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## A MESSAGE FROM THE CHAIR OF THE BOARD OF DIRECTORS

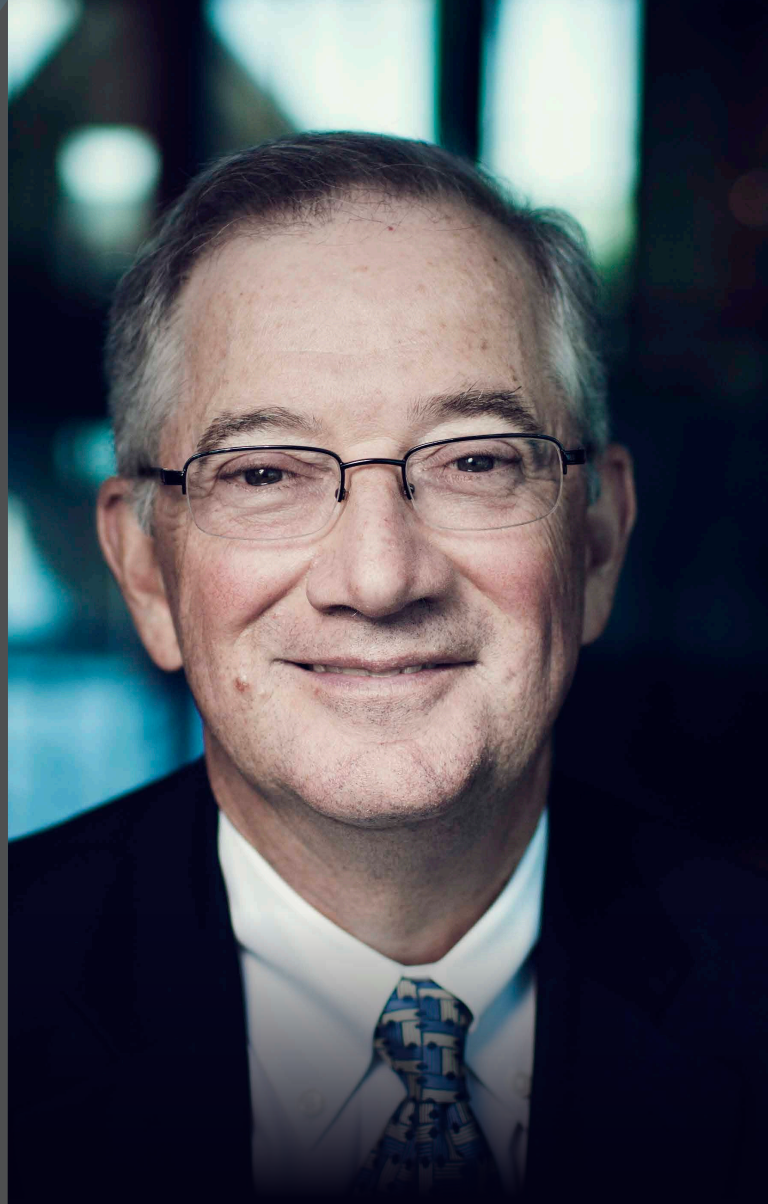
It is my great pleasure as Chair of The Rooms Board of Directors to present The Rooms Annual Report for 2015-16. This report represents the outcome for the second year of the three-year planning cycle of The Rooms Strategic Plan 2014-17. The Rooms Corporation of Newfoundland and Labrador is a Category One entity of the Provincial Government of Newfoundland and Labrador. As such, The Rooms Annual Report 2015-16 has been prepared in accordance with the requirements of the *Transparency and Accountability Act* of the Government of Newfoundland and Labrador.

The Rooms has received incredible support for their *Where Once They Stood We Stand* capital fundraising campaign. By March 31st, 2016, more than \$9 million dollars had been raised towards First World War projects, including Centennial Lead Donor Corporate – Fortis Inc.'s contribution of \$3.25 million dollars in May, Centennial Lead Donor Individual – Elinor Gill Ratcliffe's contribution of \$3.25 million dollars in June, and \$1 million dollars contributed from BMO Group presented by former Premier Brian Tobin, this past February.

In June, The Rooms celebrated a momentous occasion - its tenth anniversary. To mark this event, Rooms staff published the magazine *Celebrating 10 Years* featuring stories and highlights from the past decade. On Sunday, June 29, 2015, The Rooms held an Open House to which more than 1400 people attended.

This past year The Rooms completed construction of the infrastructure for the Royal Newfoundland Regiment Gallery. Deadlines for the creation of the exhibition *Beaumont-Hamel and the Trail of the Caribou: Newfoundlanders and Labradorians at War and at Home 1914-1949* were all achieved on-time. In October 2015, with nine months remaining before the centenary commemoration of Beaumont-Hamel, the *Remember Them at The Rooms* public awareness campaign was launched. The integrated marketing campaign featured *I Will Sing You Home*, a video produced in partnership with The Rooms, the Ennis Sisters, Shallaway Youth Choir and the CBC. Efforts commenced to ensure all Newfoundlanders and Labradorians were invited to join with The Rooms on July 1st, 2016 to mark this meaningful anniversary.


The 2015-16 Annual Report is submitted in accordance with government's commitment to accountability. It has been reviewed and approved by the Board of Directors which is accountable for the results reported for The Rooms.



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

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





# VISITATION

The Rooms had a total of 73,475 visits in 2015-16, up from 66,671 visits in 2014-15, an increase of 6,804 visits or approximately

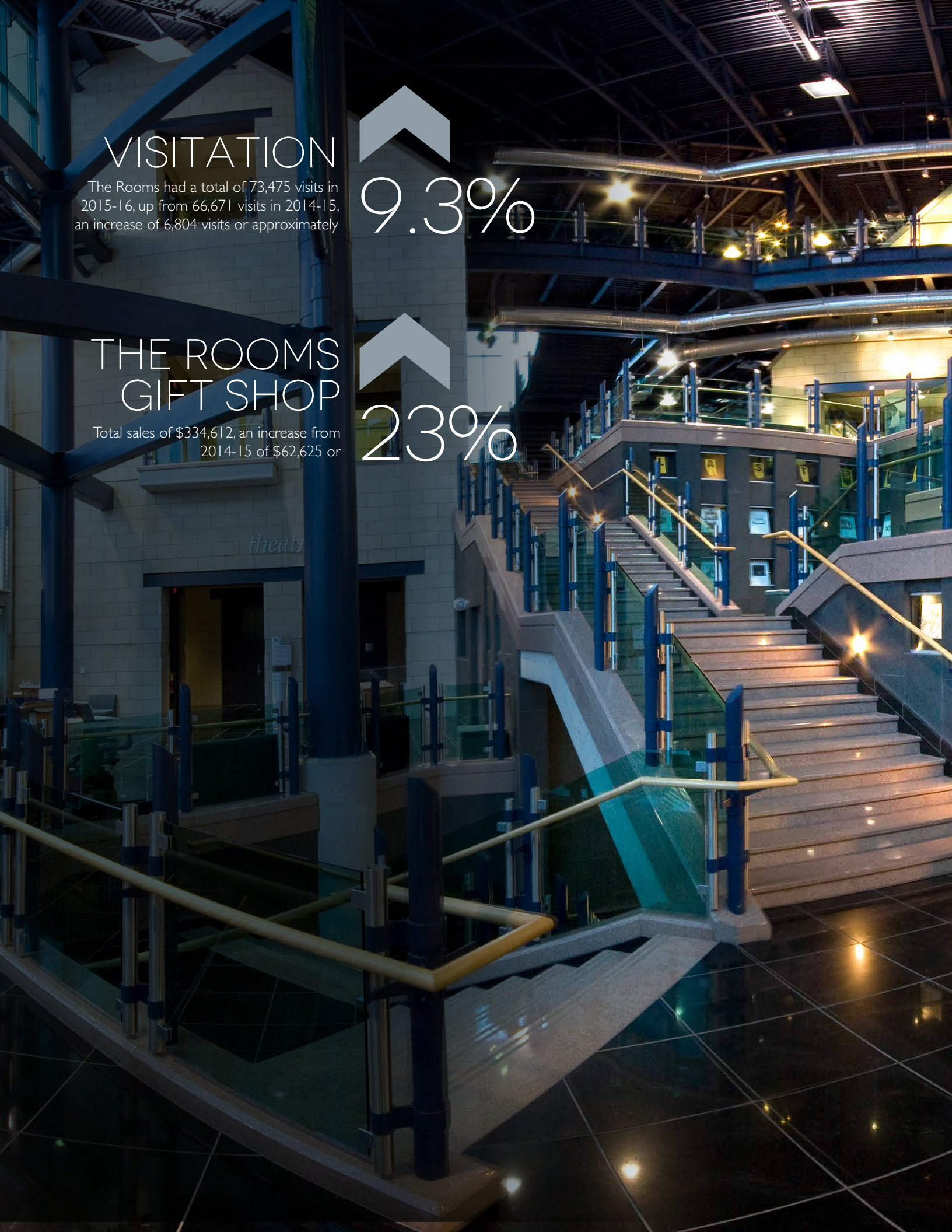
# 9.3%



# THE ROOMS GIFT SHOP

Total sales of \$334,612, an increase from 2014-15 of \$62,625 or

# 23%





# OVERVIEW OF THE CORPORATION

## A - VISION

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

## B - MISSION STATEMENT

### MISSION STATEMENT 2011-17

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

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

## C - MANDATE

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

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

## D - LINES OF BUSINESS

The Rooms is comprised of four divisions and two units: The Rooms Provincial Archives, Art Gallery, Museum and Corporate Services Divisions, the Education and Public Programming Unit, and Technical Services Unit. The archives, art gallery and

museum collect, preserve, present and make available for research the collections within their disciplines while the Education and Public Programming Unit supports their work through developing and delivering education and public programs to a wide variety of audiences. The Technical Services Unit assists with maintenance and presentation of exhibitions developed in-house and travelling from peer institutions. The Rooms also undertakes the development of interdisciplinary exhibitions which draw their content from all of the programming divisions.

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

## E - NUMBER OF EMPLOYEES

The Rooms employs 44 permanent staff, including 6 permanent seasonal staff to operate The Rooms Regional Museums. The gender breakdown is 27 females and 17 males. These positions are funded in part by The Rooms operating grant from the Government of Newfoundland and Labrador and earned revenue. The Rooms also employs a number of part-time staff on an annual basis to cover admissions and visitor services in its various operations, and the Archives Reference Room at The Rooms.

## F - PHYSICAL LOCATION

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

## G - OTHER KEY STATISTICS

### Visitation

The Rooms had a total of 73,475 visits in 2015-16, up from 66,671 visits in 2014-15, an increase of 6,804 visits or approximately 9.3%. Of the total number of visits, 36% were free and 64% were paid as compared with 38% free and 62% paid visits in 2014-15.

From April 1, 2015 until March 31, 2016, 958 annual memberships were purchased, 272 of which were new memberships.

The Rooms introduced a number of special programs designed to attract new audiences and combine more traditional museum and art gallery programming with an opportunity to relax and socialize. *Truth or Myth* with Andy Jones, an *Intimate Evening with Christopher Pratt*, and the *Cocktails & Culture* series on Friday evenings received great up-take with several of the programs selling out. The Rooms offered several special events for families during this past year including a Mother's Day concert with Jenny Gear; more than 1400 people attended the *10th Anniversary Open House and Kitchen Party* featuring Wabana, CBC for Kids day had more than 1500 people in attendance, and the *Family Musical Performance by The Swinging Belles* was sold out. Several adult workshops were offered this year including *Travel Journal Writing and Sketching*, *Adult Printmaking*, *Writing for Art*, *Recording our Stories in Watercolour* and *Introduction to Genealogy* (which was offered twice).

To focus attention on, and build momentum for; the commemoration of the 100<sup>th</sup> anniversary of Beaumont-Hamel and the First World War; The Rooms Education and Public Programming Unit developed and offered several public programs themed on the First World War including; the *First World War Speakers Series*, *The First World War Film Series*, *Songs of the Great War*, *the First World War Training Challenge*, and *Forget-Me-Not Making Workshops*. From January to March The Rooms offered 14 *Forget-Me-Not Making Workshops* to build interest in the coming year's July 1<sup>st</sup> Commemoration Ceremony and Opening of the Royal Newfoundland Regiment Gallery. There was an overwhelming response to these workshops and additional workshops were added to accommodate the high level of interest. More than 210 participants attended the workshops.

The Rooms ongoing weekly Coffee & Culture program, as well as the Tots drop-in program remained extremely popular; consistently achieving high attendance.

### THE ROOMS GIFT SHOP

The Rooms Gift Shop had a huge increase in sales in 2015-16 with total sales of \$334,612, an increase from 2014-15 of \$62,625 or 23 %.

## ARCHIVES

### Archival Descriptions On-Line

During fiscal year 2015-2016, 17,710 entries were added to the archives' on-line database of archival descriptions and records. In doing so, these records are now available to the public via an on-line searchable database. In addition to cataloguing information about the records/collections, digital scans of the actual records were included to allow for greater access and distance use.

## ON-SITE RESEARCHER STATISTICS

In fiscal year 2015-2016, the Archives Reference Room received over 5400 on-site research visitors (5457 in total). 476 of these visitors were new researcher registrations (individuals who had not used the archives' collections previously). In addition to this, the Reference and Access Section of the archives responded to over 688 distance enquiries via email and approximately 64 genealogical research requests via mail and fax.

## GOVERNMENT RECORDS - INFORMATION MANAGEMENT ACHIEVEMENTS

Total number of boxes appraised for archival value by Government Records Archivist in 2015-2016 was 581, while the total number of retention schedules reviewed was 21 with amendments/updates for 2 other retention schedules completed for a total of 105 government records series. Retention schedules are documents that list the name and type of records produced by a government office/entity, along with agreed-upon retention periods and disposition methods which could include transfer to The Rooms Provincial Archives Division, destruction or retention by the submitting department/agency/board or commission. Completion of new retention schedules and review of existing approved schedules takes place annually to ensure the proper use, storage and management of information throughout the Government of Newfoundland and Labrador.

## REVENUES AND EXPENDITURES

Please refer to The Rooms Corporation of Newfoundland and Labrador Audited Financial Statements for the year ended March 31, 2016 (Appendix A).





# SHARED COMMITMENTS

The Rooms carries out its mandate in association with various parties including funding agencies, government departments and professional associations. During 2015-16, The Rooms worked in association with:

## SHARED COMMITMENTS

### DEPARTMENT OF BUSINESS, TOURISM, CULTURE AND RURAL DEVELOPMENT

As a Category I Crown Corporation of the Government of Newfoundland and Labrador, The Rooms is accountable to the Minister of Business, Tourism, Culture and Rural Development, through The Rooms Board of Directors. Operating funding from The Department of Business, Tourism, Culture and Rural Development sustains the operations of The Rooms each year. The Rooms works closely with the Department of Business, Tourism, Culture and Rural Development on a number of shared commitments including the Art Bank Program of the Government of Newfoundland and Labrador and the project management of the development of the Colonial Building Exhibition project. The Rooms assists with the Arts and Letters Awards Program annually. The Rooms provides curatorial and technical support to mount the exhibition, gallery space and is the venue for the awards ceremony.

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

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

The Rooms provides education programs based on its exhibits which are linked to school curriculum and assist with teaching and learning outcomes. For Grades K to 6 we offer four school programs designed specifically to augment their social studies curriculum (*People at Work, Home & School, Peoples of the Province and Introduction to Archaeology*) and one program that directly addresses the visual arts curriculum (*Adventures in Art*). The Rooms also offers programs for Grade 8 Social Studies: *History of Newfoundland Labrador 1800-Present and the Newfoundland Studies* course for high school students (*Making Fish, Life and Times*) as well as the junior and high school visual arts programs (*Art without Borders*). More than 7,300 students from within the K-12 school system participated in curriculum-linked education programs at The Rooms during the 2015-16 school year.

### CANADA COUNCIL FOR THE ARTS

The Canada Council for the Arts, reporting to Parliament through the Minister of Canadian Heritage, is a national arm's-length agency which fosters the development of the arts in Canada through grants, services and awards to professional Canadian artists and arts organizations, as well as administering scholarly awards. The art gallery has received funding from the Canada Council for the Arts for over a decade. These funds are used to support national and international artists in the creation of new artistic works presented in innovative exhibition contexts at The Rooms art gallery. This grant underwrites approximately 33% of the art gallery's exhibitions, enabling The Rooms to offer a range of contemporary visual art exhibitions by high-calibre artists.

During 2015-16, the art gallery received \$95,000. With this funding the art gallery presented the work of 38 artists from provinces outside Newfoundland and Labrador, thus fulfilling our goal to increase dialogue between art from Newfoundland and Labrador and the national context. In addition, the art gallery featured the work of two international artists.

### INTERNATIONAL GRENFELL ASSOCIATION GRANT PROJECT

Using the generous grant funding supplied by the International Grenfell Association (IGA) in 2015, work continued with the processing, cataloguing and making available the archival records of the IGA as part of a multi-year project. This arrangement and description project will allow The Rooms to better showcase the records of the IGA that are within the collection.

### CANADIAN WAR MUSEUM

The Rooms in partnership with the Canadian War Museum presented the historical exhibition *Witness: Canadian Art of the First World War*, in September 2015. The Rooms was the first stop on the exhibition tour and welcomed over 17,000 visitors to the exhibition. The exhibition examined how Canadians depicted their First World War experiences in art, both at home and overseas, whether as official war artists or as soldiers in the field.

This past year a memorandum of understanding was finalized between The Rooms and the Canadian War Museum to build the exhibition *Traces of The War, Newfoundland and Labrador*, a 900 square foot travelling exhibition which will open July 2016, at the Mary March Regional Museum. Canadian War Museum staff were granted access to The Rooms collections and research and The Rooms staff provided ongoing information support. The exhibition will travel to the Provincial Seamen's Museum for the 2017-18 season, and the Labrador Interpretation Centre for the 2018-19 season.



## MILITARY SERVICE FILES DIGITIZATION PARTNERSHIP PROJECT

The Department of Business, Tourism, Culture and Rural Development contributed \$80,000 through the *Honour 100* program, in addition, the Department of Education and Early Childhood Development contributed \$60,000 towards the digitization of the Royal Newfoundland Regiment Military files. Work continued in 2015-16 to digitize, index and make available more of the military service files of the Royal Newfoundland Regiment and the Newfoundland Forestry Corps. The archives has held microfilm copies of this material since 2000 with the original files held at Library and Archives Canada in Ottawa. There were 6,799 individual database entries, representing all documented regiment members completed with 323 reels of Regiment/Forestry files reviewed, listed, counted and attestation papers scanned.

## PARKS AND NATURAL AREAS DIVISION, DEPARTMENT OF ENVIRONMENT AND CONSERVATION

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

## THE GEOLOGICAL SURVEY OF NEWFOUNDLAND AND LABRADOR

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

## PARKS CANADA

In 2015-2016, The Rooms partnered with Parks Canada on a number of public programming and education initiatives including: a First World War themed activity booth at the *Newfoundland and Labrador Folk Festival*; *Share the Chair* program was hosted at The Rooms; the short film featuring archival film footage of about the First World War produced by Parks Canada was regularly screened; and the *First World War Training Challenge* instructional video was filmed at Signal Hill National Historic Site. The Rooms also offered the Parks Canada Making Fish program to school groups during the past school year and to visitors during this past summer.

## ART GALLERY PARTNERSHIPS

The art gallery has entered into a Memorandum of Understanding with Gallery 44 and The Western Front to co-produce an exhibition and publication (*Aleesa Cohene, 2017*). It has also worked with the following institutions through ongoing loans and other exhibition agreements: the

National Gallery of Canada (*Mary Pratt: This Little Painting*); the Musée d'art contemporain de Montréal (*Emanuel Licha: Now Have a Look at this Machine*); Carleton University Art Gallery (*Meryl McMaster*); The Textile Museum of Canada (*Home Economics: 150 Years of Canadian Hooked Rugs*); and The Foreman Art Gallery (*Giorgia Volpe*). The art gallery partnered with the *Images Film Festival* to present a curated film program by artistic director Amy Fung; with Memorial University's Philosophy Department to produce an evening of arts-related events for *The Future the Arts and Ecology* conference; and with local film cooperative NIFCO to produce a small exhibition of four-looped short films. The art gallery has also supported Visual Artists Newfoundland and Labrador with the *Excellence in Visual Arts* awards by providing a venue for the awards ceremony.

## ARTIST IN RESIDENCE PROGRAMS

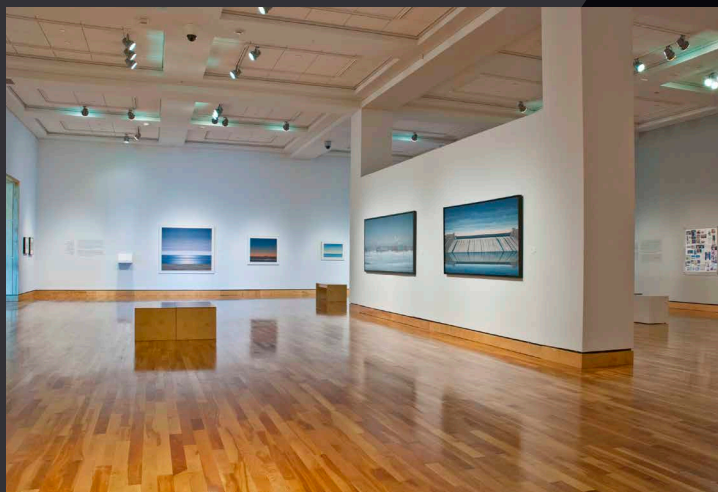
Through a partnership with Parks Canada, The Rooms hosted seven artist residencies at Gros Morne and Terra Nova National Parks, and at the Brigus Landfall Trust at a cost of \$15,000. The jury for the 2016 round of residencies was held on February 26, 2016 at The Rooms. During the 2015-16 season, four artists completed residencies in Gros Morne National Park, two artists completed residencies in Terra Nova National Park and one artist completed a residency at the Landfall Cottage in Brigus.

## PARTNERSHIPS

During 2015-2016 The Rooms delivered public programs in partnership with the following institutions and groups:

- BMO Winterset Awards
- Canadian Geographic
- Canadian Museum of Nature
- Heritage Foundation of NL
- Memorial University of Newfoundland Folklore Department
- Memorial University of Newfoundland Geography Department
- Mummings Festival
- National Film Board of Canada
- Nature NL
- NL Arts Council
- NL Archaeology Society
- NIFCO
- Nunatsiavut Government
- Parks Canada
- Royal Newfoundland Regiment Advisory Council
- St. John's International Women's Film Festival
- St. John's Storytelling Festival
- St. Michael's Printshop
- Sharing Our Cultures
- Subsea 7
- Wreckhouse Jazz and Blues Festival

# HIGHLIGHTS AND ACCOMPLISHMENTS



**CHRISTOPHER PRATT: THE PLACES I GO**  
Presented in the 80<sup>th</sup> year of renowned artist Christopher Pratt's life, the exhibition focused on the past decade of his art and writing.

## 10<sup>TH</sup> ANNIVERSARY OF THE ROOMS

June 30, 2015 marked the tenth anniversary that The Rooms has been open to the public. To commemorate the occasion, The Rooms staff published the magazine *Celebrating 10 Years* which included highlights from the past decade. Articles included in the magazine were submitted from all divisions of The Rooms. The magazine also featured articles and letters from members of the public and messages from artist Mary Pratt, local musician Alan Doyle, folklorist Dale Jarvis and author Michael Crummey. The Rooms staff and volunteers were given tenth anniversary pins and an Open House featuring local traditional group, Wabanna, was held on Sunday, June 29<sup>th</sup> with more than 1400 people in attendance.

## MARY PRATT - THIS LITTLE PAINTING, NATIONAL GALLERY OF CANADA

*Mary Pratt: This Little Painting*, an exhibition co-organized with The Rooms and the National Gallery of Canada (NGC) opened on April 4, 2015. This exhibition, co-curated by Mireille Eagan, Curator of Contemporary Art, The Rooms and Jonathan Shaunessey of the NGC is the first partnership of its kind between The Rooms and the National Gallery of Canada. *Mary Pratt: This Little Painting* was developed as a micro project out of the *Mary Pratt* retrospective exhibition that was toured nationally by The Rooms.







## 1/ REMEMBER THEM AT THE ROOMS CAMPAIGN LAUNCH

### ONLINE AND SOCIAL MEDIA STRATEGY PLAN

In the spring of 2015, a review of The Rooms online asset [www.therooms.ca](http://www.therooms.ca) was completed, recommendations were made and a website content plan and wireframe was developed. An RFP for The Rooms website redesign and build was issued in July and subsequently awarded to Waterwerks Communications. On October 26, 2015, the redesigned website was launched. An online and social media strategy and plan was developed, and in September 2015, a Social Media Coordinator and Webmaster was hired on contract to continue to grow The Rooms online presence and footprint.

### REMEMBER THEM AT THE ROOMS CAMPAIGN LAUNCH

On October 29, 2015, The Rooms launched the *Remember Them at The Rooms* integrated marketing campaign – developed to build awareness for the commemoration of the 100<sup>th</sup> Anniversary of Beaumont-Hamel and the First World War. There were several hundred people in attendance for the launch. *The Remember Them at The Rooms* campaign featured television, radio, billboard, print and online advertising. A social media campaign supported the traditional advertising mediums. In addition, an award-winning commemorative video was produced by The Rooms in partnership with the Ennis Sisters, Shallaway Youth Choir and the CBC.

### I WILL SING YOU HOME VIDEO

In August 2015, The Rooms partnered with the Ennis Sisters, Shallaway Youth Choir and the CBC to produce the commemorative video, *I Will Sing You Home*. The video featured a selection of music written by the Ennis Sisters with a new arrangement created for the Ennis Sisters and Shallaway Youth Choir to perform together. The Rooms marketing department created a storyline for the video and the archives staff provided content and ensured the accuracy in the re-enactment. The video was filmed and produced by the CBC in August and September and premiered at

## 2/ I WILL SING YOU HOME MUSIC VIDEO UNVEILING

The *Remember Them at The Rooms* campaign launch on October 29, 2015. The video was extremely successful, engaging the public with more than 400,000 views from all over the world – including as far away as Australia. Educators from across the province played the video to their students, while some schools featured the video in their Remembrance Day assemblies. This past spring The Rooms received an IABC Pinnacle Award of Excellence for the video.

### PRINCE EDWARD EARL OF WESSEX

November 3<sup>rd</sup>, 2015, The Rooms hosted His Royal Highness, Prince Edward, Earl of Wessex. The prince met with The Rooms capital campaign lead donors, veterans, students and members of The Rooms staff. The prince toured a small temporary exhibit of artifacts to be featured in the Royal Newfoundland Gallery upon its completion and viewed the *I Will Sing You Home* video.

### ICECAPS PARTNERSHIP

On January 14, 2016, The Rooms partnered with the St. John's IceCaps AHL hockey team to assist the team in launching its First World War Commemorative Jersey. The IceCaps held First World War tribute nights on February 5<sup>th</sup> and 6<sup>th</sup>, 2016. During these events the team wore their commemorative jerseys during the game and featured *Remember Them at The Rooms* television commercials during breaks. The *I Will Sing You Home* commemorative video was played at intermission and the IceCaps featured the *Remember Them at The Rooms* online ads on their website. The Rooms staff provided the IceCaps staff with First World War profiles, images and stories that the IceCaps featured on their website and in a social media campaign.

# HIGHLIGHTS AND ACCOMPLISHMENTS

## ALISTAIR RICE PROJECT - ROYAL NEWFOUNDLAND REGIMENT FATALITIES DATABASE

Researcher Alistair Rice spent years collecting and preparing materials relating to fatalities of the Royal Newfoundland Regiment. This has included traveling the world to research individual soldiers' stories and photographing grave markers and cemeteries of Regimental soldiers who died during the First World War. In late 2014, Mr. Rice contacted The Rooms to offer his database as a donation for public use. After successful negotiations and slight adaptations, the archives accepted the database for use in the Archives Reference Room. On October 20, 2015, Mr. Rice delivered the final installment of the *Died in Service* database, completing the database for all Regimental fatalities. Final tweaking and preparation of the database was completed during the winter and a public launch/information session took place in spring 2016. Work is underway to make the database available on-line via The Rooms website.

## THE ROOMS REGIONAL MUSEUMS TRAVELLING EXHIBITIONS

For several years The Rooms has travelled exhibitions produced by its programming divisions (archives, art gallery and museum) to The Rooms Regional Museums. During 2015-16 cycle, the exhibition *Gotcha! Carnivorous Plants Chow Down*, produced by the museum division, travelled to Mary March Provincial Museum in Grand Falls-Windsor; *Inner Works North*, produced by the art gallery division and *At Home and Away*, produced by the Labrador Interpretation Centre, travelled to the Provincial Seamen's Museum in Grand Bank; and *It's a Dog's Life*, produced by the archives division, travelled to the Labrador Interpretation Centre in Northwest River.

1/ MAY 24, 2015, FIRST WORLD WAR EXHIBITION PLAN OPEN HOUSE

2/ NOVEMBER 3RD, 2015, THE ROOMS HOSTED HIS ROYAL HIGHNESS, PRINCE EDWARD, EARL OF WESSEX.

## NEW ACQUISITIONS

### ARCHIVAL ACQUISITIONS

#### – David Boutcher Photograph Album

The album was created by Pricilla Boutcher in memory of her son David Boutcher who died on the oil rig *Ocean Ranger* on February 15, 1982. He was one of the 84 men who died when *Ocean Ranger* sank, 165 miles off the coast of Newfoundland. These photographs document life on the *Ocean Ranger* from the perspective of a worker and amateur photographer. Included are 55 photographs, the vast majority of which are of his trip on the *Ocean Ranger*.

#### – Jose Mailhot Photograph Collection

This collection of photographs documents the life of the community of Sheshatshiu, Labrador in 1963. Prior to settlement in Sheshatshiu, the Innu gathered on the south shore of the North West River, most of them living in canvas tents. During the summer of 1963, out of 55 families, only 12 lived in government built wooden houses, with no electricity or running water. The Jose Mailhot photographs document daily life of the Innu including such activities as cooking and washing clothes outdoors, smoking salmon caught on the river, netting snowshoes, building canoes, celebrating group weddings, etc. This collection is rare because many of the Sheshatshiu Innu did not own cameras.

### ART GALLERY ACQUISITIONS

The Rooms permanent art collection currently comprises almost 3000 works, including significant collections of drawings and sketches by Christopher Pratt and Gerald Squires. The art gallery has begun the process of refining their collections strategy and will be focusing on three pillars: Aboriginal artworks; artworks by emerging artists from Newfoundland and Labrador; and artworks by women artists. This past year works by Ned Pratt (exhibited in *Oh Canada!*), emerging artists Philippa Jones and Tanya St. Pierre, as well as a suite of works by Newfoundland and Labrador artist Robin Smith Peck, were added to the permanent collection.





# COMMEMORATION

The Rooms mandate is to preserve, document, and present the unique cultural identity of Newfoundland and Labrador. This past year, The Rooms continued work towards the centenary commemoration of Beaumont-Hamel and Newfoundland and Labrador's involvement in the First World War which will be marked July 1<sup>st</sup>, 2016.

Infrastructure on the Royal Newfoundland Regiment Gallery was completed, the exhibition plan and concept for the *Beaumont-Hamel and the Trail of the Caribou: Newfoundlanders and Labradorians at War and at Home 1914-1949* has been finalized and installation of the exhibition underway. The archives developed the exhibit *Faces of War* – to be located in the vitrines on Level 2. This exhibit will consist of 22 portraits of Newfoundlanders and Labradorians who fought in the First World War. *The Remember Them at The Rooms* integrated marketing campaign – created to build awareness for the commemoration of the 100<sup>th</sup> Anniversary of Beaumont-Hamel and the First World War, was launched on October 29, 2015.

To focus attention on, and build momentum for; the commemoration of the 100<sup>th</sup> Anniversary of Beaumont-Hamel and the First World War, The Rooms Education and Public Programming Unit offered several public programs themed on the First World War including: the *First World War Speakers Series*, *The First World War Film Series*, *Songs of the Great War*, the *First World War Training Challenge*, and *Forget-Me-Not Making Workshops*. These programs began in the fall of 2015 and continued through to the spring of 2016. These programs educated visitors on this important historical event, presenting the impacts they had on our Province both historically and culturally; and identified how the First World War has contributed to the Province's cultural identity.

## GOAL

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

## OBJECTIVE 2015 - 16

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

## MEASURE

Completed planning for First World War exhibitions.

INDICATORS (PLANNED FOR 2015-16)	ACTUAL PERFORMANCE FOR 2015-16
Completed design concept	<p>The concept design document was completed, presented by Origin Studios, and approved in June 2015. The exhibition content team met all deadlines and delivered final exhibition text to Origin Studios in September 2015. The exhibition advisory committee was fully engaged and reviewed the exhibition text throughout the writing stages. Members of the committee provided valuable feedback on the content of the exhibition. Origin Studios presented final graphic design concepts for the exhibition in October. The design concepts were approved and construction drawings were prepared and forwarded to the fabrication company (Holman Exhibits) in December. Upon completion of the exhibition text, the content team focused on developing six digital interactive characters, creation of the replica danger tree, fabrication of reproduction uniforms, and the creation of digital soundscapes and the memory hub. These tasks were completed in winter and early spring 2016.</p>
Completed lighting and HVAC installation	<p>Infrastructure work began in the summer of 2015 to prepare the gallery space for exhibition construction. The existing HVAC system met requirements for the exhibition. In February and March of 2016, contractors completed electrical installations, security systems, fire prevention and related mechanical work. In order to achieve optimal museum lighting conditions, final lighting adjustments will be made in June 2016, upon the completion of the exhibition installation.</p>
Developed MOU with Canadian War Museum for traveling exhibit	<p>This past year a memorandum of understanding was finalized between The Rooms and the Canadian War Museum to build the exhibition <i>Traces of The War, Newfoundland and Labrador</i>, a 900 square foot travelling exhibition which will open July 2016 at the Mary March Regional Museum. Canadian War Museum staff were granted access to The Rooms collections and research and The Rooms staff provided ongoing information support. The exhibition will feature artifacts from the museum division, in particular those artifacts collected from families from the central region of the Province during the First World War Road show. The exhibition will travel to the Provincial Seamen's Museum in Grand Bank for the 2017-18 season, and the Labrador Interpretation Centre in Northwest River for the 2018-19 season. Artifacts specific to the regional institutions from within the museum's collection will be included in each location.</p>
Considered other opportunities to commemorate significant centenaries	<p>In fiscal year 2015 -2016, the archives scanned its collections for archival records relating to significant centenaries. Based on an extensive photograph and glass plate negative collection, an exhibit was created and mounted in its 3<sup>rd</sup> floor exhibit space relating to the centenary of the Royal Newfoundland Regiments' landing at Gallipoli. The exhibit was well received by the public and featured prominently in summer tours, archives orientation sessions and special events held at The Rooms.</p> <p>Work by the archives began on the Faces of War exhibition which will be located in the vitrines on Level 2 across from the entrance to the Royal Newfoundland Regiment Gallery. This exhibit will consist of 22 photographs of Newfoundlanders and Labradorians who fought in the First World War.</p> <p><i>The Trail of the Caribou in Trench Maps</i> exhibition was developed and displayed in the Archives Reference Room. The "Trail of the Caribou", a Great War phrase, describes the movements of the Royal Newfoundland Regiment during the Great War. Trench maps created by the British GSGS (Geographical Section, General Staff), were used to plan the movements of troops and supplies, identify obstacles and enemy positions and direct attacks. Essential tools in conducting the war, trench maps depict the formidable natural and man-made obstacles encountered by the Regiment and their comrades in the advance to victory. The maps are from the collections of The Rooms Provincial Archives Division and provide a unique perspective on trench warfare from Gallipoli to Belgium.</p>



**DISCUSSION OF RESULTS:**

The Rooms continued its commemoration of significant centenaries. With the approaching centenary of the 100th Anniversary of Beaumont-Hamel in July 2016, The Rooms has focused attention on Newfoundland and Labrador's involvement in the First World War, both at home and overseas. Public programs were offered to continue to build awareness for this centenary, planning for the exhibition *Beaumont-Hamel and the Trail of the Caribou: Newfoundlanders and Labradorians at War and at Home 1914-1949* was completed and significant progress has been made with the exhibition development and in the construction of the *Royal Newfoundland Regiment Gallery*. The gallery and exhibition are on schedule to open on the 100<sup>th</sup> Anniversary of Beaumont-Hamel. Progress has also been made on the travelling exhibition *Traces of The War, Newfoundland and Labrador*, a 900 square foot travelling exhibition created in partnership with the Canadian War Museum. The travelling exhibition is on schedule to open at The Mary March Provincial Museum in July 2016 and will open at the Provincial Seamen's Museum in Grand Bank for the 2017-18 Season and at the Labrador Interpretation Centre during the 2018-19 Season.

**OBJECTIVES 2016-17:**

By March 31, 2017, The Rooms will have presented exhibitions related to the First World War.

**MEASURE:**

Presented exhibitions related to the First World War.

**INDICATORS 2016-17**

1. Presented a permanent exhibition and public programming interpreting Newfoundland and Labrador's involvement in the First World War
2. Presented a temporary travelling exhibition in partnership with the Canadian War museum tracing the impacts of the First World War on Newfoundland and Labrador
3. Hosted a major commemoration event on July 1<sup>st</sup>, 2016 for the public to join The Rooms in marking the 100<sup>th</sup> Anniversary of Beaumont-Hamel and the First World War
4. Offered free admission to the public on the opening weekend of the Royal Newfoundland Regiment Gallery providing public access

# PUBLIC ENGAGEMENT AND PARTICIPATION

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

This past year, The Rooms engaged in surveying the public regarding needs of visitors and communities in presenting exhibitions and content in meaningful ways. In striving to provide a relevant and meaningful visitor experience, The Rooms has offered the public new ways to engage in the exhibition development process, providing them opportunity to shape both topics and content. In April 2015, the museum division held an Open House presenting plans for the Beaumont-Hamel and the *Trail of the Caribou: Newfoundlanders and Labradorians at War and at Home 1914-1949* and encouraging public feedback.

To ensure continuing evaluation and improvement of its education programs, The Rooms conducted a formal evaluation session with members of their volunteer program. Feedback collected during this session was given consideration and a series of workshops were made available to volunteers to increase their understanding of The Rooms education programming content. In addition, parent and teacher feedback was conducted on participants in The Rooms Open Minds program and as a result, a new teacher workshop and planning session was held this past September.

## GOAL

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

## OBJECTIVE 2015 - 16

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

## MEASURE

Surveyed the public regarding the needs of visitors



INDICATORS (PLANNED FOR 2015-16)	ACTUAL PERFORMANCE FOR 2015-16
<p>1. The Rooms held an Open-House where concept designs for the First World War exhibition were presented to the public and the public was encouraged to provide feedback on the planned designs. The feedback provided by the public on the concept designs for the First World War exhibition was incorporated into the final design concept.</p>	<p>The Rooms held an Open-House in April of 2015 where it presented concept designs for the First World War exhibition to the public and feedback on the planned designs was solicited. The feedback provided by the public on the concept designs for the First World War exhibition was considered and incorporated into the final design concept for the exhibition. In addition, an advisory committee for the exhibition was struck, comprised of expert members of the public, including former lieutenant governor, Ed Roberts, chair; Ron Penney; Miller Ayre; historian, Joan Ritcey; Dr. W. David Parsons; philanthropist, Elinor Gill Ratcliffe; and John Perlin. The advisory committee has been fully engaged in reviewing the exhibition text throughout the writing stages of the exhibition and has provided valuable feedback on the exhibition content.</p>
<p>2. Formal evaluation sessions with members of our volunteer program were conducted. Feedback from these evaluation sessions has been given consideration and recommendations implemented to improve delivery of school program content as well as the delivery of our volunteer programs.</p>	<p>Formal evaluation sessions were conducted with participants from The Rooms volunteer program. Feedback from these evaluation sessions was collected and recommendations to the program have been implemented to improve delivery of school program content as well as The Rooms volunteer program. This past year 42 volunteers assisted in delivering The Rooms education programs to schools. Volunteers committed to assisting with school programs for one morning a week. During 2015 -16, a number of volunteer workshops were conducted to further educate volunteers about the content they would be required to know to assist in delivering The Rooms education programs. Workshops were given in the following areas: <i>Introduction to Archaeology, People at Work, Exploring People of the Province and Making Fish. From this Place our Lives on Land and Sea</i>, guest curator, John Jeddore, delivered a program on the Mi'kmaq; Don Blackmore and Barry Darby delivered a program on the salt cod fishery in Newfoundland and Labrador; folklorist, Nicole Penney led a workshop on making pillow tops and archaeologist, Tim Rast delivered a presentation on prehistoric tools.</p>
<p>3. Teacher and parent feedback forms have been distributed at the completion of each class participating in the Open Minds at The Rooms program. A high rate of completed feedback forms from parents and teachers was received. Feedback received from this evaluation process has enabled ongoing program evaluation and development.</p>	<p>Teacher and parent feedback forms have been distributed at the completion of each class participating in the Open Minds at The Rooms program. The Rooms received a high rate of response to these forms with the majority of parent and teacher forms returned from participants in the program. Feedback received from this evaluation process has been given consideration enabling ongoing program development and improvements. 21 of 24 teachers who participated in the Open Minds program this past year took part in a day-long workshop and planning session held on September 12, 2015. The workshop included sessions on object-based learning, journaling and visual literacy. Participants were given the opportunity to view The Rooms exhibitions.</p>

**DISCUSSION OF RESULTS**

In 2015-16, The Rooms has made progress implementing new ways for the public to participate in the development of exhibition content. In April 2015, the museum division held an Open House where design concepts were presented for the *Beaumont-Hamel and the Trail of the Caribou: Newfoundlanders and Labradorians at War and at Home 1914-1949* exhibition to the public and the public was asked for their feedback. This session provided valuable input and helped to shape the exhibition content. The Education and Public Programming Unit developed a series of workshops

based on evaluation sessions the unit had conducted with The Rooms volunteers. The workshops provided volunteers who assist with The Rooms school programs the opportunity to learn additional information on the content they are required to impart to students who participate in The Rooms education programs. In addition, teachers who participated in the Open Minds at The Rooms program participated in a workshop and planning session for the program. The session enabled The Rooms Education and Public Programming staff to further develop the Open Minds at The Rooms school program.

**OBJECTIVES 2016-17**

By March 31<sup>st</sup>, 2017, The Rooms will have explored the means of expanding its reach in rural communities.

**MEASURE:**

Explored means of expanding in rural communities.

**INDICATORS 2016-17**

1. Mount an exhibition commemorating the 100<sup>th</sup> anniversary of the First World War at one of The Rooms Regional Museums.
- 2.. Solicit visitor feedback at The Rooms Regional Museums
3. Conduct online visitor feedback through The Rooms website
4. Complete analysis of visitor feedback
5. Develop recommendations for expanding reach in rural communities

## INTERDISCIPLINARITY

The Rooms is responsible for the care and collection of the Province's treasured artifacts, artwork and archival material. An interdisciplinary approach draws mutually from all of these materials in the telling of a story, a theme or a topic related to Newfoundland and Labrador history. This represents an evolution in the exhibition development process, which will offer visitors a richer and more

meaningful experience; a broader perspective on a theme or topic; and a distinct opportunity for The Rooms to differentiate itself amongst its peers. In 2015-16, The Rooms continued work towards developing a process for mounting interdisciplinary exhibitions and work has begun on developing a new exhibition based on The Rooms permanent collection, *Truth or Myth: Feast and Famine*.

### GOAL

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

### OBJECTIVE 2015 - 16

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

### MEASURE

Development process developed and exhibition topic identified



INDICATORS (PLANNED FOR 2015-16)	ACTUAL PERFORMANCE FOR 2015-16
<p>Conducted formal baseline visitor research</p>	<p>In February 2016, The Rooms hired MQO Research to conduct a survey of The Rooms Members and report on the findings. The survey received excellent up-take from Rooms Members with over 45% participation (average response for participation by members in surveys is 20-30%). In addition to the Members Survey, MQO Research conducted an analysis of the data from an existing members and visitor survey, leveraging existing information to better understand The Rooms resident market and the types of experiences generally undertaken by this market (both members and non-members). Upon completing the analysis, MQO Research also provided The Rooms with a profile on The Rooms resident member and non-member market. The feedback and information enabled The Rooms to update frequency of visit information (e.g. number of visits; profile of who visits); what elements of The Rooms are frequented; obtain a benchmark on perceived value of membership; gather feedback on exhibitions and events held; and awareness of and participation in July 1<sup>st</sup>, 2016 event. The information will be used to inform The Rooms strategy for future exhibitions and events and allow The Rooms to better understand the views of existing members. The data was collected using a cost-effective online survey.</p> <p>In addition to the Membership Survey, the art gallery has solicited visitor response in the permanent collection exhibition <i>Truth or Myth</i>. The exhibition features nine haiku poems by famed Newfoundland and Labrador actor and author, Andy Jones reflecting on the cultural identity of the Province. Visitors were encouraged to write their own haiku poems in response to the exhibition. On the basis of the visitor feedback received, a topic was identified to develop a companion exhibition. The <i>Truth or Myth</i> permanent collection exhibition will be revised and expanded to include the interdisciplinary exhibition <i>Truth or Myth: Feast and Famine</i> to be mounted in the fall of 2016.</p>
<p>Identified possible topics from research conducted</p>	<p>Exhibition topics were discussed between the archives, art gallery and museum divisions including: a historic and performative military bands exhibition; as well as an art education exhibition featuring works by school children. Out of this discussion the topic of food cultures in Newfoundland and Labrador was identified as the first topic for an interdisciplinary exhibition. This topic was identified through collections research and visitor response from the current, permanent collection art gallery exhibition <i>Truth or Myth</i>. The archives, art gallery and museum divisions have conducted inter-divisional collections research and have determined that there is sufficient material to support this topic. The exhibition, titled <i>Truth or Myth: Feast and Famine</i>, will explore the changing relationship between cultural identity and food in Newfoundland and Labrador. Content from the three divisions will be utilized and will feature artwork by Grant Boland, Martin Lyons, Derrick Pottle, Mary Pratt, and Helen Parsons Shepherd. Traditional Newfoundland and Labrador recipes from the archives collection, artifacts reflecting the commercial food industry and traditional culinary tools from the museum's collection will also be incorporated into the exhibition.</p>
<p>Set the timelines for development of a major interdisciplinary exhibition</p>	<p>An exhibition timeline has been set and adhered to by the archives, art gallery and museum and exhibition development is underway. The exhibition is scheduled to open October 22, 2016.</p>
<p>Three exhibiting divisions worked together to create a plan outlining the new exhibition development process</p>	<p>Through the creation of the new interdisciplinary exhibition <i>Truth or Myth: Feast and Famine</i> the plan outlining a new exhibition development process has been advanced and will be completed when the exhibition is finalized in October 2016.</p> <p>It should be noted that The Rooms has been mounting interdisciplinary exhibitions for several years and the practice of using cross-divisional materials in producing exhibitions has become a regular occurrence for all three programming divisions.</p> <p>During 2015-16, the following exhibitions were developed utilizing materials from the collections of at least two of The Rooms programming divisions: <i>Christopher Pratt: The Places I Go</i>, produced by the art gallery division, featured an essay by archivist, Larry Dohey. The exhibition also featured Christopher Pratt's Car Journals from the archives collection and upon its completion, artist Christopher Pratt, donated his planning boards from the exhibition to the archives collection. <i>Witness: Canadian Art of the First World War</i>, a travelling exhibition from the Canadian War Museum, featured material from the archives providing additional context for the First World War experience in this Province; the exhibition <i>enter the fog</i>, mounted by the art gallery this past winter, featured three museum artifacts as well as documents from the archives used to contextualize the content; lastly, the archives has supported the museum with information, images and documents that will be included in the <i>Beaumont-Hamel and the Trail of the Caribou: Newfoundlanders and Labradorians at War and at Home 1914-1949</i> exhibition scheduled to open July 2016.</p> <p>Each of the above-mentioned projects has afforded the programming divisions the opportunity to refine the exhibition development process.</p>

## DISCUSSION OF RESULTS

An interdisciplinary approach to exhibition development draws mutually from the Province's treasured artifacts, artwork and archival materials in the telling of a story, a theme or a topic related to Newfoundland and Labrador history and culture. This progressive approach offers visitors a richer and more meaningful experience; a broader perspective on a theme or topic; and a distinct opportunity for The Rooms to differentiate itself amongst its peer organizations. The Rooms has been steadily increasing the number of interdisciplinary exhibitions it produces and will continue to refine the exhibition development process as it gains experience mounting these exhibitions.

## OBJECTIVES 2016-17

By March 31, 2017, an interdisciplinary exhibition will have been opened and tested.

## MEASURE

Interdisciplinary exhibition opened and tested.

## INDICATORS 2016-17

1. Presented an interdisciplinary exhibition and related public programming
2. Conducted visitor feedback on the interdisciplinary exhibition
3. Developed recommendations and process for creating further interdisciplinary exhibitions
4. Research collected demonstrated visitors' comprehension of the exhibition providing direction for the development of future exhibitions and public programming.





## OPPORTUNITIES & CHALLENGES AHEAD

### OPPORTUNITIES

With the opening of The Royal Newfoundland Regiment Gallery in July 2016, the completion of the Fort Townshend Site and the July 1<sup>st</sup> commemorative event on the 100<sup>th</sup> anniversary of Beaumont-Hamel, The Rooms has an unprecedented opportunity to increase its profile across Canada and to welcome thousands of first-time visitors. These factors will contribute to an overall increase in earned revenue and visitation that will help sustain The Rooms in the years ahead.

### CHALLENGES

The Rooms decreased its capital fundraising goal from \$20 million to \$12 million in 2015/16. The goal of \$12 million will allow for the completion of The Royal Newfoundland Regiment Gallery, Fort Townshend Site and July 1<sup>st</sup> commemorative event on the 100<sup>th</sup> anniversary of Beaumont-Hamel.

The Board of Directors has adopted earned revenue generation and growth in visitation as its main strategic priorities for the next planning cycle. Development of Level 0 has been postponed for the future.



APPENDIX  
FINANCIAL STATEMENTS



**THE ROOMS CORPORATION OF  
NEWFOUNDLAND AND LABRADOR**

**FINANCIAL STATEMENTS**

**MARCH 31, 2016**



## Management's Report

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

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

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

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

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

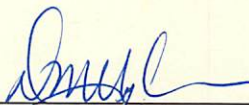
The Auditor General conducts an independent audit of the annual financial statements of the Board in accordance with Canadian generally accepted auditing standards, in order to express an opinion thereon. The Auditor General has full and free access to financial management of The Rooms Corporation of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

On behalf of The Rooms Corporation of Newfoundland and Labrador.



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Mr. Dean Brinton  
Chief Executive Officer



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





**AUDITOR  
GENERAL**  
of Newfoundland and Labrador

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**INDEPENDENT AUDITOR'S REPORT**

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

**Report on the Financial Statements**

I have audited the accompanying financial statements of The Rooms Corporation of Newfoundland and Labrador which comprise the statement of financial position as at March 31, 2016, the statements of operations, remeasurement gains and losses, change in net (debt) financial assets, and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

*Management's Responsibility for the Financial Statements*

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian public sector accounting standards, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

*Auditor's Responsibility*

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

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

## **Independent Auditor's Report (cont.)**

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

### *Opinion*

In my opinion, the financial statements present fairly, in all material respects, the financial position of The Rooms Corporation of Newfoundland and Labrador as at March 31, 2016, and its financial performance and its cash flows for the year then ended in accordance with Canadian public sector accounting standards.

A handwritten signature in black ink, appearing to read 'T. Paddon', with a long horizontal flourish extending to the right.

**TERRY PADDON, CPA, CA**  
**Auditor General**

August 11, 2016  
St. John's, Newfoundland and Labrador



**THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR**  
**STATEMENT OF FINANCIAL POSITION**

As at March 31

2016

2015

**FINANCIAL ASSETS**

Accounts receivable (Note 3)	\$ 1,968,806	\$ 863,484
Due from the Rooms Foundation (Note 7)	3,560,997	676,755
Inventory held for resale	342,510	148,161
Restricted cash (Note 4)	183,833	210,874
Portfolio investments (Note 5)	-	20,042
	<b>6,056,146</b>	<b>1,919,316</b>

**LIABILITIES**

Bank indebtedness	2,405,180	397,861
Accounts payable and accrued liabilities (Note 6)	1,572,643	686,989
Employee future benefits (Note 9)	761,016	882,154
Deferred revenue (Note 8)	800,008	350,874
	<b>5,538,847</b>	<b>2,317,878</b>

**Net (debt) financial assets** **517,299** **(398,562)**

**NON-FINANCIAL ASSETS**

Prepaid expenses	43,757	5,722
Tangible capital assets (Note 10)	11,914,208	8,000,356
	<b>11,957,965</b>	<b>8,006,078</b>

**Accumulated surplus** **\$ 12,475,264** **\$ 7,607,516**

Accumulated surplus is comprised of:

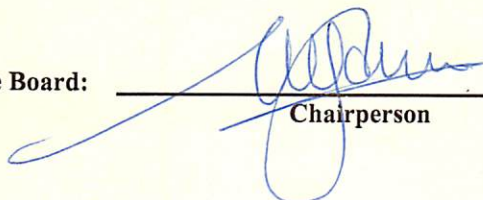
Accumulated operating surplus	\$ 12,475,264	\$ 7,611,205
Accumulated rereasurement losses	-	(3,689)
	<b>\$ 12,475,264</b>	<b>\$ 7,607,516</b>

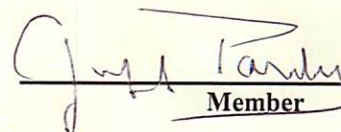
**Contractual obligations (Note 15)**

**Trusts (Note 14)**

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

Signed on behalf of the Board:

  
 \_\_\_\_\_  
 Chairperson

  
 \_\_\_\_\_  
 Member



# THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR

## STATEMENT OF OPERATIONS

For the Year Ended March 31

	2016 Budget	2016 Actual	2015 Actual
(Note 17)			
<b>REVENUES (Schedule 1)</b>			
Province of Newfoundland and Labrador			
Operating grants	\$ 6,706,700	\$ 6,718,943	\$ 6,147,665
Contributions to employee benefits (Note 13)	-	685,373	611,715
Commercial operations (Note 12)	870,000	1,199,823	1,063,455
Government of Canada	95,000	98,453	111,332
Corporate sponsorship	180,000	187,500	173,500
External funding	80,000	126,164	54,543
Recovery of bad debt	-	253,976	-
	<u>7,931,700</u>	<u>9,270,232</u>	<u>8,162,210</u>
<b>EXPENSES (Schedule 1)</b>			
Archives division	998,518	1,082,194	1,006,478
Art gallery division	919,297	965,382	939,629
Corporate services and building operations	4,413,626	5,023,463	4,983,234
Education programs	487,066	567,698	497,585
Museum division and regional museums	1,113,193	1,146,383	1,306,695
	<u>7,931,700</u>	<u>8,785,120</u>	<u>8,733,621</u>
<b>Annual operating surplus (deficit), prior to capital improvement donations</b>	-	485,112	(571,411)
<b>Capital improvement donations</b>	-	4,378,947	1,198,215
<b>Annual operating surplus</b>	-	4,864,059	626,804
<b>Accumulated operating surplus, beginning of year</b>	7,611,205	7,611,205	6,984,401
<b>Accumulated operating surplus, end of year</b>	<u>\$ 7,611,205</u>	<u>\$ 12,475,264</u>	<u>\$ 7,611,205</u>

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

**THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR**  
**STATEMENT OF REMEASUREMENT GAINS AND LOSSES**

For the Year Ended March 31

2016

2015

<b>Accumulated remeasurement losses, beginning of year</b>	<b>\$ (3,689)</b>	<b>\$ (575)</b>
Unrealized losses attributable to:		
Portfolio investments	(3,115)	(3,114)
Amounts reclassified to statement of operations:		
Portfolio investments	6,804	-
<b>Change in remeasurement losses for the year</b>	<b>3,689</b>	<b>(3,114)</b>
<b>Accumulated remeasurement losses, end of year</b>	<b>\$ -</b>	<b>\$ (3,689)</b>

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



**THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR**  
**STATEMENT OF CHANGE IN NET (DEBT) FINANCIAL ASSETS**

For the Year Ended March 31

	2016 Budget	2016 Actual	2015 Actual
	(Note 17)		
<u>Annual operating surplus</u>	\$ -	\$ 4,864,059	\$ 626,804
<b>Changes in tangible capital assets</b>			
Acquisition of tangible capital assets	-	(4,317,479)	(833,914)
<u>Amortization of tangible capital assets</u>	-	403,627	404,723
	-	(3,913,852)	(429,191)
<b>Changes in other non-financial assets</b>			
<u>Acquisition of prepaid expenses</u>	-	(38,035)	(3,472)
	-	(38,035)	(3,472)
<u>Change in remeasurement losses for the year</u>	-	3,689	(3,114)
<b>Decrease in net debt and increase in net financial assets/decrease in net debt</b>	-	915,861	191,027
<u>Net debt, beginning of year</u>	(398,562)	(398,562)	(589,589)
<u>Net (debt) financial assets, end of year</u>	\$ (398,562)	\$ 517,299	\$ (398,562)

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



# THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR

## STATEMENT OF CASH FLOWS

For the Year Ended March 31

2016

2015

### Operating transactions

Annual operating surplus	\$ 4,864,059	\$ 626,804
Adjustment for non-cash items		
Amortization	403,627	404,723
Bad debt expense (recovery of bad debt)	(253,976)	253,976
Loss on sale of portfolio investments	6,804	-
	<b>5,020,514</b>	<b>1,285,503</b>
Change in non-cash operating items		
Accounts receivable	(851,346)	(224,677)
Allowance for doubtful accounts written off	-	(314,605)
Due from the Rooms Foundation	(2,884,242)	(676,755)
Inventory held for resale	(194,349)	(7,106)
Restricted cash	27,041	265,918
Accounts payable and accrued liabilities	885,654	(511,131)
Due to the Rooms Foundation	-	(308,840)
Employee future benefits	(121,138)	32,483
Deferred revenue	449,134	159,192
Prepaid expenses	(38,035)	(3,472)
<b>Cash provided from (applied to) operating transactions</b>	<b>2,293,233</b>	<b>(303,490)</b>
<b>Capital transactions</b>		
Additions to capital assets	(4,317,479)	(833,914)
<b>Cash applied to capital transactions</b>	<b>(4,317,479)</b>	<b>(833,914)</b>
<b>Investing transactions</b>		
Acquisition of portfolio investments	(27,040)	-
Proceeds from disposals of portfolio investments	43,967	-
<b>Cash provided from investing transactions</b>	<b>16,927</b>	<b>-</b>
<b>Decrease in cash</b>	<b>(2,007,319)</b>	<b>(1,137,404)</b>
<b>Cash (bank indebtedness), beginning of year</b>	<b>(397,861)</b>	<b>739,543</b>
<b>Bank indebtedness, end of year</b>	<b>\$ (2,405,180)</b>	<b>\$ (397,861)</b>

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



# THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR

## NOTES TO FINANCIAL STATEMENTS

March 31, 2016

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### 1. Nature of operations

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

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

### 2. Summary of significant accounting policies

#### (a) Basis of accounting

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

#### (b) Financial instruments

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



**2. Summary of significant accounting policies (cont.)**

**(b) Financial instruments (cont.)**

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

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

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

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

**(c) Cash**

Cash includes operational floats and balances with banks that fluctuate from positive to negative.

**(d) Inventory held for resale**

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

**(e) Collections**

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



# THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR

## NOTES TO FINANCIAL STATEMENTS

March 31, 2016

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### 2. Summary of significant accounting policies (cont.)

#### (f) Tangible capital assets

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

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

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

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

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

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

#### (g) Employee future benefits

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

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



**2. Summary of significant accounting policies (cont.)**

**(g) Employee future benefits (cont.)**

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

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

**(h) Revenues**

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

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

**(i) Donations**

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

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

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

**(j) Expenses**

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



# THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR

## NOTES TO FINANCIAL STATEMENTS

March 31, 2016

### 2. Summary of significant accounting policies (cont.)

#### (k) Volunteers

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

#### (l) Measurement uncertainty

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

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

### 3. Accounts receivable

	2016	2015
Province of Newfoundland and Labrador	\$ 869,075	\$ 688,092
Government of Canada	500,863	-
Harmonized Sales Tax	342,575	196,859
Other	256,293	232,509
	1,968,806	1,117,460
Less: Allowance for doubtful accounts	-	(253,976)
	\$ 1,968,806	\$ 863,484



# THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR

## NOTES TO FINANCIAL STATEMENTS

March 31, 2016

### 4. Restricted cash

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

	2016	2015
Corporate Donor - Educational Programming	\$ 45,000	\$ 52,500
External Funding - Archives Project	56,230	-
Permanent Collections Donations	15,625	15,625
Private Donor - B-17 Bomber Exhibit	1,600	1,600
Private Donor - First World War Exhibit	-	134,499
Private Donor - Mining Exhibit	5,000	-
Provincial Government - Archives Project	53,728	-
Provincial Government - Logger's Life Museum	6,650	6,650
	<b>\$ 183,833</b>	<b>\$ 210,874</b>

### 5. Portfolio investments

During the year, the Corporation sold its shares of Sprott Resources.

	<u>Market Value</u>		<u>Carrying Value</u>	
	<u>2016</u>	<u>2015</u>	<u>2016</u>	<u>2015</u>
Investments held				
Sprott Resources - nil				
(2015 - 3,433.585 shares)	\$ -	\$ 20,042	\$ -	\$ 23,731

### 6. Accounts payable and accrued liabilities

	2016	2015
Trade accounts payable	\$ 1,162,710	\$ 367,504
Accrued salaries	106,113	72,801
Accrued overtime and leave	303,820	246,684
	<b>\$ 1,572,643</b>	<b>\$ 686,989</b>

# THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR

## NOTES TO FINANCIAL STATEMENTS

March 31, 2016

### 7. Due from the Rooms Foundation

The Rooms Foundation of Newfoundland and Labrador Corporation (the Foundation) was incorporated on March 11, 2009 under the *Corporations Act* and in accordance with Section 8(7) of the *Rooms Act*. The Foundation's operations are not consolidated into the Corporation's financial statements. At March 31, 2016, the Foundation owed the Corporation \$3,560,997 (2015 - \$676,755).

### 8. Deferred revenue

Deferred revenues are set aside for specific purposes as required either by legislation, regulation or agreement. Since the conditions relating to their use have not been met, recognition of the revenues has been deferred and the funds are recorded as restricted cash as disclosed in Note 4 and \$616,175 is included in the due from the Rooms Foundation. At March 31, 2016, funds received or receivable are reported as follows:

	Balance at beginning of year	Receipts during year	Transferred to revenue	Balance at end of year
Donations	\$ 204,224	\$ 4,805,622	\$ 4,275,217	\$ 734,629
Provincial Government	146,650	5,000	86,271	65,379
	\$ 350,874	\$ 4,810,622	\$ 4,361,488	\$ 800,008

### 9. Employee future benefits

Employee future benefits consists of:

	2016	2015
Severance pay (a)	\$ 712,864	\$ 669,179
Accumulating, non-vesting sick leave benefit liability (b)	48,152	212,975
	\$ 761,016	\$ 882,154

#### (a) Severance pay

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

	2016	2015
Employees with 9 or more years of service	\$ 626,750	\$ 591,816
Employees with less than 9 years of service	86,114	77,363
	\$ 712,864	\$ 669,179



**THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR**

**NOTES TO FINANCIAL STATEMENTS**

March 31, 2016

**9. Employee future benefits (cont)**

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

	2016	2015
Accumulating, non-vesting sick leave benefit liability	\$ 48,152	\$ 212,975

**(c) Employee future benefits expense (recovery)**

	2016	2015
Severance pay expense	\$ 43,685	\$ 22,285
Accumulating non-vesting sick leave benefit expense (recovery)	(164,823)	10,198
	\$ (121,138)	\$ 32,483

**(d) Employee future benefits**

**i. Severance pay**

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

**ii. Accumulating, non-vesting sick leave benefits**

All unionized employees hired before May 4, 2004, are credited with 2 days per month and all unionized employees hired thereafter are credited with 1 day per month for use as paid absences in the year due to illness. Employees are allowed to accumulate unused sick day credits each year, up to the allowable maximum provided in their respective employment agreement. Accumulated credits may be used in future years to the extent that the employee's illness exceeds the current year's allocation of credits. The use of accumulated sick days for sick leave compensation ceases on termination of employment. The benefit costs and liabilities related to the plan are included in the financial statements. For the year ended March 31, 2016, a sick leave liability was calculated for 71 employees.



# THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR

## NOTES TO FINANCIAL STATEMENTS

March 31, 2016

### 9. Employee future benefits (cont.)

#### (d) Employee future benefits (cont.)

##### iii. Pension contributions

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

The maximum contribution rate for eligible employees was 11.85% (2015 - 11.85%). The Corporation's contributions equal the employee contributions to the plan. The total Public Service Pension Plan expense for the Corporation for the year ended March 31, 2016 was \$361,868 (2015 - \$275,389).

Employees who do not qualify to participate in the Public Service Pension Plan (for example, part-time employees) participate in the Government Money Purchase Pension Plan (GMPP). The GMPP is a defined contribution plan which was established under the *Government Money Purchase Pension Plan Act*. Employees are required to contribute 5% of regular earnings which is matched by the Province. Employees may make additional voluntary contributions, however, the maximum amount for all contributions may not exceed the lesser of 18% of an employee's earnings and the maximum amount allowed as specified under the *Income Tax Act*. Total GMPP expense for the Corporation for the year ended March 31, 2016, was \$14,845 (2015 - \$18,499).

### 10. Tangible capital assets

#### Original Cost

	Balance March 31, 2015	Additions	Disposals/ Transfers	Balance March 31, 2016
Furniture	\$ 673,234	\$ 63,661	\$ -	\$ 736,895
Equipment	688,446	181,465	-	869,911
Motor vehicles	62,714	21,386	62,713	21,387
Building improvements	6,739,831	260,715	-	7,000,546
Capital assets transferred (Note 11)	1	-	-	1
Work in progress	2,073,878	3,790,252	-	5,864,130
	\$ 10,238,104	\$ 4,317,479	\$ 62,713	\$ 14,492,870



**THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR**  
**NOTES TO FINANCIAL STATEMENTS**  
**March 31, 2016**

**10. Tangible capital assets (cont.)**

**Accumulated Amortization**

	Balance March 31, 2015	Amortization	Disposals	Balance March 31, 2016	Net book value March 31, 2016	Net book value March 31, 2015
Furniture	\$ 647,648	\$ 19,300	\$ -	\$ 666,948	\$ 69,947	\$ 25,586
Equipment	649,149	36,014	-	685,163	184,748	39,297
Motor vehicles	62,714	2,138	62,713	2,139	19,248	-
Building improvements	878,236	346,175	-	1,224,411	5,776,135	5,861,595
Capital assets transferred (Note 11)	1	-	-	1	-	-
Work in progress	-	-	-	-	5,864,130	2,073,878
	<b>\$ 2,237,748</b>	<b>\$ 403,627</b>	<b>\$ 62,713</b>	<b>\$ 2,578,662</b>	<b>\$ 11,914,208</b>	<b>\$ 8,000,356</b>

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. Ownership of buildings located throughout the Province which house regional museums are also held by the Minister of Transportation and Works on behalf of the Province.

**11. Capital assets transferred to the Corporation**

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

# THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR

## NOTES TO FINANCIAL STATEMENTS

March 31, 2016

### 12. Commercial operations

Commercial operations revenue is comprised as follows:

	2016	2015
Admission revenue	\$ 523,022	\$ 398,163
Gift shop sales	334,612	271,987
Other revenue	241,680	191,626
Interest income	100,509	201,679
	<u>\$ 1,199,823</u>	<u>\$ 1,063,455</u>

### 13. Related party transactions

#### (a) Province of Newfoundland and Labrador

The Corporation is a Crown Corporation of the Province of Newfoundland and Labrador reporting through the Minister of the Department of Business, Tourism, Culture and Rural Development. Expenses incurred by the Province, related to salaries and benefits totaling \$4,791,710 (2015 - \$4,390,013), are reflected in these financial statements as expenses of the Corporation and as revenue from the Province. Included in this total is \$685,373 (2015 - \$611,715), related to the employer's share of employee benefits, paid by the Department of Finance on behalf of the Corporation.

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

#### (b) The Rooms Foundation of Newfoundland and Labrador

The Rooms Foundation of Newfoundland and Labrador was incorporated on March 11, 2009 under the *Corporations Act*. It was incorporated in accordance with Section 8(7) of the *Rooms Act*. During the year, the Corporation received transfers of \$990,851 and has receivables of \$3,560,997 due from the Rooms Foundation in accordance with donor commitments related to the First World War exhibition and Site Development project.



# THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR

## NOTES TO FINANCIAL STATEMENTS

March 31, 2016

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### 14. Colonial Building Political History Interpretation Project

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

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

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

Since the start of the Agreement to March 31, 2016, the Corporation has received funds totaling \$22,465,112 (2015 - \$22,465,112) and incurred expenses totaling \$14,545,290 (2015 - \$12,711,383) related to the Project. During the year ended March 31, 2016, expenses of \$1,833,907 (2015 - \$5,882,835) were incurred related to the Project. The balance of funds held in trust by the Corporation as at March 31, 2016 was \$7,919,822 (2015 - \$9,753,729).

### 15. Contractual obligations

#### (a) Facility Management Contract

The Corporation has entered into an annual facility management contract representing commitments of approximately \$155,000 per month. The contract automatically renews every September 30 unless the Corporation provides notice of its intent to terminate the contract no less than sixty days prior to September 30.



# THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR

## NOTES TO FINANCIAL STATEMENTS

March 31, 2016

### 15. Contractual obligations (cont.)

#### (b) Equipment and Vehicle Leases

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

2016	\$ 12,642
2017	11,711
2018	5,003
	<hr/>
	\$ 29,356

### 16. Donated acquisitions

Donated acquisitions, or non-cash gifts, are gifts of art work, archival documents and historical and cultural artifacts that the Corporation has received, and for which a tax receipt has been issued to the donor based on an appraised value, and are included in the Corporation's permanent collections. Donated acquisitions are not reflected in the Corporation's financial statements. During the year, the Corporation issued receipts for non-cash donations of \$94,533 (2015 - \$155,338).

### 17. Budget

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

### 18. Financial risk management

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

#### Credit risk

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



**18. Financial risk management (cont.)**

Liquidity risk

Liquidity risk is the risk that the Corporation will be unable to meet its contractual obligations and financial liabilities. The Corporation's exposure to liquidity risk relates mainly to its bank indebtedness, accounts payable and accrued liabilities, and its contractual obligations. The Corporation manages liquidity risk by monitoring its cash flows and ensuring that it has sufficient resources available to meet its contractual obligations and financial liabilities. The future minimum payments required from the Corporation in relation to its contractual obligations are outlined in Note 15.

Market risk

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

During the year, the Corporation was exposed to price risk on its portfolio investments (equity investments). At March 31, 2016 all shares held by the Corporation were disposed of and the losses related to these portfolio investments were recorded in the statement of operations.

**19. Non-financial assets**

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

**THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR**

**SCHEDULE 1**

**REVENUES AND EXPENSES BY SECTOR**

For the Year Ended March 31, 2016

	<b>Corporate Services and Building Operations</b>	<b>Archives Division</b>	<b>Art Gallery Division</b>	<b>Museum Division and Regional Museums</b>	<b>Education Programs</b>	<b>2016 Total</b>	<b>2015 Total</b>
<b>REVENUES</b>							
Province of Newfoundland & Labrador							
Operating grants	\$ 3,951,575	\$ 781,500	\$ 739,913	\$ 961,275	\$ 284,680	<b>\$ 6,718,943</b>	\$ 6,147,665
Contribution to employee benefits (Note 13)	229,251	153,701	60,111	176,746	65,564	<b>685,373</b>	611,715
Commercial operations (Note 12)	991,379	99,770	70,358	8,362	29,954	<b>1,199,823</b>	1,063,455
Government of Canada	-	3,453	95,000	-	-	<b>98,453</b>	111,332
Corporate sponsorship	-	-	-	-	187,500	<b>187,500</b>	173,500
External funding	82,394	43,770	-	-	-	<b>126,164</b>	54,543
Recovery of bad debt	253,976	-	-	-	-	<b>253,976</b>	-
	<u>5,508,575</u>	<u>1,082,194</u>	<u>965,382</u>	<u>1,146,383</u>	<u>567,698</u>	<b><u>9,270,232</u></b>	<u>8,162,210</u>
<b>EXPENSES</b>							
Advertising and promotion	179,260	-	5,158	1,196	190	<b>185,804</b>	198,133
Amortization	403,627	-	-	-	-	<b>403,627</b>	404,723
Appraisals and acquisitions	-	11,137	86,617	6,282	-	<b>104,036</b>	246,631
Bad debt expense	-	-	-	-	-	<b>-</b>	253,976
Building expenses	1,850,953	-	-	-	-	<b>1,850,953</b>	1,771,595
Conference and registration fees	6,356	1,690	890	4,621	52	<b>13,609</b>	20,301
Core programming	106,435	16,594	311,171	31,644	83,420	<b>549,264</b>	593,398
Cost of gift shop sales	314,103	-	-	-	-	<b>314,103</b>	268,388
Donations	7,850	-	-	-	-	<b>7,850</b>	-
Employee future benefits	203,978	126,393	78,545	74,059	63,486	<b>546,461</b>	601,078
Loss on sale of portfolio investments	6,804	-	-	-	-	<b>6,804</b>	-
Meeting expenses	18,496	-	1,502	745	173	<b>20,916</b>	19,766
Office equipment and supplies	39,811	10,860	6,543	16,851	120	<b>74,185</b>	61,845
Professional services	83,256	20,243	41,320	47,877	9,820	<b>202,516</b>	175,045
Salaries	1,488,458	884,945	384,646	941,914	406,374	<b>4,106,337</b>	3,778,298
Telecommunications and courier	50,881	1,878	3,893	5,698	1,512	<b>63,862</b>	104,306
Travel	42,321	8,454	45,097	15,496	2,551	<b>113,919</b>	118,732
Unrecoverable HST	220,874	-	-	-	-	<b>220,874</b>	117,406
	<u>5,023,463</u>	<u>1,082,194</u>	<u>965,382</u>	<u>1,146,383</u>	<u>567,698</u>	<b><u>8,785,120</u></b>	<u>8,733,621</u>
Annual operating surplus (deficit), prior to capital improvement donations	485,112	-	-	-	-	<b>485,112</b>	(571,411)
Capital improvement donations	4,378,947	-	-	-	-	<b>4,378,947</b>	1,198,215
Annual operating surplus	<u>\$ 4,864,059</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<b><u>\$ 4,864,059</u></b>	<u>\$ 626,804</u>





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