



# **Manitoba Culture, Heritage and Tourism**

**Annual Report  
2006-2007**

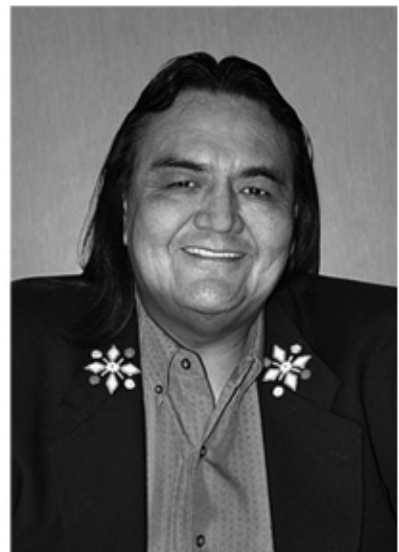
His Honour the Honourable John Harvard, P.C., O.M.  
Lieutenant Governor of Manitoba  
Room 235, Legislative Building  
Winnipeg, Manitoba  
R3C 0V8

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, 2007.

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

Honourable Eric Robinson  
Minister of Culture, Heritage and Tourism

Dear Sir:

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

Progress continued on implementing recommendations of *Reaching Our Vision: Providing High Quality, Sustainable Public Library Services for all Manitobans*. Initiatives included assisting 90 branch libraries in rural and northern Manitoba acquire new technology to enhance their public Internet access and resource-sharing capacity, the establishment of a province-wide librarians' advisory forum, governance workshops for library trustees and the addition of e-books to the provincial collection. Three pilot projects to provide library services to First Nations communities were launched: Nisichawayasihk Cree Nation (NCN) in partnership with the Atoskwin Training and Education Centre, established a branch library of the Thompson Public Library in Nelson House; Rolling River First Nation joined the Parkland Regional Library System with the Erickson Branch as their primary library and access to all of Parkland's 19 branches; Peguis First Nation is piloting the operation of its own public library with the support of the Band Council and the community. These pilot projects are significant initial steps in expanding public library service to all Manitobans. Library services were established in the town of Powerview/Pine Falls and the R.M. of St Clements, bringing the total number of people in rural and northern Manitoba now served by public libraries to 335,903.

The Department continued its activities in support of healthier living and increased physical activity. Public information campaigns on bicycle helmet use, active living through the *in motion* program, and teen anti-smoking were launched. The Province provided support to continue development of the Trans Canada Trail (\$500.0) and to the Winnipeg Trails Association (\$100.0). Four new Recreation Commissions were established, a new program offered additional support for recreation directors and community volunteers, and staff continued to offer training to community arena, curling rink and swimming pool operators. By the year's end, 65 communities from across the province had registered as communities *in motion* and over 425 Healthy Schools were *in motion*.

The province's major cultural institutions were supported by \$23.5 million in operating and capital grants, an increase of \$500.0 over the prior year.

Through the \$3 million granted under the Community Places Program, the Department assisted 276 communities to improve or create safe recreation, wellness and cultural spaces. Departmental staff facilitated planning and application workshops for over 500 non-profit organizations and supported the Building Manitoba Fund allocation of \$6.3 million to 12 recreation projects in rural and northern Manitoba.

The Department continued to support a vibrant film and music community. A highlight of the year was the inaugural Manito Ahbee Festival – A Festival for All Nations, which included the spectacular launch of the first annual Aboriginal Peoples Choice Music Awards. Events including an international powwow, trade show and marketplace, and an education day attracted over 20,000 attendees from 16 U.S. states and six Canadian provinces and territories. The 2006 Western Canadian Music Awards were celebrated in October and Manitoba hosting rights for the 2008 Canadian Country Music Awards were secured. In 2006/07, Manitoba's Film Industry surpassed \$114 million in production activity.



**Manitoba**  
spirited energy

A number of initiatives assisted Manitobans in the preservation and celebration of their heritage. In 2006, Manitoba finalized the *System-wide Archaeological Project*, a new 10-year agreement with Manitoba Hydro focusing on protecting the heritage resources of seven major river systems in northern Manitoba. As part of the federal-provincial Historic Places Initiative, 200 Manitoba heritage sites were nominated to the Canadian Register of Historic Places, 437 statements of significance certificates were distributed to the owners of designated heritage buildings, and a Municipal Heritage Resource Guide was distributed to stakeholder groups and all municipalities.

The Heritage Fair Exhibit Guide was developed to assist community heritage organizations work with grade four to nine students in preparing heritage fair exhibits. Over 500 people visited the Legislative Library and the Archives of Manitoba during the annual Doors Open Event. Departmental staff developed an exhibit to mark the 80<sup>th</sup> anniversary of the Hudson's Bay Company's Winnipeg downtown store, and provided significant content during Manitoba Book Week and the annual Legislative Assembly Open House.

The Department provided support to Travel Manitoba to market Manitoba to the U.S., overseas and across Canada as a prime tourist destination, as well as supporting marketing activities of Manitoba's seven regional tourism associations. In partnership with Manitoba Conservation, Manitoba's prime wildlife viewing sites, including Oak Hammock Marsh, the Narcisse Snake Dens, and the Black Wolf Trail were enhanced under the Watchable Wildlife Initiative. Maison Gabrielle Roy, Heritage North Museum—Thompson, Snow Lake Mining Museum and Cook's Creek Heritage Area were designated as Manitoba Star Attractions, bringing the total number of designations to 45.

Continuing its implementation of the Aboriginal Tourism Strategy, the Department supported the development of Aboriginal tourism clusters in the northwest, east side and Winnipeg regions of the province, along with assisting tourism planning by First Nations communities in the Grand Rapids and Churchill regions. Staff also collaborated with the Manitoba Tourism Education Council to develop a new 'youth ambassadors' hospitality training program for local community powwows.

In collaboration with the office of the Ombudsman and other departments, the Department hosted a highly successful access and privacy conference. *Privacy in the Public Sector: Challenges and Solutions* attracted over 325 participants.

The Department supported significant government communications activity in 2006/07 including: implementation of a new provincial logo; redesign of the government website; revision of the visual identity guide; redesign of the Manitoba Film Classification Board website; handling of over 116,000 telephone/email inquiries to Manitoba Government Inquiry; communications support to emergency responses for spring flooding and extreme forest fire conditions; and responsibility for the Online Phone Book.

These highlights provide a brief glimpse of activities and achievements for Manitoba Culture, Heritage and Tourism in 2006/07.

Respectfully submitted,

Sandra Hardy  
Deputy Minister of Culture, Heritage and Tourism

# Table of Contents

<b>Introduction</b> .....	8
Departmental Vision and Mission .....	8
Organization Chart.....	10
Statutory Responsibilities .....	11
<b>Executive</b> .....	12
Minister's Salary .....	12
Executive Support.....	12
<b>Administration and Finance Division</b> .....	13
Financial and Administrative Services .....	13
Human Resource Services .....	14
Manitoba Film Classification Board .....	15
Sustainable Development.....	16
<b>Culture, Heritage and Recreation Programs Division</b> .....	17
Executive Administration .....	17
Grants to Cultural Organizations .....	18
Manitoba Arts Council.....	18
Heritage Grants Advisory Council.....	19
Arts Branch .....	19
Public Library Services .....	21
Historic Resources.....	23
Recreation and Regional Services .....	25
<b>Communications Services Manitoba</b> .....	28
<b>Provincial Services Division</b> .....	30
Translation Services .....	30
Archives of Manitoba .....	31
Legislative Library .....	32
<b>Tourism</b> .....	34
Tourism Secretariat .....	34
Travel Manitoba .....	35
<b>Capital Grant Assistance</b> .....	37
Cultural Organizations .....	37
Heritage Buildings.....	37
Community Places Program .....	38
<b>Boards and Agencies</b> .....	40
<b>Financial Statements</b> .....	44
<b>Historical Information</b> .....	50
<b>Performance Measures</b> .....	51

# Introduction

The Annual Report of the Department of Culture, Heritage and Tourism deals with the fiscal year ending March 31, 2007, 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, financial statements and historical information on expenditures and staffing and concludes with a section on Performance Reporting.

## 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:

**We 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**

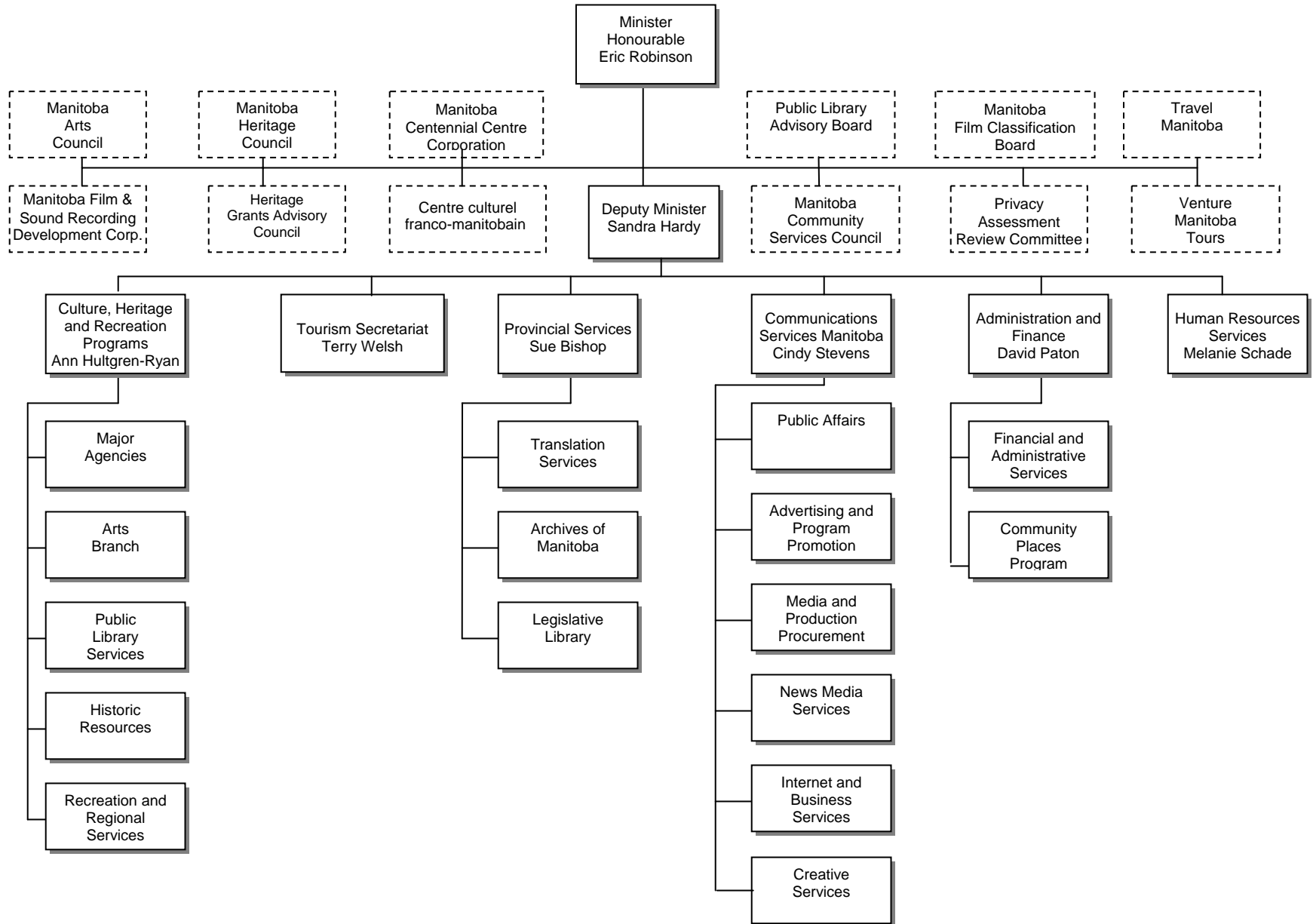
Through its planning process, the Department has identified long-term outcomes which reflect the desired results of its programs.

- 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, 2007**





## **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
- 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 Centennial Centre Corporation 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:

Expenditures by Sub-Appropriation	Actual 2006-2007	Estimate 2006-2007		Variance Over(Under)
	\$	FTE	\$	
Salaries	30.3	1.00	30.4	(0.1)
Total Expenditures	30.3	1.00	30.4	(0.1)

### 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:

Expenditures by Sub-Appropriation	Actual 2006-2007	Estimate 2006-2007		Variance Over(Under)
	\$	FTE	\$	
Salaries and Employee Benefits	525.5	9.00	525.6	(0.1)
Other Expenditures	58.0		58.0	0.0
Total Expenditures	583.5	9.00	570.9	12.6

## **Administration and Finance Division**

Administration and Finance serves the Departments of Culture, Heritage and Tourism, and Sport in achieving their 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 2006 calendar year, 42 applications were processed; 21 from political parties, 3 from private citizens, 3 from the media and 15 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 47 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 clear 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 2006-2007, 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 2006-2007. Enhancements were made to the library catalogue to include a digital module. Electronic submissions for Communications Services Manitoba requisitions, photocopy requisitions, and business cards requisitions were enhanced with the new Manitoba corporate image. Improvements were made to the Statutory Publications Subscription application. Work continued on the Heritage database as the original application was expanded to cover additional business areas.

The Submissions Management System and the Grants Management System were improved to include additional reports 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.

## Human Resource Services

The branch provides human resource services to departmental management and staff of the Departments of Culture Heritage and Tourism, Finance and its Special Operating Agencies (SOAs), Science, Technology, Energy and Mines and its SOA, 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	2003-2004 Actual (%)	2004-2005 Actual (%)	2005-2006 Actual (%)	2006-2007 Actual (%)
Aboriginal	4.9	6.8	8.7	8.2
Women	69.3	70.9	71.0	70.5
Persons w Disability	2.9	2.5	3.1	3.6
Visible Minority	3.9	4.0	4.2	6.0

Specific activities of Human Resource Services for Culture, Heritage & Tourism during 2006-07 included:

- Co-ordinated the implementation of government-wide policies and initiatives, including: filling 17 positions through formal competitions and 5 positions through various direct appointments; preparing detailed analysis on 12 reclassification requests; maintaining payroll records for 433 employees, students and board members; and providing benefit information for 25 employee appointments and 14 retirements.
- Consulted with management/supervisory personnel, employees and the M.G.E.U. in the resolution of various employee/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 26.5 days of learning seminars to 24 departmental staff on topics such as diversity, leadership, respectful workplace, employee learning plans and various HR modules such as staffing, managing under the collective agreement, etc.

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

Expenditures by Sub-Appropriation	Actual 2006-2007	Estimate 2006-2007		Variance Over(Under)
	\$	FTE	\$	
Salaries and Employee Benefits	1,558.7	21.60	1,558.7	0.0
Other Expenditures	363.0		389.1	(26.1)
<b>Total Expenditures</b>	<b>1,921.7</b>	<b>21.60</b>	<b>1,947.8</b>	<b>(26.1)</b>

**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 as well as regulate 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 a detailed report.

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

Expenditures by Sub-Appropriation	Actual 2006-2007	Estimate 2006-2007		Variance Over(Under)
	\$	FTE	\$	
Salaries and Employee Benefits	249.4	5.00	228.3	21.1
Other Expenditures	286.3		286.5	(0.2)
Less: Revenue	(700.5)		(520.6)	179.9
<b>Total Expenditures</b>	<b>(164.8)</b>	<b>5.00</b>	<b>(5.8)</b>	<b>(159.0)</b>

## Sustainable Development

In 2006-2007, Culture, Heritage and Tourism maintained a Sustainable Development Committee. 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 2006-2007, Culture, Heritage and Tourism continued to exclusively purchase and use recycled paper and reconditioned printer toner cartridges for daily business practices. Use of 10 per cent ethanol blend fuel in departmental fleet vehicles was maintained at 25 per cent of overall fuel purchases. Two 85 per cent ethanol compatible vehicles were incorporated into the department's fleet in 2006-2007. Eight of nineteen departmental fleet vehicles are now ethanol 85 per cent compatible.

Manitoba Community Places Program staff 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 2006-07 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, participation on the Licensing Advisory Committee under the Resource Tourism Operators Act administered by Manitoba Conservation, and continued implementation of the Watchable Wildlife investment program to enhance wildlife viewing opportunities at signature wildlife viewing sites across Manitoba. Through implementation of the Aboriginal Tourism Strategy, the Secretariat supported tourism planning and development in cultural and ecotourism in Aboriginal communities in rural and northern Manitoba. In its support for Travel Manitoba and regional tourism associations, the Secretariat continued to promote and encourage the industry's efforts to achieve increased compatibility of Manitoba's tourist-related products and services with environmentally sound, sustainable practices and provincial and national standards.

# 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 2006-07, 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 2006/07	Estimate 2006/07		Variance Over(Under)
	\$	FTE	\$	
Salaries and Employee Benefits	320.4	5.00	421.0	(100.6)
Other Expenditures	71.4		72.2	(0.8)
Total Expenditures	391.8	5.00	493.2	(101.4)

**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 \$11.0 million was awarded in operating grants to these institutions and agencies in 2006-07.

See Capital Grants – Cultural Organizations.

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

Expenditures by Sub-Appropriation	Actual 2006/07	Estimate 2006/07		Variance Over(Under)
	\$	FTE	\$	
Total Grant Assistance	11,089.1	-	11,024.9	64.2

**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 2006/07	Estimate 2006/07		Variance Over(Under)
	\$	FTE	\$	
Total Grant Assistance	8,461.4	-	8,461.4	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 2006/07	Estimate 2006/07		Variance Over(Under)
	\$	FTE	\$	
Total Expenditures	400.5	1.00	411.5	(11.0)

## 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 1200 performances and visual arts exhibitions and more than 575,000 student hours of community-based arts instruction throughout the province. Through the Arts Development Project Support Program, 176 audience development and art skills development projects were supported across Manitoba, including 12 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 2006-07, 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 2006-07, 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 also partnered with Education, Citizenship and Youth to create the School and Community Arts program, launched in January, 2006. The program includes a Youth Travel Grant, an After-School Arts Enrichment Program, and an Arts Education Access Program and entails a total support of \$140.0. In 2006-07, \$40.0 was supplied out of the Arts Education Access Program, providing assistance to a total of 25 projects taking place in 17 communities, with the majority of support going to rural and northern communities.

In 2006-07, the Aboriginal Cultural Initiatives Program provided support to 33 powwows and other cultural events towards the promotion and preservation of Aboriginal culture and heritage. The Aboriginal Arts Education component of the Aboriginal Cultural Initiatives Program provided support towards 28 educational projects associated with traditional Aboriginal art forms.

In 2006-07, 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 \$114 million in film production activity. Fifty-five film and television projects were shot in the province in 2006-07. The list of films shot in Manitoba last year include: *The Lookout*; *The Stone Angel*; *The Good Life*; *You Kill Me*; and *Elijah*.

Building on the momentum following the 2005 Juno Awards, Manitoba's sound industry experienced a tremendous year in 2006-07. Major events in 2006 included the hosting of the Western Canadian Music Awards and the showcasing of Manitoba artists during the 2006 Grey Cup Festival. Following a successful bid process in 2006-07, plans are currently underway for Manitoba to host the 2008 Canadian Country Music Awards. In November 2006, Winnipeg launched the Aboriginal People's Choice Music Awards – a new national awards show dedicated to honouring Canada's Aboriginal music industry. Manitoba artists and industry professionals received 131 award nominations and won 39 national or international awards, as compared with the previous year's 102 nominations and 29 awards; 190 artists released albums in 2006-07, compared to 139 albums in 2005-2006 and releases by Manitoba-owned record labels increased to 55 - up from 40 the year before.

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 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.

Nine commercial galleries and the visual arts/crafts industry associations were supported in 2006-07, 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 to launch an interactive web training site.

The Arts Branch, along with Manitoba Advanced Education and Training, Workforce Manitoba 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.

Financial support was provided to the *Société franco-manitobaine* towards a study exploring options for collaboration amongst Franco-Manitoban arts and cultural organizations and for restructuring of the sector. Manitoba provided grant assistance of \$10.0 which was matched by an equal amount from the French Language Services Secretariat (FLS) under the Canada-Manitoba General Agreement on the Promotion of Official Languages. The branch also continues to provide staff resources to the Saint-Boniface Bilingual Service Centre.

The branch purchased 48 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 2006-07, 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 Manitoba Theatre for Young People, Manitoba Opera Association, and Winnipeg International Children's Festival.

## 2(e) Arts Branch:

Expenditures by Sub-Appropriation	Actual 2006-2007 \$	Estimate 2006-2007		Variance Over(Under)
		FTE	\$	
Salaries and Employee Benefits	600.4	10.0	590.3	10.1
Other Expenditures	219.1		330.2	(111.1)
Film and Sound Development	3,360.7		3,360.7	0.0
Grant Assistance	3,353.1		3,234.8	118.3
<b>Total Expenditures</b>	<b>7,533.3</b>	<b>10.0</b>	<b>7,516.0</b>	<b>17.3</b>

## Public Library Services

Through *The Public Libraries Act*, Public Library Services ensures that Manitobans have access to library services. The branch fulfils 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 2006-07, grants totalling \$5.1 million were provided to Manitoba's 113 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 rural and northern public libraries. There are approximately 1.2 million records in MAPLIN, which serve as a "master list" as well as a location guide for resource sharing. In 2006-07, MAPLIN managed more than two million hits on the website and 110,000 searches for materials, resulting in over 38,000 requests for materials.

In 2006-07, Public Library Services circulated 103,331 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 2006-07, there were over 2,000 requests for both technical and professional support. The Public Library Services Newsletter was published twice 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 205,000 items. 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 2006-07, 13,276 large print and 13,068 multi-media items circulated in community libraries.

Service to Manitobans without access to a public library was provided by the Travelling Library Program that circulated 5,014 items and by the Open Shelf Program (Books-by-Mail) that circulated over 56,304 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 13,791 loan requests and 1,381 subject requests from the central library in 2006-07. Another 55,820 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 5,808 items were catalogued. The program also maintains the MAPLIN catalogue to facilitate resource sharing.

Implementation of the Public Library Review commenced with a \$1.1 million upgrade of rural and northern library technology. As advised in Review, this has enabled high-speed public Internet access on up to date equipment, as well as enhanced resource sharing between libraries.

Manitoba Librarians' Advisory Groups were formed in response to Recommendation 21 of the Public Library Review. Meetings were held in March in Winnipeg, Brandon, and The Pas to develop terms of reference and structure. Brandon, Winnipeg, and Thompson were identified as three central locations or "hubs" for the meetings. The Librarians Advisory Groups recommended two in-person meetings per year with one of the meetings being held at the Public Library Services Branch's annual conference. Meetings will be held in May 2007, as recommended by the Advisory Groups.

An Aboriginal Consultant was hired in March 2007 in response to Recommendation 7 of the Public Library Review. The Consultant will be in the position in June 2007. The primary duties of the Aboriginal Consultant will be working with Aboriginal and First Nations communities to establish library services.

Objective 4 of the Public Library Review, "Extend public library services to Manitobans living on federal lands," was implemented with the provision of library services to Rolling River Reserve, Nelson House First Nation, and Peguis First Nation.

To address Objective 10 of the Public Library Review, which is "Strengthen the role of the public library in the community," Public Library Services Branch created five Focal Collection Libraries. Public libraries volunteered to house and catalogue the specialized video and DVD collections formerly housed at the Public Library Services Branch. Staff from the Focal Collection Libraries will meet with the Head of Audio Visual Services from the Public Library Services Branch to determine the allocation of funds for their specific collections.

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

Expenditures by Sub-Appropriation	Actual 2006/07 \$	Estimate 2006/07 FTE	Estimate 2006/07 \$	Variance Over(Under)
Salaries and Employee Benefits	830.5	19.00	888.3	(57.8)
Other Expenditures	794.6		824.8	(30.2)
Grant Assistance	5,149.8		5,127.5	22.3
Total Expenditures	6,774.9	19.00	6,840.6	(65.7)

## 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 2006-07, Manitoba's six Signature Museums developed joint marketing materials, purchased targeted promotional packages, and continued a partnership with Travel Manitoba to carry out computerized exit surveys of their visitors. The Signature Museums Program assists selected museums to become enhanced heritage tourism attractions.

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 per cent of their collections, and have a Statement of Purpose. In 2006-07, 110 community museums received a total of \$271.5 (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 Parkland Pioneer Association in Rossburn for the restoration of two Ukrainian boodas (earth dwellings). For this project, instructions in early pioneer construction techniques concerning mud plastering and roof thatching with rye straw were given to this community heritage group in preserving the boodas. Also, from this weekend workshop, an instructional DVD of the workshops was produced and shared with other museums in Manitoba to assist them in preserving their buildings, which have roof thatching for roof construction.

Other highlights include assistance given to the Canadian Air Training Plan Museum in their efforts in preserving the east shed of the Hangar #1 for future museum displays, and to the Former Grey Nuns's Convent (St. Boniface Museum) in the preservation of this early Winnipeg building and landmark.

Deepening people's appreciation of their heritage requires public awareness initiatives, and the transfer of heritage expertise to the community level. On August 5, 2006, through the assistance of dedicated community volunteers, the Manitoba Heritage Council plaque commemorating Thompson Nickel Discovery as an event of provincial historic significance was held at the Heritage North Museum, as part of Thompson's Homecoming 50<sup>th</sup> Anniversary Celebrations. The Honourable John Harvard, P.C., O.M., Lieutenant Governor of Manitoba

and The Honourable Gary Doer, Premier of Manitoba, brought greetings to an audience of over 150 people at this commemorative historic celebration.

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 students were welcomed, and the Costume Museum of Canada received the Manitoba Day Proclamation. May 18 was proclaimed International Museums Day in Manitoba, with the Association of Manitoba Museums receiving the proclamation that honoured Manitoba's heritage institutions.

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 new three-year Contribution Agreement began in 2006-07. Key accomplishments were the placement of 200 new sites on the Canadian Register of Historic Places, distribution of 437 statements of significance certificates to the owners of designated heritage buildings; five Manitoba heritage property owners approved for grants from the federal Commercial Heritage Property Incentive Fund, the most recent being the former Galloway Bros. Store in Gladstone for conversion to offices and senior's apartments; distribution to all municipalities and stakeholder groups of a Municipal Heritage Resource Guide for Manitoba's municipal administrators; and support for the creation of a Commercial Heritage Conservation District in Carberry.

The Lac du Bonnet, Brandon, St. Clements, and Stonewall Municipal Heritage Advisory Committees (MHACs), with advice from Historic Resources, undertook annual Heritage Resource Management Plans for their communities to identify heritage priorities and municipal support. In addition, Historic Resources and the Historic Places Initiative assisted Community Heritage Manitoba to publish "Community Heritage Success Stories" highlighting community heritage projects throughout Manitoba.

Research on Manitoba's fishing industry was completed and expanded for First Nations communities on the East Side of Lake Winnipeg. The Manitoba Heritage Council evaluated a report on the former site of Victoria Park in the Exchange District, and a significant site during the Winnipeg General Strike in 1919, and recommended a commemorative plaque. The Heritage Landscape of the West Riding Mountain Upper Assiniboine River area was finalized.

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 2006-07, the branch assessed 1,772 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. Seventy-one heritage permits were issued: 10 per cent were for paleontological investigations while the remainder were archaeological in nature. The branch successfully administered and its archaeologists participated in the Manitoba Hydro-funded Churchill River Diversion Archaeological Project (CRDAP). One mitigation excavation and two survey studies were administered by branch staff in the CRDAP area. Additionally branch archaeologists participated in the recovery of human remains at three sites in the Winnipeg River area under the first year of the newly created System-Wide Archaeological Project. The System-Wide Archaeological project is administered by HRB under a ten-year agreement with Manitoba Hydro to protect the heritage resources of hydro affected areas throughout Manitoba.

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 14 individuals were recovered by branch staff.

## 2(g) Historic Resources:

Expenditures by Sub-Appropriation	Actual 2006/07		Estimate 2006/07	Variance Over(Under)
	\$	FTE	\$	
Salaries and Employee Benefits	1,410.1	25.05	1,410.1	0.0
Other Expenditures	804.6		805.0	(0.4)
Grant Assistance	948.1		952.9	(4.8)
Total Expenditures	3,162.8	25.05	3,168.0	(5.2)

## 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), Eastman (Beausejour), and Winnipeg provided consultation and program access to many of Manitoba's 199 incorporated municipalities, 50 Northern Affairs communities and 63 Manitoba First Nations communities.

The branch provided funding through the Recreation Opportunities Program (ROP) to 50 recreation commissions, comprised of 135 municipal governments and 26 school divisions/districts, for the development of recreation opportunities. Under the ROP Training Fund, designed to assist with training costs for recreation directors, community recreation leaders and volunteers, 38 recreation commissions accessed funding.

Consultation and funding support was provided to 17 volunteer trail associations throughout Manitoba. Volunteers have completed over 70 per cent of the Trans Canada Trail (TCT) in the province since 2000. The branch assisted the Manitoba Recreational Trails Association with the development and implementation of a strategic plan for the completion of Manitoba's portion of the TCT. Assistance was provided to enable the Winnipeg Trail Association to erect directional signage along the Winnipeg trail system.

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.

Over 10,000 copies of the "Walking Brochure" were distributed throughout the province. The Department plays a co-lead role in the *in motion* provincial physical activity strategy.

Communities *in motion* and Healthy Schools *in motion* were launched in the fall of 2005. As a result, in 2006-07, there were 58 registered Communities *in motion* and over 425 schools.

The branch assisted community festivals by providing 48 grants through the Community Festivals Support Program. 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 176 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 three 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 78 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 27 year history of this conference, over 4,800 delegates have attended.

The branch recognized the contributions of community volunteers through Manitoba's Volunteer Recognition Program, distributing 29 recognition certificates.

As part of the Volunteer Awards dinner, with support from the Department, Volunteer Manitoba co-ordinated 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.

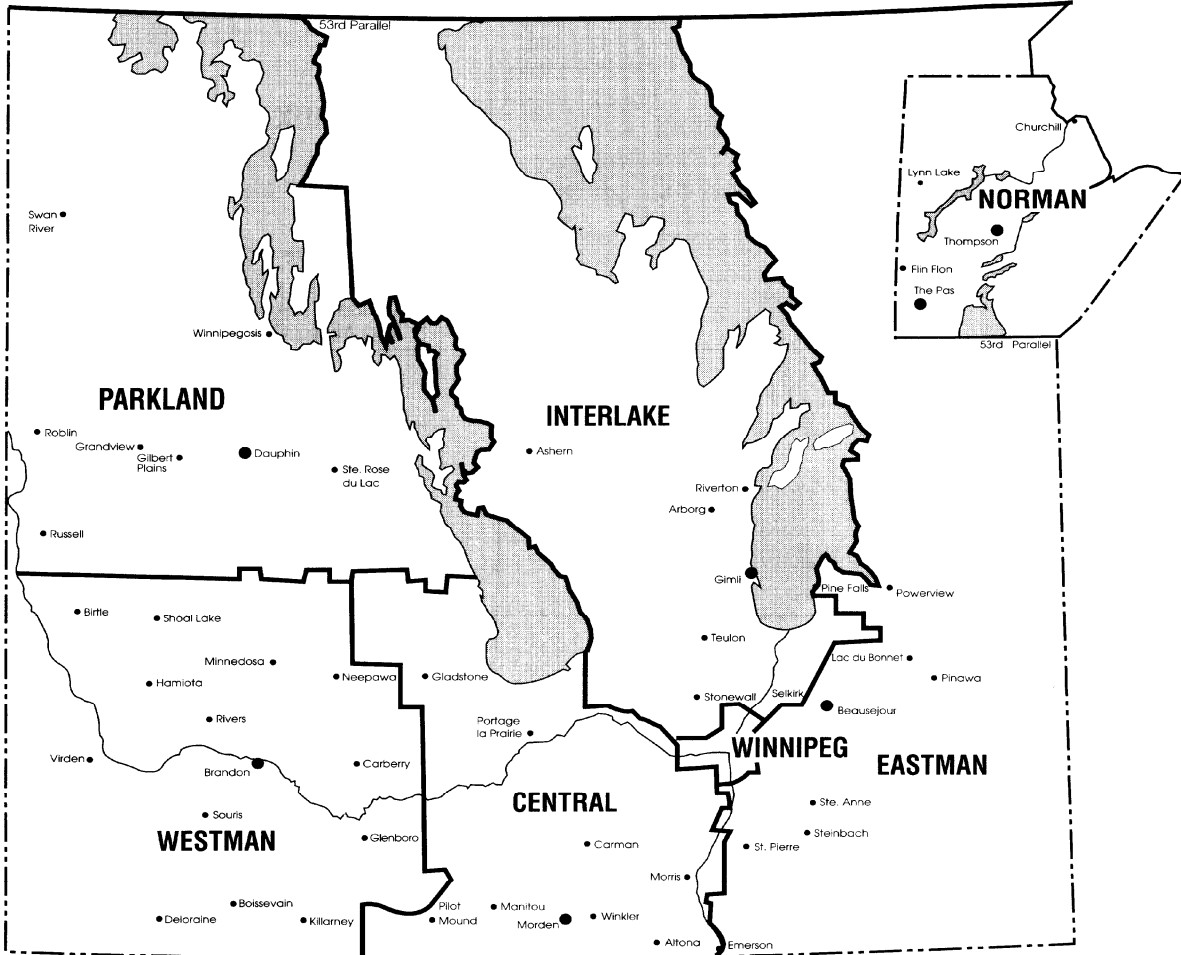
**2(h) Recreation and Regional Services:**

Expenditures by Sub-Appropriation	Actual 2006/07 \$	FTE	Estimate 2006/07 \$	Variance Over(Under)
Salaries and Employee Benefits	1,642.2	28.00	1,640.4	1.8
Other Expenditures	553.8		629.2	(75.4)
Grant Assistance	4,460.3		4,401.5	58.8
Total Expenditures	6,656.3	28.00	6,671.1	(14.8)



# 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: 627-8236  
Toll Free: 1-866-259-5748

### CENTRAL

225 Wardrop St.  
Morden MB R6M 1N4  
Tel: 822-5418  
Fax: 822-4792  
Toll Free: 1-866-346-5219

### WESTMAN

Room 146, 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 2006-2007, CSM coordinated the launch of the new government logo and visual identity program including a major redesign of the government's internet homepage. CSM also worked extensively with other departments and government agencies to ensure Manitoba was prepared to communicate with the public about potential issues such as pandemic and avian influenza. The division was also active in promoting public awareness about the risk of contracting West Nile virus, as well as responding to emergency situations such as spring flooding. CSM coordinated several important public information campaigns including campaigns promoting environmental protection, youth retention, Manitoba food products, economic competitiveness and the Manitoba InfoHealth Guide.

### 3(a) Communications Services Manitoba:

Expenditures by Sub-Appropriation	Actual 2006/07	Estimate 2006/07		Variance Over(Under)
	\$	FTE	\$	
Salaries and Employee Benefits	3,840.1	66.0	3,840.1	0.0
Other Expenditures	1,132.1		1,257.1	(125.0)
Public Sector Advertising	1,957.1		1,966.5	(9.4)
Less: Recoverable from Other Appropriations	(2,711.6)		(2,675.3)	36.3
<b>Total Expenditures</b>	<b>4,217.7</b>	<b>66.0</b>	<b>4,388.4</b>	<b>(170.7)</b>

## 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 2006-2007, the volume of written translation in the official languages amounted to 19,064 pages, representing a 1,047 pages increase over 2005-2006. The branch also seconds a translator to the department of Education, Citizenship and Youth to help support its French Language Services needs.

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

	Actual		Estimate	
	Pages	Words	Pages	Words
English to French	18,696	4,673,994	18,000	4,500,000
French to English	2,009	502,343	2,100	525,000
<b>Total:</b>	20,705	5,176,337	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 218 staff person days of interpretation duty and research, with attendance at 123 interpretation assignments. The number of interpretation requests decreased over 2005-2006. While 2006-2007 interpretation demand for the courts and administrative tribunals remained high, conference interpretation needs decreased.

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 2006-2007, the number of requests was 666, resulting in the provision of 3,149 terms in both official languages, which represents an increase of almost 28 per cent over 2005-2006.

### 3(b) Translation Services:

Expenditures by Sub-Appropriation	Actual 2006/07	Estimate 2006/07		Variance Over(Under)
	\$	FTE	\$	
Salaries and Employee Benefits	1,596.2	24.00	1,596.2	0.0
Other Expenditures	745.2		673.1	72.1
Less: Recoverable from Other Appropriations	(283.8)		(289.7)	(5.9)
<b>Total Expenditures</b>	<b>2,057.6</b>	<b>24.00</b>	<b>1,979.6</b>	<b>78.0</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	2006-2007 Actual	Core Activity	2006-2007 Actual
On-site research visits	4,750	Private Records Acquired (metres)	99
Remote enquiries	13,600	Public Records Acquired (metres)	542
Records requested	84,702	Records centre – records requested by departments and agencies	26,148
Copies provided (all media)	70,188	Records centre – records transferred by departments and agencies (metres)	19,567
Microfilm reels loaned	1,061	Public Body Donor Contacts	1,685
Visitor tours provided	1,180	Archival Extension Services (tours, talks, workshops) (days)	222.4

The Hudson's Bay Company Archives are one of two of Canada's nominations for the UNESCO memory of the World Registry; a decision is expected in June 2007. The two nominations are the first nominations from Canada since the establishment of the registry in 1997 to recognize internationally significant documentary heritage. The other nomination from Canada is the Quebec Seminary Collection from the Quebec Seminary Library.

The HBCA loaned a calendar/diary created by an Inuit man to the Hood Museum in Hanover, New Hampshire, for *Thin Ice - Inuit Traditions within a Changing Environment*, an exhibition which explores traditional Inuit life, on view December 2006 to June 2007. HBC calendars were loaned to the Winnipeg Art Gallery for their exhibitions, *Take Comfort - The Career of Charles Comfort*, a major retrospective on the work of this artist February 9 to April 29, 2007. This exhibition will also be travelling to the Confederation Art Centre, Charlottetown, Prince Edward Island, June 17 - September 2, 2007 and the Museum London, London, Ontario, October 6 - December 16, 2007.

Private sector holdings were increased by 73 acquisitions (55 in 2005/2006), most of these additions to existing collections. Of particular interest, in July 2006, CTV and the Archives of Manitoba entered into a deposit agreement that resulted in the transfer of approximately 4,400 films and videotapes to the custody of the branch. The footage dates from November 1960, when CJAY-TV first went on the air, and includes Manitoba programs, such as All for Fun, Archie & Friends, Teen Dance, Rockets, Let's Go, Skiddlebits, Lion's Telethon, and sporting events. The transfer also includes news footage and coverage of Manitoba events. Nine Gifts to the Crown were appraised with a fair market value of \$14,075.

The Archives of Manitoba created its first website exhibit entitled *Rearview Manitoba: Our Heritage is Closer than it Appears*. It was launched in the fall of 2006 and features three individual Manitobans as seen in the Archives' records: Thanadelthur (d. 1717) a Chipewyan woman from Churchill River; Emma Louise Averill (1850-1915), an immigrant who, along with her family, homesteaded near Minnedosa; and Fred M. Gee (1882-1947), Winnipeg's first full-time impresario. The Archives also received one Canadian Council of Archives grant through the National Archives Development Program (NADP) for \$5,000 to increase the volume of Keystone database holdings.

Both Archives and Legislative Library participated in the city's *Doors Open* event. More than 563 visitors came through the Manitoba Archives Building during the May 13-14 weekend. *Film Night 2006*, a joint venture of the Archives, the Canadian Broadcasting Corporation and the Manitoba Historical Society took place at The Forks Market in November. The theme was football, and two films documenting the 50th anniversary of the Winnipeg Blue Bombers, and their Grey Cup exploits from 1952-1962 were screened.

An exhibit entitled *A New Store for an Old Company* was launched in the foyer of the Manitoba Archives Building in November, coinciding with the 80th anniversary of the opening of The Bay's Winnipeg downtown store. The exhibit features information about the store's design, construction and use over the course of its history.

### 3(c) Archives of Manitoba:

Expenditures by Sub-Appropriation	Actual 2006/07	Estimate 2006/07		Variance Over(Under)
	\$	FTE	\$	
Salaries and Employee Benefits	2,661.7	46.60	2,657.2	4.5
Other Expenditures	2,031.8		2,034.4	(2.6)
Less: Recoverable from Other Appropriations	(486.4)		(459.1)	27.3
<b>Total Expenditures</b>	<b>4,207.1</b>	<b>46.60</b>	<b>4,232.5</b>	<b>(25.4)</b>

## 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 40,349 items added to the collection during the year, 90 per cent were available for customer use within one week of receipt.

High demand subject areas during 2006-2007 include the environment, aboriginal issues, government and public administration, political biographies, and justice. Representative titles about natural resource management include: *Managing Leviathan : environmental politics and the administrative state* (Broadview

Press); *An inconvenient truth : the planetary emergency of global warming and what we can do about it* (Rodale); *A history of water rights at common law* (Oxford University Press). Representative titles for aboriginal issues include: *Aboriginal title* (Native Law Centre, University of Saskatchewan); and *First Nations sacred sites in Canada's courts* (UBC Press). Popular titles about government and public administration include: *Executive styles in Canada : cabinet structures and leadership practices in Canadian government* (University of Toronto Press); *Strengthening public accountability* (Office of the Auditor General of British Columbia); *Becoming a strategic leader* (Jossey-Bass); and *Thinking government : public sector management in Canada* (Broadview Press). Political biographies include: *Citizen of the world : the life of Pierre Elliott Trudeau* (Knopf); *Never retreat, never explain, never apologize* by Deborah Grey (Key Porter Books); *Right side up : the fall of Paul Martin and the rise of Stephen Harper's new conservatism* (McClelland & Stewart); and *Bill Bennett : a mandarin's view* (Douglas & McIntyre). Selected titles about justice include: *The colour of justice : policing race in Canada* (Irwin law); *Creating criminals : prisons and people in a market society* (co-published by Fernwood and Zed); and finally *Street gangs : a review of the empirical literature* (Saskatchewan Corrections and Public Safety).

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 2006-2007, the branch received 398 books and annual reports as well as 256 Manitoba newspapers and magazines titles through the ongoing co-operation and support of Manitoba publishers. Notable publications deposited by publishers at the library include: *Going downtown : a history of Winnipeg's Portage Avenue* and *To the grave : inside a spectacular RCMP sting* (both by Great Plains); *Winnipeg modern : architecture 1945-1975* and *Like the sound of a drum* (both by University of Manitoba Press); *Speaking to the future : additional memoirs of the Elders of Pukatawagan* (Northern Teacher Education Program, Brandon University); and *The hermetic code : unlocking one of Manitoba's greatest secrets* (Winnipeg Free 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 2006-2007, the library responded to nearly 10,000 inquiries, and clients and staff used a total of 21,400 documents from the library's collections for their research.

Today a library is more than the building that houses its physical collection. To serve those clients who turn more frequently to the Internet and other electronic sources for information, staff continue to develop the library's website and online catalogue as electronic alternatives to a visit to the library. Among the most heavily used pages on the library's website, the Virtual Reference Desk provides an organized collection of links to departments, statutes, staff directories and financial information from governments across Canada.

In a continuing resource-sharing initiative, the library distributed 3,682 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 publications 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:**

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2006/07 \$</b>	<b>Estimate 2006/07 FTE</b>	<b>Variance Over(Under) \$</b>
Salaries and Employee Benefits	850.9	16.50	855.1 (4.2)
Other Expenditures	606.8	607.3	(0.5)
<b>Total Expenditures</b>	<b>1,457.7</b>	<b>16.50</b>	<b>1,462.4 (4.7)</b>

# 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.

2006-2007 marked the second 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 2004, Manitoba's tourism revenues increased by 24.5 per cent, from \$1.14 billion in 1999 to \$1.42 billion in 2004, growing by 3 per cent between 2003 and 2004. The challenge for Manitoba, and for Canada, is to sustain the industry's growth in the face of continuing challenges in the U.S. market, from border security to fuel costs to the rise of the Canadian dollar. Through its funding of Travel Manitoba in 2006-2007, 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 2006-2007 to expand and enhance 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. First announced in the 2002 Throne Speech, the Watchable Wildlife program is an ongoing initiative to enhance wildlife viewing opportunities at signature viewing sites around Manitoba. Seven sites were initially targeted for enhancement and, as of 2006-07, developments at six have been completed: Churchill Wildlife Management Area (WMA), Narcisse WMA, Oak Hammock Marsh WMA, Delta Heritage Marsh, Whitewater Lake WMA and Hecla-Grindstone Provincial Park. Work on the seventh site involving Riding Mountain National Park and periphery is scheduled for 2007-08. In addition, work began in 2006-07 on plans for the first phase of development of an International Birding Trail to be undertaken in cooperation with the State of Minnesota.

Another focus of the secretariat's activities in 2006-2007 was to assist the province's Aboriginal populations toward greater participation in Manitoba's tourism industry. The secretariat assisted U.S. targeted marketing by northwestern Manitoba's Atiik Askii tourism cluster, supported the establishment of a new Aboriginal tourism development organization serving the east side of Lake Winnipeg, and facilitated the development of two new signature Aboriginal tourism attractions in Winnipeg – the Manito Ahbee Aboriginal Festival and the Aboriginal Peoples Choice Music Awards. The secretariat continued to support the White Buffalo Indigenous Tribal Village at the Forks and supported the development of a new training program for 'youth hosts' at the Peguis First Nation annual Powwow celebration. In partnership with Travel Manitoba, the secretariat leveraged Aboriginal product participation in eight monthly advertising inserts in Canada and US newspapers.

The secretariat continued to support the marketing activities of Manitoba's seven regional tourism associations, leveraging a quarter of a million dollars in private sector investment in support of regional marketing initiatives. Through administration of the Star Attractions program and the awarding of four new Star Attractions site designations, the secretariat continued to highlight Manitoba's premiere tourist sites for travelers on Manitoba's highways. Since 1998, a total of 45 sites have been designated as Star Attractions. In 2006-07, the secretariat and Travel Manitoba co-hosted a planning workshop with representatives of Manitoba's Star Attraction sites to consider options for leveraging new marketing opportunities in relation to the designation.

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 with respect to tourism development in relation to a wide range of



government policy priorities, including sustainable economic development, community economic development, the “Closing the Gap” and “Creating Opportunities” policy initiatives, northern economic development and downtown revitalization. The secretariat also assisted in the transfer of the Gull Harbour Resort facilities to private sector interests and provided ongoing consultation to Venture Manitoba Tours Ltd. in the management of the Falcon Lake Golf Course.

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.

## Travel Manitoba

Travel Manitoba was created as a Crown agency on April 1, 2005 under *The Travel Manitoba Act* to foster development, growth and diversity in the tourism industry in Manitoba. Travel Manitoba is responsible for marketing Manitoba as a desirable tourist destination; providing appropriate visitor and information services; stimulating the growth and competitiveness of the tourism industry; and enhancing public awareness of tourism. 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 main activities in its second year as a Crown corporation focused on expanding its marketing plan and product development strategies. These activities contributed to the industry’s strong performance in 2006. The Conference Board of Canada reports tourism expenditure growth in Manitoba in 2006 to be 5.2 per cent over that in 2005, which is the third strongest growth in the country for the period 2002-2005, trailing only Quebec and Alberta. In 2006-07, Travel Manitoba exceeded its initial \$800,000 target for private sector investment in its new marketing campaign. The enthusiasm of industry also resulted in the development and marketing of new products and package experiences that appeal to local, national, and international markets, including aboriginal and francophone experiences. In 2006-07, Travel Manitoba’s media relations activities generated in excess of \$7 million worth of media coverage in domestic and international publications. Innovative e-marketing plans were introduced, including microsite and web-mapping programs to promote vacation packages, and research and market intelligence capabilities were strengthened. Information management systems were improved to enhance customer relationship activities. Travel Manitoba also continued its efforts to address quality improvement by supporting professional development and the recognition of excellence in the industry. More than 100 members of the tourism industry attended the 2007 Annual Tourism Conference and over 250 people were on hand to recognize industry’s best efforts at the annual Manitoba Tourism Awards gala.

### 4(a) Travel Manitoba:

Expenditures by Sub-Appropriation	Actual 2006/2007	Estimate 2006/07		Variance Over(Under)
	\$	FTE	\$	
Grant Assistance	7,476.6	-	7,476.6	0.0
Less: Recoverables	(500.0)		(500.0)	0.0
<b>Total Expenditures</b>	<b>6,976.6</b>		<b>6,976.6</b>	<b>0.0</b>

**4(b) Tourism Secretariat:**

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2006/2007 \$</b>	<b>Estimate 2006/07 FTE</b>	<b>Estimate 2006/07 \$</b>	<b>Variance Over(Under)</b>
Salaries and Employee Benefits	268.5	3.00	264.0	4.5
Other Expenditures	552.6		614.0	(61.4)
Grant Assistance	347.0		380.0	(33.0)
<b>Total Expenditures</b>	<b>1,168.1</b>	<b>3.00</b>	<b>1,258.0</b>	<b>(89.9)</b>

## 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 2006-07, a total of \$900.0 was awarded in capital grants to major cultural organizations.

Capital assistance totalling \$350.0 was provided to the Manitoba Centennial Centre Corporation for asbestos remediation at the Manitoba Museum. The Canadian Museum of Human Rights received a contribution of \$275.0 towards preliminary architectural, engineering and exhibit design services for the museum.

The Winnipeg Art Gallery was awarded \$93.2 for carpet replacement at the gallery. The Manitoba Museum and Le Centre culturel franco-manitobain received \$75.0 and \$56.8 respectively for maintenance and repair projects. Other agencies that were rewarded funds for minor capital repairs and upgrades included: \$20.0 to Artspace; \$11.0 to the Western Manitoba Centennial Auditorium; \$15.0 to the Winnipeg Folk Festival Inc. and \$4.0 to the Manitoba Arts Council.

#### 5(a) Cultural Organizations:

Expenditures by Sub-Appropriation	Actual 2006/07 \$	Estimate 2006/07 FTE	Estimate 2006/07 \$	Variance Over(Under)
Total Grant Assistance	899.5	-	900.0	(0.5)

### Heritage Buildings

The Designated Heritage Building Grants program is designed to assist the owners and lessees of a building that is of historical significance and is designated as a heritage site under *The Heritage Resources Act* or City of Winnipeg By-Law No. 1474/77. The program's objective is to ensure that work complies with the Standards and Guidelines for the Conservation of Historic Places in Canada. In 2006-07, 69 applications were received, requesting \$936.2. Within the annual program budget of \$210.0, 31 grants applications were approved.

#### 5(b) Heritage Buildings:

Expenditures by Sub-Appropriation	Actual 2006/07 \$	Estimate 2006/07 FTE	Estimate 2006/07 \$	Variance Over(Under)
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 per cent 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 2006-2007, the program received a higher than average 443 applications seeking funding assistance with over \$73.0 million in projects. 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 Nation 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 2006-2007, 276 applications were approved for grant assistance totalling \$3.0 million. The value of local investment contributed to the approved projects (amount leveraged) was \$35.5 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 Director 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 2006-2007, CPP staff along with our Regional Services partners provided face-to-face and on-site consultations to over 450 departmental clients. CPP staff visited over 500 project sites providing project planning advice which improved the quality, economy and sustainability of our client's projects. In addition to Community Places on-site work, the Program organized and facilitated 29 workshops and conferences where over 400 volunteers and staff from 250 not-for-profit organizations found ways to improve their project planning and grantsmanship.

The Programs on-site facility consultation service contributes benefits estimated at \$30.0 million annually by helping community planners find project efficiencies and cost reductions.

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

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2006/07 \$</b>	<b>Estimate 2006/07 FTE</b>	<b>\$</b>	<b>Variance Over(Under)</b>
Total Grant Assistance	2,174.4	-	2,500.0	(325.6)

## **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 at Clear Lake. The Council participated in a guided tour to various heritage sites funded by the department.

There were four appeals submitted in the 2006-2007 fiscal year and all four were granted for a total of \$12,300.

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 per cent of the eligible costs and is disbursed in the form of cash, bingo awards or a combination of both. During the 2006-2007 fiscal year, 121 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 General (G), Parental Guidance (PG), 14 Accompaniment (14A), 18 Accompaniment (18A), and Restricted (R).

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 ratings are Early Childhood (EC), Everyone (E), Everyone 10+ (E 10+), Teen (T), Mature (M), Adults Only (AO), and Rating Pending (RP)

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>2006-2007</b>	<b>2005-2006</b>	<b>2004-2005</b>
<b>Film:</b>			
35mm Feature Films	245	257	248
16mm Feature Films	0	0	0
Short Subjects	1	2	6
Trailers or Commercials	379	343	339
Sub-Total	624	602	593
<b>Videos<sup>1</sup>:</b>			
Features	149	157	146
Short subjects	211	362	313
Sub-total	360	519	459
<b>Total Number Classified</b>	<b>984</b>	<b>1,121</b>	<b>1,052</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>2006-2007</b>	<b>2005-2006</b>	<b>2004-2005</b>
General	32	33	27
Parental Guidance	77	80	88
Parental Accompaniment			
14 Accompaniment	104	105	102
18 Accompaniment	29	32	23
<b>Restricted</b>	3	7	8
<b>Total 35mm Feature Films</b>	<b>245</b>	<b>257</b>	<b>248</b>
Appeals	8*		9

\* 3 overturned

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

<b>Number Classified</b>	<b>2006-2007</b>	<b>2005-2006</b>	<b>2004-2005</b>
Units received	7046 (5068 titles)	7108 (4954 titles)	6,340
Units received (libraries)	129	292	504
<b>Total Units Received for Classification</b>	<b>7175</b>	<b>7,400</b>	<b>6,844</b>

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

	<b>2006-2007</b>	<b>2005-2006</b>	<b>2004-2005</b>
Permits Issued <sup>3</sup>	6,039	6,072	6,583
Classifications:			
General	923	1,177	1,215
Parental Guidance	1,821	2,042	2,142
14 Accompaniment	1,653	1,583	1,517
18 Accompaniment	510	429	429
Restricted	151	227	332
Adult	981	613	948
Classification to be determined (as of March 31)	307	106	38

Notes:

2. A single title may have been released in multiple formats, i.e. 35mm, videotape and DVD.
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 so 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: [manitoba.ca/filmclassification](http://manitoba.ca/filmclassification).

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



	2006-2007	2005-2006	2004-2005
Retail Stores licensed	1,187*	1,158	998
Distributors licensed	176	174	167
Inspections	1012	849	958
Inspections video games	458	303	
Product removed	757	405	147
Product removed – video games	161	278	

\* 756 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.

## Travel Manitoba

See Tourism Secretariat. Travel Manitoba's annual report is tabled separately in the Legislative Assembly.

## Venture Manitoba Tours Ltd.

Venture Manitoba Tours Inc. was established under *The Corporations Act* to manage various tourism and recreation-related facilities on lands and properties owned by the Province of Manitoba. Assets are to be managed on a 'break-even' basis or better. The corporation's financial statements are published in the Province's Public Accounts and are reviewed by the Public Accounts Committee of the Legislature.

With the sale of the Gull Harbour Resort facilities to the Winnipeg-based Paletta Group in November 2005, the sole asset managed by Venture Manitoba Tours Ltd. in 2006-07 was the Falcon Lake Golf Course. The facility experienced a positive cash flow for the 2006-07 golfing season. Favourable weather conditions contributed to an increase in rounds played over the previous year and enabled Venture to proceed with planned improvements and upgrades to the facility, including improvements to the fairway drainage systems, upgrading the miniature golf area, new arrival signage and tee signs as well the purchase of new ground maintenance equipment.

# Financial Information Section

## Manitoba Culture, Heritage and Tourism

### Reconciliation Statement

(\$000)

<b>Details</b>	<b>2006-2007 Estimates</b>
2006/07 Main Estimates	71,202.4
Main Estimates Authority Transferred From:	
- Enabling Appropriation for Translation Services	200.0
- Enabling Appropriation for Historic Places Initiative	533.0
- Enabling Appropriation for Internal Reform (for costs related to the General Salary Increase)	261.8
<b>2006-2007 Estimates</b>	<b>72,197.2</b>

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

for the fiscal year ended March 31, 2007  
with comparative figures for the previous fiscal year

<b>Estimate<sup>(a)</sup> 2006-2007 (\$000)</b>	<b>Appropriation</b>	<b>Actual 2006-2007 (\$000)</b>	<b>Actual 2005-2006 (\$000)</b>	<b>Increase (Decrease) (\$000)</b>	<b>Expl No.</b>
<b>14-1 Administration and Finance</b>					
30.4	(a) Minister's Salary	30.3	29.7	0.6	
525.6	(b) Executive Support:				
	Salaries and Employee Benefits	525.5	511.5	14.0	
58.0	Other Expenditures	58.0	58.0	-	
	(c) Financial and Administrative Services:				
1,558.7	Salaries and Employee Benefits	1,558.7	1,368.3	190.4	
389.1	Other Expenditures	363.0	350.1	12.9	
	(d) Manitoba Film Classification Board:				
228.3	Salaries and Employee Benefits	249.4	236.7	12.7	
286.5	Other Expenditures	286.3	294.4	(8.1)	
<b>3,076.6</b>	<b>Total 14-1</b>	<b>3,071.2</b>	<b>2,848.7</b>	<b>222.5</b>	
<b>14-2 Culture, Heritage and Recreation Programs</b>					
	(a) Executive Administration				
421.0	Salaries and Employee Benefits	320.4	390.0	(69.6)	
72.2	Other Expenditures	71.4	148.9	(77.5)	
11,024.9	(b) Grants to Cultural Organizations - Operating	11,089.1	10,576.8	512.3	
8,461.4	(c) Manitoba Arts Council	8,461.4	8,411.4	50.0	
411.5	(d) Heritage Grants Advisory Council	400.5	394.0	6.5	
	(e) Arts Branch:				
590.3	Salaries and Employee Benefits	600.4	539.9	60.5	
330.2	Other Expenditures	219.1	186.2	32.9	
3,360.7	Film and Sound Development	3,360.7	3,510.7	(150.0)	
3,234.8	Grant Assistance	3,353.1	3,106.2	246.9	
	(f) Public Library Services:				
888.3	Salaries and Employee Benefits	830.5	849.1	(18.6)	
824.8	Other Expenditures	794.6	655.0	139.6	1
5,127.5	Grant Assistance	5,149.8	5,010.4	139.4	

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

for the fiscal year ended March 31, 2007  
with comparative figures for the previous fiscal year

<b>Estimate<sup>(a)</sup> 2006-2007 (\$000)</b>	<b>Appropriation</b>	<b>Actual 2006-2007 (\$000)</b>	<b>Actual 2005-2006 (\$000)</b>	<b>Increase (Decrease) (\$000)</b>	<b>Expl . No.</b>
<b>14-2 Culture, Heritage and Recreation Programs (cont'd)</b>					
	(g) Historic Resources:				
1,410.1	Salaries and Employee Benefits	1,410.1	1,409.3	0.8	
805.0	Other Expenditures	804.6	881.0	(76.4)	
952.9	Grant Assistance	948.1	945.5	2.6	
	(h) Recreation and Regional Services:				
1,640.4	Salaries and Employee Benefits	1,642.2	1,543.4	98.8	
629.2	Other Expenditures	553.8	504.1	49.7	
4,626.5	Grant Assistance	4,710.3	4,552.9	157.4	2
(225.0)	Less: Recoverable from Other Appropriations	(250.0)	(200.0)	(50.0)	
<b>44,586.7</b>	<b>Total 14-2</b>	<b>44,470.1</b>	<b>43,414.8</b>	<b>1,055.3</b>	

**14-3 Information Resources**

	(a) Communication Services Manitoba				
3,840.1	Salaries and Employee Benefits	3,840.1	3,818.0	22.1	
1,257.1	Other Expenditures	1,132.1	1,238.3	(106.2)	
1,966.5	Public Sector Advertising	1,957.1	1,947.8	9.3	
(2,675.3)	Less: Recoverable from Other Appropriations	(2,711.6)	(2,534.3)	(177.3)	3
	(b) Translation Services				
1,596.2	Salaries and Employee Benefits	1,596.2	1,506.5	89.7	
673.1	Other Expenditures	745.2	644.0	101.2	4
(289.7)	Less: Recoverable from Other Appropriations	(283.8)	(269.7)	(14.1)	

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

for the fiscal year ended March 31, 2007  
with comparative figures for the previous fiscal year

<b>Estimate<sup>(a)</sup> 2006-2007 (\$000)</b>	<b>Appropriation</b>	<b>Actual 2006-2007 (\$000)</b>	<b>Actual 2005-2006 (\$000)</b>	<b>Increase (Decrease) (\$000)</b>	<b>Expl No.</b>
<b>Information Resources (con't)</b>					
	(c) Archives of Manitoba				
2,657.2	Salaries and Employee Benefits	2,661.7	2,618.3	43.4	
2,034.4	Other Expenditures	2,031.8	1,946.7	85.1	
(459.1)	Less: Recoverable from Other Appropriations	(486.4)	(447.4)	(39.0)	
	(d) Legislative Library				
855.1	Salaries and Employee Benefits	850.9	845.0	5.9	
607.3	Other Expenditures	606.8	590.5	16.3	
<b>12,062.9</b>	<b>Total 14-3</b>	<b>11,940.1</b>	<b>11,903.7</b>	<b>36.4</b>	
<b>14-4 Tourism</b>					
	(a) Travel Manitoba				
7,476.6	Grant Assistance	7,476.6	7,412.2	64.4	
(500.0)	Less: Recoverable from Other Appropriations	(500.0)	(500.0)	-	
	(b) Tourism Secretariat				
264.0	Salaries and Employee Benefits	268.5	248.7	19.8	
614.0	Other Expenditures	552.6	625.9	(73.3)	
380.0	Grant Assistance	347.0	333.5	13.5	
<b>8,234.6</b>	<b>Total 14-4</b>	<b>8,144.7</b>	<b>8,120.3</b>	<b>24.4</b>	
<b>14-5 Capital Grants</b>					
900.0	(a) Cultural Organizations	899.5	864.9	34.6	
210.0	(b) Heritage Buildings	210.0	210.0	-	
2,500.0	(c) Community Places	2,174.4	2,500.0	(325.6)	5
<b>3,610.0</b>	<b>Total 14-5</b>	<b>3,283.9</b>	<b>3,574.9</b>	<b>(291.0)</b>	

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

for the fiscal year ended March 31, 2007  
with comparative figures for the previous fiscal year

<b>Estimate<sup>(a)</sup> 2006-2007 (\$000)</b>	<b>Appropriation</b>	<b>Actual 2006-2007 (\$000)</b>	<b>Actual 2005-2006 (\$000)</b>	<b>Increase (Decrease) (\$000)</b>	<b>Expl . No.</b>
<b>14-6 Amortization and Other Costs Related to Capital Assets</b>					
160.1	(a) Desktop Services	159.6	166.4	(6.8)	
318.6	(b) Amortization Expense	275.6	317.1	(41.5)	6
147.7	(c) Interest Expense	116.4	84.9	31.5	6
<b>626.4 Total 14-6</b>		<b>551.6</b>	<b>568.4</b>	<b>(16.8)</b>	
<b>72,197.2 TOTAL EXPENDITURES 14</b>		<b>71,461.6</b>	<b>70,430.8</b>	<b>1,030.8</b>	

Explanations:

- 1 Reflects increased funding approved in 2006/07 Estimates in response to the review of public library services.
- 2 Reflects increased funding approved in the 2006/07 Estimates in response to the Healthy Kids, Healthy Futures Task force report.
- 3 Reflects increased recoveries from departments for print and media purchases due to rate increases.
- 4 Reflects increased volumes of services delivered to Crown Corporations in 2006/07.
- 5 Reflects decrease in claims received for projects approved in prior years.
- 6 Reflects increased amortization and interest charges relating to new capital projects at the Manitoba Centennial Centre.

Note: (a) Estimate includes funds transferred from Enabling Vote as indicated in the Reconciliation Statement on page 46.

Manitoba Culture, Heritage and Tourism  
**Revenue Summary by Source**  
for the fiscal year ended March 31, 2007  
with comparative figures for the previous fiscal year

<b>Actual 2005-2006 (\$000)</b>	<b>Actual 2006-2007 (\$000)</b>	<b>Increase (Decrease) (\$000)</b>	<b>Source</b>	<b>Actual 2006-2007 (\$000)</b>	<b>Estimate 2006-2007 (\$000)</b>	<b>Variance (\$000)</b>	<b>Expl. No.</b>
<b>Current Operating Programs:</b>							
Other Revenue:							
861.6	700.5	(161.1)	Hudson's Bay History Foundation	700.5	825.8	(125.3)	
301.6	303.4	1.8	Information Resources Fees	303.4	285.9	17.5	
600.6	700.5	99.9	Manitoba Film Classification Board Fees	700.5	520.6	179.9	1
325.7	336.8	11.1	Archives of Manitoba Fees	336.8	306.6	30.2	
333.5	331.1	(2.4)	Statutory Publication Fees	331.1	388.5	(57.4)	
88.2	195.5	107.3	Translation Services Fees	195.5	93.8	101.7	2
28.7	5.2	(23.5)	Sundry	5.2	2.9	2.3	
<b>2,539.9</b>	<b>2,573.0</b>	<b>33.1</b>	<b>Total - Other Revenue</b>	<b>2,573.0</b>	<b>2,424.1</b>	<b>148.9</b>	
Government of Canada:							
620.1	501.1	(119.0)	Historic Places Initiative	501.1	533.0	(31.9)	
77.1	77.1	-	Official Languages in Education	77.1	77.1	-	
<b>697.2</b>	<b>578.2</b>	<b>(119.0)</b>	<b>Total - Government of Canada</b>	<b>578.2</b>	<b>610.1</b>	<b>(31.9)</b>	
<b>TOTAL REVENUE - CURRENT</b>							
<b>3,237.1</b>	<b>3,151.2</b>	<b>(85.9)</b>	<b>OPERATING PROGRAMS - 14</b>	<b>3,151.2</b>	<b>3,034.2</b>	<b>117.0</b>	

Explanations:

- 1 Reflects increased volumes of film submitted for classification.
- 2 Reflects increased volume of translation services requested by Crown Corporations and Special Operating Agencies.

## Historical Information

Manitoba Culture, Heritage and Tourism  
**Five-Year Expenditure and Staffing Summary**  
 for years ending March 31, 2003 to March 31, 2007  
 (\$000)

APPROPRIATION		ACTUAL/ADJUSTED ESTIMATES OF EXPENDITURES*									
		2002-2003		2003-2004		2004-2005		2005-2006		2006-2007	
		FTE	\$	FTE	\$	FTE	\$	FTE	\$	FTE	\$
14-1	Administration and Finance	41.00	2,859.3	42.00	2,851.5	39.00	2,821.8	38.60	2,848.7	36.60	3,071.2
14-2	Culture, Heritage and Recreation Programs	90.85	38,528.6	90.85	40,824.7	86.75	41,594.6	85.05	43,414.8	88.05	44,470.1
14-3	Information Resources	157.50	10,744.1	158.50	11,227.9	154.50	11,305.7	153.10	11,903.7	153.10	11,940.1
14-4	Tourism	37.41	7,696.1	37.41	8,088.9	35.41	8,309.0	3.00	8,120.3	3.00	8,144.7
14-5	Capital Grants		3,667.9		3,601.8		3,025.5		3,574.9		3,283.9
14-6	Amortization		476.2		283.6		455.9		568.4		551.6
<b>TOTAL</b>		<b>326.76</b>	<b>63,972.2</b>	<b>328.76</b>	<b>66,878.4</b>	<b>315.66</b>	<b>67,512.5</b>	<b>279.75</b>	<b>70,430.8</b>	<b>280.75</b>	<b>71,461.6</b>

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



## Performance Measures

The following section provides information on key performance measures for the department for the 2006-07 reporting year. This is the second year in which all Government of Manitoba departments have included a Performance Measurement section, in a standardized format, in their Annual Reports. 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 [www.gov.mb.ca/finance/mbperformance](http://www.gov.mb.ca/finance/mbperformance).

Performance indicators in departmental Annual Reports are intended to complement financial results and provide Manitobans with meaningful and useful information about government activities, and their impact on the province and its citizens.

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).

What is being measured and using what indicator? (A)	Why is it important to measure this? (B)	Where are we starting from (baseline measurement)? (C)	What is the 2006/07 result or most recent available data? (D)	What is the trend over time? (E)	Comments/Recent Actions/Report Links (F)
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 2000, the level of film production in Manitoba was just over \$50 million.	In 2006, Manitoba's film industry recorded \$114 Million in production activity. Despite the rise of the Canadian dollar in 2006 the industry still managed to record its second highest production figures.	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 \$100Million within five years. The \$100Million mark was achieved in 2003, followed by \$110Million in 2004, \$124 Million in 2005 and \$114 Million in 2006.	Étant donné la hausse du dollar canadien et ses retombées, des efforts seront faits pour attirer d'autres marchés de la production de films (Europe, Chine, Inde) sur lesquels cette hausse a peu d'effets, afin de contrebalancer d'éventuelles réductions dans les activités cinématographiques américaines au Manitoba.
2. The <b>size of Manitoba's tourism industry</b> by tracking Statistics Canada data on the amount	The tourism industry has a direct and immediate impact on the Province's balance of trade. A strong	In 2000, the number of person-days of tourism visits to Manitoba totaled 3.9 million. Tourism expenditures in	In 2004, the number of person-days of tourism visits in Manitoba totaled 5 Million. Tourism expenditures in	Tourism is the world's largest peacetime industry. Globally, the industry continues to grow at a rapid rate. Since 9/11, however,	Travel Manitoba is undertaking a multi-year strategy to reverse the downward trend in U.S. tourist traffic.

What is being measured and using what indicator? (A)	Why is it important to measure this? (B)	Where are we starting from (baseline measurement)? (C)	What is the 2006/07 result or most recent available data? (D)	What is the trend over time? (E)	Comments/Recent Actions/Report Links (F)
of annual tourist spending and the number of person-days of tourist visits in Manitoba.	industry has the potential to attract off-shore dollars into Manitoba and keep Manitoba dollars at home.	Manitoba totaled \$1.19 Billion.	Manitoba totaled \$1.42 Billion. While the release of directly comparable data has been delayed by Statistics Canada until at least September 2007, early indications are that tourism expenditures for 2005 approached \$1.5Billion.	U.S. tourists have increasingly been staying at home: border security issues, rising fuel costs and fluctuating currency exchange rates challenge Canada's ability to attract U.S. tourists. While tourism travel by Canadians within Canada and from overseas continues to grow, U.S. visits to Canada are declining.	Federal, provincial and territorial tourism ministers have adopted a national tourism strategic framework to assist the sector's continued growth.
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 1994, the percent of Manitobans 1994 <b>who reported their physical activity level as follows:</b> - Active: 19% - Moderately active: 24% - Inactive: 51%	In <b>2005, the percent of Manitobans who reported their physical activity level as follows:</b> - <b>Active: 23%</b> - <b>Moderately active: 24%</b> - <b>Inactive: 50%</b>	There is a trend toward greater physical activity.	Data on physical activity are self-reported by Manitoba respondents to Statistics Canada Surveys. The next sample will be taken in the 2007Community Health Survey with results available in 2008.
4. The number of <b>visits to Manitoba museums and archives</b> , utilizing annual combined total person-visits to the MB Museum, Signature Museums and the Archives of	<b>This measure provides an indication of interest in and exposure to Manitoba's cultural and heritage assets. The benefits are</b>	In 2004-2005, 622,147 person-visits were made to the Manitoba Museum, the Archives of Manitoba and Signature Museums around the	Total visitation decreased 7% in total in 2005-2006 to 575,041 person visits. This is mainly attributable to lower visitation rates at the Manitoba Museum.	Since 2000, visitation rates at signature museums have increased overall. Declining personal visitation to archives corresponds to increased use of the Internet. Declining visitation at the	The Manitoba Museum has launched a program to renew its displays and programs, to stimulate increased visitation from within and outside Manitoba. In 2007-08 the Province is supporting renewal of the

What is being measured and using what indicator? (A)	Why is it important to measure this? (B)	Where are we starting from (baseline measurement)? (C)	What is the 2006/07 result or most recent available data? (D)	What is the trend over time? (E)	Comments/Recent Actions/Report Links (F)
Manitoba.	that the value and significance of these assets are understood and appreciated by current generations and preserved and protected for future generations.	province.		Manitoba Museum corresponds to a general decline in U.S. tourism into Canada since 9/11, which has continued due to the high Canadian dollar, high gas prices, and confusion about border requirements.	science centre gallery.  Travel Manitoba is undertaking an multi-year strategy to reverse the downward trend in U.S. tourist traffic.  Tracking of the use of the Provincial Archives continues to develop in response to evolving modes of delivery.
5. <b>Access to and use of public library services</b> , utilizing circulation data collected by the Department's Public Library Services Branch. The following two indicators are used: (1) % of Manitobans with access to library services; and (2) the annual number of items in circulation.	Libraries are local gateways to knowledge and provide a basic condition for lifelong learning, independent decision-making and cultural development of individuals and community groups. Access to library services is a basic determinant of library use.	In 2004, 84% of Manitobans had access to library services, compared to a national average of 95%.	In 2006, 86% of Manitobans had access to library services, due to an increase in municipal library establishments and three pilot projects in First Nation communities. In 2005, 7.78 Million items were in circulation through Manitoba libraries.	The trend <b>over time</b> is: (1) increased establishments in rural municipalities. and partnership agreements with existing regional and municipal library systems; and (2) increased use of electronic access to library services and collections which is not reflected in the circulation statistics. Public Library Services has implemented gate-counts and Internet-booking counts to more fully reflect library use. Statistics will be available for 2007-2008.	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 ensure that all citizens, including those without access to high-speed Internet, have ready access to information resources through the libraries public Internet access computers and a variety of direct services that provide print materials by mail.