

2020-2021 ANNUAL REPORT



Tourism, Culture, Arts and Recreation



MESSAGE FROM THE MINISTER

As the Minister responsible for the Department of Tourism, Culture, Arts and Recreation (TCAR), I am pleased to submit its Annual Report for the 2020-21 fiscal year. In accordance with the Department's obligation as a Category 1 entity under the **Transparency and Accountability Act**, this report was prepared under my direction and I am accountable for the reported results.

TCAR is the lead department for tourism, arts and culture, sport and recreation and Provincial Parks in Newfoundland and Labrador. The Department is responsible for various programs and services that support these sectors. TCAR continues to play a key role in strengthening and diversifying the economy, supporting sector growth, increasing tourism, promoting the importance of sport, recreation and physical activity, cultivating the arts, preserving the province's cultural heritage, and oversight of Provincial parks.

Over the last year, TCAR has continued to take a proactive approach to improve our programs and services and to meet the needs of the Department's clients and stakeholders. Some highlights of various TCAR initiatives and actions include:

The development of the Tourism and Hospitality Support Program; increased visit to the Provincial Parks; the establishment of the province's first UNESCO GeoPark; the completion of the Trail of the Caribou; and increased support for recreation and sports organizations impacted by the pandemic.

Thank you to all the staff for their enthusiasm, hard work, and dedication. Our collective efforts contribute to the economic growth and the well-being of a vibrant, creative and active province.

A handwritten signature in black ink that reads "M. Crocker". The signature is stylized and cursive.

Hon. Steve Crocker
Minister of Tourism, Culture, Arts and Recreation

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Departmental Overview

Organizational Structure

As the lead for tourism, arts and culture, sport and recreation, and Provincial Parks, the Department of Tourism, Culture, Arts and Recreation (TCAR) has a vast mandate. This mandate covers a number of provincial agendas including tourism, cultural development, arts, and recreation, all of which support the broader agenda of a vibrant culture.

The Department is one of the province's largest operators of tourism, cultural, heritage and recreation facilities, including Arts and Culture Centres, Provincial Historic Sites, Provincial Parks, Visitor Information Centres, Provincial Pools, and the Labrador Training Centre. Additionally, TCAR is responsible for supporting economic growth and employment in the tourism industry, cultivating contemporary arts, preserving the Province's cultural heritage, managing Provincial Parks, and promoting and supporting physical activity for individuals, groups, and communities through the development of policies and programs that support recreation and sport in Newfoundland and Labrador. Finally, the Department provides regulatory protection of archaeological sites, artifacts and historic documents; supports the arts and heritage sectors, and recreation and sport, through programs and services; supports strategic product development in the tourism industry and markets the Province as a destination to visitor markets; and supports the tourism industry through research, opportunity identification and strategic development.

TCAR has two executive branches:

- (1) Tourism and Recreation
- (2) Arts and Culture.

Within the Department, the Corporate Services Division reports to the Deputy Minister. Additionally, leadership is provided by the Deputy Minister and Assistant Deputy

Ministers. For further information regarding TCAR, please visit the Department's website <https://www.gov.nl.ca/tcar>.

Staff and Budget

Branch	Permanent Staff	Temporary Staff	Seasonal Staff	Contractual Staff
Minister's Office	3	0	0	0
Executive Support	7	0	0	1
Corporate Services	10	4	0	1
Arts and Culture	32	14	32	0
Tourism and Recreation	41	13	114	0
Total	93	31	146	2

The 2020-21 departmental gross budget was \$45,230,400*.

*Departmental budget excludes the budget for Entities and Crown Corporations that report to the Minister of TCAR.

Physical Location

TCAR's corporate headquarters is located in the West Block of the Confederation Building in St. John's. Additionally, there are regional and field offices, Arts and Culture Centres, Provincial Parks, Visitor Information Centres, Provincial Pools, and Provincial Historic Sites throughout the province.

Highlights and Partnerships

TCAR partners with various levels of government locally, nationally, and internationally and works collaboratively with industry associations and other regional-community groups on horizontal initiatives and strategies. Partnerships and collaboration are key to achieving broader economic growth and well-being of a vibrant, creative and active province.

During the 2020-21 reporting period, TCAR's highlights and partnerships include:

Tourism and Hospitality Support Program

In May 2020, the Province announced a \$25 million support program for the tourism and hospitality industry, which had been greatly impacted by the COVID-19 pandemic. Under the program, eligible small and medium-sized tourism operators were able to apply for a one-time, non-repayable working capital contribution of either \$5,000 or \$10,000, dependent on gross sales. This support provided immediate financial relief to operators who were dealing with substantial losses and continued fixed operating costs.

Residents Increased Visits to Provincial Parks During Pandemic

Due to the COVID-19 pandemic, provincial parks delayed opening for day use until June 12, 2020 and for camping on June 19, 2020. Provincial parks experienced a dramatic increase in day use with a 46 per cent increase in daily vehicle permits over 2019 as residents enjoyed outdoor activities in provincial parks, including hiking, paddling, cycling, swimming, picnicking, and exploring. Even with the delayed opening and reduced campsite inventory, the campsite occupancy rate in provincial parks increased by 8 per cent in the 2020 season compared with 2019. An extended camping and day use season was also offered to residents to support outdoor recreation at six provincial parks that remained open until October 12.

Newfoundland and Labrador Welcomes Newest UNESCO Global Geopark

In July 2020, Discovery Geopark became Newfoundland and Labrador's first United Nations Educational, Scientific and Cultural Organization (UNESCO) recognized Global Geopark. With this distinction, Discovery Geopark becomes the fifth UNESCO Global Geopark in Canada, joining 161 other geosites to receive this recognition throughout the world.

Located on the tip of the Bonavista Peninsula, the Discovery Geopark covers approximately 280 kilometres of coastline from Southern Bay to Bonavista, with ten developed geosites that showcase the region's diverse geological, natural and cultural diversity. Two geosites in Port Union contain Ediacaran fossils – some nearly 600 million years old, while the geosite located at Murphy's Cove to Lodge's Pond Trail is where internationally renowned *Haootia quadriformis* was discovered. This is the first fossilized evidence of muscular tissue, and possibly the oldest animal fossil in the world.

This announcement by UNESCO follows more than a decade of preparation by the Discovery Geopark committee, in partnership with support from TCAR, the Atlantic Canada Opportunities Agency (ACOA), the Department of Industry, Energy and Technology, and Memorial University.

Final Step in Completing the Trail of the Caribou

In July 2020, in partnership with the Royal Newfoundland Regiment Advisory Council and College of the North Atlantic (CNA), the department announced that InnovativeNL, an engineering and project management firm in St. John's, had been selected to undertake the fabrication of a bronze caribou monument for installation at Gallipoli, Republic of Turkey, thereby finally completing the Trail of the Caribou; a series of bronze caribou monuments at sites of significance to the Royal Newfoundland Regiment throughout the North of France and Belgium. InnovativeNL undertook the work at an estimated contract value of \$194,000.

The Government of Newfoundland and Labrador worked closely with the Government of Canada and the Republic of Turkey to complete the Trail of the Caribou. The monument, the sixth of its kind, was installed on the Gallipoli Peninsula.

Support for Provincial Sport and Recreation Organizations

In September 2020, TCAR announced financial support for provincial sport and recreation organizations to help alleviate the affects of the COVID-19 pandemic. The COVID-19 Emergency Support Fund for Sport is a temporary funding program that allocated approximately \$2 million to organizations to help maintain jobs, support the business continuity, and provide short-term operational viability. Furthermore, over \$750,000 was provided in support of annual operations, professional assistance and high performance projects for 44 provincial sport organizations and to 13 provincial sport organizations to purchase equipment and other supports that assist athletes and coaches.

Artist Support Program

In November 2020, TCAR announced the Artist Support Program for professional artists and musicians, whose earnings were impacted by the COVID-19 pandemic. Through this program, eligible applicants were able to apply for funding and receive a non-repayable, one-time contribution of up to \$5,000. As part of the eligibility guidelines, professional artists and musicians had to meet the criteria of a professional artist, as outlined in the **Status of the Artist Act**. Eligible applicants were also required to demonstrate an earnings loss of at least 25 per cent from their artistic activity since March 16, 2020.

“Stay Home Year” 2020 In-Province Tourism Marketing Campaign

Stay Home Year 2020 began with an in-province summer marketing campaign launched in June and ran through to early September, and expanded with a fall travel focus through to the end of October. In December, the campaign continued with a focus on key winter travel opportunities and experiences – skiing, snowmobiling, and

winter fun, throughout Newfoundland and Labrador. The multi-media campaigns included province-wide television, radio, online advertising and social media - with a special toolkit for tourism operator participation.

The summer in-province campaign dramatically increased interest from residents of the province - website traffic on NewfoundlandLabrador.com increased by 37 per cent, with tourism operators business listing reaching over 469,000 page views resulting in over 164,000 referrals to operators.

Research conducted in November 2020 highlighted that those Newfoundlanders and Labradorians who did travel at home, showed very high awareness levels of the Stay Home Year campaign, with 89 per cent of residents saying they were aware of the campaign. Of those who were aware of the campaign, 43 per cent said they were influenced by the campaign to take an overnight pleasure trip at home, while 41 per cent said they were extremely influenced by the campaign.

Tourist Accommodations Act

In November 2020, the Newfoundland and Labrador House of Assembly passed Bill 52, the establishment of the **Tourist Accommodations Act**.

Informed by feedback from tourism and hospitality stakeholders and the general public, the key changes in the legislation include: a revised definition of a tourism establishment that is more in line with the modern range of available accommodations; removal of the requirement of a Canada Select rating; and replacement of licenses being issued by TCAR with the requirement to register for all accommodation businesses.

In addition, the legislation outlines the authority to designate inspectors by the Minister Responsible, and other authorities to enforce the Act. Offences will carry a minimum fine of \$250 with a maximum fine of \$2,000. New regulations are anticipated within the coming months.

Launch of TIAC's Culinary Tourism Strategy Development Process

In 2020-21 a culinary tourism strategy development process was launched by the Tourism Industry Association of Canada (TIAC) through their Elevating Canadian Experiences program. The Three UNESCOs Journey Route was selected as one of four Canadian regions to pilot their process with the Culinary Tourism Alliance. TCAR's Tourism Product Development Division, in partnership with Hospitality Newfoundland and Labrador and the three UNESCOs Working Group, facilitated this process to ensure alignment with the Provincial Tourism Product Development Plan and the Western Destination Development Plan.

The strategy was finalized in 2021 and will lay out the direction to increase understanding of culinary tourism and engage with stakeholders to enhance food and drink experiences along the journey route.

Collaboration and Adaptation due to COVID-19: Perchance Theatre Video Series

TCAR's Tourism Product Development Division, Arts and Heritage Division and the Department of Industry, Energy and Technology engaged with Perchance Theatre on the development of a unique initiative to grow their audiences during this challenging time for theatre organizations. Perchance Theatre, a Cupids-based theatre company, created "The Power of One" video series to highlight Shakespeare monologues set in scenic locations across the province. The video series surpassed expectations in terms of audience engagement and enabled the company to grow its audience. TCAR's Tourism Marketing Division includes the video series as part of the Anything but Ordinary content.

Climate Change

TCAR partnered with Hospitality Newfoundland and Labrador to lead a three-year project with the support from Department of Environment and Climate Change. This project will increase education and awareness in the sector regarding the effects that

climate changes will have on the industry and assist business and attraction operators identify risks and develop mitigation measures for their businesses and regions.

Through education and awareness, the project will enhance understanding and awareness of the impacts of climate change and why this is important to the tourism sector. Activities will include webinars, presentations, conference sessions, communiques to members, information packages and links to resources. Following the education and awareness phase of the project, the partners will then work with industry to identify tourism specific risks and opportunities associated with climate change. Activities will include development of regional working groups, development of tourism specific risk and opportunity assessments, building partnerships and the development of pilot projects for the sector.

Report on Performance

Issue #1: Tourism Sector Recovery

Due to the global COVID-19 pandemic, the development of a renewed tourism strategy was paused. Public health orders prohibited non-essential travel and imposed quarantines which disrupted global transportation and business. Like many tourism destinations, Newfoundland and Labrador Tourism suspended all major marketing efforts. In 2020, non-resident visitation decreased by 78.6 percent from 530,500 visitors in 2019 to 113,900 visitors by December 2020. The focus through 2020 was on immediate efforts to supporting and sustaining tourism and hospitality businesses.

On January 15, 2021, the Premier's Advisory Council on Tourism (PACT) was announced. The Council was asked to focus on providing advice to the Government of Newfoundland and Labrador on short-term measures to assist with sustainability, reopening, and recovery in the tourism sector. In addition, PACT was mandated to provide support and guidance to the Newfoundland and Labrador Tourism Board for the development of the new tourism strategy and to identify opportunities and initiatives for growth in the longer term.

Goal Statement

By March 31, 2023, the Department of Tourism, Culture, Arts and Recreation, will have supported the tourism industry with recovery from the impacts of the global pandemic.

2020-21 Objective

By March 31, 2021, the Department of Tourism, Culture, Arts and Recreation will have collaborated with stakeholders to develop a renewed tourism strategy.

Indicators

Indicator 1: Conducted research and engaged tourism stakeholders.

TCAR completed a variety of research on travel and travel intentions for 2020 by Newfoundland and Labrador residents and Maritime Provinces residents. TCAR also partnered with Destination Canada to conduct travel research measuring the impact of the COVID-19 pandemic on travel intentions and travel confidence among Canadians throughout 2020. Additionally, the department engaged with tourism stakeholders, through a number of industry sessions, to share primary and secondary research results. The results supported tourism operators in preparation for and the evaluation of the 2020 travel season. This research also serves as input for developing the new provincial tourism strategy and setting future realistic tourism growth goals.

To support tourism operators and industry partners, Newfoundland and Labrador Tourism increased the number of e-newsletters featuring strategies, programs, research, and other information. Virtual training sessions were also conducted with Hospitality Newfoundland and Labrador (HNL), Destination Management Organizations (DMOs), tourism operators and other industry partners to help guide the tourism industry through the COVID-19 pandemic. TCAR communication activities included:

- 30 industry e-newsletters
- 1 virtual Open Mic session
- 19 marketing presentations to industry
- 74 meetings with DMOs
- 8 meetings with The Tourism Board
- 84 meetings conducted with Industry Groups, Associations, Networks and Working Groups.

For growing visitation and spending in the tourism industry, TCAR's Provincial Tourism Product Development Plan identifies focus areas to support the tourism sector. In 2020-21, the implementation of the plan focused on "Collaborating to Compete", which

identified the priorities of planning through the visitor journey lens. TCAR engaged with diverse stakeholders to ensure differentiation and linkages in experience stories. This phase of collaboration was at the sub-regional, cluster and municipal/community level to create fully integrated and aligned tourism development priorities. TCAR's tourism product develop team, with regional stakeholder, advanced initiatives to leverage tourism attractions and provide experiences in all seasons.

TCAR's Tourism Product Development Division invests through the Tourism Season Extension Program in the development and promotion of multi-season tourism products to grow the traditional tourism season throughout Newfoundland and Labrador. The focus is on anchor events developed in partnership with operators, community groups, municipalities and other sector stakeholders. In 2020-21, the Division continued to support these events and assisted their efforts to adapt to a virtual format in response to the pandemic.

Indicator 2: Developed priorities and action items.

TCAR's tourism efforts were re-focused due to the COVID-19 pandemic. This initiated an internal marketing approach, "Response, Recover and Rebuild". Priorities and action items included:

- creating and aligning federal, provincial, regional and industry marketing and communications efforts
- planning, developing, and implementing marketing efforts encouraging travel to and within Newfoundland and Labrador as travel restrictions lifted, and
- reconsidering traditional and new markets through research initiatives.

In 2020-21, a process was initiated to set the context for determining short, medium and long-term solutions, actions and recommendations for Provincial Tourism Product Development and Regional Destination Development as part of the NL Tourism Board's Renewed Vision process. A Tourism Planning Framework has been implemented in 15 destination areas, with several more in development.

Indicator 3: Commenced implementation of priority action items.

Newfoundland and Labrador Tourism's marketing focused on "Marketing from the Inside Out" as travel restrictions lifted. TCAR implemented campaigns in close markets including the Maritime Provinces and maintained travel media relationships and social media presence in key target markets.

TCAR worked with industry partners to align research, market programming and enhance industry communications. Activities implemented included:

- shared tourism research
- destination and experience content development and distribution
- coordinated travel trade client engagement and support
- travel media relations, and
- industry advice, counseling, and training.

Indicator 4: Continued activities in support of tourism in the province.

TCAR suspended paid advertising, as travel restrictions were implemented, however the department continued activity on social media channels and also continued to stay connected with e-newsletter subscribers. All messaging encouraged audiences to visit Newfoundland and Labrador once restrictions lifted. The NewfoundlandandLabrador.com website and other internet web-based platforms were updated with important COVID-19 messaging and links to travel restriction updates.

As travel restrictions lifted in Atlantic Canada, with the opening of the "Atlantic Canada Bubble", Newfoundland and Labrador Tourism quickly refocused and began planning for an advertising campaign. The campaign encouraged travellers from the Maritimes to consider travel to Newfoundland and Labrador, and for residents to vacation at home. The Maritimes summer campaign launched in July and a fall travel campaign launched in September. A robust in-province campaign for summer, fall and winter called "Stay

Home Year” promoted travel to residents. Website analytics of page views and referrals to tourism operators increased from the resident market.

Newfoundland and Labrador Tourism increased efforts to maintain relationships and interest among key travel trade and travel media clients. The Newfoundland Labrador Travel Trade and Travel Media Connect Campaign focused on efforts to “keep the lights on”, maintaining a top of mind presence and positive destination sentiment. A virtual Newfoundland and Labrador kitchen party was held which included a direct mail of locally made NL food and beverages, a virtual musical and lyrical performance by Newfoundland and Labrador musicians, and a presentation by TCAR. Various and regular direct mail elements continued throughout the year.

Over 20 destination and product presentations and training sessions were given by the TCAR tourism travel trade and media team. The team continued to meet with over 132 inbound tour operators and wholesaler clients to discuss enhanced and new opportunities for program/itinerary development based on the “new” traveller.

TCAR continued to guide several collaborative initiatives around “sense of arrival”. Specifically, the department collaborated with tourism operators, municipalities, other government departments, ACOA and transportation organizations at major entry points, gateways, hubs and attractions to establish common sense of arrival goals and priorities and initiate partnership activities. Several sense of arrival projects were instigated in St. John’s, Argentia, Gander, Port Aux Basques, Deer Lake, St. Barbe–Labrador Straits and Happy Valley-Goose Bay.

TCAR continued to assist regions with the implementation of their Tourism Development Plans. This included working with stakeholders on the Baccalieu Trail to rebrand their region as the Baccalieu Coastal Drive. The Department also assisted the Town of Conception Bay South in planning sessions to develop itineraries and to further implement the actions outlined in their tourism plan for their community.

2021-22 Objective

By March 31, 2022, the Department of Tourism, Culture, Arts and Recreation will have continued to implement priorities from the renewed tourism strategy.

Indicators

Indicator 1: Conducted research to track the progress of tourism recovery in the province and refined short-term and medium-term tourism growth objectives as set out by the renewed provincial tourism strategy.

Indicator 2: Determined relevant actions in the five Destination Development Plans that aided in the short-term and medium-term tourism growth objectives as set out by the renewed provincial tourism strategy.

Indicator 3: Commenced implementation of priority action items.

Indicator 4: Continued activities in support of tourism in the province.

Issue #2: Support the Arts and Heritage Sector

The cultural sector in Newfoundland and Labrador was heavily impacted by the COVID-19 pandemic in 2020-21. Performance venues were unable to open, which impacted the ability of organizations to generate revenue and artists to make a living. Many major festivals and events were cancelled completely and some attempted to move to a temporary digital format. Museums and historic sites either remained closed or opened with limited capacity, which all directly resulted in a significant loss of revenues. In addition, cultural facilities that opened faced the loss of out of province travellers, who make up a large portion of the visitation in the province. TCAR has undertaken initiatives to determine the impact on the sector for future recovery and post recovery phases.

Goal Statement

By March 31, 2023, the Department of Tourism, Culture, Arts and Recreation will have enhanced its support to the cultural industries in Newfoundland and Labrador.

2020-21 Objective

By March 31, 2021, the Department of Tourism, Culture, Arts and Recreation will have supported the cultural industries by advancing the priorities of the Cultural Action Plan.

Indicators

Indicator 1: Undertook priorities of the Cultural Action Plan.

The Cultural Action Plan was released on April 16, 2019. The Plan recognizes the importance of culture to the quality of life, vitality, and health of our people and communities and as a significant economic driver. The Plan was developed with input from stakeholders throughout the province and is a guide for cultural action and collaboration over five years. Progress on the identified actions for 2020-21 was heavily

impacted by the COVID-19 pandemic however advances were made in the following areas:

- initiated a review of cultural funding programs within TCAR and its entities
- reviewed the **Historic Resources Act** to reflect recent developments in best practices in heritage resource management, and
- worked with our partners in Ireland and Parks Canada to advance the transboundary UNESCO World Heritage nomination of Heart's Content and Valentia Cable Stations.

Indicator 2: Held Cultural Action Plan committee meetings.

The Cultural Action Plan Working Group consists of representatives from TCAR (Arts and Heritage, Arts and Culture Centre Divisions), The Rooms, ArtsNL, Heritage Foundation of Newfoundland and Labrador, the Newfoundland and Labrador Film Development Corporation, and Canadian Heritage. The group met on a number of occasions in 2020-21 to discuss progress of the Plan. The Working Group undertook a review of the remaining actions in light of the impacts of COVID-19 on the cultural sector.

Indicator 3: Collaborated with Federal/Provincial/Territorial partners.

TCAR is an active participant on the Federal/Provincial/Territorial Table on Culture and Heritage (FPTCH), which is a mechanism of cooperation between the federal, provincial and territorial governments. It brings together the orders of government responsible for culture and heritage to discuss issues of mutual interest and identify opportunities for collaboration in advancing common goals. The mandate of the Table is to share information and practices in culture and heritage, discuss issues of common interest, and identify opportunities for cooperation. Collaboration projects in 2020-21 included:

- COVID-19 Forum: to enhance pan-Canadian collaboration and information sharing of FPT COVID-19 support measures for the cultural sector

- Cultural Statistics Initiative: working with FPTCH and Statistics Canada to compile and analyze culture-related economic data for each jurisdiction such as GDP and jobs
- jurisdictional scan of culture funding programs
- review of Federal Heritage and Museum policies
- Indigenous Cultural Heritage Working Group, and
- Intangible Cultural Heritage Best Practices Initiative.

Indicator 4: Participated in partnering activities with stakeholders/entities for cultural support and development.

Provincial Historic Sites staff continued its public engagement efforts in 2020-21. Site-specific partnerships in support of programming activities included the following local individuals and businesses:

- Baccalieu Trail Heritage Corporation: archaeological field work at Cupids
- Labrador Straits Heritage Development Corporation: programs and events at Point Amour
- Trinity Historical Society: Trinity sites programming and joint admission ticket
- Garrick Theatre: Live on the Lawn Concert Series
- Parks Canada: St. John's Trolley Bus
- Town of Heart's Content: 'Landing of the Cable' Anniversary Event, and
- Cupids Legacy Centre: joint programming.

In 2020-21, TCAR's Provincial Archaeology Office (PAO) partnered with the following:

- Nunatsiavut, Innu Nation, and Parks Canada in the regulatory administration, management, and protection of historic resources
- Memorial University Archaeology Department, assisting in student research with support through the Department's student grants program

- Blackhead Heritage Society, to have the archaeological remains of the Star of the Sea church investigated. Fieldwork and subsequent reporting by PAO staff led to the initiation of an archaeological field school at the site
- Government of Canada, on a climate change project and archaeological resource management.

Indicator 5: Provided funding under the Cultural Economic Development Program.

The Cultural Economic Development Program provided \$3,330,000 to arts and heritage organizations across the province to assist with the protection and promotion of the province's tangible and intangible cultural and historical resources. This included community museums and archives, festivals, performance venues, indigenous groups, sector organizations, book publishers, and community cultural events.

Indicator 6: Operated Government-owned cultural facilities.

Due to the COVID-19 pandemic, the Provincial Historic Sites network had a delayed opening to the public (July 4 versus May long weekend) and operated under capacity restrictions. As a result, the majority of regular and special public programming was not delivered. The 11 sites saw 15,596 visitors in the 2020 season, down from 80,830 for the same period in 2019.

The Arts and Culture Centre (ACC) division worked extensively with The Office of the Chief Medical Officer of Health to develop a series of guidelines for the ACCs and performance venues across the province. All six ACCs opened in September 2020 and were able to provide a multi-disciplinary program of live performing arts. This provided arts patrons across the province an opportunity to stay engaged and connected to Newfoundland and Labrador performing artists, and generated revenue for the professional performing sector.

2021-22 Objective

By March 31, 2022, the Department of Tourism, Culture, Arts and Recreation will have continued leading implementation and monitoring progress on the Cultural Action Plan.

Indicators

Indicator 1: Undertook priorities of the Cultural Action Plan.

Indicator 2: Held Cultural Action Plan committee meetings.

Indicator 3: Collaborated with Federal/Provincial/Territorial partners.

Indicator 4: Participated in partnering activities with stakeholders/entities for cultural support and development.

Indicator 5: Provided funding under the Cultural Economic Development Program.

Indicator 6: Operated Government-owned cultural facilities.

Issue #3: Healthy Active Living Action Plan

TCAR recognizes the importance that living an active lifestyle has on the physical, social, and mental well-being of individuals and communities. TCAR will develop and implement a Healthy Active Living Action Plan, in collaboration with stakeholders including the recreation and sport sector. The Action Plan will guide and stimulate coordinated policies, practices, programs, and initiatives that will improve the overall health and well-being of residents of Newfoundland and Labrador, and the communities in which residents live, learn, work, and play.

Goal Statement

By March 31, 2023, the Department of Tourism, Culture, Arts and Recreation will have led the development and implementation of a Healthy Active Living Action Plan.

2020-21 Objective

By March 31, 2021, the Department of Tourism, Culture, Arts and Recreation will have engaged with key stakeholders for the development of a Healthy Active Living Action Plan.

Indicators

Indicator 1: Conducted an online questionnaire.

As a result of the ongoing COVID-19 pandemic, TCAR was delayed in obtaining approval to proceed with its Engagement and Consultation Plan. The Engagement and Consultation Plan was drafted and is currently moving through the approval process. An online questionnaire for recreation and sport sector stakeholders has been developed and will be launched through EngageNL once the plan is approved.

Indicator 2: Gathered key stakeholder input.

As a result of the ongoing COVID-19 pandemic, TCAR was delayed in obtaining approval to proceed with an Engagement and Consultation Plan. Following approval of the plan and completion of the online questionnaire, a targeted virtual consultation for the recreation and sport sector will be held.

Indicator 3: Developed priorities and action items to promote healthy active living.

As a result of the ongoing COVID-19 pandemic, TCAR was delayed in obtaining approval to proceed with an Engagement and Consultation Plan. Following approval of

the plan, completion of the online questionnaire, and consultation with key stakeholders, TCAR will develop priorities and action items to promote healthy active living.

2021-22 Objective

By March 31, 2022, the Department of Tourism, Culture, Arts and Recreation will have commenced the implementation of a Healthy Active Living Action Plan.

Indicators

Indicator 1: Conducted an online questionnaire.

Indicator 2: Gathered key stakeholder input.

Indicator 3: Released and began implementation of the Recreation and Sport Action Plan.

Opportunities and Challenges

The COVID-19 pandemic has had an effect on almost every sector of the economy in the last fiscal year. It has affected tourism operators, arts organizations, heritage sites, parks, sport and recreation organizations, and many more. As vaccines continue to roll out, there is a growing sense of optimism that the worst of the pandemic is behind us. This presents an opportunity for all sectors to recover to pre-pandemic levels.

Recreation and Sport

The City of St. John's was named official Host of the 2025 Canada Summer Games. The Canada Games are a marquee multi-sport event for amateur sport and thousands of able-bodied athletes, and athletes with physical and intellectual disabilities from across the country will participate. The Games provide an opportunity to leverage significant investments, through funding provided by the Federal and Provincial Governments, as well as financial support from private donations and corporate Canada. New and improved sport and community facilities that provide long-term benefits active healthy living and increased media exposure locally, regionally and nationally are anticipated. It will also strengthen the economy, volunteer networks, increase community pride and benefit sport development in Newfoundland and Labrador.

The COVID-19 pandemic had a significant impact on the recreation and sport sector. This led to the suspension and postponement of sports as well as the reduction and modification of recreational activities. With public health measures in place, some recreation and sport activities were able to resume, however there was still uncertainty for organizers and participants. Individuals and organizations had ongoing apprehension with the resumption of sport activities. This resulted in reduced registration, enrollment, and participation, increased expenditures, and decreased revenues. The pandemic resulted in a number of disruptions in the sport delivery system, including the postponement and cancellation of sport competitions and events, team practices/ training, and team travel. The recreation and sport sector has adapted

to the challenges brought on by the pandemic by innovating new solutions. TCAR funding supported new initiatives such as virtual training sessions and the promotion of outdoor activities. Funding also provided support for increased sanitation, personal protective equipment and other public health safety measures. Through positive sector feedback, it is anticipated that many initiatives, innovations and approaches implemented during the pandemic will remain in place going forward.

The Labrador Training Centre experienced an unanticipated closure in 2020 and the facility remains closed as a result of structural roof damage. The Labrador Training Centre was the only aquatic facility in Happy Valley-Goose Bay at the time and the closure has had impacts on the local swim club and members of the public. However, the Labrador Wellness Centre will open in 2021, with both aquatic and multi-purpose recreation spaces available.

Arts and Heritage

In 2020-21, the performing arts sector in Newfoundland and Labrador had venue closures and restricted audiences. While digital platforms provided the sector an opportunity to connect with audiences during the pandemic, business models were not established to replace lost revenue. Regular planning was hampered as re-opening plans required distancing measures that restricted audience sizes. Important discussions related to Black, Indigenous, and People of Colour (BIPOC) presence in arts and cultural institutions and organizations came to the forefront in 2020-21. This provided an opportunity for the arts and culture sector to recognize the need to be adaptive and well-resourced, and to focus on new stories that must be told.

Tourism

Due to the COVID-19 pandemic, Newfoundland and Labrador Tourism suspended all major marketing efforts. Like many other tourism destinations, travel restrictions prevented non-essential travel and other tourism activities; however, this provided the

opportunity for digital initiatives to strengthen its online presence in the province which could potentially lead to the development of new markets. TCAR is focused on the industry recovering from the pandemic including the development of a new tourism strategy and identifying opportunities and initiatives for growth in the longer term. TCAR will continue to work with the Department of Industry, Energy and Technology on the technology adoption of tourism operators and enhancing their online presence to pivot to online sales and delivery.

TCAR promoted market-readiness guidelines to help guide tourism investments in the province. These guidelines were developed and shared with tourism stakeholders to help enhance the tourism industry's ability to meet and exceed the expectations of visitors and included: General Market-Readiness, Export Readiness, Sense of Arrival, Destination Trails, and Food Tourism Experiences. These guidelines will need to evolve to reflect post-pandemic challenges.

TCAR will continue to collaborate with Indigenous organizations including the Newfoundland and Labrador Indigenous Tourism Association and Nunatsiavut Government to advance Indigenous experiences. The Department will continue to be engaged in the development and implementation of Nunatsiavut Tourism Strategy to ensure alignment with the new provincial vision.

TCAR will maintain interdepartmental collaboration with the Department of Industry, Energy and Technology to ensure that relevant projects and initiatives are aligned with the Provincial Product Development Plan, the Cultural Action Plan and other priorities. Maintaining this team approach will ensure clear and consistent direction to clients to maximize economic, community and social benefits.

Financial Information

<u>TCAR Expenditures by Main Allocation</u>		2020-21	2020-21	2020-21
		Original	Amended	Actual (\$)
Line Item	Source of Expenditure	Estimate (\$)	Estimate (\$)	(Unaudited)
1.1.01	Minister's Office	275,700	275,700	215,765
1.2.01	Executive Support	1,023,900	1,143,900	1,080,138
1.2.02	Corporate Services	1,243,200	1,243,200	1,058,409
	(Less: Revenue)			(5,888)
2.1.01	Tourism	15,091,900	14,971,900	13,301,187
	(Less: Revenue)	(80,000)	(80,000)	(75,743)
2.1.02	Marble Mountain Development Corporation	306,400	1,506,400	1,506,400
2.1.03	Marble Mountain Development Corporation – Capital	400,000	400,000	400,000
2.2.01	Arts and Culture Centres	6,815,000	4,678,000	2,914,248
	(Less: Revenue)	(5,178,000)	(5,178,000)	(130,263)
2.2.02	Arts, Heritage and Historic Development	6,234,500	8,789,500	8,117,278
	(Less: Revenue)	(150,000)	(150,000)	(38,782)
2.2.03	Newfoundland and Labrador Arts Council	3,936,600	3,936,600	3,936,600

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2.2.04	The Rooms Corporation of Newfoundland & Labrador	6,263,600	6,263,600	6,263,600
2.2.05	Newfoundland & Labrador Film Development Corporation	611,000	611,000	611,000
2.2.06	Heritage Foundation of Newfoundland & Labrador	398,000	398,000	398,000
2.2.07	Newfoundland & Labrador Film Development Corporation - Capital	4,000,000	4,000,000	4,000,000
2.3.01	C.A. Pippy Park	253,900	253,900	253,900
2.3.02	Park Operations	4,717,200	4,717,200	4,317,016
	(Less: Revenue)	(338,300)	(338,300)	(208,905)
3.1.01	Healthy Living, Sport and Recreation	8,866,000	11,623,500	11,099,520
	(Less: Revenue)	(815,500)	(815,500)	(3,583,260)
3.1.02	Community Sports Facilities	963,000	963,000	956,456
3.1.03	Newfoundland and Labrador Sports Centre Inc.	411,600	411,600	411,600
	Gross Budget	61,811,500	66,187,000	60,841,117
	Related Revenue	(6,561,800)	(6,561,800)	(4,042,841)
	Net Budget	55,249,70	59,625,200	56,798,276

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