



Decision Note Advice to Minister

Date: March 22, 2019

Cliff #: 33879

Issue: Renewal of the Saanich Commonwealth Pool Operating Trust Fund

Background / Facts:

- In 1994, the Province of BC, Canada and the Municipality of Saanich (Saanich) established the Saanich Commonwealth Place Operating Agreement (Agreement) as a legacy of the 1994 Commonwealth Games. The Agreement expires August 31, 2019.
- Key terms of the Agreement include:
 - A 25-year guarantee of high performance access to Saanich Commonwealth Place (SCP) for aquatic sports (Swimming, Water Polo, Diving, Triathlon and Synchronized Swimming) for training and competition.
 - The establishment of a Commonwealth Pool Operating Trust Fund (Fund) for the purpose of paying the operating costs directly attributable to high performance aquatics use of the pool.
- \$1.5 million was provided by both the Province of BC and Canada and \$1 million from Saanich for a total investment of \$4 million.
- Drawings from the Fund were set to deplete the balance over the 25 year term of the agreement. Subsidy payments were set at \$330,000 per year based on the principle balance and investment earnings assumptions.
- Fund investment earnings were adversely impacted by the global economic crisis putting the 25-year guarantee at risk. In 2012 the federal government and the Province each invested an additional \$750K to top up the Fund with the expectation that the additional investment would support high performance programs through to the 2020 Olympic and Paralympic Games. s.16;s.17
- The Fund is managed by Saanich with oversight provided by a Review Board comprising of one person appointed from Saanich, the Province (Director, Sport Division) and Sport Canada. A representative from the High Performance User Committee (made up of representatives from each aquatic sport) sits on the board to represent the sports.
- In 2012, the Review Board delegated responsibility of any potential revenue shortfall to the Committee. Additional analysis by the Municipality of Saanich s.13;s.17

s.13; s.17(see

Attachment 1).

Analysis:

- Saanich has been adjusting high performance lane rate fees annually by the rate of inflation (consumer price index for Victoria) as per Section 8.1 of the Agreement which caps lane rate increases to keep fees affordable. Since 2012, s.16;s.17

s.13; s.17

- Additionally, annual investment earnings were significantly impacted by the global economic crisis.
- As a result of these two factors (rising costs and declining investment earnings), the Committee is now facing s.13;s.17 revenue shortfall for the final two years of the renewed terms of the Agreement.
- s.16;s.17
- For comparison purposes, in 2017/2018, lane fees at the s.16; s.17also a national training centre for aquatic sports) were s.16;s.17 and lane fees at non-subsidized pools in British Columbia ranged from s.16;s.17 and SCP (see Attachment 2).
- s.16;s.17 would keep fees significantly lower than market rates for the general public, the 2020 Olympic and Paralympic Games are just over one year away. SCP currently provides a stable training environment for approximately 60 elite athletes (see Attachment 3) – many of whom are currently preparing for Team Canada trials for the 2020 Olympic and Paralympic Games. Increasing fees by this magnitude with limited notification would directly impact these athletes plus more than 600 other club-based athletes including youth.
- Staff at Sport Canada have confirmed the importance of SCP to national objectives in relation to the 60 elite athletes and high performance programming at the pool.
- Sport Canada does not currently have a funding program for the renewal of these types of agreements outside the hosting of another major sports event (e.g. Commonwealth Games, Pan Am & Parapan Am Games).
- s.13;s.17 Given the importance of access to the pool for both developing and elite athletes (including Team Canada in the lead up to 2020), s.13; s.17
- s.13; s.17

Recommendation

Option 1 –

s.13;s.16;s.17

s.13;s.16;s.17

Other Options:

Option 2- s.13;s.16;s.17

s.13;s.16;s.17


s.13;s.16;s.17

Option 3

s.13;s.16;s.17

Approved/Not Approved

Option 1



Honourable Lisa Beare

25 MAR 2019

Date

Attachment(s): **Attachment 1 – SCP Trust Fund Reserve Forecast (2011-2020)**
 Attachment 2 – SCP Lane Rate Comparison 1993 – 2018
 Attachment 3 – Targeted Athletes Training at Saanich Commonwealth Place

Contact: Shauna Brouwer, Deputy Minister, 778-698-0450
 Dean Sekyer, Executive Lead, 778 698-8777



Attachment 1 – SCP Trust Fund Reserve Forecast (2011-2020)

Trust Fund Reserve Projection* (Fiscal Year Jan – Dec)

Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020 (Jan-Aug)
Opening Balance										
Revenue										
Province Contribution										
Federal Contribution										
Trust Fund Investment Interest										
Expenses										
Annual Transfer to Saanich										
Closing Balance										

* - estimate provided by Saanich staff

Attachment 2 – SCP Lane Rate Comparison 1993 - 2018

SCP High Performance Aquatics Clubs Subsidized Rates			Comparable Market Rates - 25 Meter Pool (\$/Hr)							
Year	Consumer Price Index	25 Meter Pool Lane \$/Hr	SCP Market Rates	Canada Games Kamloops	UBC Aquatic Centre	Canada Games New West	Juan de Fuca	Uvic	Crystal Pool	Toronto PanAM Centre *

s.13;s.16



Attachment 3 – Targeted Athletes Training at Saanich Commonwealth Place

Targeted Athletes Training at Saanich Commonwealth Pool (April 2018)

Sport	Podium	Canadian Elite	Canadian Development	Provincial Development	Total
Diving	1	0	3	8	12
Swimming	7	4	9	0	20
Para-Swimming	0	2	0	0	2
Synchronized Swimming	0	0	0	6	6
Triathlon	3	3	2	8	16
Para-Triathlon	0	4	0	0	4
Waterpolo	0	0	0	0	0
Total	11	13	14	22	60

Podium	Own The Podium targeted athletes (1 to 4 and 4 to 8 years out from Olympic Games).
Canadian Elite	Sport Canada national team athletes (carded). Not targeted by OTP.
Canadian Development	Sport Canada national team athletes (not carded). Likely NextGen program athlete.
Provincial Development	Provincial performance athletes. NextGen program and provincial targeted athletes.



Briefing Note Advice to Minister

Date: March 20, 2019

Cliff #: 34981

Issue: Enhanced Excellence Program Funding Decisions for 2019/20

Background / Facts:

- Funding to Provincial Sport Organizations (PSOs) and Disability Sport Organizations (DSOs) is determined through an Investment Review Funding Framework administered by viaSport. The funding model has two components:
 - Annual Contribution Funding (over \$7 million to support a broad range of programs, services and operations); and
 - Enhanced Excellence Program (EEP) Funding (\$1.65 million to help top-performing sports competitively hire coaches to help more British Columbian athletes to reach national teams and international podiums).
- Sports that meet eligibility requirements through the Investment Review process are invited to submit proposals to the EEP which are reviewed by an expert committee led by the Canadian Sport Institute Pacific (CSIP) and viaSport.
- CSIP and viaSport have jointly submitted their funding decisions for 2019/20 for information.

Analysis:

- EEP is generally viewed as an effective program in achieving national and provincial high performance objectives - BC outperforms other provinces in terms of the proportion of athletes on national teams (B.C. is 13% of Canada's population but makes up 34% of national teams in sport the 24 enhanced excellence funded sports in 2017/18 were from BC – more than double B.C.'s per capita share of 13%).
- EEP provides benefits to close to 2,000 athletes and over 600 coaches (through mentorships with provincial coaches) and directly contributes to BC's podium results at domestic national championships and international competitions such as the Olympic and Paralympic Games.
- Since EEP achieves results and generally aligns with Canada's approach to funding elite sport (ie linking funding with results), BC's investment in EEP leverages a significant proportion of Canada's Own the Podium (OTP) funding. In fiscal 2018/19, the Canadian Sport Institute Pacific was the top funded Institute in Canada receiving \$3.8 million or 27% of OTP's investment (in comparison, CSI Ontario received \$3.1 million and INS Quebec received \$2.9 million).
- CSIP and viaSport's recommendations will impact 25 sports as follows (see Attachment 1 for full list):

s.13; s.17

Note: in fiscal 2018/19, CSIP provided s.13;s.17
s.13;s.17



- Additionally, CSIP and viaSport will create a new category of funding (High Performance Grants) to support high priority initiatives/specific athletes.
- This approach is consistent with that of OTP and ensures that specific high performing athletes/coaches/programs are not penalized if their sport organization is not ranked as a top performing organization overall.
- Through the High Performance Grant three additional sports will receive \$10k – 15k.
- s.13; s.16; s.17

Conclusion / Next Steps:

- viaSport/CSIP to notify sports of their 2019/20 EEP funding allocation.

Attachment(s): **Attachment 1 – Review Panel Enhanced Excellence Program – 2019/20 Proposed Funding Allocations**

Contact: **Shauna Brouwer, Deputy Minister, 778-698-0450**
 Dean Sekyer, Executive Lead, 778 698-8777



Attachment 1: Review Panel Enhanced Excellence Program – 2019/20 Proposed Funding Allocations

Sport	2019-20 Recommended Funding	Change from 2018-19	HP Grant Eligible Organizations
Soccer	s.13;s.17		
Speed Skating			
Figure Skating			
Field Hockey			
Rugby			
Sailing			
Wrestling			
Snowboard			
Freestyle Skiing			
Canoe Kayak			
Rowing			
Triathlon			
Cross Country Skiing			
Wheelchair Sports			
Athletics			
Curling			
Judo			
Gymnastics			
Diving			
Cycling			
Alpine Skiing			
Basketball			
WC Basketball			
Synchro Swimming			
Swimming			
Tennis*			
Volleyball*			
Golf*			
SUB TOTAL			
HP GRANT	\$30,000**	\$30,000**	
TOTAL	s.13;s.17		

*Did not receive funding in 2018/19

**\$30,000 is being recommended for a High Performance Grant in 2019-20.

s.13;s.17

Page 011 of 253 to/à Page 015 of 253

Withheld pursuant to/removed as

s.13; s.16; s.17

Page 016 of 253

Withheld pursuant to/removed as

s.13; s.17; s.16

Page 017 of 253 to/à Page 062 of 253

Withheld pursuant to/removed as

s.13; s.16; s.17

Decision Note Advice to Minister

Date: February 28, 2019

Cliff #: 35454

Issue: 2018-2019 BC Multiculturalism Grants Assessment Results

Background:

- The Ministry is ready to distribute the 2018-2019 Multiculturalism Grants.
- This \$300,000 annual program provides grants of up to \$5,000 to non-profit and charitable organizations, in accordance with the B.C. Multiculturalism Act.
- The program has been revised this year to prioritize projects that more deliberately align with the Ministry's new strategic priorities of building trust and understanding between British Columbians and reducing systemic barriers to participation by under-represented, racialized groups. (Refer to CLIFF 35454 and 34803 for more information.)
- The application period ran from December 10, 2018 through January 10, 2019.
- Funding will be distributed in March 2019 for projects or events occurring between April 1, 2019 and March 31, 2020.

Analysis:

- The Ministry received 201 applications from all regions of the province requesting a total \$951,985.
- Each application was scored out of 100 points by a team of three assessors based on pre-established criteria that evaluated the goals, quality and merit of the proposed activities, organizational capacity, partnerships and collaborations. The ministry set a passing score of 50 out of 100 points.
- Applications have been ranked and the Ministry can fund the top 62 projects, scoring 75 points or higher, within the existing \$300,000 budget.
- The top scoring 62 projects are geographically dispersed throughout the province and roughly match the regional submission rate as follows:

Total submissions received	Top scoring submissions within \$300,000 budget
122 from Metro Vancouver (60%)	36 Metro Vancouver (57%)
31 from Vancouver Island/Coast (15%)	10 Vancouver Island/Coast (16%)
14 from the Thompson Okanagan (7%)	4 Thompson/Okanagan (6%)
9 from the Fraser Valley (4%)	2 Fraser Valley (3%)
9 from Northern BC (4%)	4 Northern BC (6%)
8 from Kootenay (4%)	4 Kootenay (6%)
8 Cariboo/Prince George (4%)	2 Cariboo/Prince George (3%)

- s.13;s.17
- A further 22 applications are not recommended for funding because they scored lower than 50 points, the minimum passing score. In most cases, these applications either failed to provide sufficient detail about the projects being proposed or the proposed activities did not align well with the grant criteria.

- For the last three years, the Ministry has offered top scoring applicants half of their requested budgets (approximately \$2,500 each), in order to maximize the number of projects and organizations funded. s.13

s.13

- s.13;s.17

- Unsuccessful applicants will be offered the opportunity to review how their proposals were scored with a Ministry staff person and will be encouraged to apply again at the next opportunity. They will also be advised of other provincial and federal grant programs that are currently accepting applications.
- The Ministry will also explore opportunities to offer lower scoring applicants training prior to the next round of grant applications in order to improve their capacity in submitting applications.
- This is the fourth year in a row that the Ministry has received over 200 applications, requesting approximately \$1 million each year.
- s.12;s.13;s.17

Options:

Option 1:

s.13; s.17

Option 2:

s.13;s.17

Option 3:

s.13;s.17

Option 4:
s.13;s.17

s.13

Option 2 Approved / Not Approved



Honourable Lisa Beare

March 4, 2019
Date

Attachment(s):

- *Appendix 1 – Options 1, 2 & 3: Applications Recommended for Funding to a Maximum of*
s.13;s.17
- *Appendix 2 –* s.13; s.17
- *Appendix 3 – Draft notification to applicants*
- *Appendix 4 – Multiculturalism Grant Program Stats 2015-2019*

Contact: Asha Bhat, Executive Lead (778) 698-1806

Appendix 1 – Options 1, 2, 3: Applications Recommended for Funding to Either a Maximum s.13;s.17

Project Budget Information

Three scenarios:

s.13;s.17

	Organization Name	City	Project Name	Project Description	Score	Funding Request	Previously Applied	Previously Funded	Project Budget
1	Abbotsford Community Services Society	Abbotsford	Blanket Medicine	The project empowers diverse community leaders, stakeholders and youth through a day-long experience that fosters intercultural understanding and trust; to learn about historic injustices against Indigenous Peoples in Canada and ways to share this knowledge with their respective institutions.	s.13;s.17				
2	Centre d'Integration for African Immigrants (CIIA)/Centre of Integration	New Westminster	Youthfully and Anti-Racism Strategy	This project will contribute to the first year of a 3-year program to develop a responsive youth anti-racism strategy, taking into account the impact of integration in					

	Organization Name	City	Project Name	Project Description	Score	Funding Request	Previously Applied	Previously Funded	Project Budget
	for African Immigrants(CI AI)			local multicultural community relations and racism, with the goal to increase the capacity of youth in B.C. to work successfully.					
3	Richmond Family Place Society	Richmond	The Harmony Project	The Harmony Project will promote intercultural understanding and cooperation in Richmond between refugees, new immigrants and Canadian-born families with young children. We will work together within six conversation circles to plan a 14-week program where together we will share stories.	s.13;s.17				
4	Cariboo-Chilcotin Partners for Literacy Society	Williams Lake	International Cooking Series, 100 Mile House	The International Cooking Series in 100 Mile House provides newcomers and Canadians from all over the world an opportunity to share their traditional food and culture with the community.					
5	Cowichan Valley Intercultural and Immigrant Aid Society	Duncan	Cowichan Interfaith Dialogues	The Cowichan Intercultural Society will hold two moderated interfaith dialogues. One dialogue explores religious literacy for medical professionals and caregivers and the other					

	Organization Name	City	Project Name	Project Description	Score	Funding Request	Previously Applied	Previously Funded	Project Budget
				examines faith and community values.					
6	Thompson Nicola Cariboo United Way	Kamloops	Cultural Awareness and Sensitivity Training	Cultural sensitivity training in response to the 2017/2018 wildfires and re-traumatization through mass evacuations from Indigenous communities throughout the region. This will provide insight, understanding and tools to connect appropriately with Indigenous populations during and after crisis situations.	s.13;s.17				
7	LifeCycles Project Society	Victoria	Grow Together	Grow Together is a food justice program that facilitates intercultural relationship building between Indigenous and newcomer youth and their peers. This gardening apprenticeship program connects youth from diverse backgrounds through sharing the traditions, stories, and flavours of their cultures.					
8	West Kootenay Women's Association	Nelson	Nelson Inter-Cultural Conversation Circle	A weekly open conversation circle space for new immigrants, refugees, international students, and the locals who want to support them in navigating life					

	Organization Name	City	Project Name	Project Description	Score	Funding Request	Previously Applied	Previously Funded	Project Budget
				in a new community. This includes regular social events, workshops and other participant-driven activities.					
9	Equitas International Centre for Human Rights Education Society	Vancouver	Refugee Children Taking Action to Build Welcoming Communities	This project will provide training and resources to community-based organizations and their staff to build welcoming and inclusive spaces. Participants include refugee and non-refugee children and youth who engage in activities to explore diversity and take action to build communities free from racism.	s.13;s.17				
10	Surrey Public Library	Surrey	Surrey Neighbourhood Safety Series	This anti-racism project is a public dialogue forum whereby the public is invited to three sessions to discuss issues around cultural differences and to illustrate how racism threatens neighbourhood and community safety and well-being.					
11	Smithers Community Services Association	Smithers	Coffee & Talk Multicultural Community Café	The Multicultural Community Cafe is a weekly get-together of Newcomers to Canada and long term Canadian residents. Coffee & Talk offers people					

	Organization Name	City	Project Name	Project Description	Score	Funding Request	Previously Applied	Previously Funded	Project Budget
				from various cultural and religious backgrounds a save place for dialog to build intercultural trust and understanding.					
12	Culture Chats BC Association	Burnaby	Community Reporting and Action Research	The project invites women from diverse cultures to collaborate and develop community-based stories and reports. The goal is to record and share the stories of socio-cultural experiences of women from various cultures within the community and to enhance diversity coverage.	s.13;s.17				
13	Prince George Regional Art Gallery Association	Prince George	Indigenous Ways of Learning	In the summer of 2019, Two Rivers Gallery will be presenting an important exhibition of Indigenous art - Reconciliation. For the first time the gallery will integrate Indigenous ways of knowing and being into our exhibition interpretation and programming.					
14	BC Association of Family Resource Programs	Langley	Truth and Reconciliation Education for Parents with Young Children	Parents and their young children from diverse ethnicities learn about Truth and Reconciliation by experiencing some Indigenous ways of being, right in their					

	Organization Name	City	Project Name	Project Description	Score	Funding Request	Previously Applied	Previously Funded	Project Budget
				own community. This education makes sure to include parents who are visitors, immigrants, newcomers to Canada and those born in Canada.					
15	Vancouver Folk Music Festival Society	Vancouver	Open Arms Initiative	The Open Arms Initiative program gives free, facilitated access to the Vancouver Folk Music Festival to newly-landed immigrants, including refugees. Newcomers connect with project participants, staff, volunteers, and general audiences and experience the festival's rich diversity and culture.	s.13;s.17				
16	Nanaimo Literacy Association: doing business as Literacy Central Vancouver Island	Nanaimo	Words Matter - A youth anthology: Stories of Refugee and Indigenous Youth on Central Vancouver Island	A participatory-based project to bring together 10 Indigenous and refugee youth, through storytelling and writing to express their experience living in Nanaimo: the commonalities they experience, the myths they hear and the importance of being in solidarity with each other to build inclusion.					

	Organization Name	City	Project Name	Project Description	Score	Funding Request	Previously Applied	Previously Funded	Project Budget
17	Richmond Multicultural Community Services (RMCS)	Richmond	Poetry of Place- Postcards from Richmond	To create dialogue on place, identity and intercultural connection through the creation of a vibrant, multicultural and multi-dimensional poetry collection and associated visual art. To facilitate pathways for newcomers into the Richmond art community.	s.13;s.17				
18	Shuswap Immigrant Services Society	Salmon Arm	Who is in Your Backyard? Connecting Youth and Cultures	The project will aim to connect youth from different cultures. Shuswap Immigrant Services will work in partnership with the local school district to encourage students to engage and learn about each other, to discover students "who are in their backyard".					
19	Umbrella Multicultural Health Co-operative	New Westminster	Breaking Barriers: developing an organizational anti-oppression framework	The Breaking Barriers project will raise awareness of the power imbalance that exist in our society that disproportionately affect the under-represented and racialized groups. We will develop a policy for delivering equitable health and social services through an anti-oppression framework.					

	Organization Name	City	Project Name	Project Description	Score	Funding Request	Previously Applied	Previously Funded	Project Budget
20	Be the Change Earth Alliance	Vancouver	Multi-Cultural Earth Wisdom	Be the Change Earth Alliance will co-create a series of events entitled Sacred Earth Wisdom to promote cross-cultural understanding and respect of traditional cultural relationships to Earth that value the flourishing and diversity of all life.	s.13;s.17				
21	EYA Environmental Youth Alliance Society	Vancouver	Youth-Led Reconciliation through Nature Stewardship	The project brings together Indigenous and non-Indigenous youth in Vancouver's Downtown Eastside to increase intercultural understanding and trust through nature stewardship activities and reconciliation dialogue.					
22	Kelowna Community Resources Society	Kelowna	Youth Identities Exploration Project	The Youth Identities Exploration Project will be an opportunity for immigrant, refugee, and newcomer youth in the Central Okanagan to explore, share, and learn more about their and their peers' emerging, intersectional, and ever-changing identities through creative, facilitated sessions.					

	Organization Name	City	Project Name	Project Description	Score	Funding Request	Previously Applied	Previously Funded	Project Budget
23	MISCELLANEOUS Productions Society	Vancouver	Refuge / Refugee / Redress	Our 2019 youth-centred cycle of anti-racism artistic exploration, mentorship and production will focus on concepts of Refuge/Refugee/Redress particularly engaging youth who have experienced homelessness, are newcomers/refugee/immigrant, or who are Indigenous.	s.13;s.17				
24	Ballet Victoria Society	Victoria	Welcome New Canadians to BC Performing Arts Culture	A collaboration between Ballet Victoria and the Victoria Immigrant and Refugees Centre Society to offer new Canadians two opportunities to attend barrier-free ballet performances in an accessible space, free of charge. A social event with snacks will follow each performance.					
25	New West Hospice Society	New Westminster	Dying, Death, and Bereavement Care Through a Diverse and Inclusive Lens	It's time to address the absence of true diversity in end-of-life care. Having inclusive groups as planning partners for community conversations will bridge understanding, identify gaps, and create support that changes the collective culture around dying, death and					

	Organization Name	City	Project Name	Project Description	Score	Funding Request	Previously Applied	Previously Funded	Project Budget
				bereavement in New Westminster.					
26	Association of Neighbourhood Houses DBA Mount Pleasant Neighbourhood House	Vancouver	It's a Wonderful Week in the Neighbourhood. .. For All!	This project is about connecting diverse neighbours and having fun while doing it. By engaging Elders/seniors and youth in arts and culture-based activities, we seek to promote intercultural sharing and storytelling for all ages.	s.13;s.17				
27	Vancouver Co-op Radio	Vancouver	Intercultural Podcast Series	The "Intercultural Podcast Series" brings together leaders from multicultural communities, provides access to recording studios & training, to produce a podcast series of interviews, discussions & stories, with the goal to explore and enhance intercultural trust and understanding across the region.					
28	Creston & District Historical & Museum Society	Creston	Multiculturalism Day in Creston - An Opportunity to Build Awareness and Recognition	The Creston Museum and the Creston Refugee Committee are hosting a one-day event to build awareness and understanding of refugees, new Canadians, and culturally-					

	Organization Name	City	Project Name	Project Description	Score	Funding Request	Previously Applied	Previously Funded	Project Budget
				diverse communities within the Creston Valley. The Refugee Committee's 40th anniversary provides an ideal opportunity for this initiative.					
29	Downtown Eastside Women's Centre Association	Vancouver	Bridging cultural gaps to combat racism through cross-cultural exchange	A cross-cultural exchange at the Downtown Eastside Women's Centre, particularly focused on Indigenous and Chinese women, the two largest ethnic groups that frequent the centre. To combat tensions between the groups and promote racial harmony and cross-cultural understanding and respect.	s.13;s.17				
30	The Vancouver Maritime Museum Society	Vancouver	We're all in the Same Boat: Migrants, Contemporary Art & Social Protest	The Vancouver Maritime Museum will be teaming up with the Vancouver Biennale to present a school program that focuses on migration and the plight of refugees across the world as seen through the eyes of contemporary artists.					
31	Bramble Ink	Victoria	Here Magazine Community Discussions Forum: Round Table Edition	Meaningful, non-judgmental, guided inter-cultural round table discussions on various topics important for better integration, inter-cultural understanding, and building trust among community					

	Organization Name	City	Project Name	Project Description	Score	Funding Request	Previously Applied	Previously Funded	Project Budget
				members of the Greater Victoria area.					
32	Burnaby Neighbourhood House	Burnaby	Sharing Cultures Community Dinner	This project has two components: a planning committee comprised of diverse community volunteers and a series of events highlighting the cultural backgrounds of residents. Dinners include foods from the featured culture, an educational presentation, and cultural performances.	s.13;s.17				
33	Skeena Diversity Society	Terrace	Building a Vibrant & Compassionate Community through Storytelling	The project will bring together newcomers and long-time residents in a variety of activities to share stories, get to know one another and build lasting cross-cultural connections. The project will include video interviews, engagement through arts, games, food and discussions.					
34	Asian Environmental Association D.B.A. Hua Foundation	Vancouver	Race & Food: Hua Foundation's 2nd Annual Fall Digest	As part of its signature Race Equity Project, Race & Food: Hua Foundation's 2nd Annual Fall Digest tackles a widely-felt, seldom discussed challenge: social cohesion in					

	Organization Name	City	Project Name	Project Description	Score	Funding Request	Previously Applied	Previously Funded	Project Budget
				Vancouver's Chinatown and Downtown Eastside, two adjacent neighbourhoods that don't always see eye-to-eye.					
35	Canadian International Dragon Boat Festival Society	Vancouver	Bringing cultures together through Youth Sport Engagement	The Society, in keeping with our mission of making active living and accessible regardless of abilities and backgrounds, will bring together underprivileged and underserved youth through the cultural sport of dragon boat to encourage intercultural interaction and engagement in B.C.'s cultural fabric.	s.13;s.17				
36	Capilano Community Services Society	North Vancouver	A Celebration of Community with Open Minds and Open Hearts	Our project will engage residents in creating a multicultural calendar featuring holidays, recipes, resources and more, at the new Lions Gate Community Centre. We will further engage the community in planning, delivering and participating in intercultural events to bring the calendar to life.					

	Organization Name	City	Project Name	Project Description	Score	Funding Request	Previously Applied	Previously Funded	Project Budget
37	The Family Education and Support Centre	Maple Ridge	Building Interfaith Bridges Project	Building Interfaith Bridges Project is comprised of council members representing seven different faiths that have a facilitator to organize and implement their free initiatives. These include: Community Dialogues Series, Interfaith Workshops, and collaboration in four annual community events.	s.13;s.17				
38	District of Mission Arts Council	Mission	Strengthening Cultural Relationships - Festival of Lights, World Music and Aboriginal Carving	Three separate community opportunities to strengthen the artistic and cultural relationships through an art connection.					
39	Multicultural and Immigrant Services Association	Campbell River	Passport to Settlement: Connecting and Engaging Newcomers to North Vancouver Island Communities	Our project comprises the development and implementation of an innovative community interaction tool entitled Passport to Settlement designed to connect and engage immigrants and newcomers with citizens and community organizations in the north Vancouver Island region.					

	Organization Name	City	Project Name	Project Description	Score	Funding Request	Previously Applied	Previously Funded	Project Budget
40	Collingwood Neighbourhood House Society	Vancouver	Renfrew-Collingwood Creative Resilience Project	In partnership with the Resilient Neighbourhoods Program of the City of Vancouver, Collingwood Neighbourhood House will work with artists, neighbours and facilitators to co-create a public arts forum that will bridge an intersectional understanding of resilience, anti-racism and reconciliation	s.13;s.17				
41	Crimson Coast Dance Society	Nanaimo	InFrinGinG Dance Festival Cultural Communities Outreach	Crimson Coast Dance Society (CCDS) has been orchestrating Nanaimo's InFrinGinG Dance Festival for 20 years, progressively establishing the theme of promoting diversity through dance. CCDS will instigate new and essential outreach amongst marginalized communities in advance of the festival.					
42	Friends of the Smithers Library	Smithers	Indigenous Library Assistant -- Summer Reading Club	The Smithers Public Library has created a summer job specifically for an Indigenous student. The student advances reconciliation in the community through cross-cultural education by enriching the popular, free children's Summer Reading					

	Organization Name	City	Project Name	Project Description	Score	Funding Request	Previously Applied	Previously Funded	Project Budget
				Club program with elements of Indigenous culture.					
43	Vancouver Holocaust Centre Society for Education and Remembrance	Vancouver	Vancouver Holocaust Education Centre Symposia on the Holocaust 2019	The Vancouver Holocaust Education Centre presents an annual Holocaust symposium to more than 7,000 senior secondary students and their teachers. This includes a full-day program at the University of British Columbia and 10-to-12 half-day symposia in school districts throughout the province.	s.13;s.17				
44	Vancouver Latin American Film Festival	Vancouver	The Language We See In	As part of the 17th Vancouver Latin American Film Festival, and in recognition of the UN declaration of 2019 as the Year of Indigenous Languages, VLAF will organize The Language We See In, a film series and panel discussion focusing on films made in Indigenous languages from across the Americas.					
45	VC Volunteer Cowichan	Duncan, BC	'I Tst 'O' Hwuni' 'I - Connecting Community Event	The 'I Tst 'O' Hwuni' 'I event will host indigenous Elders and non-indigenous seniors in an afternoon of cultural experiences. From traditional					

	Organization Name	City	Project Name	Project Description	Score	Funding Request	Previously Applied	Previously Funded	Project Budget
				food, to crafting and Tzinquaw dancers, the event is intended to create new relations and opportunities for improved cultural sensitivity and understanding.					
46	Kamloops Arts Council	Kamloops	Crossing Cultures Outreach	This project will bring high-quality arts and culture workshops to children, youth, adults and seniors at a variety of social service agencies. Participants will explore and share their cultural heritage with each other through food and crafts and share them with the wider public.	s.13;s.17				
47	Royal Academy of Bhangra Society	Surrey	Punjab da Folk	Punjab da Folk is an exploration of identity, culture and history of the Punjabi people from India and Pakistan, who at one time co-existed and share cultural roots but now hold strong mistrust and discrimination. Through dance, music and storytelling, we will make connections and improve understanding.					

	Organization Name	City	Project Name	Project Description	Score	Funding Request	Previously Applied	Previously Funded	Project Budget
48	Jewish Seniors Alliance of Greater Vancouver	Vancouver BC	Aging Across Cultures	The Aging Across Cultures initiative, will reach out and engage seniors (through promotional campaigns advertised through Senior Line Magazine the JSA Website) within Vancouver's diverse intercultural communities, to meet and share common concerns and collaboratively engage undeserved elder voices.	s.13;s.17				
49	Progressive Intercultural Community Services Society (PICS)	Surrey	2019 World Refugee Day in Surrey, BC	World Refugee Day will bring together community members and stakeholders in Surrey, B.C. Through presentations, discussions, and other intercultural activities, the event will raise awareness of the situation of refugees and celebrate the contributions of former refugees who now call Surrey home.					
50	S.U.C.C.E.S.S. (also known as United Chinese Community Enrichment Services Society)	Vancouver	Inter-Cultural Training Series for Service Providers: Facilitating Diverse & Inclusive Relationships	The project offers inter-cultural training to frontline service workers from mainstream community organizations to enhance their capacities to serve increasingly diverse populations. Training focuses on developing					

	Organization Name	City	Project Name	Project Description	Score	Funding Request	Previously Applied	Previously Funded	Project Budget
				effective and meaningful interactions with diverse groups and across cultures.					
51	Central Vancouver Island Multicultural Society	Nanaimo	Nanaimo multicultural festival	A fun-filled day celebrating and sharing the diversity of cultures in Nanaimo. The festival will offer a variety of performing groups, live music, food vendors, exhibitors, demonstrations, and hands-on activities for the entire family.	s.13;s.17				
52	Diwali Celebration Society	Port Coquitlam	Diwali Fest	To break cultural barriers and celebrate the spirit of Diwali by embracing diverse art forms from all cultures to build a sense of community across Metro Vancouver. The Indian word Diwali means 'row of lighted lamps' - the light symbolizes the triumph of good over evil.					
53	Inter-Cultural Association of Greater Victoria (ICA)	Victoria	I'm More Than My Race/I'm More Than My Religion	An artistic youth project that supports young people to explore the subjects of identity, race, faith and belonging using creative participatory techniques (image creation, storytelling, movement, music, spoken and					

	Organization Name	City	Project Name	Project Description	Score	Funding Request	Previously Applied	Previously Funded	Project Budget
				written text) to create identity self-portraits that capture their full stories.					
54	SQx Danza	Castlegar	Anti-Bullying Movement Program	Based on the success of SQx's award-winning Interactive Dance Awareness, we will embark on the delivery of a new program: Anti-Bullying Movement - specifically designed to address systematic bullying and intolerance in young people.	s.13;s.17				
55	Community Arts Council Fort St James	Fort St. James	Weaving Cultures Together	Cross cultural art and education to bring together multiple sectors of our communities to design, create, weave and share intercultural locally woven art.					
56	Langley Community Services Society	Langley	"Dignity Matters" program	Project Dignity Matters generates new pathways of communication between individuals otherwise marginalized by cultural barriers and community partners with influence and connection, who together might help shape new initiatives for equality and inclusion.					

	Organization Name	City	Project Name	Project Description	Score	Funding Request	Previously Applied	Previously Funded	Project Budget
57	Vantage Point Strategies Society	Vancouver	Board Diversity Working Group	The Board Diversity Working Group will connect members of B.C.'s not-for-profit sector to develop applicable tools to lift the leadership of historically marginalized individuals and communities. This project will be led by underrepresented, racialized and other minority groups.	s.13;s.17				
58	Burnaby Family Life	Burnaby	Interfaith Community Conversation: Challenging Racism and Building Trust	Community conversations to learn about Burnaby's faith groups diversity, the role they play in newcomer settlement process, and identify ways for mutual collaboration and barriers of mistrust and lack of information that contribute to experiences of racism related to faith affiliation.					
59	Coquitlam Heritage Society	Coquitlam	Autumn Cultural Heritage Exchange	Through a series of events, Coquitlam Heritage will facilitate a heritage exchange fostering cross-cultural understanding. We will be looking at traditions and customs surrounding the Mid-Autumn Moon Festival and Diwali.					

	Organization Name	City	Project Name	Project Description	Score	Funding Request	Previously Applied	Previously Funded	Project Budget
60	Indian Summer Arts Society	Vancouver BC	Tiffin Talks	The Tiffin Talks ideas series brings South Asian and Indigenous thought leaders into conversation to discuss a range of nuanced and complex sites of intercultural rupture, solidarity, and connection. These free events are built on cross-organizational partnerships and community engagement strategy.	s.13;s.17				
61	Kiwassa Neighbourhood Services Organization	Vancouver	Shaping intercultural understanding through art	People from all walks of life will engage in meaningful dialogue and learning across cultures and identities. Healing in real-time, immigrant and Indigenous populations will build understanding and creatively move one another to act and promote a harmonious and connected community.					
62	Penticton Art Gallery	Penticton	The Colours of Diversity	The Penticton Art Gallery will host a day-long celebration of culture and diversity in our community to close out the exhibition Immaculate Refraction featuring the internationally renowned artist Bentley Meeker.					

	Organization Name	City	Project Name	Project Description	Score	Funding Request	Previously Applied	Previously Funded	Project Budget
63	Kootenay Family Place	Castlegar	Cooking with Culture	Local immigrants will enhance cultural understanding and interaction through a community drop-in cultural cafe. Once a month a special cultural awareness day will begin with a different cultural food option, a video created by our cultural team, cultural dancing, arts, crafts and sharing.	s.13;s.17				
64	South Vancouver Neighbourhood House	Vancouver BC	Sharing Cultures	Monthly intercultural exchanges are organized by a committee of residents and held in locations throughout south Vancouver. The program includes an evening meal and features culturally-themed activities.					
65	Parkgate Community Services Society	North Vancouver	Exploring Cultural Dynamics	Intercultural interaction activity in which youth explore dimensions and patterns of culture and the impact culture has on our lives and communities. The activity will spark follow-up discussion to increase intercultural understanding and empathy for others while promoting intercultural integration.					

	Organization Name	City	Project Name	Project Description	Score	Funding Request	Previously Applied	Previously Funded	Project Budget
66	The Reach Gallery Museum	Abbotsford	Reel Change	Reel Change is a collaborative creative project that presents new works of art, writing and performances by Indigenous artists of Stó:lō ancestry or currently residing on Stó:lō territory. The project culminates in an exhibition, public programming, and a publication.	s.13;s.17				
67	Association of Neighbourhood Houses - DBA Kitsilano Neighbourhood House	Vancouver	Kits Cultural Connections	Enhancing cultural awareness and intercultural interactions by connecting ethnically diverse neighbours through cultural tea traditions and multicultural meals which promote community-building in Kitsilano.					
68	The VDC Dance Centre Society DBA: The Dance Centre	Vancouver, BC	Power of Dance	The Power of Dance project facilitates easier integration of new immigrant and refugee youth and their families into British Columbia's society through a series of dance workshops representing the diverse cultural traditions that make up B.C. society today.					
69	Island Mountain Arts Society	Wells	Indigenizing Our Stories	Indigenizing Our Stories includes three exceptional Indigenous speakers sharing their personal story in a					

	Organization Name	City	Project Name	Project Description	Score	Funding Request	Previously Applied	Previously Funded	Project Budget
				facilitated participatory storytelling session called A Collective Story Harvest, to build understanding and respect along with new relationships.					
70	Sea to Sky Community Services Society	Squamish	Whistler Multicultural Festival 2019	The Whistler Multicultural Festival is a grass roots, volunteer-led, annual celebration of cultural diversity by locals for locals. It is managed by the Whistler Multicultural Network, a local immigrant community group formed in 2011, now partnering with Sea to Sky Community Services.	s.13;s.17				
71	Visceral Visions Society	Vancouver	DiverseTheatreBC (DTBC) Digital Platform Project	A digital platform fostering intersectional interculturalism, diversity, collaboration and community, with searchable database of B.C. Indigenous and racialized theatre artists (performers, directors, writers, designers) that engagers (theatres, schools, social non-profits, film/TV casting) may access.					

	Organization Name	City	Project Name	Project Description	Score	Funding Request	Previously Applied	Previously Funded	Project Budget
72	Chinese Canadian Military Museum Society	Vancouver	Chinatown Through a Wide Lens: The Hidden Photographs of Yucho Chow	A first-ever exhibition of long-hidden and forgotten historical photos by Yucho Chow that chronicle how diverse, marginalized communities found refuge in Vancouver's early Chinatown; a neighbourhood that welcomed and served everyone, no matter their skin colour or religion.	s.13;s.17				
73	Immigrant and Multicultural Services Society of Prince George	Prince George	My voice, your voice in our community: intercultural understanding	This project is seeking to give voice to voiceless people from different ethno-cultures, races, religions and ages. To bridge cultural differences and gaps in community interactions.					
74	Multifaith Action Society of BC	Vancouver	Reimagining Peace and Harmony: One World, Many Faiths	Reimagining Peace and Harmony: One World, Many Faiths will help to create a more cohesive, harmonious social climate in British Columbia by opening a meaningful dialogue about where the priorities and perceptions of diverse communities intersect, and how we can collaborate toward a better future.					

	Organization Name	City	Project Name	Project Description	Score	Funding Request	Previously Applied	Previously Funded	Project Budget
75	Sher Vancouver LGBTQ Friends Society	Delta	Official Screening and Discussion of My Name Was January	Double film screening and discussion of My Name Was January. When a trans sister, January Marie Lapuz, is brutally murdered in her own home in New Westminster, BC, a community reacts and her friends and other trans women of colour come to share and voice their issues, concerns, and challenges.	s.13;s.17				
76	Global Citizen Events Society	Kelowna, BC	Changing Face of the Central Okanagan	Diverse voices make for interesting conversations and deeper growth. Learning and appreciation for others come through encouraging dialogue and respectful discussions as well as creative ways to stimulate heart-felt change.					

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Page 118 of 253

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Page 119 of 253 to/à Page 136 of 253

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Appendix 2 –

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Page 142 of 253 to/à Page 143 of 253

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s.13; s.17

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Page 145 of 253 to/à Page 199 of 253

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Appendix 3 – Draft notification to applicants

Successful notification

We are pleased to inform you that following the submission of your application for a BC Multiculturalism Grants between December 10, 2018 and January 10, 2019, your organization is being awarded a grant of [insert dollar amount]. Congratulations!

As part of the grant, you are required to submit a final report by March 31, 2020. The Final Report template can be found on the Multiculturalism Grant program website: <https://www2.gov.bc.ca/gov/content/governments/multiculturalism-anti-racism/multiculturalism/multiculturalismgrants>

We greatly appreciate your commitment to promoting multiculturalism and addressing racism and wish you success with your project.

Thank you,

Unsuccessful notification

This letter is to inform you that unfortunately your organization's application for a BC Multiculturalism Grants between December 10, 2018 and January 10, 2019 was not successful. Your organization has not been awarded a BC Multiculturalism Grant.

This year the B.C. Government had extensive interest in the Multiculturalism Grants with high quality applications, exceeding the funds available.

If you would like more information about our selection process, please review Section 3.8 Application Assessment in the 2018-2019 BC Multiculturalism Grants Guidelines: <https://www2.gov.bc.ca/gov/content/governments/multiculturalism-anti-racism/multiculturalism/multiculturalismgrants>.

We would be pleased to provide you with feedback and answer any questions you may have concerning your application. Please email requests for feedback to multiculturalism@gov.bc.ca. A ministry staff person will follow up with you as soon as possible.

A date has not been set for the next application intake for the BC Multiculturalism Grants, however, we encourage you to monitor our website if you wish to apply again. <https://www2.gov.bc.ca/gov/content/governments/multiculturalism-anti-racism/multiculturalism/multiculturalismgrants>

We also encourage you to explore other funding opportunities, including:

- BC Community Gaming Grants – Arts and Culture Grants: <https://www2.gov.bc.ca/gov/content/sports-culture/gambling-fundraising/gaming-grants/community-gaming-grants>

- BC Arts Council – Community Arts Festivals Grants: http://www.bcartscouncil.ca/guidelines/organizations/festivals/comm_arts_fests_project_assistance.htm
- Destination BC – Tourism Events Programs: <https://www.destinationbc.ca/BC-Tourism-Industry/Municipal-and-Regional-District-Tax-Program/Tourism-Events-Program.aspx>
- Canadian Heritage - Community Support, Multiculturalism, and Anti-Racism Initiatives Program: <https://www.canada.ca/en/canadian-heritage/services/funding/community-multiculturalism-anti-racism.html>

Thank you,

Appendix 4 – Multiculturalism Grant Stats 2015-2019

	2015 - 2016	2016 - 2017	2017 - 2018	2018 – 2019*
Total Number of Applicants	238	223	224	201
Total Successful Applicants	121	122	121	62**
Total Unsuccessful Applicants	117	101	104	139
Total Budget	\$300,000	\$300,000	\$300,000	\$300,000
Max. Funds Requested per Applicant	\$5,000	\$5,000	\$5,000	\$5,000
Funds Received Per Applicant	\$2,480	\$2,500	\$2,500	up to \$5,000
Total Funds Applied For	\$1,190,000	\$1,067,616	\$1,058,092	\$951,985
Total Funds Distributed	\$300,000	\$305,000	\$302,500	\$300,000

*Grant criteria changed in 2018-2019.

** Given the suggested cut-off at 75 points



Decision Note Advice to Minister

Date: March 6, 2019

Cliff #: 35659

Issue: 2019/20 Shared Cost Arrangement for viaSport – Re-aligning Sport Grants

Background / Facts:

- The Ministry of Tourism, Arts and Culture (TAC) negotiates an annual Shared Cost Arrangement (SCA) with viaSport to administer over \$15 million of government's investment in sport.
- As part of the services viaSport provides to the Province, viaSport distributes the following annual contribution and project (or grant) funding:

	2018-2019 Budget	Percent of Total Budget
PSOs	\$ 7,965,660.00	56.8%
DSOs	\$ 818,090.00	5.8%
MSOs	\$ 2,946,300.00	21.0%
BCSPP - Provincial	\$ 400,000.00	2.9%
BCSPP - Community	\$ 145,000.00	1.0%
Hosting BC	\$ 500,000.00	3.6%
Northern Sport Coaching and Off	\$ 50,000.00	0.4%
PSIAAP	\$ 384,000.00	2.7%
Sport on the Move	\$ 150,000.00	1.1%
Gender Equity	\$ 15,000.00	0.1%
KidSport	\$ 400,000.00	2.9%
Team BC	\$ 250,000.00	1.8%
	\$ 14,024,050.00	

- The 2019/20 SCA has been drafted and shared with viaSport.
- The draft included a proposed change in responsibility for administering the annual transfer of funding for KidSport BC (\$400k) as a flow-through from the ministry through viaSport, to being funded directly by the Ministry.

s.13;s.17

s.13; s.17 Descriptions of the impacted programs are included in

Attachment 1.

Analysis:

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s.13;s.17

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Recommendation / Next Steps:

- s.13;s.17

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Approved/Not Approved


Honourable Lisa Beare, Minister

7 MAR 2019
Date

Attachment: Attachment 1 Impacted Programs
Contact: Dean Sekyer 778-698-8777



Attachment 1 – Impacted Programs				
Program	2019/20 Budget	Description	Proposal	Considerations
KidSport BC	400	<p>Grant application program to enable children from low income families to participate in a season of sport. Sport BC created the program and now owns the BC licence for this National charity.</p> <p>Currently viaSport administers the flow through of funding to Sport BC.</p>	s.13;s.17	
Sport on the Move	150	<p>Provides grants to schools whose teams have to travel long distances/take ferries to compete at high school provincial championships.</p> <p>Over 100 schools across the province benefit from the program annually.</p> <p>The program was created as a legacy of the 2010 Olympic and Paralympic Games. The original budget was \$200k; however, viaSport reduced the budget to \$150 in 2016/17 due to reduced total budget transfers from the Province of BC (declining investment earnings from the Physical Fitness and Amateur Sport Fund required \$1.55 million in savings).</p>		

Attachment 1 – Impacted Programs

Program	2019/20 Budget	Description	Proposal	Considerations
BC Athlete Assistance Program	384	<p>Provides financial support to partially offset training, competition and education costs for student athletes in colleges and universities.</p> <p>In 2017-18, 419 student athletes at 16 institutions received financial assistance.</p> <p>Top funded institutions are UBC (\$91k); SFU (\$56k); UVIC (\$54k); Trinity Western (\$32k); UBC-Okanagan (\$32k);Thompson Rivers University (\$24k); University of the Fraser Valley (\$15k); Douglas College (\$14k) ; and University of Northern British Columbia (\$13k).</p>	s.13;s.17	

Attachment 1 – Impacted Programs				
Program	2019/20 Budget	Description	Proposal	Considerations
New Para-Athlete Assistance Program	150	New grant application program for athletes with a disability.	s.13;s.17	

Decision Note Advice to Minister

Date: March 14, 2019

Cliff #: 35703

Issue: January/February 2019 Hosting BC Review Panel Funding Recommendations

Background / Facts:

- The Ministry invests \$500,000 annually in the Hosting BC Program (HBC). HBC is administered by viaSport and provides grants of up to \$35,000 to event organizers across the Province.
- The HBC program facilitates sport, economic, social and community development to create a legacy of sport hosting capacity and expertise throughout British Columbia.
- HBC is one of the Sport Division's two event hosting funding streams and focuses on smaller scale events such as provincial and national championships and lower profile international competitions.
- The second funding stream, Major Events Program, focuses on larger scale international and national competitions that enhance the province's reputation as a destination of choice for high profile events. The annual budget for the Major Events Program is also \$500,000.
- HBC applications are reviewed by an expert panel which provides recommendations to the Ministry for approval. Criteria and review panel members are listed in Attachment 1.

Analysis:

- Hosting BC has three grant intakes throughout the year – May/June, September/ October and January/February.
- The January/February intake of 2018/19 received 64 applications. s.13; s.17
s.13; s.17
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- Seventeen applications were unsuccessful or deferred due to: ineligibility; lack of alignment with program objectives; low priority ranking by PSO's where more than the two allowable applications were received; ability to apply in the next intake; or having received prior funding in three consecutive years.
- A number of the events will directly support the Ministry's *Strategic Framework for Tourism* by bringing high profile international and national sport events to communities across the province (e.g.\$15k to Tourism Dawson Creek in support of hosting the 2019 World Junior A Hockey Challenge; \$10k to the Longines FEI Jumping Nations Cup in Langley; and \$12.5k for the World Mixed Doubles Curling Championship in Kamloops).

Recommendation / Next Steps:

- s.13
- Government Communications and Public Engagement staff to work with viaSport to prepare the news release and backgrounder as well as advice regarding the appropriate notification process.

~~Approved~~ Not Approved



Honourable Lisa Beare

March 19, 2019

Date

Attachment: Attachment 1: Hosting BC Criteria and review panel members
Attachment 2: Review Panel Funding Recommendations Winter 2019 Application Intake

Contact: Shauna Brouwer, Deputy Minister 778-698-0450
Dean Sekyer, Executive Lead 778 698-8777

Attachment 1: Hosting BC Criteria and External Panel Members

Hosting BC funding priorities are:

- International, National and Western Canadian Championships
- Provincial and University National Championships, Regional Events, and Invitational Events that clearly fulfill a hosting void in the community
- Events that fit within the Train to Train, Train to Compete, and Train to Win stages of the CS4L framework

Eligibility criteria are:

- a defined connection with the sport system (Provincial Sport Organization sanctioned and Canadian Sport for Life (CS4L) aligned and provides a valuable competitive opportunity within the high performance development pathway for athletes, coaches and officials
- a strong contribution to increasing the capacity of the provincial sport system and develops skills and experience of volunteers, technical officials, and event organizers
- the potential to generate measurable economic impacts, tourism benefits, and legacies while providing a valuable sport development opportunity for athletes, coaches and officials
- significant community support and potential for audience reach
- the geographic location of the event will help to ensure funds are distributed across BC

The review panel is comprised of:

- s.22
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- Bruce Wasylik, Province of BC

Attachment 2: Review Panel Funding Recommendations – Winter 2019 Application Intake

Organization	Event	Award	Date (all dates 2019 unless specified)	Community
Atlantis Taekwondo Society	2019 BC Provincial Taekwondo Championships	\$5,000	13 Apr	Terrace
Badminton BC	BC Junior Provincial Championship	\$5,000	26-28 Apr	Richmond
Baseball BC (BC Minor Baseball)	B.C. International John Main Classic	\$1,000	23-26 May	Richmond
BC Athletics	2019/2020 Pacific Distance Carnival & Canadian 10,000m Championships	\$7,500	13 Jun	Burnaby
BC Rhythmic Gymnastics	2019 Western Regional Championships	\$4,000	24-28 Apr	Burnaby
BC Wheelchair Sports Association	Vancouver International Wheelchair Tennis Tournament	\$3,000	18-21 Jul	Vancouver
BC Wheelchair Sports Association	Kamloops Legacy Games Wheelchair Tennis Tournament	\$12,500	24-26 Jul	Kamloops
British Columbia Amateur Synchronized Swimming Association	Jean Peters Provincial Championships	\$3,000	17-19 May	Nanaimo
Burnaby District Youth Soccer Association	Girls Provincial B Cup	\$3,000	4-7 Jul	Burnaby
Canada Artistic Swimming	2019 Canadian Artistic Swimming Championships	\$10,000	6-12 May	Kamloops
Canadian Amateur Modern Pentathlon Assoc. BC Section	Canadian Modern Pentathlon National Championships	\$3,500	18-19 May	Maple Ridge
Cerebral Palsy Sports Association of BC	Power Soccer Provincials	\$2,000	6-7 Jul	Surrey
Cerebral Palsy Sports Association of BC	Boccia Provincial Championship	\$2,000	26-28 Jul	Victoria
Cerebral Palsy Sports Association of BC	Westerns Boccia Invitational	\$1,500	5 Apr	Surrey
COG Events Society	Hayman Classic Youth Bicycle Race	\$2,500	24-26 May	Penticton

Organization	Event	Award	Date (all dates 2019 unless specified)	Community
Curl BC	BC Men's Championship and BC Women's Championship Combined	\$6,000	28 Jan- 2 Feb-20	Cranbrook
Curl BC	2020 BC Wheelchair Championships	\$3,000	2-5 Jan-20	Vancouver
Curl BC	2020 New Holland Canadian Junior Curling Championships	\$11,800	18-26 Jan-20	Langley
Field Hockey BC	2019 Under 23 and Under 18 Male and Female National Championship Festival	\$10,000	28 Jun-9 Jul	Surrey
Golf Canada	2019 Astor Trophy	\$8,000	26 Aug-Sep 1	Colwood
Kajaks Track & Field Club	Steveston Icebreaker 8k & New Balance Kidsrun	\$1,250	19 Jan-20	Richmond
Kamloops Summer Swim Club	BCSSA Okanagan Regional Swim Championship	\$1,000	3-4 Aug	Kamloops
Kelowna Curling Club	World Mixed Doubles Curling Championship	\$12,500	11-18 Apr-20	Kelowna
Kimberley Gymnastics Society	Kimberley Gymnastics Coconut Cup	\$1,000	1-2 Jun	Kimberley
Maple Ridge Archery Club	Canada Cup	\$2,500	18-20 May	Maple Ridge
Nelson Boxing Club	Fight Night VI	\$750	11 May	Nelson
North Central Badminton Academy	2020 Canadian Masters Badminton Championships	\$7,500	26 Apr-2 May - 20	Prince George
North Shore Table Tennis Club Society	North Shore Open	\$750	6 Apr	North Vancouver
Okanagan Baseball Society	Okanagan Spring Invitational	\$500	4-6 Apr	Kelowna
Penticton Triathlon Club	Barley Mill Bare Bones Duathlon	\$1,500	11-May	Penticton
Prince George Judo Club	PG Open Regional Judo Tournament	\$1,000	5-7 Apr	Prince George
Prince George Youth Soccer Association	Les Sinnott Memorial Boys Provincial Cup	\$3,000	4-7 Jul	Prince George
Richmond Centre for Disability	13th Annual International Wheelchair Curling Bonspiel - 2019 CANADIAN OPEN	\$3,000	20-24 Nov	Richmond
Rowing British Columbia	Rowing BC Junior Provincial Championships	\$3,000	18-19 May	North Cowichan
Special Olympics BC Society	Prince Rupert Swim Meet	\$1,000	27 Apr	Prince Rupert

Organization	Event	Award	Date (all dates 2019 unless specified)	Community
Special Olympics British Columbia Society - Vancouver	Rhythmic Gymnastics Competition Region 5	\$750	28 Apr	Vancouver
Sport Climbing Association of British Columbia	2019 Provincial Difficulty and Speed Climbing Championships	\$2,500	19-21 Apr	Saanich
Steam Donkey Racing Club	Dodge City X / BC Cross Triathlon Championship	\$5,000	7-Sep	Cumberland
TAG Sports Centre	TAG CUP 2019/Zone Championships	\$1,000	11-12 May	Port Coquitlam
Tennis BC	Davis Trading Junior ITF Vancouver Championships	\$5,000	8-13 Jul	Vancouver
Tennis BC	2019 BC Senior Provincial Championships	\$2,500	1-7 Jun	Vancouver
Thompson Okanagan Diving Training Centre Society	2019 Canadian Novice Diving Nationals	\$2,500	26-28 Apr	Kamloops
Thunderbird Show Park	Longines FEI Jumping Nations Cup Canada	\$10,000	27 May-2 Jun	Langley
Tourism Dawson Creek	2019 World Junior A Hockey Challenge	\$15,000	6-16 Dec	Dawson Creek
Victoria City Rowing Club	RCA Speed Order Regatta	\$1,500	14-16 Jun	Saanich
Whistler Cup	Whistler Cup	\$7,500	11-14 Apr	Whistler
Total		\$197,800		25 unique communities

BRIEFING NOTE 35599

Name of event: Sikh Heritage Month BC Finale Gala Invitation

Location: Surrey, BC

Briefing Note

What:

The Sikh Students' Associations (SSA) at Simon Fraser University (SFU) and the University of British Columbia (UBC) have invited the Premier to attend their finale gala on April 26, 2019 as part of their second Sikh Heritage Month BC celebrations in Surrey, BC.

Who:

Event is open to the public.

Executive Summary:

- The Sikh Students' Associations are two student groups at UBC and SFU that connect students with each other through regular events and activities.
- Ten events are being organized in April 2019 including an opening weekend Art Exhibition, a Finale Gala and a Keertan, a recital of Sikh devotional music. Specific information on locations and times are still to be determined.
- British Columbia proclaimed April as Sikh Heritage Month in 2017, 2018, and again in 2019.

Background:

- This is the second annual event hosted by the group as part of BC Sikh Heritage Month. Events last year appear to be well attended including attendance from various MLAs, Ministers, and MPs.

BRIEFING NOTE 35599

Name of event: Sikh Heritage Month BC Finale Gala Invitation

Location: Surrey, BC

- The events are organized in partnership with cultural educational groups such as the Sikh Research Institute, the World Sikh Organization, the Guru Nanak Academy, the Nameless Collective, and the Muskaan Foundation.
- This year's theme is "Learn. Share. Remember."
- Sikh Heritage Month events aim to acknowledge the contributions and aspirations of all Sikh-Canadians while developing a greater understanding and appreciation for a rich, unique and distinctive heritage.
- Over three percent (135,310) of British Columbians identify as being affiliated with the Sikh religion.
- Sikh migration to Canada dates back to 1904, and the Gur Sikh Temple (Gurdwara) of Abbotsford is the oldest existing Sikh temple in North America and a National Historic Site.

Recommendations:

s.13



Briefing Note Advice to Minister

Date: March 5, 2019

Cliff #: 35695

Issue: Update on actions to improve emergency management for tourism in B.C.

Background:

- The unprecedented flooding and wildfire season of summer 2017 significantly affected B.C.'s tourism sector, with economic impact studies suggesting that tourism was one of the hardest hit sectors. The added impact of a second summer of significant wildfire activity in 2018 has highlighted the need to continue to improve preparedness, response and recovery plans for tourism.
- There is increased recognition of the importance of consideration of visitors and destination reputation during emergency response.
- Ministry tourism staff, in cooperation with Destination BC (DBC), the Regional Destination Management Organizations (RDMOs), the Tourism Industry Association of BC (TIABC) and Emergency Management BC (EMBC), has been working over the past four years to increase the consideration of tourism needs in emergency response, to improve industry emergency preparedness, and to create tourism emergency communications protocol that considers visitors' unique needs and destination reputation management.
- Successes and outcomes to date include:
 - **TAC and tourism stakeholders integrated into provincial emergency response** – TAC personnel were embedded in Provincial Emergency Coordination Centre (PECC) and RDMO staff connected into Provincial Emergency Operations Centres (PREOC) during 2017 and 2018 wildfire seasons.
 - **TAC integration in government's ongoing work to improve emergency preparedness** – Tourism Branch staff participate in the EMBC Training and Exercise Working Group, Climate Action Working Group, after-action review follow-up (Abbott-Chapman Report), and the Wildfire Economic Recovery Working Group.
 - **PreparedBC Guides for tourism operators published February 2017** – These are the first tools for helping tourism operators prepare to take care of their guests during emergencies.
 - **Draft B.C. Emergency Coordination Plan for Tourism** (see Appendix 1) – This plan, drafted with input from EMBC, Tourism Branch, DBC and industry, provided an activation plan to coordinate tourism sector emergency response during 2017 and 2018 wildfires.
 - **DBC sub-committee recommendations** – In 2017, a sub-committee of DBC's Tourism Marketing Committee, with participants from Tourism Branch, TIABC, RDMOs, and businesses, endorsed 16 actions for a more coordinated emergency response for tourism (see Appendix 2).
 - **Formation of the Tourism Emergency Management Committee December 2018** – TAC, TIABC, DBC, RDMOs, and go2HR have formed a working committee to collaborate on actions to better prepare for, respond to, and recover from disasters. They have started drafting a Terms of Reference and are considering the elements of an action plan.
 - **Coordinated emergency response communications** – DBC has led a coordinated emergency response communications plan, which involves sharing common messaging with industry, travel trade and media. They also work with RDMOs and distribute information to visitor centres.

- **Recovery Marketing** – TAC contributed \$600,000 in 2017 and DBC reallocated approximately \$1M in 2017 and 2018 to support tourism recovery marketing.
- **DBC completed research on the effectiveness of post-disaster marketing messages** – DBC will use these findings to better understand which marketing messages resonate with travelers in the aftermath of natural disasters for use after future emergency situations.
- **EMBC emergency response system training** –Tourism Branch staff have participated in table-top exercises with EMBC and in preparations for large-scale emergency management exercises. On March 8, 2019, EMBC will provide training for RDMOs and DBC on the structure of B.C.'s emergency management system and discuss the role tourism agencies can play in the system.
- **Cariboo Chilcotin Coast Tourism Association emergency preparedness project** – With Rural Dividend funding, the organization hired staff to deliver emergency preparedness workshops and help tourism operators produce individualized plans in autumn, 2018.

Analysis:

- There is an opportunity for TAC to work with stakeholders, through the B.C. Tourism Emergency Management Committee, to create an emergency management plan for tourism that could be championed by the Minister and the Parliamentary Secretary for Emergency Management.
- TIABC has suggested the committee could be a joint government – tourism industry committee that reports to Minister Beare.
- By formalizing the Tourism Emergency Management Committee with a terms of reference, the committee could work to implement recommendations including tools and training for industry preparedness, closer engagement with EMBC, organize training for response for staff at TAC, DBC and RDMOs, work on communications protocols, and consider industry recovery resources.
- The draft B.C. Emergency Coordination Plan for Tourism was tested in 2017 and 2018 and provides a working operational framework. Finalizing the plan would provide certainty on roles and responsibilities for integrating tourism into the emergency management framework.
- The 16 actions recommended by DBC's Tourism Marketing Committee sub-committee and input from other reviews and tables could form the basis of an action plan for the Emergency Management Committee.
- While there are few references in the Abbot & Chapman post-2017 wildfire season report that relate to tourism, one of the recommendations is to develop a communications toolkit for consistency in communications to the public, visitors and the media. DBC is interested in participating in this as accurate communications during wildfires is critical to tourism and B.C.'s tourism reputation.
- DBC has distributed a 2018 post-wildfire impact survey to stakeholders through the RDMO network. Once evaluated, it is hoped that the data will be robust enough to provide a better picture of 2018 impacts and also provide a data collection framework for further studies.

Next Steps:

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Appendix 1:		s.13
Appendix 2:	<i>Recommendations for Emergency Coordination and Reputation Management</i>	
Appendix 3:		s.13
Contact:	<i>Andrew Little, Director, Phone 778-698-1808</i>	



*Ministry of
Tourism, Arts and
Culture*

Appendix 1:

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Culture***

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Recommendations for Emergency Coordination and Reputation Management

In 2015, a sub-committee of DBC's Tourism Marketing Committee was created to look at emergency preparedness and response for the tourism industry. Led by Amy Thacker of CCCTA, it included DBC, Tourism Branch, RDMOs, TIABC and other tourism industry members.

- 1) Establish a standing Tourism Industry Emergency Coordination and Reputation Management Committee. Responsibility: TIABC
- 2) Complement the current PreparedBC Guides for tourism businesses by creating additional guides, toolkits and templates for businesses to communicate with clients. Responsibility: TIABC
- 3) Activate the PreparedBC guides. Responsibility: TIABC, RDMOs
- 4) Ensure emergency response and communications plans are in place for all DMOs and conduct annual tabletop exercises to support readiness. Responsibility: TIABC, DBC, RDMOs, CDMOs
- 5) Ensure visitors and tourism industry needs are included in local, regional and provincial government emergency management plans. Responsibility: TIABC.
- 6) Ensure that a comprehensive database of tourism stakeholders for emergency communications is in place, especially in remote locations. Responsibility: EMBC
- 7) Encourage identification of rural tourism businesses that are affected by connectivity limitations and determine methods to communicate during an emergency. Responsibility: TIABC
- 8) Review and work with the insurance industry and provincial and federal government to address industry insurance gaps. Responsibility: TIABC, TIAC
- 9) Work with the Provincial government to ensure that the unique needs of the tourism industry are included in the action plan developed from the recommendations of the Chapman and Abbott report. Responsibility: TAC, TIABC
- 10) Finalize the "British Columbia Emergency Coordination Plan For Tourism" outlining MTAC, DBC and RDMO roles during emergencies. Responsibility: TAC, DBC, RDMO.
- 11) Train senior staff at TAC, DBC and RDMOs for the roles agreed on in the "British Columbia Emergency Coordination Plan For Tourism" and conduct annual tabletop (readiness) exercises. Responsibility: TAC, DBC, RDMOs.
- 12) Establish, strengthen and/or maintain relationships between RDMOs and Emergency Operations Centres (EOCs) and undertake annual joint training. Responsibility: RDMOs
- 13) Create a contingency fund to backfill for RDMO staff redeployed to emergency management during extended crises. Responsibility: DBC
- 14) Make on-going, long term efforts to educate the media on messaging during emergencies to help reduce alarmist reporting and subsequent tourism impacts. Responsibility: EMBC, DBC, RDMOs, CDMOs, TIABC, tourism associations and businesses.
- 15) Work with EMBC on media management guidelines and tourism awareness for EOCs to ensure accurate reporting. Responsibility: TIABC
- 16) Destination BC to update Australian research study: "Post Disaster Marketing, What Works?" and share findings to inform future post disaster marketing and reputation management strategies. Responsibility: DBC

Page 223 of 253 to/à Page 225 of 253

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Meeting Backgrounder

Prepared For: Shauna Brouwer, Deputy Minister, Ministry of Tourism, Arts and Culture
Meeting Date: March 7, 2019 **CLIFF #:** 35652

MEETING:

- Kevin Volk, ADM, Major Projects and Infrastructure and Properties, Ministry of Transportation & Infrastructure
- Jeff Groot, Executive Director, Properties and Land Management, Ministry of Transportation & Infrastructure
- Claire Avison, ADM, Ministry of Tourism, Arts and Culture

ISSUE: Victoria Belleville Terminal Development

KEY FACTS REGARDING THE ISSUE:

- The Ministry of Transportation and Infrastructure (TRAN) wishes to meet with the Ministry of Tourism, Arts and Culture (MTAC) to:
 - provide a status update on the development of the Belleville Terminal located in Victoria; and
 - to seek support from MTAC to help secure federal infrastructure funding.
- In 2014, TRAN assumed control of the Belleville Terminal from the Provincial Capital Commission.
- The facility is operated by two ferry providers: Clipper Navigation and Black Ball Ferry Line, which maintain routes to Seattle and Port Angeles respectively.
- Since assuming control of the facility, TRAN brought the Black Ball Wharf to current seismic standards and raised it to mitigate future sea level rise at a cost of \$18M. TRAN also invested approximately \$1.2M into Clipper's wharf to extend its useful life for another 8 to 10 years (Phase 1).
- The City of Victoria's investments are focusing on developing David Foster Way (adjacent to Belleville Street) to enhance connectivity between the Clipper and Black Ball terminal buildings (Phase 2).
- The long-term strategy (Phase 3) for Belleville is to replace the aging Clipper wharf and existing passenger facilities, and allow for alignment of customs and immigration processes with new and updated requirements of both Canada Border Services Agency (CBSA) and the United States Customs and Border Protection (USCBP).

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TRAN staff is working on

refining the design option to generate cost savings.

- To advance Phase 3, federal support with respect to pre-clearance and infrastructure investments would be most valuable.

- Federal support would also be beneficial in advancing the project with the City of Victoria, which owns adjacent buildings and has jurisdiction with respect to development fees and property tax among other matters.
- As an international gateway, the Belleville Terminal has significant tourism and economic development value for the South Island. GDP contribution of the terminal is estimated at ~\$100m (340k passengers) annually (Source: TRAN).
- Having a facility that offers pre-clearance capacity also provides a competitive advantage, as it streamlines visitors' overall border-crossing experience.
- TRAN is actively seeking federal support and in light of the new Tourism Strategic Framework, hopes that MTAC can also advocate for federal investments and support through its own channels.

ADVICE:

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Program Area Contact: Vincent Portal

Tel: 778-698-2990

Meeting / Event Note

CLIFF: 35670**TITLE:** Meeting with Tourism Operators in Japan**WHO:** Province of British Columbia

1. Mr. George Chow, Minister of State for Trade, Ministry of Jobs, Trades and Technology
 2. Ms. Natsuko Morass, Manager, Japan, Destination British Columbia
- Other party
3. Mr. Takehiko Ikeda, JTB Corp., Manager, Americas Planning & Purchasing, Americas & Oceania Division, Leisure Business Department
 4. Mr. Naofumi Kadokura, H.I.S. Co., Ltd., Group Leader, North and Central America, Oceania Department, Eastern Japan Sales & Marketing Division

WHEN: Tuesday, March 19, 2019
11:30 AM – 12:15 PM**WHERE:** Prince Park Tokyo Tower Hotel, 4-8-1 Shibakoen Minato, Tokyo**WHY:**

- The Province recently launched its new Tourism Strategic Framework: Welcoming Visitors, Benefiting Locals, Working Together to grow the visitor's economy.
- The Province has committed to ensuring that BC's tourism sector is represented on trade missions.

GIFT: No**ISSUE/DISCUSSION:**

- Recent trends of Japanese travelers (to long haul destinations, as well as to Canada and BC)
- Discussions with each operators on opportunities and challenges in increasing revenue and visitations to BC and Canada as a tourism destination.

KEY MESSAGES:

- We are encouraged by the many opportunities that exist for tourism, trade and investment between British Columbia and Japan.
- BC values its economic and cultural relationships with Japan.
- There is a real opportunity for the tourism industries in both our countries to showcase what we each have to offer.

- Tourism, arts and culture provide a unique avenue to create understanding between nations.
- BC recently released its Tourism Strategic Framework. Every corner of the province offers a unique, once-in-a-lifetime experience for visitors from Japan.
- I appreciate the opportunity we've had today to forge new friendships and explore opportunities.
- Thank you again for taking time out of your busy schedules to meet with us.

BACKGROUND:

- Total inbound tourism to BC in 2018 totalled 6,060,771, with the majority from U.S. overnight visitors (3,879,608).
- Inbound tourism to BC from visitors from Japan in 2018 were:
 - 130,837 overnight customs entries (down 12.5% compared to year of 2017); This is BC's third largest Asia/Pacific market after China and Australia;
 - Japan showed an increase of 6.4 percent in overnight visitor arrivals in the month of December 2018 compared to December 2017;
 - Full year arrivals from Japan were down 12.5 percent for 2018 compared to 2017. An economic slowdown combined with an aging population plus a major airport closure (Osaka) in much of September from typhoon damage have resulted in a decline in outbound travel from Japan in 2018. Japanese tour operators have also cited high season prices and compression in Western Canada as a reason for the decrease.
- Destination BC has had representation in Japan for over 20 years.
- Destination BC attends the Destination Canada Focus Canada marketplace in Japan every two years in October to meet with key tour operators selling BC.
- Destination BC has been part of Team Canada (Destination Canada and 6 provinces and territories including BC) for several years. By partnering together, we can align channels, create efficiency and coordinate efforts, while ultimately increasing numbers to Canada.
- Destination BC's 2019/20 tactical plan is aligned with Destination Canada plans:
 - Introducing new tourism products to tour operators to promote longer length of stays and geographic distribution, with a focus on shoulder seasons and areas in BC with capacity.
 - Supporting Destination Canada marketing initiatives including marketing campaigns with key Japanese tour operators, featuring key BC experiences through digital, media and social media channels.
 - Travel Media trips to BC for key influencers, celebrities, media outlets and events to showcase BC with a focus on areas and times with capacity.
- Visitor arrivals for the month of December 2018 grew by +6.4%, which is on top of an increase of 26% for the month of December 2017. Destination BC has been successfully promoting travel to Vancouver/Victoria for "Christmas Illumination" for the past few years, and now over 10 travel agents in Japan are actively selling packages for this travel period.

ADDITIONAL INFORMATION:**EVENT SCENARIO JTT to complete**

Time	Details
FORMAT: 10:00 AM- 10:05 AM	Please add more rows as needed

SPEAKING NOTES: *No***CONTACT:**

Vincent Portal

Director, Adventure Tourism and Intergovernmental Relations, Tourism Branch

Phone: 778 698-2990

Email: Vincent.Portal@gov.bc.ca**ATTACHMENTS:**

1. Biography
2. Company Profile
3. Seating Plan (template attached) Not required and at At JTT's discretion
4. Destination BC's Japan Market Profile 2018
5. Destination BC's International Visitor Arrivals December 2018
6. Destination BC's Value of Tourism Snapshot 2017

Attachment 1:**Biography of Mr. Takehiko IKEDA**

(no picture available)

Mr. Takehiko Ikeda, JTB Corp., Manager, Americas Planning & Purchasing, Americas & Oceania Division, Leisure Business Department Mr. Ikeda used to be in charge of Canada tour package planning for Kansai market. He has been relocated to Tokyo office recently and is now responsible for overseeing product development and promotional activity for Americas (Canada, USA, central and south America) and Oceania.

Attachment 2**Company Profile****COMPANY NAME: JTB****COMPANY PROFILE:**

- JTB has its roots in the Japan Tourist Bureau, an agency established in 1912 approximately 100 years ago with the exclusive objective of attracting tourists from foreign countries and providing them with travel services. A century since then, they have evolved to a group that carry 29,000 Group employees and have a network of 508 facilities in 143 cities and 39 countries, including Vancouver.
- JTB World Vacations was one of their subsidiary companies and one of the largest tour operators to send customers from Japan to Canada and BC, with LOOK JTB as a main brand. Last year with the merger of its subsidiary companies and reorganization, they are shifting their business model to provide high level of expertise and hospitality in order to meet the diverse needs of customers.
- JTB sends over 10,000 passengers to Canada and 3,000 to British Columbia.
- JTB website: <https://www.itbcorp.jp/en/>

Attachment 1:**Biography of Mr. Naofumi KADOKURA**
(no picture available)

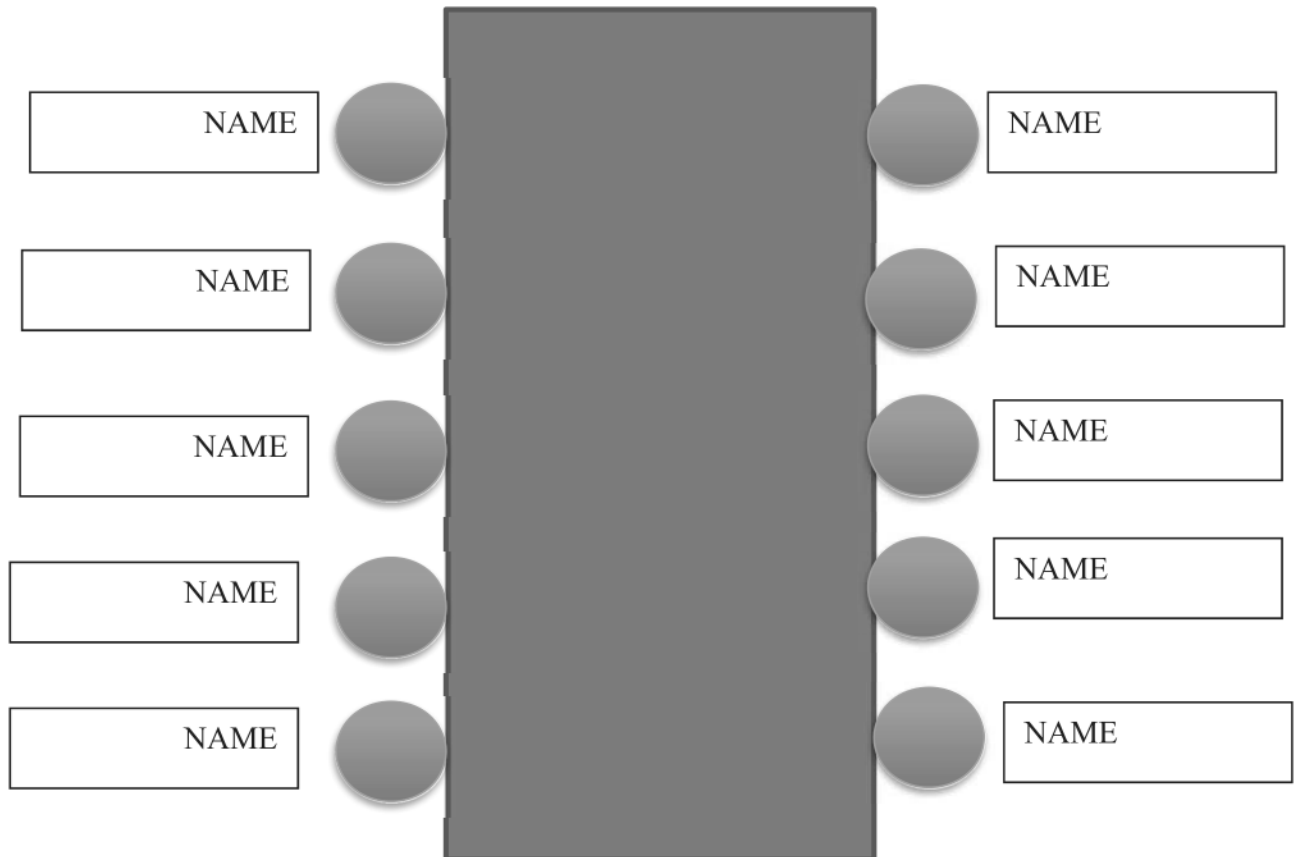
Mr. Naofumi Kadokura, H.I.S. Co., Ltd., Group Leader, North and Central America ▪ Oceania Department, Eastern Japan Sales & Marketing Division Mr. Kadokura had developed firsthand travel business experience in various branches in Japan including general managers in some of the locations. After that he was in charge of website business development in Tokyo Head Quarter and since 2017, he is the Group Leader for North and Central America ▪ Oceania Department, overseeing product development and promotional activities for the responsible destinations including Canada.

Attachment 2**Company Profile****COMPANY NAME: H.I.S.****COMPANY PROFILE:**

- H.I.S. started in 1980 with only two desks and one telephone, with a core business focused on overseas travel from Japan. Since then they have evolved to the one of two largest tour operators in Japan, and with Travel as their center business, they have been expanding their business to hotel industry, theme parks, insurance, and other businesses.
- They have 548 branches in 71 countries and 305 cities, including Vancouver and Toronto, supporting safe and comfort travel. “Ciao” is their brand for FIT package and “Impresso” is their brand for escorted packages. They are relatively stronger in younger market.
- H.I.S sends over 25,000 passengers to Canada and over 10,000 to British Columbia.
- H.I.S. website: <https://www.his.co.jp/en/>

Attachment 3

Seating Plan
(Please make all the necessary edits)



Attachment 4 - Destination BC's Japan Market Profile

MARKET PROFILES JAPAN

OCTOBER 2018



MARKET OVERVIEW



POTENTIAL DEMAND[†]
1,597M

BC RANK^{**}
Japan is the
6th
largest international
market for BC

MARKET STATUS^{***}
Respond and monitor

BC PAST PERFORMANCE



MARKET INSIGHTS



Recent legislation in Japan has created more opportunity for leisure time, allowing for more long-haul holiday trips.



BC has captured the largest share of Japanese visits among all Canadian provinces.^{**}

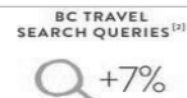


Millennials and 55+ constituted the largest holiday segment arriving to Canada from Japan.^[6]

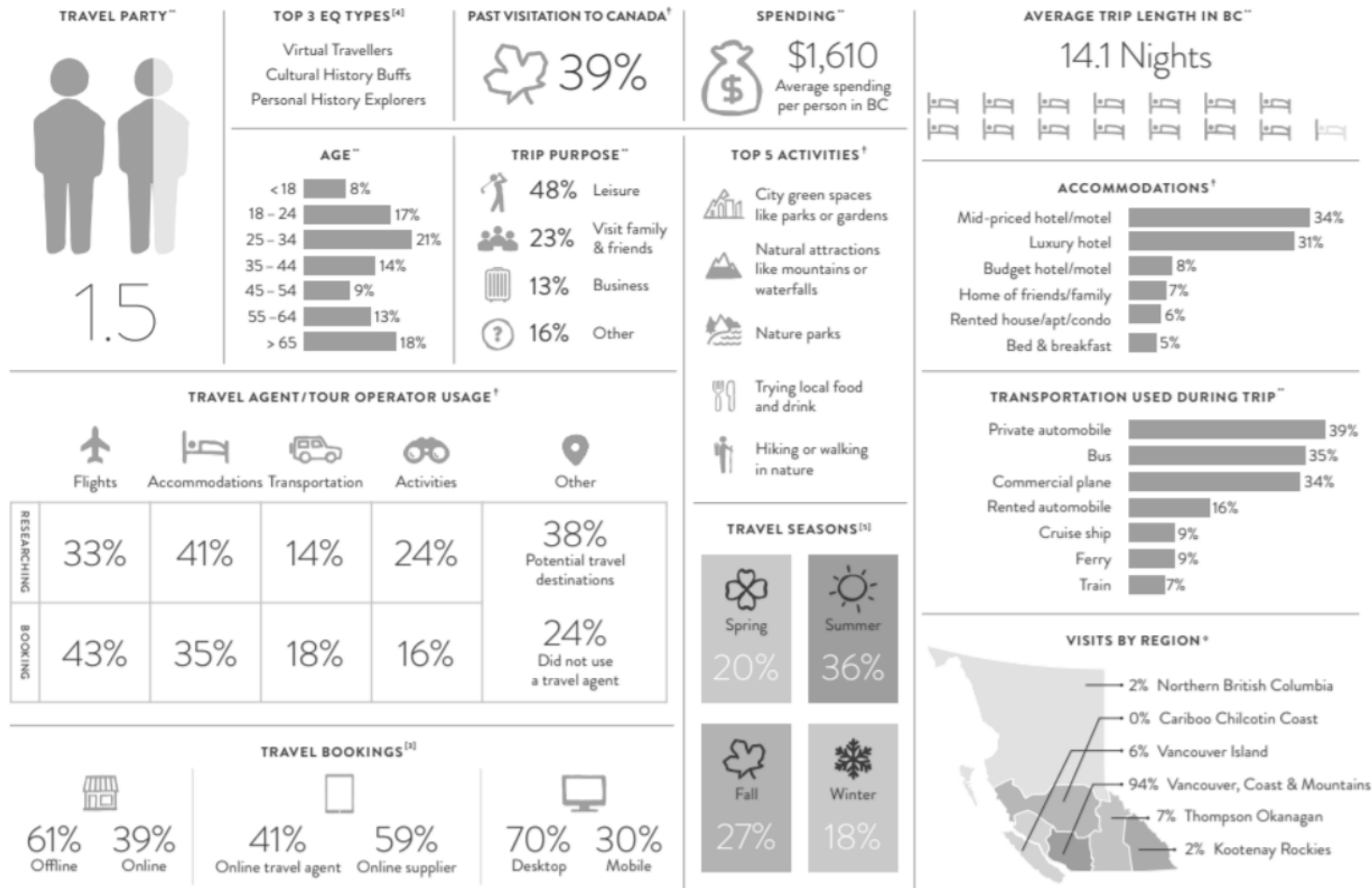
#3

Japan was the third-largest Asia/Pacific market for BC. Japan accounted for 12% of BC's total visitation from Asia/Pacific.^{**}

SHORT-TERM FORECAST (2019)



TRAVELLER CHARACTERISTICS



DESTINATION BC | RESEARCH AND ANALYTICS
MARKET PROFILES: JAPAN
CONTACT US: TourismResearch@DestinationBC.ca

* Euromonitor
Destination BC Tabulations from the 2016 International Travel Survey (Statistics Canada)
*** Destination BC Global Marketing Plan 2019
† Destination Canada's Global Tourism Watch (2017)

‡ IATA SRS Analyzer Data, August 2018 (Provided by Destination Canada)
○ Destination BC Tabulations from the 2014 International Travel Survey (Statistics Canada)
§ OECD
¶ Bank of Canada

[1] Destination BC Internal Estimates
[2] Google InVITE Travel Search Queries
[3] Phocuswright
[4] Destination Canada's EQ Research (2012)
[5] Statistics Canada; Prepared by Destination BC
[6] Destination Canada

Attachment 5

2017 Value of Tourism

A Snapshot of Tourism in BC



OVERVIEW

This information provides insight into the economic value of tourism in British Columbia for 2017. It is also a complementary piece to the full *Value of Tourism in British Columbia: Trends from 2007 to 2017* report, available in spring of 2019.

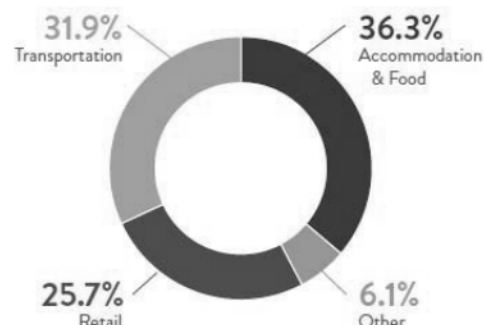
Information provided is produced by BC Stats for Destination BC, and derived by Destination BC based on the International Travel Survey from Statistics Canada.

TOTAL TOURISM REVENUE

Tourism revenue measures the money received by businesses, individuals, and governments due to tourism.



2017 TOURISM REVENUE BY SERVICE AREA



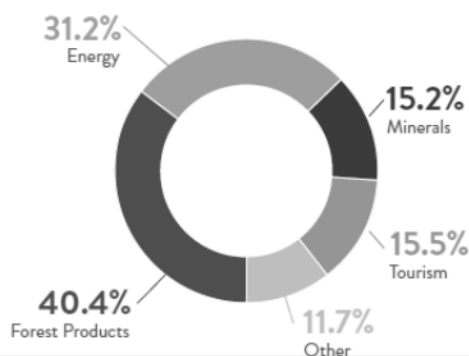
2017 TOURISM EXPORT REVENUE



\$5.4 Billion
(+7.1% Since 2016)

In 2017, tourism exports generated revenue of \$5.4 billion, an increase of 7.1% over 2016. Tourism export revenue was higher than that of the mineral (\$5.3 billion), and agriculture and fish (\$4.1 billion) primary resource industries, but lower than that of energy (\$10.9 billion) and forest products (\$14.1 billion).

2017 TOURISM EXPORT REVENUE BY PRIMARY RESOURCE INDUSTRY



PROVINCIAL TAX TOURISM REVENUE



\$1.2 Billion

+5.8%
Over 2016

+40.3%
Since 2007

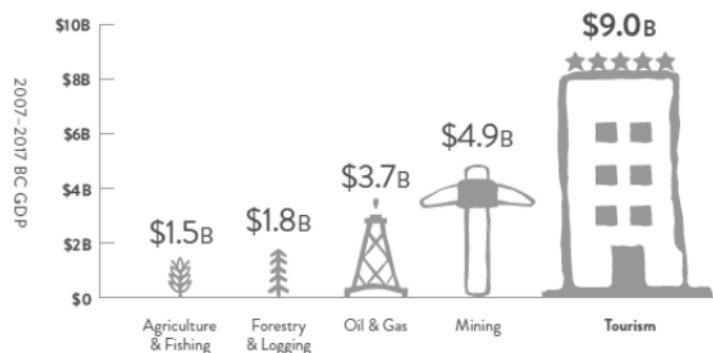
2017 Value of Tourism

A Snapshot of Tourism in BC

TOURISM GROSS DOMESTIC PRODUCT

GDP for the provincial economy as a whole grew 4.0% over 2016. The tourism industry contributed \$9.0 billion of value added to the BC economy, as measured through GDP (in 2012 constant dollars). This represents 6.7% growth over 2016, and 32.5% growth since 2007. In 2017, tourism contributed more to GDP than any other primary resource industry.

GDP BY PRIMARY RESOURCE INDUSTRY



TOURISM BUSINESSES

 **19,243**
tourism-related businesses in operation in BC in 2017, a 0.4% increase over 2016.

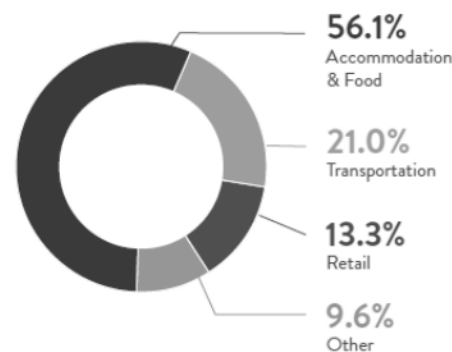
TOURISM EMPLOYMENT

 **137,800**
people employed in tourism-related businesses, a 6.9% increase over 2016.

TOURISM WAGES AND SALARIES

The tourism industry paid \$4.9 billion in wages and salaries in 2017, up 6.9% from 2016, and up 31.3% since 2007. Average compensation in the tourism industry in 2017 was \$35,878, up 3.2% from 2016, and up 12.8% since 2007.

2017 TOURISM EMPLOYMENT BY SERVICE AREA



"Destination British Columbia" and "Destination BC", and all associated logos/trade-marks are trade-marks or Official Marks of Destination BC Corp.

CONTACT US

Destination BC Research and Analytics
Email: TourismResearch@DestinationBC.ca
Web: DestinationBC.ca/Research-Insights

WANT MORE INFORMATION?

Sign up for updates, invites and our industry newsletter, Directions, here: DestinationBC.ca/Subscribe.aspx

Attachment 5 – Destination BC's International Visitor Arrival Statistics



	December 2018				Year-to-Date			
	BC	% change*	Canada	% change*	BC	% change*	Canada	% change*
Total U.S.A.	426,075	4.5%	1,672,242	3.6%	6,092,377	4.1%	24,412,440	0.5%
U.S.A. Overnight	263,308	3.6%	944,198	2.4%	3,879,608	7.1%	14,440,353	1.4%
U.S.A. Same Day	162,767	5.9%	728,044	5.1%	2,212,769	-0.7%	9,972,087	-0.8%
Total Asia/Pacific Overnight	91,908	-0.7%	169,389	0.8%	1,323,626	4.0%	2,503,320	1.4%
Japan	9,918	6.4%	14,854	-10.3%	130,837	-12.5%	247,354	-15.9%
Taiwan	5,019	18.3%	6,565	13.3%	87,270	12.6%	121,884	8.4%
Hong Kong	8,167	-17.5%	12,384	-10.5%	115,473	7.8%	168,626	1.9%
Australia	26,159	0.8%	37,485	3.6%	245,905	-0.4%	354,437	-1.4%
South Korea	7,160	13.3%	12,688	-15.0%	102,898	-10.0%	236,200	-18.5%
China	19,509	9.0%	41,497	10.6%	356,475	5.4%	720,624	4.6%
New Zealand	3,316	3.2%	4,973	7.1%	44,621	-0.9%	60,430	-1.6%
India	2,690	-57.1%	17,855	-1.9%	107,839	34.3%	303,032	18.7%
South East Asia ¹	6,862	3.2%	12,502	2.1%	87,129	9.0%	147,121	6.0%
Total Europe Overnight	23,720	-11.8%	166,567	-2.7%	577,375	3.3%	2,827,054	-2.0%
United Kingdom	10,950	-20.1%	51,860	-3.5%	239,693	2.0%	804,806	-2.2%
Germany	2,870	1.0%	14,585	-2.5%	105,411	-0.3%	397,779	-0.3%
Netherlands	1,148	14.8%	5,869	-8.6%	39,247	10.6%	133,867	-6.8%
Austria	254	-7.7%	1,868	-0.9%	8,389	-1.5%	37,916	-4.2%
Switzerland	908	-10.4%	8,034	11.8%	27,969	0.1%	123,046	-1.3%
France	1,556	-9.8%	41,014	2.6%	35,181	9.7%	601,540	4.4%
Italy	662	-38.5%	5,585	-13.7%	16,957	8.1%	117,673	-9.9%
Nordic Europe ²	1,774	19.7%	8,908	-13.6%	26,733	2.5%	131,581	-9.3%
Brazil	2,944	45.0%	16,994	8.6%	35,675	64.6%	188,852	27.6%
Mexico	14,937	-9.2%	40,996	1.3%	172,421	11.1%	432,560	9.3%
Total International Overnight (Includes USA Overnight)	401,428	1.2%	1,401,162	1.8%	6,060,771	6.4%	21,142,645	1.2%

*All percentage comparisons versus same period in 2017

Source: Destination BC Tabulations from Statistics Canada Frontier Counts

Prepared by Destination British Columbia, Research and Analytics

Note: Due to data issues at BC land ports, Destination BC has modelled overseas countries of origin for September 2017 to November 2018, total arrivals by country of origin will not match values reported by Statistics Canada.

¹South East Asia includes Malaysia, Philippines, Singapore and Thailand

²Nordic Europe includes Denmark, Finland, Norway and Sweden

For more information, please contact:

Destination British Columbia
Research and Analytics

Website:

www.destinationbc.ca/research.aspx

*All percentage comparisons versus same period in 2017.

Source: Statistics Canada; prepared by Destination British Columbia, Research and Analytics.

Note: Customs entries include international visitors who cross Canada Customs in British Columbia. These figures do not account for all visitors to BC, as domestic visitors are excluded as well as international visitors who cross Canada Customs outside BC, yet still travel to BC. Likewise, customs entries include visitors that cross Canada Customs in BC, but who continue on to other provinces.

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Meeting Backgrounder

Prepared For: Honourable Lisa Beare, Minister of Tourism, Arts and Culture

Meeting Date: March 28, 1:45pm

CLIFF #: 35678

MEETING:

Meeting with Hon. Selina Robinson, Minister of Municipal Affairs and Housing (MAH)

ISSUE:

Shared interests between MAH and TAC

KEY FACTS REGARDING THE ISSUE:

- Tourism is a place-based industry that is dependent on the amenities and infrastructure provided by Local Governments (including First Nations).
 - Local Governments provide the infrastructure (i.e. roads, communications, water, sewer, policing, and emergency services) and amenities (i.e. civic centres, parks, museums, trails, recreational/cultural programming, and special events) that are essential for tourism to occur.
 - The infrastructure and amenities are primarily intended for local users, thereby reflecting local culture and creating authentic communities.
 - Authentic communities make attractive destinations as well as being great places to live.
 - Many of the services and activities that families and residents enjoy in their local communities are sustained by a vibrant tourism industry including restaurants, wineries, ski resorts, trails, golf courses, historic sites and other attractions.
- B.C.'s new strategic framework for tourism, *Welcoming Visitors – Benefitting Locals – Working Together*, identifies tourism as playing a key role in supporting people and communities to improve their quality of life.
 - The framework specifically mentions helping communities grow and manage tourism through local destination development plans; ensuring tourism is able to respond and recover from disasters; promoting accessibility; and continuing to invest in events and festivals.
- Local Governments, in response to changing economic factors, have been placing an increasing priority on tourism as a vehicle for community and economic development.
 - The Destination Development planning process conducted by Destination BC has completed local area plans for 18 of 20 areas in B.C.
 - Local Governments have been key participants and have identified infrastructure and amenity improvements required to tap the full potential of tourism locally.
 - Many Local Governments seek support for tourism in Minister meetings at the Union of BC Municipalities convention and First Nations Leaders Gathering.
 - The main need expressed is for infrastructure and amenities that support communities' quality of life and underpin the tourism economy.
- New MAH program fills a gap in meeting the supports Local Governments seek.
 - The new Community, Cultural and Recreational Infrastructure Program administered by MAH is well suited to the needs of communities seeking tourism infrastructure support.

- MAH staff have provided information sessions for Tourism Branch staff on the new program, and Tourism staff have referred several Local Governments to the program. MAH has accepted input from TAC for criteria to evaluate the tourism benefits of funding applications.
- TAC has tools that can help with housing, infrastructure and amenities issues.
 - The Municipal and Regional District Tax (MRDT, commonly called the 'hotel tax') generated \$55.8M for 56 communities in 2017/18, approximately \$3M more than the entire Destination BC budget.
 - MRDT is intended to promote the destination to attract more visitors. Increased visitation heightens pressure on community services and facilities, thereby increasing demand for infrastructure funding support.
 - In Budget 2018, the Province has created an option for Local Governments to use MRDT to fund affordable housing. A key issue for resort communities is affordable housing for their workers.

s.13;s.16;s.17

- TAC's Resort Municipality Initiative (\$13 M/year effective 2019/20) targets infrastructure development for 14 resort communities who are part of the program.
- TAC's Arts and Culture Branch (including BC Arts Council) has seen important funding increases in the last two budgets^{s.13}

s.13

- MAH has existing regulatory tools for Local Governments to manage tourism.
 - Official Community Plans (OCPs) and Regional Growth Strategies (RGSs) are planning tools that can put in place the conditions for success in tourism, such as defining areas where zoning will encourage or limit tourism developments, helping to both stimulate tourism development and regulate its impacts.

ADVICE:

- There are opportunities for TAC and MAH to work together to ensure communities are embracing opportunities for tourism.
- The new Provincial tourism strategic framework puts an emphasis on developing tourism sustainably so as to deliver benefits to communities. This intersection of business and community is where MAH and TAC find common ground.

s.13

- The MRDT gives Local Governments resources to conduct marketing and creates options for housing. Recognizing the resources available at MAH for housing, TAC could help MAH explore additional options to address the tourism worker housing challenge.

s.13

Program Area Contact:

Suzanne Ferguson, E.D.
Tourism Branch

778-698-9355

Meeting / Event Note

CLIFF: 35682

TITLE: Tourism Meeting with Destination Canada - Korea**WHO:** Province of British Columbia

1. Mr. George Chow, Minister of State for Trade, Ministry of Jobs, Trade and Technology

Other party

1. Anna Lee, Managing Director, Destination Canada, Korea Office

WHEN: Format: Tuesday, June 29, 2018 (JTT to complete)

Format: 11:15 AM – 12:30 PM

WHERE: Format: Street no, Street Name, Seoul, Korea**WHY:**

- The Province recently launched its new Tourism Strategic Framework: Welcoming Visitors, Benefiting Locals, Working Together to grow the visitor's economy.
- This is an opportunity to thank Destination Canada for its ongoing work promoting BC in South Korea and to get an update on tourism/travelers trends in that market.

GIFT: No**ISSUE/DISCUSSION:**

- Destination BC (DBC) does not have representation in South Korea and does not invest in the market at this time. See Background for more information.
- DBC has a close relationship with Destination Canada - South Korea and supports where possible with information, product and itinerary ideas, and content/digital assets.
- Minister Chow met with Anna Lee, Marketing Representative for Destination Canada, in Korea last January 2018, and at that time Ms Lee urged BC to consider more financial support for tourism into B.C. from South Korea.
- Destination BC has identified South Korea as a "Respond and Monitor" market.
- To identify core markets, DBC conducts a rigorous research and data-driven process. DBC reviews current market volume and spend, short- and long-term growth potential, the competitive environment, travel interest and intent, air capacity, demographic trends, travel patterns, marketshare and affinity for the travel experiences BC has to offer. DBC consults its Tourism Marketing Committee on the factors used to determine market prioritization and discusses the market investment tiers and forecasts.
- DBC's top 10 markets identified in the 2019/20 Marketing Strategy are: Tier 1: USA, China, Australia, Mexico and BC. Tier 2 markets are: UK, Germany, Alberta and Ontario

(ski only). DBC will continue to monitor Tier 3 markets for signs of growth and opportunity: Japan, India, S. Korea and France.

KEY MESSAGES AND DISCUSSION QUESTIONS:

- Acknowledge efforts and thank Ms Lee for ongoing work in promoting BC in South Korea on behalf of Destination Canada.
- Seek information: What trends are you seeing from the South-Korean market overall? How do South Korean perceive Canada and BC?
- Discuss opportunities and challenges seen by Destination Canada in increasing revenue and visitations to BC and Canada.
- BC recently released its Tourism Strategic Framework. Every corner of the province offers a unique, once-in-a-lifetime experience for visitors for travelers – encourage Destination Canada to spread that message where appropriate.
- BC values its economic and cultural relationships with South Korea.

BACKGROUND:

- Destination Canada is a Crown corporation established to stimulate international demand and tourism export revenue for Canada with its overseas offices in 10 countries: Australia, China, France, Germany, India, Japan, Mexico, South Korea, the UK and the USA.
- Anna Lee, president of AL Marketing & Communications, has represented Destination Canada since January 2015. (See Attachments 1 and 2 for biography and company profile.)
- According to Destination BC (DBC), total inbound tourism to B.C. in 2018 totalled 6,060,771, with the majority from U.S. overnight visitors (3,879,608).
 - Inbound tourism to B.C. from visitors from South Korea in 2018 was 102,898 overnight customs entries. Canada overall received 236,000 from South Korea in customs entries.
 - An increase of 13.3 percent was seen in December 2018 over December 2017 for overnight entries from South Korea to British Columbia. Full year arrivals from South Korea were down 10.0 percent for 2018 compared to 2017. Air capacity from South Korea declined 8.1 percent in 2018 compared to 2017 as carriers adjusted to slowing economic conditions in South Korea.
 - DBC also seeks to strategically align their market choices with Destination Canada. In markets where Destination BC does not have representation, content and assets are provided to the Destination Canada in-market representatives.
 - Due to high season compression and prices, Destination BC works with Destination Canada to create awareness and demand for the areas and seasons with capacity.
- See Attachment 3 for Destination BC's market profile for South Korea.

ADDITIONAL INFORMATION:

EVENT SCENARIO JTT to complete

Time	Details
FORMAT: 10:00 AM- 10:05 AM	Please add more rows as needed

SPEAKING NOTES: No**CONTACT:**

Vincent Portal

Director, Adventure Tourism and Intergovernmental Relations, Tourism Branch

Phone: 778 698-2990

Email: Vincent.Portal@gov.bc.ca**ATTACHMENTS:**

1. Biography – Anna Lee, Destination Canada
2. Destination Canada – Corporate Overview
3. Seating Plan (template attached) at JTT's discretion
4. Destination BC's 2018 Market Profile for South Korea
5. Destination BC's International Visitor Arrivals December 2018
6. Destination BC's Value of Tourism Snapshot 2017

Attachment 1:



AL Marketing & Communications

Anna Lee
President / AL Marketing & Communications
Managing Director / Destination Canada GSA Korea

Anna Lee is the President of AL Marketing & Communications, one-stop full service destination marketing and PR company founded in 2011. She has been in tourism and hospitality industry for about 20 years including over 15-year service for Canada with experiences in both public and private sector.

Her career has spanned media and public relations, travel trade, marketing, sales and management.

She proved her competence as a tourism/destination marketer working for the Destination Canada (formerly Canadian Tourism Commission) and Tourism Australia crossing over travel trade and media and public relations.

Her great love, however, is promoting Canada in a dynamic market, S. Korea. She found the right chemistry with Canada back in 1996 when she lived there for one year to learn English and travel many different places in Canada. And she extended her karma with Canada by working for the Destination Canada from 2002 until 2008 when she moved to challenge herself with other opportunities.

After Destination Canada, she extended her career as Sales & Marketing Director for Muskoka Language International, headquartered in Toronto, Canada and Canada's big competitor, Tourism Australia as Industry Service Manager.

She came back to the Destination Canada to manage their largest travel marketplace in Asia, Showcase Canada held in Busan, Korea in 2011. After the great success of the show, she went through RFP to be selected as Destination Canada's PR agency of record for Korea market. In 2012, she established her own company and started to work with the Destination Canada Korea as the PR agency of record bringing her expertise and enthusiasm to the organization with strategic/integrated/innovative MR/PR/SM approaches resulting in the best ROI.

Destination Canada went through organizational changes for their overseas markets and they closed Korea office in 2014 and contracted with GSA (General Sales Agency) to represent them in Korea. Anna participated in RFP and won the bid and has been representing Destination Canada in Korea since 2015.

Anna Lee holds a degree from Seoul National University in Human Ecology and began her career as an independent event-planning consultant, working for UNDP international workshop in Korea.

She was born and raised in Seoul, Korea and has lived in Vancouver, BC, Canada and Dallas, TX, US for one year respectively, which brought her opportunities to broaden horizons and to have great understanding of culture of North America.

Currently she lives in Seoul with her great supporters, husband, Brian, one and only daughter, Jiyo and her mother-in-law giving the family endless care and love. She loves short track speed skating, reading books and holds black belt in Korean martial art.

Attachment 2**Destination Canada – Corporate Overview****COMPANY NAME: AL Marketing & Communications (Destination Canada)****COMPANY PROFILE:**

- AL Marketing & Communications proudly represents Destination Canada in Korea since Jan 2015.
- Our team consists of experts in tourism and Canada. We actively work with multi-level Canadian partners by providing them with various platforms to penetrate the market while maximizing ROI.
- For travel trade, we lead/support the market with Canada Specialist Program, FAM tours, roadshow and co-op promotions.
- For media, we maximize exposure of travelling Canada by working with influential media outlets both traditional and online to reach out our target audience by FAM tours, broadcasting projects, media events, press releases, etc.
- We also interact with consumers directly through our in-market blogger program titled SNS Influencer Program and social media channels; facebook, Blog on NAVER and youtube.
- Number of employees: 4

Attachment 3

Seating Plan
(Please make all the necessary edits)

NAME				NAME
NAME				NAME
NAME				NAME
NAME				NAME
NAME				NAME

Attachment 4 – Destination BC's 2018 Market Profile for South Korea

OCTOBER 2018



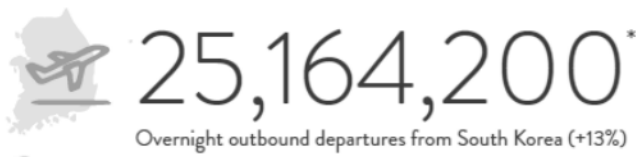
MARKET PROFILES

SOUTH KOREA



DESTINATION
BRITISH COLUMBIA™

MARKET OVERVIEW



MARKET
POTENTIAL†



Likelihood to visit BC
in the next 2 years

POTENTIAL DEMAND†

4,385M

BC RANK**

South Korea is the
8th
largest international
market for BC

MARKET STATUS***

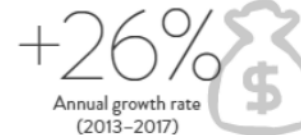
Respond and monitor

BC PAST PERFORMANCE

VISITATION [i]



EXPENDITURES [i]



NET PROMOTER
SCORE†



Promoters 25%
Passives 52%
Detractors 23%

AIRLINE SEAT
CAPACITY†



MARKET INSIGHTS



In May 2017, Moon Jae-in became president after the impeachment of the past president.



Trade is significant for South Korea's economy—the combined value of exports and imports represent 78% of GDP.[6]



South Koreans have the highest proportion of solo travellers (68%); the highest of all target markets.[7]



Four-fifths of South Koreans use a travel agent for their trip to Canada.[†]

SHORT-TERM FORECAST (2019)

FORECAST VISITATION TO BC [i]

93,000



FORECAST EXPENDITURES TO BC [i]

\$141.3M



AIRLINE SEAT
CAPACITY†



BC TRAVEL
SEARCH QUERIES [2]



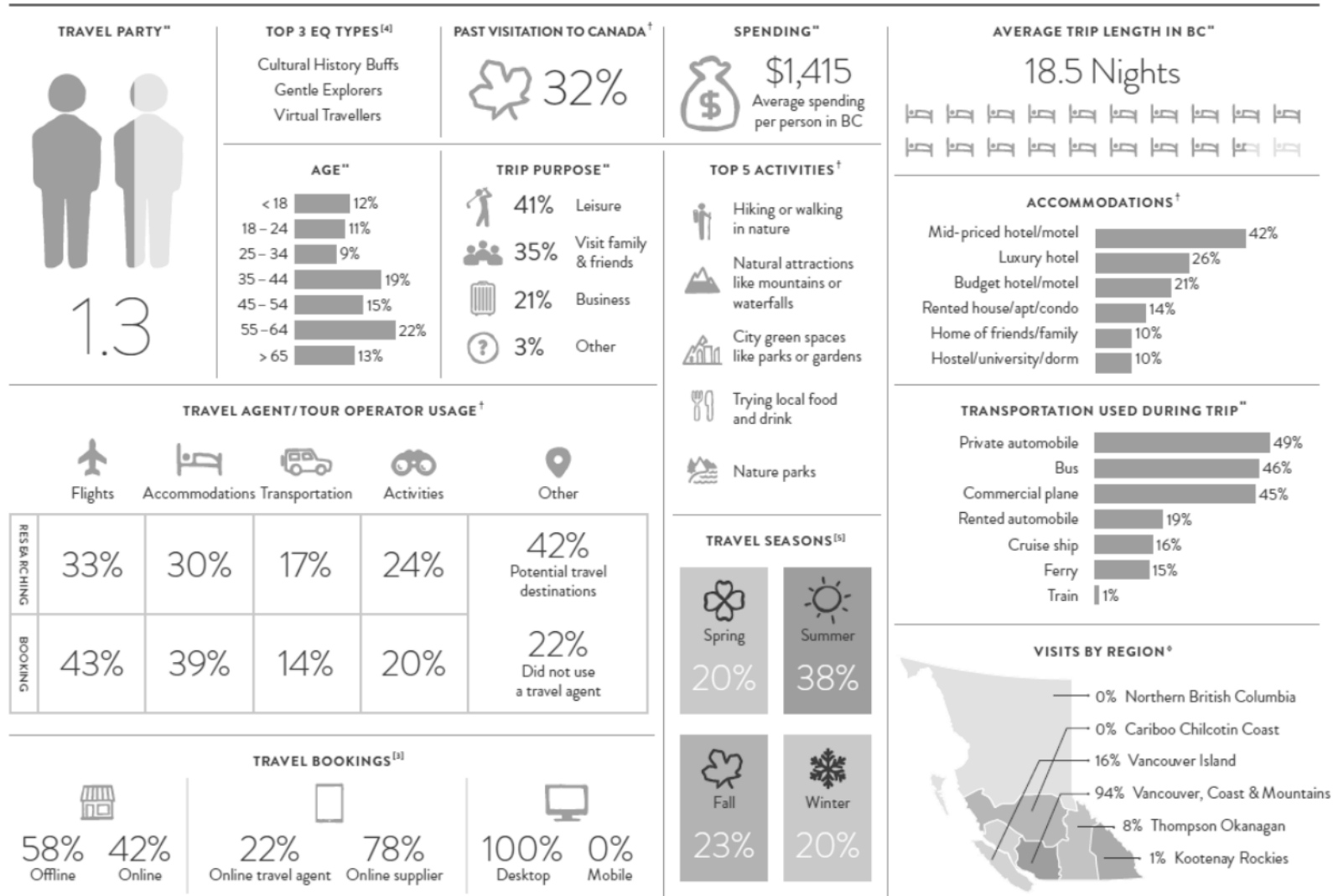
GDP
GROWTH‡



COST OF
\$1 CDN DOLLAR‡



TRAVELLER CHARACTERISTICS



DESTINATION BC | RESEARCH AND ANALYTICS

MARKET PROFILES: SOUTH KOREA

CONTACT US: TourismResearch@DestinationBC.ca

Attachment 5 - Destination BC's International Visitor Arrivals December 2018



	December 2018				Year-to-Date			
	BC	% change*	Canada	% change*	BC	% change*	Canada	% change*
Total U.S.A.	426,075	4.5%	1,672,242	3.6%	6,092,377	4.1%	24,412,440	0.5%
U.S.A. Overnight	263,308	3.6%	944,198	2.4%	3,879,608	7.1%	14,440,353	1.4%
U.S.A. Same Day	162,767	5.9%	728,044	5.1%	2,212,769	-0.7%	9,972,087	-0.8%
Total Asia/Pacific Overnight	91,908	-0.7%	169,389	0.8%	1,323,626	4.0%	2,503,320	1.4%
Japan	9,918	6.4%	14,854	-10.3%	130,837	-12.5%	247,354	-15.9%
Taiwan	5,019	18.3%	6,565	13.3%	87,270	12.6%	121,884	8.4%
Hong Kong	8,167	-17.5%	12,384	-10.5%	115,473	7.8%	168,626	1.9%
Australia	26,159	0.8%	37,485	3.6%	245,905	-0.4%	354,437	-1.4%
South Korea	7,160	13.3%	12,688	-15.0%	102,898	-10.0%	236,200	-18.5%
China	19,509	9.0%	41,497	10.6%	356,475	5.4%	720,624	4.6%
New Zealand	3,316	3.2%	4,973	7.1%	44,621	-0.9%	60,430	-1.6%
India	2,690	-57.1%	17,855	-1.9%	107,839	34.3%	303,032	18.7%
South East Asia ¹	6,862	3.2%	12,502	2.1%	87,129	9.0%	147,121	6.0%
Total Europe Overnight	23,720	-11.8%	166,567	-2.7%	577,375	3.3%	2,827,054	-2.0%
United Kingdom	10,950	-20.1%	51,860	-3.5%	239,693	2.0%	804,806	-2.2%
Germany	2,870	1.0%	14,585	-2.5%	105,411	-0.3%	397,779	-0.3%
Netherlands	1,148	14.8%	5,869	-8.6%	39,247	10.6%	133,867	-6.8%
Austria	254	-7.7%	1,868	-0.9%	8,389	-1.5%	37,916	-4.2%
Switzerland	908	-10.4%	8,034	11.8%	27,969	0.1%	123,046	-1.3%
France	1,556	-9.8%	41,014	2.6%	35,181	9.7%	601,540	4.4%
Italy	662	-38.5%	5,585	-13.7%	16,957	8.1%	117,673	-9.9%
Nordic Europe ²	1,774	19.7%	8,908	-13.6%	26,733	2.5%	131,581	-9.3%
Brazil	2,944	45.0%	16,994	8.6%	35,675	64.6%	188,852	27.6%
Mexico	14,937	-9.2%	40,996	1.3%	172,421	11.1%	432,560	9.3%
Total International Overnight (Includes USA Overnight)	401,428	1.2%	1,401,162	1.8%	6,060,771	6.4%	21,142,645	1.2%

*All percentage comparisons versus same period in 2017

Source: Destination BC Tabulations from Statistics Canada Frontier Counts

Prepared by Destination British Columbia, Research and Analytics

Note: Due to data issues at BC land ports, Destination BC has modelled overseas countries of origin for September 2017 to November 2018, total arrivals by country of origin will not match values reported by Statistics Canada.

¹South East Asia includes Malaysia, Philippines, Singapore and Thailand

²Nordic Europe includes Denmark, Finland, Norway and Sweden

For more information, please contact:

Destination British Columbia
Research and Analytics

Website:

www.destinationbc.ca/research.aspx

*All percentage comparisons versus same period in 2017.

Source: Statistics Canada; prepared by Destination British Columbia, Research and Analytics.

Note: Customs entries include international visitors who cross Canada Customs in British Columbia. These figures do not account for all visitors to BC, as domestic visitors are excluded as well as international visitors who cross Canada Customs outside BC, yet still travel to BC. Likewise, customs entries include visitors that cross Canada Customs in BC, but who continue on to other provinces.

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Attachment 6 – Destination BC's Value of Tourism Snapshot 2017

2017 Value of Tourism

A Snapshot of Tourism in BC



OVERVIEW

This information provides insight into the economic value of tourism in British Columbia for 2017. It is also a complementary piece to the full *Value of Tourism in British Columbia: Trends from 2007 to 2017* report, available in spring of 2019.

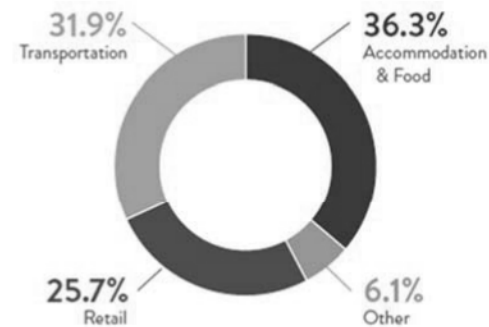
Information provided is produced by BC Stats for Destination BC, and derived by Destination BC based on the International Travel Survey from Statistics Canada.

TOTAL TOURISM REVENUE

Tourism revenue measures the money received by businesses, individuals, and governments due to tourism.



2017 TOURISM REVENUE BY SERVICE AREA



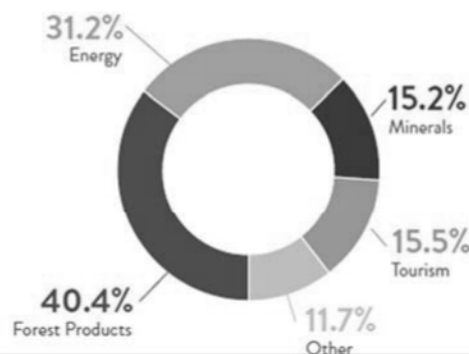
2017 TOURISM EXPORT REVENUE



\$5.4 Billion
(+7.1% Since 2016)

In 2017, tourism exports generated revenue of \$5.4 billion, an increase of 7.1% over 2016. Tourism export revenue was higher than that of the mineral (\$5.3 billion), and agriculture and fish (\$4.1 billion) primary resource industries, but lower than that of energy (\$10.9 billion) and forest products (\$14.1 billion).

2017 TOURISM EXPORT REVENUE BY PRIMARY RESOURCE INDUSTRY



PROVINCIAL TAX TOURISM REVENUE



\$1.2 Billion

+5.8% Over 2016 | +40.3% Since 2007

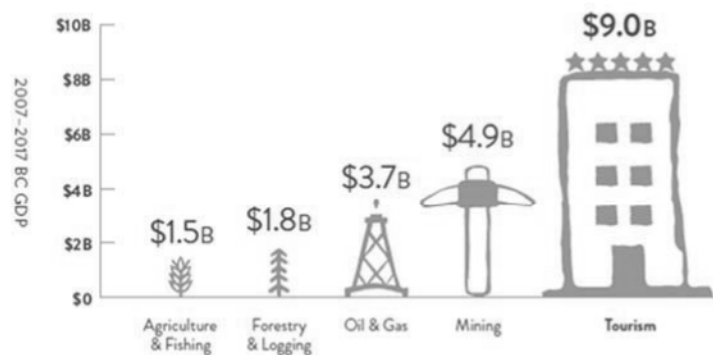
2017 Value of Tourism

A Snapshot of Tourism in BC

TOURISM GROSS DOMESTIC PRODUCT

GDP for the provincial economy as a whole grew 4.0% over 2016. The tourism industry contributed \$9.0 billion of value added to the BC economy, as measured through GDP (in 2012 constant dollars). This represents 6.7% growth over 2016, and 32.5% growth since 2007. In 2017, tourism contributed more to GDP than any other primary resource industry.

GDP BY PRIMARY RESOURCE INDUSTRY



TOURISM BUSINESSES

 **19,243**
tourism-related businesses in operation in BC in 2017, a 0.4% increase over 2016.

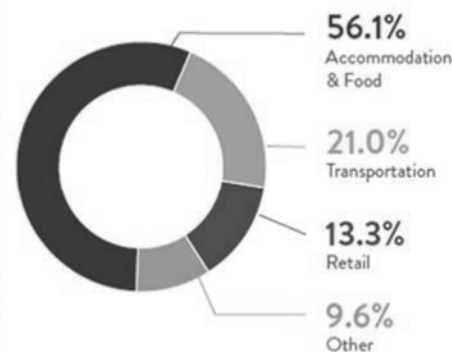
TOURISM EMPLOYMENT

 **137,800**
people employed in tourism-related businesses, a 6.9% increase over 2016.

TOURISM WAGES AND SALARIES

The tourism industry paid \$4.9 billion in wages and salaries in 2017, up 6.9% from 2016, and up 31.3% since 2007. Average compensation in the tourism industry in 2017 was \$35,878, up 3.2% from 2016, and up 12.8% since 2007.

2017 TOURISM EMPLOYMENT BY SERVICE AREA



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BRITISH COLUMBIA®

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CONTACT US

Destination BC Research and Analytics
Email: TourismResearch@DestinationBC.ca
Web: DestinationBC.ca/Research-Insights

WANT MORE INFORMATION?

Sign up for updates, invites and our industry newsletter, Directions, here: DestinationBC.ca/Subscribe.aspx