

Heritage NL

Activity Plan 2026–2029



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www.heritagel.ca

info@heritagenl.ca

709-739-1892

Chairperson's Message

As Chairperson of the Heritage Foundation of Newfoundland and Labrador, I am pleased to present the 2026-29 Activity Plan for the period of April 1, 2026, to March 31, 2029. This Plan is prepared in accordance with the **Transparency and Accountability Act** pursuant to which the Foundation is a category three government entity. This designation requires the preparation of a multi-year performance-based activity plan.

As Chairperson, I have reviewed this activity plan which has considered the strategic directions of the Provincial Government and supports the Foundation's priorities in areas such as building a showstopping tourism industry. The Board accepts accountability for the preparation of the plan and for the achievement of its objectives.

Sincerely,



Matt C. Reynolds
Chairperson

Introduction

This activity plan lays out the strategic issues, objectives, and indicators for the Heritage Foundation of Newfoundland and Labrador for the period of 2026-29. These focus on:

- Communicating the tangible and intangible values of designated heritage places to ensure greater meaning for local residents and tourists;
- Documenting and celebrating Newfoundland and Labrador's cultural heritage and the intangible values of historic places; and
- Providing active, participatory access to events, demonstrations and workshops related to crafts at risk and traditional skills.

These are aligned with the strategic directions of the Provincial Government:

- Contributing to the building of a showstopping tourism industry through the support of creative and cultural industries;
- Making Newfoundland and Labrador the tourism capital of Canada through the conservation of local heritage districts and traditional architecture; and
- Promoting Newfoundland and Labrador's rich heritage.

Overview

The Heritage Foundation of Newfoundland and Labrador (Heritage NL) is a Crown agency established in 1984 under Part IV of the **Historic Resources Act** (the **Act**) that operates under a Board of Directors appointed by the Lieutenant-Governor in Council.

The website for Heritage NL is www.heritagenl.ca

Mandate

Pursuant to section 20 of the **Act**, Heritage NL has a mandate to:

- a) Stimulate an understanding of and an appreciation for the architectural heritage of the province;
- b) Support and contribute to the preservation, maintenance and restoration of buildings and other structures of architectural or historical significance in the province; and
- c) Contribute to the increase and diffusion of knowledge about the architectural heritage of the province.

Responsibility Areas

The **Act** confers on Heritage NL, the authority to preserve the built heritage through:

- Commemoration and conservation of historic places (structures and districts); and
- Educational initiatives to stimulate an understanding and appreciation of the architectural, cultural and historic value of the cultural landscape.

Additionally, Heritage NL seeks to safeguard, strengthen and celebrate Newfoundland and Labrador's distinctive traditional cultural knowledge, skills, beliefs, and practices that are seen as cornerstones for sustaining the province's innate creativity and sense of identity. Heritage NL's work is guided by the national Standards and Guidelines for the Conservation of Historic Places in Canada, Canada's national benchmark of conservation principles and practices. Heritage NL sees the protection and safeguarding of its tangible and intangible heritage assets as not only a means of supporting pride and identity but as a tool for community, social, and economic well-being.

Lines of Business

Heritage NL delivers the following programs and services to fulfill its mandate:

1. **Heritage Designation.** Through an open application process, Heritage NL accepts applications for historic places to be formally designated as Registered Heritage Structures and Districts.
2. **Conservation Funding.** Heritage NL offers funding programs for Registered Heritage Structure conservation, including a Revitalization Grant directed towards larger architectural conservation projects, and a smaller maintenance grant program to assist with ongoing maintenance of historic features.
3. **Technical Advice.** Heritage NL provides information on best practices related to heritage conservation. It teaches and encourages the use of the Standards and Guidelines for the Conservation of Historic Places in Canada.
4. **Provincial Register of Historic Places.** Heritage NL is responsible for the maintenance of a digital provincial registry of provincially and municipally designated historic places.
5. **Education and Outreach.** Heritage NL has an educational role and undertakes or sponsors events, publications and other projects designed to promote the value of our historic places and living heritage, including the annual Heritage Poster Contest.
6. **Provincial Historic Commemorations Program.** Heritage NL administers the Commemorations Program, which is a citizen-driven program that commemorates aspects of our history and culture that are of provincial significance. It recognizes, honours and interprets our cultural and historic treasures.
7. **Intangible Cultural Heritage.** Heritage NL is responsible for enacting initiatives that celebrate, record, disseminate, and promote our living heritage and help to build bridges between diverse cultural groups within and outside Newfoundland and Labrador.

Vision

The Vision of Heritage NL is of a province that is aware of its unique heritage value and which promotes and benefits from best practices in safeguarding its historic places and its intangible cultural heritage.

Primary Clients

Heritage NL serves a variety of clients that include:

- Owners of heritage properties (technical advice/funding);
- Municipalities (support for heritage resource identification, protection and development);
- Schools (database on historic places in Newfoundland and Labrador and heritage awareness);
- Seniors groups (help with projects to support seniors' engagement);
- Community Groups (help with intangible cultural heritage initiatives);
- General public (information and raising awareness); and
- Building Professionals (training and technical advice on heritage conservation).

Budget

The budget of Heritage NL for 2026-27 is \$554,100. Provincial appropriations provide for the operational funding for the Heritage NL, which supports the preservation of built heritage through the designation of heritage buildings, structures and districts; the provision of grants to assist with the preservation of designated buildings; the provision of professional advisory services to individuals and organizations; and the implementation of intangible cultural heritage initiatives.

Staff

As of April 1, 2026, the staff of Heritage NL is composed of one Executive Director, two Heritage Officers including one Provincial Registrar and one ICH Program Planner, and a part-time accountant.

Board of Directors

Heritage NL is governed by a Board of Directors appointed by the Lieutenant-Governor in Council. As of 1 April 2026, the Board consisted of:

Chairperson: Matt C. Reynolds (Corner Brook)

Vice Chair: Pamela Gill (Corner Brook)

Treasurer: Lorna Sargent (Lewisporte)

Past Chair: Dr. Lisa Daly (St. John's)

Members: Dr. Roza Tchoukaleyska (London, ON)

Philip Wood (Bay Roberts)

Marilyn Coles-Hayley (Elliston)

Duane Collins (Hare Bay)

Kyla Miranda (St. John's)

Kerri Abbott (Carbonear)

Christina Harrington, Assistant Deputy Minister or Designate, Department of Tourism, Culture, Arts and Recreation

Heritage NL is located in the Newman Building, 1 Springdale Street, P.O. Box 5171, St. John's, NL A1C 5V5

Strategic Issue: Safeguarding Living Heritage and Historic Places

Heritage NL works to stimulate an understanding of and an appreciation for the architectural heritage and the intangible cultural heritage of the province and contributes to the increase and diffusion of knowledge about the heritage of the province. This work includes: 1) safeguarding and commemorating historic places, people, events, and traditions important to Newfoundlanders and Labradorian and sharing our stories with visitors; 2) elevating cultural heritage and researching the intangible values of historic places; and 3) supporting the cultural traditions required to maintain craft and technical skills which have been identified as being at risk.

As a key part of building a thriving tourism industry, locals and visitors must appreciate the value of heritage and the stories of our past. Communicating these helps to create meaning for residents and makes Newfoundland and Labrador's history and culture more evocative for tourists. Heritage NL will better integrate the tangible and intangible values of designated heritage places to ensure greater meaning for residents and visitors, including expanding its plaquing program for designated places to better tell local stories. Heritage NL will continue to recognize key elements of Newfoundland and Labrador culture through the Provincial Historic Commemorations Program.

Heritage NL researches, documents, and celebrates Newfoundland and Labrador's cultural heritage and the intangible values of historic places. The heritage of historic places and structures is about more than simply describing architectural or historical significance. It also includes intangible values of place such as personal relationships; local economy; community stories; gender and gendered work; and cultural landscapes. Recognizing a need for supporting active living opportunities, Heritage NL will facilitate participatory opportunities and hands-on learning experiences through workshops,

demonstrations, and classes related to skills and crafts at risk. Heritage NL will undertake projects to sustain the intangible cultural heritage of Newfoundland and Labrador for present and future generations everywhere. This will include training opportunities to help teach and share skills identified as a vital part of the identities of Newfoundlanders and Labradorians.

Objective 1

By March 31, 2027, Heritage NL will have supported and promoted heritage and sustainable heritage tourism through sessions, workshops and participation in key cultural events; and will have safeguarded and developed the province's built and intangible heritage assets.

Indicators

- Funded initiatives to support cultural heritage of Newfoundland and Labrador.
- Promoted the value of sustainable and regenerative heritage tourism.
- Undertaken oral history projects on Registered Heritage Structures, Districts, and/or Crafts at Risk, and shared these with the public.
- Expanded plaquing program for Registered Heritage Structures and continuing the work of updating old plaques across Newfoundland and Labrador.
- Facilitated participatory, active opportunities for the sharing, demonstration, and learning of traditional skills and crafts at risk.

Objective 2

By March 31, 2028, Heritage NL will have expanded its plaquing program for historic places to better tell local stories and share the stories of our shared heritage; and recognized new people, places, and customs of importance through the Provincial Historic Commemorations Program.

Objective 3

By March 31, 2029, Heritage NL will have documented and promoted Newfoundland and Labrador's intangible cultural heritage, with a focus on traditional skills and crafts at risk; facilitated public, participatory events in support of active living; and fostered skills-building programs to better manage the province's built and intangible heritage assets.