

**Ministry of
Tourism, Arts
and Culture**

**2019/20 – 2021/22
SERVICE PLAN**

February 2019



Minister Accountability Statement



The *Ministry of Tourism, Arts and Culture 2019/20 - 2021/22 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.

A handwritten signature in black ink that reads "Lisa Beare". The signature is fluid and cursive.

Honourable Lisa Beare
Minister of Tourism, Arts and Culture
February 5, 2019

Purpose of the Ministry

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

The Ministry oversees five Crown corporations including [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 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.

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

Strategic Direction

The Government of British Columbia is putting people at the heart of decision-making by working to make life more affordable, improve the services people count on, and build a strong, sustainable economy that works for everyone.

Over the past year, significant government investments in areas including housing, child care and the elimination of fees, such as Medical Service Premiums, have contributed to making life more affordable for British Columbians today and into the future. Ministries are engaged in ongoing work to improve the availability of services citizens rely on including those related to primary medical care, education and training, transportation, the opioid crisis and poverty.

A strong economy that works for all regions of B.C. is diversified, resilient and improves the standard of living for people across the province. With that in mind, government is focusing on sustainable economic growth that strengthens our natural resource sectors, continues the development of the emerging economy, supports small business and uses innovation and technology to solve B.C. problems. A key priority in 2019/20 and beyond will be driving economic growth with cleaner energy and fewer emissions. At the same time, Ministries continue to build prudence into budgets and plan for challenges.

Underpinning the work of all ministries are two shared commitments: reconciliation with Indigenous peoples and consideration of how diverse groups of British Columbians may experience our policies,

programs and initiatives. As part of these commitments, Ministries are working to implement the United Nations Declaration on the Rights of Indigenous Peoples, Truth and Reconciliation Commission's Calls to Action, and Gender-Based Analysis+ policy, programming and budgeting.

In July 2017, each minister was given a formal mandate letter that identifies both government-wide and ministry-specific priorities for implementation.

This service plan outlines how the Ministry of Tourism, Arts and Culture will support the government's priorities, including selected action items identified in the Minister's [Mandate Letter](#). Over the previous fiscal year, the Ministry of Tourism, Arts and Culture made progress on these priorities by:

- Expanding tourism by providing funding to support the hosting of major sporting events including the 2019 World Junior Hockey Championships, 2019 World Para Nordic Skiing Championships and the 2018 & 2019 HSBC World Rugby Sevens Series.
- Establishing the Minister's Tourism Engagement Council to help champion tourism and identify priorities.
- Launching Amplify BC, a \$7.5M provincial music fund administered by Creative BC that directly supports B.C.'s music industry while also leveraging additional federal government program funding.
- Investing an additional \$5M in the BC Arts Council in 2018/19
- Working together with the Semiahmoo, Haida and Kwakwaka'wakw people to re-raise and restore a totem pole that welcomes visitors at the Peach Arch Provincial Park as part of the reconciliation process.
- Redesigning the Multicultural Grants Program, with the advice of the Multicultural Advisory Council to provide funding support to community-based initiatives that build intercultural trust and understanding and reduce racism and systemic barriers.

The following performance plan outlines how the Ministry of Tourism, Arts and Culture will continue to track progress on key mandate letter commitments and other emerging government priorities.

Performance Planning

Goal 1: Champion Tourism to create jobs and strengthen the economy

Objective 1.1: Work to ensure B.C.'s tourism sector is sustainable and globally competitive

Key Strategies:

- Work with Minister's Tourism Engagement Council to focus on government's tourism priorities for B.C.
- Work with Destination BC to expand tourism marketing efforts internationally and support implementation of destination development across the province.
- Work across government and with the tourism industry to enhance tourism related emergency management planning to mitigate risks to tourism sustainability resulting from natural disaster.
- Work with Indigenous organizations on Indigenous tourism development to meet the socio-economic goals of the United Nations Declaration on the Rights of Indigenous Peoples.
- Support British Columbia's resort municipalities in building and enhancing tourism infrastructure and programming to ensure they are competitive resort destinations.

Performance Measure	2017/18 Actual	2018/19 Forecast	2019/20 Target	2020/21 Target	2021/22 Target
1.1 Annual Provincial tourism revenue growth ¹	18.4B	+5%	+5%	+5%	+5%

¹ Data Source: Provincial tourism revenues are estimated by BC Stats based on data on revenues of B.C. tourism businesses. This measure is calculated on a calendar year basis. For example, the 2017/18 actual is based on the period from January 1, to December 31, 2017.

Linking Performance Measure to Objective:

Annual growth in Provincial Tourism Revenue is a fundamental measure of economic success. It measures the money received by businesses, individuals and governments due to tourism activities. Tourism revenue has grown every year between 2006 and 2016, with the exception of 2009. Growth has ranged between an increase of +7.9% in 2016 and a decrease of -6.7% in 2009 as a result of the global economic recession. Given historic trends, a target of +5% annually is a reasonable and achievable target.

Objective 1.2: Expand tourism through hosting events

Key Strategies:

- Invest in hosting opportunities that help develop local economies through regional, national and international tourism.
- Support the Tourism Events Program, the Major Sport Events Program, major festivals and cultural events as well as key stakeholders to evaluate the impact of events coming to B.C. and ensure Provincial support reflects the expected impact of the event.

- Work with the BC Pavilion Corporation (PavCo) to execute sales and marketing initiatives to attract high profile events to BC Place Stadium and the Vancouver Convention Centre that will optimize benefits for British Columbians.

Performance Measure ¹	2018/19 Actual	2019/20 Target	2020/21 Target	2021/22 Target
1.2a # of events hosted through the Tourism Events Program ¹	46	+10%	+10%	+10%
1.2b # of Organizations hosting festivals supported by BC Arts Council funding ²	130	+10%	+10%	+10%
1.2c # of sporting events supported by Hosting BC funding ³	110	Maintain or improve	Maintain or improve	Maintain or improve

¹ Data Source: Tourism Branch Data

² Data Source: BC Arts Council (Professional Festivals & Community Festivals),

³ Measure is comprised of data from the Hosting BC and Major Events Program

Linking Performance Measure to Objective:

Tourism Events Program funding supports events that raise awareness nationally and internationally of B.C.'s tourism experiences and help inspire people from around the world to visit the province. These events generate tourism and economic activities in communities throughout British Columbia.

The BC Arts Council supports arts and culture organizations throughout British Columbia to present a broad range of high-quality festivals that attract a wide variety of travelling and local audiences. Increased investment allows for the incremental growth in the number of festivals across B.C. and attracts visitors in all regions of the province.

Hosting BC and Major Sports Hosting funding enables the Province to maintain the number of sports events hosted in British Columbia and drives the perception of BC as a welcoming and inspirational location for tournaments. In addition to supporting major events, sports hosting support also focusses on helping BC based communities and organizations develop the skills and facilities to be competitive in applications for major sports event hosting in the future.

Goal 2: Support creative and cultural organizations to help develop British Columbia's creative sector

Investing in creative and cultural organizations enhances the positive social and economic impacts of BC's creative sector in communities across the province; it also ensures an increase in access to federal funding for the motion picture and interactive digital media industries.

Objective 2.1: British Columbia's arts and culture sector is vibrant, resilient and recognized for creative excellence

Key Strategies:

- Invest in an online platform to support grant application intake and processing for BC Arts council grant applicants.

- Develop new streams of funding to support access by historically underserved persons and organizations.
- Invest in a new stream of Arts and Culture funding dedicated to Indigenous mentorships and scholarships
- Continue to support the sustainability and creative development of the arts and culture sector throughout the province by increased investment in BC Arts Council programs as well as support for programming that supports community connectedness through arts and culture, links artists with experts to develop business and marketing acumen, brings international artists to BC and provides opportunities for BC artists to showcase their work provincially and nationally.
- Work to establish a Chinese Canadian Museum in BC to promote both the past and present cultural significance of Chinese Canadians contributions to society.

Performance Measure	2018/19 Forecast	2019/20 Target	2020/21 Target	2021/22 Target
2.1 Number of artists and art organizations supported by the BC Arts Council funding ¹	1600	Maintain or Exceed 1600	Maintain or Exceed 1600	Maintain or Exceed 1600

¹ Data Source: BC Arts Council Grant Management Tracking System

Linking Performance Measure to Objective:

Maintain the number of funded artists and arts organizations in BC and expand the reach of BC Arts Council funding to support equity, access, diversity and resilience in the arts and culture sector.

Objective 2.2: Implement initiatives to grow B.C.’s creative sector and workforce

Key Strategies:

- Invest in Creative BC and Knowledge Network to support B.C.’s creative sector.
- Advocate for B.C. creators to get their fair share of investments from federal government programs, including Telefilm.
- Lead cross-ministry and intergovernmental coordination, policy development and research to support the growth of B.C.’s creative industries.
- Continue to work with Creative BC and the motion picture industry on a labour market partnership initiative and implement findings to meaningfully impact training and human resources development needs across the sector in British Columbia.
- Pursue opportunities to generate more BC-based jobs by showcasing B.C.’s creative sector on the global stage.

Performance Measure	2017/18 Baseline	2018/19 Forecast	2019/20 Target	2020/21 Target	2021/22 Target
2.2 Value of annual economic contribution across B.C.s creative sector. ¹	\$6.4B	\$6.4B	Maintain or Improve \$6.4M	Maintain or Improve \$6.4M	Maintain or Improve \$6.4M

¹ Data Source: Creative BC.

Linking Performance Measure to Objective:

This measure reflects the cumulative effect of the Province’s investment in the domestic creation of intellectual property (IP), market expansion, regional and provincial film commissions and funding through Creative BC to support growth areas such as music production and interactive content development. These investments in turn generate the products required to compete for federal funding, and to support talent attraction and development – drivers to growing the creative sector in B.C.

Goal 3: Promote diversity and inclusion in communities throughout British Columbia

The promotion of diversity and inclusion is the cornerstone of new strategies to combat racism, build understanding and respect for one another across British Columbia’s multicultural society, as well as to reduce barriers enhance access to a wide variety of sports and recreational activities.

Objective 3.1: Build intercultural trust and understanding, reduce systemic barriers to participation and support communities to respond to public incidents of racism and hate

Key Strategies:

- Support opportunities for British Columbians to interact across cultures, learn about historic injustices and the contributions of diverse communities through the Multiculturalism Grants Program and other initiatives.
- Lead cross-government initiatives that fulfil the principles and objectives of the BC *Multiculturalism Act*, including coordinating the Annual Report on Multiculturalism.
- Assist communities to respond to racism and hate activity in a coordinated, effective manner through the “Organizing Against Racism and Hate Program” and related projects.
- Support the Multicultural Advisory Council, the Chinese Canadian Community Advisory Committee and other key stakeholders in providing strategic feedback on government initiatives and priorities.

Performance Measure	2017/18 Actual	2018/19 Forecast	2019/20 Target	2020/21 Target	2021/22 Target
3.1 Number of BC communities engaged in projects that build intercultural trust and understanding and reduce racism and systemic barriers ¹	45	Maintain or improve	Maintain or improve	Maintain or improve	Maintain or improve

¹ Data Source: BC Multiculturalism Grants Program and the Organizing Against Racism and Hate Program.

Linking Performance Measure to Objective:

This measure reflects provincial support for community-led engagements that proactively work to build intercultural trust and understanding, combat racism and promote diversity and inclusion in B.C. communities.

Objective 3.2: Collaborate with communities and partners to reduce barriers to inclusivity in sport

Key Strategies:

- Consult with B.C.'s amateur and recreational sport organizations to identify strategies to expand access to sports and support for amateur and recreational sport activities.
- Invest in the Indigenous Sport, Physical Activity and Recreation Council to reach Indigenous youth across the province.
- Provide grant and funding opportunities for organizations and communities providing sport programs for targeted populations including girls and women, low income families, individuals with a disability, new Canadians, and the 55+ population.
- Promote gender equity at all levels in participation and leadership by providing support and resources for organizations that are committed to accomplishing gender equity in sport.

Performance Measure	2018/19 Forecast	2019/20 Target	2020/21 Target	2021/22 Target
3.2 Percent of female sport leaders. ¹	39%	39%	44%	47%

¹ Data and Source: % of female Executive Directors/CEOs and females on the Board of Directors of funded provincial level sport organizations. viaSport BC Sport Information System and other funded organization databases.

Linking Performance Measure to Objective:

Girls and women continue to face barriers to participation and representation in sport. Achieving gender equity in sport starts with decision-makers at the Board of Directors and Executive level. By measuring the increase in the percent of female Executive Directors/CEOs and females on the Board of Directors of funded provincial level sport organizations, this performance measure tracks progress towards achieving gender equity. The number and experience of women in leadership and decision-making roles can also encourage a more inclusive sport culture through role modelling and diverse perspectives. This performance measure is consistent with the commitment to promote gender equity on public sector boards in British Columbia.

Resource Summary

Core Business Area	2018/19 Restated Estimates ¹	2019/20 Estimates	2020/21 Plan	2021/22 Plan
Operating Expenses (\$000)				
Sport	21,391	21,452	21,446	21,446
Tourism, Arts and Culture	32,974	51,316	51,295	51,295
Creative Sector and Multiculturalism	5,844	5,930	5,923	5,923
Transfer to Crown Corporations and Agencies	79,281	80,650	80,696	80,696
Executive and Support Services	1,191	1,196	1,191	1,191
BC Arts and Culture Endowment Special Account	2,500	2,500	2,500	2,500
Physical Fitness and Amateur Sports Fund	1,200	1,200	1,200	1,200
Total	144,381	164,244	164,251	164,251
Ministry Capital Expenditures (Consolidated Revenue Fund) (\$000)				
Executive and Support Services	1	1	1	1
Total	1	1	1	1
Capital Plan (\$000)				
BC Pavilion Corporation Capital Fund	14,836	10,000	10,000	10,000
Royal BC Museum Capital Fund	0	0	0	60,000**
Total	14,836	10,000	10,000	70,000

¹ For comparative purposes, amounts shown for 2018/19 have been restated to be consistent with the presentation of the 2019/20 Estimates.

* Further information on program funding and vote recoveries is available in the [Estimates and Supplement to the Estimates](#).

** Estimate is for planning purposes only. Preliminary cashflows are subject to change.

Appendix A: Agencies, Boards, Commissions and Tribunals

[BC Arts Council](#)

[BC Games Society](#)

[BC Pavilion Corporation](#)

[Creative BC](#)

[Destination British Columbia](#)

[Knowledge Network Corporation](#)

[Medal of Good Citizenship Committee](#)

[Minister's Tourism Engagement Council](#)

[Multicultural Advisory Council BC](#)

[Royal British Columbia Museum](#)

[Whistler Sport Legacies Society](#)

