

friends of the

ROYAL

SASKATCHEWAN

MUSEUM

Annual Report

2009 / 2010



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A Few Words From Our President

Wayne Hellquist

This past year has been a year of renewal for the Royal Saskatchewan Museum Associates. In the summer of 2009 we were pleased to hire Robert Hubick as our Executive Director. Rob is responsible for the day to day operations of the organization and oversight of our retail operations and public programming.

In the winter of 2010, the board embarked on the development of a new 3 year strategic plan. The strategic plan articulated a new mission, vision and core values and 5 core strategies: branding, relationship building, membership growth and development, purpose and direction, and governance. These 5 core strategies form the strategic framework for the Royal Saskatchewan Museum Associates to continue to realize its vision and deliver on its mission.

With the strategic plan now in place, the board of the Associates rolled out a new brand that included changing the name of the Associates to the “friends of the Royal Saskatchewan Museum” along with a new logo. It was felt that the *friends of the museum* better describes the relationship we are striving for with the Museum and differentiates us from the Museum. A new logo and new name provide us with a new brand for the future. Also in the spring of 2010, the *friends of the museum* introduced a new Governance Model. This model outlines the role the Board of Director’s would play in the future of the *friends of the museum*.

We finished the year with the introduction of a new membership package and fee structure, the new package with some exciting new offers will be introduced early this summer.

The *friends of the museum* are also proud to be one of the key sponsors of the new traveling tylosaur exhibit that has begun touring the province. The interactive portion of the exhibit will allow visitors to explore deeper into the tylosaur dig through a touch screen and videos.

To support the many activities of the friends of the museum a new campaign to increase our public and corporate funding will be launched this fall. Funds raised will be used to increase our public programming and to help fulfill and expand our mandate of being a valued partner in the enhancement of the Royal Saskatchewan Museum and increasing its visibility and access to vital resources in the community.

The future looks bright and we are very excited of the potential that lies ahead for the *friends of the museum*. With Robert Hubick at the helm, we are anticipating great things to come. To the many who have supported us this year and years past, we thank you for your commitment and hope you will continue to support the many initiatives that the friends of the museum has to offer.

Wayne Hellquist
President



friends of the museum Board and Staff

2009/2010

friends of the museum Board of Directors

Executive Committee

Wayne Helquist, President
Joel Peterson, Vice-President
Greg Watkins, Treasurer

Remaining Board of Directors

Arnold James
Irene Pisula
Irene Bauer
Jackie Schmidt
Jacqui Messer Lepage
Josh MacFadden
Kurt Dietrich
Mark Cooper
Sherry McCormick
Harold Bryant (RSM Acting Director)

Communications Committee

Jackie Messer Lepage (Chair)
Irene Pisula, Jackie Schmidt,
Sherry McCormick, Irene Bauer

Audit, Finance & Administration Committee

Greg Watkins (Chair)
Arnold James, Joel Peterson

Governance Committee

Josh MacFadden (Chair)
Kurt Dietrich, Mark Cooper

Nominations Committee

Josh MacFadden (Chair)
Jackie Schmidt, Mark Cooper

Staff of the *friends of the museum*

Robert Hubick, Executive Director
Margot Mack, Public Programs Coordinator
Pat McGillis, Retail Operations Manager

Gift Shop Staff

Debb Black, Bette Grant, Donna Koch,
Arlene Macallister, Noel Selinger,
Matt McGillis, June Young, Valerie Ramdass

Public Programs Staff

Taryn Blyth, Amanda Marcenko,
Linda Reakes, Shauna Ross, Erin Bodnarchuk,
Cady Shaw, Amy Cowman

Year in Review

2009/2010

Museum (Attendance)

Casual Visitations	79,350
School Groups	7,573
Special Groups	306
Teachers Supervised Visitations	4,676
Tours On Own	4,722
Total:	96,627

Public Programs (Attendance)

Special Events	3,452
Walk in Woods	48
Megamunch Club/Young Explores	250
Birthday Parties	989
Dinomites	469
Summer Programs	1,872
Total:	7,080

Facility Rental (Attendance)

Board room, Theatre and Lobby	7,715
Museum Bookings	1468
Total:	9,183

Munchie's Calendar

Megamunch's Birthday Bash, SGI/Roughrider Play it Safe, St. Theresa School Kick-off BBQ, Jingle Bell Run, Santa Claus Parade, Festival of Trees, RSMA Corporate Christmas parties, Lights across Canada at the Leg, Santa Shuffle Run, RSMA's Classic Christmas Afternoon, Broomball game at the Regina Pats home game, Olympic Torch Relay, Science Center Anniversary, RSMA's Bee our Valentine, Home & Garden Show, Sask Blue Cross MS Walk, RSM's Earth Day Festival of Family Fun, Kids Help Phone, Wings Over Wascana, Easter Seals Camp Day, CBI Rehab Hustle for Hunger Run, Cathedral Festival Street Fair, I Love Regina Run & CF Great Strides Walk, Juvenile Diabetes Walk, Tourism Awareness Week Trade Show, RSMA's Dinomania, YWCA 100th Anniversary, Storm the Island, I Love Regina Day, James

Hamblin School (Qu'Appelle), Children's Art Festival, Father's Day Run for Prostate Cancer, Sacred Heart School Year-end Carnival.

Total Days Booked 36

Fun Facts

Members	243
Gross Retail Sales	279,000
Donations	62,561
Volunteer Hours	350+
Mega Munches Birthday Attendance	900+
Special Interest Group Tours	7

3rd Party Rentals

Iskon Temple, U of R Business Admin Class, Regina Symphony Orchestra, Graham Barker - Private Booking, SK Blue Cross, Citizenship and Immigration Office, YWCA Regina, Regina In Motion, Regina Archaeological Society, Prairie Lily Funeral Co-op, Regina Chinese Musical Assoc, Nature Regina, Continuing Education Dept. U of R, Family of National Historic Sites, Unitarian Western Regional Fall Gathering, University of Regina - Luther College, Sask Prairie Conservation Action Plan, Canada/India Association, Frontier Center for Public Policy, Sask Ed for Sustainable Development Network, Saskatchewan Environmental Society, Early Learning Childcare Coalition, Prairie Conservation Action Plan, Regina Catholic Family Services, Regina Mandolin Orchestra, Saskatchewan Archives Board, WTW Productions, Rainbow Youth Centre, Delta Blues Assoc of Canada, Regina & Beyond Dance Company, To The Core Consulting, Viterra Representatives, Primerica, SK Human Rights Commission, Access 7 Community Channel, Odd Novelty Films Inc.

Total Days Booked 53
Total Attendance 2727

Royal Saskatchewan Museum Research Update

Sprague's Pipit Project

In the spring and summer of 2009 Royal Saskatchewan Museum helped to coordinate a study looking at the effects of pipeline development on the Sprague's Pipit, a threatened sparrow-sized songbird that breeds in native grassland. The study focused mostly on the Saskatchewan portion of the new "Alberta Clipper" pipeline, which cuts across the northern edge of the Pipit's breeding range. To collect information about Pipit nest success and breeding behaviour near the pipeline right-of-way, more than a dozen researchers from TERA Environmental Consultants spent many hours using a rope-drag technique to find Pipit nests and looking skyward to map the position of singing males.

On all accounts, the field season was a tremendous success. The crews located and monitored over 100 Pipit nests, which are always hidden in thick grass and very difficult to find. They also mapped dozens of breeding territories – another achievement given how hard it is to spot male Pipits as they sing up to 100 metres overhead. All of this information is now being compiled and will be analyzed over the winter months, adding important details to our knowledge of Pipit ecology.

Glenn C. Sutter, Ph.D.

Research Scientist - Curator of Life Sciences

Eastern Yellow Bellied Racers National Recovery Project

Jessica Martino successfully defended her Master's thesis on June 14 (Monday). Her thesis work was essentially the snake research that has been supported by funding through the Associates (from Canadian Museum of Nature, Environment Canada's Interdepartmental Recovery Fund, and the Sask Environment Fish and Wildlife Development Fund). In total, Jessica radio-tracked 19 (Threatened) Eastern Yellow-bellied Racers and 16 Bull snakes to determine their movement patterns on the landscape and to determine habitat preference for each species.

Jessica's work will serve as a large part of the National Recovery Strategy for Eastern Yellow-bellied Racers. In addition, this work has also resulted in the discovery of 2 new wintering den sites for the racers. This puts the total number of known dens in Canada at around 7.

Burrowing Owls Project

Holly Hennin successfully defended her Master's thesis on June 15 (Tuesday). Her research



looked at the effectiveness of crop conversion programs at benefiting (Endangered) Burrowing Owls. This work was funded by the Associates (through Environment Canada's Habitat Stewardship Program, and the Sask Environment Fish and Wildlife

Development Fund). The project involved surveying for grasshoppers, small mammals, hawks, owls, ground squirrels and badgers across a large portion of southern Saskatchewan. The results of this project will help to inform the Recovery Strategy for Burrowing Owls and will help inform conservation organizations on actions that will best benefit Burrowing Owls.

Small Mammals Project

A third project involved looking at the distribution of mammals in Saskatchewan via the contents of (regurgitated) owl pellets. In total, we estimate that we analyzed the contents of hundreds of thousands of owl pellets. In the end, we identified nearly 31,000 mammals from 34 different species. As a bit of a bonus, we also found almost 4000 "other", including many frogs, salamanders, birds, and snakes. Currently, Sask Environment is investing in projects to allow for the identification of the frog and toads within the pellets. As an example, we found nearly 500 Plains Spadefoot Toads in our samples.

Ray Poulin (Ph.D.)

Research Scientist - Curator of Vertebrate Zoology

Retail Activity Report

2009/10

The past year has been a time of activity, change and growth at both our retail locations, Apperley Place Gift Shop and the Cumberland Gallery Gift Shop.

August saw us host our second annual Garage Sale on Mega Munch's birthday. It was very much anticipated and well attended by our loyal customers.

The store was invited for the third year to participate in the Wings Over Wascana Festival in May, 2010. This saw us take the "shop on the road" to Douglas Park for the day. The weather co-operated and we received many favorable comments on the merchandise we had to offer.

A new stuffed dinosaur is now part of our line-up. It is our very own custom T-Rex named Mini-Munch! It is embroidered with the "Royal Saskatchewan Museum" on one foot and "Regina" on another foot. It is the focal point in the store as a mountain of them has been created using a stand specially made for them by the Museum Exhibits team. The children love Mini-Munch and it is a great souvenir of their visit to the museum.

Riding on the coat-tails of Programming, Apperley Place took advantage of several opportunities to increase sales and



exposure by staying open for several third party after-hours bookings. This gave the store a

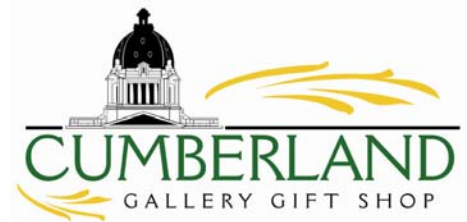
whole new audience and age group of potential new customers.

The Retail Division, as always, worked closely with Programming and assisted in any way they could - from handling ticket sales, promoting the events, ordering the many prizes needed or even just being that extra set of hands.

All of this was in addition to the store meeting the needs of our members and many bus tours, school groups and visitors that come to the store year round.

Cumberland Gallery Gift Shop in the Saskatchewan Legislative Building has solidified its position as one of the premier places in Regina to purchase

Saskatchewan-made gifts. Our customer base has now



expanded to include many Ministries and other government and non-government agencies that use us as an important part of their gift buying locations.



The store also celebrated the Count Down to Christmas in November with a day of festivities, including an hour of music provided by Jack Semple. This was very well attended and profitable.

Cumberland Gallery Gift Shop was also invited for the third year in a row to participate in the Lights Across Canada evening at the Legislative Building. The

staff handed out special ornaments with coupons, and Munchie was also there to hand out hugs.

The Cumberland Gift Shop also facilitated the sale of artwork from the many shows put on by the Gallery, and will continue to assist in whatever way it can to promote these events.

As always, the staff strives to stay abreast of new trends in merchandising and marketing and this saw me and Margot off to Toronto in January, 2010, to attend the Retail and Visitor Services Conference that was hosted by the Canadian Museums Association. It was refreshing to learn we are doing some things right and we also came back with new ideas and a positive attitude for the upcoming year.



As a result of attending the Conference, I was able to take advantage of the CMA's buying consortium and order our own custom-designed recyclable bags. These will be used not only as a product to sell, but also as a promotional item.

The product mix at both locations has undergone revitalization with mostly Saskatchewan-made products being offered. To enable the purchasing of these products, several road trips were taken to small towns and craft fairs to source out just the right products.



I would like to offer my sincere thanks to each one of the retail staff - Arlene, Bette, Debb, Donna, June, Matt and Noel – whose high energy, attention to detail, professionalism and knowledge of the retail business, as I always say, “make me look good”.

Pat McGillis
Retail Operations Manager

Programming Activity Report

2009/10

The summer of 2009 kicked off with our summer day camps. These five, three and single day camps are always a big hit for the kids aged 5-9 years. This year's programs were no exception with most days selling out. We complimented our day camps with a number of drop-in programs including Thumbs up Thursdays, Friday Film Fun and Saturday in the Summer, all of which were very well attended. The highlight of the summer was of course Megamunch's birthday. Even though the weather did not cooperate over 800 people came to celebrate his 65,000,024th birthday bash.



The fall saw another season of Megamunch Club and Dinomites roll around. These programs are favorites among kids from 5-8 years old and 3-5 year olds and continued to draw strong attendance. The fall also saw the return of a number of adult programs including; Swing Down Memory Lane, the 7th Annual Cowboy Poetry, a

Classic Christmas Afternoon and the return of A Christmas Surprise. To fill up an even busier fall the Associates introduced a number of new programs including; Cool Stories, Hot Jazz as well as Countdown to Christmas at the Cumberland Gallery Gift Shop.

Christmas also saw the return of a number of corporate Christmas parties that were held at the Museum. We were pleased to host



Wheaton Chev Olds and the Middle Management Families of the City of Regina.

Early in the New Year we kicked off 2010 with Young Explorers, a six part program for 8-11 year olds. In February

we introduced a new program called Bee our Valentine, a drop-in program with facts/fun, crafts and activities combining



Valentine's and animal/insect themes. Spring saw another season of Dinomites and Megamunch Club. In April, the 40th Annual Earth Day took place at the Museum. This co-sponsored event with the Royal Saskatchewan Museum started on the Thursday night

with the Seeds for Sustainability Benefit Concert followed by the 4th Annual Environmental Film Festival and Activist Awards on Friday and Saturday nights. On Sunday afternoon the Earth Day Family Fun Festival took place on the grounds of the Museum. In May Jack Semple played to a sold out audience in our theatre.



In early June a packed house of 3-7 year olds and their attending adults enjoyed an evening of dino-crazy fun.

The Associates also co-sponsored a couple of third party rentals this year. In March Finding Coral, a film around the endangered coral off the coast of B.C. was presented in support of the International Year of Biodiversity. In April the Associates co-hosted the Banff Mountain Film Festival to a sold out audience. In May the Associates participated in Wings Over Wascana, with the gift shop hitting the road and programs offering crafts for the kids were offered. May also saw the Associates co-host The Green Wave, with the RSM to further support the International Year of Biodiversity.

Our birthday parties continue to be a great hit on weekends and now on Friday nights. We are still experiencing bookings 6-8 weeks in advance.



This past year the Museum offered personal tours to a number of special interest groups. The Associates contributed by serving refreshments and by providing gift shop opportunities to the tour groups.

And then we're full circle once again.

I've been blessed once again with wonderful staff: Amy, Cady, Amanda, Taryn, Shauna & Marjorie who have all worked together (although not necessarily at the same time) to get things done. The birthdays, summer camps, MMC and YE, as well as the special family events could not have been finished without them. Their efforts have given a whole new meaning to the term team spirit. I look forward to hiring two new team members before the end of June 2010 to further support the summer programs. Both positions are possible because of grant support; one with YCW and the other with Sask Culture.

Linda Lucyk continues to hold down the fort as the regular after hour's attendant. Together with Brian Shalley (AV technician), they make a great duo who attend to clients for the bulk of the third party rentals. Madlin Lucyk has also come on board having finished training to do after hours work and can be called upon to help with the larger special events. Cal Fehr continues

to support the Associates. He is always on stand-by with his technical prowess. New to the technical staff is Roger Roscoe.

I would be remiss not to mention and thank the RSM Staff, in particular Paula Hill and Linda Reakes, for their enthusiasm, endorsement and hands-on time with our programming efforts. Also, many thanks to Mike Benoit (RSM graphics) who tirelessly designs the bulk of our program promo packages. The support from Susan Schaeffer with Government Services, in terms of event set up/take-down and guaranteed venue cleanliness, has been tremendous.

I also need to mention the two volunteers that have, between the two of them, managed to hit every event requiring a visit by "Munchie". A huge thank you to Michael Schmidt and Quentin Silzer for their energy and never-ending enthusiasm, and who have truly given Munchie new life! Thanks to Cady (programs staff) & Joan Silzer as well, for training up as additional Munchies!



I couldn't possibly end without saying a huge thank you to Pat and all her staff who patiently and kindly look after all the ticket sales and registration forms for Public Programs.

Margot Mack
Public Programs Coordinator

Director's Report

2009/10

On behalf of the museum I would like to congratulate the Associates on another successful year. As Acting Director since August 2009 I have participated in Board and Committee meetings, and worked with Associates staff on a regular basis, and can attest to the achievements on various fronts in 2009-10. On behalf of the museum staff I would like to thank you for your many contributions to the Royal Saskatchewan Museum over the past year.

The RSM had another busy and productive year on all fronts, and I will highlight just a few examples below. The recent positive trend in museum visitation continued this year with an increase of almost 3.5% as compared to 2008-09. As in past years, the programs offered by the Associates are a big part of this success story.

One museum highlight of 2009-10 was the launching of the museum's new traveling exhibit program entitled *Creatures of Saskatchewan's Ancient Seas*, which showcases spectacular skeletons of marine reptiles from the Age of Dinosaurs. The museum received funding to proceed with the first of these



exhibits in 2009-10. This exhibit is called *Hunter of the Prairie Sea* and features a 30-foot mosasaur (think big marine lizard!) that was discovered along the south shore of Lake Diefenbaker. The exhibit also talks about what Saskatchewan was like 70 million years ago and features other animals that existed here at that time. The first version of this

exhibit debuted at the Swift Current Museum in May.

Additional components will be added for the second venue, the Western Development Museum in Moose Jaw. This project builds on the success we have had with a smaller

exhibit featuring the skull of "Scotty", Saskatchewan's *Tyrannosaurus rex*, which has been touring the province for the past five years.

In biology, Ray Poulin has been investigating the ranges and biodiversity of small mammals in Saskatchewan, and continues his collaborative work on species at risk, including the Burrowing Owl and snakes. Glenn Sutter is wrapping up a project that investigated the impact of human activities on the breeding success of Sprague's Pipit, a prairie songbird. Ray and Glenn brought in over \$200,000 in external funding last year to support these projects and I would like to thank the Associates for managing these funds on our behalf. We were also successful in receiving two years of funding from the Museums Assistance Program for upgrades to documentation and storage of biological collections.

Our palaeontological staff continued to work with Grasslands National Park concerning the fossils in the park, and other field work focused on the dinosaur-aged deposits in the Frenchman River Valley. One highlight was our collaboration with the T.rex Discovery Centre and the University of Alberta in the hosting of a scientific conference in Eastend on the palaeontology story of the Frenchman. Our Aboriginal History section continues to pursue field and archival research projects concerning historic and prehistory sites; work in 2009-10 focused on tipi rings near the Souris River and a unique feature near Mankota.

The RSM continues to work towards the use of video conferencing as a distance education tool. The project has run into delays associated with the availability of suitable space at the museum for this project and the resolution of some technical issues.

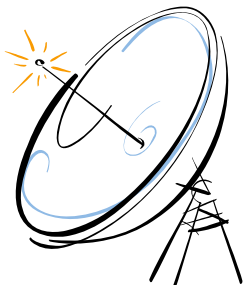
Harold Bryant, Acting Director
Royal Saskatchewan Museum

Committee Reports

2009/10

Communications Committee

Early in the 2009/2010 year, the RSM Associates identified a number of key initiatives that would require a more focused effort on the part of the board in order to move objectives forward. Subsequently, several sub-committees were established and tasked with addressing specific issues intended to improve the functional capacity of the board and the Associates, as well as identifying emerging opportunities over time.



The communications sub-committee was formed with a mandate to revisit the current 'brand identity' of the Associates and examine options for improving brand recognition and to lead a membership development strategy for the organization.

The committee has also been the beneficiary of valuable donated services by Arcus Advertising. Arcus has worked closely with the committee to examine the current brand/identity and develop a strategy for the future direction of the RSM Associates. The intent is to launch a new brand for the Associates at the 2009/10 annual general meeting.

In addition to branding work, the committee is nearing completion of a revised and enhanced membership benefit package and sponsorship program. Target for rollout of the new package is early in the 2010/2011 fiscal year.

The communications committee is grateful for the expertise and support that Arcus Advertising continues to provide, and looks forward to a productive and exciting year to come!

Jacque Messer Lepage
Chair

Governance Committee

In 2009 - 2010 the Governance Committee began the process of developing a governance model appropriate for the organization and then created and implemented the governance policies and terms of reference for each committee of the RSMA.

Following the strategic planning session with Future Quest Consulting, the Nominations Committee began its work in late February, 2010 by developing a nominations matrix for the recruitment and selection of new candidates for the associates. The Nominations Committee was impressed with the numerous qualified applications and has selected a slate of candidates that will provide significant skills and enthusiasm to help achieve the goals of the associates.



Josh MacFadden
Chair

Audit, Finance & Administration Committee

2009-2010 was another successful year for the Royal Saskatchewan Museum Associates. We not only achieved success on a program and museum attendance basis but as well as financial success. This success was due to the efforts of our management team, which includes Robert Hubick our Executive Director, Margot Mack, Public Programs Coordinator; Pat McGillis, Retail Operations Manager; and Carla Aitken, our bookkeeper. They are the people who very capably take care of the day to day activities of our organization and deliver our services to our clients and customers.

Another important role that the associates play is the administration of the research projects and summer student employment opportunities on behalf of the museum.

A significant part of our financial success also comes from the donations we receive from visitors to the museum. Many of these have made contributions to the donation box, and we

have been very fortunate to receive specific donations from individuals. As a registered charity we can issue tax deductible charitable donation receipts and encourage donations that will assist us in funding our programming activities and our efforts to enhance and assist the museum operations.



In conclusion, I wish to thank our members, customers, staff and donors for their support of the Royal Saskatchewan Museum Associates.

Greg Watkins, C.M.A.
Treasurer

Financial Statement

2009/10



The Board of Directors of the Royal Saskatchewan Museum Associates is responsible for the integrity of the financial data reported by the Royal Saskatchewan Museum Associates. The following financial statements have been prepared in accordance with Canadian generally accepted accounting principles which have been consistently applied.

Greg Watkins, C.M.A.
Treasurer

Auditor's Report

To the Members of the Royal Saskatchewan Museum Associates Inc.

We have audited the balance sheet of **ROYAL SASKATCHEWAN MUSEUM ASSOCIATES INC.** as at March 31, 2010 and the statements of operations and associates' equity and cash flows for the year then ended. These financial statements are the responsibility of the organization's management. Our responsibility is to express an opinion on these financial statements based on our audit.

Except as explained in the following paragraphs, we conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In common with many non-profit organizations, the organization derives revenue from certain donations and other fund raising ventures, the completeness of which is not susceptible of satisfactory audit verification. Accordingly, our verification of these revenues was limited to the amounts recorded in the records of the organization and we were not able to determine whether any adjustments might be necessary to the above stated revenues, revenue over expenditures, assets, and associates' equity.

Because we were not re-appointed auditors of the organization until near the end of the year, we were not able to arrange to observe the counting of the physical inventory at the end of the year, nor satisfy ourselves concerning those inventory quantities by alternate means. Since inventories enter into the determination of the results of operations and changes in financial position, we were unable to determine whether adjustments to cost of sales, excess revenue for the year, associates equity and cash provided by operations might be necessary.

In our opinion, except for the effect of adjustments, if any, which we might have determined to be necessary had we been able to satisfy ourselves concerning the completeness of the grants, donations and other fund raising ventures, referred to in the third paragraph and the inventory quantities referred to in the fourth paragraph, these financial statements present fairly, in all material respects, the financial position of the organization as at March 31, 2010 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Dudley & Company
Chartered Accountants LLP
Regina, Saskatchewan
May 14, 2010

ROYAL SASKATCHEWAN MUSEUM ASSOCIATES INC.

Balance Sheet

As at March 31, 2010

ASSETS

	<u>2010</u>	<u>2009</u>
CURRENT ASSETS		
Cash and short term investments	\$110,088	\$104,749
Accounts receivable	82,514	43,903
Prepaid expenses	2,748	1,683
Inventory - notes 1(b), 2	<u>150,409</u>	<u>112,180</u>
Total Current Assets	345,759	262,515
CAPITAL ASSETS - notes 1(c), 3	<u>2,114</u>	<u>2,643</u>
Total Assets	<u>\$347,873</u>	<u>\$265,158</u>

LIABILITIES AND ASSOCIATES' EQUITY

CURRENT LIABILITIES		
Accounts payable and accrued liabilities	\$ 59,112	\$ 24,582
Deferred revenue - note 4	<u>201,824</u>	<u>179,745</u>
Total Liabilities	<u>260,936</u>	<u>204,327</u>
ASSOCIATES' EQUITY		
Equity in capital assets	2,114	2,643
Unrestricted equity	<u>84,823</u>	<u>58,188</u>
Total Associates' Equity - page 3	<u>86,937</u>	<u>60,831</u>
Total Liabilities and Associates' Equity	<u>\$347,873</u>	<u>\$265,158</u>

Approved on behalf of the Board:

See Accompanying Notes

ROYAL SASKATCHEWAN MUSEUM ASSOCIATES INC.

Statement of Operations and Associates' Equity

For the year ended March 31, 2010

	<u>2010</u>	Restated <u>2009</u>
REVENUE		
Administration revenue	\$ 28,456	\$ 18,688
Museum revenue	129,126	133,390
Gift shops revenue, net of cost of sales of \$161,615 (2009 - \$181,786)	158,821	130,952
Public programs	165,438	158,686
Young Canada Works revenue	<u>37,932</u>	<u>21,850</u>
Total Revenue	<u>519,773</u>	<u>463,566</u>
EXPENDITURES		
Administration expenditures	46,256	65,030
Museum expenditures	129,126	133,390
Gift shops expenditures	140,703	124,250
Public programs expenditures	152,184	134,211
Young Canada Works expenditures	<u>25,398</u>	<u>21,851</u>
Total Expenditures	<u>493,667</u>	<u>478,732</u>
Excess Revenue (Expenditures)	26,106	(15,166)
ASSOCIATES' EQUITY		
Beginning of year	<u>60,831</u>	<u>75,997</u>
End of year	<u>\$ 86,937</u>	<u>\$ 60,831</u>

See Accompanying Notes

ROYAL SASKATCHEWAN MUSEUM ASSOCIATES INC.

Statement of Cash Flows
For the year ended March 31, 2010

	<u>2010</u>	<u>2009</u>
CASH FLOWS FROM (FOR) OPERATING ACTIVITIES		
Cash receipts from gift shops customers	\$295,436	\$268,027
Cash receipts from grants and other sources	368,422	347,991
Cash receipts from interest	998	2,338
Cash payments to suppliers and employees	(659,517)	(649,949)
Net change in cash	5,339	(31,593)
 CASH POSITION		
Beginning of year	<u>104,749</u>	<u>136,342</u>
End of year	<u>\$110,088</u>	<u>\$104,749</u>
 CASH POSITION DEFINED		
Cash	\$ 1,807	\$ 1,810
Bank (overdraft)	31,919	(5,187)
Investments	<u>76,362</u>	<u>108,126</u>
	<u>\$110,088</u>	<u>\$104,749</u>

See Accompanying Notes

ROYAL SASKATCHEWAN MUSEUM ASSOCIATES INC.

Notes to the Financial Statements

March 31, 2010

GENERAL

Royal Saskatchewan Museum Associates Inc. is a non-profit corporation established under Saskatchewan laws to operate business and public program activities for the benefit of the Royal Saskatchewan Museum. The activities of the corporation are promoting the interests of the Royal Saskatchewan Museum, assisting the museum in publicizing its activities, needs, and offerings, bringing to the assistance of the museum on a voluntary basis, the talents and abilities of the public at large, and undertaking such other activities as from time to time may be deemed appropriate by the museum.

Income generated by the corporation is to be used to fund museum projects. Upon liquidation and dissolution of the corporation, the assets remaining shall be transferred to the Royal Saskatchewan Museum.

1. SIGNIFICANT ACCOUNTING POLICIES

a) Revenue Recognition

The associates follow the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenditures are incurred. Unrestricted contributions are recognized as revenue when received or receivable.

Revenues from sales and programming are recognized when merchandise is delivered or when services are rendered and when reasonable assurance exists regarding collectibility.

b) Inventory

Inventory is recorded at the lower of cost or estimated net realizable value.

c) Capital Assets

Capital assets are recorded at cost less accumulated amortization. Amortization is provided using the declining balance method at the following annual rates:

Computer equipment	30%
Gift shops equipment and fixtures	20%
Other equipment	20%

d) Use of Estimates

The amounts recorded for the allowance for doubtful accounts, estimated useful life of capital assets, and inventory valuations are based on management's best estimate. These estimates are reviewed periodically and as adjustments become necessary they are reported in earnings in the period in which they become known. By their nature, estimates are subject to measurement uncertainty and the effect on the financial statements of any changes in estimates could be significant.

2. INVENTORY

Inventory, by gift shop location, is as follows:

	<u>2010</u>	<u>2009</u>
Apperley	\$ 96,053	\$ 73,735
Cumberland	<u>57,156</u>	<u>46,645</u>
Cost	153,209	120,380
Valuation allowance	(2,800)	(8,200)
Lower of Cost or Net Realizable Value	<u>\$150,409</u>	<u>\$112,180</u>

ROYAL SASKATCHEWAN MUSEUM ASSOCIATES INC.

Notes to the Financial Statements

March 31, 2010

3. CAPITAL ASSETS

	<u>Cost</u>	Accum. <u>Amort.</u>	Net Book Value	
			<u>2010</u>	<u>2009</u>
Gift shops fixtures	\$ 10,912	\$ 8,909	\$ 2,003	\$ 2,345
Other equipment	<u>1,556</u>	<u>1,445</u>	<u>111</u>	<u>298</u>
Total Capital Assets	<u>\$ 12,468</u>	<u>\$ 10,354</u>	<u>\$ 2,114</u>	<u>\$ 2,643</u>

4. DEFERRED REVENUE

Deferred revenue represents externally restricted major fund raising for projects for which expenditures have not yet been incurred. Transfers to revenue are made as related expenditures are made. Deferred revenue transactions consisted of the following:

	<u>Projects</u>	Operating <u>Grants</u>	Total <u>2010</u>	Total <u>2009</u>
Starting balance	\$179,745	\$ 0	\$179,745	\$165,750
Received/receivable	152,088	86,535	238,623	243,235
Revenue recognized	<u>(130,009)</u>	<u>(86,535)</u>	<u>(216,544)</u>	<u>(229,240)</u>
Ending balance	<u>\$201,824</u>	<u>\$ 0</u>	<u>\$201,824</u>	<u>\$179,745</u>

5. DONATED SERVICES

The operation of the corporation utilizes the services of a number of volunteers. Since those services are not normally purchased by the associates, and due to difficulty of determining the fair market value of these donated services, the value of these donated services is not recognized in the financial statements.

6. INCOME TAX STATUS

The corporation is a registered charity within the meaning of the Income Tax Act and is exempt from income taxes.

7. FINANCIAL INSTRUMENTS

a) Fair Value

The fair value of the financial assets and liabilities approximates their carrying value due to their short term nature.

b) Classification

Under Canadian generally accepted accounting principles, all financial assets and liabilities are classified as one of the following: held-to-maturity, held-for-trading, available for sale, loans and receivables or liabilities. The organization's receivables follow the loans and receivables classification and as such are measured at amortized cost. The remaining financial assets and liabilities have been designated as held-for-trading. Held-for-trading instruments are recorded at fair value with both realized and unrealized value gains and losses reported in income for the year. Since the current carrying value for these items already approximates fair value, as indicated in Note 7 a), there was no year-end valuation adjustment required.

8. COMPARATIVE FIGURES

Some of the comparative figures have been reclassified to conform to the current year's presentation.