

# **Manitoba Culture, Heritage and Tourism**

**Annual Report  
2005 - 2006**





His Honour the Honourable John Harvard, P.C., O.M.  
Lieutenant Governor of Manitoba  
Room 235, Legislative Building  
Winnipeg, Manitoba  
R3C 0V8

May It Please Your Honour:

I have the privilege of presenting for the information of Your Honour the Annual Report of Manitoba Culture, Heritage and Tourism for the fiscal year ended March 31, 2006.

Respectfully submitted,

Honourable Eric Robinson  
Minister of Culture, Heritage and Tourism







Culture, Heritage and Tourism  
Deputy Minister

Room 112  
Legislative Building  
Winnipeg, Manitoba R3C 0V8

The Honourable Eric Robinson  
Minister of Culture, Heritage and Tourism  
Province of Manitoba

Dear Sir:

I am pleased to submit, for your approval, the Annual Report of the Department of Culture, Heritage and Tourism for the year 2005/2006.

A number of the year's highlights focused on the rich heritage resources in Manitoba. In 2005, the Hudson's Bay Company Archives (HBCA) became Canada's first nomination for the United Nations Educational, Scientific and Cultural Organization (UNESCO) Memory of the World registry. The nomination will be considered by an international jury in June 2007. The HBCA provides a detailed record of one of Canada's major businesses, and offers researchers a rich source of information about the fur trade, the settlement of western Canada, the people who worked for the Company, and the environment in which they lived.

Also, in June 2005, the first joint Roundtable with the Manitoba Heritage Council, a heritage policy advisory body, and the Heritage Grants Advisory Council was convened. Discussions from this forum will contribute future directions for provincial heritage activities by the Department.

On Manitoba Day (May 12, 2005), the Province signed an Agreement in Principle to develop a Memorandum of Understanding on the renewal of the Churchill River Diversion Archaeological Project (CRDAP). CRDAP has been in place since 1990. For the first time, the agreement will formally include recognition of, and partnership with, the Nisichawayasihk Cree Nation at Nelson House, O-Pipon-Na-Piwin Cree Nation at South Indian Lake and Tataskweyak Cree Nation at Split Lake.

In August 2005, an Agreement of Friendship and Cooperation was signed with the Orkney Islands Council, reinforcing the historic ties between the people of Orkney, the Aboriginal communities of northern Manitoba and the Red River Valley settlers.

Commemorative plaques were installed at three designated provincial heritage sites: the Portage la Prairie Residential School, the Ralph Connor House in Winnipeg, and the Winnipeg Beach CPR Resort Water Tower. As part of the federal-provincial Heritage Places Initiative, 167 Manitoba heritage sites were nominated to the Canadian Register of Historic Places. Several workshops, publications and pilot projects were developed to assist site owners, municipal governments and the public to identify, protect and promote heritage sites in Manitoba.

With support from the Department, Manitoba playwright and composer Danny Schur developed a musical based on the events of the 1919 Winnipeg General Strike. *Strike!* has generated local, national and international interest and acclaim.

The Department invested nearly \$23 million in operating and capital grants to the province's major cultural institutions, including funding of just over \$9.3 million to the Manitoba Arts Council, an increase of \$500.0 over the prior year.



**Manitoba**  
spirited energy

The Department entered into its first endowment agreement, committing up to \$1.3 million to match funds raised by the Manitoba Theatre Centre (MTC). It is anticipated that MTC will reach its endowment target of \$10 million by 2008 – the Theatre's 50<sup>th</sup> anniversary.

In conjunction with the April 2005 Juno Awards, the Department assisted the establishment of the Manitoba Aboriginal Music Hall of Fame, commemorating Manitoba's First Nations, Métis and Inuit musicians.

A 15-member Public Library Review Committee worked throughout the year to develop a strategy for improving access for those Manitobans not currently served by a public library. The committee surveyed municipal corporations, library boards, First Nations communities and a number of individuals. The Review Committee has finalized its report and submitted it to the Province for consideration. The Department also upgraded its automated circulation system, MAPLIN, which in 2005/06 circulated 71,000 books and other library materials throughout the province.

The Department provided support to Travel Manitoba as it successfully completed its first year as a Crown Corporation. Effective 2005/2006, Travel Manitoba provides its annual report separately for tabling in the Legislative Assembly.

The Department assisted in the transfer of the Gull Harbour resort and Hecla Island golf course. The Paletta Group entered into a long-term parks lease, agreed to provide the province with a share of revenue tied to room occupancy rates, and is investing \$15 million to create a first-class year-round attraction and secure long-term jobs for local residents.

The Trappist Monastery Ruins, the Manitoba Children's Museum, Rainbow Stage, the Canadian Fossil Discovery Centre, the Brandon Riverbank Discovery Centre, and the Inglis Elevators were designated as Manitoba Star Tourism Attractions.

In response to needs identified in the Healthy Kids – Healthy Futures Task Force Report, the Department partnered with Manitoba Health/Healthy Living and Healthy Child Manitoba to implement Manitoba *in motion*, a provincial strategy to help all Manitobans make physical activity part of their daily lives.

The Department's Privacy Risk Mitigation Initiative began the process of developing awareness, tools and capacity to support effective management of personal information held by government. As a part of this strategy, the Department collaborated with the Office of the Ombudsman and with Access and Privacy Coordinators to plan for the Province's first privacy conference, held in May 2006.

The Community Places Program approved 283 projects for grant assistance totaling \$3.0 million. Community Places capital grants assisted the renovation, expansion, construction or purchase of facilities such as cultural facilities, community parks, day cares, facilities for the disabled, community resource centres, seniors organizations, libraries and museums.

Significant government communications efforts were supported by the Department, including public awareness campaigns regarding West Nile virus, the pandemic flu, spring flooding, the Manitoba *in motion* program, use of bicycle helmets, Crystal Methamphetamine, bullying and "Healthy Kids, Healthy Futures".

These highlights provide a brief glimpse of activities and achievements for Manitoba Culture, Heritage and Tourism in 2005/2006.

Respectfully submitted,

Sandra Hardy  
Deputy Minister of Culture, Heritage and Tourism

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# **Introduction**

The Annual Report of the Department of Culture, Heritage and Tourism deals with the fiscal year ending March 31, 2006, providing a record of performance and fiscal accountability. The report's content reflects the Department's organizational structure, followed by program and financial information for five divisions: Administration and Finance, Culture, Heritage and Recreation Programs, Communications Services Manitoba, Provincial Services, and Tourism. Highlights are noted in the Deputy Minister's transmittal letter. This divisional information is followed by a report on Capital Grant Assistance, a report on Boards and Agencies, and concludes with financial statements and historical information on expenditures and staffing.

## **Departmental Vision and Mission**

### **Vision Statement**

Culture, Heritage and Tourism has established the following vision statement to guide the development of the Department's programs and activities:

**A province where all citizens can contribute to the quality of life in their communities  
and to the profile and identity of our province,  
by developing and sharing their skills, knowledge and interests.**

### **Values**

The following values are the core principles that guide our work behaviour, relationships and decision-making within the organization:

Engagement -	to improve personal and community life
Accessibility -	to information and programs
Inclusion -	through involvement in decision making
Innovation -	for creative solutions
Learning -	as a way of life
Legacy -	for future generations
Respect -	for our strengths and differences
Service -	to Manitobans

### **Mission Statement**

Culture, Heritage and Tourism has adopted the following mission statement:

**Contribute to a vibrant and prosperous Manitoba  
by celebrating, developing and supporting the identity, creativity and well-being  
of Manitobans and their communities.**

## **Goals**

The following departmental goals flow from our mission statement:

- Generate sustainable economic growth around Manitoba's unique identity and attributes.
- Increase community capacity to improve citizens' well-being.
- Enhance public access to knowledge and information.
- Engender respect and appreciation for Manitoba's cultural and heritage legacies.
- Build Manitoba's profile as a centre of creative excellence.
- Increase the Department's capacity to effectively deliver corporate and departmental priorities.

## **Expected Outcomes**

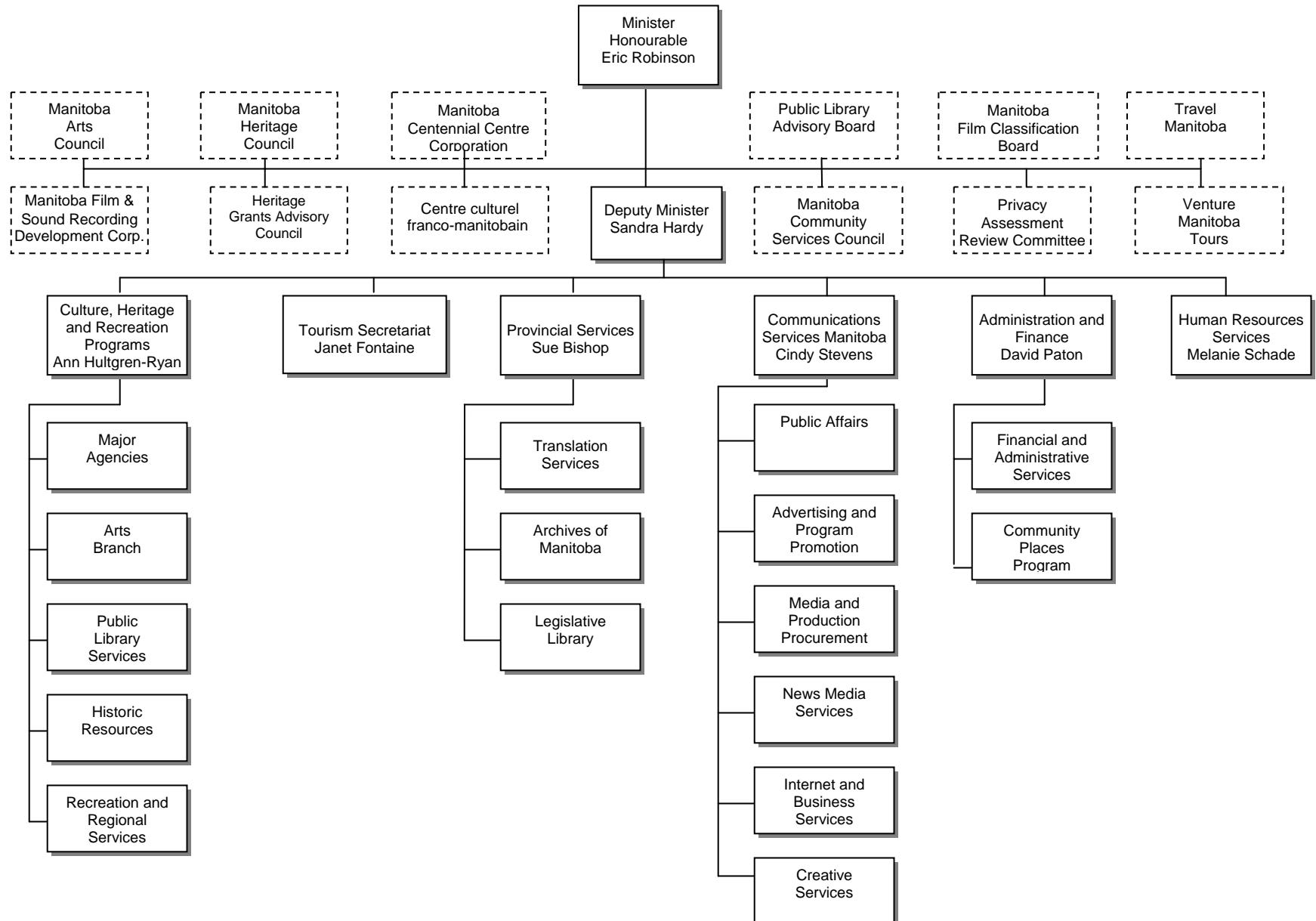
Through its planning process, the Department has identified long-term outcomes which reflect the desired results of its programs.

- Departmental activities increase Manitoba-based employment and investment, making a positive contribution to the province's gross domestic product and strengthening the province's trade balance.
- Manitobans, particularly the voluntary sector, are engaged in efforts to support and promote healthy lifestyles and positive sustainable development practices, especially among economic, demographic and social sectors of the population which face specific challenges.
- Manitobans gain information about their province and their government, assisting them in making informed choices about matters under provincial jurisdiction which may affect them, or be of interest or benefit to them.
- The significance and value of the province's cultural and heritage assets will be understood and appreciated by current generations of Manitobans, and preserved and protected for future generations.
- The development and dissemination of creative endeavours, by and for Manitobans are supported, highlighted and celebrated, raising awareness of these achievements both inside and outside the province.
- Participation in corporate and departmental initiatives contributes to the overall effectiveness of government and the delivery of programs and services to Manitobans.

## **Organizational Structure**

The Department's organizational structure is indicated in the chart located on the following page.

**CULTURE, HERITAGE AND TOURISM  
ORGANIZATION CHART**  
**March 31, 2006**



## **Statutory Responsibilities**

The Department operates under the authority of the following Acts of the Consolidated Statutes of Manitoba:

- The Amusements Act (Except Part II)
- The Archives and Recordkeeping Act
- The Arts Council Act
- The Centennial Centre Corporation Act
- Le Centre Culturel Franco-Manitobain Act
- The Coat of Arms, Emblems and the Manitoba Tartan Act
- The Fitness and Amateur Sport Act (as it pertains to fitness)
- The Foreign Cultural Objects Immunity from Seizure Act
- The Freedom of Information and Protection of Privacy Act
- The Heritage Manitoba Act
- The Heritage Resources Act
- The Legislative Library Act
- The Manitoba Film and Sound Recording Development Corporation Act
- The Manitoba Museum Act
- The Public Libraries Act
- The Public Printing Act
- The Travel Manitoba Act

# **Executive**

## **Minister's Salary**

This appropriation provides for the Minister's salary entitlement as a member of Executive Council.

### **1(a) Minister's Salary:**

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2005-2006</b> \$	<b>Estimate 2005-2006</b> FTE	<b>Variance Over(Under)</b>
Salaries	29.7	1.0	29.4
Total Expenditures	29.7	1.0	29.4

## **Executive Support**

Executive Support, consisting of the Minister's and the Deputy Minister's offices, provides leadership, policy direction and operational co-ordination to support the Department and its agencies. The Minister's office provides administrative support to the Minister in the exercise of his executive policy role and service to the constituency. The Deputy Minister advises the Minister and gives direction to the Department on the overall management and development of its policies and programs.

### **1(b) Executive Support:**

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2005-2006</b> \$	<b>Estimate 2005-2006</b> FTE	<b>Variance Over(Under)</b>
Salaries and Employee Benefits	511.5	9.00	506.6
Other Expenditures	58.0		58.0
Total Expenditures	569.5	9.00	564.6

# **Administration and Finance Division**

Administration and Finance serves the Departments of Culture, Heritage and Tourism, and Sport in achieving its goals by supporting the effective management of their human, financial and information resources, and by assisting the other divisions and branches in the implementation of their initiatives. As well, the division provides guidance and support in meeting the legislative and policy requirements of central agencies of government including the Treasury Board, the Civil Service Commission, the Office of the Auditor General and the Office of Information Technology.

Activities include providing critical analysis and advice to management, budget co-ordination, administrative and operational support services, grants administration, information technology support, and human resource consultation and services. These activities are delivered through the Financial and Administrative Services and Human Resource Services branches.

The division is responsible for the co-ordination of applications received under *The Freedom of Information and Protection of Privacy Act (FIPPA)*. During the 2005 calendar year, 35 applications were processed; 21 from political parties, seven from private citizens, four from the media and three from organizations/businesses.

The division is also responsible for developing the Department's French Language Services Plan and reporting on it each year to the French Language Services Secretariat. The Department has 53 positions designated as requiring French language capability to effectively deliver programs.

The division also administers the Community Places and Heritage Grants Programs, which provide grants and technical assistance to non-profit organizations throughout the province in support of sustainable community facility initiatives and towards the preservation of heritage resources. Additionally, the division provides management and administrative support to staff of the Manitoba Film Classification Board, which is responsible for the classification of films, videos and video games available for public exhibition throughout the province.

## **Financial and Administrative Services**

Financial and Administrative Services is responsible for promoting and supporting continuous improvement in program management, financial administration and operations productivity throughout the department. The branch produces the Department's annual report on the results of its programs, and is responsible for the timely preparation of the Department's monthly expenditure and variance reports, quarterly revenue statements, and annual financial statements. In addition, the branch supports the preparation and review of approximately 200 submissions and contracts annually, and is also responsible for the preparation, communication and monitoring of the Department's comptrollership framework.

The Management Services Unit supports departmental planning processes and provides financial advice and analytical support for resource allocation decision-making. This process encourages the development of clearer linkages between departmental, branch and section priorities and objectives, while maximizing the use of limited resources. As in past years, the unit co-ordinated preparation of the Department's Budget and Estimates Supplement in accordance with Treasury Board guidelines.

The Financial Services Unit provides central accounting, financial monitoring and reporting, and general operating and administrative support services. The unit processed approximately 6,900 payment transactions and 200 accounting adjustments. The transactions include the administration of the Department's 16 centralized billings and the monitoring of 500 various accounts.

The Grants Administration Branch supports the administration and delivery of formula-based grant programs. It provides secretariat support to the Heritage Grants Advisory Council, as well as administrative support to the Agency Relations Manager responsible for major cultural institutions in the province. In 2005-2006, the branch processed approximately 1,000 grants for various branches of the Department. The branch also processed approximately 5,000 transactions which involved the generation of ministerial correspondence, documentation required to process cheques, approval, conveyance and follow-up letters.

The Information Technology Unit promotes and supports the planning, implementation and ongoing use of information technology within the Department. The integration of electronic solutions within Culture, Heritage and Tourism and with other government departments and agencies is also supported. The unit co-ordinates the preparation and execution of the Department's annual Information Technology Systems Plan; co-ordinates outsourcing for the acquisition, installation, security, maintenance and support of desktop computer-related activities; manages acquisition, operation and use of data processing hardware and software according to guidelines, standards and policy; and provides customized computer applications in support of departmental business objectives. The unit also acts as a resource to the Department to plan the effective use and implementation of technology.

The Informational Technology Unit undertook a number of departmental projects during 2005-2006. Projects were completed to enable public access through the Internet to the provincial library catalogue and to the Archives of Manitoba database. Electronic requisitions for Communications Services Manitoba were deployed on the government Intranet, covering service requisitions, photocopy requisitions, and business cards requisitions. Work continued on the Heritage database as the original application was expanded to cover additional business areas.

The Submissions Management System was deployed and work continued on rewriting of the government's records management system as part of the ongoing effort to migrate applications from the previous outdated platform. Trados, a critical translation tool, was upgraded and tested. Enhancements and improvements were made to the Vendor Rotation System and the Grants Management System, and additional functionality was added to the Statutory Publications Subscription application. Improvements were made to the Internet version of the Film Classification Board Video Catalogue. The unit continued to provide support and maintenance on existing Travel Manitoba applications, including consulting where necessary on application migration.

## **Human Resource Services**

The branch provides human resource services to departmental management and staff of the Departments of Culture Heritage and Tourism, Energy Science and Technology, Finance and its Special Operating Agencies (SOA), Industry, Economic Development and Mines, and the Office of the Auditor General in accordance with *The Civil Service Act*, Manitoba Government Employee Union (MGEU) Master Agreement, Manitoba Labour Laws and Workplace Health and Safety Legislation. These services include staffing, employment equity, job analysis and classification, employee counselling, labour relations, pay and benefits administration. The Departments also share resources for the branch management, training and development, renewal planning, occupational health and safety, and diversity program development.

### **Employment Equity Statistics as at Fiscal Year End**

CHT	2002-2003 Actual (%)	2003-2004 Actual (%)	2004-2005 Actual (%)	2005-2006 Actual (%)
Aboriginal	4.0	4.9	6.8	8.7
Women	68.6	69.3	70.9	71.0
Persons w Disability	3.7	2.9	2.5	3.1
Visible Minority	4.0	3.9	4.0	4.2

Specific activities of Human Resource Services for Culture, Heritage & Tourism during 2005-2006 included:

- Co-ordinated the implementation of government-wide policies and initiatives, including: filling positions through formal competitions and direct appointments; preparing detailed analysis on reclassification requests; maintaining payroll records for employees; and providing employee benefit information.
- Consulted with management/supervisory personnel, employees and the M.G.E.U. in the resolution of various labour relations issues.
- Provided advice and recommendations on renewal planning and Aboriginal outreach programs.
- Culture Heritage and Tourism participated in the internship programs and leadership development programs offered through the Civil Service Commission.
- Provided training to departmental staff on topics such as Managing under the Collective Agreement, Leadership, Respectful Workplace and Development Conversations.

**1(c) Financial and Administrative Services:**

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2005-2006</b>	<b>Estimate 2005-2006</b>		<b>Variance Over(Under)</b>
	\$	FTE	\$	
Salaries and Employee Benefits	1,368.3	23.60	1,436.0	(67.7)
Other Expenditures	350.1		375.4	(25.3)
Total Expenditures	1,718.4	23.60	1,811.4	(93.0)

## **Manitoba Film Classification Board**

Under the authority of *The Amusements Act*, the Manitoba Film Classification Board is empowered to classify, but not censor, film and videotapes intended for public exhibition and home use. Effective June 1, 2005, it also began regulating the sale or rental of computer and video games classified by the Entertainment Software Ratings Board (ESRB). The Film Classification Board consists of a Presiding Member, Deputy Presiding Member and not fewer than 14 Members at large, appointed by the Government. See Boards and Agencies for detailed report.

**1(d) Manitoba Film Classification Board:**

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2005-2006</b>	<b>Estimate 2005-2006</b>		<b>Variance Over(Under)</b>
	\$	FTE	\$	
Salaries and Employee Benefits	236.7	5.00	222.8	13.9
Other Expenditures	294.4		263.3	31.1
Less: Revenue	(600.6)		(481.4)	119.0
Total Expenditures	(69.5)	5.00	4.7	(74.0)

## **Sustainable Development**

In 2005-2006, Culture, Heritage and Tourism maintained a Sustainable Development Committee with representation from all five divisions. This committee was tasked with overseeing a Departmental Organizational Action Plan to address the need for progress towards the achievement of five government-wide sustainable development procurement goals.

This action plan identifies proposed departmental action towards the following five goals:

- increase awareness, training and education regarding the benefits of Sustainable Development;
- protect the health and environment of Manitobans through the reduced purchase and use of toxic substances and a reduction of solid waste sent to landfills;
- reduce fossil fuel emissions;
- reduce total annual consumption of utilities and an increased use of environmentally preferable products;
- increase participation of Aboriginal, local, community-based and small businesses in government procurement opportunities.

Key activities identified in Culture, Heritage and Tourism's action plan include maintenance of baseline data, a review of departmental procedures, policies, contracts and grant applications for the inclusion of sustainable development elements and distribution of environmentally preferred product information within the department.

Over fiscal year 2005-2006, Culture, Heritage and Tourism continued to exclusively purchase and use recycled paper and reconditioned printer toner cartridges for daily business practices. Use of 10 percent ethanol blend fuel in departmental fleet vehicles was maintained at 26 percent of overall fuel purchases.

In 2005-2006, Manitoba Community Places Program (MCP) staff were members of the Treasury Board sub-committee tasked with drafting Manitoba's Green Building Policy, an initiative led by Energy, Science and Technology designed to develop policy for Manitoba consistent with international environmental standards. MCP staff also participated as members of the Manitoba Green Buildings Implementation Task Force. An emerging leadership role for MCP staff has been the provision of consultative advice to provincial and, in some cases, federal departments regarding the implementation and use of Green Building Policy standards and practices.

Manitoba Community Places Program staff also provided expert, technical consultative advice to hundreds of community organizations and groups across Manitoba to promote the development of efficient, long-term sustainable development plans and strategies for the incorporation of Green Building standards into community capital building and renovation projects.

The Department's Tourism Secretariat undertook activities in 2005-2006 aimed at expanding and enhancing healthy and environmentally friendly tourist activities within Manitoba. These efforts included support for marketing and promotional efforts on behalf of outdoor adventure-based lodge operations, and continued implementation of the Watchable Wildlife investment program to enhance wildlife viewing opportunities at signature wildlife viewing sites across Manitoba. Through these activities, the Secretariat supported the industry's efforts to achieve increased compatibility of Manitoba's tourist-related products and services with environmentally sound, sustainable provincial and national standards and recognized best practices.

# **Culture, Heritage and Recreation Programs Division**

The Programs Division supports, creates and develops a broad range of cultural, arts, heritage, recreation, wellness, fitness and library services, programs and opportunities, which benefit Manitobans and their communities.

The Programs Division is dedicated to quality client service through:

- supporting community groups in identifying their needs and priorities, creating their own services and programs, and reviewing their progress toward identified goals and sustainability;
- building a supporting infrastructure which includes organizations, volunteers, institutions, facilities and arm's-length funding bodies;
- responding to the needs and aspirations of the division's clients within the framework of government's fiscal and policy requirements and through a central and regional delivery system;
- planning co-operatively and strategically with clients, other service partners, various departments and levels of government;
- providing programs, services and funds which respond to regional needs and complement provincial priorities;
- reviewing our policies, legislation, programs, services and funding in consultation with our clients; and
- maintaining awareness of provincial, national and international trends and new developments within each discipline, apprising ourselves and our clients of available options.

The division consists of the Assistant Deputy Minister's office and four branches: Arts Branch, Public Library Services Branch, Historic Resources Branch and Recreation and Regional Services Branch.

The Major Agency Relations Unit, which co-ordinates the budgetary and granting requirements for the Department's major grant recipients and the Manitoba Arts Council, is also part of the division.

## **Executive Administration**

The Assistant Deputy Minister provides managerial leadership to the major programs of the division through the Divisional Management Committee, utilizing the various functions of policy development, information co-ordination, and strategic planning, as well as fiscal, program, and human resource management in support of the division's clients and mandate.

During 2005-2006, the efforts of the division supported the following goals:

- to generate sustainable economic growth around Manitoba's unique identity and attributes.
  - to increase community capacity to improve citizen's well-being.
  - to enhance library services to Manitobans.
  - to engender respect and appreciation of Manitoba's cultural and heritage legacies.
  - to build Manitoba's profile as a centre of creative excellence.

**2(a) Executive Administration:**

Expenditures by Sub-Appropriation	Actual 2005/06	Estimate 2005/06		Variance Over(Under)
		\$	FTE	
Salaries and Employee Benefits	390.0	5.00	427.7	(37.7)
Other Expenditures	148.9		71.5	77.4
Total Expenditures	538.9	5.00	499.2	39.7

**Grants to Cultural Organizations**

Operating and capital assistance are provided to the Department's major agencies. The major cultural agencies are: le Centre culturel franco-manitobain, the Manitoba Centennial Centre Corporation, the Manitoba Museum, the Western Manitoba Centennial Auditorium and the Winnipeg Art Gallery. Other major organizations include: Manitoba All Charities Campaign and the Manitoba Community Services Council. A total of \$10.3 million was awarded in operating grants to these institutions and agencies in 2005-2006.

See Capital Grants – Cultural Organizations.

**2(b) Grants to Cultural Organizations:**

Expenditures by Sub-Appropriation	Actual 2005/06	Estimate 2005/06		Variance Over(Under)
		\$	FTE	
Total Grant Assistance	10,576.8	-	10,658.1	(81.3)

**Manitoba Arts Council**

The Manitoba Arts Council was created by an Act of the Manitoba Legislature in 1965. The objective of the council is to promote the study, enjoyment, production and performance of works in the arts. The council works in close co-operation with federal and provincial agencies and departments, and with artists and arts organizations in developing and revising its various programs and activities to meet the changing needs of the artistic community. The Manitoba Arts Council's annual report is tabled separately in the Legislature.

**2(c) Manitoba Arts Council:**

Expenditures by Sub-Appropriation	Actual 2005/06	Estimate 2005/06		Variance Over(Under)
		\$	FTE	
Total Grant Assistance	8,411.4	-	8411.4	0.0

## **Heritage Grants Advisory Council**

The Heritage Grants Advisory Council is responsible for making recommendations to the Minister on the Heritage Grants Program in consideration of the needs of Manitobans to identify, protect and interpret the Province's heritage. Application for funding under the Heritage Grants Program is open to any non-profit, incorporated community organization or local government. See Boards and Agencies for detailed report.

### **2(d) Heritage Grants Advisory Council:**

Expenditures by Sub-Appropriation	Actual 2005/06	Estimate 2005/06	Variance Over(Under)	
			\$	FTE
Total Expenditures	394.0	1.00	411.1	(17.1)

## **Arts Branch**

The Arts Branch supports and stimulates the growth, development and sustainability of Manitoba arts and of Manitoba's arts-based and cultural industries in order to promote and enhance the creativity, identity and well-being of Manitobans and accelerate the arts' contribution to the economic viability and global profile of the province.

To achieve this objective, the branch assists and supports community initiatives to promote access by all Manitobans to the study, creation, production, exhibition and publication of works in the arts. The branch delivers support to the development of Manitoba's film and sound recording, publishing, visual arts and crafts industries including support to the Manitoba Film and Sound Recording Development Corporation. The branch co-ordinates involvement in inter-provincial, national and international cultural initiatives, and provides support services and consultation in both official languages in the areas of marketing, arts management, resource development, skills training, events co-ordination, and cultural policy. The branch also maintains responsibility for the management of the Manitoba Government Art Collection, including acquisition of art, maintenance and care of the existing collection and development of the policy and legislation that governs the collection.

By assisting community arts councils, comités culturels, major arts festivals, provincial community arts associations, and organizations delivering developmental arts programs on an ongoing or project-basis throughout the province, the branch supported audience and skills development programming in the performing, visual and literary arts with particular attention given to the development of the arts in rural and remote communities in Manitoba. These investments resulted in over 800 performances and visual arts exhibitions and more than 900,000 student hours of community-based arts instruction throughout the province. Through the Arts Development Project Support Program, 141 audience development and art skills development projects were supported across Manitoba, including 9 projects in remote communities.

The Arts Branch worked in co-operation with the Manitoba Arts Council (MAC) to support and strengthen Manitoba's rural and northern touring networks. In 2005-2006 the branch, MAC and the Department of Canadian Heritage continued to support the efforts of the Manitoba Arts Network to expand touring development and delivery in rural, northern and remote communities, enhancing opportunities for local communities to access the performing, visual and literary arts. The branch also assisted in the transition of responsibility for Contact Manitoba, Manitoba's bi-annual trade show for the performing arts, from the Manitoba Arts Council to the Manitoba Arts Network.

In 2005-2006, the branch partnered with the Manitoba Arts Council and Manitoba Education, Citizenship and Youth to support ArtsSmarts Manitoba projects in 23 schools and three community facilities, supporting innovative arts integration initiatives for students throughout the province.

The Arts Branch coordinated and supported the work of the Minister's Advisory Councils on First Nations and Métis Arts and Cultural Activities which were established in 2003-2004 to provide guidance to the government on the development of policies, principles and priorities. The Minister hosted Aboriginal Artists' Roundtables in April and November 2005 which brought together established and emerging Aboriginal artists, government officials and agency representatives to discuss and propose recommendations concerning the needs and realities of Aboriginal artists in Manitoba. The November Roundtable included participation by youth artists and resulted in the formation of the Minister's Youth Action Committee to further address specific areas of need and/or concern.

In 2005-2006, the Aboriginal Cultural Initiatives Program provided support to 30 Pow Wows and other cultural events towards the promotion and preservation of Aboriginal culture and heritage. The Arts Branch implemented the Aboriginal Arts Education component of the Aboriginal Cultural Initiatives Program and provided support towards 16 educational projects associated with traditional Aboriginal art forms.

In 2005-2006, the branch continued its support to Manitoba's film, sound recording, publishing, and visual arts and crafts industries. Through funding to the Manitoba Film and Sound Recording Development Corporation, the Arts Branch supported a record high \$123 million in film production activity. Sixty-one film and television projects were shot in the province in 2005-2006.

The branch was involved on the Host Committee for the 2005 Winnipeg Juno Awards, April 1-3, 2005. As well, on April 1, 2005, through support and assistance from the department, the new Manitoba Aboriginal Music Hall of Fame was launched as an important vehicle to honour the accomplishments of Manitoba's First Nation and Métis music legends. This virtual Hall of Fame, housed at NCI FM Radio's Winnipeg headquarters is the first of its kind in Canada. Through funding provided to the Manitoba Audio Recording Industry Association through Manitoba Film and Sound, the Aboriginal Music Program completed its second year of programming in 2005-2006. This innovative program completed the year by holding its first ever AMP Camp in March 2006 in Gimli. The AMP Camp offered an intense five-day experience to support the professional career development of 23 aspiring Aboriginal, Métis and Inuit recording artists.

The branch supported 12 Manitoba book publishers in the expansion of marketing activities, the development of new product lines, professional skills upgrading and implementation of technological efficiencies; all of which contributed to net book sales in excess of \$3.0 million. As well, the branch provided project and administrative support to periodical/magazine publishers which enabled development and implementation of an industry-wide subscription initiative through the Manitoba Magazine Publishers Association (MMPA). In the literary arts sector, the Department sponsored three book awards to acknowledge and celebrate Manitoba's writing and publishing community: The annual Margaret Laurence Best Fiction Award, The Alexander Kennedy Isbister Best Non-fiction Award and le Prix littéraire Rue-Deschambault, recognizing excellence by a Manitoba Francophone writer and awarded every two years. These are administered, on the Department's behalf, by the Association of Manitoba Book Publishers and the Manitoba Writers' Guild respectively.

Ten commercial galleries and the visual arts/crafts industry associations were supported in 2005-2006, through the Visual Arts Assistance Program. The Department also provided funding for the Uniquely Manitoba Showcase, an international buyers show and professional development conference, for Manitoba producers of fine art and crafts.

The Arts Branch, along with Manitoba Advanced Education and Training, Workforce Manitoba and Industry, Economic Development and Mines continued to provide consultation and resources toward the realization of a Cultural Labour Force Development Strategy for workers in Manitoba's Arts and Cultural Industries. In 2005-2006, the department supported the Arts and Cultural Industries Association of Manitoba (ACIMB) annual Creative Manitoba Conference held in Winnipeg, May 26-28, 2005, which in addition to featuring a variety of topical training and professional development sessions, also coincided with the annual general meetings of two of Canada's most significant national arts services organizations, Cultural Human Resources Council and Canadian Conference for the Arts.

The branch purchased 30 new works of art for the Government of Manitoba Art Collection through regional juried art exhibitions, the annual provincial exhibition hosted by the Manitoba Society of Artists and the annual purchase activities of the Arts Advisory Committee. The committee is composed of arts administrators, practicing artists and government representatives.

In support of Manitoba's Francophone arts sector, the branch assisted several special initiatives in 2005-2006 under the Canada-Manitoba General Agreement on the Promotion of Official Languages, including grants to: l'Alliance Chorale de Manitoba towards a programming review and promotional plan; l'Ensemble folklorique de la Rivière-Rouge towards the development of a long term financial strategy and deficit reduction plan; Comité scolaire de l'École Sainte-Agathe to assist with the 'Zone Ado' of the 2005 Festival des Mots; Comité culturel de St. Pierre-Jolys to develop a programming plan and administrative systems; and to the Congrès Canada-France to assist with the 55<sup>th</sup> International Canada-France conference. The branch also continues to provide staff resources to the Saint-Boniface Bilingual Service Centre.

In 2005-2006, the branch continued to support the development and administration of contractual agreements relating to fiscal stabilization of major arts and cultural organizations. The Arts Branch continues to work with the Manitoba Arts Council and other levels of government to consult and assist with the fiscal stabilization of the Winnipeg Symphony Orchestra, Manitoba Opera Association, Manitoba Theatre for Young People, Winnipeg International Children's Festival and the Portage and District Arts Council (PDAC).

## **2(e) Arts Branch:**

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<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2005-2006</b>	<b>Estimate 2005-2006</b>		<b>Variance Over(Under)</b>
	\$	FTE	\$	
Salaries and Employee Benefits	539.9	10.0	586.2	(46.3)
Other Expenditures	186.2		167.4	18.8
Film and Sound Development	3,510.7		3,510.7	0.0
Grant Assistance	3,106.2		3,153.0	(46.8)
Total Expenditures	7,343.0	10.0	7,417.3	(74.3)

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## **Public Library Services**

Through *The Public Libraries Act*, Public Library Services ensures that Manitobans have access to library services. The branch fulfills this role by administering departmental policy and provincial legislation, providing consultative support and training to libraries and boards, technical services to public libraries and extension services from a central collection.

In 2005-2006, grants totalling \$5.0 million were provided to Manitoba's 112 public libraries and to library-related organizations including the Manitoba Association of Library Technicians, the Manitoba Library Trustees Association, the Canadian Children's Book Centre, the Manitoba Library Association, and the Manitoba School Library Association.

Public Library Services maintains the Manitoba Public Libraries Information Network (MAPLIN). MAPLIN is a central database containing the catalogues of the public libraries. There are approximately two million records in MAPLIN, which serve as a "master list" as well as a location guide for resource sharing. In 2005-2006, MAPLIN managed more than two million hits on the website and 110,000 searches for materials, resulting in 40,000 requests for materials.

In 2005-2006, Public Library Services circulated 146,169 items and delivered a number of library support programs to the rural and northern public libraries as well as to those Manitobans without access to a public library.

Development Services provided educational support to rural public libraries through consultations, educational publications, regional workshops and an annual training conference held in Brandon. An orientation workshop was coordinated and delivered to eight new librarians from public libraries across the province. In 2005-2006 there were over 2,000 requests for both technical and professional support. The Public Library Services Newsletter was published four times during the year.

Extension Services provides library material to both the rural and northern public libraries and to the population who do not have access to a local public library. The central library collection has over 199,000 books. Special Collection programs augment collections of the rural and northern public libraries and provide literacy materials, French language, multilingual, talking books for the visually challenged, audio/visual and large print materials. In 2005-2006, 15,385 large print and 31,523 multi-media items circulated in community libraries.

Service to Manitobans without access to a public library was provided by the Travelling Library Program which circulated 6,314 items and by the Open Shelf Program (Books-by-Mail) which circulated over 65,939 items.

The Inter-library Loan Program facilitates the exchange of library materials between rural Manitoba and other provincial and national sources via the automated MAPLIN system. Public Library Services processed 18,713 loan requests and 2,748 subject requests from the central library in 2005-2006. Another 40,000 items were shared directly between public libraries using MAPLIN.

The Public Library Services' Cataloguing Program provides cataloguing service to rural public libraries and the Central Collection. Approximately 6,000 items were catalogued. The program also maintains the MAPLIN catalogue to facilitate resource sharing. Cataloguing robot (CatBot), designed by Public Library Services, offers cataloguing assistance to libraries at considerable cost savings.

Public Library Services continues to develop and strengthen its partnerships both within and outside the provincial government. In co-operation with the Legislative Library, a new library system was implemented and public access was made available through the Internet in the spring of 2006.

A 15-member Public Library Review Committee worked throughout the year to develop a strategy to improving access to library services for those Manitobans who have limited or no access to a public library. The committee surveyed municipal corporations, library boards, First Nations communities and subscribers to the Open Shelf Program operated by Public Library Services. Results of the surveys were reviewed by the community at the October 2005 Public Library Conference. The Review Committee has finalized its report and submitted it to the Province for consideration.

**2(f) Public Library Services:**

Expenditures by Sub-Appropriation	Actual 2005/06 \$	Estimate 2005/06		Variance Over(Under)
		FTE	\$	
Salaries and Employee Benefits	849.1	19.00	883.3	(34.2)
Other Expenditures	655.0		655.1	(0.1)
Grant Assistance	5,010.4		4,975.9	34.5
Total Expenditures	6,514.5	19.00	6,514.3	0.2

## **Historic Resources**

Historic Resources Branch is dedicated to increasing community awareness, participation, joint action and stewardship of Manitoba's rich legacy of heritage resources, through preservation advice, supporting leadership development, providing funding assistance, sharing newly discovered information, and implementing provincial heritage policy initiatives. Historic Resources Branch supports the on-going commitment of Manitobans to their heritage as expressed through their volunteerism, their educational programs, their donations and their heritage organizations.

*The Heritage Resources Act (1986)* provides the legal framework for Historic Resources Branch operations.

The branch is dedicated to safeguarding and celebrating Manitoba's rich legacy of heritage resources by:

- advocating that integrity and authenticity of heritage resources are respected;
- minimizing the destruction, vandalism and potential adverse effects on heritage resources;
- enabling local governments and organizations to act in protecting and managing heritage resources;
- valuing the significant contributions volunteers make as stewards of heritage resources;
- ensuring that heritage attractions in Manitoba provide citizens and visitors with a rich and balanced representation of the province's diversity and accomplishments;
- encouraging communities to take pride and participate in heritage activities celebrating our common identity as Manitobans; and
- enabling heritage industries to contribute to Manitoba's economy through tourism, crafts, trades and professional jobs.

In 2005-2006, Manitoba's six Signature Museums carried out joint marketing projects, attended targeted trade shows, and conducted advertising and direct marketing campaigns.

Operating grants are available to community museums through the Community Museum Operating Grants Program. The program supports facilities that protect and interpret Manitoba's heritage resources. Qualifying museums must be non-profit, open to the public on a regular basis (minimally 30 days a year), own more than 50 percent of their collections, and have a Statement of Purpose. In 2005-2006, 109 community museums received a total of \$270.4 (where provincial funding matches local fundraising to the maximum for the program). About four out of five community museums are rural or northern based.

The Historic Resources Branch provided expert technical advice for a number of projects across Manitoba. Notable examples are the assistance provided to the Charlebois Mission Church in The Pas for the preservation of this early log church, the Holy Resurrection Russian Orthodox Church in Sifton, which is undergoing a complete restoration and the Tergeson Store in Gimli, a significant historic, social and tourism landmark that is receiving badly needed structural work.

Deepening people's appreciation of their heritage requires public awareness initiatives, and the transfer of heritage expertise to the community level. In 2005-2006, through the assistance of dedicated community volunteers, three Manitoba Heritage Council plaques were unveiled to celebrate our past. The Ralph Connor House plaque dedication commemorating the house as a building of provincial historic significance was held on Manitoba Day, May 12, 2005. On National Aboriginal Day, June 21, 2005, a plaque unveiling ceremony was held to recognize the former Portage la Prairie Indian Residential School as a building and site of provincial historic significance. This building will be the home of the Indian Residential School Museum of Canada, anticipated to open in 2008. The Winnipeg Beach CPR Resort Water Tower plaque unveiling celebration was held on Canada Day, July 1, 2005, at Winnipeg Beach to commemorate the water tower as a structure of provincial historic significance.

Culture, Heritage and Tourism encourages community heritage groups to partner with local schools to develop heritage activities in recognition of Manitoba Day. A new initiative – the Heritage Fair Exhibit Guide – assisted heritage organizations to help grade 4 to 9 students create dynamic three-dimensional history exhibits as

Manitoba Day community events. Public celebrations for Manitoba Day were held at the Legislative Building, where Grade 1 students from Faraday Elementary School in Winnipeg were welcomed in the Rotunda by costumed interpreters from The Forks National Historic Site. In honour of the province's 136th birthday, the Costume Museum of Canada in Dugald was the recipient of the Manitoba Day Proclamation. May 18<sup>th</sup> was proclaimed International Museum Day with the Association of Manitoba Museums receiving the proclamation, which honoured Manitoba's heritage institutions, staff and volunteers for their commitment to preserving and promoting the province's colourful history.

The Province of Manitoba entered into a Contribution Agreement with the Government of Canada to continue implementation of the Historic Places Initiative (HPI) in Manitoba by the Historic Resources Branch. The agreement supports the nomination of designated heritage sites in Manitoba to the Canadian Register of Historic Places, the promotion of the *Standards and Guidelines for the Conservation of Historic Places in Canada*, and the engagement of heritage stakeholders with the initiative. A separate Memorandum of Understanding was signed to support the certification process used to determine eligibility for the Commercial Heritage Properties Incentive Fund (CHPIF), a federal government incentive fund targeted to owners of revenue bearing heritage properties. Outreach to heritage stakeholders in 2005-2006 included 10 workshops across the province.

The workshop gave an overview of HPI, and stressed the importance of a values-based approach, integrated with the Standards and Guidelines. There were 209 attendees in total. One of a number of projects to support municipal involvement in heritage conservation was the preparation of municipal resource manual, aimed at municipal administrators, for publication and distribution in 2006-2007.

The Lac du Bonnet, Selkirk, St. Clements, Stonewall, and Rossburn Municipal Heritage Advisory committees (MHACs), with advice from Historic Resources, developed and renewed Heritage Resource Management Plans. Historic Resources assisted Community Heritage Manitoba with a special conference highlighting community heritage success stories throughout Manitoba.

The branch undertakes site assessments and legal protection under *The Heritage Resources Act*, and policy agreements to ensure the intrinsic value of heritage resources is respected. In 2005-2006, legal designation was completed for two Provincial Heritage Sites (Portage la Prairie Indian Residential School and Women's Tribute Memorial Building, Winnipeg) and 13 Municipal Heritage Sites. Research commenced on Manitoba's fishing industry and First Nations communities on the East Side of Lake Winnipeg. A report on the former site of Victoria Park in the Exchange District, and a significant site during the Winnipeg General Strike in 1919 were completed. The Heritage Landscape of the West Riding Mountain Upper Assiniboine River area was continued.

The branch assessed 1,744 land development projects for their potential to adversely affect heritage resources, including the investigation of seven proposed provincial cottage lot sites for Manitoba Conservation to determine potential impacts to heritage resources. Sixty-two heritage permits were issued: 10 percent were for paleontological investigations while the remainder were archaeological in nature. The branch administered 26 impact assessments conducted by private consultants. The branch successfully administered, and its archaeologists participated in, the final year of the current five-year (2001-2006) Manitoba Hydro-funded Churchill River Diversion Archaeological Project (CRDAP). One mitigation excavation and two survey studies were directed by branch staff in the CRDAP area.

The branch continued to work cooperatively with law enforcement officials, Aboriginal communities and local communities to manage "found human remains," comprised of burials occurring outside recognized cemeteries and not considered forensic, but of heritage significance. The remains of 25 individuals were recovered, two investigated by the Royal Canadian Mounted Police, seven as part of CRDAP activities, nine in Eastman, five in Norman and two in Westman regions.

**2(g) Historic Resources:**

Expenditures by Sub-Appropriation	Actual 2005/06	Estimate 2005/06		Variance Over(Under)
		\$	FTE	
Salaries and Employee Benefits	1,409.3	22.05	1,403.8	5.5
Other Expenditures	881.0		925.9	(44.9)
Grant Assistance	945.5		952.9	(7.4)
Total Expenditures	3,235.8	22.05	3,282.6	(46.8)

## Recreation and Regional Services Branch

The Recreation and Regional Services Branch provides consultation and access to resources in partnership with branches and agencies of Culture, Heritage and Tourism, other provincial government departments, federal government departments and community organizations. The branch also strengthens the delivery system that develops and supports recreation, physical activity, wellness, culture, heritage, tourism and sport opportunities at the community and regional level; and assists communities, community organizations and provincial organizations to plan strategically and act in response to self-identified needs.

Staff located in regional offices in Norman (The Pas and Thompson), Parkland (Dauphin), Westman (Brandon), Central (Morden), Interlake (Gimli) and Eastman (Beausejour) and Winnipeg provided consultation and program access to many of Manitoba's 201 incorporated municipalities, 50 Northern Affairs communities and 65 Manitoba First Nations communities.

The branch provided funding through the Recreation Opportunities Program to 46 recreation commissions, comprised of 126 municipal governments and 24 school divisions/districts, for the development of recreation opportunities.

Consultation and funding support was provided to the volunteers of 17 recreation trail associations involved in developing the Trans Canada Trail and other local trails. These volunteers have developed 800 kilometres of the 1300 kilometres of Trans Canada Trail in the province and more than 190 kilometres of other trails in Manitoba since 2000.

The branch coordinated the Manitoba Government's assistance to the University of Manitoba's Aboriginal Scholar Initiative. Dr. Janice Forsyth, Aboriginal Scholar, started in her position with the Faculty of Physical Education and Recreation Studies in January 2005. This position, unique in Canada, provides Manitoba-based community research regarding participation and barriers that Aboriginal people face in sport, recreation and physical activity.

Healthy active living was promoted through the distribution of 10,000 copies of Health Canada's "Physical Activity Guides" for adults, older adults, children and youth and over 5,000 copies of the "Walking Brochure". The department plays a co-lead role in the ***in motion*** provincial physical activity strategy. Regional workshops operated throughout the province during October and November to engage key stakeholders and to encourage communities to be involved. Representatives from eight regions and 63 communities attended.

Communities ***in motion*** and Healthy Schools ***in motion*** were launched in the fall of 2005. As a result, in 2005-2006, there were 23 registered Communities ***in motion*** and over 330 schools.

The branch assisted community festivals by providing 45 grants through the Community Festivals Support Program. Also, consultations and support from regional staff led to the completion of over 339 applications to the Community Places Program in support of rural capital development projects while over 163 applications to the Arts Development Project Support Program were completed to facilitate rural community arts-related programs. Regional staff continued to work with juried art show committees to provide an outlet for visual artists in rural and northern Manitoba to exhibit their work and receive professional critiques through five juried art exhibitions.

Opportunities for over 800 children and youth to attend summer camps were made possible through grants to the Sunshine Fund and Westman Sun Fund totalling \$40.0. Further, the branch helped 1,700 students and volunteers from 39 schools in northern and remote Manitoba experience recreational sport and games through a grant of \$26.1 to the Frontier School Division's Frontier Games.

The branch contributed to the safe operation of community arenas, curling rinks and swimming pools by certifying 75 facility operators who successfully completed the department's Recreation Facility Operator Courses.

Leadership and skill development was provided to 200 recreation volunteers, recreation professionals and elected officials through the Recreation Conference for Community Volunteers. In the 26-year history of this conference, over 4,600 delegates have attended this conference.

The branch recognized the contributions of community volunteers through Manitoba's Volunteer Recognition Program, distributing 41 recognition certificates.

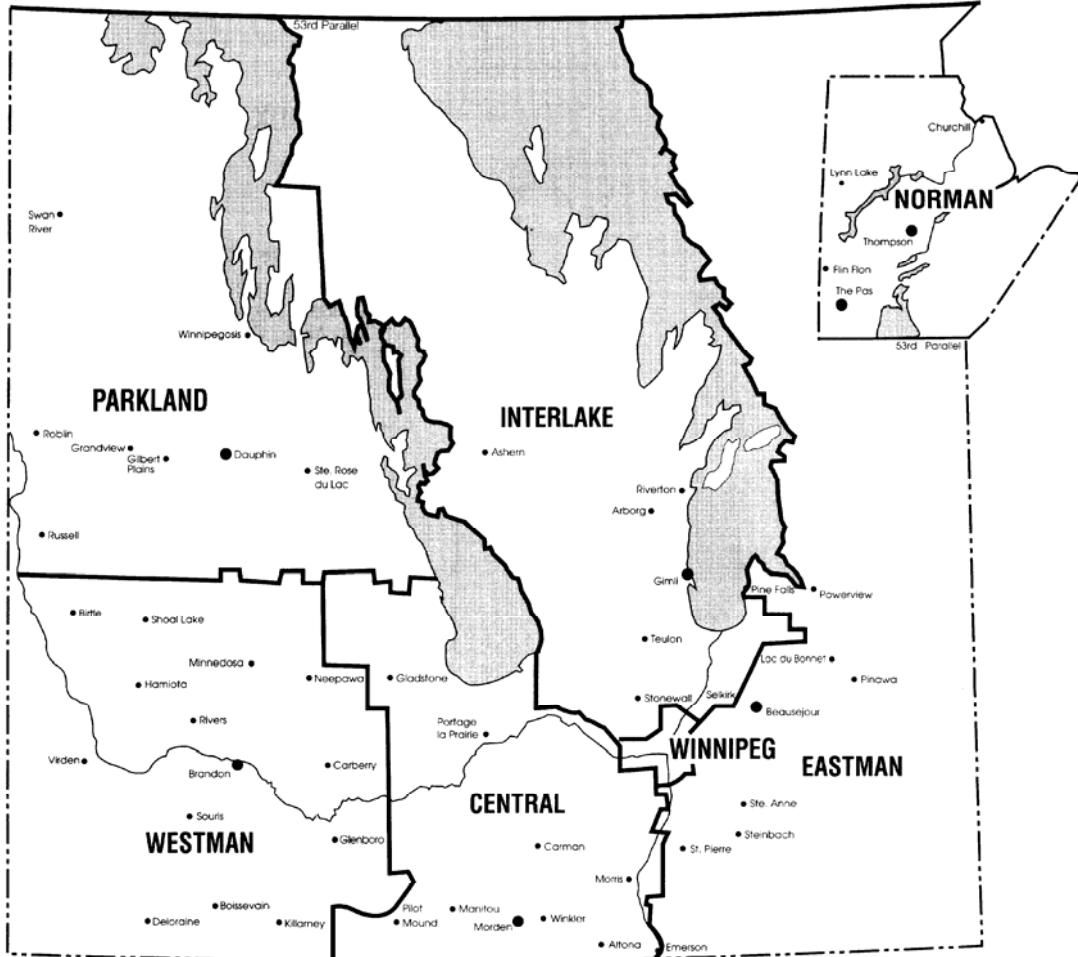
As part of its annual Volunteer Awards dinner, and with support from the Department, the Volunteer Centre of Winnipeg co-ordinated the selection of the Lieutenant Governor's Volunteer Service Awards. Six individuals, representing five Manitoba regions, were presented with the "Make a Difference" community award, and one Vice-Regal award was also presented.

#### **2(h) Recreation and Regional Services:**

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2005/06</b>	<b>Estimate 2005/06</b>		<b>Variance Over(Under)</b>
	\$	FTE	\$	
Salaries and Employee Benefits	1,543.4	28.00	1,655.6	(112.2)
Other Expenditures	504.1		497.3	6.8
Grant Assistance	4,352.9		4,373.8	(20.9)
<b>Total Expenditures</b>	<b>6,400.4</b>	<b>28.00</b>	<b>6,526.7</b>	<b>(126.3)</b>

# MANITOBA CULTURE, HERITAGE AND TOURISM

FOR INFORMATION ON DEPARTMENTAL PROGRAMS AND SERVICES,  
CONTACT YOUR REGIONAL OFFICE LISTED BELOW:



## REGIONAL OFFICES:

### EASTMAN

20 – 1<sup>st</sup> St. S.  
Box 50  
Beausejour MB R0E 0C0  
Tel: 268-6018  
Fax: 268-6070  
TOLL FREE: 1-800-665-6107

### INTERLAKE

62 – 2<sup>nd</sup> Avenue  
Box 1519  
Gimli MB R0C 1B0  
Tel: 642-6006  
Fax: 642-6080

### NORMAN — The Pas

3<sup>rd</sup> and Ross Ave.  
Box 2550  
The Pas MB R9A 1M4  
Tel: 627-8213  
Fax: 623-5792

### CENTRAL

225 Wardrop St.  
Morden MB R6M 1N4  
Tel: 822-5418  
Fax: 822-4792

### WESTMAN

Room 116, 340 – 9<sup>th</sup> St.  
Brandon MB R7A 6C2  
Tel: 726-6066  
Fax: 726-6583  
TOLL FREE: 1-800-259-6592

### NORMAN — Thompson

59 Elizabeth Drive  
Thompson MB R8N 1X4  
Tel: 677-6780  
Fax: 677-6862

### PARKLAND

27 – 2<sup>nd</sup> Ave. SW  
Dauphin MB R7N 3E5  
Tel: 622-2022  
Fax: 638-6558

# **Communications Services Manitoba**

Communications Services Manitoba (CSM) coordinates and manages government advertising, communications and the delivery of public information services. As the government's central communication service, the division's mandate is to enhance the quality, consistency, accountability and cost effectiveness of government advertising and communications. Services are delivered under the authority of *The Public Printing Act* and *The Coat-of-Arms, Emblems and the Manitoba Tartan Act*. The division also administers the Province's Visual Identity Guidelines.

The division provides government departments with communication support such as project management, strategic communications planning, creative development and writing services. Communications Services Manitoba (CSM) also manages the delivery of government communications through co-ordination of the government's Internet website, information services provided to the news media, and the operations of the public information services: Manitoba Government Inquiry, and Statutory Publications Branch. Communications support is also provided for Crown agencies.

The division's key service areas are: Advertising and Program Promotion, Creative Services, Public Affairs, Production and Media Procurement, News Media Services, and Internet and Business Services which includes Manitoba Government Inquiry and the Statutory Publications Branch.

Advertising and Program Promotion assists departments with the development of strategic communications plans, advertising plans, program strategies and promotional materials in order to ensure government advertising messages are high-quality, cost-effective and consistent. Staff consults with departments to develop the message, methodology and media to meet promotional needs. The unit also coordinates interdepartmental advertising and promotional programs and implements standard graphic and design guidelines.

Creative Services provides direction to ensure the quality and effectiveness of all communications material produced on behalf of government departments. The branch works closely with divisional staff, departments, and suppliers of creative services in the development of government communications strategies and components. Staff also provides copywriting and graphic design services to ensure consistent, high quality materials for public information materials.

Public Affairs coordinate public information initiatives and advise on the most effective method of communications delivery. Staff prepare strategic communications plans, write news releases, act as liaisons for media and organize special events. Staff also research, write and follow through on the production of informational publications and co-ordinate departmental speeches for ministers or staff representing ministers. Public Affairs staff manage government communications for major emergencies such as flooding, extensive forest fires and situations requiring public evacuations and relocations. Responsibilities include staffing media telephone inquiry lines, arranging media interviews and producing and disseminating news releases and public information documents related to the emergency.

Production and Media Procurement co-ordinates the purchasing of printing, design, electronic production, research and other advertising and communications services for government departments. It also provides media planning, purchasing and monitoring services for communications and advertising initiatives on behalf of departments, agencies and Crown corporations. Staff work with Public Affairs and Advertising and Program Promotion to develop strategies, proposals and estimates for information and advertising campaigns.

News Media Services provides final editing, co-ordination and distribution of news releases issued to Manitoba news media. News releases are also distributed on an immediate basis via electronic mail and the Internet. The unit also provides weekly print packages of government news releases to libraries, municipal offices, MLAs, MPs and special interest groups. In addition, it also provides special weekly audio packages of government information for Manitoba news media and the visually impaired. News Media Services also broadcasts and videotapes the daily Question Period of the Manitoba Legislative Assembly and offers "live" distribution to Winnipeg commercial and cable outlets and distribution on a tape-delayed basis to rural Manitoba cable television stations.

The Internet Business Unit works closely with government departments and the Office of Information Technology to develop innovative and effective ways to deliver public services and information through the government website. The site contains information from every department of government. The government website is updated virtually every working day and provides up-to-the minute information including road conditions, news releases, legislative changes and new program announcements. The site is also an integral part of government's public communications strategy during emergencies and public safety information campaigns.

Manitoba Government Inquiry (MGI) provides a bilingual toll-free telephone inquiry and referral service for all provincial programs, departments, agencies and issues. The service also responds to public inquiries through the operation of the Government of Manitoba website answer desk, and provides call centre services for special government initiatives such as emergency measures operations and provincial general elections. Manitoba Government Inquiry works closely with the CSM Internet Unit to strengthen the coordination of telephone, on-line, and in-person services.

The Statutory Publications Unit provides the public and special interest groups, such as legal, financial and educational organizations, with access to government information in printed and on-line formats. This includes the laws of Manitoba in the form of the Continuing Consolidated Statutes of Manitoba (CCSM), related regulations, the Manitoba Gazette, and government publications. The unit manages the printing of Statutes and Regulations through contracted printers and updating of the Statutes on the Government of Manitoba website. They also manage distribution through subscriptions, mail order and over-the-counter sales.

During 2005-2006, CSM worked extensively with other departments and government agencies to ensure the Province of Manitoba was prepared to communicate with the public about anticipated public health issues such as the pandemic flu. The division was also active in promoting public awareness of the risk of contacting West Nile Virus, as well as responding to emergency situations such as spring flooding. CSM coordinated the promotion of several important public information campaigns including Manitoba **in motion**; encouraging the use of bicycle helmets; alerting Manitobans about the dangers of Crystal Methamphetamine; educating families about bullying, and distributing the "Healthy Kids, Healthy Futures" report.

### **3(a) Communications Services Manitoba:**

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2005/06</b>	<b>Estimate 2005/06</b>	<b>Variance Over(Under)</b>
	\$	FTE	\$
Salaries and Employee Benefits	3,818.0	67.0	3,816.9
Other Expenditures	1,238.3		1,305.7
Public Sector Advertising	1,947.8		1,966.5
Less: Recoverable from Other Appropriations	(2,534.3)		(2,711.3)
Total Expenditures	4,469.8	67.0	4,377.8
			92.0

# **Provincial Services Division**

The Provincial Services Division delivers corporate information management programs and makes government information accessible to the public. It is made up of three branches: Translation Services, the Archives of Manitoba, and the Legislative Library. Services in this division are delivered in accordance with *The Archives and Recordkeeping Act*, *The Freedom of Information and Protection of Privacy Act*, *The Legislative Library Act* and *The Manitoba Act*.

## **Translation Services**

Translation Services provides quality, cost-effective written and oral translation services to Manitoba Government departments, agencies, Crown corporations, the Legislative Assembly and the Courts as required by *The Manitoba Act* and the French Language Services Policy.

In 2005-2006, the volume of written translation in the official languages amounted to 18,017 pages, representing a 1,593 pages increase over 2004-2005. The branch also seconded a translator to the department of Education, Citizenship and Youth to help support their French Language Services needs.

Translation services were provided to over 300 government branches and agencies as follows:

	Actual		Estimate	
	Pages	Words	Pages	Words
<b>English to French</b>	15,699	3,924,750	18,000	4,500,000
<b>French to English</b>	2,318	579,500	2,100	525,000
<b>Total:</b>	18,017	4,504,250	20,100	5,025,000

Interpretation (oral translation) was provided in the Courts and quasi-judicial tribunals, the Legislative Assembly and public hearings, as well as in conferences and national meetings hosted by Manitoba. Service requests required 245 staff person days of interpretation duty and research, with attendance at 158 interpretation assignments. The number of interpretation requests decreased over 2004-2005 and is comparable to 2003-2004 levels. In 2004-2005, demand was high due to an increase in court interpretation and Manitoba's role as host of several major conferences. While 2005-2006 court interpretation demand remained high, conference interpretation needs decreased considerably.

Terminology (equivalents for terms in both official languages, as well as standardized and official nomenclature) is established, maintained and revised for the Province and is provided to government, including Crown corporations, the Courts and the Legislative Assembly, and to other jurisdictions as required. The branch responded effectively to demand from staff in bilingual areas and departmental and agency positions designated under Manitoba's French Language Services Policy, as well as from other jurisdictions. In 2005-2006, the number of requests was 668, resulting in the provision of 2,464 terminological units.

### **3(b) Translation Services:**

Expenditures by Sub-Appropriation	Actual 2005/06		Estimate 2005/06		Variance Over(Under)
	\$	FTE	\$		
Salaries and Employee Benefits	1,506.5	24.00	1,532.4	(25.9)	
Other Expenditures	644.0		644.0	0.0	
Less: Recoverable from Other Appropriations	(269.7)		(269.7)	0.0	
<b>Total Expenditures</b>	<b>1,880.8</b>	<b>24.00</b>	<b>1,906.7</b>	<b>(25.9)</b>	

# Archives of Manitoba

The Archives of Manitoba preserves recorded information of all media, and facilitates access to records. The Archives protects information of fundamental significance to community identities, well-being, and individual and collective self-knowledge. It documents the mutual rights and obligations entered into by society and those whom the people choose to govern. The Archives has the exclusive mandate to preserve the archival records of the Government and its agencies, the Courts, and the Hudson's Bay Company. The Archives also has a discretionary mandate for records of local public bodies and those of organizations and individuals in the Manitoba private sector.

Under *The Archives and Recordkeeping Act*, the Government Records Office is responsible for encouraging accountability in government records through policies, standards and advisory services supporting effective creation, use, preservation and disposition of records in all forms. Services to government also include provision of controlled storage, retrieval and destruction services for paper-based records through the Government Records Centre. The Archives is a key partner in developing effective approaches to electronic recordkeeping as part of Information Management Manitoba - a cross-departmental working group promoting good practices in managing information and records.

The Archives is responsible for central administration and co-ordination of *The Freedom of Information and Protection of Privacy Act (FIPPA)*. In addition to provincial government departments and agencies, the legislation extends to more than 350 local public bodies including municipalities, school divisions, colleges, universities, and regional health authorities. A separate report on FIPPA is tabled annually.

The following table reflects some of the year's ongoing work among Archives of Manitoba core activities:

Core Activity	2005-2006 Actual	Core Activity	2005-2006 Actual
On-site research visits	5,770	Private Records Acquired (metres)	51
Remote enquiries	12,845	Public Records Acquired (metres)	364
Records requested	88,847	Records centre – records consulted by departments	24,125
Copies provided (all media)	64,379	Records centre – records transferred by departments	18,415
Microfilm reels loaned	1,336	Public Body Advisory Contacts	2,190
Visitor tours provided	691	Archival advisory services (days)	313

The highlight of 2005-2006 was acceptance by Canada of the Hudson's Bay Company (HBCA) archival records from 1670-1920 as its first nomination for the UNESCO *Memory of the World* registry of world significant documentary heritage. The nomination will be considered at an international juried meeting in South Africa during June 2007. On August 17<sup>th</sup>, a delegation of the Orkney Island Council visited HBCA on the occasion of renewing an Agreement of Friendship and Cooperation between the Orkney Island Council and the Manitoba Government first signed in 1999. The ceremony at the Legislative Building included an exhibit of HBCA records.

Acquisitions for HBCA included private donations of photographs and textual records documenting William Ralph Parson's career as District Manager and Fur Trade Commissioner for the Hudson's Bay Company (HBC), c. 1920-1940; the personal diary of William Crawford Rackham describing his work as an inspecting officer with the HBC in the Athabasca and Keewatin districts, 1910-1917; and a large collection of photographs of fur trade posts, site and routes, 1973-1996 taken by Elizabeth Losey, an amateur fur trade scholar.

HBCA records were loaned for two exhibitions: The "Ac ko mok ki" (Indian) map was included in the Library of Congress travelling exhibit *Rivers, Edens, Empires - Lewis & Clark* and *The Revealing of America* at the Museum of History and Industry in Seattle, Washington, April -- June 2005. An illustrated letter by Charles Russell was part of the Glenbow Museum's traveling exhibition, *Capturing Western Legends, Russell and Remington and the Canadian Frontier* in the Speed Art Museum in Louisville, Kentucky, February-May 2005.

Fifty-five acquisitions were made (54 in 2004-2005) to private sector holdings, most of these accruals to existing funds. Three notable exceptions were the photographs, oral histories and textual records of the Manitoba Chinese Historical Society; textual records and photographs relating to the Black Community in Manitoba; and the journal of Charles Constantine consisting of regimental and divisional orders, Winnipeg Light Infantry, during the Northwest Rebellion, 1885. Nine Gifts to the Crown were appraised with a fair market value of \$77,300 and a number of collections processed that had been received previously, such as the personal records of former Senator Gildas Molgat, photographs and negatives of the Neil Charach Photo Studio, and personal papers of Vaughan Baird relating to the Bilodeau case.

Major enhancements that improve access to the Archives' holdings include the launch of the Keystone Archives Descriptive Database. Keystone is an online searchable catalogue where users can find information on records held by the Archives, including the records of the Hudson's Bay Company, the Manitoba government, individual Manitobans, and private organizations. The Archives of Manitoba launched its redesigned website which provides expanded information on the Archives' services and resources. The Archives also received one Young Canada Works grant for \$10,000 to increase the volume of Keystone database holdings.

Both Archives and Legislative Library participated in the city's *Doors Open* event. More than 860 visitors came through the Manitoba Archives Building during the May 13-14 weekend. One hundred and fifty persons attended *Film Night 2005* - a joint venture of the Archives, the Canadian Broadcasting Corporation and the Manitoba Historical Society to view a retrospective of CBC in Manitoba news history, 1954-1977.

Two photographic exhibitions were displayed in the approaches to the Archives Research Room: First, the origin and promotion of the Hudson's Bay Company point blanket, followed by a selection of the works of the Transcona photographer Frederick Munton.

### **3(c) Archives of Manitoba:**

Expenditures by Sub-Appropriation	Actual 2005/06 \$	Estimate 2005/06		Variance Over(Under)
		FTE	\$	
Salaries and Employee Benefits	2,618.3	45.60	2,575.2	43.1
Other Expenditures	1,946.7		2,037.8	(91.1)
Less: Recoverable from Other Appropriations	(447.4)		(430.9)	(16.5)
Total Expenditures	4,117.6	45.60	4,182.1	(64.5)

## **Legislative Library**

The Legislative Library supports the conduct of public affairs and the development of a well-informed society by providing efficient, effective, and impartial access to specialized information resources for the Legislature, government, and people of Manitoba, and ensures current and future access to Manitoba's published heritage. The Legislative Library is one of the province's oldest libraries with a collection that reflects the changing interests and aspirations of Manitobans over a span of more than a hundred years. Books, reports and journals are ordered from publishers around the world to support the work of the Legislature and government.

New materials are catalogued and processed quickly. Of the 38,653 items added to the collection during the year, 90 percent were available for customer use within one week of receipt.

In selecting new materials for the collection, staff endeavour to anticipate and respond to client needs. Subject areas of high demand in 2005-2006 included the judicial system, Aboriginal issues, community development, and project management. Representative titles about the judicial system include: *Sentence calculation* (Public Safety and Emergency Preparedness Canada); *The power to criminalize* (Fernwood Publishing in Halifax); *Public confidence in criminal justice* (Public Safety and Emergency Preparedness Canada); *Report on the prevention of miscarriages of justice* (Federal-Provincial-Territorial Meeting of Ministers Responsible for Justice). Representative titles for Aboriginal issues include: 'A very hostile system in which to live': *Aboriginal electoral participation in Winnipeg's inner city* (Canadian Centre for Policy Alternatives); *Aboriginal health research and policy: First Nations-university collaboration in Manitoba* (Canadian Public Health Association). Representative titles about community development include: *Reinventing services: processes and prospects for municipal alternative service delivery* (Institute of Public Administration of Canada); *The key to sustainable cities* (New Society Publishers); *The trajectories of rural life* (Canadian Plains Research Centre); *Rural community health and well being* (Brandon University Rural Development Institute). Representative titles about project management include: *The project workout* (Financial Times Prentice Hall); *Execution, plain and simple: twelve steps to achieving any goal on time and on budget* (McGraw-Hill).

In April 2005, the Legislative Library and Public Library Services began the implementation of a new library system to support the work of these two branches, as well as all rural public libraries in Manitoba, the Industrial Technology Centre library and the Hudson's Bay Company Archives library. Staff were able to begin using the new system by September and further work was done during the rest of the fiscal year to enable public Internet access to the catalogue. The staff training was also accomplished via Internet, as an innovative and economical approach to learning how to use the new system effectively.

Since 1919, the Legislative Library has administered legal deposit legislation within the province to ensure that a research collection of works published within Manitoba is preserved and made accessible. In 2005-2006, the Library received 352 books and annual reports as well as 256 Manitoba newspapers and magazines through the ongoing co-operation and support of Manitoba publishers. Notable publications deposited at the library include: *The Italian way: cooking with the De Lucas* (Studio Publications); *Are you kidding me? strange but true stories from the world of sports* (Studio Publication); *Winnipeg walks* (Prairie Pathfinders); *Winnipeg: city of opportunity* (Fleet Publications); *Selling Winnipeg to the World* (Winnipeg Chamber of Commerce); *The imagined city: literary history of Winnipeg* (Turnstone Press). Biographical works include: Ray St. Germain's *I wanted to be Elvis, so what was I doing in Moose Jaw?* (Pemmican Publications); *Made in Manitoba: a musical legacy* (Great Plains); *Marcien LeMay: l'art de se réinventer* (Éditions du Petit Hippies). Other titles deposited demonstrate the wide range of topics Manitoba publishers cover: *Ruling Canada: corporate cohesion and democracy* (Fernwood Publishing in Winnipeg); *The great Canadian sedition trials: the courts and the Winnipeg General Strike, 1919-1920* (Legal Research Institute, University of Manitoba and Canadian Legal History Project); *Eating the wedding gifts: lean years after marriage break-up* (J. Gordon Shillingford Publishers); *Working world with Barbara Bowes* (Winnipeg Free Press); *Against the new authoritarianism: politics after Abu Ghraib* (Arbeiter Ring Publishing); and *Seeing the world with Aboriginal eyes* (Aboriginal Issues Press).

The main reading room at 200 Vaughan Street is used by researchers who consult Manitoba community newspapers, local histories, and government publications. For government clients, staff use print and electronic sources to provide factual, statistical, and comparative information, and supply specific documents on request. In 2005-2006, the library responded to 10,473 inquiries, and clients and staff used a total of 18,078 documents from the library's collections for their research.

For many of the library's clients, in-person visits and direct use of its physical collections are things of the past as they turn more frequently to the Internet and other electronic sources for information. The investments the library continues to make in developing its website as a desktop alternate to a visit to the library make it a convenient one-shop for both government staff and the general public. On the Virtual Reference Desk, links to departments, boards and agencies and to financial information from governments across Canada are among the most heavily used pages.

In a continuing resource-sharing initiative, the library distributed 4,644 Manitoba government publications through its Depository Library -program, to seven libraries in Manitoba. In turn, each of these libraries is able to serve other libraries in their own regions and networks. For more than 40 years, the Legislative Library has maintained provincial, national, and international exchange agreements on behalf of the Province.

The library also signals the increasing availability of Internet publication to depositories by including the URLs in the Monthly Checklist. These efforts reflect the evolving publishing practices of the Manitoba Government, indicated by its growing reliance on dissemination of information using the Internet.

**3(d) Legislative Library:**

Expenditures by Sub-Appropriation	Actual 2005/06 \$	Estimate 2005/06		Variance Over(Under)
		FTE	\$	
Salaries and Employee Benefits	845.0	16.50	862.3	(17.3)
Other Expenditures	590.5		591.6	(1.1)
Total Expenditures	1,435.5	16.50	1,453.9	(18.4)

# Tourism Secretariat

The Tourism Secretariat oversees development and implementation of the government's tourism policies, and ensures that the Province of Manitoba's investments in tourism contribute to overall policy priorities. In partnership with its statutory agency, Travel Manitoba, the secretariat contributes to Manitoba's economic well being by facilitating and supporting the development of a dynamic, environmentally sustainable tourism industry.

2005-2006 marked the first year of the secretariat's operation. Activities included facilitation of community and industry tourism development planning, administration of *The Travel Manitoba Act*, management of government's tourism investments, consultation to other Manitoba government departments and central agencies, and coordination of the department's participation in tourism-related events and activities. Tourism Secretariat consultants provided specialized consulting to the industry on outdoor adventure tourism and on Aboriginal and regional tourism development in the areas of economic feasibility, business planning, project financing, quality co-ordination and advice on regulatory matters for existing and potential tourism attractions, services and facilities.

Between 1999 and 2003, Manitoba's tourism revenues increased by 22 percent, from \$1.14 billion in 1999 to \$1.39 billion in 2003. The challenge for Manitoba, and for Canada, is to sustain these growth rates in the face of a growing range of challenges, from border security to increasing fuel costs to the rise of the Canadian dollar. Through its funding of Travel Manitoba in 2005-2006, along with other initiatives, the secretariat supported the industry's efforts to position itself to meet these challenges.

Consistent with the government's commitment to sustainable economic development, the secretariat undertook a range of activities in 2005-2006 aimed at expanding and enhancing healthy and environmentally friendly tourist activities within Manitoba. These efforts included support for marketing and promotional efforts on behalf of outdoor adventure-based lodge operations, and continued implementation of the Watchable Wildlife investment program to enhance wildlife viewing opportunities at signature wildlife viewing sites across Manitoba. Through these activities, the secretariat supported the industry's efforts to achieve increased compatibility of Manitoba's tourist-related products and services with environmentally sound, sustainable provincial and national standards and recognized best practices.

Another focus of the secretariat's activity in 2005-2006 was to assist the province's Aboriginal populations to achieve increased participation in Manitoba's tourism industry. In moving forward the principles of its Aboriginal Tourism Strategy (cluster development, education and training, marketing) the Tourism Secretariat supported the development of a business plan for Winnipeg Aboriginal tourism cluster development and provided ongoing consultation to the Winnipeg Aboriginal Tourism Working Group. The secretariat provided assistance to the White Buffalo Indigenous Tribal Village at the Forks and for a training program for staff of Atik Aski Adventures (an inbound tour operator representing 13 communities in Northwest Manitoba) in the establishment and operation of an inbound response centre. Support for Aboriginal marketing initiatives included: Partnership with the Northern Ontario Native Tourism Association to market Manitoba and Ontario Aboriginal fishing lodges in the US; assistance for Aboriginal tourism operators to attend a marketing workshop to enhance the packaging and promotion of their products and services in partnership with hotels and other established tourism sites; and leveraging of Aboriginal product participation in eight monthly advertising inserts in Canada and US newspapers. In addition to its own resources, the secretariat was able to coordinate participation in Aboriginal tourism development initiatives with a number of provincial government departments and local agencies.

The secretariat is committed to the growth of tourism-related activity in all regions of the province. Grants totaling \$245.0 were provided to seven regional tourism organizations under the Rural Regional Tourism Initiative (RRTI). The program resulted in new partnerships and stimulated an additional investment of over \$250.0 in support of regional marketing activities. Northern regional activities included support for a redevelopment initiative for the Town of Lynn Lake to reposition itself as a premiere sport fishing and outdoor recreation destination, and collaboration with Travel Manitoba to generate a new Tourism Development Strategy for the Town of Churchill. Through administration of the Star Attractions program, the secretariat continued to highlight Manitoba's premiere tourist sites for travelers on Manitoba's highways.

The secretariat continued to represent the tourism sector on Manitoba Conservation's Licensing Advisory Committee, approving the establishment of sustainable resource-based tourism operations in Manitoba. The secretariat also provided consultation services to government on a range of issues in 2005-2006, including tourism development in the East Side region and transfer of the Gull Harbour Resort facilities to private sector interests. The outcome of the transfer will be a new Hecla Oasis Resort, Spa and Golf Course, developed and marketed as a year-round travel destination for visitors from Manitoba's primary tourist markets.

Manitoba continues to offer a wide range of strong and diverse tourism activities and experiences. Tourism is a focal point for community development and a stimulant for growth for the local economy. The Tourism Secretariat is committed to the development of tourism in the province, supporting the industry's efforts to strengthen the quality, competitiveness and sustainability of its products and services and to promote accessible, high quality, environmentally sustainable tourism in Manitoba.

**4(a) Tourism Marketing and Services:**

Expenditures by Sub-Appropriation	Actual 2005/2006	Estimate 2005/06		Variance Over(Under)
		\$	FTE	
Salaries and Employee Benefits		-	-	
Other Expenditures		-	-	
Grant Assistance	-		-	
Total Expenditures		-	-	

**4(b) Tourism Planning and Development:**

Expenditures by Sub-Appropriation	Actual 2005/2006	Estimate 2005/06		Variance Over(Under)
		\$	FTE	
Salaries and Employee Benefits	248.7	3.00	249.6	(0.9)
Other Expenditures	625.9		614.4	11.5
Grant Assistance	333.5		380.0	(46.5)
Total Expenditures	1,208.1	3.00	1,244.0	(35.9)

## Travel Manitoba

Travel Manitoba was created as a Crown agency under *The Travel Manitoba Act*, effective April 1, 2005. The purposes of Travel Manitoba are to foster development, growth and diversity in the tourism industry in Manitoba. In particular, Travel Manitoba is responsible for marketing Manitoba as a desirable tourist destination; providing appropriate visitor and information services; stimulating the productivity, development and growth of persons, businesses and organizations engaged in the tourism industry; enhancing the quality, competitiveness and marketing of tourism products and services; encouraging, participating in and co-operating in consultations and undertakings with (i) persons, businesses, organizations or agencies, and (ii) the Government of Manitoba or other governments, which have a purpose or any duties related to those of Travel Manitoba; enhancing public awareness of tourism; promoting the training, development and employment of persons involved in the tourism industry; and carrying out any other functions assigned by the Minister. Under the Act, the Board of Directors is appointed by the Province and the corporation publishes an annual report on its activities, which is tabled separately in the Legislature.

Travel Manitoba's principal activities in its inaugural year centered on industry planning and quality improvement, as well as development and coordination of sector-wide marketing initiatives. Planning activities included positioning Manitoba as a 'destination of choice', and expanding leisure/culture and heritage promotion. Outdoor tourism, and industry quality and competitiveness were also priorities. Travel Manitoba led the planning for the province's 'Unforgettable Manitoba' Conference and Discover Manitoba Expo. Travel Manitoba solidified partnerships in key tourism industry sectors, including meetings with Regional Tourism Associations to review their marketing plans and collaboration with private sector partners to develop tourism packages promoting year-round activity in the province. Travel Manitoba's marketing activities were highlighted by the development, with industry partners, of a comprehensive marketing campaign focused on major experiences throughout the year that inspire provincial tourism activity. The agency also expanded the fall/winter promotional campaign and undertook a targeted marketing initiative with the hospitality sector to promote major culture, arts and sport activities to markets in Manitoba, Saskatchewan, Ontario, North Dakota and Minnesota.

#### **4(c) Travel Manitoba:**

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2005/06</b>	<b>Estimate 2005/06</b>	<b>Variance Over(Under)</b>
	\$	FTE	\$
Grant Assistance	7,412.2		7,412.2
Less: Recoverables	(500.0)		(500.0)
<b>Total Expenditures</b>	<b>6,912.2</b>		<b>6,912.2</b>

#### **Venture Manitoba Tours Ltd.**

Venture Manitoba Tours Inc. was established under *The Corporations Act* to manage the Province's assets at Gull Harbour Resort and the Hecla Island and Falcon Lake Golf Courses. The corporation's financial statements are published in the Province's Public Accounts and are reviewed by the Public Accounts Committee of the Legislature.

In January 2004, the Province invited proposals for the devolution and redevelopment of the Gull Harbour Resort complex. This process concluded in November 2005 when the Province announced that it had accepted a proposal from the Winnipeg-based Paletta Group for the sale and redevelopment of the Gull Harbour Resort facilities and management of the Hecla Island Golf Course. The Paletta Group has since commenced a \$15 million project to redevelop the property as a full service resort with new and refurbished guest rooms and suites, an indoor water park and a health spa and wellness centre.

# **Capital Grant Assistance**

The Department's capital grants programs provide funding to maintain and repair major cultural facilities, provide for grant assistance to the owners/lessees of designated heritage buildings for work related to the preservation of their buildings, and provide grants to non-profit organizations to undertake facility projects which provide long-term recreational and social benefits for the general community.

## **Cultural Organizations**

In 2005-2006, a total of \$865.0 was awarded in capital grants to major cultural organizations.

Capital assistance totalling \$286.2 was awarded to the Winnipeg Art Gallery for fire alarm and computer system upgrades. The Canadian Museum of Human Rights received a contribution of \$275.0 towards preliminary architectural, engineering and exhibit design services for the museum.

Provincial funding totalling \$119.3 supported capital repair projects at the Manitoba Centennial Centre complex. Other agencies that were awarded funds for minor capital repairs and upgrades included \$50.0 to the Manitoba Museum; \$39.5 to the Western Manitoba Centennial Auditorium; \$30.0 to Artspace Inc.; \$25.0 to the Centre culturel franco-manitobain; and \$10.0 each to the Manitoba Arts Council, The Manitoba Conservatory of Music and Arts Inc., the United Way of Brandon and District and the Winnipeg Folk Festival Inc.

### **5(a) Cultural Organizations:**

Expenditures by Sub-Appropriation	Actual 2005/06 \$	Estimate 2005/06	Variance Over(Under)
	FTE	\$	
Total Grant Assistance	864.9	-	865.0 (0.1)

## **Heritage Buildings**

The Designated Heritage Buildings Grants Program assists the owners and lessees of designated heritage buildings with projects related to the appropriate conservation of their historic buildings. Through this support, the program helps to preserve the nature and quality of such buildings, to enhance our understanding and appreciation of Manitoba's heritage.

Owners of Provincial and Municipal Heritage Sites designated under *The Heritage Resources Act* or City of Winnipeg Historic Buildings By-law No. 1474/77 may apply for grants of up to \$35.0 on a 50/50 cost-shared basis.

In 2005-2006, 34 applications from the owners of designated heritage properties were approved and a total of \$210.0 in grant assistance was provided; 60 percent of the grants were for projects outside of Winnipeg and 70 percent for community-based, publicly-owned projects.

### **5(b) Heritage Buildings:**

Expenditures by Sub-Appropriation	Actual 2005/06 \$	Estimate 2005/06	Variance Over(Under)
	FTE	\$	
Total Grant Assistance	210.0	-	210.0 0.0

# **Community Places Program**

The objective of the Community Places Program is to contribute to the general well-being of Manitoba communities by helping non-profit organizations undertake facility projects initiated to provide long-term recreational and social benefits for the general community.

The program administers matching capital grants and provides technical consultation services to assist organizations throughout Manitoba with projects involving the renovation, expansion, construction or purchase of sustainable facilities.

Community groups sponsoring projects can apply to the program for up to 50 percent of the first \$15.0 of project costs and up to 1/3 of project costs over that amount, to a \$50.0 grant maximum. Eligible project-costs include land and building purchases, wages, material purchases, and equipment rentals. Project sponsors can raise their matching contributions to project costs from fundraising, other provincial and non-provincial sources, volunteer labour, donated materials and loaned heavy construction equipment

Eligible projects involve recreational facilities, libraries, museums, cultural facilities, community parks, child day-cares, seniors' activity centres, facilities for the disabled, and community resource centres.

One application intake is held each year. In 2005-2006, the program's recently advanced delivery schedule (2004-2005) contributed to the above average number of applications received as 443 applicants representing over \$73.0 million in projects sought funding assistance. The program's availability and the application deadline are publicized through:

- Government of Manitoba Internet website;
- press releases sent to all Manitoba daily, weekly, monthly and ethnic newspapers and newsletters;
- direct mailings to all municipal and Community Council Mayors, Reeves and CAOs, First Nations Chiefs, Recreation Directors and Recreation Commission Chairpersons;
- direct mailings to umbrella organizations representing non-profit, ethnic, cultural, arts, seniors, sport, social service and recreation/wellness sub-organizations.

Application forms are mailed to those requesting them and the forms are made available in the Community Places office as well as in the Department's six regional offices and are downloadable from the Department's Internet website. Assistance in completing the forms and in fulfilling the program's supporting documentation requirements is available through these offices. Applications are assessed and prioritized against program criteria by program and regional staff.

In 2005-2006, 283 applications were approved for grant assistance totalling \$3.0 million. The value of local investment contributed to the approved projects (amount leveraged) was \$53.5 million. A total of 3,000 construction jobs involving 15,000 work-weeks of employment are expected to be created once all of the projects are completed.

Application assessment mechanisms give priority to projects located in neighbourhoods with higher than provincial average unemployment and lower than provincial average per capita income levels.

Technical consultation services are provided by the program's manager and facility consultant who assist community groups in the planning and development of facility projects. Consultations include design advice, project and operating cost projections, information on regulatory requirements, provision of schematic sketches and assistance with the tendering and building trade contract process. In 2005-2006, 2,700 different consultations were provided comprising 1,200 telephone consultations, 400 project site visits, 1,100 detailed sketches and planning workshops involving 325 participants. Facility consultation contributes benefits estimated at \$30.0 million annually by helping community planners find project efficiencies and cost reductions.

**6(c) Community Places Program:**

Expenditures by Sub-Appropriation	Actual	Estimate	Variance
	2005/06	2005/06	Over(Under)
	\$	FTE	\$
Total Grant Assistance	2,500.0	-	2,500.0
			0.0

# **Boards and Agencies**

The following boards and agencies report to the Minister of Culture, Heritage and Tourism:

## **Centre culturel franco-manitobain**

The annual report of the Centre culturel franco-manitobain is tabled separately in the Legislative Assembly.

## **Heritage Grants Advisory Council**

The Heritage Grants Advisory Council is responsible for making recommendations to the Minister on the Heritage Grants Program in consideration of the needs of Manitobans to identify, protect and interpret the province's heritage. Application for funding under the Heritage Grants Program is open to any non-profit, incorporated community organization or local government.

The council consists of 14 members of the heritage community. The council has a wide range of expertise and represents many heritage disciplines and regions throughout the province. The council held two formal meetings to review grant applications. One meeting was held in Winnipeg and the other in Morden. The Council participated in a guided tour organized by regional staff to various heritage sites funded by the department.

There were no appeals submitted in the 2005-2006 fiscal year.

The council relies on the technical expertise of the department's staff, to ensure that standards are met in all the projects supported by the Heritage Grants Program. Expertise is sought from the Historic Resources Branch, Archives of Manitoba and outside agencies of the Department such as the Association for Manitoba Archives. Projects continue to be monitored through site visits by the Department's staff.

Funding assistance is provided for up to 50 percent of the eligible costs and is disbursed in the form of cash, bingo awards or a combination of both. During the 2005-2006 fiscal year, 123 grants were approved for a total of \$333.9 in cash and \$101.1 in bingo allocations.

## **Manitoba Arts Council**

See Culture, Heritage and Recreation Division. Manitoba Arts Council's annual report is tabled separately in the Legislature.

## **Manitoba Centennial Centre Corporation**

The Manitoba Centennial Centre Corporation annual report is tabled separately in the Legislative Assembly.

## **Manitoba Film and Sound Recording Development Corporation**

The Manitoba Film and Sound annual report is tabled separately in the Legislative Assembly.

## Manitoba Film Classification Board

See also Administration and Finance Division.

The Manitoba Film Classification Board's purpose is:

- to provide comprehensive procedure for the classification and regulation of films; and
- to provide for the dissemination of information to residents of the province concerning the nature and content of films.

The Film Classification Board provides content information, classification ratings and other advisories so Manitobans can make informed choices about what they or their children may view or play. This is accomplished in part by using classification categories that also restrict the availability of material on the basis of age. Only products that fall within an age-restricted category require labels. General and Parental Guidance tapes are often labelled; however, this labelling is not compulsory. The classification categories are as follows:

	GENERAL	General viewing. Suitable for all audiences. Suitable for those under 12
	PARENTAL GUIDANCE	Parental guidance advised. Theme and content may not be suitable for all children. Most suitable for mature viewers over 12.
	14 ACCOMPANIMENT	Suitable for persons 14 years of age and older. An adult must accompany those under 14. Parents cautioned. May contain violence, coarse language and/or sexually suggestive scenes.
	18 ACCOMPANIMENT	Suitable for persons 18 years of age and older. Persons ages 14-17 must be accompanied by an adult. Parents strongly cautioned. Will likely contain explicit violence, frequent coarse language, sexual activity and/or horror.
	RESTRICTED	Only Adults 18 and over. May contain foul language, or depict graphic violence, horror or sexual activity
	ADULT	Adults Only. Content is sexually explicit, or graphically and excessively violent.

In 2004-2005, the department developed video games legislation to provide parents with information about the content of video games and restrict the distribution of Mature rated material to children. Under the new regulations, which came in to effect on June 1, 2005, the Manitoba Film Classification Board regulates the sale or rental of computer and video games classified by the Entertainment Software Ratings Board (ESRB). The ESRB rating symbols are as follows:



#### **EARLY CHILDHOOD**

Titles rated **EC (Early Childhood)** have content that may be suitable for ages 3 and older. Contains no material that parents would find inappropriate.



#### **EVERYONE**

Titles rated **E (Everyone)** have content that may be suitable for ages 6 and older. Titles in this category may contain minimal cartoon, fantasy or mild violence and/or infrequent use of mild language.



#### **EVERYONE 10+**

Titles rated **E10+ (Everyone 10 and older)** have content that may be suitable for ages 10 and older. Titles in this category may contain more cartoon, fantasy or mild violence, mild language, and/or minimal suggestive themes.



#### **TEEN**

Titles rated **T (Teen)** have content that may be suitable for ages 13 and older. Titles in this category may contain violence, suggestive themes, crude humor, minimal blood, simulated gambling, and/or infrequent use of strong language.



#### **MATURE**

Titles rated **M (Mature)** have content that may be suitable for persons ages 17 and older. Titles in this category may contain intense violence, blood and gore, sexual content, and/or strong language.



#### **ADULTS ONLY**

Titles rated **AO (Adults Only)** have content that should only be played by persons 18 years and older. Titles in this category may include prolonged scenes of intense violence and/or graphic sexual content and nudity.



#### **RATING PENDING**

Titles listed as **RP (Rating Pending)** - have been submitted to the ESRB and are awaiting final rating. (This symbol appears only in advertising prior to a game's release.)

The numbers and categories of films, videotapes and DVDs for public exhibition and in home use were classified as follows:

- **Public Exhibition** – films and videos intended for commercial or non-commercial public exhibition:

<b>Number Classified</b>	<b>2005-2006</b>	<b>2004-2005</b>	<b>2003-2004</b>	<b>2002-2003</b>	<b>2001-2002</b>	<b>2000-2001</b>
<b>Film:</b>						
35mm Feature Films	257	248	264	290	239	264
16mm Feature Films	0	0	1	0	37	13
Short Subjects	2	6	8	26	34	34
Trailers or Commercials	343	339	339	309	265	293
Sub-Total	602	593	612	625	575	604
<b>Videos<sup>1</sup>:</b>						
Features	157	146	115	101	87	89
Short subjects	362	313	325	202	166	279
Sub-total	519	459	440	303	253	368
<b>Total Number Classified</b>	<b>1,121</b>	<b>1,052</b>	<b>1,052</b>	<b>928</b>	<b>828</b>	<b>972</b>

**Note:**

1. Videotapes for public exhibition were submitted primarily by non-profit organizations.

The resulting classifications of 35mm feature films were as follows:

<b>35mm Film</b>	<b>2005-2006</b>	<b>2004-2005</b>	<b>2003-2004</b>	<b>2002-2003</b>	<b>2001-2002</b>	<b>2000-2001</b>
General	33	27	29	24	22	16
Parental Guidance	80	88	94	95	85	98
Parental Accompaniment				107	107	124
14 Accompaniment	105	102	97	24		
18 Accompaniment	32	23	31	10		
<b>Restricted</b>	<b>7</b>	<b>8</b>	<b>13</b>	<b>30</b>	<b>25</b>	<b>26</b>
<b>Total 35mm Feature Films</b>	<b>257</b>	<b>248</b>	<b>264</b>	<b>290</b>	<b>239</b>	<b>264</b>
Appeals		9*	6	5	4	8

\* 6 overturned

- **Home Use** – units solely for personal or in home entertainment:

<b>Number Classified</b>	<b>2005-2006</b>	<b>2004-2005</b>	<b>2003-2004</b>	<b>2002-2003</b>	<b>2001-2002</b>	<b>2000-2001</b>
Units received	7108 (4954 titles)	6,340	5,562	5,451	4,260	3,307
Units received (libraries)	292	504	356	467	684	2,016
<b>Total Units Received for Classification</b>	<b>7,400</b>	<b>6,844</b>	<b>5,918</b>	<b>5,918</b>	<b>4,944</b>	<b>5,323</b>

▪ **Total Public Exhibition and Home-Use Titles Classified<sup>2</sup>:**

	<b>2005-2006</b>	<b>2004-2005</b>	<b>2003-2004</b>	<b>2002-2003</b>	<b>2001-2002</b>	<b>2000-2001</b>
Permits Issued <sup>3</sup>	6,072	6,583	6,271	5,945	4,752	4,069
Classifications:						
General	1,177	1,215	1,054	899	964	734
Parental Guidance	2,042	2,142	2,087	1,818	1,725	1,637
14 Accompaniment	1,583	1,517	1,517	1,304	1,024	868
18 Accompaniment	429	429	350	70		
Restricted	227	332	324	475	304	377
Adult	613	948	939	1,157	876	878
Classification to be determined (as of March 31)	106	38	228	352	310	412

Notes:

2. A single title may have been released in multiple formats, i.e. 35mm, videotape and DVD and may constitute more than one video unit received.
3. Not all product received is issued a permit or issued in the same year it is received.

The board issued 26 bi-weekly video classification updates and 12 theatrical classification reports. It is the video retailer's and theatre owner's responsibility to provide the general public with information contained in the board's catalogue and updates upon request, in order that parents can make informed choices about what they wish to view for themselves and their children. The catalogue and updates contain classifications and information pieces such as violence and "mature theme". This is also available on the board's website: <http://www.gov.mb.ca/filmclassification>.

The board licenses all distributors and retail outlets of public exhibition and home use films, videotapes, DVDs, computer and video games:

	<b>2005-2006</b>	<b>2004-2005</b>	<b>2003-2004</b>	<b>2002-2003</b>	<b>2001-2002</b>	<b>2000-2001</b>
Retail Stores licensed <sup>1</sup>	1,158	998	1,065	1,333	1,101	1,282
Distributors licensed	174	167	135	125	145	133
Inspections	849	958	917	978	1,155	1,023
Inspections video games	303					
Product removed	405	147	547	1,328	984	1,584
Product removed – video games	278					

1. 1158 locations, 726 companies

## Manitoba Heritage Council

The Manitoba Heritage Council met with the Heritage Grants Advisory Council in the Minister's Roundtable on Heritage on June 28, 2005. Council recommendations, as accepted by the Minister, are implemented by the Historic Resources Branch and reported as part of branch activities in the Historic Resources Branch section of the annual report.

## **Financial Information Section**

### **Manitoba Culture, Heritage and Tourism**

#### **Reconciliation Statement**

**(\$000)**

<b>Details</b>	<b>2005-2006 Estimates</b>
2005/06 Main Estimates	69,994.6
Main Estimates Authority Transferred From:	
- Enabling Appropriation for Translation Services	200.0
- Enabling Appropriation for Historic Places Initiative	667.8
- Enabling Appropriation for Internal Reform	
<b>2005-2006 Estimates</b>	<b>70,862.4</b>

# Manitoba Culture, Heritage and Tourism

## Expenditure Summary

for the fiscal year ended March 31, 2006

with comparative figures for the previous fiscal year

Estimate 2005-2006 (\$000)	Appropriation	Actual 2005-2006 (\$000)	Actual 2004-2005 (\$000)	Increase (Decrease) (\$000)	Expl . No.
<b>14-1 Administration and Finance</b>					
29.4	(a) Minister's Salary	29.7	28.9	0.8	
506.6	(b) Executive Support: Salaries and Employee Benefits	511.5	522.5	(11.0)	
58.0	Other Expenditures	58.0	58.0	-	
1,436.0	(c) Financial and Administrative Services: Salaries and Employee Benefits	1,368.3	1,359.0	9.3	
375.4	Other Expenditures	350.1	337.2	12.9	
222.8	(d) Manitoba Film Classification Board: Salaries and Employee Benefits	236.7	216.8	19.9	
263.3	Other Expenditures	294.4	299.4	(5.0)	
<b>2,891.5</b>	<b>Total 14-1</b>	<b>2,848.7</b>	<b>2,821.8</b>	<b>26.9</b>	

## 14-2 Culture, Heritage and Recreation Programs

427.7	(a) Executive Administration Salaries and Employee Benefits	390.0	376.0	14.0	
71.5	Other Expenditures	148.9	70.3	78.6	
10,658.1	(b) Grants to Cultural Organizations - Operating	10,576.8	10,622.9	(46.1)	
8,411.4	(c) Manitoba Arts Council	8,411.4	7,683.6	727.8	1
411.1	(d) Heritage Grants Advisory Council	394.0	404.6	(10.6)	
586.2	(e) Arts Branch: Salaries and Employee Benefits	539.9	427.2	112.7	
167.4	Other Expenditures	186.2	189.4	(3.2)	
3,510.7	Film and Sound Development	3,510.7	3,406.9	103.8	
3,153.0	Grant Assistance	3,106.2	2,961.2	145.0	
883.3	(f) Public Library Services: Salaries and Employee Benefits	849.1	822.4	26.7	
655.1	Other Expenditures	655.0	628.6	26.4	
4,975.9	Grant Assistance	5,010.4	4,879.5	130.9	

# Manitoba Culture, Heritage and Tourism

## Expenditure Summary

for the fiscal year ended March 31, 2006

with comparative figures for the previous fiscal year

Estimate 2005-2006 (\$000)	Appropriation	Actual 2005-2006 (\$000)	Actual 2004-2005 (\$000)	Increase (Decrease) (\$000)	Expl . No.
<b>14-2 Culture, Heritage and Recreation Programs (cont'd)</b>					
	(g) Historic Resources:				
1,403.8	Salaries and Employee Benefits	1,409.3	1,438.1	(28.8)	
925.9	Other Expenditures	881.0	855.5	25.5	
952.9	Grant Assistance	945.5	932.9	12.6	
	(h) Recreation and Regional Services:				
1,655.6	Salaries and Employee Benefits	1,543.4	1,476.9	66.5	
497.3	Other Expenditures	504.1	492.6	11.5	
4,573.8	Grant Assistance	4,552.9	4,126.0	426.9	2
(200.0)	Less: Recoverable from Other Appropriati	(200.0)	(200.0)	-	
<b>43,720.7</b>	<b>Total 14-2</b>	<b>43,414.8</b>	<b>41,594.6</b>	<b>1,820.2</b>	

## 14-3 Information Resources

	(a) Communication Services Manitoba				
3,816.9	Salaries and Employee Benefits	3,818.0	3,863.7	(45.7)	
1,305.7	Other Expenditures	1,238.3	1,114.7	123.6	
1,966.5	Public Sector Advertising	1,947.8	1,755.0	192.8	3
(2,711.3)	Less: Recoverable from Other Appropriati	(2,534.3)	(2,375.8)	(158.5)	3
	(b) Translation Services				
1,532.4	Salaries and Employee Benefits	1,506.5	1,419.4	87.1	
644.0	Other Expenditures	644.0	652.1	(8.1)	
(269.7)	Less: Recoverable from Other Appropriati	(269.7)	(269.7)	-	

**Manitoba Culture, Heritage and Tourism  
Expenditure Summary**

for the fiscal year ended March 31, 2006  
with comparative figures for the previous fiscal year

Estimate 2005-2006 (\$000)	Appropriation	Actual 2005-2006 (\$000)	Actual 2004-2005 (\$000)	Increase (Decrease) (\$000)	Expl . No.
<b>Information Resources (con't)</b>					
	(c) Archives of Manitoba				
2,575.2	Salaries and Employee Benefits	2,618.3	2,458.0	160.3	
2,037.8	Other Expenditures	1,946.7	1,851.1	95.6	
(430.9)	Less: Recoverable from Other Appropriati	(447.4)	(524.9)	77.5	
	(d) Legislative Library				
862.3	Salaries and Employee Benefits	845.0	780.3	64.7	
591.6	Other Expenditures	590.5	581.8	8.7	
<b>11,920.5 Total 14-3</b>		<b>11,903.7</b>	<b>11,305.7</b>	<b>598.0</b>	

**14-4 Tourism**

	(a) Tourism Marketing & Services				
-	Salaries and Employee Benefits	-	1,699.8	(1,699.8)	4
-	Other Expenditures	-	4,813.3	(4,813.3)	4
-	Grant Assistance	-	-	-	-
	(b) Tourism Planning & Development				
249.6	Salaries and Employee Benefits	248.7	574.8	(326.1)	4
614.4	Other Expenditures	625.9	939.6	(313.7)	4
380.0	Grant Assistance	333.5	281.5	52.0	
	(a) Travel Manitoba				
7,412.2	Grant Assistance	7,412.2	-	7,412.2	4
(500.0)	Less: Recoverable from Other Appropriati	(500.0)	-	(500.0)	4
<b>8,156.2 Total 14-4</b>		<b>8,120.3</b>	<b>8,309.0</b>	<b>(188.7)</b>	

**14-5 Capital Grants**

865.0	(a) Cultural Organizations	864.9	315.7	549.2	5
210.0	(b) Heritage Buildings	210.0	210.0	-	
2,500.0	(c) Community Places	2,500.0	2,499.8	0.2	
<b>3,575.0 Total 14-5</b>					
		<b>3,574.9</b>	<b>3,025.5</b>	<b>549.4</b>	

# Manitoba Culture, Heritage and Tourism

## Expenditure Summary

for the fiscal year ended March 31, 2006

with comparative figures for the previous fiscal year

Estimate 2005-2006 (\$000)	Appropriation	Actual 2005-2006 (\$000)	Actual 2004-2005 (\$000)	Increase (Decrease) (\$000)	Expl . No.
<b>14-6 Amortization and Other Costs Related to Capital Assets</b>					
166.4	(a) Desktop Services	166.4	166.3	0.1	
343.1	(b) Amortization Expense	317.1	278.2	38.9	6
89.0	(c) Interest Expense	84.9	11.4	73.5	6
<b>598.5 Total 14-6</b>		<b>568.4</b>	<b>455.9</b>	<b>112.5</b>	
<b>70,862.4 TOTAL EXPENDITURES 14</b>		<b>70,430.8</b>	<b>67,512.5</b>	<b>2,918.3</b>	

### Explanations:

- 1 Reflects increased funding approved in 2005/06 Estimates.
- 2 Reflects increased funding approved in the 2005/06 Estimates for the United Way, Winnipeg Boys and Girls Club, the Manitoba Recreational Trails Association and the Recreation Opportunities program.
- 3 Reflects decreased recoveries from departments for print and media purchases and subscriptions.
- 4 Reflects establishment of Travel Manitoba as a Crown Agency April 1, 2005.
- 5 Reflects increased funding for capital projects completed at the Manitoba Centennial Centre.
- 6 Reflects new amortization and interest charges relating to capital projects at the Manitoba Centennial Centre.

# Manitoba Culture, Heritage and Tourism

## Revenue Summary by Source

for the fiscal year ended March 31, 2006

with comparative figures for the previous fiscal year

Actual 2004-2005 (\$000)	Actual 2005-2006 (\$000)	Increase (Decrease) (\$000)	Source	Actual 2005-2006 (\$000)	Estimate 2005-2006 (\$000)	Variance (\$000)	Expl. No.
<b>Current Operating Programs:</b>							
Other Revenue:							
831.5	861.6	30.1	Hudson's Bay History Foundation	861.6	860.7	0.9	
237.6	301.6	64.0	Information Resources Fees	301.6	285.9	15.7	
345.9	600.6	254.7	Manitoba Film Classification Board Fees	600.6	481.4	119.2	1
125.7	325.7	200.0	Archives of Manitoba Fees	325.7	296.1	29.6	
356.8	333.5	(23.3)	Statutory Publication Fees	333.5	388.8	(55.3)	
-	88.2	88.2	Translation Services Fees	88.2	93.8	(5.6)	
500.6	28.7	(471.9)	Sundry	28.7	2.9	25.8	
<b>2,398.1</b>	<b>2,539.9</b>	<b>141.8</b>	<b>Total - Other Revenue</b>	<b>2,539.9</b>	<b>2,409.6</b>	<b>130.3</b>	
Government of Canada:							
577.2	620.1	42.9	Historic Places Initiative	620.1	667.8	(47.7)	
77.1	77.1	-	Official Languages in Education	77.1	77.1	-	
<b>654.3</b>	<b>697.2</b>	<b>42.9</b>	<b>Total - Government of Canada</b>	<b>697.2</b>	<b>744.9</b>	<b>(47.7)</b>	
<b>TOTAL REVENUE - CURRENT OPERATING PROGRAMS - 14</b>							
<b>3,052.4</b>	<b>3,237.1</b>	<b>184.7</b>		<b>3,237.1</b>	<b>3,154.5</b>	<b>82.6</b>	

### Explanations:

- 1 Reflects greater than expected Revenue from feature films particularly the additional prints released in the province and the Home-Use fees.

## Historical Information

**Manitoba Culture, Heritage and Tourism  
Five-Year Expenditure and Staffing Summary**

for years ending March 31, 2002 to March 31, 2006  
(\$000)

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		ACTUAL/ADJUSTED ESTIMATES OF EXPENDITURES*									
APPROPRIATION		2001-2002		2002-2003		2003-2004		2004-2005		2005-2006	
		FTE	\$	FTE	\$	FTE	\$	FTE	\$	FTE	\$
14-1	Administration and Finance	41.00	2,646.10	41.00	2,859.30	42.00	2,851.50	39.00	2,821.80	38.60	2,848.70
14-2	Culture, Heritage and Recreation Programs	90.85	38,181.50	90.85	38,528.60	90.85	40,824.70	86.75	41,594.60	85.05	43,414.80
14-3	Information Resources	156.50	10,855.40	157.50	10,744.10	158.50	11,227.90	154.50	11,305.70	153.10	11,903.70
14-4	Tourism	37.41	7,436.60	37.41	7,696.10	37.41	8,088.90	35.41	8,309.00	3.00	8,120.30
14-5	Capital Grants		4,236.60		3,667.90		3,601.80		3,025.50		3,574.90
14-6	Amortization		528.10		476.20		283.60		455.90		568.40
<b>TOTAL</b>		<b>325.76</b>	<b>63,884.30</b>	<b>326.76</b>	<b>63,972.20</b>	<b>328.76</b>	<b>66,878.40</b>	<b>315.66</b>	<b>67,512.50</b>	<b>279.75</b>	<b>70,430.80</b>

\* Adjusted figures reflect historical data on a comparison basis in those appropriations affected by a re-organization during the years under review

## Performance Reporting

The 2005-2006 reporting year is the first year that a standardized Performance Measurement section appears in departmental Annual Reports. This section is another step in our process to provide Manitobans with a more complete picture of the activities of government and their impacts on the province. That process was begun in 2005 with the release of the document, *Reporting to Manitobans on Performance, 2005 Discussion Document*, which can be found at <http://www.gov.mb.ca/finance/mbperformance/perf02.html>.

Performance indicators in departmental Annual Reports are intended to provide Manitobans with meaningful and useful information about government's activities, complementary to financial results. Some measures incorporate data collected by the provincial government, while others show data that are collected by external agencies. A range of existing, new and proposed measures may be reported in subsequent years, as the process continues to evolve.

Your comments on performance measures are valuable to us. You can send comments or questions to [mbperformance@gov.mb.ca](mailto:mbperformance@gov.mb.ca).

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What is being measured and how?	Why is it important to measure this?	What is the most recent available value for this indicator?	What is the trend over time for this indicator?	Comments/recent actions/report links
1. The amount of <b>film production activity</b> in Manitoba, using data generated by the Manitoba Film & Sound Recording Development Corporation.	Globally, the arts and entertainment industry is one of the fastest growing in the world. The film industry, in particular, generates high levels of employment in relation to the dollars invested, raises Manitoba's national and international profile, and attracts off-shore investment into the province.	In 2005, Manitoba film production reached a new high of \$120M.	In 2000, the Department projected that its film investment strategies through Manitoba Film & Sound would assist the industry to reach an annual production level of \$100M within five years. The \$100M mark was achieved in 2003, followed by \$110M in 2004 and \$120M in 2005.	Given the importance of U.S. film production in Manitoba, it may be that the current growth rate is not sustainable in light of the rising Canadian dollar. Other film production markets (Europe, China, India), for whom the rising dollar has a smaller impact, may help to offset potential future reductions in U.S. film activity in Manitoba.

<b>What is being measured and how?</b>	<b>Why is it important to measure this?</b>	<b>What is the most recent available value for this indicator?</b>	<b>What is the trend over time for this indicator?</b>	<b>Comments/recent actions/report links</b>
2. The <b>size of Manitoba's tourism industry</b> by tracking Statistics Canada data on the amount of annual tourist spending and the number of person-days of tourist visits in Manitoba.	The tourism industry has a direct and immediate impact on the Province's balance of trade. A strong industry has the potential to attract off-shore dollars into Manitoba and keep Manitoba dollars at home.	In 2004, the number of person-days of tourism visits in Manitoba totaled 5M. In the same year, the value of Tourism to Manitoba was \$1.42 B.	Through the 80s and 90s, the tourism industry was one of the fastest growing global industries. Since 9/11, the industry has been experiencing significant volatility due to travel and border security issues, rising fuel costs and fluctuating currency exchange rates. While U.S. visits to Canada generally are down, increased tourism travel by Canadians within Canada and from overseas markets represent continuing growth potential for Manitoba's tourism industry.	<i>The Travel Manitoba Act</i> was recently passed by the Province. It establishes Travel Manitoba as an arms-length, industry driven agency responsible for growing established Manitoba tourism markets and developing new markets, and for building a high quality tourism industry in the province.
3. The <b>physical activity levels of Manitobans</b> by tracking the percentage of Manitobans who are physically active against previous trends. Data is provided by Statistics Canada, Canadian Community Health Survey.	Physical activity is a significant factor contributing to personal health.	In 2005, the percent of Manitobans who reported their physical activity level as follows: <ul style="list-style-type: none"> <li>- Active: 23%</li> <li>- Moderately active: 24%</li> <li>- Inactive: 50%</li> </ul> <p>(Source: Statistics Canada, Canadian Community Health Survey)</p>	There is a trend toward greater physical activity. Reported rates for 1994 were as follows: <ul style="list-style-type: none"> <li>- Active: 19%</li> <li>- Moderately active: 24%</li> <li>- Inactive: 51%</li> </ul>	Data on physical activity are self-reported by Manitoba respondents to Statistics Canada surveys.

<b>What is being measured and how?</b>	<b>Why is it important to measure this?</b>	<b>What is the most recent available value for this indicator?</b>	<b>What is the trend over time for this indicator?</b>	<b>Comments/ recent actions/report links</b>
4. The number of <b>visits to Manitoba museums and archives</b> , utilizing annual combined total person-visits to the MB Museum, Special Theme Museums and the Archives of Manitoba.	Manitoba's heritage resources are valued as worth keeping and worth sharing as part of community infrastructure and quality of life.	In 2004-2005, 622,147 person-visits were made to the Manitoba Museum, the Archives of Manitoba and Special Theme Museums around the province.	The Department is currently compiling data to identify what trends may be occurring over time.	The Department utilizes a range of 'proxy' indicators, including visitation rates, heritage site designation rates, and uptake on heritage funding programs.
5. <b>Public access to, and use of, library services</b> , utilizing circulation data collected by Public Library Services.	A key departmental priority is to improve and expand public access to library services and information held by government. Because access to library services is a basic determinant of library use, two indicators are used: (1) % of Manitobans with access to library services, and (2) the number of items in circulation in a given year.	In 2005, 85% of Manitobans had access to library services. In 2004, 8.27M items were in circulation through Manitoba libraries.	Access to library services from 2000 to 2004 was 84%. Items in circulation dropped 1% between 2000 and 2004, reflecting temporary closure of the Winnipeg Public Library. The decrease was offset by an increase in library traffic from public Internet use not reflected in the circulation statistic. PLS has since implemented gate-counts and Internet-booking counts to more fully reflect library use.	Society's transition to new technologies means that research work which at one time required a visit to the library can increasingly be conducted via Internet at home. However, libraries are key to ensuring that all citizens, including those without access to high-speed Internet, have ready access to information resources, Internet-based or otherwise.