



Briefing Note Advice to Minister

Date: September 24, 2018

Cliff #: 34511

Issue: Quarterly Meeting with Destination BC (DBC) on September 26, 2018

Background / Facts:

- The next quarterly meeting with DBC is set for September, 26. The annotated agenda for the meeting is attached as Appendix 1.
- The Minister has requested the following topics for discussion:
 - Minister Update;
 - Wildfire Update; and
 - Other Business
- DBC has requested the following items be included as information items under Other Business.
 - Board Chair succession
 - DBC Operational Highlights
 - Industry Performance – YTD 2018
 - Watch List
 - Upcoming Engagement Opportunities

Analysis:

- To support the discussion, DBC has prepared an information package for the Ministers review attached as Appendix 2. Materials include:
 - Briefing note on Wildfire marketing activities (pages 2-7)
 - s.13
 - Industry performance statistics summary (pages 15 – 17)
 - List of current issues under observation (page 18)
 - List of upcoming engagement opportunities for Minister involvement (pages 19-21)

Attachment: *Appendix 1: Annotated agenda*
Appendix 2: Annotated Agenda for DBC Other Business

Contact: *Suzanne Ferguson, ED Tourism Branch, Tel. 250-952-0177*



AGENDA

Minister's Quarterly Meeting with Destination BC

1:00pm - 2:00pm – September 26, 2018
Minister's Office – Vancouver

ATTENDEES

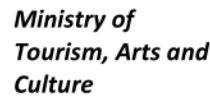
TAC	Destination BC
Honourable Lisa Beare, Minister Sandra Carroll, Deputy Minister Claire Avison, Assistant Deputy Minister	Andrea Shaw, Board Chair Marsha Walden, CEO

1. Minister Updates

2. Wildfire Marketing Plan

3. Other Business

- a) Board / Chair Succession
- b) DBC Operational Highlights
- c) Industry Performance – YTD 2018
- d) Watch List
- e) Upcoming Minister Engagement Opportunities



ANNOTATED AGENDA

ITEM	COMMENTS
1. Minister Update	<ul style="list-style-type: none"> Minister to provide DBC with update on Ministry priorities.
2. Wildfire Marketing	<p>DBC Supporting Materials (pages 2 – 7)</p> <ul style="list-style-type: none"> DBC will update on their post-wildfire marketing campaign and cooperative efforts with the regional destination management organizations (RDMOs). The campaign is designed to attract visitation in the fall shoulder season to support B.C.' tourism industry and rebuild B.C.'s brand. Budget for the proposed three-phased plan is \$400,000.
3. Other Business	<p>3a) Board Chair Succession</p> <ul style="list-style-type: none"> Three new board members began their roles July 12, 2018: Dawn Black, Joel McKay, and Nicole Vaugeois. Chair Andrea Shaw's term expires December 31, 2018. Four additional board members will expire on December 31, 2019. <p>s.13</p> <ul style="list-style-type: none"> Destination Development (Page 13) <ul style="list-style-type: none"> Process includes the development of 20 community plans with 8 completed to date, 9 in the final review stage and 3 underway. Approach for implementation and monitoring of the plans is underway between DBC and TAC. A detailed BN will be brought forward for Minister discussion and approval Other Activities (Page 14) <ul style="list-style-type: none"> Visitor Services, Development of Shared Regional Strategies, and Canada China Year of Tourism 2018



ITEM	COMMENTS
	<p>3c) Industry Performance (Pages 15 – 17)</p> <ul style="list-style-type: none"> • All year-to-date indicators are up over 2017, including a 25.8% increase in provincial room revenue. <p>3d) Watch List (Page 18)</p> <ul style="list-style-type: none"> • Wildfire Recovery & Messaging • Update on Industry Response to MRDT changes • Accommodation : <ul style="list-style-type: none"> ○ Tourism regions are feeling the impact of insufficient hotel room supply in gateways (i.e. Vancouver); visitors are not able to fly in and overnight before traveling to the rest of the province. ○ BC Parks and Recreation Sites are experiencing capacity issues during peak season. The Province has been investing in new sites, with 350 new campsites added in BC Parks and recreation sites in 2017 and 450 in 2018. • Transportation: <ul style="list-style-type: none"> ○ Capacity issues in ground transportation during peak demand periods are causing concern, e.g. the ability to service cruise ships clients and conventions at peak times. ○ Limited air at a high price to destinations in BC outside Vancouver continues to affect dispersion of visitors throughout the province, which has been identified as a key challenge in the provincial tourism strategy. ○ DBC has heard feedback from stakeholders that the level of maintenance on the Coquihalla highway is affecting access to winter ski resorts. <p style="text-align: center;">s.13</p> <ul style="list-style-type: none"> • Sport/Recreational Fishing: <ul style="list-style-type: none"> ○ Recent closures of popular sport fishing areas, such as the Skeena River and Salish Sea, are causing concern amongst sport fishing outfitters and B.C. fishing reports. • Impacts on the Cariboo Chilcotin Coast: <ul style="list-style-type: none"> ○ 2017 wildfires season was most intense in this region with tourism businesses reporting devastating economic losses; ○ The Port Hardy to Bella Coola did not recommence this season as expected and resulted in multiple tour group cancellations and long term reputation damage. ○ Tsilhqot'in First Nation declared approximately 3,000 square kilometres in the Chilcotin, west of Williams Lake, as a 'Tribal Park' in 2014, affecting many tourism operators with tenure on



ITEM	COMMENTS
	<p>the land.</p> <ul style="list-style-type: none">○ The region has just begun to collect MRDT, which will mean an influx of tourism marketing dollars.● Calgary 2026 Olympic Bid:<ul style="list-style-type: none">○ Calgary is preparing a bid to host the 2026 Olympics, and proposed site for the ski jumping and Nordic events is Whistler Olympic Park○ Calgary will have a referendum Nov. 13, 2018 that will ask residents if they are for or against Calgary hosting. <p>3e) Engagement Opportunities (Pages 19 - 21)</p> <ul style="list-style-type: none">● DBC has provided a list of possible engagement opportunities for the Minister September 2018 through March 2019.



Decision Note Advice to Deputy Minister

Date: September 13, 2018

Cliff #: 34457

Issue: Request Sport BC National Sport Trust Pilot Project Funding

Background / Facts:

- Sport BC is a non-profit member-based organization that represents the interests of 54 Provincial Sport Organizations (PSOs) and 6 Multi-Sport Organizations (MSOs.)
- Sport BC and the majority of its members receive government funding through viaSport.
- In addition, Sport BC founded and administers KidSport, Athlete of the Year Awards and the National Sport Trust Fund.
- The Ministry of Tourism, Arts and Culture provides \$400,000 annually to Sport BC (through viaSport) for its KidSport BC Program to help children and youth from lower income families to participate in one season of sport activities.
- The Ministry has also provided annual ad hoc support for Sport BC's Athlete of the Year Awards.
- The Province does not provide financial support for the National Sport Trust Fund (NSTF).

Analysis:

- **The request from Sport BC to the BC Government to advance this pilot project is \$50,000.**
- Feedback during the Sport Strategy consultation reveals that PSO, Disability Sport Organization (DSO) and MSO financial sustainability and self-sufficiency is critical to advance sport participation in B.C.
- Since the new government was elected, new policy priorities related to increasing overall sport participation and new policy objectives of increasing sport participation of underrepresented groups (girls and women, indigenous, new Canadians) have been identified.
- Provincial funding for sport is expected to remain status quo (no net increase) which will create pressures on amateur sport organizations to increase participation and expand programs without additional funding.
- Therefore, new and innovative funding options are required to achieve the government's new policy objectives.
- Unlike the Arts and Culture sector, the Province does not provide a government matching program for sport donations similar to the **ArtsVest** is a program in the Arts and Culture sector.
- While British Columbia has partnered with the federal government to develop *the Investing in Canada Infrastructure Program* (ICIP), the Federal allocation to Sport infrastructure is relatively small compared to the demand for community capital projects.
- The Federal funding envelope for ICIP is \$157 million over 10 years (average \$15.7 million per year) which is intended to cover both sport and arts capital infrastructure.

National Sport Trust Fund

- One potential source of funding for community projects is the NSTF operated by Sport BC. However, the Fund is vastly underutilized.
- The NSTF allows PSOs and MSOs to attract donations from private individuals, corporations, foundations or philanthropists to support the projects and donors receive a CRA tax receipt.
- **In 2016-17** the Trust raised **\$1,669,374** for 86 projects in 30 different sports.
- The most significant challenge of raising funds for Sport projects is that potential donors are not aware of the fund or the tax benefits for donating to an approved project or program.

Sport BC Proposal

- Sport BC is proposing a six-month pilot project to hire a professional marketing company to increase the profile, visibility and overall awareness of the trust fund and secure more funding to help the sport organizations and B.C. Communities achieve their fund-raising goals without direct government funding.
- A \$50,000 investment from the Province for a pilot project would utilize sophisticated marketing techniques to increase funding available for sports programs and community infrastructure projects.
- If the results of the pilot are successful, the Province could consider announcing a modest annual program under the *new BC Sport Strategy* to accelerate the donations from philanthropists.
- Sport BC anticipates that the initial Return on Investment (ROI) for the National Sport Trust Pilot project will create a 10-1 return on investment vastly exceeding the ROI from KidSport, and could be as high as 25-1 once the enhancements take full effect.

Recommendation:

Option 1 - Provide a \$50,000 Grant to the Sport BC to implement Sport Trust Pilot project.

Recommendation: Option #1.

s.13

Other Options:

s.13,s.17

Approved/Not Approved

Option 1 approved by Deputy Minister



Sandra Carroll, Deputy Minister

Oct 3, 2018

Date

Attachments:

Contact:

Dean Sekyer, Executive Lead

778 698-8777



Decision Note Advice to Minister

Date: September 6, 2018

Cliff #: 34446

Issue: Request for BC Lions-ASSAI Pilot Project Funding

Background / Facts:

- As the oldest professional sports franchise in Vancouver and in the Province, the BC Lions, BC Lions Players and BC Lions Alumni have a history inspiring B.C. youth to embrace physical fitness, healthy choices and community service.
- In keeping with that tradition, the BC Lions have proposed to work with the Surrey School District of (SD# 36) to establish a pilot project with the BC Government's After School Sport and Arts Initiative (ASSAI) program.
- The proposed pilot project involves the BC Lions working in partnership with the Surrey School District and the BC government to identify 20 schools participating in the ASSAI program, and implement a program agenda that promotes physical literacy, confidence-building and positive motivational messages based on the players' own experiences.
- The ASSAI program is an appropriate program for this pilot project since ASSAI provides sport programming to children and youth in the after school time period (3pm to 5pm) when children are typically physically inactive and/or at risk of participating in unhealthy behaviors.
- The ASSAI program focuses on the same demographic the BC Lions want to reach - children and youth (Grades K-8) who typically face barriers to sport participation – such as financial, transportation, geographical, family circumstances (e.g. working parents), cultural, physical/cognitive disabilities.
- ASSAI currently runs in 131 schools in 22 school districts across the Province.

Analysis:

- **The request from the BC Lions to the BC Government to advance this pilot project is \$50,000.**
- The Surrey School District has participated in the BC Government ASSAI program for nine years and runs in 32 Schools in School District #36.
- The Surrey School District Business Development Officer responsible for implementing the ASSAI program is excited and enthusiastic about a partnership pilot project with the BC Lions.
- Surrey School District will provide the facilities and coordinate with the BC Lions to schedule and implement the 20 schools to participate in the pilot project.
- The BC Lions will provide the programming agenda, program materials and donate time and enthusiasm of their professional athletes and player alumni. (See attachment 1)
- As well, the BC Lions will provide program participants with various inspirational literature and keepsakes to help them remember the key messages from the sessions. The BC Lions can also provide tickets for Canadian Football League home games if desired.
- The pilot project results will be recorded in response surveys conducted by the School District.

- If the pilot project is successful, the BC Lions-ASSAI pilot project could expand to other school districts in future years based on the responses from the Surrey School District participants.

Recommendation:

Option 1 - Provide \$50k to the BC Lions to implement the BC Lions ASSAI program Pilot project.

Recommendation: Option #1.

s.13

Other Options:

s.13

Approved/Not Approved

Minister to specify if the recommendation has been approved or one of the other options or simply not approved.



Honourable Lisa Beare

September 19 2018

Date

Attachments: Proposal from B.C. Lions

Contact:

Sandra Carroll, Deputy Minister
Dean Sekyer, Executive Lead

778-698-0450
778 698-8777

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Withheld pursuant to/removed as

s.12;s.13;s.17