of Newfoundland and Labrador	172,246	-
Government of Canada	73,922	-
Harmonized sales tax	119,786	135,144
Government of Canada	-	50,000
Other	26,223	49,876
	\$ 424,367	\$ 427,020

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
31 March 2009

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.

	2009	2008
Department of Tourism, Culture and Recreation		
- Regional Museums Improvement	\$ 1,299,214	\$ 430,154
Department of Education - Virtual Exhibits	137,875	80,000
Private Donor - Site Development	100,000	100,000
Private Donor - Social History Exhibit	100,000	100,000
Irish Newfoundland Partnership	65,000	-
Corporate Donor - Education and Outreach Program	-	56,931
Canada Council - Mary March Museum	-	53,700
Permanent Collections Donations	15,625	-
Private Donor - Endowment Fund	-	25,000
International Grenfell Association	-	12,593
Government of Newfoundland and Labrador		
- Provincial Art Procurement	-	7,502
Irish Legacy Project	-	5,509
Private Donor - B-17 Bomber Exhibit	1,600	1,600
	\$ 1,719,314	\$ 872,989

4. Capital assets

	2009			2008
	Cost	Accumulated Amortization	Net Book Value	Net Book Value
Furniture and equipment	\$ 606,646	\$ 193,624	\$ 413,022	\$ 461,036
Computer equipment and software	256,440	196,857	59,583	59,165
Vehicles	82,473	41,236	41,237	57,731
Building improvements	77,037	16,508	60,529	71,534
Capital assets transferred to the Corporation (Note 5)	1	1	-	-
Work in progress	74,600	-	74,600	-
	\$ 1,097,197	\$ 448,226	\$ 648,971	\$ 649,466

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.

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
31 March 2009

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 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.

	2009	2008
Deferred revenue - Provincial	\$ 202,875	\$ 92,443
Deferred revenue - Other	217,225	276,633
Deferred revenue - Federal	-	53,700
	\$ 420,100	\$ 422,776

7. 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 \$3,986,608 (2008 - \$3,634,009), are reflected in these financial statements as expenses of the Corporation and as revenue from the Province.

(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 \$198,542 (2008 - \$228,312) 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 2009.

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
31 March 2009

8. 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 2010. 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.

In addition, on 1 December 2008, an Agreement respecting a Project called "Colonial Building Political History Interpretation" was signed between the Corporation and the Federal Government. The Agreement provided additional funding for the renovation of the Colonial Building in the maximum amount of \$748,335. During the year, expenses of \$234,104 were incurred related to the Project. The Corporation also recognized revenues of \$246,168 (Provincial - \$172,246; Federal - \$73,922) related to the Project.

9. Commitments

(a) Facility Management Contract

The Corporation has entered into a facility management contract representing commitments of \$124,062 for work that will be performed by 31 March 2010.

(b) Office rental

The Corporation has entered into an agreement requiring lease payments for office rental for the next year totalling \$7,088.

10. Accounting policy change

The payroll processing for the majority of the Corporation's staff is administered by the Province of Newfoundland and Labrador. Prior to the current year, expenses related to the employer share of employee benefits were paid directly by the Province with no provision being made in the financial statements for these expenses. During the year, the Corporation changed its accounting policy for recognizing the employer share of employee benefits whereby the employer share of employee benefits is recorded as Salaries and benefits expense with an equal amount being recorded as revenue from the Province. For the current year, an additional \$492,677 was recognized in both Salaries and benefits expense and Province of Newfoundland and Labrador revenue as a result of this accounting policy change.

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
31 March 2009

10. Accounting policy change (cont.)

The Corporation has accounted for these changes retrospectively, with comparative information presented being restated. As a result, the Corporation's previously reported revenues for the year ended 31 March 2008 increased by \$462,071 and previously reported expenses increased by \$462,071. There was no change in the previously reported accumulated deficit or in recorded equity.

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 2009 was \$236,379 (2008 - \$207,740). 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 2009 was \$12,428 (2008 - \$14,760).

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.

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
31 March 2009

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

