



THE ROOMS

Annual Report 2023 – 2024



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A Message from the Chair of the Board of Directors



Our strategic priorities for 2023-26 build upon the successes of the past two decades, demonstrating our commitment to positively impacting our community.

I am excited to share The Rooms Annual Report for 2023-24, which highlights the organization's accomplishments in the first year of The Rooms Corporation's 2023-26 Strategic Planning cycle. This is the third planning cycle I have been responsible for overseeing while serving as Chair of The Rooms Board of Directors.

Next year, in June 2025, The Rooms will celebrate its twentieth anniversary. Our strategic priorities for 2023-26 build upon the successes of the past two decades, demonstrating our commitment to positively impacting our community.

These priorities align with those of global and national museums and cultural institutions, focusing on sustainability and social inclusion (inclusion, diversity, equality, anti-racism). In its previous planning cycle, The Rooms updated its mission statement to better reflect these priorities. Additionally, priority three supports the Truth and Reconciliation Commission's Calls to Action.

Our Strategic Plan aims to ensure the sustainability of The Rooms and its Regional Museums, enhancing our ability to serve our communities and the people of our province.

I'm proud to highlight The Rooms achievements in the first year of this three-year plan, and I eagerly anticipate guiding us through the second year.

The Rooms Corporation is a category one Crown Corporation under the *Transparency and Accountability Act* of the Government of Newfoundland and Labrador. The 2023-24 Annual Report is submitted in accordance with the government's commitment to accountability. It has been reviewed and approved by the Board of Directors, which is accountable for the results reported by The Rooms.

Margaret E. Allan

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

Vision and Mission



Vision Statement

The Rooms is a values driven, sustainable cultural community hub that builds an inclusive, diverse, creative and confident community by connecting people with Newfoundland and Labrador's past and present so they can envision a bright future.

Mission Statement

We create welcoming spaces for all people to gather, share stories, engage with the past and challenge narratives, in order to build an inspired community around art, history, culture and our natural environment.

Top Left Image: Installation view of the exhibition Nicholas Aiden: **Otherside**.

Bottom Left Image: Everyone has a big stretch during the **Big Fun for Little People** tots program.

Below Image: Brighter Futures Grand Bank/Fortune enjoying a visit to the Provincial Seamen's Museum in June 2023.



Mandate



The Rooms Mandate is outlined in the Rooms Act, 2016, under Section 4, Objects of the Corporation as follows:

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



Top Left Image: A child engages with a NatureNL volunteer during the Nature Nook program.
Bottom Left Image: Visitors explore the Connections Gallery on Level 3 of The Rooms.

Below Image: Students from the Youth 2000 Centre spend an afternoon learning all about Newfoundland and Labrador in the **Job to Say** exhibition at the Demasduit Regional Museum.



Lines of Business



The Rooms is comprised of four departments: Archives and Collections; Art Gallery, Museums and Visitor Experience; Finance and Operations; and Marketing, Communications and Fund Development. The Rooms also has two units: Education and Public Programming, and Technical Services.

The Archives and Collections and Art Gallery, Museums and Visitor Experience Departments collect, preserve, present, and make available for research the collections within their disciplines. The Finance and Operations Department, and Marketing, Communications and Fund Development Department, as well as the Education and Public Programming Unit support their work through developing, delivering and promoting education and public programs to a wide variety of audiences.

The Technical Services Unit assists with the maintenance and presentation of exhibitions developed in-house and travelling from peer institutions and supports education and public programming activities. With a view towards providing an exceptional visitor experience, The Rooms also operates a café and gift shop.

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, travelling exhibits, Regional Museums, virtual access, workshops, and artist 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.



Top Image: Culture Ambassador Volunteers demonstrate rug hooking to students during a school program.

Bottom Image: Collections assistant demonstrate items from the Natural History Collection.

Primary Clients

The Rooms Corporation works closely with clients, both external and internal.

These include:

- Residents of Newfoundland and Labrador
- Government of Newfoundland and Labrador
- Department of Tourism, Culture, Arts and Recreation
- Department of Education
- The Office of Indigenous Affairs and Reconciliation
- Indigenous Communities
- Diverse Populations
- Non-resident Visitors
- Young Children
- School-aged Children
- Youth, Post-Secondary Students, and Lifelong Learners
- Families/Households
- Educators
- Artists, Academics, Archivists, and Researchers
- Donors to Collections
- Individual Donors
- Corporate Sponsors



Top Left Image: A family enjoys the view.

Bottom Left Image: Guests enjoy family time during the **Big Fun for Little People** tots program.

Bottom Right Image: Guests having a conversation over a cup of tea at the Labrador Interpretation Centre.

Values



Enabling Discovery –

sharing the stories and surprises that are contained within our collections

Stimulating Curiosity –

constantly exploring how we can be accessible to, connect with and mean more to people

Building Team Culture –

forging relationships, working closely together and with external groups to achieve shared goals

Striving to be The Best –

commitment to applying the highest standards in all that we do

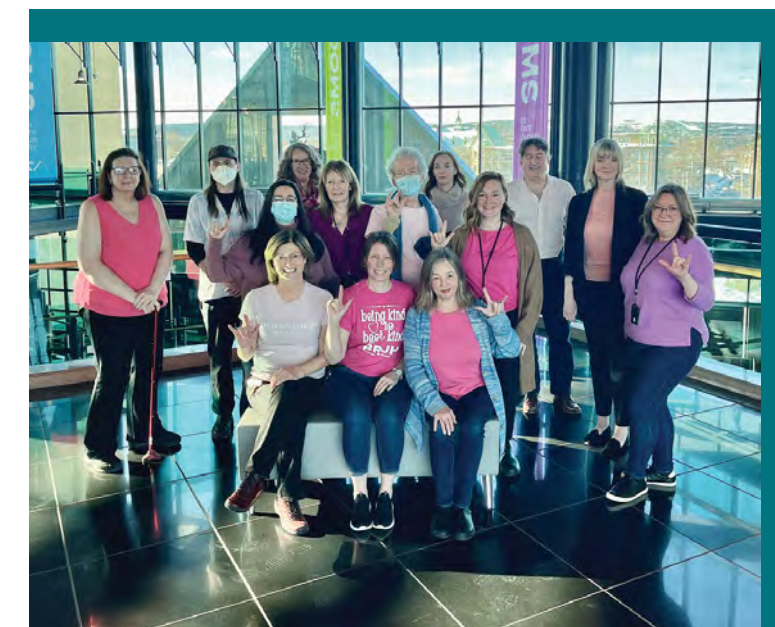
Inclusion, Diversity, Equity and Anti-racism –

commitment to a respectful, diverse, and welcoming environment where we are stronger together

Top Left Image: The Rooms conservator, Miki Lee, shows summer camp participants a specimen through a microscope.

Bottom Left Image: Families engage with NatureNL volunteers during the Nature Nook program.

Below Image: The Rooms staff mark Pink Shirt Day.



Values

Overview

Overview



The Rooms is a Crown Corporation of Newfoundland and Labrador, responsible for safeguarding the province's archival, art, artifact, and natural history collections. Alongside its main location in St. John's, The Rooms oversees three Regional Museums: Demasduit Regional Museum (DRM) in Grand Falls-Windsor, Provincial Seamen's Museum (PSM) in Grand Bank, and Labrador Interpretation Centre (LIC) in North West River.

As a not-for-profit institution, The Rooms aims to connect visitors with Newfoundland and Labrador's people, places, and cultures, encouraging new perspectives. Its mandate includes education, public outreach, and presenting both permanent and temporary exhibits based on provincial collections.

The Rooms plays a key role in supporting the Department of Tourism, Culture, Arts, and Recreation's vision for regenerative tourism. Established to collect, preserve, and present the province's historic artifacts, natural history, and archival records, The Rooms also promotes contemporary and historic art, and supports local artists. The Rooms supports the development of cultural industries in the province and endeavors to strengthen the culture of the province, consistent with the strategic directions of the provincial government.

Spanning 185,000 square feet, The Rooms opened in 2005 at a cost of approximately \$50 million, equipped with climate-controlled vaults for collection storage under strict security measures.

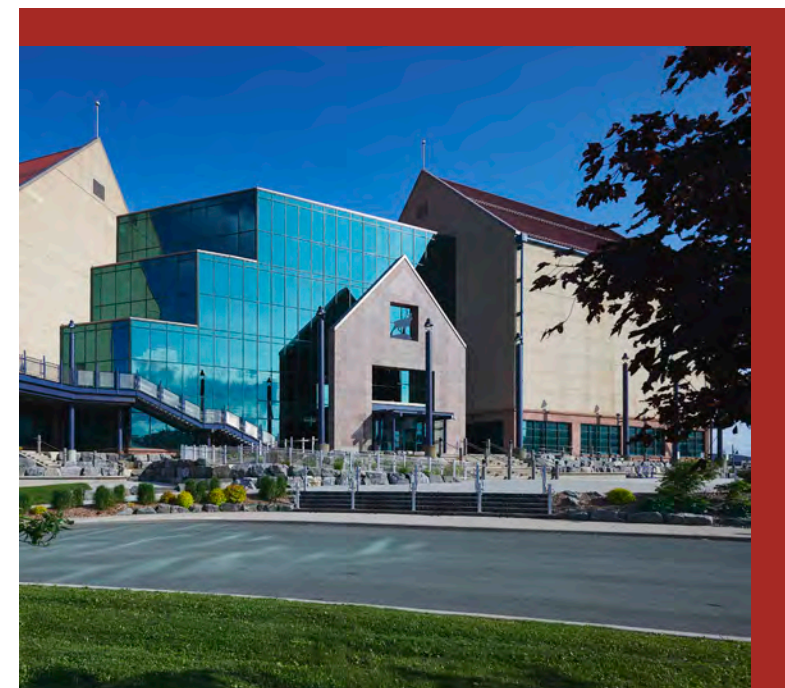
Recognized as one of Canada's leading cultural institutions, The Rooms has earned 22 provincial, national, and international awards. It maintains a strong online presence through its website www.therooms.ca, and on Facebook @TheRoomsNL, Instagram @therooms_nl, and Twitter @TheRooms_NL.

Top Left Image: The Provincial Seamen's Museum, Grand Bank, NL.

Bottom Right Image: Labrador Interpretation Centre, North West River, NL.

Bottom Left Image: Demasduit Regional Museum, Grand Falls-Windsor, NL.

Below Image: The Rooms, St. John's, NL.



Number of Employees

The Rooms has 43 full-time, permanent employees, along with five permanent seasonal staff who operate the Regional Museums. Additionally, there are hourly staff hired annually to support visitor services, the archives reference room, and regional operations.

Visitation

In 2023-24, The Rooms had 139,043 visitors, including paid admissions, complimentary admissions, student admissions, visits to the Archives Reference Room, café, and gift shop. This is a 7.6% increase from the previous year’s 129,160 visitors.

From April 1, 2023, to March 31, 2024, The Rooms achieved its highest annual visitation for the second year in a row since building-wide tracking began in 2017. August 2023 set a record with 22,137 visitors, surpassing the previous year’s record of 20,552.

Since 2021, The Rooms has offered free admission to children twelve and under during Spring Break Week, boosting resident visitation during this period. In April 2023, this initiative resulted in 3,776 total visits between April 8-16.

To help make The Rooms accessible for all, The Rooms offers a number of ways for visitors to access free admission including: free admission to the public on the first Wednesday of every month between 6 and 9 pm; Fridays between 10 am and 9 pm, students are able to receive free admission when they present a valid student ID; The Rooms participates in the Newfoundland and Labrador Public Library (NLPL) Connect Pass program which entitles library cardholders the ability to reserve one free visit to The Rooms annually; and, New Canadian Residents and Citizens receive free admission through the CANOO New Residents and Citizenship Experience which provides new Canadians free admission to participating cultural institutions for one year.

Visits to the three Regional Museums also increased, with 12,429 visitors during the 2023 operating season compared to 10,831 the previous year. The Labrador Interpretation Centre had 2,093 visitors, Demasduit Regional Museum had 7,675 visitors, and the Provincial Seamen’s Museum had 2,661 visitors.

Visitor Total

139,043

August Visitors

22,137

Memberships

For the first time since fiscal 2015-16, The Rooms increased its membership fees in June 2023. To offset this increase, current members were offered a three-month extension on their membership, which was well received with minimal negative feedback. However, this extension has impacted total membership sales for 2023-24, as fewer renewals were needed. From April 1, 2023, to March 31, 2024, 1,306 annual memberships were purchased, compared to 2,066 the previous year, a 36.7% decrease. Of these, 389 were new memberships and 917 were renewals.

Purchased	Renewals
1,537	1,533

Paid Parking

Parking fees are charged 24/7 at a rate of two dollars per hour. Members of The Rooms enjoy free parking during regular hours. From April 1, 2022 to March 31, 2023, The Rooms collected approximately \$57,945.19 in parking fees, a 17.5% decrease from the \$70,226 collected the previous year. This revenue loss was due to parking gate malfunctions, which required the gates to remain open.

Revenues and Expenditures

Please refer to The Rooms Corporation of Newfoundland and Labrador Audited Financial Statements for the year ending March 31, 2024. (Appendix A).

The Rooms Gift Shop

In 2023-24, The Rooms Gift Shop recorded sales of \$556,668, a 6.6% increase from \$522,075 in 2022-23. This marks the second consecutive year of achieving the highest sales for the gift shop.



Reference and Access –
The Archives Reference Room

The main public engagement program of The Rooms Archives is its Reference and Access service, available daily in the Level 3 Archives Reference Room and via email, phone, and mail.

The Archives and Collections Department manages the daily operations of the public Reference Room, where visitors can access original archival records in various formats (paper, photographic, and digital). Reference staff assist visitors in using these collections and answer inquiries from around the world via postal mail, telephone, and email.

From April 1, 2023 to March 31, 2024, approximately 5,357 individuals visited the Archives Reference Room, each receiving personal assistance. Additionally, over 3,500 reference inquiries were received via phone, mail, or email, and 287 new researcher registrations were completed for first-time users.

Top Left Image: Installation view of the exhibition **Glenn Gear: Ivaluk Ullugiallu | Sinew & Stars.**
Top Right Image: Installation view of the exhibition **Making Home Here.**
Bottom Image: Installation view of the **Fantastic Finds** exhibition.

Exhibition Highlights



Jerry Evans: Weljesi

May 2023 – January 2024

Guest Curator

Jenelle Duval



Weljesi marks the first major survey of Jerry Evans’ iconic prints, paintings, projections, and video portraiture. One of Newfoundland and Labrador’s most significant and beloved visual artists, Evans has been dedicated to the preservation, reclamation, and continued growth of Indigenous communities across this province for more than 30 years. His generosity of knowledge, deep respect for his heritage and community, and his constantly evolving, engaging contemporary practice are fundamental to the art history of this province and the rest of Canada. This exhibition was accompanied by a full-colour catalogue with essays by Jordan Bennett, Jenelle Duval, and Dr. Pam Hall.

Jerry Evans is an artist of Mi’kmaw and settler heritage, born and raised in central Ktaqmkuk (Newfoundland). Known primarily as a painter and printmaker, he also works with film, design and traditional hand-poke tattooing to reach beyond Western ideologies. His practice is deeply rooted in his Mi’kmaw heritage. Curator, Jenelle Duval is a Mi’kmaw woman from Seal Rocks, NL, who currently lives and is working in St. John’s. She has been creating artistic spaces and opportunities for community members and art professionals since 2012.

Images: Installation views of the exhibition **Jerry Evans: Weljesi**.



Nicholas Aiden: **Otherside**

June – September 2023



Otherside was Nicholas Aiden's empowered reimagining of the folkloric "fairy ring." Transforming a public space into a queer interior, the artist presented visitors with an intimate, inviting place where a fairy dance had just ended. The space became a metaphor for joyful rebellion and a safe space for queer expression. Aiden reclaimed the term "fairy" as a derogatory term for queerness and asked us to reconsider the story of fairies or the "hidden folk" as a parable for othering, and fairy shapeshifting characteristics as an analogy for self-determining bodies comfortable with changing identities. The exhibition was part of The Rooms Elbow Room Residency Series and was accompanied by a brochure with a text by guest author Rhonda Pelley.

Images: Installation views of the exhibition **Nicholas Aiden: Otherside**.
Photos courtesy The Rooms.



Glenn Gear: Ivaluk Ullugiallu Sinew & Stars

June – September 2023

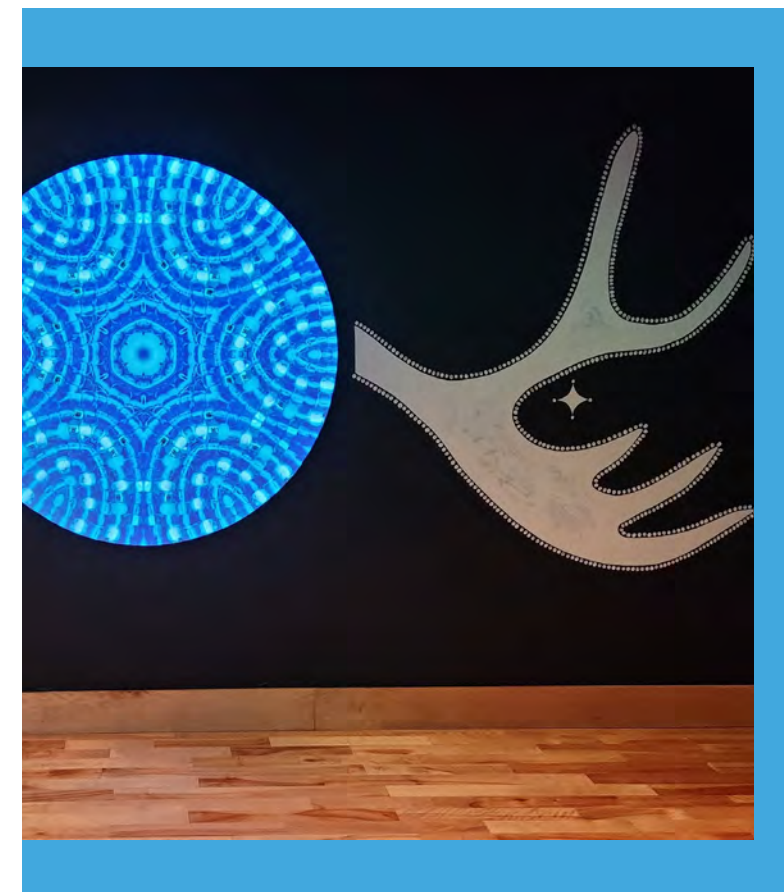
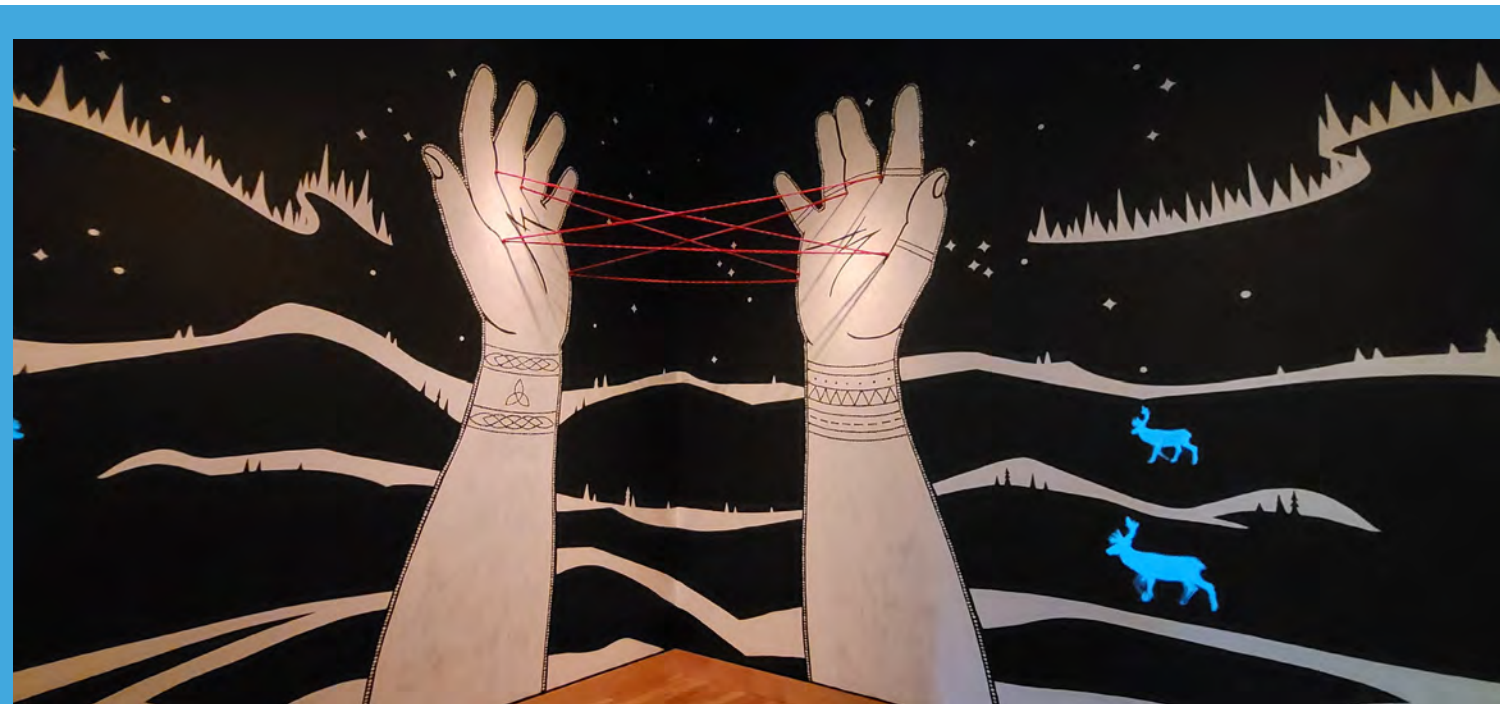
Presented in partnership with
the Bonavista Biennale.



Glenn Gear’s immersive installation explored the connection and displacement of the caribou’s path across the landscape of Labrador. Inspired by traditional string games, sinew became a metaphor for the ties between land, animals, and stories in Inuit culture. Invoking a sense of awe, the space described enigmatic connections to land and histories—experiences that are felt rather than explained with words. This work acted as a “portal” connecting with a sister project at the Bonavista Biennale, which was on display on the Bonavista Peninsula between August 19 to September 17, 2023.

Glenn Gear is an Indigiqueer filmmaker and multidisciplinary artist of Inuit and settler descent currently living in Montréal, QC. He is originally from Corner Brook, NL and has family ties to Nunatsiavut. His practice is grounded in a research-creation methodology shaped by Inuit and Indigenous ways of knowing—often employing the use of animation, photo archives, painting, beading and work with traditional materials such as sealskin.

Images: Installation views of the exhibition
Glenn Gear: Ivaluk Ullugiallu | Sinew & Stars.
Photos courtesy The Rooms.



Making Home Here

Labrador Interpretation Centre,
Summer 2023; The Rooms,
September 2023 – January 2024

Guest curator

Rachel Gilbert

Presented in partnership with the
Association for New Canadians



“Home” means something different to each of us. It could mean a place where a family has existed for generations, or it could symbolize somewhere that is in flux or even lost. The artists in this exhibition explored what it means to settle in this rocky place, Newfoundland and Labrador. They have considered how cultures interact (or don’t), and the ups and downs of the immigration process. Participating artists included: Anita Singh, Ethel Brown, Shazia Ahmad, Brian Amadi, Ginok Song, and Ksenia Korniewska. Funding provided by the Department of Canadian Heritage.

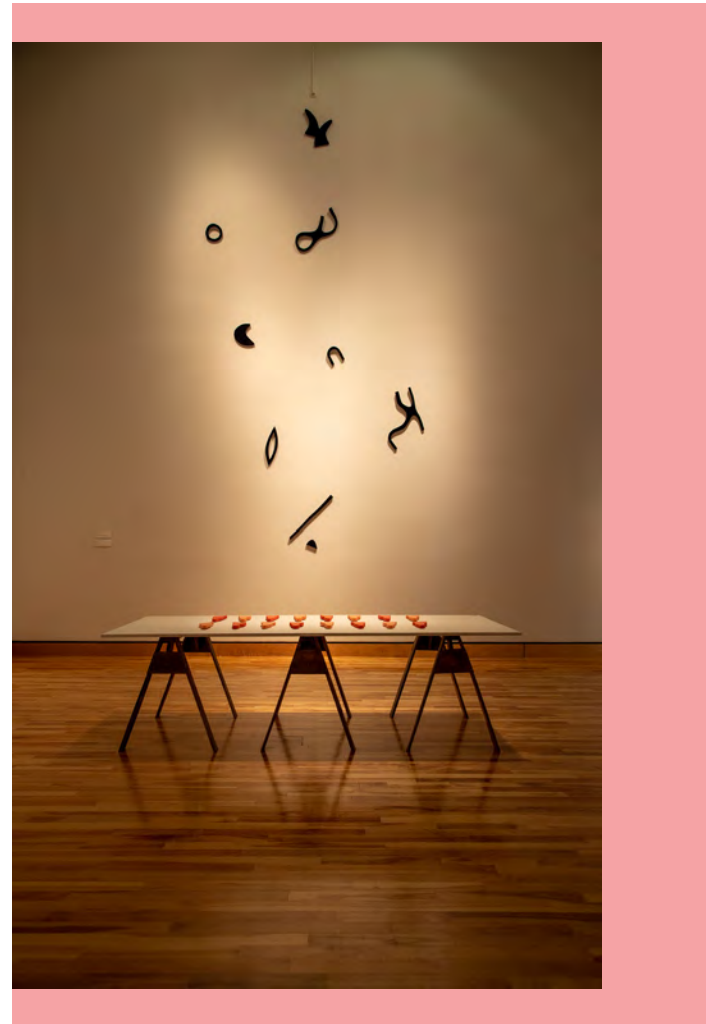
Images: Installation views of the exhibition **Making Home Here**.



Daze Jefferies: stay here stay how stay

January – April 2024

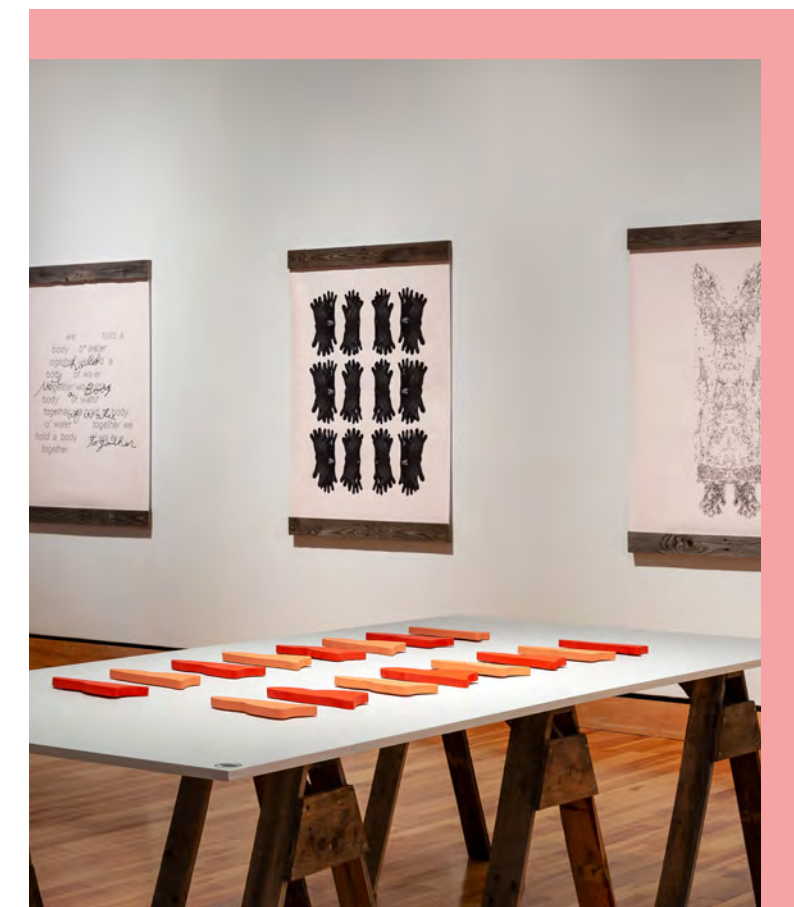
Guest curator
Emily Critch



stay here stay how stay, is the first major solo exhibition for this Newfoundland and Labrador artist who is making waves on the regional and national scene through her artwork and writing. Evoking a playful and slippery counter-historical approach to transfeminine belonging in Newfoundland and Labrador, this exhibition turned to the ocean as an archival body, to dream and speculate against outmigration and loss in the colonial historical record. Guided by mermaids as spectral trans foremothers, and using archival gestures of repair and preservation, Jefferies honoured the impermanence and continuity of intergenerational transfeminine knowledge. Responding to contemporary and historical discourse about trans and sexworker bodies, an entangled narrative of care, intimacy, and resistance emerged from the coastal margins. The exhibition was accompanied by a full-colour catalogue with essays by Sonja Boon, Emily Critch, and Daze Jefferies.

Daze Jefferies (she/her) is a white settler artist, writer, and educator born and raised in the Bay of Exploits on the northeast coast of rural Ktaqmkuk (Newfoundland). Her multidisciplinary research-based creative practice engages with the ocean as an archival body to form washy, wayward, and with/held counter-narratives of queer, trans, and sexworker worlds at the water's edge. Emily Critch (they/she) is a Mi'kmaw and settler curator, writer, and artist from Elmastukwek, Ktaqmkuk Territory (Bay of Islands, NL) currently based in St. John's.

Images: Installation views of the exhibition
Daze Jefferies: stay here stay how stay.



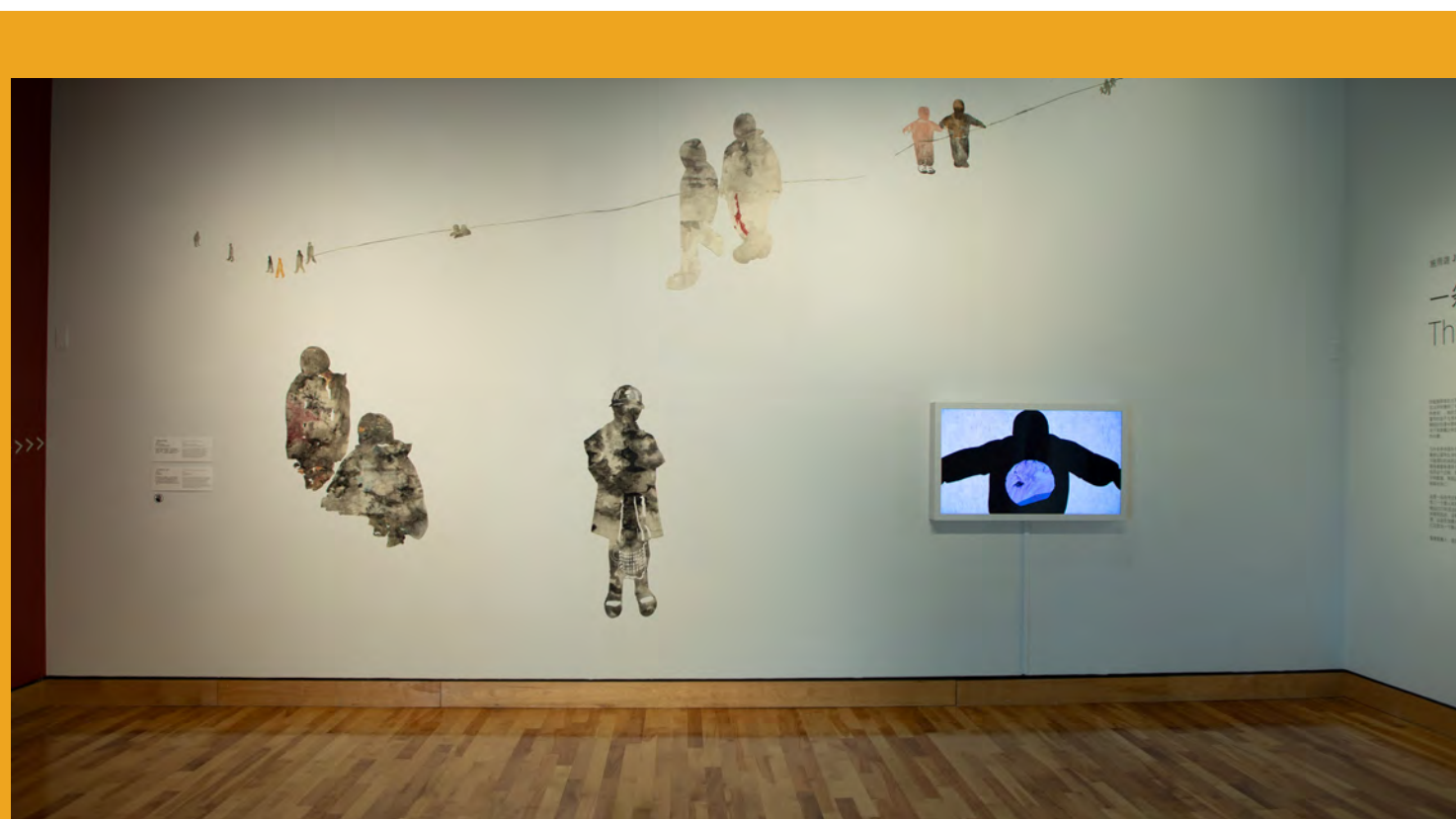
Jenny Yujia Shi: The End of a Line

February – April 2024

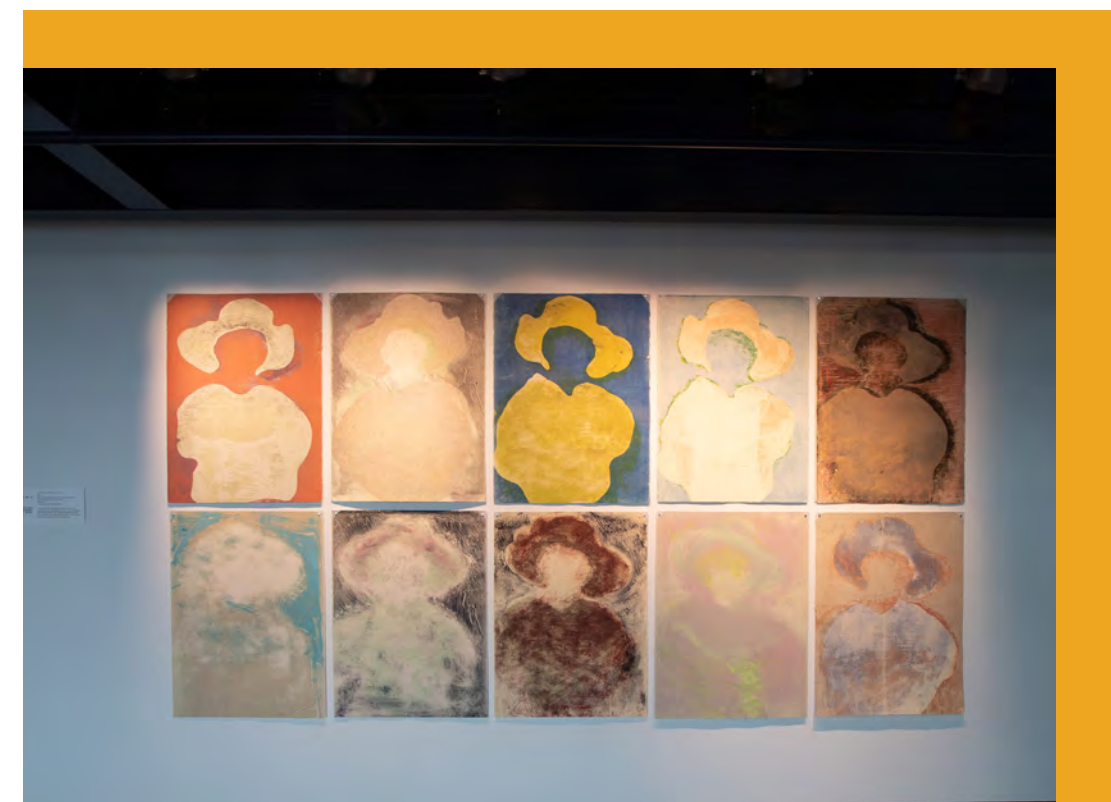


The End of a Line was an autobiographical exhibition that offered a poignant glimpse into Shi's migration experience over the last decade, culminating in her successful attainment of Canadian citizenship in 2023. The exhibition reflected Shi's coming to terms with her new home country and ongoing efforts to position her self—as a newcomer—within Canada's complex and contested history.

Jenny Yujia Shi 施雨迦 is a visual artist residing in Mi'kma'ki (Nova Scotia). Shi grew up in Beijing 北京, China, where her entire neighbourhood was uprooted as a result of urban development. Shi spent a decade on various temporary visas in K'jipuktuk (Halifax) as an art student and community arts coordinator before receiving Canadian Permanent Resident status in 2019. Shi explored themes of displacement and belonging in everyday moments through mixed media work, site-specific installation, and animation.



Images: Installation views of the exhibition **Jenny Yujia Shi: The End of a Line**.



Fantastic Finds:

Archaeology in Newfoundland and Labrador

July 2023 – ongoing



This exhibition explores new and exciting archaeology discoveries in our province. The exhibition was an opportunity to peak visitors' curiosity by sharing fascinating stories about archaeological finds within Newfoundland and Labrador while at the same time educating the public about protecting these sites. Archaeology looks at the past by studying these hidden finds. *Newfoundland and Labrador's Historic Resources Act* protects these important clues to the past. The exhibition reiterates how these sites and artifacts found belong to the people of this place.

From a 1400s English gold coin found on a beach, to ancient pottery fragments that shifted understandings of Labrador's early peoples, from a mystery cargo of mid-1800s rifles snagged up from the ocean floor, to a collection of teeth extracted by a long-ago dentist, druggist, barber, or jeweler on Water Street – the scope of archaeological discoveries in Newfoundland and Labrador is astounding.

Images: Installation views of the **Fantastic Finds: Archaeology in Newfoundland and Labrador** exhibition.



Conservation Highlights

Conservation of Billy Gauthier's Artwork **The Earth, Our Mother**

July 2023 – ongoing

This large sculpture was carved by Labrador-based (Nunatsiavut) artist, Billy Gauthier. The giant skull of this fin whale sat outdoors, weathering for 40 years. Carved over seven days, it is the largest work the artist has created to date. Gauthier works with the qualities of the materials, feeling his way through as he carved this 600 pound sculpture. Animal life, landscapes, and faces all emerge in this artwork, telling a multi-part story that holds considerable meaning for the artist. The work reflects his relationship to his ancestors, the land, his Inuk heritage, and his appeal for responsible stewardship of the planet for future generations.

The sculpture was isolated for conservation before it was able to be placed on exhibition in the gallery. Before arriving at The Rooms in October, our conservation team wrapped her in plastic and set insect traps. They discovered various types of mites, centipedes, carpenters, snake millipedes, spiders, springtails, and powder post beetles. The sculpture has since undergone a carbon dioxide (CO₂) treatment to kill any live insects, larvae, and eggs before being placed on display in the gallery. This process took several weeks.

Image Top Left: Conservation assistant Brittany Mitchell examines Billy Gauthier's sculpture, **The Earth, Our Mother**.

Bottom Image: Centipede, mite and carpenter.

Below Image: CO₂ treatment system

Donor Highlights



Foran Family Foundation Expanding Family Programming at The Rooms

Building on a \$25,000 commitment made in 2022, this past May, the Thomas and Susan (Kent) Foran Family Foundation renewed its commitment and contributed an additional donation of \$25,000 to The Rooms to assist with augmenting family programming.

This funding has enabled The Rooms to relaunch an updated **Big Fun for Little People** program on Tuesday mornings and expand on the number of tots programs offered. A pilot of the newly updated **Big Fun for Little People** program took place in Spring 2023.

In Winter 2024, The Rooms added two more tots-focused programs to its repertoire of family programs. **The Teeny Tots: Sensory Adventures for Little Ones** program takes place on the last Wednesday morning of the month and the **Tots Saturday Playdate** drop-in program happens weekly every Saturday morning. A second Tots Playdate was added on Tuesdays for a total of four tots-focused programs being offered in Spring 2024. To date, these programs have been well received and well attended. Starting lifelong museum goers at an early age will have long-term positive impacts on our community.

Donation

\$25,000

Corporate Sponsorship Donations

Between April 1, 2023 and March 31, 2024, The Rooms recognized \$355,000 in financial contributions from corporate sponsorships including \$185,000 from Chevron Canada Limited, an annual installment that is part of a three-year commitment of \$492,226 in funding for the administration of the Chevron Open Minds at The Rooms program; \$100,000 from BMO Financial Group; \$50,000 from Scotiabank; and, \$20,000 from Cenovus Energy towards the creation and maintenance of the **Cenovus Energy Celebrating Diversity Through Identity Edukit**.

Donation

\$355,000

Top Left Image: Children enjoying the view during the **Big Fun for Little People** tots program.
Bottom Image: A visit to the **How do I Look** exhibition during The **Teeny Tots: Sensory Adventures** program.

Provincial Government Contributions

Year of the Arts

As the province's landmark cultural institution, The Rooms will play a key role in Year of the Arts Celebrations. The provincial government has committed \$50,000 in 2023-24. The Rooms has requested an additional commitment in 2024-25. This funding will support the creation of a major art exhibition featuring Newfoundland and Labrador artists that will be on display from May to December 2024, as well as art exhibitions featuring Newfoundland and Labrador artists on display at The Rooms Regional Museums during the 2024 season. Additional programming includes daily artist spotlights, performances, and an art installation on The Rooms grounds, as well as augmented online art collections and an augmented Art Bank program for 2024-25.



Donation

\$50,000

The Department of Education

In partnership with the Department of Education, The Rooms also began the third in a series of Fine Arts / Cultural Educational projects in September 2023. Through a series of videos, **The Connecting with Artworks through the Lens of Identity** project connects teachers and students across the province with collections at The Rooms, working artists, and the creative process. The project works with artists of diverse backgrounds and cultures supporting and valuing inclusive education. Current artists include Brian Amadi, Mark Igloliorte, Ginok Song and D'arcy Wilson. During the 2023-24 fiscal year, The Rooms has received \$44,056 from the Department of Education Cultural Connections fund to support the Connecting with Artwork Through the Lens of Identity program.

Donation

\$44,056

The Department of Fisheries, Forestry and Agriculture

During the 2023-24 fiscal year, the Department of Fisheries, Forestry and Agriculture supported The Rooms with a contribution of \$15,000 to assist with the acquisition and care of a significant entomology collection – the Larson/Langor Insect Collection for Natural History.

Donation

\$15,000

Forestry and Wildlife Branch Grant

The Department of Fisheries, Forestry, and Agriculture – Forestry and Wildlife Branch has committed \$35,000 to the 2023-24 fiscal year under the **Limestone Landscapes Priority Place** project to support the acquisition, cataloguing and deposition of specimens from biological surveys and existing bulk biological collections within the project footprint on the Great Northern Peninsula. This work will contribute significantly to the knowledge of biological diversity in this unique and rare ecosystem and will build a foundation for continued research, monitoring, stewardship, and species recovery efforts across these landscapes.

Donation

\$35,000

Federal Government Contributions

This past year, The Rooms received \$46,123, the final installment of the \$1,406,015 in Federal Government funding from the **Canadian Heritage Canada Cultural Spaces Fund** over three years.

The Canada Council for the Arts is a national arm’s-length agency that 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. In April 2019, The Rooms received a four-year grant of \$945,000 from the Canada Council for the Arts as part of their **Engage and Sustain Program**. Fiscal 2022-23 was the final year of the four-year period, however during the pandemic the core funding grant was extended for an additional two years. During the 2023-24 fiscal year, The Rooms received \$250,000. These funds have been used to support local, national, and international artists in the creation of new artistic works presented in innovative exhibition contexts at The Rooms.

For the 2023-24 fiscal year, The Rooms received \$73,400 in funding from The Canadian Heritage Grant Project **Digital Access to Heritage: Sharing Collections in the Round** for Phase Two of the project to continue work on a 3D Image Bank of Artifacts from the Indigenous Peoples Collections at The Rooms. During the 2022-23 fiscal year, The Rooms received the first installment of \$26,862 for Phase One of the grant, for a total contribution of \$100,262 for the entire project.

The Rooms received \$62,893 in **Young Canada Works in Heritage** funding to support five positions during 2023 including a Natural History Collection Management Assistant, a Conservation Registration Assistant, two Volunteer Supervisor Assistants and an Art Gallery Administrative and Digitization Assistant. During the 2023-24 fiscal year, National Research Canada (NRCan) contributed \$13,100 to The Rooms which assisted with the cost of shipping the collection and provided salaries for staff to care for the Larson/Langor Insect Collection for Natural History.

International Grenfell Association New Acquisition

In the fall of 2023, the Dr. Harold Thomas photograph album became available at auction and The Rooms was the successful bidder. The New England Grenfell Association, a supporting branch of the International Grenfell Association (IGA), assisted The Rooms with purchasing the album at a cost of \$13,634. Dr. Harold Thomas was a Harvard Medical School graduate who volunteered with the Grenfell Mission from June to December 1915. The 267 photographs in the album document people, places, and his experiences from that time. Photographs include local people in central Labrador, IGA staff and their families, troop ships in St. John’s harbour, the visit of the Duke of Connaught to St. Anthony and the first Newfoundland-trained nurses to work with the Grenfell Mission.

In Numbers

Funding

\$13,634

Acquistion Highlights



Archival Photographs and Documents

Arthur W. Rowsell fonds

Twenty volumes of handwritten diaries of Arthur William Rowsell (1880-1969) (born Leading Ticks – died Corner Brook[?]). Rowsell was a self-educated carpenter. These diaries were written between 1898, when he was 18 years of age, as well as a diary he wrote in 1926. During this period Arthur and his family lived on Gull Island (Cape St. John) where his father, Mark Rowsell, had been keeper of the light from 1884 to 1906. The diaries were donated to The Rooms in 2023. Mark Rowsell (1837-1913) and his crew, on returning from Labrador in the spring of 1868, found the remains of the unfortunate passengers and crew of the Queen of Swansea, which foundered on Gull Island in December 1867. Mark Rowsell fervently pleaded for a lighthouse on Gull Island (Cape St. John) and was made the first keeper when a lighthouse was finally erected in 1884.

Barbara Mundy Groves fonds and collection

This collection includes 1,038 photographs, eight photograph albums containing 838 photographs, and textual records relating to the life of Barbara Mundy Groves. Barbara Mundy Groves was born in New York and volunteered with the International Grenfell Association (IGA). In 1947, she married Russell Groves, a local trapper, and moved to North West River, Labrador. Her life is the subject of **Dear Everybody: A Woman's Journey from Park Avenue to a Labrador Trapline** by Anne Budgell. Also included is a collection of research notes created and gathered by Anne Budgell, with electronic records transcribed by Anne Budgell in writing the book **Dear Everybody: A Woman's Journey from Park Avenue to the Labrador Trapline**.



Top Left Image: Glass bubble photograph of Harry Bobbett, Royal Newfoundland Regiment.

Top Right: Doug Grant, a retired National Hockey League goaltender, donates a pair of goalie pads.

Bottom Left Image: Entomology specimens from the Larson/Langor Collection.

Ed Ringman fonds

This collection is comprised of photographs, negatives, and slides from Ed Ringman's career as a photographer. It includes original photographs by Holloway Studio, as well as a photograph by S.H. Parsons and Sons, which came to Ringman for copywork. The photographs depict Ringman and his fellow soldiers during his World War II service as a gunner with the 59th Field Artillery.

Ringman used a retraining allowance he received after WWII to go to New York and train as a photographer, where he worked as a photographer for the Daily News. He was hired by Tootons as their studio photographer, a role he held until the studio closed in 1977. Ringman's family was Lebanese, and were active members of the St. John's Lebanese community.

John Hibben album

Way Down North on the Labrador was an album of photography created by John Hibben, a medical student volunteer with the Grenfell Mission in the summer of 1913. The album contains 81 black and white photographs of medical staff, including Sir Wilfred Grenfell and Dr. Armstrong, children, and patients.



Image: A page from the Dr. Harold Thomas Album.

Dr. Harold Thomas album

This album contains 267 photographs kept by Dr. Harold Thomas during his six-month term as a volunteer medical assistant at a Central Labrador Hospital in 1915. Dr. Thomas was a Harvard Medical School graduate. The acquisition of this album was generously supported by the New England Grenfell Association, a supporting branch of the International Grenfell Association (IGA).

Artworks

There have been 16 separate artwork donations to The Rooms collection, consisting of 222 artworks; 11 of those artworks were purchased and 211 of the artworks have been donated.

Highlights from these donations include the following:

Two artworks, **Girl Sitting** and **Grosvenor Crescent**, by artist Christopher Pratt were bequeathed to The Rooms by the artist. **Grosvenor Crescent** was produced by the artist during his studies at The Glasgow School of Art in 1957;

Artist **Ned Pratt** donated ten photographic artworks to The Rooms. These works were part of the exhibition produced by The Rooms in 2018 that toured to five galleries nationally until 2023;

John C. Perlin bequeathed 62 artworks, including artworks by Christopher Pratt, Mary Pratt, David Blackwood, Helen Parsons Shepherd, Reginald Shepherd, Grant Boland, Barbara Pratt, Phyllis Armour Hertzberg, A.E. Harris, Jerry Evans, and Carl Stevenson. There were 14 of the works that were added to the province's Art Bank collection, the remaining 48 were added to The Rooms collection. A highlight of the donation is a suite of ten woodcut prints by Mary Pratt, all artworks are first-time acquisitions for The Rooms; and

Bonnie Leyton has been a prominent figure and advocate in the province's fine art sector. Her family have donated 133 artworks from her personal collection, including 97 pieces created by Leyton, and 36 artworks she collected from other Newfoundland and Labrador and Canadian artists. The donation encompasses sculpture, paintings, prints, video, and drawings – many biographical in nature – and has provided The Rooms a welcome representation of Leyton's work.

Artifacts

Dr. Connie Heimbecker donated an important collection to the province relating to her time studying, working, and living in Labrador in the 1980s and 1990s. It consists of over 80 significant Innu artifacts – the majority are moccasins, boots, mittens, and gloves, but there are also examples of tea dolls, and other small items. Additionally, a few Labrador Inuit items were included in the donation, a highlight of this being a soapstone lamp. The Rooms will conserve, safeguard, and store the artifacts in partnerships with the Innu and Inuit of Labrador, with the potential for eventually transferring selected artifacts to those groups. The donation also included recordings and associated papers that were generated by Dr. Heimbecker based on her work in Labrador on Innu lullabies.

Joan Ebsary donated her Canada Games jacket from the 1969 Summer Games. With the return of the Canada Games to St. John's in the summer of 2025, this artifact will very likely play an important role in The Rooms commemorative exhibition planned to mark the games.

Doug Grant, a retired National Hockey League goaltender, donated a pair of goalie pads from his playing days – he played 77 games in the National Hockey League for the Detroit Red Wings and St. Louis Blues during the 1970s. Only a few players from the province have reached the NHL and this donation will greatly enhance The Rooms sports collection and help us tell the province's hockey story.

The nationally acclaimed actress, comedian and writer-director Mary Walsh has donated an iconic television property: the chair used by her character “Dakey Dunn” in monologues on **This Hour Has 22 Minutes**. This tangible piece of personalia will enrich The Rooms capacity for exploring the remarkable story of Newfoundland and Labrador artists, actors, writers, and, film and television stars, and their roles in shaping Canadian culture from the 1970s to today.

The family of another nationally beloved and iconic performer and writer from this province, Grand Falls-Windsor's, Gordon Pinsent (1930-2023), has donated a variety of personalia relating to his illustrious career. These include an acting award, promotional posters and two of his original artworks. These items too will enhance The Rooms small but growing collection of arts-and-culture-related collections across the disciplines: fine arts, music, comedy and acting.

The Rooms has acquired a sizeable collection of musical instruments, concert memorabilia and clothing associated with the provincially renowned country musician-singer and instrument maker, Jimmy Linegar, the “Kid Ranger” (1936-2018). Many of the instruments donated were made and played by Mr. Linegar.

The development of the exhibition **At Home: Too Far, Too Close**, shown during summer 2023, resulted in several of the items featured being donated to The Rooms by participants of the show. Artifacts from Nigeria, the Philippines and Jamaica were received and reflect The Rooms goals of reaching out to and connecting with new audiences, in this case, recently arrived Canadians making new homes in Newfoundland and Labrador.

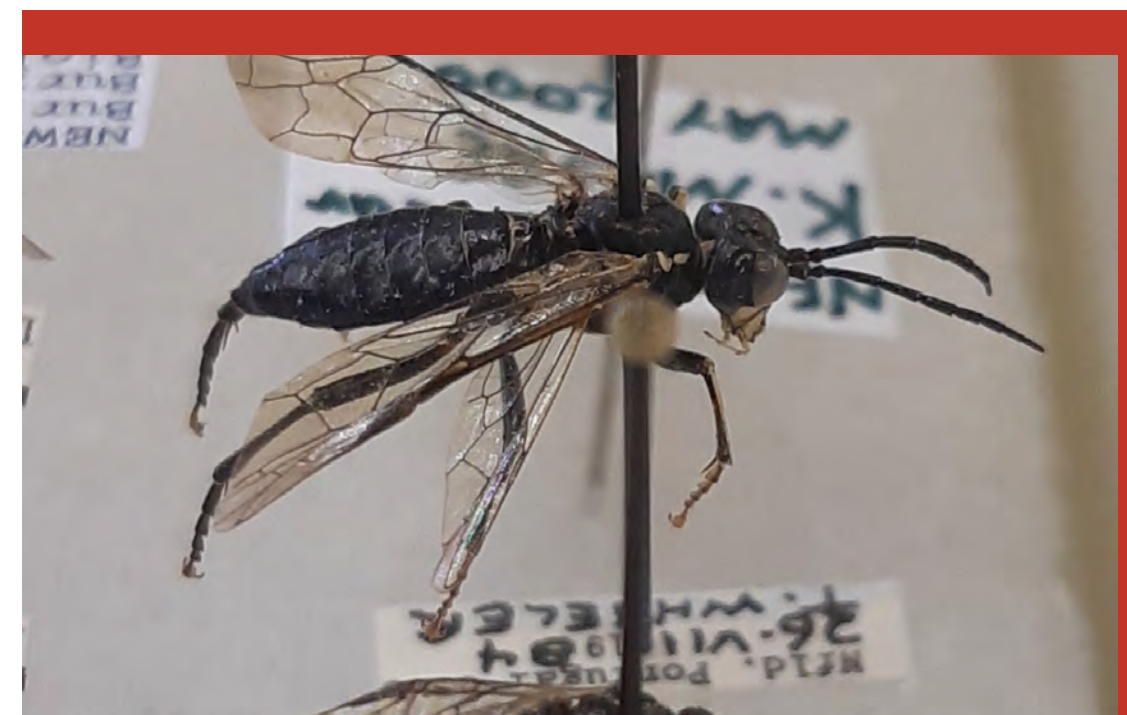


Image: Several objects included in the exhibition **At Home: Too Far, Too Close**, were donated to The Rooms Collection once the exhibition closed.

Natural History Specimens

In 2023, with support from local entomologists and the provincial Wildlife Division, The Rooms accepted custody of a collection of over 60,000 insects from Newfoundland and Labrador. The collection was developed at Memorial University of Newfoundland between the 1970s and 1990s by Professor David Larson and his students, and then transferred to the Canadian Forestry Service in Edmonton under the care of Newfoundland entomologist Dr. David Langor. This collection is likely the largest, modern collection of insects from the province, and is a unique record of insect diversity and of work carried out by Newfoundland and Labrador scientists in the past 50 years. The regional accessibility of such a collection, through a public institution like The Rooms, will contribute greatly to the development of entomology as a discipline in the province, and the knowledge, conservation, and appreciation of insects.

Image: Entomology specimens from the Larson/Langor Collection.



Partnerships



Department of Tourism, Culture, Arts and Recreation (TCAR)

As a Category 1 Crown Corporation of the Government of Newfoundland and Labrador, The Rooms is accountable to the Minister of Tourism, Culture, Arts and Recreation through The Rooms Board of Directors. Funding received from TCAR sustains the operations of The Rooms each year. The Rooms works closely with the department on the following shared commitments: the Provincial Art Bank program of the Government of Newfoundland and Labrador; the restoration and the opening of the Colonial Building; the implementation of the Cultural Action Plan; and, The Rooms continues to provide and manage collections for the ten Provincial Historic Sites.

Department of Education, Kindergarten to Grade 12

The Rooms welcomed 85 classes and 2,259 students between April 1, 2023 and March 31, 2024. The Rooms offered a selection of 11 unique school programs including: **Jerry Evans: Weljesi** (7-12); **How Do I Look** (K-6); **From the Ground Up: An Introduction to Archaeology** (4-5); **Soldier Stories** (8-12); **The Life and Times of...** (7-12); **Home and School** (2); **Connecting Peoples** (2-6); **NSO at The Rooms** (virtual and in-person K-6); **Rooms Wide** (3-12); **Deck the Halls** (3-5); and, **The House of Wooden Santas** (virtual and in-person).

The Rooms Education and Public Programming Unit has hired three casual call-in Museum Interpreter I positions to assist with school programs, as well as a casual call-in Education Programmer to facilitate school programs. A second casual call-in programmer was hired in January 2024. These additional hires will enable the organization to bring school programming capacity back to levels offered before the pandemic. The education unit is supported by 35 volunteers who assist with the delivery of the education programs. Volunteers receive ongoing professional development training.

Top Left Image: Promotional image for the Dialogue and Debate pilot program featuring Dr. Jennifer Dyer, associate professor, Faculty of Humanities and Social Sciences, artist Kim Morgan, and Dr. Mike Wahl, assistant professor, Faculty of Medicine.

Bottom Left Image: Visitors stretch out in the Fortis Courtyard and Amphitheatre to enjoy listening to performers during the Global Music Series.

Below Image: Children enjoying an art activity at The Rooms Summer Camp.





Image: Musicians from the Newfoundland Symphony Orchestra work with students in the **Newfoundland and Labrador Musical Heritage Connections Program** in the **Connections Gallery**.

The Connecting with Artworks through the Lens of Identity

In partnership with the Department of Education, The Rooms began the third in a series of Fine Arts / Cultural Educational projects in September 2023. Through a series of videos, The Connecting with Artworks through the Lens of Identity will connect teachers and students across the province with collections at The Rooms, working artists, and the creative process. The project will work with artists of diverse backgrounds and cultures supporting and valuing inclusive education. Current artists include Brian Amadi, Mark Igloliorte, Ginok Song and D'Arcy Wilson.

Travelling Edukits

The Rooms offers four travelling edukit programs that can be requested by schools throughout the province. Edukit topics include: **UpRooted: Resettlement in NL;** **The Rooms BMO Who Are You? Cultural Expressions at the Rooms;** **The Rooms BMO First World War Edukit;** and the **Healing and Commemoration Edukit**. The uptake for these edukits increased during the 2023 school year – requiring a waitlist in place for teachers wanting to borrow them. Edukits have been requested all over the island of Newfoundland, as well as on the Labrador coast. A fifth kit, the **Cenovus Energy Celebrating Diversity Through Identity Edukit** will be available to schools in fall 2024.

Newfoundland Symphony Orchestra (NSO)

The Rooms continued its partnership with the NSO and offered eight programs between April 1, 2023 and March 31, 2024, with 235 students participating. **Newfoundland and Labrador Musical Heritage Connections** was delivered in the **Here, We Made a Home** exhibition and **Musical Connections with Nature in Newfoundland and Labrador** was delivered in the **Connections** gallery where students joined musicians of the NSO virtually to explore the world of music and create their own soundscape.

Chevron Open Minds Program

Chevron Open Minds at The Rooms is an innovative school program engaging students, teachers, parents, and content experts to collaborate for a week of object-based, hands-on, experiential learning to deepen connections within the community. Since 2010, The Rooms has continued to receive funding from Chevron Canada for the administration of the Chevron Open Minds at The Rooms program. This past fiscal year, 22 classes/503 students participated in the program.



Image: Open Minds Students drawing the view from The Rooms.

Sharing Our Cultures™

Now in its 24th year, Sharing Our Cultures™ celebrated its largest year since its partnership with The Rooms in 2010. Running over four days between March 17 to March 20, 2024, the program welcomed more than 2,500 students including visiting Grade 6 students and presenting high school students. Sharing Our Cultures™ creates spaces for the voices, cultures, histories, and experiences of all children and youth to be heard, seen, and valued.

Image: Students perform during the opening of Sharing Our Cultures™.



Memorial University

The Rooms partnered with Memorial University to create and deliver three new public programming series this past year.

A pilot program of a new series – **Dialogue and Debate with Memorial University at The Rooms** was presented this past February in partnership with Memorial University’s Department of Public Engagement. The inaugural program featured Dr. Jennifer Dyer, associate professor, Faculty of Humanities and Social Sciences in conversation with Dr. Mike Wahl, assistant professor, Faculty of Medicine about the topic of visual artist Kim Morgan’s exhibition **Blood and Breath, Skin and Dust**. The program explored materiality and the body.

A second new series was developed in partnership with the Office of the Vice-Provost, Equity, Diversity, Inclusion and Anti-Racism and took place over three weeks in February 2024 to mark Black History Month. **Celebrating African History and Liberation: Reconceptualizing and Reclaiming African Historical Narratives** featured a keynote lecture delivered by scholar, Dr. Beverly-Jean Daniel on moving beyond the interruption of enslavement to reconceptualize and reclaim African historical narratives. **Celebrating African History and Liberation Through Film Friday** showcased Black voices and experiences through selected films from the National Film Board of Canada. **Celebrating African History and Liberation Through Music** included vibrant rhythms, embodying the spirit of unity and diversity.

A third series was offered in partnership with Dr. Daria Boltolkova, Associate Professor of Anthropology and Sakha Scholar, who approached The Rooms to propose an **Indigenous Speakers Series**. A platform to facilitate conversations about Indigenous identity, resurgence and linguistic reclamation, this series worked with Indigenous scholars, artists, storytellers and activists from across Turtle Island. Sharon Harvey, The Rooms Indigenous Cultural Liaison, assisted Dr. Boltolkova in creating the series and the first program took place in March 2024 – featuring Dr. Karen Lawford, an Anishinaabeg midwife and Associate Professor in the Department of Obstetrics and Gynecology at McMaster University.

Dr. Lawford presented her talk **Indigenous Birthworkers and Indigenous Futures: Truth Before Reconciliation**. During her presentation she described the historical socio-political context of healthcare in Canada referencing the Calls to Action, Calls to Justice and Recommendations from three National Commissions. Dr. Lawford’s sold-out talk created space for the Indigenous community to connect and educate both the Indigenous community and non-Indigenous community to learn from one another.

First Light: St. John’s Friendship Centre

The Rooms continues to partner with First Light with programs such as the Baby and Me program (one per month). In November, The Rooms was pleased to be chosen by First Light as the venue for Spirit Song Festival’s Big Ticket finale. In collaboration with First Light, guests were invited for an early performance by PIQSIQ, and then Dance Party vibes with Notorious Cree, Native Pride Dancers, and a community dance with DJs Fred Fost and Sarkastadon. The evening featured a red carpet entrance, black lights, a dance floor, and was a highlight of the festival. Audiences and artists alike were encouraged to dress-their-best, Regalia was highly encouraged! The event was hosted by Auntie-in-Residence Jenelle Duval.

Ujarak Media Inc. and Director Jessica Brown

Director Jessica Brown, Founder & CEO of the Northern Film Initiative Inc., reached out to The Rooms to request a location to film a new documentary series that will air on Bell Fibe TV1 in Spring 2024. The **Here to Stay** documentary series, uncovers the growing Indigenous community in St. John’s, Newfoundland and Labrador. The series aims to shed light on the lives of the urban Indigenous community, offering viewers a deeper understanding of this demographic change. The Rooms supported the production of the series by supplying the location for content featured in several of the episodes and will provide public screenings of the series during Summer 2024.



Breakwater Books – Author Series

In September 2024, The Rooms began a new partnership with Breakwater Books to connect audiences with new books about this province through a series of author talks and interviews. Each month, a published author presented a talk relating to The Rooms collections, current exhibitions, or special events. In October, author Ting Ting Chen presented **Impressions of Newfoundland: The Art of Ting Ting Chen**; in November authors Chief Mi’sel Joe and Sheila O’Neill presented **Suliewey**, the sequel to **My Indian**; in February author Mike Heffernan presented **Let It All Fall: Underground Music and the Culture of Rebellion in Newfoundland, 1977-95**; and, in March, author Ainsley Hawthorn presented a conversation centered around her book, **Land of Many Shores**.

Global Music at The Rooms

Offered in partnership with the Association for New Canadians and MusicNL this was the third consecutive summer for the Global Music Series. Every Wednesday evening in August, free concerts featuring a variety of performers from all over the globe were offered in the Fortis Courtyard and Amphitheatre. This series was an initiative led by MusicNL and the Association for New Canadians to increase representation and recognition from immigrant musicians in our province. Wednesday, August 2 featured performances by: Baraka, David Enguiguren, De la Paz Latin Quintet with 125 people in attendance; Wednesday, August 9 featured performances by: Duo Northeast, Noel and Cristina, Xia with 135 people in attendance; Wednesday, August 16 featured performances by Hierrito Onelvis Fernandez, Humberto Piccoli, Mashariki Muziki with 90 people in attendance. The final concert took place on Sunday, August 27 (due to inclement weather on Wednesday) and featured performances by: Reza, Sunflower Duo, Ana & Eric with 130 people in attendance.

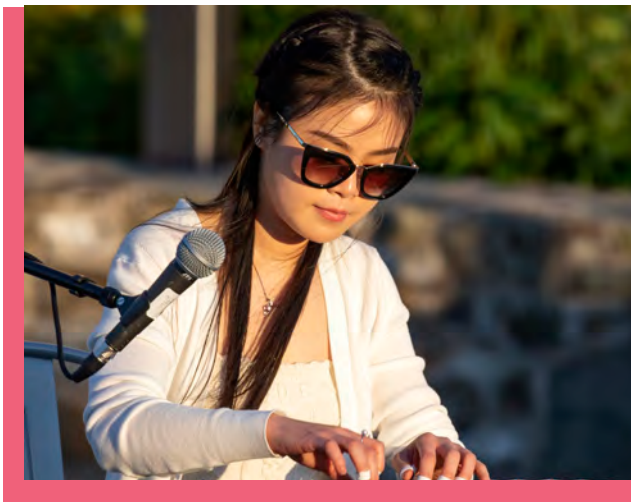


Image: Professional guzheng artist, Jing Xia performs during the Global Music Series. Photo courtesy The Rooms.

PictureNL

In January 2024, The Rooms partnered with PictureNL to host a film series in celebration of Year of the Arts. The provincial government's vision for the Year of the Arts is for it to have a lasting impact on both artists and communities. With support from Celebrate NL and in partnership with The Rooms, PictureNL screened 11 local features and a night of award-winning local shorts every month in 2024. These films not only represented our province's rich talent but have captured the breathtakingly epic beauty of our locations. To further highlight our province's local talent, each screening featured a special Q&A from members of the cast or crew. The screening series debuted on January 18th at The Rooms with the feature film **Rare Birds** (2001), produced by Pope Productions. **An Audience of Chairs** (2018) was screened in February and **Hell or Clean Water** (2021) was screened in March.

ABC Life Literacy and the Learning at the Museum Program

Last year, The Rooms piloted a new program Learning at the Museum in partnership with ABC Life Literacy Canada (ABC). The Learning at the Museum program was created by ABC to increase learner confidence in cultural activities by making cultural spaces more accessible.

This program enabled The Rooms to broaden its audience and engage with an audience previously not reached. Museums are important places in communities where people come together to share stories and experiences. This project provided an entry point into learning for vulnerable adults and their families who may not currently feel connected or engaged with cultural institutions as a community resource that they can access. This past year, the Learning at the Museum program continued with 21 visits by almost 200 participants from programs including Stella's Circle, The Gathering Place, Autism Society of NL, Rabbittown Learners, Emmanuel House, YMCA Newcomer Program, and the YWCA Launch Program.



Image: Participants of the Learning at the Museum program enjoy a break in The Rooms Café. Photo courtesy The Rooms.

Toronto Metropolitan University – Film School Partnership

The Rooms hosted an intern from the Film Studies Department of Toronto Metropolitan University (formerly Ryerson University) until the end of June 2023. The student, originally from Corner Brook, was a graduate student in the Film Studies program and sought to complete his practicum at The Rooms because of the extensive archival film collection. During their internship, they catalogued footage and records from Red Ochre Productions, which were collected in 2007 but never catalogued. A total of 1479 individual items have been inspected and documented. These items span a variety of formats, including 16mm and 35mm analogue film, VHS, Betacam, U-matic, Hi8, DAT, audio cassette and several others. Each item has been inspected for physical condition and contents, information which has been gathered into an inventory of the entire collection, leading to improved physical and intellectual control over a previously uncharted portion of the Archive's collection.

Partnership - Office of Employment Equity for Persons with Disabilities (OEEPD)

The Office of Employment Equity for Persons with Disabilities (OEEPD) is a division of the Public Service Commission that operates a number of employment programs and career development services designed to assist persons with disabilities attain employment in provincial government departments, crown corporations and agencies. The OEEPD offers a range of full-time, permanent, temporary and student positions in various locations of the province. These positions have been designated for persons with disabilities and filled only by members of this employment equity group who have registered with the Office. In April 2023, The Rooms Corporation welcomed an employee from this program into its operations for a period of one year. The employee is working with the Archives and Collections Department entering important collections descriptive and cataloguing data alongside of Registrars and Curators working hands-on with collections. This is valuable work that supports collections management at The Rooms.

Art Bank Program

Established in 1982 by the Provincial Government, and now managed by The Rooms with dedicated funds provided annually by the Department of Tourism, Culture, and Recreation (currently \$75,000), this program is designed to recognize and promote Newfoundland and Labrador artists by placing their original artworks in public buildings. There are currently over 3,000 artworks in this collection. It is in high demand across government.

This year, 109 artists made submissions to the program, including 42 artists from outside St. John's. A total of 265 artworks in various media were submitted for consideration. The Art Bank Jury members were nominated by the wider community and affirmed by The Rooms staff. The jury met virtually to review submissions in mid-November.

This year's selection totals 23 new artworks for the Art Bank Collection. Highlights include purchases from Indigenous artists Brian LaSaga, Melissa Tremblett, Dale Ford, and Nelson White. Works by established artists Bill Rose, Greg Bennett, Kym Greeley, and Michael Flaherty are part of this year's selection, as well as works by new and emerging artists Ethan Murphy, Sabrina Pinksen, and William Ryan. These selections represent a diverse range of talent from ten different towns across the province.

This program supports artists in the most direct way – by purchasing their work.

Art in the Park – Artists in Residence

Through partnerships with Parks Canada and the Landfall Trust, and with funding from the Canada Council for the Arts, The Rooms offers three off-site artist residencies annually. In summer 2023, visual artist Sophie Jaillet created paper casts of Peridotite boulders on the Tablelands as well as ceramic pieces during her residency in Gros Morne National Park; artist Andrew Maize created a new body of work exploring a new medium known as fumage or smoke painting during his residency at Terra Nova National Park; and, photographer and bookmaker Aaron Friend Lettner created a substantial amount of photographic work during his residency at Kent Cottage in Brigus.

CEO Shared Commitments

The Rooms CEO was a member of the Department of Tourism, Culture, Arts and Recreation's Working Group on Monuments and Observances, and a member of the Selections Committee for the Public Service Award of Excellence. The CEO continued to be a member of the Canadian Arts Summit Steering Committee and in April of 2023, she attended the Business/Arts Summit in Toronto and moderated the session **Sustainability and Shifting Landscape – The Labour Force**. In May, The Rooms hosted the Premier's Year of the Arts announcement at The Rooms. In September, the CEO attended the unveiling of the Turkish Memorial in Pleasantville. The Vice Chair of The Rooms Board and CEO attended the sitting of the House of Assembly in October for the reading of a statement about The Rooms by The Honourable Steve Crocker, Minister of Tourism, Culture, Arts and Recreation. In October, the CEO welcomed delegates of the Creative Cities Summit to The Rooms as part of their conference. In November, the CEO participated as a judge for the annual Craft Council of NL Christmas Craft Fair to select the Best New Product and Best Booth Awards. In December, she was the live studio guest for CBC Radio's afternoon program **On The Go** to discuss a successful year at The Rooms.

Between April 1, 2023 and March 31, 2024, the CEO welcomed many dignitaries to The Rooms including the Ambassador of Norway Kaspars Ozoliņš in April; His Excellency Guðni Th. Jóhannesson, President of Iceland and First Lady Eliza Reid on a state visit in May; a delegation from the City of Hamburg in October; Prime Minister Justin Trudeau, Charles Michel, President of the European Council, and Ursula von der Leyen, President of the European Commission, for the 19th EU-Canada summit in November; in January the CEO welcomed Her Honour, Lieutenant Governor, Joan Marie Aylward to The Rooms to view the Art Bank Collection; and welcomed Ambassador Eamonn McKee, the Irish Ambassador to Canada in March.

Issue One

Sustainability: Efficiencies and New Revenue Opportunities

The Rooms continues to be faced with external challenges affecting its ability to provide the high-quality experience it is known for delivering. The Rooms and its Regional Museums must address economic challenges that threaten to deplete resources, thereby reducing the quality of experiences they have to offer.

There are many facets of sustainability, however, over the next three years The Rooms will focus specifically on:

- 1.) The Rooms and its regional operations becoming more efficient; and
- 2.) new revenue opportunities.

The Rooms will advance this priority over the next three years through the implementation of a development strategy that ensures the growth and sustainability of the organization. The Rooms will also focus on initiatives that work towards enhanced financial stability by exploring opportunities for community and government support.

Three Year Goal (2023-26)

By March 31, 2026, The Rooms will have increased sustainability by creating a more efficient organization and will have explored new revenue opportunities that align with operational priorities.

First Year Objective (2023-24):

By March 31, 2024, The Rooms will have evaluated and prioritized areas for improved efficiency, as well as evaluated and prioritized the elements of a fund development plan.

The indicators for first year objective are:

An updated version of The Rooms website will have been launched

- A request for proposals for The Rooms website was awarded to Blaze Studios in late fall of 2022. A project brief was signed off in winter 2023 and the website developer presented the information architecture in spring 2023. The wireframes were presented and signed off over the summer of 2023. The information architecture was signed off in September 2023 and the website user interface design was approved later that fall. Application development was completed in spring of 2024 and content was submitted to the web developer shortly afterwards to begin the content migration phase. Variant: An updated version of The Rooms website will launch in 2024. The quality assurance phase of the website will begin in summer 2024, immediately followed by the website launch.

An analysis of software needs will have been completed

- The Finance and Operations Department has undertaken a review of how software applications and licenses are managed Rooms-wide. The goal of this exercise was to allow for rationalization of each application and reduce licenses (and licensing fees) where possible. Operational efficiencies of each application have been examined to determine if better options are available, which in some cases has allowed for the combining of multiple functions into a single application, thus reducing overall costs.
- In winter 2024, the Office of the Chief Information Officer (OCIO) provided The Rooms with a business analyst to assist in drafting the business requirements to be included in a request for proposals to replace the finance and marketing technical application stack. The Rooms is expected to issue a request for proposals for this work during fiscal 2024-25. Implementation of the work will be completed in two phases, with Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM) solutions being the core of phase I.

A process for streamlining grant applications will have been investigated

- Grant Applications for Young Canada Works students has been consolidated within the Finance and Operations Department on behalf of all departments.

Opportunities for streamlining business processes will have been evaluated

- Tracking improvements have been made within the Finance and Operations Department in managing all external funding revenues received by The Rooms that are designated for a specific purpose.
- The inclusion of mandatory project codes for external funding will be based on information provided by departmental directors such as who is giving the money (i.e., Federal, Provincial, Corporate, etc.), how the department is spending the funds, and timeline details for spending the revenue. Unrestricted external funding or donations will not require a project code and will be recorded as general donation revenue in the year in which it is received.
- A collaboration portal using SharePoint solution was implemented and has been rolled out Rooms-wide to departments to assist with internal and external file sharing.
- Further work has been completed to consolidate office supplies and how they are acquired and managed. New inventories of supplies from all departments have been compiled and a secure storage area ensures efficiencies in ordering are being met.
- Work to consolidate forms and the paperwork used in acquiring various types of collections is underway. Consolidation has been time-consuming work; however, the improved process has received a positive response from donors, staff and management who have used separate forms and processes for many years in conducting business. Consolidation of acquisitions will continue in 2024-25 and will culminate in a legal review of the new documentation.
- A new institution-wide collections email account has been implemented. The email address collections@therooms.ca has assisted the organization in streamlining its intake processes, including procedures for both staff and the public.

- A new “FAQ” collections document has been created and is being finalized for public and staff dissemination. This guide will be an important tool in explaining what The Rooms does and doesn’t collect, and how decisions about collecting and retention are made internally.
- A new institution-wide policy revision for Canadian Cultural Property applications and appraisals was also created and is already being tested by Collections staff with favorable results.
- The Rooms Social Media FAQs for staff has been completed.
- A new account with CanadaHelps – a nationally recognized not-for-profit fundraising organization, has been set up for The Rooms. CanadaHelps is a well-respected tool that has improved customer experience for donors – simplifying online giving and making it easier to donate to The Rooms.
- A new plan for wayfinding/information on digital screens throughout the building has been proposed and a budget completed.

A case for support will have been completed

- Compelling stories to be included in a new case for support have been identified and an outline has been completed.
- Variant: Completion of the Case for Development will be deferred to 2024-25. The Director of Marketing, Communications and Fund Development position was filled in November 2023. Extending the deadline allows for important input from the new director to guide the case for support.

A pilot event with a corporate partner will have been developed

- A corporate partner event was piloted in February of 2023. A custom program was developed for Fortis Inc. employees to mark Black History Month.
- The Rooms has been working with a local tour operator on a corporate program for their tour guides. A tour is planned for late Spring 2024 after the exhibitions are refreshed.
- Discussions are underway for The Rooms to pilot a customized professional development program for the tour operator.

Second Year Objective (2024-25):

By March 31, 2025, The Rooms will have developed an action plan for improved efficiency and will have implemented elements of the fund development plan.

The indicators for second year objective are:

- An action plan for improved efficiency will have been developed
- The Rooms reorganization plan will have continued to be actioned
- Donor-based tracking and communication will have been implemented
- Strategies for donor engagement will have been researched
- An annual giving campaign will have been researched
- New revenue generating opportunities will have been explored

Discussion of Results

The Rooms has continued to improve sustainability by focusing on efficiency and identifying new revenue opportunities. Organizational improvements were achieved through optimizing financial tracking and collections processes, consolidating purchasing, establishing a new project coding system, and implementing a SharePoint collaboration portal. These initiatives have helped The Rooms to save money and have expanded the organization’s capacity.

Evaluating The Rooms fund development plan led the organization to prioritize implementing a new system for capturing online donations, developing new corporate programming options, and identifying key stories for The Rooms case for development. Finding efficiencies and new revenue opportunities supports the priority of sustainability.

Issue Two

Technology

During the global pandemic, The Rooms, like many cultural institutions, found itself turning from delivering in-person experiences to delivering virtual experiences. This shift had the positive outcome of an expanded reach and new audiences. There is an opportunity to utilize equipment acquired during the global pandemic to further extend the organization's reach and engage with more people throughout the province, thereby serving more communities in Newfoundland and Labrador. Expanded virtual programming will extend the organization's reach nationally and internationally, sharing the province's stories with people all over Canada and around the world.

Enhancing the organization's technology expands its ability to deliver more inclusive, sustainable services, which aligns with the Department of Tourism, Culture, Arts and Recreation's **Transition. Transform. Thrive: A Tourism Vision and Strategy for Newfoundland and Labrador**. This priority supports the strategy's pillars of Diversity, Inclusion and Well-Being, as well as, Sustainability of Natural and Cultural Environment, and aligns with the department's strategic direction to make Newfoundland and Labrador a destination of choice.

Three Year Goal (2023-26)

By March 31, 2026, The Rooms will have utilized technology to expand its reach, enhance access to collections, and will have extended its operational activities.

First Year Objective (2023-24):

By March 31, 2024, The Rooms technological capabilities will have been expanded, thereby extending the organization’s reach.

The Indicators for First Year Objective are:

The Rooms will have updated technology and equipment for its regional museums to afford these institutions better audience engagement

- New audiovisual (AV) equipment for public programming has been installed at two of the three regional museums, with the remaining installation in the third institution to be completed in summer 2024. This equipment includes two new portable AV stations with large screen digital displays and camera-mic speaker systems. These systems allow for video conferencing and digital presentations as well as performances.

The Rooms website will have been upgraded

- Several upgrades to The Rooms website were made between April 1, 2023 and March 31, 2024, including:
 - improved navigation for the Regional Museums – access to the Regional Museums was added to the main navigation menu on the site;
 - a new section for Digital and Virtual Learning was added under the Schools and Groups menu;
 - a Summer Camps page was created and included online registration, which had not been previously possible for this program; and,
 - upgrades to the donations section of The Rooms website were completed in fall 2023 improving the functionality of online donations.
- Application development on a new website was completed in spring of 2024 followed by the content migration phase. The quality assurance phase will begin in summer 2024. The upgraded site follows the provincial government’s WCAG 2.1 AA and has improved accessibility standards. Additional upgrades for the website include improved searchability, more access to The Rooms collections, an improved user interface affording ease of access to general information, more points of entry, as well as more cross-promotion of exhibitions, collections, programs, and events.

New guidelines including best practices for online programs will have been developed

- Guidelines for best practices for online programs are in progress based on pilot programs that have been completed. The guidelines include best practices, define the elements of virtual programming, considerations for how programming will be developed and identify what content to develop.

The guidelines help to identify the following:

- the scope of all Rooms programs being offered
- how online / virtual programs are defined
- supports required to transition to engage with audiences virtually
- resources including equipment and staff trained to use the equipment required for creating and delivering content
- opportunities for virtual content creation and distribution
- what measurements determine success?
- what audiences are we reaching?
- sharing new content / exhibitions
- does the virtual programming adhere to accessibility guidelines?
- recording policy / procedures
- how do online programs align with the organization’s mission and vision?
- storage of virtual program
- final content approval

Second Year Objective (2024-25):

By March 31, 2025, The Rooms will have had expanded its audience reach through the use of technology.

The indicators for second year objective are:

- Select museum and art gallery collections will have been made available online
- A selection of online and livestream programs will have been researched and piloted
- Access to The Rooms digital services will have been increased

Discussion of results:

Updated technology and equipment have been installed in two of the three Regional Museums, improving these institutions’ ability to engage with new audiences as well as engaging with their existing audiences in new ways. Upgrades to The Rooms existing website have been completed and content migration has been completed following an application for development of a new website. New guidelines, including best practices for online programming have been developed. This work has expanded technological capabilities extending the organization’s reach.

Issue Three

Inclusion, Diversity, Equity and Anti-Racism (IDEA)

The Rooms strategic priorities align with museums, art galleries, and archives globally and nationally by emphasizing social inclusion (inclusion, diversity, equity, and, anti-racism). Additionally, this priority supports the Truth and Reconciliation Commission’s Calls to Action.

The organization has recently completed a revision of its mission statement which was approved by The Rooms Board of Directors during the final year of the previous planning cycle. This new statement better reflects the prevailing global priorities of cultural institutions.

The Rooms will continue to grow its audience by identifying, understanding, and effectively reaching our existing audience, as well as potential new audiences. The organization will continue working towards offering an accessible, universal experience.

Growing The Rooms audience aligns with the Department of Tourism, Culture, Arts and Recreation’s Transition. Transform. Thrive: A Tourism Vision and Strategy for Newfoundland and Labrador. This priority supports the strategy’s pillar Diversity, Inclusion and Well-Being, and aligns with the department’s strategic directions to make Newfoundland and Labrador a destination of choice, and of promoting active, healthy lifestyles.

Three Year Goal (2023-26)

By March 31, 2026, The Rooms will have incorporated the lenses of being inclusive, diverse, equitable and accessible into the organization’s core activities.

First Year Objective (2023-24):

By March 31, 2024, The Rooms will have made connections with identified priority communities to better understand their needs.

The indicators for first year objective are:

The Rooms will have established an Indigenous advisory committee

- This past year, The Rooms staff completed training about Truth and Reconciliation in museums, and research into best practices around decolonization in museums and establishing Indigenous advisory committees. Through conversations with Indigenous staff and partners, as well as training and research, staff recognized that establishing one committee to assist with the complex task of working with The Rooms to decolonize and indigenize our institution is a longer, and more complex process, and will take more time. The Rooms also acknowledges that an Indigenous-led process indicates that the priorities of Indigenous communities should take priority over priorities of The Rooms.
- Therefore, The Rooms staff have worked with several Indigenous community members and organizations over the year who were consulted about various projects. These projects warranted their own specific committees, for example, a committee advising on the Final Resting Place; communities were consulted about the project Sharing Collections in the Round; and, a separate committee was created to advise on updates to one section of the exhibition Connections: This Place and its Early Peoples.
- Leaders of the province's Indigenous governments and organizations have indicated that an important priority for them is to determine and establish a final resting place for the remains of two Beothuk people, Demasduit and Nonosabasut, who were repatriated to the province in 2020 from the National Museum of Scotland. To address this priority, the CEO of The Rooms was asked to establish a Final Resting Place Circle, comprised of representatives from the five Indigenous communities. The first round of meetings took place on February 22 and 23 in St. John's at The Rooms. An action plan was developed by the Committee and further discussions are planned for June.
- The Rooms received a multi-year commitment of a Museums Assistance Program (MAP) Digital Access to Heritage grant funding to be applied between 2022-24. Sharing Collections in the Round will create a bank of 3D images of artifacts from the Indigenous Peoples collections cared for at The Rooms. During fiscal 2023-24, The Rooms staff worked with advisory committees from Nunatsiavut and the Innu Nation.

- In February 2024, The Rooms staff met with members of an advisory committee appointed by the Nunatsiavut Government on recommendations on updates to the exhibition content in the Connections: This Place and its Early Peoples exhibition on Level 3 of The Rooms. Meetings with advisory committees appointed from the province's other Indigenous communities are planned for later in 2024.

The Rooms will have consulted with diverse communities to understand their awareness, satisfaction level, areas for improvement and possible new programs

- Staff from the Archives and Collections; the Art Gallery, Museums and Visitor Experience; and, the Marketing, Communications and Fund Development Departments have completed the Canadian Museums Association (CMA) Moved to Action course. This eight module Indigenous-lead series was designed to establish a new national baseline for museums and heritage professionals seeking to support Indigenous self-determination.
- The Director of the Art Gallery, Museums and Visitor Experience Department is a member of the CMA's Moved to Action Working Group and meets regularly with museum colleagues across the country to advise on the CMA's new tool to assist museums in meeting the recommendations outlined in the Moved to Action report.
- The Rooms was honoured to host an initial meeting of the Final Resting Place Circle, with representatives from all five Indigenous governments and organizations in NL. There was a great deal of learning and listening that took place that will help to inform future advisory circle work.
- All staff are completing mandatory training provided by PSAccess titled Toward Reconciliation: An Overview of Indigenous Histories Across Canada.
- Kayla Warren, an Occupational Therapy student in a job placement at the Autism Society of NL, completed an environmental scan of The Rooms and is currently writing a lived-experience report for The Rooms to review. Over the course of two days, Kayla checked sound levels and moved through the building using one of our wheelchairs. The report will be helpful for us to consider implementing sensory-friendly hours and/or adjusting to improve accessibility for all.

- The Rooms has continued to implement recommendations from the 2019 accessibility audit. This audit primarily focused on issues of mobility access. The Rooms has expanded the focus of its accessibility improvements to include visual, hearing, learning and cognitive, and mental health accessibility. As an example of the latter, special programming was offered on September 21 and 23 as part of the recently announced provincial Well-Being Week. Some of the recommendations in the report pertained to temporary exhibitions that are no longer applicable. Of the remaining recommendations, more than 70 percent have been completed. The installation of a lift between levels 2 and 3 alcoves began this winter. The organization continues to strive towards delivering more accessible programming and to make available more accessible spaces.
- The Rooms has completed an accessibility plan to guide improved access for people with disabilities. In February, The Rooms conducted a series of three focus groups to inform a new accessibility plan that aims to identify services and areas to improve inclusion, specifically for people with disabilities. Accessibility consultant, Marie Ryan, organized and moderated the sessions. The plan has been submitted to government.

The Rooms will have reviewed its collections and catalogue information descriptions for Indigenous content

- Through the fall of 2023 and winter 2024 a significant amount of work was undertaken within The Rooms museum collection to standardize and to decolonize the long-standing labels/titles of important drawings by Shanawdithit depicting Beothuk history and culture and the portraits of Demasduit by William Gosse housed in The Rooms collections. These works are regularly requested for publications and for use in displays. It is anticipated that these requests will increase in the years leading up to the bicentennial of Shanawdithit's death in 2029.
- The original language and content of these labels were supplied by figures including William Cormack and James Howley and were clearly grounded in colonial worldviews dating back to the mid-late 1800s. As such, the language reflects problematic racist attitudes and assumptions of the era. While not discarding the anachronistic descriptions, The Rooms has explicitly reworked and standardized the texts. It is hoped this will go some way to redress long-standing colonial presumptions and assumptions about the Beothuk and is in keeping with the best practices of leading institutions across the country.
- The Rooms is the current steward for thousands of artifacts from Innu, Inuit, Mi'kmaq and Southern Inuit cultures. The Canadian Heritage Grant Project Digital Access to Heritage: Sharing Collections in the Round provides The Rooms with the ability to scan artifacts selected by participating Elders, youth, and other knowledge keepers, using 3D technology to generate a bank of images that the province's Indigenous communities and The Rooms can use in a variety of ways.

This project is a capacity building opportunity both for The Rooms and for partner Indigenous communities to develop skills and resources for future projects.

- Funding has allowed The Rooms to purchase the 3D scanning equipment, computer and associated items and supported the hiring of a consultant to become familiar with the equipment, generate a guidebook and be on-site for training. The 3D scanning equipment arrived in June 2023.
- The Rooms hosted a member of the Nunatsiavut Government's archaeology office to consult with them about ideas for planning their own repository for collections they will house in the future as per the Labrador Inuit Land Claims Agreement.
- Funding was allocated for members of the Indigenous communities to participate in half-day workshops for a week at The Rooms. Working with the NunatuKavut Community Council as well as Nunatsiavut, three workshops were held for a total of ten people from Labrador and St. John's in November 2023 and February 2024.

Participants were provided with the following experience:

- Tours of The Rooms Museum and Art Gallery collections as well as the galleries
- Tour of the Archaeology Storage and Conservation Lab at the Archaeology Department of Memorial University where additional culturally relevant collections are held
- An introduction to museum exhibits, and the care and safekeeping of collections
- Making selections of artifacts of interest to their culture for 3D scanning
- Learning the basics of digitizing museum objects with a 3D scanner, and doing the scanning themselves
- Some participants from a Nunatsiavut workshop returned shortly after they had participated in the workshop and brought their mother to view some of the Inuit collections at The Rooms. Their mother was familiar with several of the makers of the Inuit material in the collection and was able to provide The Rooms staff with new additional information about items that was added to the artifact records.

- Staff have already been working with the Innu and have advertised for participants from their communities. Several people have been identified to participate in the workshop which we anticipate will happen over the summer or early fall of 2024. Efforts to coordinate with Mi'kmaq communities, will continue in 2024-25. Remaining project funds will be carried over into fiscal year 2024-25 to allow for the project to be finished.
- Additionally, The Rooms collections staff have participated in Labrador-based Facebook groups to assist group members in sharing information about photos documenting individuals and communities from the Labrador interior and coast. This has resulted in the “naming” of over 50 previously unknown subjects and people contained within the collections.
- Staff have also begun a survey of visual albums to ascertain the percentage of photo albums in the Still and Moving Image collections that contain Indigenous content. It is estimated this survey will take 3-6 months and will focus on available visual albums first, then move to backlogged collections.

Second Year Objective (2024-25):

By March 31, 2025, The Rooms will have prioritized feedback from identified priority communities.

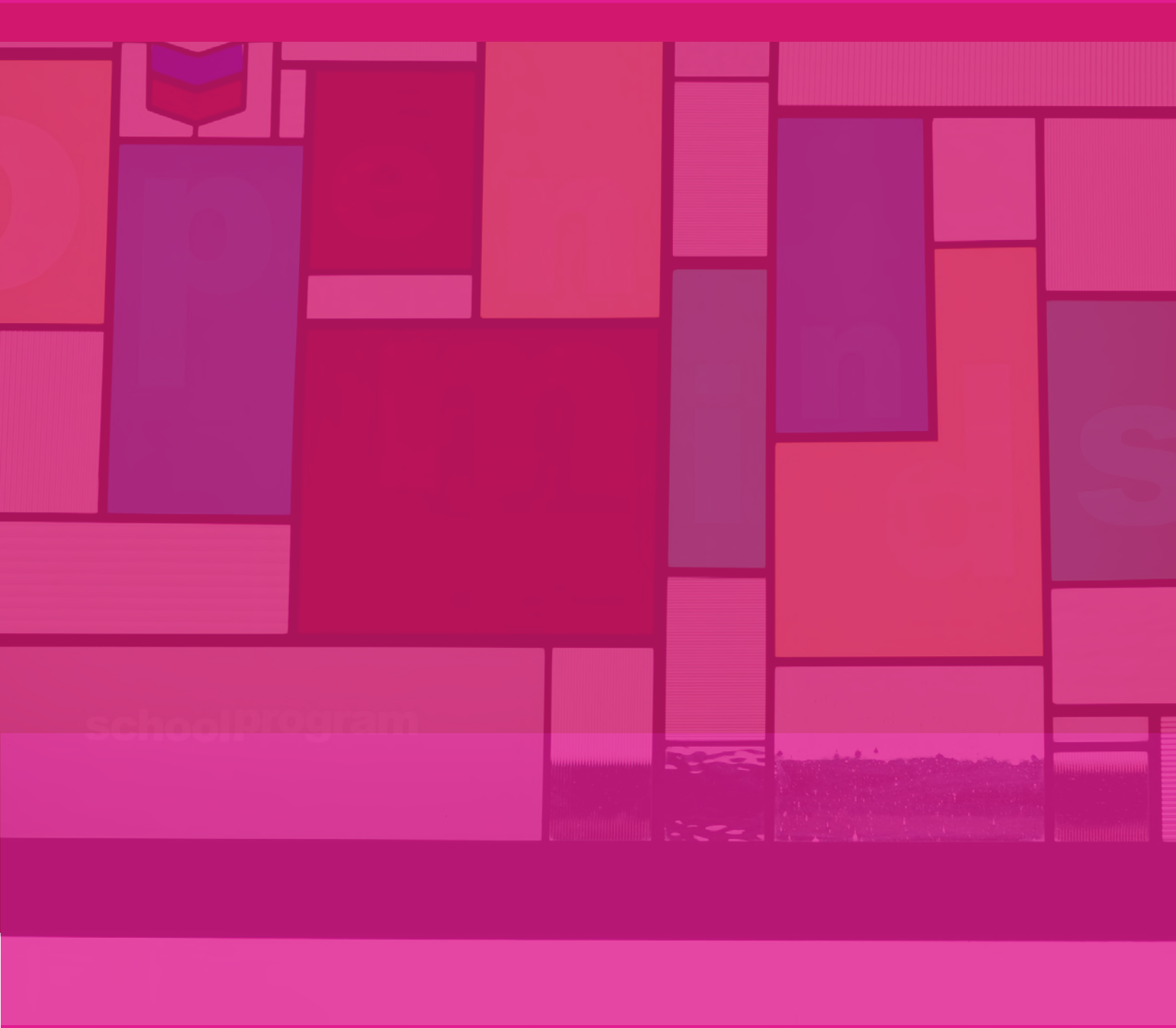
The indicators for the second-year objective are:

- New inclusive programming will have been developed
- The Rooms will have continued to consult and work with diverse communities to obtain a better understanding of their awareness, satisfaction level, areas for improvement and potential new programs
- Rooms Accessibility Plan priorities will have been reviewed in consultation with disability organizations
- The Rooms Staff will have been surveyed on aspects of diversity
- Opportunities for French language translation of programs will have been identified

Discussion of Results

The organization has established an Indigenous advisory committee; has consulted with diverse communities to understand their awareness, satisfaction level, areas for improvement and possible new programs; has completed an Accessibility Plan; and, has reviewed its collections and catalogue information descriptions for Indigenous content. These initiatives have helped the organization to connect with identified priority communities to better understand their needs. Placing an emphasis on inclusion, diversity, equity, and accessibility aligns The Rooms with museums, art galleries, and archives globally and nationally. Additionally, this priority supports the Truth and Reconciliation Commission’s Calls to Action.

Challenges



The impact of climate change and increased wind activity continues to cause challenges. The town of North West River has experienced evacuations due to forest fires in recent years, during this time objects from the Labrador Interpretation Centre were evacuated.

For the first time in the building's history, an interior windowpane shattered on November 30, 2023, because of the first weather event of the season. Fortunately, there was no personal injury or other building damage. Though comparatively new, the infrastructure of The Rooms is aging. Significant capital is required. Risk assessments must be addressed, and priority action items identified.

New sources of funding remain a challenge. Large corporations – who are a significant funding source – have their own philanthropic goals or pillars of support that focus on their organizations overall vision. Fitting The Rooms funding needs into these pillars and ensuring that submissions for funding align both with the donor's pillars of support as well as The Rooms goals and objectives remains a challenge.

Opportunities

Ongoing implementation of The Rooms organizational structure continues to build efficiencies within the organization and has provided an opportunity for more effective use of resources. The reorganization has meant the filling of previously vacant positions, which has improved capacity.

The creating and implementation of The Rooms Accessibility Plan has provided the organization the opportunity to make the building and its operations more accessible. This has provided the organization with the opportunity to be a more inclusive and diverse space.

June 29, 2025, is The Rooms 20th Anniversary. This is an important chance for the organization to demonstrate its impact on the community over the past twenty years. A year of anniversary activities will provide the opportunity to attract new visitors and welcome long-time supporters. Lastly, the anniversary is a major fundraising opportunity for the organization.

**THE ROOMS CORPORATION OF
NEWFOUNDLAND AND LABRADOR**

FINANCIAL STATEMENTS

MARCH 31, 2024

Management's Report

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

Management, in accordance with Canadian public sector accounting standards, has prepared the financial statements 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.

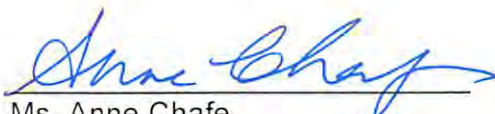
Management is also responsible for ensuring that transactions comply with relevant policies and authorities and are properly recorded to produce timely and reliable financial information.

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 Rooms Act appoints the Auditor General to audit the annual financial statements of the corporation. Upon completion of the 2022-23 audit, the Auditor General approached The Rooms Board of Directors to assign an external auditor for a period of three (3) consecutive years beginning with fiscal period ending March 31, 2024.

BDO Canada LLP is the auditor for The Rooms Corporation of Newfoundland and Labrador beginning fiscal 2023-24, for a three (3) year term. BDO Canada LLP conducted an independent audit of the annual financial statements of The Rooms Corporation in accordance with Canadian generally accepted auditing standards, in order to express an opinion thereon. BDO Canada LLP 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.



Ms. Anne Chafe
Chief Executive Officer



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

Independent Auditor's Report

To the board of directors

Opinion

We have audited the financial statements of The Rooms Corporation of Newfoundland and Labrador (the Corporation), which comprise the statements of financial position as at March 31, 2024, the statements of operations and retained earnings, changes in net financial assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Corporation as at March 31, 2024, and its results of operations, its change in net financial assets and cash flows for the year then ended in accordance with Canadian public sector accounting standards.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Corporation in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other Matters

The financial statements for the year ended March 31, 2023 were audited by another auditor who expressed an unmodified opinion on those financial statements on September 25, 2023.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the 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.

In preparing the financial statements, management is responsible for assessing the Corporation's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Corporation or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Corporation's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit 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 Corporation's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Corporation's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Corporation to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.



We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Chartered Professional Accountants

St. John's, Newfoundland and Labrador
September 26, 2024

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
STATEMENT OF FINANCIAL POSITION

As at March 31

2024

2023

FINANCIAL ASSETS

Cash	\$ 3,433,686	3,090,984
Accounts receivable (Note 3)	2,526,612	1,999,372
Inventory held for resale	241,250	205,727
Restricted cash (Note 4)	1,380,662	1,795,535
	7,582,210	7,091,618

LIABILITIES

Accounts payable and accrued liabilities (Note 5)	1,265,247	1,124,923
Employee future benefits (Note 6)	111,240	110,774
Deferred revenue (Note 7)	1,380,662	1,795,535
	2,757,149	3,031,232

Net financial assets	4,825,061	4,060,386
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NON-FINANCIAL ASSETS

Prepaid expenses	8,801	1,239
Tangible capital assets (Note 8)	11,482,597	11,890,560
	11,491,398	11,891,799

Accumulated surplus	16,316,459	\$15,952,185
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Trusts (Note 12)

Contractual obligations (Note 13)

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

	2024 Budget	2024 Actual	2023 Actual
	Unaudited (Note 15)		
REVENUES (Schedule 1)			
Province of Newfoundland and Labrador (Note 11)			
Operating grants	\$ 6,451,500	\$ 6,808,991	\$ 6,586,838
Contributions to employee benefits	-	753,304	754,006
Commercial operations (Note 10)	1,243,400	2,006,158	1,849,394
Government of Canada	250,000	891,436	495,275
Corporate sponsorship	285,000	368,835	335,000
External funding	-	22,887	66,978
	8,229,900	10,851,611	10,087,491
EXPENSES (Schedule 1)			
Archives division	1,637,797	1,630,959	984,608
Art gallery division	880,737	1,274,791	1,120,661
Corporate services and building operations	4,228,121	5,903,441	5,788,121
Education programs	649,400	788,390	732,137
Museum division and regional museums	833,845	889,757	1,409,339
	8,229,900	10,487,338	10,034,866
Annual surplus	-	364,273	52,625
Accumulated surplus, beginning of year	15,952,185	15,952,185	15,899,560
Accumulated surplus, end of year	\$ 15,952,185	\$ 16,316,458	\$ 15,952,185

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 FINANCIAL ASSETS
For the Year Ended March 31

	2024 Budget	2024 Actual	2023 Actual
	Unaudited (Note 15)		
<u>Annual surplus</u>	<u>\$ -</u>	<u>\$ 364,273</u>	<u>\$ 52,625</u>
Changes in tangible capital assets			
Acquisition of tangible capital assets	-	(561,371)	(1,027,389)
Amortization – Asset retirement obligation	-	2,933	2,933
Amortization of tangible capital assets	-	966,402	855,337
	-	407,964	(169,119)
Changes in other non-financial assets			
Net use (acquisition) of prepaid expenses	-	(7,562)	42,970
	-	(7,562)	42,970
(Decrease) increase in net financial assets	-	764,675	(73,524)
Net financial assets, beginning of year	4,060,386	4,060,386	4,133,910
Net financial assets, end of year	\$ 4,060,386	\$ 4,825,061	\$ 4,060,386

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

2024

2023

Operating transactions

Annual surplus	\$ 364,273	\$ 52,625
Adjustment for non-cash items		
Amortization	966,402	855,337
Amortization – Asset retirement obligation	2,933	2,933
	1,333,608	910,895
Change in non-cash operating items		
Accounts receivable	(527,240)	1,380,144
Inventory held for resale	(35,523)	(6,227)
Restricted cash	414,873	(669,692)
Accounts payable and accrued liabilities	140,324	(136,907)
Employee future benefits	466	3,269
Deferred revenue	(414,873)	(208,099)
Prepaid expenses	(7,562)	42,970
Cash provided from operating transactions	904,073	1,316,353
Capital transactions		
Purchase of tangible capital assets	(561,371)	(1,027,389)
Cash applied to capital transactions	(561,371)	(1,027,389)
Increase in cash	342,702	288,964
Cash, beginning of year	3,090,984	2,802,020
Cash, end of year	\$ 3,433,686	\$ 3,090,984

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, 2024

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 (Demasduit Regional 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 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 (PSAB). The Corporation does not prepare a statement of remeasurement gains and losses as the Corporation does not enter into relevant transactions or circumstances that are being addressed by this statement. 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 cash, restricted cash, accounts receivable, 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. Financial assets measured at cost include cash, restricted cash and accounts receivable. Financial liabilities measured at cost include accounts payable and accrued liabilities.

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

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

(c) Cash

Cash includes operational floats and balances with banks.

(d) Inventory held for resale

Inventory 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.

(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 40 years

2. Summary of significant accounting policies (cont.)

(f) Tangible capital assets (cont.)

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

- (i) The cost of accumulating, non-vesting sick leave benefits is calculated based upon management's best estimate of its employees' sick leave utilization rates, sick leave balances, annual sick leave entitlements and current salary levels.
- (ii) Under the Rooms Act, Corporation employees are considered to be employed in the public service for the purposes of the Public Service Pensions Act, 2019. Employee contributions are matched by the Province and remitted to Provident¹⁰ from which pensions will be paid to employees when they retire. This pension 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 five years of earnings up to January 1, 2015, or the average of the best six years of earnings for all service.

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

2. Summary of significant accounting policies (cont.)

(h) Revenues

Revenue from transactions with a performance obligation is recognized when the organization satisfies the performance obligations, which occurs when control of the benefits associated with the promised goods or services has passed to the payor.

The organization recognizes revenue from admission revenue, gift shop sales and parking at the transaction price at the time of sale.

(i) Contributions

Contributions are comprised of contributions received from governments, 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) Interest Income

Unrestricted net investment income is recognized as revenue when earned.

(k) 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.

(l) Volunteers

During normal operations, volunteers contribute 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. Due to the complexity involved in valuing these services under normal operating circumstances, they are not reflected in the financial statements.

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
March 31, 2024

2. Summary of significant accounting policies (cont.)

(m) 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 expected useful life of tangible capital assets, estimated employee future benefits, valuation of donated acquisitions and asset retirement obligations.

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

	2024	2023
Province of Newfoundland and Labrador (Note 11)	\$ 2,439,742	\$ 1,766,324
Harmonized Sales Tax	75,165	85,867
Other	11,705	147,181
	\$ 2,526,612	\$ 1,999,372

There is no allowance for doubtful accounts as all amounts are considered collectible.

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
March 31, 2024

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.

	2024	2023
Donations – Public Programming	\$ 182,415	\$ 171,250
Federal & Provincial CCSF Funding	168,533	678,701
Federal MAP Funding	29,074	9,393
Art Bank – Indigenous Artwork Acquisitions	100,000	100,000
Art Bank – Indigenous Programs	16,608	-
Art Gallery – Private Donor Art Acquisition	10,763	7,763
Art Gallery – Permanent Collections Donations	25,625	25,625
Art Gallery – Year of the Arts	39,241	-
Private Donors – First World War Exhibition	416,772	416,772
Provincial Government – Public Programming	162,188	190,923
Private Donor – Archives	33,085	-
Acquisitions Fund	13,525	12,275
The Rooms Foundation - FWW Exhibit Fund	165,833	165,833
Donations – Internally Restricted	17,000	17,000
	\$ 1,380,662	\$ 1,795,535

5. Accounts payable and accrued liabilities

	2024	2023
Trade accounts payable	\$ 744,645	\$ 675,211
Asset retirement obligations	58,650	58,650
Unearned revenue	26,662	18,393
Accrued salaries	57,791	51,397
Accrued overtime and leave	377,499	321,272
	\$ 1,265,247	\$ 1,124,923

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
March 31, 2024

6. Employee future benefits

(a) Employee future benefits liability

Employee future benefits consist of:

	2024	2023
Severance pay	\$ 30,737	\$ 30,737
Accumulating, non-vesting sick leave benefit liability	80,503	80,037
	\$ 111,240	\$ 110,774

(b) Employee future benefits

(i) Severance pay

Severance was traditionally payable when the non-unionized employee ceased employment with the Corporation, provided no severance had been paid by Government or another Crown corporation or agency for the same period.

During the 2017-18 fiscal year, the Province of Newfoundland and Labrador signed a new collective agreement with the union representing the Corporation's unionized employees. The Corporation's unionized employees with at least one year of service were entitled to one week of salary for each complete year of service to March 31, 2018, to a maximum of 20 weeks. Unionized employees stopped accruing severance after March 31, 2018.

Unionized employees had the option of receiving their severance entitlement prior to March 31, 2019 or deferring the receipt of their entitlement to a later date.

Severance was accounted for on an accrual basis and was calculated based upon years of service and current salary levels.

There were no severance payments to employees in 2023-24. The remaining severance liability payable to employees at March 31, 2024 is \$30,737 (2023 - \$30,737), representing severance owing to employees who deferred receiving their severance entitlement.

6. Employee future benefits (cont.)

(b) Employee future benefits (cont.)

(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.

(iii) Pension contributions

The Corporation and its employees contribute to the Public Service Pension Plan in accordance with the Public Service Pensions Act, 2019 (the Act). The plan is administered by Provident¹⁰, including payment of pension benefits to employees to whom the Act applies.

The maximum contribution rate for eligible employees was 11.85% (2023 - 11.85%). The Corporation's contributions equal the employee contributions to the plan. The pension expense for the Corporation for the year ended March 31, 2024 was \$375,374 (2023 - \$376,927).

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 Corporation. 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, 2024 was \$17,217 (2023 - \$19,368).

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
March 31, 2024

7. Deferred contributions

Deferred contributions 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 received are recorded as restricted cash as disclosed in Note 4. As at March 31, 2024, 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	\$ 809,867	\$ 414,493	\$ (382,470)	\$ 841,890
Federal Government	461,233	119,523	(578,543)	2,213
Provincial Government	524,435	144,056	(131,932)	536,559
	\$ 1,795,535	\$ 678,072	\$(1,092,945)	\$ 1,380,662

8. Tangible capital assets

Original Cost

	Balance March 31, 2023	Additions	Disposals/ Transfers	Balance March 31, 2024
Furniture	\$ 941,741	\$ 84,790	\$ -	\$ 1,026,531
Equipment	1,712,203	156,784	70,718	1,939,705
Motor vehicles	37,430	-	-	37,430
Building improvements	16,250,960	84,296	651,837	16,987,093
Asset retirement obligations	58,650	-	-	58,650
Capital assets transferred (Note 9)	1	-	-	1
Work in progress	818,800	235,502	(722,555)	331,747
	\$ 19,819,785	\$ 561,372	\$ -	\$20,381,157

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
March 31, 2024

8. Tangible capital assets (cont.)

Accumulated Amortization

	Balance March 31, 2023	Amortization	Disposals	Balance March 31, 2024	Net book value March 31, 2024	Net book value March 31, 2023
Furniture	\$ 827,827	\$32,747	\$ -	\$860,574	\$ 165,957	\$ 113,914
Equipment	1,347,002	204,287	-	1,551,289	388,416	365,201
Motor vehicles	35,827	1,604	-	37,431	-	1,603
Building improvements	5,703,416	727,765	-	6,431,181	10,555,912	10,547,544
Asset retirement obligations	15,152	2,933	-	18,085	40,565	43,498
Capital assets transferred (Note 9)	1	-	-	1	-	-
Work in progress	-	-	-	-	331,747	818,800
	\$ 7,929,225	\$ 969,336	\$ -	\$ 8,898,561	\$11,482,597	\$ 11,890,560

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

9. 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, 2024

10. Commercial operations

	2024	2023
Admission revenue	\$ 886,202	\$ 728,114
Gift shop sales	556,668	522,075
Parking revenue	57,945	70,226
Other revenue	186,404	276,810
Interest income	318,939	252,169
	\$ 2,006,158	\$ 1,849,394

11. Related party transactions

Province of Newfoundland and Labrador

The Corporation is a Crown Corporation of the Province of Newfoundland and Labrador reporting through the Minister of the Department of Tourism, Culture, Arts and Recreation. During the year, the Corporation recognized \$7,562,295 (2023 - \$7,340,844) in grant revenue from the Province, including deferred revenue recognized in the fiscal year in which it is spent.

Expenses incurred by the Province related to salaries and contributions to employee benefits during the year totaled \$4,922,015 (2023 - \$4,882,293). Included in these totals are employer paid benefit costs of \$753,303 (2023 - \$754,006). These amounts are reflected in the financial statements as salary expense and are offset by the grant revenue received from the Province.

There were no amounts paid during the current or prior year related to the settlement of employee severance benefits.

The Rooms Corporation operates in four (4) provincially owned buildings located across the Province of Newfoundland and Labrador including: The Rooms, 9 Bonaventure Avenue, St. John's; Provincial Seamen's Museum, Grand Bank; Demasduit Regional Museum, Grand Falls-Windsor; and the Labrador Interpretation Centre, North West River, Labrador.

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, payroll, human resources and legal services are also provided to the Corporation by the Province at no cost. The value of these spaces and the services provided is not readily determinable and therefore are not reflected in these financial statements.

Accounts receivable includes \$2,439,742 (2023 - \$1,766,324) due from the Province of Newfoundland and Labrador through the normal course of business.

12. 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.

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, 2024, the Corporation has received funds totaling \$23,615,112 (2023 - \$23,615,112) and incurred expenses totaling \$23,450,752 (2023 - \$23,245,909) related to the Project. During the year ended March 31, 2024, expenses of \$204,843 (2023 - \$3,730,894) were incurred related to the Project. The balance of funds held in trust by the Corporation at March 31, 2024 was \$164,360 (2023 - \$369,203).

13. Contractual obligations

(a) Facility Management Contract

In October 2018, the Corporation awarded the facility management contract to Brookfield Global Integrated Solutions Canada for a 5 year term with an option to renew. This contract was renewed for an additional 5 year term in June 2023 and represents commitments of approximately \$142,000 per month through October 2028.

14. 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 \$501,430 (2023 - \$417,952).

15. 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. Budgeted figures included in the financial statements are not audited.

16. 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.

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 cash, restricted cash and accounts receivable. 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 cash and 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 97% of it is due from the Government of Newfoundland and Labrador (2023 – 89%) and it has policies and procedures for the monitoring and collection of its other accounts receivable so as to mitigate potential credit losses.

16. 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 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 13. The maturity dates of liabilities related to trade accounts payable are classified as current, as it is expected to be settled within the next year. With respect to accrued severance and deferred revenue, these are expected to be settled at a later date, over a year into the future.

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. Common market risks include currency (foreign exchange) risk, interest rate risk and commodity (price) risk. The Corporation is not exposed to significant market risk due to the nature of its operations.

17. 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.

18. Unrecoverable HST

The Rooms status as a registered charity limits the amount of HST rebate available for HST paid on operating expenses by the Corporation. As a result, a significant amount of unrecoverable HST is realized annually.

Effective March 31, 2020, the unrecoverable HST amount was reallocated to the various HST applicable expenses on a prorated basis and reflected in the Schedule 1 amounts.

During 2023-24, unrecoverable HST totaling \$206,551 (2023 - \$205,113) was reallocated among the Corporate Services & Building Operations expenses. For fiscal years including, and prior to, March 31, 2020, unrecoverable HST was presented as a separate line item on Schedule 1.

19. Subsequent Events

Subsequent to March 31, 2024, the Corporation received new capital grant funding of \$1 million from the provincial government for building and property improvements. This funding is the first installment of a new \$5 million, 5 year commitment of \$1 million per year through 2028-29.

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
REVENUES AND EXPENSES BY SECTOR
For the Year Ended March 31, 2024

SCHEDULE 1

	Corporate Services and Building Operations	Archives Division	Art Gallery Division	Museum Division and Regional Museums	Education Programs	2024 Total	2023 Total
REVENUES							
Province of Newfoundland & Labrador							
Operating grants	\$3,650,453	\$1,336,396	\$ 811,438	\$699,803	\$ 310,901	\$6,808,991	\$6,586,838
Contribution to employee benefits (Note 11)	198,313	263,748	105,525	97,030	88,688	753,304	754,006
Commercial operations (Note 10)	1,832,345	12,797	99,961	7,146	53,909	2,006,158	1,849,394
Government of Canada	530,366	4,383	257,867	82,763	16,057	891,436	495,275
Corporate sponsorship	50,000	-	-	-	318,835	368,835	335,000
External funding	6,237	13,635	-	3,015	-	22,887	66,978
	<u>6,267,714</u>	<u>1,630,959</u>	<u>1,274,791</u>	<u>889,757</u>	<u>788,390</u>	<u>10,851,611</u>	<u>10,087,491</u>
EXPENSES							
Advertising and promotion	92,723	71	1,920	10	-	94,724	110,743
Amortization	969,336	-	-	-	-	969,336	858,270
Appraisals and acquisitions	-	23,829	101,092	-	-	124,921	167,139
Bad debt	348	-	-	-	-	348	-
Building	2,570,411	-	118,336	9,948	25,736	2,724,431	2,547,710
Conference and registration fees	9,734	3,186	3,472	2,161	205	18,758	19,170
Core programming	76,320	33,286	304,551	35,868	73,187	523,212	502,957
Cost of gift shop sales	494,904	-	-	2,429	-	497,333	497,801
Employee future benefits	237,113	281,688	109,121	95,874	86,201	809,997	750,551
Meeting expenses	8,925	264	-	-	-	9,189	6,484
Office equipment and supplies	89,247	5,154	3,814	4,912	3,336	106,463	78,588
Professional services	114,606	12,665	40,161	35,398	51,836	254,666	249,740
Salaries	1,151,552	1,245,288	562,058	670,622	539,191	4,168,711	4,128,287
Telecommunications and courier	48,078	9,035	1,458	7,391	2,701	68,663	58,671
Travel	40,144	16,493	28,808	25,144	5,997	116,586	58,755
	<u>5,903,441</u>	<u>1,630,959</u>	<u>1,274,791</u>	<u>889,757</u>	<u>788,390</u>	<u>10,487,338</u>	<u>10,034,866</u>
Annual surplus	<u>\$ 364,273</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 364,273</u>	<u>\$ 52,625</u>

