

**Ministry of  
Tourism, Arts  
and Culture**

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**2017/18  
Annual Service Plan Report**

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For more information on the British Columbia  
Ministry of Tourism, Arts and Culture,  
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## Minister's Message and Accountability Statement



As B.C.'s Minister of Tourism, Arts and Culture, I'm pleased to present the Ministry's Annual Service Plan Report for the period of September 2017 through the fiscal year ending March 31, 2018.

The Ministry is committed to improving the lives of British Columbians by supporting a strong, sustainable economy and creative, healthy environment that benefits everyone.

Our Ministry is achieving this by providing support to the tourism, creative and arts, culture and sports sectors, and multicultural activities in every region of the province.

Tourism is a key driver of the provincial economy. There are more than 19,000 mostly small businesses employing approximately 133,000 people in this sector. Revenues support essential services and improve the quality of life for British Columbians.

In this Canada-China Year of Tourism, our government's mission to Beijing and Guangdong engaged hundreds of key stakeholders with the message of British Columbia's year-round travel opportunities. China is a top source of international visitors for our province, and the Ministry is committed to growing that number. I was very proud to sign Canada's first tourism destination partnership deal with WeChat during that mission. This partnership will provide the Province with a distinct advantage as we seek to attract more Chinese visitors.

We have also worked hard to promote and support creative industries, including the thriving film and television production sector. Production is at an all-time high in our province. A key Ministry goal is to maintain and grow B.C.'s standing as a world-class centre for film. My mission to Los Angeles enabled me to promote our province as a location with top Hollywood studios, and build relationships which will bring more business and good, sustainable jobs to B.C.

British Columbia is Canada's third-largest music centre, with over 285 music companies, 160 recording studios and more than 200 music festivals across the province. Amplify BC, our new \$7.5 million music fund, will provide vital support to the success of that industry, supporting British Columbia's musicians and audio production professionals to take their place at the forefront of the music world.

Investing in arts and culture develops our creative talent, supports a stimulating environment for citizens and attracts visitors. I was delighted that our 2018 budget provided the B.C. Arts Council with its first increase in five years. This new money will provide grants to artists all over the province. This is one important way that we are supporting a vital cultural sector.

I'm supported in my work on sport and multiculturalism by the leadership of Parliamentary Secretary Ravi Kahlon. In the coming year, our Ministry will launch sport and tourism strategic plans. These plans will provide new approaches to expand access to needed programs and services. Along

with the development of these strategic plans, we are also working to expand programs and services for arts, and set new strategic priorities for multiculturalism.

I am proud of what we have achieved since September 2017, and look forward to accomplishing great things in the year ahead.

The Ministry of Tourism, Arts and Culture *2017/18 Annual Service Plan Report* compares the Ministry's actual results to the expected results identified in the *2017/18 - 2019/20 Service Plan* created in September, 2017. I am accountable for those results as reported.

A handwritten signature in black ink, appearing to read "Lisa Beare". The signature is fluid and cursive, with a large initial "L" and "B".

Honourable Lisa Beare  
Minister of Tourism, Arts and Culture  
June 27, 2018

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## Purpose of the Ministry

The [Ministry of Tourism, Arts and Culture](#) brings together tourism, sport, arts, culture and multiculturalism policy, programs and services to ensure that the people of British Columbia have the opportunity to reach their full potential. This new structure supports B.C.'s thriving tourism and creative sectors, prioritizes opportunities for participation in sport and the arts and supports and promotes B.C.'s diverse cultures.

The Ministry oversees five Crown corporations including [Destination BC](#), the [BC Pavilion Corporation](#), [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 engage and unify British Columbians through the power of sport.

Further, the Ministry works with [Creative BC](#), to expand and diversify British Columbia's creative industries, stimulate creation of good jobs and sustainable employment in the creative sector and promote B.C.'s creative content and production capabilities both at home and in the global marketplace.

The success of the Ministry depends on solid partnerships with Indigenous peoples<sup>1</sup>, local and provincial public sector organizations, regional and local destination marketing organizations, Visitor Centres, the network of not-for-profit organizations, small and medium-sized businesses, large corporations and all levels of government.

Delivery of the Ministry's mandate is guided by key legislation, including: the [Arts Council Act](#), the [Athletic Commissioner Act](#), the [Museum Act](#), the [Pacific National Exhibition Enabling and Validating Act](#), the [Pacific National Exhibition Incorporation Act](#), the [Destination BC Corp. Act](#), the [Tourism Act](#) and B.C.'s [Multiculturalism Act](#).

## Strategic Direction

In July 2017, the new government announced its priorities with three key commitments to British Columbians:

- To make life more affordable.
- To deliver the services people count on.
- To build a strong, sustainable, innovative economy that works for everyone.

Integrating with these priorities is government's commitment to true, lasting reconciliation with Indigenous peoples in British Columbia, as we move towards fully adopting and implementing the United Nations Declaration on the Rights of Indigenous peoples and the Calls to Action of the Truth and Reconciliation Commission.

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<sup>1</sup> The term "Indigenous" used throughout this document is intended to include all people of Indigenous ancestry, including First Nations, Métis and Inuit. The term "Indigenous communities" means the diversity of Indigenous communities as defined by Indigenous peoples and includes descriptions such as urban, rural, metropolitan, land-based and reserve.

In the 2017/18 – 2019/20 *Service Plan* the Ministry provided a series of objectives and performance targets from the Minister’s [Mandate Letter](#) designed to further the key commitments of government.

## Operating Environment

A number of factors were expected to affect the Ministry’s operating environment during the 2017/18 – 2019/20 period. The most significant of these were:

- Expectations of continued growth in the tourism sector and, in particular, in the fast-growing Indigenous tourism sector.
- Recovery of the tourism sector in areas of the province affected by wildfires and other hazards.
- Strong growth in the film, television and digital media sectors, due largely to a favourable exchange rate, increasing global demand for content and the province’s highly skilled creative and technical workforce.
- Supporting the arts, culture and sport sector to explicitly address equity issues, equal access and diversity within public programs and services by reducing barriers and encouraging inclusive participation.
- Challenges and opportunities for the arts, culture and creative sectors related to rapid technological change, digital media and the knowledge economy, and resultant impact on access, production, distribution, audiences and copyright: often resulting in limited reach and reduced revenues.
- Pressures on the working conditions of artists, cultural producers and arts and culture organizations due to rising costs of living, low levels of compensation, limited access to space for the creation and presentation of arts, organizational capacity pressures and the “gig economy.”
- The cultural identity of British Columbia is unique and diverse, drawing from many different narratives including Indigenous peoples, and is appealing to an international multicultural audience.
- Ongoing funding support for major events across the province to bring visitors to all regions.

## Report on Performance

The following table reports on the objectives and performance targets provided in the *2017/18 – 2019/20 Service Plan* along with the Ministry’s achievements.

Objective	Actions Taken Up to March 31, 2018
Objective 1: Champion tourism as a job creator in British Columbia, and work to expand tourism marketing efforts internationally.	<ul style="list-style-type: none"> <li>• Continued work on the development and implementation of a new Tourism Strategy for British Columbia.</li> <li>• 2018 Global Marketing Plan completed and launched by Destination BC to expand international marketing efforts.</li> <li>• Destination Development planning is underway in 20 areas across the province.</li> <li>• Funding of \$10.5 million through the Resort Municipality Initiative to grow seasonally dependent tourism economies.</li> <li>• Continued support for wildfire impacted areas to mitigate job loss and grow jobs in the future. Impacted regions have received \$1.6 million in funding (\$600,000 from the Ministry of Tourism, Arts and Culture, and \$1 million from Destination BC for marketing support).</li> <li>• Provided \$2.3 million for 45 events in 2017/18 through Tourism Events Program to support marketing, advertising, promotional and advertising of events and celebrations across the province.</li> </ul>
Objective 2: Work with the Minister of Jobs, Trade, and Technology to include British Columbia’s tourism sector in trade missions.	<ul style="list-style-type: none"> <li>• Participated in the Premier’s Trade Mission to Asia in January 2018, along with the Minister of Jobs, Trade and Technology, to represent British Columbia as a desirable travel destination.</li> <li>• Participated in the L.A. film trade mission in November 2017 to increase investment in British Columbia’s media production industries.</li> </ul>
Objective 3: Double the Province’s investment in the BC Arts Council over four years.	<ul style="list-style-type: none"> <li>• In Budget 2018, the government announced an additional \$15 million investment over three years for the BC Arts Council. This equates to a \$5 million lift for 2018/19 bringing the program budget total to \$29 million.</li> </ul>



<p>Objective 4: Increase investments in Creative BC over four years.</p>	<ul style="list-style-type: none"> <li>• In Budget 2018, the government announced an additional \$3 million over three years to enable Creative BC to more effectively strengthen B.C.'s motion picture, music, publishing and digital media sectors and ensure continued growth in the province's vibrant creative economy.</li> <li>• An additional \$1 million in one-time funding was provided in 2017/18 for strategic creative supports, enabling cross-collaboration among the creative industries in B.C.</li> </ul>
<p>Objective 5: Establish an arts infrastructure fund to help provide space for B.C. artists.</p>	<ul style="list-style-type: none"> <li>• Began consultation and development on how to support capital infrastructure for artistic spaces in a way that will complement and leverage funding available at provincial, federal and municipal levels.</li> </ul>
<p>Objective 6: Continue to work with Creative BC to ensure B.C. film and TV makers get their fair share of federal investments from Telefilm and other federal government programs.</p>	<ul style="list-style-type: none"> <li>• The Province moved towards improving B.C.'s competitiveness in seeking federal funding, including increasing the grant to Creative BC by \$3 million over three years and expanding the Film Incentive BC Tax Credit to include B.C.-based screen writers.</li> </ul>
<p>Objective 7: Work with the Minister of Finance to expand B.C.'s film labour tax credit to include B.C. writers.</p>	<ul style="list-style-type: none"> <li>• Worked with the Ministry of Finance to expand the Film Incentive BC Tax Credit to include eligible B.C. scriptwriting expenses. This expansion will increase the competitiveness and success of B.C.'s domestic production sector, and help B.C.-owned production companies and B.C. resident writers own and control more intellectual property.</li> </ul>
<p>Objective 8: Work with the Minister of Municipal Affairs and Housing to develop a community capital infrastructure fund to upgrade and build sports facilities, playgrounds, local community centres and arts and culture spaces.</p>	<ul style="list-style-type: none"> <li>• Partnered with the Minister of Municipal Affairs and Housing to support the development of the program funding stream related to the sport, arts and culture sector.</li> </ul>

As committed to in the *2017/18 – 2019/20 Service Plan* tabled in September 2017, the Ministry released fully developed objectives and performance measures in the Ministry's *2018/19 – 2020/21 Service Plan*, tabled in February 2018.

## Financial Report

### *Discussion of Results*

The Discussion of Results reports on the Ministry of Tourism, Arts and Culture financial results for the year ended March 31, 2018 and should be read in conjunction with the Financial Reporting Summary Table provided below.

This fiscal, the Ministry received a total of \$38.8 million in contingencies access to fund a number of priority investments, including:

- The Resort Municipality Initiative;
- BC Hockey bid to host the 2019 World Junior Hockey Championship;
- Facility repairs for the Royal BC Museum;
- Canada 150 anniversary investments;
- Creative BC's new Amplify BC music fund;
- Art Gallery of Greater Victoria's NEXT Gallery project;
- BC Artscape Society and 312 Main project in Vancouver;
- Expanded grants under the International Presence Program; and
- Additional grants in support of the creative sector.

In 2017/18 the Ministry realized a surplus of \$850,000 in Physical Fitness and Amateur Sport funds before the adjustment of prior year accruals, which represents 0.5 per cent of the estimated total Ministry budget allocation. The underspending was due to lower than anticipated returns on investment within the special account.

### *Financial Report Summary Table*

	Estimated	Other Authorizations <sup>1</sup>	Total Estimated	Actual	Variance
<b>Operating Expenses (\$000)</b>					
Arts, Culture and Sport	47,637	13,348	60,985	60,537	(448)
Tourism and Film Policy	4,196	24,250	28,446	29,315	869
Multiculturalism and Corporate Initiatives	2,269	0	2,269	1,881	(388)
Transfer to Crown Corporations and Agencies	78,540	1,250	79,790	79,790	0
Executive and Support Services	1,190	0	1,90	1,157	(33)
<b>Sub-Total</b>	<b>133,382</b>	<b>38,848</b>	<b>172,680</b>	<b>172,680</b>	<b>0</b>
<b>Special Accounts (\$000)</b>					
BC Arts and Culture Endowment	2,500	0	2,500	2,500	0

<b>Physical Fitness and Amateur Sport Fund</b>	<b>1,700</b>	<b>0</b>	<b>1,700</b>	<b>850</b>	<b>(850)</b>
<b>Subtotal</b>	<b>138,032</b>	<b>38,848</b>	<b>176,880</b>	<b>176,030</b>	<b>(850)</b>
<b>Adjustment of Prior Year Accrual<sup>2</sup></b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>(7)</b>	<b>(7)</b>
<b>Total Ministry</b>	<b>138,032</b>	<b>38,848</b>	<b>176,880</b>	<b>176,023</b>	<b>(857)</b>
<b>Ministry Capital Expenditures (Consolidated Revenue Fund) (\$000)</b>					
<b>Executive and Support Services</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>(1)</b>
<b>Total</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>(1)</b>
<b>Capital Plan (\$000)</b>					
<b>BC Pavillion Corporation Capital Fund</b>	<b>15,238</b>	<b>0</b>	<b>15,238</b>	<b>9,533</b>	<b>(5,705)</b>
<b>Total</b>	<b>15,238</b>	<b>0</b>	<b>15,238</b>	<b>9,533</b>	<b>(5,705)</b>

<sup>1</sup> "Other Authorizations" include Supplementary Estimates, Statutory Appropriations and Contingencies. Amounts in this column are not related to the "estimated amount" under sections 5(1) and 6(1) of the *Balanced Budget and Ministerial Accountability Act* for ministerial accountability for operating expenses under the Act.

<sup>2</sup> The Adjustment to prior year Accruals of \$.007 million is a reversal of accruals from the prior year.

## **Appendix A: Ministry Contact Information and Hyperlinks**

### **Hon. Lisa Beare**

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Further information on the various programs and services provided by the Ministry of Tourism, Arts and Culture can be found at [www.gov.bc.ca/tac](http://www.gov.bc.ca/tac).

To contact a specific person or program in the Ministry of Tourism, Arts and Culture, please refer to the [B.C. Government Directory](#).

## **Appendix B: List of Crowns, Agencies, Boards and Commissions**

### **Crown Corporations**

[Destination BC](#)

[BC Games Society](#)

[BC Pavilion Corporation](#)

[Knowledge Network](#)

[Royal BC Museum](#)

### **Agencies, Boards and Commissions**

[BC Arts Council](#)

[Creative BC](#)

[Legacy Initiatives Advisory Council](#)

[Medal of Good Citizenship Committee](#)

[Multicultural Advisory Council of BC](#)

[Office of the BC Athletic Commissioner](#)

[viaSport](#)

[Whistler Sport Legacies Society](#)