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**Manitoba**



**Annual Report  
2003-2004**

**Manitoba Culture, Heritage  
and Tourism**

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The Honourable John Harvard

Lieutenant-Governor  
Province of Manitoba

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, 2004.

Respectfully submitted,

Honourable Eric Robinson  
Minister of Culture, Heritage and Tourism



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

Dear Sir:

I am pleased to submit for your approval the Annual Report of the Department of Culture, Heritage and Tourism for the year 2003/04. I would note the following as some of the highlights of the year.

The grant administration functions formerly carried out by the Community Support Programs office were transferred to the Department, including funding for United Ways and the Manitoba Community Services Council.

The Department provided \$1.8 million in enhanced cultural funding to support film and sound recording, publishing, visual arts/crafts industries and libraries. This included a \$500.0 increase to the Manitoba Arts Council to support its efforts to stabilize and promote professional arts organizations, a \$300.0 increase in grants to rural and northern libraries for operating and collection development and \$1 million to the Manitoba Film and Sound Recording Development Corporation. There was \$110 million in film/television production activity in Manitoba in 2003/04.

Cultural industries and tourism participated in key components of the Canada Day trade mission to Los Angeles, led by Premier Gary Doer. The mission culminated in an event hosted by the Province of Manitoba, Manitoba Film and Sound, and the Manitoba Audio Recording Industry Association that featured a selection of Manitoba music talents.

Following a successful lobbying effort by the Winnipeg Juno Awards Bid Committee, the Academy of Recording Arts and Sciences (CARAS) awarded Winnipeg the 2005 Juno Awards. Scheduled for April 1 - 3, 2005, this event will showcase Manitoba, our vibrant music industry and the new MTS True North Centre. The federal government, the City of Winnipeg, and the Province of Manitoba have each committed \$275.0 to the awards for 2005.

Advisory Councils for both the First Nations and Indigenous, and Métis Arts and Cultural Activities were established in 2003/04. These Councils will provide guidance to the government on the development of policies, principles and priorities to maximize the effect of public expenditures on arts and culture for Métis, First Nations and Indigenous programming. In January 2004 an inaugural Aboriginal Artists' Roundtable was held, in which 25 established and emerging Aboriginal artists and community members from across the province gathered to share their views and opinions, as well as make recommendations concerning the needs and realities of Aboriginal artists in Manitoba.

The relationship with the tourism industry continues to be strengthened through the work of the Ministerial Advisory Council on Tourism. As a result of recommendations by the Advisory Council, the Travel Manitoba Act to establish a new agency of the Crown was developed and introduced in the Legislature.



Further, under the direction of an Aboriginal Leaders Advisory Group, the Department is developing a strategy to increase Aboriginal participation in the tourism industry through tourism employment and business opportunities and Aboriginal tourism product enhancements. The Department has also advanced strategies to develop the economic potential of adventure travel and eco-tourism, as well as other culture and heritage tourism sectors. Initiatives include expanded marketing programs, industry workshops and product development activities.

The Heritage Partnership Program, launched by Historic Resources to encourage partnership between community heritage groups and local schools, continues to thrive. This year, 40 heritage groups and 51 schools involved over 4,700 participants in their showcase of student heritage projects on Manitoba's birthday on May 12.

Manitoba entered into discussions with the Federal Department of Canadian Heritage to participate in the Historic Places Initiative (HPI). Funded by the federal government, this new partnership program builds on existing departmental activities to ensure the retention and reuse of Manitoba's architectural heritage, through a National Heritage Building Registry.

The Department continued to provide consultative and financial assistance to rural and northern community festivals which are recognized as being signature annual events in their communities through the Community Festivals Support Program. This program, in its second full year of operation, provided grants for 46 community festivals from across the province, including the Morden Corn and Apple Festival, Northern Manitoba Trappers Festival in The Pas, Icelandic Festival of Manitoba, St. Pierre Frog Follies, Boissevain Turtle Island Festival, Dauphin Aboriginal Festival, Norway House Treaty and York Boat Days, and Churchill Aurora Festival.

The Department's Community Places Program approved 231 projects for grant assistance totalling \$2.5 million. The value of local investment contributed to the approved projects, or amount leveraged, was \$37 million. Community Places capital grants assisted the acquisition, construction, renovation, expansion or general repair of facilities such as recreation associations, day cares, community resource centres, seniors organizations, libraries and museums.

The Department initiated the statutory review of The Freedom of Information and Protection of Privacy Act. Contacts were made at an early stage with the several associations representing the local public bodies, to provide an opportunity to flag any issues they may have identified. In February 2004, Manitobans were asked for their views on the Act through the release of a discussion paper and launch of a new website.

New translation memory software was acquired and implemented by Translation Services. Using the product, "Trados", the branch is better positioned to address the translation needs of all Manitoba government departments through increased productivity, reduced turnaround times and greater consistency in terminology use.

These highlights serve to illustrate the breadth and scope of work undertaken by Manitoba Culture, Heritage and Tourism and demonstrate how, through a variety of programs and initiatives, the Department successfully achieved its goals in 2003/04.

Respectfully submitted,

Sandra Hardy

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# Introduction

The Annual Report of the Department of Culture, Heritage and Tourism deals with the fiscal year ending March 31, 2004, providing a record of performance and fiscal accountability. The Report's content reflects the Department's organizational structure, followed by program and financial information for five divisions: Administration and Finance, Culture, Heritage and Recreation Programs, Communications Services Manitoba, Provincial Services and Tourism. Highlights are noted in the Deputy Minister's transmittal letter. This divisional information is followed by a report on Capital Grant Assistance, a report on Boards and Agencies, and concludes with financial statements and historical information on expenditures and staffing.

## Departmental Vision and Mission

### Vision Statement

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

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

### Expected Outcomes

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

- Sustainable economic growth around Manitoba's unique identity and assets.
- Well-being of Manitobans.
- Building local community capacity.
- Enhanced public access to knowledge and information.
- Respect and appreciation for Manitoba's cultural and heritage legacies.
- Manitoba's unique identity and attributes as a centre of creative excellence.
- Contribution to the overall effectiveness of government.

## **Mission Statement**

The Department's mission statement gives our work a sharp, practical focus, by signalling our strategic priorities.

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

**To 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:

- To generate sustainable economic growth around Manitoba's unique identity and attributes.
- To increase community capacity to improve citizens' well-being.
- To enhance public access to knowledge and information.
- To engender respect and appreciation for Manitoban's cultural and heritage legacies.
- To build Manitoba's profile as a centre of creative excellence.

## **Values**

The value statements articulate our department's bedrock beliefs. Values are the core principles that guide our work behaviour, relationships and decision-making within the organization.

In working toward the mission of identity, creativity and well being we value:

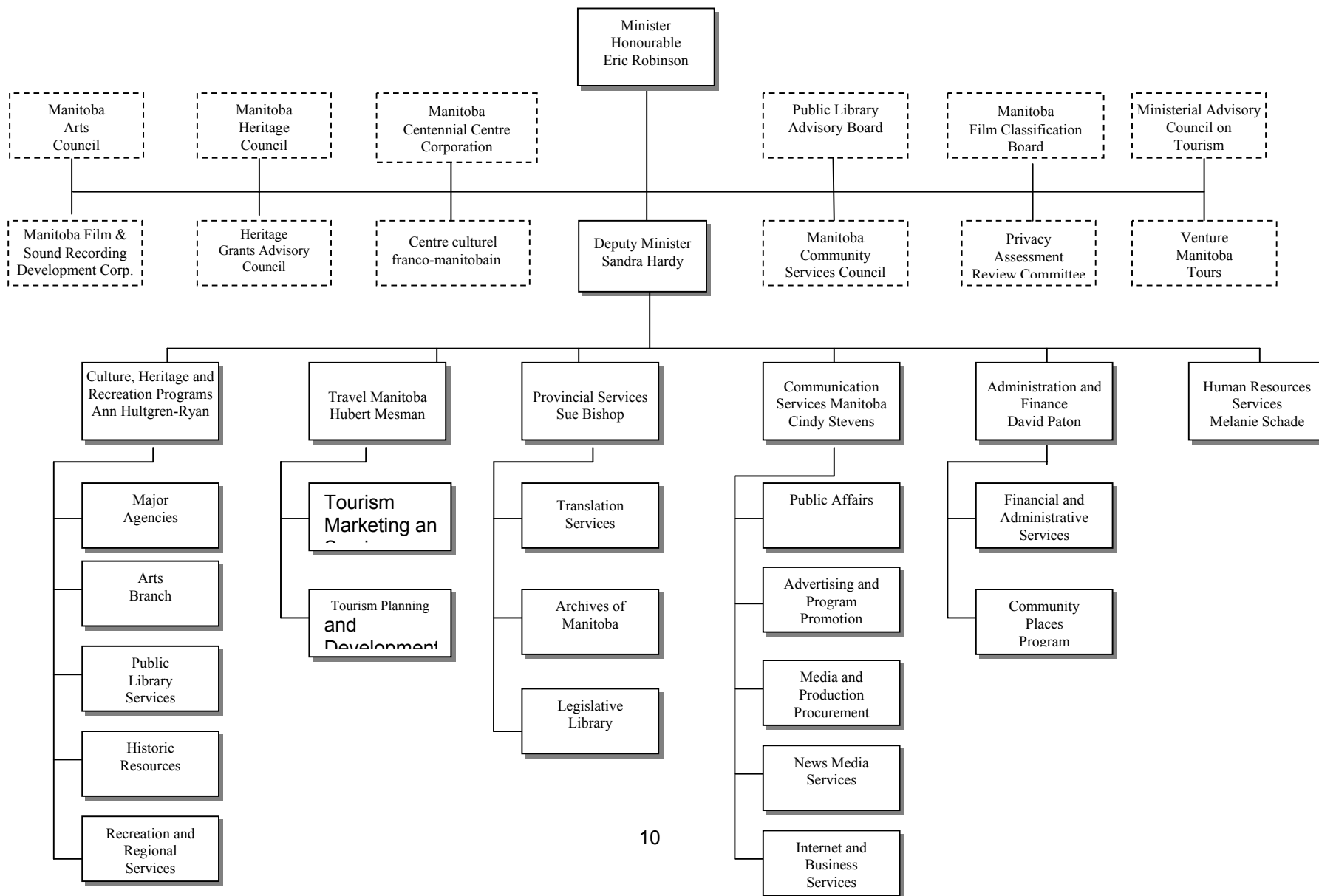
Engagement	to improve personal and community life
Accessibility	to information and programs
Inclusion	through involvement in decision making
Innovation	for creative solutions
Learning	as a way of life
Legacy	for future generations
Respect	for our strengths and differences
Service	to Manitobans

## **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, 2004





## **Statutory Responsibilities**

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

- The Amusements Act (Except Part II)
- The Archives and Recordkeeping Act
- The Arts Council Act
- The Centennial Centre Corporation Act
- Le Centre Culturel Franco-Manitobain Act
- The Coat of Arms, Emblems and the Manitoba Tartan Act
- The Fitness and Amateur Sport Act (as it pertains to fitness)
- The Foreign Cultural Objects Immunity from Seizure Act
- The Freedom of Information and Protection of Privacy Act
- The Heritage Manitoba Act
- The Heritage Resources Act
- The Legislative Library Act
- The Manitoba Film and Sound Recording Development Corporation Act
- The Manitoba Museum Act
- The Museums and Miscellaneous Grants Act
- The Public Libraries Act
- The Public Printing Act
- The Tourism and Recreation 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 2003/04	Estimate 2003/04		Variance Over(Under)
	\$	FTE	\$	
Salaries	28.8	1.00	29.0	(0.2)
Total Expenditures	28.8	1.00	29.0	(0.2)

## Executive Support

Executive Support, consisting of the Minister's and the Deputy Minister's offices, provided leadership, policy direction and operational co-ordination to support the Department and its agencies. The Minister's office provided administrative support to the Minister in the exercise of his executive policy role and service to the constituency.

The Deputy Minister advised the Minister and gave direction to the Department on the overall management and development of its policies and programs.

### 1(b) Executive Support:

Expenditures by Sub-Appropriation	Actual 2003/04	Estimate 2003/04		Variance Over(Under)
	\$	FTE	\$	
Salaries and Employee Benefits	468.1	9.00	455.1	13.0
Other Expenditures	63.2		63.4	(0.2)
Total Expenditures	531.3	9.00	518.5	12.8

# **Administration and Finance Division**

Administration and Finance serves the Departments of Culture, Heritage and Tourism, and Sport in achieving its goals by supporting the effective management of its 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 Treasury Board, the Civil Service Commission, the Provincial Auditor 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 2003/2004 fiscal year, 35 applications were processed; 16 from political parties, 10 from private citizens, 8 from the media and 1 from an organization/business.

The Division is also responsible for developing the Department's French Language Services Plan. The Department has 26 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 and videos 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 and communication of the Department's comptrollership framework.

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

The Financial Services Unit provides central accounting, financial monitoring and reporting, and general operating and administrative support services. The Unit processed approximately 10,000 payment transactions and 200 accounting adjustments, including the recording of revenue receivables. The transactions include the administration of the Department's 16 centralized billings and the monitoring of 500 various accounts.

The Grants Administration Unit 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 2003/2004, the Unit processed approximately 1,000 grants for various branches of the Department. The Unit 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 Unit is the major user of the departmental Grants Management System and provides expertise to other users, as well as trouble-shooting on routine matters.

The Information Technology Unit promotes and supports the planning, implementation and ongoing use of information technology within the Department. It also supports the integration of electronic solutions within this Department and with other government departments and agencies. It co-ordinates the preparation and execution of the Department's annual Information Technology Systems Plan; co-ordinates outsourcing relative to 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 acts as a resource to the Department to plan the effective use and implementation of technology.

The Unit undertook a number of database development projects during 2003/2004. An historic sites database was developed in support of the federally-funded Historic Places Initiative, and a client subscription database was initiated at Statutory Publications. Work was also initiated on the government records management system (MIRA), and a Grants and Resources database was developed and made available on the Internet.

Enhancements were made to the Department's Grants Management System and user access across the province was streamlined. A system was implemented for Communications Services Manitoba in order that qualified vendors are rotated on an automated basis. Data from the Master Angler program was provided for the Tourism web site and a process is underway for providing this data on an ongoing basis. The Government Art Inventory application was enhanced by updating the format and increasing available functions for the user.

TRADOS, a complex translation tool which will be instrumental in reducing the time required to translate documents, was installed and implemented in 2003/2004. Replacement of the outdated Geac Library System began, in association with the government Application Development Fund. Actual replacement of the system is planned for 2004/2005.

Support for the Keystone Project (Minisis), an archival tool for the Archives of Manitoba, continued in 2003/04, and implementation of an Internet web module on archival holdings was initiated. In addition, the Information Technology Unit replaced the outdated Inventory Management System used to track all of the Department's physical assets.

## Human Resource Services

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

Specific activities of Human Resource Services for Culture, Heritage & Tourism during 2003/2004 included:

### Employment Equity Statistics as at Fiscal Year End

CHT	2000/2001 Actual (%)	2001/2002 Actual (%)	2002/2003 Actual (%)	2003/2004 Actual (%)
Aboriginal	3.6	3.9	4.0	4.9
Women	66.4	68.5	68.6	69.3
Persons with Disability	3.3	3.6	3.7	2.9
Visible Minority	3.6	3.3	4.0	3.9

- Co-ordinated the implementation of government-wide policies and initiatives, including: filling positions through formal competitions; preparing detailed analysis on reclassification requests; maintaining payroll records; formulating Workers Compensation statistics; and providing benefit information to departmental employees.
- Consulted with management/supervisory personnel, employees and the M.G.E.U. in the resolution of various labour relations issues.

- Provided organizational consulting which consisted of advice and recommendations on renewal planning and the development of diversity strategies to strengthen Aboriginal participation in the workforce.
- Culture Heritage and Tourism participated in the internship programs offered through the Civil Service Commission.
- Staff attended training seminars on topics such as performance management, facilitating change, diversity education and leadership development.

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

Expenditures by Sub-Appropriation	Actual 2003/04	Estimate 2003/04		Variance Over(Under)
	\$	FTE	\$	
Salaries and Employee Benefits	1,393.8	27.00	1,432.6	(38.8)
Other Expenditures	329.2		381.8	(52.6)
<b>Total Expenditures</b>	<b>1,723.0</b>	<b>27.00</b>	<b>1,814.4</b>	<b>(91.4)</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. The Board consists of a Presiding Member, Deputy Presiding Member and not fewer than 14 Members at large, appointed by the Government. The Board operations are to be fully cost recoverable through fees it charges. See Boards and Agencies for detailed report.

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

Expenditures by Sub-Appropriation	Actual 2003/04	Estimate 2003/04		Variance Over(Under)
	\$	FTE	\$	
Salaries and Employee Benefits	219.4	5.00	201.3	18.1
Other Expenditures	270.4		275.8	(5.4)
<b>Total Expenditures</b>	<b>489.8</b>	<b>5.00</b>	<b>477.1</b>	<b>12.7</b>

## Sustainable Development

In 2003/04, Culture, Heritage and Tourism maintained a Sustainable Development Committee with representation from all five divisions and Sport. 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 the establishment 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 2003/04, Culture, Heritage and Tourism continued to almost exclusively purchase and use recycled paper and reconditioned printer toner cartridges for daily business practices. Use of 10% ethanol blend fuel in departmental fleet vehicles was maintained at 25% of overall fuel purchases.

In partnership with Government Services, the Department incorporated sustainable development considerations and issues into lease renewal negotiations for office space located at 213 Notre Dame. For example, suggested use of recyclable and replaceable carpet tiles, the introduction of "Powersmart" lighting initiatives and use of low odour, eco-friendly paints were put forward during tenant renewal discussions.

In the latter part of 2003/04 Culture, Heritage and Tourism partnered with Government Services and Conservation to develop a records management and recycling information document for email distribution to all Manitoba government employees. This document emphasized best practices for the handling and recycling of non-filed office paper.

# 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 2003/2004, the efforts of the Division supported the following goals:

- to support the creative spirit of Manitobans
- to enhance the individual and community wellness of Manitobans
- to enhance library services to Manitobans
- to celebrate Manitoba's legacy
- to contribute to the sustainable economic development of the Province and increase the opportunities for all Manitobans to participate in the cultural life of Manitoba

**2(a) Executive Administration:**

Expenditures by Sub-Appropriation	Actual 2003/04	Estimate 2003/04		Variance Over(Under)
	\$	FTE	\$	
Salaries and Employee Benefits	343.1	5.50	262.8	80.3
Other Expenditures	74.2		77.5	(3.3)
<b>Total Expenditures</b>	<b>417.3</b>	<b>5.50</b>	<b>340.3</b>	<b>77.0</b>

**Grants to Cultural Organizations**

Operating and capital assistance are provided to the Department's major extra-departmental 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: All Charities, the Manitoba Community Services Council and the United Way of Winnipeg. A total of \$12.2 million was awarded in operating grants to these institutions and agencies in 2003/2004.

Grant assistance of \$11.9 was provided to the West End Cultural Centre and \$20.0 to Printmakers for the purpose of deficit reduction.

See Capital Grants – Cultural Organizations.

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

Expenditures by Sub-Appropriation	Actual 2003/04	Estimate 2003/04		Variance Over(Under)
	\$	FTE	\$	
<b>Total Grant Assistance</b>	<b>12,368.2</b>	<b>-</b>	<b>12,369.</b>	<b>(1.2)</b>

**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 2003/04	Estimate 2003/04		Variance Over(Under)
	\$	FTE	\$	
<b>Total Grant Assistance</b>	<b>7,817.3</b>	<b>-</b>	<b>7,817.3</b>	<b>-</b>



## 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 2003/04 \$	Estimate 2003/04 FTE	Estimate 2003/04 \$	Variance Over(Under)
Total Expenditures	409.8	1.00	409.8	-

## Arts Branch

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

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

By assisting community arts councils, comités culturels, major arts festivals, provincial community arts associations, and organizations delivering developmental arts programs on an ongoing or project-basis throughout the Province, the Branch supported audience and skills development programming in the performing visual and literary arts, with particular attention given to the development of the arts in rural and remote communities in Manitoba. These investments resulted in over 800 performances and visual arts exhibitions and more than 900,000 hours of community-based arts instruction throughout the Province. Through the Arts Development Project Support Program alone, 213 audience development and art skills development projects were supported across Manitoba, including 19 projects in remote communities. The program utilized community assessment panels, facilitated by Regional Services and the Arts Branch, to review the applications and make recommendations.

Under the Department's Touring Agreement with the Manitoba Arts Council (MAC), the Arts Branch worked in co-operation with that agency to support and strengthen Manitoba's rural and northern touring networks. In 2003/2004 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 is working with the Manitoba Arts Council and the Department of Education, Citizenship and Youth towards the expansion of the Arts Smarts program in Manitoba, forming a funding partnership with the J.W. McConnell Family Foundation. Program guidelines and criteria were established in 2003/2004, laying the groundwork for an estimated 15 new arts education projects in Manitoba schools during 2004/2005.

In 2003/2004 Advisory Councils for both the First Nations and Indigenous, and Métis Arts and Cultural Activities were established to provide guidance to the government on the development of policies, principles and priorities to maximize the effect of public expenditures on arts and culture for Métis, First Nations and Indigenous programming.

In January 2004 the Department convened the Aboriginal Artists' Roundtable to bring together established and emerging Aboriginal artists from across the Province to share their views and opinions on the state of Aboriginal art in Manitoba. Artists from all artistic disciplines were joined by government officials to discuss and propose recommendations concerning the needs and realities of Aboriginal artists in Manitoba. A subsequent Roundtable was held on May 7, 2004 and working groups were established to further address specific areas of need and/or concern. A follow up roundtable is planned for January, 2005.

In 2003/2004 the Branch continued its support to Manitoba's film, sound recording, publishing and visual arts/crafts industries. Through funding to the Manitoba Film & Sound Recording Development Corporation, the Arts Branch supported \$110 million in Manitoba-based film production activity in 2003/2004. Following through on an initiative introduced by the Premier during the provincial election of June 2002, the Department assisted in developing the Manitoba Emerging Filmmaker Award. Administered by the Winnipeg Film Group, the annual award provides a grant of \$10,000.00 from the Department to assist with the production of a short film. The award will be presented each year in March at the National Screen Institute's FilmExchange Canadian Film Festival. The Department supported the Manitoba Audio Recording Industry Association in the development of an Aboriginal music initiative. The Branch supported a successful community bid to host the 2005 Juno Awards, April 1 – 3, 2005. The Juno Awards represent the country's largest event that celebrates the talent and diversity of Canadian music.

The Branch also 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 Branch sponsored three book awards to acknowledge and celebrate Manitoba's writing and publishing community: The 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. These are administered, on the department's behalf, by The Association of Manitoba Book Publishers and the Manitoba Writers' Guild respectively.

The Arts Branch, along with Manitoba Education and Training, Workforce Manitoba and Industry, Trade and Mines continued to provide consultation and resources toward the realization of a Cultural Labour Force Development Strategy for workers in Manitoba's Arts and Cultural Industries. The Arts and Cultural Industries Development Team (ACI Team), a Sectoral Working Group representing stakeholders from government, industry associations, cultural industries and artists and trade unions has focused its efforts on meeting the priorities identified in Creative Manitoba: An Economic Development Strategy for the Cultural Sector which was presented to Government in April 2003. The document will serve as a blueprint for government and the Arts and Cultural Industries to work together towards their shared objectives for the continuing growth and development of the Arts and Cultural Industries in Manitoba.

The Branch purchased 27 new works of art for the Government of Manitoba Art Collection through regional juried art exhibitions and the annual provincial exhibition hosted by the Manitoba Society of Artists.

In support of Manitoba's Francophone arts sector, the Branch assisted several special initiatives in 2003/2004 under the Canada-Manitoba General Agreement on the Promotion of Official Languages, including grants to the Ensemble folklorique de la Riviere-Rouge to develop a new performance, to La Maison Gabrielle-Roy to assist

with the facility's official opening, to the Association culturelle franco-manitobaine to assist with the development of a francophone touring network, to the Centre culturel franco-manitobain to send a Manitoba delegation to a national forum on francophone cultural development, held in Moncton, New Brunswick, and to Envol 91.1 to support a programming partnership with New Brunswick's association of community radio stations. The Branch also continues to provide staff resources to the Saint-Boniface Bilingual Service Centre.

In 2003/2004, the Branch continued to support the development and administration of contractual agreements relating to fiscal stabilization. The Arts Branch worked with the Manitoba Arts Council and other levels of government to assist the fiscal stabilization of the Winnipeg Symphony Orchestra (WSO). The WSO and the Manitoba Opera Association have agreements with the Province, guaranteeing their lines of credit.

In 2003/2004, support was provided to a number of commercial galleries and the visual arts/crafts industry associations, through the Visual Arts and Crafts Marketing Assistance and Business Development Programs. The Branch also continued to support the Manitoba Visual Arts and Crafts Marketing Consortium.

## 2(e) Arts Branch:

Expenditures by Sub-Appropriation	Actual 2003/04 \$	Estimate 2003/04 FTE	Estimate 2003/04 \$	Variance Over(Under)
Salaries and Employee Benefits	404.5	11.60	602.6	(198.1)
Other Expenditures	137.6		129.3	8.3
Film and Sound Development	3,631.9		3,631.9	-
Grant Assistance	2,953.3		2,983.7	(30.4)
<b>Total Expenditures</b>	<b>7,127.3</b>	<b>11.60</b>	<b>7,347.5</b>	<b>(220.2)</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 2003/2004, grants totalling \$4.8 million were provided to Manitoba's 108 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. The funding formula for the rural libraries was increased from \$7.50 per capita to \$8.50, with a Collection Development Grant increase from \$5,000.00 to \$5,500.00. Northern and Bilingual libraries received an additional \$1,000.00 Collection Development Grant to cover higher material costs.

Public Library Services maintains the Manitoba Public Libraries Information Network (MAPLIN). MAPLIN is a central database containing the catalogues of the public libraries. There are approximately 2.0 million records in MAPLIN, which serve as a "master list" as well as a location guide for resource sharing. MAPLIN is available at <http://maplin.gov.mb.ca>. In 2003/04, MAPLIN managed more than 1.7 million searches for materials.

In 2003/2004 Public Library Services circulated 145,856 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 Portage la Prairie. In 2003/2004 there were over 2,000 requests for both technical and professional support. The Public Library Services Newsletter was published three times during the year and a comprehensive library-training guide was made available for distribution to rural and northern libraries.

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 194,000 books. Special Collection programs augment collections of the rural and northern public libraries and provides literacy materials, French language, multilingual, talking books for the visually challenged, audio/visual and large print materials. In 2003/2004, 15,505 large print and 29,000 multi media items circulated in community libraries.

Service to Manitobans without access to a public library was provided by the Travelling Library Program which circulated 6,788 items and by the Open Shelf Program (Books-by-Mail) which circulated over 70,000 items. The Open Shelf Program continued to see an increase in on-line memberships and Internet based orders. The program created and provided 1,022 bibliographies for its patrons. In December 2002, a pilot project of the Open Shelf Program on Federal lands began at St. Theresa Point with membership reaching over 90 in 2003.

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 16,668 loan requests from the central library in 2003/2004. Another 36,000 items were shared directly between public libraries using MAPLIN.

The Public Library Services' Cataloguing Program provides cataloguing service to rural public libraries and the Central Collection. Approximately 10,000 items were catalogued. The program also maintains the MAPLIN catalogue to facilitate resource sharing. Cataloguing robot (CatBot), designed by Public Library Services, offers cataloguing assistance to libraries at considerable local cost savings.

Public Library Services continues to develop and strengthen its partnerships both within and outside the provincial government. In co-operation with the Legislative Library, the Branch continued to provide technical support and infrastructure for the Legislative Libraries TALISMAN system. The Branch continues its partnership with the Industrial Technology Centre Library to provide Internet access to their library catalogues. Through the Software Application Development Fund, the Branch has initiated an upgrade of the MAPLIN/TALISMAN toward a new, state-of-the-art Provincial Library system.

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

Expenditures by Sub-Appropriation	Actual	Estimate		Variance Over(Under)
	2003/04	2003/04		
	\$	FTE	\$	
Salaries and Employee Benefits	820.1	20.00	853.5	(33.4)
Other Expenditures	677.6		676.2	1.4
Grant Assistance	4,770.2		4,770.4	(0.2)
<b>Total Expenditures</b>	<b>6,267.9</b>	<b>20.00</b>	<b>6,300.1</b>	<b>(32.2)</b>

**Historic Resources**

Manitoba citizens are keenly interested in their heritage places and artifacts. They demonstrate their commitment daily throughout the Province by volunteer work, educational pursuits, donations, establishing organizations and institutions to safeguard and promote our Province's legacy. By sharing and celebrating the achievements we have in common, we build community pride and provincial cultural identity. This pride and cultural identity becomes a strong base for sharing what is special about Manitoba with visitors.

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.

*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 2003/04, Manitoba's six Special Theme Museums carried out joint marketing projects to promote themselves to heritage tourists and tour operators.

Operating grants are available to non-profit community museums through the Community Museum Operating Grants Program. The program provides support for facilities that serve to protect and interpret Manitoba's heritage resources. Qualifying museums must be non-profit, open to the public on a regular basis, own more than 50% of their collections, and have a Statement of Purpose and be open for a minimum of 30 days a year. In 2003/2004, 107 community museums received a total of \$251,700 in matching assistance. About eight out of ten community museums are rural-based, and approximately two-thirds of museums have achieved Level II operating standards.

The Historic Resources Branch provided expert technical advice and assisted St. Peter Dynevor Anglican Church in the period restoration of the exterior and interior of the provincially designated structure and the Inglis and District Heritage Committee in the restoration of the Inglis Elevators, a national and provincial site. Staff also assisted the Franco Manitoban community and the City of Winnipeg with an interpretive node for the new Provencher Bridges.

Branch staff provided heritage information and expertise to Rivers West for the development of a tourism destination conceptual plan for the Fort Dufferin site and Emerson area.

Historic Resources provided guidance and assistance to the Manitoba Recreational Trails Association and its consultant with the development and production of navigational and interpretive maps for the TransCanada Trail in Manitoba. The Branch also continued to provide support to Rivers West for the Red River Greenway Partnership Initiative, and assisted Manitoba Conservation in nominating the Red River as a Canadian Heritage River.

Deepening people's appreciation of their heritage requires public awareness initiatives, and the transfer of heritage expertise to the community level. In 2003/2004, through the assistance of dedicated community volunteers, one plaque unveiling ceremony was held in Argyle for Brant Consolidated School, to celebrate our past. Historic Resources Branch staff assisted Rivers West Product Club with a familiarization tour of market ready heritage sites in the Red River Corridor and also conducted a very successful tour of Red River heritage, which highlighted natural and recreation sites and activities for the Canadian Heritage Rivers Technical Committee.

In recognition of May 12, Manitoba Day, Historic Resources continued the very successful heritage partnership program which encourages community heritage organizations to partner with local schools to develop class heritage projects. This year the program had more than 4,723 participants, including 40 heritage organizations

which partnered with 51 schools.

Heritage resources are often fragile, non-renewable, and in need of maintenance and management to ensure their availability for future generations. Finding compatible re-use opportunities and developing stewardship skills are means by which heritage resources can be integrated into new development while preserving their authenticity. The Historic Resources Branch approved 33 grant applications from a total budget of \$210.0 with 57% of grants to projects outside of Winnipeg and 40% for community-based, publicly-owned projects.

Historic Resources Branch signed a Contribution Agreement with Canadian Heritage to implement the Historic Places Initiative (HPI), a National Register of Historic Sites, national heritage building conservation standards and a certification process leading to a national restoration grant program for the owners of revenue bearing heritage properties. The Branch hosted a workshop on the preparation of Statements of Significance for government, heritage organizations, building owners and contractors in March 2004. The database of designated provincial and municipal sites was re-developed to meet the technical and functional standards of the Canadian Heritage Register.

The Brandon, Stonewall, Landsdowne, Selkirk and Lac du Bonnet Municipal Heritage Advisory committees (MHACs), with advice from Historic Resources, developed and renewed Heritage Resource Management Plans. Historic Resources also carried out an annual needs assessment survey for MHACs and coordinated an analysis and response. The Branch assisted Community Heritage Manitoba with incorporation and its first annual general meeting.

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 2003/2004, legal designation was completed for three Provincial Heritage Sites (Brandon CATP Hanger, Ralph Conner House and Mowbray School) and 12 Municipal Heritage Sites. Research reports on the Dairy Industry of Manitoba 1880-2000, Residential Buildings, and the Hudson's Bay Company Store at Portage Avenue and Memorial Boulevard were reviewed by the Manitoba Heritage Council and work began on implementing the recommendations. The Heritage Landscape of the Crow Wing Study Region of Southeastern Manitoba: A Pilot Project, was presented to local community organizations and research was initiated on a similar study of the West Riding Mountain area.

The database of designated provincial and municipal sites was re-developed to meet the technical and functional standards of the Canadian Heritage Register.

The Branch assessed 894 land development projects for their potential to adversely affect heritage resources, investigated 6 sites to determine the necessity for heritage resource impact assessment, conducted 8 impact assessments, and administered 20 impact assessments conducted by private consultants. The Branch successfully administered, and its archaeologists participated in, the third year of the current five-year (2001-2006) Manitoba Hydro-funded Churchill River Diversion Archaeological Project (CRDAP).

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 21 individuals were recovered, 3 as part of CRDAP activities, 3 in connection with Cross Lake, 3 associated with Chemawawin, 3 related to Pikwitonei and 9 in Whiteshell Provincial Park. At the same time, following completion of analyses, the remains of 5 individuals were returned to the South Indian Lake community for reburial and one to Pikwitonei.

## 2(g) Historic Resources:

Expenditures by Sub-Appropriation	Actual 2003/04	Estimate 2003/04		Variance Over(Under)
	\$	FTE	\$	
Salaries and Employee Benefits	1,284.0	23.55	1,262.0	22.0
Other Expenditures	571.5		894.6	(323.1)
Grant Assistance	924.6		952.9	(28.3)
Total Expenditures	2,780.1	23.55	3,109.5	(329.4)

## Recreation and Regional Services Branch

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

Staff located in regional offices in Norman (The Pas and Thompson), Parkland (Dauphin), Westman (Brandon), Central (Morden), Interlake (Gimli) and Eastman (Beausejour) and Winnipeg provided consultation and program access to many of Manitoba's 201 incorporated municipalities, 49 Northern Affairs communities and 62 Manitoba First Nations communities. Branch staff travelled an aggregate total of 183,706 km by road to consult with communities and organizations.

The Branch facilitated \$497.7 in funding to 44 recreation commissions, comprised of 123 municipal governments and 31 school divisions/districts for the development of recreation opportunities.

Consultation and funding support was provided to the volunteers of 17 recreation trail associations involved in developing the Trans Canada Trail and other local trails. These volunteers have developed 680 km of the Trans Canada Trail and 190 km of other trails in Manitoba since 2000.

Healthy active living was promoted through the distribution of 150,000 copies of Health Canada's "Physical Activity Guides" for adults, older adults, children and youth and over 20,000 copies of the "Walking Brochure". Recent research by the Canadian Fitness and Lifestyle Research Institute rated Manitobans as the most aware in Canada of the guidelines for physical activity (63% of adults).

The Branch assisted community festivals by providing 46 grants through the Community Festivals Support Program. The Branch also provided an outlet for 327 amateur visual artists in rural and northern Manitoba to exhibit their work and receive professional critiques through 5 juried art exhibitions, and facilitated 613 arts-related programs through applications to the Department's Arts Development Project Support Program.

The delivery of recreation programs and services to 3,500 disadvantaged children was supported through a grant of \$324.1 to the Winnipeg Boys and Girls Clubs, and an opportunity was provided for 200 children and youth to attend summer camps through a grant of \$35.0 to the Sunshine Fund and a grant of \$5.0 to the Westman Sun Fund. Further, the Branch helped 1,250 children and youth from 33 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 assisted in the safe operation of community arenas, curling rinks and swimming pools by providing instruction to 80 facility operators in the Department's Recreation Facility Operators Courses.

Leadership and skill development was provided to recreation volunteers, recreation professionals and elected officials through the Recreation Conference for Community Volunteers. Over 24 years, 4,300 people have participated in the conference. The Branch also ensured the quality of children's summer recreation programs by training 130 play leaders for community programs in rural Manitoba.

The Branch recognized the contributions of community volunteers through Manitoba's Volunteer Recognition Program, distributing 325 recognition certificates over the past 5 years.

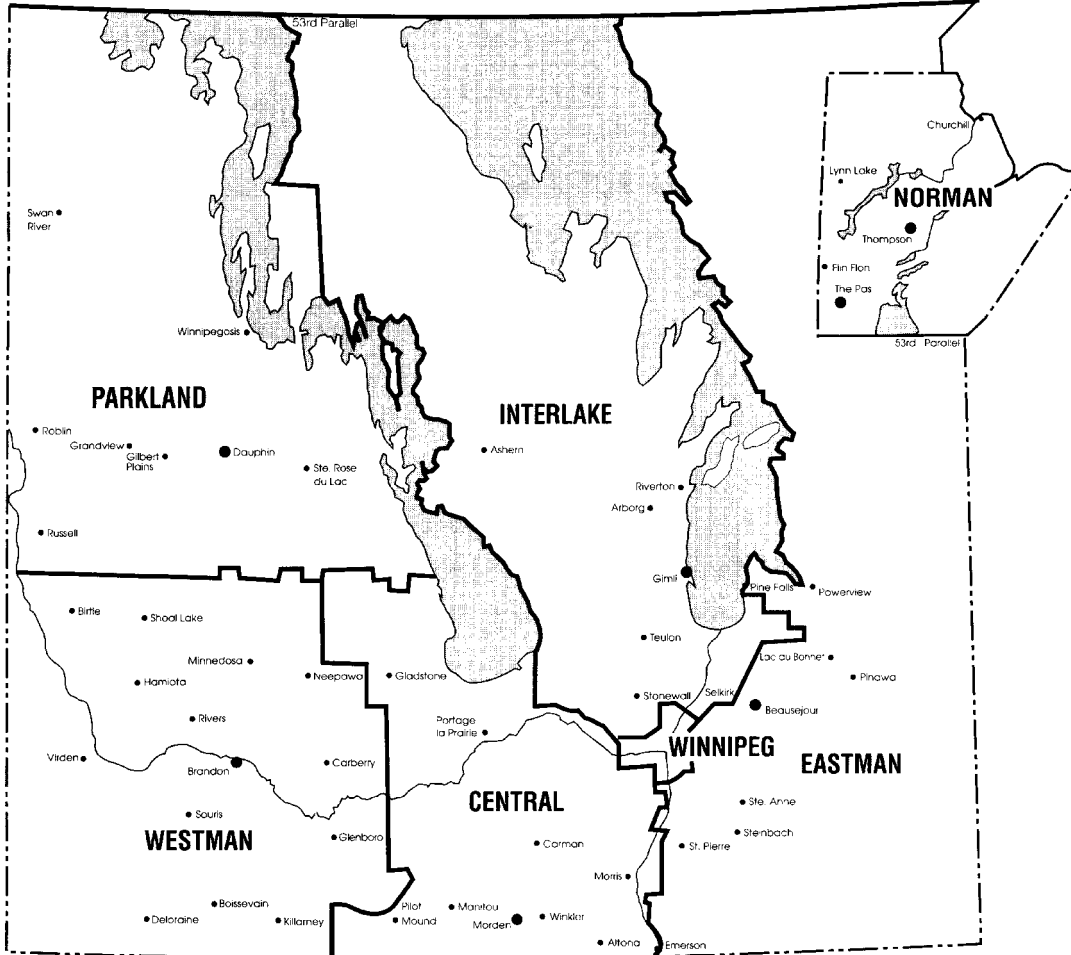
**2(h) Recreation and Regional Services:**

Expenditures by Sub-Appropriation	Actual 2003/04	Estimate 2003/04		Variance Over(Under)
	\$	FTE	\$	
Salaries and Employee Benefits	1,585.3	29.00	1,585.7	(0.4)
Other Expenditures	545.8		546.5	(0.7)
Grant Assistance	1,267.7		1,262.1	5.6
<b>Total Expenditures</b>	<b>3,398.8</b>	<b>29.00</b>	<b>3,394.3</b>	<b>4.5</b>



# MANITOBA CULTURE, HERITAGE AND TOURISM

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



## REGIONAL OFFICES:

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

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

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

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

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

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

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

# Communications Services Manitoba

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

Communications Services Manitoba has been instrumental in the delivery of the Coordinated Services Initiative, a major multi-departmental program aimed at refocusing the delivery of public service. This program is helping government to better serve Manitobans by coordinating the delivery of programs and services through multiple access channels, including the World Wide Web, the telephone and in-person centres.

The Division provides government departments and Crown agencies 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 web site, information services provided to the news media, and the operations of the public information services: Manitoba Government Inquiry, and Statutory Publications Branch.

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 advertising plans, program strategies and promotional materials in order to ensure government advertising messages are high-quality, cost-effective and consistent. Staff consult with departments to develop the message, methodology and media to meet promotion 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 provide copywriting and graphic design services to ensure consistent, high quality materials for public information materials.

Public Affairs coordinates public information initiatives and advises on the most effective method of communications delivery. Staff 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 coordinates public information activities during provincially sponsored public events, such as inter-provincial conferences, 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 web site. During fiscal year 2003/04, the traffic to the site averaged six million page views per month. The site contains information from every department of government. CSM's Internet and Business Services Branch revamped the Government of Manitoba homepage to improve the accessibility of information and services available to Manitobans via the web. The government web site 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 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 web site answer desk, and provides call centre services for special government initiatives such as emergency measures operations and provincial general elections. Manitoba Government Inquiry continued to be a key component in the delivery of the government's At Your Service Manitoba strategy, focusing on the co-ordination of telephone, on-line and in-person service delivery.

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 web site. They also manage distribution through subscriptions, mail order and over-the-counter sales.

### 3(a) Communications Services Manitoba:

Expenditures by Sub-Appropriation	Actual 2003/04	Estimate 2003/04		Variance Over(Under)
	\$	FTE	\$	
Salaries and Employee Benefits	3,739.9	70.00	3,707.6	32.3
Other Expenditures	1,167.6		1,227.9	(60.3)
Public Sector Advertising	2,035.6		2,116.5	(80.9)
Less: Recoverable from Other Appropriations	(2,773.7)		(2,875.5)	101.8
<b>Total Expenditures</b>	<b>4,169.4</b>	<b>70.00</b>	<b>4,176.5</b>	<b>(7.1)</b>

## Provincial Services Division

The Provincial Services Division delivers corporate information management programs and makes government's 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 2003/2004 the volume of written translation in the official languages amounted to 16,261 pages, representing a 4,946 page reduction over 2002/2003. This decrease resulted from a one time reallocation of funds to invest in state-of-the art translation memory software that will leverage existing translations. This will increase the Branch's future capacity and ability to provide timely service.

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

	Actual		Estimate	
	Pages	Words	Pages	Words
English to French	14,075	3,518,681	18,500	4,625,000
French to English	2,186	546,654	1,600	400,000
<b>Total:</b>	16,261	4,065,335	20,100	5,025,000

Interpretation (oral translation) was provided in the Courts, the Legislative Assembly and public hearings, as well as conferences and national meetings hosted by Manitoba. Service requests required 257 staff person days of interpretation duty and research, and attendance at 125 interpretation assignments.

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 2003/2004, the number of requests was 821, resulting in the provision of 3,981 terminological units.

#### 3(c) Translation Services:

Expenditures by Sub-Appropriation	Actual 2003/04	Estimate 2003/04		Variance Over(Under)
	\$	FTE	\$	
Salaries and Employee Benefits	1,259.5	24.00	1,310.7	(51.2)
Other Expenditures	750.2		642.1	108.1
Less: Recoverable from Other Appropriations	(269.7)		(269.7)	-
<b>Total Expenditures</b>	<b>1,740.0</b>	<b>24.00</b>	<b>1,683.1</b>	<b>56.9</b>

## Archives of Manitoba

The Archives of Manitoba preserves recorded information of all media, and facilitates access to that information. 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 Archives is responsible for promoting good recordkeeping in government through policies, standards and advisory services which support effective creation, use, preservation and disposition of records in all forms. Services to government include provision of controlled storage, retrieval and destruction services for paper-based records through the Government Records Centre. In 2003/2004 the Centre received 60,580 feet of records for storage and destruction, compared to 52,395 feet in 2002/2003. The level of records retrievals by government departments remained relatively constant, with 21,756 requests delivered to government offices.

The Archives is also 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. In 2003/2004 training was provided to more than 1,000 persons in the provincial government and local public bodies.

Public demand for archival records continued to increase in 2003/2004. On-site research visits increased to 6,492 (6,110 in 2002/2003) and researchers requested 47,723 (46,435) items for use in the Archives Research Room. Researchers called for 63,564 (60,270) documentary copies. A slight increase was noted in the number of microfilm reels loaned; 1,496 compared to 1,450 in 2002/2003. Staff responded to 11,477 inquiries, compared to 11,870 the previous year. Records descriptions are being regularly added to the Archives' electronic descriptive system (Keystone) to provide direct public access to information about archival holdings. There were 642,540 visits to the Archives' web pages.

The Hudson's Bay Company Archives (HBCA) loaned the "Ac ko mok ki" map (HBCA G.1/25) to the Library of Congress in Washington, DC, for inclusion in its exhibit Rivers, Edens, Empires – Lewis & Clark and the Revealing of America. The National Post published an article about HBCA on July 19, 2003 called "Kidnapped by Canadian History" by Cleo Paskal. This was one of a series of articles about learning vacations on "How to be Canadian in 10 Easy Steps". HBCA also acquired: records of a former editor of The Beaver magazine, Alvina Bolus; documents relating to Emma Caffin Jeffery, who was employed as a lady's maid at Moose Factory, 1830-1835; journals created by Montague Aldous while he was a surveyor for the Dominion of Canada and the Hudson's Bay Company, 1874-1888; records concerning the Hudson's Bay Company's post at Michipicoten, 1853-1857; photographs donated by a crew member of the HBC's vessel, Fort Charles, taken during the 1957 season; and records of Canada's National History Society, including correspondence, photographs, maps, drawings, advertising, posters, and other printed material.

Seventy private records acquisitions were made (50 in 2002/2003). Notable records included: 114 glass plates and lantern slides of Neepawa; 109 video and reel to reel tapes produced by Terel Gray documenting women's issues in the 1980s and 1990s in Manitoba; drawings by Ted Koral for Rainbow Stage and MTC productions; and papers of former MLAs Marianne Cerilli and Jean Friesen. Eleven gifts of records were made to the Crown with an appraised fair market value of \$27,450. The increasing demand for access to, and copies of, holdings is reflected among the growing number of articles, books, calendars, exhibitions, school curricula, film, video, television and web sites both referencing and reproducing Archives of Manitoba holdings.

More than 10,370 feet of archival records of Manitoba government departments and agencies, the Courts and the Legislature, and local public bodies were acquired during the year, bringing the total holdings of these records to 88,676 feet. Total archival holdings of the Branch increased from 101,560 to 110,576 feet of which approximately 99% are housed in archives standard storage. Two archival projects totaling \$10,000 were co-shared with the federal government. The first project involved the description of Manitoba court records and the second project records documenting cultural diversity.

Staff time given to extension and advisory services totalled 156 days in 2003/2004, and 148 hours of preservation advisory services were provided to the heritage community in the Province. More than 670 people, many high school and university students undertaking research assignments, attended orientation tours, awareness and educational sessions.

### 3(d) Archives of Manitoba:

Expenditures by Sub-Appropriation	Actual 2003/04	Estimate 2003/04		Variance Over(Under)
	\$	FTE	\$	
Salaries and Employee Benefits	2,199.8	48.00	2,298.8	(99.0)
Other Expenditures	1,885.0		1,899.0	(14.0)
Less: Recoverable from Other Appropriations	(504.0)		(516.6)	12.6
Total Expenditures	3,580.8	48.00	3,681.2	(100.4)

## 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 43,647 items added to the collection during the year, 90% were available for customer use within one week of receipt.

In selecting new materials for the collection, staff endeavour to anticipate and respond to client needs. Areas of high demand in 2003/2004 were public administration, policy analysis, youth issues, and integration of the disabled. Representative titles include: "Always better": continuously innovative public-sector organizations in Canada, published by the Institute of Public Administration of Canada; Public policy in Canada: an introduction, published by Oxford University Press; Voices from the margins: experiences of street-involved youth in Winnipeg, published by Winnipeg Inner-City Research Alliance; and, Rehabilitation and integration of people with disabilities: policy and legislation, published by Council of Europe Publishing.

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 2003/2004 the Library received 412 books and 231 Manitoba newspapers and magazines through the ongoing co-operation and support of Manitoba publishers. Some notable books received on legal deposit include: The Canadian crucible: Manitoba's role in Canada's great divide, published by Heartland Associates; Exploring the fur trade routes of North America: discover the highways that opened a continent, published by Heartland Publications; Nowhere to run: the killing of Constable Dennis Strongquill, published by Great Plains Publications; Why women bury men: the longevity gap in Canada, published by J. Gordon Shillingford; and, Winnipeg architecture, published by University of Manitoba, Faculty of Architecture.

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 uses print and electronic sources to provide factual, statistical, and comparative information, and supply specific documents on request.

Like most academic and large public libraries, the Legislative Library continues to see declining numbers of in-person visits and direct use of its physical collections as clients turn more frequently to the Internet and other electronic sources for information. The investments the Library has made in recent years to develop its Web site as a desktop alternate to a visit to the Library have made it a convenient one-stop shop for both government staff and the general public. On the Virtual Reference Desk, links to boards, commissions, and municipal governments, and "Current Manitoba Newspapers at the Library" are among the most heavily used pages.

The Legislative Library continues to retrospectively catalogue older materials, thereby enriching the MAPLIN database with historic Manitoba materials. In 2003/2004, these historic Manitoba publications represented approximately 20% of total items catalogued.

In a continuing resource-sharing initiative, the Library distributed 4,246 Manitoba government publications through its Depository Library Program, to seven libraries in Manitoba. In turn, each of these libraries is able to serve other libraries in their own regions and networks. For more than 40 years, the Legislative Library has maintained provincial, national, and international exchange agreements on behalf of the Province.

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

**3(e) Legislative Library:**

Expenditures by Sub-Appropriation	Actual 2003/04	Estimate 2003/04		Variance Over(Under)
	\$	FTE	\$	
Salaries and Employee Benefits	783.2	16.50	755.6	27.6
Other Expenditures	588.4		590.0	(1.6)
<b>Total Expenditures</b>	<b>1,371.6</b>	<b>16.50</b>	<b>1,345.6</b>	<b>26.0</b>

# Tourism Division

The Tourism Division contributes to Manitoba's economic well being by facilitating and supporting the growth and development of tourism in harmony with the environment and in partnership with stakeholders.

Manitoba offers a wide range of strong and diverse tourism products. A vibrant tourism industry enhances the overall quality of life for citizens by providing access to exciting tourism products. Tourism is often the focal point for community development and stimulates growth in arts, culture and heritage products. A multitude of festivals and events throughout the province serve as tourism attractions and foster community spirit. Increasing interest in ecotourism has highlighted the need to protect the sustainability of valued environmental resources.

The Tourism Sector in Canada has experienced strong growth. Tourism revenues have increased by 24% from \$1.14 billion in 1999 to \$1.415 billion in 2002. Approximately 38% of revenues or over \$547.0 million are derived from out-of-province markets. Approximately one in ten (60,000) people employed in Manitoba work in tourism and hospitality related positions, primarily within the sectors of accommodation, transportation, food and beverage.

The relationship with the tourism industry has been strengthened through the work of the Ministerial Advisory Council on Tourism. Appointed in October 2001 to provide strategic advice to government on the development of the tourism industry in Manitoba, the Council is comprised of 28 leaders in the tourism industry. The Ministerial Advisory Council on Tourism has been advocating for the establishment of a government industry partnership to address a wide spectrum of tourism requirements including research, marketing, visitor services, product development, industry training and quality assurance. In 2003/2004 new legislation was introduced to create a "stand alone Tourism Agency".

The Tourism Division is comprised of two branches: Tourism Marketing and Services and Tourism Development.

## Tourism Marketing and Services

The objective of the Tourism Marketing and Services Branch is to increase tourism revenues through public/private marketing and promotion of Manitoba as a desirable vacation destination.

The 2003 Tourism Marketing Plan outlined key strategies for achieving this goal. Marketing efforts concentrated on the Upper Midwest United States, through an expanded marketing mix to include activities such as public relations and direct marketing. Marketing activity within Manitoba consisted of a successful maintenance campaign. Marketing activity in Saskatchewan and Ontario focused on sustaining market share. The Department continued to expand relationships in established vertical market segments in long haul and oversea markets (Fishing and Hunting, Group Travel and Meetings, Conventions and Incentive Travel).

The 2003 Tourism Marketing campaign employed a variety of tactics including multi-media advertising (print, radio, television and outdoor), direct mail, participation in trade and consumer shows, pro-active media relations, travel trade development and co-operative programming with industry.

The adventure travel and ecotourism segment continues to be a strong emerging market. Tourism Marketing concentrated its focus on this market, through the execution of a multi-media campaign consisting of advertising, direct marketing and media relations. The Manitoba Great Outdoor Adventure Guide, introduced in 2001, supports the promotion of this sector. The complete guide is available on [www.travelmanitoba.com](http://www.travelmanitoba.com) where visitors can link to adventure companies and other on-line resources.

The 2003 marketing campaign generated more than 57,000 inquiries from potential tourists. In addition, over 3.9 million page views to the website were generated. The tracking of these inquiries provides a qualified customer database for use in targeted campaigns in future years.

Over \$350.0 in support of marketing activities in the primary markets was leveraged through partnerships with the Tourism Alliance of Northern and Western Canada, Manitoba Lotteries Corporation and the Winnipeg Free



Press.

Co-operative marketing initiatives with tourism industry partners included print advertising, participation in 42 tourism shows and three familiarization tours. Eighteen shows were consumer-focused, providing a venue to sell directly to leisure travellers; 15 shows targeted the travel trade agent, tour operators and wholesalers; and 9 shows targeted the meetings and conventions market of business travellers.

Travel Manitoba's Media/Public Relations Program involves managing a news bureau, informational materials, industry events and an extensive travel news release campaign and media tour program (108 media projects with producers, journalists, photographers, broadcast hosts). These efforts resulted in media coverage (print, broadcast, electronic) valued at \$5.5 million in advertising with an editorial value of at least \$16 million.

The tourism campaign within Manitoba focused on the promotion of the Travel Values Guide, a coupon booklet offering discounts on tourism products in the eight provincial tourism regions. Travel Values was co-sponsored with Manitoba Lotteries Corporation and 414 industry participants. Over 200,000 Guides were distributed throughout the province and the program packages were featured on the website - [www.travelmanitoba.com](http://www.travelmanitoba.com).

Overseas marketing activities targeted the United Kingdom, Germany, Japan and Southeast Asia and focused on building long-term business relationships with the travel trade. and generated over 75 leads with new tours operators and existing tour operators.

Tourism Services operated four seasonal and three year-round Tourism Information Centres at key traveller locations on borders and in Winnipeg. Over 290,000 people visited these Centres and were serviced by 35 trained Travel Counsellors. In addition, the Counsellors provided guided tours to 17,000 visitors to the Legislative Building in Winnipeg.

The Division responded to 57,000 written, Internet and telephone inquiries, approximately 28,000 of which were from the United States, 26,500 from Canada and the remaining 2,600 from overseas markets.

The Division also responded to tourism enquiries and assembled customized kits of information for conventions, meetings, travel agencies and individual travellers. Over 1.3 million pieces of printed Manitoba tourism information were distributed.

Tourism Services effectively managed the implementation of technology to enhance operations through such activities as database development, contact management software, telephone centre automation and Internet improvements. The website ([www.travelmanitoba.com](http://www.travelmanitoba.com)) generated approximately 325,000 page views per month.

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

Expenditures by Sub-Appropriation	Actual	Estimate		Variance
	2003/04	2003/04		Over(Under)
	\$	FTE	\$	
Salaries and Employee Benefits	1,782.5	31.41	1,832.4	(49.9)
Other Expenditures	4,917.1		4,984.2	(67.1)
Grant Assistance	10.0		10.0	-
Total Expenditures	6,709.6	31.41	6,826.6	(117.0)

## Tourism Development

The objective of the Tourism Planning and Development Branch is to provide leadership for the overall development of tourism in the Province by focusing on: improving the quality, competitiveness and sustainability of Manitoba's tourism product, extending the tourism season, developing niche markets, improving the business environment for tourism, and improving the quality of life for Manitobans by providing access to high quality

tourism products.

In 2003/2004 Tourism Development consultants provided specialized consulting to the industry related to tourism product development, ecotourism and adventure tourism, culture and heritage tourism, Aboriginal tourism, trails development, regional tourism and human resource development. In addition, consultants provided a range of support services and advice on economic feasibility assessment, business planning, project financing, quality co-ordination and advice on regulatory matters for existing and potential tourism attractions, services and facilities.

The Branch provided support to the Ministerial Advisory Council on Tourism, comprised of 28 members representing the tourism regions and various sectors of the industry. The mandate of the Council is to provide guidance on the development of Manitoba's tourism industry to the government. The Council has been advocating for a new government/industry partnership to address a wide spectrum of tourism requirements including research, marketing, visitor services, product development, industry training and quality assurance.

The Branch led the coordination of the Travel Manitoba Act which will establish a new agency of the Crown responsible for the delivery of tourism programming. The Act was introduced in the March 2004 session of the Legislature.

The Branch is co-ordinating the implementation of an Adventure Travel and Ecotourism Strategy that places emphasis on providing support to the industry through education and training, product development, industry consultation research, and marketing initiatives. The strategy is based on research that indicates product areas with the highest growth potential for Manitoba are wildlife viewing, canoeing, winter adventure and Aboriginal.

A Nature-based tourism forum involving over 90 stakeholders held in February 2004 increased awareness of tourism opportunities in the Adventure Travel and Ecotourism sector.

Under the direction of an Aboriginal Tourism Leaders Group, a Discussion Paper for an Aboriginal Tourism Strategy was widely distributed to stakeholders for feedback. The objective of the strategy is to engage Aboriginal people in employment and entrepreneurial activities within the tourism industry and stimulate the development of Aboriginal cultural products. The Leaders Group will work in Consultation with the Ministerial Advisory Council on Tourism to deliver the strategy.

A grant of \$125.0 was provided in support of the Red River Greenway Initiative which focuses on the implementation of a tourism and conservation strategy for the Red River from Emerson to Lake Winnipeg. Tourism staff were seconded to support the initiative. Western Economic Diversification approved a contribution of \$125.0 to match Manitoba's 2003/2004 commitment of \$125.0. This funding was put towards the development and promotion of a number of new tours and new marketing initiatives. The designation of the Red River as a Canadian Heritage River is also being pursued as part of the initiative.

Working in co-operation with the Culture and Heritage Tourism Sector and the Canadian Tourism Commission a three-year strategy that will motivate the culture and heritage tourism industry to invest in research, development, marketing and training opportunities was finalized. The goal is to realize economic growth and build the capacity of Manitoba communities.

The Division provided an operating grant of \$50.0 to the Manitoba Tourism Education Council in 2003/2004. The grant assisted the Council in maintaining its core operations and facilitated the leveraging of financial contributions from the industry.

Grants totalling \$245.0 were provided to seven regional tourism organizations under the Rural Regional Tourism Initiative (RRTI). The program resulted in new partnerships and stimulated an additional investment of \$241.7 in support of regional marketing activities. Regional Tourism Associations were provided assistance to more effectively implement the regions' marketing plans in partnership with tourism businesses in the regions.

The Division supported Manitoba Country Vacations Association Inc. (MCVA) to further the progress of the Country Roads Agri-tourism Product Club with a grant of \$30.0. This funding leveraged additional funding support of \$100.0 from Manitoba Agriculture and Food, the Canadian Tourism Commission and the tourism industry.

Manitoba tourism leaders were honoured at the 2003 Manitoba Tourism Awards gala at Rural Forum. The annual

awards dinner honours Manitoba individuals and organizations for their excellence and commitment to the tourism industry.

**4(b) Tourism Development:**

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2003/04</b>	<b>Estimate 2003/04</b>		<b>Variance Over(Under)</b>
	<b>\$</b>	<b>FTE</b>	<b>\$</b>	
Salaries and Employee Benefits	636.4	9.00	579.3	57.1
Other Expenditures	501.5		622.4	(120.9)
Grant Assistance	539.3		360.0	179.3
<b>Total Expenditures</b>	<b>1,677.2</b>	<b>9.00</b>	<b>1,561.7</b>	<b>115.5</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 2003/2004 a total of \$891.8 was awarded in capital grants to major cultural organizations.

Capital upgrading of the Manitoba Centennial Centre Corporation continued in 2003/2004 including continued repairs to the building envelope of the Manitoba Museum. Provincial funds totalling \$631.4 supported these projects.

The Manitoba Museum received \$195.5 to assist with the completion of the Parklands/Mixed Woods Gallery. The Parklands/Mixed Woods Gallery is the last chapter that completes the story of Manitoba as it is told in the Museum. The new interactive, multi-level Gallery opened on September 20, 2003. The Parklands/Mixed Woods Gallery was one of many projects funded by the 22 million dollar Capital Campaign to which Manitoba contributed nearly \$4.4 million.

Capital assistance totalling \$64.9 was awarded to le Centre culturel franco-manitobain, Artspace Inc., and the North Point Douglas Women's Resource Centre for minor capital repairs and upgrades.

#### 5(a) Cultural Organizations:

Expenditures by Sub-Appropriation	Actual 2003/04 \$	Estimate 2003/04 FTE	\$	Variance Over(Under)
Total Grant Assistance	891.8	-	946.3	(54.5)

### Heritage Buildings

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

Owners of Provincial Heritage Sites may apply for grants of up to \$75.0 on a 50/50 cost-shared basis. Owners of Municipal Heritage Sites, designated under *The Heritage Resources Act* or City of Winnipeg Historic Buildings By-law No. 1474/77, may apply for grants of up to \$35.0 on a 50/50 cost-shared basis.

Applications were received from the owners of 34 designated heritage properties for \$685.8 in grant assistance. Of these, 30 grants were approved. Total grant funds provided in 2003/2004 were \$210.0.

## 6(b) Heritage Buildings:

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2003/04 \$</b>	<b>Estimate 2003/04 FTE</b>	<b>\$</b>	<b>Variance Over(Under)</b>
Total Grant Assistance	210.0	-	210.0	-

## 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.

In 2003/2004, Community groups sponsoring projects, could apply to the Program for up to 50% of total project costs 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 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. The Program's availability and the application deadline are publicized through:

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

Application forms are mailed to those requesting them and the forms are made available in the Community Places office as well as in the Department's six regional offices and are downloadable from the Manitoba 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 2003/2004, 231 applications were approved for grant assistance totalling \$2.5 million. The value of local investment contributed to the approved projects (amount leveraged) was \$37.0 million. A total of 2,500 construction jobs involving 11,500 work-weeks of employment are expected to be created once all of the projects are completed.

Application scoring 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 facility consultant who assists 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 2003/2004, 2,920 different consultations were provided comprising 1,400 telephone consultations, 420 project site visits and 1,100 detailed sketches. The Program's facilities consultant 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 2003/04 \$</b>	<b>Estimate 2003/04 FTE</b>	<b>\$</b>	<b>Variance Over(Under)</b>
Total Grant Assistance	2,500.0	-	2,900.0	(400.0)

## **Boards and Agencies**

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

### **Centre culturel franco-manitobain**

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

### **Heritage Grants Advisory Council**

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

The Council consists of 14 members of the heritage community. The Council has a wide range of expertise and represents many heritage disciplines and regions throughout the Province. The Council held two formal meetings to review grant applications and visited several heritage sites funded by the Department as part of these regular meetings.

There were no appeals submitted in the 2003/2004 fiscal year.

The Council also held planning sessions in July and November of 2003. Application forms and guidelines were revised to reflect recent decisions of the government to centralize the funding of capital programs i.e. Community Places Program. As well, the revised guidelines provide clearer definitions and explanations of program requirements. Since April 1, 2003, the Heritage Grant Program guidelines have been accessible on the Department's website and application forms can be completed on-line, downloaded and submitted to the Department.

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, Provincial Archives and outside agencies of the Department, which include the Manitoba Museum Advisory and Training Services and 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% of the eligible costs and is disbursed in the form of cash, bingo awards or a combination of both. During the 2003/2004 fiscal year, 93 grants were approved for a total of \$344.6 in cash and \$98.1 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 Legislature.

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

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

### **Manitoba Film Classification Board**







See Administration and Finance Division. 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. The Board consists of a Presiding Member, Deputy Presiding Member and not fewer than 14 Members at large, appointed by the Government.

The Board's purpose is:

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

This is accomplished in part by using classification categories that also restrict the availability of material on the basis of age.

The classification categories are as follows:

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

Only product that fall within an age-restricted category require labels. General and Parental Guidance tapes are often labeled, however, this labeling is not compulsory.

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:

Number Classified	2003/2004	2002/2003	2001/2002	2000/2001	1999/2000	1998/1999
<b>Film:</b>						
35mm Feature Films	264	290	239	264	251	242
16mm Feature Films	1	0	37	13	3	20
Short Subjects	8	26	34	34	70	55
Trailers or Commercials	339	<u>309</u>	<u>265</u>	<u>293</u>	<u>299</u>	<u>257</u>
Sub-Total	612	625	575	604	623	574
<b>Videos<sup>1</sup>:</b>						
Features	115	101	87	89	67	72
Short subjects	325	<u>202</u>	<u>166</u>	<u>279</u>	<u>146</u>	<u>117</u>
Sub-total	440	303	253	368	213	189
<b>Total Number Classified</b>	<b>1052</b>	<b>928</b>	<b>828</b>	<b>972</b>	<b>836</b>	<b>763</b>

**Note:**

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

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

35mm Film	2003/2004	2002/2003	2001/2002	2000/2001	1999/2000	1998/1999
General	29	24	22	16	16	22
Parental Guidance	94	95	85	98	119	95
Parental Accompaniment		107	107	124	97	96
14 Accompaniment	97	24				
18 Accompaniment	31	10				
<b>Restricted</b>	13	30	25	26	19	29
<b>Total 35mm Feature Films</b>	<b>264</b>	<b>290</b>	<b>239</b>	<b>264</b>	<b>251</b>	<b>242</b>
Appeals	6	5*	4	8	0	4

\* 3 overturned

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

Number Classified	2003/2004	2002/2003	2001/2002	2000/2001	1999/2000	1998/1999
Units received (VHS & DVD)	5,562	5,451	4,260	3,307	3,205	3,604
Units received (libraries)	356	467	684	2,016		
<b>Total Units Received for Classification</b>	<b>5,918</b>	<b>5,918</b>	<b>4,944</b>	<b>5,323</b>	<b>3,205</b>	<b>3,604</b>

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

	2003/2004	2002/2003	2001/2002	2000/2001	1999/2000
Permits Issued <sup>3</sup>	6,271	5,945	4,752	4,069	3,832
Classifications:					
General	1054	899	964	734	1,356
Parental Guidance	2087	1,818	1,725	1,637	1,775
14 Accompaniment	1517	1,304	1,024	868	541
18 Accompaniment	350	70			
Restricted	324	475	304	377	209
Adult	939	1,157	876	878	1,043
Classification to be determined (as of March 31)	228	352	310	412	

*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, in order that parents can make informed choices about what they wish to view for themselves and their children. The catalogue and updates contain classifications and information pieces such as violence and "mature theme". This is also available on the board's web site: <http://www.gov.mb.ca/filmclassification>

The Board licenses all distributors and retail outlets of public exhibition and home use films, videotapes and DVDs:

	2003/2004	2002/2003	2001/2002	2000/2001	1999/2000
Retail Stores licensed	1065*	1,333*	1,101	1,282	1,117
Distributors licensed	135	125	145	133	96
Inspections	917	978	1,155	1,023	1,447
Unclassified product removed	547	1,328	984	1,584	

(\* 721 Licences in 1065 locations)

## **Manitoba Heritage Council**

The Council met three times during the fiscal year. Council recommendations, if 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.

## **Venture Manitoba Tours Ltd.**

Responsibility for Venture Manitoba Tours Ltd is assigned to the Department. Venture is established under *The Corporations Act* to operate the Provincially owned Gull Harbour Resort, Hecla Island Golf Course and Falcon Lake Golf Course. Venture's financial statements are published in the Public Accounts.

# Financial Information Section

## Manitoba Culture, Heritage and Tourism

### Reconciliation Statement

(\$000)

<b>Details</b>	<b>2003/04 Estimates</b>
2003/04 Main Estimates	66,840.2
Main Estimates Authority Transferred From:	
- Enabling Appropriation for Translation Services	200.0
- Enabling Appropriation for Historic Places Initiative	500.0
- Enabling Appropriation for Internal Reform	139.6
Main Estimates Authority Transferred To:	
- Intergovernmental Affairs	(90.2)
<b>2003/04 Estimates</b>	<b>67,589.6</b>

# Manitoba Culture, Heritage and Tourism Expenditure Summary

for the fiscal year ended March 31, 2004  
with comparative figures for the previous fiscal year

Estimate 2003/04 (\$000)	Appropriation	Actual 2003/04 (\$000)	Actual 2002/03 (\$000)	Increase (Decrease) (\$000)	Expl. No.
<b>14-1 Administration and Finance</b>					
29.0	(a) Minister's Salary	28.8	28.3	0.5	
455.1	(b) Executive Support:				
63.4	Salaries and Employee Benefits	468.1	679.3	(211.2)	
	Other Expenditures	63.2	90.4	(27.2)	
1,432.6	(c) Financial and Administrative Services:				
381.8	Salaries and Employee Benefits	1,393.8	1,287.5	106.3	
	Other Expenditures	329.2	302.4	26.8	
201.3	(d) Manitoba Film Classification Board:				
275.8	Salaries and Employee Benefits	219.4	206.4	13.0	
	Other Expenditures	270.4	266.9	3.5	
<b>2,839.0</b>	<b>Total 14-1</b>	<b>2,772.9</b>	<b>2,861.2</b>	<b>(88.3)</b>	
<b>14-2 Culture, Heritage and Recreation Programs</b>					
262.8	(a) Executive Administration				
77.5	Salaries and Employee Benefits	343.1	294.5	48.6	
	Other Expenditures	74.2	77.4	(3.2)	
12,369.4	(b) Grants to Cultural Organizations - Operating	12,368.2	12,306.9	61.3	
7,817.3	(c) Manitoba Arts Council	7,817.3	7,317.3	500.0	1
409.8	(d) Heritage Grants Advisory Council	409.8	446.5	(36.7)	
602.6	(e) Arts Branch:				
129.3	Salaries and Employee Benefits	404.5	490.2	(85.7)	
3,631.9	Other Expenditures	137.6	116.7	20.9	
2,983.7	Film and Sound Development	3,631.9	2,631.9	1,000.0	2
	Grant Assistance	2,953.3	3,049.6	(96.3)	
853.5	(f) Public Library Services:				
676.2	Salaries and Employee Benefits	820.1	797.3	22.8	
4,770.4	Other Expenditures	677.6	662.5	15.1	
	Grant Assistance	4,770.2	4,508.0	262.2	

# Manitoba Culture, Heritage and Tourism

## Expenditure Summary

for the fiscal year ended March 31, 2004

with comparative figures for the previous fiscal year

Estimate 2003/04 (\$000)	Appropriation	Actual 2003/04 (\$000)	Actual 2002/03 (\$000)	Increase (Decrease) (\$000)	Expl. No.
<b>14-2 Culture, Heritage and Recreation Programs (cont'd)</b>					
	(g) Historic Resources:				
1,262.0	Salaries and Employee Benefits	1,284.0	1,226.5	57.5	
894.6	Other Expenditures	571.5	375.9	195.6	3
952.9	Grant Assistance	924.6	952.5	(27.9)	
	(h) Recreation and Regional Services:				
1,585.7	Salaries and Employee Benefits	1,585.3	1,445.6	139.7	
546.5	Other Expenditures	545.8	529.6	16.2	
1,462.1	Grant Assistance	1,467.7	1,417.8	49.9	
(200.0)	Less: Recoverable from Other Appropriations	(200.0)	(200.0)	-	
<b>41,088.2</b>	<b>Total 14-2</b>	<b>40,586.7</b>	<b>38,446.7</b>	<b>2,140.0</b>	

### 14-3 Information Resources

	(a) Communication Services Manitoba				
3,707.6	Salaries and Employee Benefits	3,739.9	3,542.0	197.9	
1,227.9	Other Expenditures	1,167.6	1,215.3	(47.7)	
2,116.5	Public Sector Advertising	2,035.6	2,077.6	(42.0)	
(2,875.5)	Less: Recoverable from Other Appropriations	(2,773.7)	(2,847.4)	73.7	
	(c) Translation Services				
1,310.7	Salaries and Employee Benefits	1,259.4	1,208.1	51.3	
642.1	Other Expenditures	750.2	781.7	(31.5)	
(269.7)	Less: Recoverable from Other Appropriations	(269.7)	(269.7)	-	

# Manitoba Culture, Heritage and Tourism Expenditure Summary

for the fiscal year ended March 31, 2004

with comparative figures for the previous fiscal year

Estimate 2003/04 (\$000)	Appropriation	Actual 2003/04 (\$000)	Actual 2002/03 (\$000)	Increase (Decrease) (\$000)	Expl. No.
<b>Information Resources (con't)</b>					
	(d) Provincial Archives				
2,298.8	Salaries and Employee Benefits	2,199.8	2,186.6	13.2	
1,899.0	Other Expenditures	1,885.0	1,603.5	281.5	4
(516.6)	Less: Recoverable from Other Appropriations	(504.0)	(178.6)	(325.4)	5
	(e) Legislative Library				
755.6	Salaries and Employee Benefits	783.2	735.1	48.1	
590.0	Other Expenditures	588.4	586.0	2.4	
<b>10,886.4</b>	<b>Total 14-3</b>	<b>10,861.7</b>	<b>10,640.2</b>	<b>221.5</b>	
<b>14-4 Tourism</b>					
	(a) Tourism Marketing and Services				
1,832.4	Salaries and Employee Benefits	1,782.5	1,782.8	(0.3)	
4,984.2	Other Expenditures	4,917.1	4,765.6	151.5	
10.0	Grant Assistance	10.0	10.0	-	
	(b) Tourism Development				
579.3	Salaries and Employee Benefits	636.4	506.0	130.4	
622.4	Other Expenditures	501.5	444.5	57.0	
360.0	Grant Assistance	539.3	456.9	82.4	
<b>8,388.3</b>	<b>Total 14-4</b>	<b>8,386.8</b>	<b>7,965.8</b>	<b>421.0</b>	
<b>14-5 Capital Grants</b>					
946.3	(a) Cultural Organizations	891.8	1,351.5	(459.7)	
210.0	(b) Heritage Buildings	210.0	222.5	(12.5)	
2,900.0	(c) Community Places	2,500.0	2,093.9	406.1	
<b>4,056.3</b>	<b>Total 14-5</b>	<b>3,601.8</b>	<b>3,667.9</b>	<b>(66.1)</b>	

# Manitoba Culture, Heritage and Tourism

## Expenditure Summary

for the fiscal year ended March 31, 2004  
with comparative figures for the previous fiscal year

Estimate 2003/04 (\$000)	Appropriation	Actual 2003/04 (\$000)	Actual 2002/03 (\$000)	Increase (Decrease) (\$000)	Expl. No.
<b>14-6 Amortization and Other Costs Related to Capital Assets</b>					
214.0	(a) Desktop Services	213.9	404.2	(190.3)	
114.6	(b) Amortization Expense	114.7	115.6	(0.9)	
2.8	(c) Interest Expense	2.6	3.5	(0.9)	
<b>331.4</b>	<b>Total 14-6</b>	<b>331.2</b>	<b>523.3</b>	<b>(192.1)</b>	
<b>67,589.6</b>	<b>TOTAL EXPENDITURES 14</b>	<b>66,541.1</b>	<b>64,105.1</b>	<b>2,436.0</b>	

Explanations:

1. Reflects an increase to Manitoba Arts Council funding approved in the 03/04 Estimates.
2. Reflects an increase to Manitoba Film and Sound funding approved in the 03/04 Estimates.
3. Reflects the 2003/04 approval for the department to begin work on the Historic Places Initiative. Expenditures are 100% offset by Federal Revenue.
4. Increased expenditures are due to the increased ACRS costs associated with the new Government Records Centre.
5. Increased recoveries are a result of a rate increase for the services provided at the Government Records Centre. Rates charged to SOA's and Departments were increased to accommodate the increased ACRS costs for the facility.

# Manitoba Culture, Heritage and Tourism

## Revenue Summary by Source

for the fiscal year ended March 31, 2004

with comparative figures for the previous fiscal year

Actual 2002/03 (\$000)	Actual 2003/04 (\$000)	Increase (Decrease) (\$000)	Source	Actual 2003/04 (\$000)	Estimate 2003/04 (\$000)	Variance (\$000)	Expl. No.
<b>Current Operating Programs:</b>							
Other Revenue:							
780.1	745.2	(34.9)	Hudson's Bay History Foundation	745.2	815.5	(70.3)	
123.2	207.8	84.6	Information Resources Fees Manitoba Film Classification Board	207.8	231.7	(23.9)	
391.1	348.6	(42.5)	Fees	348.6	429.8	(81.2)	
98.6	118.7	20.1	Provincial Archive Fees	118.7	125.1	(6.4)	
420.8	358.0	(62.8)	Statutory Publication Fees	358.0	503.8	(145.8)	1
283.2	313.1	29.9	Sundry	313.1	307.9	5.2	
<b>2,097.0</b>	<b>2,091.4</b>	<b>(5.6)</b>	<b>Total - Other Revenue</b>	<b>2,091.4</b>	<b>2,413.8</b>	<b>(322.4)</b>	
Government of Canada:							
-	176.7	176.7	Historic Places Initiative	176.7	500.0	(323.3)	2
77.1	77.1	-	Official Languages in Education	77.1	77.1	-	
<b>77.1</b>	<b>253.8</b>	<b>176.7</b>	<b>Total - Government of Canada</b>	<b>253.8</b>	<b>577.1</b>	<b>(323.3)</b>	
<b>TOTAL REVENUE - CURRENT</b>							
<b>2,174.1</b>	<b>2,345.2</b>	<b>171.1</b>	<b>OPERATING PROGRAMS - 14</b>	<b>2,345.2</b>	<b>2,990.9</b>	<b>(645.7)</b>	

Explanations:

1. The revenue decrease relates to the move of publications and forms to the government website over the past year. The availability of on-line services has eliminated the need for a number of forms sales and major reports and publications are now going directly on-line with only nominal production of hard copy editions for archival purposes.

2. In 2003/04 Treasury Board approved an agreement with the Federal Government for the Historic Places Initiative as well as related expenditures up to \$500.0. Expenditures under this program were fully recoverable from the Federal Government, however due to delays in the signing of the agreement the department was unable to take full advantage of the funding that was available. The department lapsed equal amounts of expenditure and revenue authority.



## Historical Information

Manitoba Culture, Heritage and Tourism  
**Five-Year Expenditure and Staffing Summary**  
 for years ending March 31, 2000 to March 31, 2004  
 (\$000)

APPROPRIATION	ACTUAL/ADJUSTED ESTIMATES OF EXPENDITURES*									
	1999/2000		2000/01		2001/02		2002/03		2003/04	
	FTE	\$	FTE	\$	FTE	\$	FTE	\$	FTE	\$
14-1 Administration and Finance	41.00	2,617.2	41.00	2,665.7	41.00	2,648.0	41.00	2,861.2	42.00	2,772.9
14-2 Culture, Heritage and Recreation Programs	94.65	38,321.0	90.65	38,090.4	90.65	38,157.5	90.65	38,446.7	90.65	40,586.7
14-3 Information Resources	153.50	10,303.4	156.50	10,605.9	156.50	10,748.1	157.50	10,640.2	158.50	10,861.7
14-4 Tourism	37.41	8,166.8	37.41	7,505.1	40.41	7,706.8	40.41	7,965.8	40.41	8,386.8
14-6 Capital Grants		4,699.5		4,402.7		4,236.6		3,667.9		3,601.8
14-7 Amortization		544.8		593.1		568.9		523.3		331.2
<b>TOTAL</b>	<b>326.56</b>	<b>64,652.7</b>	<b>325.56</b>	<b>63,862.9</b>	<b>328.56</b>	<b>64,065.9</b>	<b>329.56</b>	<b>64,105.1</b>	<b>331.56</b>	<b>66,541.1</b>

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