

Berkes, Andrea TAC:EX

From: Brouwer, Shauna TAC:EX
Sent: June 2, 2020 1:00 PM
To: Brouwer, Shauna TAC:EX
Subject: FW: TB questions DBC Marketing
Attachments: s.12; s.13 05 27 2020 -mw (003) - ML-RP-SB(2).docx

From: Brouwer, Shauna TAC:EX
Sent: May 28, 2020 11:40 AM
To: Romanova, Tamara MAH:EX
Cc: Curtis, David MAH:EX ; Brouwer, Shauna TAC:EX
Subject: s.12; s.13

Please send to TB staff.

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s.12 ; s.13 ; s.17

**Destination BC Recovery Marketing Funding
Questions & Answers
June 22, 2020**

Advice to Minister of Tourism, Arts and Culture

Key Messages:

- B.C.'s tourism industry is among the province's biggest economic drivers and has been one of the hardest hit by the pandemic.
- The Province is taking steps to help all aspects of this important industry respond, recover and work towards resiliency following COVID-19.
- Destination BC (DBC) is receiving a boost to better position the organization to lead a major marketing strategy in support of the tourism industry's recovery.
- Destination BC is investing \$8 million in a domestic marketing campaign to encourage British Columbians, and other Canadians once appropriate, to make plans to travel within the province while international travel has ceased during the pandemic.
- Today the Province provided an additional \$5 million that will allow DBC to support tourism operators by stimulating domestic travel and maintaining B.C.'s global competitive advantage by encouraging the return of international visitors, when borders reopen.

Q1: What is the breakdown for all of the funds going towards DBC's recovery marketing campaign?

- The \$5 million provincial funding is in addition to the federal support provided to DBC by Destination Canada on June 2, 2020.
- This is in addition to the \$8 million DBC is investing in a domestic marketing campaign to encourage British Columbians, and other Canadians once appropriate, to make plans to travel within the province while international travel has ceased during the pandemic.
- The \$6 million in federal funding is being distributed to BC's nine-largest community destination marketing organizations, 47 community marketing groups, and sector partners in DBC's co-op marketing program.
- In light of COVID-19, Destination BC is adding a further \$1.5 million to the previously designated \$4.76 million co-op program.
- In total, this means \$12.26 million will be available for locally-driven programs supporting provincial and federal tourism goals.

Q2: When will this marketing campaign start?

- It's starting immediately.
- This campaign will build on the work Destination BC has been doing to keep Super, Natural British Columbia top of mind for travellers through their #explorebc later and #explorebc local campaigns.

- Both of these campaigns have encouraged people to plan their next vacation in B.C. and to support local tourism businesses.
- This third phase of the marketing campaign will turn up the dial on all that B.C. has to offer showcasing the different regions of our province and the variety of experiences available to visitors.

Q3:How do you know if communities are ready to welcome visitors and want to be included in the marketing campaign?

- The Province and Destination BC continue to work with our key partners within the tourism sector, local mayors and council, First Nations communities and partners like BC Ferries, to ensure that when the time is right, safety will be first and foremost when people are travelling through the province to summer destinations.
- Like all of us, B.C.'s communities are doing what is best for them. Some towns and regions who rely on tourism are eager to welcome B.C. visitors with safety measures in place, while others might not be ready to welcome outside visitors yet, and people need to respect that.
- Destination BC's Know Before You Go page is a great resource in planning your vacation.
- Contact the local visitor centre or Chamber of Commerce to find out what services are available and what may still be closed and be as self-sufficient as possible to avoid putting an additional burden on smaller communities.

Q4:What about the readiness and willingness of First Nations communities to welcome visitors?

- Indigenous communities have been tragically hit hard by pandemics in the past.
- We know some communities are concerned about the impact this virus could cause for their communities and their elders.
- Indigenous communities, particularly in remote areas, are facing unique circumstances and have specific needs.
- The Province is working with Indigenous communities to ensure everyone's safety and build confidence as we carefully resume travel within the province.
- First Nations have the authority to restrict travel into their communities, but access for others traveling through on provincial highways must be maintained.

Q5:Why are you allocating this money towards marketing instead of helping tourism businesses survive?

- By providing funds to market tourism destinations throughout the province, we will increase demand.
- This means people will get back to operating their businesses, allowing them to rehire staff and generate revenues.
- This investment is a first step towards long-term recovery for the tourism sector.

Q6:Why are you providing funding to attract international visitors when our borders are closed?

- British Columbia has a strong reputation with travellers from the U.S. and internationally, but the market to engage travellers is very competitive.
- We want to ensure B.C. retains its strong competitive position and reputation as a safe, beautiful place to visit once we are ready to welcome international visitors again.
- Delegating funding for the U.S. market and international travel will position tourism for a stronger recovery for summer 2021 and beyond.

Q7:When will international borders reopen?

- Re-opening our borders is under the federal jurisdiction.
- Right now, we're focused on domestic travel, encouraging British Columbians to explore their own provincial backyard.

Q8:What other provincial supports are being provided to the tourism sector?

- B.C.'s tourism industry is among our province's biggest economic drivers and has been one of the hardest hit by the pandemic.
- We are helping all aspects of this important industry respond, recover and work towards resiliency following COVID-19.
- Since the start, we've had regular, ongoing dialogue with industry leaders which has been key to our success in securing supports from the federal government for B.C.'s tourism sector.
- Early in the pandemic, Finance Minister Carole James released B.C.'s COVID-19 Action Plan which includes \$5 billion in supports for people and businesses.
- Our commercial rent assistance partnership with the federal government lowers rents for commercial property owners up to 75%, helping B.C. small businesses and non-profit organizations for April to June.
- BC took the additional step of protecting businesses by preventing landlords who are eligible for the commercial rent program from evicting tenants, even if landlords choose not to apply.
- Some of the additional supports for businesses through the COVID-19 pandemic, include:
 - an average 25% reduction in property tax bills and giving businesses more time to pay their property tax bills
 - deferral of tax payments for EHT, PST, carbon tax and others through September
 - BC Hydro bill relief for small businesses

- People who had their income affected by the outbreak can apply for the BC Emergency Benefit for Workers for a tax-free one-time payment of \$1,000, which is in addition to the Canada Emergency Response Benefit.
- a temporary residential rent supplement of up to \$500 per month, freezing residential rents, and stopping most evictions.
- With an additional \$600,000 in funding, we supported the development of and secured federal funding for the Tourism Business Network which to date has helped over 1,100 tourism businesses navigate the available supports and adapt their operators to the “new normal”.
- We also supported the development of and secured \$1.0M federal funding for the Tourism Business Network which is helping hundreds of tourism businesses navigate the available supports and adapt their operators to the “new normal”.

Q9: What other provincial supports are being provided to the tourism sector?

- We continue to meet with tourism stakeholders regularly and are bringing their concerns forward to our federal counterparts. Some of these supports to date include:
 - \$304 million allocated to Western Economic Diversification for the Regional Relief and Recovery Fund to support western Canadian businesses that have not been able to access support through other programs.
 - Western Economic Diversification Canada provided \$1.5 million in B.C. to support Indigenous tourism businesses and the BC Tourism Resiliency program.
 - The Canada Emergency Wage subsidy, which can provide a subsidy of 75% of employee wages, to help businesses re-hire workers previously laid off as a result of COVID-19. We were pleased the federal government responded to our calls to extend this program to August 29, 2020, and is consulting industry on potential changes, including the 30% revenue decline threshold.
 - The Canada Emergency Business Account, which provides interest-free loans of up to \$40,000 to small businesses and not-for-profits. We were pleased the federal government responded to industry concerns and expanded the program to include many owner-operated businesses.
 - The Canada Emergency Response Benefit for people who have stopped working because of COVID-19, including those who are self-employed.

Berkes, Andrea TAC:EX

From: Rempel, Lindsay FIN:EX on behalf of Ma, Tiffany J FIN:EX
Sent: June 18, 2020 1:31 PM
To: Brouwer, Shauna TAC:EX
Cc: Curtis, David MAH:EX; Colantonio, Stefan FIN:EX; Thompson, Amanda FIN:EX
Subject: TAC – Signed Decision Letter
Attachments: d TAC s.12; s.13 DL-signed.pdf

Please find attached a signed decision letter from the Chair of Treasury Board. A hard copy will be sent to your Minister's office.

Treasury Board Staff

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s.12 ; s.17

Berkes, Andrea TAC:EX

From: Brouwer, Shauna TAC:EX
Sent: June 3, 2020 1:15 PM
To: Romanova, Tamara MAH:EX
Cc: Curtis, David MAH:EX; Avison, Claire TAC:EX; Brouwer, Shauna TAC:EX
Subject: s.12; s.13
Attachments:

Tamara,
This is the final to send over to TB
Thx
Shauna

From: Walden, Marsha DBC:EX
Sent: June 3, 2020 12:12 PM
To: Brouwer, Shauna TAC:EX ; Lange, Maya DBC:EX
Cc: Porges, Richard DBC:EX
Subject: RE: can you check the highlights added thx s.12; s.13

Shauna,
Here are my edits, still highlighted in yellow. Hope this helps to clarify.
mw

From: Brouwer, Shauna TAC:EX <Shauna.Brouwer@gov.bc.ca>
Sent: June 3, 2020 8:42 AM
To: Lange, Maya DBC:EX <Maya.Lange@destinationbc.ca>; Walden, Marsha DBC:EX <Marsha.Walden@destinationbc.ca>
Cc: Porges, Richard DBC:EX <Richard.Porges@destinationbc.ca>
Subject: can you check the highlights added thx s.12; s.13

From: Lange, Maya DBC:EX <Maya.Lange@destinationbc.ca>
Sent: June 2, 2020 9:55 PM
To: Brouwer, Shauna TAC:EX <Shauna.Brouwer@gov.bc.ca>; Walden, Marsha DBC:EX <Marsha.Walden@destinationbc.ca>
Cc: Porges, Richard DBC:EX <Richard.Porges@destinationbc.ca>
Subject: RE:s.12; s.13

Hello Shauna,
I apologize for not sending this earlier – attached is an updated draft including your comments and ours. Let me know if you have any further questions or if anything doesn't make sense.

Thank you Shauna,
Maya

Maya Lange

VP, Global Marketing
Destination British Columbia
T: 604.953.6712
M: 778-991-4100
Maya.Lange@destinationbc.ca

From: Brouwer, Shauna TAC:EX <Shauna.Brouwer@gov.bc.ca>
Sent: June 2, 2020 2:12 PM
To: Walden, Marsha DBC:EX <Marsha.Walden@destinationbc.ca>
Cc: Porges, Richard DBC:EX <Richard.Porges@destinationbc.ca>; Lange, Maya DBC:EX <Maya.Lange@destinationbc.ca>
Subject: s.12; s.13

I have taken a crack at answering so you can see the level I would recommend answering at.



Shauna Brouwer, MBA
Deputy Minister
Office: (778) 698-0450
Direct: (778) 698-1845

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NEWS RELEASE

For Immediate Release
June 2, 2020

Destination British Columbia

Destination BC Partners with Destination Canada to Announce New Funding for Domestic Tourism Marketing

Vancouver—Destination BC and Destination Canada have announced a new partnership to increase funding for domestic marketing programs. Over the next 18 months, Destination Canada will invest \$30 million with Canada's Provincial and Territorial Marketing Organizations to support the recovery of communities across the nation.

From this program, Destination BC is receiving \$6 million, to be distributed as follows:

- \$4.5M will be allocated to BC's largest City/Community Destination Marketing Organisations (CDMOs), that generate 74% of industry revenues and employment. These include: Vancouver, Whistler, Victoria, Kelowna, Kamloops, Tofino/Ucluelet, Richmond and Prince George.
- \$1.5M will be allocated to BC's 47 Community Consortia (covering over 140 communities across BC) and 15 tourism experience Sectors who are participating in Destination BC's Co-Op Marketing Partnerships program for 2020/21. The \$1.5M from Destination Canada will be matched by \$1.5M from Destination BC and will be added to the \$4.76 Million already allocated for Destination BC's Co-op Marketing program, now with relaxed requirements for community matching. In total, this means \$7.76M will be available to Community Consortia and Sectors for locally-driven marketing programs supporting provincial and federal tourism goals. Details of the program will be available later this week.

Marketing initiatives will align with Destination Canada's national brand, *Canada. For Glowing Hearts.*, with BC-specific content to encourage residents to explore their own province. Activities will also align with Destination BC's own \$6 million Explore BC domestic marketing campaign, to be rolled out in Phase 3 of BC's Restart Plan, once intra-provincial travel is permitted, and for communities that are ready to receive visitors. Destination BC will be working with BC communities and tourism partners on the rollout, in the coming weeks.

Destination BC has worked closely with its provincial/territorial counterparts and Destination Canada, throughout the pandemic, to develop strategies for tourism recovery and resilience. Typically, Destination Canada solely focusses on international marketing, and does not invest in domestic campaigns. Given the impact of COVID-19 and the current closure of international borders, Destination BC helped Destination Canada to create a national model for driving domestic tourism.

The funding comes on the heels of major support announcements made during Tourism Week, including \$10 M from the BC Provincial Government to support CDMOs, and funding for the BC's Visitor Centre Network and Tourism Sector Associations, from Destination BC.

Quotes:**Honourable Lisa Beare, Minister of Tourism, Arts and Culture**

"When you support tourism, you support the people behind the small businesses that make up the foundation of our province. This new partnership between Destination Canada and Destination BC will play a vital role in re-starting British Columbia's tourism economy, supporting businesses across the province, helping residents to explore BC once it is safe to do so."

Marsha Walden, CEO, Destination BC

"Destination BC has enjoyed a long and collaborative relationship with Destination Canada, and has worked closely with their team for over a month to bring forward suggestions and ideas on the most effective opportunities for a domestic tourism marketing partnership. We're thrilled to see that they're moving forward on this initiative, and providing much needed funding to BC's tourism communities."

David Robinson, Interim President and CEO, Destination Canada

"The leadership team at Destination BC continues to demonstrate their progressive approach as an organization and partner. For years we have collectively laid the groundwork for a more effective and collaborative working ethos that is serving our country's and our province's tourism industry especially well during this crisis."

Nancy Small, CEO, Tourism Richmond and Chair, BC Destination Marketing Organization Association

"Communities across the province are the lifeblood of BC's tourism industry and they have been devastated by the global pandemic as travel has come to a standstill. This funding is welcome news as our Community Destination Marketing Associations look to collaborate with our industry partners to create campaigns and innovative programs that will welcome visitors back in the weeks and months to come."

Links and Resources:

- [Destination BC COVID-19 resource hub](#)
- [Destination BC's Response, Recovery, Resilience plan](#)
- [#exploreBClocal video](#)
- [Photos](#)

About Destination BC:

Destination BC is a provincially funded, industry-led Crown corporation that supports a strong and competitive future for BC's tourism industry through a combination of global marketing, destination development, industry learning, cooperative community-based programs, and visitor servicing. Destination BC receives approximately \$52 million each year, out of a Provincial investment of about \$140 million in BC's tourism ecosystem as a whole. These investments help to improve the visitor experience, support businesses and communities, and strengthen BC's worldwide reputation as a destination of choice. For more information about Destination BC's programs and services, please visit: <http://www.DestinationBC.ca/>

For additional information, please contact:

Destination BC Media Relations

Email: Media.Relations@DestinationBC.ca