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July 18, 2017

Honourable Lisa Beare
Minister of Tourism, Arts and Culture
Parliament Buildings
Victoria, British Columbia V8V 1X4

Dear Minister Beare:

Congratulations on your new appointment as Minister of Tourism, Arts and Culture.

It has never been more important for new leadership that works for ordinary people, not just those at the top.

It is your job to deliver that leadership in your ministry.

Our government made three key commitments to British Columbians.

Our first commitment is to make life more affordable. Too many families were left behind for too long by the previous government. They are counting on you to do your part to make their lives easier.

Our second commitment is to deliver the services that people count on. Together, we can ensure that children get access to the quality public education they need to succeed, that families can get timely medical attention, and that our senior citizens are able to live their final years with dignity.

These and other government services touch the lives of British Columbians every day. It is your job as minister to work within your budget to deliver quality services that are available and effective.

Our third key commitment is to build a strong, sustainable, innovative economy that works for everyone, not just the wealthy and the well-connected. Together, we are going to tackle poverty and inequality, create good-paying jobs in every corner of the province, and ensure people from every background have the opportunity to reach their full potential.

These three commitments along with your specific ministerial objectives should guide your work and shape your priorities from day to day. I expect you to work with the skilled professionals in the public service to deliver on this mandate.

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As you are aware, we have set up a *Confidence and Supply Agreement* with the B.C. Green caucus. This agreement is critical to the success of our government. Accordingly, the principles of “good faith and no surprises” set out in that document should also guide your work going forward.

As minister, you are responsible for ensuring members of the B.C. Green caucus are appropriately consulted on major policy issues, budgets, legislation and other matters as outlined in our agreement. This consultation should be coordinated through the Confidence and Supply Agreement Secretariat in the Premier’s Office. The secretariat is charged with ensuring that members of the B.C. Green caucus are provided access to key documents and officials as set out in the agreement. This consultation and information sharing will occur in accordance with protocols established jointly by government and the B.C. Green caucus, and in accordance with relevant legislation.

British Columbians expect our government to work together to advance the public good. That means seeking out, fostering, and advancing good ideas regardless of which side of the house they come from.

Our government put forward a progressive vision for a Better B.C. that has won broad support with all members of the legislature. There is consensus on the need to address many pressing issues such as reducing health-care wait times, addressing overcrowded and under-supported classrooms, taking action on climate change, tackling the opioid crisis, and delivering safe, quality, affordable child care for all. As one of my ministers, I expect you to build on and expand that consensus to help us better deliver new leadership for British Columbians.

As part of our commitment to true, lasting reconciliation with First Nations in British Columbia our government will be fully adopting and implementing the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP), and the Calls to Action of the Truth and Reconciliation Commission. As minister, you are responsible for moving forward on the calls to action and reviewing policies, programs, and legislation to determine how to bring the principles of the declaration into action in British Columbia.

In your role as Minister of Tourism, Arts and Culture I expect that you will make substantive progress on the following priorities:

- Champion tourism as a job creator throughout British Columbia and work to expand tourism-marketing efforts internationally.
- Work with the Minister of Jobs, Trade, and Technology to ensure that British Columbia’s tourism sector is represented on trade missions.
- Double the Province’s investment in the B.C. Arts Council over four years.
- Increase investments in Creative B.C. over four years.
- Establish an arts infrastructure fund to help provide space for B.C. artists.
- Ensure that B.C. film and TV makers get their fair share of federal investments from Telefilm, and other federal government programs.

- Work with the Minister of Finance to expand B.C.'s film labour tax credit to include B.C. writers.
- Work with the Minister of Municipal Affairs and Housing to develop a community capital infrastructure fund to upgrade and build sports facilities, playgrounds, local community centres, and arts and culture spaces.

All members of Cabinet are expected to review, understand and act according to the *Members Conflict of Interest Act* and to conduct themselves with the highest level of integrity. Remember, as a minister of the Crown, the way you conduct yourself will reflect not only on yourself, but on your Cabinet colleagues and our government as a whole.

I look forward to working with you in the coming weeks and months ahead.

It will take dedication, hard work, and a real commitment to working for people to make it happen, but I know you're up to the challenge.

Sincerely,

A handwritten signature in black ink that reads "John Horgan". The signature is written in a cursive, flowing style.

John Horgan
Premier

Champion tourism as a job creator throughout British Columbia and work to expand tourism-marketing efforts internationally.

- In March 2019, the Minister released the Strategic Framework for Tourism in BC that sets out a vision for a prosperous and sustainable tourism sector in a way that distributes benefits throughout the province. This includes actions to sustainably grow the industry and encourage job creation and economic diversification in all four corners of the province.

Championing Tourism as a Job Creator

- The Minister led five Regional Tours in 2019 to meet with communities and local stakeholders to champion tourism needs and opportunities across the province.
- The Minister hosted seven Tourism Roundtables in 2018/2019, meeting with stakeholders in nearly every region of the province to hear from industry and to discuss tourism opportunities.
- Secured \$400,000 in funding for Indigenous tourism workforce development.
- Expanded the use of MRDT funds to include affordable housing to address challenges with a seasonal tourism workforce.
- Completed 19 of 20 Destination Development Strategies across the province to support the ongoing viability of BC's tourism sector through product development and job creation.
- Investing \$39M over three years in the Resort Municipality Initiative Program to fund infrastructure projects that will create jobs and improved the standard of living in tourism-oriented communities.
- Funded 185 events throughout British Columbia through the Tourism Events Program since the programs' inception.
- The Ministry also provided \$2.3M for the 2019 World Junior Hockey Championship and \$350K for the 2020 FIBA Men's Basketball Olympic Qualifying Tournament. The Ministry has also provided support for the 2018 & 2020 BC Winter Games, 2018 & 2020 BC Summer Games, 2018 & 2019 55+ BC Games and \$1 million annually for Hosting BC and Major Events Programs.
- Supported communities in transition to diversify their economies through tourism with \$1M in funding provided to the Regional DMOs.
- Launched a new accessibility and inclusion plan for tourism to make travel in BC more accessible for all.
- Provided \$200,000 in funding to support Emergency Management training for the tourism sector.
- Continue to work closely with go2HR and the Ministries of Education; Advanced Education; and Social Development and Poverty Reduction to increase skills training; and with the Provincial Nominee Program to facilitate recruitment and retention of skilled workers.

Expanding tourism-marketing efforts internationally

- Destination BC continues to execute its Global Marketing Plan and expand international marketing efforts.

- International marketing activities continue to include:
 - A combination of media relations, social media, travel trade, partnerships and consumer direct marketing in key markets, to inspire and motivate visits to British Columbia.
 - Executing a global social media strategy in key markets.
 - Working with Online Travel Agencies (i.e. Expedia, C-Trip China) and rating sites (i.e. TripAdvisor) to reach consumers.
 - Working closely with Destination Canada in all key international markets to leverage funding and resources.
 - For 2020/21 Destination BC has increased its marketing budget for Australia, Germany, the UK and North American markets.
- In addition, Destination BC:
 - Hosted 425 global media and journalists from major firms like Forbes, Conde Nast Traveller and National Geographic.
 - Launched a new global brand campaign called BC Effect to share the transformative benefits of experiencing BC's natural places.
 - Secured a national partnership with Google and strengthen marketing partnerships with Facebook; and
 - Shared over 200,000 pieces of marketing content through several user-generated content networks

Work with the Minister of Jobs, Trade, and Technology to ensure that British Columbia's tourism sector is represented on trade missions.

- The Minister participated on two international trade events to build relationships, generate leads and create interest in B.C. as a destination of choice. This included attending the Premier's Trade mission to Asia in January 2018 and a mission to Los Angeles in the fall of 2017.
- In 2019, tourism interests were well represented on trade missions to Japan and South Korea.
- The Minister also hosted a number of Heads of Mission and Consul Generals this year. Those meetings provided a unique avenue to forge friendships and nurture relations between nations and to promote the tourism sector without having to travel overseas.

Double the Province's investment in the B.C. Arts Council over four years.

- As part of *Budget 2018* this government announced a \$15M increase in funding to the BC Arts Council over three years, increasing the base budget from \$24M to \$29M.
- The BCAC 2018-22 strategic plan, released in 2018 is guiding the distribution of the new grant funding to the sector.
- As part of *Budget 2019* this government announced an additional \$15M increase in funding to the BC Arts Council over three years, increasing the base budget from \$29M to \$34M.

Increase investments in Creative B.C. over four years.

- **Funding to help meet mandate commitment included** a \$1 million lift in operational funding to Creative BC in 2018/19, plus a one-time infusion of \$1 million in 2017/18. **Increases to operational funding continued in 2019/20 (\$1 million) and 2020/21 (\$800,000).**
- Investing \$15M, over two years, to support Amplify BC in 2018/19 and 2019/20. Amplify BC, the provincial music fund administered by Creative BC, directly supports B.C.'s music industry while also leveraging additional federal government program funding.

Establish an arts infrastructure fund to help provide space for B.C. artists.

- The arts infrastructure fund is intended to invest in the renovation of existing spaces, development of new facilities and purchase of specialized equipment for the creation of and public engagement in the arts.
- The Province has conducted its initial research and analysis; further sector engagement and program development is planned for fiscal 2020/21.

Ensure that B.C. film and TV makers get their fair share of federal investments from Telefilm, and other federal government programs.

- To date, we have made significant progress in meeting this mandate commitment, which includes:
 - Increased funding to Creative BC has enabled the organization to position B.C. creators to better access federal funding, which is often triggered by other sources.
 - Convening domestic industry roundtables in partnership with Knowledge Network, the Canadian Media Producers Association – BC Branch and Creative BC to identify overall industry needs and opportunities for support.
 - Leveraging \$1.3 million in federal match funding in the first year of Amplify BC for B.C.'s music industry.
 - Leveraging approximately \$1.2 million in federal funding through Knowledge Network's investment in original content in 2019/20.
 - Building the Reel Focus BC Program through Creative BC to integrate all investments that focus on the domestic sector. This includes:
 - \$800K Rogers + Creative BC Documentary and Factual Development Fund to support original documentary singles and factual series.

- \$400K Access 2020 partnership between the Canada Media Fund, Creative BC and the CMPA – BC Branch to support development phase of B.C.-based film and TV content.
- Working with industry to identify tangible opportunities to improve access to federal programs, such as the Canada Media Fund, and directly liaising with key decision-makers to advocate for changes.

Work with the Minister of Finance to expand B.C.'s film labour tax credit to include B.C. writers.

- Effective Feb 21, 2018, the Film Incentive BC Tax Credit was amended to include Script Writing.

Work with the Minister of Municipal Affairs and Housing to develop a community capital infrastructure fund to upgrade and build sports facilities, playgrounds, local community centres, and arts and culture spaces.

- In 2018, the Ministry of Municipal Affairs and Housing launched four community capital infrastructure funding programs. The Ministry of Tourism, Arts and Culture was consulted on the program stream related to the recreation, arts and culture sector: Community, Culture and Recreation.
- The first intake of applications for funding closed on January 23, 2019. The Ministry of Municipal Affairs and Housing are currently reviewing these applications. Final decisions are anticipated in early 2020.

UNDRIP ACTIONS 2019/20 - Ministry of Tourism, Arts & Culture

Across government we are working to implement changes that will address the Calls to Action of the Truth and Reconciliation Commission and United Nations Declaration on the Rights of Indigenous People.

Tourism

Indigenous Tourism (UNDRIP Article 20.1)

TAC is supporting tourism development by Indigenous peoples in B.C. to implement UNDRIP Article 20.1 which states “Indigenous peoples have the right to maintain and develop their political, economic and social systems or institutions, to be secure in the enjoyment of their own means of subsistence and development, and to engage freely in all their traditional and other economic activities.”

- Indigenous Tourism Accord
 - Minister Lisa Beare and Indigenous Tourism BC (ITBC) signed the Indigenous Tourism Accord in November 2019 at the International Indigenous Tourism Conference in Kelowna.
 - The Accord affirms the Province’s commitment to ‘Reconciliation through Tourism’ as outlined in the provincial tourism strategy, *A Strategic Framework for Tourism in BC*, to preserve and promote their cultures and help them get the skills they need to deliver tourism experiences.
 - It commits both parties to shared objectives and creation of a cross-Government Indigenous Tourism Partnership Group to work with ITBC to deliver them.
- Increased Funding for Indigenous tourism
 - Destination British Columbia is increasing its funding to ITBC by a third to \$4 million over the next three years. Destination BC has been supporting ITBC with an average of \$1 million per year.
 - This funding supports ITBC’s efforts to plan, develop, operate and market Indigenous tourism businesses across B.C.
 - This funding also supports Indigenous tourism development specialists embedded with BC’s regional destination marketing organizations. The Indigenous tourism specialists work with other tourism stakeholders to provide direct, on-the-ground support to Indigenous communities and businesses engaged in tourism.
- Supporting Indigenous participation in the tourism workforce
 - A \$440,000 Labour Market Partnership study and strategy is being delivered by ITBC with funding from the Ministry of Advanced Education and Skills Training.
 - The study will detail the readiness and availability of Indigenous people to work in the tourism sector, and a strategy to ensure Indigenous people are ready to take on rewarding tourism careers. The project fulfills the provincial tourism strategy commitment to help people get the skills they need for tourism.

- Guidance for Indigenous tourism development
 - Ministry staff provide guidance to Indigenous communities and leaders seeking advice on tourism development. More than 20 direct enquiries occur each year at the First Nations Leaders Gathering, and follow-up to those meetings involves directly putting communities in touch with available resources to meet their needs.

Arts and Culture

Arts and culture play a unique and significant role in truth and reconciliation. For example, arts and culture can: bring to light the atrocities and truths of the past; provide healing to a community; and engage Indigenous youth in meaningful ways.

Language Revitalization (UNDRIP Article 13)

- Our government recently recognized the importance of Indigenous language revitalization through a \$50M commitment.

BC Arts Council (UNDRIP Article 31)

- The BC Arts Council has been directly funding Indigenous organizations for over 25 years and addressing section 31 of the Declaration for ten years.
 - In continued partnership with the First Peoples' Cultural Council (FPCC), BCAC allocated approximately \$1.5M to *Aboriginal Arts Development* and *Aboriginal Youth Engaged in the Arts awards* across the province during 2018/19. BCAC and FPCC have partnered for more than 20 years on this initiative.
 - Organization examples: Savage Production Society (\$110,000); Urban Ink (\$53,000) Full Circle First Nations Performance Society (\$138,920); U'Mista Cultural Society (\$119,100); Haida Gwaii Museum (\$98,000); The Mid-Island Métis Nation (\$7,125); and Dancers of Damelahamid (\$24,500).
 - *ArtStarts in Schools* distributes over \$25K in funding to the First Nations School Association (FNSA) through the Artists in Education (District Allocations) program.
 - Over \$25K in *Artists in the Classroom* residencies for Indigenous artists.

Community Resilience (UNDRIP Article 31)

- The Community Resilience Through Arts and Culture pilot program launched in February 2018 and designed to address Article 31 of the UNDRIP through its support of the rights of Indigenous peoples to maintain, control, protect and develop their cultural heritage, traditional knowledge and traditional cultural expressions. The pilot year provided over \$300,000 directly to Indigenous communities to support arts and cultural activities.

RBCM (TRC Calls to Action 67 & UNRIP Article 12)

- Through our Crown Agency, the Royal BC Museum, we are addressing the TRC Calls to Action and UNDRIP in the areas of training, education, reconciliation and repatriation. The Province provided the Royal BC Museum \$2M over three years to initiate repatriation of cultural belongings and ancestral remains to Indigenous communities. 2018/19 was the third and final year of the funding committed to the project and we are working with the museum to look at options for continuing the program.

Sport

(Articles 11, 15.1 and 15.2 of UNDRIP and the TRC Calls to Action #88 and #90)

- BC is working to implement the United Nations Declaration on the Rights of Indigenous Peoples and Calls to Action related to sport. Examples of our work include:
 - Sharing the story and history of Indigenous sport.
 - Ensuring long term Indigenous athlete development and growth including supporting Indigenous youth to participate in the North American Indigenous Games.
 - Reducing barriers to sport participation and promoting sport that is inclusive of Indigenous peoples.
 - Ensuring that sport policies, programs, and initiatives are inclusive of Indigenous peoples.
 - Ensuring that local Indigenous peoples' territorial protocols are respected by officials of international sporting events in British Columbia.
- The Ministry invests \$1.4 million annually to support continuous athlete, coach and officials' development through the Indigenous Sport, Physical Activity and Recreation Council (ISPARC) and includes \$0.22 million annually to support the Premier's Awards for Aboriginal Youth Excellence in Sport.
- The Premier's Awards for Aboriginal Youth Excellence in Sport awards 36 regional recipients, which is followed by eight provincial awards presented at the Indigenous Youth Sport Leadership Forum held at the Gathering our Voices Youth Conference.
- ISPARC received a Premier's Award for Organizational Excellence for its incredible work with Indigenous peoples. Through this work, Indigenous populations across the province are benefiting from enhanced physical activity, podium results and job skills. ISPARC programs reach about 25,000 Indigenous people each year.
- Aboriginal Team BC was first at the 2014 and 2017 North American Indigenous Games (NAIG). The Ministry provided \$1.46 million to ISPARC in 2019 to support Team BC's participation at the 2020 NAIG. This funding support will make participation in these games more affordable for Indigenous athletes and mission staff.
- The Team BC women's hockey teams placed fourth at the 2019 National Aboriginal Hockey Championships.
- The Ministry also works with ISPARC and sport sector partners to increase Indigenous sport opportunities in the overall sport sector. One example is a partnership between ISPARC and the BC Games Society to expand opportunities for Indigenous athletes to compete at BC Winter and Summer Games. For the 2020 BC Winter Games in Fort St. John, Indigenous athletes will compete in the sports of Archery and Cross

Country Ski. For the 2020 Summer Games in Maple Ridge, Indigenous athletes will compete in the sports of Box Lacrosse, Canoe/Kayak, Golf and Boys Softball Boys.

- The Ministry is partnering with the BC Games Society, ISPARC and BC Lacrosse Association to pilot new Indigenous sport opportunities in the Canada Games. Indigenous participants will participate in Box Lacrosse for the first time at the 2021 Canada Summer Games in Niagara, Ontario.
- The Sport Branch is investing in a pilot initiative to reach more Indigenous people with disabilities. ISPARC, the British Columbia Aboriginal Network on Disability, Disability Sport Organizations and other key stakeholders are undertaking work to identify service gaps and options. A report will be finalized by the end of the fiscal year.
- The Sport Branch is also partnering with KidSport BC to expand opportunities for Indigenous children and youth who cannot afford to register in sport. Approximately 25 per cent of KidSport BC grants currently go to Indigenous youth.
- The Ministry supports the After School Sport and Arts Initiative, which targets children and youth (Grades K-8) who typically face barriers to sport or arts participation – including Indigenous children and youth.
- Funding was provided to the British Columbia Recreation and Parks Association to train Indigenous leaders working at the new Upper Skeena Recreation Centre in the Village of Hazelton.
- The BC Sports Hall of Fame and Museum (in partnership with ISPARC) unveiled the Indigenous Sport Gallery – more than 1,000 square feet of permanent exhibit space that celebrates the rich history and many contributions to sport by First Nations and Métis athletes, teams, coaches, builders and volunteers. This is the largest permanent Gallery in the world dedicated to Indigenous Sport and won two international awards in 2019, including Best New Exhibit in the World by the International Sports Heritage Association.

BC Games Society (UNDRIP Articles 11, 15.1, 15.2, 22.1, 22.1, 31 and 44 and TRC #88 and #90)

- BC Games Society's mandate letter supports a number of UNDRIP and TRC commitments. Directions include:
 - In collaboration with ISPARC, support true and lasting reconciliation by increasing sport and other opportunities for Indigenous peoples and providing support to ISPARC in preparation for the 2020 North American Indigenous Games in Halifax.
 - Pilot new Indigenous sport opportunities at the BC Summer and Winter Games.
 - Continue to work to make sport opportunities affordable for Games participants. Indigenous populations often face barriers to participating in sport.
 - Enhance and share best practices for safety with an increased focus on preventing and addressing harassment and abuse. This support gender equity (UNDRIP) and TRC Calls to Action #90 as Indigenous peoples are vulnerable to harassment and abuse.
- BC Games has also introduced a service plan performance measure - # of Indigenous athletes participating in BC Games.

Multiculturalism

Anti-Racism (Article 2, Article 7 and Article 8.2.e.)

- Through the Resilience BC program, BC is investing \$540,000 in a new, strengthened anti-racism network that will support communities throughout BC to identify ways to combat racism and hate against diverse groups, including Indigenous peoples.
- In the fall of 2019, my ministry created a new cross-ministry anti-racism and anti-hate working group to improve the way government coordinates in responding to racist incidents and to improve information sharing between ministries about the actions we are taking to address institutional and systemic racism.
- Through the \$300,000 annual Multicultural Grants Program, the Ministry is supporting numerous community-based projects focussed on building cross cultural trust and understanding between Indigenous peoples and other community member, reducing racism towards Indigenous peoples and identifying and alleviating systemic barriers. In 2020/21, projects in at least 20 communities across BC will have Truth and Reconciliation with Indigenous peoples as their specific focus.

Creative

Knowledge Network (UNDRIP Article 16 TRC #84 and #85)

- Mirroring the TRC's Calls to Action related to federal public broadcasting, in their 2019/20 Mandate Letter, the Knowledge Network is committed to collaborating with independent, Indigenous filmmakers to create original B.C. Indigenous stories and continue to seek further opportunities to share Indigenous perspectives through programming.

Indigenous Music Initiative (UNDRIP Article 11.1, 31.1)

- Creative BC fostered a strategic partnership with the First Peoples Cultural Council to deliver the first Indigenous music industry program of its kind in B.C.
- Funded through Amplify BC, the programs are targeted at supporting music industry professionals; an Indigenous music retreat; and IndigiFest, a one-day Indigenous music, arts and culture festival.

National Day for Truth & Reconciliation (TRC #80)

- The Province is monitoring the federal government's progress on meeting the Truth and Reconciliation Commission's Call to Action No. 80.
- Although it is a call to the federal government to establish a national statutory holiday, the Province is considering options for how it can honour the survivors, their families and communities at the provincial level.

2020/21 Estimates Note Advice to the Minister

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

Title: Truth and Reconciliation Commemorative Day

Revised: January 23, 2020

Issue: Provincial response to Call to Action No. 80

Response:

- We are monitoring our federal colleagues' progress on meeting the Truth and Reconciliation Commission's Call to Action No. 80.
- Although this is a call to the federal government to establish a national statutory holiday, we are considering options for how the Province of B.C. can honour the survivors, their families and communities.
- Our government is committed to pursuing a path of reconciliation and commemorating historical wrongs in a lasting and meaningful way.

Background/Status:

- In fall of 2018, Saskatchewan MP Georgina Jolibois introduced a Private Member's Bill to make Truth and Reconciliation Commemorative Day a federal statutory holiday.
- The purpose of the bill was to fulfill the Truth and Reconciliation Commission's (TRC) Call to Action No. 80, which seeks a statutory holiday *"to honour survivors, their families, and communities, and ensure that public commemoration of the history and legacy of residential schools remains a vital component of the reconciliation process."*
- This legislation died on the Order Paper when the federal writ was dropped in the 2019 federal election.
 - Ms. Jolibois was not re-elected and there is currently no certainty with regards to the bill's reintroduction.
- The Province of B.C. is considering options for how to meaningfully commemorate the survivors of the residential school system in B.C.

Contact:

Amy Schneider Executive Director Creative Sector Branch 778-698-1804

2020/21 Estimates Note Advice to the Minister

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

Title: Economic Framework 2019-20 Q&A

Revised: February 24, 2020

Key Messages:

- The *2019-20 Framework for Improving British Columbia's Standard of Living* was developed to focus government's effort and capacity on fostering quality economic growth and improving the standard of living for British Columbians.
- The Framework provides the pathway for BC to be successful in the world by building on the strength of our people and our geographic location at the crossroads of Asia and North America.
- We are implementing a sustainable approach to what we call quality economic growth. This means growth that fits within the CleanBC plan and can leverage the competitive advantage of our legacy of clean, affordable, hydroelectricity to decarbonize our economy without sacrificing our standard of living.
- Our framework will provide the conditions for business to succeed, and the framework to ensure that the benefits of growth are shared among our people, including Indigenous people.

Questions and Answers:

1) Why do we need an economic framework?

- Changing global and investment patterns have challenged the standard of living in developed economies for the last 40 years. B.C. is no exception. While gains have been made in our per capita Gross Domestic Product, these have not translated into widespread benefits for B.C. workers and families. Real median wages have decreased, and there is significant wage inequity between those in the middle and those at the top.
- Over the past decade these challenges have been compounded by growth occurring disproportionately in urban centers which contributed to strained urban infrastructure, higher housing costs, overburdened public services, and longer commutes producing higher GHG emissions. Even though this created affordability

2020/21 Estimates Note Advice to the Minister

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

issues for existing residents and the established business community in B.C.'s urban centres, economic policy continued to promote directing more people into cities, at the expense of our urban workforce and those with limited or fixed incomes.

- Significant near-term sources of incremental government revenue are needed to reverse these trends and to address the historic inequities of our society and meet the needs of our people.
- The Economic Framework promotes informed decisions about the industries and growth opportunities that we want to pursue, focusing on those that will contribute the most to our economy through good jobs and net government revenues and directing government effort to areas that deliver the greatest benefit.

2) What actions is government taking to support quality economic growth?

- With the Economic Framework we are committing to action in five key areas, including:
 - Maintaining a competitive business climate in BC by providing opportunities for business to succeed, while generating benefits for people through good jobs and an improving standard of living;
 - Promoting economic growth that supports reconciliation with Indigenous people, including initiatives aimed at generating new government revenues that will enable support for benefit agreements, revenue-sharing agreements, reconciliation agreements and other instruments as part of a new fiscal relationship;
 - Ensuring continued GHG emissions reductions, as established in the CleanBC plan, while leveraging BC's vast energy resources;
 - Investing in transportation and infrastructure to accommodate growth, optimize business competitiveness,

2020/21 Estimates Note Advice to the Minister

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

further enable trade, limit GHG emissions, and provide for livable communities; and

- Investing in technology and innovation, including supporting the distribution of benefits from the technology sector to regions across BC and helping businesses to scale up and succeed.

3) Why aren't all sectors mentioned in the Economic Framework?

- Growing British Columbia's standard of living extends to all sectors of our economy and all parts of our province. As it would not be practical to reference every business sector in a document of this type, this introductory plan features some business sectors, while others will be highlighted in future versions or addressed through sector-specific plans such as our Strategic Framework for Tourism, our Integrated Transportation and Development Strategy, or our Northern Strategy.

4) How will TAC support the Economic Framework?

- The Ministry of Tourism, Arts and Culture will support the implementation in multiple ways, including:
 - Implementing the Strategic Framework for Tourism in BC to develop a prosperous and sustainable tourism sector that distributes benefits to people throughout the province and grows the sector's annual \$18.4B revenue by 6 per cent;
 - Supporting the Northern Strategy, a dedicated strategy focused on the needs, economic development opportunities and priorities of B.C.'s North; and
 - Drawing on the in-market experience of Destination B.C. to support Trade and Investment Offices in countries identified as offering growth potential for B.C. exporters.

Contact:

Jason Gabitous

A/Executive
Director

Corporate Planning
and Priorities Branch

778 698 7040

Ministry of Tourism, Arts and Culture

2020/21 Estimates Summary

MINISTRY ESTIMATES BUDGET OVERVIEW

Vote 42 Ministry Operations

2020/21 Estimate Budget: \$160.753M (a net decrease of \$3.491M or 2.13% from the Restated Estimates 2019/20 of \$164.244M)

The \$3.491M decrease in Ministry Operations is due to the following:

- \$1.730M increase to the BC Arts and Culture Endowment Fund Special Account
- \$1.052M increase to Destination BC to fund a 2% lift based on the terms of the performance-based funding model established through Ministerial Directive.
- \$46K increase to PavCo for the Economic Stability Dividend
- Offset by a \$6.317M decrease due to fiscal adjustment for the following items:
 - \$2.500M decrease to the transfer to BC Pavilion Corporation
 - \$2.300M decrease to the transfer to Destination BC Corporation
 - \$900K decrease to government transfers
 - \$280K decrease to salaries and benefits
 - \$240K decrease to operating costs
 - \$97K decrease to the transfer to Knowledge Network government
- \$2K decrease due to changes in benefit chargeback rate.

Vote 46 Capital Funding

2020/21 Estimate Budget: \$37M (a \$27M increase from the Restated Estimates 2019/20 of \$10M)

The \$27M increase in Capital Funding is due to the following:

- \$27M increase due to funding for the Royal BC Museum modernization project

CORE BUSINESS SUMMARY

Tourism, Arts and Culture \$50.568M

- \$50.568M (\$0.748M decrease from Restated Estimates 2019/20 of \$51.316M)
 - \$747K decrease due to fiscal adjustment
 - \$1K decrease due to changes in the benefits chargeback rate

Creative Sector, Multiculturalism and Sport \$26.737M

- \$26.737M (\$645K decrease from Restated Estimates 2019/20 of \$27.382M)
 - \$645K decrease due to fiscal adjustment

Transfers to Crown Corporations and Agencies \$76.851M

- British Columbia Pavilion Corporation
\$7.001M (\$2.454K decrease from Restated Estimates 2019/20 of \$9.455M)
 - \$2.500M decrease due to fiscal adjustment
 - \$46K increase for the Economic Stability Dividend
- Destination BC Corp.
\$51.373M (\$1.248M decrease from Restated Estimates 2019/20 of \$52.621M)
 - \$1.052M increase to fund a 2% lift based on the terms of the performance-based funding model established through Ministerial Directive.
 - \$2.300M decrease due to fiscal adjustment
- Knowledge Network Corporation
\$6.611M (\$97K decrease from Restated Estimates 2019/20 of \$6.708M)
 - \$97K decrease due to fiscal adjustment
- Royal BC Museum
\$11.866M (no change from Restated Estimates 2019/20)

Executive and Support Services \$1.167M

- Minister's Office
\$544K (No change from Restated Estimates 2019/20)
- Corporate Services
\$623K (\$29K decrease from Restated Estimates 2019/20 of \$652K)
 - \$28K decrease due to fiscal adjustment
 - \$1K decrease due to changes in the benefits chargeback rate
 - Corporate Services consists of the Deputy Minister's office

Special Accounts \$5.430M

- BC Arts and Culture Endowment Fund
\$4.230M (\$1.730M increase from Restated Estimates 2019/20 of \$2.500M)
 - \$1.730M increase to reflect higher projected investment revenue
- Physical Fitness and Amateur Sports Fund
\$1.200M (no change from Restated Estimates 2019/20)

Capital Funding Vote allocation \$37M

- \$37M (\$27M increase from Restated Estimates 2019/20 of \$10M)
 - \$27M increase due to funding for the Royal BC Museum modernization project.

Ministry Capital Budget

- \$1K (no increase from Restated Estimates 2019/20)
- \$1K in capital budget in a placeholder in the event the Ministry needs to incur furniture and equipment costs.

2020/21 Executive Financial Officer Information Note

Ministry: Tourism, Arts and Culture

Title: Audits

Revised: February 21, 2020

Issue: Have there been any audits of the Ministry?
Are these audits available publicly?

Recommended Response:

Financial Audits

The Office of the Auditor General (OAG) is continuing to provide financial audits of the following crown corporations:

- **BC Pavilion Corporation** – providing oversight of PWC audit
- **Royal BC Museum Corporation** – financial audit (started in fiscal 2018/19)

The OAG is no longer providing financial audits of the following crown corporations:

- **Destination BC** – starting in fiscal 2019/20, KPMG took over the audit

Performance Audits

Tourism Events Program (TEP) – the OAG provided a performance audit notification in July 2019. The audit is still in progress.

Other Audits

- **Destination BC** – Moresys Retreat Ltd. provided a procurement audit in August 2019 – Conclusion: DBC has a strong control framework for the planning, solicitation and awarding of contracts in compliance with Core Policy and Procedures requirements
- **Succession Management (SM)** – The OAG is performing the audit. The Public Service Agency's is the lead and the Financial Services Branch is the ministry's linkage to the audit.
- **Business Continuity Planning (BCP)** – The Internal Audit and Advisory Services Branch of the Ministry of Finance is performing the audit of all ministries. The Corporate Planning and Priorities Branch is the lead.
- **OCG** conducted an **Executive Travel and Employment Expense Audit** of 5 Crown Corporations, including **PavCo** and **RBCM**. Currently in draft stage.

2020/21 Executive Financial Officer Information Note

Ministry: Tourism, Arts and Culture

Contact:

Manager, Financial Operations and Procurement	Derek Cockburn	Financial Services Branch	778-698-4342
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2020/21 Estimates Note Advice to the Minister

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

Title: Core Messaging - Tourism

Revised: February 24, 2020

Issue: Key messaging for the tourism sector

General Key Messages:

- Tourism plays an important role in distributing economic benefits to people throughout the province.
- The tourism industry creates good-paying jobs for 161,500 people in the communities they call home.
- B.C. is a top destination for visitors from around the world. We welcomed 6.2-million international visitors in 2019.
- In 2018, tourism generated \$20.5 billion in revenues.
- It also supports enriching experiences for people like festivals, museums, and sports events.
- We are committed to championing tourism in communities large and small across the province and are working hard with our partners to create a sustainable tourism industry that benefits everyone.
- In 2019, the B.C. government invested more than \$145-million in the tourism sector, helping municipalities create tourism opportunities and experiences in all seasons and regions of the province.
- In March 2019, we launched the Strategic Framework for Tourism that sets out our vision for a prosperous and sustainable tourism sector over the next three years in a way that distributes benefits throughout the province.
- It will guide and manage tourism growth while preserving our environment and supporting and celebrating Indigenous cultures.

If asked about fluctuation in visitation numbers:

- We know that tourism visitation is impacted by several different factors, including the world economy, travel trends, and weather. We must work together to keep B.C. a top destination for travellers from across the globe.
- Our target remains 6 per cent revenue growth annually over the next 10 years.
- We continue to work together with our partners in bringing the Strategic Framework to life to ensure ongoing success of the industry.

Contact:

Claire Avison ADM Tourism, Arts & Culture Division 778 698-0455

2020/21 Estimates Note Advice to the Minister

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

Title: Tourism Key Facts/Stats

Revised: February 24, 2020

Issue: Tourism by the numbers

- The information provided is a snapshot of the economic contribution of tourism in B.C. in 2018, the latest year for which data is available.
- Information provided is from B.C. Stats, in partnership with Destination BC and from the International Travel Survey.
- BC Stats implemented a revised methodological approach to calculate several key tourism economic performance indicators for 2018 and has been applied retrospectively. This approach applies to tourism revenue, GDP, taxes, employment, and wages and salary.
- As a result of implementing this new approach, data available at a service level (such as accommodation & food services or transportation & related services) is not available for 2018 reporting. However, it will be available in coming years and applied retrospectively.

Total revenue – \$20.5 billion

- Tourism revenue measures the money received by businesses, individuals, and governments due to tourism activities such as accommodation and food services, retail services, transportation services and other services. In 2018, the tourism industry generated \$20.5 billion in revenue. This represents an increase of 4.9 percent over 2017.

Provincial tax revenue – \$1.7 billion

- Tourism generated provincial tax revenue was \$1.7 billion in 2018, an increase of nearly 5.2 per cent from 2017.

Export revenue – \$6.9 billion

- In 2018, tourism exports generated revenue of \$6.9 billion, an increase of 8.2 per cent over 2017.

Gross domestic product – \$8.3 billion

- The tourism industry contributed \$8.3 billion of added value to the BC economy, as measured through GDP (in 2012 constant dollars) in 2018. This is an increase of 3.0 percent over 2017.

2020/21 Estimates Note Advice to the Minister

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

- In 2018, as a whole, GDP of the provincial economy grew by 2.7 percent.
- According to BC Stats, the tourism industry has contributed the largest added value to the BC economy between 2008 and 2018 relative to other primary resource industries such as oil and gas extraction, mining and quarrying, forestry and logging, and agriculture and fishing.

Leisure Tourism – 6.5 per cent of B.C.’s economic base (*source BC Economic Framework 2020)

- Leisure Tourism (money spent by out of province tourists) represents 6.5 per cent of the dollars brought into the economy through the export of goods and services.

TOURISM BUSINESSES, EMPLOYMENT & WAGES

Businesses – 19,329 tourism-related businesses

- In 2018, B.C. had 19,329 tourism-related businesses in operation, up 0.4 per cent over 2017.
- 91.3 per cent of all tourism business in BC are small businesses with fewer than 50 employees.

Employment – 161,500 people employed; roughly one out of every 16 workers

- In 2018, there were 161,500 people employed in BC directly due to tourism expenditures, up 4.3 percent over 2017.
- Tourism provides a job for roughly one out of every 16 people employed in the province.

Wages and salaries – \$6.0 billion in wages and salaries

- In 2018, the tourism industry paid \$6.0 billion in wages and salaries, up 5.3 per cent over 2017.

DATA SOURCES – *The above information is a snapshot of the economic contribution of tourism in British Columbia in 2018, the latest year for which data is available. Information provided is from BC Stats, in partnership with Destination British Columbia and from Statistics Canada’s Visitor Travel Survey.*

2020/21 Estimates Note Advice to the Minister

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

MINISTRY OF TOURISM, ARTS AND CULTURE PROGRAM BUDGETS 2020/21:

TAC Programs	2020/21 Budget	Additional Info
Municipal and Regional District Tax (MRDT)	Approximately \$76M in disbursement for 2019/20 year	Over 59 designated accommodation areas collecting MRDT
Resort Municipality Initiative	\$13M	Distributed amongst 14 communities
Tourism Events Program	\$4.4M	Forecasted based on MRDT revenue forecast

Destination BC Budget and Programs	2020/21 Budget	Additional Info
Total Destination BC budget	\$51.4M	Includes performance-based increase as outlined in the funding model

Selected Destination BC programs:

Co-op Marketing Partnerships Program	\$4.6M	
Visitor Services	\$2.3M	Visitor Services Network Program supports 112 community operated visitor service providers across B.C.
Destination BC Development	\$2.1M	
Global Marketing	\$33.4M	

Contact:

Claire Avison	Assistant Deputy Minister	Tourism Arts and Culture Division	(250) 217-9059
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2020/21 Estimates Note Advice to the Minister

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

Title: Catalyst Fund (Destination Development) Q&A

Revised: January 22, 2020

Key Messages:

- We are putting forestry workers, their families and communities impacted by mill closures at the forefront of government supports.
- We also need to help communities diversify their economies so they can better weather the cyclical down turns in the forestry industry.
- That's why the Province, through Destination BC, is providing \$1 million in destination development catalyst funding to support tourism development and help rural communities diversify their offerings.
- A key component of the Strategic Framework for Tourism is to promote tourism in all regions of the province, and we want to make sure people in these communities see the benefits of tourism.
- \$200,000 will go to each Regional Destination Marketing Organization (RDMO) to support community tourism development planning and destination development projects in rural communities impacted by indefinite and permanent mill closures.
- RDMOs will work in collaboration with the communities and Government to prioritize the needs of the people who live there and determine what tourism projects will have the greatest impact.

Questions and Answers:

1) What is the Catalyst Fund?

- In May 2019, Destination BC announced the creation of a new \$1 million Destination Development Catalyst Fund to support the implementation of key projects identified in the 10-year local area destination development plans.

2020/21 Estimates Note Advice to the Minister

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

- The initial intent of the fund was to support the implementation of key tourism projects identified in the planning area 10-year Destination Development Strategies and action plans across the province.

2) You committed to roll-out the Fund in the Fall - why the delay?

- Soon after Destination BC announced the fund, the Ministry committed to work with RDMOs to review their roles and responsibilities related to tourism marketing and destination development.
- Given the inter-connections with this work and the intent of the catalyst fund, the roll-out was put on hold, pending outcomes of those discussions.

3) Why has the \$1 million in funds been redirected to the Regions?

- Over the past year, we have been exploring options for how best to support destination development implementation across the province.
- We recognize that destination development requires on-the-ground support and expertise, and the RDMOs are in the best position to support that work.
- At the same time, there are several communities experiencing significant declines in their forestry sectors.
- Therefore, we made the decision to allocate the \$1 million in catalyst funding for fiscal year 2019/20 to the RDMOs to support tourism strategic planning and destination development projects at the local level.
- More specifically the funds will support projects in those rural communities impacted by mill closures and curtailments to help their transition from resource-based economies.

2020/21 Estimates Note Advice to the Minister

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

- We are helping rural communities diversify their economies so they can better weather the cyclical down turns in the forestry industry.

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5) What will the funding be used for?

- The overall purpose of this one-time grant is to elevate the tourism opportunity and aid in mid to longer-term economic diversification and recovery in these impacted communities through destination development.
- The funding is not to be used for marketing or promotional activities.
- Projects will be determined with community input, but could include trail projects, indigenous tourism experiences, research studies and signage projects.

6) How will projects be selected?

- Projects are to be identified in collaboration with the impacted communities and staff in the Rural Development Unit of the Ministry of Forest, Lands, Natural Resources Operations and Rural Development (FLNRORD).
- Projects are expected to support the community's relevant destination development strategy to drive visitation and support community economic diversification beyond their primary resource sectors.

2020/21 Estimates Note Advice to the Minister

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

- This could include supports for tourism strategic planning, tourism infrastructure projects, and/or amenity and product development in these communities.

7) Which communities will receive funding?

- The situation in the forestry sector is fluid and changing constantly. That is why the Regions will be working closely with the Community Transition Teams in their areas to determine where the needs are most acute.
- Where mill closures are less acute, funding will be allocated to support initiatives to diversify the regional economies through destination development.
 - For example:
 - Some communities that are experiencing permanent or indefinite closures include Fort St. James, Mackenzie, Quesnel, Clearwater, and Merritt – to name a few.
 - And there are many other areas experiencing economic transition such as those in the Kootenay Rockies and many others across Vancouver Island.

8) Has a similar amount been budgeted for 2020/21? Will those funds also be channeled through the RDMOS?

- The funding for 2019/20 is a one-time grant designed to support communities in transition to diversify their economies through destination development and tourism.
- We are committed to supporting destination development across the province and are continuing to explore options on how best to help communities implement their local area strategies.

2020/21 Estimates Note Advice to the Minister

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

9) How is the Minister filling the gap in funding in areas not experiencing mill closures?

- We recognize that there is a need to invest in destination development initiatives in communities across the province to help them develop their visitor economy.
- We are committed to continuing to explore ways to support them, especially with product and infrastructure development.
- We continue to work with our colleagues in other Ministries like Municipal Affairs and Housing, Environment and Climate Change, and Transportation to help identify areas where their work can support tourism and destination development.

Contact:

Claire Avison	Assistant Deputy Minister	Tourism Arts and Culture Division	250-217-9059
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2020/21 Estimates Note Advice to the Minister

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

Title: Indigenous Tourism Q&A

Revised: January 17, 2020

Key Messages:

- Indigenous tourism is an important activity for Indigenous people to preserve and share their culture while at the same time creating economic opportunities for their people.
- It is a tangible step on the pathway to reconciliation, as Indigenous communities invite visitors to experience and understand modern and historic Indigenous cultures.
- Indigenous tourism growth is a key part of the government's tourism framework to address reconciliation through cultural sharing and community economic development.
- We recognize authentic Indigenous tourism experiences are popular with visitors and help B.C. stand out in international markets.
- In November, I signed an Accord with Indigenous Tourism BC, the Indigenous-led tourism organization, in the spirit of UNDRIP, and we look forward to continuing to support their work.
- These actions reaffirm our joint commitment to help grow opportunities for people and tourism businesses across the province while supporting the next generation of Indigenous tourism operators.

Questions and Answers:

1) What is Indigenous tourism?

- Indigenous Tourism is tourism that often features Indigenous culture, or that includes a First Nations viewpoint on standard tourism products that are presented by Indigenous-led persons, firms or groups.
- Some definitions require the business be owned by Indigenous persons or organizations.

2020/21 Estimates Note Advice to the Minister

Ministry: Ministry of Tourism, Arts and Culture
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2) How big or important is Indigenous tourism?

- The latest data from ITBC shows British Columbia had approximately 401 Indigenous tourism businesses generating 7,428 FTE jobs (48% were filled by Indigenous people) and about \$705 million in GDP.
- Other research suggests market demand for Indigenous tourism products and experiences outstrips current supply.

3) How much money does the Province spend to support Indigenous tourism?

- Along with financial support to ITBC as the Indigenous tourism development agency, the province provides direct supports to individual First Nations communities through agreements to manage B.C. Parks or Recreation Sites, through funding programs such as the Rural Dividend Fund, the regional economic trusts and Gaming grants.
 - These programs are not part of TAC. We hope to be able to report on the total picture of Provincial supports to Indigenous tourism in coming years.
- Destination BC also promotes Indigenous tourism through its marketing efforts.
- The Province is also providing over \$400,000 through the Ministry of Advanced Education and Skills Training to perform a Labour Market Study for the Indigenous tourism sector. That study will create a plan to ensure Indigenous people have the skills they need to benefit from the Indigenous tourism opportunity.

2020/21 Estimates Note Advice to the Minister

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

4) What is ITBC delivering for the funding it receives from the Province?

- ITBC provides tourism development and marketing support for B.C.'s Indigenous tourism operators.
 - This includes promotional campaigns, trade fairs and media familiarization tours on the marketing side, and on the development side actions such as direct support to individual Indigenous communities and participation in the Destination Development planning process.
- In 2019, ITBC worked with the regional tourism Destination Marketing Organizations to put Indigenous tourism specialists in place in two more regions, Vancouver Island and the Cariboo-Chilcotin-Coast. B.C. now has Indigenous specialists in four of six tourism regions.
 - Embedded in the offices of the regional DMOs, these specialists work directly with individual Indigenous communities and entrepreneurs to start new businesses, expand existing operations, and increase the benefits tourism delivers to their communities.

5) How many Indigenous communities need or want support to develop tourism?

- Of the 203 First Nations recognized in B.C., the vast majority are interested in tourism development.
- Twenty to 25 First Nations have met with Minister Beare in each of the last three years at the First Nations Leaders Gathering. Most meetings are about tourism development, showing a high level of interest by Chiefs and Councils.
- TAC internal research suggests about half of B.C. First Nations already have some type of tourism business operation, including at least 60 Nations who operate campgrounds.
- A 2019 Conference Board of Canada report suggests only seven per cent of Indigenous tourism businesses are at the highest,

2020/21 Estimates Note Advice to the Minister

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‘export-ready’ level of business preparedness – leaving 93 per cent of Indigenous tourism businesses needing further development.

6) How does tourism address the United Nations Declaration on the Rights of Indigenous Peoples and Truth and Reconciliation Commission recommendations?

- Articles in the UNDRIP that address the political, social, economic and cultural rights of Indigenous people ultimately support the opportunity for Indigenous people in B.C. to share their stories with tourists. Tourism is not directly addressed in the TRC.
- Article 3 of UNDRIP: “Indigenous peoples have the right to self-determination.”
 - Tourism development provides a forum for Indigenous people to lead and control how they develop their communities, employ their people, preserve their heritage and share their cultures.
- Article 20.1 of UNDRIP: “Indigenous peoples have the right to maintain and develop their political, economic and social systems or institutions, to be secure in the enjoyment of their own means of subsistence and development, and to engage freely in all their traditional and other economic activities.”
 - We work closely with ITBC to ensure the organization knows about and has access to government programs and tools that support Indigenous tourism.
 - In meetings with First Nations leaders, I have provided them with access to resources that can help them develop tourism.

2020/21 Estimates Note Advice to the Minister

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

7) What is the Indigenous Tourism Accord, and why is it important?

- The importance of the Accord lies in its symbolic value as a declaration of our determination to work together, and in its practical value as a mechanism to accelerate the effectiveness of our responses to changing circumstances.
- The Province and the Indigenous-led organization ITBC signed the Accord in Kelowna to achieve several goals:
 - To reaffirm the positive working relationship that has been ongoing between government and ITBC;
 - To coordinate and align the investments the Province makes in Indigenous tourism, including skills training, language and cultural preservation, management of parks and rec sites, and in community and economic development; and
 - To actively seek out ways the Province can more effectively support Indigenous communities to develop their tourism potential.
- The Accord will be implemented by a cross-government team, where representatives of all Ministries that impact tourism in Indigenous communities come together to share knowledge, explore opportunities and address emerging issues.

2020/21 Estimates Note Advice to the Minister

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

8) How many Indigenous communities has the Minister met with at First Nations Leaders Gathering?

- The Minister met with 23 First Nations communities at the 2019 FNLG session. She met with 28 Indigenous communities in 2018 and 13 in 2017.

FNLG 2019	FNLG 2018	FNLG 2017
<ul style="list-style-type: none"> Xaxli'p (Fountain) Tsal'alh Tahltan Skatin Semiahmoo Saulteau Nisga'a Lisims Nisga'a Laxgalt'sap Lower Nicola Lake Babine Kwikwasut'inuxw Haxwa'mix Kwantlen K'omoks Klahoose Kanaka Bar Huu-ay-aht Homalco Hieltsuk Gwasala Nakwada'xw Gitsegukla Coastal First Nations Carcross/Tagish Canim 	<ul style="list-style-type: none"> Nisga'a Gitwinsihi kw Lake Cowichan Tla'amin Skawahlook Nisga'a Laxgalt'sap Heiltsuk Kwikwetlem Fort Nelson Tahltan Tzeachen Lil'wat Adams Lake Splatsin Lake Babine Westbank Penticton Sq'ewlets Skatin Williams Lake Bonaparte Dzawada'enuxw Kanaka Bar Semiahmoo Tseshaht Malahat Skin Tyee 	<ul style="list-style-type: none"> Nuu chah nulth Tribal Council Aq'am (St. Marys) Xa'Xtsa (Douglas) Lake Cowichan Tseshaht Ktunaxa Nanoose Skatin Kanaka Bar Shxw'ow'hamel Semiahmoo Hesquiaht Nisga'a Gingolx

Contact:

Claire Avison	Assistant Deputy Minister	Tourism Arts and Culture Division	250-217-9059
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2020/21 Estimates Note Advice to the Minister

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

Title: Mandate - Expand Marketing Efforts Internationally Q&A

Revised: February 24, 2020

Key Messages:

- Tourism remains one of the fastest growing industries in the world and competition is growing.
- Government is committed to supporting continued growth of this vital sector by promoting B.C. to the world with innovative marketing strategies.
- In line with the Strategic Framework for Tourism in B.C., Destination BC continues to execute its Global Marketing Plan and focus marketing efforts internationally to drive visitation and revenue.
- And its working! We welcomed over 6.2 million international visitors in 2019 – up 2.6 per cent from 2018.
- Innovative and successful marketing is essential to help grow the tourism sector, and in turn, generate tourism jobs across B.C.

Questions and Answers:

1. What are you doing to expand marketing internationally?

- Under my direction, our provincial destination marketing organization, Destination BC, leads international tourism marketing efforts for B.C.
- A key focus of the Strategic Framework for Tourism is to sustainably grow the visitor economy through innovative marketing to ensure B.C. remains a top travel destination.
- This includes encouraging more year-round tourism throughout BC and creating a seamless visitor experience.

2020/21 Estimates Note Advice to the Minister

Ministry: Ministry of Tourism, Arts and Culture
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- We want to ensure that B.C.'s spectacular, natural beauty and unique, world-class experiences continue to attract visitors and keep them coming back.
- To that end, Destination BC continues to execute its Global Marketing Plan to create an emotional urgency to visit B.C.
- In 2019, Destination BC deployed a number of innovative marketing tactics to generate and secure travel leads to B.C. by:
 - Developing inspiring, emotional content to inspire desire to visit Super, Natural British Columbia;
 - Utilizing a combination of direct-to-consumer marketing, travel media relations, travel trade tactics (including online travel agencies in key markets to motivate travellers to plan and book their trip.
 - Executing a global social media strategy in key markets since word of mouth recommendations are an important driver in tourism.
 - Working with Online Travel Agencies (such as Expedia) and rating sites (like TripAdvisor) to reach consumers.
 - Working closely with Destination Canada in all key international markets to leverage funding and resources.
- In addition, Destination BC:
 - Hosted approximately 425 global media and journalists from major firms like Forbes, Conde Nast Traveller and National Geographic.
 - Launched a new global brand campaign called B.C. Effect to share the transformative benefits of experiencing B.C.'s natural places.

2020/21 Estimates Note Advice to the Minister

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

- Secured a national partnership with Google and strengthened marketing partnerships with Facebook; and
- Shared over 200,000 pieces of marketing content through several user-generated content networks.

2. Where have you expanded your marketing efforts?

- For 2020/21 Destination BC has increased its marketing budget for Australia, Germany, the UK and North American markets.

3. How much is spent on international tourism marketing?

- Destination BC's total international marketing investment for 2020/21 is \$12.55 million – this includes \$5.8 million overseas (non-North America) and \$6.75 million for the USA.
- The overseas marketing budget is down slightly from fiscal 2019/20 as some funds have been shifted to North American markets to achieve greater seasonal and geographic dispersion to align with the Ministry's new Provincial Strategic Framework for Tourism.

4. What are your key markets?

- Our key international markets include USA, B.C., Alberta, Australia, UK, Germany, China and Mexico.
- Destination BC continues to support Destination Canada in the Japan and South Korea markets.

5. Where are Destination BC representatives located?

- Destination BC has contracted representation in China, UK, Germany, Australia, and Mexico.
- These representatives develop strategies that align with Destination BC's Corporate Strategy, and execute a variety of marketing tactics locally with tour operators, online travel agents, media outlets and airlines to inspire and generate travel to B.C.

2020/21 Estimates Note Advice to the Minister

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

- China is a key market for B.C. Destination BC continues to work with Destination Canada on all efforts in this market, with in-country representation and ongoing marketing and media partnerships.

Contact:

Claire Avison	Assistant Deputy Minister	Tourism, Arts and Culture Division	250-217-9059
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2020/21 Estimates Note Advice to the Minister

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

Title: **Mandate - Champion Tourism as a Job Creator Q & A**

Revised: February 24, 2020

Key Messages:

- Our government's priorities are to make life more affordable, invest in the services people count on, and create a sustainable economy with good jobs in communities across B.C.
- Tourism is an essential part of our work to make life better for people.
- Thousands of B.C. families rely on jobs in tourism and our government is committed to supporting continued growth of this vital sector.
- In March 2019, we launched the Strategic Framework for Tourism that sets out our vision for a prosperous and sustainable tourism sector in a way that distributes benefits throughout the province.
- I am working hard to champion the sustainable growth of the industry and encourage job creation and economic diversification in all four corners of the province.

Questions and Answers:

1) What have you done to champion tourism as a job creator?

- Thousands of B.C. families rely on jobs in tourism and our government is committed to supporting continued growth of this vital sector.
- Tourism employs over 161,500 people, which represents roughly 1 out of every 16 jobs in this province.

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- Jobs that provide life-long career opportunities and living wages in a variety of professions and trades, such as biologists, helicopter pilots, adventure guides, hotel managers, and marketing strategists.
- That is why job creation and community economic development are at the heart of the Strategic Framework for Tourism in B.C.
- By investing in destination development, in tourism marketing, in indigenous tourism and in affordable housing, we are championing tourism as a job creator.
- I continue to work hard to champion the benefits of this sector by delivering on the actions set out in the Strategic Framework.
- This past year alone:
 - I supported communities in transition to diversify their economies through tourism with \$1 million in catalyst funding provided to the Regional DMOs.
 - Launched a new accessibility and inclusion plan for tourism;
 - Signed a new Indigenous Tourism Accord and secured funding to undertake an Indigenous Tourism Labour Market Strategy;
 - Led five Regional Tours to see and learn first hand about localized tourism issues and opportunities.
 - Hosted seven Tourism Roundtables with industry stakeholders in nearly every region of the province;
 - Increased funding to the Resort Municipality Initiative;
 - Provided funding to support Emergency Management training for the tourism sector;
 - Launched nearly 20 Destination Development Strategies across all four corners of the province.

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- Provided \$19.5 million to the BC Pavilion Corporation (PavCo) to maintain, support and attract global meetings and events;
- Supported 76 events through the Tourism Events Program; and,
- Engaged my Federal counterpart on issues of common interest and importance to the sector.
- All of this support contributes to strengthening and growing the tourism sector – which helps sustain and encourage tourism-related job creation.
- I look forward to continuing to champion our thriving tourism sector and its role as a job creator.

2) How much money have you invested in job creation?

- In fiscal year 2020/21, we expect to invest nearly \$145 million in tourism – all of which supports the industry, which in turn helps support tourism-related job creation across B.C.
- This includes:
 - \$51.4 million to Destination BC for tourism marketing and development;
 - \$13 million for the Resort Municipality Initiative to fund infrastructure projects that will create jobs and build a strong economy in tourism-oriented communities;
 - An estimated \$76 million forecasted in Municipal Regional District Tax (MRDT) dispersements to over 59 designated accommodation areas; and,
 - Investing a forecasted \$4.4 million through the Tourism Events Program to support more tourism events across the province.

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- Last year's budget also committed \$15 million over three years for the BC Arts Council to help make arts more accessible for everyone.
- And this is just my Ministry's investment.
- Tourism intersects with many ministries and I actively work with my colleagues across government to champion the social, economic and cultural benefits of tourism to communities.
- There are many investments made by government across all lines of business that contribute to building a strong and resilient visitor economy.

3) What kind of employment impact does the tourism sector provide in B.C.?

- Tourism is delivering lasting economic and social benefits to British Columbians – including employment.
- The sector employed over 161,500 people in B.C. – up 4.3 per cent over 2017.
- Roughly one out of every 16 people employed in the province.
- The industry also paid \$6.0 billion in wages and salaries in 2018, up 5.3 per cent over 2017.
- WorkBC estimates the industry's projected growth could result in the need for more than 106,000 new or replacement workers by 2028.
- As we aim to increase tourism revenues in the province by 6 per cent, we expect to see continued growth in employment opportunities in all corners of the province.

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4) Can you tell me which of your colleagues you've met with to champion the needs of tourism?

- Championing the needs of the tourism sector across government has been a primary focus of my work and is a key component to the successful implementation of our government's Tourism Framework.
- Tourism intersects with many ministries and I actively work with my colleagues across government to champion the social, economic and cultural benefits of tourism to communities.
- Governments at all levels (local, regional, provincial and Indigenous) must work together to advance our shared objectives for tourism.
- This past year, I have met with many of my colleagues to discuss issues of importance to the sector. This included discussions with:
 - Minister **Donaldson** on the review of the *Forest and Range Practices Act*;
 - Minister **Fraser** on Indigenous tourism and the development of the Indigenous Tourism Accord;
 - Minister **Simpson** on items related to accessible and inclusive tourism and the development of Accessibility Legislation in BC;
 - Minister **Mungall** during her tenure as Minister for Energy, Mines and Petroleum Resources;
 - Minister **Trevena** on provincial transportation matters and BC Ferries services along the coast;

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- Minister **Robinson** on community and recreation infrastructure and how our respective portfolios can work better together;
- Minister **Heyman** on issues related to BC Parks and campgrounds;
- Parliamentary Secretary **Rice** on emergency management planning and preparedness for the tourism sector; and,
- **Federal Tourism Minister**, Melanie Joly on the provincial tourism framework and alignment with federal government priorities for tourism.
- In addition, I attended 19 meetings with local government leaders at the **Union of BC Municipalities** and met with 23 Indigenous leaders at the **First Nations Leaders Gathering** – all to discuss matters of tourism importance in their communities.

Contact:

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

Title: **Mandate – Sector Representation on Trade Missions Q&A**

Revised: January 17, 2020

Key Messages:

- I remain committed to working with the Minister of Jobs, Economic Development and Competitiveness (JEDC) and the Minister of State for Trade, to ensure B.C.'s tourism sector is represented on trade missions.
- My participation on the Premier's mission to Asia in 2018 and my mission to Los Angeles in fall 2017 were part of my mandate commitment to ensure that B.C.'s tourism sector is represented on all trade missions.
- Since then I have ensured that tourism was also represented on other trade missions, including Japan and South Korea.
- B.C.'s tourism industry matters to this government. That's why we're ensuring the sector is represented on all missions where appropriate.

Questions and Answers:

1) What have you done to achieve your mandated work to ensure that B.C.'s tourism sector is represented on trade missions?

- Since taking office, I have participated on two international trade events to build relationships, generate leads and create interest in B.C. as a destination of choice.
- In 2019, we ensured tourism interests were represented on trade missions to Japan and South Korea.
- I have also hosted a number of Heads of Mission and Consul Generals this year. Those meetings are a unique avenue to forge friendships and nurture relations between nations and for me to promote our tourism sector without having to travel overseas.

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- Tourism is omnipresent in everything we do. Last fall, B.C. hosted more than 50 ambassadors, high commissioners and consul generals as part of Canada's Economic Mission program. This provided us with the opportunity to showcase our province to those diplomats as they travelled to Victoria, Cowichan, Nanaimo, Squamish and Vancouver.
- In addition, tourism will take a more prominent role under JEDC's new International Engagement Framework currently under development.
- In January of 2018, I joined the Premier's trade mission to Asia, along with the Former Minister of Jobs, Trade and Technology (JTT), representing B.C. tourism.
- In November of 2017, I led a film and television industry mission to Los Angeles to increase investment in B.C.'s media production industries.
- Destination BC is very active on the international markets and works closely with JEDC to promote tourism during missions.

2) Why did you not participate in any international trade missions last year?

- We have to be strategic and manage the public funds diligently.
- This is why Minister Ralston and Minister Chow, Minister of State for Trade, included tourism as part of their mission to Japan and South Korea in March 2019.
- In addition, Destination BC has representation in China, UK, Germany, Australia, and Mexico.

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3) How many trade missions do you have planned for this year, where tourism will be a focus?

- The provincial trade mission calendar has not been finalized yet.
- This work is being done by JEDC as part of its strategic review and development of its new International Engagement Framework.
- We assess the value of participating in individual missions on a case by case basis.
- This is not a quantitative issue so there is no specific target number for the next 12 months at this time.

4) How many meetings have you had with the Minister of JEDC and the Minister of State for Trade to talk about your mandate to have tourism represented on trade missions?

- I engage regularly with the Minister's responsible on a number of shared issues and responsibilities between our ministries.
- Tourism will take a more prominent role under JEDC's new International Engagement Framework currently under development.
- Where appropriate, tourism will be incorporated into trade missions.

5) If it is your mandate to have tourism represented on trade missions why didn't you accompany the former Minister of JTT on his missions last year?

- We assess the value of participating in individual missions on a case by case basis.
- The mission to Japan and South Korea in March 2019 was led by Minister Ralston and Minister Chow, Minister of State for Trade.

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- Minister Ralston and Minister Chow met with key business and government decision-makers to promote opportunities in B.C.'s key sectors, including tourism.
- In fact, they met with several Japanese tourism operators on the second day of their mission.
- Tourism was well represented by the mission's efforts.
- Destination BC also has contracted representation in Japan, to support the development and execution of a variety of marketing tactics locally to inspire and generate travel to B.C.
- Destination BC has identified South Korea as a market to watch for signs of growth and opportunity.
- It is important to remember that during the year I host a number of officials, including Ambassadors and Consul Generals. I most recently met with the Consul General of Korea.
- Those meetings are a unique avenue to forge friendships and nurture relations between nations and for me to promote our tourism sector without having to travel overseas.

6) JEDC has closed international offices overseas and fired staff. How will you meet your mandate if we no longer have staff on the ground?

- The offices are not being closed. They are being co-located with Global Affairs Canada's existing offices.
- This is a cost savings measure. It will not affect our capacity to promote B.C.'s trade and economic interests overseas, including tourism.
- JEDC is developing a new International Engagement Framework in an effort to be more focused and strategic in our international activities. I know for a fact that tourism, like agriculture, forestry

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etc. remains a key provincial sector that will continue to be featured on trade missions wherever it makes sense.

- Any questions about the Province's new International Engagement Framework, including termination of current contracted resources, should be deferred to JEDC.

Contact:

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2020/21 Estimates Note Advice to the Minister

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

Title: Minister's Tourism Engagement Council Q&A

Revised: January 13, 2020

Key Messages:

- The Minister's Tourism Engagement Council supports Government's commitment to build a strong, sustainable, innovative economy that works for everyone, by addressing the challenges and taking advantage of the opportunities facing tourism.
- The Council helps government address sustainable tourism growth in the province by providing advice on policies, strategies and issues that affect tourism and helping to set provincial tourism framework implementation priorities and goals.
- Members include British Columbians who represent a wide variety of tourism interests from every region of the province.

Questions and Answers:

1) What is the Minister's Tourism Engagement Council?

- The Minister's Tourism Engagement Council was established in June 2018 to support government's commitment to build a strong, sustainable, innovative economy that works for everyone, by addressing the challenges and taking advantage of the opportunities facing tourism.
- The Council and I meet regularly to discuss sustainable tourism growth in the province and provide advice on policies, strategies and issues, including government policies and programs that affect tourism.
- The Council was instrumental in helping inform the development of the provincial strategic framework for tourism which was launched in March 2019 and will continue to support the framework's implementation by helping set annual priorities, goals and report mechanisms.

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2) How are members of the Council selected?

- It was important to me, to ensure the council is a broad-based advisory group that represents a diverse range of industry experts from across the tourism sector.
- The Council can consist of a maximum of 30 members at one time. We currently have 28 members on the Council.
- In March 2018, we held an open application process, to establish the Council, that attracted nearly 100 applications from across the province.
- At that time, 28 members were selected, five of which were selected as ex-officio, representing key tourism-related organizations (ADM of Ministry of Tourism, Arts and Culture (TAC), CEO of BC Pavilion Corporation (PavCo), CEO of Destination BC, Board Chair of Indigenous Tourism BC, and the CEO of the Tourism Industry Association of BC).
- Members were selected to provide representation from every region of the province. We also tried to spread representation among the many diverse sectors in tourism, from hotels to resorts, from tour operators to online booking agencies.
- We also brought in new voices to represent the arts, culture and sports, as well as academia and First Nations.
- Since that time, I have appointed new members to fill vacancies including appointing four new members in July 2019 to keep the Council at 28 members.
- The new members were selected through an application process posted on the Crown Agencies and Board Resourcing Office's (CABRO) website.
- The Tourism Industry Association of BC also sent out a notice to its members through its newsletter.
- I then reviewed the list of applications and appointed the new members to the Council ensuring broad sector representation.

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3) What does it cost to operate the Minister's Tourism Engagement Council?

- Appointment to the Council is voluntary. Members are only paid for their travel expenses to participate on the Council.
- The average cost per meeting (with travel reimbursements) is approximately \$16,000. In fiscal year 2019/2020 there were two Council meetings occurring in July and November 2019 with a total cost of approximately \$32,000.
- The only costs the Ministry incurred were for meeting rooms in Vancouver and for the transportation, accommodations and meals of the Council members and staff that had to travel to Vancouver.
- The Council aims to organize another meeting in late spring 2020.

4) What has the council advised TAC on over the past year?

- The Council was instrumental in helping inform the development of the provincial strategic framework for tourism which was launched in March 2019. They will continue to support the framework's implementation by helping set annual priorities, goals and report mechanisms.
- This past year they advised on accessible and inclusive tourism, sustainability principles and measures, ways to better integrate tourism, arts and culture opportunities, as well as destination development implementation activities at a community level.

5) When do Council member's terms expire and how can additional members be appointed?

- Council members can be appointed for up to three years.
- When created, the Council appointed 28 members for terms of one to three year.
- In July 2019, I re-appointed nine existing members whose one-year terms were set to expire on June 30, 2020.

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- I made the decision to reappoint five of the original members for a two-year term and four for an additional one-year term to maintain continuity and momentum of the Council heading into our second year.
- At the same time, we posted and filled four vacancies to allow for greater cultural diversity on the Council.
- The remaining 15 members of the Council have terms set to expire on June 30, 2020.
- As members' terms lapse, I will consider re-appointments, or new appointments, as the situation warrants, continuing to ensure broad sector representation.
- Any group or individual who believes they can contribute to the Council should contact my Ministry or submit an application to the Crown Agency Board Resourcing Office application website.

Contact:

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Minister Responsible: Hon. Lisa Beare

Title: PavCo – BC Place Naming Rights Q&A

Revised: January 13, 2020

Key Messages:

- BC Place is a world-class sports and entertainment facility.
- To reduce reliance on government funding by BC Place, government is working with PavCo to identify efficiencies and develop new sources of revenue.
- The naming rights sponsorship is a potential revenue opportunity that could attract private investment, freeing up government funds to improve services that people count on.
- PavCo is exploring options through an open and transparent Request for Proposal (RFP) process to ensure the best possible outcome for British Columbians.

Questions and Answers:

1) Why is government interested in selling naming rights?

- BC Place relies on funding from government in order support its operations.
- Government is working with PavCo to identify efficiencies and develop new sources of revenue to reduce the reliance on government funding.
- The sponsorship of Naming Rights for BC Place is one revenue-generating option that government is exploring.

2) What is the status of the RFP process?

- The RFP was posted on Feb. 4, 2019 and closed on June 5, 2019.
- A committee reviewed and evaluated the bids, and negotiations are currently ongoing.
- Recommendations from the committee will be provided to Cabinet, with a final decision anticipated sometime this year.

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3) Why is the RFP process taking so long?

- It is a complex process and negotiations are ongoing.
- Negotiations take time and we want to make sure we can put forward the best value for British Columbians.

4) What is the expected value of the naming rights for BC Place?

- The potential value of the naming opportunity for BC Place remains to be determined.
- An RFP process allows the market to determine the value for the naming sponsorship opportunity.
- We are looking for the best deal for British Columbians. We are not required to take just any deal.

5) What other revenue generating options are being explored?

- PavCo will be looking to at a variety of opportunities through sponsorships, vendor and supplier relationships.
- And, with the support of the Province, PavCo is exploring a number of revenue-generating initiatives, including the potential development of the vacant land known as Site 10C, located adjacent to BC Place below the proposed Georgia Street extension.
- The site offers a number of potential development options which PavCo is currently exploring. No decisions have been made at this time.

6) How much annual funding does PavCo receive from taxpayers?

- PavCo will receive approximately \$7 million in 2020/21 to fill the corporation's operational revenue gap, much of which goes to support BC Place operations.
- PavCo also receives \$10 million per year in capital maintenance funding

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7) Would a contract for naming rights sponsorship eliminate the need for that funding?

- The value of the opportunity will be determined through the RFP process, and therefore it is too early to say if this will reduce or eliminate the funding provided to support BC Place operations.

8) How does the government justify selling the name of a publicly owned facility?

- There are a number of publicly-owned and funded stadiums across Canada with corporate naming sponsors.
- Examples include BMO Field in Toronto and Tim Hortons Field in Hamilton, both of which are municipally owned.
- Attracting sponsorship revenue from the private sector to help offset the stadium's operating costs simply makes good sense.
- The sponsorship of naming rights for BC Place is part of the long-term business plan for the stadium.

9) Is this an admission by government that it is under financial pressure?

- No. This is an opportunity that needs to be explored.
- Attracting new sponsorship revenue from the private sector is an opportunity to help offset the stadium's operating costs.
- It's about responsibly managing a public stadium.

10) Didn't the previous government negotiate naming rights for BC Place with Telus?

- In 2012, the previous government decided not to enter into an agreement for naming rights sponsorship with TELUS.
- I can't speak to the decisions made by the previous government. The current naming opportunity is an entirely new, open and transparent RFP process to ensure the best possible outcome for the people of B.C.

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11) How will the naming partner be selected?

- As part of the RFP process, the evaluation committee follows a process designed to ensure the best value for British Columbians.
- The process incorporates, as applicable, the government's Naming Privileges Policy.
- We are looking for the best deal for British Columbians. We are not required to take just any deal.

12) How can you ensure that at the end of the RFP process, the successful proponent has a brand and name for the stadium that is reflective of British Columbians' shared values?

- We are looking for the best deal for British Columbians. We are not required to take just any deal.
- The final decision rests with Cabinet, as per government's Naming Privileges Policy.

13) What length of contract is the Province seeking?

- The terms of any potential naming rights agreement, including the length of contract, will be determined through the RFP process designed to ensure the best value to British Columbians.

14) Were the BC Lions and Whitecaps FC consulted as part of the process?

- PavCo engaged both teams early in the process in the spirit of collaboration and integration.
- It will ultimately be up to a naming proponent as to who they want to enter into agreements with.

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17) What is the status of the Site 10C potential revenue opportunity?

- PavCo owns a parcel of land known as Site 10C, located adjacent to BC Place below the proposed Georgia Street extension.
- The site offers a number of potential development options which PavCo is currently exploring. No decisions have been made at this time.
- Any future development proposals for this site will need to consider the North East False Creek neighbourhood redevelopment, the viaduct removal, as well as other issues that are important to the area and British Columbians.

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- In the meantime, PavCo continues to engage with the City of Vancouver's planning department in order to complete the rezoning process. PavCo will also ensure meaningful consultation takes place between PavCo, the City and the Province, along with First Nations.
- PavCo's Service Plan recognizes this future revenue potential in the budget for 2022/23 under 'Other Revenues', with an estimated valuation of \$15 million.

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2020/21 Estimates Note Advice to the Minister

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

Title: Provincial Tourism Strategic Framework Q&A

Revised: February 24, 2020

Key Messages:

- The Strategic Framework for Tourism in B.C. incorporates a collaborative approach, with shared responsibility across government and the tourism sector, for developing and delivering on key priorities for tourism.
- The three-year plan guides year-round tourism growth to benefit people and communities, while protecting B.C.'s natural places.
- The Framework was developed and validated by many key tourism stakeholders, including the Minister's Tourism Engagement Council, Destination Marketing Organizations, and Resort Municipality communities.

Questions and Answers:

1) What are the core elements of the Strategic Framework for Tourism?

- I launched the Strategic Framework for Tourism in B.C. last year on March 1, 2019, at the B.C. Industry Tourism Conference.
- The Framework sets out a clear vision for a prosperous and sustainable tourism sector over the course of three years.
- At its core, are three key elements of sustainable tourism – supporting people and communities, sustainably growing the visitor economy, and respecting nature and the environment.

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- In June 2018, I established the Minister's Tourism Engagement Council, with representatives from industry, government and communities, who have provided strategic advice and direction on the Framework and other issues of importance to the sector.
- The Framework is helping grow tourism in a more sustainable way that focuses on distributing tourism benefits throughout the province.
- With this strategy, we are inspiring travellers from across Canada and around the world to make the choice to visit all corners of B.C. throughout all four seasons.
- The Framework and implementation approach involve working across government and with tourism industry stakeholders to collaboratively develop an action plan and performance measures to guide the sector.
- We plan to review, refresh and report out on the Framework annually to ensure it is up-to-date, relevant and responsive to changing circumstances.
- I hope to have more information to share on this in the coming months

2) Could the Minister please describe her vision for tourism in B.C.?

- My vision is for a strong and sustainable tourism economy that supports the things that we value most – a more affordable life, services we can count on, good jobs and a sustainable economy, and new relationships with Indigenous peoples based on reconciliation and respect.

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- Tourism is a key driver of B.C.'s economy and has the potential to make significant contributions to government revenue, thus enabling government to provide better services for British Columbians.
- It's about improving the quality of life for British Columbians through innovative marketing, new tourism product and sustainable destination development, providing diverse and good paying jobs, and distributing the benefits of tourism throughout all corners of the province.

3) How has the Minister delivered on specific actions within the tourism framework?

- Working together is a key theme driving the Strategic Framework.
- In order to deliver on our commitments, we have taken a whole of government approach to tourism with a focus on leveraging cross-government programs and investments to better support communities and tourism businesses.
- This includes:
 - Enhancing the cross-ministry coordination of policies and initiatives that support destination development to enhance tourism infrastructure and amenities and mitigate impacts and barriers to growth;
 - Ensuring investments in Destination BC, and programs such as the Municipal Regional District Tax (MRDT) and the Resort Municipality Initiative (RMI), are working in tandem with other provincial programs to support communities and residents; and
 - Expanding international marketing efforts while revisiting how the province is marketed to encourage more seasonal and regional dispersion of visitation to B.C. communities.

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- The province invested nearly \$145 million, in the tourism sector, in 2019.
- This is in addition to many other significant investments across Government, including investments in transportation infrastructure and airports, expanding the number of BC Parks campgrounds and recreation sites, funding trails improvements, and supporting many events and festivals across the province.
- Some recent successes under the Framework include:
 - The signing of an Indigenous Tourism Accord with Indigenous Tourism BC;
 - The launch of a tourism accessibility and inclusion plan;
 - The development of an emergency response plan for the tourism sector; and
 - Funding support for Destination Development implementation in communities impacted by indefinite and permanent mill closures.

4) The Minister committed to reporting annually on the progress achieved against the Tourism Strategic Framework. When will an update be made public?

- We have made excellent progress against our commitments in the Tourism Framework.
- This Spring, I hope to release a progress report highlighting the many achievements that we have made since we launched the Strategic Framework in March last year.

5) How does the Strategic Framework for Tourism align with the economic plan or other government strategies?

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- The Framework aligns with the government's economic plan by taking a whole-province approach to growing the visitor economy to benefit British Columbians without sacrificing the natural wealth of our environment.
- The strategy aligns with the CleanBC initiative with an emphasis on the need for more sustainable approaches to tourism, so that we can maintain our competitive advantage and grow the sector in a sustainable and smart way.
- The Framework supports reconciliation through Indigenous tourism and aligns with the *Declaration on the Rights of Indigenous Peoples Act*.
- The Framework also works towards making B.C. a more inclusive and accessible place to welcome all visitors, in alignment with the principles of Gender-based Analysis Plus and the *Accessible Canada Act*.

6) What measures has the Minister developed for tracking tourism growth and sustainability?

- We've set an ambitious, but achievable target of six per cent growth in tourism revenues annually.
- This target builds on historic trends and takes into consideration the success we aim to see with the implementation of the Framework.
- However, in addition to the traditional economic performance measures (e.g. tourism revenues and GDP growth), we have identified a few less traditional measures such as socio-cultural values, in recognition of the broad impacts of the tourism sector that we will be working toward implementing.
- We are working across government and with tourism industry stakeholders to collaboratively develop a set of sustainability performance measures to guide the sector.

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- We are looking at options to track geographic and seasonal dispersion of visitors, residents' perceptions of tourism, steps businesses are taking to become more sustainable, and measuring waste and emissions related to tourism.
- The Minister's Tourism Engagement Council is involved in the development of these new sustainability performance measures and reporting mechanisms.
- A collaborative approach helps ensure meaningful and relevant measurements and targets – and creates shared accountability for those performance measures.

7) How did you determine the six per cent growth target?

- We engaged Pacific Analytics Ltd. to review historic revenue data and analyze expected growth in tourism spending in B.C. over the next decade.
- Findings concluded that with the implementation of key actions within the Tourism Framework we can expect to see an increase of approximately six per cent annually in tourism revenues, barring any unforeseen external factors which are outside of B.C.'s control.

8) Has the Minister met the six per cent growth target in the Tourism Framework?

- Total tourism revenues for 2019 is not yet available; however, in 2018 the tourism industry generated an estimated \$20.5 billion in revenue. This represents an increase of 4.9 per cent over 2017.
- In 2018, the growth of BC's tourism industry revenue was affected by the severe wildfires experienced in the province. Despite this, a 4.9 per cent increase follows a long-term upward trend in the tourism industry.

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- Since 2008, total tourism revenue has grown 53.3 per cent. In fact, tourism revenue has grown every year between 2008 and 2018, with the exception of 2009 (due to the global economic recession).
- For **2019/20** onwards, the *Strategic Framework for Tourism in B.C.* has set a target of six percent growth in tourism revenues annually.
- Incremental growth in tourism can be achieved by either increasing the number of visitors, their length of stay, or the amount they spend.
- As we continue to deliver on our commitments under the Framework, I am confident we will achieve six per cent incremental growth in tourism revenues in 2019, the year in which the Framework was launched, and onward; barring any unforeseen changes in global economic or political conditions or natural disasters.
- To do this, we have focused our efforts on:
 - Driving demand through innovative marketing;
 - Building a better tourism destination with new product development and enhanced tourism infrastructure and amenities;
 - Encouraging more seasonal and regional distribution of visitors; and,
 - Championing tourism as an investment opportunity.

9) How much money is TAC investing in the Tourism Framework?

- Investing in the tourism sector is a key priority for our government.
- That is why, in fiscal year 2020/21, we will continue our total tourism investments at approximately \$145 million.

2020/21 Estimates Note Advice to the Minister

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- This includes:
 - \$51.4 million to Destination BC for tourism marketing and development;
 - \$13 million for the Resort Municipality Initiative as part of the Ministry's core budget to fund infrastructure projects that will create jobs and build a strong economy in tourism-oriented communities;
 - An estimated \$76 million forecasted in MRDT disbursements to over 59 designated accommodation areas; and,
 - Investing approximately \$4.4 million through the Tourism Events Program to support more tourism events across the province.
- Last year's budget also committed \$15 million over three years for the BC Arts Council to help make arts more accessible for everyone.
- We are continuing to work across government and with our industry partners to ensure the investments in tourism – be it through the BC Air Access Program, BC Accessibility Project Grants, Connecting BC, or investments in BC Parks and Recreations Sites and Trails – are aligned and leveraged for the benefit of the sector and British Columbians as a whole.

How will the Minister ensure sustainability and prevent over tourism while driving demand to grow the visitor economy?

- Our staff are working with industry partners to establish a clear set of sustainability performance indicators to measure success and provide insights.

2020/21 Estimates Note Advice to the Minister

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- We are focusing our marketing efforts to encourage more seasonal and regional dispersion of visitors to lessen the impacts of overcrowding and to distribute benefits to communities around the province on a year-round basis.
- The Framework seeks to foster responsible visitor travel that creates better places for people to live in, and better places to visit.
- The Framework also commits to work with the tourism sector to develop and adopt common sustainability policies and practices.
- In alignment with the CleanBC initiative, the Framework has set a goal to pursue opportunities to reduce tourism emissions and waste.

Contact:

Claire Avison	Assistant Deputy Minister	Tourism Arts and Culture Division	250-217-9059
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2020/21 Estimates Note Advice to the Minister

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

Title: Tourism Events Program Q&A

Revised: January 29, 2020

Key Messages:

- The Tourism Events Program (TEP) supports events and festivals across the province with a high tourism value by providing funding for marketing, advertising and broadcasting activities.
- Events and festivals are a key tourism sector, generating economic activity in local communities while increasing the number of visitors to B.C. and providing global recognition for the province.
- The 2020/21 funding in support of TEP will be approximately \$4.4 million.
- Since program inception, 185 events have been funded for a total of \$11.4 million.

Questions and Answers:

1) What is the TEP?

- The TEP supports tourism events (arts, culture, sport) and festivals across the province by providing funding for marketing, advertising, promotional and broadcasting activities.
- The TEP is funded by a small proportion of Municipal and Regional District Tax (MRDT) revenue from communities voluntarily choosing to implement a three per cent MRDT rate.
- The 26 communities collecting MRDT at a rate of three per cent agree to contribute 6.67 per cent of their total MRDT revenues to support the program.

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2) What are the outcomes of the TEP?

- These events deliver remarkable tourism experiences, connect people in shared experiences, help create jobs, and generate economic activity in communities throughout B.C.
- Event organizers use TEP funds to attract people from outside the local area. Typically, event attendees who travel the farthest to attend the event are the more valuable to B.C.'s tourism economy.
- Funding through the TEP also supports event marketing activities that raise awareness nationally and internationally of B.C.'s tourism experiences, helping to inspire Canadians and others from around the world to visit the province.
- The TEP has provided funding to events in every tourism region in the province.

3) What is the budget for the TEP?

- The 2020/21 TEP program budget will be approximately \$4.4million
- Since the program's inception, the TEP has approved \$11.4 million in funding for 185 events.

4) What program changes have taken place since March 1, 2019

- The application form and website are reviewed prior to each intake for opportunities to clarify and streamline the content to better address common inquiries.
- For the 2019 spring and fall intakes, TEP applications from communities in transition were identified for priority funding. All eligible TEP applications from identified communities in transition received funding.

2020/21 Estimates Note Advice to the Minister

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5) How are you ensuring the TEP is meeting the needs of the tourism industry?

- As the program has been operating for over four years, the Ministry is undertaking a review of the program to determine effectiveness in meeting program and government objectives and recommend improvements.
- We expect this review will be completed in late spring.

6) How are you ensuring government funding for events is not duplicated?

- The ministry and government have several funding programs for which events are eligible to apply.
- Applicants are required to report other provincial government funding in their TEP applications.
- Program requirements do not allow duplication of funding for the same activities in any one event.

7) How does the ministry determine which applications are funded?

- Staff from the Ministry and Destination BC review all applications and are supported by staff from Arts and Culture Branch, Sport Branch and Creative BC. Key considerations as part of their evaluations include:
 - International and national profile of the event
 - Tourism impact
 - Economic impact to the host community
 - Regional tourism benefits resulting from the event
- Applications are then ranked and assessed within the budget.
- Staff provide recommendations for Ministerial consideration.

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8) What role does Destination BC play in managing the program?

- As of April 1, 2019, the ministry took on full responsibility for the TEP program. Destination BC previously was the contract manager for approved applicants.
- Destination BC continues to contribute expertise in evaluating proposals.

Contact:

Suzanne Ferguson Executive Director Tourism Branch 250-415-3451

2020/21 Estimates Note Advice to the Minister

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

Title: Tourism Performance Measures (Tourism Sector Key Stats Cheat Sheet) Q&A

Revised: February 24, 2020

Key Messages:

- Tourism continues to be a key economic contributor to B.C., with 2018 seeing a 4.9 per cent growth in tourism industry revenue over 2017 to \$20.5 billion.
- A 4.9 per cent increase in tourism revenues follows a long-term upward trend in the tourism industry.
- Since 2008, total tourism revenue has grown 53.3 per cent. In fact, tourism revenue has grown every year between 2008 and 2018, with the exception of 2009 (due to the global economic recession).
- A time-lag for tourism data estimates is seen each year, meaning 2018 estimates are available early 2020, due to the availability of complete annual business data, as well as processing and review time.
- We've set an ambitious, but achievable target of six per cent growth in tourism revenues annually in the new strategic framework for tourism.
- I also recognize that economic contribution is not the only measure of tourism success for B.C. communities.
- That's why we have introduced a more robust set of performance measures in our new strategic framework for tourism that considers issues like seasonality, sustainability, and resident satisfaction with tourism.

2020/21 Estimates Note Advice to the Minister

Ministry: Ministry of Tourism, Arts and Culture
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Questions and Answers:

1) How did the tourism industry perform in 2017?

- In 2018, the tourism industry generated:
 - \$20.5 billion in tourism industry revenue (up 4.9 per cent over 2017).
 - \$8.3 billion in real GDP (in 2012 constant dollars) (up 3.0 per cent).
 - \$6.0 billion in tourism-related wages and salaries (up 5.3 per cent) and supported 19,329 tourism businesses (up 0.4 per cent).
 - In addition, the tourism industry employed 161,500 British Columbians in 2018 (up 4.3 per cent) across every region of the province; roughly one out of every 16 workers.

2) How did the tourism industry perform as compared to other sectors?

- The tourism industry has contributed the largest added value to the B.C. economy between 2007 and 2017 relative to other primary resource industries such as oil and gas extraction, mining and quarrying, forestry and logging, and agriculture and fishing.
- B.C. remains strong compared to other provinces. For example, B.C. saw an increase of 2.6 per cent in international overnight visitor entries in 2019.

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3) Why are the 2018 economic contribution figures only available now?

- A time-lag for tourism data estimates is seen each year (e.g. 2018 estimates are available in early 2020).
- The estimates of the economic value of tourism to B.C. produced by BC Stats are derived from data provided by Statistics Canada. Statistics Canada typically finalizes and provides this underlying data to BC Stats 8 to 10 months after the end of each calendar year.
- Destination BC (DBC) has compiled the estimates for the 2018 economic contribution of tourism in British Columbia from data provided by Statistics Canada, BC Stats and DBC.

4) What measures have been introduced by the Ministry in the strategic framework for tourism in B.C.?

- We've set an ambitious, but achievable target of six per cent growth in tourism revenues annually.
- However, I recognize that economic contribution is not the only measure of tourism success for B.C. communities.
- That's why we have introduced a more robust set of performance measures in our new tourism framework that consider issues like seasonality, sustainability, and resident satisfaction with tourism.
- The Strategic Framework for Tourism includes three pillars:
 - Supporting People and Communities
 - Sustainably growing the visitor economy
 - Respecting nature and the environment

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Supporting People and Communities pillar includes the following key indicators:

- Tourism employment growth
- Number of tourism related job vacancies
- Average tourism related wage growth
- Investments in arts, culture, and sport events and festivals
- Municipal Regional District Tax revenue

Sustainably growing the visitor economy pillar includes:

- Total tourism revenue
- Tourism tax and export revenue
- International visitor arrivals by month
- Number and type of tourism businesses, including Indigenous businesses
- Net promoter score of B.C.

Respecting nature and the environment pillar includes:

- Visitor perception of B.C. as a travel destination
 - Investments in recreation and parks
-
- In addition, the Ministry is in the process of developing new sustainability indicators to help us measure progress of the tourism sector moving forward.
 - We are in consultation with the industry and with key partners in developing these indicators, so that they are meaningful and relevant to the industry needs.

2020/21 Estimates Note Advice to the Minister

Ministry: Ministry of Tourism, Arts and Culture
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5) There seems to be a discrepancy in how the numbers are being reported in DBC's Value of Tourism report and the new Economic Plan. What is the reason for this difference?

- Tourism Sector is a significant contributor to B.C.'s economy generating \$20.5 billion in revenue and \$8.3 billion in GDP in 2018.
- Tourism has a direct impact not just on tourists' experience but also has a significant socioeconomic impact on British Columbians in terms of transportation, infrastructure, food and beverage as well as recreation and amusement.
- There are various ways to measure the contribution of any sector to an economy; BC Stats provided the data for both reports.
- Some differences in the economic contribution between the reports are attributed to two aspects:
 1. methodology including assumptions used in defining who is a "tourist" and
 2. the reporting unit.
- The Value of Tourism report uses the Statistics Canada definition of tourism and reports the direct impact of tourist spending in B.C.,
 - a) for all trip purposes (leisure, business or other personal purpose.) and,
 - b) of all tourists no matter where they live (B.C., out-of-province – Canada/international).
- In 2017, B.C. residents made up the largest share of visitor volume (53%) and the Value of Tourism report accounts for expenditures of B.C. residents.

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- In the Economic Framework the definition of a “tourist” is narrower and includes the spending of out-of-province leisure visitors only.
- Value of Tourism report measures the tourism sector’s GDP thereby demonstrating the **output of the entire economy**.
- The Economic Framework reports contributions of economic sectors using an Economic Base measure which reports the dollars brought into the economy through **exports of goods and services only**.

Contact:

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2020/21 Estimates Note Advice to the Minister

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

Title: Tourism Workforce Q&A

Revised: January 17, 2020

Key Messages:

- Tourism is a key employment generator for B.C. In 2018, 161,500 people were employed in over 19,300 tourism-related businesses.
- The tourism sector is a robust employer, with an ever-growing need for workers. WorkBC estimates the industry's projected growth could result in the need for more than 106,000 new or replacement workers by 2028.
- Worker shortages remain a key challenge. Shortages are driven by a number of complex factors including aging demographics, rapid industry growth, costs of living, seasonality, and the perception that tourism is for younger workers, and not a long-term sustainable career option.
- A strong and diverse tourism workforce is a key priority in our Strategic Framework for Tourism in B.C.
- Tourism offers many career opportunities that go far beyond seasonal or entry-level jobs. Go2HR has identified over 400 tourism-related occupations.
- Some key examples include a helicopter pilot working for a heli-ski operator, a chef or cook for a top-rated restaurant, an angling guide or marine mechanic in a fishing resort, a biologist for a bear viewing operation, a lifestyle entrepreneur running a winery, or a senior marketing director for a high-tech digital marketing firm.
- I continue to work with the tourism sectors, including go2HR and ministries to champion tourism as a profession.

2020/21 Estimates Note Advice to the Minister

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

Questions and Answers:

1) What are you doing to champion tourism as a profession?

- Championing tourism as a profession is a key component of the Strategic Framework for Tourism in B.C.
- I am committed to a strong, diverse tourism workforce that is inclusive, accessible and supports communities and reconciliation.
- By investing in destination development, in tourism marketing, in indigenous tourism and in affordable housing, we are championing tourism as a profession.
- When we invest in accessibility and inclusion, in wi-fi access, in Electric Vehicle charging stations, or focus on dispersion, we are championing tourism as a profession.
- When we invest in sustainably growing the visitor economy, we are championing tourism as a profession.
- When we partner with industry and work collaboratively with local governments, First Nations and across ministries, we are championing tourism as a profession.
- We have specific actions and activities planned or underway.
- For example:
 - During Tourism Week 2019 we dedicated an entire day to promoting tourism as a job creator. Ministry staff developed a video and worked with the RDMO's and DBC to promote the video and create social media content.
 - During speaking engagements and events, I take every opportunity to promote our industry and mention the number and amazing variety of tourism jobs available.
 - I am planning to launch a joint government and industry awareness campaign to further promote tourism as a profession.

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

- The campaign will capture the diverse range of jobs and career opportunities that exist in the industry.
- There is a perception that tourism occupations are seasonal or entry-level. These are valuable opportunities for people starting their careers or needing flexible schedules.
- There are also hundreds of occupations in the sector that require highly skilled individuals such as pilots, biologists, mountain guides, and trades occupations.
- Working with Indigenous Tourism BC and the Ministry of Advanced Education, we have secured labour market program funding to support the needs of Indigenous tourism.

2) Why is it taking so long for your Ministry to do anything about labour shortages in the tourism industry?

- Workforce development requires cross-government and industry collaboration and partnerships to be effective.
- I work closely with industry. As a matter of fact, I recently met with go2HR (Jan 30, 2019) and we agreed that collaboration is the most efficient way to make progress to address these issues.
- Our Strategic Framework is built on partnership and collaboration. Our government approach is built on job creation and on building the workforce of today and tomorrow.
- This is why I and our government have already and continue to pursue a number of initiatives that support workforce development, including:
 - Securing \$440,000 in labour-market funding for indigenous workforce development;
 - Expanding the use of MRDT funds to include affordable housing (subject to approval from MAH and Finance);
 - Record investments in affordable housing to deliver much-needed rental homes for people throughout the province.

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(Data shows a 64 per cent increase in purpose-built rental homes registered in B.C. compared to 2018.);

- Raising the minimum wage;
- Identifying key workforce issues associated with each travel corridor as part of the Destination Development process, so local solutions to local challenges can be pursued; and
- We continue to work collaboratively with the Ministries of Education; Advanced Education; and Social Development and Poverty Reduction to increase skills training; and with the Provincial Nominee Program to facilitate recruitment and retention of skilled workers.

3) Why did you take away funding from go2HR by cancelling the delivery of the Serving it Right Program?

- TAC did not take away funding from go2HR.
- We did not cancel the Serving it Right Program.
- The Serving it Right Program went through a competitive process in accordance with financial and procurement legislations and regulations.
- We consider go2HR to be a key partner, one that has a lot of expertise to contribute to our shared goal of developing a skilled, diverse and strong tourism workforce.
- *Any questions about the BCBid process should be referred to the Ministry of Attorney General.*

2020/21 Estimates Note Advice to the Minister

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

4) Are you going to implement the go2HR made-in-B.C. tourism human resources strategy?

- The B.C. tourism and hospitality sectors are comprised of over 400 occupations.
- The tourism HR strategy developed by go2HR contains many initiatives to address recruitment, training and retention.
- We are working closely with go2HR to ensure our existing programs, policies and investments respond to the needs of the industry.
- One of the key strategies to address workforce issues is via collaboration and partnership as highlighted in the go2HR Tourism HR Strategy, and I intend to continue to do just that.

5) What are you doing to ensure kids in the k-12 sector choose a career in tourism?

- Ministry staff are working with the Ministry of Education and go2hr to develop materials that can be distributed to students to promote careers in tourism with students and influencers.
- We are encouraging dual-credit opportunities between school districts and public post-secondary occupations. There are a lot of dual credits happening across the province on the trade side.
- We also have a number of dual credits already in place that go beyond trades training (i.e. Cooks in hospitality or Millwrights that are used for maintenance and repairs on ski lifts). VIU, Okanagan College, Camosun, North Island College are among those who have dual credit programs in place with the local school districts.

2020/21 Estimates Note Advice to the Minister

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

6) How much pressure have you put on the federal government to loosen rules around the Temporary Foreign Workers Program?

- I have communicated to Federal Minister Joly the importance of federal support to alleviate workforce challenges. This issue remains a key priority for the Council of Ministers of Tourism, as this is not just a B.C. issue.
- Our provincial immigration colleagues are aware of our needs and tourism continues to remain a priority sector for the Provincial Nominee Program. *(Any questions related to Immigration programs should be directed to the Minister of Jobs, Economic Development and Competitiveness).*
- We have also communicated to Transport Canada, as part of its international air transport negotiations consultation with B.C., the need to address the severe shortage of pilots. We have asked that the Canadian government offer federal student aid to help cover the approximately \$85,000 it costs to obtain a basic commercial pilot's license.
- The federal government is aware of the workforce challenges in our sector, a priority that is reflected in the federal tourism strategy.
- I will continue to work collaboratively with my federal counterparts to represent B.C.'s interests.

7) How much money are you investing in workforce development?

- Our Strategic Framework for Tourism is all about workforce development.
- By investing in destination development, in tourism marketing, in indigenous tourism and in affordable housing, we invest in workforce development.
- When we invest in accessibility and inclusion, in wi-fi access, in Electric Vehicle charging stations, or focus on dispersion, we invest in workforce development.

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- When we invest in sustainably growing the visitor economy, we invest in workforce development.
- When we partner with industry and work collaboratively with local governments, First Nations and across ministries, we invest in workforce development.
- When we invest in education, we invest in workforce development.
- There are several funding envelopes available across government that employers, workers and communities can access, including:
 - B.C. has two Labour Market Transfer Agreements with Canada, providing approximately \$400 million per year in funding for employment services and skills training through Canada – B.C. Labour Market Development Agreement (LMDA) and the Workforce Development Agreement (WDA).
 - the \$10-million per year Indigenous Skills Training and Development fund managed by the Ministry of Advanced Education; and
 - the provincial funding provided to k-12 and post-secondary institutions by government.
- I continue to work closely with other ministries, communities and industry via go2HR to leverage existing funding sources for the benefit of the sector.

Contact:

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2020/21 Estimates Note Advice to the Minister

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

Title: Core Messaging - Creative

Revised: February 11, 2020

Issue: Core messaging for creative industries

General Key Messages:

- The creative sector includes: the motion picture industry, music and sound recording, interactive and digital media, and book and magazine publishing.
- We are fortunate to have a wealth of creative talent here in B.C.
- B.C. has developed outstanding talent and infrastructure which help us to capture more global entertainment and digital media opportunities.
- B.C. is the second largest English-language book publishing market in Canada, the third largest centre for music in Canada, and the third largest motion picture hub in North America.
- B.C. is home to the world's largest animation/visual effects cluster and it has the highest number of interactive gaming companies in Canada.
- By investing in the creative sector we are supporting a strong, sustainable economy that benefits all British Columbians.

Creative BC:

- Creative BC is B.C.'s lead agency for creative sector funding and development in the province.
- **In 2020/21, the Province is providing \$3.215 million in funding to Creative BC.**
- Until Budget 2020, Creative BC also received an additional \$1 million in annual revenue from fees collected through administering film tax credits on behalf of the Province. This additional revenue will be **doubled** moving forward with the approval of a new, increased rate for PSTC tax credit administration.
- Creative BC is focused on expanding the diversity of funded projects and companies to increase representation of women, Indigenous people, visible minorities and creators with disabilities.

Amplify BC:

- Amplify BC, the Province's music fund, supports people working in B.C.'s diverse music industry.

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- Government provided a total of \$15 million for Amplify BC programming that occurred during 2018/19 and 2019/20
- In 2018/19 Amplify BC supported our music industry by:
 - Investing in 33 B.C. music companies to expand and diversify their activities;
 - Produced 300 music videos;
 - Facilitating 190 career development projects for B.C. artists;
 - Supporting 77 live music events, festivals and concert presentations in B.C.
 - Attracting 21 artists to record at B.C. studios;
 - Launching the first-ever Indigifest featuring Indigenous artists; and
 - Funding 37 industry events and initiatives.

Film Industry:

- B.C. is the third largest film and television production centre in North America, after Los Angeles and New York.
- Our government supports the film, TV and streaming industry because we know this sector creates jobs for people in the communities they call home and supports local businesses.
- And it provides opportunities for people to tell stories that may not otherwise have been told.
- The film industry is a strong economic engine in B.C.
- In 2018/19, the sector contributed \$3.2 billion in production spending to the economy.
- More than 70,000 people work in the film and TV sector in B.C.
- Our government provides ongoing support to the film and TV sector through tax credits.
 - In 2018/19, the film industry received more than \$888 million in tax credits.
- Each year, we invest approximately \$1.4 million into B.C.'s domestic film sector through Creative BC, and these investments are growing.
- We support B.C.-based productions through Creative BC's Reel Focus BC, including the newly announced Rogers partnership and Access 2020.

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- Reel Focus BC programs focus on the development of original motion picture content by B.C.-based companies.
- By leveraging federal funding, Reel Focus BC is helping deliver on the Minister's mandate commitments.

Creative Economy:

- The United Nations has identified the creative economy as one of the world's fastest growing sectors for income generation, job creation and export earnings.
- Our government has made new investments to ensure B.C.'s ongoing success, including:
 - Providing additional funding to Creative BC to improve the sustainability and capacity of B.C.'s creative sector. [Budget 2018 decision]
 - Supporting emerging and established B.C. musicians and companies through \$15 million in Amplify BC funding for programming that occurred in 2018/19 and 2019/20
 - Expanding B.C.'s film labour tax credit to include B.C. writers. [Budget 2018]
- We support the need for B.C. workers in the creative sector with robust training and education programs.
- Film tourism is also an economic driver, playing a role in positive contributions to local economies, and supporting our overall tourism industry.

B.C. Specific Stats:

- The creative sector supports more than 108,900 workers across the four industries.
- The sector generates \$6.2 billion in economic contribution:
 - In 2018/19, B.C. film and television hub hosted more than 450 productions, generated \$3.2 billion in economic impact, and supported more than 70,000 jobs.
 - B.C.'s digital media companies contributed \$2.3 billion to the economy in 2018/19 and hosts 16,500 jobs.
 - The music and sound recording sector contributed more than \$690 million to the economy in 2018/19 and represents 6,600 jobs.
 - B.C.'s publishing industry generated \$28 million for B.C.'s economy and represents 15,200 jobs.

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- B.C. is the world's largest animation and visual effects (VFX) cluster with 100+ animation and visual effects studios across B.C.
- The top three VFX schools in Canada are located in Vancouver.
- 40 per cent of film and TV productions made in Canada are made in B.C.
- B.C. offers 2.5 million square feet of studio space - enough capacity to support over 50 simultaneous productions.
- 23 per cent of magazines are published in B.C. (300 of 1,300 in Canada).

Contact:

Asha Bhat

ADM

Creative,
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2020/21 Estimates Note Advice to the Minister

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

Title: Key Facts/Stats – Creative Sector Branch

Revised: January 17, 2020

Issue: Creative Sector Branch

Response:

- The creative sector includes film and television, interactive digital media, music and sound recording, and magazine and book publishing.
- The Ministry of Tourism, Arts and Culture has the primary responsibility for the creative sector, including oversight for Creative BC and the Knowledge Network:
 - Creative BC is responsible for administering the film and television tax credits and Amplify BC, the Province's music fund;
 - Knowledge Network is B.C.'s public educational broadcaster. It supports lifelong learning for children and adults by providing quality, commercial-free programming through its broadcast channel, websites and apps.
- The mandate of the Creative Sector Branch is to develop and implement policies that increase the competitiveness of B.C.'s creative sector. The Branch objective is to position B.C. as a global leader in the creative industries.
- The Branch works across all levels of government to ensure that policies and actions in support of the creative sector are coordinated; critical and emerging creative sector issues are addressed; and the creative sector is recognized as a key driver of economic growth in B.C.
- The 2020/21 budget allocation for the Creative Sector Policy Branch is \$3,399,000, which includes 4 FTEs, a shared administrator, and operational funding for Creative BC.

Background/Status:

- Key functions and priorities of the Creative Sector Policy Branch are to:
 - Administer funding and stakeholder relations with Creative BC (\$3.215 million), the government-established non-profit society responsible for the development of B.C.'s creative sector.
 - Including oversight of \$7.5 million in funding for B.C.'s music industry (Amplify BC) in 2018/19 and 2019/20.
 - Provide oversight and governance of Knowledge Network (\$6.611 million).

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- Support the Ministry of Finance in ensuring an effective tax credit program for film production, and act as the Ministry's lead for tax credit certifications.
- Work in partnership with key ministries such as Jobs, Economic Development and Competitiveness and Advanced Education, Skills and Training, and provincial crowns and agencies to expand opportunities for B.C.'s screen-based content and services, including:
 - Collaborating on implementation of technology & innovation framework, including stakeholder engagement, strategy and planning, and outreach efforts.
 - Facilitating international marketing and outreach, including delegations for trade missions.
 - Updating and developing Filming in B.C. policy, including improvements to film location policies.
 - Partnering on Labour Market Information studies and facilitating on delivery of outcomes, including training programs and implementation of recommendations.
- Continue and expand methods to attract more federal investment to B.C., through coordination with industry associations and other agencies.
- Contribute to improved measurement of the size and economic impact of B.C.'s creative sector.

Sector Snapshot

- B.C.'s creative sector is currently recognized for being:
 - North America's third largest motion picture hub and the world's largest cluster of visual effects and animation companies.
 - The province with the second highest number of interactive gaming companies in Canada.
 - The third largest music production centre in Canada, and home to a large number of successful and internationally renowned musicians.
 - The second largest English language book and magazine publishing sector in the country.

Client Profile

- Domestic and foreign producers, directors, and creative executives of motion pictures, interactive and digital media.
- Municipal Film Liaison Offices and Regional Film Commissions.

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Ministry: Ministry of Tourism, Arts and Culture
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- Industry associations: Motion Picture Production Industry Association (MPPIA), Music BC, Canadian Media Production Association (CMPA), DigiBC, Association of Book Publishers of BC, Magazines BC, and others.
- Local, regional and federal ministries and departments.

Contact:

Amy Schneider	Executive Director	Creative Sector	778-698-1804
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2020/21 Estimates Note Advice to the Minister

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

Title: Amplify BC Q&A

Revised: January 17, 2020

Key Messages:

- Amplify BC supports B.C.'s music and sound recording sector, which contributes more than \$690 million to the economy each year and represents 6,600 jobs.
- I am very pleased that our government has funded Amplify BC with \$15M over the last two years.
- Amplify BC funding has stimulated economic activity and created jobs in the music industry
- B.C. is Canada's third largest music centre, with over 285 music companies, over 200 recording studios, 80 independent labels and more than 200 music festivals across the province.
- In 2018/19, Amplify funding:
 - Stimulated \$29.9 million in direct economic impact.
 - Leveraged \$1.3 million in federal investment and \$20.5 million in private sector expenditures (a ratio of three dollars generated for every one dollar invested).
 - Employed 3,256 people, including 295 new hires at B.C. music companies.
- We are proud to help hundreds of people create new music, develop projects and grow their careers.
 - 190 artist projects were funded, including 107 emerging artists.

2020/21 Estimates Note Advice to the Minister

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Questions and Answers:

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3) Why has Amplify BC been funded from discretionary spending, as opposed to a line item in the budget?

- The Province's first priority is to ensure core funding is provided for the services British Columbians depend upon.
- After those needs are met, we look to meet other priorities, including support for the music industry.

4) Why did the ratio of federal funding drop 50 % from the BC Music Fund (BCMF) to Amplify BC?

- In 2017, one-time federal support was provided for festivals and events celebrating Canada's 150th anniversary, which inflated the federal contribution under the BCMF.

2020/21 Estimates Note Advice to the Minister

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- The first year of Amplify successfully leveraged \$1.3 million in federal investment and \$20.5 million in private sector expenditures (ratio of 1:3 on every dollar invested).
- Private investment increased by 52% for Amplify BC over the BCMF, thereby maintaining the overall return on investment (1:3).

Contact:

Amy Schneider Executive Director Creative Branch 778-698-1804

2020/21 Estimates Note Advice to the Minister

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

Title: B.C.'s Publishing Industry Q&A

Revised: January 20, 2020

Key Messages:

- Publishing represents \$28 million in economic activity and over 15,200 jobs in B.C.
- B.C. has the second largest English-language book publishing industry in the country, accounting for 20 per cent of Canadian English-language publishers.
- B.C. accomplishes this despite increased distribution and travel costs, due to distance from national media and markets.
- Magazines continue to be one of the most popular mediums for sharing innovation and ideas in B.C. and globally.
- We are proud of the diverse and unique voices that are shared through the many publications produced across our province.

Questions and Answers:

1) What is B.C. doing to support the publishing industry?

- \$2.5 million per year is invested through the British Columbia Book Publishing Tax Credit (BPTC) to improve the competitiveness of Canadian-owned book publishers operating primarily in B.C.
 - In 2018, the Province extended the tax credit for three years, through March 31, 2021.
 - We are aware of the importance of this tax credit to the industry. The Ministry of Finance will consider renewal as 2021 draws closer.
- In 2019/20, the Province:
 - Awarded \$1,347,000 to book publishers, arts periodicals and literary organizations through the BC Arts Council.

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- Invested \$310,000 in the publishing industry through Creative BC .
- I also hosted a roundtable with publishing stakeholders in Spring 2019 to learn more about their unique business needs and contributions to the province. This is the first outreach of its kind with the sector since 2013.
- Additionally, important investments and preparations are being made, through Creative BC's leadership, in the upcoming Frankfurt 2020 book fair.

2) What is Frankfurt 2020 and how is B.C. participating?

- In 2020, Canada will be the Guest of Honour at the Frankfurter Buchmesse, the publishing industry's largest international trade fair (October 14-18).
 - Approximately 300,000 visitors, 7,300 exhibitors and 10,000 accredited media attend each year from more than 102 countries.
- The Province is partnering with Creative BC and the federal government to ensure success at this important event.
 - Creative BC's launch of the Frankfurt funding envelope and the Market Expansion Fund has laid the groundwork for success.

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3) How does B.C.'s publishing industry contribute to the Province?

- B.C.'s book and magazine publishers invest in goods and services required to bring these products to market.
 - This includes: writing, editing, illustration, design, printing, IT support, digital asset management, warehousing, shipping, sales and marketing.
- Publishers are successful exporters, bringing Canadian writing and culture to a global audience.
 - Export and rights sales account for an average of 30 per cent of revenue in the book industry, and some publishers report up to 60 per cent of their sales in exports.
- B.C. book publishers amplify underrepresented and marginalized voices.
 - Theytus Books, based in Penticton, is Canada's first Indigenous owned and operated book publisher, publishing Indigenous authors since 1980.
 - Caitlin Press, based on the Sunshine Coast, publishes stories of the Central Interior, and focuses on work by and about B.C. women. Caitlin's Dagger Editions focuses on queer women's stories.

4) With the Province's investment in this sector, why is the industry not growing?

- There is no data to indicate the sector is not growing and prospering.
- The Province has always relied on external data to determine the publishing's economic impact. This data is limited and dated.

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- Most of the publishers in B.C. are small independent businesses, who have created a unique niche for B.C. books in the Canadian and global market.
- The Province's investment in publishing is as much about protecting cultural expression as it is about economic impact.
- B.C.'s publishers do an excellent job telling B.C.'s unique stories and ensuring that their books reflect our diverse peoples, histories and cultures.
- They also ensure that B.C.'s writers are represented on the world stage.^{s.13}

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Contact:
Amy Schneider Executive Director Creative Sector Branch 778-698-1804

2020/21 Estimates Note Advice to the Minister

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

Title: Canada's Broadcasting System – emerging issues Q&A

Revised: January 17, 2020

Key Messages:

- Our government is paying close attention to the federal modernization of the *Broadcasting Act*.
- We are pleased to see this commitment confirmed in the mandate letters for the federal ministers of Canadian Heritage and Innovation, Science and Industry.
- B.C. is in contact with federal colleagues to ensure any changes to the legislation will support the creation of more domestic content in B.C., and will benefit our public broadcaster and our motion picture industry.

Questions and Answers:

1) Does the Province support the creation of a “Netflix Tax” for global streaming service providers?

- This is a question for the Minister of Finance.
- My mandate commitment includes specific direction to help B.C. producers leverage more federal funding.
- Overall broadcaster contributions to the CMF are in steady decline. With less funding available, it makes it more challenging for B.C. creators to access their fair share.
- Our government agrees with the Canadian Radio-television Telecommunications Commission (CRTC) chair's comment that over-the-top service providers should make an 'equitable' contribution to the production and promotion of Canadian content.

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- It is within federal jurisdiction to determine how to achieve this goal, but we are advocating for B.C. producers and the industry as a whole with our federal counterparts.

2) What will the impact be of merging Telefilm and CMF?

- It's very early days in government's response to the BTLR report and we don't have any details on how they plan to respond to this recommendation.
- Representatives from TAC are in regular communication with their federal counterparts, and I will be meeting with Minister Guilbeault in the coming weeks. We are advocating for B.C. creators in any and all changes that are made in response to the report.

Contact:

Amy Schneider Executive Director Creative Sector 778-698-1804

2020/21 Estimates Note Advice to the Minister

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

Title: Creative BC Overview Q&A

Revised: January 13, 2020

Key Messages:

- Creative BC is British Columbia's lead agency for creative sector funding and development in the province.
- B.C.'s creative industries, including film, television, interactive media, music, magazine and book publishing are key contributors to the provincial economy.
- Creative BC's mandate is to support and strengthen B.C.'s film, television, interactive media, music and publishing sectors.
- Creative BC provides programs and services to expand and diversify B.C.'s creative sector, stimulate investment and employment, and promote B.C.'s creative content and production capabilities at home and globally.
- In 2020/21, the Province is providing \$3.215 million in funding to Creative BC.
- Creative BC also receives an additional \$1 million in annual revenue from fees collected through administering film tax credits on behalf of the Province. This additional revenue will be doubled moving forward with the approval of a new, increased rate for PSTC tax credit administration. In addition, the organization receives \$750,000 from BC Arts Council and \$465,000 in various minor funding.

Questions and Answers:

1) What services does Creative BC provide?

- Creative BC delivers a wide range of programs and services to expand B.C.'s creative economy. These include:

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- Administering the provincial government's tax credit programs for film and television.
- Providing developmental funding and export marketing support.
- Administering program delivery of Amplify BC.
- Offering Motion picture production services to attract inward investment and market B.C. as a destination for domestic and international production.
- Directing funding support for industry associations in the music, publishing and regional film commissions.

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

- Creative BC continues to engage with government and industry stakeholders to improve B.C.'s competitiveness in the global creative landscape.
- In 2019/20, Creative BC implemented a pre-certification process designed to improve government's forecasting of Production Services Tax Credits (PSTC).
 - Starting September 24, 2019, prior to B.C.-based work, productions now complete the pre-certification process and submit budgets in advance. There is no cost to productions for pre-certification.
- Furthermore, Creative BC launched Reel Focus BC, a program designed to support the province's domestic motion picture industry.
 - The program integrates all funds, partnerships and investments that focus on the development and production

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phases of original motion picture content created by B.C. based companies.

- Two new partnerships that benefit domestic producers were announced:
 - Launched in November 2019, an \$800,000 partnership with Rogers Group of Funds to support B.C. documentary and factual producers over two years
 - A \$400,000 pilot program launched in January 2020 – called Access 2020 – with Canada Media Fund (CMF) and the Canada Media Producers' Association (CMPA) to support the early stage of film development.

3) Creative BC has increased the fee for Production Services Tax Credit (PSTC) certifications this year; what is the increase going towards?

- The increased fee helps to cover the implementation and administrative costs of the new pre-certification process for our film tax credits.
- The pre-certification process will improve our fiscal forecasting.
- Industry has been consulted on the new fees and appreciates that they are comparable to other North American jurisdictions.
- Industry is supportive of the change.

Contact:

Amy Schneider Executive Director Creative Sector 778-698-1804

2020/21 Estimates Note Advice to the Minister

Ministry: Ministry of Tourism, Arts and Culture
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Title: Creative BC Spending Priorities Q&A

Revised: January 20, 2020

Key Messages:

- Creative BC has a mandate to support and strengthen B.C.'s film, television, interactive media, music and publishing sectors, which they advance through four strategic pillars:
 - Competitiveness: strategically positioning B.C.'s creative industries to compete to win.
 - Growth Mindset: designing a growth culture for B.C.'s creative industries.
 - Discoverability: Sharing the stories of B.C.'s creative industries, workforce and economy.
 - Talent: attracting, building and retaining the best creative talent for the province.
- In 2019/20, focus was placed on continuing to expand the diversity of funded projects to increase representation of women, Indigenous people, visible minorities and creators with disabilities.
- Creative BC also worked on expanding the suite of programs that comprise Reel Focus BC
 - Reel Focus BC supports the province's domestic motion picture industry. It integrates all funds, partnerships and investments that focus on development phases of original motion picture content created by B.C. based companies.

Questions and Answers:

1) How are spending priorities set at Creative BC?

- The Ministry of Tourism, Arts and Culture (TAC) provides annual funding to Creative BC (\$3,215,000 in 2020/21) for program delivery, strategic planning, administration of the film/TV tax credits, and international and regional marketing and promotion.

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- Creative BC's business plan is approved each year by TAC. The plan aims to advance the ministry's key priorities for the sector, including:
 - Implementing initiatives to grow B.C.'s creative sector and workforce to foster a creative sector that is dynamic, sustainable and reaches its full social and economic potential
 - Building on our province's strengths to make B.C. a global leader across the creative ecosystem
 - Ensuring B.C. film and TV makers get their fair share of federal investments from Telefilm and other federal government programs
 - Supporting diverse storytellers in B.C. including musicians, publishers, authors, artists, digital media, indigenous storytellers, and the film and TV industries
 - Increasing the competitiveness and success of B.C.'s resident writers and supporting the creation of more locally developed intellectual property.

2) What were Creative BC's spending priorities in 2019/20?

- Creative BC administered approximately \$3 million in funding, supporting close to 200 projects. This includes:
 - Reel Focus BC – a suite of programs, partnerships and investments designed to support domestic motion picture production, including two new funds of \$800,000 (partnership with Rogers Group of Funds) and \$400,000 (Access 2020) announced in 2019/20. Furthermore, it comprises of:
 - International Industry Initiatives to give B.C. a presence at major festivals and markets

2020/21 Estimates Note Advice to the Minister

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- Passports to Markets Fund providing travel support for B.C.'s creative sector
 - Project Development Fund enabling B.C. owned and controlled production companies to build on development commitments secured from broadcasters, distributors and funding agencies
 - Domestic Industry Initiatives funding B.C. events to engage, support and develop the local creative sector
 - BC Arts Council-Creative BC Interactive Fund to support the production of high quality, original, interactive digital media content and software applications owned and controlled by BC companies or individuals
- Support for eight provincially-designated regional film commissions
 - Diversity, Gender Parity and Anti-Harassment initiatives.

Contact:

Amy Schneider Executive Director Creative Sector 778-698-1804

2020/21 Estimates Note Advice to the Minister

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

Title: Creative Sector Statistics - Industry Overview

Revised: January 14, 2020

Issue: Key statistics of B.C.'s Creative Sector

Response:

- B.C.'s creative industries – including film and television, interactive and digital media, music and sound recording, and magazine and book publishing – contribute an estimated \$6.22 billion to the provincial economy¹.
- The Creative Sector supports more than 108,000 workers across the sector:
 - B.C. film and television includes more than 450 B.C. based producers and businesses, generates \$3.2 billion in economic impact, and supports more than 71,000 jobs each year.
 - B.C.'s digital media companies contribute \$2.3 billion to the economy each year and employ 16,500 people.
 - The music and sound recording sector contributes more than \$690 million to the economy each year and represents 6,600 jobs.
 - B.C.'s publishing industry generates \$28 million for B.C.'s economy and represents 15,200 jobs.
- B.C. has developed outstanding talent, research and educational support, extensive infrastructure and targeted incentives in the creative sector, which help us to capitalize on more global entertainment and digital media opportunities.

Background/Status:

Film & Television

- B.C. is North America's third largest film and television hub:
 - 384+ productions (See Appendix 1) generating
 - \$3.2 billion in economic impact
 - Home to the world's largest animation/Visual effects (VFX) cluster.
- Employment: 71,140 jobs (estimated FTEs).
 - Well-established talent pool – award-winning colourists, editors, engineers, sound mixers, composers and musicians.

¹ Creative sector statistics in this note taken from the Creative BC Impact Report 2018/19.

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- Approximately 13,000 job openings expected through to 2027 (WorkBC Industry Outlook Profile).
- Tax credit cost \$888 million in 2018/19 – includes digital animation, VFX, and post-production.
 - The Production Services Tax Credit (PSTC) cost \$759 million in 2018/19
 - The Film Incentive BC (FIBC) cost \$129 million in 2018/19.
- Location and infrastructure:
 - Close proximity to Los Angeles,
 - Experienced creative and technical talent,
 - 2.5 million square feet of stage space and over 100 animation/VFX companies,
 - Can accommodate all sizes and types of production,
 - Award winning expertise in digital animation, VFX and post-production,
 - Services through Creative BC, municipal film offices and regional film commissions.

Music and Sound Recording

- B.C. is the 3rd largest music production centre in Canada:
 - More than 285 music businesses,
 - Over 200 sound recording studios,
 - More than 200 music festivals throughout the province.
- Employment: sector represents 6,600 jobs
 - Contributing \$690 million to the economy each year.

Amplify BC

- B.C. has a rich, diverse music industry, and we are proud to support emerging and established B.C. artists and professionals through the Amplify BC fund, which is administered by Creative BC.
- In 2018/19 and 2019/20, Amplify BC provided \$7.5 million annually to support the music industry in B.C. through four funding streams:
 - Industry Initiatives, including training, skills development and research;
 - Career Development, which focuses on growing the careers of emerging and established artists;
 - Live Music, supporting B.C.-based live music events; and
 - Music Company Development, which focuses on sustainability and building the capacity of music companies in B.C.

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- In 2018/19 Amplify BC:
 - Supported 337 separate projects,
 - 3,301 individuals employed on funded projects, with 295 new hires at B.C. music companies,
 - Leveraged \$1.3 million in federal investment,
 - \$20.5 million in private sector expenditure (ROI of 3:1),
 - \$29.9 million in direct economic impact.

Interactive and Digital Media

- More than 1,300 digital media companies in B.C., with over 27 per cent of Canadians working in the video game industry being located in B.C.
 - Producing interactive software,
 - Virtual and Augmented Reality technology,
 - Content and innovative digital applications.
- Employment: 16,500 people.
 - Contributing \$2.3 billion to the economy each year.

Interactive Gaming

- B.C. is home to over 150 interactive entertainment companies.

Augmented / Virtual Reality

- B.C. is a leader in augmented reality (AR), virtual reality (VR) and mixed reality (MR) for entertainment, business and industrial applications.
 - The global AR / VR economy is expecting growth of over 13 times between 2016 and 2020.
- B.C. is home to 150 AR and VR companies employing over 500 Full-Time Equivalents.

Book Publishing

- B.C. has the second largest English language book and magazine publishing sector in Canada.
- B.C.'s publishing industry generates \$28 million for B.C.

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- Employment: 15,200 jobs.
 - Over 230 businesses associated the publishing industry in British Columbia, including 48 publishing houses.
 - 20 per cent of all Canadian English-language publishers are B.C.-based.
- B.C. is also home to the largest Indigenous publishing company in the country, Theytus Books, and one of the largest of children's publishers, Orca Book Publishers.
- Read Local BC is a province-wide campaign from the Association of BC Publishers that encourages local reading by B.C. based authors every April.

Contact:

Amy Schneider Executive Director Creative Sector 778-698-1804

2020/21 Estimates Note Advice to the Minister

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

Title: Knowledge Network 2020/21 Service Plan and Strategic Plan
Q&A

Revised: January 15, 2020

Key Messages:

- The Knowledge Network is B.C.'s public education broadcaster.
- Knowledge Network works to meet the diverse needs and interests of British Columbians through their programming.
- In 2020/21 the B.C. government is providing a total of \$6,761,000 to Knowledge Network, including:
 - \$6,611,000 for service delivery; and
 - \$150,000 for the BC150 Project.
- This year's mandate and level of service is consistent with previous years.
- Knowledge Network is regularly the fourth most watched broadcaster during primetime in B.C.
- We are very proud of their achievements in providing quality, commercial-free, educational content options for all British Columbians.

Questions and Answers:

1) What is the role of the Knowledge Network?

- As B.C.'s public education broadcaster, Knowledge Network is legislated under the *Knowledge Network Corporation Act* to:
 - Carry on the business of broadcasting and communications to provide unique, quality educational programming to British Columbians.
 - Promote life-long learning in B.C. by providing quality educational programming.

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- Inform and educate British Columbians about their province and about issues that are relevant to them.
- Provide British Columbians with a unique television experience.
- Collaborate with the independent television and web media production sectors in B.C..

2) Why was \$450,000 removed from Knowledge Network's BC Documentary History project funding in 2019/20?

- The Province is committed to fiscal responsibility and ensuring the delivery of core services that British Columbians depend on.
- In response to government's direction to reduce discretionary spending, the Knowledge Network was able to harness prior investments by the Province to re-envision this project.
- The Province has invested \$400,000 in this project to date and we have budgeted an additional \$150,000 in 2020/21. This demonstrates our ongoing commitment to its success.
- Knowledge Network readjusted timing for other project and accessed internal funding sources in order to minimize the impact.
- The BC Documentary History project remains robust and it will create a unique and lasting legacy for the people of B.C.
 - There will be a four-part series *1871*, and 130 short documentaries celebrating B.C.'s people, places and things.
 - The focus is on telling diverse and unique stories, including those of B.C.'s Indigenous peoples.
 - All of this will still be achieved within the current funding allocation.
- Knowledge Network remains B.C.'s primary source for domestic production.

2020/21 Estimates Note Advice to the Minister

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3) Why are you cutting funding to the Knowledge Network again?

- Last year we scaled back project funding. There were no changes to the Network's operating budget.
- This budget reduction is less than 0.8% of Knowledge Network's total budget.
- The Knowledge Network's budget is still higher than it was under the previous government.
- They are managing the \$97,000 budget change internally through minor adjustments.
- They will ensure that programming continues to meet the needs of British Columbians.

4) What other funding sources are leveraged by the Knowledge Network?

- In 2019/20, Knowledge Network is projected to leverage a total of \$9M in funding for independent producers through Canadian independent production funds.
- This includes the Canada Media Fund, Shaw Rocket Fund, Rogers Documentary Fund, federal and provincial tax credits.
- This is funding does not go directly to the Crown but it is leveraged by the commissioned producers.

5) How much external revenue does Knowledge Network raise on an annual basis?

- Total direct funding generated by Knowledge Network's investments and fundraising in 2019/20 is projected to be over \$5 million.
- The Knowledge Network Endowment Fund was established in 2007 with a long-term view to support original new B.C. content and sustainability.

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- The Annual Fund supports programming on through contributions provided by loyal and supportive viewers.

6) What are Knowledge Network's current mandate priorities?

- The following direction was given to the Crown in their 2020/21 mandate letter:
 - Provide quality, freely available and commercial-free television and streaming services to British Columbians.
 - Broadcast programming that covers topics of relevance to British Columbians such as: the environment and climate change (e.g. clean and sustainable energy); emergency preparedness; regional perspectives; literacy and early childhood development. Ensure programming reflects and promotes equity, diversity and inclusion.
 - Collaborate with B.C.'s independent production sector to create original B.C. stories and leverage federal funding.
 - Collaborate with independent, Indigenous filmmakers to create original B.C. Indigenous stories and continue to increase opportunities to share Indigenous perspectives.

5. Why have some of the performance targets changed from the previous Service Plan?

- This is due to the dynamic nature of creative documentary projects that run over multiple years.
- It is also connected to Knowledge Network's Canada Media Fund allocation, as the amount shift from year-to-year.
- Where this occurs, it is explained in the footnotes, and clarified in the resulting discussion section.

Attachments: Attachment 1: BC Documentary History Project

Contact:

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Ministry: Ministry of Tourism, Arts and Culture
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Executive
Director

Creative
Branch

2020/21 Estimates Note Advice to the Minister

Ministry: Ministry of Tourism, Arts and Culture
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Attachment 1: BC Documentary History Project

- The BC Documentary History project is a multi-year initiative commemorating the 150th anniversary of British Columbia's entry into Confederation in 1871.
- Knowledge Network is in the process of developing and commissioning a four-part documentary series (*1871*) and 130 short films featuring unique stories of B.C.'s diverse peoples and culture, and the history of their province.
- All of this work will benefit B.C. filmmakers and production companies:
 - Approximately 16 B.C. production companies will be commissioned to create new works.
 - Each production company will hire their own crew, which means that the entire project will employ an estimated 100 – 150 people in the B.C. film industry.
- Established B.C. film makers will benefit from increased profile and exposure from this project, as well as access to financing from other funding bodies.
- Emerging B.C. filmmakers will benefit from skills development and mentorship opportunities.
- This important project advances our government's commitment to B.C.'s domestic production sector and telling diverse stories.

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2020/21 Estimates Note Advice to the Minister

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

Title: Labour Market Information Project and Analysis - Labour Force Needs Q&A

Revised: January 20, 2020

Key Messages:

- B.C. has experienced rapid growth in its film and television sector and is now the third largest motion picture production centre in North America.
- The sector generates an estimated \$3.2 billion in economic impact and supports 71,000+ jobs each year.¹
- In 2018/19, Creative BC conducted a Labour Market Information (LMI) study on Below-The-Line (BTL) physical production motion picture industry workers.
- The study found the motion picture industry provides good, well-paying jobs and that our workforce is globally competitive in this sector.
 - The report was released on December 9, 2019.

Questions and Answers:

1) What was the outcome of the LMI study?

- The LMI study was designed to provide information on the industry's workforce characteristics, current state and trends, labour supply and demand, and human resources practices.
- The findings show that overall, the motion picture industry provides good, well-paying jobs and that our workforce is globally competitive in this sector.

¹ Creative BC Impact Report 18/19

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

2) What did you learn from the LMI study and what are the next steps?

- The industry is experiencing growth and is expected to grow at a rate of 3 per cent between 2017-22, compared to 1.1 per cent of B.C.'s overall anticipated employment growth.
- Increased activity in the Lower Mainland/Southwest economic region indicated that both foreign and domestic productions are seeking B.C.'s six other economic regions as sites for production, creating unique labour demands in each region.
- Next steps include working on an evaluation plan and development of a strategy that incorporates LMI findings to address identified labour market issues.
 - Creative BC will continue to lead this work.

3) Who paid for the LMI study?

- The project was led by Creative BC and included engagements from labour unions, industry associations, regional film commissions, studios, vendors, industry stakeholders, and provincial representatives from the Ministry of Advanced Education, Skills and Training (AEST) and TAC.
- The study was funded through an investment of \$309,870 by AEST's Canada-BC Labour Market Development Agreement (LMDA).

Contact:

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2020/21 Estimates Note Advice to the Minister

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

Title: Progress on Mandate Commitment – Federal Funding Q&A

Revised: January 16, 2020

Key Messages:

- To date, we have made significant progress in meeting this mandate commitment, which includes:
 - Building the Reel Focus BC Program through Creative BC to integrate all investments that focus on the domestic sector. This includes:
 - \$800K Rogers + Creative BC Documentary and Factual Development Fund to support original documentary singles and factual series.
 - \$400K Access 2020 partnership between the Canada Media Fund (CMF), Creative BC and the CMPA – BC Branch to support development phase of B.C.-based film and TV content.
 - Expanding the Film Incentive BC (FIBC) Tax Credit to include a new tax credit for B.C. scriptwriting expenses.
 - Domestic industry roundtables, in partnership with Knowledge Network, the Canadian Media Producers Association (CMPA) – BC and Creative BC, to identify overall industry needs and opportunities for support.
 - Leveraging \$1.3 million in federal match funding in the first year of Amplify BC for B.C.'s music industry.
 - Investing approximately \$1.2 million in original domestic content through Knowledge Network in 2019/20, leveraging significant federal funding through the Canada Media Fund.
 - Working with industry to identify tangible opportunities to improve access to federal programs, such as the CMF, and directly liaising with key decision-makers to advocate for changes.

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Questions and Answers:

1) What changes is the Province seeking to federal programs to increase B.C.'s share of the CMF?

- Create a separate envelope in the CMF for educational public broadcasters.
 - This will help level the playing field for smaller, independent public educational broadcasters like Knowledge Network; and improve funding access for B.C. producers who work with them.
- Improve B.C.'s access to the CMF's Experimental Fund by:
 - Allocating a specific annual envelope of funding for B.C., based upon the level of activity and the number of companies working in the province.
 - Committing to at least one B.C. representative being on each jury, as this will ensure that the B.C. perspective is being reflected in the deliberations.
 - Locating an Experimental Stream Director permanently in B.C.

2) How are you measuring outcomes of this work? What are your next steps?

- As a result of our relationship building and advocacy efforts to date, we are seeing positive shifts with the CMF, as evidenced by the recent *Access 2020* partnership and Knowledge Network's increased funding envelope in 2019/20.
- Moving forward, we will continue to work closely with Creative BC, industry and our federal counterparts to identify further opportunities to help develop and grow the domestic sector.

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- Ministry representatives are in regular communication with their federal counterparts about the Broadcasting and Telecommunications Legislative Review recommendations, and I will be meeting with Minister Guilbeault in the coming weeks.
 - We are advocating for a regional lens to be used as they consider changes to existing funding programs, for the benefit of B.C. creators.

Contact:

Amy Schneider Executive Director Creative Sector Branch 778-698-1804

2020/21 Estimates Note Advice to the Minister

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

Title: Reel Focus BC Q&A

Revised: January 16, 2020

Key Messages:

- The motion picture industry is one of the most rapidly growing sectors in the global economy and a significant generator of jobs.
- Our government is working to improve the competitiveness of B.C.'s domestic film and TV industry.
- Reel Focus BC supports the province's domestic motion picture industry.
- This program integrates all funds, partnerships and investments that focus on the development phases of original motion picture content created by B.C. based companies.
- Through Creative BC, we've recently announced two new partnerships that benefit domestic producers:
 - Launched in November 2019, an \$800,000 partnership with Rogers Group of Funds to support B.C. documentary and factual producers over two years.
 - A \$400,000 pilot program launched in January 2020 – called Access 2020 – with Canada Media Fund (CMF) and the Canadian Media Producers' Association (CMPA) to support the early stages of film development.
- Reel Focus BC helps people who work in B.C.'s film and TV industry develop their projects, gain access to new markets and build stronger global partnerships.

Questions and Answers:

1) How does Reel Focus BC help B.C. producers?

- Through Reel Focus BC, we're supporting B.C.-based productions in several ways.

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- The three new partnership programs with Rogers, CBC (in year 2) and CMF/CMPA, help domestic producers with access to funding required to get new projects off the ground.
- Other components of domestic support include the screen writers' tax credit added to Film Incentive BC tax credit in 2018 and Project Development Fund programming through Creative BC.
- The B.C. government also provides more than \$6 million each year to the Knowledge Network, the largest commissioner of domestic content in the province.
- We'll continue to ensure B.C. producers get the support they need.

2) Why specifically domestic producers; what makes them special?

- In the past five years, domestic motion picture market in B.C. has remained static while foreign production has grown.
 - According to Creative BC, 85 per cent of tax credits certified in 18/19 were for foreign productions via Production Services Tax Credit (PSTC).
- B.C. domestic producers contribute significantly to our province's cultural value by exploring British Columbian identities, sharing our perspectives and telling our stories.
- Domestic content creation also enables B.C.-owned production companies and B.C. professionals to control more Intellectual Property (IP), and move up the value chain from providing production services to owning content.
- Pre-production and development are key phases in growing and supporting domestic production.

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- Reel Focus BC is designed to encourage B.C.-based producers to create more B.C. produced content, by directly supporting these key phases of motion picture production.
- Creative BC also offers a range of ongoing programs that support the success of the domestic film industry. These include Passport to Markets, Project Development Fund, Domestic Industry Initiatives Program.
 - In 2018/19, Creative BC administered \$3.2 million in funding via its Development Department.

Contact:

Amy Schneider	Executive Director	Creative Sector	778-698-1804
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2020/21 Estimates Note Advice to the Minister

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

Title: TAC 2020/21 Service Plan – Creative Sector Performance Measure Q&A

Revised: January 16, 2020

Key Messages:

- The Ministry of Tourism, Arts and Culture (TAC)'s 2020/21 Service Plan goals and objectives pertaining to the creative sector are consistent with previous years.
- The Ministry continues to support creative and cultural organizations to develop a strong creative sector in B.C.
- Performance measure 2.2 measures the value of the annual economic contribution across B.C.'s creative sector.
- The target changed from \$6.4 billion in the 2019/20 Service Plan to \$6.2 billion this year due to a predicted stabilizing of motion picture activity.

Questions and Answers:

1) Why is the overall performance of the Creative Sector down from \$6.4 billion to \$6.2 billion?

- This is due to an expected stabilizing of motion picture industry activity, after a number of years of unprecedented growth.
 - Motion picture economic performance is measured annually by Creative BC through labour-based tax credit certifications.
 - The level of activity dropped slightly from \$3.4 billion to \$3.2 billion in 2018/19, a 6 per cent decrease. Data related to the other industries within the sector remained unchanged.
- The new target reflects the expectation that motion picture production activity levels will continue to hold steady.

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- Data also points to the need for better tracking of all industries within the sector to ensure a clear and current view of the economic impact and value to the provincial economy.
 - Creative BC is actively working to improve the overall sector data collected on an annual basis.

Contact:

Amy Schneider Executive Director Creative Sector 778-698-1804

2020/21 Estimates Note Advice to the Minister

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

Title: FilmTax Credit Overview Note

Revised: January 17, 2020

Issue: Changes to the film tax credit program, including pre-certification

Response:

- The provincial government recognizes the importance of B.C.'s motion picture production industry, which includes film, television, digital animation, visual effects and post-production activities.
- B.C. is the third largest motion picture production centre in North America, after Los Angeles and New York.
- In 2018/19, the motion picture production industry provided approximately 71,140 direct and indirect jobs and contributed \$3.2 billion in production spending to the economy.
- The sector generates significant employment opportunities for B.C. talent and related businesses in trades, technology and the arts.
- In 2018/19, film tax credits cost \$888 million in total
 - \$129 million of those tax credits were for Film Incentive BC (FIBC), while \$759 million was for Production Services Tax Credit (PSTC).
 - The PSTC, representing 85 per cent of total film tax credits, is accessed by foreign productions or Canadian productions that do not meet Canadian content requirements for the FIBC.
- Motion picture tax credits fall under the responsibility of the Minister of Finance and she would be pleased to respond to any questions about potential changes.

Background/Status:

- Stakeholder discussions on film tax credits have been ongoing since Fall 2018. Participants included Ministries of: Tourism, Arts and Culture (TAC), Finance (FIN), Jobs, Economic Development and Competitiveness (JEDC), Creative BC, industry associations, and large US-based film studios.

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- With PSTC alone reaching a recent high of \$614million in 2017/18, a proposal was made to add a pre-certification process to the PSTC.

s.13

- Introduced on September 24, 2019, pre-certification process helps government forecast tax credit liabilities without negatively impacting the current levels of economic contribution of the film industry to B.C.
- While some US jurisdictions use a pre-certification process in their administration of tax credits, B.C. is the first in Canada to do so.
- Pre-certification requires productions to submit their budgets and anticipated tax credits to be claimed, in advance of B.C.-based work. A pre-certification code is then be issued to the production, which will be required to access PSTC.
- To cover the costs of administering the PSTC, administration fees have been increased from \$5,500 to \$10,000. The increase is effective for all projects that start the Principal Photography stage of their work on or after February 19, 2020.
- Creative BC manages the pre-certification process in addition to its existing responsibility of administering the PSTC. Monthly, Creative BC aims to share information collected through pre-certification with the Ministry of Finance to enable better forecasting of tax credit costs to government.
- Industry stakeholders are supportive of the new pre-certification process, and has agreed to the corresponding administration fee, which is considered to be within industry standards.

Contact:

Amy Schneider Executive Director Creative Sector 778-698-1804

2020/21 Estimates Note Advice to the Minister

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

Title: Core Messaging - Multiculturalism

Revised: February 23, 2020

Issue: Core messaging on multiculturalism

General Key Messages:

- Diversity is a part of B.C.'s identity and one of the province's greatest strengths.
- In B.C. we are proud of our multicultural society, starting with our Indigenous communities, it's part of the reason this is such an amazing place to live.
- Celebrating our diversity is how we learn from each other and build understanding. It's also how we strengthen community ties.
- The sad reality is that incidents of racism and discrimination are increasing – both in Canada and around the world.
- Far too often, racism is being used as a tool for political gain, and to further agendas that defy our values as British Columbians.
- We have to stand together against a small minority of people who are sowing fear and hate in our communities.
- We won't let hate divide us. We will always stand up for equality and justice, and fight for a better world.
- Across government, and alongside community leaders, we are honouring our cultural diversity and acknowledging the contributions of people of all backgrounds.
- And we are working with community leaders and organizations to find ways we can work together to combat racism and discrimination in our province.
- Everyone deserves to live free from fear and oppression, and fully able to express their cultural identity.
- Together, we will build a stronger B.C. and a better future for everyone.

Statistics and Background:

- B.C. has the highest level of ethnocultural diversity in Canada.
- B.C. is home to 203 First Nations and vibrant urban Indigenous and Métis communities.

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- 36 per cent of British Columbians identified as a visible minority or Indigenous in the 2016 census (51 per cent in Metro Vancouver).
- In the 2016 census, British Columbians reported the top ethnicities (excluding “Canadian”):
 1. English (1,203,540)
 2. Scottish (860,775)
 3. Irish (675,135)
 4. German (603,265)
 5. Chinese (540,155)
 6. French (388,580)
 7. North American Aboriginal (302,810)
 8. Indian (309,315)
 9. Ukrainian (229,2015)
 10. Dutch (213,670)
 11. Italian (166,095)
 12. Filipino (158,215)
 13. Polish (149,635)
 14. Russian (131,060)
 15. Welsh (113,905)
- Police-reported hate crimes have increased in B.C. from just over 150 reported incidents to more than 250 reported incidents annually.
- In 2018, 220 hate crimes were reported in Vancouver (187), Victoria (24), Abbotsford (10) and Kelowna (3). (Full provincial data not yet available.)
- In 2017, reported incidents targeted the following communities in B.C.: Jewish (68 reported incidents), Black (36), Muslim (19), LGBTQ2 (18), East or Southeast Asian (16) and Indigenous (3).
- Statistics Canada estimates that up to two thirds of hate crimes go unreported.

Contact:

Asha Bhat

ADM

Creative,
Multiculturalism & Sport
Division

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2019/20 Estimates Note Advice to the Minister

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

Title: Key Facts/Stats – Multiculturalism Branch

Revised: February 23, 2020

Issue: Multiculturalism Branch

Response:

- The Ministry of Tourism, Arts and Culture has primary responsibility to administer the Multiculturalism Act.
- The mandate of the Multiculturalism Branch is to build intercultural trust and understanding among British Columbians, reduce systemic barriers and support communities to respond to public incidents of racism and hate.
- The 2020/21 budget allocation for ^{s.13} which includes 9 FTEs, and funding for the branch's key programs.
- Key programs/initiatives administered by the Multiculturalism Branch are:
 - Resilience BC (\$540,000)
 - Multiculturalism Grant Program (\$300,000)
 - Multiculturalism and Anti-Racism Awards (\$25,000)
 - Annual Report on Multiculturalism
 - Multicultural Advisory Council
 - Cross ministry Anti-Racism and Anti-Hate Working Group
 - Legacy Initiatives
- The 2020/21 budget allocation is \$45,000 less than last year's budget.
- The budget reduction will not impact Multiculturalism Branch programs – it reflects planned administrative savings within the Branch.

Contact:

Alison Dudley Executive Director Multiculturalism Branch 236-818-1150

2020/21 Estimates Note Advice to the Minister

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

Title: Hate Crime

Revised: January 23, 2020

Key Messages:

- It's disturbing that police-reported hate crimes are up in B.C.
- As a society, as a province, as a country, I know we're better than this.
- Our government will not tolerate hate or discrimination in B.C.
- We have actively championed human rights by re-establishing the Human Rights Commission.
- The rise in hate crime is why our government recently consulted with community leaders, faith groups, and organizations at the forefront of these issues.
- And why in direct response to the feedback we received, our government launched Resilience BC, a new, provincewide anti-racism network.
- Resilience BC will support communities with tools and resources to better respond to hate, and to help protect and celebrate the cultural diversity that makes us strong.
- We are supporting communities to stand up and come together against these unacceptable incidents.
- This is one way our government is working to make life better – so that everyone feels safe in B.C.

Questions and Answers:

1) Are you aware of recent statistics on hate crime?

- Yes, I have seen Statistic Canada's July 2019 report that showed that reported hate crime in Metro Vancouver was higher per capita than other urban centres across Canada in 2018.

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- I am aware the reported hate crimes have increased in B.C. for three consecutive years.
- This is a disturbing trend - jurisdictions across the world are experiencing similar increases and it is something we take very seriously.
- Many groups are being targeted by hate crime.
- Communities that reported serious incidents to the police last year in B.C. included people of Jewish, Muslim and Sikh faith.
- They included Indigenous peoples, Black and Chinese-Canadians, South Asian Canadians and others.
- LGBTQ2S+ British Columbians also reported several serious hate crimes and the statistics show that hate crimes experienced by this community are often among the most violent.
- Even more disturbing is we know that the statistics don't tell us the full picture. We know that up to two thirds of hate crime go unreported.

2) Have you met with affected groups to discuss what can be done?

- Parliamentary Secretary led consultations with impacted communities in the summer of 2019 on my behalf.
- He held meetings with representatives from the following communities in Vancouver:
 - Indigenous community groups
 - Jewish community groups
 - Muslim community groups
 - Black community groups

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- Premier's Chinese-Canadian Community Advisory Committee
- South Asian community groups
- LGBTQ2S+ community groups
- He also traveled to 13 other geographic communities in B.C. to meet with Indigenous chiefs, mayors, councilors, community organizations and other community leaders to discuss what can be done to support communities in dealing with hate crime.

3) What is your government doing to address the rise in hate crime?

- I am proud of the leadership we have shown in addressing hate crime.
- In November, following Parliamentary Secretary's summer consultations on racism and hate, we launched Resilience BC, a provincewide anti-racism program which will significantly improve the way our province responds to racism.
- For the first time, B.C. will have a coordinated response network that's grounded in communities but coordinated at the provincial level.
- With this new anti-racism network, B.C. is truly becoming a leader across North America in responding to racism.
- In addition to this new initiative, B.C. has launched a new cross-ministry anti-racism and anti-hate working group.
- For the first time, we are bringing multiple ministries together to identify new ways we can coordinate with each other in addressing both incidents of racism in our communities and broader, more complex issues of systemic and institutional racism.

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- In 2019, B.C. launched the new independent office of the Human Rights Commissioner. The Commissioner, Kasari Govender, has already indicated her keen interest in taking further leadership on addressing racism in this province.
- We have made addressing racism a key focus of all our multiculturalism programming in the ministry.
- We have moved our annual awards ceremony to coincide with the International Day for the Elimination of Racial Discrimination to bring more profile to this day and the issue of racism.
- We have refocused our Multiculturalism Grants program to prioritize projects that build trust and understanding between British Columbians, and reduce racism and systemic barriers.
- Our government is leading the way in addressing racism and hate.

Contact:

Alison Dudley Executive Director Multiculturalism Branch 236-818-1150

2020/21 Estimates Note Advice to the Minister

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

Title: Resilience BC Anti-Racism Network Q&A

Revised: January 21, 2020

Key Messages:

- Racism and hate are on the rise in Canada and around the world.
- Our government is taking leadership to combat racism by launching Resilience BC.
- Resilience BC will offer a more strategic and coordinated approach for responding to racism and hate in B.C. communities.
- The new program will support communities with tools and resources to better respond to hate, and to help protect the cultural, racial and religious diversity that makes us strong.

Questions and Answers:

1) What is Resilience BC?

- Resilience BC was announced on November 20, 2019 during Multiculturalism Week.
- It is a new anti-racism network that will replace the Organizing Against Racism and Hate (OARH) Program in the spring of 2020.
- It has been designed to address gaps in anti-racism programming that were identified during PS Kahlon's summer consultations on racism.
- Our government will invest \$540,000 annually in this new program.

2) How does the model differ from the OARH Program?

- The new program is a significant improvement on OARH.
- The program has been designed to address gaps in anti-racism programming that were identified during Parliamentary Secretary

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(PS) Kahlon's summer consultations and in previous discussions with the Ministry's OARH partners.

- Under Resilience BC, individual communities will receive new supports from a centralized "Hub" service provider with specialized expertise in addressing racism.
- The new program will increase the capacity of communities to respond to emerging trends and incidents of racism and hate.
- It will make training, best practices and education more available to communities.
- And it will enhance communication between communities, ministry staff, the cross-ministry anti-racism and anti-hate working group, and the BC Hate Crimes Team.

3) What will happen in communities that deliver the OARH program?

- Our current OARH contracts are in place until March 31, 2020.
- Communities currently delivering the OARH program will be encouraged to apply to deliver the new Resilience BC program through a call for proposal process in March.
- The ministry will hold information sessions for the current OARH providers to make sure they understand how to apply for the new program.
- We expect many of the communities delivering OARH will apply. We are also looking forward to proposals from some new communities that haven't delivered OARH in the past. Our goal is to expand the number of communities involved in delivering anti-racism programming in BC.

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4) How much is being invested in this program?

- Yes, the annual program budget for Resilience BC is \$540,000.
- Funds for the new program were re-prioritized from within the Ministry's annual budget.

5) How much money was spent on PS Kahlon's summer consultations?

- The Ministry spent approximately \$32,780 on the community dialogues.
- The cost breakdown was as follows:

Description	Cost
Contracts with community service providers in 12 communities to book rooms, pay for refreshments and build invitation list (\$1,500 per contract)	\$18,000
Refreshments for 9 additional community meetings in Vancouver. (Organized by Tourism, Arts and Culture (TAC) staff. No use of external contractors or additional costs.)	\$790
Travel by 2 TAC staff to attend all meetings to take notes and assist with logistics.	\$14,000
MLA Kahlon travel costs	N/A (reported separately as MLA travel)
Total Cost	\$32,780

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- The cost of the dialogues was well-worth the investment. The community dialogues received a lot of media attention across B.C. and inspired broader public dialogue about racism and hate in our society.

I am proud of the leadership our government showed in holding these dialogues.

6) What else if your government doing to address racism?

- The new Resilience BC Network is a significant step forward the way our province responds to racism.
- For the first time, B.C. will have a coordinated response network that's grounded in communities but coordinated at the provincial level.
- With this new anti-racism network, B.C. is a truly becoming a leader across North America in responding to racism.
- In addition to this new initiative, B.C. has launched a new cross-ministry anti-racism and anti-hate working group.
- For the first time, we are bringing multiple ministries together to identify new ways we can coordinate with each other in addressing both incidents of racism in our communities and broader, more complex issues of systemic and institutional racism.
- In 2019, B.C. launched the new independent office of the Human Rights Commissioner. The Commissioner, Kasari Govender, has already indicated her keen interest in taking further leadership on addressing racism in this province.
- We have made addressing racism a key focus of all our multiculturalism programming in the ministry.

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- We have moved our annual awards ceremony to coincide with the International Day for the Elimination of Racial Discrimination to bring more profile to this day and the issue of racism.
- We have refocused our Multiculturalism Grants program to prioritize projects that build trust and understanding between British Columbians, and reduce racism and systemic barriers.
- Our government is leading the way in addressing racism.

Contact:

Alison Dudley Executive Director Multiculturalism Branch 236 818-1150

2020/21 Estimates Note Advice to the Minister

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

Title: Multicultural Advisory Council Q&A

Revised: January 23, 2020

Key Messages:

- The Multicultural Advisory Council (MAC) has been instrumental in providing me and our Parliamentary Secretaries with expert advice on ways to address racism and promote multiculturalism this year.

Questions and Answers:

1) How many times has the Council met over the past year?

- Four times (May 2019, October 2019, December 2019 and February 2020)

2) How many Council meetings did the Minister attend?

- I was pleased to meet with the Council in March 2019 to discuss their priorities and recommendations.
- Since then Parliamentary Secretaries Ravi Kahlon, Mitzi Dean and Anne Kang have met with the Council on my behalf and provided me with their feedback and expert advice.

3) What topics were discussed at meetings?

- MAC members have been instrumental in providing advice that informed the new Resilience BC program.
- They have been actively involved in guiding the new Multiculturalism and Anti-Racism awards.
- They have met with Parliamentary Secretary Dean to provide advice on Gender Equity and diversity issues and have also met with staff involved in setting up the new Human Rights Commissioner.

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4) Who is on the Council?

- Eleven members are currently on the Council:
 - Anonuevo, Christine Marie
 - Bajehkian, Amir
 - Barkaskas, Patricia
 - Matining, Melanie (co-chair)
 - Rashid, Hira
 - Rivkin, Shelley
 - Singh, Milan
 - Traoré, Samir Ismaël
 - Wideman, Tracy (chair)
 - Woldeyes, Hana
 - Wong, David HT

5) Why do you have a vacancy? Why has it not be filled?

- The 12th member, ^{s.22} retired from the Council in the summer of 2019 because she had reached the maximum of six years of service on the Council.
- We added 3 new members to the Council in the summer of 2019 and are reviewing opportunities to add another member in the future.
- ^{s.22} and we thank her for all the insight and expertise she brought to the Council.

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Contact:

Alison Dudley Executive Director Multiculturalism Branch 236-818-1150

2020/21 Estimates Note Advice to the Minister

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

Title: Multiculturalism and Anti-Racism Awards Q&A

Revised: Feb 27, 2020

Key Messages:

- This year's awards ceremony will take place in Vancouver on ^{s.13} at Simon Fraser University (SFU)'s Segal Centre from 5-7pm.
- The awards honour and recognize British Columbians for outstanding achievements in promoting multiculturalism and addressing racism.

Questions and Answers:

1) Will I be invited to attend the awards ceremony this year?

- Yes, you are welcome to join us on ^{s.13} at the Segal Centre.

2) How many nominations have you received?

- We received 50 nominations from across the province.
- They are being reviewed by the judges panel this week and I am looking forward to receiving the panel's recommendations.

3) You are receiving fewer nominations than I used to receive? What has this changed?

- I am very happy with the number of nominations we have received.
- The Ministry has developed much more focused criteria for the awards than used to be in place.

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- We have refocused the criteria to align with our priorities to build intercultural trust and address racism and systemic barriers.
- We have promoted the awards to community organizations and leaders across BC and have received an excellent pool of nominations.

4) Last year, one of the award nominees was criticized for making homophobic and transphobic statements. How did this happen?

- Anyone in B.C. can nominate any other British Columbian for an award.
- An independent panel of judges assess all nominations and recommend who the final award recipients should be.
- Last year, this nominee was not selected to receive an award.
- This year, to strengthen the process, we are asking all nominators and nominees to sign a declaration form confirming that they support all aspects of B.C.'s human rights code.
- All nominees, finalists and award recipients are expected to be actively engaged in promoting a climate of understanding and mutual respect where all are equal in dignity and rights, regardless of race, colour, ancestry, place of origin, religion, marital status, family status, physical or mental disability, sex, sexual orientation, gender identity or expression, or age.

Contact:

Alison Dudley Executive Director Multiculturalism Branch 236-818-1150

2020/21 Estimates Note Advice to the Minister

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

Title: Multiculturalism Grants Program Q&A

Revised: January 24, 2020

Key Messages:

- Through the Multiculturalism Grants Program, the Ministry is proud to support non-profit organizations across B.C. with \$300,000 annually to deliver projects that promote multiculturalism and address racism.
- The Ministry introduced new grant criteria in 2018 to prioritize projects that more deliberately align with the Ministry's strategic priorities of building trust and understanding between British Columbians and reducing racism.
- In March 2019, we awarded 76 community groups grants of up to \$4,000 each for innovative projects that tackle racism and build trust between British Columbians.

If asked about unsuccessful applications...

- The grant program is very popular. Proposals are scored carefully against pre-established criteria and grants are awarded to the highest scoring applicants within the available \$300,000 budget.
- We encourage any organization that is not successful in obtaining funding to contact Ministry staff to arrange a meeting to review how their proposals were scored.

Questions and Answers:

1) How many applications have you received for this year's grants?

- We received 208 applications.
- This number is consistent with what we usually receive.

2020/21 Estimates Note Advice to the Minister

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

2) What kind of projects will be funded under the grants this year?

- We are preparing to announce the list of grant winners in early March.
- We received a wide range of excellent proposals that reflect the diversity of the province. I'm looking forward to announcing the results shortly.

Contact:

Alison Dudley Executive Director Multiculturalism Branch 236-818-1150

2020/21 Estimates Note Advice to the Minister

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

Title: National Association of Japanese Canadians Report Q&A

Revised: February 21, 2020

Key Messages:

- I thank the National Association of Japanese Canadians (NAJC) for their work in preparing this important report, as well as everyone who took part in the consultations hosted by NAJC for their contributions to the final report.
- We recognize the significant harm that came to Japanese Canadians as a result of government actions before, during and after the Second World War.
- That's why we supported the NAJC in holding a series of meetings to provide a forum for community members to share their recommendations.
- The report is broad in scope and reflects the considerable consultation the NAJC led with Japanese community members across B.C.
- We have reviewed the recommendations and have engaged other ministries to collect information on work already underway to advance some of the recommendations that came forward.
- This information was shared with the NAJC at a February meeting with their Board representatives and I understand they are working now to refine their recommendations into another report for our consideration.
- We look forward to continuing to work with the National Association of Japanese Canadians as this work moves forward.

Questions and Answers:

1) What was government's role in this report?

- We provided the NAJC with a grant of \$30,000 to hold consultations with community members in B.C. and across Canada in the summer of 2019.

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Ministry: Ministry of Tourism, Arts and Culture
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- The consultations were led by the NAJC.
- At their request, the Ministry did not play a direct role in the consultations.
- The NAJC preferred to lead the consultations themselves and we respected this.

2) When was the report received?

- I received the report at a special ceremony at our ministry offices in Vancouver on Friday, November 15, 2019.

3) What do you plan to do next?

- Ministry staff have reviewed the report and consulted cross-ministry colleagues about the scope and feasibility of implementing the recommendations, and to identify work already underway.
- Staff met with the NAJC in mid-February to provide them with feedback and NAJC members are now working to refine these recommendations and submit another report to us for our consideration.

4) Will government be committing funds to rectifying these historical wrongs?

- ^{s.13} We look forward to continuing to work with the NAJC as we map out our next steps.

Contact:

Alison Dudley Executive Director Multiculturalism Branch 236-818-1150

2020/21 Estimates Note Advice to the Minister

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

Title: Report on Multiculturalism Q&A

Revised: January 24, 2020

Key Messages:

- The Report on Multiculturalism provides an in-depth view of the work that is done across government to ensure that government services and initiatives are culturally sensitive, accessible and responsive to the diversity of the population.
- This year, we made significant enhancements to the report by including a new section that summarizes and analyzes areas of activity across government by key themes.

Questions and Answers:

1) What are some of the highlights from the report?

- The report shows that during 2018/19, ministries and Crown corporations continued to create a more diverse workforce.
- The report includes data collected in the 2018 Work Environment Survey showing that the Public Service made gains in representation from all four specified equity groups compared to 2015:
 - Women 62.6 per cent (up from 61.6 per cent in 2015)
 - Indigenous peoples 4.3 per cent (up from 3 per cent)
 - Visible minorities 17.4 per cent (up from 15.1 per cent)
 - People with disabilities 5.1 per cent (up from 4.5 per cent)
- Other highlights include:
 - 76 per cent of ministries reported that they provide translated materials,

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Ministry: Ministry of Tourism, Arts and Culture
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- 72 per cent reported that they have created special partnerships with external stakeholders to support diversity,
- 72 per cent reported creating diversity champions, diversity and inclusion committees and other related initiatives.

Contact:

Alison Dudley Executive Director Multiculturalism Branch 236-818-1150

2020/21 Estimates Note Advice to the Minister

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

Title: TAC 2020/21 Service Plan – Multiculturalism Performance Measure Q&A

Revised: February 23, 2020

Key Messages:

- The ministry changed its performance measure for multiculturalism in 2020/21 to better reflect the number of B.C. communities engaged in projects that build intercultural trust and understanding and reduce racism and systemic barriers.
- The old target was focused only on the OARH program, which is being phased out and replaced with a new more effective anti-racism program, Resilience BC.
- The new target will better reflect the broad range of work the province is supporting in B.C. communities, including through the new Resilience BC program and the Multiculturalism Grants program.

Questions and Answers:

1. You didn't meet your 2018/19 service plan target to expand OARH from 36 to 40 communities. Why not?

- The ministry decided not to expand this program in 2018/19.
- Instead we conducted a program review followed by community consultations in the summer of 2019 where we received advice to replace the program with a new, more effective model.
- We are now rolling out Resilience BC program which will replace OARH this spring.

2. What is your new performance measure target?

- Our new target is to support a minimum of 45 B.C. communities annually with initiatives that address racism and promote intercultural understanding.
- We plan to meet or exceed this target through our new Resilience BC program and our Multicultural Grants Program.

2020/21 Estimates Note Advice to the Minister

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

Contact:

Asha Bhat	ADM	Creative, Multiculturalism & Sport Division	778 698-1806
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2020/21 Estimates Note Advice to the Minister

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

Title: Core Messaging – Arts and Culture

Revised: February 21, 2020

Issue: Core messaging for arts and culture, including the BC Arts Council

General Key Messages:

- Arts and culture are critical to the well-being of any society and support healthier, more inclusive communities.
- B.C. has the highest concentration of artists and cultural workers in Canada.
- Our arts and culture sector is vibrant, diverse and recognized for artistic excellence.
- B.C.'s arts and culture community contributes to the resiliency, vitality, and even health of our communities.
- A flourishing arts and culture sector supports our economy by encouraging business investment and drawing visitors to B.C.
- We are improving support for B.C. arts and culture to help ensure a strong, thriving arts sector that benefits all British Columbians.

BC Arts Council:

- The BC Arts Council, an agency of the provincial government, provides grant funding for arts and culture throughout B.C.
- BC Arts Council grant recipients represent a diverse group of artists and arts organizations from every region of the province, including Indigenous groups, scholarship students and community arts councils.
- Budget 2019 invested an additional \$15 million over three years to the BC Arts Council, bringing the Council's budget to a record high of \$34 million annually.
- Budget 2019 was the second substantial investment by the B.C. government in the BC Arts Council, which had not seen an increase in its budget since 2013.
- Budget 2020 increases the BC Arts Council budget by an estimated \$1.6M, subject to investment earnings, bring its budget to an estimated \$35.6M.
- Supporting arts and culture is one way we are making life more affordable and delivering the services that people count on.
- I know this will make a great difference in helping B.C. artists and cultural organizations flourish in more than 200 communities around the province.

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Making Life More Affordable:

- Cultural experiences are what make our communities such desirable places to live, but too many people have been left out of enjoying them.
- Our government is committed to making life better for people.
- In the arts and culture sector, our government is:
 - Making it more affordable for people to access cultural experiences, from local Family Day events to symphony concerts.
 - Supporting more than 77 live music events, concerts and festivals across the province through Amplify BC.
 - Increasing funding to the BC Arts Council to get grants into the hands of diverse and under-served artists and communities.
- We believe everyone should be able to access culture in their communities.
- This is part of our work to lift people up.

Next Generation:

- Young and emerging arts administrators need training so they can be ready for rewarding careers in the creative economy.
- The B.C. government's investment in the arts is an essential part of preparing and training young artists to fully participate in the creative economy – both now and in the future.
- We recognize that cultivating creative talent in the next generation is vital to building a skilled, innovative, creative workforce so that arts in B.C. remain strong and succeed on the world stage.
- Ministry programs available to young B.C. artists include: After School Sports and Arts Initiative and BC Arts Council's Artists in the Classroom, Scholarship, Early Career Development and Youth Engagement programs.

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B.C. Specific Statsⁱ:

- Culture activities in B.C. contributed about \$7.1 billion to the provincial GDP in 2017 (includes film).
 - GDP for live performance, visual and applied arts, and written and published works was \$2.6 billion in 2017.
- B.C. consistently has the 3rd largest culture GDP and employment in the country, behind only Ontario and Quebec
- The culture GDP in B.C. has grown 24.5 per cent since 2010, significantly higher than the national growth rate of 16 per cent.
- Since 2010, B.C. has the highest growth in culture jobs as compared to other provinces, and that growth is accelerating at a higher rate than all of Canada.

Contact:

Claire Avison ADM

Tourism, Arts & Culture
Division

778 698-0455

ⁱ Statistics Canada: <https://www150.statcan.gc.ca/t1/tbl1/en/cv.action?pid=3610045201#timeframe>
<https://www150.statcan.gc.ca/t1/tbl1/en/cv.action?pid=3610045201>

2020/21 Estimates Note Advice to the Minister

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

Title: Arts and Culture Facts

Revised: January 16, 2020

Issue: Arts and Culture Key Facts and Statistics

Response:

- In 2020/21/, this government committed to \$78 million in arts and culture funding, including:
- \$35.6 million to BC Arts Council
- \$11.9 million to the Royal BC Museum
- \$3.4 million to Creative Sector Policy and Creative BC
- \$1.7 million Arts and Culture strategic priorities funding;
- \$19.1 million in Community Gaming Grants for arts and culture sector organizations, which lies with the Ministry of Municipal Affairs and Housing; and
- \$6.6 million in support for oversight and governance of the Knowledge Network.
- Additionally, in the fall we announced a \$1.0 million grant to the City of Vancouver to support the establishment of the Chinese Canadian Museum.

BC Arts Council

- In 2019/20, the BC Arts Council expects to award 1,875 grants to support artists and arts and culture organizations in over 200 communities across the province, helping to ensure every community has a vibrant arts presence. Highlights include:
- \$14.6M awarded to provide stable funding for 236 high performing, not-for-profit professional arts and cultural organizations;
- Once final adjudications are complete, it is anticipated that nearly \$2.0M will be awarded to 155 high-achieving professional artists to undertake new projects in creative writing, media arts, and visual arts;
- Over \$1.5M awarded to provide annual support to 77 community arts organizations including community arts councils.
- It is anticipated that \$2.2M will be awarded to support training and career development for approximately 315 emerging and early career arts practitioners.
- A few highlights from the 2019/20 increased investment in BC Arts Council include:

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- Increased the average grant amount for individual professional artists from \$10,785 to \$12,580 directly linked to our strategic direction of sustainability and creative development;
- Increased operating assistance funding for professional arts and cultural organizations by nearly 5% (\$670,000) and provided 22 arts organizations with operating assistance funding for the first time directly linked to our strategic direction of sustainability and creative development;
- Supported community arts throughout the province through amendments to program criteria and increasing investment in communities by 22% directly supporting our strategic direction of Community Arts and Regional Arts and Equity, Diversity and Access;
- Launched our Equity work with the sector to further development of an Equity Framework directly linked to the strategic direction of Equity, Diversity and Access.
- In partnership with the First Peoples' Cultural Council, BCAC developed and Indigenous Scholarship and Mentorship program in support emerging Indigenous artists which will be launched in the coming weeks.
- Enhanced access and streamlined the BC Arts Council's application and reporting process with the launch of an online system allowing us to better serve the sector.
- We also launched a new website, social media channels and an online grant management system to improve communication about and access to funding.

Royal BC Museum

- 750,000 people are forecasted for 2019/20 to visit the museum, archives and on-site partners including the IMAX Victoria Theatre, the Royal Museum Shop and onsite food service.
- The Royal BC Museum is responsible for over seven million objects, artifacts, archives and specimens of B.C.'s natural, human and modern history.
- The Province provides just under \$12 million annually in operating funding to the Royal BC Museum approximately 54 per cent of its operating budget.

2020/21 Estimates Note Advice to the Minister

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

- With our support, the RBCM offered free admission on Family Day 2020, welcoming approximately 8,000 visitors.

Arts and Culture Strategic Priorities Funding

- For the 2020 Family Day the B.C government provided \$210,000 in funding in 2019/20 to the following organizations:
- BC Recreation Parks Association (\$120,000)
- BC Museums Association (\$50,000)
- Royal BC Museum (\$40,000)
- In 2019/20, the Ministry will provide approximately \$350,000 in funding for artists and arts and cultural organizations working to increase the global recognition of B.C.'s arts and cultural sector through the International Presence program.
- My Ministry invested \$60,000 to support nearly 600 activities in 50 communities across the province during the 10th annual Culture Days in September 2019.

Contact:

Brian Jonker Executive Director Arts & Culture Branch (250) 217-3991

2020/21 Estimates Note Advice to the Minister

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

Title: Arts and Cultural Development Mandate Commitment Status

Revised: January 15, 2020

Key Messages:

- **This Ministry remains dedicated and on track to accomplish all three of the arts and culture related mandate commitments within our stated timelines. Specifically:**
 - **To double the Province's investment in the BC Arts Council over four years.**
 - **To establish an arts infrastructure fund to help provide space for B.C. artists.**
 - **To work with the Minister of Municipal Affairs and Housing (MAH) to develop a community capital infrastructure fund to upgrade and build sports facilities, playgrounds, local community centres and arts and culture spaces.**

Questions and Answers:

1) What progress has been made to double the Province's investment in the BC Arts Council?

- In the previous two budgets, the BC Arts Council funding increased by \$5 million each year, bringing the total new annual investment in the BC Arts Council from \$24 million to a record high of \$34 million.
- These investments represent the first increases to the BC Arts Council budget since 2013.
- This additional funding directly benefits artists, and arts and cultural organizations under the guidance of BC Arts Council's new strategic plan, which was launched July 2018.
- Budget 2020 increases the BC Arts Council budget by an estimated \$1.6M, subject to investment earnings, bring its budget to an estimated \$35.6M.

2020/21 Estimates Note Advice to the Minister

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

2) What progress has been made to establish an arts infrastructure fund?

- We are working with federal, provincial and municipal colleagues to develop a program that will complement and leverage existing funding.
- We are developing the program for implementation with the launch anticipated in fiscal 2020/21.

3) How has the Minister fulfilled the mandate commitment to “Work with the Minister of Municipal Affairs and Housing to develop a community capital infrastructure fund to upgrade and build sports facilities, playgrounds, local community centres, and arts and culture spaces”?

- Our government has delivered on this mandate commitment.
- In 2018, the Ministry of Municipal Affairs and Housing launched *Community, Culture and Recreation* stream of the *Investing in Canada Infrastructure Program*, in consultation with the Ministry of Tourism, Arts and Culture.
- This program is part of the bilateral agreement with the federal government.
- Applications from the first intake are currently undergoing review with decisions expected to be announced in early 2020.
 - Staff are working to determine the timing of a future intake.
- Any further questions, issues or comments should be re-directed to the Ministry of Municipal Affairs and Housing, as the ministry leading the program.

Contact:

Brian Jonker	Executive Director	Arts and Culture Branch	250 217-3991
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2020/21 Estimates Note Advice to the Minister

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

Title: Arts and Culture Funding

Revised: January 16, 2020

Key Messages:

- B.C.'s arts and culture community plays a valuable role in contributing to the resiliency, vitality, and health of our communities.
- We've provided significant funding increases of \$15M over three years for the BC Arts Council in each of the previous two budgets, bringing it to an annual budget of \$34 million - a record high.
- Budget 2020 increases the BC Arts Council budget by an estimated \$1.6M, subject to investment earnings, bring its budget to an estimated \$35.6M.
- Supporting arts and culture is one way we are making life more affordable and delivering the services that people count on.

Questions and Answers:

1) How much money has Government invested in arts and culture in British Columbia?

- In 2020/21, government committed to \$78 million in arts and culture funding, including:
 - \$35.6 million to the BC Arts Council
 - \$11.9 million to the Royal BC Museum
 - \$3.4 million to Creative Sector Policy and Creative BC
 - \$1.7 million Arts and Culture strategic priorities funding;
 - \$19.1million in Community Gaming Grants for arts and culture sector organizations, which lies with the Ministry of Municipal Affairs and Housing; and
 - \$6.6 million in support for oversight and governance of the Knowledge Network.

2020/21 Estimates Note Advice to the Minister

Ministry: Ministry of Tourism, Arts and Culture
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- Additionally, in the fall we announced a \$1.0 million grant to the City of Vancouver to support the establishment of the Chinese Canadian Museum.
- The Ministry provides about \$1.7 million annually in funding for Arts and Culture strategic priorities to ensure access and participation, support the dynamic creative and cultural sectors, and make communities vibrant places to live, work, and create.
- This funding is distributed through application-based programs and targeted investments in projects with provincial scope supporting government objectives:

Contact:

Brian Jonker Executive Director Arts & Culture Branch 250-217-3991

2020/21 Estimates Note Advice to the Minister

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

Title: Arts and Culture Response to TRC and UNDRIP

Revised: January 10, 2020

Key Messages:

- Arts and culture play a unique and significant role in truth and reconciliation.
- We were proud to support the Royal BC Museum's in introducing the first repatriation handbook created by and for Indigenous peoples.
- Arts and culture can bring to light the atrocities and truths of the past; provide healing to a community; and build bridges between cultural communities.
- Through the BC Arts Council we will launch a new Indigenous Scholarship and Mentorship program in partnership with First Peoples' Cultural Council. Details on this exciting initiative will be released in March.

Questions and Answers:

1) How does arts and culture funding support the TRC's calls to actions and the principles of UNDRIP?

- We have worked in continued partnership with the First Peoples' Cultural Council (FPCC), an Indigenous-led organization, for more 20 years on the Indigenous Arts Program.
 - The BC Arts Council allocated \$1.5 million to support the Indigenous Arts Program administered by FPCC during 2019/20.
 - This ongoing partnership aligns with UNDRIP's core principles, supporting the self-determination of Indigenous peoples.
- Through our Crown Corporation, the Royal BC Museum (RBCM), we are addressing the TRC Calls to Action and UNDRIP in the areas of training, education, reconciliation and repatriation.

2020/21 Estimates Note Advice to the Minister

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

- The Province invested \$2 million in funding to RBCM (2016/17 - 2019/20) to support repatriation in BC:
 - Working in partnership with FPCC, RBCM held a symposium on Indigenous Perspectives on Repatriation in March 2017.
 - The feedback from the symposium, included the recommendation for the creation of a handbook on repatriation, which RBCM published in April 2019.
 - The handbook clarifies repatriation processes and builds capacity in Indigenous communities to engage in repatriation initiatives.
 - The handbook has generated international attention as a valuable resource on repatriation.
- RBCM's First Nations and Repatriation Program Department works with interested First Nations to determine the best ways to support repatriation activities.
- We are working closely with the Royal BC Museum to determine next steps related to the repatriation program for FY 2020/21.

2) How has your ministry's strategy addressed the TRC Calls to Action and principles of UNDRIP?

- The new strategic plan for the BC Arts Council identifies "Indigenous Arts and Culture" as a strategic priority.
- This plan includes a commitment to deepening engagement with the processes of decolonization and reconciliation, taking our lead from Indigenous artists, organizations and communities, and respecting the principle of self-determination, which is a core principle of UNDRIP.
 - In March 2020, BC Arts Council in partnership with FPCC a new Indigenous Scholarship and Mentorship program for 2020.

2020/21 Estimates Note Advice to the Minister

Ministry: Ministry of Tourism, Arts and Culture
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- We provided direction to RBCM in the 2019/20 mandate letter to:
 - Continue to address the TRC Calls to Action in the areas of: professional development and training for public servants; education for reconciliation; museums and archives; and business and reconciliation.
 - Work closely with First Nations to advance cultural reconciliation by supporting Indigenous peoples seeking the repatriation of ancestral remains and cultural objects, in accordance with UNDRIP.

Contact:

Brian Jonker	Executive Director	Arts and Culture Branch	250 217-3991
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2020/21 Estimates Note Advice to the Minister

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

Title: Arts Infrastructure Funding

Revised: January 15, 2020

Key Messages:

- **I understand the need for artists and arts organizations to have appropriate space to create, perform and connect.**
- **My ministry has been mandated to “establish an arts infrastructure fund to help provide space for B.C. artists.”**
- **We are working to develop a new arts infrastructure program that will support capital improvements to spaces for artists and will complement and where possible, leverage funding available through other grant programs at federal, provincial, and municipal levels.**

Questions and Answers:

1) Question 1: What progress has TAC made toward fulfilling the Minister’s mandate letter commitment to “establish an arts infrastructure fund to help provide space for B.C. artists”?

- Our arts infrastructure program is being developed based on feedback received through consultations with stakeholders in the arts and culture sector.
- The arts infrastructure program will support capital improvements to spaces for artists and will complement and where possible, leverage funding available at provincial, federal and municipal levels.
- We are developing the program for implementation with the launch anticipated for fiscal 2020/21.
- The Capital Project Grants through the Community Gaming Program, which is managed by the Ministry of Municipal Affairs

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and Housing, distributes \$5 million annually for capital projects undertaken by non-profits, including arts and culture organizations.

- Additional questions relating to this program should be directed to the Minister of Municipal Affairs and Housing.

2) Question 2: How much funding will be put into the Arts Infrastructure Program?

- We're still developing program details, including the budget size.
- I can tell you that we anticipate the BC Arts Council will administer this program.

3) Question 3: What stakeholders are you working with on the development of the Arts Infrastructure Program?

- We are working with federal, provincial and municipal colleagues to develop a program that will complement and leverage funding available at provincial, federal and municipal levels.
- In addition, the BC Arts Council, Governments advisory board for Arts and Culture, has been working with staff to inform program development.
- The program is being developed based on feedback received through consultations with stakeholders in the arts and cultural sector.

Contact:

Brian Jonker

Executive Director

Arts and Culture
Development

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2020/21 Estimates Note Advice to the Minister

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

Title: BC Arts Council Budget

Revised: January 15, 2020

Key Messages:

- Budget 2020 increases the BC Arts Council budget by an estimated \$1.6 million, subject to investment earnings, bring its budget to an estimated \$35.6 million.
- Our ongoing investments continue to signal the importance of Arts and Culture in promoting vibrant communities.
- Grant recipients represent a diverse group of artists and arts organizations from every region of the province, including Indigenous groups, students and community arts councils.

Questions and Answers:

1) What will the estimated additional \$1.6 million announced in *Budget 2020* be invested in?

- Increased support for new and enhanced programs as guided by the BC Arts Council Strategic Plan supporting the arts and culture sector across British Columbia
- In the next year, the BC Arts Council will invest and continue to advance its strategic plan's four areas of focus. Some examples include:
 - *Equity, Diversity and Access:* Implementing recommendations from our new Equity Framework to support equity-seeking artists and organizations;
 - *Indigenous Arts and Culture:* Increasing investment to support sharing of traditional and innovative Indigenous art forms;
 - *Sustainability and Creative Development:* Investing in touring activities to provide BC artists with greater international, national and local opportunities; and
 - *Regional Arts and Community Arts:* Increasing investment to address the unique needs of the arts in regional and remote communities.

2020/21 Estimates Note Advice to the Minister

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

2) Where did the BC Arts Council invest the Budget 2019 lift?

- The Budget 2019 lift was used to advance the BC Arts Council's Strategic Plan 2018-22 in the following ways:
 - Increased the average grant amount for individual professional artists from \$10,785 to \$12,580 directly linked to our strategic direction of sustainability and creative development;
 - Increased operating assistance funding for professional arts and cultural organizations by nearly 5 per cent (\$670,000) and provided 22 arts organizations with operating assistance funding for the first time directly linked to our strategic direction of sustainability and creative development;
 - Supported community arts throughout the province through amendments to program criteria and increasing investment in communities by 22 per cent directly supporting our strategic direction of Community Arts and Regional Arts and Equity, Diversity and Access;
 - Launched our Equity work with the sector to further development of an Equity Framework directly linked to the strategic direction of Equity, Diversity and Access.
 - In partnership with the First Peoples' Cultural Council, BCAC developed and Indigenous Scholarship and Mentorship program in support emerging Indigenous artists which will be launched in the coming weeks.
 - Enhanced access and streamlined the BC Arts Council's application and reporting process with the launch of an online system allowing us to better serve the sector.
 - We also launched a new website, social media channels and an online grant management system to improve communication about and access to funding.
- Progress on implementation of the strategic plan as well as annual highlights are available in our annual report available on our website. The report for 2019/20 will be available in the fall.

2020/21 Estimates Note Advice to the Minister

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

3) How does the BC Arts Council distribute its funding?

- The BC Arts Council distributes grants through an application-based neutrally administered adjudication process that brings together the expertise of artists and arts administrators from around the province in support of decision making. This process ensures that BC Arts Council funds are distributed fairly and effectively.
- BC Arts Council also partners with other program delivery organizations that have expertise in connecting with communities for certain grant programs. For instance, First Peoples' Cultural Council distributes BC Arts Council funding to Indigenous communities through the Indigenous Arts Program.

Contact:

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2020/21 Estimates Note Advice to the Minister

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

Title: BC Arts Council Service Plan Performance Measure

Revised: January 24, 2020

Key Messages:

- For the second straight year, my ministry is projecting that it will meet its service plan targets for “Number of BC Arts Council grants awarded”.
- While BC Arts Council is still adjudicating awards for this year, they expect to award approximately 275 more grants than was forecasted in last year’s ministry service plan.
- I know these grants make a great difference in helping B.C. artists and cultural organizations flourish in more than 200 communities around the province.

Questions and Answers:

1) Did the BC Arts Council meet the performance measure laid out in the ministry service plan?

- The 2019/20 – 2021/22 service plan for the Ministry of Tourism, Arts and Culture contains a performance measure that sets targets for “Number of BC Arts Council grants awarded”.
- The 2019/20 target for the BC Arts Council was to award at least 1,600 grants. This target is expected to be surpassed with an additional 275 grants awarded this fiscal year.
- This performance measure was included in the past two service plans and the BC Arts Council surpassed the target in both years.

Performance Measure “Number of BC Arts Council Grants Awarded”				
Fiscal Year	2018/19	2019/20	2020/21	2021/22
Target	1,600	Maintain or Exceed 1600	Maintain or Exceed 1600	Maintain or Exceed 1600
Results	1,794	Est. 1,875	-	-

2020/21 Estimates Note Advice to the Minister

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

2) Has the increase to the annual budget of the BC Arts Council affected the number of grants awarded?

- Yes, we have seen both an increase in the number of grants and increase to the average size grants as a result of the significant investments to the BCAC budget over the past two years.
 - In 2018/19, the emphasis was on increasing the reach and breadth of funding. There was a 27% increase in the number of grants awarded compared to the previous year.
 - In 2019/20, the emphasis was on increasing the depth of funding. For example, grants for Creative Writers increased from an average of \$8,460 to \$10,655.

3) Why is number of grants awarded a good performance measure for the BC Arts Council?

- The number of grants roughly correlates to how many projects and/or programs that artists and arts organizations are accessing funding for.
 - If that number increases, it suggests an increase of artistic activity in the province.
- However, keep in mind that the BC Arts Council is also focused on increasing grant size to support the growing costs of arts and cultural expression and to ensure we amplify work in rural areas or by equity groups.
- The measure offers a broad gauge for us to determine the impact of the BC Arts Council's strategic plan (launched July 2018) and the increase of funding.

Contact:

Brian Jonker	Executive Director	Arts and Culture Branch	250 217-3991
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2020/21 Estimates Note Advice to the Minister

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

Title: Chinese Canadian Museum

Revised: January 13, 2020

Key Messages:

- **Our government is working with members of the Chinese Canadian community to establish the Chinese Canadian Museum in British Columbia.**
- **In November 2019, the Province announced a \$1 million grant to the City of Vancouver to support the planning and early activation work required to establish the museum.**
- **Part of that grant helped establish a project office and pocket gallery in Vancouver Chinatown.**

Questions and Answers:

1) What is the Chinese Canadian Museum?

- The Chinese Canadian Museum will be the first museum in Canada dedicated to sharing the stories of perseverance and success of Chinese Canadians and the shared history with Indigenous communities.
- The Chinese Canadian Museum builds on the success of the Chinese Apology Legacy Program and furthers reconciliation with the Chinese community to address historical wrongs perpetrated against them.

2) When will the Chinese Canadian Museum be opened?

- We are working through the approval process with more progress to share on our commitment this year.
- In November 2019, the Province announced a \$1-million grant to the City of Vancouver to support the establishment of the governance structure, planning and early activation activities of the

2020/21 Estimates Note Advice to the Minister

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

new museum. This includes funding for a project office and pocket gallery in Vancouver Chinatown.

- The pocket gallery, which includes a few select exhibits, is now open to members of the public who are interested in learning more about the museum project.
- We are developing a temporary exhibit in the spring of 2020 to further share the vision for the Museum and begin to present stories of Chinese Canadians in BC. We will provide more details in the coming months.

3) How much will the museum cost and where will it be located?

- The museum will include a provincial hub in Vancouver Chinatown and regional hub and spoke locations across B.C.
- It's still early days. The next phase of the project will help inform our decision.
- Our government hopes to have more progress to share on our commitment this year.
- We will pursue all avenues for funding support for a Chinese Canadian Museum, including the federal government and community support.

4) How much has been spent on the museum's development to date?

- The largest Chinese Canadian Museum project contribution to date is the recently announced a \$1-million grant to the City of Vancouver to support the establishment of the governance structure, planning and early activation activities of the new museum. This includes funding for a project office and pocket gallery in Vancouver Chinatown.
- The Ministry has contributed approximately \$187,000 in 2019/20 on activities essential to the development of the Museum including public consultations, the work of the Chinese Canadian Museum

2020/21 Estimates Note Advice to the Minister

Ministry: Ministry of Tourism, Arts and Culture
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Working Group and advisory reports developed by experts in the field.

5) Who was consulted on the museum's development and what did you hear?

- A trilingual (English, Cantonese, Mandarin) public consultation on the museum was held between Dec. 2018 and Feb. 2019.
 - More than 480 people attended community meetings in Vancouver, Richmond, Kamloops, Nanaimo and Victoria.
 - Over 420 completed feedback forms were submitted, and there were over 8,700 visits to the engagement website.
- People across the province told us that they want the museum to showcase all Chinese Canadian history and culture, combining past and present.
- We heard that the story of Chinese Canadians needs to be told across our province, so people can experience history in the places it happened.

6) Who was invited to the project office opening and how was the pocket gallery developed?

- We invited 240 people, and more than 75 people attended the project office opening.
- The guest list was determined together with our partner the City of Vancouver.
- The new pocket gallery features a Museum of Vancouver exhibition curated by UBC history profession Henry Yu, PhD candidate Denise Fong, and MOV contemporary culture curator Viviane Gosselin.
- The Museum of Vancouver has rigorous standards and follows best practices for curation.

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- This includes establishing committees and advisory groups of historians and academics as well as community members.
- The new exhibit includes a brief historical overview of the Chinese experience on Canada's West Coast, photos illustrating street life in Chinatowns across the province, and paper art and light installation.

Contact:

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Table 1: Summary of Costs Related to CCM

Milestones	(\$000s)			
	17/18	18/19	19/20*	Total
Lord Museum Advisory Report Published March 2018	s.17			
Public Consultation / What We Heard Report Published July 2019				
Feasibility and Implementation Plan UBC Study – Not publicly available yet				
Chinese Canadian Working Group Meetings including travel and Secretariat support				
Establishing the CCM Governance Structure Legal support to establish an independent society				
Sub-Total				
Memorandum of Understanding with City of Vancouver (COV) To have Vancouver Chinatown designated as a UNESCO World Heritage Site and establish a CCM				
Grant to City of Vancouver To support the planning and early activation work to establish the museum (project office, pocket gallery, business case)	-	1,000	-	1,000.0

*Forecast

2020/21 Estimates Note Advice to the Minister

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

Title: Economic Impact of Arts and Culture in B.C.

Revised: January 16, 2020

Key Messages:

- **Our government is committed to building a strong, sustainable, and innovative economy that works for everyone.**
- **A flourishing arts and culture sector supports our economy by encouraging business investment and drawing visitors to B.C.**
- **Arts and culture activities in B.C. contributed over \$7.1 billion to the provincial Gross Domestic Product (GDP) in 2017 and supported 98,050 jobs across the province.**
- **Data is provided by the Statistic Canada through the Cultural Satellite Account released in April 2019. 2018 data will be released in April 2020.**

Questions and Answers:

1) What is the contribution of arts and culture to the GDP in B.C.?

- According to StatsCan, culture activities in B.C. contributed over \$7.1 billion to the provincial GDP in 2017.¹
 - This represents approximately 2.7 per cent of the total provincial economy.
 - Culture activities are those related to the production of culture goods and services across the economy and includes live performance, audiovisual and interactive media, visual and applied arts, sound recording, written and published works, and heritage and libraries.
- Culture GDP in B.C. has grown nearly 25 per cent since 2010.
- B.C. has consistently had the third largest culture GDP and employment in the country behind Ontario and Quebec.

¹¹ Source: <https://www150.statcan.gc.ca/n1/daily-quotidien/190425/t001b-eng.htm>

2020/21 Estimates Note Advice to the Minister

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

2) How many jobs are there in the cultural sector?

- In 2017, there were 98,050 culture jobs in British Columbia.
 - This represents an increase of 2.4 per cent from 2016.
 - Culture jobs are those that relate to the production of culture goods and services, such as relate to the production of live performance, audiovisual and interactive media, visual and applied arts, sound recording, written and published works, and heritage and libraries.
- In 2017, the audio-visual and interactive media industry (e.g. film, broadcasting, or animation) alone supported nearly 30,000 jobs in British Columbia and visual and applied arts (e.g. photography, painting, or crafts) supported over 20,000 jobs.

3) What are the top cultural sector industries?

- Audio-visual and interactive media contributed nearly \$2.6 billion to the GDP in 2017, followed by visual and applied arts (\$1.4 billion).
- The sound recording industry had the most significant gain in 2017 over the previous year, with 7.5 per cent growth in GDP.

4) What industries are included in the cultural sector?

- The culture sector includes:
 - the creative industries (publishing, film, television, sound recording and other interactive media);
 - visual and performing arts and cultural activities; and
 - heritage and libraries.

Contact:

Brain Jonker

Executive Director

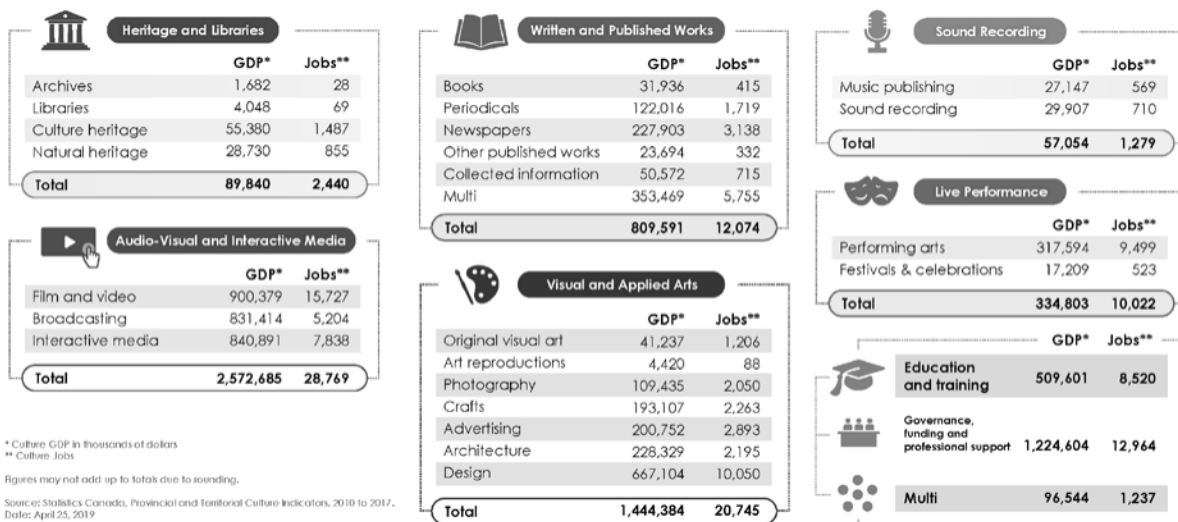
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2020/21 Estimates Note Advice to the Minister

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

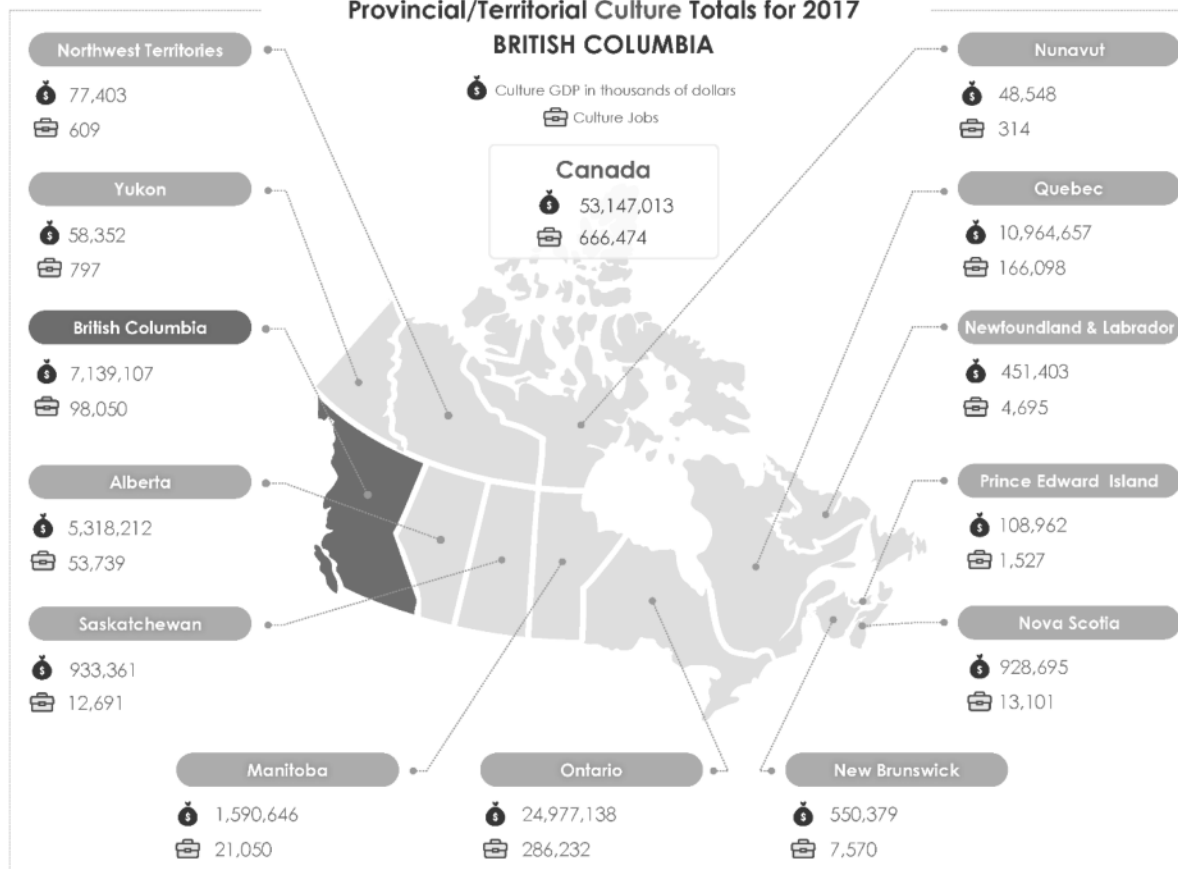
Culture Gross Domestic Product and Jobs, Detailed Figures for 2017



Canadian Heritage
Patrimoine canadien

BRITISH COLUMBIA
COLUMBIE-BRITANNIQUE

Provincial/Territorial Culture Totals for 2017 BRITISH COLUMBIA



BRITISH COLUMBIA
COLUMBIE-BRITANNIQUE

2020/21 Estimates Note Advice to the Minister

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

Title: Royal BC Museum – Capital Project

Revised: January 16, 2020

Key Messages:

- The Royal BC Museum (RBCM) is a significant provincial, national and international cultural resource, holding the world's largest collection of British Columbia heritage.
- The Royal BC Museum is one of our province's greatest cultural icons, welcoming hundreds of thousands of visitors each year. However, the building does not meet today's accessibility or seismic standards.
- In February 2019, our government committed to modernizing the Royal BC Museum, to protect its historic holdings and provide better access to its collections.
- From April to June 2019, we gathered ideas from people across British Columbia on a modern provincial museum, as part of public engagement.
- To deliver on our commitment, we are building a business case to support the modernization of the provincial museum.
- It is anticipated that the business case will be presented to Government for a decision in the ^{s.13} 2020.
- We have requested a significant contribution from the Federal Government for RBCM to act as a national centre for reconciliation and repatriation.

Questions and Answers:

- 1) While government plans the modernization of the Royal BC Museum, are visitors to the museum or museum collections and artifacts at risk?
 - If there was any indication there were immediate safety issues, rest assured steps would be taken right away.

2020/21 Estimates Note Advice to the Minister

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Minister Responsible: Hon. Lisa Beare

- While seismic standards and building codes have changed since the museum was built in 1967, many buildings around the province are facing this similar issue.
- The safety of those working, volunteering and visiting the museum is our highest priority and that is why we are looking at the options to find the best way to address seismic issues.

2) Given the climate change crisis and rising costs for health care and education, why do we need a new museum?

- The Royal BC Museum is an important cultural asset for tourism in B.C. with over 860,000 visitors in 2018/19 (over 710,000 visitors in 2017/18).
- The Royal BC Museum is responsible for over seven million objects, artifacts, archives and specimens of B.C.'s natural, human and modern history.
- The museum has an important role in generating tourism-related jobs and presenting B.C. culture and history abroad.
- The Museum's extensive collections have outgrown the available space and the building no longer meets today's accessibility or seismic standards.
- On Feb. 12, 2019, the speech from the throne announced government's intention to modernize the Royal BC Museum, to protect its historic holdings and provide better access to its collections.

2020/21 Estimates Note Advice to the Minister

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

3) What capital improvements are necessary?

- The Royal BC Museum site is comprised of several buildings which were constructed in the late 1960's and limited investment has taken place since 2003.
- Capital improvements are necessary to mitigate seismic safety, reduce any risks to cultural heritage, and improve access and educational reach.
- A detailed business case is currently being developed to support the modernization of the provincial museum, including capital improvements.

4) What were the findings of the public engagement on modernizing the Royal BC Museum?

- In March 2019 Government announced a public engagement plan.
- Between April 1, 2019 and June 27, 2019 we invited people to share their ideas for the future of the Royal BC Museum either online or in person.
- People across the province had the opportunity to share feedback on how a modern provincial museum could most effectively tell stories of B.C.'s communities.
- We held seven public meetings in five communities - *Prince George, Duncan, Kelowna, Vancouver (2) and Victoria (2)* - as well as a province-wide virtual meeting, with a total of 131 people participating.
- We hosted an online discussion forum with the opportunity for people to email their ideas. The engagement website received more than 5,000 visits and a total of 177 comments.
- We heard from people all over BC, including Indigenous peoples, historians and scientists, academics, teachers, the technology

2020/21 Estimates Note Advice to the Minister

Ministry: Ministry of Tourism, Arts and Culture
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sector, tourism organizations, and the gallery, archives and museum community.

- People said that they want dynamic and interactive exhibits, that they want a museum that builds relationships with a wide range of communities, that is a place of learning and that cultivates our living history.
- They also said that a modern museum means one that is accessible to all and state-of-the-art.

5) How much will the modernization of the Royal BC Museum cost? And will the Royal BC Museum remain on its existing site or will it move?

- The RBCM modernization initiative is in the consultation and planning phase.
- In June 2019 we completed the first step of our consultation plan to gather ideas for a modern provincial museum that contains exhibits and learning modules reflective of the whole province.
- It is anticipated that the detailed business case will be presented to Government for decision in the ^{s.13} 2020.
- The 2020/21 – 2022/23 Royal BC Museum Service Plan includes notional capital expenditures of:
 - \$27 million in 2020/21
 - \$99 million in 2021/22
 - \$156 million in 2022/23
 - This is an estimate for capital planning purposes only. If, after reviewing the business case, government decides to proceed with the RBCM capital project, the cost and timing of cash flows will be refined.

2020/21 Estimates Note Advice to the Minister

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

6) How much funding will the Federal Government provide for the new Royal BC Museum?

- In January 2020, Premier Horgan had constructive discussions with both Prime Minister Justin Trudeau and Deputy Prime Minister Chrystia Freeland, emphasizing that there is significant alignment between the Federal Government's priorities and those pursued by the Province.
- The Premier has identified federal funding for the Royal BC Museum as a way to advance reconciliation with Indigenous people.
- I have been in regular contact with our federal colleagues over the last two years, ^{s.16; s.17}
s.16; s.17
- Our request is similar to recent federal investments in the Royal Alberta Museum and the Museum of Human Rights.
- It is my genuine hope that our governments will work together to support the RBCM capital project.

Contact:

Brian Jonker Executive Director Arts & Culture Branch 250-217-3991

2020/21 Estimates Note Advice to the Minister

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

Title: Royal BC Museum – General

Revised: January 16, 2020

Key Messages:

- **The Province is proud to continue to support the important work of the Royal BC Museum (RBCM).**
- **The Royal BC Museum is a cultural treasure for British Columbians and people from around the world.**
- **Through the provincial archives, exhibitions, and educational programs, RBCM tells the story of the people, places and history of our province.**
- **The Royal BC Museum is an economic driver, drawing thousands of visitors from every corner of the globe.**

Questions and Answers:

1) How much money does the Ministry of Tourism, Arts and Culture provide to the Royal BC Museum?

- The Province provides just under \$12 million annually in operating funding to the Royal BC Museum (RBCM), 54 per cent of its operating budget.
- The Royal BC Museum helps the government achieve its objectives through educational programs, engaging with First Nations, scientific research and consulting on heritage preservation.

2020/21 Estimates Note Advice to the Minister

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

2) What is the economic impact of Royal BC Museum operations to the Province? To Victoria?

- Royal BC Museum continues to feature exhibits that draw local and international audiences. This supports the government's priority for a strong, sustainable economy.
- In fiscal year 2019, museum spending of \$22.1 million plus BC supplier spending of \$8.6 million produced a total direct economic effect of \$30.6 million.
 - This total direct spending by the museum and suppliers resulted in a total economic output of just over \$38.3 million.
 - In British Columbia, the resulting GDP impact was \$19.6 million.
 - The total number of jobs created was 311, representing an estimated 280 FTEs.
- The total tax revenue accruing to all levels of government was estimated at \$4.4 million – including over \$2.2 million to the federal government, \$1.3 million to the provincial government, and nearly \$890,000 to municipal governments.
- In South Vancouver Island (SVI), total spending generated in the SVI region based on museum operating expenditures was an estimated \$26.4 million in FY19.
 - This produced a GDP effect on the local economy of \$13.3 million.
 - The total number of jobs created in the SVI was 230 representing 198 FTEs.

3) What is the mandate of the Royal BC Museum?

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

2020/21 Estimates Note Advice to the Minister

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

4) How is RBCM meeting the objectives outlined in their 2019 mandate letter?

- The Royal BC Museum has made great progress in meeting their 2019 mandate letter objectives. For example, they:
 - Continue to address the Truth and Reconciliation Commission (TRC) Calls to Action in the areas of: professional development and training for public servants (#57); education for reconciliation (#62. i); museums and archives (#69. i, ii); and business and reconciliation (#92. i, ii, iii).
 - So far, this fiscal, all staff (employees, supervisors, heads and executive) and 43 volunteers have attended an “Indigenous Cultural Acumen” session.
 - Work closely with Indigenous communities to advance cultural reconciliation by supporting Indigenous peoples seeking the return of ancestral remains and cultural objects to their communities.
 - So far, this fiscal, the RBCM has assisted 13 First Nations communities as they seek assistance with repatriation of ancestral remains or cultural objects from the Royal BC Museum or other museums.
 - In June 2019, RBCM published the Indigenous Repatriation Handbook, a collaboration of the Royal BC Museum and the Haida Gwaii Museum at Kay Llnagaay.
 - Continue to take a leadership role by mentoring and increasing the Royal BC Museum's presence across the province through regional outreach.
 - Including providing curatorial and/or scientific expertise to 38 different heritage, scientific and/or cultural organizations across British Columbia; and
 - Addressing approximately 100 public enquiries by phone, email and in person.
 - Offer unique visitor experiences, both onsite and online, by continuing to offer relevant and engaging exhibitions and educational programs.

2020/21 Estimates Note Advice to the Minister

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- 300+ learning programs have been delivered since April 1, 2019. 250 ticketed events and 54 un-ticketed events.

5) How many people visited the Royal BC Museum in 2018/2019? And why is RBCM forecasting fewer visitors in 2019/20?

- The Royal BC Museum sets targets in their Strategic Plan based on current information about:
 - display elements and exhibitions,
 - artifacts and materials heading abroad as loans, and
 - feature exhibitions that draw local and international audiences.
- In 2018/19, over 860,000 people visited the museum, archives and on-site partners including the IMAX Victoria Theatre, the Royal Museum Shop and onsite food service (compared to 710,000 visitors in 2017/18).
- In addition, in 2018/19, 2 million people visited the museum and archives through its interactive website, resulting in more than 10.9 million-page views.
- In 2019/20, the Royal BC Museum is forecasting 750,000 visitors and 5.5 million page views (not including the Learning Portal) on its website.
- The Royal BC Museum is also projecting \$9.4 million in revenue generated from operations in 2019/20.
- Visitor volume is a combination of both the strength of Tourism in Victoria and the general appeal of the blockbuster exhibits.
 - 2018/19 had higher than visitor numbers because of the strength of Tourism in Victoria at the time combined with the appeal of the Egypt Exhibits.
- The visitor numbers forecasted for 2019/20 are up from the 710,000 in 2017/18.

Contact:

Brian Jonker Executive Director Arts & Culture Branch 250-217-3991

2020/21 Estimates Note Advice to the Minister

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

Title: Royal BC Museum (RBCM) Repatriation Project

Revised: January 16, 2020

Key Messages:

- **The respectful return of cultural belongings and ancestral remains is essential for the preservation and continuation of cultures and traditions, and for spiritual healing, in Indigenous Communities.**
- **We are guided in this repatriation work by our government's commitment to fully adopt and implement the United Nations Declaration on the Rights of Indigenous Peoples and the Truth and Reconciliation Commission's Calls to Action.**
- **We are working with RBCM and Indigenous communities to determine next steps to support this program.**

Questions and Answers:

1) How much funding has the Ministry of Tourism, Arts and Culture provided the Royal BC Museum for the Repatriation Project?

- Our government has a responsibility to support the return of ancestral remains and precious ceremonial objects to indigenous peoples in BC.
- As part of the Cabinet-First Nations Leaders' Gathering on Sept. 7, 2016, the Province of BC announced \$2M in funding for the Royal BC Museum to initiate the First Nation repatriation project.
- The agreement started April 1, 2016 and ended March 31, 2019.
- As part of the Repatriation Project, the RBCM:
 - established the First Nations and Repatriation Department;
 - hired a repatriation expert for the duration of the project;
 - established a First Nations advisory committee;
 - hosted a repatriation symposium (March 2017);
 - launched a Repatriation Grant program (April 2018); and

2020/21 Estimates Note Advice to the Minister

Ministry: Ministry of Tourism, Arts and Culture
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- launched a Repatriation handbook (April 2019).

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

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

3) Given that the Repatriation Project ended in March 2019, what is the Ministry of Tourism, Arts and Culture doing to support future repatriation activities?

- We are working closely with the Royal BC Museum to determine next steps related to the repatriation program for FY 2020/21.
- The RBCM's First Nations and Repatriation Program Department continues to work with interested First Nations to determine the best ways to support repatriation activities.
- The RBCM is also supporting First Nations communities in their attempts to repatriate ancestral remains from museums around the world.
- The RBCM is advising a number of museums in their attempt to repatriate ancestral remains from their own collections to the First Nations in BC.

Contact:

Brian Jonker Executive Director Arts & Culture Development 250-217-3991

2020/21 Estimates Note Advice to the Minister

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

Title: Vancouver Art Gallery Funding

Revised: January 15, 2020

Key Messages:

- **Our government appreciates the important role the Vancouver Art Gallery plays in promoting the arts and artists in B.C., as well as drawing tourists from around the world.**
- **We recognize the many benefits of building a new art gallery, and the project continues to be of interest to us.**
- **We've done our part, and we've been working with our partners to engage the federal government.**

Questions and Answers:

1) How much funding does the Province provide to the Vancouver Art Gallery?

- In 2008, the Province provided a one-time grant of \$50 million to the Vancouver Art Gallery to support a new or refurbished gallery.
- The Province also provides annual operating funding for the Vancouver Art Gallery through the BC Arts Council.
- In 2019/20 the Vancouver Art Gallery received just under \$1M in funding from the Province including, over \$739K from the BC Arts Council and \$225K in Community Gaming Grant funding.

2) Why didn't the Vancouver Art Gallery receive funding to support BC Family Day 2020?

- The Province is proud to support programming at the Vancouver Art Gallery. The Vancouver Art Gallery is a long-standing client of the BC Arts Council.
- In 2020, we focused our investment on broadening the reach of funding across the Province with the support of the BC Museums Association and the BC Recreation and Parks Association.

2020/21 Estimates Note Advice to the Minister

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

3) The Province provided funding for the new Vancouver Art Gallery over ten years ago (in 2008). When will the new gallery be built?

- It is not uncommon for infrastructure projects of this magnitude to need time to reach private fundraising targets and garner support from multiple levels of government.
- In 2019, the Vancouver Art Gallery unveiled the final designs for its 300,000 square-foot building by world-renowned, Swiss-based architectural firm Herzog & de Meuron.
- We continue to work closely with the Vancouver Art Gallery to advocate the federal government for funding.

4) In January 2019, the Vancouver Art Gallery announced a private donation from the Chan family of nearly \$40 million. What is the Province doing to support the construction of a new Vancouver Art Gallery?

- Last year was a major milestone in the Vancouver Art Gallery's capital campaign, thanks to the unprecedented act of generosity by the Chan family.
- Over the years, the Province of British Columbia has clearly demonstrated its support for the capital project through ongoing discussions and correspondence with the Vancouver Art Gallery.
- I continue to engage with the federal government on this capital project.
 - I have met with the federal Minister of Economic Development and Official Languages and reiterated the provincial government's support for a new Vancouver Art Gallery. I was delighted to talk about the project's many benefits to Canada and British Columbia.

2020/21 Estimates Note Advice to the Minister

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

- I also sent letters to the federal Minister of Infrastructure and Communities, and the Minister of Canadian Heritage and Multiculturalism requesting \$100 million in funding toward the construction of an iconic, landmark new art gallery in downtown Vancouver.
- It is my genuine hope that the federal government will work together with the Government of British Columbia to support this important arts and culture infrastructure investment.

Contact:

Brian Jonker Executive Director Arts & Culture Branch 250-217-3991

2020/21 Estimates Note Advice to the Minister

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

Title: Core Messaging - Sport

Revised: February 10, 2020

Issue: Core messaging for sport and recreation

General Key Messages:

- Sport and active living contribute to our health and wellness and the vibrancy of our communities.
- Government invests more than \$50 million annually to make sure everyone has equal opportunities to participate in and enjoy the benefits of sport.
- Our investments support a broad range of programs that allow people to try physical activities that match their interests.
- These investments have made B.C. a recognized leader in sport participation, excellence and event hosting.

Benefits of Sport and Active Living:

- Sport can play a powerful role in helping people lead healthy, productive lives, particularly for children and youth.
- We want people of all ages, backgrounds and levels of ability to choose active living. Whether they take up recreational pursuits or engage in competitive sport, the benefits are limitless.
- Sport contributes to the health, wellness and resiliency of our citizens and communities, and helps develop leadership and teamwork skills. These skills are valuable not just on the playing field, but in all facets of life.

Reducing Barriers to Participation for Children and Youth:

- All children deserve the opportunity to thrive in a just and equal society.
- Children and youth who grow up in poverty face far more challenges than their peers, including barriers to participating in sport.
- Far too many kids from lower-income families are not getting the mental, physical and social benefits associated with being physically active and socially connected.

2020/21 Estimates Note Advice to the Minister

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

- We are investing in KidSport BC to help ensure children can benefit from sport and physical activity regardless of their family's financial situation.
- Since the KidSport concept was launched in 1993 by Sport BC, it has grown to become a successful national entity with 11 provincial and territorial chapters and over 180 community-based chapters. In B.C. more than 7,000 kids are reached each year.
- Last year (2019), we announced a \$2.5 million investment in Sport BC to allow them to expand programs like KidSport BC which aims to increase participation for kids who have traditionally faced barriers to getting involved in sport and recreation, including underrepresented population groups such as girls and new Canadians.
- The Province operates the After School Sport and Arts Initiative (ASSAI) with a focus on sport and physical activity for children in Kindergarten to Grade 8.
- ASSAI is a free or low-cost program that focuses on children who face barriers to participation, such as financial, geographical, cultural, or transportation.
- Participating children and their parents, caregivers and school staff all attribute the program as helping significantly in fostering resiliency, social connections, and improved self-esteem.

Women and Girls in Sport:

- Sport has the power to drive positive change for gender equity in our society and empowers girls and women to be active participants and leaders.
- Our government is proud to support events that encourage the next generation of young women to get involved and stay in sport.

B.C. is a Recognized Leader in Sport Participation:

- Sport can play a powerful role in helping people lead healthy, productive lives.
- Sport participation can help youth at risk to choose healthy, active lifestyles.
- One of government's main roles is to reduce barriers, so everyone has the chance to participate in sport.
- B.C. is a recognized leader in sport participation:
 - Independent studies have confirmed that B.C. residents are the most physically active in Canada.
 - Over 660,000 British Columbians belong to provincial sport organizations.

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- Many more are physically active through recreation centres, other forms of organized sport or other forms of physical activity (e.g. walking, running, yoga, and gardening).
 - B.C. leads Canada in implementing the Truth and Reconciliation Calls to Action related to Sport.
 - B.C. leads Canada in implementing the Indigenous Sport Calls to Action.
 - Team BC placed first at the last two North American Indigenous Games (2014 in Regina and 2017 in Toronto).
- We are committed to ensuring Indigenous people have opportunities to enjoy the health and social benefits that come from involvement in sport.
- Our government provides \$1.4 million to Indigenous Sport, Physical Activity & Recreation Council I-SPARC) each year to deliver regional action plans, including youth camps, and training and coaching programs for Indigenous athletes.
- This funding also supports annual recognition of the top athletes across the province through the Premier's Awards for Indigenous Youth Excellence in Sport.
- In 2019, the BC Games Society, I-SPARC, Cross Country BC and the BC Archery Association partnered to create an additional eight spots in cross country and archery for Indigenous athletes to compete in the 2020 BC Games in Fort St. John, as well as adding two Indigenous coaches and two Indigenous officials to gain experience in each sport.
- The BC Sports Hall of Fame is also home to the Indigenous Sport Gallery, the world's largest permanent gallery dedicated to the accomplishments of Indigenous athletes, coaches and sport builders.
- The Indigenous Sport Gallery has been recognized both nationally and internationally winning awards including "best new exhibit" by the International Sports Heritage Association.

B.C. is a Recognized leader in Sport Excellence:

- Excellence in sport contributes to pride in community and provincial identity.
- Our government supports B.C. athletes on their journey through the sport system – from the playing field to the podium.
 - British Columbians comprise 13 per cent of Canada's population but our athletes make up more than 25 per cent of Canada's national team.
 - At the 2018 Olympic Games in South Korea:

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- 43.6 per cent of Team Canada's Paralympians had a B.C. connection and earned 57 per cent of Team Canada's total Paralympic medals; and
- 28 per cent of Team Canada's Olympians had a B.C. connection and earned 38 per cent of Team Canada's total medals.
- B.C.'s athlete and coach development pathways have demonstrated success – with many B.C. athletes placing on national teams.

B.C. is a Recognized leader in Sport Event Hosting:

- B.C. is acknowledged as one of the top sport hosting jurisdictions in the world.
- Top competitions attract visitors to our province, have a positive economic benefit for local businesses and residents and build B.C.'s reputation as a global destination for premier sport events.
- According to data released by the Canadian Sport Tourism Alliance, sport generates over \$1.3 billion for B.C.'s economy each year and provides significant benefits for communities that host events.
- The data also ranks B.C. first in Canada for the per cent of total sport tourism revenue that comes from international visitors (51 per cent of sport tourism revenue is generated from overseas and U.S. visitors)ii.
- The BC Summer and Winter Games are held every two years and bring an estimated \$2.0 million and \$1.6 million respectively to host communities.
- The 55+ BC Games are held annually and bring an estimated \$3 million to host communities.

Funding Investments:

Sport Participation:

- B.C. is tackling inactivity by investing in people who typically face barriers to participating in sport:
 - \$1.4 million annually to I-SPARC to support regional action plans (e.g. equipment grants, youth camps, coach development, North American Indigenous Games training).
 - \$1.75M million annually for ASSAI to support children and youth who face barriers to participation in sport and arts, including children with disabilities.
 - \$0.4 million annually to KidSport BC to make sport more affordable for children from low income families.

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- An additional one-time investment of \$2.5 million was provided in 2018/19 to create a new KidSport fund that will expand the type of sport activities currently supported (e.g. Indigenous sport and programs delivered by non-traditional providers).
- Over \$0.8 million annually to support disability sport organizations' programs.

Sport Excellence:

- B.C.'s investments in world class training environments include:
 - \$1.6 million annually to the Canadian Sport Institute Pacific to support programs and services delivered in partnership with Own the Podium.
 - \$1.6 million annually in excellence grants to provincial sport organizations that are achieving top results.
 - \$2.0 million annually to the BC Games and Team BC to give young athletes the opportunity to compete in a multi-game environment.

Sport Event Hosting:

- Investments to support sport event hosting in communities across the province include:
 - \$0.5 million annually to the Hosting BC Program to support regional, provincial, national and lower-profile international events.
 - \$0.5 million annually to the Major Events Program that supports higher profile national and international events.
 - \$2 million annually to support the BC Summer Games, BC Winter Games and the 55+ BC Games.

Role of the B.C. Athletics Commissioner:

- B.C.'s Athletic Commissioner is the provincial regulatory body for professional boxing and mixed martial arts (MMA), and amateur kickboxing, Muay Thai, MMA and pankration.
- The Athletic Commissioner is an independent body that reports directly to the Deputy Minister of the Ministry of Tourism, Arts and Culture and is responsible for licensing professional and amateur events, issuing event permits, upholding rules, protecting athlete safety and maintaining the integrity of the sport.
- In August 2019, the BC Athletic Commissioner ruled to sanction professional kickboxing in the province to help make the sport safer, increase opportunities for athletes to compete at home, and attract top MMA events to B.C.

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- Including professional kickboxing as a provincially-recognized sub-group of MMA strengthens safety for athletes at the professional level, increase access and maintain the integrity of the sport.

Contact:

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ⁱ Conference Board of Canada, How Canada Performs, Health Report Card, February 2015; Ipsos Reid poll conducted with the Canadian Sport Goods Association, July 2014.

ⁱⁱ Canadian Sport Tourism Alliance, International Visitors drive sport tourism spending in Canada to \$6.8 billion. Data from Travel Survey of Residents of Canada and the International Travel Survey, 2017.

2020/21 Estimates Note Advice to the Minister

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

Title: Key Sport Stats and Facts

Revised: January 14, 2020

Issue: Key Stats and Facts on Sport in B.C.

Response:

- The Province of B.C. invests approximately \$50 million annually in sport through the Ministry of Tourism, Arts and Culture's (TAC) Sport Branch (\$22 million, and the Ministry of Municipal Affairs and Housing's (MAH) Community Gaming Grants (\$28 million).
- Sports are vital for a healthy economy, contributing to GDP, generating tax revenue, and providing jobs for British Columbians. B.C. has the highest Sport GDP per capita in Canada, with \$1.2 billion in Sport GDP in 2017.
- B.C. is the most physically active province in the country, with over 660,000 British Columbians belonging to Provincial and Disability Sport Organizations.
- B.C.'s high performance athletes continue to achieve success on the national and international stage, with 30 per cent of Canada's national program athletes hailing from B.C.
- B.C. held 122 events across the province, including a number of high profile events that generated economic and social benefits for B.C. communities.

Background/Status:

B.C.'s Investment in Sport:

- The Province of B.C. invests about \$50 million annually in sport through:
 - TAC (\$22 million)
 - Community Gaming Grants (\$28 million).
- More than \$21 million (94 per cent) of the TAC sport budget is distributed directly to the sector:
 - \$15.4 million to viaSport (the province's lead umbrella organization for the sector) to administer funding to:
 - Provincial and Disability Sport Organizations (\$8.9 million).
 - Multi-Sport Organizations (\$3 million) – Canadian Sport Institute Pacific, BC Sports Hall of Fame and Museum, SportMed BC and Regional Alliance (regional centres).

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- Grant application programs (\$2 million) – Hosting BC, Sport Participation Program, Athlete support.
- \$1.4 million to the Indigenous Sport, Physical Activity and Recreation Council to deliver programs aimed at improving the health and well-being of Indigenous people in B.C.
- \$2.2 million in support of the BC Summer and Winter Games and the 55+ BC Games.
- \$0.4 million to Sport BC to support the province's investment in KidSport BC
- \$1.750 million in funding directly administered by the Ministry including:
 - the After School Sport and Arts Initiative (\$0.750 million).
 - the Major Events Program (\$0.5 million).
 - the BC Sport Participation Program (\$0.35 million).

Economic Impact:

- B.C. has the second-highest sport GDP and employment in the country (2nd only to Ontario), while leading the country in sport GDP per capita.
- Sport contributed \$1.2 billion to B.C. GDP and 22,486 jobs in 2017 (Source: Canadian Culture Satellite Account, Statistics Canada).
- Sport event hosting is one of the fastest growing segments of the tourism industry, contributing \$1.4 billion to the economy in 2017.
- The BC Games and 55+ BC Games generates an average of \$2.3 million in economic benefits for local host communities.

Participation

- B.C. is the most physically active jurisdiction in Canada (Statistics Canada, 2018 Canadian Community Health Survey).
- Over 660,000 British Columbians are registered members of funded Provincial and Disability Sport Organizations (estimates of participation in other forms of organized and unorganized sport currently not available).
- Sport takes place within communities, but is directly supported through a strong provincial and regional sector, which is comprised of approximately 60 Provincial and Disability Sport Organizations; PacificSport Regional centres; and provincial Multi-Sport Organizations such as viaSport, the Canadian Sport Institute Pacific, Sport BC, and the BC Sports Hall of Fame and Museum.

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- Targeted investments are made to improve access to sport programs and services for under-represented populations including Indigenous peoples; girls and women; individuals with a disability; lower income families; and new Canadians.

High Performance

- British Columbians comprise 13 per cent of Canada's population, but consistently represent more than 30 per cent of Canada's National team.
- Canada achieved its best ever podium results at the 2018 Olympic and Paralympic Games in South Korea, winning a total of 29 medals, including 11 golds to finish third in the overall medal standings.
- At the 2019 Canada Winter Games in Red Deer, Alberta, Team BC finished with 30 Gold medals – the most ever at a Canada Winter Games.
- Team BC won the overall Team Award at the 2017 North American Indigenous Games in Toronto and our Government is providing support for the team training towards the upcoming 2020 Games.

Event Hosting

- B.C. continues to be acknowledged as one of the top sport hosting jurisdictions in the world.
- The Ministry supports sport event hosting to help strengthen local economies and community development through four key programs:
 - Hosting BC;
 - Major Events Program;
 - Tourism Events Program; and
 - BC Games
- In 2019/20, the Hosting BC program supported 115 events in 43 communities including the Field Hockey Men's Olympic Qualifier (West Vancouver), the 2020 Alpine National Championships (Invermere) and the 2019 Aboriginal Soccer Championships (Terrace).

Contact:

Margo Ross Executive Director Sport Branch 778 698-3371

2020/21 Estimates Note Advice to the Minister

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

Title: Affordability in Sport Q&A

Revised: January 16, 2020

Key Messages:

- Our Government's priority is making life more affordable for B.C. families.
- For our Government, that means investing in programs like KidSport, the BC Sport Participation program and the After School Sport and Arts Initiative (ASSAI).
- These programs help reduce financial barriers to sport participation by providing free or subsidized programs.
- Budget 2020 announced the BC Child Opportunity Benefit that starts October 1, 2020. This benefit is a tax-free payment for families with children un 18 years of age and will assist with the cost of both basic necessities as well as sport and art opportunities.
- In addition to our annual contribution of \$400,000 to KidSport BC, our government was proud to announce a historic additional investment of \$2.5 million in 2018/19 to help reach more kids, and support a broader range of activities, including Indigenous sport.
- The Province provides more than \$50 million annually to provincial and community sport organizations. This funding helps sport organizations reduce the economic burden on families and increase access to recreational sport activities they might not normally be able to afford.

Questions and Answers:

- 1) The cost of sport is going up but KidSport grants are stagnant and there are stories of kids being denied grants. Why won't you increase investment if affordability is your top priority?**
 - Affordability is our top priority. That's why our Government invested an additional \$2.5 million in 2018/19 so that more kids from lower income families can be reached.

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- Under the current guidelines 100 per cent of applications that meet the criteria do receive funding.
- Applications that are declined are because the applicant doesn't meet program criteria.

2) The cost of sport is going up for everyone and not every family or individual is eligible for KidSport grants. What are you doing to make sport more affordable?

- Our investments in ASSAI, the BC Sport Participation Program, Indigenous Sport, Physical Activity and Recreation Council, KidSport and other programs all help provide free or subsidized sport programs.
- The Province's annual \$50 million funding to provincial and community sport organizations helps these groups reduce the financial burden on families.
- Government is also taking significant steps to make life more affordable through investments in child care, housing and the introduction of a historic gaming revenue agreement with B.C. First Nations, which will provide billions of dollars in stable, long-term funding for First Nations communities.

3) The cost of travel at every level of sport is prohibitive – particularly for those who depend on ferries or live in rural areas. What are you doing to help with this?

- I appreciate the challenges that families face when trying to get their active children to sport competitions – particularly when we live in such a large province with a diverse geography.
- Ways we are helping include:
 - Annual funding of \$150,000 to the Sport on the Move program for school team travel to provincial championships.
 - Funding support to the BC Games Society which helps cover a significant portion of athlete transportation to and from the

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Games, as well as accommodation, meals and competition costs.

Contact:

Margo Ross Executive Director Sport Branch 778-698-3371

2020/21 Estimates Note Advice to the Minister

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

Title: After School Sport and Arts Initiative (ASSAI) Q&A

Revised: January 8, 2020

Key Messages:

- The After School Sport and Arts Initiative (ASSAI) provides free, quality after school sport and arts programming for children in Kindergarten to Grade 8.
- ASSAI focuses on children who face barriers to participation, such as financial, geographical, cultural, or transportation.
- In 2018/2019 the program was delivered in 22 school districts, 167 schools and 58 communities.

Questions and Answers:

1) What is the ASSAI?

- ASSAI is an innovative, community-driven program that delivers free after school sport and arts programming in selected school districts across the province.
- The program focuses on children and youth (Kindergarten to Grade 8) who typically face barriers to sport or arts participation. These barriers could include financial, transportation, family circumstances, cultural, or physical/cognitive disabilities.

2) Where is the program delivered?

- In 2018/2019 the program was delivered in 22 school districts, 167 schools and 58 communities.

3) How many children participate in the program?

- In the 2018/2019 school year, 12,265 students participated:
 - More than half the participants were female.
 - 11 per cent were Indigenous students and 556 students were special needs.

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4) How are school districts chosen to participate in ASSAI?

- School districts are selected through a Cross-Ministry Advisory Committee representing Education, Health, Justice, Children and Family Development, and Indigenous Relations and Reconciliation.
- The Committee considers a number of factors in selecting school districts including:
 - community vulnerability indices (e.g. Early Development Index, BC Stats Indicators of Risk);
 - regional representation; and
 - school district readiness to participate.

5) Why isn't the After School Sport and Arts Initiative a province-wide program?

- The program started as a pilot in 2010 in five school districts and has now grown to 22 school districts.
- The Ministry takes a very targeted approach to ensure that funding is provided to school districts with the highest level of need.

6) How do you know the ASSAI is achieving positive results?

- A three-year evaluation of ASSAI was recently concluded, which focused on child development in five domains: physical, creative, emotional, social and cognitive.
- Program leaders, child participants, school staff and parent-caregivers were surveyed.
- Highlights from the surveys include:
 - 78 per cent of school staff reported that children are interacting more positively with their peers because of ASSAI;
 - 73 per cent of parent-caregivers reported that their children are more willing to go to school on ASSAI days; and
 - 97 per cent of child participants reported that their sense of belonging/connectedness has increased because of ASSAI.

Contact:

Margo Ross Executive Director Sport Branch 778 698-3371

2020/21 Estimates Note Advice to the Minister

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

Title: BC Games and ^{s.13} Q&A

Revised: January 17, 2020

Key Messages:

- The BC Summer and BC Winter Games provide important opportunities for communities to develop the capacity to host major events and for athletes, coaches and officials to continue to develop and progress to higher levels of competition.
- For 2020/21 I have directed the BC Games Society (BCGS) to continue to support the key commitments our government has made to British Columbians:
 - make life more affordable;
 - support true and lasting reconciliation by increasing sport opportunities for Indigenous peoples;
 - implement policies to ensure accessible and inclusive experiences for all participants;
 - continue to focus on preventing and addressing harassment and abuse;
 - support economic and tourism development by helping host communities market their reputation as sport event destinations.
- The BC Games Society continues to lead B.C.'s sport sector in responding to B.C.'s commitment to Truth and Reconciliation and the United Nations Declaration on the Rights of Indigenous Peoples.
- The BC Games brings significant economic impact to communities through direct spending on Games operations, as well as the number of visitors attracted to the community during the Games. It is estimated that the economic impact to a host community for a BC Summer games is \$2 million and \$1.6 million for a BC Winter Games.

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Questions and Answers:

1) How are you ensuring the BC Games are affordable for all athletes?

- The BCGS and Host Societies work diligently to ensure there is strong financial support for the Games, while maintaining low registration fees for athletes.
- In recognition of financial barriers that some families experience, the BCGS has adopted an Athlete Participation Fee Waiver Policy to assist athletes that may not be able to afford to participate in the Games.
- Athlete registration fees have also been kept status quo at \$175. Through our annual transfer to the BCGS, the majority of the cost of travel to and from the Games, meals, accommodation, competition, special events, and entertainment, is provided by the Host Society. This subsidy is estimated at over \$525 per athlete.

2) Why is BC Games registration fee the higher than other jurisdictions?

- Provincial Games are organized and funded differently across Provincial and Territorial Governments' which makes it challenging to compare factors that determine registration fees.
- The BCGS and Host Societies work diligently to ensure there is strong financial support for the Games, while maintaining low registration fees for athletes.

3) What are the Ministry and BCGS doing to ensure athletes have a safe experience at the Games?

- The BCGS takes safety in the Games environment very seriously.
- BCGS is actively engaged in work that aligns with the Red Deer Declaration for the prevention of harassment, abuse and discrimination in sport (e.g. viaSport safe sport design sprint).

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- The Society has created a “Culture of the Games” resource to promote a positive, respectful, inclusive and accessible environment.
- The Society is currently undertaking a review of its harassment and abuse policies, will be updating codes of conduct for volunteers, coaches and mission staff, and will provide crisis management training for Host Community Boards.

4) The BCGS’s Service Plan indicates it is integrating athletes with a disability into the Games. How are they doing so?

- The BCGS is committed to the integration of athletes with disabilities.
- Sports for athletes with disabilities that are currently included in the BC Summer and Winter Games are:
 - Canoe/Kayak events for para athletes
 - Equestrian events for para athletes
 - Swimming events for para athletes and athletes with intellectual disabilities
 - Wheelchair Basketball events for para athletes
 - Figure Skating events for athletes with intellectual disabilities
 - Cross Country Ski events for para athletes
 - Speed Skating events for athletes with intellectual disabilities
- BCGS works closely with Provincial and Disability Sport Organizations to identify the technical, transportation, accommodations and meal requirements of all athletes with disabilities to ensure their needs are fully met and that they have a positive Games experience.

5) Are there plans to increase the number of sports for athletes with disabilities to participate in the BC Games?

- There are currently five summer sports and four winter sports in which athletes with disabilities are able to compete.

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- The Ministry will continue to work with viaSport, Provincial and Disability Sport Organizations to increase participation opportunities for athletes with disabilities.
- The BCGS will, wherever possible, support these initiatives based on the hosting capacity within each community.

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7. What is the BCGS doing to increase Indigenous participation in the BC Summer and Winter Games?

- The BCGS's Service Plan includes a new performance measure – “percentage of BC Games participation with Indigenous heritage” with a target of 5 per cent. The Society's mandate letter also includes direction to work with Indigenous Sport, Physical & Recreation Council (ISPARC) to increase Indigenous participation and involvement in BC Games.
- The BC Games Society has signed a memorandum of understanding with ISPARC to collaborate on initiatives such as

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providing support in preparation for the 2020 North American Indigenous Games.

- In support of reconciliation, the BC Games Society and ISPARC are expanding pathways for Indigenous athletes at BC Winter and Summer Games, the first partnership of its kind with a provincial Games in Canada.
- For the 2020 BC Winter Games in Fort St. John, Indigenous athletes will compete in the sports of Archery and Cross Country Ski.
- For the 2020 Summer Games in Maple Ridge, Indigenous athletes will compete in the sports of Box Lacrosse, Canoe/Kayak, Golf and Boys Softball.
- The BC Games Society is also partnering with ISPARC and the BC Lacrosse Association to select Indigenous participants for Box Lacrosse at the 2021 Canada Summer Games.

Contact:

Margo Ross Executive Director Sport Division 778 698-3371

2020/21 Estimates Note Advice to the Minister

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

Title: Pathways to Sport: A Strategic Framework for Sport in BC
Q&A

Revised: January 17, 2020

Key Messages:

- The Province, supported by viaSport, is developing a Strategic Framework for Sport, the first public facing document for sport in B.C. in decades.
- The Framework identifies key priorities and actions for the sport sector and guide the ministry's investments in sport, focusing on the three priority areas of participation, athlete development, and sport event hosting.

Questions and Answers:

1) What consultations did you do with the sport sector to develop the Framework?

1. The ministry has consulted extensively with the sector over the last two years to develop a framework that establishes priorities and provides guidance to expand access and support for sport in B.C.
2. Consultations I have directly been engaged in include:
 - Attending the December 2019 SportScape meeting organized by viaSport;
 - Quarterly meetings with the BC Games Society;
 - Regular meetings with viaSport and members of the Multisport Leadership Council – such as Sport BC, Indigenous Sport, Physical Activity & Recreation Council (ISPARC), Canadian Sport Institute Pacific, BC Seniors Games Society, BC Recreation and Parks Association.
 - Frequent meetings with organizations from across all levels of sport.

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- Roundtable discussions with partners on priority subjects such as Girls and Women in sport; and diversity and inclusion.

2) When will the Sport Framework be released?

3. We expect to release the Framework the coming weeks.

4. Why has the Framework's release been delayed?

5. The Framework has not been delayed. Consultation takes time. Our government wanted to ensure all voices had an opportunity to be heard.

3) Will the Sport Framework have any financial implications for the sport sector? If so, will annual funding to Provincial and Multi-Sport Organizations (PSOs/MSOs) be increased?

6. The Framework is all about how we plan to work together more efficiently and effectively to obtain better outcomes within the resources we have.

7. Our annual sport budget is forecast to remain at approximately \$22 million over the next three fiscal years. But let's not forget the historic additional investments in KidSport and Indigenous Sport that our Government has made.

Contact:

Margo Ross

Executive Director

Sport Branch

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2020/21 Estimates Note Advice to the Minister

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

Title: Saanich Commonwealth Pool Q&A

Revised: January 13, 2020

Key Messages:

- Saanich Commonwealth Pool provides a unique daily training environment for elite and developing high performance athletes in a range of aquatic sports.
- Saanich Commonwealth Pool continues to be important. Last September, Saanich Council voted unanimously to continue providing high performance sport organizations and clubs with preferred access.
- Our government was proud to contribute \$100,000 in fiscal 2018/19 to ensure athletes training at the pool continued to be supported through to the 2020 Olympic and Paralympic Games.

Questions and Answers:

1) The decision was made to relocate the national training centre for swimming from Saanich Commonwealth Pool to Vancouver. Is there something wrong with the facility?

- Absolutely not. National Sport Organizations (NSOs) make decisions on where to house their national training centres based on many factors.
- Swim Canada made the decision to focus its efforts on two High Performance Centres – Toronto and Vancouver. Our Government respects the decisions Canada's NSOs make in the best interest of their sport and are thrilled that B.C. remains a key training site.
- Victoria and the Saanich Commonwealth Pool will continue to be important for athlete development in swimming.
- Additionally, it is anticipated that Diving, Triathlon and Para Triathlon will maintain national training centres at the facility.

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2) In March 2019, government provided \$100K in funding to extend the operating agreement for one year to support athletes preparing for the Tokyo 2020 Olympic and Paralympic Games. This agreement expires in August 2020. What then?

- Our immediate focus has been to extend terms of the Agreement to support athletes preparing for the Tokyo 2020 Olympic and Paralympic Games. We are pleased to have been able to achieve that.
- The District of Saanich will be leading consultation process to determine how best to balance usage of the facility. The population of the District of Saanich has grown – so too has the need for enhanced public access for learn to swim programs and recreational pool use.
- I am pleased that the local government continues to value its role as a high-performance centre and will be consulting with high performance users as well as community users.

Contact:

Margo Ross Executive Director Sport Branch 778-698-3371

2020/21 Estimates Note Advice to the Minister

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

Title: FIBA Q&A

Revised: January 15, 2020

Key Messages:

- Event hosting generates tourism, economic and community benefits for British Columbians.
- The Province is pleased to contribute \$350,000 to the 2020 International Basketball Federation (FIBA) Men's Olympic Qualification Tournament through the Tourism Events Program and Major Events Program under the Ministry of Tourism, Arts and Culture (TAC).
- B.C. has developed a reputation for hosting high-calibre, international sporting events, like this one.
- We've also recently hosted a series of Olympic and Paralympic Qualification events such as the WBSC Americas Olympic Softball Qualifier in Surrey last summer.
- We'll also be hosting the Wheelchair Rugby Paralympic Qualifier in March at the Richmond Olympic Oval.

Questions and Answers:

1) What is the significance of the FIBA Men's Basketball Olympic Qualifying Tournament?

- The tournament is one of four world-wide FIBA Olympic qualifiers and is the last chance for national teams to earn a place at the 2020 Olympic Games in Tokyo.
- Team Canada is one of six teams competing at this qualifier for one birth to the Olympic Games.
- The event will promote high-performance sport and showcase Team Canada as role models for the next generation of athletes.
- B.C. is a top destination for visitors from around the world. We welcomed 6.1 million international visitors in 2018.

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- Tourism is a big contributor to our economy. It generated \$18.4 billion in revenues for B.C. in 2017 and currently employs over 137,000 people.
- The tournament's economic impact is estimated at \$6.8-\$10 million.

2) How is the Province supporting the FIBA Olympic Qualifier event in June?

- We are pleased to have awarded the tournament organizers with \$350,000 through the Tourism Events Program and the Major Events Program.

3) What will the funding go towards specifically?

- Major Event Program Funds are used to offset operational expenses such as facility rental, local transportation and food and accommodation for athletes, team officials and technical officials.
- Tourism Event Program funds are used for marketing and promotional activities, such as advertising, media relations and website development.

4) Why is the government supporting this event?

- Top competitions like this one inspire us to engage in sport and cheer on our province's top athletic talent.
- Hosting this Olympic Qualifier helps reinforce British Columbia's reputation as a global sport hosting locale and will build on the success of the 2019 WBSC Women's Softball Olympic Qualifying Tournament held in Surrey last summer.
- The Tourism Events Program supports events that showcase B.C.'s tourism experiences and help attract international visitors.
- The Major Events Program focuses on the hosting of single-sport events, such as world championships, that support a national sport organization's high-performance plans for national team athletes.

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Contact:

Margo Ross Executive Director Sport Branch 778 698-3371

2020/21 Estimates Note Advice to the Minister

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

Title: Gender Equity in Sport Q&A

Revised: January 20, 2020

Key Messages:

- Gender equity is a key priority for our government– all Ministries are required to apply Gender Based Analysis (GBA+) to inform their work.
- Our 2020/21 Service Plan continues to put a clear focus on gender equity in sport. The performance measure sets targets for the percentage of female sport leaders at the board of directors and executive levels.
- To date, B.C. is the only jurisdiction in Canada to set gender equity targets for sport leadership in its service plan.
- B.C.'s Sport Sector is working hard to achieve these targets. I am proud to say that our target for 2019/20 was 39 per cent; we reached 42 per cent. We are committed to continue to improve and move to 44 per cent by 2021/22.

Questions and Answers:

1) What is the gender split in sport?

- Sport participation rates are higher for males than females. Of total membership in Provincial Sport Organizations, 58 per cent are male and 42 per cent are female.
- These rates have been reasonably consistent over time and we believe the only way to make improvements is to increase the number of women in leadership positions in sport.
- In 2018/19 only 39 percent of sport leadership positions were held by women. Higher than the national average of 34 per cent, but still not good enough.
- So we've been working closely with the sector to make a concerted effort to improve that. And I am proud to say we're making progress.

2020/21 Estimates Note Advice to the Minister

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

2) Why are you focusing just on women leaders?

- We chose to measure the gender equity in sport leadership because gender equity in sport starts with the decision-makers – particularly those who bring diverse perspectives.
- While the service plan's performance measure focuses on female leadership in sport, we also use a GBA+ lens on all Ministry activities and we use a variety of metrics to measure performance.
- The BC Sport Participation Program, for example, requires grant recipients to report on gender, age, Indigenous, new Canadians and other socio-economic data.
- Currently, more boys than girls receive KidSport grants each year and so we have asked KidSport BC to work with their chapters to find out why, and to assess how to increase access for girls. This is one of the key objectives of the \$2.5 million we provided in 2018/19 to Sport BC to expand KidSport programming.

3) What are you doing to achieve gender equity in sport?

- We are working closely with the sport sector on a number of important initiatives:
 - Expansion of the After School Sport and Arts Initiative to pilot an adolescent girls initiative in Nanaimo, Prince George and Kamloops.
 - viaSport (B.C.'s main service delivery partner) has developed a communications campaign (#LEVELTHEFIELD) to encourage a more inclusive sport culture for under-represented groups, such as women and girls, persons with disabilities and those who identify with the LGBTQI2S community.
 - viaSport also chairs a Girls and Women's Advisory Group and is currently developing a framework to increase female participation in sport.
 - The Province partnered with the Canadian Association for the Advancement of Women and Sport and viaSport to sponsor a "Women on Boards" webinar.

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

- The BC Games Society's mandate letter provides direction to actively seek out candidates for board renewal that reflects diversity. The board was renewed in January 2019 – it has an even gender split.

Contact:

Margo Ross Executive Director Sport Branch 778 698-3371

2020/21 Estimates Note Advice to the Minister

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

Title: Invictus Games Q&A

Revised: January 13, 2020

Key Messages:

- The Victoria Military Sport Society submitted a bid to host the 2022 Invictus Games. Our Government was proud to step up and support the bid.
- On January 15th, 2020 the 2022 Invictus Games were awarded to Dusseldorf, Germany.
- I want to congratulate Dusseldorf on a successful bid to bring the Invictus Games to Germany for the first time.

Questions and Answers:

1) Why did government support the bid for the 2022 Invictus Games?

- Marquee events such as the Invictus Games can provide tremendous benefits such as sport, economic and community development and can demonstrate how sport can bring together cultures and promote inclusion.
- The Invictus Games are a prestigious international event that shows the extraordinary courage of military veterans and the rehabilitative power of sport.

2) Why was Victoria's bid unsuccessful?

- Victoria submitted an attractive bid, backed by strong community support and military connection as home to the Western naval base.
- Canada hosted the Invictus Games in 2017 in Toronto.
- Dusseldorf has world-class venues and Germany has not hosted the Invictus Games before.

2020/21 Estimates Note Advice to the Minister

Ministry: Ministry of Tourism, Arts and Culture
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3) Do you anticipate any future bid for the Invictus Games?

- Following the 2022 decision, the Greater Victoria Military Sports Society publicly indicated a desire to pursue a bid for the 2024 Invictus Games.
- Government has made no decision regarding its support for a future bid.

Contact:

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2020/21 Estimates Note Advice to the Minister

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

Title: Indigenous Sport, Physical Activity and Recreation Council (ISPARC) Strategy Q&A

Revised: January 13, 2020

Key Messages:

- The Ministry is proud to invest \$1.4 million annually with ISPARC.
- ISPARC delivers cost effective and impactful programming that directly aligns with the Province of B.C.'s commitment to adopt and implement the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) and the Calls to Action of the Truth and Reconciliation Commission.
- We consulted with ISPARC in the development of our new BC Sport Framework and Reconciliation Through Sport is a key component of the new Framework.

Questions and Answers:

1) What is the Indigenous Sport, Recreation and Physical Activity Strategy (Strategy)?

- In 2008, ISPARC created the Aboriginal Sport, Recreation and Physical Activity Strategy as a legacy of the Cowichan 2008 North American Indigenous Games.
- The Strategy guides ISPARC's work in areas of healthy living, sport, leadership development and business development.
- Both the Ministry of Tourism, Arts and Culture (TAC) and the Ministry of Health provide funding for the Strategy.
- Currently, our Ministry provides \$1.4 million to support sport programs and Health provides just over \$0.8 million to support healthy living activities.

2) Why is ISPARC renewing its Indigenous Sport, Recreation and Physical Activity Strategy?

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- The current Strategy is ten years old and is being renewed to reflect current work and emerging priorities (e.g. Truth and Reconciliation).
- Building on the Strategy developed in 2008, the focus remains to contribute to a healthier future for individuals, families and Indigenous communities by making sport, physical activity and recreation a priority.
- As the lead government Ministry for Sport, we have been working with ISPARC to socialize the renewed Strategy with other Ministries such as Mental Health and Children and Family Development to identify opportunities for enhanced partnership and alignment.

3) What are you doing for Indigenous Peoples with a disability?

- Indigenous people with disabilities face multiple barriers to accessing sport in this province.
- That's why our Government has invested in a process to bring together ISPARC, the BC Aboriginal Network of Disability and BC's Disability Sport Organizations to advance sport for Indigenous peoples with disabilities.
- ISPARC is leading that process and a first meeting was hosted February 4 at the Musqueam Cultural Centre.

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2020/21 Estimates Note Advice to the Minister

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

Title: KidSport – outcomes to date with additional funding Q&A

Revised: January 22, 2020

Key Messages:

- Our Government's top priority is making life more affordable for B.C. families – particularly those who live at or below the poverty line.
- We know that many families face financial barriers to sport – that's why last year we made a one-time investment of \$2.5 million to Sport BC so that it can expand KidSport programs over three years.
- This expansion aims to increase participation by children who are often under-represented in sport, including children from lower-income families, Indigenous children, children and youth with disabilities, girls and newcomers to Canada.

Questions and Answers:

1) Why is this one-time funding – why isn't it being added to the Ministry's budget?

- Currently, the Province invests \$400,000 annually in Sport BC to fund KidSport BC, which leverages an additional \$2 million through community and provincial chapter fundraising.
- Government's one-time investment of \$2.5 million in 2018/19 is about doing things differently and creating new partnerships. We want to test those ideas out and evaluate them before considering any additional funding.

2) It's been a year since the announcement – what has been done?

- The primary focus to date has been creating new partnerships and engaging in consultations to ensure investment best meets the needs of the citizens we're trying to reach.
- Consultations do take time. But they are critically important. Consultations are particularly important in the context of Truth

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and Reconciliation – and many of the initiatives under development are with Indigenous organizations and communities.

- A number of initiatives are close to being ready to launch and I look forward to announcing some incredibly innovative and exciting new partnerships in the weeks and months ahead.

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2020/21 Estimates Note Advice to the Minister

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

Title: Olympic 10 year anniversary (Paralympics) Q&A

Revised: January 16, 2020

Key Messages:

- 2020 marks the 10-year anniversary of the Vancouver 2010 Olympic and Paralympic Winter Games.
- My Ministry was proud to help bring some coordination across national and provincial level organizations in the sport, tourism, municipal and other sectors.
- We were also proud to partner with viaSport to create the 2020 Winter Spirit Grants so that communities across the province could channel that Olympic and Paralympic spirit and create winter sport opportunities for those who face barriers to sport participation.

Questions and Answers:

1) What did the Province do to support the 10 year anniversary?

- Through PavCo and Destination BC, the Province is directly supporting a number activities that are free and accessible to the public – such as the Olympic and Paralympic day torch lightings.
- My Ministry helped bring all the national, provincial and local organizations together at one table to provide a more coordinated approach to the anniversary.
- My Ministry also partnered with viaSport to ensure communities beyond just Vancouver could channel the Olympic and Paralympic Spirit through a 2020 Winter Spirit Grant program. This program will provide micro-grants to help communities provide winter sport opportunities for those who face barriers to sport participation.

2) How much did the Province contribute to the 2010 Olympic and Paralympic Anniversary?

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- The 2010 Anniversary events were primarily funded through local governments, local tourism associations, the Canadian Olympic and Paralympic Organizations/Foundations, and corporate sponsorship.
- Most of the Province of B.C.'s support was Value in Kind to help support activities that are free and accessible to the public.
- Through viaSport, the Province will also be supporting the 2020 Winter Spirit Grants.

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2020/21 Estimates Note Advice to the Minister

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

Title: Parliamentary Secretary for Sport

Revised: February 6, 2020

Key Messages:

- Our former Parliamentary Secretary (PS) for Sport did an excellent job engaging with our sport sector around strategies to expand sport participation.
- While I am grateful for the truly impressive work the PS did in this area, I am proud to serve as the Minister responsible for sport here in B.C.

Questions and Answers:

1) What consultations did the PS undertake while he was still in his role as the PS for Sport? Were you involved in any of the consultations?

- Both myself and the PS have been engaged in consultations with the sector on strategies to expand sport participation in B.C.
- We have both met with the Multi-Sport Organization Leadership council, and Sport BC's roundtable – two groups which make up the bulk of B.C.'s sport sector.
- We have also held one on one meetings with a broad range of other sport organizations, including ProMotion Plus, the BC Seniors Games Society, the Indigenous Sport, Physical Activity and Recreation Council (I-SPARC), and Metis Nation BC.
- The PS also traveled around the province, hosting a number of roundtables on the topics of physical literacy, gender equity in sport, and disability sport.
- Both the PS and myself have attended viaSport's SportScape – semi-regular gatherings attended by the entire sport sector in B.C.

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- All of these consultations have informed our policies, programs, and investments in the sector, and have contributed to B.C.'s forthcoming Sport Framework.

2) Now that sport does not have a dedicated PS, what happens to the sport file? Sport is not in the name of your Ministry – does that mean it is not as important?

- Sport continues to be of top priority for myself and my Ministry. While we are sad to lose the PS on this file, I am excited to lead the work in this area.

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- I will continue to engage regularly with the sport sector, as I have done since I was sworn into office. I will continue to listen to the challenges and concerns of the sport sector, and I will continue to be a strong advocate and champion for sport in B.C.

Contact:

Margo Ross Executive Director Sport Branch 778-698-3371

2020/21 Estimates Note Advice to the Minister

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

Title: Racism in Sport Q&A

Revised: January 17, 2020

Key Messages:

- Racism has no place in sport – or any segment of our society.
- Our government is taking leadership to combat racism across sectors by introducing new programs such as Resilience BC.
- To augment this work in the sport sector, we are partnering with viaSport to develop and implement a new Safe Sport program to address harassment, abuse and discrimination in sport.

Questions and Answers:

1) Two coaches were fired in the NHL because of racial slurs and we hear of professional athletes using racial slurs – what are you doing to address these issues in B.C.?

- Our Ministry does not have authority over professional sport, but I am glad to see some teams and some sports are taking responsibility to address racism in professional sport. The culture of professional sport needs to change.

2) Your Ministry is responsible for amateur sport – what are you doing to combat racism within amateur sport?

- Racism also has no place in amateur sport – or anywhere in B.C. Our government is taking strong action.
- B.C. is developing a Safe Sport program that will provide tools and resources to help sport address harassment, abuse and discrimination in sport that can be helpful in both the amateur and professional sport environment.
- We're working closely with the Indigenous Sport, Physical Activity and Recreation Council to help better educate non-Indigenous people on Indigenous and Metis culture and creating environments based on mutual understanding and respect.

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- The BC Games Society is implementing new measures for the 2020 Winter Games to better educate athletes, coaches, and volunteers on the importance of respect for all, appropriate behavior on and off the field of play, and living the values of fair sport.
- We are also supporting measures that showcase what good sport looks like. We hear so much in the media about what is wrong, that it drowns out all the incredible work B.C.'s sport sector is doing to make sport more inclusive:
 - the Province's Premiers Awards of Excellence honour Indigenous youth who have achieved excellence in sport, display leadership qualities on and off the field of play and serve as positive role models in their communities.
 - In partnership with Sport BC, our Government will be launching a new "Delivering on Diversity" Award at the 2020 Athlete of the Year Awards. This award will showcase a provincial, disability, or multi-sport organization that is changing the culture of amateur sport for the better.

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2020/21 Estimates Note Advice to the Minister

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

Title: Service Plan Goals and Performance Measures – Sport Q&A

Revised: January 22, 2020

Key Messages:

- The Ministry's sport goals, objectives and performance measures are consistent with Government's commitment to a strong, sustainable economy.
- Hosting sport events brings economic, community and tourism development to all regions of the province.
- Government is committed to delivering services that people count on. This means ensuring that barriers to inclusivity in sport are reduced so that all British Columbians can participate and achieve in sport.
- Our sport performance measure focuses on achieving gender equity for our funded sport organizations' leadership. We are expecting to exceed our 2019/20 target of 39 per cent and have set the 2020/21 target at 44 per cent.

Questions and Answers:

1) Your service plan says you are committed to Gender Based Analysis Plus (GBA+). Why then are you only including female leadership as a performance measure? What about participation and coaching etc. – and other population groups?

- While the service plan's performance measure focuses on female leadership in sport, we use a GBA+ lens on all Ministry activities.
- We also collect information on a variety of metrics in our programs. The BC Sport Participation Program, for example, requires grant recipients to report on gender, age, Indigenous, new Canadians and other socio-economic data.
- Much of this information relies on self-identification, and is collected by very busy volunteers, so it is not always possible to obtain comprehensive data.

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- However, as we implement the BC Sport Framework, we will continue to identify and monitor indicators of success and areas where we can improve.

2) How are you making sport more inclusive and reducing barriers to sport?

- Government is making sport more inclusive and reducing barriers to sport by:
 - Investing in the Indigenous Sport, Physical Activity and Recreation Council to reach Indigenous youth across the province and to expand programming to reach Indigenous peoples with disabilities.
 - Providing funding for organizations and communities, providing sport programs for targeted populations, including girls and women, low income families, individuals with a disability, new Canadians, and the 55+ population.
 - Promoting gender equity at all levels in participation and leadership by providing support and resources for B.C. sport organizations.
 - Continuing to implement provincial programming that addresses harassment and abuse to foster safe and inclusive environments for sport in B.C.

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2020/21 Estimates Note Advice to the Minister

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

Title: Sport Event Hosting Q&A

Revised: January 13, 2020

Key Messages:

- B.C. has a strong reputation for hosting exceptional sport events and is a welcoming and inspiring location with world class infrastructure.
- B.C. invests over \$3 million annually in sport event hosting as it brings substantial benefits for provincial and local economies and contributes to the broader social and cultural development of communities, helping to improve quality of life and well-being.
- Hosting contributes to provincial sport participation and high-performance objectives by providing valuable competitive opportunities for B.C. athletes and by raising the profile and reputation of sport.

Questions and Answers:

1) How does the Ministry invest in sport event hosting?

- The Sport Branch supports events through three programs:
 - \$500,000 annually to the Hosting BC program. Grants of up to \$35,000 are administered by viaSport to help communities around the province host sporting events.
 - \$500,000 annually in grants for major events such as world championships and world cups.
 - \$2.2 million to host biennial BC Winter Games and BC Summer Games, and an annual 55+ BC Games.
 - Funding from the Tourism Events Program also supports many sport events.

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2) What is the return on investment from hosting sport events?

- The province committed \$2.3 million to the 2019 International Ice Hockey Federation (IIHF) World Junior Hockey Championships which generated \$43.8 million in economic impact in B.C.
- The BC Summer and BC Winter Games typically generate an economic impact of \$2 million.

3) How are marquee events funded?

- Marquee events such as the 2019 IIHF World Junior Hockey Championship are funded outside of the Ministry budget.
- Marquee events are evaluated by applying criteria that assess their ability to provide sport, economic and tourism benefits, and leave legacies such as trained volunteers, new or enhanced job skills, etc. This assessment is usually done on a case-by-case basis by Ministry staff, in consultation with other Ministries – and as requests come to the Ministry or Cabinet.

4) How did the province support the 2020 Olympic and Paralympic qualification process?

- B.C. will have hosted five Olympic and Paralympic qualification tournaments leading up to the 2020 Games.
- Funding from Hosting BC, the Major Events Program and the Tourism Events Program supported the:
 - World Baseball Softball Confederation (WBSC) America's Olympic Qualifier (Women's Softball)
 - International Hockey Federation (FIH) Men's Field Hockey Olympic Qualifier
 - International Wheelchair Rugby Federation (IWRF) Paralympic Qualifier (Wheelchair Rugby)

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- North, Central America and Caribbean Volleyball Confederation (NORCECA) Men's Volleyball Olympic Qualifier
- International Basketball Federation (FIBA) Men's Basketball Olympic Qualifier

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2020/21 Estimates Note Advice to the Minister

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

Title: Sport Funding Allocations Q&A

Revised: January 23, 2020

Key Messages:

- Our government continues to invest over \$50 million annually in sport.
- For fiscal 2020/21, allocations will remain at \$50 million; however, funding for specific programs or initiatives may shift to ensure alignment with the BC Sport Framework.

Questions and Answers:

1) What is the funding for 2020/21?

- The Ministry of Tourism, Arts and Culture (TAC) will invest \$22.3 million in sport from two funding sources:
 - 1. Voted Appropriations (\$21.1 million)
 - 2. Statutory Appropriations (\$1.2 million)

2) Funding for the sector has been status quo for many years yet the cost of sport is increasing. Why won't you increase funding to support the BC Sport Framework.

- It is incorrect to say there is no new funding to support the BC Sport Framework.
- Our Government has made historic investments in KidSport and Indigenous Sport. Affordability and Reconciliation are top priorities for our Government and we've invested additional dollars.
- Our Government has also been hard at work to leverage further investment in sport through other revenue sources.
 - I have signed agreements with the Federal Government to bring new federal investment for Indigenous programming within B.C.

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- Our government signed a historic gaming revenue sharing agreement with First Nations so that Indigenous communities that want to expand sport and recreation programming will be able to access funding through this source.
- Our government signed an agreement with the Federal Government to invest up to \$134 million in Community, Culture, and Recreation Infrastructure. Examples of sport projects funded through this new investment include:
 - Funding for a new field house at the Cowichan Sportsplex including fully accessible public washrooms and changerooms;
 - New multi-purpose recreation facilities for the Sumas First Nation that will include a gym, aquatic space and fitness centre.

3) How will the funding be allocated in 2020/21?

- Over \$21 million will be directly transferred to the provincial sport sector and includes:

viaSport	\$15.4 million
BC Games/55+ BC Games	\$ 2.2 million
Indigenous Sport (ISPARC)	\$ 1.2 million
After School Sport and Arts Initiative	\$ 0.750 million (and an additional \$1 million from arts and culture)
Ministry Administered Grants	\$ 1.2 million

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2020/21 Estimates Note Advice to the Minister

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

Title: Sport Safety Initiative Q&A

Revised: January 16, 2020

Key Messages:

- Any harassment and abuse in sport is completely unacceptable.
- For the past few years, we have been supporting viaSport to lead work in this area.
- In consultation with the sport sector and other experts in the child protection and legal fields viaSport has developed a Safe Sport Program focusing on key areas:
 - Prevention and Awareness
 - Reporting
 - Complaint Management (which includes investigation)
 - Compliance
- This program will build on the work being done nationally, and will clearly position B.C. as a leader in Canada.

Questions and Answers:

1) Why will this position B.C. as a leader? Isn't the federal government / Sport Canada putting millions into safe sport?

- The Federal and Provincial-Territorial commitment to the Red Deer Declaration clearly demonstrated that sport safety is a non-partisan issue and we all agree that sport must be inclusive, positive and free from maltreatment.
- Our Safe Sport plan will be comprehensive and will leverage Sport Canada's investments, including:
 - the Canadian Sport Helpline;
 - the Universal Code of Conduct; and
 - various Safe Sport resources, which will be available to provincial and community-level sport organizations
- In addition, we will take a multi-sector approach to explore how we can use the incredible work that has been done already – for

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example, the Ministry of Education's *erase* campaign, Advanced Education's Safe Campuses, WorkSafe's and public sector harassment policies as well as national resources such as Commit to Kids and Respect in Sport.

2) How much is this costing? And how will it be sustained?

- The Ministry and viaSport are each contributing \$125,000 to a Safe Sport Fund that will provide initial support for the program over the first few years.
- Safe sport is a shared responsibility. viaSport will work with B.C.'s provincial sport and multisport organizations to develop a self-financing model for the longer term.

3) Will this be mandatory? Will sport organizations get their funding cut if they don't comply?

- Adopting and implementing the Universal Code of Conduct will be a mandatory condition of funding next year.
- We know that the B.C. sport sector is deeply committed to safe, inclusive and positive sport – Sport organizations want to do the right thing – and the Safe Sport program will help them do it.

4) How will this help parents feel safe putting their kids in sport? We keep hearing about abuse in sport?

- Abuse has no place in sport. It's heart-breaking to hear the victims tell their stories. I commend them for their bravery in speaking out.
- We are looking at a citizen-centered approach. This means that all those involved in sport will know what to look for, where to go to get help, and feel supported and have confidence that harassment and abuse is being addressed effectively.

5) How long will this take / Why is it taking so long?

- viaSport will begin implementing in the fall of 2020.

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- Safe sport is everyone's responsibility so we want to make sure that this is a thoughtful approach and can be effectively implemented at all levels of sport in B.C.
- Some components may be in place earlier – and sport organizations already have or are developing policies, processes and mechanisms to make sport safer.

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2020/21 Estimates Note Advice to the Minister

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

Title: Truth and Reconciliation Q&A

Revised: January 22, 2020

Key Messages:

- Our Government is committed to responding to the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) and the Calls to Action of the Truth and Reconciliation Commission of Canada.
- My ministry continues to make significant progress to implement UNDRIP and the Calls to Action related to sport.

Questions and Answers:

1) What is the government doing to implement UNDRIP and the Calls to Action related to sport?

- The Ministry of Tourism, Arts and Culture (TAC) provides \$1.4 million annually to the Indigenous Sport, Physical Activity and Recreation Council to support implementation of the Aboriginal Sport, Recreation and Physical Activity Strategy.
- For each of the five Calls to Action related to sport, a number of activities are underway in B.C. to support the recommendations.
- Accomplishments over the past year include:
 - Our \$1.4 million annual investment in the Indigenous Sport, Physical Activity and Recreation Council (ISPARC) to support their Sport Strategy. ISPARC reaches about 25,000 Indigenous people each year through their remarkable programs.
 - \$1.46 million in 2018/19 to ISPARC to support Team BC's participation in the 2020 North American Indigenous Games.
 - Piloting new Indigenous sport opportunities at the BC Summer and Winter Games, including Archery at the 2020 BC Winter Games in Fort St. John. Several sports are

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currently being considered for the 2020 Summer Games in Maple Ridge.

- The BC Games Society is partnering with ISPARC and BC Lacrosse to select Indigenous participants for Box Lacrosse at the 2021 Canada Summer Games.
- Launching the new Indigenous Sport Gallery at the BC Sports Hall of Fame and Museum. This is the largest permanent Gallery in the world dedicated to Indigenous Sport and won two international awards in 2019, including Best New Exhibit in the World by the International Sports Heritage Association.
- Investing in a pilot initiative to reach more Indigenous people with disabilities. We are working with ISPARC, the British Columbia Aboriginal Network on Disability, Disability Sport Organizations and other key stakeholders to identify service gaps and create action plans.
- In partnership with KidSport BC, the Ministry is funding expanded opportunities for Indigenous children and youth who cannot afford to register in sport. Programs under development include a partnership with BC Housing, BC Hockey and the Hazelton Minor Hockey Association to give Indigenous youth an opportunity to play ice hockey.

Contact:

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2020/21 Estimates Note Advice to the Minister

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

Title: viaSport British Columbia Society Q&A

Revised: January 17, 2020

Key Messages:

- Our government is committed to maximizing the power of sport in communities across the province through increased sport participation, achievement and excellence and sport event hosting.

Questions and Answers:

1) What is viaSport

- viaSport is the main service delivery partner for government's investment in the sport sector. It operates as an independent non-profit umbrella organization that represents over 70 provincially-focused sport organizations across the province that provide programs and services to more than 800,000 provincial sport organization members. Sport organizations include:
 - Fifty-four Provincial Sport Organizations (such as BC Soccer Association);
 - Seven Disability Sport Organizations (such as BC Wheelchair Sports); and
 - Twelve Multi-Sport Organizations (such as Canadian Sport Institute Pacific and SportMed BC) that provide a range of programs and services.

2) How much funding is administered by viaSport?

- viaSport administers approximately \$15.4 million in annual funding on behalf of the Ministry through an agreement that sets out the purpose of funding and reporting requirements.

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3) What key programs and initiatives are supported through this investment?

- Key programs and initiatives supported through this investment include:
 - Annual transfers to Provincial and Disability Sport Organizations (over \$8.8 million);
 - Annual transfers to Multi Sport Organizations such as the BC Sports Hall of Fame and Museum and Canadian Sport Institute Pacific (\$3 million);
 - Funding for a range of grant programs (\$2 million); and
 - Funding for viaSport operations and programs (\$1.6 million)
- Government's annual agreement is informed by government priorities, the Ministry's annual Service Plan; and mandate letters.
 - viaSport will be releasing a Strategic Plan in 2020, aligned with the Ministry's Sport Framework (to be released).

4) What other initiatives is viaSport working on with the Ministry?

- viaSport is working closely with the Ministry and sport sector to develop a Safe Sport program that will ensure athletes and sport participants are safe and protected from harassment and abuse.

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