

## **NR\_TTF Final Report Recommendations\_18Dec20\_SZCW**

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From: Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>  
To: Zoeller, Sonja TAC:EX, Pilling, Lisa GCPE:EX  
Sent: December 14, 2020 3:33:32 PM PST  
Received: December 14, 2020 3:33:00 PM PST  
Attachments: NR\_TTF Final Report Recommendations\_18Dec20\_SZCW.docx

Hi - see my one comment.

Thx

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Withheld pursuant to/removed as

s.13

## RE: Update: TTF Announcement

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From: Mayhew, Neilane TAC:EX <Neilane.Mayhew@gov.bc.ca>  
To: Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>, Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>, Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>, Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
Cc: Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>, Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Sent: December 16, 2020 7:41:19 AM PST  
Received: December 16, 2020 7:41:20 AM PST

Thanks Chris.

I also got a heads up on a couple of questions that Daniela is anticipating you will need some assistance formulating answers to. Salman and team will be able to assist.

Neilane

From: Harbord, Chris GCPE:EX  
Sent: December 15, 2020 6:13 PM  
To: Mayhew, Neilane TAC:EX ; Azam, Salman TAC:EX ; Ferguson, Suzanne A TAC:EX ; Zoeller, Sonja TAC:EX  
Cc: Wormald, Carla GCPE:EX ; Pilling, Lisa GCPE:EX  
Subject: Update: TTF Announcement

s.13

Chris Harbord

Communications Director  
Ministry of Tourism, Arts, Culture and Sport  
and responsible for Multiculturalism

Government Communications and Public Engagement  
P/M: 250 920-5079 | [chris.harbord@gov.bc.ca](mailto:chris.harbord@gov.bc.ca)

## RE: Update: TTF Announcement

---

From: Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
To: Mayhew, Neilane TAC:EX <Neilane.Mayhew@gov.bc.ca>, Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>, Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>, Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
Cc: Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>, Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Sent: December 16, 2020 7:48:54 AM PST  
Received: December 16, 2020 7:48:55 AM PST

Great – we heard of a few last night that Daniela wanted added but we should make sure we all have the same info.

We're also trying to lock down 10 am for the announcement FYI.

Cheers, Chris

From: Mayhew, Neilane TAC:EX  
Sent: December 16, 2020 7:41 AM  
To: Harbord, Chris GCPE:EX ; Azam, Salman TAC:EX ; Ferguson, Suzanne A TAC:EX ; Zoeller, Sonja TAC:EX  
Cc: Wormald, Carla GCPE:EX ; Pilling, Lisa GCPE:EX  
Subject: RE: Update: TTF Announcement

Thanks Chris.

I also got a heads up on a couple of questions that Daniela is anticipating you will need some assistance formulating answers to. Salman and team will be able to assist.

Neilane

From: Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
Sent: December 15, 2020 6:13 PM  
To: Mayhew, Neilane TAC:EX <Neilane.Mayhew@gov.bc.ca>; Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>; Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>; Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
Cc: Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>; Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Subject: Update: TTF Announcement

s.13

Chris Harbord

Communications Director  
Ministry of Tourism, Arts, Culture and Sport  
and responsible for Multiculturalism

Government Communications and Public Engagement  
P/M: 250 920-5079 | chris.harbord@gov.bc.ca



**RE:**

---

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
To: Romanova, Tamara MAH:EX <Tamara.Romanova@gov.bc.ca>  
Cc: Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>  
Sent: December 16, 2020 8:46:27 AM PST  
Received: December 16, 2020 8:46:28 AM PST  
Attachments: 41123\_Vrooman - JERI approved.docx

Hi Tamara,

The approach is as follows:

s.12; s.13

Does this answer your question? s.12; s.13

s.12; s.13

The attached version also includes some slight adjustments from JERI (Christine Little and Jo White), which I think may help to clarify things a bit.

Thank you,

Sonja Zoeller | Project Director, Tourism Sector Strategy

Tourism, Arts, Culture and Sport

Mobile: 250.812.6844 | Email: sonja.zoeller@gov.bc.ca

From: Romanova, Tamara MAH:EX <Tamara.Romanova@gov.bc.ca>  
Sent: December 15, 2020 4:56 PM  
To: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
Cc: Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>  
Subject: RE: For s.12; s.13

Thanks, a few comments:

s.13

## Medium Size Business Recovery Grant?

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
Sent: December 15, 2020 3:34 PM  
To: Romanova, Tamara MAH:EX <Tamara.Romanova@gov.bc.ca>  
Cc: Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>  
Subject: FOIS.12; s.13

Tamara,

Attached is a draft <sup>s.12; s.13</sup>  
approved the versio...

. David Curtis has

The intention is to send this out after <sup>s.12; s.13</sup> but before public  
announcement. Currently we estimate we would send it out on Monday.

ADM Azam is also checking the content with his colleagues at JERI and Health.

Apologies for the short turnaround, but we would appreciate receiving any feedback by tomorrow afternoon so that we can provide this to our DM and Minister.

Thanks,

Sonja Zoeller | Project Director, Tourism Sector Strategy

Tourism, Arts, Culture and Sport  
Mobile: 250.812.6844 | Email: sonja.zoeller@gov.bc.ca

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Withheld pursuant to/removed as

s.12 ; s.13

## Questions

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From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
To: Pilling, Lisa GCPE:EX  
Sent: December 16, 2020 10:07:32 AM PST  
Received: December 16, 2020 10:07:00 AM PST

1.How does the proposal align with the Tourism Task Force's recommendations?

s.13

- The Task Force also recommended expanding the eligibility criteria of the existing Small and Medium Size Business Recovery Grant, so that more businesses can qualify. Many of the recommended changes are reflected in JERI's proposal.

- Finally, the Tourism Task Force recommended making this emergency funding available as soon as possible. Launching applications in January 2021 will be well received.

2.Which eligibility criteria recommended by the Task Force are reflected in JERI's submission?

- The expanded criteria better meet the needs of the tourism sector by enabling businesses to apply that are:

- Seasonal

- Sole proprietors

- In operation for at least 18 months (compared to previous requirement for three years in operation)

- The application process has also been significantly streamlined and shortened to make it easier for businesses to apply.

s.12; s.13

s.12; s.13

Sonja Zoeller | Project Director, Tourism Sector Strategy

Tourism, Arts, Culture and Sport

Mobile: 250.812.6844 | Email: [sonja.zoeller@gov.bc.ca](mailto:sonja.zoeller@gov.bc.ca)

## sea wolf contact info

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From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
To: Pilling, Lisa GCPE:EX  
Sent: December 16, 2020 10:15:31 AM PST  
Received: December 16, 2020 10:15:00 AM PST

Mike Willie

s.22

250-230-2388

Sonja Zoeller | Project Director, Tourism Sector Strategy

Tourism, Arts, Culture and Sport

Mobile: 250.812.6844 | Email: sonja.zoeller@gov.bc.ca

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Withheld pursuant to/removed as

s.13

## Tourism Businesses

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From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
To: Pilling, Lisa GCPE:EX  
Sent: December 16, 2020 10:37:37 AM PST  
Received: December 16, 2020 10:37:00 AM PST  
Attachments: image001.png

Sonja Zoeller | Project Director, Tourism Sector Strategy

Tourism, Arts, Culture and Sport  
Mobile: 250.812.6844 | Email: sonja.zoeller@gov.bc.ca

From: Vickery, Elizabeth M JEDC:EX <Elizabeth.Vickery@gov.bc.ca>  
Sent: December 16, 2020 10:28 AM  
To: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
Subject: RE: following up

Hi, great yes here goes but I should ask – what definition of Tourism does TAC use?

Tourism

The definition of tourism used in the national tourism indicators (NTI) is that adopted by the World Tourism Organization and the United Nations Statistical Commission: “the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.”

<https://www.statcan.gc.ca/eng/nea/gloss/tourism>

and the additional wording we will be using:

Tourism sector businesses can include:

- Transportation
- Accommodation
- Food and beverage services
- Recreation
- Entertainment services
- Travel services

Accommodation includes:

- Hotels
- Inns



- Lodge
- Campsites
- Recreational vehicle rentals
- Other similar businesses

Accommodation excludes:

- Long-term stay
- Apartment
- Condominium sub-leases
- Home-stay arrangements
- Vacation rentals

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
 Sent: December 16, 2020 10:21 AM  
 To: Vickery, Elizabeth M JEDC:EX <Elizabeth.Vickery@gov.bc.ca>  
 Subject: RE: following up

Hi Elizabeth – thanks for this info. One other question...

I know the definition of a tourism business is being amended to align with Stats Can definition of tourism.

Do you have a list of business types or a link handy where we could review what falls under the Stat Can definition? Specifically, the question of restaurants came up.

Thanks!

Sonja Zoeller | Project Director, Tourism Sector Strategy

Tourism, Arts, Culture and Sport  
 Mobile: 250.812.6844 | Email: sonja.zoeller@gov.bc.ca

From: Vickery, Elizabeth M JEDC:EX <Elizabeth.Vickery@gov.bc.ca>  
 Sent: December 15, 2020 10:32 AM  
 To: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
 Subject: following up

s.13

Hope that helps.

Elizabeth Vickery

Executive Director

Small and Medium Sized Business Recovery Grant Program

Ministry of Jobs, Economic Development and Competitiveness

Telephone number 250-217-5055

<<https://strongerbc.gov.bc.ca/>>

## **KMQA TTF final report recommendations 18Dec 20 SZCH for MO**

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From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
To: Pilling, Lisa GCPE:EX  
Cc: Ferguson, Suzanne A TAC:EX  
Sent: December 16, 2020 11:37:30 AM PST  
Received: December 16, 2020 11:37:00 AM PST  
Attachments: KMQA\_TTF\_final report recommendations\_18Dec\_20\_SZCH for MO.docx

Lisa, a bit of feedback in the attached.

Looking good!

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Withheld pursuant to/removed as

s.13

## Minister's Message for Tuesday TTF Announcement

---

From: Mayhew, Neilane TAC:EX <Neilane.Mayhew@gov.bc.ca>  
To: Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>  
Cc: Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
Sent: December 16, 2020 4:10:54 PM PST  
Received: December 16, 2020 4:10:55 PM PST

Further to this Salman, would it be possible for staff on your team to take a first cut at this letter/message?

Neilane

Sent from Workspace ONE Boxer

On Dec. 16, 2020 3:55 p.m., "Mayhew, Neilane TAC:EX" wrote:

Just giving you a heads up Salman that the Minister wants to send out a message to the tourism sector that is more like a letter. From an audience perspective it will likely go beyond just the simple messaging in the NR. Daniela gave Chris a heads up on this so I assume she and team will get going on this but your team will need to help feed in to that.

We also need to think through the right channels to get the information out. Do we have a stakeholder distribution list or does DBC? Could the message be posted on DBC's website somewhere? I don't know the communication channels well enough so leaning on you and the team to help Chris with this.

Neilane Mayhew

Deputy Minister

Ministry of Tourism, Arts, Culture and Sport

778-698-0450

**FW:** s.12; s.13

---

From: Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>  
To: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>, Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>  
Sent: December 16, 2020 4:15:48 PM PST  
Received: December 16, 2020 4:15:49 PM PST  
Attachments: a s.12; s.13

Salman Azam, BA, CPD

Assistant Deputy Minister, Tourism Sector Strategy

Ministry of Tourism, Arts & Culture

Cell – 250-361-5440

From: "Curtis, David MAH:EX" <David.Curtis@gov.bc.ca>  
Date: Wednesday, December 16, 2020 at 4:10 PM  
To: "Mayhew, Neilane TAC:EX" <Neilane.Mayhew@gov.bc.ca>, "Azam, Salman TAC:EX" <Salman.Azam@gov.bc.ca>  
Subject: FW:s.12; s.13

FYI

From: Argast, Peter FIN:EX <Peter.Argast@gov.bc.ca>  
Sent: December 16, 2020 4:04 PM  
To: Curtis, David MAH:EX <David.Curtis@gov.bc.ca>  
Cc: Colantonio, Stefan FIN:EX <Stefan.Colantonio@gov.bc.ca>; Romanova, Tamara MAH:EX <Tamara.Romanova@gov.bc.ca>  
Subject:s.12; s.13

Hi David – we had the opportunity to make the changes identified by the ministry. Attached is the final version which has now gone to our minister for decision.

Thanks

Peter Argast  
A/Director

Treasury Board Staff  
Ministry of Finance  
T: 778-974-3608|M: 250-886-0412

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Withheld pursuant to/removed as

s.12 ; s.13

## **RE: Minister's Message for Tuesday TTF Announcement**

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From: Mayhew, Neilane TAC:EX <Neilane.Mayhew@gov.bc.ca>  
To: Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>  
Cc: Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
Sent: December 16, 2020 4:22:13 PM PST  
Received: December 16, 2020 4:22:13 PM PST  
Attachments: 41123\_Vrooman[1].docx

I think elements of this could work but it is more detailed than what is needed. I think it is a bit more simple along these lines:

s.13

Chris – Could you layer in other distribution channels?

Not sure who is best positioned to answer the question on whether DBC has channels they can use.

Neilane

From: Azam, Salman TAC:EX  
Sent: December 16, 2020 4:14 PM  
To: Mayhew, Neilane TAC:EX  
Cc: Harbord, Chris GCPE:EX  
Subject: Re: Minister's Message for Tuesday TTF Announcement

Great. Thanks Neilane. I'm attaching a draft of a letter to the Chair of TTF. Is this close to what you were thinking?

We have gotten feedback from JERI, Health and David Curtis has seen it too. I'm attaching for your thoughts, and will formally send through eapps once we have polished it a bit more.

For distribution channels – Chris is the expert on that. We would likely send the letter out to Industry Association heads, DBC, RDMOS, and CDMOS.

Salman Azam, BA, CPD



Assistant Deputy Minister, Tourism Sector Strategy

Ministry of Tourism, Arts & Culture

Cell – 250-361-5440

From: "Mayhew, Neilane TAC:EX" <Neilane.Mayhew@gov.bc.ca>

Date: Wednesday, December 16, 2020 at 3:55 PM

To: "Azam, Salman TAC:EX" <Salman.Azam@gov.bc.ca>

Cc: "Harbord, Chris GCPE:EX" <Chris.Harbord@gov.bc.ca>

Subject: Minister's Message for Tuesday TTF Announcement

Just giving you a heads up Salman that the Minister wants to send out a message to the tourism sector that is more like a letter. From an audience perspective it will likely go beyond just the simple messaging in the NR. Daniela gave Chris a heads up on this so I assume she and team will get going on this but your team will need to help feed in to that.

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Neilane Mayhew

Deputy Minister

Ministry of Tourism, Arts, Culture and Sport

778-698-0450

## **RE: Minister's Message for Tuesday TTF Announcement**

---

From: Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
To: Mayhew, Neilane TAC:EX <Neilane.Mayhew@gov.bc.ca>, Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>  
Sent: December 16, 2020 4:39:24 PM PST  
Received: December 16, 2020 4:39:24 PM PST

Yes I believe DBC would welcome a submission and share it widely.

I know MO is planning to share the minister's message with MLAs and key stakeholders, but it would be great if the TF members and other stakeholders could share with their members too.

From: Mayhew, Neilane TAC:EX  
Sent: December 16, 2020 4:22 PM  
To: Azam, Salman TAC:EX  
Cc: Harbord, Chris GCPE:EX  
Subject: RE: Minister's Message for Tuesday TTF Announcement

I think elements of this could work but it is more detailed than what is needed. I think it is a bit more simple along these lines:

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Neilane

From: Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>  
Sent: December 16, 2020 4:14 PM  
To: Mayhew, Neilane TAC:EX <Neilane.Mayhew@gov.bc.ca>  
Cc: Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
Subject: Re: Minister's Message for Tuesday TTF Announcement

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For distribution channels – Chris is the expert on that. We would likely send the letter out to Industry Association heads, DBC, RDMOS, and CDMOS.

Salman Azam, BA, CPD

Assistant Deputy Minister, Tourism Sector Strategy

Ministry of Tourism, Arts & Culture

Cell – 250-361-5440

From: "Mayhew, Neilane TAC:EX" <Neilane.Mayhew@gov.bc.ca>

Date: Wednesday, December 16, 2020 at 3:55 PM

To: "Azam, Salman TAC:EX" <Salman.Azam@gov.bc.ca>

Cc: "Harbord, Chris GCPE:EX" <Chris.Harbord@gov.bc.ca>

Subject: Minister's Message for Tuesday TTF Announcement

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Neilane Mayhew

Deputy Minister

Ministry of Tourism, Arts, Culture and Sport

778-698-0450

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
To: Pilling, Lisa GCPE:EX  
Cc: Ferguson, Suzanne A TAC:EX  
Sent: December 16, 2020 4:42:52 PM PST  
Received: December 16, 2020 4:42:00 PM PST  
Attachments: SN\_TTFs.13 \_MMM\_22Dec20\_CWCH.docx

Lisa, looking great. A few comments attached – let me know if you have questions.

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Withheld pursuant to/removed as

s.13

## **RE: FOR REVIEW - SN\_TTF tourism emergency funding\_MMM\_22Dec20\_CWCH - ASAP**

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From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
To: Ferguson, Suzanne A TAC:EX, Pilling, Lisa GCPE:EX  
Sent: December 16, 2020 4:43:51 PM PST  
Received: December 16, 2020 4:43:00 PM PST

I just had a few minutes between appointments – Lisa if you have any questions about my comments I'm free until 5pm, or after 6pm!

Sonja Zoeller | Project Director, Tourism Sector Strategy

Tourism, Arts, Culture and Sport  
Mobile: 250.812.6844 | Email: sonja.zoeller@gov.bc.ca

From: Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>  
Sent: December 16, 2020 4:42 PM  
To: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>; Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
Cc: Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>  
Subject: RE: FOR REVIEW - SN\_TTF tourism emergency funding\_MMM\_22Dec20\_CWCH - ASAP

Thanks Lisa -S.22 . I have had a read and think the SN look good.

Thx

From: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Sent: December 16, 2020 3:03 PM  
To: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>; Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>  
Cc: Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>  
Subject: FOR REVIEW - SN\_TTF tourism emergency funding\_MMM\_22Dec20\_CWCH - ASAP  
Importance: High

Hello Sonja and Suzanne-

Sharing the speaking notes for Minister's tourism emergency funding announcement on Tuesday for your review.

Chris and Carla have reviewed – please let me know if anything is missing or inaccurate – we're hoping to pass these along to Salman and Neilane this afternoon as well.

Thank you,

Lisa

## RE: TTF stakeholder comms Q

---

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
To: Pilling, Lisa GCPE:EX  
Sent: December 16, 2020 4:45:08 PM PST  
Received: December 16, 2020 4:45:00 PM PST

Sounds good! What's a C&P?

Sonja Zoeller | Project Director, Tourism Sector Strategy

Tourism, Arts, Culture and Sport  
Mobile: 250.812.6844 | Email: sonja.zoeller@gov.bc.ca

From: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Sent: December 16, 2020 4:37 PM  
To: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
Subject: RE: TTF stakeholder comms Q

I don't think she does know – I think this is Chris talking with MO and them asking me to check with you on what is in the works. I'll ask Chris to confirm with NM when I provide her with what you've shared and the question around sharing info with DBC to reach stakeholders. I think the expectation would be a C&P from the NR but will confirm

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
Sent: December 16, 2020 4:34 PM  
To: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Subject: RE: TTF stakeholder comms Q

Sounds good to me. Is Neilane aware of this change in timing? The original intention from what I understand is that it was to give a courtesy heads up to TTF members only (the letter) as a signal of partnership, collaboration, etc.

Is there an expectation that I am drafting newsletter content for DBC and TIABC?

Sonja Zoeller | Project Director, Tourism Sector Strategy

Tourism, Arts, Culture and Sport  
Mobile: 250.812.6844 | Email: sonja.zoeller@gov.bc.ca

From: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Sent: December 16, 2020 4:14 PM  
To: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
Subject: RE: TTF stakeholder comms Q

Okay – and that is to TTF members only, yes? I think there is a desire for the announcement to be made and then the letter to go out. We can suggest the DBC and TIABC channels along with the ITBC NR (once I confirm with Paula – tomorrow morning).

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
Sent: December 16, 2020 4:08 PM  
To: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Subject: Re: TTF stakeholder comms Q

All I've heard of as of now and s the letter, and I think we're aiming for Monday on that.

Sonja Zoeller

Project Director

Tourism, Arts and Culture

250-812-6844

Sent from my iPhone

On Dec 16, 2020, at 3:52 PM, Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca> wrote:

Hey – I know you mentioned there is a letter to the task force members planned before MMM's announcement Tuesday – is that still happening? We've just heard from the MO that they would like a message to the sector after the announcement – this touches on the DBC piece we talked about earlier but can you let me know if there is more communication planned before 5 today please?

Thank you – thank you,

LP



## **FW: Minister's Message for Tuesday TTF Announcement**

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From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
To: Pilling, Lisa GCPE:EX  
Sent: December 16, 2020 6:13:37 PM PST  
Received: December 16, 2020 6:13:00 PM PST  
Attachments: 41123\_Vrooman[1].docx

FYI – let's connect on this in the morning.

Sonja Zoeller | Project Director, Tourism Sector Strategy

Tourism, Arts, Culture and Sport

Mobile: 250.812.6844 | Email: sonja.zoeller@gov.bc.ca

From: Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>  
Sent: December 16, 2020 5:12 PM  
To: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
Subject: FW: Minister's Message for Tuesday TTF Announcement

Sonja -see e-mail chain below re request from Minister. The request is that instead of a NR the Minister would like to issue a letter to the tourism sector re the report. Neilane has provide some thoughts re content below - similar to chair letter but not as detailed. Not sure how broad the distribution would be - we will need to talk to Lisa and get this sorted out tomorrow / Friday. DMO has asked if we can have a draft for tomorrow at noon. Let me know if this works.

Thx

From: Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>  
Sent: December 16, 2020 4:32 PM  
To: Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>  
Subject: FW: Minister's Message for Tuesday TTF Announcement

Salman Azam, BA, CPD

Assistant Deputy Minister, Tourism Sector Strategy

Ministry of Tourism, Arts & Culture

Cell – 250-361-5440

From: "Mayhew, Neilane TAC:EX" <Neilane.Mayhew@gov.bc.ca>  
Date: Wednesday, December 16, 2020 at 4:22 PM  
To: "Azam, Salman TAC:EX" <Salman.Azam@gov.bc.ca>  
Cc: "Harbord, Chris GCPE:EX" <Chris.Harbord@gov.bc.ca>  
Subject: RE: Minister's Message for Tuesday TTF Announcement

I think elements of this could work but it is more detailed than what is needed. I think it is a bit more simple along these lines:

Chris – Could you layer in other distribution channels?

Not sure who is best positioned to answer the question on whether DBC has channels they can use.

Neilane

From: Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>  
Sent: December 16, 2020 4:14 PM  
To: Mayhew, Neilane TAC:EX <Neilane.Mayhew@gov.bc.ca>  
Cc: Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
Subject: Re: Minister's Message for Tuesday TTF Announcement

Great. Thanks Neilane. I'm attaching a draft of a letter to the Chair of TTF. Is this close to what you were thinking?

We have gotten feedback from JERI, Health and David Curtis has seen it too. I'm attaching for your thoughts, and will formally send through eapps once we have polished it a bit more.

For distribution channels – Chris is the expert on that. We would likely send the letter out to Industry Association heads, DBC, RDMOS, and CDMOS.

Salman Azam, BA, CPD

Assistant Deputy Minister, Tourism Sector Strategy

Ministry of Tourism, Arts & Culture

Cell – 250-361-5440

From: "Mayhew, Neilane TAC:EX" <Neilane.Mayhew@gov.bc.ca>  
Date: Wednesday, December 16, 2020 at 3:55 PM  
To: "Azam, Salman TAC:EX" <Salman.Azam@gov.bc.ca>  
Cc: "Harbord, Chris GCPE:EX" <Chris.Harbord@gov.bc.ca>  
Subject: Minister's Message for Tuesday TTF Announcement

Just giving you a heads up Salman that the Minister wants to send out a message to the tourism sector that is more like a letter. From an audience perspective it will likely go beyond just the simple messaging in the NR. Daniela gave

Chris a heads up on this so I assume she and team will get going on this but your team will need to help feed in to that.

We also need to think through the right channels to get the information out. Do we have a stakeholder distribution list or does DBC? Could the message be posted on DBC's website somewhere? I don't know the communication channels well enough so leaning on you and the team to help Chris with this.

Neilane Mayhew

Deputy Minister

Ministry of Tourism, Arts, Culture and Sport

778-698-0450

**RE: for review - KMQA\_TTF\_final report  
recommendations\_18Dec\_20\_SZCHV2CW**

---

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
To: Pilling, Lisa GCPE:EX  
Sent: December 17, 2020 8:04:33 AM PST  
Received: December 17, 2020 8:04:00 AM PST

Thanks -s.13

Sonja Zoeller | Project Director, Tourism Sector Strategy

Tourism, Arts, Culture and Sport  
Mobile: 250.812.6844 | Email: sonja.zoeller@gov.bc.ca

From: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Sent: December 17, 2020 7:54 AM  
To: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
Subject: FW: for review - KMQA\_TTF\_final report recommendations\_18Dec\_20\_SZCHV2CW

From: Cascaden, Lori R GCPE:EX <Lori.Cascaden@gov.bc.ca>  
Sent: December 17, 2020 7:18 AM  
To: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Cc: Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>; Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
Subject: RE: for review - KMQA\_TTF\_final report recommendations\_18Dec\_20\_SZCHV2CW

Hi Lisa,

Our edits within.

s.13

Thanks,

LC

From: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Sent: December 16, 2020 2:36 PM  
To: Cascaden, Lori R GCPE:EX <Lori.Cascaden@gov.bc.ca>  
Cc: Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>; Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
Subject: for review - KMQA\_TTF\_final report recommendations\_18Dec\_20\_SZCHV2CW  
Importance: High

Hi Lori –sharing our KMQA - as you'll see I've pulled a few answers from your KMQA and have a couple of spots for where we're hoping you might have the details for.

Any chance you have time to review this afternoon?

Many...many thanks - Lisa

**FW: for review - KMQA\_TTF\_final report  
recommendations\_18Dec\_20\_SZCHV2CW**

---

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
To: Ferguson, Suzanne A TAC:EX  
Sent: December 17, 2020 8:36:25 AM PST  
Received: December 17, 2020 8:36:00 AM PST  
Attachments: KMQA\_TTF\_final report recommendations\_18Dec\_20\_SZCHV2CW\_LC ev.docx

Sonja Zoeller | Project Director, Tourism Sector Strategy

Tourism, Arts, Culture and Sport  
Mobile: 250.812.6844 | Email: sonja.zoeller@gov.bc.ca

From: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Sent: December 17, 2020 7:54 AM  
To: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
Subject: FW: for review - KMQA\_TTF\_final report recommendations\_18Dec\_20\_SZCHV2CW

From: Cascaden, Lori R GCPE:EX <Lori.Cascaden@gov.bc.ca>  
Sent: December 17, 2020 7:18 AM  
To: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Cc: Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>; Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
Subject: RE: for review - KMQA\_TTF\_final report recommendations\_18Dec\_20\_SZCHV2CW

Hi Lisa,

Our edits within.

s.13

Thanks,

LC

From: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Sent: December 16, 2020 2:36 PM  
To: Cascaden, Lori R GCPE:EX <Lori.Cascaden@gov.bc.ca>  
Cc: Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>; Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
Subject: for review - KMQA\_TTF\_final report recommendations\_18Dec\_20\_SZCHV2CW  
Importance: High

Hi Lori –sharing our KMQA - as you'll see I've pulled a few answers from your KMQA and have a couple of spots for where we're hoping you might have the details for.

Any chance you have time to review this afternoon?

Many...many thanks - Lisa

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Withheld pursuant to/removed as

s.13

## RE: 1030 touch base

---

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
To: Pilling, Lisa GCPE:EX  
Sent: December 17, 2020 9:14:28 AM PST  
Received: December 17, 2020 9:14:00 AM PST

Thank you – please invite Suzanne too!

Sonja Zoeller | Project Director, Tourism Sector Strategy

Tourism, Arts, Culture and Sport  
Mobile: 250.812.6844 | Email: sonja.zoeller@gov.bc.ca

From: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Sent: December 17, 2020 9:14 AM  
To: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>; Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
Subject: RE: 1030 touch base

That would be great – I'll set it up

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
Sent: December 17, 2020 9:13 AM  
To: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>; Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
Subject: 1030 touch base  
Importance: High

Hi – we are talking to JERI program staff at 10am about the announcement to get everyone on the same page.

Can we connect at 1030?

Sonja Zoeller | Project Director, Tourism Sector Strategy

Tourism, Arts, Culture and Sport  
Mobile: 250.812.6844 | Email: sonja.zoeller@gov.bc.ca

## **MM\_Tourism emergency funding**

---

From: Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>  
To: Zoeller, Sonja TAC:EX  
Sent: December 17, 2020 10:59:50 AM PST  
Received: December 17, 2020 10:59:00 AM PST  
Attachments: MM\_Tourism emergency funding.docx

I think this is good. just one comment s.13

S



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Withheld pursuant to/removed as

s.13

## **FW: Minister's Message for Tuesday TTF Announcement**

---

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
To: Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>  
Cc: Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>  
Sent: December 17, 2020 11:03:41 AM PST  
Received: December 17, 2020 11:03:42 AM PST  
Attachments: MM\_Tourism emergency funding.docx

Hi Salman,

Attached is a draft of the requested Ministers Message for the upcoming announcement. Suzanne has reviewed but I have not yet shared with GCPE. Please let me know if you want to get Neilane's feedback first or whether this goes to GCPE next.

Thanks!

Sonja Zoeller | Project Director, Tourism Sector Strategy

Tourism, Arts, Culture and Sport  
Mobile: 250.812.6844 | Email: sonja.zoeller@gov.bc.ca

From: Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>  
Sent: December 16, 2020 4:32 PM  
To: Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>  
Subject: FW: Minister's Message for Tuesday TTF Announcement

Salman Azam, BA, CPD

Assistant Deputy Minister, Tourism Sector Strategy

Ministry of Tourism, Arts & Culture

Cell – 250-361-5440

From: "Mayhew, Neilane TAC:EX" <Neilane.Mayhew@gov.bc.ca>  
Date: Wednesday, December 16, 2020 at 4:22 PM  
To: "Azam, Salman TAC:EX" <Salman.Azam@gov.bc.ca>  
Cc: "Harbord, Chris GCPE:EX" <Chris.Harbord@gov.bc.ca>  
Subject: RE: Minister's Message for Tuesday TTF Announcement

I think elements of this could work but it is more detailed than what is needed. I think it is a bit more simple along these lines:

Chris – Could you layer in other distribution channels?

Not sure who is best positioned to answer the question on whether DBC has channels they can use.

Neilane

From: Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>  
Sent: December 16, 2020 4:14 PM  
To: Mayhew, Neilane TAC:EX <Neilane.Mayhew@gov.bc.ca>  
Cc: Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
Subject: Re: Minister's Message for Tuesday TTF Announcement

Great. Thanks Neilane. I'm attaching a draft of a letter to the Chair of TTF. Is this close to what you were thinking?

We have gotten feedback from JERI, Health and David Curtis has seen it too. I'm attaching for your thoughts, and will formally send through eapps once we have polished it a bit more.

For distribution channels – Chris is the expert on that. We would likely send the letter out to Industry Association heads, DBC, RDMOS, and CDMOS.

Salman Azam, BA, CPD

Assistant Deputy Minister, Tourism Sector Strategy

Ministry of Tourism, Arts & Culture

Cell – 250-361-5440

From: "Mayhew, Neilane TAC:EX" <Neilane.Mayhew@gov.bc.ca>  
Date: Wednesday, December 16, 2020 at 3:55 PM  
To: "Azam, Salman TAC:EX" <Salman.Azam@gov.bc.ca>  
Cc: "Harbord, Chris GCPE:EX" <Chris.Harbord@gov.bc.ca>  
Subject: Minister's Message for Tuesday TTF Announcement

Just giving you a heads up Salman that the Minister wants to send out a message to the tourism sector that is more like a letter. From an audience perspective it will likely go beyond just the simple messaging in the NR. Daniela gave Chris a heads up on this so I assume she and team will get going on this but your team will need to help feed in to that.

We also need to think through the right channels to get the information out. Do we have a stakeholder distribution list or does DBC? Could the message be posted on DBC's website somewhere? I don't know the communication

channels well enough so leaning on you and the team to help Chris with this.

Neilane Mayhew

Deputy Minister

Ministry of Tourism, Arts, Culture and Sport

778-698-0450

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Withheld pursuant to/removed as

s.13

**FW: KMQA\_TTF\_final report recommendations\_18Dec\_20\_SZCHV2CW\_LC ev -  
CLEAN**

---

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
To: Harbord, Chris GCPE:EX  
Cc: Pilling, Lisa GCPE:EX  
Sent: December 17, 2020 12:41:20 PM PST  
Received: December 17, 2020 12:41:00 PM PST  
Attachments: KMQA\_TTF\_final report recommendations\_18Dec\_20\_SZCHV2CW\_LC ev -  
CLEAN.docx

Sonja Zoeller | Project Director, Tourism Sector Strategy

Tourism, Arts, Culture and Sport  
Mobile: 250.812.6844 | Email: sonja.zoeller@gov.bc.ca

From: Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>  
Sent: December 17, 2020 10:55 AM  
To: Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>; Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
Subject: KMQA\_TTF\_final report recommendations\_18Dec\_20\_SZCHV2CW\_LC ev - CLEAN

Chris - see the revised KM and the first two questions. Hoping this simplifies the messaging. Let us know what you think. s.13

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Withheld pursuant to/removed as

s.13

Page 076 of 226

Withheld pursuant to/removed as

s.12 ; s.13



Page 077 of 226 to/à Page 081 of 226

Withheld pursuant to/removed as

s.13

- Our priority with this funding is to help businesses keep their workforce and pay their bills through the winter, so that they can be ready to reopen to visitors when its safe again to travel.
- The tourism sector has been a major economic driver for our province and I will continue to be a strong advocate to help move the dial from survival to recovery.

**Q23. Now that the final report has been delivered, will the Tourism Task Force be disbanded?**

- If there is continued need for the Tourism Task Force to provide their advice in this type of forum, government will consider the best way to hear this expert input.

**Q24. Who was on the task force?**

- Government appointed 11 industry leaders to the task force who have varied backgrounds including business, labour, and the not-for-profit sector.

Tourism Task Force members included:

- Tamara Vrooman, president and CEO, Vancouver International Airport (chair);
- Walt Judas, CEO, Tourism Industry Association of BC;
- Brenda Baptiste, chair, Indigenous Tourism BC;
- Nancy Small, chair, BC Destination Management Organization Association, Tourism Richmond;
- Ingrid Jarrett, president and CEO, BC Hotel Association;
- Rod Harris, adjunct professor, Royal Roads University;
- Glenn Mandziuk, vice-chair, Minister's Tourism Engagement Council, and president and CEO, Thompson Okanagan Tourism Association;
- Richard Porges, interim president and CEO, Destination BC
- Amy Thacker, chair, BC Tourism Regional Secretariat, and CEO, Cariboo Chilcotin Coast Tourism Association; and
- Gavin McGarrigle, Western regional director, UNIFOR; and
- Stephanie Smith, president, BC Government and Service Employees' Union

**RE:** s.12; s.13

---

From: Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>  
To: Marshall, Autumn TAC:EX  
Cc: Zoeller, Sonja TAC:EX, Curtis, David MAH:EX, Azam, Salman TAC:EX  
Sent: December 17, 2020 1:56:57 PM PST  
Received: December 17, 2020 1:56:00 PM PST  
Attachments: s.12; s.13

Autumn, as discussed. Changes are required to the Ministers SN package for the TB meeting tomorrow. This document is currently sitting with Andrea in eapps (approved by the MO and sent back to the DMO). Hoping you can retrieve from the DMO and upload this new version. Will need to be sent back to Salman and then to the DM. Very time sensitive. The DM was going to give the MO the heads up.

Thx

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Withheld pursuant to/removed as

s.12 ; s.13

## **RE: Minister's Message for Tuesday TTF Announcement**

---

From: Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>  
To: Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>  
Cc: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>, Marshall, Autumn TAC:EX <Autumn.Marshall@gov.bc.ca>  
Sent: December 17, 2020 2:55:09 PM PST  
Received: December 17, 2020 2:55:10 PM PST

Minister message drafted - with you currently. Sonja sent the document to you directly at 1104am. Let us know if this should be loaded ineapps (Autumn - hoping you can help if we need to do this).

ON the other piece - materials for tomorrow. We have updated the Ministers KM and the Q&A. updated in eapps and Autumn sent to you in the last half hour. We shared the updated language with JERI and received some feedback which was incorporated.

From: Azam, Salman TAC:EX  
Sent: December 17, 2020 2:51 PM  
To: Ferguson, Suzanne A TAC:EX  
Subject: Re: Minister's Message for Tuesday TTF Announcement

Can I get a quick update on where we are at?

Salman Azam, BA, CPD

Assistant Deputy Minister, Tourism Sector Strategy

Ministry of Tourism, Arts & Culture

Cell – 250-361-5440

From: "Azam, Salman TAC:EX" <Salman.Azam@gov.bc.ca>  
Date: Wednesday, December 16, 2020 at 4:32 PM  
To: "Ferguson, Suzanne A TAC:EX" <Suzanne.Ferguson@gov.bc.ca>  
Subject: FW: Minister's Message for Tuesday TTF Announcement

Salman Azam, BA, CPD

Assistant Deputy Minister, Tourism Sector Strategy

Ministry of Tourism, Arts & Culture

Cell – 250-361-5440

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Cc: "Harbord, Chris GCPE:EX" <Chris.Harbord@gov.bc.ca>  
Subject: RE: Minister's Message for Tuesday TTF Announcementso

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s.13

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Neilane

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Salman Azam, BA, CPD

Assistant Deputy Minister, Tourism Sector Strategy

Ministry of Tourism, Arts & Culture

Cell – 250-361-5440

From: "Mayhew, Neilane TAC:EX" <Neilane.Mayhew@gov.bc.ca>  
Date: Wednesday, December 16, 2020 at 3:55 PM  
To: "Azam, Salman TAC:EX" <Salman.Azam@gov.bc.ca>  
Cc: "Harbord, Chris GCPE:EX" <Chris.Harbord@gov.bc.ca>

Subject: Minister's Message for Tuesday TTF Announcement

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Neilane Mayhew

Deputy Minister

Ministry of Tourism, Arts, Culture and Sport

778-698-0450

## **RUSH APPROVAL -TTF emergency funding for tourism -ASAP**

---

From: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
To: Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>, Mayhew, Neilane TAC:EX <Neilane.Mayhew@gov.bc.ca>  
Cc: Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>, Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>, Wood, Chelsea TAC:EX <Chelsea.Wood@gov.bc.ca>, Marshall, Autumn TAC:EX <Autumn.Marshall@gov.bc.ca>  
Sent: December 17, 2020 3:00:22 PM PST  
Received: December 17, 2020 3:00:22 PM PST  
Attachments: SN\_TTF tourism emergency funding\_MMM\_22Dec20\_CWCHSZSF.docx, KMQA\_TTF\_final report recommendations\_18Dec\_20\_SZCHV2CW\_LCevCLEANCH2.docx, NR\_TTF Final Report Recommendations\_18Dec20\_SZCWCHv2.docx

Hello - apologies for emailing both of you at the same time but in the essence of this rush, please let us know ASAP if there are any inaccuracies.

These versions contain updated financial info and framing from Suzanne and Sonja based on conversations that happened late this morning, so the latest and greatest.

Thank you,

Lisa



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Withheld pursuant to/removed as

s.13

## **FW: Re: JERI Review - Updated wording**

---

From: Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>  
To: Azam, Salman TAC:EX  
Cc: Zoeller, Sonja TAC:EX, Marshall, Autumn TAC:EX  
Sent: December 17, 2020 3:10:50 PM PST  
Received: December 17, 2020 3:10:00 PM PST

Salman - see note from Christine. We have been going a bit back and forth on the language re the labour piece. Will need to update the eapps which is now with you to reflect Christine's comment.

S

From: Little, Christine JEDC:EX <Christine.Little@gov.bc.ca>  
Sent: December 17, 2020 3:08 PM  
To: Vickery, Elizabeth M JEDC:EX <Elizabeth.Vickery@gov.bc.ca>; Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>; Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
Subject: RE: Re: JERI Review - Updated wording

I think the wording below can be clearer – s.13

s.13

From: Vickery, Elizabeth M JEDC:EX <Elizabeth.Vickery@gov.bc.ca>  
Sent: December 17, 2020 2:30 PM  
To: Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>; Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
Cc: Little, Christine JEDC:EX <Christine.Little@gov.bc.ca>  
Subject: RE: Re: JERI Review - Updated wording

Hi all and understood. The emails and deadlines are flying.

s.13

From: Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>  
Sent: December 17, 2020 2:28 PM  
To: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>; Vickery, Elizabeth M JEDC:EX <Elizabeth.Vickery@gov.bc.ca>  
Cc: Little, Christine JEDC:EX <Christine.Little@gov.bc.ca>  
Subject: RE: Re: JERI Review - Updated wording

Elizabeth - just checking back with you if this wording will work for JERI. We need to get the updated materials to reflect this change to our Minister asap.

Thx and appreciate the support.

Suzanne

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
Sent: December 17, 2020 2:07 PM  
To: Vickery, Elizabeth M JEDC:EX <Elizabeth.Vickery@gov.bc.ca>; Ferguson, Suzanne A TAC:EX

<Suzanne.Ferguson@gov.bc.ca>

Cc: Little, Christine JEDC:EX <Christine.Little@gov.bc.ca>

Subject: RE: Re: JERI Review - Updated wording

Hi Elizabeth –

What this QA is trying to achieve is outline what the TTF recommended and then how government is addressing the recommendation. I recognize this may not have been clear enough in the draft we sent you below so I've adjusted the QA now so that it is clear what the recommendation of the TTF was and how government is responding to it. We don't want to change the wording of the recommendation itself, as they are public, but do want to position the minister to respond. Note these QAs are for her discussions with Cabinet and TBS.

Does this work?

s.13

on

Sonja Zoeller | Project Director, Tourism Sector Strategy

Tourism, Arts, Culture and Sport

Mobile: 250.812.6844 | Email: sonja.zoeller@gov.bc.ca

From: Vickery, Elizabeth M JEDC:EX <Elizabeth.Vickery@gov.bc.ca>

Sent: December 17, 2020 1:57 PM

To: Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>

Cc: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>; Little, Christine JEDC:EX <Christine.Little@gov.bc.ca>

Subject: RE: Re: JERI Review - Updated wording

Hi again and thank you for checking in,

s.13

I've highlighted in yellow thoughts but it definitely needs more wordsmithing.

From: Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>

Sent: December 17, 2020 1:39 PM

To: Vickery, Elizabeth M JEDC:EX <Elizabeth.Vickery@gov.bc.ca>

Cc: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>

Subject: Re: JERI Review - Updated wording

Elizabeth - I am hoping you can take a quick read of the suggested language we have drafted to answer the TTF labour question we discussed earlier.

Any concerns.

Thx

s.13

## **FW: RUSH APPROVAL -TTF emergency funding for tourism -ASAP**

---

From: Mayhew, Neilane TAC:EX <Neilane.Mayhew@gov.bc.ca>  
To: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Cc: Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>, Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>, Wood, Chelsea TAC:EX <Chelsea.Wood@gov.bc.ca>, Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>  
Sent: December 17, 2020 3:50:14 PM PST  
Received: December 17, 2020 3:50:15 PM PST  
Attachments: SN\_TTF tourism emergency funding\_MMM\_22Dec20\_CWCHSZSF.docx, KMQA\_TTF\_final report recommendations\_18Dec\_20\_SZCHV2CW\_LCevCLEANCH2.docx, NR\_TTF Final Report Recommendations\_18Dec20\_SZCWCHv2.docx

My feedback is in the KM and the NR. No concerns with SN.

Neilane

From: Pilling, Lisa GCPE:EX  
Sent: December 17, 2020 3:00 PM  
To: Azam, Salman TAC:EX ; Mayhew, Neilane TAC:EX  
Cc: Harbord, Chris GCPE:EX ; Wormald, Carla GCPE:EX ; Wood, Chelsea TAC:EX ; Marshall, Autumn TAC:EX  
Subject: RUSH APPROVAL -TTF emergency funding for tourism -ASAP  
Importance: High

Hello - apologies for emailing both of you at the same time but in the essence of this rush, please let us know ASAP if there are any inaccuracies.

These versions contain updated financial info and framing from Suzanne and Sonja based on conversations that happened late this morning, so the latest and greatest.

Thank you,

Lisa

Page 112 of 226 to/à Page 121 of 226

Withheld pursuant to/removed as

s.13

SPEAKING NOTES FOR  
MINISTER MELANIE MARK  
MINISTRY OF TOURISM, ARTS, CULTURE AND SPORT

Tourism Emergency Funding

Vancouver Cabinet Office

10:00 a.m.

Dec. 22, 2020

Speaking Time: 4 minutes

CHECK AGAINST DELIVERY

## Framework

### Ha'awa

- Introduction
- Acknowledge the First Nations' territory from MMM's – VCO – /Coast Salish MST acknowledgement.

### Why are we here?

- I want to acknowledge the enormous impact COVID-19 has had on people working in the tourism sector.
- I know many of you have felt this profoundly with the extended provincial health orders and non-essential travel recommendations.
- Tourism and hospitality businesses have demonstrated incredible commitment to limit the spread of COVID-19.
- The Tourism Task Force spoke with small and large operators, community leaders, labour representatives, sector association leaders, and tourism industry experts.
- In doing so, they have provided recommendations to government to address gaps in recovery support for operators and workers in British Columbia.
- We're acting quickly on the recommendations of the Tourism Task Force to provide further emergency relief for people in the tourism sector.

### What are we doing?

- Today, I'm pleased to announce \$105 million in dedicated emergency funding for the tourism sector.
- This includes \$100 million in relief funding dedicated to the tourism sector under the Small and Medium Size Business Recovery Grant Program.
- A simplified application process and streamlined criteria will also make it easier for businesses to qualify for the Small and Medium Size Business Recovery Grant Program, particularly those in the hard-hit tourism sector.
- We are also allocating \$5 million in relief funding to be administered through Indigenous Tourism BC for Indigenous tourism, which is one of the fastest growing sectors of the industry.
- This additional funding responds to requests from the industry for financial support to the tourism workforce and to help businesses stay afloat until its safe again to travel.

### Call to Action

- B.C. is not through the pandemic yet, but there is light at the end of this dark tunnel.



- Every day, our government, along with the people and businesses of B.C., are working hard to get back on track.
- I am committed to championing this sector each step of the way back so we can once again continue to showcase all that Super Natural BC has to offer.

## **Ha'awa**

- Singiget, Siginlemaluk, Gubinalwilsik.
- My name is Melanie Mark; and I'm the new Minister for Tourism, Arts, Culture and Sport.
- I'd like to acknowledge that I am speaking to you from the territory of the Musqueam, Squamish and Tsleil-Waututh peoples.
- I am joined by the Tourism Task Force chair Tamara Vrooman, and a small business owner and operator, Mike Willie of Sea Wolf Adventures.

## **Why are we here?**

- I want to acknowledge the enormous impact COVID-19 has had on people working in the tourism sector.
- And the many businesses that have been impacted due to the prolonged travel restrictions.
- Since the start of the pandemic, our government has been meeting with tourism leaders to talk about the many challenges the sector is facing.
- In response to requests from the sector, we appointed a Tourism Task Force to provide advice about what further supports were needed.

- The task force spoke with small and large operators, community leaders, labour representatives, sector association leaders, and tourism industry experts.
- They took what they heard and developed recommendations to address gaps in recovery support for operators and workers in British Columbia.
- Less than two weeks ago, the task force submitted their final report and recommendations – ahead of schedule.
- Because like us, they know that help for people and businesses in the tourism sector is urgently needed.

### **What are we doing?**

- Today, I am announcing that we're adding \$55 million to the \$50 million we allocated to support the work of the task force.
- We are more than doubling the initial funding because we know how important it is to continue to support people and businesses in B.C.'s tourism sector.
- This means a total of \$105 million is now designated for people and businesses who work in the tourism industry.
- This will be delivered through two channels.

- First, \$100 million will be provided through a dedicated funding stream for tourism businesses as part of the Small and Medium Size Business Recovery Grant Program.
- We're using this existing program so that we can provide the support quickly, as the task force recommended.
- As you would have heard yesterday from my colleague Minister Kahlon, we have enhanced the small business grant program with a simplified application process and streamlined criteria.
- A simplified application process and streamlined criteria will also make it easier for businesses to qualify for the Small and Medium Size Business Recovery Grant Program, particularly those in the hard-hit tourism sector.
- And second, our funding boost also includes \$5 million for an Indigenous-led tourism emergency grant program, which is one of the fastest growing sectors of the industry.
- Our government will work in partnership with Indigenous Tourism BC in the weeks ahead on an Indigenous-led funding program specifically designed for Indigenous tourism operators.

- It's important that we support this fast-growing segment of the industry that faces its own unique challenges from the pandemic.
- Adjustments to the Small and Medium Size Business Recovery Grant Program have been implemented and the Indigenous tourism program will begin accepting applications in early January.

## **Call to Action**

- Before closing, I would like to acknowledge the dedication of the Tourism Task Force, who worked around-the-clock to provide their expertise to government as soon as possible.
- They tackled this challenge head-on and worked collaboratively and intensely with government to find solutions.
- This work has been an excellent example of how effective we can be when we paddle together.
- I will continue to shine a light on the needs of people in the tourism sector until we get out of these dark days.
- BC is not through the pandemic yet, but we are seeing our way through this together.

- Every day we are working hard to support the people and businesses of BC to get back on track.
- And together we will get through this.
- T'ooyaksim' N'iisim'
- Tamara, I welcome you to the podium.

## **FW: Minister's Message for Tuesday TTF Announcement**

---

From: Mayhew, Neilane TAC:EX <Neilane.Mayhew@gov.bc.ca>  
To: Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
Cc: Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>  
Sent: December 17, 2020 3:53:35 PM PST  
Received: December 17, 2020 3:53:35 PM PST  
Attachments: MM\_Tourism emergency funding.docx

Chris,

I have reviewed and have no edits. My thought is that once you have reviewed and put the comms lens on it you could send it up as part of the comms package. Make sense?

Neilane

From: Azam, Salman TAC:EX  
Sent: December 17, 2020 3:28 PM  
To: Mayhew, Neilane TAC:EX  
Subject: Minister's Message for Tuesday TTF Announcement

Please note: this has not gone through GCPE – I will get in touch now and run this through them.

Salman Azam, BA, CPD

Assistant Deputy Minister, Tourism Sector Strategy

Ministry of Tourism, Arts & Culture

Cell – 250-361-5440

## **RE: Minister's Message for Tuesday TTF Announcement**

---

From: Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
To: Mayhew, Neilane TAC:EX <Neilane.Mayhew@gov.bc.ca>  
Cc: Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>  
Sent: December 17, 2020 3:58:36 PM PST  
Received: December 17, 2020 3:58:36 PM PST

Yes, happy to. It looks great to me too.

From: Mayhew, Neilane TAC:EX  
Sent: December 17, 2020 3:54 PM  
To: Harbord, Chris GCPE:EX  
Cc: Azam, Salman TAC:EX  
Subject: FW: Minister's Message for Tuesday TTF Announcement  
Importance: High

Chris,

I have reviewed and have no edits. My thought is that once you have reviewed and put the comms lens on it you could send it up as part of the comms package. Make sense?

Neilane

From: Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>  
Sent: December 17, 2020 3:28 PM  
To: Mayhew, Neilane TAC:EX <Neilane.Mayhew@gov.bc.ca>  
Subject: Minister's Message for Tuesday TTF Announcement

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Salman Azam, BA, CPD

Assistant Deputy Minister, Tourism Sector Strategy

Ministry of Tourism, Arts & Culture

Cell – 250-361-5440



## **RE: RUSH APPROVAL -TTF emergency funding for tourism -ASAP**

---

From: Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
To: Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>, Mayhew, Neilane TAC:EX <Neilane.Mayhew@gov.bc.ca>, Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Cc: Wood, Chelsea TAC:EX <Chelsea.Wood@gov.bc.ca>, Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>  
Sent: December 17, 2020 4:10:22 PM PST  
Received: December 17, 2020 4:10:23 PM PST

Thanks!

From: Azam, Salman TAC:EX  
Sent: December 17, 2020 4:10 PM  
To: Mayhew, Neilane TAC:EX ; Pilling, Lisa GCPE:EX  
Cc: Harbord, Chris GCPE:EX ; Wood, Chelsea TAC:EX ; Wormald, Carla GCPE:EX  
Subject: Re: RUSH APPROVAL -TTF emergency funding for tourism -ASAP

s.13

Salman Azam, BA, CPD

Assistant Deputy Minister, Tourism Sector Strategy

Ministry of Tourism, Arts & Culture

Cell – 250-361-5440

From: "Mayhew, Neilane TAC:EX" <Neilane.Mayhew@gov.bc.ca>  
Date: Thursday, December 17, 2020 at 3:50 PM  
To: "Pilling, Lisa GCPE:EX" <Lisa.Pilling@gov.bc.ca>  
Cc: "Harbord, Chris GCPE:EX" <Chris.Harbord@gov.bc.ca>, "Azam, Salman TAC:EX" <Salman.Azam@gov.bc.ca>, "Wood, Chelsea TAC:EX" <Chelsea.Wood@gov.bc.ca>, "Wormald, Carla GCPE:EX" <Carla.Wormald@gov.bc.ca>  
Subject: FW: RUSH APPROVAL -TTF emergency funding for tourism -ASAP

My feedback is in the KM and the NR. No concerns with SN.

Neilane

From: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Sent: December 17, 2020 3:00 PM  
To: Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>; Mayhew, Neilane TAC:EX <Neilane.Mayhew@gov.bc.ca>  
Cc: Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>; Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>; Wood, Chelsea TAC:EX <Chelsea.Wood@gov.bc.ca>; Marshall, Autumn TAC:EX <Autumn.Marshall@gov.bc.ca>  
Subject: RUSH APPROVAL -TTF emergency funding for tourism -ASAP

Importance: High

Hello - apologies for emailing both of you at the same time but in the essence of this rush, please let us know ASAP if there are any inaccuracies.

These versions contain updated financial info and framing from Suzanne and Sonja based on conversations that happened late this morning, so the latest and greatest.

Thank you,

Lisa

## **RE: RUSH APPROVAL -TTF emergency funding for tourism -ASAP**

---

From: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
To: Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>, Mayhew, Neilane TAC:EX <Neilane.Mayhew@gov.bc.ca>  
Cc: Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>, Wood, Chelsea TAC:EX <Chelsea.Wood@gov.bc.ca>, Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>  
Sent: December 17, 2020 4:26:23 PM PST  
Received: December 17, 2020 4:26:23 PM PST

Thank you both for looking at everything so quickly!

Lisa

From: Azam, Salman TAC:EX  
Sent: December 17, 2020 4:10 PM  
To: Mayhew, Neilane TAC:EX ; Pilling, Lisa GCPE:EX  
Cc: Harbord, Chris GCPE:EX ; Wood, Chelsea TAC:EX ; Wormald, Carla GCPE:EX  
Subject: Re: RUSH APPROVAL -TTF emergency funding for tourism -ASAP

s.13

Salman Azam, BA, CPD

Assistant Deputy Minister, Tourism Sector Strategy

Ministry of Tourism, Arts & Culture

Cell – 250-361-5440

From: "Mayhew, Neilane TAC:EX" <Neilane.Mayhew@gov.bc.ca>  
Date: Thursday, December 17, 2020 at 3:50 PM  
To: "Pilling, Lisa GCPE:EX" <Lisa.Pilling@gov.bc.ca>  
Cc: "Harbord, Chris GCPE:EX" <Chris.Harbord@gov.bc.ca>, "Azam, Salman TAC:EX" <Salman.Azam@gov.bc.ca>, "Wood, Chelsea TAC:EX" <Chelsea.Wood@gov.bc.ca>, "Wormald, Carla GCPE:EX" <Carla.Wormald@gov.bc.ca>  
Subject: FW: RUSH APPROVAL -TTF emergency funding for tourism -ASAP

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From: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Sent: December 17, 2020 3:00 PM  
To: Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>; Mayhew, Neilane TAC:EX <Neilane.Mayhew@gov.bc.ca>  
Cc: Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>; Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>;

Wood, Chelsea TAC:EX <Chelsea.Wood@gov.bc.ca>; Marshall, Autumn TAC:EX <Autumn.Marshall@gov.bc.ca>

Subject: RUSH APPROVAL -TTF emergency funding for tourism -ASAP

Importance: High

Hello - apologies for emailing both of you at the same time but in the essence of this rush, please let us know ASAP if there are any inaccuracies.

These versions contain updated financial info and framing from Suzanne and Sonja based on conversations that happened late this morning, so the latest and greatest.

Thank you,

Lisa

## **RE: JEDC Media Request: grant for tourist operators**

---

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
To: Pilling, Lisa GCPE:EX  
Sent: December 18, 2020 10:32:24 AM PST  
Received: December 18, 2020 10:32:00 AM PST  
Attachments: image003.jpg

Hi Lisa,

s.13

s.13

Sonja Zoeller | Project Director, Tourism Sector Strategy

Tourism, Arts, Culture and Sport  
Mobile: 250.812.6844 | Email: sonja.zoeller@gov.bc.ca

From: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Sent: December 18, 2020 10:24 AM  
To: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
Subject: FW: JEDC Media Request: grant for tourist operators

Heya SZ –

s.13

Shruti raises below? I'll include one more Q on this and run the language past you.

·We have removed the requirement to have a variety of remittance accounts like GST, PST and WorkSafe Registration numbers.

·Business now only need to provide Notices of Assessment for their business for the 2018 and 2019 tax years.

Thanks - Lisa

From: Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>  
Sent: December 18, 2020 10:09 AM  
To: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Subject: FW: JEDC Media Request: grant for tourist operators

s.13

From: Joshi, Shruti GCPE:EX <Shruti.Joshi@gov.bc.ca>  
Sent: December 18, 2020 10:04 AM

To: Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>  
Subject: FW: JEDC Media Request: grant for tourist operators

Hi Carla,

s.13

Shruti Prakash Joshi|Director

Community and Media Relations

Government Communications & Public Engagement

Tel: 778-587-4521

From: Shruti Joshi <Shruti.Joshi@gov.bc.ca>  
Sent: November 24, 2020 9:47 AM  
To: Cascaden, Lori R GCPE:EX <Lori.Cascaden@gov.bc.ca>  
Cc: Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>; Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
Subject: JEDC Media Request: grant for tourist operators

Reporter

Haroon Ghaffar, Reporter  
OMNI TV - Punjabi  
Haroon.Ghaffar@rci.rogers.com  
778-960-1081

DeadlineASAP

Request

We are working on the BC government COVID related grants for the tourism sector. Some tour operators and travel related businesses are saying that they are not receiving anything, it seems like only inbound tourism companies are getting it, whereas, according to them out bound tourism companies, who are also paying taxes, employ British Columbians and have also lost 90% of their revenue aren't receiving anything.

What is the government's criteria for these grants? and is there anything for the out bound tourism companies?  
Our deadline for this story today is 1:00pm.

Recommendation

Background

## **Eligibility criteria**

The majority share of the business is owned by one or more B.C. residents.

The business's sole or primary operations are located in B.C.

## RE: JEDC Media Request: grant for tourist operators

---

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
To: Pilling, Lisa GCPE:EX  
Sent: December 18, 2020 12:44:26 PM PST  
Received: December 18, 2020 12:44:00 PM PST  
Attachments: image001.jpg

Maybe just a small suggestion on the last bullet, but otherwise looks great. Can you please run this past JERI? It is their program so they really should sign off the response.

Q: Will tourism operators, such as outbound tourism operators in BC who may not have previously received supports through the Small and Medium Size Business Recovery Grant program now be eligible?

·We have made several adjustments to make it easier for businesses to apply and get the money that will help them get back on their feet.

·Specifically impacting the tourism sector, businesses that are temporarily closed or seasonal are now eligible for the program, as well sole proprietors are also now eligible.

·Businesses in operation 18 months are now eligible to apply. The previous criteria was three years in operation.

·We have removed the requirement to have a variety of remittance accounts like GST, PST and WorkSafe Registration numbers.

• We encourage businesses who have not already applied, to do so. Any applications received prior to the program changes will be reviewed under new program criteria.

s.13

Sonja Zoeller | Project Director, Tourism Sector Strategy

Tourism, Arts, Culture and Sport  
Mobile: 250.812.6844 | Email: sonja.zoeller@gov.bc.ca

From: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Sent: December 18, 2020 12:20 PM  
To: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
Subject: RE: JEDC Media Request: grant for tourist operators

Less about BC based on my convo with Carla - let me know if this works and I can share it with CW & SF

Thx

Q: Will tourism operators, such as outbound tourism operators in BC who may not have previously received supports through the Small and Medium Size Business Recovery Grant program now be eligible?

·We have made several adjustments to make it easier for businesses to apply and get the money that will help them get back on their feet.



·Specifically impacting the tourism sector, businesses that are temporarily closed or seasonal are now eligible for the program, as well sole proprietors are also now eligible.

·Businesses in operation 18 months are now eligible to apply. The previous criteria was three years in operation.

·We have removed the requirement to have a variety of remittance accounts like GST, PST and WorkSafe Registration numbers.

• We encourage businesses who have not already applied, to do so. Any applications received prior to the program changes will be reviewed under new program criteria.

·And some businesses that are not eligible for provincial supports, may be able to access federal supports. B.C.'s Tourism Resilience Network is helping hundreds of tourism businesses navigate the available supports, both federally and provincially.

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
Sent: December 18, 2020 10:32 AM  
To: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Subject: RE: JEDC Media Request: grant for tourist operators

Hi Lisa,

My understanding is that JERI will be keeping the current criteria (as below) that eligible businesses must be majority owned by BC residents.<sup>5.13</sup>

It's not clear from the reporter's question that the companies he's referring to are not BC-owned, but if this is the case, no they would not receive any funding from this program, but they may qualify for other federal relief programs. I suspect JERI may have a QA on this.

Sonja Zoeller | Project Director, Tourism Sector Strategy

Tourism, Arts, Culture and Sport  
Mobile: 250.812.6844 | Email: sonja.zoeller@gov.bc.ca

From: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Sent: December 18, 2020 10:24 AM  
To: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
Subject: FW: JEDC Media Request: grant for tourist operators

Heya SZ –

I think these adjustments enable non-BC owned businesses to apply, but are you able to confirm for the question Shruti raises below? I'll include one more Q on this and run the language past you.

·We have removed the requirement to have a variety of remittance accounts like GST, PST and WorkSafe Registration numbers.

·Business now only need to provide Notices of Assessment for their business for the 2018 and 2019 tax years.

Thanks - Lisa

From: Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>  
Sent: December 18, 2020 10:09 AM  
To: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Subject: FW: JEDC Media Request: grant for tourist operators

s.13

From: Joshi, Shruti GCPE:EX <Shruti.Joshi@gov.bc.ca>  
Sent: December 18, 2020 10:04 AM  
To: Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>  
Subject: FW: JEDC Media Request: grant for tourist operators

s.13

Shruti Prakash Joshi|Director

Community and Media Relations

Government Communications & Public Engagement

Tel: 778-587-4521

From: Shruti Joshi <Shruti.Joshi@gov.bc.ca>  
Sent: November 24, 2020 9:47 AM  
To: Cascaden, Lori R GCPE:EX <Lori.Cascaden@gov.bc.ca>  
Cc: Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>; Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
Subject: JEDC Media Request: grant for tourist operators

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778-960-1081

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The business's sole or primary operations are located in B.C.

## for approval - KMQA for TTF announcement

---

From: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
To: Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>  
Cc: Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>, Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>, Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>, Marshall, Autumn TAC:EX <Autumn.Marshall@gov.bc.ca>  
Sent: December 18, 2020 2:53:28 PM PST  
Received: December 18, 2020 2:53:29 PM PST  
Attachments: KMQA\_TTF\_final report  
recommendations\_18Dec\_20\_SZCHV2CW\_LCevCLEANCH2SANM\_for MO.docx

Hi Salman,

There are a couple of new questions (highlighted) added in based on feedback from the MO- Sonja has approved and I'm sharing with Suzanne as an FYI given she is off today.

Please let me know if we're good to share these with Neilane when you have a moment, as we'll send these along to MO before the EOD.

Thank you,

Lisa

Page 145 of 226 to/à Page 153 of 226

Withheld pursuant to/removed as

s.13

## **RE: for approval - KMQA for TTF announcement**

---

From: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
To: Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>  
Cc: Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>, Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>, Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>, Marshall, Autumn TAC:EX <Autumn.Marshall@gov.bc.ca>  
Sent: December 18, 2020 3:31:51 PM PST  
Received: December 18, 2020 3:31:51 PM PST

Thank you -s.13

s.13

From: Azam, Salman TAC:EX  
Sent: December 18, 2020 3:07 PM  
To: Pilling, Lisa GCPE:EX  
Cc: Wormald, Carla GCPE:EX ; Ferguson, Suzanne A TAC:EX ; Zoeller, Sonja TAC:EX ; Marshall, Autumn TAC:EX  
Subject: Re: for approval - KMQA for TTF announcement

Q12 -s.13

s.13

Otherwise looks good.

Salman Azam, BA, CPD

Assistant Deputy Minister, Tourism Sector Strategy

Ministry of Tourism, Arts & Culture

Cell – 250-361-5440

From: "Pilling, Lisa GCPE:EX" <Lisa.Pilling@gov.bc.ca>  
Date: Friday, December 18, 2020 at 2:53 PM  
To: "Azam, Salman TAC:EX" <Salman.Azam@gov.bc.ca>  
Cc: "Wormald, Carla GCPE:EX" <Carla.Wormald@gov.bc.ca>, "Ferguson, Suzanne A TAC:EX" <Suzanne.Ferguson@gov.bc.ca>, "Zoeller, Sonja TAC:EX" <Sonja.Zoeller@gov.bc.ca>, "Marshall, Autumn TAC:EX" <Autumn.Marshall@gov.bc.ca>  
Subject: for approval - KMQA for TTF announcement

Hi Salman,

There are a couple of new questions (highlighted) added in based on feedback from the MO- Sonja has approved and I'm sharing with Suzanne as an FYI given she is off today.

Please let me know if we're good to share these with Neilane when you have a moment, as we'll send these along to MO before the EOD.

Thank you,

Lisa

## **RE: for approval - KMQA for TTF announcement**

---

From: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
To: Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>  
Cc: Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>, Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>, Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>, Marshall, Autumn TAC:EX <Autumn.Marshall@gov.bc.ca>  
Sent: December 18, 2020 3:42:59 PM PST  
Received: December 18, 2020 3:42:59 PM PST

Happy to make that adjustment. Thank you

From: Azam, Salman TAC:EX  
Sent: December 18, 2020 3:39 PM  
To: Pilling, Lisa GCPE:EX  
Cc: Wormald, Carla GCPE:EX ; Ferguson, Suzanne A TAC:EX ; Zoeller, Sonja TAC:EX ; Marshall, Autumn TAC:EX  
Subject: Re: for approval - KMQA for TTF announcement

s.13

Salman Azam, BA, CPD

Assistant Deputy Minister, Tourism Sector Strategy

Ministry of Tourism, Arts & Culture

Cell – 250-361-5440

From: "Pilling, Lisa GCPE:EX" <Lisa.Pilling@gov.bc.ca>  
Date: Friday, December 18, 2020 at 3:31 PM  
To: "Azam, Salman TAC:EX" <Salman.Azam@gov.bc.ca>  
Cc: "Wormald, Carla GCPE:EX" <Carla.Wormald@gov.bc.ca>, "Ferguson, Suzanne A TAC:EX" <Suzanne.Ferguson@gov.bc.ca>, "Zoeller, Sonja TAC:EX" <Sonja.Zoeller@gov.bc.ca>, "Marshall, Autumn TAC:EX" <Autumn.Marshall@gov.bc.ca>  
Subject: RE: for approval - KMQA for TTF announcement

s.13

From: Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>  
Sent: December 18, 2020 3:07 PM  
To: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Cc: Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>; Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>; Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>; Marshall, Autumn TAC:EX <Autumn.Marshall@gov.bc.ca>  
Subject: Re: for approval - KMQA for TTF announcement

s.13

Otherwise looks good.



Salman Azam, BA, CPD

Assistant Deputy Minister, Tourism Sector Strategy

Ministry of Tourism, Arts & Culture

Cell – 250-361-5440

From: "Pilling, Lisa GCPE:EX" <Lisa.Pilling@gov.bc.ca>

Date: Friday, December 18, 2020 at 2:53 PM

To: "Azam, Salman TAC:EX" <Salman.Azam@gov.bc.ca>

Cc: "Wormald, Carla GCPE:EX" <Carla.Wormald@gov.bc.ca>, "Ferguson, Suzanne A TAC:EX"

<Suzanne.Ferguson@gov.bc.ca>, "Zoeller, Sonja TAC:EX" <Sonja.Zoeller@gov.bc.ca>, "Marshall, Autumn TAC:EX" <Autumn.Marshall@gov.bc.ca>

Subject: for approval - KMQA for TTF announcement

Hi Salman,

There are a couple of new questions (highlighted) added in based on feedback from the MO- Sonja has approved and I'm sharing with Suzanne as an FYI given she is off today.

Please let me know if we're good to share these with Neilane when you have a moment, as we'll send these along to MO before the EOD.

Thank you,

Lisa

## **Fwd: PRIORITY UPDATE: ITBC**

---

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
To: Pilling, Lisa GCPE:EX  
Sent: December 18, 2020 9:33:09 PM PST  
Received: December 18, 2020 9:33:09 PM PST

FYI

Sonja Zoeller

Project Director

Tourism, Arts and Culture

250-812-6844

Sent from my iPhone

Begin forwarded message:

From: "Azam, Salman TAC:EX" <Salman.Azam@gov.bc.ca>  
Date: December 18, 2020 at 7:06:29 PM PST  
To: "Ferguson, Suzanne A TAC:EX" <Suzanne.Ferguson@gov.bc.ca>, "Zoeller, Sonja TAC:EX" <Sonja.Zoeller@gov.bc.ca>  
Cc: "Mattock, Amber TAC:EX" <Amber.Mattock@gov.bc.ca>  
Subject:Fwd: PRIORITY UPDATE: ITBC

FYI.

Sent from my iPhone

Begin forwarded message:

From: "Curtis, David MAH:EX" <David.Curtis@gov.bc.ca>  
Date: December 18, 2020 at 6:53:43 PM PST  
To: "Mayhew, Neilane TAC:EX" <Neilane.Mayhew@gov.bc.ca>, "Azam, Salman TAC:EX" <Salman.Azam@gov.bc.ca>  
Subject:RE: PRIORITY UPDATE: ITBC

s.12

. They noted the requirement to continue to work with them on the messaging and the timing of the announcement.

They are aiming to share the signed ITBC letter on Monday.

I have also asked if we can see a copy of the JERI letter and status and they are following up internally.

Available to discuss and will share additional info as it is available.

David

It is not clear from the email below if we have to wait for final sign off before we can confirm the announcement. GCPE is currently holding on sending out media notice of an announcement on Tuesday pending confirmation from me that we are good to go. I know that JERI already sent theirs out this morning even before TB.

Sent from Workspace ONE Boxer

From: Argast, Peter FIN:EX <Peter.Argast@gov.bc.ca>  
Sent: December 18, 2020 6:34 PM  
To: Curtis, David MAH:EX <David.Curtis@gov.bc.ca>; Romanova, Tamara MAH:EX <Tamara.Romanova@gov.bc.ca>  
Cc: Colantonio, Stefan FIN:EX <Stefan.Colantonio@gov.bc.ca>  
Subject: ITBC

s.13 s.13 s.13

Thanks,

Treasury Board Staff  
Ministry of Finance  
T: 778-974-3608 | M: 250-886-0412

**Re: TB APPROVED: TACS NR - StrongerBC Tourism Emergency Funding - DUE:  
ASAP**

---

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
To: Ferguson, Suzanne A TAC:EX  
Cc: Harbord, Chris GCPE:EX, Wormald, Carla GCPE:EX, Pilling, Lisa GCPE:EX  
Sent: December 20, 2020 11:41:04 AM PST  
Received: December 20, 2020 11:41:05 AM PST

Great minds....

Sonja Zoeller

Project Director

Tourism, Arts and Culture

250-812-6844

Sent from my iPhone

On Dec 20, 2020, at 11:30 AM, Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca> wrote:

We were thinking the same thing at the same time ! See my last note.

Yes let's adjust the message if MO agrees

Sent from my iPhone

On Dec 20, 2020, at 11:28 AM, Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca> wrote:

s.13

Suzanne do you agree?

Sonja Zoeller

Project Director

Tourism, Arts and Culture

250-812-6844

Sent from my iPhone

On Dec 20, 2020, at 10:50 AM, Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca> wrote:

Page 160 of 226

Withheld pursuant to/removed as

s.13

## RE: TTF - Follow Up Questions

---

From: Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
To: Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>, Mayhew, Neilane TAC:EX <Neilane.Mayhew@gov.bc.ca>  
Sent: December 20, 2020 1:38:53 PM PST  
Received: December 20, 2020 1:38:54 PM PST  
Attachments: KMQA\_TTF\_final report recommendations\_MO-Updated Dec. 20 - draft.docx

Thanks Neilane/Salman – I've updated the QA best I could and sent to Sonja and Suzanne so I just want to make sure we're coordinated. Salman - should I mention that you'll be in touch with JERI on some of these pieces?

I didn't include the previously qualified question so thanks for that reminder.

Latest version with new Qs in yellow FYI.

Cheers, Chris

From: Azam, Salman TAC:EX  
Sent: December 20, 2020 1:26 PM  
To: Mayhew, Neilane TAC:EX  
Cc: Harbord, Chris GCPE:EX  
Subject: Re: TTF - Follow Up Questions

I will do some follow up.

s.13

Salman Azam, BA, CPD

Assistant Deputy Minister, Tourism Sector Strategy

Ministry of Tourism, Arts & Culture

Cell – 250-361-5440

From: "Mayhew, Neilane TAC:EX" <Neilane.Mayhew@gov.bc.ca>  
Date: Sunday, December 20, 2020 at 12:48 PM  
To: "Azam, Salman TAC:EX" <Salman.Azam@gov.bc.ca>  
Cc: "Harbord, Chris GCPE:EX" <Chris.Harbord@gov.bc.ca>

Subject: TTF - Follow Up Questions

Chris, Daniela and I just finished a call with MMM regarding the upcoming announcement. I think Chris and Daniela will be doing some follow up as well on some of the questions but here is the three key questions I think Chris will need some help tracking down and we will likely need to ask JERI for some information.

s.13

s.13

Chris may have some more questions as she works through messaging.

Neilane Mayhew

Deputy Minister

Ministry of Tourism, Arts, Culture and Sport

778-698-0450

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Withheld pursuant to/removed as

s.13



## RE: Request - NR quote from ITBC

---

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
To: Ferguson, Suzanne A TAC:EX, Harbord, Chris GCPE:EX  
Cc: Wormald, Carla GCPE:EX, Pilling, Lisa GCPE:EX  
Sent: December 20, 2020 2:35:23 PM PST  
Received: December 20, 2020 2:35:00 PM PST

Hi – here is contact info for Brenda. As Suzanne mentioned, best to use both email addresses for her and also get in touch with Paul Amos, ITBC's comms and marketing director. paula@indigenoussc.com

Brenda Batiste

604-921-1070 (222)

250-535-0556 (cell)

brenda@indigenoussc.com

BBaptiste@oib.ca

Sonja Zoeller | Project Director, Tourism Sector Strategy

Tourism, Arts, Culture and Sport

Mobile: 250.812.6844 | Email: sonja.zoeller@gov.bc.ca

From: Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>  
Sent: December 20, 2020 2:25 PM  
To: Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
Cc: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>; Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>;  
Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Subject: Re: Request - NR quote from ITBC

We have contact info for Brenda both email and phone. I would suggest contacting her both ways and we can also give the staff at itbc the heads up in the am as they may have contact with her as well.<sup>5-13</sup>

s.13

Confirming Gcpe will reach out once you have the contact info.

I am just out for a while. Either Sonja or I will send later today

Thx

Sent from my iPhone

On Dec 20, 2020, at 12:37 PM, Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca> wrote:

Hi there – MMM wanted to add a quote from Brenda Baptiste into our NR. What is the best way to facilitate this? And MMM will be quoted in their NR on Tuesday as well. Cheers, Chris

PS there will be a few changes and new/revised QA, news release and speaking notes based on our call this am coming your way. Thanks in advance!

## **KMQA\_TTF\_final report recommendations\_MO-Updated Dec. 20 - draft**

---

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
To: Harbord, Chris GCPE:EX, Ferguson, Suzanne A TAC:EX  
Cc: Pilling, Lisa GCPE:EX, Wormald, Carla GCPE:EX  
Sent: December 20, 2020 2:49:23 PM PST  
Received: December 20, 2020 2:49:00 PM PST  
Attachments: KMQA\_TTF\_final report recommendations\_MO-Updated Dec. 20 - draft.docx

Looks good to me – a couple of small comments embedded and areas where I think we need to check with JERI.

Page 176 of 226 to/à Page 185 of 226

Withheld pursuant to/removed as

s.13

## **NR\_TTF Final Report Recommendations\_MO-Updated Dec. 20 - draft**

---

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
To: Harbord, Chris GCPE:EX  
Sent: December 20, 2020 2:52:57 PM PST  
Received: December 20, 2020 2:52:00 PM PST  
Attachments: NR\_TTF Final Report Recommendations\_MO-Updated Dec. 20 - draft.docx

Recognizing you're not asking for feedback on this one but two small points for consideration.

The para talking about the changes<sup>s.13</sup>

s.13

Cheers,

S.

Page 187 of 226 to/à Page 188 of 226

Withheld pursuant to/removed as

s.13

## MM - approved?

---

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
To: Harbord, Chris GCPE:EX  
Cc: Ferguson, Suzanne A TAC:EX, Pilling, Lisa GCPE:EX, Wormald, Carla GCPE:EX  
Sent: December 21, 2020 9:18:31 AM PST  
Received: December 21, 2020 9:18:00 AM PST  
Attachments: MM\_Tourism relief funding.docx

Good morning all:

I wanted to check in on the Minister's Message. Do you know if it was approved?<sup>s.13</sup>

<sup>s.13</sup> otherwise no other changes from the original). And was the list of stakeholders also approved (including BCHA?)?

Lastly, confirming that I will be sending it or whether you will be sending it? Just wanting to get my ducks in a row for tomorrow.

Thanks!

Sonja Zoeller | Project Director, Tourism Sector Strategy

Tourism, Arts, Culture and Sport

Mobile: 250.812.6844 | Email: sonja.zoeller@gov.bc.ca

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Withheld pursuant to/removed as

s.13



## **RE: tourism supports tweets\_21Dec2020\_DRAFT**

---

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
To: Pilling, Lisa GCPE:EX  
Cc: Ferguson, Suzanne A TAC:EX, Wormald, Carla GCPE:EX  
Sent: December 21, 2020 9:22:54 AM PST  
Received: December 21, 2020 9:22:00 AM PST

Looks great to me Lisa!

Sonja Zoeller | Project Director, Tourism Sector Strategy

Tourism, Arts, Culture and Sport  
Mobile: 250.812.6844 | Email: sonja.zoeller@gov.bc.ca

From: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Sent: December 21, 2020 9:11 AM  
To: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
Cc: Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>; Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>  
Subject: tourism supports tweets\_21Dec2020\_DRAFT

Goooooooood morning,

Attached are some suggested tweets for Minister Mark as well as for caucus to use. Please let me know if these work from your perspective.

Thank you,

Lisa

## **FW: MEDIA ADVISORY – Ministry of Tourism, Arts, Culture and Sport – teleconference**

---

From: Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
To: Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>, Mayhew, Neilane TAC:EX <Neilane.Mayhew@gov.bc.ca>, Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>, Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>, Gardea, Daniela TAC:EX <Daniela.Gardea@gov.bc.ca>, Holding, Marina TAC:EX <Marina.Holding@gov.bc.ca>  
Sent: December 21, 2020 11:23:04 AM PST  
Received: December 21, 2020 11:23:05 AM PST

FYI – we will also get an audio recording after that we will share.

From: noreply.newsondemand@gov.bc.ca  
Sent: December 21, 2020 11:11 AM  
To: Harbord, Chris GCPE:EX  
Subject: MEDIA ADVISORY – Ministry of Tourism, Arts, Culture and Sport – teleconference

For Immediate Release

Dec. 21, 2020

Ministry of Tourism, Arts, Culture and Sport

### **MEDIA ADVISORY**

VICTORIA - Media are invited to join Melanie Mark, Minister of Tourism, Arts, Culture and Sport, for an announcement on the Tourism Task Force recommendations.

Event date: Tuesday, Dec. 22, 2020

Time: 10 a.m. (Pacific time)

Note: In line with the BC Centre for Disease Control's physical distancing guidelines, media must call in rather than attend in person.

Special instructions: Participants are requested to dial in 20 minutes prior to the announcement. Media are asked to have the participant pass code ready when they dial in to save time. Failure to do this may mean a delay in you or others joining the call.

#### **Media dial-in information:**

From anywhere in B.C. and Canada, toll-free: 1 888 892-3255

Participant pass code: 120070

#### **Contact:**

Carla Wormald  
Ministry of Tourism, Arts, Culture and Sport  
Government Communications and Public Relations  
250 208-4309

## RE: Rapid testing KMs?

---

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
To: Pilling, Lisa GCPE:EX, Wormald, Carla GCPE:EX  
Sent: December 21, 2020 1:11:02 PM PST  
Received: December 21, 2020 1:11:00 PM PST

Sounds good. I wouldn't want to suggest s.13

s.13

Sonja Zoeller | Project Director, Tourism Sector Strategy

Tourism, Arts, Culture and Sport  
Mobile: 250.812.6844 | Email: sonja.zoeller@gov.bc.ca

From: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Sent: December 21, 2020 1:02 PM  
To: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>; Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>  
Subject: RE: Rapid testing KMs?

We have....and appreciate that you shared that sentiment with us. Hoping they'll share something shortly and will can loop you in as well.

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
Sent: December 21, 2020 12:59 PM  
To: Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>  
Cc: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Subject: RE: Rapid testing KMs?

Hiiii Carla,

s.13

Could you reach out to them for KMs?

Thanks!

Sonja Zoeller | Project Director, Tourism Sector Strategy

Tourism, Arts, Culture and Sport  
Mobile: 250.812.6844 | Email: sonja.zoeller@gov.bc.ca

From: Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>  
Sent: December 21, 2020 12:54 PM  
To: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
Cc: Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Subject: Rapid testing KMs?

Hola SZ,

DG has asked for some KMs on rapid testing. I drafted some high level suggestions, knowing Tamara is really the expert here. What do you think of the below?

Rapid testing

s.13

Carla Wormald, MA

Manager Government Communications and Public Engagement

Ministry of Tourism, Arts, Culture and Sport

PH 778-698-8199

Cell 250-208-4309

## For Review - Updated QA for TTF announcement

---

From: Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
To: Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>, Mayhew, Neilane TAC:EX <Neilane.Mayhew@gov.bc.ca>  
Cc: Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>, Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
Sent: December 21, 2020 2:07:29 PM PST  
Received: December 21, 2020 2:07:30 PM PST  
Attachments: KMQA\_TTF\_final report recommendations\_MO-Updated Dec. 21 - draft.docx

Hi there – the minister wanted all the materials so<sup>s.22</sup> so I did share these already. She said to flag anything tomorrow that may be incorrect but I believe that between the JERI staff, Suzanne and Sonja, these in good shape. The numbering need to be corrected but I'm not changing them in case MMM has questions and we need to know which QA she is referring to. Cheers, Chris

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Withheld pursuant to/removed as

s.13

## **MM\_Tourism relief funding\_final for dist**

---

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
To: Pilling, Lisa GCPE:EX  
Cc: Wormald, Carla GCPE:EX, Harbord, Chris GCPE:EX  
Sent: December 22, 2020 8:42:40 AM PST  
Received: December 22, 2020 8:42:00 AM PST  
Attachments: MM\_Tourism relief funding\_final for dist.docx

Hi Lisa,

Here's the final for distribution to DBC. I will queue it up to send to the others just after 10am. I won't be able to listen in so let me know if I need to delay for any reason.

Thanks!

## Minister's Message



Title: B.C. commits \$105 million to support tourism sector

Earlier today, I announced \$105 million in dedicated relief funding for the tourism sector. These are the first actions we are taking to respond to the Tourism Task Force's recommendations, which we received on Dec. 9, 2020.

The Tourism Task Force worked diligently to deliver a report to our government that provided concrete recommendations for actions to help people and businesses survive the pandemic. I want to thank the members of the task force for listening to industry's needs and delivering their report weeks ahead of schedule. This has given us valuable time to make headway on their recommendations.

The relief funds I announced today will provide critical support to tourism operators through the winter months, particularly as travel restrictions remain in place. Acting on the Task Force's recommendations, we have created a \$100 million tourism-specific funding stream through the Small and Medium Size Business Recovery Grant Program. We also took the task force's advice in simplifying the application process and streamlining the eligibility criteria, so that more businesses can access grants.

Given our government's commitment to reconciliation with Indigenous peoples, we are also creating an Indigenous relief funding grant program in partnership with Indigenous Tourism BC, as recommended in the task force's report. This \$5 million allocation will help to sustain Indigenous tourism operators through this difficult winter.

In the weeks since I was appointed Minister of Tourism, Arts, Culture and Sport, I have spoken with leaders across the sector. They shared with me the deep hardship that tourism workers and operators are facing. People are worried about whether they will have a job to go to and whether they will be able to reopen their doors to visitors.

As minister, I am dedicated to doing everything I can to support people in the tourism industry. This has been the most challenging year that people in this business have ever faced, and while news about vaccines arriving in British Columbia gives us reason to be hopeful, we aren't through this storm yet. The funding I announced today will help people who rely on tourism get through these next few months. I'm also pleased that the grant changes announced on Monday by Minister Ravi Kahlon are already in place. I encourage people to visit the web site to learn more and apply online.



We know that once travel restrictions lift, people will return to travel in our province. There is so much beauty here to share, and at the heart of that is the people showcasing and welcoming visitors to British Columbia. I look forward to continuing to paddle together to create a strong recovery of the tourism sector.

Melanie Mark  
Hli Haykwhl Wíi Xsgaak  
Minister of Tourism, Arts, Culture and Sport

## **FYI: Media Availability: Mark - COVID tourism funding**

---

From: Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
To: Mayhew, Neilane TAC:EX <Neilane.Mayhew@gov.bc.ca>, Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>, Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>, Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>, Gardea, Daniela TAC:EX <Daniela.Gardea@gov.bc.ca>, Wolfe, Seamus TACS:EX <Seamus.Wolfe@gov.bc.ca>, Farrance, Melissa TACS:EX <Melissa.Farrance@gov.bc.ca>, Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Sent: December 22, 2020 11:41:07 AM PST  
Received: December 22, 2020 11:41:08 AM PST

From: tno@gov.bc.ca  
Sent: December 22, 2020 11:39 AM  
Subject: Media Availability: Mark - COVID tourism funding

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Page 211 of 226 to/à Page 213 of 226

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Copyright

TNO... <[http://tno.gov.bc.ca/tno/servlet/tno.otis.servlet?command=showstory&type=Scrum&publication=MediaAvailability&series=Vancouver Cabinet Office&rsn=655653949&alert=yes](http://tno.gov.bc.ca/tno/servlet/tno.otis.servlet?command=showstory&type=Scrum&publication=MediaAvailability&series=Vancouver+Cabinet+Office&rsn=655653949&alert=yes)>

This e-mail is a service provided by Government Communications and Public Engagement and is only intended for the original addressee.

## **RE: FOR REVIEW: TACS Media Request: Tourism businesses accessing grants**

---

From: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>  
To: Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>, Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>  
Cc: Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
Sent: December 22, 2020 2:05:53 PM PST  
Received: December 22, 2020 2:05:53 PM PST

Hi Carla,

I chatted with Suzanne and she is technically acting for Salman today and approves the wording below.

Thanks!

Sonja Zoeller | Project Director, Tourism Sector Strategy

Tourism, Arts, Culture and Sport  
Mobile: 250.812.6844 | Email: sonja.zoeller@gov.bc.ca

From: Wormald, Carla GCPE:EX  
Sent: December 22, 2020 1:41 PM  
To: Zoeller, Sonja TAC:EX ; Azam, Salman TAC:EX  
Cc: Harbord, Chris GCPE:EX  
Subject: FOR REVIEW: TACS Media Request: Tourism businesses accessing grants

Hi Salman,

Please see the below media response from a Times Colonist inquiry in follow up to today's announcement.

The first part was provided by my colleagues at JERI. The second highlighted piece was in our QA, but I wanted to check with you as Sonja mentioned you have had some conversations with Ingrid and just wanted to see if you think anything further should be added to the suggested response?

Thanks  
Carla

Reporter

Andrew Duffy, Reporter  
Times Colonist  
aduffy@timescolonist.com  
250-380-5342

Deadline ASAP

Request

- how many tourism businesses have applied for the business recovery grant (and how much money does that represent)?
- is the ministry considering any kind of relief for larger businesses -- I understand those employing 150+ are not eligible -- like transportation companies, large attractions (Victoria examples would be Wilson's Transportation with

more than 200 employees and Butchart Gardens that employs at its peak something like 600?

#### Recommendation

Information on background and any attribution can be given to the Ministry of Jobs, Economic Recovery and Innovation:

There have been over 1,500 applications received since the program launched on October 9th and B.C. government staff are working on those applications.

There is a two-stage process to this program. Prior to grants being disbursed the business works with professional services, paid for by the Province, in order to submit a recovery plan specific to that business. Grant funding is then disbursed as soon as possible upon the completion of the recovery plan.

The changes announced by Minister Kahlon are expected to result in a significant increase in applications.

With regards to 150+ employees, the Province's \$1.5 billion COVID-19 Action Plan for economic recovery included supports for larger tourism businesses such as reductions in property tax bills and deferrals of other tax payments like EHT and PST.

The federal government also recently announced a number of new initiatives that we expect will support British Columbia's larger tourism businesses, including the Highly Affected Sectors Credit Availability Program, increasing the maximum wage subsidy rate and extending it to March 2021, and extending the Canada Emergency Rent Subsidy program. We will be advocating strongly that these new programs meet the needs of B.C.'s tourism sector, including our larger employers.

## **RE: FOR REVIEW: TACS Media Request: Tourism businesses accessing grants**

From: Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>  
To: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>, Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>  
Cc: Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
Sent: December 22, 2020 2:08:13 PM PST  
Received: December 22, 2020 2:08:14 PM PST

Super thanks team Tourism! What an exciting day!

From: Zoeller, Sonja TAC:EX  
Sent: December 22, 2020 2:06 PM  
To: Wormald, Carla GCPE:EX ; Azam, Salman TAC:EX  
Cc: Harbord, Chris GCPE:EX  
Subject: RE: FOR REVIEW: TACS Media Request: Tourism businesses accessing grants

Hi Carla,

I chatted with Suzanne and she is technically acting for Salman today and approves the wording below.

Thanks!

Sonja Zoeller | Project Director, Tourism Sector Strategy

Tourism, Arts, Culture and Sport  
Mobile: 250.812.6844 | Email: sonja.zoeller@gov.bc.ca

From: Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>  
Sent: December 22, 2020 1:41 PM  
To: Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>; Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>  
Cc: Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
Subject: FOR REVIEW: TACS Media Request: Tourism businesses accessing grants

Hi Salman,

Please see the below media response from a Times Colonist inquiry in follow up to today's announcement.

The first part was provided by my colleagues at JERI. The second highlighted piece was in our QA, but I wanted to check with you as Sonja mentioned you have had some conversations with Ingrid and just wanted to see if you think anything further should be added to the suggested response?

Thanks  
Carla

Reporter

Andrew Duffy, Reporter  
Times Colonist  
aduffy@timescolonist.com  
250-380-5342

DeadlineASAP

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## **RE: Media Availability: Mark - COVID tourism funding**

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From: Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>  
To: Mayhew, Neilane TAC:EX <Neilane.Mayhew@gov.bc.ca>, Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>, Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>, Zoeller, Sonja TAC:EX <Sonja.Zoeller@gov.bc.ca>, Gardea, Daniela TAC:EX <Daniela.Gardea@gov.bc.ca>, Wolfe, Seamus TACS:EX <Seamus.Wolfe@gov.bc.ca>, Farrance, Melissa TACS:EX <Melissa.Farrance@gov.bc.ca>, Pilling, Lisa GCPE:EX <Lisa.Pilling@gov.bc.ca>  
Sent: December 22, 2020 2:13:41 PM PST  
Received: December 22, 2020 2:13:42 PM PST  
Attachments: 120070-78522.wav

Here is the audio FYI as well. Cheers, Chris

From: Harbord, Chris GCPE:EX  
Sent: December 22, 2020 11:41 AM  
To: Mayhew, Neilane TAC:EX ; Azam, Salman TAC:EX ; Ferguson, Suzanne A TAC:EX ; Zoeller, Sonja TAC:EX ; Gardea, Daniela TAC:EX ; Wolfe, Seamus TACS:EX ; Farrance, Melissa TACS:EX ; Pilling, Lisa GCPE:EX  
Subject: FYI: Media Availability: Mark - COVID tourism funding

From: tno@gov.bc.ca <tno@gov.bc.ca>  
Sent: December 22, 2020 11:39 AM  
Subject: Media Availability: Mark - COVID tourism funding

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TNO... <[http://tno.gov.bc.ca/tno/servlet/tno.otis.servlet?command=showstory&type=Scrum&publication=Media Availability&series=Vancouver Cabinet Office&rsn=655653949&alert=yes](http://tno.gov.bc.ca/tno/servlet/tno.otis.servlet?command=showstory&type=Scrum&publication=MediaAvailability&series=Vancouver+Cabinet+Office&rsn=655653949&alert=yes)>

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## FW: TACS – Signed Decision Letter

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From: Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca>  
To: Zoeller, Sonja TAC:EX  
Sent: December 23, 2020 1:20:15 PM PST  
Received: December 23, 2020 1:20:00 PM PST  
Attachments: d TACS TTF Emergency Funding to ITBC DL signed.pdf

Sonja - FYI - just received this. Let's set up a call with ITBC. they will need to be aware that they cannot communicate criteria until we have reported back to TBS<sup>s.13</sup>

s.13

From: Curtis, David MAH:EX <David.Curtis@gov.bc.ca>  
Sent: December 22, 2020 4:52 PM  
To: Romanova, Tamara MAH:EX <Tamara.Romanova@gov.bc.ca>; Azam, Salman TAC:EX <Salman.Azam@gov.bc.ca>  
Cc: Mayhew, Neilane TAC:EX <Neilane.Mayhew@gov.bc.ca>  
Subject: FW: TACS – Signed Decision Letter

From: Lang, Kimberley FIN:EX <Kimberley.Lang@gov.bc.ca> On Behalf Of Thompson, Amanda FIN:EX  
Sent: December 22, 2020 4:23 PM  
To: Mayhew, Neilane TAC:EX <Neilane.Mayhew@gov.bc.ca>  
Cc: Curtis, David MAH:EX <David.Curtis@gov.bc.ca>; Colantonio, Stefan FIN:EX <Stefan.Colantonio@gov.bc.ca>  
Subject: TACS – Signed Decision Letter

Please find attached a signed<sup>s.12</sup>  
office.

A copy has been sent to your Minister's

Treasury Board Staff

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s.12 ; s.13

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Withheld pursuant to/removed as

s.13