



Ministry of
Tourism, Culture
and the Arts

2009/10–2011/12
Service Plan

February 2009



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Message from the Minister and Accountability Statement



I am pleased to present the Ministry of Tourism, Culture and the Arts' 2009/10 – 2011/12 Service Plan.

Even in these challenging economic times, there are many exciting opportunities for British Columbia. In less than a year, our province will take centre stage as host of the 2010 Olympic and Paralympic Winter Games, an unprecedented opportunity to showcase the magnificence of our province to the world. B.C.'s vibrant arts and culture events, tourism offerings and heritage are powerful magnets that can draw tourists beyond Whistler and Vancouver, allowing us to maximize the economic benefits of these Games in every corner of the province.

Tourism generates about \$13 billion in revenue each year, providing more than 120,000 direct jobs and 170,000 indirect jobs across our province. Similarly, B.C.'s creative industries generate \$5.2 billion each year and employ 78,000 people. By hosting the 2010 Olympic and Paralympic Winter Games, there is a strong potential for growth in 2010 and for years to come.

To prepare, the Ministry is enhancing B.C.'s tourism sector by expanding the role of the creative industries. Arts and culture activities already significantly contribute to B.C.'s tourism revenues. Visitors want to hear the real stories of British Columbians, and we want to tell them. The cultural strategy that we are developing will support the integration of arts, culture and heritage with tourism, providing an open invitation to our visitors to experience more of British Columbia's people, places and ways of living.

Cultural tourism is the fastest-growing tourism sector and we have a huge advantage in this area. Aboriginal cultural tourism in B.C. is rising faster than traditional tourism. More than one-third of travelers tell us they visit Aboriginal sites, attractions and events during their trips to B.C. To boost this industry further, we committed \$5 million in 2007 to help build a culturally rich and sustainable Aboriginal tourism industry throughout B.C.

Tourism can also play a significant role in diversifying rural B.C., where the economy is heavily dependent on resource-based industries. To help build the tourism sector, we have provided \$25 million to the Union of B.C. Municipalities for community tourism marketing projects; invested \$8 million to construct six Provincial Gateway Visitor centres; and contributed to the sites, infrastructure, and marketing of Circle Routes that visitors can use to explore all of our province's diverse regions. Just this year, we've also nearly doubled Tourism BC's share of the Hotel Room Tax. This increase will bring Tourism BC's revenue from the Province to approximately \$59 million in 2009/10.

The development of new infrastructure is also critical for growth in the tourism sector. The expanded Vancouver Convention and Exhibition Centre will triple the capacity of the existing facility from 132,674 square feet to 473,523 square feet of pre-function, meeting, exhibition and ballroom space.

This expansion will enable the province to host multiple, simultaneous events, as well as large single events upwards of 10,000 delegates.

We also announced the first phase of the Ski & Ride Smithers expansion which will include a new lift, an additional ski terrain and the development of 100 lots. Another exciting tourism infrastructure project is the expansion of the Canadian Rockies International Airport, located between Cranbrook and Kimberley, which included extensions to the runway, an expanded air terminal building and a new Canada Border Services facility. This airport is one of 11 airports that has been expanded or received terminal improvements. Since 2003, the Province has invested approximately \$23 million in these projects to improve access to some of B.C.'s most beautiful places.

Tourism, arts and culture not only contribute to our economic strength and stability, they are also essential to communicating the unique history, heritage and culture that define us as a province. The Heritage and Archaeology branches encourage and facilitate the protection and conservation of heritage property in British Columbia. We are taking a leadership role in heritage conservation by working with local governments and other stakeholders in developing effective community heritage planning and management. British Columbia now leads the nation in the number of records in the Canadian Register of Historic Places.

In honour of B.C.'s dynamic history, more than 1,000 BC150 celebrations took place in 168 communities across the province, commemorating the 150th anniversary of the founding of British Columbia as a Crown colony in 2008. Spirit Squares were created in communities, local museums featured themed exhibits, and there were numerous festivals and celebrations to mark this important milestone. As a permanent cultural legacy of BC150, Premier Campbell announced the BC150 Cultural Fund of \$150 million. This will help provide long term, stable funding for a wide range of arts and cultural activities in communities across the province.

We have accomplished a lot, but much work still lies ahead of us, especially with the global economic situation. This plan outlines the Ministry's key objectives, strategic goals and performance measures to achieve the province's full potential in the areas of tourism, resorts, recreation sites and trails, arts and culture, film, archaeology and heritage.

The Ministry of Tourism, Culture, and the Arts' 2009/10 – 2011/12 Service Plan was prepared under my direction in accordance with the *Budget Transparency and Accountability Act*. I am accountable for the basis on which the plan has been prepared. All material fiscal assumptions and policy decisions as of February 10, 2009 have been considered in preparing the plan and I am accountable for achieving the specific objectives in the plan.



Honourable Bill Bennett
Minister of Tourism, Culture and the Arts
February 10, 2009

Table of Contents

Message from the Minister and Accountability Statement	3
Purpose of the Ministry	6
Strategic Context	7
Goals, Objectives, Strategies and Performance Measures	10
Resource Summary	21
Resource Summary Table.....	21
Major Capital Projects	23
Ministry Contact Information	24

Purpose of the Ministry

Every year, thousands of travellers are amazed and inspired by B.C.'s awesome natural environment, its abundance of recreation opportunities and its diverse culture. Tourism can strengthen and diversify regional economies across the province. Similarly, creative industries and artists and artisans contribute to a vibrant cultural environment and economy.

The Ministry concentrates its efforts on supporting the foundations of tourism supply, such as resorts, convention centres, trails, recreational sites, heritage sites, and the emerging area of cultural tourism. The Ministry works to enhance the province's reputation as a world class destination with a wide array of experiences, through:

- Making resorts, recreation sites, and trails a priority, with the Ministry serving as a cornerstone partner in providing outdoor recreational choices to British Columbians and visitors;
- Supporting the province's artistic, cultural, and heritage communities through the new cultural tourism strategy; and
- Championing world class convention centres, which not only attract business travellers from around the world, but work hand in hand with the province's other tourism attractions to bring these travellers, and their friends and families, back again for personal visits.

To achieve these important priorities, the Ministry works with Tourism BC - the province's marketing and promotion experts - and other tourism partners. These enterprising partners include individuals, small and medium-sized businesses, large corporations, First Nations, local and provincial public sector organizations, volunteer agencies, and all levels of government. The Ministry's [Tourism Action Plan](#) outlines the actions that government and its agencies are undertaking to meet the challenge of doubling tourism revenues by 2015.

A thriving arts, culture and heritage scene not only creates a rich place to live and work, but is a compelling attraction to visitors. Arts and culture are an integral part of the social fabric of a community, and heritage conservation contributes to environmental sustainability. The Ministry works with partners such as the [BC Arts Council](#) to support the cultural and artistic diversity in the province. B.C.'s world class locations, infrastructure, and skilled labour are promoted to domestic and international producers of film and television productions through the [BC Film Commission](#). The Ministry promotes exports of cultural products and focuses on the development of a favourable business climate to support the growth of creative industries.

Every corner of the province can benefit from the world-wide attention B.C. will receive during the 2010 Olympic and Paralympic Winter Games. While the international spotlight is on the province, we will seize this rare opportunity to showcase B.C.'s abundant tourist destinations and talented artists and performers to hundreds of millions of people around the world.

Essential to achieving the Ministry's goals are the Government's strategic investments in the five agencies, boards and commissions overseen by the Ministry: Tourism BC, BC Film Commission, BC Pavilion Corporation, Royal BC Museum Corporation, and the Provincial Capital Commission.

Strategic Context

Tourism

Tourism is a key sector of the British Columbian economy. It directly employs over 120,000 people¹ and accounts for about four per cent of the province's annual gross domestic product (GDP).² Over the past six years, the B.C. tourism industry emerged from a period of decline that began in the late 1990s. From 2002 to 2007, tourism growth has been strong, generally outpacing that of the provincial economy as a whole.³ Although prospects for medium to long term growth remain very good, in the short term B.C. tourism faces real challenges to maintaining growth primarily as a result of the global economic downturn.

The Ministry's key responses to this challenge include ongoing work to improve air access to British Columbia. Open Skies agreements, which lift restrictions on the number of flights between Canada and other countries, have been under negotiation through the federal government. Once agreements are concluded, easier air access is anticipated to increase our ability to compete globally. Similarly, the Ministry has been a key player in discussions regarding border security and documentation requirements.

The Ministry will continue to identify opportunities to increase tourism at the local level, including work to market our recreation sites network, increase the number of recreational vehicle facilities, and promote Aboriginal tourism initiatives.

There are also other opportunities on the horizon which will benefit the tourism industry. Now that the Beijing 2008 Olympic and Paralympic Games are over, international attention is beginning to turn to B.C. in anticipation of the 2010 Olympic and Paralympic Winter Games. The Games present our province with an extraordinary opportunity to reach potential visitors from around the world. This exposure is likely to continue paying significant dividends to the tourism industry for many years to come.

While the pine beetle epidemic has necessitated increased efforts to manage and maintain recreation sites and trails in the interior of the province, the expanding tourism potential of recreation sites and trails is clearly on the Ministry's radar. Aside from the Mountain Pine Beetle Action Plan, several Provincial initiatives are linked to recreation sites and trails, such as the Aboriginal Cultural Tourism Blueprint Strategy, the Climate Action Program to reduce greenhouse gas emissions, and programs that promote health and fitness such as ActNow BC and LocalMotion. Projects such as the development of the portion of the Trans Canada Trail joining B.C. and Alberta will be moving ahead,

¹ Council of Tourism Associations, *Tourism Matters: Fact Sheet*.

² Ministry of Tourism, Culture and the Arts, *Tourism Fast Facts*, Vol. 11 (May 2008).

³ Based on BC Stats, *BC Tourism and High Technology GDP and Employment*, http://www.bcstats.gov.bc.ca/data/bus_stat/bcea/satacct.asp, and BC Stats, *Economic Activity: British Columbia and Canada*, http://www.bcstats.gov.bc.ca/data/bus_stat/bcea/tab1.asp.

stimulating tourism between these two provinces and attracting tourists from other parts of Canada and the world.

Culture and the Arts

Culture and the arts in B.C. are also facing significant challenges and exciting opportunities. The large geographical area of the province and the fact that so many British Columbians are concentrated in urban centers in the province's southwest highlight the need for extra efforts to deliver arts, culture, and heritage programs in rural B.C.

The cultural and artistic sector has clear strengths on which the Province can build. For example, Vancouver stands behind only Toronto and Montreal as one of Canada's largest cultural hubs, with over five per cent of its labour force employed in the cultural sector, and with a higher proportion of independent artists, writers and performers.⁴ Victoria has also established a national reputation for literary, performing, and visual arts.

Furthermore, there are real opportunities on the horizon that will boost the standing of arts and culture in the province. These include the 2009 and 2010 Cultural Olympiads, the second and third in a series of three multi-disciplinary cultural festivals that form the cultural pillar of the 2010 Olympic and Paralympic Winter Games.

Conservation and appreciation of our rich heritage can contribute significantly to the vitality, diversity and sustainability of communities across the province. Investments in the rehabilitation of historic buildings and the protection of archaeological sites, are fundamental to the stewardship of British Columbia's heritage.

There is increasing evidence that a vibrant culture is necessary to draw and retain an increasingly mobile workforce to our province. The same also holds for attracting tourists. High quality arts, culture and heritage are fundamental to building a robust tourism sector. Cultural tourism, including heritage tourism, is one of the fastest growing tourism sectors in B.C., and its strong growth is likely to continue in the medium to long term.

Marketing of cultural tourism in B.C. is currently underdeveloped, and this presents a great opportunity for future growth. The rise in demand for cultural tourism in future years will be driven largely by baby boomers from here and around the developed world. As the population ages, we can expect increased demand for cultural experiences.⁵

Globally, creative industries (film and television, book and magazine publishing, design, interactive gaming and music) generate over one trillion dollars on an annual basis. In 2007, the creative sector contributed over \$46 billion in GDP to the Canadian economy: 3.8 per cent of Canada's real GDP.⁶ As British Columbia moves past 2010 and towards 2020, creative industries have a key role to play,

⁴ The Conference Board of Canada, *Valuing Culture: Measuring and Understanding Canada's Creative Economy*, (August 2008).

⁵ Conference Board of Canada, *Valuing Culture: Measuring and Understanding Canada's Creative Economy*, (August 2008).

⁶ Ibid.

both in developing the economic success and viability of the province and in contributing to the social well-being of all British Columbians.



Silver Star Ski Resort Village, Vernon, B.C. (source: Picture B.C.)

Goals, Objectives, Strategies and Performance Measures

Each year, the Ministry maps out its plans to improve the quality of life of citizens and visitors through arts, culture and heritage, and to make B.C. an even better destination for leisure and business travellers. Developing and sharing with the public the goals, objectives, and strategies of the Ministry serves to:

- ensure the Ministry's work is clearly linked to the government's goals;
- maintain focus on the most important priorities; and
- clearly communicate the priorities to the citizens of B.C.

The Ministry's work goes on in an ever-changing world, and unexpected events can provide both challenges and opportunities for Ministry efforts. For example, at the time of writing this service plan, the global economy was experiencing unprecedented volatility, and many tourism operators are being impacted by reduced numbers of travellers, and some tourism developers are being impacted by the decreased availability of credit. The full impact of this volatility on the Ministry's performance targets is not yet known and will necessitate ongoing monitoring.

Goal 1: A tourism sector that delivers lasting provincial economic and social benefits.

Objective 1.1: Tourism revenues double by 2015.

Leading up to, and beyond, the 2010 Olympic and Paralympic Winter Games, the Ministry will be working to bring the tourism industry to new heights across all regions of the province. While the current economic downturn brings many challenges, the Ministry aims to optimize tourism opportunities, and still work towards the long term goal of doubling tourism revenues by 2015.

The Ministry pays special attention to actions that have the greatest potential to influence revenue growth and sustainability. Leading implementation of strategies in the [Tourism Action Plan](#), the Ministry works with numerous partners such as [Tourism BC](#), other ministries, resort communities, [Aboriginal Tourism BC](#), First Nations, B.C.'s Destination Marketing Organizations, tourism operators, other levels of government, and the Ministry's Crown Corporations.

Strategies

- Develop public policy that encourages private sector investment in tourist activities and attractions.

- Promote or lead the development of new tourism and outdoor recreation opportunities and markets, particularly in rural areas of the province.
- Continue to work with industry and other agencies to create and implement a *Green Tourism Strategy for Sustainability* that will leverage our Super, Natural BC brand and help B.C. meet its climate action targets.
- Encourage the growth of Aboriginal cultural tourism in B.C. and increased First Nations investment in tourism and outdoor recreation.
- Work with partners to address shortages in B.C.'s tourism workforce.
- Foster improvements to visitor entry into B.C.
- Work with key partners and stakeholders to create opportunities to increase the number of recreational vehicle parks in B.C.

Objective 1.2: Tourism, arts, culture and heritage sectors fully leverage the opportunities presented leading up to and beyond the 2010 Olympic and Paralympic Winter Games.

With the excitement and world attention of the 2010 Olympic and Paralympic Winter Games, there are many potential opportunities to grow the tourism sector across the province. The Ministry is working with Tourism BC and other key partners to build the province's reputation as a diverse, inspiring, and geographically unique destination with an impressive range of experiences for travellers.

The [Cultural Olympiad](#), a vibrant program of diverse music, dance, theatre, visual art and multimedia performances, is one of the pillars of the Olympic Games. It provides an opportunity to showcase B.C. talent to the world, as well as to highlight the cultural diversity of the province. The Cultural Olympiad provides a springboard upon which to launch a cultural tourism marketing strategy for the province.

Strategies

- Work with Tourism BC, Tourism Vancouver, Tourism Whistler and the Canadian Tourism Commission to prepare for and attract out-of-province visitors to the 2010 Olympic and Paralympic Winter Games and ensure that British Columbia is seen by the world in 2010 as an attractive destination.
- Work with Tourism BC to develop and implement a cultural tourism marketing strategy.
- Lead the Federal-Provincial-Territorial working group in its preparations for presenting B.C. and Canada to the world through the Cultural Olympiad.
- In partnership with the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC), support B.C. artists and communities across the province to participate in cultural events related to the 2010 Olympic and Paralympic Winter Games.

Performance Measure 1: Provincial Tourism Revenues.

Performance Measure	2008/09 Forecast	2009/10 Target ¹	2010/11 Target	2011/12 Target
Provincial Tourism Revenues ¹	\$13.1 billion	\$12.6 billion	\$13.3 billion	\$14.6 billion

Data Source: Provincial Tourism Revenues are calculated by BC Stats, and the information is used by Tourism BC to establish future targets.

¹ This measure is calculated on a calendar year basis; hence, the 2009/10 target is based on the period from January 1, 2009 to December 31, 2009. Previously, Tourism BC and the Ministry used "Overnight Tourism Revenues" as a measure of B.C.'s growth in the tourism industry. This year, BC Stats has introduced a new methodology for measuring the size (revenue) of the B.C. tourism industry, in a way that is consistent with the measurement of other sectors. The new methodology is more comprehensive, reliable, timely and cost effective.

Discussion

One of the Ministry's main indicators of growth in the tourism industry is Provincial Tourism Revenues, a reliable indicator of overall tourism activity in British Columbia. The methodology for measuring overall tourism revenues has been improved and is consistent with practices for estimating the size of other major industries. Historical increases in overall Provincial Tourism Revenues, show robust increases from 2004 to 2007, averaging 8.7 per cent per year, calculated using the new methodology. The annual growth targets have now been revised from those in the previous service plan. While global economic uncertainty makes forecasting difficult, the targets are still based on the goal of doubling tourism revenues by 2015, and anticipation of a resumption of growth trends in 2010.

The revenue targets are now expressed in billions of dollars, rather than percentage increases from the previous year. In 2009 a decrease of 3.8 per cent in annual revenues is forecasted, and for 2010 an increase of 5.6 per cent is forecasted. In addition, given the time lags inherent in gathering tourism statistics, and the economic volatility at the time of writing this service plan, further revisions to forecasts may be needed.

Objective 1.3: British Columbia becomes a world class all seasons resort destination.

The Ministry works to encourage development of environmentally sustainable tourism and recreation opportunities on Crown land. These projects will increase tourist visits, stimulate investments, and provide employment opportunities. The Ministry's main challenge in expanding the tourism base on Crown land is to balance the goals and interests of First Nations, local governments, tourism operators and other stakeholders. While the current economic downturn creates many challenges to all seasons resort development, efforts to broaden the economic base of rural communities has become even more critical.

Strategies

- Facilitate access to Crown land for all seasons resort development and outdoor recreation programs through Master Development Agreements, Operating Agreements and Crown land tenures.
- Promote First Nations resort initiatives through a program involving self-identification of First Nations interested in economic development, First Nations identification of potential resort sites, and the facilitation of relationships between First Nations and sources of capital, as formalized through memoranda of understanding regarding resort development between the First Nations and the Ministry.
- Undertake First Nations consultation for resort projects in the context of the Province’s New Relationship with First Nations.
- Streamline forestry activities at resorts through the implementation of the *Resort Timber Administration Act*.
- Continue delivery of the [B.C. Resort Strategy and Action Plan](#).
- Actively facilitate and promote adoption of green tourism practices and standards for resort and tourism operations with the aim of having B.C. recognized as North America’s “greenest tourism destination”.

Resort Tourism

The Ministry is encouraging First Nations to identify Crown land sites they believe are suitable for resort development, and wish to develop as an economic opportunity for their community. To learn more about resort development on provincial Crown land, visit the Ministry’s [Resort Development](#) website.

Performance Measure 2: Resort Development Approvals.

Performance Measure	2008/09 Forecast	2009/10 Target	2010/11 Target	2011/12 Target
Resort development approvals (Master Development Agreements ¹ , Operating Agreements ² , and Other Resort Development Approvals ³)	6 new	5 new	5 new	6 new

Data Source: Ministry of Tourism, Culture and the Arts.

- ¹ A Master Development Agreement is a long term major resort development agreement that provides for the phased sale of Crown land, upon completion of corresponding recreation improvements by the resort operator, to ensure the resort maximizes its potential in accordance with the approved Resort Master Plan.
- ² An Operating Agreement is a long-term agreement between the Crown and a resort operator which provides the operator with the right to operate a ski resort on Crown land but does not contemplate any significant sale or development of base lands.
- ³ Other Resort Development Approvals include fee simple land sales for golf resort developments, tenures for major marina operations, and memoranda of understanding with First Nations regarding resort development.

Discussion

Working with partners is critical for reaching resort development approvals. Although it can be challenging to get agreement among many stakeholders, this measure of annual new resort approvals indicates the Ministry's progress in the foundational work needed to support the creation of new resorts. Resort development approvals are a component of the [Tourism Action Plan](#). Resorts provide an exciting addition to the economies of primarily rural and remote areas of British Columbia. They also provide opportunities to engage First Nations in the tourism economy.

At the Ministry level, success will depend upon our ability to support the Province's New Relationship with First Nations, continue its leadership in consultation and accommodation practices, and develop strong connections with local governments, while championing expressions of interest for new resorts on Crown land and expansion applications for existing resorts. The recent global financial volatility has created unprecedented challenges, and has necessitated a review of targets for 2009/2010 and 2010/2011. While the Ministry has marginally reduced the targets for each of these two years, from six to five new resort development approvals, it remains committed to continuing progress in this area.

Objective 1.4: British Columbia's outdoor recreation opportunities are sustainably developed, managed, and maintained.

The province's 1,319 recreation sites and 818 recreation trails are a vital component of our abundant recreation resources. They provide an exciting, healthy venue for outdoor recreation for citizens and visitors of all ages. Recreation sites and trails also play a significant role in the growing domestic tourism sector by providing economic opportunities for rural communities.

The Ministry is responsible for managing British Columbia's extensive recreation sites and trails network. The majority of recreation sites and trails are managed through local partnership agreements and service contracts, with the remaining, generally more remote sites and trails, being maintained by public users.

Partners in the management of recreation sites and trails include First Nations, community groups, outdoor recreation organizations, forest companies, regional districts, municipal governments, and other user groups. For example, four recreation sites along Lillooet Lake - Strawberry Point, Twin One, Lizzie Bay and Driftwood Bay - are managed in partnership with the Lil'wat Nation.

The Ministry also shares responsibility for managing public recreation use on vacant Crown land outside of parks and settled areas with the Ministries of Agriculture and Lands, Environment, Forests and Range, and Transportation and Infrastructure.

How Many Kilometres of Trails Do We Have in B.C.?

As a result of the dedication and hard-work of British Columbians over many decades, we are fortunate to enjoy an extensive range of recreation trails today. Best estimates put the trails network at about 30,000 kilometres... and this number is conservative! The demand for recreation trails is growing from a multitude of user groups as more residents pursue a healthy lifestyle involving outdoor recreation, and tourists recognize B.C. for its natural assets.



An [interactive map](#) on the Ministry website shows the location of recreation sites and the facilities at each site (e.g., number of camping units, recreation activities, boat launches, and other facilities).

Strategies

- Sustain existing partnerships and attract new partners for managing recreation sites and trails for the enjoyment of British Columbians and visitors.
- Protect and manage present and future recreation resources on Crown lands outside of parks and settled areas in collaboration with other responsible agencies.
- Develop and monitor Provincial policies and procedures to ensure that tourism and recreation interests are reflected in land and resource planning processes and usage.
- Embark on a market development plan for recreation sites to identify new products and new opportunities to collaborate with other tourism sectors.
- Apply sustainable environmental practices and procedures when supporting development, upgrading, maintenance and management of recreation sites and trails.

Performance Measure 3: Recreation sites receiving regular maintenance.

Performance Measure	2008/09 Baseline	2009/10 Target	2010/11 Target	2011/12 Target
Percentage increase in public use of recreation sites and trails that are under provincial oversight	To be determined	5% increase	5% increase	5% increase

Data Source: Recreation Sites and Trails Annual Report. The baseline will be established by April 2009.

Discussion

This measure reflects the objective of increasing the demand for recreation sites and trails by 30 per cent by 2015. The baseline for this measure is being established through the Recreation Sites and Trails Market Development Plan, which has identified the elements of promotion (web site enhancements and printed material, primarily) that will allow the program to contribute directly to the doubling of tourism revenue by 2015.

Goal 2: Culturally rich communities that contribute to making B.C. the best place on earth to live, work and play.

There is growing evidence that the social fabric of the province can be strengthened by a robust arts, culture, and heritage sector. In addition, the creative workforce and creative industries are important to the B.C. economy, in terms of employment and revenue generation. The Ministry supports performing, visual, literary, media and interdisciplinary artists from communities across the province.

The quality and recognition of B.C.’s creative enterprises and historic places will have an impact on access to markets and the ability to attract a growing share of domestic and international travellers wishing to experience B.C.’s culture. Experiences must be authentic and deeply rooted in the life and traditions of the community in order to appeal to those who are motivated to travel by a desire to discover the cultural identity of a destination.

B.C. a Hub for Festivals and Other Cultural Events

Through the British Columbia Arts Council, the Ministry supports geographically diverse arts organizations such as Theatre Northwest in Prince George, the Okanagan International Children’s Festival, and the Kaslo Jazz Festival in the Kootenays.

The Ministry also supports cultural events such as the 2009 Canadian Country Music Awards and the 2009 Juno Awards.

Objective 2.1: British Columbia’s arts, culture, and creative sectors are diverse, dynamic, and growing.

The strategies that drive this objective target three areas: creative industries; contribution of arts, culture, and heritage to quality of life; and individual artists and arts organizations throughout B.C. Competition for talent and access to venture capital for the arts is intense, with many jurisdictions in North America offering significant financial incentives to attract companies and artists. By supporting artists and authors early in their careers, the Province builds a stronger arts and culture foundation, which will lead to global recognition of B.C.’s exceptional artists and authors.

Strategies

- Through the BC Arts Council, award grants to arts and culture organizations from a range of artistic disciplines including music, visual arts, media arts, literature, theatre, and dance. These grants facilitate opportunities for British Columbians to express and share their identity in arts and cultural venues such as museums, galleries and theatres, and through festivals and other cultural events.
- Implement the Community Cultural Tourism Strategy to assist communities to make the most of their artistic, cultural, and heritage experiences and attract visitors to their community.
- Provide financial support to programs that assist artists and arts organizations throughout the province, such as the BC Arts Council’s Touring Initiatives Program, which provides assistance for national and international touring.
- Provide opportunities for “export ready” B.C. artists. For example, through the revenues of the BC150 Cultural Fund, support Unique Opportunities - a program of the BC Arts Council - which supports the production of B.C. arts and cultural works invited to appear at unique showcases such as the 2009 and 2010 Cultural Olympiads and the 2009 BC Scene in Ottawa.
- Provide financial support to industry associations such as the Association of Book Publishers of BC and the Pacific Music Industry Association ([Music BC](#)).

Performance Measure 4: Percentage of B.C.’s major cultural organizations that maintain or improve their net financial position vs. the previous year.

Performance Measure	2008/09 Forecast	2009/10 Target	2010/11 Target	2011/12 Target
Percentage of B.C.’s major cultural organizations that maintain or improve their net financial position vs. the previous year	65%	65%	65%	65%

Data Source: BC Arts Council Annual Report

Discussion

This measure is intended as an indicator of the health of the sector as a whole. The measure reflects the financial stability of arts and cultural organizations in the province. Each year, 25 major cultural organizations are reviewed. The net financial position of each organization is compared to the previous year's net financial position, and the percentage that have maintained or improved is calculated. For example, if only five of the 25 cultural organizations maintained or improved their financial position, the performance measure would be 20 per cent. In British Columbia, and across the globe, arts and culture endowment funds have been impacted by market downturn, low returns in 2008 and uncertainty about future returns. Lower returns reduce the amount of funding that the endowments can disburse in a given year. Unfortunately, it is impossible at this time to predict the annual impact on the net financial positions of arts and culture organizations. The target of 65 per cent reflects a desire to see stability and resilience of the sector.

Objective 2.2: **British Columbia has a dynamic and sustainable film and television production sector.**

The Ministry, through its support of the British Columbia Film Commission and British Columbia Film, directly contributes to significant growth in employment opportunities in British Columbia.

Supporting the development of B.C.'s production expertise and the growth of B.C.'s domestic and foreign production sector will help to build a more stable and diversified motion picture industry in British Columbia over the long term.

BC Film Commission

What does the BC Film Commission do? Check out their [Industry Profile](#) page to find out.

Their [Digital Photo Library](#) enables filmmakers to 'picture' BC's incredible range of locations.

Strategies

- Market B.C.'s locations, skilled labour and industry capabilities to international and domestic producers through the British Columbia Film Commission, and deliver high quality, customer-centered production services and support to expand the level of film and television production activity in the province.
- Provide a range of innovative programs through British Columbia Film, including effective tax credit administration, to support the development of B.C.'s production industry and the growth of B.C.'s domestic production sector.

Performance Measure 5: Value of annual motion picture production expenditures in British Columbia.

Performance Measure	2008/09 Forecast	2009/10 Target	2010/11 Target	2011/12 Target
Value of annual motion picture production expenditures in British Columbia	\$1.0 billion	\$1.1 billion	\$1.2 billion	\$1.3 billion

Data Source: British Columbia Film Commission; data is based on calendar years (i.e., 2008/09 forecast is for 2008). 2008 statistics will be available March 2009.

Discussion

British Columbia continues to maintain its position as a world-class contender in film and television production. BC Film Commission estimates show that motion picture production expenditures contributed almost \$1 billion to the provincial economy in 2008, despite the economic downturn. The expiration of B.C. industry labour contracts in March and downturns in the U.S. and Canada could lead to less production for 2009.

Goal 3: Effective joint stewardship of British Columbia’s heritage and archaeology.

Objective 3.1: British Columbia’s historic places are effectively conserved.

British Columbia’s historic places bring together B.C.’s diverse regions and cultures, while helping people connect to what it means to be British Columbian. In addition to maintaining our unique identity, conserving historic places brings many benefits to communities. Capital investment in the rehabilitation of historic buildings is calculated in the tens of millions of dollars, creating more jobs per dollar of investment than new construction.

Rehabilitation offers sound practices in sustainable development by recycling historic buildings for new uses. Historic places improve quality of life by fostering culturally rich, creative and inspiring communities. These revitalized places possess character that citizens and tourists seek to experience. The Ministry is proud to foster appreciation and stewardship of historic places — places that represent where we came from, where we are today, and where we are going.

Strategies

- Deliver a long-term sustainable heritage strategy based on sound consultation with stakeholders and partners.
- Partner with other levels of government to foster the sustainability and rehabilitation of the historic built environment.
- Work with the Government of Canada through the Historic Places Initiative to provide resources and funding that promote exemplary recognition and conservation of historic places.
- Develop and manage the British Columbia Register of Historic Places.
- Provide funding and advice to foster effective stewardship of publicly owned historic places.
- Build capacity for community heritage conservation through increasing youth engagement, public awareness, training, heritage planning programs, and professional expertise.

Objective 3.2: British Columbia’s archaeological sites are effectively protected.

Through its work with First Nations, local governments, land use agencies and resource industries, the Ministry promotes an ongoing commitment to the protection of archaeological sites. This is of growing significance, with increased development and resource use. Linking this conservation role to external land use planning and approval processes increases awareness of this fragile resource. The Ministry maintains the province’s largest collection of British Columbia archaeological site records and reports.

Strategies

- Work with local governments to protect archaeological sites.
- Develop agreements to allow First Nations and the Province to work together to improve the conservation and preservation of archaeological sites.
- Educate industries on how to reduce or avoid damage to archaeological sites.
- Oversee archaeological studies and regulate development-related damage to archaeological sites.
- Provide professional advice to property owners and realtors.

The Diversity of BC’s Archaeological Sites

Archaeological sites can include things such as ancient stone carvings, remains of ancient houses and campsites, shell middens, and even culturally modified trees. See the [frequently asked questions](#) page for answers about archaeology and the Heritage Conservation Act.

Resource Summary Table

Core Business Area	2008/09 Restated Estimates	2009/10 Estimates	2010/11 Plan	2011/12 Plan
Operating Expenses (\$000)				
Tourism	18,444	13,756	11,725	11,142
Arts and Culture	19,545	11,869	9,623	9,866
BC150 Years	2,682	0	0	0
BC Film Commission	1,561	1,397	1,396	1,344
Transfers to Crown Corporations and Agencies	298,290	21,008	21,208	21,308
Executive and Support Services	3,999	3,633	3,617	3,427
BC Arts and Culture Endowment Special Account	8,330	3,350	3,350	3,350
Total	352,851	55,013	50,919	50,437
Full-time Equivalents (Direct FTEs)				
Tourism.....	97	97	97	97
Arts and Culture	18	18	18	18
BC150 Years	4	0	0	0
BC Film Commission	11	11	11	11
Transfers to Crown Corporations and Agencies	0	0	0	0
Executive and Support Services	14	12	12	12

Ministry of Tourism, Culture and the Arts

Core Business Area	2008/09 Restated Estimates	2009/10 Estimates	2010/11 Plan	2011/12 Plan
BC Arts and Culture Endowment Special Account	0	0	0	0
Total	144	138	138	138
Ministry Capital Expenditures (Consolidated Revenue Fund) (\$000)				
Tourism	1,564	1,434	1,434	1,434
Arts and Culture	90	0	0	0
Executive and Support Services	50	27	27	27
Total	1,704	1,461	1,461	1,461
Other Financing Transactions (\$000)				
Tourism Purpose(s)	300	300	300	300
Receipts	0	0	0	0
Disbursements	300	300	300	300
Net Cash (Requirements)	(300)	(300)	(300)	(300)
Total Receipts	0	0	0	0
Total Disbursements	300	300	300	300
Total Net Cash Source (Requirements)	(300)	(300)	(300)	(300)

Major Capital Projects

Vancouver Convention Centre - Expansion Project

The scope of the [Convention Centre Expansion Project](#) (the Project) includes the design, construction and commissioning of an expansion to the existing Convention Centre, a connector between the new and existing facilities, and renovations to the existing facilities within Canada Place.

The Project's final budget is \$883.2 million, and has confirmed funding contributions as follows:

(in \$ millions)	
Province of British Columbia	\$ 540.7
Government of Canada	222.5
Tourism Vancouver	90.0
PavCo – Revenue Generation	30.0
Total	\$ 883.2

The Project remains on schedule and is expected to be completed within budget. The expansion and connector between the new and existing facilities are scheduled for substantial completion (occupancy permit) on March 15, 2009. The completion of the upgrades to the existing facility is dependent upon confirmation of convention bookings, however, it is estimated that 90% of the renovations will be completed by November 2009, when the facility needs to be handed over to VANOC for the 2010 Olympic and Paralympic Winter Games. The remaining renovation work will occur after the Olympic period.

BC Place Stadium - Revitalization Program

The scope of the \$365 million [BC Place revitalization program](#) includes interior renovations, new furniture fixtures and equipment, the design and construction of a new retractable roof and structural upgrades and temporary work to the facility in order to implement the retractable roof. Major maintenance items within BC Place, including elevator and seismic upgrades, upgrading life safety and mechanical systems, and modifications and upgrades to the stadium floor are also part of the revitalization program.

Major Capital Expenditures (in \$ millions)

Scope of Work	Actual 2007/08	Forecast 2008/09	Targets		
			2009/10	2010/11	2011/12
Convention Centre Expansion	\$ 543.0	\$ 251.7	\$ 37.4	\$ 51.1	\$ --
BC Place Revitalization Program	--	38.2	125.0	160.5	41.3
Total Expenditures	\$ 543.0	\$ 289.9	\$ 162.4	\$ 211.6	\$ 41.3

Ministry Contact Information

The Ministry's mailing address is:

Ministry of Tourism, Culture and the Arts
PO Box 9806 Stn Prov Govt
Victoria, BC V8W 9W1

To learn more about the Ministry of Tourism, Culture and the Arts, go to <http://www.gov.bc.ca/tca/>, or see:

Archaeology

Web-site www.tca.gov.bc.ca/archaeology/
Additional Office & Contact info www.tca.gov.bc.ca/archaeology/contacts.htm

Arts and Culture Division

Web-site http://www.tca.gov.bc.ca/arts_culture/
Contact info http://www.tca.gov.bc.ca/arts_culture/contacts.htm
e-mail csbinfo@gov.bc.ca

B.C. Film Commission

Web-site www.bcfilmcommission.com/
e-mail info@bcfilmcommission.com

Heritage

Web-site <http://www.tca.gov.bc.ca/heritage/>
Contact info <http://www.tca.gov.bc.ca/heritage/contacts/contacts.htm>

Recreation Sites and Trails

Web-site http://www.tca.gov.bc.ca/sites_trails/
Contact info http://www.tca.gov.bc.ca/sites_trails/Contacts/contacts.htm

Resort Development

Web-site www.tca.gov.bc.ca/resort_development/
Office Location and Contact info www.tca.gov.bc.ca/resort_development/contacts.htm

Tourism Division

Web-site <http://www.tca.gov.bc.ca/tourism/>
Contact info <http://www.tca.gov.bc.ca/tourism/>

Additional Information

Many of the Ministry's goals and objectives are supported by programs and activities of its five Crowns, agencies, boards and commissions. For a complete listing of the agencies, boards and commissions the Ministry is responsible for, please visit our website at: www.gov.bc.ca/tca.

