

## Ministry of Tourism, Arts and Culture Estimates Debate 2021/22

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November 26, 2020

Honourable Melanie Mark  
Minister of Tourism, Arts, Culture and Sport  
Parliament Buildings  
Victoria, British Columbia V8V 1X4

Dear Minister Mark:

Thank you for agreeing to serve British Columbians as Minister of Tourism, Arts, Culture and Sport. You are taking on this responsibility at a time when people in our province face significant challenges as a result of the global COVID-19 pandemic.

COVID-19 has turned the lives of British Columbians upside down. None of us expected to face the challenges of the past number of months, yet British Columbians have demonstrated incredible resilience, time and time again. We will get through the pandemic and its aftereffects by building on this resilience and focusing on what matters most to people.

British Columbians voted for a government focused on their priorities: fighting the COVID-19 pandemic, providing better health care for people and families, delivering affordability and security in our communities, and investing in good jobs and livelihoods in a clean-energy future.

I expect you – and the work of your ministry – to focus on the commitments detailed in our platform, *Working for You*, along with the following foundational principles:

- **Putting people first:** Since 2017, our government has focused on making decisions to meet people's needs. That focus drove our work in our first term and will continue to be our priority. British Columbians are counting on the government to keep them safe and to build an economic recovery that works for everyone, not just those at the top. Keeping people at the centre of everything we do means protecting and enhancing the public services people rely on and working to make life more affordable for everyone.
- **Lasting and meaningful reconciliation:** Reconciliation is an ongoing process and a shared responsibility for us all. The unanimous passage of the *Declaration on the Rights of Indigenous Peoples Act* was a significant step forward in this journey. True

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reconciliation will take time and ongoing commitment to work with Indigenous peoples as they move toward self-determination. Our government – and every ministry – must remain focused on creating opportunities for Indigenous peoples to be full partners in our economy and providing a clear and sustainable path for everyone to work toward lasting reconciliation.

- **Equity and anti-racism:** Our province's history, identity and strength are rooted in its diverse population. Yet racialized and marginalized people face historic and present-day barriers that limit their full participation in their communities, workplaces, government and their lives. Our government has a moral and ethical responsibility to tackle systemic discrimination in all its forms – and every ministry has a role in this work. While our caucus elected a record number of women, more work remains to address gender equity. Delivering on our commitments to address racial discrimination will require a commitment by all of government to ensure increased IBPOC (Indigenous, Black and People of Colour) representation within the public service, including in government appointments. Our efforts to address systemic discrimination must also inform policy and budget decisions by reviewing all decisions through a Gender-Based Analysis Plus (GBA+) lens.
- **A better future through fighting climate change:** In 2018, our government launched our CleanBC climate action plan. CleanBC puts British Columbia on the path to a cleaner, better future by building a low-carbon economy with new clean-energy jobs and opportunities, protecting our air, land and water and supporting communities to prepare for climate impacts. It is every Minister's responsibility to ensure your ministry's work continues to achieve CleanBC's goals.
- **A strong, sustainable economy that works for everyone:** We will continue our work to support British Columbians through the pandemic and the economic recovery by investing in health care, getting people back to work, helping businesses and communities, and building the clean, innovative economy of the future. Our plan will train the workforce of tomorrow, help businesses hire and grow and invest in the infrastructure needed to build our province.

The pandemic has reminded us that we're strongest when we work together. Delivering on our commitments to people will require a coordinated effort with your cabinet and caucus colleagues, supported by the skilled professionals in the public service. You will also support your cabinet colleagues to do their work, particularly where commitments cross ministry lines.

British Columbians expect their elected representatives to work together to advance the broader public good despite their partisan perspectives. That means seeking out, fostering and championing good ideas, regardless of their origin. I expect you to reach out to elected members from all parties as you deliver on your mandate. Further, you will build thoughtful and sustained relationships through public and stakeholder engagement plans that connect with people to incorporate their perspectives early in the policy development process. These plans must include measurable outcomes and ensure active dialogue and ongoing outreach in your ministry's actions and priorities.

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Over the course of our mandate, I expect you will make progress on the following items:

- Support the tourism, arts, culture and sport sectors through the COVID-19 response and recovery, setting them up for success in the years ahead.
- Work with the Tourism Task Force to bring together leaders from business, labour, First Nations and not-for-profits to support the tourism industry as it moves toward recovery from the COVID-19 pandemic, including by delivering the critical supports for the industry that are part of our government's economic recovery plan, StrongerBC.
- Continue to collaborate with sport organizations on building a resilient recovery from COVID-19.
- Support the creation of dedicated arts and culture spaces by using capital funding through our new Recovery Investment Fund to expand our government's Arts Infrastructure Program to help communities build new cultural spaces and renovate existing ones.
- Continue the redevelopment of the Royal BC Museum.
- Work with the Minister of State for Trade to continue the development of the Chinese Canadian Museum.
- Start work to create a first-of-its-kind museum to document the history, art and contributions of South Asian people in BC
- With support from the Attorney General and Minister responsible for Housing, the Minister of Municipal Affairs, and the Minister of State for Child Care, provide provincial funding to support the redevelopment of the Jewish Community Centre of Greater Vancouver, delivering a new state-of-the-art community centre along with hundreds of new child care spaces.

To assist you in meeting the commitments we have made to British Columbians, you are assigned a Parliamentary Secretary for Arts and Film. You will work closely together and ensure your Parliamentary Secretary receives appropriate support to deliver on the following priorities, outlined in the mandate letter issued to them:

- Work with the creative sector to identify strategies to drive a strong recovery from the impacts of the COVID-19 pandemic.
- Support the Minister of Finance to re-establish the government-film sector task force to recommend the size and term of a new visual effects tax credit based on production costs.

Our work as a government must continually evolve to meet the changing needs of people in this province. Issues not contemplated in this letter will come forward for government action and I

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ask you to bring such matters forward for consideration by the Planning and Priorities Committee of cabinet, with the expectation that any proposed initiatives will be subject to the usual cabinet and Treasury Board oversight. Your ministry's priorities must reflect our government's overall strategic plan as determined by cabinet.

All cabinet members are expected to review, understand, and act according to the *Members' Conflict of Interest Act* and conduct themselves with the highest level of integrity. As a minister of the Crown, your conduct will reflect not only on you but on cabinet and our government. You are responsible for providing strong, professional and ethical leadership within cabinet and your ministry. You will establish a collaborative working relationship with your deputy minister and the public servants under their direction who provide the professional, non-partisan advice that is fundamental to delivering on our government's priorities. You must ensure your minister's office meets the highest standards for integrity and provides a respectful and rewarding environment for all staff.

My commitment to all British Columbians is to do my level best to make sure people's lives are better, safer and more affordable. I believe the challenges we face can and will be overcome by working together. By way of this letter, I am expressing my faith that people can expect the same commitment from you.

Sincerely,

A handwritten signature in dark ink, reading "John J. Horgan", with a long horizontal flourish extending to the right.

John Horgan  
Premier



November 26, 2020

Bob D'Eith, MLA  
Parliamentary Secretary for Arts and Film  
Parliament Buildings  
Victoria, British Columbia V8V 1X4

Dear Parliamentary Secretary D'Eith:

Thank you for agreeing to serve British Columbians as Parliamentary Secretary for Arts and Film, supporting the Minister of Tourism, Arts, Culture and Sport. You are taking on this responsibility at a time when people in our province face significant challenges as a result of the global COVID-19 pandemic.

COVID-19 has turned the lives of British Columbians upside down. None of us expected to face the challenges of the past number of months, yet British Columbians have demonstrated incredible resilience, time and time again. We will get through the pandemic and its aftereffects by building on this resilience and focusing on what matters most to people.

British Columbians voted for a government focused on their priorities: fighting the COVID-19 pandemic, providing better health care for people and families, delivering affordability and security in our communities, and investing in good jobs and livelihoods in a clean-energy future.

I expect you – and the work of your ministry – to focus on the commitments detailed in our platform, *Working for You*, along with the following foundational principles:

- **Putting people first:** Since 2017, our government has focused on making decisions to meet people's needs. That focus drove our work in our first term and will continue to be our priority. British Columbians are counting on the government to keep them safe and to build an economic recovery that works for everyone, not just those at the top. Keeping people at the centre of everything we do means protecting and enhancing the public services people rely on and working to make life more affordable for everyone.
- **Lasting and meaningful reconciliation:** Reconciliation is an ongoing process and a shared responsibility for us all. The unanimous passage of the *Declaration on the Rights of Indigenous Peoples Act* was a significant step forward in this journey. True

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reconciliation will take time and ongoing commitment to work with Indigenous peoples as they move toward self-determination. Our government – and every ministry – must remain focused on creating opportunities for Indigenous peoples to be full partners in our economy and providing a clear and sustainable path for everyone to work toward lasting reconciliation.

- **Equity and anti-racism:** Our province's history, identity and strength are rooted in its diverse population. Yet racialized and marginalized people face historic and present-day barriers that limit their full participation in their communities, workplaces, government and their lives. Our government has a moral and ethical responsibility to tackle systemic discrimination in all its forms – and every ministry has a role in this work. While our caucus elected a record number of women, more work remains to address gender equity. Delivering on our commitments to address racial discrimination will require a commitment by all of government to ensure increased IBPOC (Indigenous, Black and People of Colour) representation within the public service, including in government appointments. Our efforts to address systemic discrimination must also inform policy and budget decisions by reviewing all decisions through a Gender-Based Analysis Plus (GBA+) lens.
- **A better future through fighting climate change:** In 2018, our government launched our CleanBC climate action plan. CleanBC puts British Columbia on the path to a cleaner, better future by building a low-carbon economy with new clean-energy jobs and opportunities, protecting our air, land and water and supporting communities to prepare for climate impacts. It is every Minister's responsibility to ensure your ministry's work continues to achieve CleanBC's goals.
- **A strong, sustainable economy that works for everyone:** We will continue our work to support British Columbians through the pandemic and the economic recovery by investing in health care, getting people back to work, helping businesses and communities, and building the clean, innovative economy of the future. Our plan will train the workforce of tomorrow, help businesses hire and grow and invest in the infrastructure needed to build our province.

As Parliamentary Secretary, you will assist your Minister in carrying out their duties. You may be asked to represent the Minister at public events, deliver speeches on behalf of the Minister, or act as a spokesperson for the government's position. You will reach out to stakeholders, businesses, civil society and individuals across B.C. to better understand their perspectives and bring their views to the Minister.

You are also being given special responsibility to support your Minister in specific areas within their mandate. You will work with, and be supported by, B.C.'s professional public service in this role.

Over the course of our mandate, I expect you will make progress on the following items:

- Work with the creative sector to identify strategies to drive a strong recovery from the impacts of the COVID-19 pandemic.

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- Support the Minister of Finance to re-establish the government-film sector task force to recommend the size and term of a new visual effects tax credit based on production costs.

Your Minister is ultimately responsible and accountable for their ministry and their mandate; thus, all key decisions will be made by them. Your role is to understand your Minister's policy goals, develop a deep understanding of the issues, participate in consultations with key stakeholders, Indigenous peoples and the broader public, in order to give your best advice to the public service as it develops options for a decision by the Minister.

You will collaborate with your Minister, Ministry and the Premier's Office to develop a workplan to guide your efforts, including detail on how the professional public service will support your work through briefings, supporting consultations, and keeping you apprised of policy development.

All members are expected to review, understand and act according to the *Members' Conflict of Interest Act* and conduct themselves with the highest level of integrity. As a Parliamentary Secretary, your conduct will reflect not only on you, but on your Minister and our government.

You are accountable for providing strong, professional and ethical leadership. I expect you to establish a positive, respectful and collaborative working relationship with your Minister, their staff and the public servants who provide the professional, non-partisan advice fundamental to delivering on our government's priorities.

My commitment to all British Columbians is to do my level best to make sure people's lives are better, safer and more affordable. I believe the challenges we face can and will be overcome by working together. By way of this letter, I am expressing my faith that people can expect the same commitment from you.

Sincerely,

A handwritten signature in black ink, reading "John J. Horgan", with a long horizontal flourish extending to the right.

John Horgan  
Premier

**Ministry of Tourism, Arts, Culture and Sport**  
**Mandate Letter Commitments – Summary for Estimates**

Mandate Letter Issued November 2020	Division Lead	Status
Minister Melanie Mark Mandate letter		
<p>1. Support the tourism, arts, culture and sport sectors through the COVID-19 response and recovery, setting them up for success in the years ahead.</p>	<p><b>All</b></p>	<p><b>Tourism:</b></p> <ul style="list-style-type: none"> <li>• Significant engagement with industry stakeholders, other ministries, and the federal government about COVID-19 relief measures, which fed into B.C.'s COVID-19 Action Plan and B.C.'s Restart Plan.</li> <li>• Total allocation of over \$170 million in direct support for the tourism sector through B.C.'s COVID-19 Economic Recovery Plan. This includes: <ul style="list-style-type: none"> <li>○ \$100 million tourism-specific stream under the Small and Medium Size Business Recovery Grant program.</li> <li>○ \$5 million in relief funding for Indigenous tourism business that is being administered through Indigenous Tourism BC</li> <li>○ \$13.6 million to support targeted tourism development projects across the six tourism regions in B.C.</li> <li>○ \$19.4 million to help small municipalities build, adapt and diversify their tourism infrastructure.</li> <li>○ \$10 million to 61 Community Destination Marketing Organizations that participate in the MRDT program to support critical staffing and operations.</li> <li>○ \$5 million through Destination BC's Co-operative Marketing Partnerships Program to directly fund hard-hit urban centers and tourism sector</li> <li>○ \$20 million for tourism infrastructure projects supporting destination development under the Community Economic Recovery Infrastructure Program (CERIP) with an additional \$35 million in tourism infrastructure projects supported through the other CERIP streams.</li> </ul> </li> <li>• Budget 2021 committed an additional \$120M to the tourism sector. <ul style="list-style-type: none"> <li>○ \$100 million to support tourism recovery including support for major anchor attractions</li> </ul> </li> </ul>

**Ministry of Tourism, Arts, Culture and Sport**  
**Mandate Letter Commitments – Summary for Estimates**

Mandate Letter Issued November 2020	Division Lead	Status
Minister Melanie Mark Mandate letter		
		<ul style="list-style-type: none"> <li>○ \$20 million for tourism infrastructure projects supporting destination development</li> </ul> <p><b>Creative:</b></p> <ul style="list-style-type: none"> <li>• Successful three-year, \$22.5M, renewal of the Amplify BC music fund (April 2021). Sector consultation on program design will be led by PS D'Eith in Spring/Summer 2021.</li> <li>• Successful five-year renewal of the BC Book Publishing Tax Credit (March 2021).</li> <li>• Launched the first \$200K stream of the \$2M Reel Focus BC domestic film program targeted to emerging and equity seeking B.C. filmmakers (February 2021) to assist with recovery.</li> <li>• Pivoted Creative BC programs to meet evolving sector needs: International Industry Initiatives; Interactive Fund; Passports to Markets; Domestic Industry Initiatives.</li> <li>• Met with creative sector industry stakeholders to hear about the impacts of the COVID-19 pandemic.</li> <li>• Ongoing support for the motion picture industry in navigating new federal border measures.</li> </ul> <p><b>Sport:</b></p> <ul style="list-style-type: none"> <li>• Worked to develop the Return to Sport guidelines to get people back to playing sports safely.</li> <li>• Provided \$1.5 million for a Local Sport Relief Fund to allow community sport organizations to remain sustainable. <ul style="list-style-type: none"> <li>○ 288 grants were provided in the first round one of funding.</li> <li>○ A second round opened in March 2021, supported by \$1.6M in federal funding.</li> </ul> </li> </ul>

**Ministry of Tourism, Arts, Culture and Sport**  
**Mandate Letter Commitments – Summary for Estimates**

Mandate Letter Issued November 2020	Division Lead	Status
Minister Melanie Mark Mandate letter		
		<ul style="list-style-type: none"> <li>• Launched a \$15 million Amateur Sport League Fund to support B.C. based amateur leagues and teams competing at the provincial, national or international level.</li> <li>• Distributed more than \$5.5 million from the federal COVID-19 Emergency Support Fund for Sport Organizations, including support for provincial, disability and multi-sport organizations; the Indigenous Sport, Physical Activity and Recreation Council; and the BC Seniors Games Society.</li> </ul> <p><b>Arts and Culture:</b></p> <ul style="list-style-type: none"> <li>• In FY 2020/21, \$40.19 million in support was provided to over 600 organizations and hundreds of individuals., including \$35 million in new StrongerBC funds and \$5.19M of reallocated BCAC budget.</li> <li>• The BC Arts Council has been responsive and flexible by shifting deadlines and program criteria and reallocating budget to best support applicants.</li> <li>• Funding will continue to be provided for operating assistance clients through a streamlined and simplified application process.</li> <li>• Ensured the voice of the sector was represented at the Industry Engagement Table and upcoming regional roundtables with PS Bob D'Eith.</li> </ul>
2. Work with the Tourism Task Force to bring together leaders from business, labour, First Nations and not-for-profits to support the tourism industry as it moves toward recovery from the COVID-19 pandemic,	<b>Tourism</b> <b>Salman Azam, ADM</b>	<ul style="list-style-type: none"> <li>• The Province has taken action on several of the Tourism Task Force's recommendations, including: <ul style="list-style-type: none"> <li>○ Creating a \$100 million tourism-specific stream under the Small and Medium Size Business Recovery Grant program.</li> <li>○ Allocating \$5 million in relief funding for Indigenous tourism businesses that is being administered through Indigenous Tourism BC.</li> </ul> </li> </ul>

**Ministry of Tourism, Arts, Culture and Sport**  
**Mandate Letter Commitments – Summary for Estimates**

<b>Mandate Letter Issued November 2020</b>	<b>Division Lead</b>	<b>Status</b>
<b>Minister Melanie Mark Mandate letter</b>		
including by delivering the critical supports for the industry that are part of our government's economic recovery plan, StrongerBC.		<ul style="list-style-type: none"> <li>○ Partnering with go2HR to create a COVID-19 Safety Certificate course.</li> </ul> <p><i>Advice/Recommendations</i></p> <ul style="list-style-type: none"> <li>• Government is examining the remaining recommendations and looking at the best way to move forward in support of a strong recovery.</li> </ul>
3. Continue to collaborate with sport organizations on building a resilient recovery from COVID-19.	<b>Sport Asha Bhat, ADM</b>	<ul style="list-style-type: none"> <li>• The Province has worked closely with viaSport and engaged in extensive sector consultations to craft Return to Sport guidelines to help sport gradually resume as public health measures permit.</li> <li>• Working closely with viaSport, ISPARC, BC Games Society and other professional sport partners to support the sector's restart and recovery. This includes: <ul style="list-style-type: none"> <li>○ Working with key partners to confirm return to play plans for amateur and professional sport leagues;</li> <li>○ Working with the Office of the Provincial Health Officer to create an exemption for high-performance athletes so that individuals who have dedicated their life to sport can continue to do so here in B.C.; and</li> <li>○ Continuing to work with the sport sector to better understand their needs and opportunities to build back a sport sector that is more inclusive, diverse, and affordable.</li> </ul> </li> </ul>
4. Support the creation of dedicated arts and culture spaces by using capital funding through our new	<b>Arts and Culture Claire Avison, ADM</b>	<ul style="list-style-type: none"> <li>• In FY 2020/21, the BC Arts Council implemented the Arts Infrastructure Program with a \$2M budget and completed its inaugural intake. Unanticipated earnings from the BC150 Cultural</li> </ul>

**Ministry of Tourism, Arts, Culture and Sport**  
**Mandate Letter Commitments – Summary for Estimates**

<b>Mandate Letter Issued November 2020</b>	<b>Division Lead</b>	<b>Status</b>
<b>Minister Melanie Mark Mandate letter</b>		
Recovery Investment Fund to expand our government's Arts Infrastructure Program to help communities build new cultural spaces and renovate existing ones.		<p>Endowment allowed for an expansion of the program from \$2M to \$4M and increasing the number of funded projects from 50 to 97.</p> <ul style="list-style-type: none"> <li>In FY 2021/22, the Arts Infrastructure Program secured an additional \$2 million annually, increasing the base budget from \$2 million to \$4 million. This increase allows for expanded project eligibility to include a planning stream for future projects.</li> </ul>
5. Continue the redevelopment of the Royal BC Museum.	<b>Arts and Culture Claire Avison, ADM</b>	<ul style="list-style-type: none"> <li>On September 18, 2020, the Province announced the \$14 million purchase of an 8-acre parcel of land in Colwood for the construction of the Collections and Research Building.</li> <li>The 14,000 square-metre facility will use mass timber construction and meet CleanBC energy efficiency standards. Building construction will generate more than 950 direct and indirect good-paying jobs.</li> </ul> <p><small>Cabinet Confidences; Advice/Recommendations</small></p>
6. Work with the Minister of State for Trade to continue the development of the Chinese Canadian Museum.	<b>Arts and Culture Claire Avison, ADM</b>	<ul style="list-style-type: none"> <li>The Chinese Canadian Museum Society of B.C. was incorporated on March 13, 2020, as a non-profit society to advance the work of establishing and operating a Chinese Canadian Museum.</li> <li>The Province has invested more than \$11 million into the Chinese Canadian Museum, including an \$8 million endowment and \$2 million to support the development of the Society and to develop the Museum.</li> <li>In July 2020, the Province signed a Memorandum of Understanding with Victoria Chinatown Museum Society to be the first regional hub.</li> <li>On August 15, 2020, the Museum opened its first temporary exhibit, <i>A Seat at the Table</i>, in Vancouver's Chinatown.</li> </ul>

**Ministry of Tourism, Arts, Culture and Sport**  
**Mandate Letter Commitments – Summary for Estimates**

<b>Mandate Letter Issued November 2020</b>	<b>Division Lead</b>	<b>Status</b>
<b>Minister Melanie Mark Mandate letter</b>		
		<ul style="list-style-type: none"> <li>The Museum has hired five full-time, fixed-term employees.</li> </ul> <small>Cabinet Confidences; Advice/Recommendations</small>
7. Start work to create a first-of-its-kind museum to document the history, art and contributions of South Asian people in BC	<b>Arts and Culture Claire Avison, ADM</b>	
8. With support from the Attorney General and Minister responsible for Housing, the Minister of Municipal Affairs, and the Minister of State for Child Care, provide provincial funding to support the redevelopment of the Jewish Community Centre of Greater Vancouver, delivering a new state-of-the-art community centre along with hundreds of new child care spaces.	<b>Arts and Culture Claire Avison (and possible David Curtis, ADM, MAH)</b>	<ul style="list-style-type: none"> <li>Over the past two years, the Province has provided \$400,000 in seed funding for the planning of this project.</li> <li>On April 9, 2021, the Premier and Minister Mark observed remembrance of the Holocaust at the Jewish Community Centre of Greater Vancouver.</li> <li>The Province has provided \$3M in support for continued planning in 2020/21 with preliminary approval for \$22M to further support the cultural component of the project. The Ministry will be working with MCFD and AG in the coming year to further the cultural, childcare and housing components of the development.</li> </ul>

**Ministry of Tourism, Arts, Culture and Sport**  
**Mandate Letter Commitments – Summary for Estimates**

Mandate Letter Commitments 2020	Division Lead	Status
<b>Parliamentary Secretary for Arts and Film</b> <b>Bob D'Eith Mandate letter</b>		
1. Work with the creative sector to identify strategies to drive a strong recovery from the impacts of the COVID-19 pandemic.	<b>Creative Asha Bhat, ADM</b>	<ul style="list-style-type: none"> <li>• Successful three-year, \$22.5M, renewal of the Amplify BC music fund (April 2021). <ul style="list-style-type: none"> <li>○ Sector consultation on program design will be led by PS D'Eith in Spring/Summer 2021.</li> </ul> </li> <li>• Successful five-year renewal of the BC Book Publishing Tax Credit (March 2021).</li> <li>• Launched the first \$200K stream of the \$2M Reel Focus BC domestic film program targeted to emerging and equity seeking B.C. filmmakers to assist with recovery.</li> <li>• Pivoted Creative BC programs to meet evolving sector needs: International Industry Initiatives; Interactive Fund; Passports to Markets; Domestic Industry Initiatives.</li> <li>• Consultations with creative sector industry stakeholders to gauge ongoing impacts of the pandemic, and program options to address recovery. Key stakeholders engaged include: Music BC; Creative BC; CMPA-BC; DigiBC; and the Motion Picture Association of Canada.</li> <li>• Ongoing support for the motion picture industry in navigating new federal border measures.</li> </ul>
2. Support the Minister of Finance to re-establish the government-film sector task force to recommend the size and term of a new visual effects tax credit based on production costs	<b>Creative Asha Bhat, ADM (this is a FIN lead initiative)</b>	<ul style="list-style-type: none"> <li>• On March 4, 2021, the Motion Picture Production Industry Association (MPPIA) and the Animation &amp; VFX Alliance submitted a revised proposal to FIN and TACS, requesting an 18-month grant program.</li> <li>• FIN will be seeking further direction before initiating discussions with the industry after Budget 2021. TACS will help facilitate the discussion.</li> </ul>



# TACS Accomplishments Table

UPDATED: April 8, 2021

Date	Description	Organizations and People	Sector and Mandate
April 13, 2021	\$22.5 million in committed funding over three years for B.C.'s music industry through Amplify BC	<p>Amplify BC has four programs:</p> <p><b>Live Music</b> - supports the operations, development and adaptation of venues, festivals and concert presenters in B.C.</p> <p><b>Music Company Development</b> - supports the operations, development and adaption of music companies in B.C.</p> <p><b>Music Industry Initiatives</b> - supports the development of B.C.'s music industry, funding projects that support training, skills development, export activities, business development, research and up-and-coming talent.</p> <p><b>Career Development</b> - support the careers of emerging and established artists in B.C., funding sound recordings, music videos and marketing initiatives.</p>	<p>Arts and Culture</p> <p>Mandate:</p> <p>Support the tourism, arts, culture and sport sectors through the COVID-19 response and recovery, setting them up for success in the years ahead.</p>
April 9, 2021	BC Arts Council is providing \$1.19 million for community arts festivals, visual artists and co-op placements	<p><b>Community Arts Festivals:</b> 72 grants to arts and culture and Indigenous organizations to pay artists to participate in local arts festivals.</p> <p><b>Visual Artists:</b> 46 grants to support professional visual artists to create new work.</p> <p><b>Co-Op Placements:</b> 20 grants to help organizations hire co-op students to gain experience in the arts and culture sector.</p>	<p>Arts and Culture</p> <p>Mandate:</p> <p>Support the tourism, arts, culture and sport sectors through the COVID-19 response and recovery, setting them up for success in the years ahead.</p>
March 31, 2021	\$15 million for B.C.-based amateur leagues and teams	<p>Helps amateur sports leagues and teams with operational costs, such as salaries, administrative costs, personal protective equipment, and the development of COVID-19 safety plans to ensure the safety of athletes and staff.</p> <p>Funding will help ensure organizations pull through the pandemic to provide opportunities for amateur athletes and protect the jobs of people who work for the leagues and teams.</p>	<p>Sport</p> <p>Mandate:</p> <p>Support the tourism, arts, culture and sport sectors through the COVID-19 response and recovery, setting them up for success in the years ahead.</p>
March 29, 2021	\$19.4 million to tourism dependent communities (StrongerBC)	<p>32 communities received the funding</p> <p>46 new tourism-development projects were identified by communities throughout B.C. and include: updated trails for e-bikes and adaptive trikes, signage, solar electric-vehicle charging stations, sea kayak touring and picnic facilities, water park construction, and creating an arts and culture stage.</p>	<p>Tourism</p> <p>Mandate:</p> <p>Support the tourism, arts, culture and sport sectors through the COVID-19 response and recovery, setting them up for success in the years ahead.</p>
March 24, 2021	\$14 million in supplements to	The BC Arts Council distributed supplements to 588 arts and culture organizations throughout B.C.	<p>Arts and Culture</p> <p>Mandate:</p>

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	arts and culture organizations (StrongerBC)	<p>Pays for operating costs, like rent and utilities, paying artists and protecting or restoring jobs, such as theatre technicians, production designers or arts administrators.</p> <p><i>*This is new funding, in addition to previously announced \$21 million bringing the total to \$35 million through StrongerBC.</i></p>	Support the tourism, arts, culture and sport sectors through the COVID-19 response and recovery, setting them up for success in the years ahead.
March 24, 2021	Tourism, hospitality industry supports B.C. immunization efforts	<p>A new partnership will employ more than 1,400 tourism and hospitality workers in mass vaccination clinics — creating hundreds of jobs for B.C.'s hard-hit tourism, hospitality and sport sectors.</p> <p>No TACS specific funding. MOH lead.</p>	<p>Tourism</p> <p>Mandate:</p> <p>Support the tourism, arts, culture and sport sectors through the COVID-19 response and recovery, setting them up for success in the years ahead.</p>
March 5, 2021	<p>\$15.7 million in supplements to arts and culture organizations</p> <p>(part of \$21M for arts through StrongerBC - Sept. 2020)</p>	<p>The BC Arts Council distributed supplements to 556 arts and culture organizations throughout B.C.</p> <p>Organizations can use the funds to pay for operating costs, like rent and utilities, paying artists and protecting or restoring jobs, such as theatre technicians, production designers or arts administrators.</p>	<p>Arts and Culture</p> <p>Mandate:</p> <p>Support the tourism, arts, culture and sport sectors through the COVID-19 response and recovery, setting them up for success in the years ahead.</p>
March 5, 2021	<p>\$1.27 million to grow musicians' careers</p> <p>(part of \$7.5 million Amplify BC)</p>	<p>Through Amplify BC, 113 emerging and established musicians received \$1.27 million to support their career development.</p> <p>Musicians can use these grants to record, make music videos or market their music.</p>	<p>Creative</p> <p>PS Mandate:</p> <p>Work with the creative sector to identify strategies to drive a strong recovery from the impacts of the COVID-19 pandemic.</p>
Feb. 25, 2021	<p>Launch of \$200,000 Reel Focus BC program for BC filmmakers</p> <p>(part of \$2M Domestic Motion Picture Fund)</p>	<p>Creators can get a grant of up to \$10,000 to:</p> <ul style="list-style-type: none"> <li>• do research</li> <li>• develop a concept</li> <li>• write a script</li> </ul> <p>The grants are available for a wide range of emerging and equity seeking producers including feature films, television shows, series, documentaries and animated content.</p>	<p>Creative</p> <p>PS Mandate:</p> <p>Work with the creative sector to identify strategies to drive a strong recovery from the impacts of the COVID-19 pandemic.</p>
Feb. 25, 2021	<p>CERIP: Destination Development</p> <p>\$20 million</p>	<p>54 new tourism projects throughout B.C. are receiving funding under the (CERIP) destination development stream.</p> <p>Funding invests in implementation-ready tourism infrastructure and amenities projects that support the recovery and resilience of tourism. It creates</p>	<p>Tourism</p> <p>Mandate:</p> <p>Support the tourism, arts, culture and sport sectors through the COVID-19 response and recovery,</p>

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		jobs and develops infrastructure that will attract visitors to B.C. communities when travel resumes	setting them up for success in the years ahead.
Feb. 24, 2021	CERIP funding through ministries of Municipal Affairs and Forests, Lands, Natural Resource Operations and Rural Development	<p>CERIP – other streams pertaining to tourism</p> <p>An additional \$34.5 million has been allocated for 95 tourism-related projects from these other CERIP funding streams, totalling almost \$55 million toward tourism resiliency and development throughout B.C.</p>	<p>Tourism</p> <p>Mandate:</p> <p>Support the tourism, arts, culture and sport sectors through the COVID-19 response and recovery, setting them up for success in the years ahead.</p>
Feb. 12, 2021	Ski communities education campaign	<p>The Province in conjunction with Canada West Ski Areas Association and six local governments.</p> <p>No TACS-specific funding.</p>	<p>Tourism</p> <p>Mandate:</p> <p>Support the tourism, arts, culture and sport sectors through the COVID-19 response and recovery, setting them up for success in the years ahead.</p>
Jan. 21, 2021	Local Sport Relief Fund	288 community sport organizations have received grants through the \$1.5 million Local Sport Relief Fund to pay overhead.	<p>Sport</p> <p>Mandate:</p> <p>Support the tourism, arts, culture and sport sectors through the COVID-19 response and recovery, setting them up for success in the years ahead.</p>
Jan. 12, 2021	The BC Arts Council's new \$500,000 Pivot for Individuals program	<p>Professional artists can get a grant of up to \$12,000 for things such as:</p> <ul style="list-style-type: none"> <li>• modifying existing art or performances</li> <li>• learning new skills, such as video editing</li> <li>• professional development, like mentorship or training</li> </ul>	<p>Arts and Culture</p> <p>Mandate:</p> <p>Support the tourism, arts, culture and sport sectors through the COVID-19 response and recovery, setting them up for success in the years ahead.</p>
Dec. 22, 2020	\$105 million in dedicated relief funding for the tourism sector	<p>In response to the Tourism Task Force's recommendations the government committed \$100 million in dedicated relief funding for the tourism sector.</p> <p>In addition, the Province is allocating \$5 million to Indigenous Tourism BC to administer relief grant funding targeted for Indigenous businesses.</p> <p>Tourism businesses will now be eligible for up to \$45,000, an increase compared to the previous</p>	<p>Tourism</p> <p>Mandate:</p> <p>Work with the Tourism Task Force to bring together leaders from business, labour, First Nations and not-for-profits to support the tourism industry as it</p>

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		<p>maximum of \$40,000, due to a boost in the additional funds now available to help the sector recover.</p> <p>The new relief fund more than doubles the \$50 million announced in September 2020 in the StrongerBC economic recovery plan to implement the recommendations from the task force.</p>	<p>moves toward recovery from the COVID-19 pandemic, including by delivering the critical supports for the industry that are part of our government’s economic recovery plan, StrongerBC.</p>
<p>Dec. 19, 2020</p>	<p>\$3.4 million for people and businesses in the music industry</p>	<p>Through Amplify BC, the Province’s music fund, a total 95 venues, festivals and presenters in the music industry received \$3.4 million in grants to stay resilient during the pandemic.</p>	<p>Creative Sector</p> <p>PS Mandate:</p> <p>Work with the creative sector to identify strategies to drive a strong recovery from the impacts of the COVID-19 pandemic.</p>

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4.	Dec. 8, 2020	\$19.4 million to support tourism-dependent municipalities	<p>\$19.4 million to support tourism-dependent municipalities to build, adapt and diversify their tourism infrastructure.</p> <p>Projects expected to be announced in spring 2021.</p> <p>This is part of StrongerBC.</p>	<p>Tourism</p> <p>Mandate:</p> <p>Work with the Tourism Task Force to bring together leaders from business, labour, First Nations and not-for-profits to support the tourism industry as it moves toward recovery from the COVID-19 pandemic, including by delivering the critical supports for the industry that are part of our government's economic recovery plan, StrongerBC.</p>
	Dec. 8, 2020	\$13.6 million for B.C. tourism regions	<p>\$13.6 million for all six B.C. tourism regions to work with government to identify projects to create jobs and attract new businesses.</p> <p>Funds provided to regions and projects for consideration will be identified by February 2021.</p> <p>This is part of StrongerBC.</p>	<p>Tourism</p> <p>Mandate:</p> <p>Work with the Tourism Task Force to bring together leaders from business, labour, First Nations and not-for-profits to support the tourism industry as it moves toward recovery from the COVID-19 pandemic, including by delivering the critical supports for the industry that are part of our government's economic recovery plan, StrongerBC.</p>
	Dec. 8, 2020	\$20 million to develop local tourism experiences, infrastructure and services	<p>\$20 million to develop local tourism experiences, infrastructure and services to help bring back visitors to communities.</p> <p>Eligible groups include:</p> <ul style="list-style-type: none"> <li>• Local governments</li> <li>• not-for-profits</li> <li>• First Nations</li> </ul> <p>Funds are scheduled to be sent to recipients by March 2021.</p> <p>This is part of StrongerBC.</p>	<p>Tourism</p> <p>Mandate:</p> <p>Work with the Tourism Task Force to bring together leaders from business, labour, First Nations and not-for-profits to support the tourism industry as it moves toward recovery from the COVID-19 pandemic, including by delivering the critical supports for the industry that are part</p>

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				of our government's economic recovery plan, StrongerBC.
5.	Dec. 2, 2020	\$16 million in supplements to arts and culture organizations	<p>\$16 million in supplements through the BC Arts Council to arts and culture organizations.</p> <p>The supplement helps existing BC Arts Council clients pay for operating costs like:</p> <ul style="list-style-type: none"> <li>• rent</li> <li>• utilities</li> <li>• rehire people such as artists, theatre technicians, production designers or arts administrators</li> </ul> <p>Supplement recipients will be announced March 3.</p> <p>This is part of StrongerBC.</p> <p>Previous BCAC funding</p> <ul style="list-style-type: none"> <li>• We made two significant investments in the BC Arts Council in the last two budgets bringing the budget to a record high. <ul style="list-style-type: none"> <li>○ Budget 2018 boosted funding to the BC Arts Council by \$15 million over three years (first increase since 2013).</li> <li>○ Budget 2019 boosted funding to the BC Arts Council by \$15 million over three years.</li> </ul> </li> <li>• Thanks to our significant investments the BC Arts Council's budget is now at a record high of estimated \$35.6 million (\$34 million plus extra from endowment fund).</li> </ul>	<p>Arts and Culture</p> <p>Mandate:</p> <p>Support the tourism, arts, culture and sport sectors through the COVID-19 response and recovery, setting them up for success in the years ahead.</p>
		New \$5 million Pivot Program to help organizations adapt	<p>\$5 million through the BC Arts Council for the new Pivot Program to help organizations adapt.</p> <p>Organizations can get grants to modify their business model and practices to adapt to the realities of the pandemic.</p> <p>Recipients pending, to be announced April (TBD).</p> <p>This is part of StrongerBC.</p> <p>Previous BCAC funding</p> <ul style="list-style-type: none"> <li>• We made two significant investments in the BC Arts Council in the last two budgets bringing the budget to a record high. <ul style="list-style-type: none"> <li>○ Budget 2018 boosted funding to the BC Arts Council by \$15 million over three years (first increase since 2013).</li> <li>○ Budget 2019 boosted funding to the BC Arts Council by \$15 million over three years.</li> </ul> </li> </ul>	<p>Arts and Culture</p> <p>Mandate:</p> <p>Support the tourism, arts, culture and sport sectors through the COVID-19 response and recovery, setting them up for success in the years ahead.</p>

TACS Accomplishments Table

UPDATED: April 8, 2021

			<ul style="list-style-type: none"><li>Thanks to our significant investments the BC Arts Council’s budget is now at a record high of estimated \$35.6 million (\$34 million plus extra from endowment fund).</li></ul>	
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6.	Updated Sept. 28, 2020	Industry leaders, experts named to provincial Tourism Task Force	<p>Eleven business and industry leaders appointed to a new task force focused on reigniting B.C.'s tourism sector and enhancing its long-term competitiveness.</p> <p>Members of the Tourism Task Force have varied backgrounds including business, labour and the not-for-profit sector. The groups will seek innovative and creative ideas from stakeholders, experts and the public about how to help B.C.'s tourism industry recover in the short, medium and long term.</p> <p>The Province is allocating \$50 million in the Economic Recovery Plan to implement new measures that result from the Tourism Task Force's work.</p>	<p>Tourism</p> <p>Mandate:</p> <p>Work with the Tourism Task Force to bring together leaders from business, labour, First Nations and not-for-profits to support the tourism industry as it moves toward recovery from the COVID-19 pandemic, including by delivering the critical supports for the industry that are part of our government's economic recovery plan, StrongerBC.</p>
7.	Sept. 17, 2020	Royal BC Museum Modernization Project (New building)	<p>As part of the Royal BC Modernization Project, the B.C. government has committed to building a new collections and research building in Colwood.</p> <p>Construction will generate more than 950 direct and indirect good-paying jobs.</p> <p>Government expects the project to complete the project in summer 2024.</p>	<p>Arts and Culture</p> <p>Mandate:</p> <p>Continue the redevelopment of the Royal BC Museum.</p>
8.	Sept. 14, 2020	\$2 million investment in B.C.'s domestic motion picture industry	<p>\$2 million to launch the new Domestic Motion Picture Fund to support B.C. filmmakers and producers.</p> <p>This is the first dedicated funding for the domestic motion picture industry since 2003.</p> <p>The Domestic Motion Picture Fund will support:</p> <ul style="list-style-type: none"> <li>development activities such as research, concept development and script-writing</li> <li>production costs, such as hiring crew, renting equipment and securing locations</li> </ul> <p>Part of the COVID-19 Action Plan relief funding.</p>	<p>Creative Sector</p> <p>PS Mandate:</p> <p>Work with the creative sector to identify strategies to drive a strong recovery from the impacts of the COVID-19 pandemic.</p>



## TACS Accomplishments Table

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9.	Aug. 17, 2020  Jan. 22, 2021	New \$2 million grant program to improve spaces for artists	<p>In total, 50 arts and culture organizations received nearly \$2 million in grants to help improve arts and culture spaces and support the sector's resilience.</p> <p>Arts and culture organizations can get:</p> <ul style="list-style-type: none"> <li>• up to \$75,000 to improve arts and culture spaces</li> <li>• \$40,000 to buy special equipment to support art programming</li> </ul> <p>Recipients announced Jan. 22, 2021.</p>	<p>Arts and Culture</p> <p>Mandate:</p> <p>Support the creation of dedicated arts and culture spaces by using capital funding through our new Recovery Investment Fund to expand our government's Arts Infrastructure Program to help communities build new cultural spaces and renovate existing ones.</p> <p>(Delivered on previous Minister's mandate)</p>
10.	Aug. 13, 2020	Chinese Canadian Museum launches temporary exhibition in Vancouver Chinatown	<p>Announced the opening of the free exhibit, A Seat at the Table, a project from the Chinese Canadian Museum Society of BC, in collaboration with the Museum of Vancouver and the University of British Columbia.</p> <p>The temporary exhibit was made possible through the B.C. government's \$1-million grant to the City of Vancouver to support further planning for the Chinese Canadian Museum.</p> <p>The exhibit will run through 2021.</p>	<p>Arts and Culture</p> <p>Mandate:</p> <p>Work with the Minister of State for Trade to continue the development of the Chinese Canadian Museum.</p>
11.	July 28, 2020	\$1.5 million to help local sport organizations with costs during the pandemic	<p>The Province invested \$1.5 million to help local sport organizations with fixed costs during the pandemic.</p> <p>Canadian Heritage is also investing \$3.4 million in sports organizations in British Columbia.</p> <p>B.C. has more than 4,100 local sports organizations. The COVID-19 pandemic has led to many of them facing financial challenges due to the absence of registration fees, event revenues and sponsorships.</p>	<p>Sport</p> <p>Mandate:</p> <p>Support the tourism, arts, culture and sport sectors through the COVID-19 response and recovery, setting them up for success in the years ahead.</p>

## TACS Accomplishments Table

**UPDATED: April 8, 2021**

12.	July 16, 2020	\$10 million to establish the Chinese Canadian Museum	<p>The B.C. government invested \$10 million to establish the Chinese Canadian Museum – the first in Canada.</p> <p>This investment includes:</p> <ul style="list-style-type: none"> <li>• \$2 million to complete the planning and development</li> <li>• \$8 million for an endowment to provide ongoing support</li> </ul> <p>The museum includes a provincial hub in Vancouver Chinatown, multiple regional hubs and spokes throughout B.C., and an online portal and digital experiences for historical locations throughout the province.</p>	<p>Arts and Culture</p> <p>Mandate:</p> <p>Work with the Minister of State for Trade to continue the development of the Chinese Canadian Museum.</p>
13.	June 20, 2020	More than 1,100 tourism businesses accessing COVID-19 supports	<p>As of June 2020 over 1,192 tourism businesses had registered in the BC Tourism Resiliency Network.</p> <p>The network is a provincewide expansion of the Vancouver Island Coastal Tourism Resiliency Program, funded in partnership with Island Coastal Economic Trust.</p> <p>Western Economic Diversification Canada has provided \$1 million for the BC Tourism Resiliency Network.</p>	<p>Tourism</p> <p>Mandate:</p> <p>Support the tourism, arts, culture and sport sectors through the COVID-19 response and recovery, setting them up for success in the years ahead.</p>

## TACS Accomplishments Table

**UPDATED: April 8, 2021**

14.	June 20, 2020	\$500,000 to support repatriation activities in B.C.	<p>The B.C. government provided \$500,000 to the BC Museums Association to provide a range of grants to support communities at different stages of the repatriation process.</p> <p>First Nations communities and organizations will be eligible for grants to support repatriation planning, building capacity to take on repatriation projects and encouraging collaboration with cultural organizations.</p>	<p>Arts and Culture</p> <p>Mandate: Government Foundational Principle - Lasting and meaningful reconciliation</p>
15.	June 12, 2020	\$15 million in advanced operating funding for arts and culture organizations	The BC Arts Council advanced \$15 million in operating funding to arts and culture organizations to help give them certainty and flexibility as they budget for the year.	<p>Mandate: Support the tourism, arts, culture and sport sectors through the COVID-19 response and recovery, setting them up for success in the years ahead.</p>
	June 12, 2020	New BC Arts Council microgrant program to provide relief to artists	<p>The BC Arts Council launched a microgrant pilot program to support artists to continue to make art and develop their practice during the pandemic.</p> <p>Artists and cultural practitioners could apply for up to \$1,500 to help adapt to changes in the sector such as learning video editing or livestream a performance.</p>	<p>Arts and Culture</p> <p>Mandate: Support the tourism, arts, culture and sport sectors through the COVID-19 response and recovery, setting them up for success in the years ahead.</p>

## TACS Accomplishments Table

**UPDATED: April 8, 2021**

16.	June 10, 2020	Protecting amateur sport organizations, their employees and volunteers from COVID-19 liabilities	<p>The B.C. government established a ministerial order that protects amateur sport organizations, their employees and volunteers from COVID-19 liabilities, provided they are complying with public health orders and provincial sport guidelines.</p> <p>For example, a sports organization or its representatives will not be liable for a participant in their sports program being exposed to COVID-19 as a result of participation.</p>	<p>Sports</p> <p>Mandate:</p> <p>Continue to collaborate with sport organizations on building a resilient recovery from COVID-19.</p>
17.	June 1, 2020	\$7.5 million through Amplify BC for the music industry	<p>The B.C. government invested \$7.5 million through Creative BC for Amplify BC to help people in B.C.'s music industry continue to create and operate during the pandemic.</p> <p>The suite of programs will focus on relief, recovery and renewal for B.C. artists, live music presenters and music companies.</p> <p>Recipients of several Amplify BC programs announced in Dec. 2020, and March 5, 2021 (TBC).</p>	<p>Creative Sector</p> <p>PS Mandate:</p> <p>Work with the creative sector to identify strategies to drive a strong recovery from the impacts of the COVID-19 pandemic.</p>
18.	May 25, 2020	\$10 million to support 59 B.C. community destination marketing organizations	<p>Fifty-nine B.C. community destination marketing organizations (DMOs) severely impacted by COVID-19 travel restrictions were supported with a \$10-million grant from the Province.</p> <p>Community DMOs play an important role connecting visitors to B.C.'s communities, representing both large metropolitan centres and towns of a few hundred residents.</p>	<p>Tourism</p> <p>Mandate:</p> <p>Support the tourism, arts, culture and sport sectors through the COVID-19 response and recovery, setting them up for success in the years ahead.</p>

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19.	April 11, 2020	\$750,000 for more than 740 microgrants to musicians	<p>Creative BC provided \$750,000 for more than 740 microgrants to musicians to support free livestreams on Showcase BC.</p> <p>The microgrants helped B.C. musicians take part in Showcase BC, an online hub for events.</p>	<p>Creative Sector</p> <p>PS Mandate: Work with the creative sector to identify strategies to drive a strong recovery from the impacts of the COVID-19 pandemic.</p>
20.	April 1, 2020	Immediate relief for B.C. sports	<p>Starting in April 2020, the Province, through viaSport, will provide provincial, disability and multi-sport organizations with the ability to access \$5 million, which represents 50% of their annual 2020-21 provincial funding allocation, to provide these organizations with access to cashflow sooner.</p>	<p>Sport</p> <p>Mandate: Continue to collaborate with sport organizations on building a resilient recovery from COVID-19.</p>
21.	March 27, 2020	Immediate relief for B.C. arts and culture	<p>To support the people and organizations in the arts sector, the BC Arts Council:</p> <ul style="list-style-type: none"> <li>• Administered a \$3-million Arts and Culture Resilience Supplement</li> <li>• Provided operating clients a 50% advance on 2020-21 funding to help with their cash flow</li> </ul> <p>The BC Arts Council also extended application deadlines, relaxed reporting requirements and allowed organizations to use funding to cover immediate needs like rent and utilities.</p>	<p>Arts and Culture</p> <p>Mandate: Support the tourism, arts, culture and sport sectors through the COVID-19 response and recovery, setting them up for success in the years ahead.</p>

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22.	March 5, 2020	\$4 million over three years for Indigenous Tourism BC	<p>Through Destination BC, the Province provided Indigenous Tourism BC with \$4 million over three years, beginning April 1, 2020.</p> <p>This is an increase of \$1 million over the previous three years.</p> <p>It will go toward funding Indigenous tourism specialists in regions throughout the province and enhancing Indigenous Tourism BC’s digital resources.</p>	<p>Tourism</p> <p>Mandate: Support the tourism, arts, culture and sport sectors through the COVID-19 response and recovery, setting them up for success in the years ahead.</p>
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## Ministry of Tourism, Arts, Culture and Sport

### 2021/22 Estimates Summary

#### **MINISTRY ESTIMATES BUDGET OVERVIEW**

##### **Vote 42 Ministry Operations**

**2021/22 Estimate Budget: \$162.227M (a net increase of \$3.513 or 2.2% from the Restated Estimates 2020/21 of \$158.714M)**

The \$3.513M increase in Ministry Operations is due to the following:

- \$2.109M increase to the Arts and Culture Division to expand the Arts Infrastructure Program (\$2M) and to support operational capacity (\$109K)
- \$1.172M increase to the Tourism Sector Strategy Division to establish additional operational capacity
- \$152K increase to support Minister's Office resources
- \$80K increase to Corporate Services as part of additional operational capacity

##### **Vote 46 Capital Funding**

**2021/22 Estimate Budget: \$120.779M (a \$83.779M increase from the Restated Estimates 2020/21 of \$37M)**

The \$83.779M increase in Capital Funding is due to funding for the Royal BC Museum modernization project

## **CORE BUSINESS SUMMARY**

### **Tourism Sector Strategy \$15.846M**

- \$15.846M (\$1.172M increase from Restated Estimates 2020/21 of \$14.674M)
  - \$1.172M to establish additional operational capacity

### **Arts and Culture \$38.003M**

- \$38.003M (\$2.109M increase from Restated Estimates 2020/21 of \$35.894M)
  - \$2M to expand the Arts Infrastructure Program
  - \$109K to support operational capacity

### **Sport and Creative Sector \$24.698M**

- \$24.698M (no change from Restated Estimates 2020/21)

### **Transfers to Crown Corporations and Agencies \$76.851M**

- British Columbia Pavilion Corporation  
\$7.001M (no change from Restated Estimates 2020/21)
- Destination BC Corp.  
\$51.373M (no change from Restated Estimates 2020/21)
- Knowledge Network Corporation  
\$6.611M (no change from Restated Estimates 2020/21)
- Royal BC Museum  
\$11.866M (no change from Restated Estimates 2020/21)

### **Executive and Support Services \$1.399M**

- Minister's Office  
\$696K (\$152K increase from Restated Estimates 2020/21 of \$544K)
  - \$152K increase to support Minister's Office resources
- Deputy Ministers Office  
\$623K (No change from Restated Estimates 2020/21)
- Financial Services Branch (Corporate Services)  
\$80K (\$80K increase from Restated Estimates 2020/21)
  - \$80K as part of additional operational capacity



**Special Accounts \$5.430M**

- BC Arts and Culture Endowment Fund  
\$4.230M (no change from Restated Estimates 2020/21)
- Physical Fitness and Amateur Sports Fund  
\$1.200M (no change from Restated Estimates 2020/21)

**Capital Funding Vote allocation \$120.779M**

- \$120.779M (\$83.779M increase from Restated Estimates 2020/21 of \$37M)
  - \$83.779M increase due to funding for the Royal BC Museum modernization project

**Ministry Capital Budget**

- \$1K (no change from Restated Estimates 2020/21)
- \$1K in capital budget in a placeholder in the event the Ministry needs to incur furniture and equipment costs.

# 2021/22 ESTIMATES NOTE

## Ministry Overview

**Issue:** Ministry Overview including FTEs and Funding

### Key Messaging and Recommended Response:

- The mission of the Ministry of Tourism, Arts, Culture and Sport is to promote growth in tourism, and integrate it with the vibrant arts, culture, and sport sectors in British Columbia for the benefit of residents, visitors, and investors.
- The Ministry's work supports welcoming, inclusive communities that value diversity and equitable opportunities for participation in sports, cultural activities, and the arts.
- The Ministry oversees five Crown corporations: Destination BC, the BC Pavilion Corporation, the Royal BC Museum, the Knowledge Network and the BC Games Society.
- The Ministry also provides oversight to the Office of the BC Athletic Commissioner.
- The Ministry works with the BC Arts Council to support cultural and artistic diversity in the province and with viaSport to support quality, inclusive and accessible sport across B.C.
- Further, the Ministry works with Creative BC to grow the economic impact of B.C.'s creative sector, support sustainable employment, and promote B.C. owned creative content and production capabilities.

#### KEY FACTS

##### Background/Status:

##### Tourism Sector Strategy Division

**Assistant Deputy Minister:** Salman Azam

##### **Description:**

The Division supports the tourism sector which contributes significantly to the quality of life for British Columbians. The sector contributes more than \$8.7 billion per year in contributions to B.C.'s GDP.

To do this, the Division works across government to maximize the economic, cultural and social advantages that tourism brings to B.C. This includes working closely with the following key agencies and Crowns, Destination BC (DBC), B.C. Pavilion Corporation (PavCo), and the Minister's Tourism Engagement Council.

## 2021/22 ESTIMATES NOTE

### Budget (in \$000s):

Core Business Area	2020/21 Restated Estimates	2021/22 Estimates	2022/23 Planned	2023/24 Planned
Tourism	14,674	15,846	15,846	15,846
Division Total	14,674	15,846	15,846	15,846

### Positions:

22 full-time equivalents (based on organizational charts as at April 2021).

### Arts and Culture Division

**Assistant Deputy Minister:** Claire Avison

### Description:

The Division supports the arts and culture sectors which contribute significantly to the quality of life for British Columbians. The sectors contribute more than \$7.6 billion per year to B.C.'s GDP.

To do this, the Division works across government to maximize the economic, cultural and social advantages that these industries bring to B.C. This includes working closely with several key agencies, Crowns, and organizations: including the BC Arts Council (BCAC), the Royal BC Museum (RBCM), and the Chinese Canadian Museum Society of B.C.

### Budget (in \$000s):

Core Business Area	2020/21 Restated Estimates	2021/22 Estimates	2022/23 Planned	2023/24 Planned
Arts and Culture	2,188	2,188	2,188	2,188
BC Arts Council	33,706	35,815	35,815	35,815
Division Total	35,894	38,003	38,003	38,003

### Positions:

31 full-time equivalents (based on organizational charts as at April 2021).

### Sport and Creative Sector Division

**Assistant Deputy Minister:** Asha Bhat

### Description:

The Division supports the development of a strong and sustainable creative sector, which includes the motion picture, music, book and magazine publishing and interactive digital media

## 2021/22 ESTIMATES NOTE

industries. Together, the sector provides approximately \$4.85 billion in total GDP to the provincial economy.

The Division supports the development and implementation of policy and programs related to sport, including support and funding for sport, physical activity, and event hosting; and the administration of the Physical Fitness and Amateur Sports Fund. The Division works to maximize the power of sport and ensure sport better meets the needs of British Columbians through implementation of *Pathways to Sport: A Strategic Framework for Sport in British Columbia 2020-2025*. The Framework sets a clear direction to increase sport participation opportunities; support athletes, coaches, officials and administrators to develop and compete at the highest levels; and support hosting of sport events to help communities realize the associated social and economic benefits.

To achieve its objectives, the Sport and Creative Sector team works across all levels of government and with the following key agencies: Creative BC, Knowledge Network, BC Games Society, viaSport and the Indigenous Sport, Physical Activity and Recreation Council.

### Budget (in \$000s):

Core Business Area	2020/21 Restated Estimates	2021/22 Estimates	2022/23 Planned	2023/24 Planned
Creative Sector	3,399	3,399	3,399	3,399
Sport	21,299	21,299	21,299	21,299
Division Total	24,698	24,698	24,698	24,698

### Positions:

23 full-time equivalents (based on organizational charts as at April 2021)

### Deputy Minister's Office

The Deputy Minister's Office (DMO) is responsible for all aspects of information that flows from Elected Officials and the Executive Council (Cabinet) to the ministry by acting as the touchpoint between the elected arm of government and the public service. The office provides strategic advice on issues management, oversees the development of Cabinet material, and provides strategic direction to staff. The DMO also ensures the ministry is in compliance with Cabinet approved mandates, Treasury Board directives and other specific issues.

The DMO builds strategic alliances across government and works with the Executive team and ministry staff to ensure efficient collaboration, the flow of information and increased integration within the Ministry to support the achievement of the Ministry's strategic direction and government's overall objectives.

## 2021/22 ESTIMATES NOTE

### Budget (in \$000s):

Core Business Area	2020/21 Restated Estimates	2021/22 Estimates	2022/23 Planned	2023/24 Planned
Deputy Minister's Office	623	623	623	623

### Positions:

The Deputy Minister's Office currently has 3 FTEs (at April 1, 2021)

### FINANCIAL IMPLICATIONS

### Contact:

Tamara Romanova	A/Assistant Deputy Minister	Management Services Division	(778) 974-2941
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## **2021/22 – 2023/24 Service Plan**

### **Questions & Answers**

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## ***Ministry of Tourism, Arts, Culture and Sport***

### **What are the Ministry's goals?**

The mission of the Ministry of Tourism, Arts, Culture and Sport is to promote growth in tourism, and integrate it with the vibrant arts, culture, and sport sectors in British Columbia for the benefit of residents, visitors, and investors. The Ministry's work supports welcoming, inclusive communities that value diversity and equitable opportunities for participation in sports, cultural activities, and the arts.

The Ministry Service Plan identifies three goals:

**Goal 1:** Support the resiliency and sustainable growth of British Columbia's tourism economy.  
Advice/Recommendations

**Goal 2:** Support creative and cultural organizations and artists to help develop British Columbia's creative economy ~~sector~~

**Goal 3:** Ensure accessible, safe and inclusive sport opportunities for all British Columbians while supporting economic and social development  
Advice/Recommendations

### **Have the Ministry's goals changed?**

**Goal 1** has refocused to tourism recovery due to the significant decrease in tourism business and employment in British Columbia because of the world-wide restrictions on travel. It is expected to take two to four years for tourism revenues to return to pre-pandemic levels.

**Goal 2** has a small wording change.

**Goal 3** is a new goal. With the transfer of the Multiculturalism portfolio to the Ministry of Attorney General, Goal 3 in the 2021/22 Service Plan has been re-framed to better reflect the Ministry's updated mandate. As a result, Goal 3 and Objectives 3.1 and 3.2 now highlight our Sport portfolio.

## ***Ministry of Tourism, Arts, Culture and Sport***

### **How do these goals reflect the Ministry's work?**

The Ministry's overarching goal is to support government in putting people first by working to build a strong, sustainable economy that works for everyone, a better future through fighting climate change, equity and anti-racism, and lasting and meaningful reconciliation. The goals in the Service Plan have been developed to reflect the continued role and work of the Ministry and the direction provided in the Minister's 2020 Mandate Letter.



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Withheld pursuant to/removal as

Advice/Recommendations ; Government Financial Information

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Advice/Recommendations ; Government Financial Information

## ***Ministry of Tourism, Arts, Culture and Sport***

### **Have the Ministry's objectives changed?**

The Ministry's objectives 1.1, 1.2, 2.1 have been reworded to reflect the impact of the global pandemic.

Objectives 2.2, 2.3, 3.1, 3.2 have shifted to reflect the impacts of the global pandemic as well as the transfer of the Multiculturalism branch to the Ministry of Attorney General.

### **Has the Ministry revised or removed any performance measures?**

The Ministry's Performance Measures for 1.1, 1.2, 2.3 have remained the same.

Measure 2.1a and 2.1b are represent the combination of past approaches and better represent the diversity and range of impacts on BC Arts Council funding.

Performance measure 2.2, 3.1 and 3.2 are new measures.

Performance measures 3.1 and 3.2 from the 2020/21-2022/23 TAC service plan were discontinued. Performance measure 3.1 - Number of B.C. communities engaged in projects that build intercultural trust and understanding and reduce racism and systemic barriers – was transferred with the Multicultural Branch to Ministry of Attorney General and can be found in their service plan.

Performance measure 3.2 - Per cent of female sport leaders – was discontinued. B.C. has been a leader in tracking progress related achieving gender equity in sport, including a performance measure introduced in 2018/19 that established a target for the percentage of female leaders in sport. In 2020, Pathways to Sport: A Strategic Framework for Sport in British Columbia 2020-2025 was released, which establishes a clear vision for a more accessible, inclusive and safe sport system for all British Columbians. Within Pathways to Sport, the percentage of female board members and sport leaders has been identified as one of the key indicators that will continue to be tracked and reported on.

Given that this measure has now been embedded in Pathways to Sport, there was an opportunity to identify a new performance measure in the Service Plan related to another one of the Ministry's key priorities – ensuring that sport programs support children and youth from population groups typically underrepresented in sport.

- 1) The performance measure for 2.2 is new. This is a new objective to capture five of the commitments related to arts and culture infrastructure in the Minister's mandate letter. These commitments support the creation of dedicated arts and culture spaces and the renovation of existing spaces, as well as investments in large cultural infrastructure projects. The Arts Infrastructure Program was launched by the BC Arts Council in 2020/21, reflecting the first year of data collection and the establishment of a baseline. Forecasts for future years will be dependant upon the budget allocated to this program. The measure also includes the number of direct investments made by the ministry towards other infrastructure projects. For example, in 2020/21 the Ministry provided

## ***Ministry of Tourism, Arts, Culture and Sport***

funds for the modernization of the Royal BC Museum and for the development of the Chinese Canadian Museum.

- 2) Performance measure 3.1 is new. This new performance measure tracks the number of children and youth reached through three targeted initiatives intended to increase sport participation opportunities for these population groups. This measure does not include children and youth from key populations reached through other mainstream sport programming.
- 3) Performance measure 3.2 is new and was developed to help track the distribution of sport events supported by the Ministry. Measuring the number of communities that host sport events supported by Ministry funded programs tracks progress towards ensuring communities and athletes throughout the province are able to realize the benefits associated with sport event hosting and help support economic recovery. This measure also supports the Event Hosting objective in the Strategic Framework for Sport to ensure that sport contributes to the social and economic objectives of communities throughout B.C.

### **Is the Ministry on track to meet its performance measure targets?**

World-wide restrictions on travel and gatherings because of the COVID-19 pandemic have significantly affected people's ability to travel or to come together to collectively enjoy arts, culture, and sport. Performance measure targets have been adjusted to reflect this reality. Also, with the transfer of the Multiculturalism portfolio to the Ministry of Attorney General, Goal 3 and its performance measures have been re-framed to better reflect the Ministry's updated mandate.

The Ministry is forecasting that it will not meet targets for: 1.1, 1.2, and 2.3.

- 1) The targets for performance measure 1.1 have been revised. In 2020/21 travel restrictions for domestic and international visitors, and health and safety guidelines from the Provincial Health Officer required to limit the impact of the COVID-19 pandemic have resulted in significant decreases in industry revenue. It is expected to take two to four years for tourism revenues to return to pre-pandemic levels.
- 2) The targets for performance measure 1.2 have been revised. Originally forecast as 350 events hosted through the Tourism Events Program, the BC Arts Council funding, And Hosting BC funding. Due to the COVID-19 pandemic most events have stopped.
- 3) The targets for performance measure for 2.3 have been revised. This baseline has changed from \$6.4B, Objective 2.2 in the 2019/20 Service Plan (based on estimated industry spend), to \$4.85B Total GDP. This is due to the adoption of new measurement called Creative Industries Economic Results Assessment (CIERA): a consistent and more accurate approach to measuring the creative industries by connecting public data sets with real-time industry research.

## ***Ministry of Tourism, Arts, Culture and Sport***

### **How is the Ministry supporting Indigenous Peoples/communities?**

The government of B.C. is committed to implementing the *Declaration on the Rights of Indigenous Peoples Act* and the Truth and Reconciliation Commission Calls to Action, as well as to demonstrating support for true and lasting reconciliation. To achieve these goals the Ministry is taking the following actions:

- Providing further investment in arts supports for Indigenous artists and organizations, as well as professional development for non-Indigenous organizations to support reconciliation.
- Investing in the Indigenous Sport, Physical Activity and Recreation Council to reach Indigenous youth across the province.
- Working with Indigenous communities on Indigenous tourism development to meet the socio- economic goals of the *Declaration on the Rights of Indigenous Peoples Act* and the Calls to Action of the Truth and Reconciliation Commission.
- Investing in the Indigenous Music Initiative through Amplify BC. Creative BC fostered a strategic partnership with the First Peoples Cultural Council to deliver the first Indigenous music industry program of its kind in B.C.

# 2021/22 ESTIMATES NOTE

## Ministers' Office Budget

**Issue:** Ministers' Office Budget increase in 2021/22

### Key Messaging and Recommended Response:

Advice/Recommendations

Advice/Recommendations

- This is the first material increase since the creation of the Ministry in 2017/18.

Advice/Recommendations

#### KEY FACTS

##### Background/Status:

- The Ministers' Office received an increase of \$152,000 (from \$544,000 in 2020/21 to \$696,000 in 2021/22) as a result of a cross Government review Cabinet Confidences; Advice/Recommendations
- The budget now provides for the following complement:
  - Minister\*
  - Parliamentary Secretary\* (was not funded before)
  - Senior Ministerial Assistant
  - 2 Ministerial Assistants
  - Executive Assistant
  - Administrative Coordinator
  - Administrative Assistant
- Any questions on the review of Ministers' Office budgets should be directed to the Minister of Finance.

\*Legislative salaries budget only accommodates for Ministers and Parliamentary Secretaries executive salaries. MLA basic compensation is reported against the Legislative Assembly's budget.

#### FINANCIAL IMPLICATIONS

##### Budget/Expenditures:

- The \$152,000 increase is comprised of the following:
  - \$124,000 to salary and benefits to match current staffing levels



## 2021/22 ESTIMATES NOTE

- \$18,000 in Legislative Salaries includes \$1.5K for Minister and \$16.5K for Parliamentary Secretary to match current executive salary rates for Ministers and Parliamentary Secretaries
- \$2,000 for Information Systems (budget is set at \$10K)
- \$8,000 for Office and Business costs (budget is set at \$12K plus \$5K for new training plan)

### Contact:

Tamara	A/Assistant	Management	(778) 974-2941
Romanova	Deputy Minister	Services Division	

# ESTIMATES NOTE

## Arts and Culture Supports: Response/Recovery/Resilience

**Issue:** Supporting Arts and Culture During the COVID-19 Pandemic

### Key Messaging and Recommended Response:

- The COVID-19 pandemic and resulting public safety measures have had drastic impacts for the arts and culture sector.
- The Ministry responded to the sector's needs by providing over \$35 million in funding under StrongerBC and reallocating an additional \$5.19 million from within the BC Arts Council budget.
- In total, \$40.19 million in support was provided to over 600 organizations and hundreds of individuals.
- Recovery from the pandemic will continue to be a priority for the Ministry for the coming year.

Advice/Recommendations

- The arts and culture sector will play a unique and crucial role in the province's economic recovery and in rebuilding social connection.

### KEY FACTS

#### Background/Status:

- In response to the COVID-19 pandemic, the Ministry has delivered over \$40.19 million in COVID funding support to the arts and culture sector.
- See **Estimates Note - 14. COVID-19 Arts and Culture Support Fact Sheet** for summary of provincial arts and culture funding supports for organizations and individuals.
- In addition to direct funding, the BC Arts Council has been responsive and flexible by modifying processes and shifting deadlines and program criteria to best support applicants.
- In March 2021, the BC Arts Council announced that it would again maintain stable funding for operating assistance applicants (for FY 2021/22) through a streamlined and simplified application process, recognizing the uncertainty many organizations were still facing.
- The Ministry has continued to engage with the sector throughout the pandemic, including sector roundtables, conversations with arts and culture leaders, concerned clients, and arts service organizations.
  - Regional arts consultations and performing arts roundtables will continue to be led by Parliamentary Secretary D'Eith this spring.

## ESTIMATES NOTE

- Arts and culture industry leaders participate in the B.C. COVID-19 Industry Engagement Table, chaired by the Honourable Ravi Kahlon, Minister of Jobs, Economic Recovery and Innovation.
- In summer 2020, leaders from the arts and culture sector requested \$25 million in additional recovery funding. As of April 2021, the Ministry has delivered \$35 million in additional COVID-19 recovery through StrongerBC.
  - Originally, in September 2020, StrongerBC announced \$21 million for the Arts and Culture Resilience Plan. The Province has since increased that support by \$14M for a total of \$35 million to bolster the arts and culture sector as the pandemic enters its second year.

### FINANCIAL IMPLICATIONS

N/A

# ESTIMATES NOTE

## COVID-19 Impacts on Performing Arts

**Issue: COVID-19 Impacts on Performing Arts**

### **Key Messaging and Recommended Response:**

- While the entire arts and culture sector has been hit hard by the COVID-19 pandemic, performing arts have been disproportionately affected due to the restrictions on live audiences.
- The connection between performer and audience was disrupted by the physical distancing measures necessary to ensure public health and safety.
- In fiscal year 2020/21, we provided \$40.19 million in funding in COVID-19 supports to the arts and culture sector. \$35 million through StrongerBC and \$5.19 million through the BC Arts Council budget.
- Of this funding, just over \$15 million went to more than 250 performing arts organizations.
- This means that 37% of recovery supports for the entire arts and culture sector have been distributed to performing arts organizations.

Advice/Recommendations

- The Ministry continues to support performing arts organizations and artists through these difficult times so that they can be ready to engage audiences when it is safe to do so.

### KEY FACTS

#### **Background/Status:**

#### COVID-19 Restrictions

- On March 18, 2020, a state of emergency was declared in B.C. due to the COVID-19 pandemic. Health orders forced performing arts organizations to cease public programming.
- On June 24, 2020, as part of Phase 3 of the BC Restart Plan, performing arts organizations began to restart operations for in-person audiences limited to under 50 people.
- On November 19, 2020, the BC Restart Plan was paused and new restrictions on events and gatherings were introduced. These new restrictions meant that performing arts organizations had to cease public programming once again.
- Many organizations have shifted to virtual programming, which has been challenging to monetize.

## ESTIMATES NOTE

### Provincial Funding Response

- In March 2020, the BC Arts Council swiftly reallocated nearly \$3 million of its existing budget to launch the Arts and Culture Resilience Supplement, providing grants of \$5,000 to \$15,000 to arts organizations to meet immediate needs.
  - Performing Arts organizations received \$780,000.
- As a part of the Stronger BC economic recovery plan (of \$35 million), Performing Arts Organizations received:
  - nearly \$12 million in resilience supplements. There were additional top ups for Performing Arts organizations due to disproportionate impacts from COVID-19.
  - \$2.3 million from the Pivot for Organizations program went to Performing Arts organizations. A program to support organizations to adapt to COVID-19 impacts.
- In total, Performing Arts organizations received just over \$15 million to meet cash flow challenges, adapt artistic practices, and sustain business continuity.
  - This equals 37% of total recovery supports for the entire arts and culture sector have been distributed to performing arts organizations.
- A decision to roll-over operating grants for fiscal year 2021/22 was made to ensure these organizations have the certainty they need to plan for reopening.

### **FINANCIAL IMPLICATIONS**

N/A

# ESTIMATES NOTE

## COVID-19 Arts and Culture Support Fact Sheet

**Issue:** Summary of Provincial Arts and Culture COVID-19 Supports

### Key Messaging and Recommended Response:

Advice/Recommendations

- **Since the pandemic, we have committed over \$40.19 million in funding to support over 600 organizations and hundreds of individuals with COVID relief and resilience.**
  - **Includes \$35 million StrongerBC funding and \$5.19 million reallocated within the BC Arts Council budget.**

Advice/Recommendations

### KEY FACTS

#### Background/Status:

- In response to the COVID-19 pandemic, the Arts and Culture Division has provided \$40.19 million in targeted funding.

#### Stronger BC: \$35 million new funds (delivered through the BC Arts Council)

- The Expanded Arts and Culture Resilience Supplement provided \$15.7 million in one-time funding to support 558 arts and culture organizations facing financial impacts due to the COVID-19 pandemic.
- The Pivot Program provided \$5.3 million to support 155 arts and culture organizations adapt their programs and practices in response to the pandemic.
- In Spring 2021, an additional \$14 million was delivered as resilience supplements to 589 organizations with targeted top-ups for organizations in performing arts, owning a facility, or located outside of urban areas.

#### BC Arts Council – Reallocations: \$5.19 million

- In addition to delivering the \$35 million from Stronger BC, the BC Arts Council reallocated \$5.19 million in funding within its existing budget to support COVID-19 relief, including innovative community partnerships.
  - \$2.7 million Arts & Culture Resilience Supplement (ACRS), for 433 organizations;

## ESTIMATES NOTE

- \$0.157 million for a Microgrant program including \$51,000 invested, along with the Yosef Wosk Family Foundation (\$50,000) and the City of Vancouver (\$57,000), which supported 108 artists;
  - \$0.80 to First Peoples' Cultural Foundation to support Indigenous arts and culture;
  - \$1.31 million to Pivot for Individuals assisting 135 professional artists, cultural practitioners, and arts administrators to adapt, transition or develop their practice;
  - \$0.23 million in Strategic Investments to support sector response to COVID-19.
- In addition, the BC Arts Council also adapted existing programs to better support organizations during the pandemic:
    - \$15 million advanced for annual operating assistance grants for 312 organizations;
    - \$123,000 to the BC Museums Association Resilience Fund supporting 49 organizations;
    - \$200,000 to Vancouver Foundation's Community Response Fund to support charities in B.C. that provide arts, culture, and community benefits;
    - \$3.97 million for Arts Infrastructure Program to help 97 organizations adapt spaces.

See Estimates Note 15. Creative Sector Supports\_Response Recovery Resilience for summary of supports from the Creative sector.

### FINANCIAL IMPLICATIONS

N/A

# QUESTION & ANSWER

## Top Questions COVID 19 Impacts: Arts and Culture

### Issue: COVID-19 Impacts on the Arts and Culture sector

#### Key Messaging:

Advice/Recommendations

- **My ministry has provided \$40.19 million in financial support to help with the impacts of COVID-19 to over 600 arts and cultural organizations and hundreds of artists.**

Advice/Recommendations

#### Questions and Answers:

##### 1) Is this enough to keep the arts and culture sector afloat?

- In the Spring of 2020, the sector asked for \$25 million and we have provided significantly more, with \$35 million in new funding through StrongerBC.
  - \$15.7 million was distributed in resilience supplements to more than 550 organizations. This funding helped to pay their utility bills, rent, staff and artists, and balance their budgets.
  - We also provided \$5.3 million for projects that would assist organizations to pivot and adapt to new realities, including more opportunities to connect to audiences through digital delivery.
  - An additional \$14 million was delivered prior to year-end to support continued solvency with targeted funding for organizations that have been more severely impacted, such as the performing arts.



## QUESTION & ANSWER

- In addition to delivering the \$35 million from Stronger BC, the BC Arts Council reallocated \$5.19 million in funding within its existing budget to support COVID-19 relief, including innovative community partnerships.
  - \$2.7 million Arts & Culture Resilience Supplement (ACRS), for 433 organizations;
  - \$0.157 million for a Microgrant program including \$51,000 invested, along with the Yosef Wosk Family Foundation (\$50,000) and the City of Vancouver (\$57,000), which supported 108 artists;
  - \$0.80 to First Peoples' Cultural Foundation to support Indigenous arts and culture;
  - \$1.31 million to Pivot for Individuals assisting 135 professional artists, cultural practitioners, and arts administrators to adapt, transition or develop their practice;
  - \$0.23 million in Strategic Investments to support sector response to COVID-19.
- In addition, the BC Arts Council also adapted existing programs to better support organizations during the pandemic:
  - \$15 million advanced for annual operating assistance grants for 312 organizations;
  - \$123,000 to the BC Museums Association Resilience Fund supporting 49 organizations;
  - \$200,000 to Vancouver Foundation's Community Response Fund to support charities in B.C. that provide arts, culture, and community benefits;
  - \$3.97 million for Arts Infrastructure Program to help 97 organizations adapt spaces
- Now, as we look ahead, we must work together to keep the sector resilient and build back better.

### **2) Why are arts under different restrictions than other businesses?**

- Dr. Henry has put province-wide restrictions in place that suspend all gatherings for the foreseeable future.
- We know this presents challenges for arts and culture groups.

Advice/Recommendations

## QUESTION & ANSWER

- We have a strong track record of support for the sector over the past year.
- We continue to monitor and adapt our programs to ensure the sector is getting the support they need during this continually difficult time.
- For example, the BC Arts Council recently announced rolling over their nearly \$15 million in support for organizations again this year. This funding directly supports day-to-day operations and enables organizations to continue planning for recovery.

### **3) What outreach has been conducted with the sector?**

- I have personally reached out to arts and culture organizations and artists this past year since my appointment as Minister to understand the impacts on the needs within the sector.
- On March 30<sup>th</sup>, the Minister of Labour, the Parliamentary Secretary for Arts and Film and I met with approximately 35 arts leaders and Dr. Bonnie Henry, to discuss existing restrictions and next steps for a safe re-opening in the future.
- Since COVID-19 began, Parliamentary Secretary D'Eith has had conversations with over 90 leaders from the arts and culture sector.
- We will be continuing to consult with the sector over the coming weeks and months through regional and performing arts roundtables led by Parliamentary Secretary D'Eith.

### **4) How has your government advocated for federal support?**

- I have advocated for the interests of B.C. in meetings with Minister Guilbeault from the Department of Canadian Heritage, along with provincial culture and heritage ministers from across Canada.
- Ministry staff have had several meetings with high-level staff at the Department of Canadian Heritage.

## ESTIMATES NOTE

### CREATIVE SECTOR SUPPORTS: RESPONSE/RECOVERY/RESILIENCE

**Issue:** Supporting B.C.'s creative sector through the COVID-19 pandemic.

#### Key Messaging and Recommended Response:

- The creative sector has been hit hard by the pandemic.
- While some areas are rebounding (motion picture, video games), others are struggling (music, publishing).
  - We are working hard to support the whole sector and ensure health and safety measures are followed to keep us all safe.
- Our government acted quickly and we have provided many important supports for the creative sector throughout this challenging time.

Advice/Recommendations

- For example, \$22.5 million for a three-year renewal of the Amplify BC music fund.
- \$2 million for the new *Reel Focus BC* domestic fund;
- Health and safety guidelines to support the safe return to production, resulting in increased motion picture activity; and
- A five-year renewal of the BC Book Publishing Tax Credit.
- I will continue to meet with the creative sector to better understand ongoing challenges and emerging opportunities as they arise.
- In the coming months, I will also be working closely with the Minister of Finance and B.C.'s visual effects industry to support its recovery from the impacts of the pandemic.
- These creative sector supports compliment B.C.'s \$5 billion *COVID-19 Action Plan* in income supports, tax relief and direct funding for people, businesses and services.

# ESTIMATES NOTE

## KEY FACTS

### Response:

• Advice/Recommendations

•

- As documentary filmmaking halted, Knowledge Network focused on commissioning animation content and supporting the development phase of filmmakers' projects.
- Minister Beare hosted twenty-four calls with stakeholders in the creative sector, including five roundtable discussions, to identify gaps and inform plans for recovery.
- Parliamentary Secretary D'Eith met with over 160 music stakeholders to consult on funding needs.

### Recovery:

- Industry came together, led by Creative BC, to develop health and safety guidelines to support the safe return to operations for the motion picture and music industries.
- \$7.5 million was invested in Amplify BC to help stabilize and protect B.C.'s music industry: funding provided in 2019/20 to continue the program in 2020/21.
- Showcase BC was launched to provide one-time micro-grants for livestreaming, songwriting, and professional development, supporting over 700 artists.
- Throughout 2020, Creative BC invested nearly \$500,000 in the *Market Expansion Fund*, *Passport to Markets Fund* and *Magazine Publishers Travel Support* to help publishers promote and expand their domestic and foreign business opportunities.
- On September 14, 2020, Premier Horgan and Minister Beare announced a \$2 million *Reel Focus BC* domestic fund to help the domestic motion picture industry recover from the impacts of the COVID-19 pandemic.
  - Funding will provide B.C. filmmakers and producers with support for the development and production phases of the motion picture process.
  - In February 2021, the first \$200,000 development stream was launched targeted to emerging and equity seeking B.C. filmmakers.
- On September 17, 2020, the \$21 million *Arts and Culture Resilience Plan* was announced to provide support to the arts and culture sector, including essential support for publishing.

### Resilience:

- Some areas of B.C.'s creative sector are starting to rebound since the onset of the pandemic.
  - The motion picture industry is experiencing record production numbers, with B.C. being seen as a leader in COVID-19 safety protocols and professionalism.
  - 60% of the book publishing industry expressed optimism for their business outlook.
  - The video gaming industry continues to experience high demand for content.
- However, the COVID-19 pandemic, and the continued closures and social distancing measures continue to impact the success of B.C.'s creative sector.
  - Due to ongoing gathering/event restrictions, B.C.'s music industry will continue to struggle. It will likely be the last industry to fully return.

## ESTIMATES NOTE

- The three-year renewal of Amplify BC funding in 2021/22, for \$22.5 million, will be essential to recovery and resiliency efforts moving forward.

Advice/Recommendations

- Minister Mark and Parliamentary Secretary D'Eith's mandate includes the commitment to work with the creative sector to identify strategies to drive a strong recovery from the impacts of COVID-19.
  - To date, meetings have been held with industry leaders in the motion picture industry, interactive and digital media.
  - The ministry continues to engage in collaborative discussions with the creative sector to assess and respond to emerging issues and to ensure a strong recovery.

### **Creative Sector Status:**

- The COVID-19 pandemic continues to impact the success of B.C.'s creative sector.

Advice/Recommendations

- **Music industry:** one of the first sectors hit by the shut down, will likely be one of the last to fully return due to gatherings restrictions on festivals and events.

Advice/Recommendations

- **Interactive and digital media:** video games have been in high demand and the majority of video gaming companies have been able to adapt to restrictions quickly.

### **FINANCIAL IMPLICATIONS**

N/A

# QUESTION & ANSWER

## Top Questions COVID-19 Impacts: Creative Sector

**Issue:** COVID-19 Impacts on the creative sector.

### Key Messaging:

- The creative sector has been hit hard by the pandemic.
- While some areas are rebounding (motion picture, video games), others are struggling (music, publishing).
  - We are working hard to support the whole sector and ensure health and safety measures are followed to keep us all safe.
- Our government acted quickly, and we have provided many important supports for the creative sector throughout this challenging time.

Advice/Recommendations

- For example, \$22.5 million for a three-year renewal of the Amplify BC music fund.
- \$2 million for the new *Reel Focus BC* domestic fund;
- Health and safety guidelines to support the safe return to production, resulting in increased motion picture activity; and
- A five-year renewal of the BC Book Publishing Tax Credit.
- I will continue to meet with the creative sector to better understand ongoing challenges and emerging opportunities as they arise.

Advice/Recommendations

- These creative sector supports compliment B.C.'s \$5 billion *COVID-19 Action Plan* in income supports, tax relief and direct funding for people, businesses and services.

## QUESTION & ANSWER

### 1. What specific investments has government made to support the creative sector?

- Our government has invested heavily in the creative sector during this challenging time.
- To date, this includes:
  - Investing \$7.5 million in music through *Amplify BC* program renewal in 2019/20: providing emergency relief and delivering ongoing programs to assist with recovery.
  - Committing to a three-year, \$22.5 million, renewal of *Amplify BC* (funding provided in 2020/21 and three-years starts in 2021/22)
  - Providing over \$600,000 to 742 B.C. musicians through *Showcase BC*: providing one-time micro-grants for livestreaming, song-writing and professional development, as well as an online hub.
  - Investing \$4 million, through Creative BC, for B.C.'s domestic motion picture industry, including the new \$2 million *Reel Focus BC* domestic fund.
  - Facilitating health and safety guidelines to support the safe return to production, resulting in increased motion picture activity.
  - Securing a five-year renewal of the *BC Book Publishing Tax Credit*.
  - Launching the \$21 million *Arts and Culture Resilience Plan*: providing essential support to the publishing sector.
  - Investing in the interactive digital media industry through the provision of the *Interactive Fund* and small and medium business grants.

Advice/Recommendations

### 2. What have you done to address how the film industry has been impacted by federal border measures?

- The federal government has implemented measures to protect the health of all Canadians.
  - These measures must be adhered to by all incoming travellers, including those in the motion picture industry.
- My ministry has been in close contact with our counterparts in the federal government, as well as with Creative BC, and industry leads as questions related to border measures arise.

## QUESTION & ANSWER

- The motion picture industry has done an excellent job in adhering to all provincial and federal safety requirements to protect its workers and all British Columbians.

Advice/Recommendations

### **3. How is the Province helping the publishing industry to recover from COVID-19?**

- Our government is supporting the publishing sector through this difficult time by:
  - Renewing the BC Book Publishing Tax Credit for five years.
  - Investing over \$100,000 through Creative B.C. programs (2020/21).
    - Book Publishers Market Expansion Fund: \$101,850.
    - Magazine sector supports (grant writing, research): \$6,200.
- Investing over \$3 million through BC Arts Council programs in 2020/21:
  - \$2,282,000 in funding to publishers through BC Arts Council's Arts and Culture Resilience Supplements.
  - \$926,980 in supports to publishers through operating and project assistance programs (books and literary periodicals).

Advice/Recommendations

### **Contact:**

Asha Bhat

Assistant Deputy  
Minister

Sport and Creative  
Sectors

(778) 698-1806



## ESTIMATES NOTE

### Sport Sector Supports: Response / Recovery / Resilience

**Issue:** Sport Sector support through COVID-19.

#### Key Messaging:

- Our government is working to help B.C.'s sport sector recover from the impacts of COVID-19.
- Ongoing restrictions and physical distancing orders have created significant challenges for B.C.'s sport sector.
- We have been working closely with viaSport, the B.C. Recreation and Parks Association and the Ministry of Health to help our sport sector better understand public health requirements so local sport organizations, recreation centers and businesses can stay open and can reopen whenever it is safe to do so.

#### Restart

- The pandemic has posed tremendous challenges to the sport sector.
- The Province worked closely with viaSport and had extensive sector consultation to create Return to Sport guidelines to get people back to playing the sports they love safely.
- Up until the second wave in November, people in B.C. were able to play sports largely in the same way as they would pre-pandemic.

#### Recovery

- Our government recognizes financial challenges faced by B.C.'s sport sector under the current health orders.
- We provided \$1.5 million from the Local Sport Relief Fund so community organizations can continue to offer sport in a safe way.
  - Through this fund, 288 grants were provided to community sport organizations throughout British Columbia to assist with significant financial challenges resulting from the pandemic.
- We also provided \$15 million in one-time funding for B.C. based amateur leagues and teams competing at the provincial, national or international level.
  - The fund is intended to assist with operational costs such as, salaries, administrative costs, personal protective equipment,

## ESTIMATES NOTE

and the development of COVID safety plans to ensure the safety of athletes and staff.

- **Our government has also:**
  - **Provided \$10 billion in COVID-19 response including income supports, tax relief and funding for people, businesses and services;**
  - **Established protection under the COVID-19 Related Measures Act. The protection from liability due to damages related to COVID transmission is provided so long as sports organizations are complying with emergency and public health guidance; and**
  - **Distributed \$5.5 million in federal funding from Sport Canada to support sport organizations in B.C. including:**
    - **Funding allocated to support provincial, disability and multi-sport organizations;**
    - **Funding to support the Indigenous Sport, Physical Activity and Recreation Council;**
    - **Funding to support the BC Seniors Games Society; and**
    - **Additional funding support for the Local Sport Relief Fund.**

### KEY FACTS

#### Background/Status:

Advice/Recommendations

- As of December 24, 2020, the following restrictions for sport have been in place:
  - Indoor and outdoor sports for children and youth (under 22) is permitted provided people keep a distance of 3 meters from one another and focus on low-risk activities like drills and skill development.
  - Adult group sports are limited to 2 people indoors and 4 people outdoors, provided physical distance of 3 meters is maintained (*see March 12<sup>th</sup> update*).
  - Travel is restricted to the home club facility at which the person regularly trains.
  - High-performance athletes already located in B.C. can travel, train and compete, but must follow COVID-19 Safety protocols.
  - Varsity sports are allowed to train but must maintain three metres physical distance and travel is limited to the respective post-secondary institution.
- On March 12, 2021 the Gatherings and Events Order was updated so adult group sports can have 10 people outdoors, provided physical distance of 3 meters is maintained.

## ESTIMATES NOTE

- On April 23, 2021 the Solicitor General introduced new travel restrictions under Ministerial Order 172. Prior to this Order coming into effect, travel for high-performance athletes and travel to your home sport club (*defined as the sport organization, club or facility with, or at which, a person is registered for ongoing sport programming*) was permitted. Under the Order, travel to home clubs or high-performance athlete travel that crosses the travel restriction boundaries is not allowed until at least after May 24.

### FINANCIAL IMPLICATIONS

N/A

**Budget/Expenditures:**

N/A

## **ESTIMATES NOTE**

### **Top Questions COVID-19 Impacts: Sport Sector**

**Issue:** COVID-19 Impacts on the sport sector.

#### **Key Messaging:**

- **COVID-19 has hurt the sport sector.**
- **People that rely on sport for their physical and mental well-being have found real challenge in not being able to play the sports they love.**
- **I want to recognize the hard work public health officials and our own sport stakeholders have done to keep some level of sport activity possible throughout the pandemic.**
- **Our government acted quickly when the pandemic first hit to make sure resources were available to help sport groups through this challenging time.**
- **B.C.'s sport sector is resilient, and we will see it emerge even stronger during our recovery.**
- **We have been investing in the sector's restart and recovery by:**
  - **Helping viaSport build a return to sport plan that has let many enjoy the sports they love in some form throughout the pandemic;**
  - **Working with the Provincial Health Office to create an exemption for high-performance athletes so individuals who have dedicated their life to sport can still train here in B.C.;**
  - **During the initial restart process, my ministry worked to develop a Ministerial Order that provided protection from civil liability for the thousands of volunteers and organizations that keep the sector thriving;**
  - **Providing \$1.5 million from the Local Sport Relief Fund so 288 community organizations can continue to offer sport in a safe way;**

- **Providing \$15 million in one-time funding for B.C. based amateur sport leagues and teams competing at the provincial, national or international level. Funding is intended to assist with operational costs such as, salaries, administrative costs, personal protective equipment, and the development of COVID safety plans to ensure the safety of athletes and staff.**
- **Distributing \$5.5 million in federal funding from Sport Canada to support sport organizations in B.C. including:**
  - **Funding allocated to support to provincial, disability and multi-sport organizations;**
  - **Funding to support the Indigenous Sport, Physical Activity and Recreation Council;**
  - **Funding to support the BC Seniors Games Society; and**
  - **Additional funding support for the Local Sport Relief Fund.**
- **These sector specific investments are on top of the \$10 billion in COVID-19 response funding our government has made in income supports, tax relief and funding for people, businesses and services.**
- **I will continue to work with the sport sector to better understand their needs and opportunities as we build back more inclusive, diverse, and affordable.**

#### **FINANCIAL IMPLICATIONS**

N/A

**Budget/Expenditures:**

N/A

## QUESTIONS and ANSWERS:

### 1. The pandemic has had devastating impacts on sport organizations – why aren't you doing more to help them?

- The pandemic has had unprecedented, widespread impacts across Canada and the world.
- Throughout the pandemic we have been working hard to support B.C.'s sport sector.
- When all sport was suspended in our province, we accelerated 2020/21 funding immediately to help sport organizations manage cash flow issues.
- Sport organizations also told us they were having problems getting insurance and they were worried about liability.
- That is why we worked with the Solicitor General to develop Ministerial Order 183 which provided specific liability protection for amateur sport groups.
- That work also helped contribute to our government's COVID-19 Emergency Measures Act, where uniform liability protection was provided to sport sector staff and volunteers.
- In March 2021, we announced \$15 million in one-time funding for B.C. based amateur sport leagues and teams to assist with operational costs and the development of COVID safety plans to ensure the safety of athletes and staff.
- In Fall 2020, we launched a \$1.5 million Local Sport Relief Fund, which provides grants of up to \$7,500 for local sport organizations to help them meet the challenges of the pandemic and sustain their operations.
- A second intake of the LSRF opened in March 2021 and is being supported by the Federal Government's COVID-19 Emergency Support Fund for Sport Organizations.

- We have also continued to work with jurisdictions across Canada on safety practices and funding including our federal partners at Heritage Canada as well as our federal, provincial and territorial counterparts.

## **2. The public health rules are confusing and hard to follow. Why has the sector been targeted with unfair restrictions and constantly changing rules?**

- We understand that people are frustrated with the impacts of this pandemic.
- It has upended our normal way of life, and there is a lot of new information that people have had to absorb to do their part to help us all stay safe.
- Public health has told us that sport activities carry increased risk and has been a source of transmission, with cases connected to physical fitness and sport as well as the interactions before and after sports.
- The Ministry has worked closely with viaSport to develop Return to Play guidelines which allowed sport activities to resume last summer and continue throughout the second wave.
- I think it is important to point out that British Columbia has allowed more sport activity to continue than in any other jurisdiction in Canada.
- We have also been a leader in the way we have helped high-performance athletes – those on a pathway to a podium – to continue to train during the pandemic.
- We are also proud that we have been able to work closely with public health officials to allow children and youth to be physically active throughout the second wave.
- viaSport has communicated to the sector consistently about the phases of Return to Sport and implementation in different phases.

- The Ministry and viaSport have facilitated more than 30 formal stakeholder engagement sessions since the onset of the pandemic with more than 2,000 individuals and organizations participating.

### **3. Why were professional sports allowed to resume but my child can't play?**

- Public health has been managing the pandemic in a way that balances the needs of many with controlling the transmission of a virus completely new to us.
- Since the start of the pandemic, an effort has been made to keep people working.
- Professional athletes are no different.
- Under public health Orders, these individuals are considered workers at a worksite and so are allowed to resume play because that is their profession.
- For those professional athletes that have returned to play, they have worked closely with government to develop plans that ensured the safety of players, staff and communities.
- The resources required to carry out similar plans for recreation and amateur sport leagues would be challenging to reproduce.
- Further questions on this issue should be directed to the Ministry of Health.

### **4. Why were the rules for recreation and sport different than what was permitted in schools?**

- Throughout the pandemic it has been a priority to protect the health care system and to keep schools open.



- The Ministry of Education and Public Health developed extensive K-12 system guidelines to provide layers of protection for teachers and students to ensure schools could remain open.
- The sport and recreation sectors developed separate guidelines to allow for sport and physical activity based on public health recommendations.
- While the two systems were different, they both worked to keep community transmission low and provide a level of physical activity for children and youth either through community programming or school physical education.
- Further questions on this issue should be directed to the Ministry of Health.

**5. People could travel to their kid's sport club and now they can't. High-performance athletes could travel to train and compete and now they can't. Why is this government confusing parents, kids and businesses that rely on sports for their well-being?**

- Our government takes managing this pandemic very seriously.
- The third wave has put our communities, health care system and schools at risk.
- That is why the Solicitor General took the unprecedented steps to limit non-essential travel to help control community to community transmission.
- The travel restrictions put in place on April 21<sup>st</sup> are clear on what is and what is not allowed.
- Sport is not considered an essential purpose under the Solicitor General's Order.

- The travel restrictions supersede the sport related travel exemptions that were permitted in the PHO's Gatherings and Events Order.
- We recognize that these restrictions impact the sector, but we support the measures taken by the Solicitor General to keep our communities safe.
- If you have additional questions related to public health measures, I suggest you ask the Minister of Health.

### **Event Hosting:**

#### **6. How was the 2020/21 sport event hosting budget used if there were no events?**

- Hundreds of sport events were cancelled or postponed due to COVID-19 and it has had a devastating impact on the sport sector.
- Funding was allocated to viaSport to support the hosting of sport events when it is safe to do so.
- As restrictions lift, we anticipate that smaller regional or domestic sport events will return first building confidence in safe event hosting and leading to the ability to re-establish or attract larger events.

Advice/Recommendations

- B.C. sport tourism stakeholders have either secured the rights to host or expressed interest in bidding for events such as the:

- 2021 LPGA Canadian Women's Open Golf Tournament (Vancouver)
- 2022 World Women's Curling Championship (Prince George)
- 2023 World Athletics Cross Country Championships (Victoria)
- 2025 Tim Hortons Brier (Kelowna)
- Event proposals for major multi-sport games like the Commonwealth Games, Invictus Games or Olympic and Paralympic Games generated by interested communities are reviewed on a case by case basis and evaluated on the business case and stakeholder support.
- Multi-sport games hosting opportunities are also assessed on their potential economic, social and community benefits and the return on government's investment.

### **Indigenous Sport:**

#### **8. The pandemic has had a disproportionate effect on Indigenous people. What are you doing to support Indigenous sport during the pandemic?**

- We provide the Indigenous Sport, Physical Activity and Recreation Council (I-SPARC) with \$1.4 million annually to deliver sport programs.
- With the suspension of sport during the pandemic, many of these programs were impacted including the postponement of the 2020 North American Indigenous Games and the 2020 BC Summer Games.
- ISPARC has been delivering some programs such as FitNation online and we are working with them to see how our \$1.4 million invested in 2020/21 can benefit Indigenous communities when sport resumes.
- The \$1.46 million in one-time funding provided to ISPARC in 2018/19 to support Indigenous youth competing at the 2020 North

American Indigenous Games will be carried forward to support them at the 2023 NAIG.

- We also directed \$100,000 of the federal government's COVID-19 Emergency Support Fund for Sport Organizations to ISPARC to help ensure it could keep operational during the pandemic. That was above the federal government's minimum requirement of \$40,000 to go to Aboriginal Sport Bodies.

# 2021/22 ESTIMATES NOTE

## Tourism Supports: Response/Recovery/Resilience

**Issue:** B.C.'s three-part recovery for the tourism industry – Response, Recovery, Resilience.

### Key Messaging and Recommended Response:

- We know COVID-19 has had devastating effect on the tourism sector and has altered British Columbia's visitor economy.
- Since the start of the pandemic, we have worked closely with industry on a three-part strategy – Response, Recovery and Resilience.
- These are overlapping phases and we are being deliberately agile as we move through them, responding to the changing realities of operating during the pandemic.
- Budget 2021 includes new investments of \$120 million for further tourism recovery and to support B.C. in remaining a globally competitive travel destination.
- We are working with industry representatives to determine how this funding can best support people and businesses in recovering from the pandemic.
- We are also committed to working with industry on building a strong restart plan that works for tourism. When it is safe to welcome visitors back in British Columbia, we will be ready.

#### KEY FACTS

##### Background/Status:

##### Response – Spring/Summer 2020:

- There was significant engagement when the pandemic first hit with industry stakeholders, other ministries and the federal government about what they are seeing on the ground and what we can do to support the industry.
- These conversations helped shape B.C.'s COVID-19 Action Plan, released in March 2020, which includes \$5 billion in supports for people and businesses.
- With the announcement of B.C.'s Restart Plan in May 2020, we worked closely with sector associations on their specific restart plans that outline protocols for safe operations in each sector.
- Both staff and the former minister also established ongoing engagement with the federal government to identify gaps and coordinate relief efforts.

##### Recovery – September 2020 to present:

- The ministry is working to implement the programs that were launched with the government's economic recovery plan in September, called Stronger BC.

## 2021/22 ESTIMATES NOTE

- In total, government allocated over \$100 million in direct support for the tourism sector. This includes:
  - \$50 million for recommendations stemming from the Tourism Task Force.
  - \$19 million to help small municipalities build, adapt and diversify their tourism infrastructure.
  - \$13.6 million to support targeted tourism development projects across the six tourism regions in B.C.
  - An additional \$5 million for Destination BC to continue to market British Columbia domestically and secure its spot in the international tourism market.
  - \$20 million for tourism infrastructure projects supporting destination development under the Community Economic Recovery Infrastructure Program.
  - \$10 million in funding across 61 Community Destination Management Organizations that participate in the MRDT program to maintain critical operations.
- On December 9, the Tourism Task Force presented its report to the Minister, with seven recommendations that span immediate relief, medium-term recovery, and longer-term strategies to help return BC to its pre-COVID competitive position.
- The BC Government acted on the first three recommendations immediately, by creating a \$100 million tourism-specific stream under the Small and Medium Sized Business Recovery Grant program and allocating \$5 million to Indigenous Tourism BC for business recovery grants designed for Indigenous operators.
- go2HR is currently working on a Safety Certificate Program for the tourism workforce.
- The ministry is continuing conversations with the federal government to advocate for adjustments to programs to better suit the needs of BC businesses and additional liquidity support that was introduced through the HASCAP program.
- Budget 2021/22 announced \$120 million in new funding for tourism recovery, including support for major anchor attractions and funding for tourism infrastructure. The Budget also included \$195 million to continue the Small and Medium Size Business Recovery Grant program.
- In response to the March 30, 2021 PHO orders, Government announced the Circuit Breaker Business Relief Grant, which provides fully funded grants to businesses impacted by the new restrictions.
- With the recent order restricting non-essential travel between regions, we expanded eligibility for the Circuit Breaker Grant Program to accommodation providers to help them manage through this period.
- \$25 million is available to the over 5,300 hotels, motels and other short-term accommodation providers affected by the April 23, 2021, emergency order that limits travel into and out of the three regions of the province.

### Resilience – Fall 2020 to present

- The ministry is looking ahead to what the industry will need over the next three to five years to move from recovery to resilience, and eventually growth.
- The Tourism Task Force made several recommendations that will guide work in this area.

## 2021/22 ESTIMATES NOTE

- This includes updating the Strategic Framework, government's guiding vision for tourism in BC, to ensure it reflects the new context and is relevant to guide long-term growth in a post-pandemic world.
- And as part of that work, the ministry is looking at <sup>Advice/Recommendations</sup>  
Advice/Recommendations
- As the tourism infrastructure projects funded through Stronger BC are completed, government and industry can start to look at what additional destination development activities can build on these investments.
- Dr. Bonnie Henry held an industry roundtable on April 12, 2021, to discuss tourism-specific restart planning. Dr. Henry emphasized Government will work with the tourism industry on restart planning towards the end of May, however immediate focus must be lowering transmission rates until vaccination rates increase.

### FINANCIAL IMPLICATIONS

N/A

# 2021/22 ESTIMATES NOTE

## TIABC Industry Requests and Responses

**Issue:** Government's response to Tourism Industry Association of BC (TIABC) requests for support

### Key Messaging and Recommended Response:

- Working in partnership, Government brought in a number of supports that directly respond to the Tourism Industry Association of BC's recommendations – including permanent wholesale liquor pricing, tourism infrastructure investments, \$10M in emergency funding for community destination management organizations, additional marketing investments, tenure relief, and business liquidity supports.
- We also created the Tourism Task Force as recommended by the association, and I'm grateful that Walt Judas, CEO, provided his time and expertise on this panel.
- In December, the Tourism Task Force delivered its recommendations on innovative ways to best position the industry for recovery and we've already implemented four of seven recommendations.

#### *If asked about recent correspondence from TIABC:*

- I have received the letter and appreciate TIABC's engaged communication as the pandemic continues to evolve and impact the tourism sector.
- We have ongoing open communication with TIABC and other industry leaders. Part of this dialogue is looking at how we can further support businesses and workers as we look forward to restarting travel in B.C.

### KEY FACTS

#### Background/Status:

TIABC has sent the ministry approx. 30 pieces of correspondence advocating on behalf of the tourism industry over the past year. Four notable submissions are summarized below.

#### Letter seeking "A Collaborative Plan to Re-launch Tourism in B.C."

Letter to Premier Horgan copied to Ministers Mark and Kahlon requesting to work in partnership with government on:

1. Creation of a tailored plan for the tourism industry that includes a balanced, risk-based approach, and creates a roadmap for government and the sector.



## 2021/22 ESTIMATES NOTE

2. A restart plan for tourism that will lessen the uncertainty associated with sudden shifts in protocols and openings/closings.
3. Developing clear and specific milestones for the coming months, outlining the conditions that need to be present at each marker so communities and business operators have clear and transparent indicators to help with planning.
4. Collaboration on evolving safety protocols along with lifting restrictions so they be implemented efficiently and in a way that enhances general confidence.
5. Joint creation of a communications plan to support a restart plan in order to restore traveler, community, and business confidence. Elements include:
  - a. Ensuring and encouraging safe travel with health officials communicating optimism and positive messages about travel as restrictions ease.
  - b. Aligning communications with safety protocols and providing to public in real time.

### **BC Tourism Recovery Investment Program (BC TRIP) – submitted Feb 22, 2021**

- BC TRIP calls for a total investment of \$1 to \$2 billion. The program requests the Province directly engage with large tourism operators to support liquidity through a mixture of government-backed loans with favourable terms, timelines and grants (\$200M).

### **Open Letter calling for “Restart Plan” – submitted Jan 21, 2021:**

Public letter addressed to Premier Horgan and Minister Mark requesting:

1. A formal process between sector associations , government and the PHO to review current and impending orders with the goal of informing industry, considering alternate options, and mitigating ramifications of these directives.
2. The request for a safe & competitive Re-start, Re-opening Plan for tourism that includes “key components such as ubiquitous rapid testing, an accelerated vaccination program (e.g. for all service workers), border mobility, a workforce strategy, and marketing investments that consider timelines and objectives for each tenet”, and
3. Further liquidity measures, particularly for iconic and larger businesses that have yet to qualify for assistance or are unable to access relief measures.

### **Recovery Stimulus Package for British Columbia’s Tourism and Hospitality Sector – submitted July 17, 2020**

The \$680 million request is broken into three components:

- A **working capital recovery grant** (\$475M) to help with solvency for B.C. tourism businesses with good prospects of returning to profitability over the next 18 months.
- **Support for adaptation costs** (\$190M) for two key purposes: First, to enable B.C. tourism and hospitality businesses to adapt their operations. Second, support to help the tourism industry adapt to the new prevailing business environment and unique challenges brought about by COVID-19.

## 2021/22 ESTIMATES NOTE

- **Support for developing resilient B.C.-focused supply chains** (\$15M) to allow B.C. tourism businesses to quickly reorient their supply chains to source a higher proportion of goods, services, and visitors from B.C. suppliers.

### **Letter proposing Measures to Assist BC's Tourism Sector – submitted March 21, 2020**

This was the first substantial request from industry and included proposals such as: an emergency fund for businesses, help with fixed costs like taxes, funding for community destination management organizations, funding for sector associations, additional marketing dollars for Destination BC, investment in tourism products and advocacy at the federal level.

### **FINANCIAL IMPLICATIONS**

N/A

#### **Approvals:**

[date approved] - Salman Azam, Tourism Sector Strategy Division

## 2021/22 ESTIMATES NOTE

### TOPIC COVID-19 Tourism Scenario Modeling and Marketing

**Issue:** COVID-19 Tourism Scenario Modeling and Marketing

#### Key Messaging and Recommended Response:

Advice/Recommendations

- Destination BC has shifted their efforts to align with travel restrictions and are currently encouraging British Columbians to “Stay Local, Support Local”.
- When non-essential travel restrictions are lifted, marketing campaigns will begin again and will extend into Alberta, other parts of Canada, and followed by international campaigns.

#### KEY FACTS

##### Background/Status Scenario Modeling:

Advice/Recommendations

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- There are a number of factors which will determine industry performance in 2021 and beyond; however, the timing of the restart of non-essential intra-provincial, inter-provincial and international travel are the key drivers of the scenarios.

## 2021/22 ESTIMATES NOTE

- Advice/Recommendations

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### **Background/Status Marketing:**

- Since March 2020, DBC's approach to COVID-19 has been guided by three phases: Response, Recovery and Resilience.
- At this time DBC is not promoting travel, in alignment with current Public Health Orders; instead, they have shifted to "Stay Local, Support Local" messaging.
- They are encouraging British Columbians to stay close to home, and are highlighting that there is plenty to do safely and responsibly in our communities, that supports the local community as well as residents' physical and mental wellbeing.
- Other recent campaigns, such as the Show Your Love for BC photo contest, are designed as engagement and advocacy initiatives, for British Columbia residents to re-ignite their pride of place, share their love for their province, and keep the magic of BC top of mind.
- DBC is utilizing its various consumer channels to help BC residents understand what's open and what they need to know before they go, including responsible traveler behavior.
- When appropriate, marketing campaigns will begin again in BC, and will extend into Alberta and other parts of Canada, followed by international campaigns.

Advice/Recommendations

### **FINANCIAL IMPLICATIONS**

N/A

**Budget/Expenditures:**

## 2021/22 ESTIMATES - QUESTION & ANSWER

### Issue: Tourism Sector Marketing Q&A

#### Key Messaging:

- From the beginning of the pandemic, Destination BC has shifted their efforts to align with Provincial Health Officer's health and travel restrictions, and are currently encouraging British Columbians to *Stay Local, Support Local*.
- Destination BC is ready to promote domestic travel as soon as restrictions are lifted.
- Destination BC is utilizing its various consumer channels to help BC residents understand what's currently open and what they *need to know before they go*, including responsible traveler behavior.
- When appropriate, marketing campaigns will begin again in BC, and will then extend into Alberta and other parts of Canada, followed by international campaigns.

#### Questions and Answers:

**1) DBC received an additional \$5M from government for recovery marketing efforts in 2020, what was it used for?**

- In September 2020, as part of the provincial government's \$1.5B Economic Recovery plan announcement, \$5M in funding was allocated to DBC's marketing efforts:
  - \$2.375M was allocated to large city Destination Management Organizations (DMOs) (Vancouver, Richmond, Whistler, Victoria) to drive short term travel, and to winter-based sector organizations including: ski, snowmobiling, backcountry lodges etc.
  - \$2.625 was to be allocated to DBC-led consumer-direct campaigns but was redirected to partners in rural communities (Community DMOs) for their 2021/22 marketing efforts, given the loss of Municipal Regional District Tax (MRDT) funding due to reduced hotel occupancy.

**2) Why did DBC need additional funding when marketing was limited due to travel restrictions and why could this not be accommodated in their existing budget?**

- In a normal year, DBC focuses primarily on international marketing through various channels and partners and limited domestic marketing by providing funding to communities and industry associations through a significant merit-based Co-Op Marketing Partnerships program.

## 2021/22 ESTIMATES - QUESTION & ANSWER

- Last year, scenarios projecting recovery with the funding request were based on the “Likely Case”: Summer 2020 opening for domestic travel, late Fall 2020 for US travel and Spring 2021 travel from overseas markets.
- As a result of the pandemic, DBC’s \$7.2 million budget for international marketing were re-allocated to support recovery marketing, focusing on domestic consumer-direct campaigns, bolstering funding to the communities and sector associations, funding shared systems, content development, and preparing for the “Invest in Iconics” strategy (long-term recovery strategy).
- It was determined that additional funds would be required to plan and prepare for 2021, to ensure a speedy recovery for British Columbia’s tourism industry.
- The additional \$5M in recovery funding was provided to amplify marketing efforts to help BC tourism businesses survive, stimulate domestic travel, and compete vigorously to capture a market share of high-value international visitors, when travel restrictions were better understood.
- Given the domestic BC market was the only source of travelers, DBC heavily invested within BC to generate as much revenue and employment for tourism businesses as possible.
- DBC also increased funding of their community and sector marketing program to reduce the impact on marketing capacity due to the loss of Municipal and Regional District Tax (MRDT) or “hotel tax” and business revenue.
- In December 2020, travel restrictions were increased, and campaigns cancelled. DBC made the decision, with support from TACS, to re-allocate \$1.65M (remainder of the \$5M) to help BC tourism businesses through a *Stay Local, Support Local* campaign.

### 3) What adjustments for marketing have been made through the pandemic?

- Throughout the pandemic, DBC has worked in lockstep with the PHO Orders and the Province’s Restart Plan. In the Spring 2020, DBC shared a three-phase plan for recovery: Response, Recovery, and Resilience.

#### Phase 1: Response

- In the early days of the pandemic, DBC paused travel marketing in all markets, and launched their #explorebclater initiative, which encouraged people to stay home, directly supporting the critical health messaging of the PHO.

## 2021/22 ESTIMATES - QUESTION & ANSWER

- In Spring 2020, DBC moved to a #exploreBClocal message, encouraging people to support local tourism businesses in the towns where they live. In international markets, they continued with a 'dream now, explore later' message. Funds for international marketing were reallocated to prepare for the launch of a substantial domestic marketing campaign.

### Phase 2: Recovery (Summer)

- In June 2020, as the Province moved toward Phase 3 of BC's Restart Plan, DBC launched a summer marketing campaign to help BC residents rediscover their province.
- DBC developed and promoted educational messaging around "How to Travel Safely & Responsibly", "What's Open" and "Know Before You Go" with the goal of boosting resident confidence, reassuring travelers, and supporting the tourism industry.
- The campaign focused on promoting tourism experiences, across the province, which were open and ready for visitors, and included a paid media program to extend discounted advertising opportunities for BC tourism partners throughout BC.

### Phase 2: Recovery (Fall & Winter)

- In August 2020, DBC launched a Fall marketing campaign, highlighting a collection of unique travel experiences in BC, and in October 2020, a domestic ski campaign was launched encouraging BC residents to plan and book a winter ski vacation.
- On November 7, 2020 all travel promotion and campaigns were paused in support of changes to PHO recommendations. DBC moved to a *Stay Local, Support Local* message, to encourage BC residents to stay close to home and support local businesses.
- In March 2021, DBC launched the *Share Your Love for BC* initiative, which encouraged BC residents to share what they love most about British Columbia, keeping BC top of mind for the local market during a time when non-essential travel is not recommended. To date, the initiative has generated more than 10,000 stories from across the province.

### Phase 3: Resilience

- Throughout the pandemic, DBC has continued to do the critical strategy and planning work to ensure that they are ready to compete globally when international travel resumes. This includes their Invest in Iconics strategy.

## 2021/22 ESTIMATES - QUESTION & ANSWER

### 4) What additional funding supports (beyond the addition \$5M) did DBC receive for marketing, what were they used for?

- Destination Canada (DC) provided \$6M, through DBC, to support the city DMOs in BC for domestic marketing.
- As requested by DC, 75% of the funds (\$4.5M) were given to the largest nine CDMOs: Vancouver, Whistler, Richmond, Victoria, Tofino, Ucluelet, Kelowna, Kamloops and Prince George. CDMO funding sources were severely impacted due to COVID (loss of MRDT), with the cities being the hardest hit; therefore, DC's funding was directed to CDMOs for destination promotion.
- The remaining 25% of the DC funds (\$1.5M) was matched by DBC to add \$3M to the Co-Op Marketing Partnerships funding which supported 140 community DMOs and 15 sector associations to further extend their recovery marketing plans.
- DBC received \$5M from government and allocated it in October
  - \$2.375M to large city DMOs (Vancouver, Richmond, Whistler, Victoria) to drive short term travel (given their severe losses), and winter-based Co-Op: ski (alpine, Nordic, heli-cat), snowmobiling, backcountry lodges.
  - \$2.625 was to be allocated to DBC-led consumer direct campaigns however, given continued international travel restrictions DBC redirected these funds to partners in rural communities (CDMOs) to make up for the loss of the MRDT.

### 5) Given travel is restricted, and may be for some time, how is DBC responding?

- During a time when DBC cannot encourage travel throughout BC, focus has shifted to keeping BC "top of mind" and encouraging BC residents to support local businesses in their own communities, safely, through the *Stay Local*, *Support Local* and *Share Your Love for BC* initiatives.
- DBC has built a BC-focused campaign *Be Open to More* for Spring/Summer 2021, and will implement this as soon as restrictions for travel within BC are lifted. In the early response, focus will be on the BC market, and then expand to Alberta and Ontario, as restrictions and consumer sentiment allows.
- DBC is also developing a global digital campaign to keep BC top of mind for future international visitors and seed travel intent for 2022. DBC will continue to work with representatives in key overseas markets, on product education and messaging, to ensure marketing will be ready to relaunch ahead of the border reopening.



## 2021/22 ESTIMATES - QUESTION & ANSWER

- DBC continues to provide industry communications (industry calls, webinars, messaging), industry training and learning opportunities, and work with partners such as DC, ITBC, CDMOs and sector groups, to prepare campaigns to be launched as markets re-open.
- DBC is also planning for mid- and long-term recovery with its Invest in Iconics strategy. In 2021, they will complete extensive engagement with tourism industry partners and foundational brand strategy work, to launch the first of the new Iconics place brands in 2022.

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## 2021/22 ESTIMATES NOTE

### TTF Report & Implementation - Status

**Issue:** Status of the Tourism Task Force Report and recommendations

#### Key Messaging and Recommended Response:

- We know COVID-19 has had a devastating effect on the tourism sector and has altered British Columbia's visitor economy.
- That's why, based on the advice of industry, we appointed a Tourism Task Force last September to bring forward recommendations on innovative ways to best position the industry for recovery.
- The Province has already taken action on several of the Task Force's recommendations, including:
  - creating a \$100 million tourism-specific stream under the Small and Medium Size Business Recovery Grant program;
  - allocating \$5 million in relief funding for Indigenous tourism businesses that is being administered through Indigenous Tourism BC;
  - partnering with go2HR to create a COVID-19 Safety Certificate course.
- Budget 2021 provides \$120 million to help BC's tourism sector.
  - \$100 million to support tourism recovery including support for major anchor attractions

Advice/Recommendations

## 2021/22 ESTIMATES NOTE

- **\$20 million for tourism infrastructure projects that support destination development.**
- **We are examining the remaining recommendations and will work with the sector to chart the best way to move forward in support of a strong recovery.**

### KEY FACTS

#### Background/Status:

- In September 2020, Government announced StrongerBC, the province's economic recovery plan. This plan included establishing a new Tourism Task Force (TFF).
- The TFF was appointed by the Minister of Tourism, Arts and Culture on Sept. 18, 2020, to provide COVID-19 recovery recommendations to government for the tourism industry. The 11 appointed members of the TFF broadly represented industry, labour, and First Nations.
- Throughout November, the TFF convened 12 roundtable discussions, invited 12 experts to make presentations, and received 12 responses to their request for written submissions. In total, over 160 industry representatives across a wide variety of sectors provided input.
- The TFF submitted its Final Report to government on December 9, 2020, ahead of the December 31, 2020 deadline, as a reflection of the urgent need for support within the tourism industry.
- The Final Report included seven recommendations under three categories: emergency funding for businesses and the workforce; accelerating growth and enhancing sustainability; and informing a renewed Strategic Framework for Tourism in B.C. At a high-level, the seven recommendations are:
  1. Immediately match the \$50 million with another \$50 million from the Small/Medium Size Business Grant program (or another source).
  2. Allocate \$5 million to Indigenous Tourism British Columbia (ITBC) for Indigenous tourism business grants.

## 2021/22 ESTIMATES NOTE

3. Allocate \$95 million to an Emergency Fund for Tourism to be accessed by businesses in the form of grants. Funding can be used by businesses for enhanced sick pay for workers, continued benefits payments for workers, or other cash flow pressures including fixed costs such as property tax payments.
4. Develop a safety certificate program to protect workers, customers, and community members.
5. Prioritize innovative approaches to lifting travel restrictions, such as rapid testing protocols and healthy travel corridors.
6. Defer/relieve fixed costs including property taxes, utility fees, tenure, or other Crown fees.
7. Inform a renewed Strategic Framework for Tourism in BC, that reflects the COVID-19 context and considers further opportunities to support mid-term recovery and long-term resiliency in the tourism industry.

Please see Appendix 1 for detailed status of each recommendation within the report.

### FINANCIAL IMPLICATIONS

## 2021/22 ESTIMATES NOTE

### Appendix 1: Detailed summary of recommendation status

	Recommendation:	Status	Suggested Response	Engagement
1	Immediately match the \$50 million with at least another \$50 million	<b>Complete</b>	On Dec. 22, 2020, we announced \$100 million in dedicated relief funding. Tourism businesses are now eligible for up to \$45,000, an increase compared to the previous maximum of \$40,000, due to a boost in the additional funds now available to help the sector recover.	JERI engaged TIABC and BCHA in adjusting the program to better suit tourism industry needs.
2	Allocate \$5 million to Indigenous Tourism British Columbia (ITBC) for Indigenous tourism businesses	<b>Complete</b>	On Dec. 22, 2020, we provided \$5 million in funding specific to the Indigenous tourism sector. Indigenous tourism businesses are eligible for up to \$45,000. ITBC has completed the first intake of applications, with a second intake currently underway.	ITBC
3	Allocate \$95 million to an Emergency Fund for Tourism	<b>Complete</b>	The \$100 million announced in December 2020 <small>Advice/Recommendations</small>	JERI
4	Develop a safety certificate program	<b>In progress</b>	The Province has partnered with Go2HR to conduct industry engagement and to design BC's Safety Certificate program. We expect the course to be available later spring	Go2HR is engaging a broad cross-section of industry associations and businesses to ensure the program meets the need.
5	Prioritize innovative approaches to lifting travel restrictions	<b>Paused pending direction from Health authorities</b>	<small>Advice/Recommendations</small>	Provincial Health Officer, industry stakeholders

## 2021/22 ESTIMATES NOTE

6	Defer/relieve fixed costs	Advice/Recommendations
7	Opportunities to support mid-term recovery and long-term resiliency for the tourism industry in a post-COVID19 context	
7a	Everyone must come together to champion the industry. Government must publicly state it is safe to travel as soon as it is safe to do so.	
7b	Develop a travel incentive program to encourage travel within British Columbia.	

TACS is currently analysing the recommendation and will be engaging other ministries over the spring. Advice/Recommendations
TACS will be engaging industry stakeholders and government ministries as part of this process.
Destination BC, PHO, industry stakeholders
Destination BC

## 2021/22 ESTIMATES NOTE

7c	Launch a Welcome to B.C. program in Spring 2021 to encourage domestic and international visitation dependent on the re-opening of borders.	Advice/Recommendations	Destination BC
7d	Increase collaboration to improve grant application support to ensure tourism businesses can easily access what they need.		JERI RDMOs
7e	Leverage provincial and federal programs for further funding, support and to amplify provincial funding.		Other ministries Federal government
7f	Improve partnership and collaboration to better gather data on the industry and more specifically on the impacts of COVID-19 on the workforce to inform future decision making and initiatives.		Destination BC RDMOs BC Stats AEST

## 2021/22 ESTIMATES NOTE

7g	Assess skills training deficits and identify opportunities to support training and professional development within all sectors of the industry to support the workforce	Advice/Recommendations	Go2HR is engaging several industry stakeholders as part of this project AEST
7h	Identify opportunities for government to coordinate tourism related policy across ministries.		Ministries across government
7i	Increase collaboration between government and the tourism industry to identify and address systemic challenges, such as labour shortages, and improved advocacy for, and understanding of, the unique nature of the industry and its sectors.		Stakeholders across industry  Ministries across government



## 2021/22 ESTIMATES NOTE

7j	Identify new supports for events and sport tourism, which need a long runway for preparation and are experiencing increasing global competition, diminishing our global lead.		Stakeholders across industry Sport Branch
7k	Increase funding for tourism infrastructure.		Communities receiving funding through CERIP  RDMOs  Destination BC  Government Ministries  Federal govt

## 2021/22 ESTIMATES NOTE

7l	Support government's commitment to gig and precarious workers, specifically to investigate the feasibility of a government-backed collective benefit fund and access to a voluntary pooled capital pension plan for workers who do not otherwise have coverage	Advice/Recommendations	Labour
7m	Support an improved and more extensive federal sick pay program specific to the tourism industry through increased funding.		Labour

## **2021/22 ESTIMATES NOTE**

### **TOURISM RECOVERY PROGRAMS**

**Issue:** Tourism Infrastructure Programs roll out in support of tourism recovery.

#### **Key Messaging and Recommended Response:**

- **COVID-19 has had a devastating effect on the tourism sector and has altered British Columbia's visitor economy.**
- **Through B.C.'s COVID-19 Economic Recovery Plan, we have taken a cross-government approach to helping the tourism economy recover, create jobs and grow the economy.**
- **Specifically, my Ministry rolled out \$53 million in tourism infrastructure grants to help create jobs and set the tourism sector on the road to recovery and resiliency. Three programs: The Destination Development Stream of the Community Economic Recovery Infrastructure Program, the Tourism Dependent Community Fund, and the Targeted Regional Tourism Development Initiatives funds were successfully rolled out.**
- **Funding from the ministries of Municipal Affairs and Forests, Lands, Natural Resource Operations and Rural Development also includes projects that support the tourism sector. An additional \$34.5 million has been allocated for 95 tourism-related projects, totalling almost \$88 million toward tourism resiliency and development throughout B.C.**
- **Budget 2021 is providing an additional \$20 million to support tourism infrastructure and further destination development.**
- **These investments are creating jobs while helping elevate BC's global competitiveness and attract visitors back to BC when it is safe to do so.**

# 2021/22 ESTIMATES NOTE

## KEY FACTS

### Background/Status:

- TACS has delivered on three grant programs designed to support tourism sector recovery through investments in tourism related infrastructure.
- The objectives of all three programs are to create jobs; increase tourism offerings and improve visitor experience; support COVID-19 recovery and adaptation; and support destination development
- **The Community Economic Recovery Infrastructure Program (CERIP)- Destination Development Stream (\$20 million).**
  - Focus: Community specific tourism investment projects, identified by community organizations throughout BC.
  - Total number of applications received: 214
  - Total number of projects funded: 54
  - Oversubscription: \$87M
  - Recipients: Local governments, Indigenous governments and organisations, Not-for-profits organisations; Mountain Resorts in partnership with eligible applicants
  - An additional 94 tourism-related projects (\$35M) from the other streams of the CERIP program bringing the total of tourism-related projects supported to 148 (\$55M)
  - Project examples: Indigenous cultural centres, trail development, accessibility upgrades, marine access improvements and campgrounds.
- **The Tourism Dependent Communities (\$19.4 million)**
  - Focus: Targeted tourism investment projects in rural communities dependent on tourism
  - Total number of projects submitted: 63
  - Total number of projects funded: 46
  - Oversubscription: \$5M
  - Recipients: 33 communities were invited to apply and 32 submitted a proposal: Fernie, Golden, Harrison Hot Springs, Invermere, Kimberley, Osoyoos, Radium Hot Springs, Revelstoke, Rossland, Sun Peaks, Tofino, Ucluelet, Valemount, Whistler, Barriere, Port Alice, Clearwater, Powell River, Squamish, Nelson, Parksville, Ladysmith, Gibsons, Port Hardy, Sechelt, North Cowichan, Grand Forks, Prince Rupert, Qualicum Beach, Smithers, 100 Mile House, Lillooet, and Duncan (did not submit)
  - Project examples: Visitor centre improvements, accessibility improvements, washroom upgrades etc.
  - Tourism-dependent communities have been identified based on a combination of criteria including collection of the Municipality and Regional District Tax, population size (< under 25,000), location (outside of Metro Vancouver and the Capital Regional District), and have a higher percentage of accommodation sector wages in comparison to total employment wages.

## 2021/22 ESTIMATES NOTE

- **The Targeted Regional Tourism Development Initiatives Fund: \$13.6 million**
  - Focus: Cross-regional tourism investment initiatives (partnerships between RDMOs and regional stakeholders)
  - Total number of initiatives funded: 53. Note: some of the initiatives may result in multiple projects being completed.
  - Recipients: Six BC tourism regions
  - Initiative examples: Mountain biking trail investments, implementing a regional signage strategy, reactivating tired downtown cores with amenities and attractions to draw visitors off the main travel corridors etc.
- All funds have been disbursed in Fiscal 2020/21. All projects are expected to start before December 31, 2021 and be completed by March 31, 2023.
- Budget 2021 provides an additional \$20 million towards tourism infrastructure to support destination development. The initial \$20 million allocated in the previous fiscal year under the CERIP Destination Development stream was vastly oversubscribed. Additional funding will help eligible applicants improve visitor experience and destination development. Program and allocation priorities are under development.

### FINANCIAL IMPLICATIONS

N/A

## **2021/22 ESTIMATES - QUESTION & ANSWER**

### **TOURISM IMPACT OF COVID-19 ON WORKFORCE Q&A**

**Issue: Impact of the pandemic on tourism workforce and government response**

**Key Messaging:**

- It is estimated that more than 40% of all job losses due to COVID-19 in the overall BC economy have been lost in tourism and hospitality.
- The most under-represented groups in the workforce have been hard hit by the pandemic. Tourism jobs are predominantly filled by women and youth who respectively represent 50.6% and 30% of the sector's workforce. Almost a quarter of tourism workers are immigrants, higher than the proportion of immigrants in the labour force as whole<sup>[1]</sup>.
- Our government responded immediately. We worked collaboratively with the tourism industry to provide financial support and services to employees and employers so they could access the financial and expert advice they needed to weather the pandemic.
- Our government response includes: a \$300/month rent subsidy and freeze on rent increases; a \$1000 to eligible families under the BC Recovery Benefits; a \$600 grant available from BC hydro for those residential consumers who are tight for cash; and ICBC provided a one-time rebate of up to \$190 this spring.
- This is only a sample list. Many deferrals and program funds have been deployed to support the workforce directly and indirectly.

**Questions and Answers:**

- 1) Can the Minister tell us how many tourism jobs have been lost due to the pandemic?

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<sup>[1]</sup> <https://www.go2hr.ca/wp-content/uploads/2018/04/Tourism-HR-Canada-Bottom-Line-Summary-March-2018.pdf>

## 2021/22 ESTIMATES - QUESTION & ANSWER

- While, the overall BC economy has seen nine consecutive months of job growth, significant challenges remain for the tourism industry. The sector's unemployment rate averaged 15.5% in 2020, substantially higher than 2019 (3.2%).<sup>[i]</sup>
- Women, immigrants and youth have been hardest hit by job losses in the sector.
- At 15.5%, the unemployment rate for the tourism sector is also much higher than the overall provincial rate, which averaged 8.8% in 2020.
- In 2019, there were 149,900 people employed directly due to tourism expenditures, roughly one out of every 16 workers employed in BC.

### 2) What have you done to support the tourism workforce?

- In addition to the elements highlighted above, we have launched the tourism safety certificate which will help protect both employees and guests.
- We have collaborated with the tourism industry on targeted mental health supports for tourism sector workers.
- We provided \$10M to Community Destination Management Organizations to help them stay afloat and keep staff.
- We have been flexible with Tourism Event Program recipients, some of whom have pivoted to virtual events which have kept people employed.
- We are providing grants - not loans- to tourism businesses and indigenous tourism businesses so they can keep their doors open, keep as many staff employed as possible so the business can weather the storm and hire tourism workers again.
- We have invested close to \$88M in tourism infrastructure which will support tourism recovery and employment in the tourism sector.
- Our government has created a \$20M Skills Training for Economic Recovery program to support people affected by the pandemic, including tourism workers, get access to new training opportunities for high-demand jobs in the industry. This program is managed by the Ministry of Advanced Education and Skills Training.
- We worked tirelessly with the federal government on the extension of the federal wages subsidies which supports tourism workers.

## 2021/22 ESTIMATES - QUESTION & ANSWER

- B.C.'s approach has been to complement, not duplicate federal programs. Our government provided funds to the BC Tourism Resiliency Network to increase its capacity to assist businesses and the tourism workforce identify federal, provincial and municipal services and supports available to them.

### **3) What are you doing to ensure tourism employers like hotels will bring back their workforce, not reduce wages or other benefits an employee may have earned before the pandemic?**

- In the face of a substantial tourism and hotel industry downturn due to COVID-19, government has been working to ensure that employers and employees are supported as they struggle through the economic impacts of the pandemic.
- Notably, this has included time-limited extensions of the minimum temporary lay-off period (which expired at the end of August 2020).
- In addition, a streamlined variance process was developed and implemented in the Employment Standards Branch to allow employers and employees in non-unionized workplaces to jointly apply for further extensions of the temporary layoff period.
- The Ministry of Labour issued over 1,000 variances and renewals.
- This allows employers and employees to maintain the employment relationship for an extended period in anticipation of economic recovery.
- I do understand and appreciate that there continues to be concerns about laid off hotel workers (union and non-**union**) being recalled when the industry rebounds.
- I look forward to working with Minister Bains, as well as labour and employer stakeholders on solutions to ensure the economic recovery doesn't leave trained and experienced hotel industry workers behind.

### **4) The Tourism Task Force is recommending federal sick pay benefits and access to pooled benefit plans for the industry.**



## 2021/22 ESTIMATES - QUESTION & ANSWER

### **What is your plan to see that these recommendations are implemented?**

- These recommendations fall under the mandate of the Labour Minister and he is fully aware of these recommendations.
- The Minister of Labour's mandate includes a commitment to continue working with the federal government on a paid sick leave program that protects workers and businesses beyond COVID-19.
- Our government will continue to raise concerns about gaps in the program with the federal government and work with them on possible solutions.
- It's in all our best interest to have a paid sick leave program that ensures all Canadians have the protection they need during the pandemic and beyond.

### **5) What are you doing to better understand the impacts of COVID-19 on the workforce and assess what will be needed over the next several years?**

- My Ministry works closely with Go2HR who is also leading a labour market study funded from the Ministry of Advanced Education and Skills Training. The project will provide more accurate workforce data and forecasts at the regional level for assessing tourism labour needs during recovery and beyond.
- My Ministry and Destination BC also continue to monitor the impact of COVID-19 on the tourism industry to inform policy and program decisions which support industry recovery.

### **Contact:**

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[i] Tourism HR Canada. Statistics Canada Labour Force Annual Averages

# 2021/22 ESTIMATES - QUESTION & ANSWER

## Top Questions COVID-19 Impacts: Tourism

**Issue: COVID-19 Impacts on the Tourism Sector in B.C.**

### Key Messaging:

- Since I was appointed Minister of Tourism, Arts, Culture and Sport, I have spoken with many leaders across the sector.
- They shared with me the deep hardship that tourism workers and operators are facing.
- But I have also been impressed with the ingenuity and dedication displayed by people in the tourism industry.
- The best thing we can do is to keep working together to reduce the risk of transmission until vaccination rates increase.
- We are committed to working with our partners on building a strong restart plan that works for tourism. When it is safe to welcome visitors back to BC, we'll be ready.
- My commitment is that we will continue to work together as we collectively navigate the challenges and opportunities ahead.

### Questions and Answers:

#### **1) What is government doing to fill the gap in recovery programs for large operators and non-profits?**

- Budget 2021 recognized the critical importance of the tourism sector to B.C.'s economy and the deep impacts of the pandemic on the industry.
- The budget includes new investments of \$120 million for further tourism recovery and to support B.C. in remaining a globally competitive travel destination. This consists of:
  - a. \$100 million in further funding for tourism recovery, including support for major anchor attractions; and
  - b. an additional \$20 million for destination development.
- We are working with industry representatives to determine how this funding can best support people and businesses in recovering from the pandemic.

## 2021/22 ESTIMATES - QUESTION & ANSWER

- We also know that accessing recovery programs has been particularly difficult for non-profits.
- My ministry is working to finalize the details of the Major Anchor Attractions program to support these attractions and I expect to be able to announce more specifics soon.
- We are also continuing our conversations with the federal government to advocate for adjustments to programs to better suit the needs of BC businesses.

### **2) If asked: why were accommodation providers excluded from the BC Major Anchor Attraction program?**

- We know that accommodation providers have been hard hit by the pandemic, and we appreciate the sector's cooperation to keep people safe.
- The BC Major Anchor Attractions program is a targeted measure aimed at protecting specific key assets within the industry.
- With the recent order restricting non-essential travel between regions, we expended eligibility for the Circuit Breaker Grant Program to accommodation providers to help them manage through this period.
- \$25 million is available to the over 5,300 hotels, motels and other short-term accommodation providers affected by the April 23, 2021, emergency order that limits travel into and out of the three regions of the province.
- All businesses eligible for the Circuit Breaker Business Relief Grant can receive up to \$20,000, based on the number of employees they had pre COVID-19.
- This funding will help with expenses like rent, insurance, employee wages, maintenance and utilities.
- Federal programs such as the Highly Affected Sectors Credit Availability Program and the Regional Relief and Recovery Fund also remain available to accommodation providers.

### **3) When will the provincial government provide guidance on timing and phases for reopening the tourism sector?**

- Government continues to monitor the high transmission rates in British Columbia, across Canada, and in other countries, including the various COVID variants.

## 2021/22 ESTIMATES - QUESTION & ANSWER

- The Provincial Health Officer has indicated that restrictions will be loosened gradually, based on evidence and data.
- We are having the conversations about what this will look like for tourism now, both internally within government but also with key industry stakeholders.
- My ministry is also working with Destination BC on strategies to encourage intra-provincial and inter-provincial travel, once health authorities tell us that it is safe to do so.
- Whenever the time comes, my ministry will be ready to support restarting the sector.

### **4) What work is being done to prepare for reopening international borders?**

- As you know, borders fall under the mandate of the federal government.
- We aren't anticipating the borders to reopen for some time yet.
- We expect that the Provincial Health Officer will first ease restrictions around travel between BC communities, then inter-provincial travel, with international travel returning last.

### **5) What is B.C.'s Restart Plan for tourism?**

- Despite the progression of B.C.'s vaccination plan, transmission rates remain too high to confirm a restart plan at this time.
- Our immediate focus right now is to continue our efforts to reduce cases and outbreaks.
- We know that businesses will need support to restart, and we will work closely alongside the sector, just as we did last spring.
- We are working collaboratively across government and closely with the Provincial Health Officer on planning for a safe restart of travel and continue to involve our industry partners in those discussions.
- We are also putting in place important supports now – the COVID-19 Safety Certificate, the Small and Medium Size Business Recovery Grant, the Circuit Breaker Business Relief Grant, support for Major Anchor Attractions and Destination BC's restart marketing strategy are just some examples.
- When it is safe to welcome visitors back to BC, we'll be ready.

## 2021/22 ESTIMATES - QUESTION & ANSWER

### 6) Will BC require vaccination passports?

- Jurisdictions around the world have taken different positions on vaccine passports.
- We are actively monitoring this topic as it evolves.

### 7) What new tourism-specific supports are being provided as part of Budget 2021?

- The 2021 Budget announced \$100 million to support tourism recovery, including support for major attractions and \$20 million in additional support for community grants for new tourism infrastructure trails and airport improvements.
- For businesses and employment supports, \$195 million was announced to continue the Small and Medium-sized Business Recovery Grant program and \$150 million for the StrongerBC Increased Employment Incentive tax credit for private sector employers.

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## FEDERAL BUDGET 2021

### ARTS AND CULTURE SECTOR HIGHLIGHTS

#### Supporting Sector Recovery

- Budget 2021 proposes to provide \$300 million over two years, starting in 2021-22, to Canadian Heritage to establish a Recovery Fund for Heritage, Arts, Culture, Heritage and Sport Sectors.

#### Supporting Festivals and Events

- Budget 2021 proposes to invest \$200 million through the regional development agencies to support major festivals. This would ensure they can continue to celebrate our artistic excellence and unique character.
- Budget 2021 proposes to invest \$200 million through Canadian Heritage to support local festivals, community cultural events, outdoor theatre performances, heritage celebrations, local museums, amateur sport events, and more.

#### Supporting Performing Arts and Community Events

- Budget 2021 proposes to provide \$49.6 million over three years, starting in 2021-22, to Canadian Heritage for the Building Communities Through Arts and Heritage Program (\$14 million over two years, starting in 2022-23), the Canada Arts Presentation Fund (\$16 million over two years, starting in 2022-23), and the Celebration and Commemoration Program (\$19.6 million over three years, starting in 2021-22).

#### Supporting Musicians and Music Venues

- Budget 2021 proposes to provide \$70 million over three years, starting in 2021-22, to Canadian Heritage for the Canada Music Fund. This includes up to \$50 million in 2021-22 to help the live music sector, including music venues, weather the pandemic.

#### Making Cultural Spaces Safe During COVID-19

- To help arts and heritage institutions upgrade their facilities to meet public health guidelines, Budget 2021 proposes to provide \$15 million in 2021-22 to Canadian Heritage for the Canada Cultural Spaces Fund.

#### Supporting the National Arts Centre

- Budget 2021 proposes to provide \$17.2 million in 2021-22 to the National Arts Centre to address financial pressures caused by COVID-19 and to ensure the NAC will continue to support artists and celebrate Canadian culture. Budget 2021 also proposes to provide \$6 million over two years, starting in 2021-22, to the National Arts Centre to support collaborations with equity deserving groups to help relaunch the performing arts sector.

#### Support for the Canadian Book Industry

- Budget 2021 proposes to provide a total of \$39.3 million over two years, starting in 2021-22, to Canadian Heritage to support the Canadian book industry. This includes \$32.1 million over two years, starting in 2021-22, to help bookstores increase online sales and \$7.2 million in 2021-22 to promote Canada's book industry at the Frankfurt Book Fair, the world's largest trade fair for books.

## OTHER ITEMS OF INTEREST

- Budget 2021 reiterates the government's commitment to making legislative changes to improve labour protection for gig workers, including those who work through digital platforms.
- Budget 2021 proposes to introduce the new Canada Recovery Hiring Program for eligible employers (including non-profits) that continue to experience qualifying declines in revenues relative to before the pandemic. The proposed subsidy would offset a portion of the extra costs employers take on as they reopen, either by increasing wages or hours worked, or hiring more staff. This support would only be available for active employees and will be available from June 6 to November 20, 2021. Eligible employers would claim the higher of the Canada Emergency Wage Subsidy or the new proposed subsidy. The aim is to make it as easy as possible for businesses to hire new workers as the economy reopens.
- Budget 2021 proposes to extend the wage subsidy until September 25, 2021. It also proposes to gradually decrease the subsidy rate, beginning July 4, 2021, in order to ensure an orderly phase-out of the program as vaccinations are completed and the economy reopens.
- Budget 2021 proposes to extend the rent subsidy and Lockdown Support until September 25, 2021. It also proposes to gradually decrease the rate of the rent subsidy, beginning July 4, 2021, in order to ensure an orderly phase-out of this program as vaccinations are completed and the economy reopens.
- Budget 2021 proposes to expand the Canada Workers Benefit to support about 1 million additional Canadians in low-wage jobs, helping them return to work and increasing benefits for Canada's most vulnerable.
- Provide up to 12 additional weeks of Canada Recovery Benefit to a maximum of 50 weeks.
- Extend the Canada Recovery Caregiving Benefit an additional 4 weeks, to a maximum of 42 weeks.

# ESTIMATES NOTE

## COVID-19 Financials and Funding

**Issue:** Financial Supports that the Ministry has provided during COVID-19 pandemic

### Key Messaging and Recommended Response:

- In March 2020 our Government released the *COVID-19 Action Plan* which was government's first step to provide relief to people and businesses in British Columbia affected by the pandemic.
- We have been working closely with stakeholders on a three-part strategy – Response, Recovery and Resilience.
- New investments of \$120 million for further tourism recovery and to support B.C. in remaining a globally competitive travel destination in Budget 2021:
- Our actions in fiscal year 2020/21 included:
  - \$50 million for recommendations stemming from the Tourism Task Force.
  - \$19 million to help small municipalities build, adapt and diversify their tourism infrastructure.
  - \$13.6 million to support targeted tourism development projects across the six tourism regions in B.C.
  - An additional \$5 million for Destination BC to continue to market British Columbia domestically and secure its spot in the international tourism market.
  - \$20 million for tourism infrastructure projects supporting destination. development under the Community Economic Recovery Infrastructure Program.
  - \$10 million in funding across 61 Community Destination Management Organizations that participate in the MRDT program to maintain critical operations.
  - For the Creative sector we provided \$22.5 million for a three-year renewal of the Amplify BC music fund and \$2 million for the new *Reel Focus BC* domestic fund.



## ESTIMATES NOTE

- **The Ministry responded to the Arts and Culture sector's needs by providing over \$40 million in support to over 600 organizations and hundreds of individuals (\$35 million in funding under StrongerBC and reallocating an additional \$5.19 million from within the BC Arts Council budget)**
- **For our Sport sector we provided:**
  - **\$1.5 million from the Local Sport Relief Fund so community organizations can continue to offer sport in a safe way.**
  - **\$15 million in one-time funding for B.C. based amateur leagues and teams competing at the provincial, national or international level.**
  - **Distributed \$5.5 million in federal funding from Sport Canada to support sport organizations in B.C.**
  - **We have also established protection under the COVID-19 Related Measures Act. The protection from liability due to damages related to COVID transmission is provided so long as sports organizations are complying with emergency and public health guidance.**

### KEY FACTS

#### Background/Status:

- For further details for each sector see notes:
  - Arts and Culture Supports: Response/Recovery/Resilience – TAB 11
  - Creative Sector Supports: Response / Recovery / Resilience – TAB 15
  - Sport Sector Supports: Response / Recovery / Resilience – TAB 17
  - Tourism Supports: Response/Recovery/Resilience – TAB 19

# 2021/22 ESTIMATES NOTE

## Core Messaging – Tourism

**Issue:** Key messaging for the tourism sector

### Key Messaging and Recommended Response:

- **Tourism creates opportunity for people in every corner of our province.**
- **Prior to the pandemic, the industry provided good-paying jobs for 161,500 people in the communities they call home.**
- **Tourism also means locals have access to more recreational, cultural and educational activities in their communities.**
- **This has been the most difficult year ever experienced by B.C.'s tourism industry.**
- **B.C. historically benefitted more than other provinces from international travel.**
- **In 2019, we welcomed 6.2 million international visitors.**
- **But that also means that we've felt the effects of public health measures restricting cross-border travel to a greater degree.**
- **Our Response, Recovery, Resiliency plan is guiding our efforts to support people and communities that depend on the visitor economy.**
- **We have been working around the clock to support the industry with investments in:**
  - **Small and Medium Size Business Recovery Grants**
  - **Grants for Indigenous businesses**
  - **New tourism infrastructure**
  - **Marketing investments**
  - **Funding for sector associations and community destination management organizations**
  - **Business navigation services**
  - **The COVID-19 Safety Certificate program**
  - **Permanent wholesale liquor pricing**
  - **Operational funding for inter-city bus and regional airports**

## 2021/22 ESTIMATES NOTE

- We are committed to championing tourism in communities large and small across the province and working hard with our partners to restore British Columbia's vibrant tourism industry.

### FINANCIAL IMPLICATIONS

N/A

## ESTIMATES NOTE

### Economic Impact of COVID-19 on Tourism in BC (2020)

**Issue:** COVID-19 Had A Significant Economic Impact on BC's Tourism Industry in 2020

#### Key Messaging and Recommended Response:

- **Tourism is a key economic contributor to British Columbia's economy. In 2019, the sector generated over \$8.7 billion in real GDP and contributed more to provincial GDP than any other primary resource industry.**

Advice/Recommendations

- **Destination BC and the Ministry of Tourism, Arts, Culture, and Sports continue to monitor the impact of COVID-19 on the tourism industry to inform decisions which support industry recovery.**

#### KEY FACTS

##### Background/Status:

- COVID-19 continues to have an unprecedented impact on the tourism industry around the world, and BC has not been immune to these impacts. Extraordinary measures designed to limit the transmission of COVID-19 such as border closures, travel restrictions, business closures, physical distancing orders, and other policies and practices, have all had a negative impact on the sector.

##### Impact of COVID-19 on BC's Tourism Revenue:

Advice/Recommendations

# ESTIMATES NOTE

## Impact of COVID-19 on Tourism Businesses in BC:

Advice/Recommendations

## Impact of COVID-19 on Tourism Employment in BC:

Advice/Recommendations

### FINANCIAL IMPLICATIONS

N/A

i Statistics Canada. Table 33-10-0270-01 Experimental estimates for business openings and closures for Canada, provinces and territories, census metropolitan areas, seasonally adjusted

ii Tourism HR Canada. Statistics Canada Labour Force Annual Averages

iii Destination BC.

## 2021/22 ESTIMATES NOTE

### ADVENTURE TOURISM SECTOR INDUSTRY REQUESTS AND RESPONSES

**Issue:** Adventure Tourism Industry requests and government responses implemented to mitigate COVID-19 impacts

#### Key Messaging and Recommended Response:

- Adventure tourism operators have been particularly hit hard by the pandemic as most rely exclusively on international visitors for revenue.
- The adventure tourism sector asked that the rent on Crown land tenure and park use permit be waived. Our government waived those fees.
- The tourism sector asked for liquidity measures to help them weather the storm. In response we created the small and medium-sized business grant program.
- The sector asked us to review the eligibility criteria of the program and we made changes. We also expanded the deadline for applications.
- The sector asked for a tourism specific fund – and we created one with \$100 million available.
- The Small Ship Tourism Operators Associations came to us with a proposal to keep their businesses running and staff employed while cleaning marine and plastic debris. We provided them with \$3.5M.
- Operators and their staff were able to stay afloat and remove over 100 tonnes of debris from our coast.

#### KEY FACTS

##### Background/Status:

- For most adventure tourism operators, US and International visitors account for 70% to 98% of revenue.
- Due to travel restrictions, cancellations, and the demand for refunds resulting from COVID-19, seasonal tourism businesses have found their cash reserves severely depleted with no prospect for revenue over the spring, summer and winter seasons in 2020.
- Pre-pandemic, the Adventure Tourism Sector is comprised of over 2,000 businesses, most of whom operate in rural and remote areas and generated approximately \$3B in revenue pre-COVID-19 (source: Adventure Tourism Coalition).
- The Adventure Tourism sector requested a number of measures including:
  - **Liquidity measures:** i.e. rent relief on Crown land tenures and BC Park use permits, access to low interest loans and/or grant, as well as general business relief support such

## 2021/22 ESTIMATES NOTE

as tax deferral etc. Government response: i) Tenure and BC parks permit invoices due between May 1, 2020 and April 30, 2021 were waived, ii) the small and medium-sized business grant program was created with a top up for tourism businesses and \$100M is dedicated towards tourism businesses - criteria and applications deadlines were also modified in response to industry request, iii) an \$5M grant program was created to support Indigenous tourism businesses, and iv) a number of government taxes and payment obligations were deferred such as the Employer Health Tax, BCHydro rates, and local government property taxes.

- **Additional services** to help operators navigate the suite of federal and provincial recovery programs. Government response: Provided funding to the BC Resilience Network to increase its capacity to help businesses navigate and apply to the services available to them. Note: under the Small and Medium Small Business Grant, business advisors have also been hired to help businesses complete their application.
- **Ski Areas:** Allow ski area operators to conduct maintenance and service work on critical infrastructure and collaborate on a reducing transmission strategy. Government response: Request granted by the Provincial Health Officer. Collaboration between government and skill hills to promote safe operating measures established/completed.
- **Small Ship Tourism Operators Association (SSTOA):** Operator were facing a 100% loss of the 2020 operating season as a result of COVID-19 which triggered closures of First Nations coastal territories and corresponding Provincial Parks. SSTOA submitted a proposal to allow owners of small ships to pivot operation and employ staff for marine debris clean up. Government response: \$3.5M contribution from government allowed nine ships and crew to conduct two, 21-day marine debris removal expeditions on the North Coast and remove over 100 tonnes of marine and plastic debris.
- **Marketing campaign:** spearhead a strong marketing campaign when travel can resume to accelerate recovery. Government response: Destination BC is ready to promote BC when it is safe to do so.
- **Tenure security:** Make changes to the Land Act to increase tenure length and business security to attract investments. Government response: This area of responsibility is with FLNRORD. Current tenure system provide for up to 60-year terms depending on the use.

Advice/Recommendations

- **Destination Development:** the sector asked that government accelerates and strongly supports destination development. Government response: \$53M invested in tourism infrastructure programs across the province (\$20M Community Infrastructure Recovery Program (CERIP)- Destination Development stream , \$19.4M for Tourism Dependent Communities fund, and \$13.6M in Regional Tourism Development Initiatives). Tourism infrastructure also benefited from investments of \$35 million through the other streams of the CERIP program, namely the Community Economic Resiliency stream, the Unique Heritage stream, and Rural Economic Recovery stream.

### FINANCIAL IMPLICATIONS

N/A

## DESTINATION BC PROFILE

**Statutory Authority:** *Destination BC Corp. Act*

**Type of Organization:** Crown Corporation

**Appointment Process:** Order in Council

### **Purpose of Crown:**

- Established on November 2, 2012, under the *Business Corporations Act* and continuing as a statutory Crown corporation pursuant to the *Destination BC Corp. Act*, Destination BC Corp. (DBC) is wholly owned by the Province of British Columbia and commenced operations on April 1, 2013.
- DBC works collaboratively with tourism stakeholders across the province to market B.C. as a destination for domestic, national and international travellers, and to coordinate marketing at the international, provincial, regional and local levels.
- A performance-based funding model for DBC was publicly announced in February 2017. DBC's annual appropriation is determined in accordance with its performance-based funding model, subject to available funding.
- DBC has been mandated to fulfill several key marketing and leadership responsibilities critical to the long-term, sustainable growth of the provincial tourism industry. As outlined in the *Destination BC Corp. Act*, DBC has a mandate to:
  1. Market British Columbia domestically, nationally, and internationally as a tourist destination; and
  2. Promote the development and growth of the tourism industry in British Columbia to increase revenue and employment in, and the economic benefits generated by the industry.
- The COVID-19 pandemic and related restrictions on travel and public gatherings continues to have a significant impact on B.C.'s tourism industry and this will continue until these restrictions are relaxed and the sector begins to recover.
- Destination BC will continue to actively engage with industry partners and key stakeholders regionally, nationally, and internationally to support the industry, stay engaged with key international partners, and actively participate in the ongoing dialogue for the successful recovery of the tourism sector.
- In 2020/21, Destination BC increased its capacity and resources in digital marketing, industry training, destination development and support for Regional



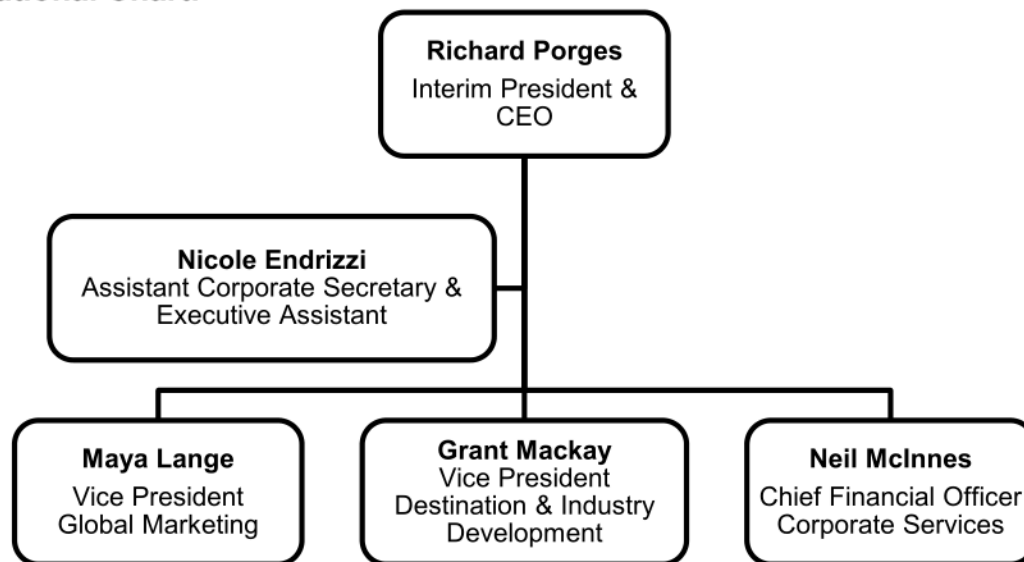
Destination Management Organizations, Indigenous Tourism BC, and co-op marketing partners.

- Destination BC will continue to work with Government and industry partners to ensure that collective COVID-19 recovery efforts and plans are aligned.

#### Legislative Priorities:

- Not applicable

#### Organizational Chart:



#### Client Profile:

- Visitors from British Columbia and around the world
- Tourism providers (accommodation, food services, attractions)
- Communities throughout the province
- Regional Destination Marketing Organizations, Federal, provincial, and municipal institutions and ministries

#### 2021/22 Priorities/Key Initiatives:

- **Marketing:** In 2021/22, B.C.'s marketing strategy in response to COVID-19 is designed to first encourage travel by British Columbians, then other Canadians and then to attract high yield international visitors when international borders open in alignment with Provincial Health Officer travel advisories. To support recovery and increase industry revenue, B.C. needs to attract back high-yield visitors – international visitors who contribute the most to the B.C. economy through higher than average expenditures.
- **Explore BC Campaign:** Forge new relationships with both tourism and non-tourism partners to increase awareness and distribution of the Explore BC message promoting travel within the province by B.C. residents in alignment with Provincial Health Officer guidelines.

- **Destination Development:** Continue to work with the Ministry of Tourism, Arts, Culture and Sport and the Regional Destination Management Organizations on the strategic planning and reporting of the Destination Development Program to ensure alignment with provincial tourism priorities outlined in the Strategic Framework for Tourism in B.C. and Destination BC's 'Invest in Iconics' strategy.

### **Board Composition:**

- Destination BC is governed by a Board of Directors that includes up to 9 individuals.
  - A minority (4 of 9 Directors) may have current involvement or investments in the tourism and/or hospitality sectors.
  - The majority (5 of 9 Directors) may not have current involvement or investments in the tourism and/or hospitality sectors.
- Currently, there are 8 members on Destination BC's Board.
- Replacement for the one vacant appointment is expected to occur as soon as possible. Destination BC will be recruiting a new board chair to begin in July/August 2021.
- The Board established the Tourism Marketing Committee. The Committee is to be regionally representative and provides advice to the Board and CEO on tourism marketing strategies and tactics and tourism performance indicators.
- Members of the Destination BC Board are appointed by Order in Council (OIC).
- The Chair may be appointed by the Board under the bylaws of the corporation if they are not designated by OIC.

Name	Position	Date of Appointment	Term Expiry
Dawn Black	Chair	12-Jul-18	31-Jul-21
Sheila Bouman	Member	10-Dec-18	10-Dec-21
Joel McKay	Member	12-Jul-18	31-Jul-23
Douglas Neasloss	Member	10-Dec-18	10-Dec-21
Nicole Vaugeois	Member	12-Jul-18	31-Jul-23
Penny Wilson	Member	31-Dec-17	31-Dec-23
Amy Blackeney	Member	31-Jul-20	31-Jul-23
Randall Wright	Member	31-Jul-20	31-Jul-23

**Appointments required:**

- There is one vacancy to be filled as soon as possible.
- Board Chair vacancy to be filled in July/August

**Website:** [www.DestinationBC.ca](http://www.DestinationBC.ca)

**Contacts:** Neilane Mayhew, Deputy Minister, Ministry of Tourism, Arts, Culture, and Sport  
250 952-0102

Richard Porges, Interim President & CEO, DBC, 778-572-1808

# ESTIMATES NOTE

## DESTINATION DEVELOPMENT

**Issue:** Update on the Destination Development Program

### Key Messaging and Recommended Response:

- Since 2016, our Government and Destination BC have jointly lead the Destination Development process to address two fundamental needs of B.C.'s tourism industry:
  - Our first goal is to align tourism development efforts across the sector to improve impact and increase the effectiveness of investments.
  - Our second goal is to increase tourism to B.C.'s communities by improving visitor appeal through compelling experiences, quality infrastructure and remarkable service, thereby creating jobs, business earnings and tax revenues.
- Our Government recognizes the importance of investing in our destinations and visitor experiences, and how this will help us build back better.
- That is why, as part of B.C.'s Economic Recovery Plan- Stronger BC, our Government invested \$53 million in tourism infrastructure projects and initiatives to support destination development in all regions of the province.
- Budget 2021 provides for an additional \$20 million investment in tourism infrastructure projects and initiatives to support destination development.

#### KEY FACTS

##### Background/Status

- Destination development (DD) is the strategic planning and development of defined areas to support the evolution of desirable destinations for travelers. It focuses solely on the supply side of tourism, by providing compelling experiences, quality infrastructure and remarkable service to entice repeat visitation. Components include planning and management, product development, festivals and events, tourism investment, policy, access, transportation and signage and wayfinding.

## ESTIMATES NOTE

### **Current status of the program**

- Nineteen of 20 local planning area plans and six regional plans are complete. The planning process is on hold in Haida Gwaii due to COVID-19.

### **Program Rationale**

- B.C. is operating in a highly competitive world with destinations that are enhancing their visitor travel experiences and services. B.C. must maintain its competitive advantage, and be relevant and motivating to travelers, through strong alignment, coordination and collaboration. Implementing DD plans will increase the benefits of tourism as an important contributor in B.C.'s economy.

### **Program Resources**

- Destination BC has invested \$5,307,000 in the program since its launch in 2016/17, including \$1,155,000 in 2020/21. The estimated budget for 2021/22 is \$1,094,000.

## **FINANCIAL IMPLICATIONS**

### **Budget/Expenditures:**

- Destination BC's estimated Destination Development budget for FY2021/22 is \$1,094,000.

## ESTIMATES NOTE

### Equity, Diversity and Inclusion

**Issue:** Equity, Diversity and Inclusion in the Tourism Sector

#### Key Messaging and Recommended Response:

- **Equity, diversity and inclusion and lasting reconciliation with Indigenous peoples are key priorities for our government.**
- **We want to ensure British Columbia is a welcoming destination for everyone, and we are building capacity to support more inclusive and accessible tourism products, services, experiences and employment opportunities within the industry.**
- **This includes:**
  - **Gender-Based Analysis Plus (GBA+) applied in all program, policy and process development.**
  - **Hiring that is inclusive and provides opportunities for all qualified candidates to compete equitably.**
  - **Creating work environments that are flexible and based on the employee's needs.**
  - **Appointing Crown agency and advisory boards that reflect the diversity of British Columbia.**
  - **Investments in Stronger BC projects that directly support accessibility and inclusion.**
- **Both Destination BC and PavCo support and promote diversity, equity and inclusion in their organizations.**
  - **PavCo works to promotes accessible, inclusive event experiences where all people feel welcome and included; and,**
  - **Destination BC is creating a corporate diversity, equity and inclusion strategy and implementing a three-year (2019-2021) strategic framework and action plan to build capacity within the industry, and champion meaningful tourism employment opportunities for people with disabilities.**

#### KEY FACTS

##### Corporate Initiatives

- Staff in the Division have completed the Gender-Based Analysis Plus (GBA+) training.
- Gender-Based Analysis Plus (GBA+) is applied in program, policy and process development to assess how diverse groups of people may experience policies, programs, and initiatives.

## ESTIMATES NOTE

- Division hiring is based on the Public Service Agency's Diversity and Inclusion Strategy to ensure the BC Public Service is reflective of our province and inclusive of all parts of society.
- The Division is committed to removing barriers that would prevent employees from effectively participating in the Public Service.
- The Crown Agency and Board Resourcing Office supports the Minister's appointment process for Destination BC, B.C. Pavilion Corporation and Minister's Tourism Engagement Council by encouraging applications from people with diverse skills and backgrounds.

### Sector Support Initiatives

- Destination BC is creating a corporate diversity, equity and inclusion strategy and implementing a three-year (2019-2021) strategic framework and action plan to build capacity within the industry, and champion meaningful tourism employment opportunities for people with disabilities.
- Tourism investments that support more equitable access to facilities, trails and information can attract a wider range of the population reflecting diversity. Examples of Community Economic Recovery Infrastructure Program projects that supported this include:
  - Nisga'a Lisims Government accessibility upgrades to Vetter Lodge
  - Kamloops Wildlife Park accessibility improvements
  - Cowichan Wooden Boat Society wheelchair ramp for patio access
  - Xeni Gwet'in cultural infrastructure upgrades to Yohetta Wilderness Lodge
  - Songhees First Nation hiring cultural advisors for marine trail development
- In partnership with Indigenous Tourism BC, the Division is establishing a cross-government partnership group to better align Indigenous tourism interests with other government Indigenous program investments.
- Tourism Events Program applicants are encouraged to identify their event's considerations for accessibility and inclusion of Indigenous communities. This adds to the strength of the application when staff consider funding recommendations.
- COVID-19 recovery initiatives are an opportunity to advance equity and inclusion across the sector by applying an equity lens to new programs and approaches in fiscal year 2021/22.
- NOTE: See Destination BC binder for more detail on Destination BC's diversity, equity and inclusion initiatives related to the corporation and the tourism sector.

### FINANCIAL IMPLICATIONS

N/A

# 2021/22 ESTIMATES NOTE

## Indigenous Tourism

**Issue:** Indigenous Tourism – Pandemic Response and Recovery

### Key Messaging and Recommended Response:

- **Indigenous tourism businesses face unique challenges, particularly those located in communities that are closed to non-essential travellers.**
- **The Province has supported the efforts of First Nations to protect their communities from Covid-19 transmissions by not promoting communities that are closed to the public.**
- **Indigenous Tourism BC has been a key partner in delivering supports to these hard-hit businesses and communities.**
- **In February, the Province moved swiftly to act on the Tourism Task Force recommendations and provided \$5 million to Indigenous Tourism BC for liquidity grants to Indigenous tourism businesses and community organisations.**
- **This is in addition to Indigenous Tourism BC repurposing \$300,000 of provincial funding to quickly distribute micro-grants up to \$5,000 for 71 Indigenous tourism businesses in the first weeks of the pandemic.**
- **The Ministry also backed Indigenous Tourism BC's successful efforts in May 2020 to acquire \$500,000 from Western Economic Diversification for additional human resources and micro-grants.**
- **The Province has invested more than \$22 million in infrastructure projects under the BC Recovery Plan that directly support Indigenous tourism.**

#### KEY FACTS

##### Background/Status:

- Government works closely with Indigenous Tourism BC (ITBC) to develop and promote Indigenous tourism in the province. Destination BC provides \$1.3M annually to fund initiatives such as regional Indigenous specialists, marketing, and other projects and programs.
- ITBC data shows British Columbia has 401 Indigenous tourism businesses generating 7,428 FTE jobs (48 per cent were filled by Indigenous people) and about \$705 million in Gross Domestic Product in 2019/20.



## 2021/22 ESTIMATES NOTE

- In November 2019, government and ITBC signed the Indigenous Tourism Accord committing to reconciliation through Indigenous tourism development and promotions. In 2021/22 this includes establishing a cross-government committee to align supports for Indigenous tourism.
- ITBC reported more than 90 per cent of Indigenous tourism businesses were forced to close or reduce operations due to the pandemic.

### Relief supports

- Nearly \$10M from Provincial and Federal sources are providing liquidity for Indigenous tourism businesses impacted by health orders and travel restrictions:
  - \$300,000 in provincial funding, was used by Indigenous Tourism BC (ITBC) to create an Emergency Relief Program which helped 71 Indigenous tourism businesses in the early stages of pandemic impacts.
  - \$5M Small Business Recovery funded by the Province and dedicated for Indigenous tourism operators is being administered by ITBC.
  - \$4.5M from Indigenous Services Canada was provided for an Emergency Business Fund administered by ITBC with the Aboriginal Financial Institutions to support larger, community-owned tourism operators or cultural centres.

### Recovery Supports

- Approximately \$22M was awarded to Indigenous applicants or projects with Indigenous partners, benefiting Indigenous tourism:
  - \$17.2M was provided through four streams of the Community Economic Recovery Infrastructure Program:
    - Destination Development \$6.2M
    - Unique Heritage Infrastructure \$6.0M
    - Rural Economic Recovery \$3.8M
    - Community Economic Resiliency \$1.2M
  - \$4.8M provided through the Tourism Dependent Communities fund for Indigenous tourism projects.
- An additional \$2M is anticipated for Indigenous tourism projects, pending announcement of the Targeted Regional Tourism Development Initiative.
- Indigenous culture, stories and perspectives are an important part of the ICONICS branding process. Advice/Recommendations  
Advice/Recommendations

## FINANCIAL IMPLICATIONS

N/A

## PAVCo PROFILE

**Statutory Authorities:** *BC Business Corporations Act*, and  
*British Columbia Enterprise Corporation Act*

**Type of Organization:** Crown Corporation

**Appointment Process:** Shareholder Consent Resolution

### **Purpose of Crown:**

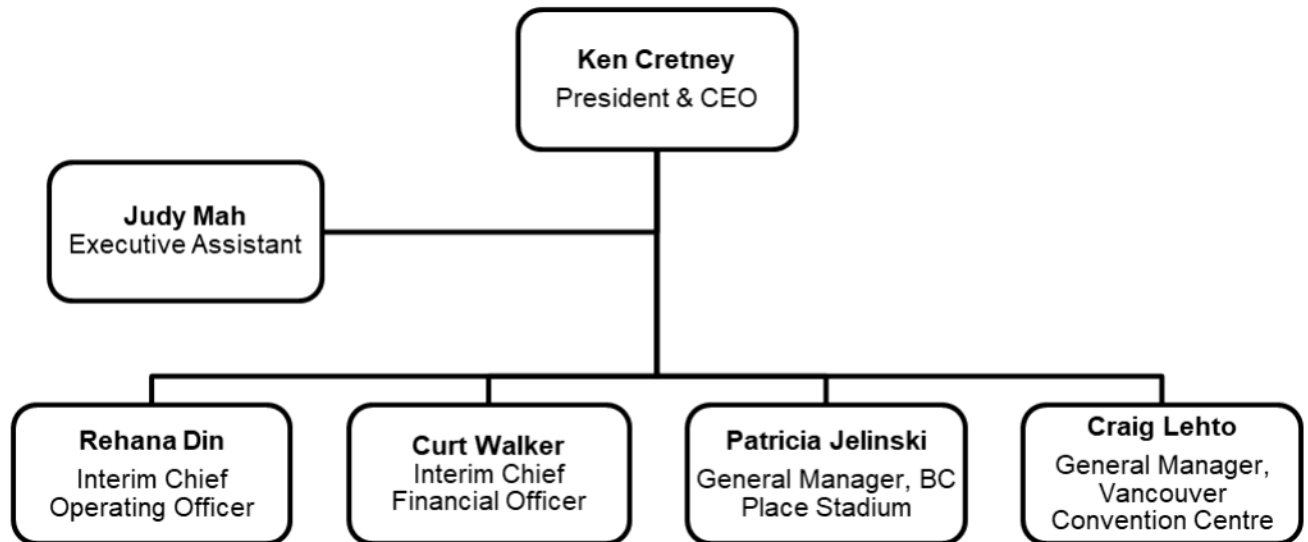
- B.C. Pavilion Corporation (PavCo) will continue to meet its mandate of generating economic and community benefit for the people of B.C. while balancing the need to prudently manage its public facilities in Vancouver – BC Place and the Vancouver Convention Centre.
- The Vancouver Convention Centre is the provincial flagship for conventions, trade and consumer shows and meetings. It was the world's first double LEED® Platinum certified convention centre.
- BC Place is the largest indoor gathering place in British Columbia and provides support to industry as a venue for consumer shows, as well as being a major sports and entertainment centre.
- Prior to COVID-19, PavCo generated in excess of \$450 million per year of economic benefit and provided significant community benefit for the people of B.C.
- The events held at PavCo's facilities support the tourism and hospitality industries, as well as trade development. PavCo's clients and guests utilize hotel rooms, local hospitality services and goods and services produced by B.C.-based businesses.
- PavCo's business has been significantly impacted by pandemic-related restrictions on travel and large public gatherings, and its venues have not hosted any large-scale, in-person events since mid-March 2020.
- PavCo will continue to monitor trends and risks and will adjust its marketing and response efforts appropriately, while continuing to work with Provincial health partners to support the Province's pandemic response and recovery plans.

### **Financial Impact of COVID-19:**

- During the pandemic, PavCo implemented a number of cost-cutting and efficiency measures, including: a workforce strategy, reduction in outside contractors, instituting a hiring freeze, stopping all non-essential travel and training, suspending any internal promotions and salary adjustments and more.
- PavCo received additional provincial funding to assist with impact from COVID-19 pandemic.

**Legislative Priorities:**

- Nothing currently identified.

**Organizational Chart:****Client Profile:**

- Visitors from British Columbia and around the world
- Businesses and associations representing the tourism and hospitality industries
- Clients leasing space for commercial activity and renting space for events
- Suppliers of goods and services to events
- Community neighbours and the general public
- Federal, provincial and municipal institutions and ministries

**2021/22 Priorities/Key Initiatives:**

PavCo's main strategic goals are to:

- Create economic and community benefit while optimizing corporate profit.
- Provide exceptional customer service.
- Build a highly engaged workforce.

**Board Composition:**

- Currently, there are 7 Board members.
- Section 120(A) of *the Business Corporations Act* stipulates that the company must have at least one director and in the case of a public company, must have at least 3 directors.
- Section 11.1 of the Articles of Incorporation state that the shareholders can elect or appoint directors at any time.

- The number of directors may be determined by Shareholder Consent Resolution, signed by the Minister of Tourism, Arts, Culture and Sport (the shareholder).
- The shareholder may designate a chair or the chair may be elected by the Board.
- The Articles of Incorporation provide a process for the board to elect a chair if there is no chair designated by the shareholder.
- Section 8.5 of the Articles of Incorporation, stipulate that: "The chair of the Board, if any, or in his or her absence the President, if any, is entitled to act as chair at every general meeting. If at any general meeting the chair of the Board, if any, and the President, if any, are not present within 15 minutes after the time appointed for holding the meeting or if neither is willing to act as chair, the directors present must choose one of their number to act as chair. If no director is present or if all the directors present decline to act as chair or fail to choose, the persons present must choose of their number to act as chair."
- Section 12.2 of the Articles of Incorporation addresses the proceedings of Directors: "Chair: The chair of the board, if any, of the Company is entitled to act as chair of every meeting of the Board but if at any meeting the chair of the Board, if any, is not present within 15 minutes after the time appointed for holding the meeting, or is the chair of the Board is not willing to act as chair, the directors must choose one of their number to act as chair."

Name	Position	Date of Appointment	Term Expiry
Ian Aikenhead	Chair	7-Aug-18	At Pleasure
Clifford (Dan) Cahill	Director	7-Aug-18	At Pleasure
Flavia Coughlan	Director	7-Aug-18	At Pleasure
Carla Guerrera	Director	7-Aug-18	At Pleasure
Roderick (Rod) Harris	Director	7-Aug-18	At Pleasure
Gwendolyn (Gwen) Point	Director	7-Aug-18	At Pleasure
Jatinder Rai	Director	21-Oct-16	At Pleasure

#### **Appointments Required:**

- No changes to the Board appointments are anticipated within the next 90 days

**Website:** <http://www.bcpavco.com/>

**Contacts:** Ken Cretney, President and CEO  
[kcretney@bcpavco.com](mailto:kcretney@bcpavco.com)

Curt Walker, Financial Officer (Interim)  
[cwalker@bcpavco.com](mailto:cwalker@bcpavco.com)

Rehana Din, Chief Operating Officer (Interim)  
[rdin@bcpavco.com](mailto:rdin@bcpavco.com)

# 2021/22 ESTIMATES - QUESTION & ANSWER

## Strategic Framework for Tourism

**Issue:** Status of the Strategic Framework for Tourism

**Key Messaging:**

- **The Strategic Framework for Tourism in B.C. sets out government's vision for a prosperous and sustainable tourism sector that distributes benefits to people across the province.**
- **We asked the Tourism Task Force to consider the Strategic Framework during its consultation and in delivering its recommendations.**
- **The Task Force found that the principles of diversity, reconciliation and sustainability should continue to guide the industry;**
- **However, given the devastating impacts of COVID-19, the Task Force recommended the Framework be updated to reflect the new operating environment.**
- **Over the next several months, my ministry will be engaging across government and with the industry to inform a refreshed Strategic Framework for Tourism in BC.**

**Questions and Answers:**

**1) Why does the Framework need to be updated if the principles still stand?**

- The Tourism Task Force found that the principles of the Framework—principles like sustainability, reconciliation, diversity and working to make sure the benefits of tourism are felt by everyone- are still relevant
- However, members felt that the Framework needs to be updated to reflect the context of recovery from COVID-19.
- We will be looking to refresh the Framework by prioritizing actions the industry will need to recover and move towards resilience over the next several years.

## **2021/22 ESTIMATES - QUESTION & ANSWER**

### **2) What will be the process and timeline for updating the Framework?**

- The ministry is currently working on plans for engaging with the sector and updating the Strategic Framework and will have more to share soon.
- The process will involve engagement with industry and across ministries and levels of government, using the Tourism Task Force's final report as a guide.
- We expect to finish the process later this year.

### **3) Will the ministry engage a consultant to complete this work?**

- No. Staff will lead this project.

### **4) What did the Ministry accomplish under the current Framework?**

- In order to deliver on our commitments, the ministry focused on leveraging cross-government programs and investments to better support communities and tourism businesses.
- This included:
  - Enhancing cross-ministry coordination to support destination development and mitigate impacts and barriers to growth
  - Aligning investments in Destination BC, the Municipal Regional District Tax and the Resort Municipality Initiative, and other provincial programs
  - Expanding international marketing efforts, and encouraging more seasonal and regional dispersion of visitors
- Past successes under the Framework include:
  - The signing of an Indigenous Tourism Accord with Indigenous Tourism BC
  - The launch of a tourism accessibility and inclusion plan

## 2021/22 ESTIMATES - QUESTION & ANSWER

- The development of an emergency response plan for the tourism sector

### FINANCIAL IMPLICATIONS

N/A



# 2021/22 ESTIMATES NOTE

## Sector Response to TRC/UNDRIP

**Issue:** Tourism Sector Response to TRC/UNDRIP

### Key Messaging and Recommended Response:

- **Reconciliation is an ongoing process and a shared responsibility for all.**
- **Our Government is focused on creating opportunities for Indigenous peoples to be full partners in B.C.'s economy.**
- **The *Declaration on the Rights of Indigenous People Act* is a key step in the journey.**
- **Tourism can play a significant role in supporting economic and cultural self-determination. Tourism is a way for Indigenous people to invite others to learn about and experience their cultures and lands.**
- **My Ministry is committed to supporting reconciliation – and it is a key pillar in our Strategic Framework for Tourism in B.C.**

Advice/Recommendations

- **Last year, the Province and its partners provided approximately \$10 million in liquidity support for Indigenous tourism enterprises and \$22 million for Indigenous tourism infrastructure projects.**

Advice/Recommendations

### KEY FACTS

#### Background/Status:

- The Province's ongoing collaboration with Indigenous Tourism BC provides tourism development tools that support the economic and cultural self-determination of Indigenous people.
- ITBC is a resource for Indigenous entrepreneurs and communities providing training, information resources, networking opportunities, experience development and marketing programs.

## 2021/22 ESTIMATES NOTE

- The Ministry has consulted with Indigenous partners to contribute to Government's Action Plan for the *Declaration on the Rights of Indigenous People Act*. For Indigenous tourism, the Ministry intends to:
  - Advice/Recommendations; Intergovernmental Communications; Government Financial Information
  -
- The Ministry will continue to facilitate collaboration and tourism development planning between tourism organisations, tourism business operators and Indigenous peoples in support of TRC recommendation 92 calling for 'Aboriginal communities [to] gain long-term sustainable benefits from economic development projects.'

### Relief and Recovery supports

- Nearly \$10M from Provincial and Federal sources are providing liquidity for Indigenous tourism businesses affected by the pandemic through ITBC's Emergency Relief Program, B.C.'s Business Recovery Grant Program and Indigenous Services Canada.
- Approximately \$22M was awarded to tourism infrastructure projects with Indigenous partners, including \$17.2M through the Community Economic Recovery Infrastructure Program and \$4.8M through the Tourism Dependent Communities fund.

### Provincial Tourism Strategy

- The Strategic Framework for Tourism in B.C. identifies 'Reconciliation Through Tourism' as a central pillar, by supporting product development, operational capacity and marketing through partners including ITBC.

### Indigenous Tourism Association of BC

- ITBC is an independent, non-profit, Indigenous-led organization, endorsed as the voice of Indigenous tourism by the B.C. Assembly of First Nations. ITBC develops and promotes tourism businesses owned by Indigenous entrepreneurs and communities.
- Destination BC provides ITBC with \$1.3M annually to fund initiatives such as regional Indigenous specialists, marketing, and other projects and programs.
- The Province signed the Indigenous Tourism Accord with Indigenous Tourism BC in November 2019, pledging to collaborate on Indigenous tourism development to support reconciliation.

### **Next steps:**

- As committed to in the Indigenous Tourism Accord, the Ministry will create a working group to facilitate actions between ITBC and ministries with tourism -related mandates.

Advice/Recommendations

## FINANCIAL IMPLICATIONS

N/A

# 2021/22 ESTIMATES NOTE

## Small and Medium Size Business Recovery Grant Program

**Issue:** Tourism businesses accessing the Small and Medium Size Business Recovery Grant Program.

### Key Messaging and Recommended Response:

- In response to the Tourism Task Force's report in December, we created a \$100M tourism-specific stream of the Small and Medium Size Business Recovery Grant Program.
- Tourism businesses can access up to \$45,000 – the highest emergency grant funding amount available to small and medium size businesses across Canada.
- We have consistently listened to industry feedback and fine-tuned the program so that it meets businesses' needs, including expanding what kinds of businesses can qualify for the tourism top up, adjusting the revenue reduction requirement and extending the deadline.
- Budget 2021 also committed \$195 million to continue the program and provide ongoing supports for businesses during the pandemic.

### KEY FACTS

#### Background/Status:

- The Small and Medium Size Business Recovery Grant Program was introduced as part of Stronger BC in September 2020.
- The program intends to provide grants to businesses that help them adapt their operations in the context of the COVID-19 pandemic.
- Eligible businesses can have up to 149 employees and must be majority-owned by a B.C. resident.
- In December 2020, the Tourism Task Force recommended that government:
  - Immediately match the \$50 million with at least another \$50 million, and
  - Allocate \$95 million to an Emergency Fund for Tourism
- Government acted on these recommendations by creating a \$100 million tourism specific stream under the Small and Medium Size Business Recovery Grant Program.
- At the same time, Government made a number of improvements to the program that aligned with the Tourism Task Force's recommendations, including:
  - Streamlining the application process
  - Increasing the tourism top up to \$15,000
  - Reducing the requirement for length of time in operation to 18 months
  - Aligning the definition of tourism (which qualifies businesses for the top up) with that used by Stats Can

## 2021/22 ESTIMATES NOTE

- On March 4, 2021, Government announced it was extending the deadline for the program to August 31, 2021.
- Several adjustments benefitting tourism operators were also made at that time:
  - Removing the original 70% revenue loss threshold and ongoing 30% revenue drop requirement
  - Businesses now only need to show a 30% revenue loss in one month (compared to the same month in 2019).
  - Help is available to businesses through Small Business BC service providers to complete the application package.
- Budget 2021 committed \$195 million to continue the Small- and Medium-Sized Business Recovery Grant program to provide ongoing supports for businesses during the pandemic.

### FINANCIAL IMPLICATIONS

## 2021/22 ESTIMATES NOTE

### TOURISM EVENTS PROGRAM

**Issue:** Tourism Events Program – Covid-19 Impacts

#### Key Messaging and Recommended Response:

- We know COVID-19 has had a devastating effect on the tourism sector and has altered British Columbia's visitor economy.
- Events and festivals will be a critical part of moving forward from this pandemic in the long term – both socially, to bring people back together, and economically, to support continued recovery.
- The current orders protecting public health make it difficult to meet the program's primary goal of attracting more people to events in communities across B.C.
- As such, we have decided to put the Tourism Events Program on pause.

Advice/Recommendations

- We continue to work with previous program funding recipients that have postponed their 2020 events to ensure the Tourism Event Program funds still support those events.

#### KEY FACTS

##### Background/Status:

- The Tourism Events Program supports the marketing and promotion of large events and festivals that create a high tourism impact and economic benefit to B.C. communities.
- Events funded include music festivals, international sporting competitions, sports events, and food and beverage festivals.
- The Program usually has two intakes per calendar year, one in spring, the other in fall. Only the Spring intake occurred in 2020; however, the review of the applications was paused due to COVID-19 and the Provincial Health Officer's (PHO) guidelines limiting gatherings.
- Ministry staff have advised Spring 2020 applicants that their applications will not be considered. There was no program intake in Fall 2020 or Spring 2021.

Advice/Recommendations

## 2021/22 ESTIMATES NOTE

- Despite the impacts of COVID-19, 22 previously funded events were able to pivot and proceed safely in 2020/21, either through virtual participation or broadcasting.
- The future of event hosting in B.C. continues to be uncertain. While the PHO has indicated the potential for larger gatherings later this year, all gatherings and events remain suspended with no indication when the order will be lifted.
- The Program is funded by a portion of the Municipal Regional District Tax (MRDT). The 26 communities collecting MRDT at a rate of 3% agree to contribute 6.67% of their total MRDT revenues to support the program. The MRDT TEP program revenues are available over fiscal years.
- Actual MRDT revenues have decreased significantly since the start of the pandemic due to health advisories limiting travel.

### FINANCIAL IMPLICATIONS

#### Budget/Expenditures:

- Advice/Recommendations; Government Financial Information
- 
- 2021/22 Program revenues are currently difficult to forecast due to MRDT income uncertainties because of the pandemic.

## ESTIMATES NOTE

### 2019 Tourism Economic Performance in B.C.

**Issue:** 2019 Tourism Economic Performance Indicators Show Growth Over 2018

#### Key Messaging and Recommended Response:

- Since 2009, total tourism revenue grew 67.8%. In fact, tourism revenue grew every year between 2009 and 2019 with the exception of 2009, due to the global economic recession.
- In 2019, the BC tourism industry (compared to 2018):
  - Generated \$22.3 billion in tourism industry revenue (+5.6%).
  - Contributed \$8.7 billion in real GDP to the BC economy (+3.4%).
  - Employed 149,900 people directly due to tourism expenditures (+1.8%), roughly one out of every 16 workers employed in BC.
  - Paid \$6.1 billion in tourism-related wages and salaries (+5.8%).
  - Included 19,748 tourism businesses which directly provided services to visitors (+2.2%).
- Due to a methodology change and substantive revisions to Statistics Canada data, the economic estimates for 2019 should not be compared to prior public releases as 2009 to 2018 estimates were also changed.

#### KEY FACTS

##### Background/Status:

- Tourism is one of BC's key economic sectors. Destination BC's (DBC) Corporate Strategy and Marketing Plan, and the *Super, Natural British Columbia*® brand are designed to ensure BC is positioned to win, and to keep growing this critical component of our provincial economy in a globally competitive environment.
- A time-lag for tourism economic estimates is seen each year (e.g. 2019 estimates are available early 2021) due to the availability of complete annual business data, as well as processing and review time.
- In 2018, BC Stats implemented a revised approach to calculate several key tourism economic performance indicators, including tourism GDP, revenue, taxes, employment, and wages and salary. The approach uses a BC Input-Output model, based on the Statistics Canada Supply-Use Tables. In 2019, the same approach was taken; however, minor adjustments were made to the model, and revised data was released by Statistics Canada resulting in updated wages, salary, and employment values.

## ESTIMATES NOTE

- Due to this methodology change and updated data releases, the tourism economic performance indicators published in 2021 should not be compared to prior years as changes have been applied retrospectively.

### **Tourism Revenue:**

- In 2019, the tourism industry earned \$22.3 billion in revenue. This represents an increase of 5.6% over 2018, which follows a long-term upward trend in the tourism industry.
- Since 2009, total tourism revenue has grown 67.8%. In fact, tourism revenue has grown every year between 2009 and 2019, with the exception of 2009 (due to the global economic recession).

### **Tourism GDP:**

- In 2019, tourism accounted for 3.4% of GDP in the provincial economy.
- The tourism industry contributed \$8.7 billion of added value to the BC economy, as measured through GDP (in 2012 constant dollars) in 2019. This is an increase of 3.4% over 2018. GDP of the BC economy, as a whole, grew 2.5% over 2018.
- The tourism industry contributed the largest added value to the BC economy between 2009 and 2019 relative to other primary resource industries, such as mining and quarrying, oil and gas extraction, agriculture and fishing, and forestry and logging.

### **Tourism Provincial/Municipal Tax Revenue:**

- Tourism collected \$1.8 billion in provincial and municipal tax revenue in 2019, an increase of 8.8% from 2018.

### **Estimated Room Revenue (based on Municipal and Regional District Tax (MRDT) communities):**

- In 2019, estimated room revenue grew 16.5% from 2018, reaching a total of \$3.2 billion.

### **Tourism Employment:**

- In 2019, there were 149,900 people employed in BC directly due to tourism expenditures, up 1.8% over 2018. Tourism provided a job for roughly 1 out of every 16 people employed in BC.

### **Wages and Salaries:**

- In 2019, the tourism industry paid \$6.1 billion in wages and salaries, up 5.8% over 2018.

### **Tourism Businesses:**

- In 2019, 19,748 businesses directly provided services to visitors in BC, up 2.2% over 2018.

## FINANCIAL IMPLICATIONS

N/A



# **ESTIMATES NOTE**

## **CORE MESSAGING - CREATIVE**

**Issue:** Core messaging for the creative sector.

### **Key Messaging and Recommended Response:**

- **The creative sector includes: motion picture, music and sound recording, interactive and digital media, book and magazine publishing industries.**
- **B.C. is globally recognized for its outstanding talent and infrastructure.**
- **We are the largest motion picture hub in Canada and third largest motion picture hub in North America.**
  - **Following the safe return to work in July 2020, physical production in the industry has experienced tremendous success.**
  - **And our domestic sector is being invested in for the first time since 2003.**
- **B.C. is the second largest English-language book publishing market.**
  - **We are proud of the diverse and unique voices that are shared through the many publications produced across our province.**
- **We are home to an international hub for animation/visual effects and the second largest video games workforce in Canada.**
  - **These industries generate high-paying jobs; and**
  - **Video game development is at an all-time high in B.C.**
- **Our province is Canada's third largest music centre.**
  - **Many of our *Amplify BC* artists are JUNO nominees and winners.**
- **Our lead agency, Creative BC, is well funded, and a champion of diversity, equity and regional access across all of their programs, partnerships and initiatives.**
- **B.C. is on the map as a leader in the global creative economy and we will continue to forge a path forward in the year ahead.**

# ESTIMATES NOTE

## KEY FACTS

### Background:

- In 2019/20, the creative sector generated \$4.85 billion in total GDP and employed approximately 66,524 Full Time Equivalent (FTEs) jobs.
  - This number is closer to 100,000 people working in the creative industries when including gig workers.
- B.C.'s creative sector is currently recognized for:
  - Being North America's third largest motion picture hubs in America and one of the world's largest cluster of visual effects and animation.
  - Having the second highest number of interactive gaming companies in Canada and being a leader in augmented/virtual reality (AR/VR) for entertainment, business and industrial applications.
  - Being the third largest music production centre in Canada and producing a large number of successful and internationally renowned musicians.
  - Being the second largest English language book and magazine publishing sector in the country.

### Ministry support to the creative sector:

- Through Budget 2021, the Province is providing \$3.215 million in funding to Creative BC and \$6.611 million in funding to the Knowledge Network.
- In 2020/21, Creative BC received \$675,000 from BC Arts Council for the Interactive Fund to support interactive and digital media companies in B.C. (funding for 2021/22 pending).
- In 2020/21, the Province invested approximately \$4 million into B.C.'s domestic motion picture industry through Creative BC.
  - This included a \$2 million investment into the new *Reel Focus BC* domestic fund as part of the COVID-19 Action Plan relief funding
- In 2020/21, \$7.5 million was invested in *Amplify BC* through 2019/20 contingencies to help stabilize and maintain B.C.'s music industry, including Showcase BC's one-time micro-grants for livestreaming, songwriting and professional development (funding for 2021/22 pending).
- In 2020/21, Creative BC invested nearly \$500,000 in the *Market Expansion Fund*, *Passport to Markets Fund* and *Magazine Publishers Travel Support* some of which supported publishers with promoting and expanding their domestic and foreign business opportunities.
- Announced in September 2020, the \$21 million *Arts and Culture Resilience Plan*, administered by the B.C. Arts Council, is providing essential support to the arts and culture sector, including essential support for publishing.

## FINANCIAL IMPLICATIONS

N/A

## ESTIMATES NOTE

### KEY FACTS + STATISTICS (+ INDUSTRY OVERVIEW)

**Issue:** Key facts and statistics for the creative sector.

#### Key Messaging and Recommended Response:

- **The creative sector includes: motion picture, music and sound recording, interactive and digital media, book and magazine publishing industries.**
- **B.C. has developed outstanding talent, supports and infrastructure for our creative sector, making it a key contributor to our provincial economy.**
- **The creative sector contributed \$4.85 billion total GDP to B.C.'s economy in 2019/20, providing nearly 70,000 full-time jobs and employing close to 100,000 British Columbians.**
- **B.C.'s motion picture industry is a key economic driver, generating an estimated \$3.6 billion in production spending in 2019/20.**
- **B.C. is home to one of the world's largest animation/visual effects cluster, and has the second largest video games workforce in Canada.**
- **B.C. has Canada's second largest English-language book publishing market, and is the third largest centre for music in Canada.**

#### KEY FACTS

##### Background/Status:

- The creative sector includes the following industries: motion picture, interactive and digital media, music and sound recording, magazine and book publishing.
- In 2020, Creative BC undertook the development of a new data methodology tool, Creative Industries Economic Research Assessment (CIERA), to address data incompatibility across industries and an inability to consistently measure the sector as a whole year over year.
  - This new approach will establish a baseline starting with 2019/20 data and enable Creative BC to show trends over time.
  - B.C. will be the first jurisdiction in Canada to use a tool like CIERA to track and measure the creative sector.
- In 2019/20, the creative sector generated \$4.85 billion in total GDP and employed approximately 66,524 Full Time Equivalent (FTEs) jobs (based on CIERA data).
  - When including gig workers, closer to 100,000 people work in the creative industries

## ESTIMATES NOTE

- Gig work is common in the creative sector, particularly in motion picture and music, where work is typically short-term and project-based.

### **Motion Picture Industry**

- The motion picture industry includes film and television, animation and visual effects.
- B.C. is Canada's largest and North America's third largest motion picture production centre, after Los Angeles and New York.
- In 2019/20, the industry contributed more than \$2.67 billion in total GDP to B.C.'s economy, generating more than \$3.6 billion in production activity spending.
- There are close to 40,000 traditional full-time equivalent jobs and up to 70,000 people working in B.C.'s domestic motion picture industry.

### **Music Industry**

- B.C. is Canada's third largest music centre.
- There are more than 280 music companies, 200 recording studios, and over 200 music festivals across the province.
- The industry contributes close to \$300 million in total GDP to B.C.'s economy and more than 6,000 jobs (13,400 when including gig workers).

### **Interactive Digital Media**

- B.C. is home to approximately 17% of Canada's interactive entertainment companies.
- The province is at the forefront of a global virtual and augmented reality industry (AR/VR), with 230 companies in B.C. (up from a dozen in 2015).
- The gaming industry alone in B.C. contributed approximately \$952 million to the provincial economy in 2019/20, with approximately 116 video game companies employing close to 9,000 people.

### **Publishing Industry (Books and Magazines)**

- B.C. is the second largest English-language book publishing market in Canada.
- B.C.'s magazine and book publishing sector accounts for \$162 million in total GDP and supports over 2,000 total jobs.
- This does not account for the many gig workers in writing and publishing. Industry association data estimates upwards of 1,670 people working in book publishing alone.

### **Multi-Creative Industry Services**

- This segment includes businesses and workers that work in multiple industries in the sector and are not attributed to just one singular creative industry: e.g. independent writers, artists that work in television, stage theatre and music recording and printing services.
- The Multi-Creative Industry Services are estimated to contribute \$1.04 billion in total GDP and accounted for nearly 14,000 jobs in 2019/20.

## FINANCIAL IMPLICATIONS

N/A

# QUESTION AND ANSWER

## Creative BC Overview

**Issue:** Creative BC Overview (+ spending priorities + Q & A).

### Key Messaging and Recommended Response:

- Creative BC is British Columbia's lead agency for creative sector funding and development in the province.
- In 2021/22, the Province will provide \$3.215 million to Creative BC to support and strengthen B.C.'s motion picture, music, interactive and digital media, magazine and book publishing industries.
- Creative BC works collaboratively with industry and government partners to support production, job creation and investment.
- We have worked hard to ensure Creative BC is well supported by:
  - Expanding the Film Incentive BC Tax Credit to include scriptwriting expenditures;
  - Investing \$22.5 million in 2020/21 for a three-year renewal of Amplify to ensure the successful recovery of our music industry;
  - Providing \$2 million to *Reel Focus BC's* domestic fund to help B.C. producers and filmmakers recover and thrive in the future;
  - Introducing a pre-certification process for the Production Services Tax Credit to improve predictability of tax credit costs;
  - Engaging consistently with industry throughout the pandemic to position our government to strategically assist; and,
  - Investing in the Interactive Fund, through the BC Arts Council.
- Creative BC is a champion of diversity, equity and regional access across all of their programs, partnerships and initiatives.
- Thanks to their efforts, B.C. is on the map as a leader in the global creative economy, and we will continue to forge a path forward in the year ahead.

# QUESTION AND ANSWER

## KEY FACTS

### Creative BC Overview:

- Creative BC is an independent, not-for-profit agency created by the Province in April 2013 to build the capacity of B.C.'s creative sector.
- Creative BC's mandate is to support and strengthen the creative sector by working with industry associations, providing marketing support and delivering programs and services.
- The Ministry provides annual funding to Creative BC (\$3.215 million in 2021/22) for program delivery; strategic planning; administration of the film and television tax credits; and, international/regional marketing and promotion.
- In 2020/21, Creative BC received \$675,000 from BC Arts Council for the Interactive Fund and \$465,000 in various external funding partners including Rogers Funds and the Canada Media Fund for motion picture development support, and industry contributions for Reel Green and Creative Pathways initiatives.
- Creative BC also receives revenue through administration fees from the Production Services Tax Credit (PSTC). This revenue is allocated to administering the tax credit programs and supporting the services of the Provincial Film Commission.
- Creative BC's business plan is approved each year by the Ministry in support of advancing government's key priorities for the sector.

### Creative BC's 2021/22 Spending Priorities:

- Administering the \$7.5 million Amplify BC (three-year funding starting in 2021/22, commitment provided in 2020/21 via contingencies access);
- Delivering approximately 21 multi-industry and industry-specific programs, including:
  - *Reel Focus BC*: supports the domestic motion picture industry (includes the new *Reel Focus BC* domestic fund);
  - Interactive Fund: supports the production of interactive digital media content and software applications (pending 2021/22 funding from the BC Arts Council); and,
  - Export marketing initiatives to market B.C.'s creative products globally and provide funding for B.C. companies to attend export-focused conferences and events.
- Supporting eight regional film commissions (approximately \$250,000/year);
- Leading internal and external equity supports and services to assist equity-seeking groups gain access to creative sector industries;
- Assisting the sector to adjust to longer-term COVID-19 constraints by supporting creators and businesses to make ongoing adaptations to adjust to evolving ways of doing business.

## FINANCIAL IMPLICATIONS

### Budget/Expenditures:

\$3.215 million (Creative BC's annual operating budget transfer).

# QUESTION AND ANSWER

## Creative BC Overview (+ spending priorities + Q&A)

### Issue: Top questions regarding Creative BC's priorities

#### 1) What services does Creative BC provide?

- Creative BC delivers a wide range of programs and services to expand B.C.'s creative economy. These include:
  - Administering the provincial government's tax credit programs for film and television;
  - Delivering approximately 21 multi-industry and industry-specific programs that provide developmental funding and export marketing support;
  - Administering *Amplify BC*, including the new *Showcase BC*;
  - Providing motion picture production services through the Provincial Film Commission to attract inward investment and market B.C. as a destination for domestic and international production;
  - Providing support for environmental initiatives through Reel Green;
  - Overseeing research and data collection for the creative sector; and,
  - Providing funding support for industry associations in the music, publishing and regional film commissions.

#### 2) What has changed in Creative BC's programs and services since last year?

- Creative BC continues to adapt their plans for services and program delivery in 2021/22 due to the pandemic.
  - This is based on ongoing consultation with industry to meet the needs of the creative sector as it adjusts to doing business in a pandemic.
- Where 2020/21 priorities focused on targeted, fast, and flexible grants to assist companies to face and survive the onset of the pandemic, in 2021/22, focus will shift to supporting longer-term strategies.
- Creative BC will focus on helping businesses and creators adapt to new ways of creating content, and rebuild business practices to be more relevant and responsive to evolving domestic and international markets.
- Creative BC formalized its commitment to incorporating Justice, Equity, Diversity and Inclusion (JEDI) values into their services and program delivery. Examples include:

## QUESTION AND ANSWER

- The new targeted Equity + Emerging Development program stream through the new \$2 million *Reel Focus BC* domestic fund; and,
- Partnerships, such as the *Indigenous Music Initiative* delivered by the First People's Cultural Council (through Amplify BC).

### 3) How has Creative BC supported the creative sector throughout the pandemic?

- Within weeks of the pandemic being declared, Creative BC surveyed the creative industries to start gathering input on impacts.
- In April 2020, Creative BC developed an Interim Business Plan and Guiding Principles during COVID-19.
  - Since then, five programs were adjusted and launched to deliver responsive supports to industry (*Industry Initiatives, Project Development Fund, Passport to Markets Program, Amplify BC*, and the *Reel Focus BC* domestic fund).
- *Amplify BC* funding was renewed for 2020/21 with a focus on relief and recovery for B.C. artists, live music presenters and music companies.
- *Showcase BC* provided one-time micro-grants of \$500 to emerging and \$2,000 to established recording artists for livestreaming, songwriting, and professional development, as well as an online hub.
- Creative BC worked with the motion picture and music industries to lead the development of safety protocols and guidelines to facilitate getting back to production work once it was safe to do so.
- Creative BC continues to adapt their plans for services and program delivery for 2021/22 based on ongoing consultation with industry.
  - Their focus has shifted to both help sustain businesses and creators create content in new ways,
  - And to help adapt and rebuild more relevant business processes in response to evolving domestic and international markets.

### 4) How is Creative BC supporting reconciliation and diversity and inclusion?

- Creative BC is committed to incorporating Justice, Equity, Diversity, and Inclusion (JEDI) values into their program delivery, including:
  - The first targeted program for equity seeking filmmakers through the new \$2 million *Reel Focus BC* domestic fund;
  - Partnerships, such as the *Indigenous Music Initiative* delivered by the First People's Cultural Council (through *Amplify BC*);



## QUESTION AND ANSWER

- Industry consultation during program development to prioritize and include perspectives from underrepresented groups; and,
  - Staff training on unconscious bias and elevating inclusion strategies.
- Additionally, in 2020, Creative BC partnered with the Motion Picture Production Industry Association (MPPIA) to initiate the Creative Pathways project.
  - This initiative includes research, training and other efforts to reduce systemic barriers across the motion picture industry, complementing MPPIA's Equity & Inclusion Committee.
- In March 2021, the Ministry of Advanced Education and Skills Training funded Creative BC for a Sector Labour Market Partnership for a project called “Meet 10” (\$400,000 over two fiscals).
  - "Meet 10" will be a networking platform to connect underrepresented trained professionals with networking opportunities and in-demand careers in the motion picture industry.
  - The goal of the “Meet 10” project is to increase diversity and inclusion across the industry.

## ESTIMATES NOTE

### Creative Sector Response to TRC and UNDRIP

**Issue:** Actions being taken by Creative BC and Knowledge Network.

#### Key Messaging and Recommended Response:

- Our government is committed to meaningful and lasting reconciliation with Indigenous peoples, equity and anti-racism.
- We are moving this important work forward with our partners.
- Creative BC is achieving this by:
  - Considering equity and inclusion in all of its funding program evaluation processes.
  - Targeting funding towards equity-seeking creators and producers through *Reel Focus BC*.
  - Investing \$500,000 in the *Indigenous Music Initiative* through Amplify BC.
  - Reducing systemic barriers to a career in the motion picture industry through the *Creative Pathways Initiative*.
- Knowledge Network provides a free and accessible platform to amplify British Columbia's diverse stories, cultures and histories.
  - In their 2021/22 mandate letter, we direct them to: *Collaborate with independent, Indigenous filmmakers to create original stories and continue to increase opportunities to share Indigenous perspectives, as well as ensure B.C.'s culturally diverse storytellers are reflected.*
  - In 2021, Knowledge Network will launch the *BC Documentary History Project*, with a focus on sharing the province's Indigenous histories, and amplifying marginalized voices.

# ESTIMATES NOTE

## KEY FACTS

### Background/Status:

- There are numerous creative sector initiatives underway to action the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) and the Truth & Reconciliation Calls to Action (TRC).

### Creative BC:

- Creative BC is committed to incorporating Justice, Equity, Diversity and Inclusion (JEDI) values into their work. They will achieve this by:
  - Providing an *Equity + Emerging Development Program Stream* through *Reel Focus BC's* \$2 million domestic fund;
  - Investing \$500,000 in the *Indigenous Music Initiative* delivered by the First People's Cultural Council as a part of Amplify BC. It is the first Indigenous music industry program of its kind in B.C.
  - Consulting with underrepresented groups during program development; and,
  - Training staff on unconscious bias and inclusion strategies.

### Creative Pathways:

- In 2020, the Motion Picture Production Industry Association (MPPIA) partnered with Creative BC to initiate the *Creative Pathways* project.
  - It includes research, training and other efforts to reduce systemic barriers across the motion picture industry, complimenting MPPIA's Equity & Inclusion Committee.

### Knowledge Network:

- Knowledge Network is committed to collaborating with independent, Indigenous filmmakers to create original B.C. Indigenous stories; and they will continue to seek further opportunities to share Indigenous perspectives through programming.
- To achieve their mandate Knowledge Network will:
  - Continue to provide free, quality content to all British Columbians and represent a wide range of perspectives;
  - Strive to reflect British Columbia's diverse populations, demographics and perspectives when commissioning, pre-licensing or acquiring programs;
  - Share Indigenous perspectives through programming, such as the National Film Board of Canada's film collection, and the *BC Indigenous Languages Initiative*.
  - Launch their largest-ever commissioning project, *BC Documentary History Project* to reflect the province's many diverse and marginalized peoples and stories.

## FINANCIAL IMPLICATIONS

N/A

## ESTIMATES NOTE

### Creative Sector: Support for Equity, Diversity & Inclusion

**Issue:** Initiatives for equity, diversity & inclusion in the creative sector.

#### Key Messaging and Recommended Response:

- Our government is committed to meaningful and lasting reconciliation with Indigenous peoples, and supporting equity and anti-racism.
- We are moving this important work forward with our partners.
- Creative BC is achieving this by:
  - Targeting funding towards equity-seeking creators and producers through the \$2 million *Reel Focus BC* domestic fund.
  - Prioritizing inclusion and access through all program guidelines and evaluation processes.
  - Reducing systemic barriers to a career in the motion picture industry through the *Creative Pathways Initiative*.
- Knowledge Network provides a free and accessible platform to amplify British Columbia's diverse stories, cultures and histories.
  - This year they have launched the *BC Documentary History Project*, with a focus on sharing the province's diverse stories.

#### KEY FACTS

##### Background/Status:

- There are numerous initiatives underway aimed to increase equity, diversity and inclusion in the creative sector.

##### Creative BC:

- Creative BC is committed to incorporating Justice, Equity, Diversity and Inclusion (JEDI) values into their work. They are achieving this by :
  - Considering equity and inclusion in all of their funding program evaluation processes;
  - Providing an *Equity + Emerging Development Program Stream* through *Reel Focus BC's* \$2 million domestic fund;
  - Investing \$500,000 in the *Indigenous Music Initiative* delivered by the First People's Cultural Council as a part of Amplify BC;
  - Consulting with underrepresented groups during program development; and,

## ESTIMATES NOTE

- Training staff on unconscious bias and inclusion strategies.

### **Creative Pathways:**

- In 2020, Creative BC partnered with the Motion Picture Production Industry Association (MPPIA) to initiate the *Creative Pathways Initiative*.
  - This initiative includes research, training, and other efforts to reduce systemic barriers across the motion picture industry, complementing MPPIA's Equity & Inclusion Committee.

### **Knowledge Network:**

- Two of Knowledge Network's four mandate priorities in 2021/22 are targeted towards promoting equity and inclusion. They include:
  - *Broadcasting programming that promotes equity, diversity, inclusion and anti-racism, in addition to topics of relevance to British Columbians such as literacy and early childhood development, history, arts and culture.*
  - *Collaborating with independent, Indigenous filmmakers to create original stories and continue to increase opportunities to share Indigenous perspectives, as well as ensure B.C.'s culturally diverse storytellers are reflected.*
- To achieve their mandate Knowledge Network will:
  - Continue to provide free, quality content to all British Columbians and represent a wide range of perspectives;
  - Strive to reflect British Columbia's diverse populations, demographics and perspectives when commissioning, pre-licensing or acquiring programs;
  - Share Indigenous perspectives through programming, such as the National Film Board of Canada's film collection, and the *BC Indigenous Languages Initiative*.
  - Launch their largest-ever commissioning project, *BC Documentary History Project*. The focus is to reflect the province's many diverse and marginalized peoples and stories.

## FINANCIAL IMPLICATIONS

N/A

# ESTIMATES NOTE

## B.C. Publishing Industry Overview (+ Q&A)

**Issue:** Key facts about B.C.'s publishing industry

### Key Messaging and Recommended Response:

- Publishing represents \$162 million in total GDP and over 2000 full-time jobs in B.C.
- B.C. has the second largest English-language book publishing industry in the country, accounting for 20% of English-language publishers.
- Magazines continue to be a popular medium for sharing innovation and ideas in B.C. and globally.
- We are proud of the diverse and unique voices that are shared through the many publications produced across our province.
- The publishing industry has been particularly devastated by COVID-19 and we are working hard to support them by:
  - Providing over \$3 million in funding through BC Arts Council programs in 2020/21;
  - Investing over \$100,000 through Creative B.C. programs in 2020/21; and
  - Renewing the BC Book Publishing Tax Credit for five years to ensure a stable and reliable credit for the industry.

Advice/Recommendations

### KEY FACTS

#### Background/Status:

- In 2019/20, B.C.'s magazine and book publishing industries contributed \$162 million in total GDP and supported over 2,000 jobs (FTE).
  - This does not account for the many 'gig' workers in writing and publishing. Industry data estimates 1,670 people work in book publishing alone.

## ESTIMATES NOTE

- B.C.'s book and magazine publishers contribute to local economies by investing in connected industries including writing, editing, illustration, design, printing, IT support, digital asset management, warehousing, shipping, sales, and marketing.
- B.C.'s book and magazine publishers are committed to publishing local authors and regional stories. Books and magazines are a vital piece of B.C.'s cultural fabric.

### Book Publishing:

- B.C. book publishers account for 20% of Canadian English-language publishers.
- There are 50 publishing houses in B.C., and many are owner-operated.

Advice/Recommendations

- B.C. book publishers are successful exporters, bringing Canadian writing and culture to a global audience. Export and rights sales account for an average of 30% of their annual revenue, with some publishers reporting up to 60% export sales.

### Magazine Publishing:

- B.C.'s magazine sector includes consumer and business-to-business (B2B) brands, with content distributed both in print and digitally, via a variety of web and mobile channels.
- Business models in the magazine industry increasingly incorporate a range of revenue streams beyond traditional subscription and advertising, such as custom publishing, events-based and retail-based revenue generation strategies.

### COVID-19 Impacts:

- Local publishers have been hit particularly hard by the pandemic.
- Sales in 2020 were down an estimated 30% to 40% compared with 2019.
- Optimism is on the rise since Spring 2020, with 60% reporting an improved business outlook (25% report no change, 15% report a decline.)
- 92% have maintained staffing at March 2020 levels and do not anticipate laying off staff through the first half of 2021.
- Federal and provincial emergency measures have been instrumental to publishers' ability to maintain capacity.

### Provincial Supports:

- BC Book Publishing Tax Credit:
  - Annual approximate cost \$2.5 million, renewed in March 2021 for five years.
- Creative B.C. programs and investments (2020/21):
  - Book Publishers Market Expansion Fund: \$101,850
  - Magazine sector supports (grant writing, research): \$6,200
- BC Arts Council investments (2020/21):
  - \$2,282,000 in funding to publishers through BC Arts Council's Arts and Culture Resilience Supplements.

## ESTIMATES NOTE

- \$926,980 in supports to publishers through operating and project assistance programs (books and literary periodicals).

### FINANCIAL IMPLICATIONS

N/A

### Questions and Answers:

#### 1. How is the Province helping the publishing industry to recover from COVID-19?

- Our government is supporting the publishing sector through this difficult time by:
  - Renewing the BC Book Publishing Tax Credit for five years.
  - Investing over \$100,000 through Creative B.C. programs (2020/21).
    - Book Publishers Market Expansion Fund: \$101,850.
    - Magazine sector supports (grant writing, research): \$6,200.
  - Investing over \$3 million through BC Arts Council programs (2020/21):
    - \$2,282,000 in funding to publishers through BC Arts Council's Arts and Culture Resilience Supplements.
    - \$926,980 in supports to publishers through operating and project assistance programs (books and literary periodicals).

Advice/Recommendations

### Contact:

Asha Bhat

Assistant Deputy  
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Sport and Creative  
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# ESTIMATES NOTE

## Knowledge Network Overview + Q&A

**Issue:** Knowledge Network funding and background.

### Key Messaging and Recommended Response:

- **Knowledge Network is British Columbia's public education broadcaster.**
- **They support our commitment to true and lasting reconciliation, equity and anti-racism by providing a platform for diverse stories, cultures and histories.**
- **In 2021/22 the B.C. government is allocating a budget of \$6,611,000 for service delivery to Knowledge Network.**
- **Knowledge Network is regularly the fourth most watched broadcaster during primetime in B.C.**
- **The services of the Knowledge Network have been particularly important to British Columbians throughout the pandemic.**
  - **Their overall market share has increased by 61% since 2019.**

### KEY FACTS

#### Background/Status:

- Knowledge Network (KN) is a provincial Crown corporation, formed in 1981.
  - It is legislated under the *Knowledge Network Corporation Act*.
  - The Board is currently comprised of nine members, appointed by Order in Council.
- KN provides a public educational program service for all British Columbians, free and commercial free, through television, internet and mobile platforms.
- KN is funded through an annual operating grant from the provincial government and viewer donations.
  - In 2021/22 the B.C. government is providing \$6,611,000 for service delivery.
- KN is the largest investor in original B.C.-owned content in the province.

#### Mandate Letter:

- TACS provides KN with overall mandate direction and oversight as B.C.'s public broadcaster.
- The 2021/22 Mandate Letter provides four directions:
  1. Provide quality, freely available and commercial-free television and streaming services to British Columbians.

## ESTIMATES NOTE

2. Broadcast programming that promotes equity, diversity, inclusion, and anti-racism, in addition to topics of relevance to British Columbians such as: literacy and early childhood development; history, arts and culture.
3. Collaborate with BC's independent production sector to create original stories and leverage federal funding.
4. Collaborate with independent, Indigenous filmmakers to create original stories and continue to increase opportunities to share Indigenous perspectives, as well as ensure B.C.'s culturally diverse storytellers are reflected.

### **B.C. Documentary History Project:**

- Commemorates the 150<sup>th</sup> anniversary of B.C.'s entry into Confederation (2021).
  - It is the largest commissioning project in the Crown's history.
  - The Province invested \$400,000 in this project (\$150,000 2017/18 and \$250,000 2018/19).
- This project includes three components:
  - *British Columbia: A History (formerly titled 1871)* – four part documentary series
  - *150 Stories that Shape British Columbia*
  - *Interactive Digital Timeline*

### **Recovery from COVID-19:**

- Since the start of the pandemic, KN has focused on providing British Columbians a consistent and reliable public service, as well as a respite from COVID-19 news.
  - This supports their commitment to promoting mental health and wellness.
- KN ranked #1 in primetime in the Vancouver Extended Market for two weeks in June and two weeks in December ahead of Global, CTV and CBC.
- Their overall market share increased by 61%, from 4.1% in 2019 to 6.6% in 2020.
- Due to COVID-19, there has been a slow-down in overall production levels, and an increase in global demand for new content, which has resulted in a shortage of product.
  - The long-term impact of this situation on securing new programming will depend on how long it takes for production of original documentaries to return to pre-pandemic levels.
- The new *Reel Focus BC* domestic fund, administered by Creative BC, will assist B.C.'s documentary filmmakers as they begin to recover from the impacts of COVID-19.
  - Knowledge Network's commissioned producers can apply to this fund for further support.

## FINANCIAL IMPLICATIONS

- \$6,611,000 for service delivery in 2021/22.

# ESTIMATES NOTE

## Questions and Answers:

### 1. How does Knowledge Network support government's key priorities?

- Knowledge Network is British Columbia's public educational broadcaster, supporting lifelong learning for children and adults by providing quality, commercial-free programming through its broadcast channels, websites and apps;
- Knowledge Network presents diverse points of view and promotes culture and identity from local, regional and global perspectives;
- Knowledge Network contributes to a strong sustainable economy that works for everyone through the provision of free, high-quality programming that covers a range of subjects important to British Columbians;
- They commission original content from B.C. filmmakers and purchase the broadcasting rights to content from other sources;
- They devote a significant portion of their schedule to quality children's content supporting literacy, problem solving and cooperation;
- They ensure that seniors have affordable and easy access programs that connect them to the world;
- Knowledge Network also supports government's commitment to true and lasting reconciliation, equity and anti-racism by providing a platform for British Columbia's diverse stories, cultures and histories.

### 2. If diversity and inclusion is a priority for the Crown, why is there limited visible representation in their programming?

- My ministry is working with Knowledge Network to ensure that there is a better reflection of B.C.'s diverse population within their programming.
- It is important to have visible and prominent representation of marginalized peoples, cultures and communities on their platforms.
- Although the Crown purchases a range of global content, and shares many cultural perspectives, there is an opportunity to showcase more B.C. specific content and increase coverage for equity seeking groups.
- With commissioning efforts, diversity amongst writers, composers, and directors contributes to the quality of KN's programming and meeting its mandate. We commit to increasing this diversity in front of the camera as well.

## ESTIMATES NOTE

### 3. What is Knowledge Network doing to support reconciliation with Indigenous peoples?

- In 2021/22, Knowledge Network will continue to provide content by and about B.C.'s Indigenous peoples.
  - This is an important way to share Indigenous people's histories and stories with the people of British Columbia.
- Additionally, Knowledge Network will provide a curated Indigenous film collection by B.C. and Canadian Indigenous filmmakers on Knowledge Network's streaming services through a partnership with the National Film Board of Canada.
- In 2021/22, Knowledge Network will premiere the BC Documentary History Project. This is a landmark initiative will highlight B.C.'s untold histories; and it will include a range of stories, including many from the First Peoples whose history inhabiting B.C. dates back almost 10,000 years.

### 4. How does Knowledge Network support B.C.'s film and television production sector?

- Knowledge Network plays a vital role in supporting the independent production community in B.C.
- They are the largest commissioner of original broadcast and digital content, which triggers significant federal and private independent production funds.
- Knowledge Network achieves this by developing, licensing and commissioning filmmaker-driven documentaries for broadcast on Knowledge Network's television and streaming platforms. Knowledge Network also acts as a resource for independent producers.
- B.C.'s documentary filmmakers will also be able to apply for additional support through the Province's *Reel Focus BC* domestic fund.
- In the year ahead, Knowledge Network will continue to work with Creative BC and the Canadian Media Producer's Association's BC Branch to identify further opportunities to strengthen B.C.'s domestic sector, including supporting filmmakers in the development phase of their projects.
- Knowledge Network is supporting the animated children's sector in BC's film and television industry by targeting the production of a new full-length animated children's series featuring Knowledge Kids characters, Luna, Chip and Inkie.

## ESTIMATES NOTE

### 5. How is Knowledge Network responding to changes in the digital environment?

- With many British Columbians spending more time at home due to the global pandemic, streaming viewership has increased significantly.
- Knowledge Network has experienced dramatic growth in subscribers on the website and through digital platforms, including: Knowledgekids.ca, Knowledge.ca, the Knowledge App and the Knowledge Kids Go app.
- Knowledgekids.ca offers young children an interactive and on-demand experience with Knowledge Network programming.
- Knowledge.ca offers on-demand streaming of regular Knowledge Network programs, making the programming accessible to B.C. citizens, as well as global audiences.
- The Knowledge and Knowledge Kids Go Apps allow viewers, of all ages, to access this content on their mobile and smartphone devices.
- There has been consistent growth in viewers on Knowledge Network apps over the past four years, with just under 130,000 downloads in 2019/20, and close to seven million video plays during this period.

#### Contact:

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## **ESTIMATES NOTE**

### **Music – Amplify BC (Overview + Q&A)**

**Issue:** B.C.'s music industry and renewal of Amplify BC.

#### **Key Messaging and Recommended Response:**

- **B.C.'s music industry is a significant contributor to our provincial economy.**
- **Through Amplify BC, we are stimulating economic activity and creating jobs in our music industry. This has resulted in:**
  - **Attracting significant federal and private sector investment.**
  - **Investing in many successful JUNO nominated artists from B.C.**
- **When the pandemic struck, we quickly adapted programs, and targeted support to where it was needed:**
  - **We led consultations with 160+ stakeholders to inform program design.**
  - **We provided fast and flexible operational support and innovation funding.**
  - **We filled in the gaps in other supports to ensure that music businesses, venues and artists remained solvent.**
  - **We launched the Showcase BC online hub to share B.C.'s talent through the pandemic.**
  - **We delivered more than \$600,000 to 742 B.C. artists in one-time micro-grants for livestreaming, song-writing and professional development.**
- **I am pleased that our government has consistently funded Amplify BC over the past three years.**
- **Investments to date have made a significant impact and there is so much more to do. I will continue to ensure that B.C.'s music sector, one of the hardest hit by this pandemic, remains a top priority.**
- **I am proud that our government invested \$22.5 million in 2020/21 to renew the program for the next three years.**

# ESTIMATES NOTE

## KEY FACTS

### Background/Status:

- B.C. is Canada's third largest music centre with more than 280 music companies, 200 recording studios, and over 200 music festivals across the province.
- The industry contributes close to \$300 million in total GDP to B.C.'s economy and more than 6,000 jobs (13,400 when including part-time or seasonal 'gig' workers).

### COVID-19 Impacts:

- B.C.'s music industry has been devastated by the impacts of COVID-19. It was one of the first industries to shut down and is expected to be one of the last to recover.
- Musicians are unable to tour, concerts and festivals are cancelled, and live music venues have closed under provincial health orders, with no certainty as to when activities can resume.
- With annual median income levels at \$46,000 (below B.C.'s median income of \$54,000), workers in this industry are particularly vulnerable.

### Amplify BC:

- Amplify BC is the Province's key music sector investment.
- Creative BC administers the music funding and has developed accessible, streamlined programs based on feedback from the sector through its Music Advisory Committee, regional outreach efforts, formal consultations, and in person and online feedback.
- Regional representation, equity and inclusion are priorities of the program.
- Previously, Amplify BC's programming for music companies targeted business development and growth.
- With significantly reduced revenues and music businesses struggling to survive through COVID-19, Amplify BC was redesigned to provide fast and flexible operational support and innovation funding to pivot business practices in 2020/21.
  - Recovery initiatives were developed through an extensive consultation process with 160+ stakeholders, led by the Parliamentary Secretary D'Eith.
  - Program funding was awarded to recipients based on need, urgency and impact, filling the gaps in existing federal supports and other emergency programs to ensure that music businesses, venues and artists remained solvent.
- The Showcase BC online hub was also developed to share B.C.'s talent through the pandemic. The program provided more than \$600,000 to 742 B.C. artists through one-time micro-grants for livestreaming, song-writing and professional development.
- All existing Amplify BC funding will be committed as of March 31, 2021 and funded activities will be complete by September 2021.
- The adapted programs have been very well received to date, and industry will be very pleased with renewal, especially as it will allow for long-term recovery planning.

# ESTIMATES NOTE

## FINANCIAL IMPLICATIONS

- \$22.5 million in year end funding provided in 2020/21, to fund the next three years of Amplify BC.

### Questions and Answers:

#### 1. How did 2020/21 Amplify BC funding support the industry through COVID-19?

- Amplify BC programs were redesigned for 2020/21 to meet the urgent needs of industry in addressing COVID-19 impacts.
- Recovery initiatives were developed through an extensive consultation with 160+ stakeholders in the spring, led by Parliamentary D'Eith.
- Amplify BC was redesigned to provide fast and flexible operational support and innovation funding to pivot business practices.
- Program funding was awarded to recipients based on need, urgency and impact, filling the gaps in existing federal supports and other emergency programs to ensure that music businesses, venues and artists remained solvent.
- In addition, Showcase BC (through 2019/20 Amplify BC funding) provided over \$600,000 to 742 B.C. artists through one-time micro-grants for livestreaming, song-writing and professional development, and a venue for distribution through the creation of an online hub.
- We have also invested in new streaming platforms, such as SoundOn and Virtual Feast.

#### 2. Why is funding for the music industry being prioritized over other parts of the arts and culture and creative sectors?

- In addition to supporting the music industry through Amplify BC, we have provided many important supports for the arts and culture and creative sectors during this challenging time.
- To date, this includes:
  - Investing \$4 million, through Creative BC, for B.C.'s domestic motion picture industry, including the new \$2 million *Reel Focus BC* domestic fund;
  - Facilitating health and safety guidelines to support the safe return to production, resulting in increased motion picture activity;
  - Securing a five-year renewal of the BC Book Publishing Tax Credit;



## ESTIMATES NOTE

- Launching the \$21 million Arts and Culture Resilience Plan, administered by the B.C. Arts Council to provide essential support to the publishing sector.
- In the coming months, I will also be working closely with the Minister of Finance and B.C.'s visual effects industry to support its recovery from the impacts of the pandemic.
- These creative sector supports compliment B.C.'s \$5 billion COVID-19 Action Plan in income supports, tax relief and direct funding for people, businesses and services.

### Contact:

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## ESTIMATES NOTE

### Motion Picture Priorities: Labour Market Projects

**Issue:** Labour market projects for B.C.'s motion picture industry.

#### Key Messaging and Recommended Response:

- **B.C. has experienced rapid growth in its film and television sector.**
- **We are the third largest motion picture production centre in North America, thanks in part to the professional and dedicated workforce we have here in B.C.**
- **We are helping the motion picture industry develop solutions through the Ministry of Advanced Education and Skills Training's Sector Labour Market Partnerships program.**
- **In 2018/19, we supported Creative BC in conducting a Labour Market Information study on the motion picture workforce.**
  - **The study found the industry is growing; provides well-paying jobs, but opportunities exist to improve workforce diversity and expand hiring networks.**
- **Further questions on Sector Labour Market Partnerships should be directed to the Minister of Advanced Education and Skills Training.**

#### KEY FACTS

##### Background/Status:

- Government is supporting the development of B.C.'s motion picture industry workforce through the Ministry of Advanced Education and Skills Training (AEST) Sector Labour Market Partnership (SLMP) program.
  - The SLMP program supports projects that address labour market issues and support long-term, strategic and sustainable workforce solutions. Projects are delivered by a sector-leading organization and guided by sector partners.

##### Sector Labour Market Partnerships (SLMPs) for the motion picture industry:

1. Below-the-line (BTL) Labour Market Information (LMI) study.
  - In 2018/19, AEST provided \$309,870 for Creative BC to conduct a LMI study on BTL physical production motion picture industry workers.
  - Approximately two-thirds of B.C.'s motion picture industry are BTL workers (i.e. technicians, craftspeople, designers, background performers, etc.). 'Above-the-Line' workers drive the creative process (i.e. actors, producers, writers, and directors).

## ESTIMATES NOTE

- Findings show the industry provides well-paying jobs; the majority of work consists of project-based gigs; but, shortfalls exist in labour force gender balance, visible minority participation, career advancement for these groups; and, challenges entering the workforce due to limited networks/being unknown to hirers.
2. Creative Pathways “Meet 10” SLMP:
    - Details to be included if funding is announced before Estimates.
  3. North Island College (NIC) short-term training project:
    - In 2017/18, AEST provided \$488,750 to NIC to develop and deliver a pilot film industry training program to increase the availability and quality of local film workers and attract more productions to the island.
    - Training supported the transition of existing trades persons and First Nations community members to regional based employment in the film and TV industry.
    - The project helped meet the immediate local workforce needs of the film production industry in the North Vancouver Island region.
  4. DigiBC’s Creative Technology Education Committee study
    - In 2019/20, AEST provided \$492,355 (over two fiscals) to DigiBC to gather data regarding the composition of the creative technology sector, including where talent is sourced, what qualifications are needed, and the number of training providers in B.C.
    - Data gathered will inform recommendations to increase skilled workers in creative technology occupations.
    - While not specific to the motion picture industry, the study included the visual effects industry, which is part of motion picture production.

### FINANCIAL IMPLICATIONS

N/A

## ESTIMATES NOTE

### Motion Picture Priorities: Domestic Film

**Issue:** Provincial support for B.C.'s domestic motion picture industry.

#### Key Messaging and Recommended Response:

- **We are actively investing in the success of B.C.'s domestic producers and creative talent.**
- **Our goal is to ensure that they not only recover from the pandemic but thrive and grow in the years to come.**
- **Our government has taken steps to ensure our domestic sector is well supported, such as:**
  - **Providing stable and competitive motion picture tax credits and creating the screenwriters tax credit to support B.C. writers;**
  - **Investing in Creative BC, our lead agency for the creative sector;**
  - **Working with industry and partner ministries to ensure the safe restart of production last July;**
  - **Seeking out public and private sector partnerships, such as *Access 2020* and *Rogers + Creative BC Documentary and Factual Development Fund*, to grow the domestic industry in B.C.; and,**
  - **Launching the \$2 million *Reel Focus BC* domestic fund last fall.**
    - **This is the first dedicated production funding by the provincial government since 2003.**
    - **This February, the first funding stream opened for emerging and equity-seeking B.C. filmmakers, to help them get their projects off the ground.**

Advice/Recommendations

# ESTIMATES NOTE

## KEY FACTS

### **Background/Status:**

- In 2019/20, the motion picture industry contributed more than \$2.41 billion to the provincial economy, generating \$3.6 billion in production spending and supporting close to 70,000 workers (when part time project work (i.e. gig workers) is included.)
- Approximately 15% of this production is domestic activity (projects owned and controlled by British Columbians).
- The domestic sector has declined since 2013/14 due to low federal funding, growth of the service industry, and a lack of provincial investment.
- The Province invests in B.C.'s domestic motion picture industry through Creative BC's programs and services and provincial tax credit programs.

### **Creative BC Programs (for the domestic motion picture industry):**

- In 2021/22, approximately \$1.75 million will be available to support the domestic motion picture industry through *Reel Focus BC*.
  - *Reel Focus BC* provides seed funding to B.C. filmmakers and production companies to help get their projects off the ground, into a final ready-for-market product, and to secure partnership funding for B.C. documentary and factual producers.
- In addition, approximately \$1.45 million is available to all creative industries, including motion picture, through Creative BC's general programming.
  - Funding supports B.C. producers accessing international markets, building exposure and establishing export deals.
- The combined programming provides support across all phases of motion picture production, from development to production to marketing and distribution, and helps B.C. producers secure investments from broadcasters and federal funding sources.

### **Provincial Tax Credits:**

- B.C. has two provincial film and television tax credit programs that provide refundable tax credits based on eligible B.C. labour costs:
  - Film Incentive BC Tax Credit (FIBC) - for domestic productions; and,
  - Production Services Tax Credit (PSTC) - for the service industry/foreign productions.
- In 2019/20, FIBC tax credits cost \$68.8 million (9.8% of total tax credit costs) and Creative BC certified 110 FIBC applications, representing \$432 million in production spending.

### **Access to federal funding:**

- In order to access Canada Media Fund (CMF) funding, producers are required to secure a broadcaster investment, which is challenging to do without provincial funding to "trigger" federal funds and with most Canadian broadcasters located in Ontario and Quebec.
- CMF data reflects a downward trend in access by B.C. creators:
  - In the CMF Experimental Stream, B.C. received 4.6% in 2019/20
  - In the CMF Convergent Stream, B.C. received 12.4% in 2019/20.
  - B.C. industry leaders advise B.C.'s funding should be at least 15-20%.
- The Ministry works closely with Creative BC, industry and federal counterparts to identify opportunities to increase B.C.'s access to federal funding for the domestic motion picture industry.
  - The Reel Focus BC domestic fund will help address this issue by enabling B.C. producers to leverage federal funds.

# ESTIMATES NOTE

## FINANCIAL IMPLICATIONS

### Budget/Expenditures:

- Approximately \$950K of the \$1.75M noted above is funded through Creative BC's 2021/22 annual funding and is specifically dedicated to *Reel Focus BC* (the remaining \$800K is funded through the Domestic Motion Picture Fund that was transferred to Creative BC in 2020/21).

# ESTIMATES NOTE

## Motion Picture Priorities: Green Initiatives

**Issue:** Initiatives to reduce the environmental impact of the motion picture industry in B.C.

### Key Messaging and Recommended Response:

- We all must do our part to ensure B.C. is on the path to a cleaner, better future by reducing our impact on our air, land and water – and our motion picture industry is leading the way.
- Through *Reel Green*, Creative BC and industry are working collectively to innovate and implement sustainable production practices.
- Spearheaded by Creative BC, and funded by 18 industry partners, the initiative empowers B.C.'s motion picture industry to implement sustainable production practices and measure carbon impact.

Advice/Recommendations

- The forward-thinking strategy and approach of B.C.'s motion picture industry is part of why B.C. is one of the top filming locations in North America.

### KEY FACTS

#### Background/Status:

- The motion picture industry has an impact on the environment, through fuel usage, lumber, energy, water, paper, meal services, human resources, and waste.
- In 2006, the BC Film Commission created *Reel Green* to address the impacts of the motion picture industry by helping productions reduce their environmental impacts and improve their overall environmental footprint.
- *Reel Green* is industry driven (includes 18 industry partners from across B.C.) with oversight from Creative BC.

Advice/Recommendations

- In 2016/17, *Reel Green*'s first strategic plan was launched, formalizing the priorities of education, engagement, communication and resource development.
- Through industry contributions, *Reel Green* provides resources, tools and education for the motion picture industry, including a carbon calculator, sustainable production training, green production guide, material reuse information, and an annual sustainability forum.

## ESTIMATES NOTE

### Examples of green initiatives in the motion picture industry include:

- Vancouver Film Studios B Corporation Certification
  - In January 2021, Vancouver Film Studios became the world's first B Corporation Certified full service production facility.
  - To achieve this certification, companies must undergo a rigorous independent assessment that measures performance in governance, workers, customers, community, environment and disclosure.
  - This certification recognizes companies that meet the highest standards of social and environmental performance - only four percent of companies have successfully certified through the B Impact Assessment.
  - The certification builds on Vancouver Film Studios' previous achievement as the first studio in Canada to become carbon neutral.
- Clean Energy Committee
  - Founded in 2020, the Committee supports implementation of clean energy sources to reduce the motion picture industry's consumption of fossil fuels and enhance BC's position as the greenest production centre in the world.
  - In alignment with the province's Clean BC plan, the Committee works with industry suppliers to reduce emissions and seek new partnerships to seize renewable energy opportunities that eliminate unnecessary carbon emissions.
  - The Committee includes representative from motion picture industry associations, guilds, unions, Creative BC and BC Hydro.
- Reel Earth Day Challenge (April 9 – April 22, 2021)
  - For 10 days leading up to Earth Day, Reel Green encourages crews, productions, suppliers, vendors, and other industry stakeholders to raise funds to support the restoration and rehabilitation projects through the Pacific Parklands Foundation.
- Sim International Green Energy Map
  - Launched in Fall 2020, the on-line energy map shows 17 locations across Vancouver where film crews can tie into an existing power grid, reducing the need for film shoots to rely on diesel-powered generators.
  - Sim provides camera equipment rentals and provides post production services.
- Industry Reel Green Ambassadors
  - Ambassadors are industry members from across B.C.'s motion picture industry who are passionate about seeing change within the motion picture industry.
  - Each Ambassador pledges to move forward the initiative of a more sustainable motion picture industry.

## FINANCIAL IMPLICATIONS

Advice/Recommendations



# ESTIMATES NOTE

## Motion Picture Priorities – Federal Broadcasting Act

**Issue:** B.C. priorities for revision of the legislation.

### Key Messaging and Recommended Response:

- Our government is paying close attention to the modernization of the federal *Broadcasting Act* as it moves through the legislative process.
- B.C. is advocating for changes to the legislation that will support the creation of more domestic content in B.C.
- We will also look to ensure the changes benefit our public broadcaster and our motion picture industry.
- We are looking forward to participating in consultations in the months to come and working closely with our sector partners to ensure that B.C.'s interests are heard.

### KEY FACTS

#### Background/Status:

- Innovation, Science and Economic Development Canada, and Canadian Heritage launched the review of the *Broadcasting Act* and *Telecommunications Act* in June 2018.
- The Broadcasting and Telecommunications Legislative Review Panel delivered its recommendations on January 29, 2020.
- The Report contains 97 specific recommendations within four themes:
  - Reduce barriers to access by all Canadians to advanced telecommunications networks;
  - Support the creation, production and discoverability of Canadian content;
  - Improve the rights of the digital consumer; and
  - Renew the institutional framework for the communications sector.
- It noted three areas requiring immediate urgent action:
  - Expanding broadband access into underserved areas of the country;
  - Requiring online media providers currently exempt from licensing, such as Netflix, to contribute to Canadian content, with regulation pertaining to spending and reporting; and
  - Applying GST/HST to foreign online providers.

#### Current status:

- Minister Guilbeault tabled the Bill C-10 (Act to amend the *Broadcasting Act*) on November 3, 2020. It includes:

## ESTIMATES NOTE

- Empowering the Canadian Radio-Television and Telecommunications (CRTC) to ensure online broadcasting undertakings (e.g. Netflix, Disney+, Crave) financially contribute to and support the discoverability of Canadian content.
  - Updating key elements of the policy to better reflect Indigenous peoples, persons with disabilities and diversity in the broadcasting system.
- The Bill is currently at the Committee Stage with the Standing Committee on Canadian Heritage.
- Once passed, it is expected that the CRTC will hold hearings and implement the new regulatory framework within nine months.
- Canadian Heritage has indicated that the current Bill is the first in a series of steps to come.

Advice/Recommendations; Intergovernmental Communications; Government Financial Information

### FINANCIAL IMPLICATIONS

N/A

# ESTIMATES NOTE

## Core Messaging – Arts and Culture

**Issue:** Overview of the Ministry's Arts and Culture Division

### Key Messaging and Recommended Response:

- **Arts and culture is critical to the well-being of society and supports healthier, more vibrant and liveable communities.**
- **A strong arts and culture sector contributes to our economy by encouraging business investment, direct employment and tourism.**
- **B.C. has the highest concentration of artists and culture workers of any province in Canada.**
  - **Our sector is diverse and recognized for its artistic excellence.**
- **My Ministry supports the sector with a range of activities, such as:**
  - **supporting the BC Arts Council and administering programs, as the primary arts and culture funding body for the province;**
  - **providing oversight of the Royal BC Museum as a crown corporation and supporting its modernization project; and**
  - **supporting mandate commitments such as the development of the Chinese Canadian Museum and creating a South Asian Museum.**

### KEY FACTS

#### Background/Status:

- The Arts and Culture Division is responsible for developing policies and programs that support the arts and culture sector in B.C.
- The Division supports six Ministry mandate commitments:
  - supporting the arts and culture sector through COVID-19 recovery
  - supporting the creation of dedicated arts and culture spaces
  - continuing the redevelopment of the Royal BC Museum
  - continuing the development of the Chinese Canadian Museum
  - starting work to create a museum celebrating South Asian people
  - supporting the redevelopment of the Jewish Community Centre of Greater Vancouver

# ESTIMATES NOTE

## **BC Arts Council (the Council):**

- The Council is the primary arts and culture sector grant funding body for the province.
- Budget 2021 offers record high support for the BC Arts Council totaling \$35.815 million and an additional \$3.795 million (subject to investment earnings) from the BC 150 Culture Fund sub-account, totalling \$39.61 million.
- Grant recipients represent a diverse group of artists and arts organizations from every region of the province, including organizations and individuals across the spectrum of Indigenous groups, scholarship students, professional artists, and community arts.
- Several grants programs are delivered in collaboration with partners including the First Peoples' Cultural Council, the BC Touring Council, ArtStarts in Schools, and Creative BC.
- Based on the 2016 census, Statistics Canada reports that B.C.'s labour force is composed of:
  - 1.18% artists<sup>1</sup>, the highest concentration in Canada; and
  - 4.7% culture workers<sup>2</sup>, the second-highest concentration in Canada, next to the Yukon.
- *See Estimate notes 69 & 70 for BC Arts Council Overview and Budget.*

## **Royal BC Museum:**

- The Division provides oversight of the Royal BC Museum Corporation, which receives \$11.9 million in annual operating funding. This work includes:
  - supporting the Museum modernization project;
  - supporting corporate requirements such as annual service planning and reporting and mandate letter development; and
  - serving as the primary contact between the Museum and government.
- *See Estimate notes 75-78 for Royal BC Museum.*

## **Chinese Canadian Museum:**

- The Division is responsible for supporting the establishment of a Chinese Canadian Museum which is the first museum in Canada dedicated to sharing the stories of the perseverance, resilience, and contributions of Chinese Canadians.
- The Assistant Deputy Minister and the Executive Director have been appointed to the inaugural board of the Chinese Canadian Museum Society of BC.
- The Division currently provides secretariat support to the Society (since March 2020). This is intended to be an interim measure until the Society can undertake these functions directly.
- *See Estimate note 71 for Chinese Canadian Museum Overview.*

## **FINANCIAL IMPLICATIONS**

- Division operations are managed within the Arts and Culture Division budget.

<sup>1</sup> Nine occupational categories are grouped into “artists”, including actors, authors, artisans, composers, dancers, musicians, other performers, directors, and visual artists.

<sup>2</sup> Fifty occupational categories are grouped into “culture workers”, including job categories in sound recording, publishing, journalism, printing, libraries, architecture, and design (web, graphic, and industrial).

# ESTIMATES NOTE

## Key Facts and Statistics

**Issue:** Arts and Culture Key Facts and Statistics

### Key Messaging and Recommended Response:

- A strong arts and culture sector contributes to our economy by encouraging business investment, direct employment, and tourism.
- British Columbia has historically ranked 3rd largest in cultural sector employment, performing arts attendance rates, and cultural Gross Domestic Product in Canada.
- Budget 2021 provides an additional \$2.1 million bringing the total budget to approximately \$42 million (subject to investment earnings).
- This investment supports a range of funding programs and provincial initiatives to encourage:
  - Robust artist creation and dissemination.
  - Participation and access to the arts, including infrastructure.
  - Development of the sector and its artists and cultural practitioners.
- At record high funding, we will support over 600 organizations and hundreds of artists and cultural practitioners in every corner of B.C.
- COVID-19 has had drastic impacts on the arts and culture sector with significant decreases in Gross Domestic Product and employment in 2020 as compared to 2019.
- Our government is committed to ensuring the sustainability of this vibrant and important sector, and continuing its support for those that depend on it for their livelihood.

# ESTIMATES NOTE

## KEY FACTS

### Sector Statistics

- Culture activities (including film) in B.C. contributed about \$7.6 billion or 2.8% of the province's total Gross Domestic Product in 2018 and supported over 100,000 jobs.
- B.C. has the 3rd largest culture Gross Domestic Product and employment in Canada, after Ontario and Quebec.
- The arts and culture sector is composed almost exclusively of non-profit organizations of which approximately 60% are small (under \$500,000 annual operating budget).
  - These organizations are highly dependent on public support for sustainability.
- Pre-pandemic British Columbia had the third-highest performing arts attendance rate in the country (38.9%), just below the levels in Quebec (39.8%) and Ontario (39.6%). B.C. residents lead the country in theatre attendance (25.6%).
- Based on the 2016 census, Statistics Canada reports that B.C.'s labour force is composed of:
  - 1.18% artists<sup>1</sup>, the highest concentration in Canada; and
  - 4.7% culture workers<sup>2</sup>, the second-highest concentration in Canada, next to the Yukon.
- Organizations, artists, and cultural workers in performing arts have encountered distinct challenges due to the nature of their work.
  - For example, December 2020 StatsCan Labour Force Survey indicated a 29% decrease in performing arts, spectator sports and related industry employment in B.C. compared to the same time the previous year. Across Canada, the Gross Domestic Product for this sector was 62% lower in December 2020 than in February 2020.

### Arts and Culture Division Supports

- The Division invests approximately \$42 million (subject to investment earnings) into arts and cultural activities throughout British Columbia.
- The BC Arts Council, as the primary arts and culture funding body for the province, offers funding programs to support a range of arts and cultural activity, including support for:
  - Annual operating assistance; capacity building initiatives; creation and dissemination of art; building the next generation of artists; arts-based community development; and specialized funding for infrastructure, youth, and touring, among others.
- Annually, the BC Arts Council processes more than 3000 applications and awards 1600-1800 grants. These grants support approximately 600 organizations and 500 individuals.
- The Division also support access and participation in the arts by supporting provincial-wide programs including: Artsvest, B.C. Family Day, B.C. Culture Days, and the After-School Sports and Arts Initiative.

## FINANCIAL IMPLICATIONS

N/A

<sup>1</sup> Nine occupational categories are grouped into "artists", including actors, authors, artisans, composers, dancers, musicians, other performers, directors, and visual artists.

<sup>2</sup> Fifty occupational categories are grouped into "culture workers", including job categories in sound recording, publishing, journalism, printing, libraries, architecture, and design (web, graphic, and industrial).

# ESTIMATES NOTE

## Arts Infrastructure Funding

**Issue:** Arts Infrastructure Program

### Key Messaging and Recommended Response:

- **Artists and arts organizations need space to create, present, and connect with audiences.**
- **Creating and renovating cultural spaces provides more opportunities for British Columbians to participate in arts and culture.**
- **The Ministry is mandated – and excited - to expand the Arts Infrastructure Program to help communities build new cultural spaces and renovate existing ones.**
- **In 2020, the first intake of Arts Infrastructure Program, administered by the BC Arts Council, released nearly \$4 million to 97 arts and culture organizations to support capital improvements and specialized equipment purchases.**
- **Budget 2021 invests an additional \$2 million into arts and culture infrastructure and will be dedicated to maintaining a \$4 million budget for the Arts Infrastructure Program.**
  - **The BC Arts Council will be running another intake for this expanded version of the program later in the year.**

#### KEY FACTS

##### Background/Status:

- On August 14, 2020, the BC Arts Council launched the Arts Infrastructure Program to help develop and enhance spaces that support the work of B.C.'s arts and cultural practitioners.
- The program budget at the time of program launch was \$2 million and contained two streams: Infrastructure Improvements and Specialized Equipment.
- The Arts Infrastructure Program aims to support projects that:
  - Support the development of new or existing arts and cultural spaces through acquisition, renovation, or purchase of specialized equipment;
  - Improve physical, social, and cultural accessibility to arts and cultural spaces
  - Enhance access to arts and cultural spaces for underserved communities and underrepresented arts and cultural practices; and

## ESTIMATES NOTE

- Strengthen the capacity of the sector to develop, operate and sustain arts and cultural spaces.
- Non-profit arts and culture organizations could apply for up to \$75,000 for capital improvements and up to \$40,000 for specialized equipment acquisition.
- While the Arts Infrastructure Program was initiated as part of a 2017 mandate commitment, the program was modified to support COVID-19 recovery.
  - For example, temporary plexiglass installations, adaptations to seating or digital presentation equipment were added as eligible costs.
- Assessment of all applications was facilitated by the BC Arts Council using a peer adjudication process to ensure neutral administration.
- The criteria used to evaluate applications for the program focused on:
  - Availability and Quality of Spaces
  - Access to Arts and Cultural Experiences
  - Feasibility
- In February 2021, \$2 million in investment earnings from the BC150 Cultural Endowment sub-account were allocated to further fund merit-based projects in the Arts Infrastructure Program, bringing the total investment to \$3.97 million.
  - As a result, an additional 47 projects were funded, bringing the total number of projects funded to 97.
- Just over half of the funded projects were in communities outside of the metropolitan areas of Vancouver and greater Victoria and/or by equity seeking organizations.
- The current TACS mandate letter (November 26, 2020) includes the commitment to *“expand(ing) our government's Arts Infrastructure Program to help communities build new cultural spaces and renovate existing ones.”*

### FINANCIAL IMPLICATIONS

- The Arts Infrastructure Program is funded through the BC Arts Council base budget.
- In fiscal year 2021/22, the Arts Infrastructure program budget is expected to be \$4 million, supported by the \$2 million base budget lift in *Budget 2021*.



# ESTIMATES NOTE

## BC Arts Council – General

**Issue:** BC Arts Council support for arts and cultural development.

### Key Messaging and Recommended Response:

- **Our government supports arts and cultural activity and participation through a significant investment in the BC Arts Council.**
- **The BC Arts Council supports the sector and provides grants to organizations and individuals in over 200 B.C. communities, with a record high budget of \$39.61 million, subject to investment earnings.**
- **Our government recognizes that arts and culture is critical to the health and well-being of communities, especially during the pandemic and as we move to recovery.**
- **Support for arts and culture through the BC Arts Council ensures that artists and organizations can continue to thrive in our communities.**

### KEY FACTS

#### Background/Status:

- The BC Arts Council is a Crown Agency created in 1995 pursuant to the *Arts Council Act*. It is the primary arts and culture sector grant funding body for the province and supports arts and cultural activity in over 200 communities across B.C.
- The BC Arts Council offers funding programs to support a range of arts and cultural activity, including support for:
  - Annual operating assistance; capacity building initiatives; creation and dissemination of art; building the next generation of artists; arts-based community development; and specialized funding for infrastructure, youth, and touring, among others.
- Funding programs aim to develop and foster arts and culture in B.C., contributing to community vitality, liveability and resilience.
- Budget 2021 offers record high support for the BC Arts Council totaling \$35.815 million and an additional \$3.795 million (subject to investment earnings) from the BC 150 Culture Fund sub-account, totalling \$39.61 million.
- The BC Arts Council has up to 15 (board) members, intended to broadly represent the regions, cultural diversity, and artistic communities of B.C.
  - Members are appointed by Order in Council on recommendation of the Minister and endorsement by Cabinet.
  - The Chair and Vice Chair are also designated by Order in Council.
- Program development, operations, communications, policy development, and administration of the Council are provided by ministry staff.

## ESTIMATES NOTE

- The BC Arts Council's partnerships with First Peoples' Cultural Council, ArtStarts in Schools, BC Touring Council, and Creative BC support the Council's reach into communities and access important creative networks across the province.
- The Council provides an open, accountable process for administering grant awards by using an established peer review process to support decision-making.

### Strategic Plan

- In July 2018, the BC Arts Council launched a strategic plan, *New Foundations: 2018-2022*.
  - The plan was informed by sector wide consultation.
- The BC Arts Council is making progress in its four strategic directions:
  - Sustainability and Creative Development
  - Indigenous Arts and Culture
  - Equity, Diversity and Access
  - Regional Arts and Community Arts
- Progress includes: development of an Equity Policy Framework; increased funding for Indigenous artists and arts and cultural organizations; increased funding and stability for operating assistance clients; improved access to funding through a new online grant system; and changes to eligibility to better support community and regional practitioners.

### FINANCIAL IMPLICATIONS

N/A

# ESTIMATES NOTE

## BC Arts Council Budget

**Issue:** Overview of the BC Arts Council budget.

### Key Messaging and Recommended Response:

- **Budget 2021 invests \$39.61 million, subject to investment earnings, into the BC Arts Council – government’s primary arts and culture funding agency for the province.**
- **Our government’s ongoing commitment to fund the BC Arts Council at record high levels, signals the importance of arts and culture to B.C. communities, particularly as we recover from the pandemic.**
- **Initiating equity programs and policies, expanding the Arts Infrastructure program, and providing sector stability by building on the recent track record of responsive COVID-19 recovery supports are all priorities for the upcoming fiscal year.**
- **Grant recipients represent a diverse group of artists and arts and cultural organizations from every region of the province, which includes Indigenous groups, students, and community arts councils.**

### KEY FACTS

#### Background/Status:

- The BC Arts Council supports arts and cultural activity in over 200 communities across B.C. by directly funding artists, and arts and cultural organizations.
- The arts and culture sector plays a significant role in fostering resilient communities.
- The arts and culture sector is composed almost exclusively of non-profit organizations of which approximately 60% are small (under \$500,000 annual operating budget).
  - These organizations are dependent on public support for sustainability.

### BUDGET 2021 SPENDING PLAN

- In alignment with the BC Arts Council strategic plan, Budget 2021 will continue to support the four strategic directions of:
  - Regional arts and community arts
  - Equity, diversity, and access
  - Indigenous arts and culture
  - Sustainability and creative development
- In addition, the Budget 2021 \$2 million lift will expand the Arts Infrastructure Program to a \$4 million program and support meeting the Minister mandate commitment and provide additional staff capacity for administration.

# ESTIMATES NOTE

## FUNDING FOR COVID-19 RESPONSE – FISCAL 2020/21

- The BC Arts Council delivered \$35 million in recovery funding from StrongerBC, as follows:
  - \$15.7 million through Fall 2020 Resilience Supplements,
  - \$5.3 million through the Pivot Program for Organizations to support adaptations,
  - \$14 million through Spring 2021 Resilience Supplements.
- See COVID-19 Estimates Note for details - *COVID-19 Arts and Culture Support Fact Sheet*.

## BASE BUDGET FUNDING RESULTS – FISCAL 2020/21

- Over 2000 grants totaling approximately \$35.7 million was delivered by the BC Arts Council to:
  - Over 600 organizations and over 500 individuals
  - Over 200 communities
  - Over 300 of these grants were delivered through partner agencies
- This included \$5.19 million in funding that was reallocated within its existing budget to support COVID-19 relief. The programs supported are as follows:
  - Arts & Culture Resilience Supplement (ACRS) was an early relief support for recent clients of the BC Arts Council.
  - Microgrant program to support individual artists with small grants to adapt works or artistic practice. The program was supported by the BC Arts Council, Yosef Wosk Family Foundation and the City of Vancouver.
  - First Peoples' Cultural Foundation to support Indigenous arts and culture.
  - Pivot for Individuals assisting professional artists, cultural practitioners, and arts administrators to adapt, transition or develop their practice.
  - Strategic investments to support sector response projects to COVID-19.

## FINANCIAL IMPLICATIONS

- TACS has received a \$2.109 million base budget lift bring the total BCAC base budget to \$35.815. This base budget combined with \$3.795 million (subject to investment earnings) from the BC 150 Culture Fund special account provides \$39.61 million in total funding. The additional funding will:
  - increase the Arts Infrastructure Program by \$2 million for a total of a \$4 million program budget
  - provide for additional \$0.109 million for staffing resources.

# ESTIMATES NOTE

## Chinese Canadian Museum (Overview + Q&A)

**Issue:** Establishment of the Chinese Canadian Museum - Key Messages and Questions & Answers

### Key Messaging and Recommended Response:

- **The Province is committed to establishing a Chinese Canadian Museum - Canada's first museum honouring the Chinese Canadian community.**
- **The Museum will recognize the robust and significant contributions of Chinese Canadians in B.C., both past and present.**
- **To date, our government has invested more than \$11 million into the Chinese Canadian Museum, including \$10 million dollars to the Society in March 2020 to support the development of a society and to develop the Museum. This funding included an \$8 million endowment and \$2 million for operating and further planning.**
- **The Chinese Canadian Museum Society of B.C. is now leading the project, including programming and site selection for the Museum's permanent home, and will operate the Museum once it is established.**
- **Instances of racism towards the Chinese community and anti-Asian sentiment during this pandemic reinforce the need for a museum that honours this community's contributions to our province.**

### KEY FACTS

#### Background/Status:

- The Chinese Canadian Museum will feature a provincial hub in Vancouver's Chinatown, multiple regional hubs throughout B.C., and an online portal offering digital experiences.
- The Chinese Canadian Museum Society of B.C. (the Society) was incorporated on March 13, 2020 as a non-profit society to advance the development of the Museum and to operate it once established.
- Twenty board members were appointed to the Society to govern the Museum, including two representatives from the Province and one representative from the City of Vancouver.
  - The former Chinese Canadian Museum Working Group nominating committee used a competency-based matrix to select directors for the new Society.
- On March 27, 2020 the Society and the Province entered into a Shared Cost Agreement which provided \$10 million in funding to the Society.
- The funding agreement has two specific components:

## ESTIMATES NOTE

- \$2 million to be used by the Society to build their administrative capacity to establish and operate the museum; and
- \$8 million for an endowment where the earnings will support future activities.
- Since incorporating in March 2020, the Society has made significant progress towards the establishment of the Museum. Key milestones include:
  - Opening its first temporary exhibit, *A Seat at the Table*, on August 15, 2020 in Vancouver's Chinatown within the historic Hon Hsing building;
  - Signing a Memorandum of Understanding with the Victoria Chinatown Museum Society in July 2020 to be the first regional hub;
  - Hiring five full-time, fixed-term employees;
  - Contracting a consultant to lead the development of the thematic plan for the provincial hub; and
  - Developing the Society's first three-year strategic plan.
- The Society's Building and Site Committee has spent the last 10 months identifying and short-listing potential sites to establish the provincial hub in Vancouver's Chinatown.
- A preferred site has been identified and the negotiations are currently underway for the Society to obtain the property.

### FINANCIAL IMPLICATIONS

### Q&A

#### **1) When will the permanent Chinese Canadian Museum be opened? What are the next steps in the Chinese Canadian Museum project?**

- The Chinese Canadian Museum Society of B.C. was incorporated on March 13, 2020, as a non-profit society to advance the work of establishing and operating a Chinese Canadian Museum.
- The Society opened the temporary exhibit, *A Seat at the Table*, in Vancouver's Chinatown within the historic Hon Hsing building on August 15th. The exhibit brought close to 3,000 visitors to Vancouver's Chinatown in its first six months.
- The Society is leading the museum development and will operate the museum once established.

Advice/Recommendations

## ESTIMATES NOTE

### 2) What have you accomplished in the last year towards the establishment of a permanent museum?

- Despite the unprecedented challenges of COVID-19, I am proud of what the Chinese Canadian Museum Society of B.C. has accomplished with this Government's support over the past year.
- Since incorporating in March 2020, the Society has made significant progress towards the establishment of the Museum, with key milestones including:
  - opening its first temporary exhibit, *A Seat at the Table*, in Vancouver's Chinatown within the historic Hon Hsing building;
  - signing a Memorandum of Understanding with the Victoria Chinatown Museum Society to be the first regional hub;
  - launching the Museum's first website;
  - hiring five full-time, fixed-term positions;
  - contracting a consultant to lead the development of the thematic plan for the provincial hub;
  - developing the Society's first 3-year strategic plan;
  - establishing six active Society committees to support establishment of the Museum; and
  - developing a regional hub and spoke report to guide the Society in the implementation and operation of the hub and spoke model.
- Our progress and achievements during a difficult year speak to the passion and commitment of the Chinese Canadian Museum Society of B.C.'s board members.

### 3) How much money has the Province spent to date on the Project?

- The Ministry has invested over \$11 million to support establishing the Chinese Canadian Museum and the Chinese Canadian Museum Society of B.C. to operate it.
- Contributions included (see Appendix 1 for details):
  - \$2 million to be used to build the administrative capacity of the society to establish the Museum;
  - \$8 million for an endowment fund where the earnings are available to support these activities;
  - Approximately \$449,000 on activities essential to the development of the Museum including public consultations, the work of the Chinese Canadian Museum Working Group and advisory reports developed by experts in the field; and
  - A \$1 million grant to the City of Vancouver, supporting the establishment of the governance structure, planning and early activations of the new

## ESTIMATES NOTE

Museum. This included funding for the project office and pocket gallery in Vancouver's Chinatown.

### **4) How much will the Museum cost going forward? How come the NDP has not provided operating funding for the Chinese Canadian Museum?**

- The \$10 million investment last spring was to get the Museum up and running with further funding needs to be determined through the planning and development phase.
- We understand museums require ongoing financial support and the Chinese Canadian Museum Society of B.C. will need to fundraise, in addition to generating other sources of revenue.
- We will support the Chinese Canadian Museum Society of B.C.'s pursuit of funding, including from the municipal and federal governments, and the community.
- Once the planning for the Museum is complete, the B.C. government will determine how best to support the Museum.

### **5) Why fund this museum now? Aren't there more pressing issues such as the pandemic or revitalization of Vancouver's Chinatown?**

- Sadly, racism towards Chinese Canadians and an increase in anti-Asian sentiment during this pandemic clearly demonstrate why we need a museum that honours the Chinese Canadian community's contributions to our province.

Advice/Recommendations

- This project is also an important part of re-starting our economy by stimulating development and tourism.
- We are committed to this project and to helping make it a reality.

### **6) How much money has the Society spent this year?**

- The Society is an independent not-for-profit organization.
- The Society is best positioned to answer questions related to its spending and finances in 2020/21.

### **7) Which organization is responsible for the *A Seat at the Table* exhibit?**



## ESTIMATES NOTE

- The temporary exhibit, located at the historic Hon Hsing building, was created and operated by the Chinese Canadian Museum Society of B.C.
- The exhibit is the inaugural project of the Chinese Canadian Museum Society of B.C. and was developed in partnership with the Province, the University of British Columbia, and the Museum of Vancouver.
- The exhibit explores historical and contemporary stories of Chinese Canadians in B.C. and their struggles for belonging.

### **8) What has the Province done to promote the *A Seat at the Table* exhibit? How many people have visited?**

- This Government promoted the launch of the *A Seat at the Table* exhibit via a news release and social media.
- The Premier, Minister Chow, and I have all visited at least once.
- Ongoing promotions are the responsibility of the independent Society which recently hired an Outreach Coordinator to support the Society's promotional activities.
- The exhibit brought close to 3,000 visitors to Vancouver's Chinatown in its first six months.

### **9) What was done with the \$1 million grant you provided to the City of Vancouver?**

- In November 2019, the B.C. government provided its partner, the City of Vancouver, a \$1 million grant to support museum planning and programming.
- The grant helped fund the project office, pocket gallery and the temporary exhibit, all supported and curated by the Museum of Vancouver.
- The City of Vancouver is best positioned to answer questions on the use of the \$1M.

### **10) How has the Minister been engaging the Federal government regarding the Chinese Canadian Museum? What is the progress and outcome of these conversations?**

- We have engaged the federal government to seek support for the Chinese Canadian Museum.
- I have corresponded with both Minister Steven Guilbeault, the Minister of Canadian Heritage, and Minister Catherine McKenna, the Minister of Infrastructure and Communities.

## ESTIMATES NOTE

Advice/Recommendations

### **11) The Province provided \$100,000 to the City of Vancouver for the establishment of a monument in Vancouver's Chinatown. When can we expect the monument to be established?**

- We are aware that the previous administration had plans to work with the City of Vancouver to install a monument in Vancouver's Chinatown related to the 2014 formal apology for historical wrongs.
- Although this project was not completed, we have continued to engage with the City of Vancouver about options.
- The funding is being held in trust by Heritage BC and we are exploring opportunities to integrate this monument into the Chinese Canadian Museum project.
- We will continue to work with the Heritage BC and the City of Vancouver on this important project.

# ESTIMATES NOTE

## Cultural Endowment Fund

**Issue:** Overview of B.C. Arts and Culture Endowment Special Account

### Key Messaging and Recommended Response:

- **The B.C. Arts and Cultural Endowment special account contains two sub-accounts:**
  - **The BC 150 Cultural Fund, which allocates funding on the recommendations of the BC Arts Council in support of the arts.**
  - **The Arts Legacy Fund, which is used for the creation, development, or presentation of works of art at events or venues that will provide significant exposure of those works of art.**
- **This year, these endowment funds are expected to add \$4.23 million (subject to investment earnings) in funding to support the vibrancy and resilience of the arts and culture sector in B.C.**
- **As in past years, the funding will be directed towards grant programs or initiatives aligned with the purposes of the funds.**

### KEY FACTS

#### Background/Status:

- The BC Arts & Culture Endowment special account is designated under the *Special Accounts Appropriation and Control Act* and contains two sub-accounts:
  1. BC150 Cultural Fund (created 2008), and
  2. Arts Legacy Fund (created prior to the 2010 Olympics).
- Investment earnings from each sub-account are used for specific purposes:
  - The BC150 Cultural Fund of \$159.4 million, has a restricted balance of \$150 million, and has historically provided \$2.15 million in revenue per year. Investment earnings are allocated on the recommendations of the BC Arts Council to support the arts in B.C. Historically, investment earnings are allocated across BCAC grant programs.
  - The Arts Legacy Fund of \$20.4 million, has a restricted balance of \$20 million, and has historically provided \$0.350 million per year in revenue. Investment earnings are used for the creation, development or presentation of works of art at events or venues which the Minister considers provide the greatest exposure for those works of art. In previous years, it funded the International Presence program, designed to increase the global understanding and appreciation of B.C. arts and culture.
- In Budget 2020, additional investment revenues were projected as follows:
  - The BC150 Cultural Fund was projected to generate a total of Government Financial Information compared with Government Financial Information historically; and

## ESTIMATES NOTE

- The Arts Legacy Fund was projected to generate a total of Government Financial Information Government Financial compared with the Government Financial historically.
- In fiscal year 2020/21, the BC150 Cultural Fund supported 97 projects through the inaugural Arts Infrastructure Program.
- In fiscal year 2020/21, the Arts Legacy Fund was redirected to support organizations with impacts due to COVID-19 as running a regular International Presence program was inconsistent with the travel guidelines and gathering restrictions.

### FINANCIAL IMPLICATIONS

- Continued variability and uncertainty in the available investment earnings is expected with both sub-accounts through fiscal year 2021/22.
- Budget 2021 provides for the following amounts, subject on earnings:
  - Government Financial Information
  - Government Financial Information

# ESTIMATES NOTE

## Equity, Diversity and Inclusion

**Issue:** Equity, Diversity and Inclusion Implementation

### Key Messaging and Recommended Response:

- **Our government is committed to equity and anti-racism, and tackling bias and systemic discrimination in policies, procedures, and programs.**
- **While arts and culture, like other sectors, grapple with these issues, ministry staff are actively working to improve these conditions and show leadership in our commitment to equity, diversity and inclusion**  
**For example:**
  - **Acting on my mandate to support and honour the diversity of the province, such as Chinese Canadian Museum.**
  - **The BC Arts Council's strategic plan includes an Equity, Diversity and Access priority, and ensures this lens is applied in decision making.**
- **Equity and inclusion are central to this government's response to supporting the arts and culture sector through COVID-19 recovery, given the systemic discrimination that the pandemic has revealed across so many aspects of our lives.**

### KEY FACTS

#### Background/Status:

- Gender-Based Analysis Plus (GBA+) - a tool used for assessing how diverse groups of people may experience policies, programs, and initiatives - is applied in all program, policy and process development.

#### Activities of the BC Arts Council Service Delivery and Policy:

- Equity, Diversity and Access is a priority in the BC Arts Council strategic plan (2018-2022).
- BC Arts Council's actions to date include:
  - Introducing a voluntary self-identification form to provide disaggregated data. Disaggregated data supports better understanding of who is accessing our programs and provides a baseline for measuring diversity using Gender Based Analysis (GBA+).
  - Strengthening engagement with historically underserved groups through increased outreach and communication efforts, such as an accessible web page, use of social media and forming outreach partnerships to reach a broad representation of the population.
  - Supporting key sector-based equity initiatives such as the Sector Equity for Anti-Racism in the Arts #POWERSHARE initiative for B.C.-based Black-Canadian, Indigenous, and People of Colour Artists impacted by COVID-19, (\$100,000);

## ESTIMATES NOTE

- Improving access to grant programs by supporting persons who identify as Deaf or living with a disability with funding for assistance in writing and completing grant applications and final reports.
- Adopting an equity policy framework for reviewing, amending and developing programs and procedures with an updated equity, diversity, inclusion, and social justice lens.

### Other Initiatives:

- The Ministry mandate letter includes several commitments focused on celebrating and honouring the diverse cultures of the province, including:
  - Continuing the development of the Chinese Canadian Museum, which will be Canada's first museum honouring the Chinese Canadian community recognizing the robust and significant contributions of Chinese Canadians in B.C., both past and present;
  - Creating a first-of-its-kind museum to document the history, art and contributions of South Asian people in B.C.; and
  - Redeveloping the Jewish Community Centre of Greater Vancouver, delivering a new state-of-the-art community centre along with hundreds of new childcare spaces.
- See Estimates Note - *Sector Response to TRC and UNDRIP* regarding equity considerations related to Indigenous peoples.

### COVID-19 Pandemic:

- COVID-19 has had disproportionate impacts on equity-seeking populations and highlighted systemic inequities, social justice and the need for anti-racism awareness development in the arts and culture sector.
- COVID-19 recovery initiatives are an opportunity to advance equity and inclusion across the sector by applying an equity lens to new programs and approaches in fiscal year 2021/22.

## FINANCIAL IMPLICATIONS

N/A

# QUESTION & ANSWER

## Funding Q&A

### Issue: Arts and Culture Funding Investment Amounts and Initiatives

#### Key Messaging:

- **Arts and culture support healthier, more vibrant and liveable communities, and are critical to the well-being of society.**
- **Budget 2021 provides an additional \$2.1 million bringing the total budget to approximately \$42 million (subject to investment earnings).**
- **This investment supports a range of funding programs and provincial initiatives to encourage:**
  - **Robust artist creation and dissemination.**
  - **Participation and access to the arts, including infrastructure.**
  - **Development of the sector and its artists and cultural practitioners.**
- **At record high funding, we will support over 600 organizations and hundreds of artists and cultural practitioners in every corner of B.C.**
- **Our government is committed to ensuring the sustainability of this vibrant and important sector and continuing its support for those that depend on it for their livelihood.**

#### Questions and Answers:

##### 1) How much has Government invested in arts and culture in B.C.?

- Budget 2021 provides an additional \$2.1 million bringing the total budget to approximately \$42 million (subject to investment earnings).
- This investment supports a range of funding programs and provincial initiatives to encourage:
  - Robust artist creation and dissemination.
  - Participation and access to the arts, including infrastructure.
  - Development of the sector and its artists and cultural practitioners.
- At record high funding, we will support over 600 organizations and hundreds of artists and cultural practitioners in every corner of B.C.

## QUESTION & ANSWER

### 2) What kinds of recovery programs is the government providing for the arts and culture sector?

- The Ministry is committed to providing stability and certainty to the sector to support both a strong recovery and long-term resilience for arts and culture in B.C.
- In fiscal year 2020/21, the BC Arts Council delivered \$35 million in additional COVID-19 recovery funding as part of StrongerBC, including:
  - \$15.7 million in Fall 2020 Resilience Supplements
  - \$5.3 million in Pivot grants to support adaptations in organizations
  - \$14 million in Spring 2021 Resilience Supplements.

Advice/Recommendations

- We continue to monitor and adapt our programs to ensure the sector is getting the support they need during this continually difficult time.
- For example, the BC Arts Council recently announced rolling over their nearly \$15 million in support for organizations again this year. This funding directly supports day-to-day operations and enables organizations to continue planning for recovery.
- See COVID-19 Estimates Note for details - *COVID-19 Arts and Culture Support Fact Sheet*.

### 3) How are grant decisions for BC Arts Council made?

- Merit-based, independent assessment is the primary method of evaluation.
- Assessment panels are comprised of individuals with broad professional knowledge, experience, geographical representation, representing a diversity of aesthetic, institutional, and cultural viewpoints, including Indigenous perspectives.
- **The following process is used to evaluate applications:**
  - The BC Arts Council receives online applications and reviews applications for eligibility.
  - The assessment panel evaluates the applications using the assessment criteria outlined in program guidelines and determines the level of funding and/or conditions on payment of awards.
  - The BC Arts Council informs each applicant of the assessment panel's decision in writing.

### 4) Why did your Ministry not double the BC Arts Council budget?



## QUESTION & ANSWER

- Since 2017 the BC Arts Council base budget has increased by \$13.75 million as a result of base budget lifts of \$5 million each in 2018 and 2019; \$1.65 million (endowment earnings) in 2020 and Budget 2021 provides an additional \$2.109 million.
- The Budget 2021 lift of \$2.109 million brings the total annual BC Arts Council budget to \$39.61 million. This additional funding will:
  - increase the Arts Infrastructure Program by \$2 million for a total of a total \$4 million program budget
  - provide for additional \$0.109 staffing resources.
- In addition to these lifts, in fiscal year 2020/21 our government also invested \$35 million for relief and recovery for the arts and culture sector.

Advice/Recommendations

## ESTIMATES NOTE

### Royal BC Museum – Capital Project (Overview and Q & A)

**Issue:** Royal BC Museum Modernization Project

#### Key Messaging and Recommended Response:

- **The Royal BC Museum is one of our province's greatest cultural icons, welcoming hundreds of thousands of visitors each year.**
- **However, the building does not meet today's accessibility or seismic standards.**
- **To preserve and protect our history, the Province is modernizing the Royal BC Museum.**
- **Our commitments include building a new Collections and Research building in Colwood and modernizing the museum space downtown, with planning underway.**
- **Modernizing the Royal BC Museum will help people learn more about our province and its history and will contribute to a strong sustainable economy that works for everyone, as it is a major capital project.**

#### KEY FACTS

##### Background/Status:

- The Royal BC Museum (the Museum) has been at its current location since 1967 and has not been substantially renovated in over 50 years.
- The Museum's capacity to house its vast collections is strained and the buildings no longer meet today's accessibility or seismic standards. The collections have outgrown the available space and the permanent exhibits are outdated.
- The Province committed to modernizing the Museum in the 2019 and 2020 Throne Speeches and in the Minister's 2020 Mandate Letter.
- In July 2020, Treasury Board approved the development of the Collections and Research Building.
  - On September 18, 2020, the Province announced the \$14 million purchase of an 8-acre parcel of land in the Royal Bay Development of Colwood, for the construction of the Collections and Research Building.
  - The 14,000 square-metre facility will use mass timber construction and meet CleanBC energy efficiency standards. Building construction will generate more than 950 direct and indirect good-paying jobs.
  - The next step for the Collections and Research Building is to begin the procurement process and secure a proponent to design and build the facility.
- The Province has not yet made its decision on the scope of the redevelopment of the downtown Museum location. The Ministry is working on a revised business case for the main museum site targeted for Summer/Fall 2021.

# ESTIMATES NOTE

## FINANCIAL IMPLICATIONS

### Budget/Expenditures:

The Collections and Research Building capital project is approved for a budget of \$177.41 million with the procurement process to start in Spring 2021.

## Questions and Answers:

### 1) Are you going to re-develop the downtown museum?

- We are committed to modernizing the Royal BC Museum, including the Museum site downtown.
- We expect to make our decision this year on the development of the downtown site.

### 2) Have you asked the federal government for funding for modernization?

- We have been engaging our federal colleagues on the project from the outset and will continue to do so.
- We have requested a significant contribution from the Federal Government for the Royal BC Museum.
- It is my genuine hope that our governments will work together to support the Museum capital project.

### 3) Given the COVID-19 pandemic, climate change crisis, and rising costs for health care and education, why do we need a new museum?

- The Museum is an important cultural asset for the people of British Columbia but also for tourism in the province, with over 720,000 visitors in 2019/20 (over 860,000 visitors in 2018/19).
- The museum plays an important role in generating tourism-related jobs and presenting B.C. culture and history abroad.
- The Museum is responsible for over seven million objects, artifacts, archives and specimens of B.C.'s natural, human and modern history.
- The Museum's extensive collections have outgrown the available space.
- The Museum no longer meets today's accessibility or seismic standards.
- The Museum helps the Province to achieve its objectives through educational programs, engaging with First Nations, scientific research, and consulting on heritage preservation.
- The 2019 and 2020 Throne Speeches announced the Province's intention to modernize the Museum, to protect its historic holdings and provide better access to its collections.

## ESTIMATES NOTE

### **4) What capital improvements are necessary?**

- The Museum site is comprised of several buildings which were constructed in the late 1960's and limited investment has taken place since 2003.
- Capital improvements are necessary to mitigate seismic safety, reduce any risks to cultural heritage, and to improve accessibility and educational reach.

### **5) Is the Museum planning additional community engagement on the modernization project?**

- The Museum held a detailed public engagement process in 2019, including an online discussion forum and seven public meetings in five communities. We heard from people all over BC, including Indigenous peoples, historians and scientists, academics, teachers, the technology sector, tourism organizations, and the gallery, archives, and museum community. The Museum is in the process of developing its engagement strategy for the next steps of the modernization project.
- The Museum will continue to engage with Indigenous nations and stakeholder groups.
- The pack and move of the collections and the BC Archives will be a focus of this engagement.
- As the project is still subject to final approvals, the engagement plan has not yet been finalized, as these decisions will impact the approach and timing to pack and move the Archives.

## ESTIMATES NOTE

### Royal BC Museum – Allegations of Racism and Actions (Overview and Q&A)

**Issue:** Allegations of Systemic and Personal Racism at the Royal BC Museum

#### Key Messaging and Recommended Response:

- **The Royal BC Museum is working to become a safe and inclusive workplace following allegations of racism from a former senior staff member.**
- **The board asked for the Public Service Agency to investigate these allegations – and that investigation is ongoing.**
- **This work is part of their efforts to modernize the museum – both in terms of the facilities and programming as well as its workplace culture.**
- **Racism has no place in B.C. – or the provincial public service.**
- **The Province is steadfast in our commitment to continue to stand up for the values shared by British Columbians — equity, inclusiveness, mutual respect, and diversity.**

#### KEY FACTS

##### Background/Status:

- On July 24, 2020, a Royal BC Museum (the Museum) staff person resigned their position alleging systemic racism, white privilege, bullying, discrimination, and micro-aggression directed towards staff and patrons of the museum.
- This announcement was presented to Museum board members and staff, members of the First Peoples Cultural Council, and was recorded and shared in the virtual environment.
- The video of these allegations was not shared online but circulated through the museum, Indigenous groups, the University of Victoria, and the media.
- On July 30, 2020, the Museum's board chair sent a message to museum staff articulating the allegations.
- The employee that presented the allegations is the Head of the Indigenous Collections and Repatriation department and is a member of the Haida Nation.
- On September 12, 2020, the Globe and Mail published an article about the allegations of systemic racism at the Museum by a former staff member. The Times Colonist, CBC Radio, Black Press and CFAX have also covered the story.
- The Museum board asked the BC Public Service Agency to conduct an independent investigation in response to the allegations, which is currently ongoing.
- While the employee initially resigned in the meeting, after discussion with the board chair, agreed to be on paid leave pending the outcome of the investigation.

## ESTIMATES NOTE

- Separate from the investigation, the Museum hired a diversity and inclusion specialist to help develop strategies to ensure a safe, inclusive, and respectful environment for all staff, visitors, researchers, volunteers, and community members.
- The Museum is committed to taking action to stamp out systemic racism to ensure a safe and welcoming work culture for all.
- On January, 21, 2021, the Museum told local media it had developed a plan to begin to address their organizational challenges, including:
  - Reviewing, revising, and implementing new policies and procedures to ensure a safer process for people who have experienced discrimination or harassment;
  - A comprehensive training program for executive, staff, board, and contractors;
  - Providing additional resources to the Indigenous Collections and Repatriation department;
  - Development of a project management office to facilitate better time and resource management; and
  - Restructuring executive and a full organizational restructure (with staff input).
- Museum staff are employed under the Public Service Act, and as such, are held to the same Standards of Conduct as Ministry staff.
- The Province provides \$11.86 million in annual operating funding to the Museum.
- On Feb 12, 2021, Chief Executive Officer Jack Lohman stepped down from his role. The board chair assumed the role of interim Chief Executive Officer while recruitment is underway and special advisor to the Premier, Carole James, was appointed to the Museum board.
- Jack Lohman is currently the board president of the Canadian Museums Association. Following calls for Lohman to step down, the board determined that Lohman should remain in his role and that the focus would be on a smooth transition to a new President in early May (the end of Lohman's mandate).
  - Following this decision, the Association announced on March 17, 2021 that three board members tendered their resignation.

### FINANCIAL IMPLICATIONS

N/A

### Questions & Answers:

#### 1) When will the Public Service Agency investigation be complete?

- Investigations of this nature are complex and sensitive.
- I trust that the Public Service Agency will take the time it needs to conduct a thorough review of the important issues that have been raised.
- I look forward to the investigation concluding so the museum and its staff and volunteers can heal and move forward.
- We expect the investigation to complete in spring of 2021.

## **ESTIMATES NOTE**

### **2) Will the investigation findings be made public?**

- The Public Service Agency will be releasing the basic findings.
- All information will be generalized to respect confidentiality and people's privacy.

### **3) Was the employee who raised the allegations fired?**

- The employee who raised the allegations submitted a letter addressing their concerns to the CEO with their resignation.
- Upon discussion with the board chair, the employee has since rescinded their resignation and is currently on paid leave while the investigation is underway.

### **4) Was the Chief Executive Officer fired due to the racism allegations or the Public Service Agency investigation?**

- The Chief Executive Officer's departure was a mutual decision between the board and Mr. Lohman.
- The board chair has assumed the role of interim Chief Executive Officer while recruitment is underway.
- The Museum is best positioned to answer questions related to staffing and operations.

### **5) Was the Minister involved in the Chief Executive Officer departure?**

- No, the Museum board has responsibility for its senior executive.

### **6) Will the Chief Executive Officer receive a severance payment?**

- The Museum is best positioned to answer questions on these matters.

### **7) Why did you appoint Carole James to the Museum's board?**

- I am thrilled Carole James has agreed to join the Museum's board.
- I am confident Carole's knowledge and leadership will help the Royal BC Museum immensely during this time of transition.
- I know as a lifelong resident of Victoria she cares deeply about the Museum.
- I look forward to her leadership and contributions to the Museum during this time.

### **8) What is the B.C. government doing to address racism?**

- The Province has a responsibility to fight systemic racism in all its forms.
- We've implemented the following steps:
  - Reinstating the BC Human Right Commission;
  - Implementing the Resilience BC anti-racism network;

## ESTIMATES NOTE

- Initiating an update of B.C.'s Police Act to address systemic racism within the outdated legislation;
- Initiating an institutional change initiative which will train public servants to better understand and address systemic and institutional racism; and
- Developing new online, multilingual resources on what to do if you are a victim or bystander of racism.
- We know there is a lot of work we still need to do. That's why we will:
  - Bring in a new Anti-Racism Act that better serves everyone in B.C.; and
  - Work with B.C.'s Human Rights Commissioner and other stakeholders to bring in new legislation to help reduce systemic discrimination.
- As government, we recognize our duty to set an example and we know there is significant work to do to address broader issues of systemic racism in our province.
- The Province is steadfast in our commitment to continue to stand up for the values shared by British Columbians — equity, inclusiveness, mutual respect, and diversity.



## QUESTION & ANSWER

### Royal BC Museum – General Q&A

Issue: Broad

#### Key Messaging:

- The Province is proud to continue to support the important work of the Royal BC Museum.
- Through the provincial archives, exhibitions, and educational programs, RBCM tells the story of the people, places and history of our province.
- The Museum is working to become a safe and inclusive workplace following allegations of systemic racism.
- This work is aligned with their efforts to modernize the museum –in terms of the facilities as well as its workplace culture.
- The Museum will also be looking to recover from the economic impacts of COVID-19 on its revenue in 2020/21, including through reduced admissions and the continued closure of the IMAX Theatre.

#### Questions and Answers:

**1) What is the status of the Modernization project?** (Summary answer below, also see estimate note: J: Royal BC Museum - Capital Project)

- On September 18, 2020, we announced the purchase of the land at Royal Bay in Colwood as the future home of the Collections and Research Building.
- This facility will be energy efficient and use mass timber wood construction.
- The next step for the Collections and Research Building is to begin the procurement process and secure a proponent to design and build the facility.
- We expect to begin construction in 2022.
- A decision on the scope of the main site of the Museum is anticipated later this year.

## **2) What is the mandate of the Royal BC Museum?**

- The Royal BC Museum was established as a Crown corporation in 2003 under the *Museum Act*. Under the Act, the RBCM is mandated to:
  - Communicate knowledge of the human and natural history of British Columbia through research, exhibitions, publications and web-based media and learning programs.
  - Hold and make accessible these collections for current and future generations of British Columbians.

## **3) How much money does the Ministry of Tourism, Arts, Culture and Sport provide to the Royal BC Museum?**

- The Province provides \$11.9 million annually in operating funding to the RBCM.
- The Museum helps the Province achieve its objectives through educational programs, engaging with First Nations, scientific research and consulting on heritage preservation.

## **4) How has the Museum been impacted by COVID?**

- The museum was closed for three months (mid-March through mid-June) and reopened June 19, 2020 with the first week free and with reduced admission rates until September 7, 2020.
- The Museum put in a number of measures to ensure visitor safety when it reopened, including:
  - Changing its hours of operation, including closing on Wednesdays, in order to enhance cleaning.
  - Reserving the first hour daily (10:00AM-11:00AM) for seniors, vulnerable people and first responders to visit.
  - Booking tickets with timed entries to space out people in the galleries.
  - Installing new signage and pathways to allow for physical distancing and flow through the galleries.
- The IMAX Theatre has been closed since November 2020, in line with the Provincial Health Orders.
- The Ministry is assisting in solutions for an anticipated reduction in revenues for 2021/22.

## 5) Why did RBCM buy a movie theatre?

- The IMAX is an integral part of the Museum experience and a key tourism destination in downtown Victoria.
- Promoting domestic travel is part of their recovery strategy.
- Owning the IMAX will ensure any redevelopment won't be impacted by having to accommodate a private business while this work is underway.
- The Province made the decision to support RBCM's purchase of the IMAX well before the pandemic (June 2019).
- Ensuring the museum site is ready for re-development is an important part of the modernization process.

Advice/Recommendations

# ESTIMATES NOTE

## Indigenous Repatriation (Overview and Q&A)

**Issue:** Ministry Funding for Repatriation of Indigenous Items

### Key Messaging and Recommended Response:

- **Returning cultural belongings to Indigenous communities is essential for meaningful and lasting reconciliation.**
- **The Province supports the return of ancestral remains, ceremonial objects, and belongings to Indigenous peoples in B.C.**
- **We encourage collaboration and long-term planning between cultural institutions and Indigenous peoples, in a way that supports the principle of cultural self-determination.**

Advice/Recommendations

### KEY FACTS

#### Background/Status:

##### Royal BC Museum (the Museum):

- In September 2016, the Ministry announced a contribution of \$2 million to the Royal BC Museum over three years for repatriation activities; including grants for communities to engage in repatriation of cultural items, digital repatriation projects, and the creation of Canada's first repatriation handbook for Indigenous peoples by Indigenous peoples - a collaboration with the Haida Gwaii Museum at Kay Llnagaay (released March 2019).
- The Museum continues (without additional Ministry funding) to work closely with Indigenous communities on the repatriation of ancestral remains, burial belongings, cultural treasures, documentation, and records of intangible cultural heritage; such as photo collections and audio/video recordings from its collections and other museums.

##### Advice/Recommendations

##### BC Museums Association (the Association):

- The Ministry provided a one-time payment to the BC Museums Association of \$500,000 for a range of grants to support Indigenous communities at different stages of the repatriation process. These funds were delivered in April 2020 out of FY2019/20 contingencies.
- The application intake was launched on September 2, 2020 and closed on January 15, 2021.
- The Association retained 10% of the funds (\$50,000) for administration purposes.
- The Association offered two grant streams; one for research projects for early stage activities (up to \$15,000) and one for project grants that have moved beyond the research stage (up to \$35,000).
- The Association undertook this work with guidance from the Royal BC Museum and an Indigenous Advisory Committee, a committee of the Association comprised of Indigenous leaders working to build relationships, facilitate reconciliation opportunities, and decolonize museum practices.

## ESTIMATES NOTE

- The Association was chosen by the Ministry as a suitable partner to deliver the repatriation grants as they have administered other programs for the Province, such as the BC|Canada 150 grants, BC Family Day grants, and the recent BC Museums Association Resilience Fund (COVID-19 relief).
- The Association can reach a broad range of museums and Indigenous cultural centres, as they have members throughout the province.

### **First Peoples Cultural Council (the Council):**

- The First Peoples Cultural Council worked with the Royal BC Museum on the establishment of its repatriation activities and in developing its Indigenous Collections and Repatriation department. The Council was also involved with the BC Museums Association Indigenous Advisory Committee.
- The Province has supported the First Peoples Cultural Council through the BC Arts Council for more than 20 years. In fiscal year 2018/19, the BC Arts Council greatly increased funding to the First Peoples Cultural Council and in fiscal year 2020/21 the BC Arts Council provided record-high support of \$1.5 million to them.

### **Next Steps:**

- The Ministry is working closely with all parties to make sure efforts towards repatriation are done effectively and respectfully.

### **FINANCIAL IMPLICATIONS**

- Arts funding to the First Peoples' Cultural Council will continue to be delivered from the BC Arts Council's base budget.

### **Questions and Answers**

#### **1) How much funding has the Ministry provided Royal BC Museum for repatriation?**

- In 2016, the Province announced \$2 million in funding for the Museum to initiate the First Nation Repatriation Project.
- The agreement began April 1, 2016 and ended March 31, 2019.
- As part of the Repatriation Project, the Museum:
  - established the Indigenous Collections and Repatriation Department;
  - hired a repatriation expert for the duration of the project;
  - established a First Nations advisory committee;
  - hosted a repatriation symposium (March 2017);
  - launched a round of repatriation grants (April 2018); and
  - developed and published a repatriation handbook (April 2019).
- Additionally, the Ministry provided \$500,000 to the BC Museums Association to launch a repatriation grant program in June 2020.

## ESTIMATES NOTE

### **2) What is the purpose of the Repatriation Handbook and how does it support Indigenous peoples?**

- With 34 unique Indigenous language and cultural groups in B.C., the Repatriation Handbook serves as a reference for Indigenous Nations in B.C., and for mainstream museums involved in the process of repatriation.
- The Repatriation Handbook provides practical information to ensure the process of repatriation is conducted in ways that align with the cultural traditions of each respective community.
- The Repatriation Handbook also helps to frame other Royal BC Museum documents, including the new Indigenous Collections and Repatriation Policy and the Museum's 2019-2022 strategic plan.

### **3) Given that the Royal BC Museum's Repatriation Project ended in March 2019, what is the Ministry doing to support future repatriation activities?**

- The Royal BC Museum has continued to grow its repatriation program following March 2019 allocation of funding from the Ministry.
- The Province has provided a one-time grant of \$500,000 to the BC Museums Association to provide repatriation grants that assist B.C. First Nations communities in repatriating ancestral remains, cultural objects, and belongings in 2020.
- These grants support the principle of self-determination for reconciliation and repatriation at the local level and encourage collaboration and long-term planning between cultural institutions and Indigenous peoples.
- The Ministry is seeking other partnerships and opportunities to support future repatriation activities, both at the Museum and through other organizations.

### **4) What is the status of the Royal BC Museum Indigenous Collections and Repatriation Department?**

- The Royal BC Museum's Indigenous Collections and Repatriation Department continues to work with interested First Nations to determine the best ways to support repatriation activities.
- The Royal BC Museum is also supporting First Nations communities in their attempts to repatriate ancestral remains from other museums around the world.
- The Royal BC Museum is advising several other museums in their attempt to repatriate ancestral remains from their own collections to the First Nations in B.C.

## ESTIMATES NOTE

- Advice/Recommendations

### **5) Why did you give the funding to the BC Museums Association (\$500,000)?**

- We considered a range of organizations to administer these grants.
- We chose the BC Museums Association because it has members throughout the province, including Indigenous cultural centres. The Association has also recently administered similar programs on behalf of the Province, such as the BC|Canada 150 grants, BC Family Day grants, and the recent COVID-19 Resilience grants for museums.

## ESTIMATES NOTE

### Sector Response to TRC and UNDRIP

**Issue:** The Ministry continues to prioritize the implementation of TRC and UNDRIP and empowerment of Indigenous artists, organizations and cultural practitioners through various partnerships and programs.

#### Key Messaging and Recommended Response:

- **Our government recognizes the unique and significant role arts and culture play in truth and reconciliation, bringing to light the truths of the past, providing healing to a community, and building bridges between cultural communities.**
- **We are responding to the Truth and Reconciliation Commission's Calls to Action, the United Nations Declaration on the Rights of Indigenous Peoples and the *Declaration on the Rights of Indigenous Peoples Act*.**
- **Our government directly supports Indigenous arts and culture through the Ministry of Tourism, Arts, Culture and Sport and its partnerships with the First Peoples' Cultural Council, Royal BC Museum and the BC Museums Association and through the BC Arts Council.**

#### KEY FACTS

##### Background/Status:

##### BC Arts Council:

- The BC Arts Council strategic plan identifies supporting *Indigenous Arts and Culture* as a priority. The plan states a commitment to deepening engagement with the processes of decolonization and reconciliation, taking the lead from Indigenous artists, organizations and communities, and respecting the principle of self-determination.
- BC Arts Council actions include:
  - Providing funding to Indigenous artists and organizations;
  - Expanding eligibility within programs beyond arts and culture non-profits to include First Nations, Indigenous Friendship Centres, and Metis Chartered Communities in recognition of the central and integrated role of arts and culture within Indigenous communities;
  - Continued partnership with the First Peoples' Cultural Council (FPCC), an Indigenous-led crown corporation, for more than 20 years. This partnership speaks to UNDRIP's core principles of supporting self-determination and cultural rights of Indigenous peoples; and
  - Development of an Equity Policy Framework for reviewing and amending programs and procedures to include an equity, diversity, access and social justice lens, which has connections to TRC and UNDRIP implementation.



## ESTIMATES NOTE

### **First Peoples' Cultural Council:**

- BC Arts Council has worked in continued partnership with First Peoples' Cultural Council, an Indigenous-led crown corporation with a mandate to support First Nations heritage, language, culture and arts, for more than 20-years on the Indigenous Arts Program, aligning with UNDRIP's core principles of supporting the self-determination and cultural rights of Indigenous peoples.

### **Royal BC Museum (the Museum):**

- TRC, UNDRIP and DRIPA are being addressed in the areas of training, education, reconciliation and repatriation at the Museum.
- In September 2016, the Ministry announced a contribution of \$2 million to the Royal BC Museum over three years for repatriation activities.
  - *See estimates note: 78 – Royal BC Museum – Repatriation project*
- The Museum continues to advance cultural repatriation, by supporting Indigenous communities seeking the return of ancestral remains and objects from its collections and from other museums.
- Aligned with the Calls to Action, the Museum has participated in numerous collaborative Indigenous language initiatives, such as Our Living Languages, developed in partnership with First Peoples' Cultural Council.
- The Museum seeks opportunities for co-creation with Indigenous communities, including for the Orcas: Our Shared Future exhibit and the Family: Bonds and Belonging exhibit.
- The Museum is working to become a safe and inclusive workplace following allegations of systemic racism from an Indigenous senior staff member and negative results of a staff survey.
  - *See estimate note: 70 - Royal BC Museum – Allegations of Racism and Actions.*

### **Royal BC Museum Modernization Project**

- The Museum has recently onboarded a Cultural Liaison as a member of the project team.
- The Cultural Liaison represents the Songhees and Esquimalt nations and will have responsibility to ensure local first nation considerations in the Project and assist consultation focused on the pack and move of Indigenous collections.
- The Museum has begun enacting the recommended engagement program that came out of the initial discussions with Indigenous peoples that took place last fall 2019.
- The Museum's engagement with Indigenous communities is ongoing throughout this process. For the Collections and Research Building, the Museum has begun consultations with Songhees, Esquimalt, T'Souke and Scia'new First Nations.
- The Museum will also be engaging extensively with Indigenous communities across the Province as it begins to plan for new programming and exhibits to support a redeveloped museum.

## ESTIMATES NOTE

### Next steps:

- Like all Ministries, the Ministry of Tourism, Arts, Culture and Sport is working across government and with our Indigenous partners in developing recommendations for an Action Plan for the implementation of DRIPA.
- These projects demonstrate the Ministry's commitment to TRC, UNDRIP and DRIPA, ensuring Indigenous communities can pursue cultural development in a self-determined way.
- The Ministry continues to encourage collaboration and long-term planning between cultural institutions and Indigenous peoples.
- The Ministry's commitment to implementing TRC, UNDRIP and DRIPA will continue to be a focus of its work, including through BC Arts Council programs, partnerships with First Peoples', BC Museums Association and the Royal BC Museum and through ongoing work in training opportunities, hiring and appointments, and program and policy development.

### FINANCIAL IMPLICATIONS

N/A

## 2021/22 ESTIMATES NOTE

### Jewish Community Centre

**Issue:** The B.C. government is notionally allocating \$25 million for the Jewish Community Centre of Greater Vancouver redevelopment project to help support people in Metro Vancouver

#### Key Messaging and Recommended Response:

- **Re-developing the Jewish Community Centre will help make life more affordable for families in Metro Vancouver.**
- **A new facility would offer a theatre, art gallery, performing arts school, as well as new childcare spaces and affordable housing.**
- **The Province is committing \$25 million to re-develop the centre to meet the needs of this growing community.**
- **We hope our commitment will help the centre secure other sources of funding for this project.**
- **We want to keep our communities vibrant and make life more affordable for people.**

#### KEY FACTS

##### Background/Status:

The Jewish Community Centre of Greater Vancouver has proposed redeveloping its 3.3-acre complex with a much larger facility at a total estimated cost of \$427 million.

**Phase One** - Community Centre (to be completed late 2024-2025) - would include arts, culture, health, and recreation facilities, 200 childcare spaces and seniors' care.

**Phase Two** - Rental Housing (to be completed 2028) - would include 500 mixed-use rental units.

The redevelopment project includes:

- Placing the property, valued at approximately \$300m, into a **land trust**, securing its use for social and community purposes in perpetuity.
- Providing up to **500 units of rental housing**, including social housing
- Building a **new 200,000 square foot** state-of-the-art recreational, cultural and **community hub**, including a new swimming pool, gymnasium, multi-purpose facilities, senior services, a theatre and expanding the Holocaust Education Centre.
- This will also increase childcare spaces in the neighbourhood, increasing the existing space to 18,000 SF, and doubling the current capacity to **over 200 childcare spaces**.

## 2021/22 ESTIMATES NOTE

- Creating a **larger Seniors Centre** that will serve over 500 seniors, offering daily fitness, wellness and preventative programs, as well as educational, cultural, recreational and social programs.

### **Mandate Commitment**

“With support from the Attorney General and Minister responsible for Housing, the Minister of Municipal Affairs, and the Minister of State for Child Care, provide provincial funding to support the redevelopment of the Jewish Community Centre of Greater Vancouver, delivering a new state-of-the-art community centre along with hundreds of new child care spaces.”

### **FINANCIAL IMPLICATIONS**

#### **Budget/Expenditures:**

See public announcement <https://news.gov.bc.ca/releases/2021TACS0028-000761>

JCC Redevelopment Project: <https://www.jccgv.com/redevelopment/>

# ESTIMATES NOTE

## Core Messaging - Sport

**Issue:** Sport is a vital part of our society.

### Key Messaging and Recommended Response:

- **British Columbia is a recognized leader in sport participation, excellence and event hosting.**
- **Sport and active living make a positive difference in people's lives and contribute to individual health and wellness, promote mental health and contribute to the vibrancy of our communities.**
- **More than 800,000 British Columbians participate in sport, with many more pursuing active living and recreational sport.**
- **Government invests just under \$50 million annually to make sure everyone has safe and equal opportunities to participate in and experience the benefits of sport.**
- **With the decrease of sport opportunities during the pandemic, we know now, more than ever, that sport plays a vital role in our society:**
  - **Sport brings people together, inspires volunteers and promotes healthy competition;**
  - **Sport promotes physical and mental well-being and a sense of belonging; and**
  - **Sport is part of a healthy economy contributing to GDP, helping to generate tax revenue, and providing jobs for British Columbians.**
- **Now more than ever, investments in sport will be critical to support recovery from the pandemic.**
- **We will continue to support the sport sector's recovery and resilience through a broad range of programs to ensure all people can experience the benefits of sport.**

#### KEY FACTS

##### Sport Participation

- Independent studies have confirmed British Columbia residents are the most physically active in Canada.
- Many more are physically active through recreation centres, other forms of organized sport and other forms of physical activity (e.g. walking, running, yoga).

## ESTIMATES NOTE

- Initiatives such as the BC Sport Participation Program (BCSPP) and the Afterschool Sport and Arts Initiative (ASSAI) and support to the Indigenous Sport, Physical Activity and Recreation Council (ISPARC) reach underrepresented population groups:
  - In B.C., KidSport's 41 chapters provide more than \$2.1 million in grants to more than 7,000 kids each year.
  - Through the ASSAI over 10,000 students participate in 22 school districts across the Province.
  - The Ministry provides \$1.4 million to ISPARC each year to deliver regional action plans, including youth camps, and training and coaching programs for Indigenous athletes.
  - In 2019/20, the BC Sport Participation Program provided over \$1 million to support more than 80 programs in more than 60 communities across B.C.
- viaSport oversees a large portion of government's investment in the sport sector, uses research, initiatives, and campaigns to bring attention to the barriers to participation often faced by under-represented populations.

### **B.C. is a Recognized Leader in Sport Excellence**

- Our government supports B.C. athletes on their journey through the sport system – from the playing field to the podium.
- Excellence in sport contributes to pride in community and provincial identity.
  - British Columbians comprise 13 per cent of Canada's population but our athletes make up more than 25 per cent of Canada's national team.
  - We look forward to cheering on our B.C. athletes competing at the Tokyo Olympic and Paralympic Games this summer.
- B.C.'s investments in world class training environments include:
  - \$1.6 million annually to the Canadian Sport Institute (CSI) Pacific to support programs and services delivered in partnership with Own the Podium.
  - \$1.6 million annually in excellence grants to provincial sport organizations that are achieving top results.
  - \$2.0 million annually to the BC Games and Team BC to give young athletes the opportunity to compete in a multi-game environment.

### **B.C. is a Recognized Leader in Sport Event Hosting**

- Top competitions attract visitors to our province, have a positive economic benefit for local businesses and residents and build B.C.'s reputation as a global destination for premier sport events.
- The BC Summer and Winter Games typically generate an estimated \$2 million in economic benefits for local host communities.
- In 2017, the Vernon 55+ BC Games generated \$3.3 million in economic benefits for the local community.

## **FINANCIAL IMPLICATIONS**

N/A

# ESTIMATES NOTE

## Key Facts and Statistics (+ Sector Overview)

**Issue:** Key Facts and Statistics on Sport in British Columbia.

### Key Messages:

- **B.C. invests approximately \$50 million annually in sport:**
  - my Ministry provides \$22 million annually to the sport sector;
  - the Ministry of Municipal Affairs' Community Gaming Grants provides approximately \$28 million annually.
- **We make these investments because we know sport makes a positive impact in people's lives, and contributes to the economic health of our communities.**
- **I am proud that B.C. is the most physically active province in Canada, with:**
  - more than 800,000 British Columbians belonging to Provincial and Disability Sport Organizations.
- **The Province's funding goes to key partners in our sector and supports diverse groups like the Indigenous Sport Physical Activity & Recreation Council (ISPARC), the Canadian Sport Institute Pacific, the BC Sports Hall of Fame and Museum, SportMed BC, KidSport BC and the BC Winter and BC Summer Games.**
- **Our grant programs target under-represented groups or those that face barriers to participation, aligned with our commitments to diversity and inclusion.**
- **Sport makes an important economic contribution to our province:**
  - The sector contributed \$930 million to GDP in 2018;
  - This puts our province with the highest Sport GDP per capita in Canada; and
  - Sport tourism contributed more than \$1.4 billion to the B.C.'s economy in 2018.

# ESTIMATES NOTE

## KEY FACTS

### Background/Status:

#### B.C.'s Investment in Sport:

- The Province of B.C. invests about \$50 million annually in sport through:
  - TACS (\$22 million)
  - Community Gaming Grants (\$27 million).
- More than \$21 million (94 per cent) of the TACS sport budget is distributed to the sector:
  - \$15.4 million to viaSport to administer funding to:
    - Provincial and Disability Sport Organizations (\$8.8 million).
    - Multi-Sport Organizations (\$3 million) – CSI Pacific, BC Sports Hall of Fame and Museum, SportMed BC and the Regional Alliance.
    - Grant application programs (\$2 million) – Hosting BC, Sport Participation.
  - \$1.4 million to the Indigenous Sport, Physical Activity and Recreation Council
  - \$2.2 million for the BC Summer and Winter Games and the 55+ BC Games.
  - \$0.4 million to Sport BC to support KidSport BC.
  - \$2.25 million in funding directly administered by the Ministry including:
    - the After School Sport and Arts Initiative (\$1.4 million).
    - the Major Events Program (\$0.5 million).
    - the BC Sport Participation Program (\$0.35 million).
- viaSport administered \$5.5 million in relief funding allocated to B.C. as part of the federal government's \$72M million *COVID-19 Emergency Support Fund for Sport Organizations (ESF)*.
- viaSport is also administering the Local Sport Relief Fund (LSRF) on behalf of the Province which is providing critical relief to local sport organizations impacted by the pandemic.
  - The first intake of the LSRF opened in Fall 2020 with \$1.5 million provided.
  - A second intake opened in March 2021 and is being supported by the Federal Government's *COVID-19 ESF*.
- viaSport is also administering the \$15 million in one-time funding for amateur sport leagues
  - This funding was provided through FY20/21 contingencies funding.
  - It will assist with operational costs such as, salaries, administrative costs and the development of COVID safety plans and personal protective equipment.
  - Grants will provide relief funding to amateur, B.C.-owned teams/leagues that compete at international, national/inter-provincial, or provincial level.



## ESTIMATES NOTE

### Economic Impact:

- B.C. has the second-highest sport GDP and employment in the country (2<sup>nd</sup> only to Ontario), while leading the country in sport GDP per capita.
- Sport contributed \$930,417 million to B.C. GDP and 15,930 jobs in 2018.
- Sport tourism contributed more than \$1.4 billion to the B.C.'s economy in 2018.
- The BC Winter and Summer Games typically generate \$2 million in economic benefits for local host communities.

### **FINANCIAL IMPLICATIONS**

#### **Budget/Expenditures:**

- \$22 million allocated in 2021/22 through TACS' Sport Branch.

## ESTIMATES NOTE

### Pathways to Sport: A Strategic Framework

**Issue:** Update on B.C.'s *Pathways to Sport - a Strategic Framework for Sport in British Columbia 2020-2025*.

#### Key Messaging and Recommended Response:

- All British Columbians deserve the opportunity to enjoy the benefits of active living.
- B.C.'s *Pathways to Sport - a Strategic Framework for Sport in British Columbia 2020-2025* sets out a clear vision to provide quality, life-long sport opportunities for all British Columbians while supporting social and economic development within communities across the province.
- The Strategic Framework was developed through extensive consultation with the sector and is the Province's first public facing sport framework developed in several decades.
- This plan will help ensure our province's sport system is accessible, affordable, safe, and inclusive, with an enhanced focus on supporting reconciliation with Indigenous peoples and communities; and
- It will guide government's investments in sport and identifies three key priority areas:
  - increasing sport participation with a focus on equity-seeking groups
  - strengthening athlete development; and
  - enhancing sport event hosting opportunities for B.C communities.
- The Framework was launched at the beginning of March 2020, when my Ministry and the sport sector had to pivot in order to respond to the pandemic.
- As sport programming across the province gradually resumes, implementation of the Framework will ramp up and continue to guide our work as we recover and assist the sector to re-build even stronger than before.

# ESTIMATES NOTE

## KEY FACTS

### Background/Status:

- The Sport Framework was released on March 12, 2020 and is based on three key priority areas:
  - Increasing sport participation opportunities.
  - Strengthening athlete development; and
  - Enhancing sport event hosting opportunities for B.C. communities.
- The Framework aims to build off the province's strong network of coaches, officials, administrators, and volunteers that provide support to more than 800,000 British Columbians who are members of organized sport organizations.
- It also recognizes the success that B.C.'s high performance athletes continue to have and the ability of communities throughout the province to host world-class sporting events.
- The Sport Framework sets a path to help make the provincial sport system more accessible, affordable, safe, and inclusive through key actions to reach population groups traditionally under-represented in sport, including:
  - People with disabilities
  - Lower income families
  - Indigenous peoples
  - Immigrants and new Canadians
  - Older adults
  - Girls, women, and non-binary genders.
- The Sport Framework action plan includes close to 30 actions, developed over several years in consultation with the sector.
- Key performance measures have been identified which will be tracked to monitor and evaluate progress towards the actions included in the strategic Framework.

### COVID-19 Recovery:

- As the Province recovers from the pandemic and sport programming gradually resumes, the Ministry is continuing to engage with sport organizations to discuss steps to help the sector recover and re-build.
- This involves working with the Multi-Sport Organization Leadership Council, which includes organizations such as viaSport, Sport BC, the Indigenous Sport, Physical Activity and Recreation Council (ISPARC), Canadian Sport Institute Pacific, and the BC Games Society to develop a revised implementation plan for the Sport Framework that will help guide the Ministry, and the sector, as it begins recovery and re-building.

## FINANCIAL IMPLICATIONS

**Budget/Expenditures: TACS - 2021/22 allocation to the sport sector is approximately \$22 million.**

## ESTIMATES NOTE

### viaSport Overview & Spending Priorities

**Issue:** Overview of viaSport key programs and services.

#### Key Messaging and Recommended Response:

- **viaSport is the main service delivery partner for government's investment in the amateur sport sector.**
- **Through an annual funding agreement with my Ministry, viaSport supports key provincial initiatives such as:**
  - **administration of core funding for provincial sport organizations;**
  - **development and implementation of a provincial safe sport initiative; and**
  - **support for implementation of the Ministry's *Pathways to Sport: A Strategic Framework for Sport in B.C.***
- **In fiscal 2020/21, viaSport took on an enhanced leadership role to help support the sport sector through the COVID-19 pandemic, including:**
  - **development and implementation of *COVID-19 Return to Sport Guidelines*;**
  - **administration of provincial and federal COVID-19 relief funding provided to the sport sector.**
- **The sport sector has shown extraordinary resiliency and resourcefulness during the COVID-19 pandemic, but I know there are still challenges ahead.**
- **I look forward to continuing my work with viaSport, and other organizations in the sector, regarding the ongoing impacts of the pandemic and how we can work together to recover and build back stronger.**

#### KEY FACTS

##### Background/Status:

- **viaSport is the main service delivery partner for government's investment in the sport sector.**
- **It operates as an independent non-profit umbrella organization that represents more than 70 provincially-focused sport organizations across the province that provide programs and services to more than 800,000 provincial sport organization members. Sport organizations include:**

## ESTIMATES NOTE

- more than 50 Provincial Sport Organizations (such as BC Soccer Association);
- 7 Disability Sport Organizations (such as BC Wheelchair Sports); and
- 12 Multi-Sport Organizations (such as Canadian Sport Institute Pacific and SportMed BC) that provide a range of programs and services.
- viaSport administers approximately \$15.4 million in annual funding on behalf of the Ministry through an agreement that sets out the purpose of funding and reporting requirements.
- Government's annual agreement is informed by government priorities, the Ministry's annual Service Plan, and mandate letters.

### Key Program and Services

- Key programs and initiatives supported through this investment include:
  - Annual transfers to Provincial and Disability and Multi Sport Organizations such as the BC Sports Hall of Fame and Museum and Canadian Sport Institute Pacific; and
  - Administration of a range of grant programs, including Hosting BC.
- viaSport also supports key provincial initiatives including:
  - development and implementation of a new safe sport initiative; and
  - implementation of *Pathways to Sport: A Strategic Framework for Sport in B.C.*

### COVID-19 Response, Relief and Recovery

- From the onset of the pandemic, viaSport has been the critical conduit between determining sector needs and providing government support. Examples include:
  - Accelerated 2020/21 funding to sport organizations in early April 2020 to assist with cash flow;
  - Facilitated more than 30 formal stakeholder engagement sessions with more than 2,000 individuals/organizations to monitor impacts of the pandemic on the sector;
  - Developed Return to Sport Guidelines (in consultation with TACS, the Provincial Health Office, and other organizations) to assist amateur sport organizations and community groups to safely return to sport activities.
    - Using these guidelines, each Provincial Sport Organization developed specialized protocols for a safe return to play for their sports; and
  - Administered \$5.5 million in federal relief funding allocated to B.C. as part of the federal government's \$72 million *COVID-19 Emergency Support Fund for Sport Organizations (ESF)*.
- viaSport is administering an Amateur Sport League Fund on behalf of the Province that will provide \$15 million for B.C. based amateur leagues and teams competing at the provincial, national or international level.
- viaSport is also administering the Local Sport Relief Fund (LSRF) on behalf of the Province which is providing critical relief to local sport organizations impacted by the pandemic.
  - The first intake of the LSRF opened in Fall 2020 and was funded by the Province;
  - A second intake opened in March 2021 and is being supported by the Heritage Canada's *COVID-19 Emergency Support Fund for Sport Organizations*.

### FINANCIAL IMPLICATIONS

#### Budget/Expenditures:

- TACS 2021/22 allocation to viaSport is \$15.4 million.

# ESTIMATES NOTE

## BC Games Society Overview

**Issue:** BC Games Society funding and background.

### Key Messaging and Recommended Response:

- The BC Games Society oversees the BC Winter and BC Summer Games and Team BC's participation in the Canada Summer and Winter Games.
- Unfortunately due to COVID-19, the 2020 BC Summer Games that were scheduled to be hosted in Maple Ridge were cancelled.
- We are pleased that Maple Ridge will be hosting the 2024 BC Summer Games and we will continue to work with the BC Games Society to ensure the Maple Ridge games benefit the community and the sport sector.
- We are excited to be working with the Society to bring the next BC Winter Games to Vernon in February 2022 and the BC Summer Games to Prince George in July 2022.
- The BC Games Society has been working with staff in my Ministry and public health officials to develop a Return to Games plan that will ensure future Games can be held safely for all participants, families and host communities.

### KEY FACTS

#### Background:

- The BC Games Society's (BCGS) mandate is to provide organized provincial sport events that promote athlete, sport and community development.
- The Society supports government priorities by helping communities across B.C. build their event hosting capacity and thereby contribute to tourism and economic growth.
- BCGS provides oversight of the BC Summer Games, BC Winter Games and supports Team BC's preparation and participation at the Canada Games.
  - The BC Summer and Winter Games each take place every two years.
- To support host communities, BCGS provides a standard operating grant. BC Summer Games communities receive \$625,000 and BC Winter Games communities receive \$550,000.

#### Maple Ridge 2020:

- Due to COVID-19, the Maple Ridge 2020 BC Summer Games were cancelled.

## ESTIMATES NOTE

- BCGS submitted a plan to TACS to re-allocate the portion of the standard operating grant that had not been spent by the Maple Ridge host society. \$535,000 was approved to be re-allocated to the following areas:
  - A legacy fund to support sport, arts, and culture projects in the community;
  - Grants for provincial sport organizations that missed the opportunity to participate in the 2020 Games;
  - New initiatives, including two new awards, to support priority areas for the BCGS including improving accessibility, diversity and inclusion at future BC Games.
  - A fund to help offset additional transportation costs associated with hosting the 2022 Summer Games in Prince George.

### Upcoming Games:

- During the 2021/22 fiscal period, the Society will support the planning and delivery of:
  - Greater Vernon 2022 BC Winter Games (February 24-27, 2022)
  - Prince George 2022 BC Summer Games (July 21-24, 2022).
- The Society will also support planning and preparation for the next Canada Summer Games which will be hosted in Niagara, Ontario (August 6-21, 2022).

### Bid Process:

- The bid selection process for the 2024 and 2026 BC Winter and BC Summer Games is underway (Maple Ridge is already confirmed for the 2024 BC Summer Games).
- Bids were due to the BCGS in February 2021.
  - Two communities, Quesnel and Trail/Rossland, requested extensions in order to submit complete bid packages for review.
  - No other communities expressed interest in bidding on the Games being pursued by these communities, so granting an extension did not put other communities at a disadvantage.
- A selection committee is currently reviewing bids. The Minister will announce successful host communities this summer.

### Return to Games Planning:

- The BC Games Society is developing a “Return to Games” plan, in consultation with the Sport Branch, health authorities and other partners to help the Vernon planning committee prepare for a modified version of the 2022 BC Winter Games should pandemic restrictions continue.

## FINANCIAL IMPLICATIONS

### Budget/Expenditures:

- The allocation to the BC Games Society for 2021/22 is \$2.01M.

## ESTIMATES NOTE

### SPORT EVENT HOSTING (OVERVIEW + Q&A)

**Issue:** Value of sport event hosting in B.C.

#### Key Messaging and Recommended Response:

- **B.C. has a strong reputation for hosting exceptional sport events.**
- **We have a welcoming and inspiring location with world class infrastructure.**
- **Events are important to B.C. as they stimulate economic impact, tourism visitation, sport development and community engagement.**
- **In a typical year, B.C. invests more than \$3 million in sport event hosting, supporting over 120 events in 40 communities.**
- **We have provided \$15 million in one-time funding to amateur sport teams and \$1.5 million to local sport organizations to help ensure the sport sector can continue to host events once it is safe to do so.**
- **We are also working closely with the sport and tourism sectors to determine a clear pathway for a safe return to event hosting.**
- **Our event funding programs are ready to support event organizers in every region of the province.**
- **As a destination of choice with exceptional event hosting expertise, we are confident events will return to B.C.**
- **We remain committed to rebuilding a strong sport event hosting sector because events will bring much needed revenue, travellers, and community connectedness.**

#### KEY FACTS

##### Background/Status:

- B.C. is acknowledged as one of the top sport hosting jurisdictions in the world and hosting events has a substantial benefit for provincial and local economies.
  - Sport tourism contributes more than \$1.4 billion to B.C.'s economy each year.
- We have seen a significant return on investment from past events:
  - The Province invested \$200,000 in the 2019 Skate Canada International in Kelowna which generated \$5.3 million in economic impact and \$2.9 million to GDP.
  - The Province invested \$2.3 million towards the 2019 World Junior Hockey Championships in Vancouver and Victoria which generated \$43.8 million in economic activity and a \$23.4 million boost to GDP.
  - The BC Winter Games and BC Summer Games typically generate an economic impact of \$2 million.



## ESTIMATES NOTE

- Sport event hosting contributes to the broader social and cultural development of communities and helps to improve quality of life and well-being. Sport events can promote core government priorities such as reconciliation, diversity and inclusion.
  - In 2019/20, 24 of 122 funded events profiled underrepresented populations such as the Aboriginal Soccer Championships and the Wheelchair Rugby Paralympic Qualifying Tournament.
  - The 2019 World Junior Hockey Championships introduced thousands of children to the sport while reducing participation barriers through equipment donations.
- Sport event hosting contributes to provincial sport participation and high-performance objectives by providing valuable competitive opportunities for B.C. athletes and by raising the profile and reputation of sport.
  - In 2019/20 B.C. hosted four Olympic and Paralympic qualification tournaments with Canadian teams qualifying in each event.
- The Province's \$3.2 million investment in sport events is distributed through three funding streams:
  - \$500,000 annually to the Hosting BC program administered by viaSport. Grants of up to \$35,000 are to help communities around the province host sport events. The Hosting BC program is currently on hold until there is a timeline for a safe return to event hosting.
  - \$500,000 annually through the Major Events Program for national and international major single-sport events such as world championships and world cups and special-focus events like the Special Olympics Canada Games. Applications are being accepted for future events.
    - In a typical year, the Major Events program supports six to eight events with grants ranging from \$25,000 to \$125,000.
  - \$2.2 million annually to host the biennial BC Winter Games and BC Summer Games and the annual 55+ BC Games.
  - In addition, in a typical year the Tourism Events Program provides funding to sport events for marketing initiatives.
- Marquee sport events are evaluated by assessing the economic, tourism, and sport benefits and potential community and social legacies.
  - This assessment is done on a case-by-case basis and includes the analysis of a detailed business plan, budget, legacy plan, economic impact forecast, and confirmation of stakeholder and government support.
- As B.C. recovers from the COVID-19 pandemic, it is anticipated that smaller regional or domestic sport events will return first building confidence in safe event hosting and leading to the ability to re-establish or attract larger events.
- Sport event hosting can also secure revenues for key venues including BC Place, the Vancouver Convention Centre and the Richmond Olympic Oval as well as municipal and private facilities province-wide that are facing financial shortfalls.

### FINANCIAL IMPLICATIONS

N/A

**Budget/Expenditures:**

N/A

## ESTIMATES NOTE

### Questions and Answers:

#### 1. How will the Ministry invest in sport event hosting as part of the COVID-19 recovery?

- The Ministry will continue to support sport events through three programs:
  - \$500,000 annually to the Hosting BC program. Grants of up to \$35,000 are administered by viaSport to help communities around the province host sporting events.
  - \$500,000 annually in grants for major events such as world championships and world cups.
  - \$2.2 million to host biennial BC Winter Games and BC Summer Games, and an annual 55+ BC Games.
- Funding from the Tourism Events Program also supports many sport events.
- The \$1.5 million from the Local Sport Relief Fund the Province provided in 2020 and the \$15 million in one-time funding to amateur sport leagues and teams the Province provided in March 2021 will also help the sector continue to host events post-pandemic.

#### 2. How was the 2020/21 sport event hosting budget used if there were no events?

- Hundreds of sport events were cancelled or postponed due to COVID-19; it has had a devastating impact on the sport sector.
- Funding was allocated to viaSport to support the hosting of sport events when it is safe to do so.
- As restrictions lift, we anticipate that smaller regional or domestic sport events will return first, building confidence in safe event hosting and leading to the ability to re-establish or attract larger events.
- Funding has been provided to events to help those events that are planning a modified early return this summer.

## ESTIMATES NOTE

### 3. What is the typical return on investment from sport event hosting?

- Sport events provide an exceptional return on investment.
  - For major events such as the 2019 Skate Canada International in Kelowna, a \$100,000 to \$125,000 investment typically contributes \$5.2 million to \$7.7 million to a region's economy and \$2.9 million to \$4.1 million to the provinces GDP.
  - The BC Winter Games and BC Summer Games typically generate an economic impact of \$2 million.

### 4. What is the plan to support the sport sector and communities to attract events?

- We are collaborating with the sport and tourism sectors to identify prospective, confirmed and bid-ready events for 2022 to 2030. Once the rights are secured for these events, organizers will be encouraged to apply to existing sport hosting programs including Hosting BC and the Major Events Program for support of event preparation and hosting costs.
- B.C. sport tourism stakeholders have either secured the rights to host or expressed interest in bidding for events such as the:
  - 2021 LPGA Canadian Women's Open Golf Tournament (Vancouver)
  - 2023 World Junior/U23 Nordic Ski Championships (Whistler)
  - 2023 World Athletics Cross Country Championships (Victoria)
  - 2025 Tim Hortons Brier (Kelowna)
- Event proposals for major multi-sport games like the Commonwealth Games, Invictus Games or Olympic and Paralympic Games generated by interested communities are reviewed on a case by case basis and evaluated on the business case and stakeholder support.
- Multi-sport games hosting opportunities are also assessed on their potential economic, social and community benefits and the return on government's investment.

# ESTIMATES NOTE

## Safe Sport Overview

**Issue:** Actions to prevent and address maltreatment in sport.

### Key Messaging and Recommended Response:

Advice/Recommendations

# ESTIMATES NOTE

## KEY FACTS

### Background/Status:

- Reports have indicated that:
  - 1 in 5 athletes training at the national level have experienced psychological, physical, or sexual maltreatment, and,
  - Between 1998-2018, 222 amateur sport coaches across the country were convicted of sexual offences involving more than 600 victims under the age of 18.

### Federal-Provincial/Territorial Work

- At the February 2019 Federal-Provincial/Territorial (F-P/T) Ministers Conference for Sport, Physical Activity and Recreation, Ministers issued the Red Deer Declaration. The Declaration calls for a coordinated response to addressing and preventing harassment, abuse, and discrimination in sport.
- Part of this response is a Universal Code of Conduct for Maltreatment in Sport (UCCMS) – standards created by and for the national sport community which outlines common definitions, breaches, and sanctions.
- Sport Canada (which funded the UCCMS development) is mandating adoption of the UCCMS for federally funded sport organizations, beginning April 1, 2021.

Advice/Recommendations

## FINANCIAL IMPLICATIONS

### Budget/Expenditures:

The Ministry provided viaSport with \$250,000 in 2019/20 to help kickstart this work.

## ESTIMATES NOTE

### Questions and Answers:

#### 1) What supports are available for individuals if they are abused or witness an abuse?

- If people are in immediate danger of, are abused, or witness abuse or harassment, they should report the incident immediately. People can call 9-11, but there are also support lines and assistance set up for victims or witnesses to both report and get more information. These include:
  - B.C. Helpline for Children – a confidential toll-free phone line for children and youth wanting to talk to someone – is 310-1234 (no area code required).
  - VictimLinkBC is a toll-free, confidential, multilingual telephone and online service available across B.C. 24 hours a day, 7 days a week which provides information and referral services to all victims of crime and immediate crisis support to victims of family and sexual violence.
  - Resilience BC: Anti-Racism Network provides information about how to report incidences of racism and hate crimes if you are a victim or witness such incidences.
  - Sport Canada has also launched the Canadian Sport Helpline. This is a “listening and referral” service and will direct B.C. callers to assistance available in B.C.

Advice/Recommendations

# ESTIMATES NOTE

Advice/Recommendations

# ESTIMATES NOTE

Advice/Recommendations

## **5) Harassment, abuse, and racism have increased during the COVID-19 pandemic – how is the Ministry addressing these incidents in sport?**

- While the pandemic may have prevented people from taking part in many sports, it hasn't impacted our commitment to positive, inclusive, and accessible sport environments. Any form of harassment, abuse and racism is unacceptable.
- viaSport continues to work with sport organizations to address all types of maltreatment in sport and ensure sport remains a safe environment.
- Our government is committed to identifying and eliminating racism and hate, whether that be in sport or other parts of our communities.
- If people witness or experience racism or hate, we encourage them to report the incidents with the Resilience BC Anti-Racism Network. The Network also provides helpful resources and links to supports for victims.



## ESTIMATES NOTE

### Vulnerable Youth (Overview + Q&A)

**Issue:** Support for Vulnerable Youth to Participate in Sport.

#### Key Messaging and Recommended Response:

- **Our Government's priority is making life affordable for B.C. families.**
- **This is particularly important for those who have families that are living at or below the poverty line.**
- **For our Government, that means investing in programs like the After School Sport and Arts Initiative and KidSport.**
- **The After School Sport and Arts Initiative provides free after school sport and arts programs for children in Kindergarten to Grade 8:**
  - **Each year, over 10,000 students participate in 22 school districts across the Province.**
  - **Last school year, the program helped 2,000 Indigenous students and 800 students with disabilities to participate.**
- **KidSport provides grants for children to play a season of their favourite sport:**
  - **In 2020, 11 per cent of grant allocations supported Indigenous children and 8 per cent supported new Canadian children.**
- **Programs such as the After School Sport and Arts Initiative and KidSport help to ensure that children and youth can experience the power of sport and all the benefits it provides.**
- **From learning physical literacy skills to the high performance pathway, sport brings people together, builds social connections, creates belonging and provides opportunities for growth and development.**
- **I look forward to building on programs such as the After School Sport and Arts Initiative and KidSport to ensure sport is inclusive and accessible to everybody, in particular vulnerable children and youth.**

#### KEY FACTS

##### After School Sport and Arts Initiative (ASSAI):

- ASSAI supports the physical and mental health of youth, as well as reduces negative behaviours during unsupervised time after school.
- The ASSAI budget for 2021/22 is \$1.4 million.
  - Funding agreements are with the school districts who select schools to participate.

## ESTIMATES NOTE

- Youth facing barriers, including financial, geographical, cultural, behavioural, disabilities or transportation, are invited to participate in ASSAI by school staff.
- Each year, nearly 10,000 students participate across 22 school districts in over 50 rural, remote and urban communities.
- In 2019/20, ASSAI participants included:
  - 55 per cent girls/45 per cent boys;
  - 800 students with diverse abilities and disabilities; and
  - 2,000 self-identified as Indigenous.
- In 2019/20, ASSAI launched a pilot program for female high school students:
  - Three school districts (Prince George, Nanaimo and Kamloops) are participating.
  - The purpose of the pilot is to assess if quality after school sport and arts programs can increase participation rates of adolescent females, which is when a drop off in sports and arts participation tends to occur.
- From April to June 2020, COVID-19 had a severe impact on ASSAI programs, with vulnerable students disproportionately affected, including greater food insecurity and the sudden loss of free in-person programming with trusted adults.
  - School districts responded to the challenges brought forward by COVID-19:
    - 73 per cent of ASSAI school districts (17/22) pivoted to online programming;
    - Almost 700 online sessions were held for ASSAI participants (e.g. video calls);
    - More than 3,300 ASSAI participants took part in online programming; and
    - Almost 4,000 kits were distributed (e.g. art supplies, sport equipment, snacks).

### **KidSport BC:**

- The Ministry provides \$400,000 annually to KidSport BC.
- KidSport BC is a community-based program that provides grants (averaging close to \$250) for children 18 and under to participate in a sport season of their choice.
- COVID-19 impacted the number of grant requests in 2020 due to public health orders.
- In 2020, KidSport grant allocations supported:
  - 11 per cent (418) Indigenous children
  - just over 1.5 per cent (56) children with a disability
  - just under 8 per cent (283) new Canadians
  - 39 per cent girls; 60 per cent boys; 1 per cent non-binary
- In 2018/19, the Ministry provided a one-time \$2.5 million investment to support low income families.
  - COVID-19 has had a significant impact on fundraising initiatives for KidSport. As a result, a portion of the \$2.5 million will be used to support KidSport BC and the community chapters to ensure programs can operate at the same level through to 2022.
  - The remaining funding will be used to increase participation by children who are under-represented in sport, including children from low income families, Indigenous children, children and youth with disabilities, girls and newcomers to Canada.

## **FINANCIAL IMPLICATIONS**

### **Budget/Expenditures:**

- The 2021/22 allocation for the After School Sport and Arts Initiative is \$1.4 million.
- The 2021/22 allocation for the KidSport BC program is \$400,000.

## ESTIMATES NOTE

### Questions and Answers:

#### **1) Why isn't the After School Sport and Arts Initiative a province-wide program?**

- Participating school districts are selected through a Cross-Ministry Advisory Committee representing Education, Health, Justice, Children and Family Development and Indigenous Relations and Reconciliation.
- The Committee considers a number of factors in selecting school districts including:
  - community vulnerability (e.g. Early Development Index, BC Stats Indicators of Risk);
  - regional representation; and
  - school district readiness to participate.
- The program started as a pilot in 2010 in five school districts and has now grown to 22 school districts.
- The Ministry takes a targeted approach to ensure that funding is provided to school districts with the highest level of need.

#### **2) It's been two years since the announcement of \$2.5 million for KidSport– what has been accomplished with that investment?**

- COVID-19 has had a significant impact on fundraising initiatives for KidSport Chapters.
  - As a result, a portion of the \$2.5 million is being used to support KidSport BC and the community chapters to ensure programs can maintain service levels through to 2022.
- We know families have been faced with economic hardships due to COVID-19. We want to ensure that all KidSport chapters have funding available so more children can participate in sport.
- The remaining funding will be used to increase participation by children who are often under-represented in sport, including children from lower-income families, Indigenous children, children and youth with disabilities, girls and newcomers to Canada.
  - Examples of projects funded thus far include:
    - Spirit Lacrosse – a partnership with the BC Lacrosse Association to offer free lacrosse programs in 14 Indigenous communities across the province.
    - Ultimate Spirit – a partnership with the BC Ultimate Association to provide ultimate programs to Indigenous youth

## ESTIMATES NOTE

in Indigenous schools or public schools with high Indigenous populations.

- Hazelton Hockey Initiative 'Grow the Game' – provides low cost or free hockey programs to Indigenous youth in Hazelton and surrounding areas.
- There are more exciting projects being finalized. I look forward to sharing them with you once they are ready.

## ESTIMATES NOTE

### Sport Sector: Support for Diversity, Inclusion and Equity in Sport

**Issue:** Reducing barriers to inclusivity in sport.

#### Key Messaging and Recommended Response:

- Equity, diversity and inclusion are key priorities for our government.
- That is why the Ministry's *Pathways to Sport* framework lays out a vision to make sport more accessible, inclusive, and safe for all British Columbians.
- By identifying the barriers and conditions that prevent under-represented groups from participating, and by educating our sector on how to create more inclusive environments, we can make sport more inclusive.
- The Ministry invests in a number of initiatives that support all British Columbians regardless of age, gender, language, culture, ability, or socio-economic status, including:
  - \$1.4 million annually to support the After School Sport and Arts Initiative which provides high quality sport, physical activity and arts opportunities at no cost and is designed specifically to address financial, cultural and transportation barriers.
  - \$1.4 million annually to the Indigenous Sport, Physical Activity & Recreation Council which helps Indigenous youth participate and excel in sport.
  - \$400,000 annually and a \$2.5 million one-time investment in KidSport made in 2019 to reduce financial barriers to children who want to get involved in sport – particularly those from Indigenous, new Canadians and disability population groups.
  - Close to \$1 million annually for the BC Sport Participation Program – a bilateral program with Sport Canada which provides funding to organizations for initiatives to increase participation of under-represented population groups.
- We also just launched the Delivering on Diversity Award. This is a new provincial sport sector award that is the first of its kind in Canada and part of the Province's commitment to diversity and inclusion.

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## KEY FACTS

- **Under-Represented Groups**

Groups that are less likely to participate in sport and physical activity include: Women and Girls, Persons with Disabilities, LGBTQI2S Community, Marginalized Youth, Indigenous People, Socio-economically Disadvantaged, Newcomers to Canada, Rural, Remote and Isolated Regions, and Older Adults.

- **Pathways to Sport Framework**

- Focuses on those who continue to be under-represented in sport, including people with disabilities, lower income families, Indigenous peoples, immigrants and new Canadians, 55+ adults, and girls, women and non-binary genders.
- The Framework sets targets to increase the number of girls, women, and gender diverse people in sport/ sport leadership, to ensure all genders are equitably represented, recognized, and served in all aspects of sport.

- **Delivering on Diversity Award**

- The Province launched the Delivering on Diversity Award as part of the 2020 Athlete of the Year Awards, to recognize provincial, disability or multi-sport organizations that have demonstrated a commitment to advancing accessibility and inclusion in sport.
- Due to the COVID-19 pandemic, the 2020 Sport BC's Athlete of the Year Awards were postponed. The winner, British Columbia Golf, was officially announced on March 25, 2021.

- **After School Sport and Arts Initiative (ASSAI)**

Nearly 10,000 students participated in ASSAI in 2019/20, of those students, 2,000 self-identified as Indigenous and 800 students had diverse abilities or a disability.

- **BC Sport Participation Program (BCSPP)**

Provides grants to provincial and community organizations for programs that help increase participation in sport, particularly for Indigenous, under-represented and/or marginalized populations (low income, new Canadians, females, disability and older adult populations).

- **Indigenous Sport, Physical Activity & Recreation Council (ISPARC)**

ISPARC works with the sport and health sectors to improve health outcomes of Indigenous people across British Columbia by supporting and encouraging physically active communities and by expanding access to sport and recreation opportunities.

- **KidSport BC**

- KidSport BC is a community-based program that provides grants (averaging close to \$250) for children 18 and under to participate in a sport season of their choice.
- Provincial funding helps KidSport BC reduce financial barriers for kids and reach more kids. Since 2011, KidSport BC has seen a 42 per cent increase in the number of children assisted annually.

## FINANCIAL IMPLICATIONS

- N/A

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### Sector Response to TRC / UNDRIP

**Issue:** Actions being taken by the sport sector to implement UNDRIP and TRC Calls to Action.

#### Key Messaging and Recommended Response:

- **Our Government is committed to responding to the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) and the Calls to Action of the Truth and Reconciliation Commission (TRC) of Canada.**
- **My ministry continues to make significant progress to implement UNDRIP and the Calls to Action related to sport.**
- **This work includes:**
  - **Our \$1.4 million annual investment in ISPARC to support their Indigenous Sport, Physical Activity and Recreation Strategy.**
  - **Continuing our commitment to support B.C. athletes at the North American Indigenous Games.**
  - **Recognizing and honouring Indigenous excellence in sport through the annual Premier's Awards for Indigenous Youth Excellence in Sport delivered by ISPARC.**
  - **Piloting new Indigenous sport opportunities at the BC Summer and Winter Games and an Indigenous Box Lacrosse team at the 2022 Canada Summer Games.**
- **Due to the impacts of COVID-19, sport development in many Indigenous communities has been impacted over the last year.**
  - **I know that ISPARC is ready to help play an important role in facilitating recovery in these communities as sport gradually resumes.**

# ESTIMATES NOTE

## KEY FACTS

### Background/Status:

- Calls to Action of the TRC and UNDRIP related to sport include:
  - Sharing the story and history of Indigenous sport.
  - Ensuring long term Indigenous athlete development and growth including supporting Indigenous youth to participate in the North American Indigenous Games.
  - Reducing barriers to sport participation and promoting sport that is inclusive of Indigenous peoples.
  - Ensuring that sport initiatives are inclusive of Indigenous peoples.
  - Ensuring that local Indigenous peoples' territorial protocols are respected by officials of international sporting events in British Columbia.

### Implementation of UNDRIP and TRC Calls to Action

- The Ministry is continuing work to implement actions related to the TRC Calls to Action and UNDRIP. Examples of the work include:
  - \$1.4 million annual investment in the Indigenous Sport, Physical Activity and Recreation Council (ISPARC) to implement the Indigenous Sport, Physical Activity and Recreation Strategy.
    - ISPARC's programming reaches about 25,000 Indigenous people each year.
  - In 2018/19, the Province provided \$1.46 million in additional funding to support Team BC's participation in the 2020 North American Indigenous Games.
    - The Games have since been postponed to 2023, but the commitment to support Team BC remains the same.
  - Piloting new Indigenous sport opportunities at the BC Summer and Winter Games, including Archery and Cross-Country Skiing at the 2020 BC Winter Games in Fort St. John.
  - For the 2020 Summer Games in Maple Ridge, Indigenous partnerships were formed in the sports of Box Lacrosse, Canoe/Kayak, Golf and Boys Softball.
    - The 2020 Games were cancelled, and the BC Games Society intends to work with ISPARC and the provincial sport organizations to include these sports in the 2022 BC Summer Games.
  - Through a BC Games, ISPARC and BC Lacrosse partnership, the Ministry is supporting Indigenous athletes to compete in Box Lacrosse at the 2022 Canada Summer Games.

### KidSport BC Investment

- In 2018/19 the Province provided KidSport with \$2.5 million in one-time funding to be distributed over three years.
  - One of the intended outcomes of this investment is to help remove financial barriers for Indigenous children and youth who cannot afford to register in a season of organized sport.

## FINANCIAL IMPLICATIONS

### Budget/Expenditures:

- TACS 2021/22 allocation to ISPARC is \$1.4 million.