

TOURISM ARTS AND CULTURE:

- 1) ^{s.13} Daylight Savings
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- 5) Merritt Tourism Centre
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- 14) Arts Main Message
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UPDATED: November 29th, 2017

Daylight Savings

Highlights:

- The Premier has asked British Columbians to send emails to the Premier's office if they want to weigh in on whether British Columbia should scrap Daylight Savings Time.

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BC Liberals on BC Liberal Government

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MANDATE LETTER:

- Champion tourism as a job creator throughout British Columbia and work to expand tourism-marketing efforts internationally.
- Work with the Minister of Jobs, Trade, and Technology to ensure that British Columbia's tourism sector is represented on trade missions.
- Double the Province's investment in the B.C. Arts Council over four years.
- Increase investments in Creative B.C. over four years.
- Establish an arts infrastructure fund to help provide space for B.C. artists.
- Ensure that B.C. film and TV makers get their fair share of federal investments from Telefilm, and other federal government programs.
- Work with the Minister of Finance to expand B.C.'s film labour tax credit to include B.C. writers.
- Work with the Minister of Municipal Affairs and Housing to develop a community capital infrastructure fund to upgrade and build sports facilities, playgrounds, local community centres, and arts and culture spaces.

Wildfires and Tourism

- FOR TV

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Wildfires and Tourism

Background:

- Forest fires throughout Interior British Columbia have forced the evacuations of thousands and the destruction of hundreds of buildings.
- A provincial state of emergency was declared on July 7, 2017, and extended four times over the nine weeks that followed.
- The provincial State of Emergency was lifted at midnight on Friday, September 15.
- Tourism operators have been heavily impacted, seeing up to 47 per cent of businesses seeing interruption in the Thompson-Okanagan region, and 32 per cent expecting losses in the Kootenay-Rockies region. (The Star, August 30)

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Destination BC: Wildfire Response

This year British Columbia endured some of the worst wildfires on record. During the height of the fires, the safety of our residents, businesses and visitors alike was always our primary concern. Destination BC (DBC) took immediate action by developing a communications and marketing plan to help protect visitors and tourism in BC. Unfortunately, as the fires raged on, we saw an increase in trip cancellations—mostly by British Columbians and Albertans. This affected many tourism operators during what is traditionally their busiest season.

In the early stages of the wildfires, we helped keep travellers safe by advising them to “Know Before You Go”—supplying web-based information on the fires, roads, and back-country closures. We also provided industry with emergency planning guides and resources, and provided regular updates for a variety of media outlets (over 100 members of the media). We later launched marketing in short-haul markets to support those areas being indirectly impacted. Now that the fires are over, we are encouraging people to visit and we are showcasing the stories of our industry.

Through our annual Explore BC campaign, DBC has taken action to counteract losses to tourism due to the unprecedented scale, duration and impact of the wildfires on travel within the province. By adjusting programs and redirecting savings, we increased our budget with a focus on promoting recovery efforts in the affected areas of the Cariboo Chilcotin Coast, as well as other impacted areas in the Thompson Okanagan and Kootenay Rockies. DBC will continue to collaborate with partners to support maximum alignment and amplify efforts. The primary audience for this marketing will be travellers from BC and Alberta, with a secondary focus on travellers from Washington State. Phase 1 of the recovery efforts started November 14 and extend until mid-December. Phase 1 tactics include paid search advertising (in BC, Alberta & Washington), print advertising (in BC and Alberta), e-mail, and paid social advertising (BC only). The focus will be on inspiring immediate winter travel, as well as generating awareness and inspiring bookings for 2018. Phase 2 of the recovery efforts are still being planned but will run January through to March 2018.

A high-level creative concept showcasing the “Spirit of BC” has been developed to evoke emotion and drive urgency to travel to the areas most impacted by BC’s wildfires. It relies on integrating the authentic voice of impacted communities and individual tourism business operators into the creative. Within BC, we will also showcase travel deals, and festivals and events to help convert sales, targeting those who are closer to destinations and more likely to travel in the fall shoulder season.

For more information, please contact:

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Wildfires and Tourism

Background:

- Forest fires throughout Interior British Columbia this summer forced the evacuations of thousands and the destruction of hundreds of buildings.
- The provincial State of Emergency that began on July 7 was lifted at midnight on Friday, September 15.
- Tourism operators have been heavily impacted.
- The Cariboo Chilcotin Tourism Association has commented on how its members were affected in the first five weeks of the fires.
- CEO Amy Thacker says “We’ve heard a range of revenue lost from down 15 per cent to down 85 per cent”.
- On November 22, it was reported that the federal government will contribute \$100m to support BC's tourism recovery.

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Background:

- The Province has provided \$1.1 million to support tourism in areas affected by the wildfires.
- Specifically, the ministry provided a total of \$600,000 to the Cariboo Chilcotin Coast, the Thompson Okanagan, and Kootenay Rockies Tourism associations to help mitigate tourism-related losses caused by the fires and to support the tourism recovery needs.
- Destination BC has also reallocated \$500,000 in marketing to support areas affected, for a total of \$1.1 million.

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Grizzly Hunt Tourism

Highlights:

- The government has followed through on a platform commitment to end the Grizzly Bear trophy hunt province-wide, and the hunting of all grizzlies in the Great Bear rainforest.
- The change comes into effect November 30.
- Andrew Weaver has criticised the ban, suggesting it isn't a true ban because hunting for meat will continue.
- The BC Liberal opposition has questioned Minister Beare during estimates about whether the government consulted with tourism operators and guide outfitters before making the decision.

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Quotes:

- “We’re glad the senseless killing of grizzly bears is coming to an end. Now this at-risk species has a better chance to recover.” Joe Foy, Wilderness Committee. (Aug. 14, 2017)

Background:

- Effective Nov. 30, 2017, the British Columbia government will end grizzly bear trophy hunting throughout the province and stop all hunting of grizzlies in the Great Bear Rainforest.
- There are an estimated 15,000 grizzly bears in British Columbia.
- Each year, approximately 250 are taken by hunters.
- While the trophy hunt will end, hunting for meat will be allowed to continue.
- During the fall months, government has been engaging with First Nations and stakeholder groups to determine next steps and mechanisms as B.C. moves toward ending the trophy hunt.
- Additionally, government will be moving forward with a broader consultation process on a renewed wildlife management strategy for the province.

Grizzly bear hunting vs grizzly bear viewing

- Grizzly bear viewing operations provide good-paying jobs for rural British Columbians and make a provincial economic contribution of over \$15 million.
- As recommended by the Auditor General, the ministries of Environment and Forests, Lands, Natural Resource Operations and Rural Development are working with the Commercial Bear Viewing Association of B.C. to develop clear policies for bear viewing operations.
- The economic benefits and jobs from bear viewing, based on numbers provided by the sector exceed bear hunting revenue. Bear viewing, like bear hunting, happens in rural areas and supports rural jobs. One of the most vocal bear viewing advocates has a bear viewing operation in the Kootenays.

Hunting and Fishing in general

- Are both important economic drivers. The Freshwater Fisheries Society Economic report (2013) estimates approximately 957 million dollars is contributed to the economy through direct and indirect spending. For hunting, the estimate is approximately \$330 million from both resident and non-resident hunters.

Trophy hunt

- When an animal is hunted and the only retrieval requirement is the hide and/or skull.

Other:

- Grizzly bear hunting contributes an estimated \$6 to \$7.6 million to the provincial economy.
- Grizzly bear viewing in the Great Bear Rainforest alone contributes at estimated \$15 million.

Note: although viewing primarily occurs in the GBR, it does occur in other areas, such as the Kootenays and some guides offer viewing opportunity outside of hunts, but we don't have it quantified for the full province.

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Merritt Tourism Centre Closure

Highlights:

- The B.C. Visitor Centre at the end of the Okanagan Connector in Merritt will be closing on January 12, 2017.
- The Centre sits at the junction of the Coquihalla highway and the Okanagan Connector at exit 286 near Merritt.
- A new provincial rest area is being constructed at the Loon Lake interchange between Merritt and Kelowna.
- It falls under Ministry of Transportation/Infrastructure and is expected to open by the end of the year.
- In 2013/14, an extensive and thorough program review was conducted of the British Columbia Visitor Centre (BCVC) program to inform Destination BC's (DBC) new strategic direction for visitor servicing.
- There is also a VC in the City of Merritt which is 3Km away as well as the Hope, Kamloops and Okanagan Connector.

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MERRITT VISITOR CENTRE

Ministry responsible:

TAC/DBC (Visitor Services)

FLNR (Crown Land) – suggest Minister directs questions regarding the land to Minister of Forests, Lands, Natural Resource Operations and Rural Development as appropriate.

CITZ (Facility) – suggest Minister directs questions about the building to Minister of Citizen Services as appropriate.

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Question: Why is DBC closing the provincial visitor centre in Merritt?

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Question: What is FLNR's role in the Visitor Centre? Why are they the lead on the transition?

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Merritt Visitor Centre Closure

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Lion's Gate Bridge

Highlights:

- On Monday, November 27, the BC Liberal opposition asked about the government's decision not to approve a request by Legendworthy Quest Inc., a private tourism company, to use the Lion's Gate bridge for a for-profit bridge climb attraction.
- A letter sent from the Transportation Ministry to the company had rejected its proposal.
- The BC Liberals suggested the wording "the Ministry has decided not to pursue the commercialization of any public structures with any vendor." meant that this was a broad policy direction that would affect the film industry.

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Background:

- Legendworthy Quest Inc., a private tourism company, approached the Transportation ministry in 2015 about a proposal to run a bridge climb tourist attraction on the Lions Gate Bridge. The ministry asked the company to do some technical work to demonstrate that his proposal could work, as well as to engage stakeholders to see if they would support the proposal.
- In 2016, the ministry validated the technical and safety aspects of the company's proposal and began to work with the company, as the Port and Vancouver Park Board will not approve the company's access until he gets approval from the ministry.
- In late 2016, the company requested a direct award to begin offering the service. Legal services, however, recommends the province issue a Notice of Intent to follow proper procurement policy and to reduce the province's liabilities and risk.
- In 2017, the ministry posted a Notice of Intent on BC bid to notify interested parties that the government was considering entering into an agreement with Legendworthy Quest to operate an adventure tourism business involving the Lions Gate Bridge. This proposal and posting garnered significant media attention at the time, as the proponent proactively went to media to advertise he'd have the service in place by Canada Day, 2017.
- Following the posting of the Notice of Intent, other vendors put forward a valid proposal after the ministry posted a Notice of Intent on BC Bid.
- After review and discussion, the ministry has decided not to pursue the commercialization of any public transportation structures for this type of venture.

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AirBnB tax proposal

Highlights:

- Airbnb has released a letter offering to enter into a Voluntary Collection Agreement to collect and remit the Municipal and Regional District Tax (MRDT) on behalf of its hosts in BC.

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Confidential Issues Note - ADVICE TO MINISTER

Ministry of Indigenous Relations and Reconciliation Date: Oct 19, 2017 Minister Responsible: Hon. Scott Fraser	Tsilhqot'in: Xeni Gwet'in letter to tourism operators
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RECOMMENDED RESPONSE:

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KEY FACTS:

- In September 2017, tourism operators raised concerns about perceived interference with their business by Xeni Gwet'in First Nation, with increased tension between the First Nation and tourism operators in the Cariboo-Chilcotin.
- The Upper Fraser Fisheries Conservation Alliance canceled a booking for 29 people at Chilko Lodge after they allegedly received a call from Xeni Gwet'in saying that the lodge was operating without a permit and the Alliance could not meet there.
- A representative of ROAM adventures has also exchanged emails with a Xeni Gwet'in member expressing frustration at the closure of Gwadats'ih campground from Sept. 21, 2017 and its impact on activities on river and kayak operations and on activities at neighbouring lodges.
- The Province and the TNG had signed bridging agreements that provide interim Tsilhqot'in consent for guided angling, guide outfitters and provincial parks (among others) to continue within the Title Area, although some of these agreements expired March 31, 2017. Agreements on trapping and recreation sites were re-signed. Agreements related to guide-outfitters and ranchers (grazing) remain current. Guide-outfitters expires March 31, 2019 and Ranchers expires Dec. 31, 2019. The agreements on provincial parks and angling were renegotiated, but not signed and as of September 2017, TNG has said that as the season is almost over, they will not sign the outstanding 2017 agreements. The agreements will have to be renegotiated in 2018 and early indications are that consent may not be provided for all

Confidential Issues Note - ADVICE TO MINISTER

current/prior operators in the area. A new bridging agreement related to the Land Act was also negotiated, but not signed.

RECENT DISCUSSIONS:

- Sept. 22, 2017 the minister of Forest, Lands and Natural Resource Operations was briefed internally by staff on the tourism operator concerns.
- Oct. 2, 2017, Pat Corbett, former chair of the Cariboo Chilcotin Coast Tourism Association coordinated a meeting with the Association, tourism operators, and INAC representatives. FNLRO staff attended on behalf of the Province.
- Oct. 17, 2017, MIRR chief negotiator attended a meeting with Xeni Gwet'in Chief and Council. Their concerns re tourism operator activities was discussed, including a list of tourism operator 'infractions' on title land, such as ATV rides on title land and operators sending guests into parks closed by B.C. Parks and Xeni Gwet'in.
- MIRR's chief negotiator also talked to Keith Henry (Aboriginal Tourism of Canada) recently (date not specified) on how the issue could be moved forward.

BACKGROUND:

- In January 2017, Xeni Gwet'in chief and council – as part of the Tsilhqot'in Nation – sent letters to eight tourism operators near or within the vicinity of the Declared Title Area, advising the businesses they were possibly operating and/or advertising activities that did not have the proper authorization from the Xeni Gwet'in First Nation government. The concern seemed to center on bear viewing. As a result of these letters four property owners holding 33 property folios appealed their property tax assessment. The Property Assessment Review Panel ruled that all 220 properties on TNG Aboriginal title land should have their assessed value reduced by 80% (whether or not the property owner had appealed). BC Assessment is appealing the reductions.
- The Aboriginal Title Area (ATL) encompasses a number of privately owned properties and lands submerged by water that are excluded from the declaration of title. Sections of two provincial parks are also partially within the Title Area.
- Some of the operators who received letters have stated they are not offering outings into the title area and are providing accommodation only. However, they may be offering accommodation to other tourism companies that may be offering tours in the title area (such as grizzly bear photography on Chilko River).
- ROAM Adventures Inc. tourism business said they met with chief and council on several occasions and understood there was no opposition to the current activities. It is unclear whether these meetings took place with the Xeni Gwet'in, the TNG, or both.
- Xeni Gwet'in First Nation may be objecting to bear viewing/photography excursions, concluding that the Xeni have the authority to require a licence or tenure. The Province does not regulate these activities unless within a provincial park or as a component of another regulated activity, such as guided hunting or angling, or as a use of provincial Crown land.
- The declaration of Aboriginal title includes the right to decide how the land will be used, the right of enjoyment and occupancy of the land, the right to possess the land, the right to the economic benefits of the land, and the right to proactively use and manage the land. The Xeni could likely pursue a claim in either trespass or nuisance if members of the public enter onto the title lands directly without their permission. At present, however, the Xeni's legal authority is grounded in the common law and they do not have legislative authority supported by the provincial or federal government under which they can regulate the activities of members of the public. **(Note: JAG is finalizing legal advice around these points, so this advice may change.)**

Confidential Issues Note - ADVICE TO MINISTER

- The operator of ROAM Adventures Inc. has said if he can't continue to operate, he expects the provincial or federal government to provide financial compensation to him and other affected tourism operators.
- ROAM Adventures Inc. has asked several questions of TNG to clarify public access to roadways, lakes and rivers, and ability to view and photograph wildlife, most notably grizzly bears.

NENQAY DENI ACCORD:

- On June 26, 2014, the Supreme Court of Canada awarded a declaration of Aboriginal title to the Tsilhqot'in Nation for 1,700 square kilometres in the Nemiah Valley, west of Williams Lake.
- The Nenqay Deni Accord was signed Feb. 12, 2016, to further reconciliation between B.C. and TNG.

Media: There has been some coverage by major media on this issue.

Communications Contact: Sharon Pocock

Program Area Contact: Mike Gash

File Created: Jan. 9, 2017

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Legacy Initiatives Council

Highlights:

- Premier John Horgan, when asked at the Oct 20 Chinese media press conference why no LIAC meetings had been held since the NDP government came to power, said: "We're going to carry on with the work started by the previous government on the Chinese apology and the protection of Chinese history. As well, the LIAC will be kept and this will not change."
- A Ming Pao news story suggests the Ministry of Tourism, Arts and Culture plans to retire the council once its work is finished.
- MLA Teresa Wat is criticising this, saying the work of the LIAC should continue.

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Background:

- The Legacy Initiatives Advisory Council was established in October 2014 to advise government on implementation of the legacy projects and to engage the Chinese Canadian community.
- Member appointments were extended to December 31, 2017 in order to complete the legacy projects. There are 22 members.
- There are three projects that have not been fully completed. The rest have been completed.
- The three projects to be completed are:
 - A full colour Celebration Book which profiles the contributions of notable British Columbians will be launched in 2018
 - Monuments in Yale and Lytton will be unveiled in 2018. (A Victoria monument was unveiled in September 2017)
 - A larger commemorative monument in Vancouver's Chinatown will be designed and established in the near future.

ADVICE TO MINISTER

**CONFIDENTIAL
ISSUES NOTE**

Ministry Tourism, Arts and Culture

Updated: September 8, 2017

Minister Responsible: Hon. Lisa Beare

Chinese Celebration Book

ADVICE AND RECOMMENDED RESPONSE:

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ADVICE TO MINISTER

**CONFIDENTIAL
ISSUES NOTE**

Ministry Tourism, Arts and Culture

Date: September 8, 2017

Minister Responsible: Hon. Lisa Beare

Chinese Historic Wrongs Apology

ADVICE AND RECOMMENDED RESPONSE:

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QUESTIONS AND ANSWERS

Commemorative Monuments Legacy Project Victoria

September 7, 2017

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MRDT

3% Applications

Vernon:

- The City of Vernon is the designated recipient of MRDT funds.
- Vernon has participated in the MRDT program since 2010.
- In 2016/17, Vernon received \$649,379 at a 2% MRDT rate for tourism marketing, programs and projects.
- Vernon is applying for a 3% MRDT, effective one full month post Cabinet approval as existing MRDT communities are required to give one months' notice to accommodation providers.

Cranbrook:

- Cranbrook & Region Tourism Society is the organization that will receive MRDT funds
- Their application is new; they have not received MRDT funds in the past.
- Cranbrook is applying for a 3% MRDT, effective three full months post Cabinet approval as new MRDT communities are required to give three months' notice to accommodation providers
- Application has been held up due to interregnum period.
- Cranbrook has been in contact with government staff several times and is eager to have the MRDT implemented.

2% Applications pending

- Township of Langley
- City of Langley
- Osoyoos

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Tourism Minister's Activities

Highlights:

- The Minister of Tourism, Arts and Culture has had questions directed to her in estimates and Question Period related to advocating for tourism companies and operators.

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Ministry of Tourism, Arts and Culture

List of Accomplishments

TOURISM

Meeting with Tourism Industry Association

- I met with the CEO Walt Judas for an introductory review of the association and their work with Tourism with the Province of British Columbia.

Wildfire Support for Thompson-Okanagan & Kootenay Rockies Tourism Associations

- I worked with the Deputy Minister of Tourism, Arts & Culture to establish funding to help with tourism-related impacts from the B.C. wildfires for the Thompson-Okanagan and Kootenay Rockies Tourism Associations.
- Each association will receive \$200 000 each to support the tourism recovery needs in the regions and they will work in close collaboration Destination BC to market their individual recovery plans.

Cariboo Chilcotin Tourism & 2017 BC Wildfires

- I travelled to the Cariboo region to gain firsthand knowledge of how the wildfires had affected the people and the tourism industry within the Cariboo-Chilcotin and to announce up to \$200,000 in funding towards the Cariboo Chilcotin Coast Tourism Association to help mitigate tourism related losses impacted by the wildfires.
- It was important to me to connect with the impacted tourism operators and business owners to better understand how their lives and their livelihoods have been affected and to assure them that our government is working on implementing a strong recovery strategy, so we can move forward together.
- I stood on the land where Lee's Corner Store in Hanceville once existed before it was burned to the ground by the wildfires. I met with staff at the South Cariboo Visitor Centre and listened to their stories. I learned first-hand of the impact on the tourism sector in the region.
- I am thankful for the time I spent with the hardworking & resilient tourism operators and business owners in the Cariboo Chilcotin and I will incorporate their insights in my work as Minister of Tourism, Arts & Culture.
- Our colleagues at Destination BC have been working very closely with tourism businesses, associations and the travel trade around BC, across the country and overseas and their consumer marketing efforts are continuing to promote the entire province, adapting to the needs of each region and community.

- The FPT meeting also included the opportunity to meet representatives of the five national Indigenous organizations, including presentations of interest to B.C. on the importance of Indigenous languages in Canada.

CREATIVE BC

Creative BC Open House

- I attended the new office opening of Creative BC in Vancouver on September 15th with Assistant Deputy Minister, Claire Avison. I had the pleasure of attending Creative BC's Industry Association Roundtable meeting where I learned more about the industry so we can get to work on creating an even stronger creative industry in British Columbia.

Meeting with Prem Gill, CEO of Creative BC

- I spent an afternoon with Creative BC and sat down with Chief Executive Officer, Prem Gill, to engage in conversation about British Columbia's diverse creative sector that includes motion picture, music and sound recording, interactive and digital media, and magazine and book publishing.
- The meeting wrapped up with a visit to Deluxe/Encore which is a post-production visual effects facility that provides post production services to top television series.

ABORIGINAL TOURISM BC

- In the days ahead, I will be meeting with our stakeholders at Aboriginal Tourism BC where I will bring forward our government's commitment to growing and promoting a sustainable, culturally rich Aboriginal tourism industry.

B.C. Cabinet-First Nations Leaders' Gathering

- I will be attending over 11 meetings at the fourth annual gathering of Cabinet Ministers, Deputy Ministers, Chiefs and leaders/councillors from 203 First Nations communities on Sept 6th and 7th.
- The key communications themes for the meeting will focus on reconciliation and respect - building a true government-to-government relationship, and partnership, listening and working collaboratively with First Nations people from the start

TOURISM, ARTS AND CULTURE PROCLAMATIONS

Since July 18th when the Minister Lisa Beare was sworn in as new cabinet Minister for Tourism, Arts and Culture, the following proclamations have been approved:

- **George Ryga Week** – (August 30 to September 3) celebrates the legacy of George Ryga, who lived in Summerland and was a prominent figure in the history of Canadian theatre, literature and culture and the author of many novels, songs and works for radio, film, television and stage, as well as being an advocate for social justice for marginalized people.
- **KidSport BC Week** – (September 9 to 16, 2017) this acknowledges the important work Kidsport BC and its 42 community chapters do to provide a season of play for children whose families face financial barriers to participate in sport.
- **Square and Round Dance Awareness Week** – (September 17 to 23, 2017) promotes square dancing as a great experience, benefitting their physical, mental and social health.
- **British Columbia Coaches Week** – (September 23 to 30, 2017) to honour and show support for B.C.'s competent, certified and hardworking coaches.
- **BC Culture Days** – (September 29 – October 1) the province supports this Canada-wide volunteer movement to raise the awareness, accessibility, participation and engagement in the arts and cultural life of all B.C. communities.

TOURISM INDUSTRY EVENTS IN SEPTEMBER

Event: Destination BC Tourism Marketing Committee

Dates & Location: September 7, location TBD

Background: Tourism Marketing Committee (TMC) evening event may provide an opportunity for MLB to meet TMC members (20) and key DBC personnel.

Website: <http://www.destinationbc.ca/About-Us/Board-of-Directors.aspx>

Event: National Western Region – Mine Rescue Competition

Dates & Location: September 7-9, Fernie

Background: Through the RMI, Fernie provides funding to the Mine Rescue Competition through its Festivals and Event Development project.

Website: <http://www.fernie.ca/EN/main/residents/events/special-events/national-western-region-mine-rescue-competition-eleventh-biennial.html>

Event: RBC GranFondo Whistler

Dates & Location: September 9, Whistler

Background: Through the RMI, Whistler provides funding to the RBC GranFondo event through its Festivals, Events and Animation Program.

Website: <https://www.whistler.com/events/granfondo/>

Background: Each year, the RCC holds a reception at UBCM to express appreciation to the Minister for program funding and provide an update on project progress from the last year. An official invitation to MLB is expected. Logistical details are to be determined.

Website: <http://www.ubcm.ca/EN/main/convention/convention-information.html>

Event: DBC All Sectors Meeting

Date & Location: September 26-27, Richmond

Background: Possible MLB speaking role and/or evening reception on September 26th, opportunity to meet stakeholders (60). Annual meeting organized and hosted by DBC where provincial marketing sectors meet to present marketing plans and discuss partnership opportunities with DBC/Regions.

Website: <http://www.tvconference.ca/>

Event: Heli-Cat Canada Fall Meeting

Date & Location: September 27-28, Sun Peaks

Background: Forum to discuss key issues facing the BC ski sector including a panel discussion to highlight the importance of cooperating effectively with First Nations (moderated by Aboriginal Tourism BC).

Keynote address will focus on government relations in British Columbia.

Website: <http://www.helicat.org/annual-general-meeting-fall/>

Event: Canada West Ski Areas Association B.C. – Yukon Division Fall Meeting

Dates & Location: September 28 -29, Sun Peaks

Website: <https://cwsaa.org/calendar/2017-bc-yukon/>

Event: 7th Karate-do Goji-kai Global Championship

Dates & Location: September 28 – October 1, Richmond

Background: This event is recommended to receive Tourism Events Program funding pending DM decision.

Website: <http://gojukai-canada.com/global/>

Event: Destination Development Meetings

Background: Destination Development is a priority program and part of DBC's Corporate strategy. The program is halfway through initial implementation in developing a Provincial Strategy that will create a roadmap for tourism development and improved return-on-investment for government investments in tourism assets. Possible speaking opportunity for MLB and an opportunity to meet stakeholders (approx. 30-50 at each session). Alternatively MLB may wish to provide a video message that could be played at the start of the planning sessions.

Dates & Locations:

Interlakes – September 12, 2017

Gold Rush Trail – September 13 & 14, 2017

Columbia Valley – September 18, 2017

Okanagan Valley – Date TBD, third week of September

Sea to Sky – September 21 or 22, 2017

Creative Sectors Events in September

Event: Rifflandia

Accomplishments

Background:

- BC's NDP government was sworn in on July 18, 2017.
- This is a list of accomplishments achieved since that time.

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ADVICE TO MINISTER

CONFIDENTIAL ISSUES NOTE

Ministry Tourism, Arts and Culture

Date: Nov. 7, 2017

Minister Responsible: Hon. Lisa Beare

Vancouver Art Gallery Funding Request for New Building Project

ADVICE AND RECOMMENDED RESPONSE:

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KEY FACTS REGARDING THE ISSUE:

There is a pending government decision regarding the Vancouver Art Gallery's (VAG) request for an additional \$50M in funding for its \$300M new building project (Transformation project). The cabinet is expected to consider the issue in early November. There are indications that the government will turn down this additional request, due to other priorities.

It is expected that media coverage on this decision will be extensive. The Gallery has mounted a considerable campaign for support over more than a decade. There is substantial public support for the Vancouver Art Gallery new building project in Vancouver.

Critics may suggest this decision displays a lack of support for both tourism and the arts, as the VAG is a popular tourist draw. (Pls see VAG's Transformation document for details of expected economic benefits of new building project.) As well, MLAs in Metro Vancouver region may face criticism from constituents who support the project.

The Province's decision may affect VAG's ability to meet City of Vancouver's Dec. 31, 2018 fundraising deadline and may also affect the gallery's ability to leverage \$100 million in funding that it has requested from the Government of Canada.

VAG has high expectations that additional funding will be forthcoming based on communications provided by previous Government.

VAG does not appear to have any back up plans if this additional funding, with a federal contribution, is not provided.

The original \$50 million contribution from the Province in 2008, to support a new or refurbished site, has been held in a special building fund specifically for the purposes of constructing a new art gallery.

History:

VAG Director Kathleen Bartels and the VAG board propose to build an iconic \$300-million art gallery at 688 Cambie Street, a two-acre site. At about 300,000 square feet, the proposed new facility would more than double the space of the current facility.

In April 2013, Vancouver City Council voted unanimously to grant the VAG a 99-year lease at 688 Cambie Street, with a number of conditions.

The conditions include:

- The VAG would have to raise \$100 million in federal government funding and an additional \$50 million in funding from the provincial government by 2015.
- The VAG would have to raise 75% of the construction budget before building begins.
- Demonstration of a clear operational strategy.
- Continued support for local artists.

On September 29, 2015, the VAG unveiled the conceptual design for the new gallery, marking the launch of the public phase of its capital campaign. At the same time, the VAG Board of Trustees announced that it would commit \$23M to the gallery.

Attached BACKGROUND: VAG case for support TRANSFORMATION document and media articles

PDF



VAG New Bldg Fed
Proposal.pdf



Articles_VAG
Funding.docx

Communications:	Rachel Nesbitt	250 387-0104	
Program:	Gillian Wood		
Approvals (Initials only)			
MO	Program	ADM	CD
	GW		CJ

Arts Budget Issues

Background:

- Minister Beare's mandate letter asks the Minister to make substantive progress to help the arts industry in BC.
- It says to double the Province's investment in the B.C. Arts Council over four years, increase investments in Creative B.C. over four years and establish an arts infrastructure fund to help provide space for B.C. artists.
- There is no new funding for these initiatives in this budget update.

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Tourism, Arts and Culture – Budget

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Arts Budget Issues

Issue: There is no new funding for the BC Arts Council and Creative BC in this budget.

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ADVICE TO MINISTER

CONFIDENTIAL

Ministry of Tourism, Arts and Culture

Date: November 16, 2017

Minister Responsible: Hon. Lisa Beare

Press Conference LA Mission

- It was great to have the opportunity to champion BC's film and television industry as the Minister of Tourism, Arts & Culture in Los Angeles.
- I'd like to note my warm appreciation to Canada's Consul General, James Villeneuve, Prem Gil and the Creative BC team as well as members of the BC Film, Television, and Creative industries for their part in this successful trade mission.
- My objectives for the mission were clear:
 - To reinforce our Government's support for B.C.'s film and television sector;
 - To promote BC's production industry to international stakeholders, investors and industry partners.
- Los Angeles is the capital of the global entertainment industry, and expansion in that market provides opportunities for growing jobs in our province.
- During our mission, I spoke with more than 100 key film and television industry executives to sell BC as a production and post-production location. Warner Brothers, Disney, 20th Century Fox, Netflix... these are just some of the major players in this industry that we spoke with about BC's keen interest in attracting their

productions.

- I discussed issues impacting B.C.'s competitive position in the global market, and got valuable feedback from our American partners.
- Our conversations were positive and supported investment that will lead to more good-paying jobs for British Columbians in this sector.

Global Motion Picture Industry Competitiveness

- Global competitiveness for motion picture business is increasing.
- We know that other provinces and countries are fighting hard to attract these same projects.
- So it's never been more important to keep the lines of communication with the industry strong – so we can increase investment in our province.

B.C.'s Motion Picture Industry in Our Economy

- The film and television sector is a key part of a sustainable economy that benefits the whole province – last year alone, it brought \$2.6 billion to our economy...
- ...And provided nearly 45-thousand direct and spin-off full-time equivalent jobs.

ADVICE TO MINISTER

- We have an international reputation as a film-friendly, full service production centre – and I'm committed to making it grow.

Conclusion

- This mission fostered new relationships and strengthened existing ones with British Columbia's key investment partners in film, television and digital media production.
- It lifted our competitiveness on the world stage.
- And, it very much confirmed that British Columbia is open for business and that we have the infrastructure to support a strong creative industry.
- Our government sees the sector as a key part of the economy.
- That's why I'll continue to work diligently on this important portfolio.
- The goal is to increase the economic vitality of B.C.'s motion picture industry, create jobs in all corners of the Province and generate continued investment.
- While on the mission, I also had the opportunity to speak with LA's deputy mayor about tourism and ways we could ensure that industry thrives on both sides of the border.
- I'm excited about what we achieved and looking forward to some good results for BC workers in both production and tourism.

Background / Facts:

- British Columbia has growing economic ties with California, particularly in the film and television sector.
- The major film studios, including Walt Disney Studios Motion Pictures, Paramount Pictures, Sony Pictures Entertainment, Twentieth Century Fox, Universal City Studios (NBC Universal), and Warner Bros Entertainment, invest significantly in B.C.'s economy.
 - Each studio is engaged in the production of long-running television series, major feature films, and blockbuster post-production, visual effects, and digital animation projects.
 - Budgeted motion picture production expenditures in B.C. reached an estimated \$2.6B in FY 2016-17, an all-time high for the industry; U.S.-based production was responsible for more than 85% (\$2.3B) of this total.
- Given these growing ties, many California visual effects and animation companies have expanded or relocated to B.C., including Digital Domain, Industrial Light and Magic (ILM), and Sony Picture Imageworks.

Objectives for the trip include:

1. Reinforce the new Government's support for B.C.'s film and television sector and meet with stakeholders including the Canadian Consulate, current and potential investors and industry partners.
2. Participate in the Motion Picture Association's (MPA) studio roundtable and meet with major U.S. studios including Warner Bros, Disney/Industrial Light and Magic, 20th Century Fox and Netflix to encourage open dialogue with industry investors and stakeholders on issues impacting B.C.'s competitive position in the global market.
3. Speak at the "*Friends of BC Reception*" as a special guest of the Consul General of Canada and the Motion Picture Production Industry Association (MPPIA).

Analysis:

- Minister Beare's visit is an ideal opportunity to cultivate and strengthen relationships with B.C.'s key investment partners in film, television and digital production; and build awareness of B.C.'s competitive advantage as a preferred investment destination.
- The visit will also showcase B.C.'s commitment to this sector, which contributed \$2.6 billion to the economy in 2016/17 and seek new business opportunities within the entire screen production pipeline (pre/post production; data storage and multi-user streaming services; music licensing; independent production and over-the-top cable).
- The mission itinerary includes a key meeting with Industrial Light and Magic at a critical juncture in their B.C. expansion.
 - The company has expressed concern over recent actions by the Canada Revenue Agency that could impede their growth in B.C. or lead to relocation out of the province.
 - Meetings have also been scheduled with Disney, Warner Bros, 20th Century Fox and Netflix, all of which have undertaken significant production in B.C.

Communications:	Sukhi Tomana	250-886-1221
Program:		
Approvals (initials only)		
MO	Program	ADM
		CD

Film Industry Support

Background:

- A Vancouver Sun article printed over the weekend “Tax Incentives Are Vital To B.C.'s Film Industry” calls for tax incentives to be protected and strengthened in BC.
- It asserted that Minister Beare has been silent on what she intends to do with the program.
- A previous Globe and Mail article highlighted the film industry tax credit and included comment from industry officials calling on NDP to keep tax incentives for film and TV.
- Minister Beare’s mandate letter includes a mandate to expand the tax credit to include writers.
- The industry is growing: statistics reveal budgeted spending for feature films, TV shows and other productions in the province climbed 35 per cent in 2016-17 from the previous year.

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Appendix 2: Speaking Notes

- The film and television sector provides thousands of British Columbians with good paying, sustainable jobs that benefit the whole province – bringing \$2.6 billion to our economy last year alone.
- We know, however, that it is a competitive industry. Other provinces and countries are fighting hard to attract these same productions.
- That's why it's important to meet with current and potential investors and industry partners, and hear first-hand their ideas and concerns.
- The trade mission gives me an opportunity to reinforce our competitive position, and to showcase B.C.'s commitment to this sector, so we can continue to grow the industry in B.C. and create even more jobs for British Columbians.

If asked about tax credit programs

- A you know, the Province has two labour based tax incentives that provide refundable tax credits to international film and television production corporations that have incurred eligible labour costs in BC.
- These tax credits act as key drivers of film and television production in the province and contribute to our ability to attract and sustain production in an increasingly competitive global market.

- As you know, the Province revisited its film and television tax credit programs not too long ago, and I was pleased to learn about the industry partnerships that allowed for an informed and smooth transition to our new program.
- I would like to assure you, there are no plans at this time to revisit our tax credit program, with the exception of adding new incentives to promote BC writers.
- I understand the role these credits play in your decision making, along with the other advantages British Columbia can offer, including our location, skilled crews and facilities.
- I would like you to know that have been advised that the predictability and transparency of our credit system is paramount in our operations with your company, and my administration will do its best to ensure that is maintained.

If asked about industry shortages related to studio space and availability of crew:

- As a full service production centre, British Columbia's studio infrastructure continues to grow. Creative BC has advised that B.C. now offers 2.5 million square feet of available studio space in 100 stages – this represents an increase of 150% over the last couple of years.

- Metro Vancouver has 8 purpose built studio facilities providing 50 sound stages totaling 1 million square feet. The biggest contribution to this increase is through conversion space (industrial warehouse spaces that have been adapted and made available for use in film and television production). There are now more than 1.5 million square feet of converted studio space adding over 50 stages to the market.
- The Former Pacific Press Building located in the City of Surrey was recently converted by Skydance Productions for the NEW Netflix series Altered Carbon. New stages have also been built and converted outside the zone in Langley (Martini Studios), Vernon (Okanagan Film Studios) and Eagle Creek Studios is in the completion stage of building a new purpose built studio facility in Kelowna, opening in January 2018. Vancouver Island North will have their first purpose-built studio located in Parksville, in 2018.
- In March 2017, the Province announced close to \$500,000 in funding to develop TV and film crew training programs in partnership with North Island College. The pilot film training initiative will increase access to local talent and crew and increase the capacity for productions to locate in regional centres outside of the Lower Mainland.
- The province has also recently provided funding to Creative BC to undertake a Labour Market Research Project to develop strategies to respond to critical labour shortages in the Motion Picture industry. This report will inform the development of a labour force strategy to deal with the significant skills and personnel challenges facing the sector.

If asked about the Film Commission

- The Film Commission at Creative BC works in consultation on a number of community relations issues that impact production across the province.
- Their work in collaboration with stakeholders across all levels of government, industry and community has been very effective in addressing industry's concerns and finding solutions to complicated issues.
- In their role as a first point of contact, the Film Commission has been very effective responding to stakeholder inquiries, addressing issues related to policy, and supporting physical production as they seek to sustain and strengthen BC's film-friendliness.
- I am pleased with the work of the Film Commission office to date and will be looking at options moving forward to better support them. The Province, in partnership with Creative BC, is focused on swift, successful resolution and long-term collaborative success.

2017/18 Estimates Note Advice to the Minister

Ministry: Ministry of Tourism, Arts and Culture
Minister Responsible: Hon. Lisa Beare

Title: Overview Creative Sector Tax Credits

Revised: September 21, 2017

Issue: Overview of Creative Sector Tax Credits

Response:

- Dedicated provincial tax incentives for film, television, digital animation, visual effects, post-production, book publishing and interactive digital media have significantly contributed to the growth and sustainability of B.C.'s creative economy.
- While the Ministry of Finance is the lead for all film, television, book publishing and interactive digital media tax credit programs, Creative BC administers the Film and Television tax credit programs (including DAVE) on behalf of the Province.

Motion Picture

- B.C. is one of the top centres for screen-production excellence in North America, with a long history of producing award winning feature films, television series, documentaries and commercials.
- Film and Television tax credits act as key drivers of film and television production in the province and contribute to the Province's ability to attract and sustain production in an increasingly competitive global market.
- The latest figures show that Creative BC approved 338 film and television tax credits with total B.C. budget expenditures estimated at \$2.6 billion in fiscal year 2016-17, compared to 297 tax credit certifications and \$1.9 billion in expenditures in 2015-16.
- The B.C. government supports the motion picture industry through an estimated \$494 million (2017-18) in film and television tax credits, which includes digital animation, post-production and visual effects (DAVE).

Interactive and Digital Media

- The digital media sector, which is a sub-sector of B.C.'s much larger technology sector, has experienced strong growth, with over 600 companies that generate an estimated \$2.3 billion in annual sales and employ more

2017/18 Estimates Note Advice to the Minister

Ministry: Ministry of Tourism, Arts and Culture
Minister Responsible: Hon. Lisa Beare

than 16,000 people in the province.

- The Interactive Digital Media Tax Credit (IDMTC) was launched in 2010 and is an important factor in stabilizing B.C.'s Interactive Entertainment sector and enabling growth despite strong international competition.
- In 2016/17, the Province spent an estimated \$45 million on the IDMTC. It is expected that the IDMTC expenditure will increase to \$59.3 million in 2017/18.

Book Publishing

- B.C. is home to Canada's second largest English language book and magazine publishing sector, outside of Ontario and B.C. publishers continue to achieve both commercial and critical success around the globe.
- The British Columbia Book Publishing Tax Credit (BPTC) was established in 2003 to improve the stability and competitiveness of book publishers owned by Canadians and operating primarily within British Columbia.
- Factored as a percentage of the funding received from the Department of Canadian Heritage's Canada Book Fund, the support has been widely credited as an efficient and effective instrument that has assisted the growth and stability of B.C.-based publishers.
- The Book Publishing tax credit was provided to 30 applicants for a total credit of \$2.9 million in 2015/16. (2016/17 data requested from MoF)

Background/Status:

- Dedicated provincial tax incentives for film, television, digital animation, visual effects, post-production, book publishing and interactive digital media have significantly contributed to the growth and sustainability of B.C.'s creative economy.
- While the Ministry of Finance is the lead for all film, television, book publishing and interactive digital media tax credit programs, Creative BC administers the Film and Television tax credit programs (including DAVE) on behalf of the Province.
- There are no dedicated tax incentives for the music sector however the Province established the BC Music Fund in February 2016, a \$15-million investment to support the growth of BC's music industry.

2017/18 Estimates Note Advice to the Minister

Ministry: Ministry of Tourism, Arts and Culture
Minister Responsible: Hon. Lisa Beare

Motion Picture Industry

- B.C. is one of the top centres for screen-production excellence in North America, with \$2.6 billion in production expenditures supporting approximately 42,000 jobs that make up a talented, highly experienced and knowledge-driven workforce.
- Over the last five years, British Columbia has grown to become one of the world's largest centres for visual effects and digital animation.
- The province is home to over 60 domestic and foreign owned visual effects and animation studios that generate a significant portion of the province's \$2.6 billion dollar film and TV production expenditures.

Overview Film and Television Tax Credits:

- The Province has two labour based tax incentives that provide refundable tax credits to Canadian or international film and television production corporations that have incurred eligible labour costs in British Columbia.
- These tax credits act as key drivers of film and television production in the province and contribute to the province's ability to attract and sustain production in an increasingly competitive global market.
- Both the Production Services Tax Credit (PSTC) for international productions and the Film Incentive BC (FIBC) for Canadian productions include four initiatives:
 - Basic;
 - Regional;
 - Distant Location; and
 - Digital Animation, Visual Effects and Post-Production (DAVE).
- PSTC (Production Services Tax Credit) provides refundable tax credits to Canadian or international film and television production corporations that have incurred eligible labour costs in B.C. The estimated PSTC tax credit cost for 2016/17 is \$486.7 million.
- FIBC (Film Incentive BC) provides refundable tax credits to Canadian-controlled production companies based on eligible B.C. labour costs. The estimated FIBC tax credit cost for 2016/17 is \$70.3 million.
- DAVE (Digital Animation and Visual Effects) tax credit program provides refundable tax credits on a corporation's digital animation, visual effects or post-production activities that qualify for the basic film and television tax credit or the production services tax credit. (Budget 2015 expanded the Digital Animation or Visual Effects

2017/18 Estimates Note Advice to the Minister

Ministry: Ministry of Tourism, Arts and Culture
Minister Responsible: Hon. Lisa Beare

tax credit to include post-production activities). The cost of the DAVE credit is included in the PSTC and FIBC estimated tax credit costs above.

- Additional Regional (6%) and Distant Regional Tax Credits (6%) are available for productions that undertake principal photography substantially outside of the designated Vancouver area. In 2016/17 there were 123 regional tax credits applications and 44 distant regional tax credits with an estimated cost of \$19.7 million.

Interactive and Digital Media Sector

- The digital media sector, which is a sub-sector of B.C.'s much larger technology sector, has experienced strong growth, with over 600 companies that generate an estimated \$2.3 billion in annual sales and employ more than 16,000 people in the province.

Interactive Digital Media Tax Credit (IDMTC):

- The Interactive Digital Media Tax Credit (IDMTC) was launched in 2010 and is an important factor in stabilizing B.C.'s Interactive Entertainment sector and enabling growth despite strong international competition.
- The IDMTC is intended for eligible registered corporations that develop interactive digital media products in B.C., including video games, educational software, edutainment products and simulators. It is calculated as 17.5% of eligible salary and wages incurred in the tax year.
- Budget 2015 extended the IDMTC until 2018 to encourage innovative companies to develop video games and other digital media products and establish global and regional headquarters in B.C.
- In 2016/17, the Province spent an estimated \$45 million on the IDMTC. It is expected that the IDMTC expenditure will increase to \$59.3 million in 2017/18.

Book Publishing

- British Columbia is home to the second largest English-language book publishing sector in Canada and many book publishers throughout B.C. are owner-operated.
- The B.C. publishing sector employs an estimated 300 full and part-time employees, with a further estimated \$800,000 to \$1 million spent on freelance contractors,

2017/18 Estimates Note Advice to the Minister

Ministry: Ministry of Tourism, Arts and Culture
Minister Responsible: Hon. Lisa Beare

stimulating jobs for publishers and writers, as well as printers, illustrators, designers, editors and retailers.

Overview Book Publishing Tax Credit:

- The Government of British Columbia established the British Columbia Book Publishing Tax Credit (BPTC) in 2003. The tax credit was renewed in five-year intervals in 2007 and 2012 and most recently extended in Budget 2017 until March 31, 2018.
- The book publishing tax credit program applies to book publishing corporations that carry out business primarily in B.C. Eligible book publishers may receive a credit of up to 90% of the base amount of Support for Publishers contributions received in the tax year.
- The purpose of the tax credit is to improve the stability and competitiveness of book publishers owned by Canadians and operating primarily within British Columbia. Factored as a percentage of the funding received from the Department of Canadian Heritage's Canada Book Fund, the support has been widely credited as an efficient and effective instrument that has assisted the growth and stability of B.C.-based publishers.
- The Book Publishing tax credit was provided to 30 applicants for a total credit of \$2.9 million in 2015/16. 2016/17 data requested from MoF

Contact:

Claire Avison	ADM	Tourism and Film Policy Division	250 217-9059
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Film Industry Support

Background:

- A Globe and Mail article highlighted the film industry tax credit and included comment from industry officials calling on NDP to keep tax incentives for film and TV.
- Minister Beare's mandate letter includes a mandate to expand the tax credit to include writers.
- The industry is growing: statistics reveal budgeted spending for feature films, TV shows and other productions in the province climbed 35 per cent I 2016-17 from the previous year.

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Tax Incentives for Motion Picture Industry

Key Messages

Confidential

October 2, 2017

- The provincial government recognizes the importance of B.C.'s Film and TV industries, which includes film, television, digital animation, visual effects and post-production activities.
- Our government sees the production sector as a pivotal part of the creative economy we want to build.
- B.C. is a top centre for screen-production excellence in North America. In 2016-2017, film and television production alone contributed \$2.6 billion to our economy. Thousands of British Columbians have good employment in the film and television industry and the sector generates significant economic opportunity for local businesses and B.C. communities.
- ✖ • Over the past few weeks, I've met with industry leaders several times to find out more about how our government can support the growth of BC's production industry.
- Our government is committed to supporting a competitive production industry.
- The government provides significant taxpayer support to the film industry through the Film Incentive BC and production services tax credits.
- The Premier highlighted this issue of a writers tax credit in my mandate letter.
- To support the industry further, the government has committed to expanding B.C.'s film tax credits to include B.C. writers.

- I will continue to work with the Minister of Finance on this important matter.

Film Main Message

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Arts Main Message

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Tourism Main Message

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Tourism Main Message

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