

Ministry of Tourism, Arts, Culture and Sport 2024/25 Estimates Debate

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December 7, 2022

Honourable Lana Popham
Minister of Tourism, Arts, Culture and Sport
Parliament Buildings
Victoria, BC V8V 1X4

Dear Minister Popham:

Thank you for agreeing to serve as Minister of Tourism, Arts, Culture and Sport. I trust in your leadership at this critical time to deliver results for the people of British Columbia.

British Columbians continue to recover from and respond to the upheaval caused by the COVID-19 pandemic and climate related natural disasters, while global inflation is driving up costs for more households and the world's economic outlook is concerning. Now more than ever, we need to focus on building a secure, low emission, sustainable economy, and a province where everyone can find a good home – whether you live in a rural area, in a city, or in an Indigenous community. We will continue working toward true and meaningful reconciliation by supporting opportunities for Indigenous Peoples to be full partners in the inclusive and sustainable province we are building together.

Our government is committed to delivering on the mandate British Columbians gave us in 2020. Together we can make life better for people in B.C., improve the services we all rely on, and ensure a sustainable province for future generations.

As we renew our work, my priority as Premier is to deliver results that people can see and feel in four key areas:

- **Attainable and affordable housing:** In the wake of soaring prices and record migration to B.C., we will take on the important work of building new homes that are actually attainable for the middle class, while continuing our work to address the housing crisis for those in distress on our streets.

.../2

- **Safer communities:** To address concerns about public safety, both for the people struggling with mental health and addiction on our streets, as well as the feeling that downtown centres are not as safe as they were before the pandemic, we will work with our partners at all levels of government, the justice and health care systems, the non-profit sector, and community leaders to find solutions for this complex challenge facing our province, and work overtime to seize the assets of high-level criminals.
- **Improved health care:** Amid unprecedented pressures we will continue to work to strengthen our public health care system, from family doctors to new hospitals, so care is there for each of us when we need it.
- **A sustainable, clean, secure, and fair economy:** We will continue our work investing in British Columbians, fighting racism and promoting equity, and building a clean economy that addresses our obligations to combat climate change by driving down emissions, while creating good, family supporting jobs.

Our tourism industry was hit hard by the pandemic and continues to need support to recover and thrive. People are travelling again and when they have a choice of where to go, they are choosing our province as a destination.

British Columbia will be hosting major sporting events every year from 2024 to 2026, inclusive. By using these marquee events to promote our province and the remarkable tourism opportunities available, we will help leverage our investments in Indigenous tourism, conservation, and community amenities into sustained economic growth across B.C.

Beyond tourism, arts and culture play a vital role in our province's economy. From our thriving film, special effects, gaming, and animation sectors to theatre, music, comedy, and dance, British Columbians are having an outsized impact, delivering major success on the world stage.

The remarkable diversity that makes up our province, from Indigenous art and culture to art that thrives in cultural communities, has led to an innovative and unique cultural sector that has remarkable potential for further growth and development.

Since 2020, our government has made considerable progress on important initiatives including:

- Supporting the tourism, arts, culture, and sport sectors through the COVID-19 response and recovery.

- Evaluating the benefits of potential marquee sporting events, resulting in commitments to host the 2025 Invictus Games and the 2026 FIFA World Cup.
- Doubling support for arts and culture spaces with \$4 million in support to the Arts Infrastructure Program.
- Supporting the redevelopment of the Jewish Community Centre of Greater Vancouver with a \$25 million contribution for new child care and housing for families.
- Announcing the single largest funding program to support B.C.'s unique heritage infrastructure with \$16 million to be delivered in partnership with Heritage BC and \$4 Million delivered with the First Peoples' Cultural Council.
- Establishing Canada's first Chinese Canadian Museum in B.C.

As you continue to make progress on items in the previous mandate letter, over the remaining period of this mandate I expect you to prioritize making progress on the following:

- Continue to work with the tourism and hospitality sectors in rural and urban communities to ensure sustained recovery from the COVID-19 pandemic.
- Continue to support the Arts Infrastructure Program to help communities build new cultural spaces and renovate existing ones.
- Maintain work with B.C. host cities and organizers of upcoming marquee events – Grey Cup in 2024, Invictus Games in 2025 and FIFA world cup in 2026 – to ensure they provide positive benefits for businesses, communities, and the tourism sector.
- Work with First Nations to secure the bid for the 2027 North America Indigenous Games.
- Continue to promote rural and Indigenous tourism opportunities, taking advantage of B.C.'s unparalleled natural areas.
- Continue the development and implementation of heritage policy and programs related to geographical naming, heritage conservation capacity building, historic places recognition, fossil management, and the stewardship of physical heritage resources.

- Work with the Royal BC Museum to engage in a robust consultation with First Nations, British Columbians, and other stakeholders to inform next steps in the Museum's future.
- With support from the Parliamentary Secretary for Anti-Racism Initiatives, work in consultation with affected communities to advance emerging museum programs and proposals including the Chinese Canadian museum, a South Asian museum, and a provincial Filipino cultural centre.

To assist you in meeting the commitments we have made to British Columbians, you are assigned a Parliamentary Secretary for Arts and Film and a Parliamentary Secretary for Tourism. You will work closely together and ensure your Parliamentary Secretaries receive appropriate support to deliver on the priorities outlined in the mandate letters issued to them.

Our work together must continue to evolve to meet the changing needs of people in this province. Issues not contemplated by this letter will come forward for government action and I ask you to bring such matters forward for consideration by the Planning and Priorities Committee of Cabinet, with the expectation that any proposed initiatives will be subject to the usual Cabinet and Treasury Board oversight and include measurable outcomes for British Columbians. Your ministry's priorities must reflect our government's overall strategic plan as determined by Cabinet.

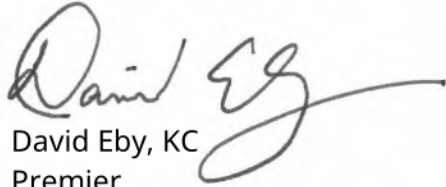
British Columbians expect their elected representatives to work together to advance the public good. That means seeking out, fostering, and championing good ideas regardless of their origin. I expect you to reach out to elected members from all parties as you deliver on your mandate. Further, you will build thoughtful and sustained relationships both with title holders and through public and stakeholder engagement plans that incorporate diverse perspectives early in the policy development process. Federal partnerships and resources will be particularly important and, on behalf of our government, you will engage with the federal government on advancing priorities to improve the lives of British Columbians.

As a Cabinet, we will uphold the highest standards of ethics, collaboration, and good conduct in service of the public, and as a Minister of the Crown, you are expected to review, understand, and act according to the *Members' Conflict of Interest Act*. You will establish a collaborative working relationship with your Deputy Minister, and the public servants under their direction, who provide the professional, non-partisan advice that is fundamental to delivering on our government's priorities. Your Minister's Office must meet the highest standards for integrity and provide a respectful, rewarding environment for all staff.

The rural and urban challenges that we face are urgent and complex. In response, we must be forward-thinking, strategic, and ready to work across disciplines and old divisions in new ways. Labour shortages are a major issue globally, and British Columbia is no exception, including in the public service. Maintaining the BC Public Service as an employer of excellence will be key to retaining and recruiting the diverse professionals we rely on to deliver essential services, advice, and analysis.

At the core of this work is listening and responding to the priorities of people in B.C. Together, we can deliver results in very real ways – ways that people can see, feel, and touch, and that change their lives for the better. Thank you for doing this important work with me.

Sincerely,

A handwritten signature in black ink, appearing to read "David Eby", with a long horizontal flourish extending to the right.

David Eby, KC
Premier



December 7, 2022

Bob D'Eith, MLA
Parliamentary Secretary for Arts and Film
Parliament Buildings
Victoria, BC V8V 1X4

Dear Parliamentary Secretary D'Eith:

Thank you for agreeing to continue to serve as Parliamentary Secretary for Arts and Film. I trust in your leadership at this critical time to deliver results for the people of British Columbia.

British Columbians continue to recover from and respond to the upheaval caused by the COVID-19 pandemic and climate related natural disasters, while global inflation is driving up costs for more households and the world's economic outlook is concerning. Now more than ever, we need to focus on building a secure, low emission, sustainable economy, and a province where everyone can find a good home – whether you live in a rural area, in a city, or in an Indigenous community. We will continue working toward true and meaningful reconciliation by supporting opportunities for Indigenous Peoples to be full partners in the inclusive and sustainable province we are building together.

Our government is committed to delivering on the mandate British Columbians gave us in 2020. Together we can make life better for people in B.C., improve the services we all rely on, and ensure a sustainable province for future generations.

As we renew our work, my priority as Premier is to deliver results that people can see and feel in four key areas:

- **Attainable and affordable housing:** In the wake of soaring prices and record migration to B.C., we will take on the important work of building new homes that are actually attainable for the middle class, while continuing our work to address the housing crisis for those in distress on our streets.

.../2

- **Safer communities:** To address concerns about public safety, both for the people struggling with mental health and addiction on our streets, as well as the feeling that downtown centres are not as safe as they were before the pandemic, we will work with our partners at all levels of government, the justice and health care systems, the non-profit sector, and community leaders to find solutions for this complex challenge facing our province, and work overtime to seize the assets of high-level criminals.
- **Improved health care:** Amid unprecedented pressures we will continue to work to strengthen our public health care system, from family doctors to new hospitals, so care is there for each of us when we need it.
- **A sustainable, clean, secure, and fair economy:** We will continue our work investing in British Columbians, fighting racism and promoting equity, and building a clean economy that addresses our obligations to combat climate change by driving down emissions, while creating good, family supporting jobs.

As Parliamentary Secretary, you will assist the Minister of Tourism, Arts, Culture and Sport in carrying out ministerial duties in the House and speaking on the government's behalf when issues arise in the absence of the Minister. You will also play an important role in engaging British Columbians by representing the Minister at public events, delivering speeches on behalf of the Minister, or acting as a spokesperson for the government's position. You will reach out to stakeholders, businesses, civil society, and people across B.C. to better understand their perspectives and bring their views to the Minister.

You will work with your Minister to help advance these shared responsibilities:

- Work with the creative sector to identify strategies to support growth in urban and rural communities across British Columbia.
- Work with the film industry to ensure British Columbia continues to be a destination for the sector.
- Lead work with the federal government to ensure that any federal government programs pertaining to content production and distribution online continue to benefit artists in British Columbia, including digital-first artists.

Your Minister is responsible and accountable for their ministry and their mandate; all key decisions will be made by them. You will understand your Minister's policy goals, develop a deep understanding of the issues, build thoughtful and sustained relationships both with title holders and through public and stakeholder engagement plans, and provide your best advice to the public service as they develop options for decision by the Minister.

You will collaborate with your Minister, ministry, and the Premier's Office to develop a workplan to guide your efforts, including detail on how the professional public service will support your work.

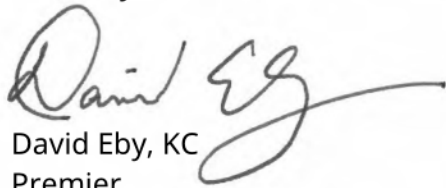
All members are expected to review, understand, and act according to the *Members' Conflict of Interest Act* and conduct themselves with the highest level of integrity. As a Parliamentary Secretary, your conduct will reflect not only on you, but on your Minister and our government.

You will establish a collaborative working relationship with your Minister, your Minister's staff, and the public servants who provide the professional, non-partisan advice that is fundamental to delivering on our government's priorities.

The rural and urban challenges that we face are urgent and complex. In response, we must be forward-thinking, strategic, and ready to work across disciplines and old divisions in new ways. Labour shortages are a major issue globally, and British Columbia is no exception, including in the public service. Maintaining the BC Public Service as an employer of excellence will be key to retaining and recruiting the diverse professionals we rely on to deliver essential services, advice, and analysis.

At the core of this work is listening and responding to the priorities of people in B.C. Together, we can deliver results in very real ways – ways that people can see, feel, and touch, and that change their lives for the better. Thank you for doing this important work with me.

Sincerely,

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David Eby, KC
Premier



December 7, 2022

Brittney Anderson, MLA
Parliamentary Secretary for Tourism
Parliament Buildings
Victoria, BC V8V 1X4

Dear Parliamentary Secretary Anderson:

Thank you for agreeing to serve as Parliamentary Secretary for Tourism. I trust in your leadership at this critical time to deliver results for the people of British Columbia.

British Columbians continue to recover from and respond to the upheaval caused by the COVID-19 pandemic and climate related natural disasters, while global inflation is driving up costs for more households and the world's economic outlook is concerning. Now more than ever, we need to focus on building a secure, low emission, sustainable economy, and a province where everyone can find a good home – whether you live in a rural area, in a city, or in an Indigenous community. We will continue working toward true and meaningful reconciliation by supporting opportunities for Indigenous Peoples to be full partners in the inclusive and sustainable province we are building together.

Our government is committed to delivering on the mandate British Columbians gave us in 2020. Together we can make life better for people in B.C., improve the services we all rely on, and ensure a sustainable province for future generations.

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As Parliamentary Secretary, you will assist the Minister of Tourism, Arts, Culture and Sport in carrying out ministerial duties in the House and speaking on the government's behalf when issues arise in the absence of the Minister. You will also play an important role in engaging British Columbians by representing the Minister at public events, delivering speeches on behalf of the Minister, or acting as a spokesperson for the government's position. You will reach out to stakeholders, businesses, civil society, and people across B.C. to better understand their perspectives and bring their views to the Minister.

You will work with your Minister to help advance these shared responsibilities:

- Work with the Minister of Tourism, Arts, Culture and Sport and community stakeholders to support the development of rural tourism opportunities.
- With support from the Ministers of Agriculture and Food and Public Safety and Solicitor General, lead work to expand agri-tourism in consultation with food producers, wineries, breweries, distilleries, and farm-to-gate cannabis producers.
- Lead work with the hospitality industry to ensure B.C. is ready to welcome tourists during upcoming marquee sporting events.
- Work across government to identify opportunities to promote British Columbia's conservation initiatives through eco-tourism.

Your Minister is responsible and accountable for their ministry and their mandate; all key decisions will be made by them. You will understand your Minister's policy goals, develop

a deep understanding of the issues, build thoughtful and sustained relationships both with title holders and through public and stakeholder engagement plans, and provide your best advice to the public service as they develop options for decision by the Minister.

You will collaborate with your Minister, ministry, and the Premier's Office to develop a workplan to guide your efforts, including detail on how the professional public service will support your work.

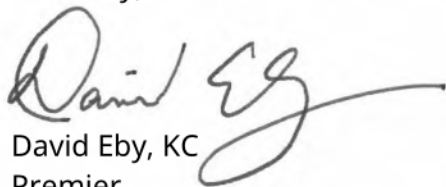
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The rural and urban challenges that we face are urgent and complex. In response, we must be forward-thinking, strategic, and ready to work across disciplines and old divisions in new ways. Labour shortages are a major issue globally, and British Columbia is no exception, including in the public service. Maintaining the BC Public Service as an employer of excellence will be key to retaining and recruiting the diverse professionals we rely on to deliver essential services, advice, and analysis.

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Sincerely,

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David Eby, KC
Premier

ESTIMATES NOTE

MANDATE LETTER COMMITMENTS

Minister Lana Popham - Mandate Letter Commitments Issued December 2022	Division Lead	Status Description
<p>1. Continue to work with the tourism and hospitality sectors in rural and urban communities to ensure sustained recovery from the COVID-19 pandemic.</p>	<p>Tourism, ADM Nick Grant</p>	<ul style="list-style-type: none"> • In March 2022, the Ministry launched a new three-year strategic plan. The Strategic Framework for Tourism 2022 – 2024: A Plan for Recovery and Resiliency outlines key actions to ensure a sustained recovery of the tourism sector. • The Ministry committed more than a quarter of a billion dollars in support to the tourism sector through programs, including: <ul style="list-style-type: none"> ○ \$154 million in community-based tourism infrastructure for recovery, to create jobs and spur economic development; ○ More than \$13 million for Indigenous Tourism BC, one of the fastest growing sectors of the industry; ○ \$36.8 million to over 80 major anchor attractions and tour bus operators, ○ Nearly \$30 million in 2021 to support 681 fairs, festivals, and events in 134 communities throughout B.C., and another \$30 million in February 2023 to support 1,172 events in 184 communities; ○ \$4.7 million for fixed costs to help large accommodation providers, and tenure and park permit holders; and ○ \$8 million to support the restart of business events and conferences.
<p>2. Continue to support the Arts Infrastructure Program to help communities build new cultural spaces</p>	<p>Arts and Culture, ADM Claire Avison</p>	<ul style="list-style-type: none"> • Arts Infrastructure Program has continued to invest \$4 million to support the planning, renovation, acquisition and construction of cultural spaces in B.C. as well as the purchase of specialized equipment. This funding provides approximately 80 grants between \$25,000 and \$250,000. Funding announcements are planned for March.

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Minister Lana Popham - Mandate Letter Commitments Issued December 2022	Division Lead	Status Description
and renovate existing ones.		
<p>3. Maintain work with B.C. host cities and organizers of upcoming marquee events – Grey Cup in 2024, Invictus Games in 2025 and FIFA world cup in 2026 – to ensure they provide positive benefits for businesses, communities, and the tourism sector.</p>	<p>Sport and Creative, ADM Kim Lacharite</p>	<ul style="list-style-type: none"> • The Province is working closely with primary event organizers to ensure that investments bring benefits to businesses and the tourism sector, and generate long term legacies for communities across the province. • Marquee sport events create opportunities to profile B.C. globally as a prime destination while stimulating economic growth and promoting local tourism visitation. • B.C.'s investment in events of this scale is a major step in continuing to build a vibrant and resilient visitor economy. • They also provide opportunities for meaningful and visible participation of the Host Nations in each event as well as long lasting legacy benefits for all of B.C.'s Indigenous Peoples. <p>FIFA 2026</p> <ul style="list-style-type: none"> • We continue to work with all of our partners, including the federal government on planning, staging and safely hosting FIFA 2026 matches in Vancouver at BC Place. • Work is underway to update B.C.'s cost estimates, which will be influenced by several factors including: <ul style="list-style-type: none"> ○ Which teams are scheduled for matches in Vancouver; ○ Updated FIFA hosting requirements, including those related to Fan Fest, Training Sites, and other capital and operational aspects; and

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Minister Lana Popham - Mandate Letter Commitments Issued December 2022	Division Lead	Status Description
		<ul style="list-style-type: none"> ○ The federal government's contribution, including potential event legacy and other initiatives which include tourism marketing and opportunities for Indigenous participation. Details regarding the federal government's contribution are expected in 2024. ● We have established a dedicated table with the Host Nations -- Tsleil-Waututh Nation, Musqueam Nation and Squamish Nation -- to identify opportunities for MST participation in FWC26. ● Events like the World Cup are a great opportunity to upgrade our facilities so they continue to serve British Columbians needs and also attract premier events well into the future. ● Having an accessible, safe, and inclusive world-class stadium means more people can enjoy the many concerts and sporting events BC Place hosts each year. ● In January 2023 the government introduced a 2.5% Additional Major Events MRDT at the request of the City of Vancouver. This is applied on purchases of accommodation in the City over seven years, to help pay for the City's expected net costs. ● The province continues to monitor MRDT revenues with the City of Vancouver to ensure that the Major Events MRDT contributes as intended to the FWC26 costs. An update is provided to the Hotel Association annually. <p>INVICTUS 2025</p> <ul style="list-style-type: none"> ● The Invictus Games recently hosted events in Vancouver and Whistler to celebrate the 1-year countdown to the event in 2025. The Minister attended the events along with key business, tourism, and community leaders.

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Minister Lana Popham - Mandate Letter Commitments Issued December 2022	Division Lead	Status Description
		<ul style="list-style-type: none"> • The province is providing \$15 million to support this event and we are working closely with the Host Organizing committee to highlight social impact and legacy initiatives that support businesses, communities and the tourism sector. • The Four Host First Nations are actively involved in the leadership and planning of the games. An Indigenous designed brand was unveiled in January 2024. <p>Grey Cup 2024</p> <ul style="list-style-type: none"> • The Grey Cup will showcase British Columbia on a global scale, generating significant economic benefits. • The Province is providing \$3.5 million to fund a free family-friendly fan festival and legacy projects for the region to entice visitors to come, stay longer and spend more. • The Province is working with the Grey Cup 2024 Organizing Committee to ensure Host Nations participate in, and benefit from, hosting this event on their territories. Community partners share our excitement about hosting these high-profile sport events. <p>JUNOs 2025</p> <ul style="list-style-type: none"> • The JUNO Awards raises the public profile and recognition of musical artists in Canada. • The annual event includes a nationally televised awards and performance event, a week-long community festival, and industry events. • The 2025 JUNOs in Vancouver will be the fifth time the event has taken place in B.C., with the most recent being in 2018 in Vancouver. • In 2023/24, the Province provided Creative BC with \$2 million to support hosting the 2025 JUNO Awards, which includes \$1.35 million for the Canadian Academy of

ESTIMATES NOTE

Minister Lana Popham - Mandate Letter Commitments Issued December 2022	Division Lead	Status Description
		<p>Recording Arts and Sciences' (CARAS) bid fee, and \$650,000 for the JUNOs Host Committee.</p> <ul style="list-style-type: none"> The Province expects the JUNOs to bring a significant return on investment, strengthening B.C.'s music industry. It will raise awareness and build B.C.'s reputation as a national music centre.
4. Work with First Nations to secure the bid for the 2027 North American Indigenous Games.	Sport and Creative, ADM Kim Lacharite	<ul style="list-style-type: none"> The Province worked closely with the Tkemlúps te Secwépemc (Kamloops) Nation to support their bid to bring the North American Indigenous Games to British Columbia in 2027. Unfortunately, the bid was unsuccessful and 2027 Games were awarded to Calgary. The Sport Branch has provided a letter of support for the Tkemlúps te Secwépemc (Kamloops) Nation to host the National Aboriginal Hockey Championships in 2025.
5. Continue to promote rural and Indigenous tourism opportunities, taking advantage of B.C.'s unparalleled natural areas.	Tourism, ADM Nick Grant	<ul style="list-style-type: none"> Continued work with Destination BC, Indigenous Tourism BC, B.C. Regional and Community DMOs, and sector associations to promote rural and Indigenous tourism opportunities across the province supported by the <i>Super, Natural British Columbia</i>® brand and destination development initiatives. Destination BC's <i>Invest in Iconics Strategy</i> focusses on branding, marketing, and supporting the development of globally compelling places and routes that span the entire province of British Columbia. Ministry initiatives delivered through Indigenous Tourism BC (ITBC) include \$3.7 million in capacity building funding, \$8 million in recovery funding for Indigenous tourism businesses, and - in collaboration with our colleagues at the Ministry of Social Development and Poverty Reduction - a \$6 million fund (\$2 million from

ESTIMATES NOTE

Minister Lana Popham - Mandate Letter Commitments Issued December 2022	Division Lead	Status Description
		<p>TACS and \$4 million from SDPR) to support an Indigenous Tourism Training Initiative.</p> <ul style="list-style-type: none"> ○ These funding supports have also helped Indigenous communities to exercise their rights and create their own paths forward in Indigenous tourism. ○ Ministry continues to deliver on the renewed accord it signed with ITBC to make a firm commitment to Indigenous tourism, the sharing of cultures, and reconciliation. ○ We remain committed to working alongside our Indigenous partners and communities to support Indigenous tourism throughout the province. <ul style="list-style-type: none"> ● Maintained competitive edge in resort development in rural areas through mountain resorts branch tenuring and support to ski areas and operation of provincial heritage sites.
6. Continue the development and implementation of heritage policy and programs related to geographical naming, heritage conservation capacity building, historic places	Tourism, ADM Nick Grant	<ul style="list-style-type: none"> ● Reporting on projects funded as part of the \$30 million BC 150 Time Immemorial program and \$20 million Unique Heritage Infrastructure stream of the Community Economic Recovery Infrastructure Program. ● Implementation of the fossil management policy and establishment of a provincial fossil under the <i>Provincial Symbols and Honours Act</i>. ● Implementation of the collections management policy. ● Focus on removing derogatory geographical names, and alignment with the Geographical Names Board of Canada's strategic plan. ● Working with communities (Indigenous and non) on sites of heritage significance, geographical naming and fossil areas. ● Ongoing <i>Heritage Conservation Act</i> and <i>Land Act</i> permitting.

ESTIMATES NOTE

Minister Lana Popham - Mandate Letter Commitments Issued December 2022	Division Lead	Status Description
recognition, fossil management, and the stewardship of physical heritage resources.		<ul style="list-style-type: none"> • Engagement with Arch branch on the modernization of the <i>Heritage Conservation Act</i> (Arch Branch, Ministry of Forests is lead). • Repatriation of Indigenous artefacts occurring at heritage sites. • Site management of provincial heritage sites.
7. Work with the Royal BC Museum to engage in a robust consultation with First Nations, British Columbians, and other stakeholders to inform next steps in the Museum's future.	Arts and Culture, ADM Claire Avison	<ul style="list-style-type: none"> • The Royal BC Museum launched a multi-year public consultation process on the future of the Museum in January 2023 with virtual and in-person dialogue sessions, an online survey and participation in community events across the province. The Museum has also hosted and attended multiple dedicated sessions and events with First Nations communities through the process.
8. With support from the Parliamentary Secretary for Anti-Racism Initiatives, work in consultation with affected	Arts and Culture, ADM Claire Avison	<ul style="list-style-type: none"> • The Chinese Canadian Museum opened its permanent location in the Wing Sang Building in Vancouver Chinatown on July 1st, 2023, to mark the 100th Anniversary of the <i>Chinese Immigration Act</i> (AKA the <i>Chinese Exclusion Act</i>). • Government launching a new website in November 2023 to provide British Columbians with the opportunity to share their vision for a new museum that will highlight the histories, cultures and contributions to B.C. from Canadians of diverse South Asian heritages.

ESTIMATES NOTE

Minister Lana Popham - Mandate Letter Commitments Issued December 2022	Division Lead	Status Description
<p>communities to advance emerging museum programs and proposals including the Chinese Canadian Museum, a South Asian Museum, and a provincial Filipino cultural centre.</p>		<ul style="list-style-type: none"> • Staff are currently investigating options to advance the provincial Filipino cultural centre commitment, and we have supported the Mabuhay House Society with \$250,000 for capacity building to support government public engagement and planning work to advance the commitment.

Parliamentary Secretary for Arts and Film Bob D'Eith - Mandate Letter Commitments Issued December 2022	Division Lead	Status
<p>1. Work with the creative sector to identify strategies to support growth in urban and rural communities across British Columbia.</p>	<p>Sport and Creative, ADM Kim Lacharite</p>	<ul style="list-style-type: none"> • In April 2023 announced \$42 million over three years through Creative BC for the creative sector – the largest single investment in creative sector programming in B.C. ever. • In 2023/24, we doubled funding to the eight regional film commissions for 2023/24, and the Ministry is reviewing the provincial funding model for 2024 and beyond.

ESTIMATES NOTE

Parliamentary Secretary for Arts and Film Bob D'Eith - Mandate Letter Commitments Issued December 2022	Division Lead	Status
		<ul style="list-style-type: none"> • Along with PS D'Eith, we held 4 roundtables with creative industry leaders in April, with follow-up roundtables in December. • PS D'Eith participated in Creative BC's industry consultations with music stakeholders on the design of Amplify BC programs from February 8-9, 2024, onwards. • Ongoing roll-out of Amplify BC funding to support live music artists, companies and presenters.
<p>2. Work with the film industry to ensure British Columbia continues to be a destination for the sector.</p>	<p>Sport and Creative, ADM Kim Lacharite</p>	<ul style="list-style-type: none"> • Throughout the double writer/actors strikes that paused the majority of filming in B.C., we met with key stakeholders including IATSE and MPPIA to understand sector needs and advocate for support from federal government. • To raise the profile of B.C. as a film destination for industry, and to promote the Province's recent investment in domestic motion picture, we attended industry events, festivals and set tours, including: <ul style="list-style-type: none"> ○ Attended three film festivals in 2023: Victoria Film Festival, Vancouver International Film Festival and the Whistler Film Festival. ○ PS D'Eith and I attended three set tours in 2023: MPPIA's Familiarization Tour, Allegiance and The Good Doctor. ○ PS D'Eith attended UBCP/ACTRA awards show November 25. ○ PS D'Eith spoke at Spark Animation conference for VFX and animation community November 9-12. ○ In March 2023, PS D'Eith attended and spoke at the graduation of the Motion Picture Production Assistant Micro-Credential at Martini Studios, supporting people to enter the motion picture industry.

ESTIMATES NOTE

Parliamentary Secretary for Arts and Film Bob D’Eith - Mandate Letter Commitments Issued December 2022	Division Lead	Status
		<ul style="list-style-type: none"> ○ PS D’Eith participated in domestic motion picture consultations in November 2023.
<p>3. Lead work with the federal government to ensure that any federal government programs pertaining to content production and distribution online continue to benefit artists in British Columbia, including digital-first artists.</p>	<p>Sport and Creative, ADM Kim Lacharite</p>	<ul style="list-style-type: none"> ● April 17-20, 2023 – we hosted creative sector roundtables to hear firsthand about the need to increase access to federal creative funding. ● July 11, 2023 – Creative BC and the Knowledge Network participated in the CRTC’s consultation, with the Ministry’s endorsement, related to the <i>Online Streaming Act</i>. ● August 28, 2023 – we sent a letter to the federal Minister of Canadian Heritage citing examples of where B.C. received less than its fair share of federal creative funding. ● September 25, 2023 –travelled to Ottawa and met in person with several federal ministers including Minister of Canadian Heritage and Minister of Immigration, Refugees and Citizenship (IDM labour issues). ● October 25, 2023 – we followed up with letters to both federal counterparts. ● December 5, 2023 – Minister Popham and PS D’Eith hosted a second set of creative sector roundtables where B.C. creatives again raised issues about access to federal funding. ● December 19, 2023 – we sent a letter to the Minister of Canadian Heritage, requesting she honour her government’s commitment to permanently increase Telefilm Canada’s budget by \$50 million.

ESTIMATES NOTE

Parliamentary Secretary for Tourism Brittney Anderson - Mandate Letter Commitments Issued December 2022	Division Lead	Status
1. Work with the Minister of Tourism, Arts, Culture and Sport and community stakeholders to support the development of rural tourism opportunities.	Tourism, ADM Nick Grant	<ul style="list-style-type: none"> • In September 2023, The B.C. government released StrongerBC: Good Lives in Strong Communities, a new vision that outlines investments to help build a brighter future for rural communities and the people who call them home. • Invested \$154 million in community-based tourism infrastructure to create jobs and spur economic development across the province. • Provided nearly \$30 million in 2021 to support 681 fairs, festivals, and events in 134 communities throughout B.C., and another \$30 million in February 2023 to support 1,172 events in 184 communities. • Destination BC's Invest in Iconics Strategy focusses on branding, marketing, and supporting the development of globally compelling places and routes to promote geographic dispersion of visitors into more rural areas of B.C. • Continued to facilitate fossil tourism through partnerships with First nations at significant fossil sites, for example at the McAbee Fossil Beds. • Maintain and grow visitation at the Province's resorts and ski areas and provincial historic sites through tenuring and business development activities.
2. With support from the Ministers of Agriculture and Food and Public Safety and Solicitor General, lead work to expand agri-tourism in consultation with food producers, wineries, breweries,	Tourism, ADM Nick Grant	<ul style="list-style-type: none"> • Provided \$120,500 to support the expansion of the popular Dine Around campaign in 2023 in partnership with the BC Restaurant and Foodservices Association. • Continued discussions with PSSG's Cannabis Secretariat's on their work reviewing provincial policies to explore opportunities for cannabis hospitality and tourism, including licensed consumption spaces. <ul style="list-style-type: none"> ○ First farm-gate cannabis facility in B.C. opened in Williams Lake (agreement between Province and Williams Lake FN).

ESTIMATES NOTE

Parliamentary Secretary for Tourism Brittney Anderson - Mandate Letter Commitments Issued December 2022	Division Lead	Status
distilleries, and farm-to-gate cannabis producers.		<ul style="list-style-type: none"> • Kootenay Rockies Tourism completed study, Exploring Opportunities for Cannabis Tourism in the Kootenay Rockies (2022). • Continued work with Destination BC and tourism and hospitality partners along with community and regional tourism organizations to identify opportunities and advance promotion of expanded agri-tourism in consultation with industry producers. Examples: Co-op Marketing programs for the B.C. Ale Trail, the Farmers' Market Trail etc.
3. Lead work with the hospitality industry to ensure B.C. is ready to welcome tourists during upcoming marquee sporting events.	Tourism, ADM Nick Grant	<ul style="list-style-type: none"> • Our government (through Ministry of Finance) introduced changes to the <i>Provincial Sales Tax Act</i> in early 2023 so communities can apply for an additional Major Events Municipal and Regional District Tax (MRDT) of up to 2.5% on short-term accommodation sales. • Following consultation with the local accommodation sector and a request from the City of Vancouver, the Province implemented a Major Events MRDT rate of 2.5% over seven years, to help pay for the cost of planning, staging and hosting FIFA 2026 matches. • The Major Events MRDT is a tool that B.C. municipalities can use to provide time-limited support for events and other priorities. It is meant to be used to fund events that help bolster tourism. • The Ministry is supporting the promotion and delivery of marquee sporting events including the 2024 Grey Cup, 2025 Invictus Games, and 2026 FIFA World Cup and is working closely with Destination BC, BC Hotel Association, Destination Vancouver, and other tourism organizations in B.C.

ESTIMATES NOTE

Parliamentary Secretary for Tourism Brittney Anderson - Mandate Letter Commitments Issued December 2022	Division Lead	Status
		<ul style="list-style-type: none"> • Destination BC has established a Tourism Consortium comprised of key industry partners to harness the tourism opportunities from FIFA 2026.
4. Work across government to identify opportunities to promote British Columbia’s conservation initiatives through eco-tourism.	Tourism, ADM Nick Grant	<ul style="list-style-type: none"> • Provided \$3 million to establish the Tourism Climate Resiliency Initiative, to support tourism businesses to adapt to climate change. • All six tourism regions use the UN 17 Sustainable Development Goals (SDGs) as a guide for their work and have incorporated into their tourism plans. • Five of six regions have obtained Biosphere certification. • Carbon footprint measuring of the operators and the region. • The Vancouver Island tourism region is the first destination in North America to perform a carbon audit and develop a decarbonization plan for the destination. • IMPACT, Sustainability Travel and Tourism – the only sustainability-focused tourism conference in North America held annually in B.C. • Projects supported by TACS to advance sustainability are approximately \$43 million.

UPDATED: March 4, 2024

Date	Portfolio	Description	Organizations and People
February 14, 2024	Amateur Sport	News release: Province strengthens sport opportunities for youth	<p>Government is providing \$2 million in one-time funding to the BC Games Society to support BC Summer and Winter Games multi-sport events. This funding will create more opportunities for young athletes to develop skills and participate in high-performance competitions while supporting the social and economic benefits of sport hosting for local communities. This experience is an important development opportunity and for some competitors it is a stepping stone toward higher-level sport competitions.</p> <p>“This funding is a recognition of the importance of sport participation for youth and the vital role the BC Games Society has in providing those opportunities,” said Alison Noble, president and CEO of the BC Games Society.</p>
February 12, 2024	Arts & Culture	News release: B.C. Family Day offers fun-filled free events	<p>Families throughout B.C. will have access to free activities in their communities from Feb 16-19 to celebrate and spend time with loved ones.</p> <p>The Province provided \$250,000 in annual grants to community-based and Indigenous organizations for programs this year. The funding is administered by the BC Museums Association and BC Recreation and Parks Association.</p>
February 7, 2024	Tourism	News release: Province continues support for fairs, festivals, events	<p>B.C.-based events are receiving more government support for sustained recovery in response to calls from this sector for help.</p> <p>“Fairs, festivals and events are the heart of our communities and contribute to making this province a vibrant place to live and visit,” said Lana Popham, Minister of Tourism, Arts, Culture and Sport. “Our government is proud to support the people who organize and attend these events so we can continue to rebuild our events and tourism sectors for today and the future.”</p>
February 7, 2024	Arts & Culture	News release: Grants help grow B.C. music industry	<p>More than 220 B.C. musicians and music companies are being supported by four Amplify BC programs to develop their careers and businesses.</p> <p>This year’s recipients receive \$3.3 million through four Amplify BC programs. This is a part of the government’s \$7.5-million contribution in 2023 to build the province’s music talent and help launch careers.</p>

TACS Accomplishments Table

UPDATED: March 4, 2024

Jan. 16 2024	Tourism	BC Tourism Climate Resiliency Initiative	To support sustainability and climate resilience, Destination BC and TACS launched the BC Tourism Climate Resiliency Initiative (BCTCRI) to help B.C.'s tourism industry better prepare for the impacts of climate change. Amplify BC programs to develop their careers and businesses.
Dec. 12, 2023	Sport	Christine Sinclair Day Proclamation	Upon her retirement from soccer, the Province proclaimed December 12th Christine Sinclair Day in B.C., recognizing the extraordinary career and outstanding achievements in sport of the Canadian women's soccer legend.
Nov. 26, 2023	Creative	BC Magazine Day Proclamation	BC Magazine Day is an opportunity to acknowledge the dedication of magazine professionals and publishers, appreciate the range and quality of local publications, and recognize the magazine industry's important contributions to informing and entertaining people living in British Columbia and around the world.
Nov 21, 2023	Arts & Culture	News release: Public engagement begins for new South Asian Canadian museum	<p>A new website will provide British Columbians with opportunities to share their vision for a new museum to highlight the history, culture, and contributions to B.C. from Canadians of diverse South Asian heritages.</p> <p>The public engagement process will provide multiple and different opportunities for participation informed by Simon Fraser University's Morris J. Wosk Centre for Dialogue and the ministerial advisory committee.</p>
Oct 27, 2023	Tourism	The BC Tourism Climate Resiliency Initiative (BCTCRI)	<p>Led by Destination BC, the \$3 million B.C. Tourism Climate Resiliency Initiative will support education, assessments, expert coaching, action planning and adaptation to help tourism businesses and communities measure, track and improve sustainable and environmentally responsible practices in their operations.</p> <p>The initiative will also develop climate preparedness and adaptation strategies and action plans to mitigate climate risks, as well as provide a foundation for a long-term sustainability and climate-adaptation approach for people in the B.C. tourism sector.</p>

TACS Accomplishments Table

UPDATED: March 4, 2024

Oct. 27, 2023	Tourism	News release: More infrastructure support creates resilient tourism sector, communities	<p>The Destination Development Fund supports tourism businesses by developing and rejuvenating tourism infrastructure. The 31 new recipients will receive nearly \$15 million in 2023-24 with one-time grants. This completes the Destination Development fund, which supported a total of 121 projects through \$60M in funding since 2021.</p> <p>Destination Development Fund helping rebuild tourism revenues to 2019 levels and strengthening a year-round visitor economy for people in B.C and for those who work in the tourism sector.</p>
Oct. 26, 2023	Heritage	News release: B.C.'s new official fossil emblem enriches cultural identity	The elasmosaur is now British Columbia's official fossil emblem. The adoption of a provincial fossil in the Provincial Symbols and Honours Act elevates the importance of the presence of fossils in the province and enriches B.C.'s cultural identity.
Oct. 25, 2023	Tourism	News release: Indigenous tourism will benefit from workforce funding, training	<p>Led by Indigenous Tourism BC (ITBC), the \$6-million Indigenous Tourism Training Initiative will support current and aspiring Indigenous tourism workers and employers by providing Indigenous-led and culturally focused training and educational opportunities that help attract and retain Indigenous tourism talent.</p> <p>Indigenous communities, businesses, employees and entrepreneurs will be able to enhance their education and skills in Indigenous storytelling, marketing, social media, workplace safety, and earn certification required to work in the hospitality and tourism industry, such as FoodSafe and Serving It Right.</p>
Oct. 20, 2023	Sport	News release: Influx of tourists for 111th Grey Cup will bolster B.C.'s economy	the Province is providing \$3.5 million for a six-day fan festival and to create legacy projects related to the 111 th Grey Cup in Vancouver in 2024 that will benefit the tourism sector and local communities.
Sept. 23, 2023	Arts & Culture	News release: BC Culture Days offer arts, cultural activities throughout province	The Province is supporting Culture Days festivities in B.C. communities with \$70,000.
Sept. 13, 2023	Arts & Culture	News release: Construction begins on RBCM collections and research building. (CRB)	The Province awards Maple Reinders Constructors Ltd. \$204.8-million contract for the design and construction of the CRB in Colwood. Total capital project costs for the CRB are estimated at \$270 million. Government expects substantial completion in fall 2025 and anticipates a public opening in 2026.
July 1, 2023	Arts & Culture	News release: Chinese Canadian Museum Opens to the public	The Chinese Canadian Museum, the first in Canada, opened its doors to the public. The Province has invested more than \$48.5 million in the museum.

TACS Accomplishments Table

UPDATED: March 4, 2024

June 20, 2023	Sport	News release: B.C., viaSport take steps to make amateur sport safer	The Province is providing \$7.8 million in response to commitments made to federal and provincial partners to address safe-sport challenges. The Province in partnership with viaSport is developing an independent process will help create an effective, fair and consistent mechanism to report and respond to complaints.
June 19, 2023	Tourism	News release: BC Place celebrates 40 years of operation	Minister Popham attended the 40 th anniversary of BC Place, celebrating its achievements and significant impact on B.C.: from Expo 85, to the Vancouver Olympics, and future Grey Cup 2024, and FIFA 2026.
May 12, 2023	Arts & Culture	News release: Revitalization of Vancouver Chinatown supports businesses, tourism	Premier Eby and Minister Popham announce \$2.2M in one-time funding for the Vancouver Chinatown Foundation to support the revitalization of Vancouver Chinatown.
May 9, 2023	Arts & Culture	News release: Royal BC Museum's 3rd floor to re-open to the public in July	The Royal BC Museum will reopen the 'Old Town' exhibit on July 29, 2023, after being closed for more than a year in efforts to decolonize and accurately reflect the region's whole history.
May 5, 2023	Heritage	News release: Point Ellice House remains open to public	The Province has chosen the Forager Foundation as interim operator of Point Ellice House to ensure the heritage site remains open to the public while plans are underway to find a long-term site manager.
April 28, 2023	Arts & Culture	News release: Funding will support artists through economic recovery	The Province is providing \$34.5 million to arts and culture organizations to support resiliency and economic recovery for people working in the sector. (\$30 million will be distributed to 337 arts organizations through the BC Arts Council. \$4.5 million in one-time funding will be provided to BC Arts Council for the Arts Infrastructure Program.)
April 27, 2023	Tourism	News release: Province expands support for tourism, Science World	For repairs to its dome, Science World and other tourism infrastructure throughout B.C. will receive a \$50-million boost to keep building the province as a world-class tourism destination.
April 19, 2023	Creative Industries	News release: Historic investment promotes stability, jobs for B.C.'s creative sector	The Province is providing a historic contribution of \$42 million to support people and businesses working in motion picture, music, publishing and interactive digital media industries in British Columbia.
April 17, 2023	Creative Industries	News release: Help on the way for local book, magazine publishers	To help B.C.'s book and magazine publishers address immediate challenges and give the broader publishing industry the support it needs to thrive in the future, the Province is providing \$600,000 over the next three years.
April 14, 2023	Arts & Culture	News release: Province supports public engagement for Filipino cultural centre	The Mabuhay House Society will receive \$250,000 for planning and public engagement about the development of a provincial cultural centre to celebrate the Filipino community in B.C.

TACS Accomplishments Table

UPDATED: March 4, 2024

April 12, 2023	Arts & Culture	News release: B.C. supports Chinese Canadian Museum as it prepares to open	The Chinese Canadian Museum is receiving an additional \$10 million from the Province to support renovations and operating costs as the museum prepares for its public opening on July 1, 2023.
March 12, 2023	Sport	News Release: Support to host sport events will benefit B.C. athletes, tourism	Nearly 140 sport organizations throughout the province are benefiting from \$1 million in support from the Province to host sport-related events that attract visitors to B.C. and enable athletes to compete at home.
Feb.23, 2023	Arts & Culture	News Release: Contract awarded for RBCM collections, research building	Province awards a \$204.8-million contract has been awarded to Maple Reinders Constructors Ltd. for the design and construction of the collections and research building (CRB) in Colwood, following a competitive design-build procurement process. Total capital project costs for the building are valued at more than \$270 million.
Feb.16, 2023	Tourism	News Release: Province provides timely support for fairs, festivals, events	Through the B.C. Fairs, Festivals and Events (BCFFE) fund, the Government of B.C. is providing \$30 million in one-time grants to eligible events in response to challenges the sector is facing, such as loss of staffing and volunteers, supply-chain issues, and a cautious return of audiences.
Feb. 13, 2023	Arts & Culture	News Release: Provincial investment supports Family Day fun	Province invests \$300,000 to support free Family Day activities from Feb. 17-20, for families in communities throughout B.C.

Ministry of Tourism, Arts, Culture and Sport

2024/25 Estimates Summary

MINISTRY ESTIMATES BUDGET OVERVIEW

Vote 44 Ministry Operations

2024/25 Estimates Budget: \$186.419M
(a net increase of \$4.519M or 2.5% from the
Restated Estimates 2023/24 of \$181.900M)

The \$4.519M increase in Ministry Operations is due to the following:

- \$3.005M increase due to the Shared Recovery Wage Mandate
- \$1.093M increase to Destination BC to fund a budget lift as outlined in their performance-based funding model established through Ministerial Directive.
- \$0.298M increase to support 3 additional FO21 FTE's in the Ministry.
- \$0.063M increase to the Tourism Sector Strategy Division to support the Mountain Resorts branch as part of the transformation of the Permitting regime in the natural resource sector.

Vote 49 Capital Funding

2024/25 Estimates Budget: \$146.92M
(a net increase of \$58.16M from the
Restated Estimates 2023/24 of \$88.758M)

- \$58.164M increase in Capital Funding for the Royal BC Museum Modernization: Collections and Research Building project.

CORE BUSINESS SUMMARY

Tourism Sector Strategy \$25.908M

- \$0.719M increase to Restated Estimates 2023/24 of \$25.189M
 - \$0.557M increase for the Shared Recovery Wage Mandate
 - \$0.099M increase to support 1 FO21 FTE
 - \$0.063M increase for the Mountain Resorts branch to support Permitting transformation in the natural resources sector

Arts and Culture \$38.965M

- \$0.404M increase to Restated Estimates 2023/24 of \$38.561M
 - \$0.304M increase for the Shared Recovery Wage Mandate
 - \$0.100M increase to support 1 FO21 FTE

Sport and Creative Sector \$27.117M

- \$0.469M increase to Restated Estimates 2023/24 of \$26.648M
 - \$0.370M increase for the Shared Recovery Wage Mandate
 - \$0.099M increase to support 1 FO21 FTE

Transfers to Crown Corporations and Agencies \$86.581M

- BC Games Society \$2.228M
\$0.038M increase to Restated Estimates 2023/24 of \$2.190M
 - \$0.038M increase for the Shared Recovery Wage Mandate
- British Columbia Pavilion Corporation \$8.388M
\$0.835M increase to Restated Estimates 2023/24 of \$7.553M
 - \$0.835M increase for the Shared Recovery Wage Mandate
- Destination BC Corp. \$56.268M
\$1.629M increase to Restated Estimates 2023/24 of \$54.639M
 - \$1.093M increase to fund a budget lift as outlined in their performance-based funding model
 - \$0.536M increase for the Shared Recovery Wage Mandate
- Knowledge Network Corporation \$6.611M
No change from Restated Estimates 2023/24
- Royal BC Museum \$13.086M
\$0.365M increase to Restated Estimates 2023/24 of \$12.721M

- \$0.365M increase for the Shared Recovery Wage Mandate

Executive and Support Services \$2.418M

- Minister's Office \$0.852M
\$0.018M increase to Restated Estimates 2023/24 of \$0.834M
 - \$0.018M increase for the Shared Recovery Wage Mandate
 -
- Financial Services Branch (Corporate Services) \$1.566M
\$0.042M increase to Restated Estimates 2022/23 of \$1.524M
 - \$0.042M increase for the Shared Recovery Wage Mandate

Special Accounts \$5.430M

- BC Arts and Culture Endowment Fund
\$4.230M; No change from Restated Estimates 2023/24
- Physical Fitness and Amateur Sports Fund
\$1.200M; No change from Restated Estimates 2023/24

Capital Funding Vote allocation \$146.922M

- \$58.164M increase to Restated Estimates 2023/24 of \$88.758M.
 - \$136.922M is allocated to the Royal BC Museum modernization project for the Collections Research Building
 - 2024/25 fiscal year will see an increase of \$58.164M (from \$78.758M in 2023/24)
 - The remaining \$10.000M is for BC Pavilion Corporation annual routine maintenance projects for the BC Place Stadium and the Vancouver Convention Centre.

Ministry Capital Budget

- \$0.003M; no change from Restated Estimates 2023/24
- This capital budget allocation is a placeholder in the event the Ministry needs to incur furniture and equipment costs

Ministry Overview

Issue: Ministry Overview including FTEs and Funding

Key Messaging and Recommended Response:

- The mission of the Ministry of Tourism, Arts, Culture and Sport is to enrich community and economic wellbeing by creating conditions for B.C.'s tourism, arts, culture, sport, creative and heritage sectors to thrive.
- The ministry's work supports welcoming, inclusive communities that value diversity and equitable opportunities for participation in sports, cultural activities, and the arts.
- The ministry oversees five Crown corporations: Destination BC, the BC Pavilion Corporation, the Royal BC Museum, the Knowledge Network and the BC Games Society.
- The ministry also provides oversight to the Office of the BC Athletic Commissioner.
- The ministry works with the BC Arts Council to support cultural and artistic diversity in the province and with viaSport to support quality, inclusive and accessible sport across B.C.
- Further, the ministry works with Creative BC to grow the economic impact of B.C.'s creative sector, support sustainable employment, and promote B.C. owned creative content and production capabilities.

KEY FACTS

Tourism Sector Strategy Division

Assistant Deputy Minister: Nick Grant

Description:

The Division supports the tourism sector which contributes significantly to the quality of life for British Columbians. In 2021 (most recent data available), the tourism sector generated \$13.5 billion in revenue¹, or 67% of 2019 levels (\$20.2 billion).

¹ Source: Destination BC, 2021 Value of Tourism

ESTIMATES NOTE

The Tourism Sector Strategy Division supports the alignment of provincial tourism priorities and sets the strategic direction for tourism in B.C., while working collaboratively with the tourism industry and other parts of the provincial government that deliver tourism-related activities. The Division leads the implementation of the Strategic Framework for Tourism 2022 – 2024: A Plan for Recovery and Resiliency and sets provincial priorities for tourism in B.C. A strong tourism industry is identified as a key pillar of the StrongerBC Economic Plan, and the division develops policies and programs that encourage sustainable economic growth for the travel and tourism industry. Key programs include the resort municipality initiative, tourism events, and destination development. The division also contains the provincial resort and heritage programs.

To do this, the Division works across government to maximize the economic, cultural and social advantages that tourism brings to B.C. This includes working closely with the following key agencies and Crowns, Destination BC (DBC) and B.C. Pavilion Corporation (PavCo).

Budget (in \$000s):

Core Business Area	2023/24 Restated Estimates	2024/25 Estimates	2025/26 Planned	2026/27 Planned
Tourism Sector Strategy	25,189	25,908	25,908	25,908
Division Total	25,189	25,908	25,908	25,908

Positions: 63 full-time equivalents (based on organizational charts as at February 2024).

Arts and Culture Division

Assistant Deputy Minister: Claire Avison

Description:

The Division supports the arts and culture sectors which contribute significantly to the quality of life for British Columbians. Culture GDP in B.C. (including arts, heritage, and creative industries such as film) totaled \$8.6 billion in 2021, a 12.6% increase from 2020.

To do this, the Division works across government to maximize the economic, cultural and social advantages that these industries bring to B.C. This includes working closely with several key agencies, Crowns, and organizations: including

ESTIMATES NOTE

the BC Arts Council (BCAC), the Royal BC Museum (RBCM), and the Chinese Canadian Museum Society of B.C.

Budget (in \$000s):

Core Business Area	2023/24 Restated Estimates	2024/25 Estimates	2025/26 Planned	2026/27 Planned
Arts and Culture	38,561	38,965	38,965	39,116
Division Total	38,561	38,965	38,965	39,116

Positions: 36 full-time equivalents (based on organizational charts as at February 2024).

Sport and Creative Sector Division

Assistant Deputy Minister: Kim Lacharite

Description:

The Division supports the development of a strong and sustainable creative sector, which includes the motion picture, music, book and magazine publishing and interactive digital media industries. In B.C., the Sport sector contributed \$1.047 billion to GDP² and 15,259 jobs³ in 2021. Based on Creative BC's Creative Industries Economic Results Assessment⁴, in 2022, B.C.'s creative sector provided approximately \$6.7B in total gross domestic product (GDP) in 2022 and provided 88,471 jobs, employing 137,261 people including freelancers.

The Division is supporting several upcoming marquee sport events, including the Grey Cup 2024, Invictus Games 2025, and the FIFA World Cup 2026™. Working collaboratively with hosting partners and Indigenous peoples, the Division engages across government to create pathways for the province to secure lasting social and economic benefits from these events for local communities and people throughout B.C.

The Division supports the development and implementation of policy and programs related to sport, including support and funding for sport, physical

² Source: <https://www150.statcan.gc.ca/n1/daily-quotidien/220602/t001b-eng.htm> Data released June 26, 2023.

³ Source: <https://www.canada.ca/en/canadian-heritage/corporate/publications/general-publications/culture-satellite-account.html#a2h> Data released June 26, 2023.

⁴ Creative Industries Economic Results Assessment 2022: <https://creativebc.com/sector/research-reports/ciera/ciera-2022/>

ESTIMATES NOTE

activity, and event hosting; and the administration of the Physical Fitness and Amateur Sports Fund. The Division works to maximize the power of sport and ensure sport better meets the needs of British Columbians through implementation of *Pathways to Sport: A Strategic Framework for Sport in British Columbia 2020-2025*. The Framework sets a clear direction to increase sport participation opportunities; support athletes, coaches, officials and administrators to develop and compete at the highest levels; and support hosting of sport events to help communities realize the associated social and economic benefits.

To do this, the Sport and Creative Sector team works across all levels of government and with the following key agencies: Office of the B.C. Athletic Commissioner, Creative BC, Knowledge Network, BC Games Society, viaSport and the Indigenous Sport, Physical Activity and Recreation Council.

Budget (in \$000s):

Core Business Area	2023/24 Restated Estimates	2024/25 Estimates	2025/26 Planned	2026/27 Planned
Creative Sector	3,467	3,637	3,637	3,637
Sport		23,480	23,480	23,480
Division Total	26,648	27,117	27,117	27,117

Positions: 34 full-time equivalents (based on organizational charts as at February 2024)

Deputy Minister's Office

The Deputy Minister's Office (DMO) is responsible for all aspects of information that flows from Elected Officials and the Executive Council (Cabinet) to the ministry by acting as the touchpoint between the elected arm of government and the public service. The office provides strategic advice on issues management, oversees the development of Cabinet material, and provides strategic direction to staff. The DMO also ensures the ministry is in compliance with Cabinet approved mandates, Treasury Board directives and other specific issues.

The DMO builds strategic alliances across government and works with the Executive team and ministry staff to ensure efficient collaboration, the flow of information and increased integration within the Ministry to support the

ESTIMATES NOTE

achievement of the Ministry's strategic direction and government's overall objectives.

Budget (in \$000s):

Core Business Area	2023/24 Restated Estimates	2024/25 Estimates	2024/26 Planned	2026/27 Planned
Deputy Minister's Office	691	718	718	718

Positions: The Deputy Minister's Office currently has 4 full-time equivalents (as at January 2024).

Contact:

Kim Horn EFO & ADM Management Services Division 250-896-3680

Ministry of Tourism, Arts, Culture and Sport (TACS)

2024/25 – 2026/27 Service Plan Questions & Answers

Have the Ministry's/Crown's Goals changed?

*Objectives and Performance Measures that have changes year over year (YOY) are indicated with a ~~strikethrough~~.
New material for 2024/25 indicated in blue.*

Goal 1 – *British Columbia's tourism economy is resilient and growing sustainably.*

No Changes.

Goal 2 – *Grow, strengthen and sustain British Columbia's arts, culture and creative sectors.*

NO Changes.

Goal 3 – *Ensure accessible, safe and inclusive sport opportunities for all British Columbians.*

No Changes.

Ministry of Tourism, Arts, Culture and Sport (TACS)

Have the Ministry's Objectives and Performance Measures Changed for 2024/25-2026/27?

Objectives and Performance Measures that have changes year over year (YOY) are indicated with a ~~strikethrough~~.

New material for 2024/25 indicated in blue.

Objectives & Performance Measures		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
Objective 1.1: Support the sustainable growth of the tourism sector.						
Objective 1.2: Focus tourism-related policies and investments on creating healthy, inclusive, societies resilient communities.						
PM 1.1a	B.C. tourism industry revenue	+60% over 2021/22 revenue (\$13,463M, Actual) \$20.4B	+10% over 2021/22 +5%	TBD +5%	TBD +5%	<p>Targets for tourism revenue growth have been revised based on updated information from Statistics Canada which formed BC Stats revenue estimate for 2022/23, and Destination BC forecasts for the recovery of international markets. Note: The previous target was based on 2021/22 revenue.</p> <p>For 2022/23, B.C.'s tourism industry generated \$18.5B in revenue. Revenue for 2023 is expected to increase by 10% from 2022 and will have surpassed the 2019 tourism industry revenue.</p> <p>Tourism industry revenue data is provided annually by BC Stats and involves revenue estimates from several related sectors.</p>
Objective 2.1: Support arts and culture development in British Columbia so that the sector is vibrant, resilient, and recognized for its diversity and vitality.						
PM 2.1a	The number Percentage of BC Arts Council grants awarded to	1700 22%	1,700 23%	1,700 24%	NA 26%	Previous Service Plans measured the total number of grants awarded

Ministry of Tourism, Arts, Culture and Sport (TACS)

Objectives & Performance Measures		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
	underserved demographic groups ¹					and the number of recipients of BC Arts Council grants. To further support the <i>Extending Foundations Action Plan</i> and identified Service Plan strategies focused on Indigenous arts and culture, equity, and access, the performance measures have been restated to focus on the distribution of grants and the diversity of recipients. Data collection for these measures was introduced in September 2022, therefore actuals are not included for the first year of the performance measure tracking.
PM 2.1b	Number of artists and arts organizations supported by the BC Arts Council. Percentage of BC Arts Council grants to artists and organizations located in regional areas. ²	1000 21%	1,000 22%	1,000 22%	NA 23%	Metrics related to total grants and recipients will continue to be tracked through annual reporting. Funding through the BC Arts Council in FY2022-23 provided 1723 grants ¹ and funded 1041 artists and arts organizations. These metrics

¹ Underserved demographic groups are defined for this purpose as Indigenous (First Nations, Métis, and/or Inuit) Peoples; Deaf or experience disability; Black or people of colour, as identified in the current Designated Priority Groups policy.

² Regional artists and organizations are those located outside greater Vancouver or the capital region also known as greater Victoria, as identified in the current Designated Priority Groups policy. The forecast includes all funding provided through BC Arts Council programs but does not include recipients of grants delivered through the BC Arts Council partner programs (First People's Cultural Council, BC Touring Council, ArtStarts, Creative BC).

Ministry of Tourism, Arts, Culture and Sport (TACS)

Objectives & Performance Measures		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
						were used to project the performance of grant distribution.
Objective 2.2: Invest in cultural infrastructure.						
PM 2.2	Number of organizations supported for capital infrastructure projects	87+ ³	87+	87+	87+	The performance measure includes the number of direct investments made by the Ministry towards infrastructure projects. Applications for the 2023/24 Arts Infrastructure Program closed on November 15, 2023, with results to be announced in March 2024.
Objective 2.3: Support the economic recovery and resiliency of B.C.'s creative sector.						
PM 2.3	Value of annual economic contribution across B.C.'s creative sector	Maintain or improve (2022/23 actual)	Maintain or improve	Maintain or improve	Maintain or improve	The 2022/23 actuals (\$6.7B Total GDP) are an estimate only through Creative BC's Creative Industries Economic Results Assessment (CIERA) and will be updated once federal data sets are finalized by Statistics Canada (anticipated by Fall 2024). This performance measure reflects the cumulative impact of provincial investments in the wider creative sector through a suite of complementary programs and tax

³ BC Arts Council Arts Infrastructure Program (estimated 84 grants) plus continuing investments in the Royal BC Museum Collections and Research Building project plus funding to advance work to plan for a provincial Filipino cultural centre and a South Asian Canadian Museum.

Ministry of Tourism, Arts, Culture and Sport (TACS)

Objectives & Performance Measures		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
						incentives. These investments leverage federal and private sector funding and ensure future growth in B.C.'s creative sector.
Objective 3.1: Collaborate with communities and partners to reduce barriers to inclusivity in sport and increase participation.						
PM 3.1	Number of children, from population groups typically under-represented in sport, reached through targeted sport programs ⁴	32,000 32,630	34,000	36,000	36,000	Performance measure 3.1 tracks the number of children and youth reached through targeted programming for increasing sport participation for groups under-represented in sport.
Objective 3.2: Provide opportunities for athletes, coaches and officials to develop and compete in communities across the province.						
PM 3.2	No performance measure for this objective	N/A	N/A	N/A	N/A	Supporting and celebrating the achievements of those involved in sports helps attract high-performance athletes and competitions to B.C. As the amateur sport sector is largely volunteer-based, recognizing individuals who "make sport happen" also contributes to continued sector resilience. British Columbians' achievements in high-performance sports are significant. While British Columbians comprise 13% of

⁴ Total number of children reached through programs delivered by the Indigenous, Sport, Physical Activity and Recreation Council (ISPARC), KidSport BC, and the After School Sport and Arts initiative (ASSAI) administered by the Ministry. Baseline data is from ISPARC's 2020/21 Annual Report, Sport BC's 2020/21 Annual Report, and ASSAI estimates from the 2021/22 school year.

Ministry of Tourism, Arts, Culture and Sport (TACS)

Objectives & Performance Measures		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
						Canada’s population, our athletes represent more than 25% of Canada’s national team.
Objective 3.3: Contribute to tourism, economic, social and sport development growth through investing in sport events in communities across the province.						
PM 3.3	Number of communities that host sport events	45 40	45 40	45 40	40	<p>The targets for performance measure 3.3 have been set at status quo for the next three fiscal years to reflect the increased cost of hosting events due to inflation, supply chain issues, a decline in volunteers, and the state of global and local economies.</p> <p>In the 2022/23 Annual Service Plan Report the value was erroneously stated as 44. Number of communities that hosted sport events in 2022/23 was 40.</p>

Destination BC

2024/25 – 2026/27 Service Plan Questions & Answers

Have the Ministry's/Crown's Goals changed?

Changes year over year (YOY) are indicated with a ~~strike through~~. New material for 2024/25 indicated in blue.

Goal 1 – Growth of overnight visitor expenditures

No Changes.

Goal 2 – B.C.'s tourism industry delivers remarkable guest experiences

No Changes.

Goal 3 – A globally competitive tourism marketing and development ecosystem

Yes. Previous Goal: “A powerful marketing network that is aligned and focused on collective marketing and destination development efforts”.

Destination BC

Have the Ministry's Objectives and Performance Measures Changed for 2024/25-2026/27?

Objectives and Performance Measures that have changes year over year (YOY) are indicated with a ~~strikethrough~~.
New material for 2024/25 indicated in blue.

Objectives & Performance Measures (PM) ¹		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
Objective 1.1: Captivate travellers and create an emotional urgency to visit British Columbia.						
PM 1a	B.C. tourism industry revenue	\$20.4B +10%	+5%	+5%	+5%	<p>Tourism industry revenue serves as an overall indicator for the growth of the tourism sector. It measures the money received by businesses, individuals, and governments due to tourism-related activities.</p> <p>Previous year service plan PM 1a target was based on 2021/22 revenue (\$13.5B).</p> <p>The revised target for 2023/24 is based on 2022/23 revenue (\$18.5B) forms the basis of the 2023/24 Forecast and revised future targets.</p>
PM 1b	Consumption of B.C. travel content promoted by Destination BC (in million [M]).	31.1 M	Maintain or Improve	Maintain or Improve	Maintain or Improve	<p>The consumption of, and engagement with, content promoted by Destination BC measures success in motivating potential visitors and increasing their sense of urgency to visit B.C., and hence producing greater visitor volumes and expenditure.</p> <p>Previous PM1c, 2023/24 Forecast is the same as 2021/22 Baseline: 31.1M.</p>

Destination BC

Objectives & Performance Measures (PM) ¹		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
PM 1c	Size of Destination BC's global social media community of brand advocates (in million [M]).	2.1 M	Maintain or Improve	Maintain or Improve	Maintain or Improve	<p>Word-of-mouth referrals and recommendations are powerful marketing tools in the travel industry, and influence trip planning. Accordingly, Destination BC works to ensure real life stories and positive experiences from travellers to B.C. are heard.</p> <p>Previous PM1d, 2023/24 Forecast is the same as 2021/22 Baseline: 2.1M.</p>
Objective 2.1: Work in partnership with industry to assist tourism businesses to meet and exceed guest needs and expectations.						
PM 2a	Competitive ranking of British Columbia's Net Promoter Score.	Ranked #1 in 2 of 5 key North American markets Ranked #1 in 3 of 5 key North American markets	Maintain or Improve	Maintain or Improve	Maintain or Improve	<p>B.C.'s ranking by other key North American markets measures our success, relative to competing destinations, in assisting tourism businesses to create remarkable on-the-ground experiences for their guests in today's fiercely competitive global tourism market.</p> <p>Previous year service plan PM2a targets were based on 2021/22 Baseline: Ranked #1 in 3 of 5 key North American</p>

Destination BC

Objectives & Performance Measures (PM) ¹		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
						markets. The revised targets are based on 2023/24 Forecast.
PM 2b	Net Promoter Score of Participants in all ongoing Destination BC delivered workshops or webinars.	50.0 or greater	50.0 or greater	50.0 or greater	50.0 or greater	The workshops or webinars' Net Promoter Scores are a key measure of success in assisting tourism businesses in their efforts to deliver outstanding guest experiences, increase their digital marketing skill sets, and support industry to address the evolving needs of the traveller. These are key factors in helping the industry increase their ability to compete globally. Previous year service plan PM2a targets were based on 2021/22 Baseline: 69.1 (out of 100).
Objective 3.1: Collaborate with Indigenous Tourism BC, regional, city, community and sector organizations, and other key partners and communities to align and focus on collective marketing and destination development efforts.						
PM 3a	Destination Management and Tourism Sector Organizations' satisfaction with Destination BC programs and services	8.0 (out of 10) Maintain or Improve		Maintain or Improve		Launched in 2014, Destination BC's annual survey enables the evaluation and improvement of the quality of programs and services delivered, and

Destination BC

Objectives & Performance Measures (PM) ¹		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
		'2021/22 Baseline'	Maintain or Improve		Maintain or Improve	the effectiveness of communication with partners. Previous year service plan PM 3a targets were based on 2021/22 Baseline: 7.79 (out of 10).
PM 3b a)	Number of communities and sectors participating in Destination BC's application-based Coop Marketing Partnerships Program.	120 (total)	120 (total)	120 (total)	120 (total)	The level of participation in Destination BC's application-based Co-op Program measures success in encouraging the alignment of marketing by Community Destination Management Organizations (CDMOs) across B.C. and incentivizing their collaboration by providing access to matching dollars. 2023/24 Target is lower than 2022/23 Forecast: 160 (total).
PM 3b b)	Number of participating communities outside Metro Vancouver, Victoria, and Whistler.	100 (regional)	100 (regional)	100 (regional)	100 (regional)	2023/24 Target is lower than 2022/23 Forecast: 110 (total).

2024/25 – 2026/27 Service Plan Questions & Answers

Have Knowledge Network 's Goals changed?

Changes year over year (YOY) are indicated with a ~~strike through~~. New material for 2024/25 indicated in blue.

Goal 1 – British Columbians are informed and inspired by Knowledge Network's quality, commercial-free programming.

No Changes.

Goal 2 – Diverse perspectives are elevated through the licensing of original B.C. documentaries.

No Changes.

Goal 3 - British Columbia's public educational broadcaster remains financially strong and sustainable.

No Changes.

Knowledge Network

Have Knowledge Network’s Objectives and Performance Measures Changed for 2024/25-2026/27?

Objectives and Performance Measures that have changes year over year (YOY) are indicated with a ~~strikethrough~~.
 New material for 2024/25 indicated in blue.

Objectives & Performance Measures		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
Objective 1.1: Grow brand awareness among people living in British Columbia.						
Objective 1.2: Increase viewing by securing quality programming for live streaming and video on demand services.						
PM 1a	Videos streamed on Knowledge.ca and related Apps	3,080,000 2,618,972	3,090,000	3,100,000	3,110,000	<p>The number of videos streamed helps us to track the number of videos played on Knowledge Network websites and apps for children and adults. This measure demonstrates the audiences discovering and watching programs outside of the linear television service. Compared to the 2023/24 Service Plan, we are forecasting a 15 per cent decrease for videos streamed on Knowledge.ca and Apps. This is due, in part, to unexpected technical issues impacting the popular Knowledge Roku App in spring of 2023. Challenges with the functionality of the app negatively impacted streaming viewership for approximately three months.</p> <p>The rebuild of Knowledge Network’s streaming platforms in 2024/25 will improve the user experience and enhanced marketing efforts will boost engagement with viewers.</p>

Knowledge Network

Objectives & Performance Measures		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
PM 1b	Videos streamed on Knowledgekids.ca and related Apps	6,790,000 6,252,134	6,795,000	6,800,000	6,800,000	<p>Compared to the 2023/24 Service Plan, an 8 per cent decrease is forecasted for videos streamed on Knowledgekids.ca and Apps. This is due in part to the Knowledge Kids demographic that principally attracts children 2-6 years old who age out of that demographic quickly and the need to enhance audience engagement strategies to reach new cohorts of pre-schoolers and their caregivers.</p> <p>The rebuild of Knowledge Network's streaming platforms in 2024/25 will improve the user experience and enhanced marketing efforts will boost engagement with viewers.</p>
PM 1c	Total Market Share on Television	4.5% 4.1%	4.5%	4.5%	4.5%	<p>While the forecast of 4.1 per cent is lower than the target in the 2023/24 Service Plan, it still places Knowledge Network within the top five most watched broadcasters among competitors in the market. Maintaining a market share in this range will be a challenge in an increasingly fragmented broadcast environment. Knowledge Network will continue to monitor audience behaviour and programming opportunities closely.</p>

Knowledge Network

Objectives & Performance Measures		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
Objective 2.1: Ensure equitable access to documentary development and licensing opportunities for B.C.'s underrepresented producers.						
PM 2a	Direct Investment in Independent Multi-Platform Content	\$2,200,000 0 \$1,405,200	\$2,250,000 2,350,000	\$2,300,000 \$3,050,000	\$3,050,000	Compared to the 2023/24 Service Plan, Knowledge Network is forecasting a decrease in direct investment. The number and scale of projects Knowledge Network commissions or pre-licenses varies from year to year. It is dependent on when projects have completed development and when they are ready to move forward into production. For example, actual spend in 2022/23 was \$5,144,299, which was 134 per cent higher than the original target due to investment in the <i>Luna, Chip and Inkie Adventure Rangers Go</i> children's series. Funding for the new limited documentary series commissioning stream Stories (Untold) is reflected in future targets.
PM 2b	Indirect Investment in Independent Multi-Platform Content	\$6,500,000 0 \$6,188,185	\$6,500,000	\$6,500,000 \$6,600,000	\$6,600,000	Independent production financing is highly dependent on Knowledge Network's annual Canada Media Fund allocation, which varies from year to year. It also requires funding from other public and private independent production funds, as well as federal and provincial tax credits. Together, these funding sources leveraged by Knowledge Network's broadcast

Knowledge Network

Objectives & Performance Measures		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
						license commitments are considered indirect investment.
PM 2c	Commission 25 per cent of Knowledge Original documentary features and shorts from B.C. independent Indigenous production companies (total commissions, over three years). Intersections of additional equity deserving groups will be applied across all of Knowledge Network’s commissioning efforts to ensure representation of women, people with disabilities, and LGBTQ+.	In progress. 3 Year Target.	In progress. 3 Year Target. 25%	25% TBD	TBD	Knowledge Network established three-year commissioning targets for documentaries by Indigenous and Black, people of colour owned B.C. production companies in 2022/23. We measure these targets over a three-year period because Knowledge Network commissions only a small number of projects each year.
PM 2d	Commission at least 50 per cent of Knowledge Original documentary features and shorts from independent, Black and People of Colour (BPOC) led production companies (total commissions, over three years).	In progress. 3 Year Target.	In progress. 3 Year Target. 50%	50% TBD	TBD	Knowledge Network established three-year commissioning targets for documentaries by Indigenous and Black, people of colour owned B.C. production companies in 2022/23. We measure these targets over a three-year period because Knowledge Network commissions only a small number of projects each year.

Knowledge Network

Objectives & Performance Measures		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
	Intersections of additional equity deserving groups will be applied across all of Knowledge Network’s commissioning efforts to ensure representation of women, people with disabilities, and 2SLGBTQIA+					
Objectives & Performance Measures		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
Objective 3.1: Increase efforts to convert viewers to donors and build on long-term support through legacy giving.						
PM 3a	Knowledge Partner Donations	\$5,800,000	\$5,800,000	\$5,800,000	\$5,800,000	Future targets remain at current levels as inflation, high interest rates and the high cost of living create a challenging environment. In this context, maintaining a target of \$5.8 million annually for partner donations is considered to be achievable.
PM 3b	Legacy Circle Donors	1040	1060	1080	1100	The Legacy Circle Donors performance measure reflects a commitment from donors to support the long-term sustainability of Knowledge Network through bequests to the Knowledge Endowment Fund.

B.C. Pavilion Corporation (PavCo)

2024/25 – 2026/27 Service Plan Questions & Answers

Have the Crown’s Goals changed?

Changes year over year (YOY) are indicated with a strikethrough. New material for 2024/25 indicated in blue.

Goal 1 – Generate economic and community benefits while building towards profitability. ~~Create economic and community benefits while optimizing profitability~~

YES – It has been reworded since 2023:

- from “create” to “generate” and,
- from “optimizing profitability” to “building towards profitability.”

Goal 2 – PavCo venues deliver service excellence. ~~PavCo venues provide exceptional service~~

YES – It has been reworded since 2023:

- from “provide exceptional service” to “deliver service excellence;”
- underlines the significance of maximizing all areas of customer service.

Goal 3 – A high-performing and values-driven team culture. ~~Employee Experience~~

YES – It has been rewritten since 2023 to highlight the integral roles of efficiency, integrity and accountability within workplace culture, in addition to the importance of experienced employees.

B.C. Pavilion Corporation (PavCo)

Have the Crown's Objectives and Performance Measures Changed for 2024/25-2026/27?

Objectives and Performance Measures that have changes year over year (YOY) are indicated with a ~~strikethrough~~.
 New material for 2024/25 indicated in blue

Objectives & Performance Measures		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
Objective 1.1: Create generate economic and community benefit for the people of B.C. through activities in our venues.						
[PM 1.1a] Economic Impact						
Vancouver Convention Centre						
PM 1.1a	Visitor Spending from outside Metro Vancouver	\$344.5 M \$414 M	\$414.4 M \$492 M	\$555.9 M \$485 M	\$491.3 M	The Vancouver Convention Centre (VCC) is a significant event venue, attracting delegates and exhibitors from Metro Vancouver and beyond. Its diverse event portfolio, particularly in-person experiences, contributes to the economic and community fabric of the region. Non-resident delegates, who attend events outside British Columbia, contribute to the local economy through hotel stays, dining, transportation, and shopping. VCC is set to host prominent conferences and events like TED, NeurIPS, and Invictus Games 2025.
PM 1.1a	Visitor Spending from outside British Columbia	\$286.7 M \$350 M	\$352.1 M \$437 M	\$506.8 M \$437 M	\$440.6 M	
BC Place						

B.C. Pavilion Corporation (PavCo)

Objectives & Performance Measures		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
PM 1.1a	All visitor Spending	\$204.3 M \$141 M	\$216.4 M \$133 M	\$229.2 M \$135 M	\$242.7 M	BC Place Stadium, the largest multi-purpose facility in British Columbia, is a vital part of the province's cultural and economic landscape. Hosting a variety of events, including live sports, trade shows, and entertainment, it drives revenue across hospitality and retail sectors and creates employment opportunities. Fiscal Year 2023/24 is expected to see increased revenues and attendance at levels exceeding the pandemic effected years, with notable inclusivity milestones such as an affordable concession menu, sensory room, dedicated staff training, and a unique Indigenous welcome.
PM 1.1a	Visitor Spending from outside British Columbia	\$50.6 M \$29 M	\$53.6 M \$27 M	\$56.7 M \$27 M	\$60.1 M	
[PM 1.1b] Delegate Days and Attendance						

B.C. Pavilion Corporation (PavCo)

Objectives & Performance Measures		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
Vancouver Convention Centre						
PM 1.1b	Delegate days from outside Metro Vancouver	0.477 M \$0.590 M	0.537 M \$0.656 M	0.700 M \$0.639 M	0.607 M	In Fiscal Year 2023/2024, VCC is expected to achieve financial performance, delegate days and economic impact similar to pre-pandemic levels. The recovery is attributed to increased bookings for larger events, including conventions. VCC's sales teams have implemented targeted strategies, including dynamic pricing, value promotion, and event revenue optimization. Growth is expected to continue in meetings, banquets, consumer shows and special events, leading to sustained growth for both VCC and PavCo.
PM 1.1b	Delegate days from outside of British Columbia	0.352 M \$0.448 M	0.408 M \$0.536 M	0.600 M \$0.539 M	0.507 M	
BC Place						
PM 1.1b	Total Attendance	0.957 M \$0.656 M	0.957 M \$0.651 M	0.957 M \$0.615 M	0.897 M	BC Place is set to maintain a diverse event lineup for the upcoming fiscal years, featuring sporting events like the Grey Cup and Rugby Sevens in 2024, international matches including Canada

B.C. Pavilion Corporation (PavCo)

Objectives & Performance Measures		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
						Soccer and the FIFA World Cup in 2026 Additionally, major concerts like The Rolling Stones and Taylor Swift's performances affirm the venue's commitment to hosting outstanding events. The venue plans to enhance the client and fan experience with upgraded infrastructure, accessibility, and additional services.
[PM 1.1c] Financial Performance						
PM 1.1c	Operating deficit target, before government sustaining contributions	14.706 M \$24.872 M	22.786 M \$24.131 M	22.553 M \$22.571 M	21.225 M	The corporate operating deficit before government contributions is the sum of sales revenues, other revenues and deferred contributions, less total expenses. Operating gains (losses) before interest, amortization, and contributions are: Advice/Recommendations: 2024/25T (\$12.194M), 2025/26T (\$12.135M), and 2026/27T (\$10.956M).

B.C. Pavilion Corporation (PavCo)

Objectives & Performance Measures		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
Objective 2.1: Foster an exceptional service culture						
PM 2a	Service Quality – Loyalty Index, VCC	9.0/10 Maintain or improve upon baseline	9.1/10 Maintain or improve upon baseline	9.1/10 Maintain or improve upon baseline	9.2/10	Future targets are set to maintain (at minimum) or improve upon results achieved during Fiscal Year 2023/24, reflective of the commitment both the Vancouver Convention Centre and BC Place have in delivering an exceptional customer experience, building on the strong results PavCo is already achieving in this area.
PM 2b	Client Satisfaction, BC Place	4.4/5 Maintain or improve upon baseline	4.4/5 Maintain or improve upon baseline	4.5/5 Maintain or improve upon baseline	4.5/5	
PM 2c	Guest Satisfaction, BC Place	4.4/5 Maintain or improve upon baseline	4.4/5 Maintain or improve upon baseline	4.5/5 Maintain or improve upon baseline	4.5/5	
Objective 3.1: Positive Employee Experience						
PM 3a	Employee engagement – Score on employee surveys, PavCo overall	67% Maintain or improve upon 2022/23 Forecast	68% Maintain or improve upon 2022/23 Forecast	69% Maintain or improve upon 2022/23 Forecast	70%	PavCo conducts an annual employee survey to gather feedback on their work environment. The Performance Measurement table displays percentages that represent the average of responses that are either strongly agree or agree. This survey aids workforce retention and engagement.

B.C. Pavilion Corporation (PavCo)

Objectives & Performance Measures		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
PM 3b	Employee engagement – Score on employee surveys, BC place	56% Maintain or improve upon 2022/23 Forecast	57% Maintain or improve upon 2022/23 Forecast	58% Maintain or improve upon 2022/23 Forecast	59%	Action plans are developed based on survey feedback and employee consultations. Survey feedback has identified areas for improvement in communication, interdepartmental collaboration, and team member recognition. These results are then incorporated into strategic planning and department goal setting.
PM 3c	Employee engagement – Score on employee surveys, VCC	66% Maintain or improve upon 2022/23 Forecast	67% Maintain or improve upon 2022/23 Forecast	68% Maintain or improve upon 2022/23 Forecast	69%	

Royal BC Museum (RBCM)

2024/25 – 2026/27 Service Plan Questions & Answers

Have RBCM's Goals changed?

*Objectives and Performance Measures that have changes year over year (YOY) are indicated with a ~~strikethrough~~.
New material for 2024/25 indicated in blue.*

Goal 1 – The Museum is modern and inclusive.

No Changes.

Goal 2 – The provincial collections and records are accessible.

No Changes.

Goal 3 - The Museum is financially responsible.

No Changes.

Royal BC Museum (RBCM)

Have the Crown’s Objectives and Performance Measures Changed for 2024/25-2026/27?

Objectives and Performance Measures that have changes year over year (YOY) are indicated with a ~~strikethrough~~.

New material for 2024/25 indicated in blue

Objectives & Performance Measures		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
Objective 1.1: Continue to nurture a relationship-focused approach to serving British Columbians.						
Objective 1.2: Commit to Continue the work required for systemic cultural transformation within the Museum and Archives.						
PM 1.1	Number of community engagement participants (in person and online)	850 5,000	600 2,500	450 1,000	1,000	The targets for community engagement participation have been amended to reflect an updated approach. The amended forecast for 2023/24 reflects a concentrated period of engagement and the launch of a province-wide survey that will continue throughout 2024. It is anticipated the number of participants will reduce as the engagement progresses and as we move toward communicating feedback received and the yet-to-be-determined way forward for the museum.
PM 1.2	Percentage of staff and volunteers trained in EDIA practices and policies	80%	100%	100%	100%	Orientating staff in EDIA principles and working with experts in this field in the creation of and education on EDIA museum polices is a key step in embedding EDIA in culture and practice throughout the organization. The target for 2024-25 reflects the fact that mandatory EDIA training has been integrated into the Museum’s onboarding process.

Royal BC Museum (RBCM)

Objectives & Performance Measures		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
Objective 2.1: Support repatriation as a collaborative journey with Indigenous communities.						
Objective 2.2: Continue digitizing museum collections and experiences.						
Objective 2.3: Continue to develop the work to deliver the archives, research and collections and research building (CRB) project.						
PM 2.1	<p>Per cent of repatriation inquiries actioned</p> <p>Number of repatriation visits per year</p>	<p>100%</p> <p>110</p>	<p>100%</p> <p>116</p>	<p>100%</p> <p>121</p>	<p>127</p>	<p>This performance measure has changed from the 2023/24 Service Plan. Repatriation visits include community access to museum held collections and ancestral remains, in person and virtually, in furtherance of repatriating community cultural belongings and ancestors.</p> <p>These metrics reflect community access to the museum held collections and ancestors and not the number of people attending. Repatriation is a community-led process, and the length of time it takes can vary greatly depending on a variety of factors, including community readiness and/or timing considerations, funding, complex engineering considerations, conservation requirements and more. The targets have been set based upon the expectation that as engagement with communities and internal capacity increases the</p>

Royal BC Museum (RBCM)

Objectives & Performance Measures		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
						number of visits will increase incrementally 5% each year.
PM 2.2a	Number of objects BC Archives will add to BC Archives online collections databases annually, in thousands (K)	7K	7K	7K	7K	Targets have been set per year using historical data and resource plans and only include the digitization work that the B.C. Archives undertakes
PM 2.2b	Number of records to be added to Royal BC Museum collections management system annually, in thousands (K)	25K 21K	25K 20K	25K 20K	25K	Targets are set per year based on resource allocation. Targets have been reduced as the work to advance the archives, research and collections building means that accessions are limited while the collections are prepared, packed and moved to the new building. As this work is undertaken, records will continue to be updated and enhanced, improving accessibility, but the creation of new records will be lessened.
PM 2.2c	Number of banker's boxes of government records to be processed annually, in thousands (K)	2.5K	2.5K	2.5K	2.5K	Targets are aligned with current resources. The source of the data is an external facing, Royal B.C. Museum database controlled by internal policies and practices.
PM 2.2d	Reach of digital programs	4000 3300	4000	4000	4000	Targets have been set based on the anticipated schedule of exhibitions and events that can offer a digital

Royal BC Museum (RBCM)

Objectives & Performance Measures		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
						component, in conjunction with current resources available to deliver programs.
Objective 3.1: Increase revenue generation revenue from operations.						
PM 3.1a	Revenue from operations, in millions (\$000s)	13.01M 10.3M	13.58M 10.5M	14.3M 11.2M	12.8M	The primary factors for estimating revenue are the types and topics of scheduled exhibitions and films and the projected visitation of the destination.
PM 3.1b	Number of visitors to Royal BC Museum physical site (including B.C. Archives and IMAX® Victoria), in millions (M)	0.86 0.52	0.88 0.6	0.89 0.62	0.64	Targets have been adjusted from last year and are based on tourism trend indicators and historical data in addition to planned exhibitions and events.
PM 3.1c	Number of visitors to Royal BC Museum website (including IMAX® Victoria, B.C. Archives and Learning Portal), in millions (M)	13.7M 13.8M	14M 14.2M	14.8M 14.4M	14.8M	This performance measure reflects the number of visitors to the Museum’s corporate website (including the B.C. Archives and Learning Portal) and the IMAX Victoria website. A session is defined as a group of interactions that takes place on a given site. A single session may contain a single page view, or multiple page views.

2024/25 – 2026/27 Service Plan Questions & Answers

Have the Ministry's/Crown's Goals changed?

*Objectives and Performance Measures that have changes year over year (YOY) are indicated with a ~~strikethrough~~.
New material for 2024/25 indicated in blue.*

Goal 1 – BC Summer and BC Winter games leave meaningful legacies for host communities.

No Changes.

Goal 2 – BC Games provide sport development opportunities and legacies across the province.

No Changes.

Goal 3 - BC Games and Team BC operations are positive, inclusive, accessible and safe environments for all those involved.

No Changes.

BC Games Society

Have the Ministry's Objectives and Performance Measures Changed for 2024/25-2026/27?

Objectives and Performance Measures that have changes year over year (YOY) are indicated with a ~~strikethrough~~.

New material for 2024/25 indicated in blue

Objectives & Performance Measures (PM)		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
Objective 1.1: Provide guidance to host societies on budgets and legacy development.						
Objective 1.2: Support host communities in building their capacity to attract and deliver major sport events.						
	Games occurring in the fiscal year	2024 BCWG	2024 BCSG	2026 BCWG	2026 BCSG	
PM 1a	Cash and value-in-kind (VIK) generated by the BC Games Society	\$50,000 TBD	\$75,000 TBD	\$50,000 TBD	\$75,000	PM 1a was changed in the 2022/23 service plan to better reflect the Society's ability to leverage the Province's investment. Previous service plans only included cash and value-in-kind investments but did not reflect the Society's cost-efficiency work.
PM 1b	Cash and value-in-kind (VIK) generated by host organizing committees	\$340,000	\$560,000	\$340,000	\$570,000	PM 1b allows for flexibility in revenue streams. The host organizing committees' cash and value-in-kind targets are estimated based on past BC Games. Performance measures and targets take into consideration the unique economic climate of each host community.

BC Games Society

Objectives & Performance Measures (PM)		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
PM 1c	Number of volunteers	1,800	2,200	1,800	2,200	The BC Winter Games and BC Summer Games take place in alternating fiscal years and vary in terms of size and scope. The number of, and requirement for, volunteers for BC Winter Games can be quite different from those of the BC Summer Games.
PM 1d	Volunteers would recommend others to volunteer	90%	90%	90%	90%	As each set of BC Games start with a new cohort of volunteers, the targeted satisfaction rate of volunteers remains constant from year to year.
Objective 2.1: Provide opportunities for athletes, coaches and officials to develop and enhance skills.						
	Games occurring in the fiscal year	2024 BCWG	2024 BCSG	2025 CSG 2026 BCWG	2026 BCSG 2027 CWG	

BC Games Society

Objectives & Performance Measures (PM)		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
PM 2a	BC Games head coaches are National Coaching Certification Program Competition Development certified	85%	85%	85%	85%	The performance measure remains at 85 per cent to accommodate coaches that wish to use the BC Games as an opportunity to achieve higher certification. Many coaches receive their certification while at the Games.
PM 2b	Number of participants in the Coach Mentorship Program	10	10	10	10	The Coach Mentorship Program aims to support up to ten Coach Mentors at each set of BC Winter and BC Summer Games.
PM 2c	Percentage of BC Games Alumni on Team BC (Canada Games)	n/a	n/a	55%	55%	Targets for alumni are based on the cycles of the Games: BC Summer and Winter Games are held every two years and Canada Summer and Winter Games are held every four years (in alternating cycles). Therefore, not all BC Games athletes will meet the Canada Games age eligibility criteria.
Objective 3.1: Provide training and opportunities for people of diverse backgrounds and abilities to be involved in BC Summer and Winter Games and Team BC Operations.						
Objective 3.2: Implement safe sport initiatives that ensure those involved in BC Games and Team BC operations are free from all forms of maltreatment including discrimination.						

BC Games Society

Objectives & Performance Measures (PM)		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
	Games occurring in the fiscal year	2024 BCWG	2024 BCSG	2025 CSG 2026 BCWG	2026 BCSG 2027 CWG	
PM 3a	Number of staff and volunteers participating in education and awareness programs	860	1100	1185	1200	The Society measures education and awareness activities through completion of the Guide to the Games, Culture of the Games and other educational and professional development programs.
PM 3b	Number of participants in the Society/ I•SPARC Indigenous program	55	60	60	60	I•SPARC has partnership agreements with the BC Games Society to actively include a greater number of Indigenous athletes in the BC Games. This requires I•SPARC to work with select provincial sport and disability sport organizations that are involved in BC Games to identify Indigenous athletes and help them train and compete. Targets for this performance measure have been set based on I•SPARC's program expansion opportunities.

BC Games Society

Objectives & Performance Measures (PM)		2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target	Explanation
PM 3c	Number of BCWG/BCSG and Team BC volunteers receiving safe sport training courses	100	120	125	120	Identifies the number of key volunteers that take safe sport courses. The BC Winter Games and BC Summer Games volunteers include those on the host communities' organizing committees while the Team BC volunteers are those on Mission Staff.

MINISTRY RESPONSE TO TRC UNDRIP

Issue: Actions being taken to implement UNDRIP and TRC Calls to Action

Key Messaging and Recommended Response:

- **My Ministry continues to make significant progress to implement United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) and the Truth & Reconciliation Commission (TRC) Calls to Action.**
- **We share common goals with the two guiding principles and framework, in promoting the rights, well-being, and self-determination of Indigenous peoples.**
- **My Ministry is also on track to meet our commitments outlined in the Declaration Act Action Plan, which were developed in consultation and cooperation with Indigenous peoples.**
- **This important work continues to be a priority and a central focus of our initiatives, to address historical injustices, foster cultural revitalization, and promote economic opportunities in B.C.**

Tourism

- **In Tourism, through the Declaration Act Action Plan and TRC Action 92, we are investing significantly in Indigenous tourism recovery.**
- **This commitment is a key element of our Strategic Framework for Tourism in B.C. Specifically, we are committed to working with Indigenous partners to preserve and promote the living cultures and rich heritage of Indigenous peoples, if and how they determine it would benefit their community.**

Arts and Culture

- **In Arts & Culture, we continue to be focused on our commitments specified in the Declaration Act Action Plan to provide resources to Indigenous organizations.**

ESTIMATES NOTE

- **The BC Arts Council supports Indigenous arts and culture across all its grant programs and by upholding a longstanding partnership with the First Peoples' Cultural Council (FPCC).**
- **The Royal BC Museum continues to work with Indigenous communities to repatriate their ancestral remains and cultural belongings, and to improve access to residential school records in the BC Archives.**

Creative

- **Through Creative BC and the Knowledge Network, we amplify the voices of Indigenous creators, producers, and storytellers.**
- **Creative BC advances reconciliation through partnerships with FPCC and Rogers to support more opportunities for Indigenous creators.**
- **The Knowledge Network invests in original Indigenous content and measures success through its commissioning targets.**

Sport

- **In sport, through the Declaration Act Action Plan and TRC Actions 87-91, we are recognizing Indigenous excellence, investing in Indigenous participation, expanding sport pathways, prioritizing Indigenous youth and cultural awareness, and supporting Indigenous community-led games and championships.**

Key Facts

- Truth and Reconciliation Commission (TRC) Calls to Action are specific recommendations and actions outlined by the TRC to address the legacy of residential schools and promote reconciliation.
 - The TRC concluded its mandate in 2015 and transferred its records to the safekeeping of National Centre for Truth and Reconciliation (NCTR).
- B.C.'s *Declaration on the Rights of Indigenous Peoples Act* (DRIPA) was introduced in 2019. It aims to align the Province's laws with the principles of United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP).
- Per Section 4 of DRIPA, the Declaration Act Action Plan (Action Plan) was released in March 2022. It includes collectively identified goals and outcomes that form the long-term vision for implementing the UN Declaration in B.C.
 - The Action Plan has 89 priority actions spread across all ministries.

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- The Ministry of Indigenous Relations and Reconciliation (MIRR) leads tracking of Action Plan initiatives while individual ministries are responsible for implementation of their identified actions.
- Per Section 5 of DRIPA, government is mandated to present annual reports to the Legislature by June 30 of each year, detailing the progress made on implementation of the Action Plan.
 - The Year 1 action report was presented to the Cabinet in June 2023.
- Within the Action Plan, TACS is responsible for six actions and provides support for one action being led by the Ministry of Forests.
 - Arts and Culture has three actions, Tourism/Heritage has two actions (and one supporting), and Sport has one action.

Tourism

- Tourism has committed to one action under the Declaration Act Action Plan:
 - **4.38:** Provide investments to Indigenous Tourism B.C. to support Indigenous tourism, Indigenous job creation, preservation of Indigenous languages, celebration of Indigenous cultures and the stewardship of territories, and to tell the stories of Indigenous Peoples of B.C. in their own words.
 - Since 2020, the Province has invested over \$17 million to support Indigenous Tourism BC deliver on the opportunities outlined above, including \$13.7 million from TACS.
 - Destination BC has a renewed funding partnership with Indigenous Tourism BC; this funding partnership is \$1.5 million per year, for 3 years (FY23/24, FY24/25, FY25/26), totaling \$4.5 million.

Arts and Culture

- Arts & Culture has committed to three actions under the Declaration Act Action Plan, in addition to BC Arts Council prioritizing Indigenous Arts and Culture and Reconciliation in their current strategic plan and Extending Foundations Action Plan.
 - **3.5:** Provide resources to Indigenous organizations to improve public understanding of Indigenous histories, rights, cultures, languages and the negative impacts of Indigenous-specific racism.
 - Reporting out in Year 3 (FY24/25) and onwards, this work includes:
 - Strengthening the long-standing partnership with FPCC building on the \$1.73 million annual commitment since 2020/21 to the FPCC to support Indigenous Arts programs;
 - Seeking partnership opportunities with Indigenous organizations to create programs, policies and funding;
 - Engaging in cross ministry consultation and collaboration; and
 - Articulating a renewed BC Arts Council partnership with FPCC.

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- **4.33:** Co-develop a policy framework with First Nations to support repatriation initiatives.
 - Reporting out in Year 4 (FY25/26) and onwards, the Ministry acknowledges the importance of the implementation of action 4.33 being Indigenous-led and has initiated exploration of co-development models with Indigenous repatriation and heritage experts.
 - The Ministry is engaging with the Department of Canadian Heritage to discuss the previous federal commitment to develop a repatriation policy.
 - Past work included \$2 million in funding to the Royal BC Museum (RBCM) over three years for repatriation activities in 2016, \$0.50 million to the BC Museums Association for a repatriation grant program in 2019, \$0.75 million to First Peoples Cultural Council in 2022 for a repatriation program in 2022, as well as \$0.26 million to FPCC for repatriation database research in FY2022/23.
- **4.34:** Reset the relationship between the Royal BC Museum (RBCM) and Indigenous Peoples in B.C. by ensuring that Indigenous voices are prioritized and inform the development of narratives, exhibitions and learning programs.
 - RBCM is currently undertaking a robust multi-year engagement with British Columbians on the future of the museum, including consultations with Indigenous communities across B.C.
 - The RBCM's current service plan and mandate letter reflects commitments to advance DRIPA actions.
 - The Ministry is also working with the RBCM to advance repatriation and reconciliation efforts, such as advancement of work for the recent 'declaration of the repatriation' of 17 Gwa'sala-'Nakwaxda'xw (pronounced 'Gwa-Sala Nak-wah-dah') masks in December 2023 and expediting access to Indian Residential School records held with the RBCM's BC Archives to Indigenous communities and researchers in partnership with MIRR.
 - The Ministry will begin to report on the RBCM's progress as part of Year 5 (FY26/27) of the Declaration Act Action Plan's legislated reporting.

Sport

- With regards to the Sport sector, the Ministry has committed to one action under the Declaration Act Action Plan:
 - **4.6:** Promote culturally relevant sport, physical activity and recreation initiatives and opportunities that increase Indigenous engagement,

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participation, and excellence in both traditional and mainstream sports for individuals in both urban and rural or remote areas.

- Provide \$1.4 million annually to the Indigenous Sport, Physical Activity and Recreation Council (ISPARC) to support their Indigenous Sport, Physical Activity and Recreation Strategy and the Premier's Awards for Indigenous Youth Excellence in Sport.
- Develop collaborative partnerships with ISPARC, provincial and disability sport organizations to enhance reconciliation in the sport sector.
- Continue funding the After School Sport and Arts initiative to support children & youth facing barriers to sport or arts participation.
- Support Indigenous athletes to compete in Box Lacrosse at the 2025 Canada Summer Games.
- Supporting the Tkemlúps te Secwépemc and City of Kamloops in their bid to host the National Aboriginal Hockey Championships in 2025.
- Expand pathways for Indigenous athletes to compete at the Lhtako Quesnel 2024 BC Winter Games and the Maple Ridge 2024 BC Summer Games.
 - Partnerships with Cross Country BC, BC Archery Association and Badminton BC have led to additional spots in the Lhtako Quesnel Winter Games for athletes, coaches and officials of Indigenous ancestry.
- Support Indigenous athletes to compete at the 2024 National Aboriginal Hockey Championships (NAHC) and the 2027 North American Indigenous Games (NAIG).
- The Sport Branch is continuing work to implement additional actions related to the TRC Calls to Action and UNDRIP, including:
- The Province is investing \$3.6 million to ISPARC over five years in the new RISE grant program to empower children and youth during and after government care to participate in sport, physical and cultural activities. RISE stands for Resilient, Inspire, Strength and Engage.
 - Between the program's inception in June 2022 and October 2023, ISPARC has awarded RISE grants to 668 individuals and 34 organizations.
- TACS is supporting ISPARC to develop cultural safety awareness and education in the sport sector to further support the delivery and improved access to programs and initiatives for Indigenous people.
 - The Ministry's Sport and Creative staff and BC Games Society staff have participated in the pilot training program.
- The Province invested \$0.2 million for the expansion of the Indigenous Sport Gallery into an interactive online experience and for translation of the gallery's content into Indigenous languages. The interactive online project will be

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completed in the spring of 2024 and will bring exciting stories and powerful history of Indigenous athletes, coaches and builders to communities and classrooms throughout the province.

- The Indigenous Sport Gallery currently has 10 sport exhibits translated into Indigenous languages and will be translating an additional 13 exhibits. All translated sport exhibits will be included in the online Gallery.
- TACS is partnering with KidSport BC to expand opportunities for Indigenous children and youth who cannot afford to register in sport. The Province invests \$0.4 million annually to Sport BC to fund KidSport BC. In 2019, there was a one-time investment of an additional \$2.5 million for KidSport chapters around the province. This funding reached 653 Indigenous children in communities across the province.
- The Province supports ISPARC's work with Disability Sport Organizations to provide more sport and physical activity opportunities for Indigenous people with disabilities. ISPARC is also ensuring their program staff and volunteers are trained to provide accessible programming for Indigenous people with disabilities.

Creative

- Creative BC advances meaningful reconciliation through its programs and partnerships, including the Indigenous Music Initiative delivered by the FPCC through Amplify BC, and the \$1 million Rogers Group of Funds partnership to support Indigenous motion picture creators.
- Knowledge Network's 2023/24 Service Plan includes a three-year performance measure to increase original commissions to Indigenous production companies.

Contact:

Kim Lacharite ADM Sport and Creative Sectors 250-588-1700

EQUITY, DIVERSITY AND INCLUSION

Issue: Equity, diversity and inclusion initiatives across the Ministry

Key Messaging and Recommended Response:

- **The Ministry incorporates equity, diversity, and inclusion across its programs and services, and is investing in initiatives to support British Columbians in tourism, arts, culture, and sport regardless of age, gender, language, culture, ability, or socio-economic status.**
- **The Ministry applies an equity, diversity and inclusion lens across all programs and services, removing barriers to access for marginalized groups by:**
 - **Encouraging applications from under-represented groups through targeted outreach, support, and engagement with diverse communities;**
 - **Implementing targeted programs, applying weighted criteria and prioritization;**
 - **Data collection and analysis; and**
 - **Ensuring balanced representation in decision-making and adjudication processes at various levels: board, staff, advisory committees, advisory panels, and peer review.**

Key Facts

Sport Initiatives:

- \$3.6 million for the RISE Grant Program, launched in June 2022, to help children and youth in and from government care to participate in sport, physical and cultural activities. RISE grants have impacted 668 individuals and 34 organizations. Funding can be used to cover registration, equipment and travel expenses.
- \$1.4 million to support the After School Sport and Arts Initiative which provides high quality sport, physical activity and arts opportunities at no cost and is designed specifically to address financial, cultural and transportation barriers. Over 8,400 students participated during the 2021/22 school year, including over 2,000 Indigenous students and over 930 students with disability.
- \$1.4 million to the Indigenous Sport, Physical Activity & Recreation Council (ISPARC) which helps Indigenous youth participate and excel in sport. In 2022/23, ISPARC reached 9,195 individuals through their sport programming.

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- \$0.4 million to KidSport to reduce financial barriers to children who want to play sport – particularly those from Indigenous, new Canadians and disability population groups. In 2022, KidSport grants supported 5,251 kids.
- Close to \$1 million for the BC Sport Participation Program, a bilateral program with Sport Canada that provides funding to organizations for initiatives to increase participation of underrepresented population groups.

Creative Initiatives:

- Creative BC encourages applications from under-represented groups through targeted outreach and engagement of diverse communities.
- Creative Pathways is an industry partnership helping underrepresented groups enter the motion picture industry.
- This year the program helped 30 participants find work on sets.
 - In April 2023, the Province announced \$0.9 million over three years for Creative Pathways and Reel Green.
- In 2023, more under-represented and regional artists received support, thanks to our investment to expand music programs through Amplify BC.
- Knowledge Network initiatives included:
 - Allocating financial support for a total of four racialized and Indigenous productions;
 - Launching Stories (Un)told, a three-year partnership between Creative BC and Knowledge Network to support the development, commissioning and showcasing of premium limited documentary series by B.C. mid-career/senior producers and directors; and,
 - Pre-licensing two Canadian children’s series that introduce preschoolers to parasports and para-athletes.

Tourism and Destination BC Initiatives:

- Funding Indigenous Tourism BC to support capacity building across the sector as well as training opportunities for employers and people working in the Indigenous tourism sector.
- Investing in destination development projects that enrich community well-being and economic opportunities, support Indigenous tourism development, create jobs, and help make B.C. a more accessible and inclusive tourism destination.
- Supporting the development and improvement of accessible tourism products, services, and activities to ensure every person can participate in B.C.’s tourism experiences.
- Integrating accessibility and inclusivity into Destination BC’s consumer content, marketing and promotional campaigns.

ESTIMATES NOTE

Arts and Culture Initiatives:

- With support from the Parliamentary Secretary for Anti-Racism, working in consultation with affected communities to advance emerging museum projects including:
 - Engagement on the vision for a museum for Canadians of South Asian heritages.
 - Providing funding to the Mabuhay House Society for capacity building to support working with government to advance the public engagement and planning for a provincial Filipino cultural centre.
 - Establishing and opening the first of its kind Chinese Canadian Museum in Vancouver Chinatown, on July 1, 2023, which marks the 100th anniversary of the Chinese Immigration Act (AKA Exclusion Act).
- Continued support for the Arts Infrastructure Program to help communities build new cultural spaces and renovate existing ones.
- Continued support for programming such as BC Family Day, BC Culture Days, and the After School Sport and Arts Initiative that provide accessible, equitable, inclusive and barrier free activities at no cost to engage communities and bring all British Columbians together.
- Continuing to implement the BC Arts Council's Extending Foundations: Action Plan 2022-2024 and renew Council's strategic vision to support a more equitable and socially just role for public arts funding.

For further detail, see **Appendix 1**.

Contact:

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Appendix 1

Sport

RISE Grant Program

- The RISE Grant Program invests \$3.6 million to enable and promote participation and connect young people to their communities and culture, creating a positive impact in their young lives.
- The program will provide direct financial support to young people over five years, helping them play sports and participate in cultural activities.
- Grants up to \$1,000 annually will help individuals cover costs for registration, equipment and travel for sport, physical and cultural activities.
- Grants up to \$10,000 are also available for organizations to develop and deliver programs for children and youth in and from care.
- Since program inception in June 2022, to October 2023, ISPARC has awarded RISE grants to 668 individuals and 34 organizations.

After School Sport and Arts Initiative (ASSAI):

- ASSAI supports the physical and mental health of children and youth in kindergarten to Grade 8 and reduces negative behaviours during unsupervised time after school.
- FY 2023/24 Budget: \$1.4 million.
- During the 2022/23 school year:
 - Over 9,400 students participated (12% increase from 8,400 students in 2021/22);
 - Of those students, over 2,200 self-identified as Indigenous (a 10% increase from 2021/22); and
 - Over 930 ASSAI students have a disability (same as 2021/22).
- In 2019/20, ASSAI launched a pilot program for female high school students:
 - Three school districts (Prince George, Nanaimo, and Kamloops) are participating.
 - In school year 2022/23, over 870 teenage girls participated in ASSAI programs (45% increase over 2021/22).

KidSport BC:

- The Ministry provides \$0.4 million annually to KidSport BC.
- KidSport BC is a community-based program that provides grants (up to \$400) for children 18 and under to participate in a sport season of their choice.
- In 2023, KidSport grants supported 7,742 kids (47% increase from 2022), including:
 - 4,700 (60%) male children;
 - 3,024 (39%) female children;
 - 18 diverse gender (0.2%);

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- 1,324 Indigenous children;
- 1,472 new Canadian children; and
- 342 children with a disability.

Creative

- In 2023/24, through Creative BC, the B.C. government invested:
 - \$0.25 million through the Emerging & Equity Development program to support emerging and equity deserving filmmakers.
 - \$0.3 million to support Creative Pathways and Reel Green.
 - \$0.27 million to expand the Demo Recording, Music Video, and Industry Catalyst programs (formerly the Vancouver Music Fund) to under-represented musicians outside of the City of Vancouver.
 - Supported the Indigenous Music Retreat for 11 participants and 4 mentors through First Peoples Cultural Council.
- Creative BC's \$1 million Rogers Group of Funds partnership to support Indigenous motion picture creators.
 - Creative BC consults with industry to prioritize diverse perspectives and the inclusion of under-represented groups.
 - In 2023/24, Knowledge Network:
 - Selected two projects from Indigenous, Black and People of Colour (IBPOC) filmmakers to move into development for the third year of its IBPOC Documentary Development Initiative (a total of 10 projects were supported over three years).
 - In partnership with First Peoples' Cultural Council, supported two Indigenous owned production companies to create compilations of stories on cultural revitalization in B.C. The projects are in development and will move forward into production in 2024.
 - Launched *Stories (Un)told*, a three-year initiative to support the development, commissioning and showcasing of premium limited documentary series by B.C. mid-career/senior producers and directors. This new commissioning stream is a partnership with Creative BC and is support by the Province of B.C.'s historic \$42 million investment in the creative sector.
 - Two of the three projects will be with majority-owned B.C. IBPOC-owned production companies.
 - Pre-licensed for Knowledge Kids two Canadian series from Canadian producers that introduce preschoolers to parasports and para-athletes and help kids of all abilities explore their passions and potential futures. Both series launch in 2024.

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Arts and Culture

- In the past year, the Ministry has successfully delivered on mandate commitments to:
 - Support the redevelopment of the Jewish Community Centre of Greater Vancouver, delivering a \$25 million contribution for new childcare and housing for families; and
 - Establish and open a first of its kind Chinese Canadian Museum in Vancouver Chinatown, on July 1, 2023, the 100th anniversary of the *Chinese Immigration Act (AKA Exclusion Act)*.
- The Ministry mandate letter also includes several commitments that engage, uplift and celebrate the diversity of our province, while advancing equity and inclusion in the arts and culture sector including:
 - Working with communities to advance emerging museum projects, such as a new museum which recognizes the important contributions and culture of British Columbians of South Asian heritages and building organizational capacities to advance the work of developing a provincial Filipino cultural centre.
 - Continuing to support the Arts Infrastructure Program to help communities build new cultural spaces and renovate existing ones, supporting projects that improve physical, social, and cultural accessibility to arts and cultural spaces and enhance access to arts and cultural spaces for underserved communities and underrepresented arts and cultural practices, and providing up to 90% of the total project budget for projects from organizations that are designated priority groups.
- The Ministry also supports equitable and inclusive annual provincial cultural programming that celebrates diversity at no cost, such as Family Day 2024 with \$0.25 million, and BC Culture Days 2023 with \$0.07 million.
- Equity, diversity, and access are priorities in the BC Arts Council strategic plan (2018-2022); this has been expanded and extended in Extending Foundations: Action Plan 2022-2024 which places reconciliation, equity, diversity, inclusion, and access at the centre of BC Arts Council policies and programs. Key actions to date include:
 - The growth of an Equity Advisory Network with over 21 people to support policy and program development and implementation.
 - The refinement of a Designated Priority Groups policy to support eligibility and access to programs and funds.
 - The implementation of voluntary equity data tools and self-identification to support better data collection.
 - The maintenance of an annual investment of \$1.725 million in a long-standing partnership with the First Peoples' Cultural Council.

ESTIMATES NOTE

- The two-year Accelerate Pilot Program to build capacity for equity-deserving and regionally based arts and culture groups.
- Investment in sector-led initiatives, including the Pathways pilot program, a professional development and mentorship initiative centered on reconciliation, equity, diversity, inclusion, and access.
- This work continues as part of the BC Arts Council's ongoing strategic visioning process, currently underway.

CORE MESSAGING - TOURISM

Issue: Key Messages for Tourism

Key Messaging and Recommended Response:

- **British Columbia is a world-class destination, and tourism is one of our province's most dynamic industries.**
- **At this very moment, there are people all over the world planning a visit to our beautiful province.**
- **I know the past three years have been incredibly challenging for people in the tourism industry. From pandemic related uncertainty to severe weather events like floods, drought, and wildfires, my Ministry is working closely with the tourism industry.**
- **After providing more than \$500 million to support tourism industry recovery from the pandemic, I have heard from many tourism businesses that 2023 saw signs of a strong recovery and expect that 2024 will continue that trend.**
- **For instance,**
 - **B.C. saw a record number of cruise ships and passengers with more than 660 ships and over 2.4 million people.**
 - **Hotels recorded an occupancy rate of 70.5% in 2023¹, roughly equal to that of 2019 (70.8%).**
 - **YVR welcomed over 22.8 million passengers — up 32% from 2022.**
- **And we've continued to make investments to support a strong visitor economy and healthy communities, including:**
 - **\$60 million from 2021 to 2023 to support 1,852 fairs, festivals, and events in 184 communities with an additional \$15 million to be dispersed for events in 2024/25.**
 - **\$45 million Destination Development grants in 2022-23 to support the development of tourism infrastructure, assets, and experiences with an additional \$15 million in 2023/24.**

¹ Destination BC Data: Stats based on Jan – Nov 2019.

ESTIMATES NOTE

- **More than \$2.8 million from 2021-2023 to partner with go2HR to have five Regional HR specialists to help with tourism workforce challenges.**
- **\$6 million to Indigenous Tourism BC for the delivery of the Indigenous Tourism Training Initiative in 2022-2023.**
- **\$3 million in funding in FY 22-23 for the B.C. Tourism Climate Resiliency Initiative to develop climate preparedness and adaptation strategies for people in B.C.'s tourism sector.**
- **\$8 million in additional support for business events and conferences (from 2021 – 2023).**
- **I am confident we will see sustained recovery of the sector as we welcome the world with our impressive line-up of marquee events.**
- **With Grey Cup and Taylor Swift in 2024, Invictus Games in 2025, and FIFA 2026 on the horizon, demand to visit B.C. will be high.**
- **And I am committed to continue to work alongside my colleagues and tourism partners on charting the path toward a more sustainable, prosperous, and resilient sector.**

Key Facts

- 2023 has demonstrated many signs of strong recovery, and 2024 is expected to continue that trend. Positive signs include:
 - The cruise season brought in a record number of cruise ships and passengers with more than 660 ships and over 2.4 million people.
 - Victoria welcomed its 10 millionth passenger in August and welcomed 330 ships and 1.2 million passengers.
 - YVR welcomed over 22.8 million passengers in 2023, up 32% from 2022.
 - Hotels recorded an occupancy rate of 70.5% in 2023, roughly equal to that of 2019 (70.8%).
 - International visitor arrivals reached 4.4 million, or 74.3% of 2019 levels (6 million) between January and November 2023 (most recent data available)
 - In 2022 (most recent data available), the tourism sector generated \$18.5 billion in revenue², an increase of 56.5% over 2021, and a decrease of 3.9% from 2019.
- Investments in economic recovery initiatives, by fiscal year, for Tourism Division & Destination BC include:

² Source: Destination BC, 2022 Economic Contribution of Tourism in BC

ESTIMATES NOTE

- FY 2020/21: \$74.37 million
- FY 2021/22: \$109.88 million
- FY 2022/23: \$86.95 million
- FY 2023/24: \$31.35 million
- The table below summarizes the funding allocated per initiative, and by theme, since 2020/21.

Program	FY	Funding	Notes
Businesses: \$48.62 Million			
Tourism Sector Associations Relief	20/21	\$0.40 M	Delivered by DBC to 15 associations
Tourism Resiliency Network	20/21	\$0.60 M	Delivered by RDMOs
BSAFE (training certificate)	20/21	\$0.24 M	Delivered by go2HR
BC Major Anchor Attractions	21/22	\$36.8 M	84 businesses
Tourism Accommodation and Commercial Recreation Relief Fund	21/22	\$4.75 M	152 businesses
HR Regional Specialists	21/22 22/23	\$1.33 M \$1.50 M	Delivered by go2HR
BC Tourism Climate Resiliency Initiative	22/23	\$3.00 M	Delivered by DBC
Marketing: \$21.68 Million			
Visitor Centre Safety	20/21	\$0.13 M	Delivered by DBC to 104 visitor centres
DBC Domestic Marketing (Co-Op Marketing program top up)	20/21	\$5.00 M	Delivered by DBC
CDMO grants	20/21	\$10.00 M	52 DMOs supported
DBC Welcome to BC	21/22 22/23 23/24	\$4.00 M \$2.00 M \$0.55 M	Delivered by DBC
Infrastructure: \$134.1 Million			
CERIP Destination Development Stream	20/21 21/22	\$20.00 M \$21.30 M	106 projects
Tourism Dependent Communities	20/21	\$19.40 M	32 communities
Targeted Regional Tourism Development Initiative	20/21	\$13.60 M	53 initiatives
Destination Development Fund	22/23 23/24	\$45.00 M \$14.80 M	121 projects in 22/23.

ESTIMATES NOTE

Events: \$84.45 Million			
BC Fairs, Festivals and Events	21/22	\$30.00 M	1852 events in 184 communities (total for first two intakes).
	22/23	\$29.96 M	
	23/24	\$15.00 M	
Business Events and Conferences Restart	21/22	\$5.00 M	13 CDMOs supported each year.
	22/23	\$3.00 M	
Event Attraction Fund	22/23	\$0.50 M	13 events to date
	23/24	\$1.00 M	
Indigenous Tourism: \$17.7 Million			
Indigenous Tourism Recovery Fund	20/21	\$5.00 M	301 businesses Delivered by ITBC
	21/22	\$3.00 M	
Capacity Building and Resiliency Fund	21/22	\$3.70 M	27 communities Delivered by ITBC
Indigenous Tourism Training Initiative	22/23	\$6.00 M	\$2M from TACS + \$4M from SDPR Delivered by ITBC

Contact:

Nick Grant ADM Tourism Sector Strategy 778-698-7967

KEY FACTS AND STATISTICS (+ SECTOR OVERVIEW)

Issue: Key tourism facts and statistics with sector analysis where available

Key Messaging and Recommended Response:

- **We heard from many tourism businesses that 2023 showed many signs of strong recovery and expect that 2024 will continue that trend.**
- **In 2022, the tourism sector generated \$18.5 billion in revenue², an increase of 56.5% over 2021.**
- **We're seeing a strong return of international visitation, up approximately 51% in 2023 over 2022.**
- **Some other results include:**
 - **Hotels recorded an occupancy rate of 70.5% in 2023¹, roughly equal to that of 2019 (70.8%).**
 - **The number of tourism establishments in the province (16,910 in 2023) reached 97% of 2019 levels (17,385).**
 - **Average tourism employment in 2023 (345,500) reached 99% of 2019 levels (348,900).**
- **We know not every business has fully recovered but key indicators show that we are well on our way.**
- **That is why we are committed to continuing our work with the sector to build a sustainable and resilient future.**

Key Facts

- The most recent GDP and revenue numbers are from 2022. While the data shows that recovery is still ongoing, strong growth in the number of tourism establishments, tourism employment, and hotel occupancy rates suggest that the B.C. tourism sector is making a sustained recovery.

Tourism GDP & revenue:Revenue:

- In 2022, the tourism industry earned \$18.5 billion in revenue. This represents an increase of 56.5% over 2021, but still a decrease of 3.9% from 2019, the last year before the impact of the COVID-19 pandemic on the tourism industry.

¹ Destination BC Data: Stats based on Jan – Nov 2019.

ESTIMATES NOTE

- The Accommodation & Food service sector accounted for the largest share (38.3%) of BC's total tourism revenue.

GDP:

- Tourism accounted for 2.4% of total provincial GDP in 2022.
- The tourism industry contributed \$7.2 billion of added value to the BC economy, as measured through GDP (in 2017 constant dollars) in 2022.

Tourism employment & wages:

Employment:

- In 2022, there were 154,130 people employed in BC directly due to tourism expenditures, up 94.7% over 2021.

Wages:

- In 2022, the tourism industry paid \$4.9 billion in wages and salaries, up 57.4% over 2021.

Accommodation:

- Average annual hotel occupancy rates in 2023 reached 69.0%, roughly the same as occupancy rates in 2019 (70.8%).
- This is a strong indication that certain industries within the B.C. tourism sector, such as hotels, have effectively recovered from the effects of the pandemic.

Tourism establishments:

- The number of tourism establishments² in B.C. in 2022 (16,910) has reached 97.3% of 2019 levels (17,385). This is up 1.5% from 2021 levels (16,652).

International travel

- International visitor arrivals reached 4.4 million, or 74.3% of 2019 levels (6 million) between January and November 2023 (most recent data available).
- This is up 49% from 2022 levels (3.0 million), suggesting that international travel to B.C. is steadily recovering from pandemic restrictions.

Contact:

Nick Grant ADM Tourism Sector Strategy Division 778-698-7967

² BC Stats, Annual Tourism Indicators

STRATEGIC FRAMEWORK 2022 - 2024

Issue: An update on the *Strategic Framework for Tourism 2022-2024: A Plan for Recovery and Resiliency*

Key Messaging and Recommended Response:

- **In March 2022, Government released the *Strategic Framework for Tourism in BC: A Plan for Recovery and Resiliency* – government’s roadmap for rebuilding tourism in the province.**
- **The updated Framework was developed in collaboration with our industry partners to chart a path forward from the pandemic.**
- **Since the launch of the Framework, we’ve made significant progress under the three pillars – people, planet, and prosperity.**
- **This includes historic investments in events, tourism infrastructure, Indigenous tourism, sustainability, and climate action.**
- **Some highlights include:**
 - **\$6 million in the Indigenous Tourism Training Initiative to provide Indigenous-led training opportunities for Indigenous tourism workers until 2026;**
 - **\$60 million in Destination Development grants to develop tourism infrastructure, assets, and experiences for visitors to enjoy;**
 - **\$60 million through the BC Fairs, Festivals and Events Fund, which supported more than 1,800 events in 184 communities so far, and an additional \$15 million to continue supporting the events sector this year and next year; and**
 - **\$3 million to establish the Tourism Climate Resiliency Initiative, to support tourism businesses adapt to climate change.**
- **More details on our extensive investments and progress against the Framework can be found online.**

Key Facts

- The Strategic Framework for Tourism was updated and released in March 2022 in response to a recommendation made by the Tourism Task Force to reflect the new operating environment resulting from the pandemic and identify

ESTIMATES NOTE

opportunities to support mid-term recovery and long-term resiliency for the tourism industry.

- The Framework is aligned with the StrongerBC Economic Plan and outlines priorities and concrete actions under the pillars: People, Planet, and Prosperity.
- Since the launch, significant achievements have been made to advance the objectives of the framework, including (selective list):

1) **People:** Tourism Supports Healthy, Inclusive Societies

- BC Indigenous Tourism Capacity Building & Resilience Funding provided \$3.7 million to Indigenous Tourism BC to offer tourism planning, training and mentoring services to Indigenous communities and businesses (FY2021/22).
- Supported Indigenous Tourism BC to hire Indigenous tourism specialists who provide region-specific support, engagement and information.
- Provided \$2.8 million to go2HR to support regional HR specialists to assist businesses in addressing tourism workforce challenges (FY2021/22 and FY2022/23).

2) **Planet:** Harness Opportunities for Tourism to Contribute to Clean Growth

- Provided \$3 million in funding for the B.C. Tourism Climate Resiliency Initiative to develop climate preparedness and adaptation strategies and action plans to mitigate climate risks, as well as provide a foundation for a long-term sustainability and climate-adaptation approach to the B.C. tourism sector (FY2022/23).
- Supported numerous agri-tourism based events and infrastructure projects through various funding programs.
- Destination BC continued their "Know Before you Go" campaign to promote responsible travel by providing important safety and impact messaging for visitors and industry.

3) **Prosperity:** Sustainable Growth of the Visitor Economy

- Provided \$6 million to Destination BC to expand its global marketing efforts, focused on drawing back international visitors and creating a connection to the Super, Natural British Columbia® (FY2021/22, FY2022/23, and FY2023/24)
- Invested \$4.8 million through the Tourism Events Program to strengthen B.C.'s reputation as an events destination and amplify the reach of events and attract overnight visitors to communities (FY2022/23) and \$75 million through the BC Fairs, Festivals and Events Fund (FY2020/21, FY2022/23, and FY 2023/24).
- Distributed \$19.4 million to 32 rural communities through the Tourism Dependent Communities Fund, funding 46 projects (FY2020/21).

ESTIMATES NOTE

- Invested \$13.6 million through the Targeted Regional Tourism Development Initiative for projects that create jobs, attract new businesses and increase economic diversification within communities (FY2020/21).

Contact:

Nick Grant ADM Tourism Sector Strategy Division 778 698-7967

SUMMARY OF COVID RECOVERY MEASURES

Issue: Overview of the Tourism Recovery Initiatives

Key Messaging and Recommended Response:

- **Throughout the pandemic, our government worked closely with people in the tourism industry to provide the supports they needed.**
- **Since 2020, the B.C. Government committed more than \$500 million in support to the tourism sector through a wide variety of programs.**
- **This includes historic investments in events, tourism infrastructure, Indigenous tourism, sustainability, and climate action.**
- **We have heard from many tourism businesses that 2023 showed signs of strong recovery and expect that 2024 will continue that trend.**
- **We know not every business has fully recovered and that the sector will continue to face challenges outside of our collective control.**
- **That is why we are committed to continuing our work with the sector to build a sustainable and resilient future.**

Key Facts

- Between 2020/21 and 2023/24, government supported the tourism sector through a variety of programs:
 - More than \$300 million to support small and medium sized business recovery, including dedicated supports to tourism businesses. (Refers to Ministry of Jobs, Economic Development and Innovation's small and medium size business recovery programs).
 - \$154 million in community-based tourism infrastructure, to create jobs and spur economic development.
 - \$17 million to support Indigenous tourism in BC, one of the fastest growing sectors of the industry.
 - \$36.8 million to over 80 major anchor attractions and tour bus operators.
 - Nearly \$30 million in 2021 to support 681 fairs, festivals and events in 134 communities, \$30 million in 2023 to support 1,172 events in 184

ESTIMATES NOTE

communities, and another \$15 million announced on February 7, 2024 to support events scheduled between April 1, 2024 and September 30, 2025.

- \$4.7 million for fixed costs to help large accommodation providers, and tenure and park permit holders.
- \$8 million to support the restart of business events and conferences.
- In September 2020, the Premier appointed the Tourism Task Force to provide recommendations for government to support recovery of the tourism sector. Since then, TACS and Destination BC directly invested over \$300 million* broken down as follows (see tables below). **(With the addition of the \$300 million in business grants via JEDI the total invested is \$602.55M)*

Total Investments by Fiscal Year (Million)

FY	2020/21	2021/22	2022/23	2023/24
Total Amount by Fiscal Year	\$74.37	\$109.88	\$86.95	\$31.35

Investment by Initiative (Million)

Program	FY	Funding	Notes
Businesses: \$48.62 Million			
Tourism Sector Associations Relief	20/21	\$0.40 M	Delivered by DBC to 15 associations
Tourism Resiliency Network	20/21	\$0.60 M	Delivered by RDMOs
BSAFE (training certificate)	20/21	\$0.24 M	Delivered by go2HR
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CERIP Destination Development Stream	20/21 21/22	\$20.00 M \$21.30 M	106 projects
Tourism Dependent Communities	20/21	\$19.40 M	32 communities
Targeted Regional Tourism Development Initiative	20/21	\$13.60 M	53 initiatives

ESTIMATES NOTE

Destination Development Fund	22/23	\$45.00 M	121 projects in 22/23.
	23/24	\$14.80 M	

Events: \$84.45 Million			
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BC Fairs, Festivals and Events	21/22	\$30.00 M	1852 events in 184 communities (total for first two intakes).
	22/23	\$29.96 M	
	23/24	\$15.00 M	
Business Events and Conferences Restart	21/22	\$5.00 M	13 CDMOs supported each year.
	22/23	\$3.00 M	
Event Attraction Fund	22/23	\$0.50 M	13 events to date
	23/24	\$1.00 M	

Indigenous Tourism: \$17.7 Million			
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Indigenous Tourism Recovery Fund	20/21	\$5.00 M	301 businesses Delivered by ITBC
	21/22	\$3.00 M	
Capacity Building and Resiliency Fund	21/22	\$3.70 M	27 communities Delivered by ITBC
Indigenous Tourism Training Initiative	22/23	\$6.00 M	\$2M from TACS + \$4M from SDPR Delivered by ITBC

Contact:

Nick Grant ADM Tourism and Strategy 778-698-7967

TOURISM MANDATE PRIORITIES

Issue: Tourism Mandate Priorities

Key Messaging and Recommended Response:

- **Tourism is an essential part of the BC economy and our work to support it is important for communities and individuals across our province.**
- **Thousands of B.C. families rely on tourism jobs and our government is committed to supporting continued growth and sustainability of this vital sector.**
- **The mandate letters issued to me and the Parliamentary Secretary for Tourism call for us to work together across government and with industry partners to:**
 - **support sustainable, rural, and Indigenous tourism opportunities, heritage policy and agri-tourism, as well as promote B.C.'s conservation initiatives through eco-tourism.**
 - **ensure B.C. is ready to welcome tourists during upcoming marquee sporting events.**
- **We have made significant progress against these commitments including:**
 - **investments in dozens of new tourism projects,**
 - **investments in hundreds of major and community events,**
 - **support for growth of Indigenous tourism,**
 - **engagement with farmers on tourism diversification,**
 - **creation of a new climate preparedness and adaptation program for businesses, and**
 - **support for upgrades to Science World in Vancouver.**
- **I am committed to continuing to work alongside my colleagues and tourism partners on charting the path toward a more sustainable, prosperous, and resilient sector.**

ESTIMATES NOTE

Key Facts

- Minister Lana Popham mandate commitments issued in December 2022:
 - Work with the tourism and hospitality sectors in rural and urban communities to ensure sustained recovery.
 - Continue to promote rural and Indigenous tourism opportunities.
 - Continue the development and implementation of heritage policy and programs.
- Parliamentary Secretary for Tourism Brittany Anderson Mandate letter commitments:
 - Support the development of rural tourism opportunities.
 - Lead work to expand agri-tourism in consultation with food producers, wineries, breweries, distilleries, and farm-to-gate cannabis producers.
 - Lead work to ensure B.C. is ready to welcome tourists during upcoming marquee sporting events.
 - Identify opportunities to promote B.C.'s conservation initiatives through eco-tourism.

Progress Highlights:

Rural Tourism / Destination Development:

- Expanded the Destination Development infrastructure program with \$15 million invested in 2023/24, building on investments into 121 projects totalling \$45 million across B.C. in 2022/23.
 - Projects include new tourism attractions, campground developments, Indigenous culture and language inclusion, accessibility improvements, and climate change adaptations.
- Invested \$20 million in Science World in April 2023 to support priority infrastructure improvements to the building, including repairs to the dome and new electrical energy efficiencies.
- Launched a new iconic travel routes – Rainforest to Rockies¹ – under Destination BC's Invest in Iconics Strategy.
- Discussed tourism opportunities with most of the 22 rural local governments held during the 2023 Union of B.C. Municipalities meeting.
- Encouraged tourism development of trail systems in meetings and tours with local stakeholders in Okanagan and Vancouver Island.

¹ Update Northern Route brand name once launched in spring and update revised timelines for remaining routes to be announced in March.

ESTIMATES NOTE

Marquee Events / Community Events:

- Relunched the BC Fairs, Festivals and Events (BCFEE) fund in February 2024, with an additional \$15 million to \$60 million awarded from 2021/22 through 2022/23 which supported 1,852 events in 184 B.C. communities.
- Created the Major Events Municipal Regional District Tax (MRDT) for B.C. municipalities to provide time-limited support for events – such as FIFA 2026.
- Supported Destination BC's creation of a Tourism Consortium to coordinate opportunities to related to FIFA 2026.

Eco-tourism / Climate Action:

- Launched the \$3 million B.C. Tourism Climate Resiliency Initiative in January 2024 to develop climate preparedness and adaptation strategies for people in B.C.'s tourism sector.
- Continued working across government and with the tourism industry to minimize the effects of climate change from tourism and effectively respond to climate emergencies.
- Discussed ecotourism development with Parliamentary Secretaries responsible for Environment and Rural Development.

Indigenous Tourism:

- Launched a \$6 million Indigenous Tourism Training Initiative in October 2023 in collaboration with the Ministry of Social Development and Poverty Reduction.
- Provided \$3.7 million to Indigenous Tourism BC in January 2022 to support the implementation of their capacity building and alignment strategy.
- Discussed tourism opportunities at most of the 24 First Nations meetings held during 2023 First Nations Leaders Gathering.

Heritage:

- Amended the *Provincial Symbols and Honours Act* in October 2023 to make the Elasmosaur an official Provincial fossil emblem.
- Continue to support the provincial heritage properties (Barkerville, Fort Steele, Kilby Historic Site, Hat Creek Ranch, Emily Carr House, Point Ellice House, Yale Historic Site) by providing \$4.38 million in annual operational funding and over \$1.3 million in major project funding for tourism, public access and to conserve heritage values.
- Ensured the ongoing operation of Point Ellice House in Victoria by contracting new operators.
- Repatriation continues to be an ongoing priority at the heritage properties.

ESTIMATES NOTE

Agri-tourism

- Explored opportunities and engaged with the agricultural industry and government agencies to advance agri-tourism in B.C.
- Provided \$120,500 to support the expansion of the popular Dine Around campaign in 2023 in partnership with the BC Restaurant and Foodservices Association.
- Worked with Craft Cannabis Association to understand challenges for small producers and opportunities for tourism.
- Continued discussions with PSSG's Cannabis Secretariat's on their work reviewing provincial policies to explore opportunities for cannabis hospitality and tourism, including licensed consumption spaces.
- Continued work with Destination BC and tourism and hospitality partners along with community and regional tourism organizations to identify opportunities and advance promotion of expanded agri-tourism in consultation with industry producers. Examples: Co-op Marketing programs for the B.C. Ale Trail, the Farmers' Market Trail etc.

Contact:

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WILDFIRE RESPONSE EMERGENCY MANAGEMENT

Issue: Wildfire Response Emergency Management

Key Messaging and Recommended Response:

- **British Columbia faced intense, widespread wildfires at the height of the tourism season in summer 2023.**
- **Our objectives were to keep people safe, businesses resilient, and manage our reputation as a safe and welcoming destination.**
- **The wildfires and associated effects hit tourism operators and businesses hard — especially after years of pandemic-related uncertainty.**
- **TACS, Destination BC, and tourism industry partners were integrated into the emergency response supporting communities, evacuees, and visitors in the province.**
- **We also worked with the sector to help the tourism economy recover in affected areas as quickly as possible.**
- **The Ministry provided Destination BC with \$1.2 million to undertake a marketing campaign in coordination with local tourism associations to encourage fall and winter travel into the hardest hit communities.**
- **We also supported the BC Restaurant and Foodservices Association with \$120,500 to expand their popular Dine Around promotions in those communities.**
- **We announced Feb. 7, 2024, an additional \$15 million to support fairs, festivals, and events in communities across B.C. this year to help generate additional economic activity, including to many in fire-affected areas.**
- **Ministry staff and tourism industry partners continue to collaborate and work with the Ministry of Emergency Management Climate Readiness (EMCR) to prepare for future emergencies.**

Key Facts

2023 Wildfire and Tourism

ESTIMATES NOTE

- Wildfires in 2023 affected travel and tourism across B.C., with some communities and industry sectors significantly impacted.
- The Okanagan was particularly hard hit along with Northern BC, Cariboo Chilcotin Coast, Vancouver Island and Kootenay Rockies.
- National and international news coverage about B.C.'s wildfires, State of Emergency, and travel restrictions resulted in trip cancellations and lost industry revenue.
- Tourism played an integral role in helping to respond to the wildfires as there were thousands of tourists, both domestic and international, moving around the province during the summer.
- TACS staff were liaisons at the Provincial Emergency Coordination Centre and regional DMOs were engaged with regional EMCR operations centres.
- The BC Hotel Association worked closely with TACS staff and EMCR's Emergency Support Services (ESS) to identify hotels with available rooms.
- Emergency response teams were stood up to coordinate government and industry efforts to keep people safe and provide tourism businesses with information and guidance.
- Destination BC worked with government communications staff to ensure information was amplified to travellers through tourism channels and corrected media misinformation about travel where needed.
- This coordination across ministries and with the industry helped provide tourists and tourism businesses with timely, accurate information to make decisions.
- As part of recovery efforts, \$1.2 million was provided for Destination BC to undertake recovery marketing initiatives in key markets in collaboration with community destination management organizations.
- Marketing work was undertaken throughout the summer and the additional funding supported greater marketing during the fall.
- Hotel occupancy returned to seasonal averages across most of B.C. within the first two weeks of September and remained steady through the fall.

Integration of Tourism into Emergency Processes

Tourism Emergency Management Framework

- The Tourism Emergency Management Framework was launched in May 2022 with the vision of a tourism emergency management system that supports:
 - the safety of visitors,
 - the viability of tourism businesses,
 - B.C.'s reputation as a safe and welcoming destination; and
 - a focus on preparedness, response, recovery, and mitigation for the tourism sector to address emergency events on local, regional, and provincial scale.
- The document identifies a "whole-of-society" approach to:

ESTIMATES NOTE

- align the tourism sector with B.C.'s emergency management system,
- integrate tourism considerations into the system, and
- identify roles for tourism partners in emergency management.

Tourism Emergency Management Partnerships

- **Tourism Emergency Management Committee (Committee)** was established in 2019 and now guides the work outlined in the Tourism Emergency Management Framework.
- The committee is co-chaired by the Tourism Industry Association of B.C. (TIABC) and staff from the Ministry of Tourism, Arts, Culture and Sport (TACS).
Membership includes:
 - Ministry of Emergency Management and Climate Resilience (EMCR),
 - Destination BC (DBC),
 - B.C. Regional Tourism Secretariat (representing Regional Destination Management Organizations (RDMOs)),
 - B.C. Destination Marketing Organization Association (BCDMOA), and
 - Indigenous Tourism BC (ITBC).
- **Tourism Emergency Response Team (the Team)** is set up during an emergency to coordinate response across the tourism sector.
- This Team includes members of the Committee and other tourism-related agencies, associations, and organizations as needed to focus on the area affected by the emergency and its scope/size.

Contact:

Nick Grant ADM Tourism and Strategy 778-698-7967

SHORT-TERM RENTALS (STR)

Issue: Bill 35 - 2023 *Short-Term Rental Accommodations Act*

Key Messaging and Recommended Response:

- **The number of short-term rentals has ballooned in recent years, removing thousands of long-term homes from the housing market and leaving many B.C. residents without an affordable home.**
- **We also know that one of the biggest challenges tourism operators face is the lack of affordable housing for people who work in our industry.**
- **That's why we are taking action to return short-term rental units to the long-term housing market.**
- **The new legislation will create a better balance between homes for people, including tourism workers, and visitor accommodations, while supporting municipalities to better manage short-term rentals.**
- **It will not apply to hotels and motels. Additional types of properties are also exempt like timeshares and fishing lodges, which are not in the scope of the legislation.**
- **The Province's 14 Resort Communities as well as our Mountain Resorts are also exempt, as are communities with less than 10,000 residents.**
- **The approach is designed to target areas with high-housing needs, while making sure smaller communities and communities that are dependent on short-term rentals for tourism have more tools to regulate STRs at a local level.**
- **For questions related to the legislation, please refer to the Minister of Housing.**

Key Facts

- Questions related to short-term rental accommodations legislation should be referred to the Minister of Housing.
- The Ministry of Tourism, Arts, Culture and Sport provided input to the Ministry of Housing on the draft legislation and its impacts on the tourism and mountain resorts sectors.

ESTIMATES NOTE

- The legislation limits short-term rentals to principal residences across the province.
- According to a report released by McGill University in July 2023:
 - Over 28,500 short-term rental listings on average are active each day in B.C.;
 - Short-term rentals are taking over 16,000 housing units out of B.C.'s long-term housing market;
 - The number of STRs has increased by 20% year over year, putting B.C.'s short-term rental market at an all-time high.

Exempted communities

- Some exceptions are made for tourism-driven communities (such as the 14 resort municipalities and B.C.'s Mountain Resorts), and communities with less than 10,000 residents.
- Exempted communities can opt in if they choose to, based on their housing needs.

Exempted accommodations

- Some accommodations are exempt from the principal residence requirement due to restrictions on their ownership or use, such as time-share properties.

Land exemptions

- Lands exempt include:
 - Municipalities with populations under 10,000 and not within 15 kilometres of a larger municipality;
 - 44 mountain resorts including those on Crown Land, private land or within BC Parks or local government boundaries;
 - Resort Municipality Initiative communities, regional district electoral areas, trust areas under the *Islands Trust Act*, and farmland.
- Communities on exempted lands have the option to opt in if they choose to, which will result in the entire jurisdiction being subject to the same rules, except for mountain resort areas and farmland.

Contact:

Nick Grant

ADM

Tourism and Strategy

778-698-7967

HOTEL CAPACITY

Issue: Hotel capacity in British Columbia

Key Messaging and Recommended Response:

- **The accommodation sector plays a strong part in our tourism economy – contributing to tourism jobs and revenues.**
- **I am pleased to see a return of hotel occupancy to pre-pandemic levels in many parts of the province.**
- **Hotel rooms are needed for leisure tourists, people travelling for business, and for cultural and athletic events of all sizes.**
- **Hosting large events, like the Grey Cup, the Invictus Games or the FIFA World Cup provides significant economic and social benefits to B.C.**
- **I am aware of the concerns about hotel capacity in Vancouver to meet future demands like hosting the FIFA World Cup 2026 matches.**
- **This is something I have been discussing with our tourism and accommodation partners and my federal counterpart.**
- **I understand that 1,400 hotel rooms are in the development pipeline for Vancouver which is good news for the tourism industry.**
- **Our government is committed to supporting communities in rebuilding and enhancing tourism economies, and encouraging international visitors to B.C.**
- **We have a strong relationship with British Columbia’s accommodation sector and will continue to work with the City of Vancouver and other cities, the sector and our partners to understand the growing demand for hotels.**
- **We are open to hearing solutions from the accommodation sector to address the need for more rooms in the future.**

Key Facts

- In 2023, provincial occupancy rates (70.5%) were back to 2019 levels (70.8%).

ESTIMATES NOTE

- The number of active properties collecting Municipal and Regional District Tax (MRDT) in B.C. increased from 2,284 in 2019 to 2,700 in 2023¹.
- By August 2023, provincial room revenues from MRDT matched revenues from 2019 (\$3.2 billion), pointing to a strong year².
- Even though hotel occupancy and revenues look positive across the province, the situation varies by region.
- In recent years, the COVID-19 pandemic, severe weather events, supply chain delays and the increasing cost of materials and labor, have all posed challenges to hotel development and capacity in B.C.

The situation in Vancouver

- Data collected by Destination BC show hotels in downtown Vancouver had an 80% occupancy rate in 2023 – much higher than the provincial average.
- Destination Vancouver estimates that 21,000 hotel rooms could be needed by 2050 in Metro Vancouver.
- Marquee events, like the Grey Cup (2024), Invictus Games (2025), and FIFA World Cup (2026) and high-profile concerts, will continue to drive occupancy rates up in the region over the next few years.
- According to Destination Vancouver, currently there are 1,400 hotel rooms in development in Vancouver that should be ready to welcome visitors by 2025.
- The legislation on short-term rentals will have an impact on accommodation supply and demand, especially during peak event times.
- Destination Vancouver, the BC Hotel Association and the Vancouver, Coast & Mountains tourism region are working together with the City of Vancouver to support hotel development in the region.

Short-Term Rentals (STR) and hotel supply:

- We know there is strong demand for hotel rooms in Vancouver, particularly at peak season.
- There is work underway to add hotel capacity in the city.
- We are working with our tourism partners and federal counterparts on exploring options for how we can best balance the needs of the tourism sector and the broader society.
- The Tourism Industry Association of BC and others in the tourism sector have expressed their support for the STR changes.

Contact:

Nick Grant ADM Tourism and Strategy 778-698-7967

¹ Source: BC Stats and Ministry of Finance; November 30, 2023

² Source: BC Stats and Ministry of Finance; November 30, 2023

MAJOR EVENTS MUNICIPAL REGIONAL DISTRICT TAX (MEMRDT)

Issue: Major Events MRDT

Key Messaging and Recommended Response:

- **Hosting large, marquee events brings many economic and community benefits to British Columbia.**
- **B.C. is an attractive destination for marquee events due to our world-class facilities, suitable climate and wealth of hosting capacity and expertise.**
- **The Province has an impressive lineup of marquee events confirmed in the next three years, including:**
 - **2024 Grey Cup**
 - **2025 Invictus Games**
 - **2026 FIFA World Cup**

Advice/Recommendations

accommodation, as a tool, to help offset the costs of hosting the FIFA World Cup and future marquee events.

- **The Ministry of Finance is in the process of developing the policy, which will clarify eligibility requirements for other municipalities that may want to use this tool.**
- **B.C.'s investment in events of this scale is a major step in continuing to build a vibrant and resilient tourism sector and economy.**
- **Questions related to MRDT should be referred to the Minister of Finance and the City of Vancouver.**

Key Facts**Vancouver's use of the ME MRDT to offset the costs of FIFA World Cup 2026**

- On June 16, 2022, Vancouver was confirmed as a host city for the 2026 FIFA World Cup.
- In November 2022, the Ministry of Finance passed legislation allowing for an additional Major Events MRDT to help offset the costs of hosting the FIFA World Cup games (after the City of Vancouver made the request).

ESTIMATES NOTE

Advice/Recommendations

- According to the Ministry of Finance, this temporary accommodation tax could generate approximately \$230 million in revenue over seven years.
- The City of Vancouver will update cost estimates as planning progresses.
- The Province introduced a similar temporary taxation tool in 2007 to support the Resort Municipality of Whistler pay for its costs of hosting the 2010 Olympic and Paralympic Winter Games by allowing additional Resort Accommodation Tax in the area.

Major Events Municipal Regional District Tax Consultation:

- In early 2023, the Province implemented changes to the *Provincial Sales Tax Act*, introducing a new Major Events Municipal and Regional District Tax (MEMRDT) of up to 2.5% on short-term accommodation sales, to help communities cover the cost of hosting major international tourism events that bolster provincial tourism and the economy.
- At the time, the Province committed to consult with external stakeholders on the draft MEMRDT policy before finalizing program parameters.
- In winter 2024, the Ministry of Finance undertook its consultation and sought feedback from local governments and the tourism and accommodation sector to inform the development of its policy.
- The Major Events MRDT program requirements and application process are being developed as part of this work by the Ministry of Finance, and supported by the Ministry of Tourism, Arts, Culture and Sport, and Destination BC. Timing around the release of the policy is still being determined by the Ministry of Finance.

Contact:

Nick Grant ADM Tourism and Strategy 778-698-7967

DESTINATION BC - OVERVIEW

Issue: Destination BC Crown Corporation

Key Messaging and Recommended Response:

- **Destination BC (DBC) is a Crown Corporation with a mandate to market B.C. domestically and internationally; and to promote the development and growth of the tourism industry.**
- **It supports a strong and competitive future for tourism through global marketing, destination development, industry learning, community-based programs, and visitor services.**
- **DBC actively works with industry partners including Regional Destination Marketing Organizations, communities, sector groups, Indigenous partners, and key stakeholders.**
- **In 2024/25, DBC will focus on:**
 - **Growing the tourism economy across all regions of BC and in all seasons;**
 - **Providing tools, training, and research for small businesses and organizations,**
 - **Supporting Indigenous tourism development and growth, and**
 - **Leading efforts to capture the tourism benefits of hosting the 2026 FIFA World Cup.**

Key Facts

Statutory Authority: Destination BC Corp. Act.

Type of Organization: Crown Corporation

Appointment Process: Order in Council

Purpose of Crown:

- **Market British Columbia domestically and internationally as a tourist destination; and**
- **Promote the development and growth of the tourism industry in British Columbia to increase revenue and employment in, and the economic benefits generated by the industry.**

ESTIMATES NOTE

Background:

- o Established on November 2, 2012, under the *Business Corporations Act* and continuing as a statutory Crown corporation pursuant to the *Destination BC Corp. Act*.
- o Destination BC Corp. (DBC) is wholly owned by the Province of British Columbia and commenced operations on April 1, 2013.
- o DBC is a Provincially funded, industry-led Crown corporation that supports a strong and competitive future for B.C.'s tourism industry through a combination of global marketing, destination development, industry learning, cooperative community-based programs, and visitor servicing.
- o DBC's programs and investments are aligned with the Strategic Framework for Tourism in B.C., and other Government priorities.
- o DBC continues to actively work with industry partners including Regional Destination Marketing Organizations, communities, sector groups, Indigenous partners and key stakeholders.
- o DBC promotes tourism domestically and internationally to support the ongoing efforts towards the successful recovery of the tourism sector in B.C.

Client Profile:

- o Visitors from British Columbia, across Canada, and around the world.
- o Tourism businesses, inbound tour operators, sectors, and associations (accommodation, attractions, and experience providers).
- o Communities throughout the province.
- o Indigenous Communities and Indigenous Tourism BC, Regional and Community Destination Marketing Organizations, Federal counterparts and associations, provincial and municipal institutions, and ministries.

Priorities/Key Initiatives:

Marketing:

- o DBC's programs help to improve the visitor experience, support businesses and communities across the province, and strengthen B.C.'s worldwide reputation as a destination of choice under the Super, Natural British Columbia® brand.
- o DBC continues to build its capacity and resources in digital marketing, industry training, destination development, and support for Regional Destination Management Organizations, Indigenous Tourism BC, and co-operative marketing partners.
- o DBC's three-year Corporate Strategy (launched March 2023)¹, related Global Marketing and Destination Management Strategies, and the Super,

¹ The updated Strategy to be launched at BC Tourism Industry Conference in March 2024.

ESTIMATES NOTE

Natural British Columbia® brand all align with Destination BC's purpose, as articulated in the *Destination BC Corp. Act*.

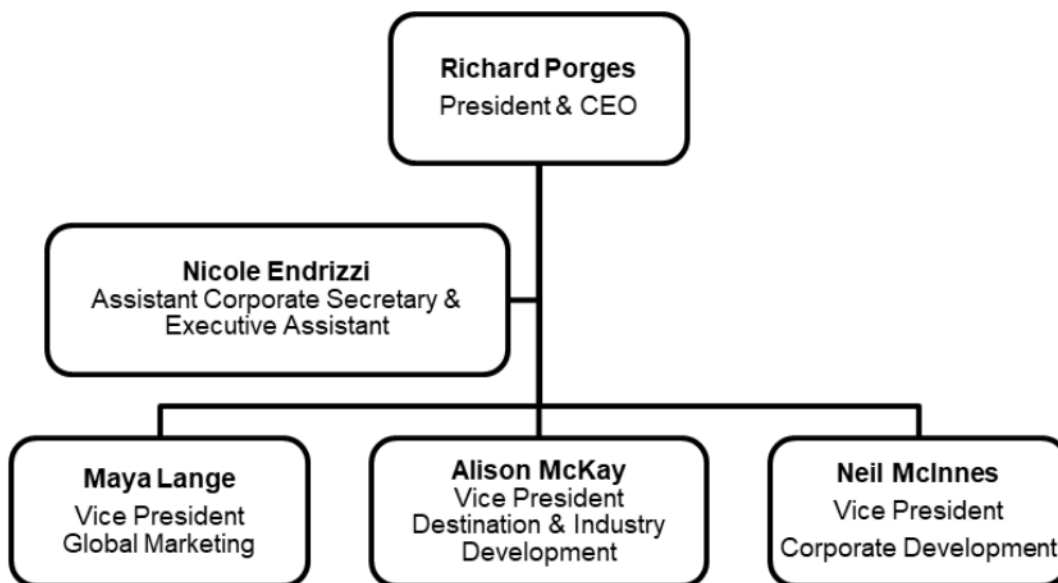
2023-2025 Corporate Strategy and Programs Focus:

- o Reducing seasonality and regional disparity by growing the tourism economy across all regions of BC and in all seasons;
- o Enabling more tourism organizations and businesses to access technologies, marketing channels, planning tools, data, insights, and training that are otherwise only available to large businesses and organizations;
- o Supporting Indigenous Peoples, communities and Nations through tourism.

Destination Management:

- o DBC is continuing to work with the Ministry of Tourism, Arts, Culture and Sport, the Regional Destination Marketing Organizations, communities, sector, and Indigenous partners to ensure that investments in destination development and tourism infrastructure align with provincial tourism priorities outlined in the Strategic Framework for Tourism in B.C.
- o DBC will continue to build upon their "Invest in Iconics" strategy to better align branding, marketing and destination development efforts around a set of iconic routes and places to better attract visitors to these areas throughout B.C.

Organizational Chart:



ESTIMATES NOTE

Board Composition and Committees:

- Destination BC is governed by a Board of Directors that includes up to 9 individuals.
 - A minority (4 of 9 Directors) may have current involvement or investments in the tourism and/or hospitality sectors.
 - The majority (5 of 9 Directors) may not have current involvement or investments in the tourism and/or hospitality sectors.
 - Currently, there are 8 members on Destination BC's Board. As of February 2024, there is one open position that is in the process of being filled.
 - Members of the DBC Board are appointed by Order in Council (OIC).
 - The Chair may be appointed by the Board under the bylaws of the corporation if they are not designated by OIC.
 - The *Destination BC Corp. Act* established a Tourism Marketing Committee. The Committee is regionally and sector representative and provides advice to the Board and CEO on tourism marketing strategies and tactics.

Board of Directors (As of February 2024):

Last Name	First Name	Title	Mechanism	Initial Appt	Term Expiry
Blakeney	Amy	Director	Order in Council	2020-07-31	2026-07-31
Wright	Randall	Director	Order in Council	2020-07-31	2026-07-31
Fraser	Scott	Chair	Order in Council	2021-07-31	2024-07-31
McPhee	Annita	Director	Order in Council	2022-10-11	2025-10-11
Simcox	Lori	Director	Order in Council	2021-06-15	2026-07-31
Riediger	Mike	Director	Order in Council	2022-11-25	2025-07-31
Simpson	Robert	Director	Order in Council	2023-07-31	2026-07-31
Friesen	Brian Rea	Director	Order in Council	2023-07-31	2026-07-31

Websites: www.DestinationBC.ca www.HelloBC.com

Contact:

Nick Grant ADM Tourism and Strategy 778-698-7967

Richard Porges President & CEO Destination BC

PavCo - Overview

Issue: British Columbia Pavilion Corporation (PavCo)

Key Messaging and Recommended Response:

- **B.C. Pavilion Corporation (PavCo) generates economic and community benefit for the people of B.C. by effectively managing its public facilities in Vancouver – BC Place and the Vancouver Convention Centre.**
- **PavCo contributes a substantial economic benefit to B.C. by hosting a wide array of events across its two facilities, attracting a diverse audience from within Canada and abroad.**
- **This not only bolsters B.C.'s economy but also provides significant downstream benefits by creating jobs and supporting tourism, hospitality, and the broader business community.**
- **PavCo is forecasting \$550 million in economic and related community benefits for 2023/24.**
- **In its 40th year, BC Place set a new attendance record of 1.1 million in 2023, spurred by Lions and Whitecaps playoff games and a record number of concerts.**
- **The stadium is making it more affordable for people to enjoy the stadium experience with a new \$5 concessions menu.**
- **Vancouver Convention Centre is adapting to a changing meetings sector post-COVID and hosted almost as many conference attendees as it did in 2019.**
- **Global attention will be drawn to B.C. with an impressive line-up of high-profile events at BC Place including the Grey Cup and Taylor Swift's performances this year; the Invictus Games in 2025, and FIFA World Cup in 2026.**

Costs and BC Place Upgrades for FIFA:

- **We continue to work with all partners to review and assess hosting requirements, estimated costs and revenues, and the risks and benefits of planning, staging, and hosting FIFA World Cup 2026**

ESTIMATES NOTE

matches in B.C. (For more information, refer to note 60 – FIFA World Cup in Marquee Sport Section)

Key Facts

Statutory Authority: British Columbia Pavilion Corporation Act
(formerly British Columbia Enterprise Corporations Act)

Type of Organization: Crown Corporation

Appointment Process: Shareholder Consent Resolution

Purpose of Crown:

- o B.C. Pavilion Corporation (PavCo) generates economic and community benefit for the people of B.C. by prudently managing its public facilities in Vancouver – BC Place and the Vancouver Convention Centre.

Background:

- o The events held at PavCo’s facilities support the tourism and hospitality industries, as well as trade development.
- o PavCo’s clients and guests utilize hotel rooms, local hospitality services, and goods and services produced by many B.C.-based businesses.
- o BC Place is the largest indoor gathering place in British Columbia and provides support to industry as a venue for consumer shows, as well as being a major sports and entertainment centre.
- o The Vancouver Convention Centre is the provincial flagship for conventions, trade and consumer shows and meetings. It was the world’s first double LEED® Platinum certified convention centre.
- o In 2023, the Centre hosted 1.36 million conference attendees, close to the 2019 total of 1.37 million.
- o PavCo’s clients includes:
 - visitors from British Columbia and around the world,
 - businesses and associations representing the tourism and hospitality industries,
 - clients leasing space for commercial activity and renting space for events,
 - suppliers of goods and services to events,
 - community neighbours and the general public, and,
 - federal, provincial, and municipal governments and agencies.
- o In Fiscal Year 2023/24, PavCo generated approximately \$550 million in economic and related community benefits¹, and anticipates similar

¹Source: PavCo 2024/25 Service Plan

ESTIMATES NOTE

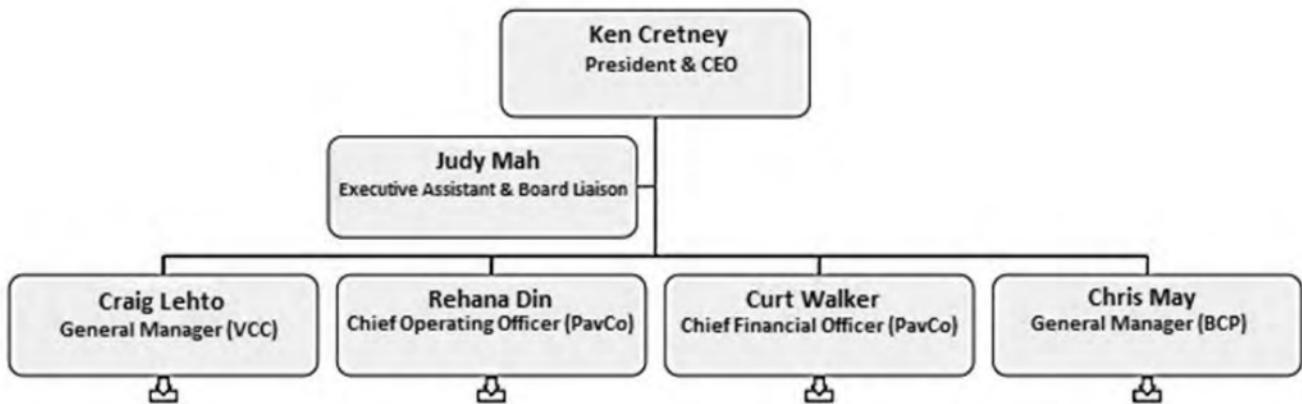
benefits in coming years as it hosts several national and international events.

- o PavCo constantly evaluates current trends to inform its long-term strategies in the face of challenges posed by the current economic climate, increased interest rates, persistent inflation, deteriorating economic forecasts, and geopolitical conflicts.
- o PavCo will continue to explore options for additional revenue streams that align with PavCo’s mandate, the Strategic Framework for Tourism, and other Government priorities.
- o PavCo will continue to create meaningful opportunities for engagement and reconciliation with Indigenous communities and partners.

2024/25 Priorities/Key Initiatives:

- o PavCo’s main strategic goals are to:
 - Create economic and community benefit while optimizing corporate profit.
 - Provide exceptional customer service.
 - Build a highly engaged workforce.

Organizational Chart:



Board Composition:

Last Name	First Name	Title	Mechanism	Initial Appt	Term Expiry
Cahill	Clifford (Dan)	Director	Shareholder Consent Resolution	2018-09-01	At pleasure
Coughlan	Flavia	Director	Shareholder Consent Resolution	2018-09-01	At pleasure
Guerrera	Carla	Director	Shareholder Consent Resolution	2018-09-01	At pleasure

ESTIMATES NOTE

Harris	Roderick	Director	Shareholder Consent Resolution	2018-09-01	At pleasure
Point	Dr. Gwendolyn (Gwen)	Chair	Shareholder Consent Resolution	2018-09-01	At pleasure
Rai	Jatinder	Director	Shareholder Consent Resolution	2017-09-01	At pleasure

Website: www.bcpavco.com

PavCo Contacts:

Ken Cretney, President and CEO, kcretney@bcpavco.com

Curt Walker, Chief Financial Officer, cwalker@bcpavco.com

Rehana Din, Chief Operating Officer, rdin@bcpavco.com

Contact:

Nick Grant ADM Tourism and Strategy 778-698-7967

PROVINCIAL HERITAGE PROPERTIES FUNDING UPDATE

Issue: Funding for Provincially Owned Heritage Properties

Key Messaging and Recommended Response:

- **Government is committed to protecting B.C.'s heritage resources. This includes the 16 sites owned and regulated by TACS' Heritage Branch.**
- **There are seven (of 16) staffed heritage properties that are managed through contracts with site operators.**
- **In 2023/24, Government provided \$4.4 million to support heritage site operations to conserve the heritage value of those sites and support public access.**
- **While some site operators are seeking greater and longer-term financial operating commitments, these requests must be considered in light of other heritage site needs and available funding.**

KEY FACTS

- Funding has been provided annually since 2002 to offset operating shortfalls (gap between site-earned net revenue and operating cost) at seven staffed heritage properties, although funding has not been consistent from year to year.
- Funding in 2023/24 for provincially owned heritage properties is \$4.4 million. The staffed sites were provided with \$1.3 million in major maintenance funding and reap the benefits of any new revenue centres created as a side benefit of the previous funding. In FY 2023/24 and looking forward to FY 2024/25, this major maintenance funding has been utilized to repair and replace key infrastructure at the properties, for example, sewage systems at Barkerville and Hat Creek Ranch.
- Barkerville Heritage Trust continues to seek stable, predictable, and increased funding. Barkerville is very remote and there have been significant climate challenges, including flooding, snow loads, and wildfire seasons that have limited the ability to drive greater visitation. These challenges make this site particularly challenging economically.
- The branch has been conducting a review of operational costs of the staffed sites and will bring results forward later in 2024. The review has considered costs of maintenance and visitation levels at the sites.

ESTIMATES NOTE

- In addition to the seven staffed properties operated under agreements with site operators and three that are leased to community societies, there are a further 11 properties that are unstaffed and managed directly by Heritage Branch. As well, 44 others are provincially heritage designated, owned by other levels of government or non-profits, and receive no dedicated operational funding. Occasionally, depending on funding availability and conservation priorities, maintenance funding is provided to these properties.
- In 2020/21, Government also invested \$20 million in community-owned Unique Heritage Infrastructure through the Community Economic Recovery Infrastructure Program (CERIP) recovery program. BC 150, via the Heritage Branch, allocated \$2.5 million directly to the seven staffed sites.
- The table below shows **operational funding** allocated to provincially owned heritage properties for each identified year since 2019/20.

	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25*
Staffed Properties	Actual	Actual	Actual	Actual	Actual	Forecast
Barkerville and Cottonwood	\$2,405,000	\$2,085,000	\$2,085,000	\$2,085,000	\$2,250,000	\$2,250,000
Fort Steele Historic Town	\$1,000,000	\$900,000	\$900,000	\$900,000	\$1,200,000	\$900,000
Hat Creek Ranch	\$320,000	\$320,000	\$320,000	\$320,000	\$390,000	\$350,000
Kilby Farm and Store	\$105,000	\$105,000	\$105,000	\$155,000	\$180,000	\$180,000
Historic Yale	\$150,000	\$80,000	\$80,000	\$110,000	\$110,000	\$110,000
Point Ellice House	\$80,000	\$80,000	\$160,000	\$105,000	\$160,000	\$160,000
Emily Carr House	\$45,000	\$50,000	\$50,000	\$75,000	\$90,000	\$90,000
Leased Properties						
Keremeos Grist Mill	\$60,000	\$0	\$0	\$13,000	\$45,000	\$45,000
McAbee Fossil Site	\$0	\$0	\$0	\$0	\$60,000	\$0**
Craigflower Schoolhouse and Manor	\$0	\$0	\$0	\$0	\$0	\$0
Totals	\$4,165,000	\$3,620,000	\$3,700,000	\$3,763,000	\$4,485,000	\$4,085,000

*Only includes STOB 80 operational funding projections at this point (subject to change based on available funding). Major maintenance project funding is also provided annual to all PHPs.

** McAbee Fossil Site operations will be included in Hat Creek Ranch operations in FY 2024/25.

Contact:

Nick Grant ADM Tourism and Strategy 778-698-7967

BARKERVILLE HERITAGE TRUST FUNDING

Issue: Barkerville Heritage Trust Funding

Key Messaging and Recommended Response:

- **The Provincial Government recognizes the importance of preserving and interpreting B.C.'s history through our heritage properties, including at Barkerville and Cottonwood Heritage Sites.**
- **We value Barkerville Heritage Trust's (the Trust) stewardship of these important public assets.**
- **Operating funding for FY 2023/24 was \$2.25 million, a \$0.165 million increase from FY 2022/23. This increase was provided in recognition of costs associated with climate preparedness, inflation and staffing.**
- **FY 2024/25 operating funding is forecast at \$2.25 million. This is designed to ensure the Trust can provide maximum public benefit at Barkerville Historic Town and Cottonwood House, while also maintaining the additional infrastructure and public assets established during previous years of elevated funding.**
- **The current annual operating funding provided to the Trust represents approximately 55% of all operations funding provided to the seven Provincial Heritage Properties (PHPs).**
- **The Trust has taken positive action to align with recommendations from MNP Ltd.'s recent review to reduce spending and manage costs, ensuring operational needs and funding are aligned.**

Key Facts

- Barkerville Heritage Trust manages two provincial heritage sites under contract to the Province – Barkerville Historic Town and Park (Barkerville) and Cottonwood Historic House (Cottonwood).
- Barkerville is a 457-hectare historic town and gold mining landscape near Quesnel. Comprised of 160 buildings and three campgrounds, Barkerville is currently open to the public year-round, providing costumed interpretation and public programming during the summer 'high season' and self-guided access to the site during the fall and winter months.

ESTIMATES NOTE

- Cottonwood is a historic farm on the Cariboo Wagon Road between Quesnel and Barkerville. The grounds are open year-round for self-guided tours, with the house opening during the summer 'high season'.
- The two provincially owned sites are operated by the Trust under an agreement until March 31, 2025. Between FY 2015/16 and FY 2019/20, the Trust received elevated annual operating funding of \$2.4 million to address deferred maintenance and implement wildfire risk reduction measures and climate adaptation preparedness. The deferred maintenance work is now largely complete, and funding has been adjusted accordingly.
- In addition to annual operating funding, Barkerville was provided an additional \$0.281 million in major project funding in FY 2023/24 to support projects, including the maintenance of the sewage lagoon and emergency preparedness measures to reduce the wildfire risk at the site.
- The Trust has taken action to balance operational needs and funding availability, while simultaneously finding ways to increase public access to the site. On December 16th and 17th Barkerville hosted their "Olde-Fashioned Christmas" holiday event for the first time since 2019.

Contact:

Nick Grant ADM Tourism and Strategy 778-698-7967

HERITAGE COVID SUPPORT PROGRAMS

Issue: Status of BC 150 Time Immemorial Grant Program and Community Economic Recovery Infrastructure (Unique Heritage Infrastructure) Program.

Key Messaging and Recommended Response:

- **The Province is committed to protecting B.C.'s heritage resources.**
- **The Province has provided a record investment of more than \$50 million to preserve and protect B.C.'s heritage assets since 2020 through two programs:**
 - **150 Time Immemorial (BC 150)**
 - **Community Economic Recovery Infrastructure Program (CERIP) – Unique Heritage Infrastructure (UHI)**

BC 150

- **In 2022 the program provided \$20 million in one-time grants, a \$5 million endowment to the Heritage Legacy Fund, and a \$5 million endowment for the creation of a First Peoples' Cultural Heritage Fund (total \$30 million).**

CERIP

- **The UHI stream provided \$20 million to fund 79 projects that help conserve heritage structures, cultural heritage facilities and culturally significant landscapes and trails.**
- **This is the largest fund ever launched by the Province to support the rehabilitation of cultural heritage infrastructure in B.C.**

Key Facts**BC 150 Time Immemorial (total \$30 million)**

- Acknowledged the 150th year since B.C. joined confederation with recognition that the history stretches back to time immemorial.
- This initiative supports projects that promote and educate British Columbians about diversity, inclusion, reconciliation and resiliency and is a partnership between the Province, the First Peoples' Cultural Foundation (FPCF) and Heritage BC.
- \$20 million in one-time grants is administered by the following programs with completion by July 2024:
 - \$10 million delivered by Heritage BC to 92 projects in 54 communities in every region of the Province.

ESTIMATES NOTE

- \$7.5 million delivered by FPCF for an application-based program open to Indigenous communities and organizations. 16 infrastructure projects were funded.
- \$2.5 million delivered by Heritage Branch to 12 not-for-profit groups operating provincially owned heritage properties for a range of heritage conservation projects.
- \$10 million was allocated to the following endowments:
 - \$5 million to the existing Heritage Legacy Fund administered by Heritage BC.
 - \$5 million to establish the Province's first endowment to fund Indigenous cultural heritage, administered by the FPCF.
- Funded projects included: infrastructure repair at Keremeos Grist Mill for improved public access and facilitating the Indigenous-led site management at Fort McLeod National Historic Site.

CERIP (total \$20 million)

- In September 2020, the Province announced \$100 million for infrastructure investments under the CERIP.
- The \$20 million UHI stream is administered by the following community partners:
 - \$16 million by Heritage BC distributed to 68 communities across the province to support heritage infrastructure projects.
 - \$4 million by the FPCF, working closely with the First Peoples' Cultural Council (FPCC), to 11 indigenous-led heritage infrastructure projects.
- Administration of the Indigenous Cultural Heritage projects by Indigenous-led organizations ensured the needs of Indigenous communities were considered.
- Contribution agreements were finalized with successful applicants. Most projects were completed by March 2023, unless extensions were granted. Government will receive final reports from Heritage BC and FPCC spring 2024.
- While all streams of CERIP were oversubscribed, the UHI stream received the most applications (263), with the highest value of requested funding (\$119 million).
- Funded projects included: rehabilitation of a heritage courthouse in Atlin for community use; restoration of a Japanese internment memorial centre in New Denver; and construction of a traditional pit house on the grounds of an Indigenous cultural heritage centre in Osoyoos.

Contact:

Nick Grant

ADM

Tourism Sector Strategy

778-698-7967

MOUNTAIN RESORTS CRITICAL PROJECT ACTIVITY

Issue: Summary of Critical Project Activity

Key Messaging and Recommended Response:

- **The resort sector is a key contributor to tourism in B.C.**
- **The majority of B.C.'s mountain resorts are developed on provincial land with operations and authorizations overseen by Mountain Resorts Branch.**
- **There is an opportunity for increased visitation and revenues through implementation of existing approved Master Plans, and by promoting all-seasons activities at resorts.**
- **The Province works closely with Indigenous communities, resort proponents and operators to ensure it is meeting its consultative duties and will look for further reconciliation opportunities with Indigenous Peoples relating to resort development.**
- **The Province will also continue to engage communities, local governments, stakeholders, and the public as part of resort planning and decision-making processes.**

Key Facts

Economic and Social Benefits

- B.C. has some of North America's most recognizable and successful ski resorts.
- Mountain resorts provide significant economic and social benefits particularly in smaller, rural communities.
- Visitation at mountain resorts is very strong post-pandemic.
- Total direct revenues received by the branch in FY 2023/24 is over \$8.9 million.

Recent and Proposed Investment

- Post-pandemic, the sector is experiencing a resurgence of investment in recreational infrastructure, residential and commercial development, and future expansion planning.
- In 2023, the resort sector invested over \$45 million directly into Crown land recreational improvements. In 2019 and 2022, the investments were \$100 million and \$50 million respectively. Resorts are actively investing in summer recreational infrastructure, i.e. bike parks, hiking trails, etc. to

ESTIMATES NOTE

expand all seasons' activities and support year-round sustainability.

Recent activities include:

- Big White – Master Plan update and Master Development Agreement (MDA) Replacement application underway, new residential accommodations in construction.
- Kimberley – Initiation of review and consultation on draft Master Plan update and conversion to a new Operating Agreement.
- Mt. Timothy –\$700,000 investment in recreational infrastructure in 2023. Resort is working to prepare a Master Plan expansion and transition to an MDA.
- Powder King – New approved Master Plan Update and MDA replacement (2023) and new day lodge construction.
- Revelstoke – New hotel and golf course development underway.
- Sun Peaks – Master Plan review has been completed and the updated Master Plan (2020) has been approved. A new highspeed chairlift is under construction and is projected to be completed in time for the 2024/25 season. Residential construction and planning are ongoing.
- Troll Resort – 2023 saw ~\$500-800,000 in direct capital investment resulting in the doubling of ski terrain and addition of 25+ new ski runs. The resort hopes to be able to install a tube lift and the Pinegrove T-Bar in 2024.
- Whitewater – 2023 saw the investment of \$5 million for a new high-speed quad that was operational for the 2023/24 season. Additional Government Financial Information investment is expected in 2024 for further improvements to the RV campground, trail development and parking.
- Whistler Blackcomb – Over \$70 million investment in lift infrastructure over the last 2 years including the new Creekside Gondola (2022), Big Red Express Chair (2022) and the new Fitzsimmons Chair (2023) representing the first D Line 8 pack in Canada. Construction will be completed on the new Jersey Cream lift in 2024, Government Financial Information
- Zintcon Mountain Resort – New resort proposal near New Denver. Currently in the Formal Proposal review stage, consideration of Interim Agreement.
- Bridal Veil Mountain Resort – actively reviewing Expression of Interest for new resort proposal.
- South Anderson Mountain Resort – actively reviewing Expression of Interest for a new resort proposal located in the South Anderson Valley northwest of the Coquihalla Summit Recreation area (proposal by Spuzzum First Nation).

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- Over \$630,000 in Wildfire Risk Reduction projects were delivered in 2023 to mountain resort communities and ski areas to reduce wildfire risk at mountain resorts.
- Over \$3.38 million in Rural Economic Diversification and Infrastructure Program and Destination Development funding was allocated to resorts in 2023 for planning and investment into recreational infrastructure in 2024.

Accommodation and Reconciliation with First Nations (FNs)

- The Branch has 6 Economic and Community Development Agreements for revenue sharing and has historically shared up to \$1 million annually with local FN's.
- Specific Agreements are currently in place:
 - Sun Peaks – 2021-2023 memorandum of understanding (MOU) with Adams Lake & Little Shuswap Lake Bands and 2022-2023 Contribution Agreement with Neskonalith Band (Secwepemc First Nation).
 - Big White – 2023 Contribution Agreement to Westbank First Nation to support participation in Master Plan Review and MDA Replacement process.
 - Whistler Blackcomb – 2020 Framework Agreement signed and updated Whistler OCP after engagement with Squamish and Lil'wat Nations, Resort Municipality of Whistler, Whistler Blackcomb and the Ministry of Municipal Affairs.

Contact:

Jennifer Goad ED Mountain Resorts and Heritage Branch 778-698-9404

ZINCTON ALL-SEASONS RESORT APPLICATION

Issue: Zincton Resort Formal Proposal in Central Kootenays

Key Messaging and Recommended Response:

- **The Mountain Resorts Branch (MRB) is currently reviewing the proposal under the All-Seasons Resort Policy (ASRP) major project review process.**
- **The proposal is at the Formal Proposal stage of the review process.**
- **This Formal Proposal Review included a public open house and comment period, and referral and engagement with government agencies, stakeholders, and local government, as well as engagement/consultation with First Nations.**
- **Comments and referral responses received have been summarized in a “What We Heard Document” that is available online.**
- **Information has been provided to the Proponent who must address key issues within the Formal Proposal going forward.**
- **Mountain Resorts Branch will continue to work with agency partners and area First Nations to coordinate a review of the Zincton proposal with consideration of the existing activities and resource values in the area.**

Key Facts

- In fall 2019, MRB received a new mountain resort proposal (Zincton) located near New Denver, B.C. in the Central Kootenays and Selkirk Mountain Range.
- The project proposes lift-accessed backcountry alpine skiing with a small, pedestrian village on the privately-owned parcel located immediately adjacent. The Zincton Area of Interest (AOI) encompasses 5,600 hectares of Crown land.
- Under the Province’s Resort Major Project Review Process, the initial expression of interest (EOI) review stage is followed by progressively more intensive and detailed Formal Proposal and Master Plan planning/review stages.
- If successful, Master Plan (non-statutory) and Operating Agreement (statutory) approval decisions would follow the major project review process. The All-Seasons Resort Policy (ASRP) provides for a comprehensive, multi-stage review process which seeks to address land use conflicts and minimize potential negative outcomes from resort

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development proposal through technical review and assessment and the identification of critical issues through referrals and consultation with local First Nations, stakeholders and government agencies and development of modifications to the proposal.

- In April 2020, MRB accepted the EOI, and it was advertised for public comments and referred to stakeholders, government agencies and First Nations. A Gender Based Analysis was completed to guide the public engagement. The EOI was evaluated in accordance with the requirements and procedures as defined in the ASRP.
- In December 2020, MRB approved the EOI and invited the Proponent to submit the Formal Proposal.
- In September 2021, MRB accepted the draft Formal Proposal and received an application for an Interim Agreement. The acceptance and issuance of an Interim Agreement is contingent on the approval of the Formal Proposal. If approved, the Interim Agreement will allow the Proponent to access the land to conduct studies and assessments to participate in the Master Plan review process.
- In October 2021, MRB initiated the Formal Proposal and Interim Agreement review process, which included a public open house, public comment period, referral with government agencies, stakeholders, local government and engagement/consultation with First Nations.
- MRB has collated and reviewed all comments and referral and has created a "What We Heard Document" that is publicly posted. That information has been provided to the Proponent who must look for ways to address any potential impacts that have been identified by participants through the review process engagements.
- The Proponent has been focused from June 2022 to date in resolving a critical issue that was identified by MRB through the referral process with the Ministry of Transportation and Infrastructure (MOTI) (avalanche impacts to public safety and mitigations).
- This is something that needs to be addressed before the Formal Proposal Review moves forward. MRB has been working with MOTI on this critical issue and attempting to find mitigations.
- If the proposal is successful through this stage of the review process it would move forward into the final stage of review and planning, the Master Plan stage.

Contact:

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BRIDAL VEIL MOUNTAIN RESORT

Issue: Bridal Veil Mountain Resort Major Project Review Process, Cascade Skyline Gondola and Engagement with Sto: lo First Nations.

Key Messaging and Recommended Response:

- **There are two-overlapping tourism/recreation focused proposals and complex interests in this area that need to be worked through carefully before proceeding.**
- **Examples of the complex interests involved include Indigenous and cultural interests, environmental interests, and public and natural resource interests, all of which need to be considered as part of a major project review process.**
- **The Ministry of Tourism, Arts, Culture, and Sport (TACS) and the Ministry of Water, Land and Resource Stewardship (WLRS) staff are working together to engage with Sto: lo First Nation groups to explore a consensus-based process that aligns with the principles of the *Declaration on the Rights of Indigenous Peoples Act*.**
- **The Province is committed to delivering a robust review process that addresses the interests and values of the various parties involved, meets the expectations for engagement with local communities and provides for administrative fairness to proponents.**
- **This includes delivering a fair and transparent process that provides an opportunity for input from stakeholders and the public and the opportunity to advance reconciliation with Sto: lo communities.**
- **We appreciate that proposal review processes can be lengthy, but it is important that the ministries carry out the necessary due diligence.**
- **As with all application review processes, no proponent is guaranteed approval or authorization.**

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Key Facts

- Two separate tourism/recreation focused land use proposals were received by the Province for the same area near Chilliwack and are being adjudicated under two separate policies by two ministries:
 - South Coast Region Crown Lands received an application under the Adventure Tourism Policy for a gondola project called the Cascade Skyline Gondola Project (CSG), received July 28, 2020 and accepted by Front Counter BC on December 18, 2020.
 - Mountain Resorts Branch (MRB) received an Expression of Interest (EOI) under the All-Seasons Resort Policy for the Bridal Veil Mountain Resort (BVMR) November 2020 and accepted for review January 2021.
- The Cascade Skyline Gondola application is being reviewed by WLRS, Regional Operations under the Adventure Tourism Policy (AT).
- The Bridal Veil Mountain Resort EOI is being reviewed by TACS Mountain Resorts Branch (MRB) under the All-Seasons Resorts Policy (ASRP).
- The proposal areas substantially overlap and the proposals, as currently configured, are mutually exclusive. Both proponents are aware of the inherent business risk this represents.
- There are extensive Indigenous, environmental, public recreation and natural resource interests in the area which are being considered.
- The two proposals are located in a complex area of overlapping traditional territories of the Sto: lo, and based on consultation to date, interests of the key Sto: lo groups are not aligned.
- To date, the Province has administered the two applications under separate review processes. During the initial technical review, it was determined that the proposals would best be evaluated through a singular competitive process.
- Crown Land Allocation Procedures provide for a competitive process to fairly and equitably dispose of Crown land for sale or tenure where multiple competing interests exist. A combined competitive process will enable the evaluation of the two existing proposals under the same Crown Land policy and with a singular set of evaluation criteria. If a Sole Proponent is determined, they would be invited to submit a Crown Land application under the ASRP and a Formal Proposal to advance in the major project review process.
- This singular (competitive) approach was communicated to both proponents in September 2023.

Contact:

Jennifer Goad ED Mountain Resorts and Heritage Branch 778-698-9404

ALL-SEASONS RESORT REVIEW PROCESS

Issue: Summary of the All-Seasons Resorts Review Process

Key Messaging and Recommended Response:

- **Consideration of resort development, both new and expansions of existing resorts in B.C., is guided by the All-Seasons Resort Policy (ASRP).**
- **Proposals that meet the defined criteria go through a major project review process with consideration of community, environmental, social, and economic impact, as well as cultural values.**
- **Typically processes take years to complete due to the complexity of proposals and the need to work fairly and transparently with all users in consideration of different interests.**
- **The ASRP provides for a comprehensive, multi-stage review process that seeks to address conflicts on the land and minimize potential negative outcomes through engagements, technical assessment, and development of modifications to proposals. Stakeholder, agency, local government and First Nations engagement occurs at every stage of the process.**
- **The Mountain Resorts Branch website contains up-to-date information on active reviews underway.**

KEY FACTS

- The disposition of Crown land for the use, operation and development of an All-Season Resort is guided by the ASRP and the All-Season Resort Guidelines (ASRG). The Guidelines are used in conjunction with the ASRP to set out the detailed planning and review requirements. These hold legislative authorities in the *Land Act, Ministry, Lands Parks and Housing Act*, and the *Resort Timber Administration Act*.
- The ASRP provides for a comprehensive, multi-stage resort planning and review process whereby each stage of review informs planning requirements for the next stage. The Province determines if the proponent has sufficiently addressed key issues before allowing the proposal to proceed in the process.
- Under the Province's ASRP, the initial Expression of Interest (EOI) review stage is followed by progressively more intensive and detailed Formal

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Proposal and Master Plan planning/review stages. If successful, Master Plan (non-statutory) and Operating Agreement (statutory) approval decisions would follow the major project review process.

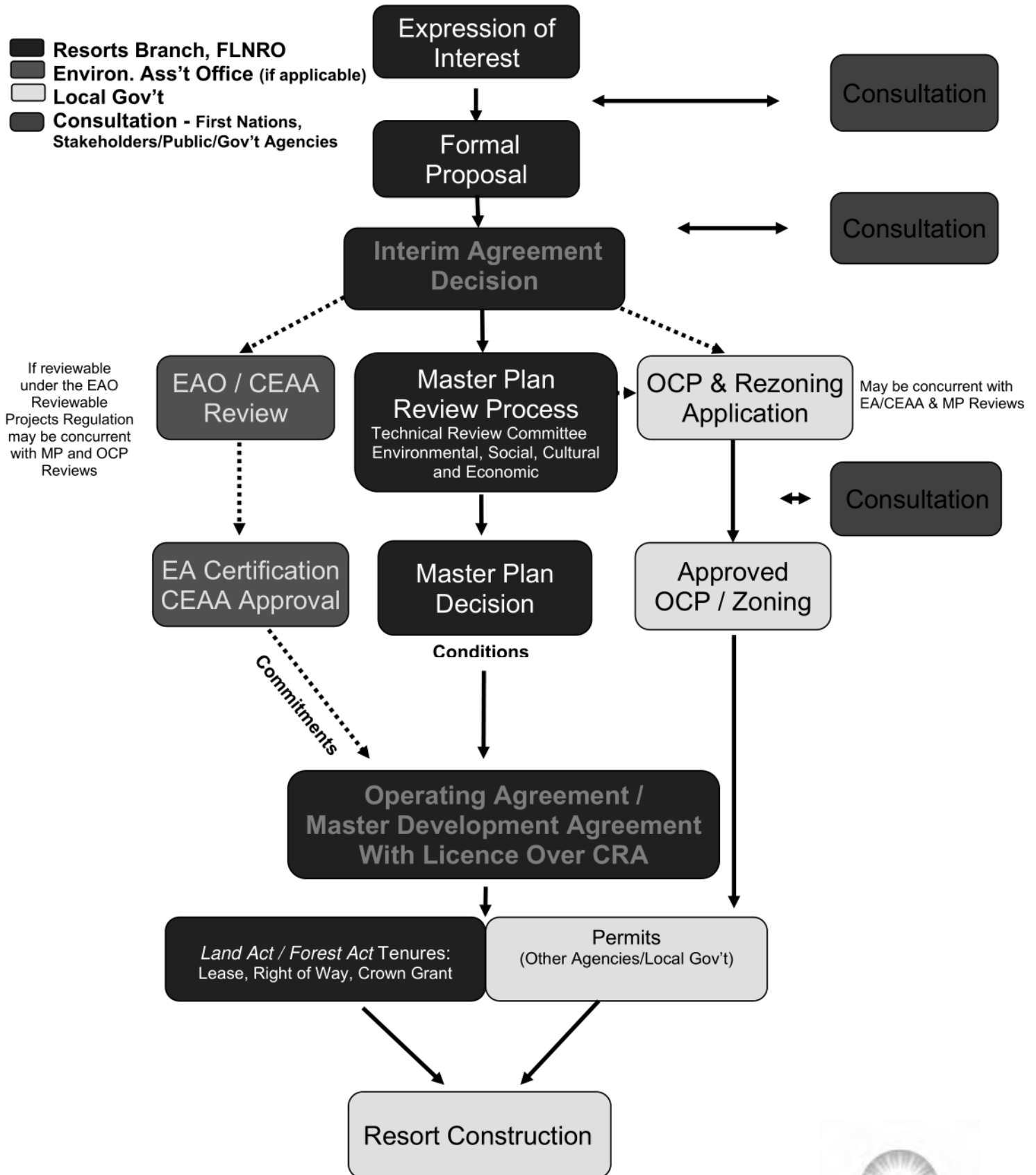
- The ASRP major project review process is in effect a land use planning process which assesses current conditions within and adjacent to project proposal area.
 - The process includes an inventory of existing values, constraints and legal interests, which provide considerations for the project assessment and the context for the review of negative impacts.
 - A key element of the process is that it provides for stable and predictable review processes with multiple engagement opportunities. The goal is to determine if the project can successfully address key issues and proceed to the most intensive Master Plan review stage and, ultimately to provincial land use decision-making.
- Resorts are very large investments on Crown land, and increasingly focus of review process includes the potential integration of recreation, community and economic development interests.
- Information on the planning process and information requirements for All-Season resort development, as well as information on all current major project review processes at Crown land-based resorts, is available on the Mountain Resorts Branch [website](#).
- For a visual presentation of the entire process please refer to the [All-Seasons Resort Application Process Flowchart](#) in Appendix 1.

Contact:

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All-Seasons Resort Application Process

- Resorts Branch, FLNRO
- Environ. Ass't Office (if applicable)
- Local Gov't
- Consultation - First Nations, Stakeholders/Public/Gov't Agencies



ARTS AND CULTURE - CORE MESSAGING

Issue: Overview of the Ministry's Arts and Culture Division

Key Messaging and Recommended Responses:

- **Arts and culture are critical to the well-being of society and support vibrant, resilient, innovative, and engaged communities.**
- **A strong arts and culture sector contributes to a sustainable economy by encouraging creativity and innovation across sectors and in our workforce: the sector attracts business investment, increases exports, and directly impacts employment and tourism.**
- **Arts and culture contribute to our mental and physical health, community connectedness and overall quality of life.**
- **Government is committed to ensuring the sustainability of this important sector and continuing its support for those who depend on it for their livelihood.**
- **The Ministry supports the sector with a range of initiatives:**
 - **the administration of the BC Arts Council programs, the primary arts and culture funding for the province.**
 - **the opening of the Chinese Canadian Museum in July 2023.**
 - **supporting the reimagining of the Royal BC Museum and the new provincial archives, research and collections building; and**
 - **advancing the establishment of a museum focusing on the contributions and cultures of South Asian Canadians to B.C. and the provincial Filipino cultural centre.**

Key Facts**Background/Status:**

- The Arts and Culture Division is responsible for developing policies, delivering projects, and administering programs and funding that empower the arts and culture sector in B.C.
- The Division supports three Ministry mandate commitments:
 1. Continue to support the Arts Infrastructure Program to help communities build new cultural spaces and renovate existing ones.
 2. Work with the Royal BC Museum (RBCM) to engage in a robust consultation with First Nations, British Columbians, and other stakeholders to inform the next steps in the Museum's future.

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3. With the support from the Parliamentary Secretary for Anti-Racism Initiatives, work in consultation with affected communities to advance existing and emerging museum programs and proposals including the Chinese Canadian Museum, a South Asian Museum, and a provincial Filipino cultural centre.

Support Organizations:

BC Arts Council (BCAC/the Council):

- The Council is the primary arts and culture funding body for the Province.
- The BC Arts Council budget of \$36.210 million and an additional \$3.795 million (subject to investment earnings) from the BC 150 Culture Fund, for a total of \$40.005 million for the Council, supports arts and cultural activities throughout B.C. *For details, see estimate note 33 – Arts and Culture Funding.*
- Grant recipients represent a diverse group of artists and arts organizations from every region of the province, including Indigenous groups, scholarship students, professional artists, and community arts organizations.
- Several grant programs are delivered in collaboration with partners, including the First Peoples' Cultural Council, the BC Touring Council, ArtStarts in Schools, and Creative BC.
- *For further details, see estimate note 34 – BC Arts Council - General.*

Royal BC Museum:

- The Division provides oversight of the Royal BC Museum (RBCM) Crown Corporation by:
 - supporting the provincial archives, research and collections building project in Colwood; and the public engagement and consultations to inform the reimagining and potential redevelopment of the RBCM;
 - supporting corporate requirements such as annual service planning and reporting and mandate letter development; and
 - serving as the primary contact between the RBCM and government.
- *For further details, see estimates note: 35 – Royal BC Museum*

Cultural Infrastructure including Museums and Cultural Centres:

- The Division is working in consultation with affected communities to advance emerging museum programs and proposals including, the Chinese Canadian Museum, a South Asian Canadian Museum, and a provincial Filipino cultural centre.
- On July 1st, 2023, the Chinese Canadian Museum successfully opened in its permanent location, the Wing Sang Building in Vancouver Chinatown, and marking the 100th Anniversary of the *Chinese Immigration Act* (AKA the *Chinese Exclusion Act*). By investing over \$48.5 million, the Ministry is supporting start-up operations, renovations, and sustainability planning.

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- On November 21st, 2023, to work in consultation with affected communities to advance emerging museum programs and proposals, the Ministry launched a new website to provide British Columbians with opportunities to share their vision for a new museum to highlight the histories, cultures and contributions to B.C. from Canadians of diverse South Asian heritages.
- In April 2023, TACS supported the Mabuhay House Society with \$0.250 million for community awareness building, organizational capacity building, and to support government planning for public engagement with respect to the development of a provincial cultural centre to celebrate the Filipino community in B.C.
- *For further details, see estimate notes:*
 - *37 – Provincial Filipino Cultural Centre*
 - *38 – South Asian Canadian Museum*
 - *39 – Chinese Canadian Museum.*

Contact:

Claire Avison ADM Arts and Culture 250-217-9059

ARTS AND CULTURE KEY FACTS AND STATISTICS

Issue: Arts and Culture Key Facts and Statistics

Key Messaging and Recommended Response:

- **A strong arts and culture sector contributes to our economy by encouraging creativity, innovation, technological development, business investment, exports, direct employment, and tourism.**
- **A strong arts and culture sector also supports mental and physical health, community connectedness and well-being, and overall quality of life.**
- **In Canada, British Columbia ranks 3rd largest for cultural sector employment, performing arts attendance rates, and cultural Gross Domestic Product, and has more artists per capita than any other jurisdiction in the country.**
- **Budget 2024 provides \$43.195 million (subject to investment earnings) to support arts and culture in every corner of B.C.**

Key Facts**Sector Statistics**

- Culture GDP in B.C. (including arts, heritage, and creative industries such as film) totaled \$8.6 billion in 2021, a 12.6% increase from 2020.
- This is almost equivalent to the combined GDP of all other provinces and territories (\$9.9 billion), except Ontario and Quebec.
 - The largest contributors to this rise in GDP were the audio-visual and interactive media (+16.3%) and visual and applied arts (+14.4%) domains.
 - GDP growth was also strong in the domain of 'culture governance, funding, and professional support', which increased by 11.3% or \$145.2 million. This domain includes public arts funders as well as philanthropic arts organizations.
 - As a proportion of B.C.'s total GDP, culture accounted for 2.6% in 2021.
- Employment in the arts and culture sector accounts for 4.3% of all jobs in B.C. (115,964).
 - This is greater than the combined total of all other provinces and territories (107,384), except Ontario and Quebec.
 - This was 15.9% higher than the previous year (2020). Economy-wide jobs increased by 10.1% over the same period.
- Statistics Canada reports from the 2021 Census that B.C.'s labour force is composed of:

ESTIMATES NOTE

- 39,700 artists or 1.4% artists¹, the highest proportion of artists in the labour force among Canadian provinces (national average is 1%); and
- 4.7% culture workers², the second-highest concentration in Canada, next to the Yukon.
- One in every five Canadian artists (20%) reside in B.C., much higher than the province's share of the overall Canadian labour force (14%)
- Yet the median employment income of B.C. artists was just \$11,100 in 2020, which is about one-quarter of the median employment income of all B.C. workers (\$41,600).
- The arts and culture sector is composed almost exclusively of non-profit organizations, of which approximately 60% are small (under \$500,000 annual operating budget).
- These organizations are highly dependent on public support for sustainability.
- Over two-thirds (69%) of B.C.'s professional artists reside in Metro Vancouver, compared with 55% of all B.C. workers. The City of Vancouver, on its own, accounts for 28% of B.C.'s artists.
- Rural areas and areas with less than 100,000 residents account for 25% of B.C.'s artists.

Arts and Culture Division Supports

- The Division base budget is \$38.965 million from Budget 2024 with additional funds of \$4.230 million subject to investment earnings, for a total of \$43.195 million.
 - The BC Arts Council budget of \$36.210 million and an additional \$3.795 million (subject to investment earnings) from the BC 150 Culture Fund, for a total of \$40.005 million that supports arts and cultural activities throughout B.C.
 - An additional \$2.755 million supports the Cultural, Strategic and Corporate Priorities branch budget with \$0.435 million provided (subject to investment earnings) from the Arts Legacy Fund, for a total of \$3.190 million.
- The BC Arts Council offers funding programs to support: operating; capacity building; creation and dissemination of arts and culture; building the next generation of artists; arts-based community development; and specialized funding for arts infrastructure and touring and circulation.
- Annually, the BC Arts Council processes more than 2500 applications and awards over 1700 grants. These grants support approximately 600 organizations and over 440 individuals.

¹ Nine occupational categories are grouped into "artists"; including actors, authors, artisans, composers, dancers, musicians, other performers, directors, and visual artists.

² Fifty occupational categories are grouped into "culture workers", including job categories in sound recording, publishing, journalism, printing, libraries, architecture, and design (web, graphic, and industrial).

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- The Division supports access and participation in the arts by supporting provincial-wide programs, including: Artsvest, B.C., Family Day, B.C. Culture Days, and the After-School Sports and Arts Initiative.
- The Division supports the development of several large cultural infrastructure projects, including the Royal BC Museum's new provincial archives, research and collections building project, a South Asian Canadian museum, and a provincial Filipino cultural centre.
- The Division oversaw the successful completion or commencement this year of major cultural projects including the grand opening of the Chinese Canadian Museum in Vancouver Chinatown, the initiation of the new Vancouver Art Gallery capital project, and the redevelopment of the Jewish Community Centre of Greater Vancouver.

Contact:

Claire Avison ADM

Arts and Culture

250-217-9059

ESTIMATES NOTE

ARTS AND CULTURE FUNDING

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Issue: Arts and Culture Investments and Initiatives

Key Messaging and Recommended Response:

- **Through Budget 2024, Government is providing \$43.195 million for Arts and Culture:**
 - **\$38.965 million in Ministry appropriation; and**
 - **\$4.230 million (estimated/approximate) from the BC Arts and Culture Endowment special account, subject to investment earnings.**
- **This funding supports a range of programs and provincial initiatives to encourage:**
 - **Artist creation and dissemination;**
 - **Participation and access to the arts;**
 - **Cultural infrastructure development; and**
 - **Development of the economic sector and its artists and cultural practitioners.**
- **Funding supports over 600 arts and culture organizations and hundreds of artists and cultural practitioners in every corner of B.C.**
- **Government is committed to ensuring the sustainability of this vibrant and important sector, and continuing to support those that depend on it for their livelihood.**

Key Facts

Budget 2024 provides a total budget to the Arts and Culture Division of \$43.195 million (subject to investment earnings discussed below).

BC Arts Council Funding

- The total annual BC Arts Council budget is \$40.005 million. The BC Arts Council base budget has increased by \$0.113 million or 0.3% from fiscal year 2023/24 to 2024/25 due to the Shared Recovery Mandate impacting 2022/23-2024/25 salaries.

Fiscal Year	2021/22	2022/23	2023/24	2024/25
Base Budget ¹	\$35.815	\$35.815	\$36.097	\$36.210
BC150 Fund ²	\$3.795	\$3.795	\$3.795	\$3.795
Total	\$39.610	\$39.610	\$39.892	\$40.005

¹Total includes grants, administration and salaries

²Forecasted endowment earnings

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- See Estimates Note #33 for additional detail on BC Arts Council budget history.

Cultural Services Funding

- The total annual Cultural Services base budget is \$3.190 million. The Cultural Services base budget has increased by \$0.291 million or 11.8% from fiscal year 2023/24 to 2024/25 due to the Shared Recovery Mandate impacting 2022/23-2024/25 salaries.

Fiscal Year	2021/22	2022/23	2023/24	2024/25
Base Budget ¹	\$2.188	\$2.288	\$2.464	\$2.755
Arts Legacy Fund ²	\$0.435	\$0.435	\$0.435	\$0.435
Total	\$2.623	\$2.723	\$2.899	\$3.190
¹ Total includes grants, contacts, administration, operations and salaries				
² Forecasted endowment earnings				

Endowment Funds

- The **B.C. Arts and Cultural Endowment Special Account** contains two sub-accounts:
 - **The BC 150 Cultural Fund**, which allocates funding on the recommendations of the BC Arts Council in support of the arts; and
 - **The Arts Legacy Fund**, which is used for the creation, development, or presentation of works of art at events or venues that will provide significant exposure of those works of art.
- This year, these endowment funds are budgeted to add \$4.230 million (subject to investment earnings) in funding to support the arts and culture sector.
- The funding will be directed towards grant programs or initiatives aligned with the purposes of the funds.

Fiscal Year	2021/22	2022/23	2023/24	2024/25
BC 150 Fund	\$3.795	\$3.795	\$3.795	\$3.795
Arts Legacy Fund	\$0.435	\$0.435	\$0.435	\$0.435
Total	\$4.230	\$4.230	\$4.230	\$4.230
*in Millions				

Budget/Expenditures:

Budget 2024 provides \$43.195 million with the following breakdown:

- \$36.210 million BC Arts Council base budget
- \$3.795 million from the BC150 Cultural Fund (subject to earnings)
- \$2.755 million for the Cultural Services budget
- \$0.435 million from the Arts Legacy Fund (subject to earnings)

Contact:

Claire Avison ADM

Arts and Culture

250-217-9059

ESTIMATES NOTE

BC ARTS COUNCIL – GENERAL

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Issue: BC Arts Council support for arts and cultural development

Key Messaging and Recommended Response:

- **Our government supports arts and cultural activity and participation through significant investment in the BC Arts Council.**
- **The BC Arts Council supports the sector and provides grants to organizations and individuals, with funding provided to over 160 B.C. communities in 2022/23.**
- **The BC Arts Council's total annual budget is \$40.005 million.**
 - **This budget is subject to investment earnings from the BC 150 Culture Fund, estimated at \$3.795 million for this upcoming fiscal year along with the base budget of \$36.210 million.**
- **Our government recognizes that arts and culture is critical to the health and well-being of communities.**
- **Support for arts and culture through the BC Arts Council ensures that artists and organizations can thrive in our communities.**

Key Facts

Background/Status:

- The BC Arts Council was created in 1995 under the *Arts Council Act*. It is the primary grant funding body for the arts and culture sector in the province, supporting arts and cultural activity in over 160 communities across B.C.
- The BC Arts Council offers funding programs for a range of arts and cultural activities that contribute to community vitality, livability, and resilience, including support for:
 - Annual operating assistance; capacity building initiatives; creation and dissemination of art; building the next generation of artists; arts-based community development; and capital/infrastructure development.
- The total annual BC Arts Council budget is \$40.005 million. Budget 2024 supports the BC Arts Council through an appropriation of \$36.210 million and an additional \$3.795 million (subject to investment earnings) from the BC 150 Culture Fund sub-account (part of the BC Arts and Cultural Endowment Special Account).
- Since FY 2016/17 the BC Arts Council budget has increased by \$16.005 million as a result of base budget lifts, the Shared Recovery Mandate funding and increased endowment earnings through special accounts.

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Fiscal Year	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25
Base Budget	\$21.850	\$23.598	\$28.618	\$33.776	\$33.706	\$35.815	\$35.815	\$36.097	\$36.210
BC150 Fund ¹	\$2.150	\$2.150	\$2.150	\$2.150	\$3.795	\$3.795	\$3.795	\$3.795	\$3.795
Total ²	\$24.000	\$25.748	\$30.768	\$35.926	\$37.501	\$39.610	\$39.610	\$39.892	\$40.005

¹ Forecasted endowment earnings

²Total includes grants, administration and salaries

- The BC Arts Council has up to 15 members, intended to broadly represent the regions, cultural diversity, and artistic communities of B.C.
 - Members are appointed by Order in Council on recommendation of the Minister and approval by Cabinet.
 - The Chair and Vice Chair are also designated by Order in Council.
- Ministry staff provide support for programs, policy, operations, outreach, communications, and secretariat functions of the Council.
- BC Arts Council's partnerships with First Peoples' Cultural Council, ArtStarts in Schools, BC Touring Council, and Creative BC support the Council's reach into communities and creative networks across B.C.

Strategic Vision:

- In July 2018, the BC Arts Council launched a strategic plan, *New Foundations: 2018-2022*, with four strategic directions: Sustainability and Creative Development; Indigenous Arts and Culture; Equity, Diversity and Access; and Regional Arts and Community Arts.
- In April 2022, after further engagement and consultation, BC Arts Council extended its strategic plan and launched *Extending Foundations: Action Plan 2022 - 2024*. The Action Plan addresses calls for social justice and to support the sector through a period of renewal and recovery.
- Progress has been made in all *Extending Foundations* actions including:
 - Delivering a capacity building program for equity and regional organizations;
 - Creating an equity advisory network to centre Indigenous and equity-deserving voices;
 - Providing increased flexibility and accessibility in program intakes;
 - Increasing access through outreach and accessibility supports;
 - Completing a fairness review of assessment processes; and
 - Rebalancing historic funding patterns.
- Advice/Recommendations
 - Development of the strategic vision is currently being informed by further engagement and consultation with the arts and culture sector.

Contact:

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Arts and Culture

250-217-9059

Issue: Royal BC Museum

Key Messaging and Recommended Response:

- **Through the provincial archives, exhibitions, and educational programs, the Royal BC Museum tells the story of the people, places, and history of our province.**
- **The Province is investing \$270.021 million in the Provincial Archives, Research and Collections (PARC) Campus, to be built in Colwood to protect the museum's vast collection and improve access to the B.C Archives for British Columbians.**
- **A multi-year province-wide phased public engagement was launched with Phase 1 in January 2023 by the Royal BC Museum to help inform the future of the Museum; I encourage British Columbians to share their views and complete the new Phase 2 survey available now.**
- **British Columbians will be happy to know that Old Town and other parts of the 3rd floor have been re-opened to the public, with the rest of the exhibits, including the First People's Gallery and Capt. Vancouver's ship, to be re-opened by the end of 2024.**

Key Facts

Corporate Operations

- The Royal BC Museum (RBCM) was founded in 1886 and incorporated as a Crown in 2003 under the *Museum Act* which included responsibility to manage the Museum archives of government.
- The Province provides annual operating funding to the RBCM, approximately 47% of the operating budget. In fiscal 2024/25, the operating grant will be \$13.086 million, a \$0.365 million increase from 2023/24 for the Shared Recovery Mandate.
- The *Museum Act* permits the establishment of an 11-member Lieutenant Governor in Council appointed board, with all director positions currently filled.

Provincial Archives, Research and Collections (PARC) Campus

- The PARC Campus facility will be LEED Gold certified using an all-electric energy solution and mass timber construction.
- PARC Campus project budget timeline:
 - July 2020 - PARC Campus project was approved with a budget of \$177.40 million.

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- June 2021 - Treasury Board approved proceeding with procurement with a revised capital budget of \$224.4 million reflecting increased escalation, and increased scope including incorporating additional storage growth space and added energy efficiency.
- February 2023 - Capital budget increased to \$270.021 million, \$45.621 million increase due to cost escalations and extended project schedule.
- Final approved funding:
 - Capital Funding: \$270.021 million
 - Maple Reinders Construction Ltd Contract: \$204.884 million (signed February 2023)
- December 5, 2023 - RBCM issued a Request for Qualifications (RFQ) to commission three public art installations, with an additional two pieces and façade mural directly awarded to a First Nations family of artists. A Request for Proposal (RFP) was issued to shortlisted artists in February 2024.
- The name for the collections and research building proposed by RBCM in February 2024 will be the Royal BC Museum PARC Campus - *Provincial Archives, Research, and Collections*

Repatriation

- The Museum holds a significant collection of Indigenous Peoples' cultural items, ancestral remains, and residential school records, many of which Indigenous communities are actively seeking access to, repatriation of, or stewardship agreements around.
- *For additional information see Estimates Notes #7 Ministry Response to TRC, UNDRIP and #36 Repatriation.*

Engagement

- RBCM began its multi-year phased public engagement with Phase 1 in January 2023, which concluded in May 2023 and engaged over 1,300 people through in person and virtual sessions, and a survey.
- Phase 2 launched in Fall 2023 with a survey launched on December 22, 2023, and news release on January 11, 2024.

Reopening 3rd floor

- The first part of Old Town was opened in July 2023 with the First People's Gallery opening spring/summer 2024 and the rest of Old Town and Maritime Gallery, including Capt. Vancouver's ship, before the end of this calendar year.

Recent CEO Resignation

- On June 7, 2023, Alicia Dubois, CEO of the Museum, provided a resignation letter to the board citing personal reasons. Tracey Drake, previously the Museum's Vice President of Strategic Operations, is Acting CEO.
- RBCM board will be recruiting for a permanent CEO to continue the challenging and exciting work of reimagining the museum.

Contact:

Claire Avison ADM Arts and Culture 250-217-9059

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ESTIMATES NOTE
REPATRIATION AND
DECLARATION ACT ACTION PLAN ACTION 4.33

Issue: *Declaration Act* Action Plan Action 4.33: co-develop a policy framework to support repatriation initiatives

Key Messaging and Recommended Response:

- **Returning ancestral remains and cultural belongings is essential for true and lasting reconciliation.**
- **We are working across government, with the federal government, and our partners to support repatriation.**
- **We are guided in this repatriation work by our government’s commitment to adopt and implement the United Nations Declaration on the Rights of Indigenous Peoples and the Truth and Reconciliation Commission’s Calls to Action as included in the *Declaration on the Rights of Indigenous Peoples Act*.**
- **We have supported recent repatriation funding programs offered by First Peoples’ Cultural Council, the Royal BC Museum, and the BC Museums Association.**
- **These programs support the principles of self-determination for reconciliation and repatriation and encourage collaboration and long-term planning between cultural institutions and Indigenous peoples.**
- **Preliminary work has begun on the Ministry’s commitment to Declaration Act Action Plan item 4.33 “*to co-develop a repatriation policy framework,*”, exploring collaboration models, with Indigenous repatriation and heritage expert partners.**

Key Facts

Background/Status:

- The *Declaration on the Rights of Indigenous Peoples Act* Action Plan, Action 4.33 directs the Ministry of Tourism, Arts, Culture and Sport (TACS) to “*co-develop a policy framework to support repatriation initiatives.*”
- The intent of Action 4.33 is interpreted as direction to co-develop a policy framework to guide repatriation activities with Indigenous Peoples and organizations with collections across B.C., including the Royal BC Museum (RBCM).

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- TACS acknowledges the importance of this implementation being Indigenous-led and has started exploring partnerships and co-development models.

Work to date:

- In 2016, the Province provided \$2.000 million to the RBCM over three years for repatriation activities, including grants for communities to engage in repatriation work, digital repatriation projects, and the creation of Canada's first Indigenous Repatriation Handbook.
- In 2019, TACS provided the BC Museums Association (BCMA) with \$0.500 million for a repatriation grant program, supporting 25 projects and nearly 50 First Nations and Indigenous communities.
- As of 2023, TACS has provided over \$1.012 million in partnership with the First Peoples' Cultural Council (FPCC) to advance work for Action 4.33 and support the repatriation of ancestral remains and cultural property across B.C.
 - FY 2021/22: TACS provided \$0.750 million to FPCC toward a repatriation grant program which supported projects in 16 First Nations communities.
 - FY 2022/23: TACS provided First People's Cultural Foundation with \$0.262 million to undertake research on repatriation databases and educational resources to support repatriation initiatives.

Government Financial Information; Interests of an Indigenous People; Intergovernmental Communications

- TACS supported the RBCM in the repatriation of the Nuxalk Pole to Bella Coola in February 2023 and is supportive of the ongoing Gwa'sala-' Nakwaxda'xw repatriation of 17 Hamatsa masks planned for spring 2024.
- TACS continues to engage the Department of Canadian Heritage to discuss the federal commitment to develop a repatriation policy, and the current national museums policy review, whose recent engagement survey highlighted the need for repatriation.

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Arts and Culture

250-217-9059

PROVINCIAL FILIPINO CULTURAL CENTRE

Issue: Commitment to advance a provincial Filipino cultural centre

Key Messaging and Recommended Response:

- **The contributions of the Filipino community in B.C. are an important part of our province's history, culture, and success.**
- **Filipino Canadians are the fourth largest visible minority group in Canada, and third largest in B.C., and the population is expected to more than double in number by 2041.**
- **Parliamentary Secretary Mable Elmore and B.C.'s Filipino communities have been publicly calling for a provincial Filipino cultural centre since 2009.**
- **In December 2022, the Province committed to work in consultation with affected communities to advance emerging museum programs and proposals, including a provincial Filipino cultural centre, and we continue to do so with the support of the Parliamentary Secretary for Anti-Racism Initiatives Mable Elmore.**
- **In April 2023, the Province provided \$250,000 to Mabuhay House Society for capacity building to support the government in planning and public engagement on the development of a provincial cultural centre.**

KEY FACTS**Background/Status:**

- The December 2022 Minister's mandate letter directs the Minister of Tourism, Arts, Culture and Sport (TACS) to *"work in consultation with affected communities to advance emerging museum programs and proposals including the Chinese Canadian Museum, a South Asian museum, and a provincial Filipino cultural centre"* with support from the Parliamentary Secretary for Anti-Racism Initiatives, Mable Elmore (PS Elmore), who has a corresponding mandate commitment.
- PS Elmore is the first B.C. MLA of Filipino heritage and has been an advocate for the Filipino Canadian community in Vancouver and their calls for a Filipino cultural centre since her initial election in 2009.
- In December 2022, the Mabuhay House Society (MHS) submitted information about their organization and vision for a centre.
- That information included a report called *"Keeping the Roots Alive"* developed by the National Pilipino Canadian Cultural Centre (NPC3) and the UBC School of

ESTIMATES NOTE

Community and Regional Planning, who consulted with 57 representatives from the Filipino Canadian community in Vancouver.

- In April 2023, MHS received \$250,000 in one-time funding from the Province to support planning and public engagement regarding the development of a provincial cultural centre.
- There is very strong interest and enthusiasm within the community for the advancement of this mandate commitment, and TACS has received significant correspondence regarding the commitment including:
 - **Open letter on March 6, 2023, to Premier Eby** requesting the centre be built in Vancouver signed by the Tulayan Filipino Diaspora Society, Filco-operative One Housing Society.
 - **Letter sent on March 27, 2023**, reiterating the position set out in the public letter and included a petition with 800 names urging the Province to act on establishing a Filipino Cultural Centre in Vancouver.
 - **January 7, 2024** MHS sent an email and **“Statement of Unity for a Filipino Cultural Centre & the Mabuhay House Society” to the office of Premier David Eby, which includes 70 signatures from Filipino community groups** in support of MHS’ leadership on the cultural centre project.
- Minister Popham has hosted two community stakeholder roundtable meetings: on August 10 and September 28, 2023, to reaffirm the mandate commitment and foster relationship building.
- There are an estimated 260 hundred Filipino nonprofit societies and groups in B.C., and many have a vested interest in this mandate commitment. Some organizations have conducted independent engagement initiatives not funded by or associated with the Province, such as a study conducted by NPC3, a survey conducted by Filipino BC, town hall events, and petitions.
- Next steps will include public and community engagement, planned and implemented in partnership and with support from the Filipino community.

Contact

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ESTIMATES NOTE

SOUTH ASIAN MUSEUM

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Issue: Advancing the establishment of a new museum focussing on the contributions and cultures of Canadians of South Asian heritages in B.C. mandate letter commitment.

Key Messaging and Recommended Response:

- **The contributions of Canadians of South Asian heritages in B.C. are an important part of our province's history, culture and success.**
- **Our government continues to seek and build partnerships with communities of South Asian heritages in B.C. to address historical injustices and to celebrate their contributions to our province's cultural richness and successes.**
- **Communities of South Asian heritages have expressed a need for a museum that brings together artifacts, documents, and stories.**
- **We are committed to creating a first-of-its-kind museum and we will continue to work closely with communities in B.C. of South Asian heritages to make this museum a reality.**
- **We are pleased public engagement for this mandate commitment is advancing with the launch of a provincial website that invites input from all British Columbians.**

KEY FACTS

Background/Status:

- The December 2022 Minister's mandate letter directs the Minister of Tourism, Arts, Culture and Sport (TACS) to *"with the support of the Parliamentary Secretary for Anti-Racism Initiatives" Mable Elmore (PS Elmore) "work in consultation with affected communities to advance emerging museum programs and proposals including the Chinese Canadian Museum, a South Asian Museum, and a provincial Filipino cultural centre"*.
- This commitment has evolved from the 2020 mandate letter which directed TACS to *"start work to create a first-of-its-kind museum to document the history, art and contributions of South Asian people in B.C."*

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- Canadians of South Asian¹ heritages are now the largest visible minority group in Canada, and the second largest in B.C. with the population expected to grow over the next two decades.
- The genesis of this commitment comes from the Punjabi Canadian Legacy Project (2014-2018) and the South Asian Canadian Legacy Project (2020-2022) led by the South Asian Studies Institute and supported through \$1.2 million in funding from the Multiculturalism and Anti-Racism branch, now with the Ministry of the Attorney General.
- A Ministerial Advisory (the Advisory) was appointed in Fall 2023, comprised of 18 individuals who have both the professional, lived and community engagement experience.
- During the first phase of work from October-December 2023, the Advisory made recommendations regarding the design of a province-wide, community-led engagement process that will shape the vision for the new Museum.
- In the second phase from January to June 2024, the focus will shift to the implementation of key engagement activities and may include community-led conversations and online surveys, and a *What We Heard Report*.
- TACS has conducted a range of awareness and engagement this year, including:
 - On April 13, 2023, Minister Popham hosted leaders from South Asian communities at SFU's Wosk Centre for Dialogue to raise awareness about the project and collect preliminary feedback on how to engage communities.
 - On June 17, 2023, TACS staff attended the 5X Block Party, a free music and art festival in Surrey to raise awareness in the community about the South Asian Canadian museum commitment.
 - On October 5, November 16, and December 11, 2023, Advisory meetings to support the design of the engagement process.
 - On November 21, 2023, launched the South Asian Canadian museum engagement website.

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Arts and Culture

250-217-9059

¹The terms "South Asian" or "South Asian Canadian", based on the previous Legacy Project and an academic term used to describe a geographic region, function as a placeholder only as it is recognized this terminology can be both unifying and divisive within the communities its meant to encompass and the engagement process will invite a conversation among community members on the use of the terms.

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CHINESE CANADIAN MUSEUM

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Issue: Establishment of the Chinese Canadian Museum (CCM)

Key Messaging and Recommended Response:

- **The Chinese Canadian Museum is a first of its kind museum in Canada. It recognizes the significant contributions of Chinese Canadians to British Columbia and Canada, both past and present.**
- **Since 2018, the Province has committed and invested over \$48.5 million to establish the Chinese Canadian Museum in an effort to address historical wrongs and prevent racism.**
- **The Chinese Canadian Museum officially opened in its permanent location in the historic Wing Sang building on July 1, 2023, in commemoration of the 100th anniversary of the *Chinese Immigration Act* (also known as the Chinese Exclusion Act).**
- **As of December 18, 2023, the Chinese Canadian Museum has welcomed more than 12,000 visitors.**
- **Ongoing instances of racism towards the Chinese Canadian community and anti-Asian sentiments reinforce the need for a museum that celebrates B.C.'s incredible diversity and honours this community's contributions to our province, past, present and future.**

KEY FACTS

Background/Status:

- Establishing a Chinese Canadian Museum (CCM) has been a Provincial commitment since 2018, and the December 2022 Minister's mandate letter reaffirms this ongoing commitment by directing the Minister of Tourism, Arts, Culture and Sport (TACS) to *"with the support of the Parliamentary Secretary for Anti-Racism Initiatives" Mable Elmore (PS Elmore) "work in consultation with affected communities to advance emerging museum programs and proposals including the Chinese Canadian Museum, a South Asian museum, and a provincial Filipino cultural centre"*.
- On March 13, 2020, The Chinese Canadian Museum Society of B.C. (CCMSBC) was incorporated as a non-profit to advance development and operations.
- CCMSBC has a 16-member board to govern the museum, including one appointee from the Province and one appointee from the City of Vancouver.

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- The Province has invested more than \$48.5 million to advance this commitment. The provincial funding breaks down as follows:
 - In 2019 the Province supported a \$1 million grant to the City of Vancouver for initial planning and support in advance the CCM mandate commitment.
 - In 2020, an \$8 million endowment to assist with future operating costs was provided in addition to \$2 million in planning and development funding to establish the CCMSBC.
 - On February 11, 2022, the Province announced \$25.5 million for the purchase of the historic Wing Sang Building in Vancouver Chinatown and \$2 million for initial operational support of the society.
 - On April 12, 2023, the Province announced \$9 million to support renovations and operating costs for the grand opening of the museum on July 1, 2023.
 - On April 26, 2023, the Province also provided \$1 million in funding through the Destination Development Fund for accessibility renovations and a new feature exhibit.
- Since incorporation in March 2020, the CCMSBC successfully realized significant milestones in the establishment of the museum, including:
 - Developed the thematic plan of the museum. Produced a catalogue for the exhibit *A Seat at the Table: Chinese Immigration and British Columbia*.
 - Launched temporary exhibitions in partnership with the Victoria Chinatown Museum Society at CCM's Fan Tan Alley, Victoria, location including: *First Steps: Chinese Canadian Journeys in Victoria* and *Gold Mountain Dream!* (February 2022) and *The Magic of Tony Eng* (December 2023).
 - Acquired the historic Wing Sang building as the museum's permanent location in February 2022.
 - Received a \$7.8 million donation toward the purchase price of the building from philanthropist and former Wing Sang Building owner Bob Rennie.
 - Received federal charitable status designation for CCMSBC in April 2022.
 - Hired inaugural Director and CEO Dr. Melissa Karmen Lee in October 2022.
 - A \$1.1 million gift in October 2022 from CCMSBC Board Chair Grace Wong, her husband Richard K. Wong, and family. Other significant donations include \$1 million from the Lam Family; and \$2.8 million from former senator Viviane Poy.
 - \$5.19 million in federal funding from the Department of Canadian Heritage and the Pacific Economic Development Agency of Canada (PacifiCan) in May 2023.
 - \$334,500 from the City of Vancouver to support operational funding for the next three years and \$250,000 from the Infrastructure Grants: Chinatown Cultural Partnership program toward renovations of the Wing Sang Building in May 2023
 - In October 2023 CCM was awarded a Governors Award from the National Trust for Canada for their efforts in recognizing Chinese History in BC.

ESTIMATES NOTE

- o Recognized as one of the best new attractions in 2023 by an online publication for professionals called blooloop.

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Arts and Culture

250-217-9059

CORE MESSAGING – CREATIVE

Issue: B.C.'s creative sector generated \$6.7 Billion in GDP in 2022.

Key Messaging and Recommended Response:

- **The creative sector includes motion picture, music and sound recording, interactive digital media, and publishing industries.**
- **The creative sector promotes and showcases our province on the global stage, supporting our reputation as a prime destination for tourists around the world.**
- **It generates jobs, inspires youth, and fosters community connections through festivals and events.**
- **B.C.'s creative sector has mostly recovered from the impacts of the COVID-19 pandemic. GDP activity in 2022 was above 2019 levels.**
 - **However, industries like publishing and music continue to face challenges due to inflation and supply chain issues.**
- **There are exciting upcoming opportunities in the creative sector, including B.C. to host the 2025 JUNO Awards, and filming of HBO's *The Last of Us*.**

Key Facts**Background/Status:**

- Based on Creative BC's Creative Industries Economic Results Assessment¹ 2022 data, B.C.'s creative sector has mostly recovered from the pandemic.
 - Despite positive economic indicators, industries like publishing and music continue to experience challenges due to inflationary pressures.
 - This includes the rising cost of paper, printing, and shipping, as well as equipment rentals, staffing, and talent fees.
- B.C.'s creative sector generated \$6.7 billion in total gross domestic product (GDP) in 2022 and provided 88,471 jobs, employing 137,261 people including freelancers.
 - In 2022, the creative sector created 11% more jobs and contributed to a 16% increase in GDP compared to 2019.
- B.C.'s creative sector includes:

¹ Creative Industries Economic Results Assessment 2022: <https://creativebc.com/sector/research-reports/ciera/ciera-2022/>

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- Canada's second largest production centre and the fourth largest in North America and one of the world's largest visual effects and animation clusters;
- Canada's third largest music industry, which produced nearly 20% more GDP in 2022 than in 2021;
- The second largest interactive games industry workforce in Canada; and
- The second largest English language publishing industry in Canada.

Government's Priorities:

- The Parliamentary Secretary for Arts and Film has three creative sector mandate commitments:
 1. Work with the creative sector to identify strategies to support growth in urban and rural communities across British Columbia;
 2. Work with the film industry to ensure British Columbia continues to be a destination for the sector; and
 3. Lead work with the federal government to ensure that any federal government programs pertaining to content production and distribution online continue to benefit artists in British Columbia, including digital-first artists.
- The B.C. Economic Plan includes an action item to provide "ongoing support for B.C.'s thriving television and film industry — the greenest in the world."

Provincial Support to the Creative Sector:

- Through Budget 2024, the Province is providing \$3.2 million to Creative BC and \$6.6 million to Knowledge Network to support operations.
- In April 2023, the Province announced a contribution of \$42 million over three years, the largest-ever single investment in the creative sector.
- In 2023/24, the Province delivered \$30 million through Fairs, Festivals and Events Program, including more than \$8 million for live music and film festivals.
- The Province also provided a variety of support for specific creative industries in 2023/24 (including the \$42 million investment). These are outlined in *Appendix 1*.

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ESTIMATES NOTE

Appendix 1: Provincial Support for Specific Creative Industries

Motion Picture

- Starting in 2023/24, the Province is investing \$15.9 million over three years into B.C.'s domestic motion picture industry through Creative BC.
- Of that \$15.9 million investment, in 2023/24 Creative BC distributed:
 - \$1.7 million to 16 recipients through the Production program.
 - \$0.250 million through the Domestic Motion Picture Fund's Emerging & Equity Development program.
- The Ministry of Finance's Second Quarter Economic Outlook forecasts \$985.5 million in motion picture tax credits for 2023/24.

Music and Sound Recording

- Starting in 2024/25, the Province is investing another \$22.5 million, over three years, in Amplify BC to continue to develop and stabilize B.C.'s music industry.
- In 2023/24, the BC Arts Council allocated \$2.7 million to support music organizations through operating assistance and \$500,000 to support music organizations and individual artists through project assistance programs.
- In 2023/24, the Province provided \$2 million through Creative BC to support hosting the 2025 JUNO Awards, prioritizing regional and Indigenous programming.

Interactive Digital Media

- In 2023/24, Creative BC received \$675,000 from the BC Arts Council for the Interactive Fund to support 14 interactive and digital media projects in B.C.
- Advice/Recommendations; Government Financial Information
- The Ministry of Finance's Second Quarter Economic Outlook forecasts \$155 million in interactive digital media tax credits for 2023/24.

Book and Magazine Publishing

- Starting in 2023/24, the Province invested \$600,000 over three years through Creative BC and Books BC to address supply-chain challenges and support future opportunities.
- In 2023/24, Creative BC provided \$793,000 to 17 book publishers through the Market Expansion Fund.
- Advice/Recommendations; Government Financial Information
- Budget 2023 forecasts \$3 million in book publishing tax credits for 2023/24.

KEY FACTS AND STATISTICS (+ INDUSTRY OVERVIEW)

Issue: The creative sector is growing and contributing to B.C.'s economy.

Key Messaging and Recommended Response:

- **In 2022, B.C.'s creative sector contributed \$6.7 billion in GDP and provided more than 88,000 jobs.**
- **The data demonstrates significant improvement compared to 2021, mostly due to recovery in music and growth in interactive digital media.**
 - **The publishing industry continues to experience challenges with rising costs of paper, printing, and shipping.**
 - **Music festivals face ongoing issues with the rising cost of equipment rentals, staffing and global competition for talent.**
- **B.C.'s creative sector is a global leader. It includes:**
 - **Canada's largest foreign service production centre and the fourth largest in North America;**
 - **The second largest interactive games industry workforce in Canada;**
 - **Canada's third largest music industry; and**
 - **Canada's second largest English-language publishing market.**
- **Our government's historic \$42 million investment in 2023/24 is supporting continued growth for the creative sector.**

Key Facts**Background/Status:**

- The creative sector includes four industries: motion picture, interactive digital media, music and sound recording, and magazine and book publishing.
- Based on Creative BC's Creative Industries Economic Results Assessment¹, in 2022, B.C.'s creative sector generated \$6.7 billion in total gross domestic product (GDP) and provided 88,471 jobs, employing 137,261 people including freelancers.
 - Freelance gig work is common in the creative sector, particularly in music and motion picture, where work is often short term and project based.

¹ Creative Industries Economic Results Assessment 2022: <https://creativebc.com/sector/research-reports/ciera/ciera-2022/>

ESTIMATES NOTE

- B.C.'s creative sector appears to have fully recovered from the pandemic as it provided 11% more jobs and contributed 16% increase in GDP in 2022 than in 2019.
 - Following a decrease of 10.5% from 2019 to 2020, the sector's GDP grew 22.8% from 2020 to 2021 and another 5.3% from 2021 to 2022.
 - The number of jobs decreased 14% from 2019 to 2020 but then increased 25.1% from 2020 to 2021 and another 3.1% from 2021 to 2022.
- Some of the creative industries are facing challenges in 2023/24 and beyond:
 - The publishing industry continues to report challenges with rising costs of paper, printing, and shipping.
 - Music festivals face ongoing issues with the rising cost of equipment rentals, staffing and global competition for talent.
 - In motion picture, the industry is anticipating a global slowdown of major studio investment in production.
- Annually, B.C.'s creative industries host Creative Industries Week to promote and celebrate the creative sector in B.C. The next one is April 22-25, 2024.
- Key facts and statistics for each of B.C.'s four creative industries are available in *Appendix 1*.

Contact:

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ADM Sport and Creative Sectors 250-588-1700

ESTIMATES NOTE

Appendix 1: Key Facts and Statistics for B.C.'s Creative Industries

Motion Picture

- The motion picture industry consists of film, television, animation, and visual effects.
- In 2022, the industry contributed \$3.3 billion in GDP, down 1.0% from 2021 which was an unusually busy year due to post-pandemic production re-starts.
- In 2022, there were 47,501 jobs employing 99,682 including freelancers.
- In 2023, most production activity in B.C. was paused due to lengthy labour disruptions in the U.S.
 - Production activity was down approximately 80% between May to November 2023.
 - Tax credit certification year-to-date data as of November 30, 2023, shows a 44% decrease in production volume from the same period in 2022.
- By December 2023, the U.S. actors and writers' unions ratified agreements.
- In November 2023, B.C. industry representatives met with Hollywood studios in Los Angeles. They anticipate a return to normal production patterns by late 2024.

Music and Sound Recording

- B.C. is Canada's third largest music centre. There are more than 280 music companies, 200 recording studios, and prior to the pandemic, over 200 music festivals across the province.
- In 2022, the B.C. music industry contributed \$ 341 million in GDP, a 19.6% increase from 2021 as pandemic recovery continued.
- In 2022, there were 6,709 jobs employing 13,325 including freelancers.

Interactive Digital Media

- In 2022, the gaming industry alone in B.C. contributed approximately \$1.9 billion in GDP, representing a 17.5% increase from 2021, and provided 19,716 jobs.
- B.C. has 15% of Canada's interactive gaming companies by count and is home of a world-leading augmented and virtual reality business community.
 - According to a 2021 Entertainment Software Association study, there were 161 video game companies in B.C.
- B.C. is a global leader in virtual and augmented reality industry with 36 companies.

Book and Magazine Publishing

- B.C. is the second largest English-language book publishing market in Canada.
- In 2022, B.C.'s book publishing industry contributed \$74 million in GDP and provided 679 jobs, employing 3,288 people including freelancers.

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- B.C.'s magazine publishing industry contributed \$151 million in GDP in 2022 (a 12.2% decrease from 2021) and provided 1,285 jobs (a 25.8% decrease).
- Contractions in magazine publishing may be attributed to continuing supply chain issues, resulting in increased costs for publishers.

CREATIVE BC OVERVIEW

Issue: Creative BC is B.C.'s agency for creative sector programming and services.

Key Messaging and Recommended Response:

- **Creative BC is British Columbia's agency for creative sector funding and economic development in the province.**
- **Each year, our government provides more than \$3 million to Creative BC to deliver programs and services and promote the creative sector.**
- **Creative BC also administers the Film Incentive BC Tax Credit and the Production Services Tax Credit on behalf of the Province.**
- **Creative BC champions sustainability, diversity and equity and regional access across all their programs and initiatives.**

Key Facts

Background/Status:

- Creative BC is an independent, not-for-profit agency created by the Province in 2013 to build the capacity of B.C.'s creative sector.
 - There are 12 board members, led by Jesse Finkelstein, Board Chair.
 - There are 42 staff members, led by Prem Gill, CEO.
- Creative BC's mission is to foster a diverse and dynamic creative sector through leadership, collaboration, and investment.
- The Ministry of Tourism, Arts, Culture and Sport provides annual funding to Creative BC for program delivery, strategic planning, research, marketing, promotion, and administration of the film and television tax credits.
- For 2024/25, Creative BC is receiving \$3.215 million in operational funding.
- Creative BC also receives funding through administration fees from the Production Services Tax Credit.
 - These fees are allocated to administering the tax credit programs, supporting the Provincial Film Commission and delivering the Domestic Motion Picture Fund (if sufficient funds are available).
 - In 2022/23, Creative BC received approximately \$3.7 million in tax credit application fee revenue, of which \$1.46 million went to tax credit administration and \$1.86 million went to film commission service delivery. Any surplus funds are invested in programs and services, as agreed to by the ministry.

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- In 2023/24, Creative BC's forecasts collecting approximately \$3 million in tax credit application fees.
- In April 2023 the B.C. government announced a historic three-year \$42 million investment in the creative sector, which will be delivered through Creative BC:
 - \$22.5 million for Amplify BC;
 - \$15 million for domestic motion picture production;
 - \$3 million for interactive digital media;
 - \$600,000 for a publishing subsidy; and
 - \$900,000 for *Creative Pathways* and *Reel Green*.
- Creative BC's business plan forecasts additional partner funding in 2023/24:
 - \$675,000 from the BC Arts Council to deliver the Interactive Fund;
 - Advice/Recommendations; Government Financial Information

○

Creative BC's 2024/25 Priorities:

- The Ministry of Tourism, Arts, Culture and Sport approves Creative BC's business plan, which outlines how their activities support the B.C. government's key priorities, each year.
- Creative BC priorities for 2024/25 are:
 - Motion Picture Industry stewardship;
 - Amplify BC program delivery;
 - Improving Creative BC materials to be more accessible; and
 - Consulting on program design and administering the \$42 million investment.

Creative BC Programs and Services:

- Administration of the provincial tax credit programs for film and television.
- The Provincial Film Commission and funding for eight regional film commissions. Services include scouting support, location library, and guidance to productions.
- Delivery of multi-industry and industry-specific programs, including *Amplify BC*.
- Export marketing initiatives and funding for B.C. companies to attend export-focused conferences and events.
- Support for environmental initiatives in motion picture through *Reel Green*.
- Support for equity, diversity, and inclusion in motion picture through *Creative Pathways*.
- Delivery of knowledge, research, insight, and information about the sector, including the Creative Industries Economic Results Assessment (CIERA) tool.
 - CIERA provides annual sector indicators, including gross domestic product, output and jobs, derived from Statistics Canada datasets.

Contact:

Kim Lacharite ADM Sport and Creative Sectors 250-588-1700

KNOWLEDGE NETWORK OVERVIEW

Issue: Knowledge Network Operational Costs

Key Messaging and Recommended Response:

- **Knowledge Network is British Columbia's public education broadcaster.**
- **It is one of the most watched primetime broadcasters in B.C.**
- **In 2024/25, the B.C. government will allocate \$6.611 million for service delivery. This allocation is consistent with the previous fiscal year.**
- **Knowledge Network is internally mitigating growing operational costs and inflationary pressures.**
- **We are monitoring the situation closely and working with the Crown to identify the best pathway forward.**
- **We are committed to its ongoing success.**

Key Facts**Background/Status:**

- Knowledge Network (KN) is a provincial Crown corporation established in 1981.
 - It is legislated under the *Knowledge Network Corporation Act*.
- It provides a public educational program service for all British Columbians, free and commercial-free, through television, internet and mobile platforms.
- KN is one of the largest investors in original B.C.-owned content in the Province and it is currently the fourth most watched broadcaster.
- KN's activities include:
 - Commissioning original content from B.C. filmmakers and purchasing the broadcasting rights to content from other sources;
 - Supporting literacy, problem solving and cooperation through quality children's content;
 - Ensuring seniors have affordable and easy access to programs; and
 - Providing a platform for diverse stories, cultures and histories through initiatives such as *Stories (Un)told*, a three-year partnership between Creative BC and Knowledge Network to support the development, commissioning and showcasing of premium limited documentary series by B.C. mid-career/senior producers and directors.

ESTIMATES NOTE

- There are 11 board members, led by Satwinder Kaur Bains, Board Chair. The Board is appointed by Order in Council.
- There are 45 full-time staff members, led by Michelle van Beusekom, CEO.

Funding:

- KN is funded through an annual operating grant from the provincial government and viewer donations.
- In 2024/25, KN is projecting \$5.8 million in viewer donations.
 - In 2022/23, KN received \$6.08million in viewer donations.
 - Future targets remain at \$5.8 million per year as inflation, high interest rates and the high cost of living continue to persist.
- In 2024/25, the B.C. government will provide \$6.611 million for service delivery, consistent with the previous fiscal year. KN has not received an operating grant increase since 2018/19.

- Advice/Recommendations; Government Financial Information

- Advice/Recommendations; Government Financial Information

- KN may require additional funding to maintain operations as a public broadcaster and B.C.'s largest commissioner of original productions in the future.

Mandate Letter:

- The 2023/24 KN Mandate Letter calls for the Crown to continue making progress on its 2021/22 Mandate Letter, which provided four directions:
 1. Provide quality, freely available and commercial-free television and streaming services to British Columbians.
 2. Broadcast programming that promotes equity, diversity, inclusion, and anti-racism, in addition to topics of relevance to British Columbians such as literacy and early childhood development, history, arts and culture.
 3. Collaborate with B.C.'s independent production sector to create original stories and leverage federal funding.
 4. Collaborate with independent, Indigenous filmmakers to create original stories and continue to increase opportunities to share Indigenous perspectives, as well as ensure B.C.'s culturally diverse storytellers are reflected.

Contact:

Kim Lacharite

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UPDATE ON \$42M CREATIVE SECTOR INVESTMENT (22/23 CONTINGENCIES)

Issue: B.C. has made a historic investment in the creative sector.

Key Messaging and Recommended Response:

- **In April 2023, the Province announced a historic \$42 million investment in B.C.'s creative sector over three years.**
- **This is the largest single provincial investment ever made in the creative industries.**
- **Along with other government support, like tax credits, our investment will help the sector to grow and thrive into the future.**
- **Together, we're working to ensure the creative sector will continue to shine on the global stage.**

Key Facts

Background/Status:

- In April 2023, the Province announced a three-year \$42 million investment through Creative BC to support B.C.'s creative sector.
 - This is the single largest investment in creative sector programming in B.C.'s history.
- The \$42 million investment includes:
 - \$22.5 million for Amplify BC (starting in 2024/25) to build the province's music talent and businesses. It also continues partnerships with Music BC and the First Peoples' Cultural Council;
 - \$15.9 million to support B.C.'s domestic motion picture productions, workforce and creators, which includes:
 - \$10.2 million for the Production Program to support production companies during the production stage of a project;
 - \$1.8 million for the Slate Development Program to support mid-level and experienced production companies that have multiple projects in the works;
 - \$750,000 for under-represented filmmakers through the Emerging and Equity Development Program to support them at the earliest stages of development;
 - \$2.25 million for *Stories (Un)told*, a three-year partnership between Creative BC and Knowledge Network to support the development,

ESTIMATES NOTE

commissioning and showcasing of premium limited documentary series by B.C. mid-career/senior producers and directors;

- \$900,000 for *Creative Pathways* (to increase workforce capacity in the B.C. motion picture industry and champion a dynamic workforce that is equitable, diverse and inclusive) and *Reel Green* (to improve production practices and reduce environmental impacts through strategic collaboration and practical tools); and,
 - \$3 million for a new program to support innovation and growth for medium-sized B.C.-owned interactive digital media companies focused on creative Intellectual Property for commercial projects; and
 - \$600,000 for the publishing industry to address supply chain challenges and support future opportunities.
- Creative BC, as B.C.'s agency for creative sector development, is administering the funding.

FY 2023/24 Consultations and Progress to Date:

- In October 2023, Knowledge Network announced *Stories (Un)told*, with funding to begin in 2024.
- Creative BC held consultations on Domestic Motion Picture program design and delivery in November 2023.
- Consultations on music and interactive digital media will be early in 2024.
- In 2023/24, Creative BC administered \$2.45 million of the \$42 million to B.C.'s creative industries as follows:
 - \$1.7 million to 16 production companies as of December 2023 through the Production Program.
 - \$250,000 through the Domestic Motion Picture Fund's Emerging and Equity Development program.
 - \$200,000 to Books BC to help book publishers address pressing inflation and supply chain pressures.
 - \$300,000 to support *Creative Pathways* and *Reel Green*.

Contact:

Kim Lacharite

ADM

Sport and Creative Sectors

250-588-1700

MOTION PICTURE RECOVERY POST 2023 U.S. STRIKES

Issue: B.C.'s motion picture industry is ramping up production in 2024.

Key Messaging and Recommended Response:

- **We are pleased to see that both the actors and writers' unions have ratified agreements in the United States.**
- **This is great news for workers in B.C.'s film and television industry.**
- **In November, the Motion Picture Production Industry Association led a trip to Los Angeles to meet with Hollywood studios and jump start the return.**
- **We are glad to see productions are resuming and we expect a return to a more normal pattern of production by late 2024.**
- **We are excited to welcome HBO's *The Last of Us* to B.C. for Season 2.**
- **We know that B.C. will continue to be a top destination for U.S. productions.**

Key Facts

Background/Status:

- Starting in May 2023, strikes from motion picture writers and actors in the U.S. paused the majority of motion picture production in B.C.
- The Writers Guild of America (WGA) was on strike from May 2 - Sept. 27, 2023.
 - The WGA represents 11,500 writers.
- The Screen Actors Guild-American Federation of Television and Radio Artists (SAG-AFTRA) was on strike from July 14, 2023 - Nov. 9, 2023.
 - SAG-AFTRA represents approximately 160,000 actors.
- Both were negotiating new contracts with the Alliance of Motion Picture and Television Producers (AMPTP).
 - AMPTP represents the major U.S. studios such as Netflix, Amazon, Apple, Disney, Discovery-Warner, NBC Universal, Paramount and Sony.
- Key negotiation items included increased compensation, restrictions on artificial intelligence technology (simulating a performer's likeness or a writer's style), and a new business model to reflect streaming.

Impact on B.C.'s Motion Picture Industries

- Approximately 85% of B.C.'s film activity comes from foreign service productions (mostly U.S.-based productions).

ESTIMATES NOTE

- Production activity was down approximately 80% from May-November 2023.
 - In 2023, there were a total of 134 productions, compared to 494 in 2022.
- Given the impact on productions, the Province reduced its forecast for motion picture tax credits:
 - In November 2023, the Province's second quarter forecast for motion picture tax credits was \$57.3 million lower than the Budget Estimate 2023/24.
 - Tax credit certification year-to-date data as of November 30, 2023 shows a 44% decrease in production volume from the same period in 2022.
- According to Creative BC, the motion picture industry provides 47,501 jobs employing 99,682 including freelancers.
- According to International Alliance of Theatrical Stage Employees Local 891, members experienced:
 - A 68% decrease in days worked in 2023 vs. 2022.
 - A 95% decrease in gross salary earned in October 2023 vs. October 2022.
- Directors Guild of Canada statistics show:
 - A 62% decrease in total days worked in 2023 vs. 2021.
 - A 56% reduction in wages earned under contract between January 1 and November 11 in 2023 vs. the same period in 2021.

Industry Outlook

- In November the Motion Picture Production Industry Association led a marketing trip to Los Angeles to encourage productions to return to B.C.
 - Industry leaders in L.A. shared that major production activity will begin in early 2024.
 - The end of 2024 and continuing into 2025 will be busy.
 - B.C. continues to be a valuable production partner.
- Labour:
 - Attrition levels are near normal and industry unions are not concerned about available labour as production activity returns.
- Global Economy:
 - The industry is facing multiple challenges aside from the strikes, including shifting consumer behaviours, rising production costs and a global reduction in studio spending.

Contact:

Kim Lacharite ADM Sport and Creative Sectors 250-588-1700

JUNO AWARDS

Issue: B.C. is hosting the 2025 JUNO Awards

Key Messaging and Recommended Response:

- **We are thrilled that B.C. will be hosting the 2025 JUNO Awards (JUNOs).**
- **The JUNOs are Canada’s version of the U.S. Grammy Awards. They will shine the national spotlight on B.C.’s thriving music industry and generate significant positive economic impact for the tourism and hospitality sectors.**
- **We are contributing \$2 million to ensure a successful event with strong regional presence and opportunities to highlight Indigenous artists.**
- **This investment complements our recent renewal of B.C.’s music fund, Amplify BC at \$22.5 million, over three years.**

Key Facts

Background/Status:

- The JUNO Awards raises the public profile and recognition of musical artists in Canada.
- It has been administered by the Canadian Academy of Recording Arts and Sciences since 1975.
- The JUNO Awards is an iconic, marquee Canadian music event. It represents a unique hosting and tourism opportunity for B.C.
- The annual event includes a nationally televised awards and performance event, a week-long community festival, and industry events.
- It has a wide reach, typically attracting over 3.14 million national broadcast viewers.
- Anticipated attendance at the JUNOs broadcast show is over 15,000 people, and the event will attract thousands of additional visitors to the lower mainland throughout the week, while also engaging regional audiences through touring initiatives and province-wide programs.
- The 2025 JUNOs in Vancouver will be the fifth time the event has taken place in B.C., with the most recent being in 2018 in Vancouver.

ESTIMATES NOTE

Provincial Support for the 2025 JUNO Awards:

- In 2023/24, the Province provided Creative BC with \$2 million to support hosting the 2025 JUNO Awards.
 - This includes \$1.35 million for the Canadian Academy of Recording Arts and Sciences' (CARAS) bid fee, and \$650,000 for the JUNOs Host Committee for community engagement, legacy initiatives, and operational costs.
- CARAS is responsible for the production and delivery of the main JUNO events, such as the televised awards ceremony.
- The total operating budget for the 2025 JUNOs is \$6.37 million, including \$3.9 million for the JUNO Awards Broadcast and \$0.88 million for the JUNO Opening Night Awards.
 - The provincial contribution of \$2 million for 2025 represents 73% of the event hosting costs (including the bid fee), and 27% of the total event operating costs. This is comparable to the 2018 level of support.
 - Additionally, the City of Vancouver (COV) and Destination Vancouver (DV) have committed \$0.5 million (\$0.15 million COV and \$0.35 million DV) to the 2025 event.
- When Vancouver hosted the JUNOs in 2018, the Province invested a total of \$1.42 million (\$1.2 million for the bid fee and \$220,000 for ancillary events).
 - The bid fee has increased since 2018 due to inflation.
 - The increased Host Committee funding for ancillary events in 2025 will facilitate an expansion of Indigenous programming opportunities and regional presence throughout JUNOs Week.
- The Host Committee is responsible for enhancing the success of the JUNOs, raising Vancouver's profile, and supporting the local/provincial music scene.
 - The Province of BC will participate on the JUNOs Host Committee to ensure provincial priorities are met and benefits are maximized.

Alignment with Provincial Priorities:

- Hosting the JUNOs aligns with Ministry of Tourism, Arts, Culture and Sport mandate commitments to maintain work with B.C. host cities and organizers of upcoming marquee events and work with the creative sector to identify strategies to support growth in urban and rural communities across British Columbia.
- The Province expects the JUNOs to bring a significant return on investment.
 - According to the economic impact report on 2018 JUNOs in Vancouver, the event fuelled \$10.9 million in economic activity.
- Hosting the 2025 JUNOs will strengthen the Province's investment in B.C.'s music industry through the Amplify BC program. It will raise awareness and build B.C.'s reputation as a national music centre.

ESTIMATES NOTE

- The JUNOs will leverage the hosting industry success of BreakOut West 2023 (Western Canadian Music Awards) and the [Not Yet Announced] 2025 Canadian Country Music Awards, both in Kelowna.
 - In alignment with these events, it showcases the strength of the B.C. music industry and draws tourists to the province to celebrate success.
 - The event will also leverage momentum from the February 2025 Invictus Games and contribute to future hosting capacity to prepare for FIFA World Cup 2026.

Contact:

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CORE MESSAGING – SPORT

Issue: Sport's contribution to society.

Key Messaging and Recommended Response:

- **British Columbia is a recognized leader in sport participation, athlete excellence and event hosting.**
- **We all have seen the positive difference sport makes in people's lives.**
- **That is why our government invests \$50 million annually in sport, to provide safe and inclusive opportunities to participate in sport. This consists of:**
 - **the Ministry of Tourism, Arts, Culture and Sport providing approximately \$20 million;**
 - **Annual operating grant of \$2 million from the Ministry of Tourism, Arts, Culture and Sport to BC Games Society; and**
 - **the Ministry of Municipal Affairs' Community Gaming Grants program provides approximately \$29 million.**
- **More than 809,000 British Columbians participate in the federated amateur sport sector, with many more pursuing other recreational sports.**
- **This level of participation makes B.C. the most physically active province in Canada.**
- **Investment in sport helps to:**
 - **Promote healthy living, which leads to better physical and mental well-being;**
 - **Contribute to community economic development by providing jobs and generating revenue for small businesses; and**
 - **Build social capital by bringing people together and fostering community.**
- **We will continue to support the sport sector so everyone can experience the benefit of sport.**

ESTIMATES NOTE

Key Facts

Sport Participation

- The Province's *Pathways to Sport* policy framework is focused on boosting participation in sport.
- TACS provides approximately \$20 million to the sport sector.
 - To fund programs to reach under-represented population groups:
 - KidSport: \$400,000 in grants to more than 5,300 kids each year through 41 KidSport chapters in B.C.
 - BC Sport Participation Program: Approximately \$1 million was provided to support more than 80 programs in more than 45 communities across B.C. in 2023/24.
 - Afterschool Sports & Arts Initiative (ASSAI): \$1.4 million is invested in ASSAI, which allows over 11,000 students to participate in 22 school districts across the Province.
 - ISPARC: \$1.4 million is provided to ISPARC annually to deliver regional action plans, including youth camps, and training and coaching programs for Indigenous athletes. In 2022/23, ISPARC reached 9,195 individuals through their sport programming.
 - Resilient, Inspire, Strength and Engage (RISE) grants: Announced in 2022/23, the Province is investing \$3.6 million over five years in the RISE program to help children and youth in and from government care to participate in sport, physical and cultural activities.
 - Since the program's inception in June 2022 to October 2023, 668 individual grants and 34 organization grants have been awarded to support youth participation in sport, physical activity and cultural activities.
 - The Province also invests \$15.35 million in provincial and local sport organizations through a contract with its service delivery agent, viaSport.

Athlete Excellence

- The Province supports B.C. athletes on their journey through the sport system – from the playing field to the podium.
- Excellence in sport contributes to pride in community and provincial identity.
 - British Columbians comprise 14 %of Canada's population, but our athletes represent close to 30 %of Canada's national team.
- B.C.'s \$5.2 million annual investment in high performance and world-class training environments include:
 - \$1.6 million to the Canadian Sport Institute (CSI) Pacific to support programs and services delivered in partnership with Own the Podium;
 - \$1.6 million in Enhanced Excellence grants to provincial sport organizations that are achieving top results; and

ESTIMATES NOTE

- \$2.0 million to the BC Games and Team BC to give young athletes the opportunity to compete in a multi-game environment.

Sport Event Hosting

- Top competitions attract visitors to the Province, have a positive economic benefit for local businesses and residents and build B.C.'s reputation as a global destination for premier sport events.
- In 2023/24, B.C. has supported 139 sport events in 44 communities, representing an investment of more than \$3 million in hosting.

Contact:

Kim Lacharite ADM Sport and Creative Division 250-588-1700

KEY SECTOR FACTS AND STATISTICS

Issue: Key Facts and Statistics on Sport in British Columbia.

Key Messaging and Recommended Response:

- **The Province invests more than \$50 million annually in sport:**
 - **the Ministry of Tourism, Arts, Culture and Sport provides approximately \$20 million;**
 - **Annual operating grant from the Ministry of Tourism, Arts, Culture and Sport to BC Games Society (\$2 million); and**
 - **the Ministry of Municipal Affairs' Community Gaming Grants program provides approximately \$29 million.**
- **We make these investments because we know sport makes a positive difference in people's lives.**
- **Sport is also an economic driver that benefits communities across the province.**
- **In 2023/24, B.C. supported 139 sport events in 44 communities, representing an investment of more than \$3 million in local hosting.**
- **In B.C., the sector contributed \$1.047 billion to GDP¹ and 15,259 jobs² in 2021.**
- **B.C. ranks second in Canada for both sport GDP and employment, following Ontario, but we lead the country in sport GDP per capita.**
- **To make sport more diverse and inclusive, we also invest in programs that boost participation of people traditionally underrepresented in sport.**
- **In 2023/24, we are forecasting 32,630 children from population groups typically underrepresented in sport³ will be reached through targeted sport programs.⁴**

¹ Source: <https://www150.statcan.gc.ca/n1/daily-quotidien/220602/t001b-eng.htm> Data released June 26, 2023.

² Source: <https://www.canada.ca/en/canadian-heritage/corporate/publications/general-publications/culture-satellite-account.html#a2h> Data released June 26, 2023.

³ Under-represented groups include Indigenous, low income, girls and women, newcomers to Canada, and people with disabilities.

⁴ Source: Ministry of Tourism, Arts, Culture and Sport 2024/25 - 2026/27 Service Plan

ESTIMATES NOTE

- **These young people are reached through the programs offered by the Indigenous, Sport, Physical Activity and Recreation Council (ISPARC), KidSport BC, Resilient, Inspire, Strength and Engage (RISE), and the After School Sport and Arts Initiative (ASSAI).**

Membership data:

- **I am proud that membership in provincial and disability sport organizations is back to pre-pandemic membership rates.**
 - **Pre-pandemic, there were 800,000 members of provincial and disability sport organizations.**
 - **At the end of 2022/23, there were 809,000 members.**
- **That is a testament to the resiliency of leaders and volunteers throughout the sport sector in B.C. and to the recovery funding our government was able to provide.**

Key Facts

B.C.'s Investment in Sport:

- The Province of B.C. invests more than \$50 million annually in sport through:
 - TACS (\$20 million);
 - Annual operating grant from TACS to BC Games Society (\$2 million); and
 - Community Gaming Grants (\$29 million).
- TACS sport budget is distributed to the sector as follows:
 - \$15.37 million to viaSport:
 - \$13.52 million to Provincial Sport Organizations for annual funding and sport sector application grants and funded initiatives. Specifically, this funding consists of:
 - Provincial and Disability Sport Organizations (\$8.9 million).
 - Multi-Sport Organizations (\$3 million) – CSI Pacific, BC Sports Hall of Fame and Museum, SportMed BC and the Regional Alliance.
 - Grant application programs (\$1.6 million) – Hosting BC, Sport Participation.
 - \$1.84 million in viaSport operating costs.
 - \$1.4 million to the Indigenous Sport, Physical Activity and Recreation Council;
 - \$0.4 million to Sport BC to support KidSport BC;
 - \$0.175 million for the 55+ BC Games; and

ESTIMATES NOTE

- \$2.25 million in funding directly administered by the Ministry including:
 - After School Sport and Arts Initiative (\$1.4 million).
 - Major Events Program (\$0.5 million).
 - BC Sport Participation Program (\$0.35 million).

Economic Impact:

- B.C. has the second highest sport GDP and employment in Canada (after Ontario), while leading the country in sport GDP per capita.
- The BC Winter and Summer Games typically generate \$1.6 million to \$2 million each in economic impact for local host communities.

Contact:

Kim Lacharite ADM Sport and Creative Sectors 250-588-1700

PATHWAYS TO SPORT: A STRATEGIC FRAMEWORK

Issue: B.C.'s *Pathways to Sport* - a Strategic Framework for Sport in British Columbia 2020-2025.

Key Messaging and Recommended Response:

- **The *Pathways to Sport* Strategic Framework is the Province's vision of quality sport opportunities for all British Columbians.**
- **The Framework lays out how sport can help support the social and economic wellbeing of communities across the province.**
- **It is the province's first public-facing sport framework in decades and was developed in consultation with the sport sector.**
- **The Framework was launched in March 2020, just before the start of the pandemic.**
- **Despite having to pivot and prioritize pandemic response at that time, we continue to use the Framework to focus on a provincial sport system that is safe, accessible, and inclusive.**
- **With representatives from across the sport sector, we are working to:**
 - **support over 30 actions for athlete and community development listed in the Framework;**
 - **prioritize actions to further support the sector's re-build; and**
 - **monitor our progress through evaluation.**

Key Facts

- The Framework was released on March 12, 2020, and is based on three key priority areas:
 - increasing sport participation;
 - strengthening athlete development; and
 - enhancing sport event hosting opportunities for B.C. communities.
- The Framework builds off the province's strong network of coaches, officials, administrators, and volunteers who provide support to nearly 809,000 British Columbians that belong to sport organizations.
- It also recognizes the success that B.C.'s high performance athletes continue to have, and communities hosting throughout the province of world-class sporting events.

ESTIMATES NOTE

- The Framework sets a path to help make the provincial sport system more accessible, affordable, safe, and inclusive through key actions to reach population groups traditionally under-represented in sport, including:
 - People with disabilities;
 - Lower income families;
 - Indigenous Peoples;
 - Immigrants and new Canadians;
 - Older adults; and
 - Girls, women, and non-binary genders.
- The Framework includes 32 actions developed over several years in consultation with the sector.
- Key performance measures have been identified, which are being tracked to evaluate progress. They include:
 - Membership in funded Provincial Sport Organizations;
 - Number of coaches trained and certified in B.C. by gender;
 - Number of organizations that have completed the *Commit to Kids* training at the Board and leadership levels; and
 - Percentage of female board members and sport leaders.
- viaSport is leading the evaluation work with oversight from the TACS Sport branch.

Contact:

Kim Lacharite

ADM Sport and Creative

250-588-1700

viaSPORT OVERVIEW

Issue: Overview of viaSport key programs and services.

Key Messaging and Recommended Response:

- **viaSport is the main service delivery partner for the government's investment in the amateur sport sector.**
- **Through an annual funding agreement, viaSport supports key provincial initiatives such as:**
 - **administration of core funding for provincial and disability sport organizations;**
 - **development and implementation of a provincial Safe Sport initiative; and**
 - **support for implementation of government's *Pathways to Sport: A Strategic Framework for Sport in B.C.***
- **I look forward to continuing my collaboration with viaSport and other organizations in the sector, as we work together to strengthen and advance the sport sector.**

Key Facts

- viaSport operates as an independent non-profit organization that supports more than 70 provincial sport organizations across the Province.
 - The organization is led by Charlene Krepiakevich, CEO, and has 16 staff members.
 - The Board is led by Rick Ramsbottom, Board Chair, and consists of 11 Board Members.
- In 2022/23, provincial sport organizations provided programs and services to more than 809,000 provincial sport organization members.
 - Membership increased 1.4% from 798,000 in 2021/22.
- Sport organizations include:
 - Over 50 Provincial Sport Organizations (e.g., BC Soccer Association);
 - 7 Disability Sport Organizations (e.g., BC Wheelchair Sports); and
 - 12 Multi-Sport Organizations (e.g., Canadian Sport Institute Pacific and SportMed BC).
- viaSport administers \$15.4 million in annual funding on behalf of the Ministry under an agreement that sets out the purpose of funding and reporting requirements.
- The government's annual agreement with viaSport is informed by government priorities, mandate letters and the Ministry's annual Service Plan.

ESTIMATES NOTE

- viaSport supports key provincial initiatives including:
 - administration of a range of grant programs, including Hosting BC;
 - development and implementation of Play Safe BC; and
 - implementation of Pathways to Sport: A Strategic Framework for Sport in B.C.

Contact:

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BC GAMES SOCIETY OVERVIEW

Issue: BC Games Society funding and background.

Key Messaging and Recommended Response:

- **The BC Games Society oversees the BC Winter and BC Summer Games and Team BC's participation in the Canada Summer and Winter Games.**
- **These Games provide developmental opportunities for athletes, coaches and officials in preparation for higher levels of competition.**
- **BC Games also provide important economic and tourism benefits, enabling host cities to profile their communities and benefit from an economic impact in the range of \$1.6 million to \$2 million.**

Key Facts**Background/Status:**

- The BC Games Society is incorporated under the *Societies Act* and reports to the ministry as a Crown service delivery agency.
 - Alison Noble is the Society's President and CEO. She oversees nine staff members.
 - The Society's board is comprised of 15 board members which includes an ex officio member from the Sport Branch.
- The BC Summer and Winter Games each take place every two years.
 - BC Winter Games (on average):
 - 19 sports, up to 2,100 participants (1,500 athletes, 350 coaches and managers and 250 officials) and 2,000 volunteers.
 - A \$550,000 provincial grant goes to BC Winter Games host communities.
 - BC Summer Games (on average):
 - 18 sports, more than 3,700 participants (2,800 athletes, 550 coaches and managers and 375 officials) and 3,000 volunteers.
 - A \$625,000 provincial grant goes to BC Summer Games host communities.
- Athletes range in age from 9 – 19 years with an average age of 14.
 - For some athletes, the BC Games represent the highest level of multi-sport competition they will participate in. Others may advance to the Canada Games, national teams and international competitions such as the Olympic and Paralympic Games.

ESTIMATES NOTE

- In August 2023, the Province announced \$1.5 million in one-time funding to support the staging of five Games.
 - The Games that received additional funding included: Vernon 2022 (hosted in 2023), Lhtako Quesnel 2024, Maple Ridge 2024, Trail-Rossland 2026 and Kelowna 2026.
- In late 2023/24, TACS provided an incremental \$2M in funding to BCGS to further support its operations and success of future games.

Upcoming Games:

- The next BC Games will be the Maple Ridge 2024 BC Summer Games, which will take place July 18-21, 2024.
- In 2023/24, the Society also supported the planning and delivery of the Lhtako Quesnel 2024 BC Winter Games (February 22–25, 2024).
- The BC Games Society is also supporting planning and preparation for the next Canada Summer Games, which will be hosted in St. John's, Newfoundland (August 8–24, 2025).
- Future BC Games have been awarded to:
 - Trail-Rossland 2026 BC Winter Games (February 19–22, 2026); and
 - Kelowna 2026 BC Summer Games (July 23–26, 2026).

Size and Scope Review:

- The BC Games Society is currently undergoing a size and scope review in collaboration with all its sport partners, as the Games have grown too large to ensure an exceptional sport experience for all.
 - Additionally, the number of communities that can host is also limited due to the size constraints of the Games.
- The objective of the review is to ensure the Games align with each sport's athlete development pathway and to reduce the maximum Winter and Summer Games sport packages to 2,700 participants for each Games.
 - The size and scope issue is primarily associated with the Summer Games, as the Winter Games are already below this participant threshold.
- Between 2023 and 2026, the BC Games Society will work with Provincial Sport Organizations (PSO) and Disability Sport Organizations (DSO) partners to establish the fit and relevancy of each sport participating in the Games. The BC Games Society and sport organizations will have regular meetings throughout the process to ensure all parties remain informed.
- The outcomes of the review will not take effect until after the 2028 Winter and Summer Games.

Contact:

Kim Lacharite ADM Sport and Creative Sectors 250-588-1700

SPORT EVENT HOSTING

Issue: Sport event hosting.

Key Messaging and Recommended Response:

- **B.C. has a strong reputation for hosting exceptional sport events.**
- **We have welcoming and inspiring locations with world-class infrastructure.**
- **Hosting sport events stimulates the economy, provides athletes with development opportunities and builds social capital in communities, and generates economic benefit for host communities and regions.**
- **In 2023/24, B.C. has supported 139 events in 44 communities, representing an investment of more than \$3 million in local hosting.**
- **Hosting regional, provincial and national level events builds expertise and capacity, enabling communities in B.C. to host larger and more prestigious international events.**
- **We want to continue to attract events that make a strong economic impact and leave lasting sport legacies for communities.**

Key Facts

- Hosting events has a substantial benefit for the economy and community development. As sport event hosting continues to show strong recovery from the pandemic, data shows:
 - In 2023/24, events supported by the Major Events Program generated over \$26 million of economic activity in B.C.
 - The BC Winter Games and BC Summer Games typically generate an economic impact of \$2 million.
- Sport event hosting contributes to provincial sport participation and high-performance objectives by providing valuable, competitive opportunities for B.C. athletes and by raising the profile and reputation of sport.
- Sport event hosting also contributes to the broader social and cultural development of communities and helps to improve quality of life and well-being.
- The Province's annual \$3.2 million investment in sport events is distributed through three funding streams:
 1. BC Winter Games and BC Summer Games and the annual 55+ BC Games:

ESTIMATES NOTE

- \$2.2 million annually to host biennially.
- 2. Hosting BC - \$500,000 annually to help sport organizations and communities host regional, provincial and national level sport events.
 - Program is administered by viaSport.
 - In 2023/24, Hosting BC supported 108 events in 36 communities including:
 - 2023 Canadian University Rowing Championship, Burnaby (\$6,500);
 - 2023 Canadian Rugby Championships, Vancouver (\$7,500);
 - 2024 Junior Pan Am American Field Hockey Championships, Surrey (\$10,000); and
 - 2023 Junior Luge World Cup, Whistler (\$12,500).
- 3. Major Events Program - \$500,000 annually for national and international single-sport events such as world championships and world cups.
 - Program is administered by TACS.
 - In 2023/24, the Major Events program supported eight events with grants ranging from \$40,000 to \$100,000.
 - 2023 Memorial Cup, Kamloops (\$20,000);
 - 2024 Para Snowboard World Cup, Big White (\$40,000);
 - 2023 Luge World Cup, Whistler (\$60,000);
 - 2023 Skate Canada International (\$100,000);
 - 2024 World Para Biathlon & Para Nordic World Cup, Prince George (\$100,000); and
 - 2024 Canada Cup of Wheelchair Rugby, Richmond (\$100,000).
- Proposals for marquee sport events are separate from the Major Events Program – they include large international competitions and multi-sport games. These types of proposals undergo a thorough evaluation, including cost-benefit analysis, when presented to the government for decision.
- This assessment is conducted on a case-by-case basis and involves scrutinizing detailed business plans, budgets, legacy plans, economic impact forecasts, and confirming stakeholder and government support.
- The evaluation considers immediate and long-term economic, tourism, and sport benefits, as well as potential community and social legacies associated with the proposed events.

Contact:

Kim Lacharite ADM Sport and Creative Sectors 250-588-1700

SAFE SPORT

Issue: Actions to prevent and address maltreatment in sport.

Key Messaging and Recommended Response:

- **B.C. is committed to ensuring all people involved in sport can participate in an environment that is safe, welcoming, and respectful.**
- **Any harassment, abuse and discrimination in sport is unacceptable.**
- **The bad behaviours that we unfortunately sometimes see in society, also show up in the sport sector.**
- **To address maltreatment in sport, we have established PlaySafe BC in partnership with viaSport which:**
 - **Aims to educate on improper behaviours;**
 - **Requires all provincially-funded sport organizations to have updated safe sport policies on their websites;**
 - **Established the BC Universal Code of Conduct;**
 - **Requires all provincially-funded sport organizations to adopt the BC Universal Code of Conduct; and**
 - **Trained more than 1,000 leaders and board members on “Commit to Kids” for safeguarding children.**
- **viaSport continues to lead the sector with:**
 - **Conflict resolution through Sport Law Connect, which offers free alternative dispute resolution services;**
 - **Educational and training opportunities for coaches and staff through the viaSport learning centre; and**
 - **Development of PlaySafe resources, tools, and videos for sport participants, alongside a social media promotional campaign.**
- **In June 2023, we announced \$7.8 million in seed funding to establish an independent process in B.C. to manage maltreatment complaints in amateur sport.**
- **Our goal in sport is clear: everyone should have safe, positive, inclusive and accessible experiences while playing sports.**

ESTIMATES NOTE

Key Facts

Background/Status:

- Unsafe behaviour happens along a continuum, ranging from offensive comments to bullying and harassment to sexual assault. Depending on the unsafe behaviour, various processes are in force to address complaints, including criminal prosecution.
- Many athletes have come forward with issues of physical, sexual and psychological abuse. These testimonies have been widely covered by the media, including stories from hockey and gymnastics in Canada.
- As a result of high-profile cases, the number of complaints and athlete testimony and two federal parliamentary committees, ministers across Canada have committed to developing and implementing independent complaint mechanisms in their jurisdictions.

Federal-Provincial/Territorial (FPT) activities:

- In February 2019, Sport Ministers from across the country issued the Red Deer Declaration.
- Subsequently, Sport Canada funded the development of a Universal Code of Conduct to Address and Prevent Maltreatment in Sport (UCCMS) for the national sport community.
- B.C. established the B.C. Universal Code of Conduct, modelled from the federal Code. Funded PSOs must adhere to the Code as a condition of their funding.
- At the February 2023 Sport Ministers' conference in PEI, ministers from across Canada committed to working towards the establishment of an independent complaint process in their jurisdictions.
 - Three provinces and territories have an established structure in place:
 - Nova Scotia – Office of the Sport Integrity Commissioner
 - Quebec – ALIAS Solution
 - New Brunswick – ITP Sport
 - B.C. is collaborating with jurisdictions across Canada as all provinces and territories work towards this commitment.

Office of the Sport Integrity Commissioner:

- Also, as part of the coordinated response to the Red Deer Declaration, Sport Canada established the Office of the Sport Integrity Commissioner (OSIC) in June 2022.
- The OSIC is responsible for administering the UCCMS by:
 - overseeing a complaint intake process;
 - conducting preliminary assessments and investigations;
 - maintaining a database of imposed sanctions; and
 - monitoring compliance by sporting organizations and issuing reports as required.

ESTIMATES NOTE

- Central to OSIC's role is the implementation of the "independent, third-party mechanism." This mechanism gives sport participants a process outside of their national or provincial sport organization to report abuse.
- 86 program signatories (NSOs and national multi-sport organizations) have been onboarded to OSIC's services in its first year of operation.
 - In its first year, OSIC received 193 complaints, of which 66 were found under its jurisdiction.

Safe Sport Progress to Date in B.C.:

- In support of the Red Deer Declaration, the Ministry asked viaSport to develop PlaySafe BC, a provincial Safe Sport initiative.
- The Ministry provided viaSport with \$250,000 in 2019/20 and \$500,000 in 2021/22 to support this work.
- Through PlaySafe BC, viaSport has led the development of safe sport tools, trainings and resources for sport participants across the province, including:
 - The Flag Tool for Sport – a quick reference guide for determining what behaviours are considered unacceptable;
 - Bystander intervention training; and
 - Conflict resolution guidelines.
- PlaySafe BC has benefitted from a highly successful social media promotional campaign in 2023 which achieved over 12 million online impressions and was seen by more than 1.6 million individuals.
- In June 2023, the Ministry provided viaSport with \$7.8 million to support standing up an independent complaint mechanism in sport for BC, in addition to continuing PlaySafe BC initiatives.
- The ministry has conducted comprehensive engagement with the sector to help inform the development of an independent complaint process:
 - Five focus groups were conducted with various sport sector stakeholders. Questions included:
 - What would make you comfortable coming forward with a complaint to a new independent service?
 - What might make you hesitate to contact a complaints service if you had a complaint?
 - A survey was administered to the wider sport community with the same questions as asked in the focus groups.
 - viaSport held SportScape 2023: Safe Sport Summit, viaSport's annual conference for the sector.
 - Each year has a different topic of focus, with 2023 being a working session to discuss how to strengthen the culture of safe sport.
 - Attended by 89 sport representatives in person, and 4 online.

ESTIMATES NOTE

- The Ministry is in the process of developing the structure, policies and procedures required for implementing a provincial independent complaint process.

Contact:

Kim Lacharite ADM Sport and Creative Sectors 250-588-1700

KIDSPORT BC

Issue: KidSport BC grants for sport registration fees.

Key Messaging and Recommended Response:

- **We know that cost keeps one in three kids out of organized sport, especially those from marginalized or remote communities.**
- **Kids who are active through sport are physically and mentally healthier, more connected to their community, and develop important life skills, such as teamwork, leadership and resilience.**
- **That's why we are proud to support KidSport BC, a community-based program to help cover the cost of sport registration fees.**
- **TACS provides \$400,000 annually for KidSport BC, so B.C. kids are not left on the sidelines because of financial barriers.**

Key Facts

- The Ministry provides \$400,000 annually to KidSport BC, which is administered by Sport BC.
- KidSport BC is a community-based program that provides grants for children aged 18 and under to participate in a sport season of their choice.
 - There are 41 community chapters in B.C., including the provincial chapter (KidSport BC).
- Grants range from \$300-\$700 per child depending on the chapter, with most grants ranging from \$300-\$400 per child.
 - While registration fees are covered, camps, equipment, travel to playoffs, fundraising, championships, and dance do not qualify.
- Statistics Canada's Low-Income Guidelines (LICO) are used to determine financial eligibility. Extenuating circumstances can also be considered.
- The top three sports funded by KidSport BC in 2022 were:
 - soccer (1,632 kids)
 - hockey (855 kids)
 - gymnastics (616 kids)
- In 2022, KidSport BC grants supported 5,377 kids (29% increase from 2021), including:
 - 2,079 (39.3%) female;
 - 3,161 (60.5%) male;
 - 8 (0.2%) non-binary;
 - 919 (15.5%) Indigenous children;
 - 843 (13.7%) new Canadians; and,

ESTIMATES NOTE

- 207 (3.5%) children with a disability.
- More than one-third (36%) of all grants in 2022 supported populations that are of often underrepresented in sport, including Indigenous children, athletes with a disability, and new Canadians.
- The Province proclaimed October 1-7, 2023, as “KidSport BC Powered by Sport BC Week.”
- Related, in 2018/19, the Ministry provided a one-time \$2.5 million investment to support participation from children under-represented in sport, including children from low-income families, Indigenous children, children and youth with disabilities, girls and newcomers to Canada. The funding was used over three years and supported:
 - KidSport BC and Community Chapters - \$1.65 million was allocated to offset the impacts of COVID-19 on fundraising efforts and to ensure service levels remain consistent with previous years to meet the anticipated demand.
 - Flexibility was provided to Sport BC to use funds to mitigate impacts of the pandemic on KidSport funding in addition to original objectives.
 - Sport Programs - \$600,000 supported over 11,000 children to participate in 29 sport programs in 44 communities. Some of the programs funded included:
 - Lacrosse BC – Spirit Lacrosse: The Spirit of Lacrosse program introduces ongoing lacrosse programs within Indigenous communities with the aim of fostering relationships between the Indigenous communities and the local community lacrosse associations.
 - Hazelton Hockey Initiative – Grow The Game: This program enhances accessibility to hockey by providing free or low-cost programming, including hockey equipment and skills sessions, allowing kids to try hockey for the first time. This is a collaboration between Hazelton Minor Hockey Association, BC Hockey, Sport BC, ISPARC and BC Housing to provide community-driven hockey activities for Hazelton and region.
 - BC Adaptive Snowsports - Snowmobility Program: The program provides the opportunity for anyone, including those with physical limitations, to participate in snow sports.

Contact:

Kim Lacharite ADM

Sport and Creative Sectors

250-588-1700

CORE MESSAGING – MARQUEE SPORT

Issue: Provincial role, funding, and status in Marquee Sport Events

Key Messaging and Recommended Response:

- **Sport has the power to change lives and large events like the Grey Cup, Invictus Games and the FIFA World Cup can inspire the next generation to play, to participate, to kick off their careers, and to climb all the way to the podium.**
- **Marquee sport events are internationally recognized major sporting events that promote B.C. globally as a prime destination while stimulating economic growth and sparking tourism, sport development and community engagement.**
- **B.C. is an attractive host destination for sport events due to our world-class facilities, suitable climate and geography, and a wealth of hosting capacity and expertise.**
- **Hosting marquee sport events creates opportunities to attract international visitors to B.C., helping to achieve long-term benefits through increased tourism.**
- **The Province has an impressive lineup of marquee events confirmed to take place in B.C. in the next three years, including:**
 - **2024 Grey Cup at BC Place in Vancouver**
 - **2025 Invictus Games in Vancouver and Whistler**
 - **2026 FIFA World Cup at BC Place in Vancouver**
- **B.C.'s investment in events of this scale is a major step in continuing to build a vibrant and resilient tourism sector and economy.**

Key Facts

Background

- Marquee sport events such as major multi-sport games are evaluated by assessing the economic, tourism, and sport benefits and potential community and social legacies.
- This assessment is done on a case-by-case basis and includes the analysis of a detailed business plan, budget, legacy plan, economic impact forecast, and confirmation of stakeholder and government support.

ESTIMATES NOTE

- Hosting marquee events aligns with TACS recovery mandate and supports both the *Stronger BC Economic Plan* and *Pathways to Sport: A Strategic Framework for Sports in BC 2020-2025*.

2024 Grey Cup, Vancouver

- The 2024 Grey Cup will take place at BC Place for the first time since 2014 on November 17, 2024.
- This annual championship event of the Canadian Football League is a national celebration that attracts visitors and viewers from across the country.
- In October 2023, the Province approved \$3.5 million commitment (\$1 million in 2023/24, \$2.5 million in 2024/25) for the six-day Grey Cup Fan Festival and to support legacy initiatives that will benefit amateur sport development, the tourism sector and local communities.

2025 Invictus Games, Vancouver, and Whistler

- The Invictus Games will be in Vancouver and Whistler February 6-17, 2025.
 - 550 competitors, 250 support staff, and 1,100 friends and family from 25 countries will take part.
- The Province is working closely with the Vancouver Whistler Games Corporation, (the organizing committee) to ensure recognition of the Province's investment, leverage provincial priorities, collaborate on legacy initiatives, and ensure sound governance and event management practices.
- In April 2022, the Province approved a \$15 million commitment (\$1 million in 2022/23, \$1.5 million in 2023/24, \$12.5 million in 2024/25) for the 2025 Invictus Games.

FIFA World Cup (FWC) 2026

- On June 16, 2022, Vancouver was selected as an official Host City for the FWC 2026 (the largest single sport event in the world).
- On February 4, 2024, FIFA announced that Vancouver will host seven matches, including five group stage games and two knockout matches: one round of 32 and one round of 16.
- FWC 2026 will be held in June and July in 16 cities across 3 countries (Canada, United States of America, Mexico). Vancouver and Toronto are the only Host Cities in Canada.
- Following the announcement, FIFA signed a variety of agreements with the City of Vancouver (CoV), Vancouver Park Board, BC Pavilion Corporation (PavCo) and Vancouver International Airport (YVR).

ESTIMATES NOTE

- All parties have been working collaboratively to review FIFA's hosting requirements and develop plans to deliver a successful event.
- Governance committees have been established at the national and provincial level to support collective planning and aligned decision-making, including:
 - National Level Committees: representation from the Government of Canada, City of Toronto, City of Vancouver, the Province of British Columbia, the Province of Ontario and Canada Soccer with secretariat support provided by Sport Canada.
 - Provincial Level Committees: representation from the Province, City of Vancouver, PavCo, and YVR, with secretariat support provided by TACS and CoV.
 - The Province has established a cross-government ADM Committee to ensure ministries are effectively engaged in FWC26 planning and preparation.
- In March 2022, prior to CoV's selection as a Host City, the Province's preliminary estimate for planning, staging, and hosting five FIFA World Cup 2026 matches was approximately \$240 to \$260 million. This included both the City and BC Place Stadium costs.
- After further analysis of all hosting obligations, FIFA site visits, and refined operational planning, the CoV determined that their incremental expenses associated with the FIFA World Cup 2026 would be approximately \$230 million.
- Total cost estimates and economic benefits will be further refined now that Vancouver is confirmed to be hosting seven matches. The CoV, PavCo, and other partners are working with the Province and other agencies to deliver the event cost-effectively.
- In January 2023, the Province, at the request of CoV, introduced a modest temporary increase to the Municipal and Regional District Tax (MRDT) on short-term accommodations to help cover the CoV's hosting costs.
- The total costs of hosting FWC26 are anticipated to be offset by contributions from the Government of Canada (yet to be confirmed) and the City of Vancouver, rental fees paid by FIFA, the Host City commercial program, and the new additional Major Events Municipal Regional District Tax (MRDT).
- The CoV and Province will communicate the costs of, and revenues from, hosting this event as they become clear. TACS and FIN are working closely with federal and municipal event partners to maximize the long-term economic benefits of hosting this event for B.C.

ESTIMATES NOTE

Contact:

Jonathan Foweraker ED Marquee Sport Events 250-896-2673

KEY FACTS AND STATISTICS (+ SECTOR CONTEXT)

Issue: Attracting and hosting marquee sport events and leveraging these events to benefit British Columbians.

Key Messaging and Recommended Response:

- **Marquee sport events contribute to British Columbia’s social and economic prosperity.**
- **Our goal is to maximize the benefits of marquee sport events for all British Columbians, and to ensure B.C. remains a top destination for tourism and event hosting.**
- **This is an opportunity to highlight the importance and benefits of sport for our physical and mental well-being and to build legacies that benefit communities and people across the province.**
- **The Province is working closely with organizers of each event, local First Nations and community stakeholders on legacy plans to ensure long-term benefits for British Columbians.**

Key Facts

- British Columbia has a strong reputation for successful sport event hosting.
- In 2019, sport tourism expenditures in B.C. were valued at \$1.72 billion annually.
- B.C. ranks second among provinces in sport tourism visits (behind only Ontario) but ranks first in the percentage of sport tourism revenues generated by international visitors (65 percent).

Background/Status:

- B.C. is confirmed to host three marquee sports events in the next three years:
 - 2024 Grey Cup
 - 2025 Invictus Games
 - 2026 FIFA Men’s World Cup
- Hosting these marquee sport events aligns with the provincial priorities for sustained recovery of our economy and tourism sector following the pandemic and meaningful Reconciliation with First Nations through involvement of local First Nations in event planning and participation.
- Hosting marquee events provides the opportunity to build legacies that will benefit all British Columbians. This includes infrastructure, programs as well as improved capacity for hosting major events.

ESTIMATES NOTE

2024 Grey Cup, Vancouver

- The annual national Canadian Football League (CFL) championship game will be held at BC Place Stadium on November 17, 2024.
- The event will feature a six day, free-to-the-public festival leading up to the game that aligns with TACS mandate to ensure the event provides positive benefits for businesses, communities, and the tourism sector.
- Grey Cup will support businesses in tourism and hospitality during the off-season by increasing visitation and boosting hotel occupancy.
- Legacy activities and other programs to increase sport development and participation as well as ancillary events are under development by the Grey Cup 2024 organizing committee.
- Key stats:
 - 54,000 spectators
 - 3.5 million Canadian viewers
 - 500,000 festival visitors
 - \$3.5 million in provincial funding
 - \$63 million in economic impact is expected in 2024 (based on the average of previous four Grey Cup games from 2018 to 2022).

Invictus Games 2025, Vancouver and Whistler

- In April 2022, the Toronto-based military and veteran-supporting organization, True Patriot Love (TPL), awarded the rights to host the Invictus Games 2025 in Vancouver and Whistler, February 6-17, 2025.
- The Games will take place over 12 days using venues in Vancouver and Whistler currently including: the Vancouver Convention Centre, Rogers Arena, UBC Aquatics Centre, Hillcrest Curling Club, Whistler Olympic Park and the Whistler Sliding Centre.
- Legacy programming includes adaptive snow sport research, veterans' employment, investment in provincial disability sport organizations and equipment, and an enhanced awareness of the role of Indigenous members of the Canadian Armed Forces.
- An Environmental, Social, Governance (ESG) framework has been developed for these Games to ensure sustainability extends beyond just environmental issues.
- Key stats:
 - Participants from up to 25 nations
 - 9 different sports
 - 550 competitors
 - 1,100 friends and family
 - 1,600 volunteers

ESTIMATES NOTE

- \$15 million in provincial funding
- \$63.3 million of economic impact is expected in 2025 (based on a forecast by Sports Tourism Canada)

FIFA World Cup (FWC) 2026

- The FIFA World Cup 2026 is a global soccer tournament jointly hosted by 16 cities across Canada, US and Mexico over 39 days in June and July 2026.
- The City of Vancouver was named a Host City for the event on June 16, 2022.
- On February 4, 2024, FIFA announced that seven matches will be played at BC Place stadium, including five group stage games and two knockout games: one round of 32 and one round of 16.

Advice/Recommendations; Cabinet Confidences; Government Financial Information; Intergovernmental Communications

- Upgrades to BC Place stadium will improve accessibility for this event, but will also ensure that those attending the many concerts and sporting events that BC Places hosts in the years to come are able to do so without facing accessibility barriers.
- Key stats:
 - 7 matches at BC Place Stadium
 - FIFA Fan Festival in Vancouver
 - 48 qualifying teams
 - 4 billion viewers (based on Qatar 2022)
 - Based on 5 games BC estimates:
 - 269,000 event visitors
 - Generate \$1 billion in revenue for B.C.'s tourism sector between 2026-2031.

Contact:

Jonathan Foweraker ED Marquee Sport Events 250-896-2673

2026 FIFA WORLD CUP

Issue: British Columbia will host the FIFA World Cup in 2026.

Key Messaging and Recommended Response:

- **The FIFA World Cup 2026 is the largest single-sport event in the world. Hosting it will be a once-in-a-generation opportunity for all British Columbians, especially soccer fans.**
- **This event will put a global spotlight on B.C. as a prime destination like no other, boosting tourism for years to come and strengthening B.C.'s economy.**
- **Destination B.C. and BC Stats estimated that, based on hosting five matches, the FIFA World Cup 2026 could bring over \$1 billion in new tourist revenue to B.C.'s economy between 2026 and 2031.**
- **It is expected that people who visit B.C. will return four times in their lifetimes. These visitors fill up hotel rooms, buy from local businesses and take their positive experiences home, encouraging their friends and relatives to visit.**
- **Our goal is to maximize the benefits of this opportunity for everyone in British Columbia.**

Costs:

- **We continue to work with all partners to assess hosting requirements and refine our plans accordingly, including updating our assessment of estimated costs and revenues.**
- **Cost estimates are influenced by several factors, some of which are not yet known, including:**
 - **Which teams play in Vancouver.**
 - **Greater understanding of FIFA's hosting requirements, informed by regular meetings with FIFA and their site visits.**
 - **The federal government's contribution.**
 - **The rate of inflation.**
 - **Safety and security assessments.**
- **Ultimately, each host city is unique, and each will have different cost estimates to meet FIFA's hosting requirements - we will keep**

ESTIMATES NOTE

working with hosting partners to refine cost estimates as more information is made available, including federal funding contributions.

Hotel Capacity:

- I am aware of the concerns about hotel capacity in Vancouver to meet future demands like hosting the FIFA World Cup 2026 matches.
- This is something I have been discussing with our tourism and accommodation stakeholders and my federal counterpart.
- I understand that 1,400 hotel rooms are in the development pipeline for Vancouver, which is good news for the tourism industry.
- We have a strong relationship with British Columbia's accommodation sector and we will continue to work with the City of Vancouver, other cities, and our partners on all issues that affect tourism and accommodation as we move closer to FIFA World Cup 2026.
- We are open to hearing solutions from the accommodation sector to address the need for more hotel rooms.

Disclosure of FIFA Agreements:

- The B.C. Government has not signed any contracts or agreements with FIFA relating to the FIFA World Cup 2026.
- Questions about the agreements with FIFA should be directed to those that signed them.
- The Host City Agreement is between the City of Vancouver and FIFA and the Stadium Agreement is between BC Pavilion Corporation (PavCo) and FIFA.
- I expect the City of Vancouver and PavCo, as well as any other parties in B.C. that have agreements with FIFA, to comply with provincial access-to-information laws and work with FIFA, as appropriate, to respond to access-to-information requests.

ESTIMATES NOTE

Key Facts

Background

- On June 16, 2022, Vancouver was confirmed a Host City for the FIFA World Cup 2026. The tournament will be co-hosted by 16 Host Cities in three countries: Canada, United States and Mexico. Toronto is the other Canadian Host City.
- The tournament is the largest single-sport event in the world.
- Following the confirmation of Vancouver as a Host City, FIFA signed legal agreements with the City of Vancouver, Vancouver Park Board, BC Pavilion Corporation (PavCo), and Vancouver International Airport (YVR).
- The FIFA World Cup 2026 will be the first with a 48-team format, up from 32 teams. In March 2023, FIFA announced a further expansion of the 2026 tournament to include 104 matches, up from the previously-planned 80 matches.
- FIFA announced its match schedule on February 4, 2024 and confirmed that Vancouver will host seven matches, including five group stage games and two knockout games: one round of 32 and one round of 16.
- B.C. and Toronto are seeking federal funding under the Federal Policy for Hosting International Sport Events. Federal funding is expected to be confirmed in 2024.

Advice/Recommendations; Cabinet Confidences; Government Financial Information; Intergovernmental Communications

Financial Impact

- Hosting marquee events creates opportunities for significant profile and international exposure and can bring new international visitors to B.C., helping to achieve long-term economic and social benefits that will provide lasting legacies for British Columbians.
- Destination BC and BC Stats previously estimated that, based on hosting five matches, the FIFA World Cup 2026 will bring 269,000 visitors to B.C. during the tournament and could generate \$1 billion in revenue for B.C.'s tourism sector between 2026-2031.
- With the number of matches to be played in Vancouver now confirmed, B.C. will be updating its economic impact projections.
- In March 2022, prior to CoV's selection as a Host City, the Province's preliminary estimate for planning, staging, and hosting five FIFA World Cup

ESTIMATES NOTE

2026 matches was approximately \$240 to \$260 million. This included both the City and BC Place Stadium costs.

- After further analysis of all hosting obligations, FIFA site visits, and further operational planning, the CoV determined that their incremental expenses associated with the FIFA World Cup 2026 would be approximately \$230 million.
- The Province continues to work with all partners to understand and estimate costs of planning, staging and hosting FIFA World Cup 2026 matches. Total cost estimates and economic benefits will be further refined now that Vancouver is confirmed to be hosting seven matches.
- In January 2023, the Province, at the request of CoV, introduced a modest temporary increase to the Municipal and Regional District Tax (MRDT) on short-term accommodations to help cover the CoV's hosting costs.
- The total costs of hosting FWC26 are anticipated to be offset by contributions from the Government of Canada and the City of Vancouver, rental fees paid by FIFA, the Host City commercial program, and the new additional Major Events Municipal Regional District Tax (MRDT).

Major Events Municipal Regional District Tax

- In November 2022, the Ministry of Finance introduced and passed legislation to allow for an additional Major Events Municipal Regional District Tax (MDRT) of up to 2.5% on short-term accommodation to generate revenue toward the hosting of large international events.
- At the request of the City of Vancouver, as of February 2, 2023, visitor accommodation properties in Vancouver began collecting the additional Major Events MRDT. It is expected to generate \$230 million over seven years to help offset the City of Vancouver's hosting costs.
- \$22.7M of the new major events MRDT has been collected and remitted to the City of Vancouver over the first nine months ending Oct 2023.

Indigenous Participation

- On June 20, 2023, Premier Eby, Minister Popham and Vancouver Mayor Ken Sim met with Chief Wayne Sparrow (Musqueam), Wilson Williams (Squamish) and Chief Jen Thomas (Tsleil-Waututh) to discuss their respective interests regarding FIFA World Cup 2026.
- On December 6, 2023, Minister Popham and Mayor Sim once again met with MST Nation leadership to strengthen relationships and continue discussions about their participation in FIFA World Cup 2026.
- Government Financial Information; Intergovernmental Communications

ESTIMATES NOTE

- The Province looks forward to extending benefits of hosting the FIFA World Cup 2026 to Indigenous communities throughout B.C. through legacy programming.

Contact:

Jonathan Foweraker ED Marquee Sport Events 250-896-2673

2025 INVICTUS GAMES

Issue: Provincial role, funding, and status of Invictus Games 2025

Key Messaging and Recommended Response:

- **We are thrilled to provide a total of \$15 million in funding support towards hosting the first ever winter hybrid Invictus Games in B.C. in 2025, and welcome athletes, coaches, families, and visitors to our beautiful province.**
- **The Invictus Games will honour wounded, ill and injured veterans and military personnel from 25 countries around the world as part of their journey to recovery.**
- **The Invictus Games are expected to bring increased profile of B.C.'s adaptive sport opportunities and programming.**
- **The twelve-day event will also shine a spotlight on the important role of Indigenous members of our Canadian Armed Forces. With just over a year to go, B.C. is working closely with event organizers to ensure the event leaves lasting legacies and provides positive benefits for British Columbians.**

Key Facts

Background

- The seventh Invictus Games will take place February 6-17, 2025 in Vancouver and Whistler.
- The event invites wounded, injured and sick military service personnel to compete at a marquee sport event.
- B.C. is expected to welcome approx. 550 international competitors, 250 support staff and 1,100 friends and family from 25 countries.
- The 2025 Invictus Games will be the first event with winter sports (alpine skiing, snowboard, cross-country skiing, biathlon, skeleton and wheelchair curling).
- B.C. will leverage existing facilities including winter sport facilities from the 2010 Olympic and Paralympic Games.
- The organizing committee, the Vancouver Whistler Games Corporation, is a not-for-profit and has set up a Board of Directors that includes leaders of the Squamish, Musqueam, Tsleil-Waututh and Lil'wat Nations.
- The Invictus Games were founded by Prince Harry, the Duke of Sussex. Previous Invictus Games have taken place in London (2014), Orlando (2016), Toronto (2017), Sydney (2018) The Hague (2022) and Dusseldorf (2023.)

ESTIMATES NOTE

Financial Impact

- In April 2022, the Province approved a \$15 million commitment (\$1 million in 2022/23, \$1.5 million in 2023/24, and \$12.5 million in 2024/25) for the Invictus Games 2025.
- The Federal Government, through Veterans Affairs Canada, is also providing \$15 million in funding in support of this event.
- The Province is working closely with Vancouver Whistler Games Corporation to ensure recognition of the Province's investment, leverage provincial priorities, collaborate on legacy initiatives, and ensure sound governance and event management practices.

Indigenous Participation

- The Musqueam, Squamish, Tsleil-Waututh and Lil'Wat Nations have been involved in planning and delivering the event since 2021. The nations participated in the bid process and a representative travelled to Dusseldorf, Germany in 2023 for the handover of the Games to Canada.
- The Invictus Games 2025 brand has been co-developed with artists from all four Host Nations and will be an integral part of the event.

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2024 GREY CUP

Issue: Provincial role, funding, and status of 2024 Grey Cup.

Key Messaging and Recommended Response:

- **The Government of B.C. is proud to support the 2024 Grey Cup that will be hosted at BC Place Stadium in Vancouver.**
- **The Grey Cup is Canada's largest annual sporting event and will showcase British Columbia, generating significant economic benefits.**
- **To maximize the benefits, the Province is providing \$3.5 million to support a family-friendly fan festival and legacy projects that will ensure this event benefits British Columbians throughout the Province.**
- **The Grey Cup is expected to draw tens of thousands of visitors who will spend their dollars at local businesses, hotels, restaurants and attractions in Vancouver and throughout the province.**
- **We look forward to filling the stands at BC Place and inspiring fans to come, stay, and visit again in the future.**
- **Out-of-province travellers spend more, stay longer, and travel to smaller communities after visiting larger urban areas. We know that these visitors take positive experiences home - encouraging others to come here in the future.**
- **The Grey Cup also profiles B.C. as a prime destination for sport hosting, creating more opportunities for boosts to the economy that will benefit all of B.C.**

Key Facts

Background

- The 111th annual Grey Cup will take place at BC Place on November 17, 2024.
- The Canadian Football League's annual championship includes a football game between the east and west division championship teams and a week-long festival and ancillary events.

ESTIMATES NOTE

- The event will feature a six day, free-to-the-public festival leading up to the game that aligns with TACS mandate to ensure the event provides positive benefits for businesses, communities, and the tourism sector.
- The event has strong reach, typically attracting over 3.5 million national broadcast viewers and is one of Canadian television's largest annual sporting events.
- The BC Lions have established the Grey Cup 2024 Organizing Committee, responsible for all aspects of organizing the 2024 Grey Cup and associated events.
- Legacy activities and other programs to increase sport development and participation as well as ancillary events are under development by the Organizing Committee.

Financial Impact

- The Grey Cup is an iconic Canadian event that represents a unique sport hosting and tourism opportunity for British Columbia.
- Vancouver and B.C. are expected to welcome more than 500,000 festival visitors for the Grey Cup, which is expected to sell out.
- Grey Cup will support businesses in tourism and hospitality during the off-season by increasing visitation and boosting hotel occupancy.
- In October 2023, the Province announced a \$3.5 million commitment (\$1 million in 2023/24, \$2.5 million in 2024/25) for the six-day Grey Cup Fan Festival and to support legacy initiatives that will benefit the tourism sector and local communities.
- The total event budget is the responsibility of the Grey Cup 2024 Organizing Committee, not the Province of BC.
- \$63 million in economic impact is expected in 2024 (based on average of previous four Grey Cup games from 2019 to 2022).

Indigenous Participation

- The BC Lions and the Grey Cup 2024 Organizing Committee are engaging with Musqueam, Squamish and Tsleil-Waututh Nations to ensure their communities participate in, and benefit from, hosting this event on their territories.

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