

**Ministry of  
Tourism, Arts  
and Culture**

**2020/21 – 2022/23  
SERVICE PLAN**

**February 2020**



## Minister Accountability Statement



The *Ministry of Tourism, Arts and Culture 2020/21 - 2022/23 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 11, 2020

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## Purpose of the Ministry

The mission of the [Ministry of Tourism, Arts and Culture](#) is to promote growth in tourism, and integrate it with the vibrant arts, culture, and sport sectors in British Columbia for the benefit of residents, visitors, and investors. The Ministry's work supports welcoming, inclusive communities that value multiculturalism and broad 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 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](#), the [Multiculturalism Act](#), the [Museum Act](#), the [Pacific National Exhibition Enabling and Validating Act](#), the [Knowledge Network Corporation Act](#), the [Hotel Guest Registration Act](#), the [Hotel Keepers Act](#), the [Pacific National Exhibition Incorporation Act](#) and the [Tourism Act](#).

## Strategic Direction

The Government of British Columbia remains focused on its three strategic priorities: making life more affordable, delivering better services, and investing in a sustainable economy.

Ministries are actively working to provide quality, cost-effective services to British Columbia families and businesses. By adopting the Gender-Based Analysis Plus (GBA+) lens and Business and Economic Implications Framework to budgeting and policy development, Ministries will ensure that equity is reflected in budgets, policies and programs.

Additional key initiatives underpinning lasting prosperity in 2020/21 and beyond, are the implementation of:

- A Framework for Improving British Columbians' Standard of Living which will provide the foundation for quality economic growth in our province and a pathway to a more inclusive and prosperous society,
- The *Declaration on the Rights of Indigenous Peoples Act* and the Truth and Reconciliation Commission Calls to Action, demonstrating support for true and lasting reconciliation, and
- The CleanBC plan, putting B.C. on the path to a cleaner, better future – with a low carbon economy that creates opportunities while protecting our clean air, land and water.

The Economic Forecast Council (EFC) expects B.C.'s real GDP to grow by 2.4 per cent in 2020 and 2.3 per cent in 2021. Meanwhile for Canada, the EFC projects national real GDP growth of 1.7 per cent in 2020 and 1.8 per cent in 2021. As such, B.C.'s economic growth is expected to outperform Canada's in the coming years. Risks to B.C.'s economic outlook include ongoing uncertainty regarding global trade policies and weak global economic activity, as well as lower commodity prices and slower domestic economic growth. Meanwhile, LNG development in the province is expected to have a positive impact on B.C.'s economy.

This 2020/21 Service Plan outlines how the Ministry of Tourism, Arts and Culture will support the government's priorities, including selected action items identified in the [July 2017 Minister's Mandate Letter](#). Over the previous fiscal year, the Ministry of Tourism, Arts and Culture made progress on these priorities by:

- Launching the [Strategic Framework for Tourism in B.C.](#), setting out a clear vision for a prosperous and sustainable tourism sector that distributes benefits to people throughout the province and grows the sector's annual \$18.4B revenue by 6%.
- Increasing the annual base budget of the BC Arts Council grants budget from \$24M to a record high of \$34M.
- Undertaking consultations on racism and hate in communities across B.C. and announcing [Resilience BC Anti-Racism Network](#), a provincial anti-racism network, in response.
- Boosting kids' participation in sport programs through a historic \$2.5M investment in KidSport BC.
- Launching a multi-phased plan toward an inclusive and accessible tourism industry in British Columbia. Initial actions were implemented to help promote an inclusive and welcoming destination for everyone.
- Supporting Indigenous engagement in sport, arts and tourism by funding 500 participants in 2020 N.A. Indigenous Games in Halifax; increased support for Indigenous artists and arts organizations and signed Accord with Indigenous Tourism BC to align and better coordinate tourism development efforts.

- Engaging British Columbians around the Province [to share their ideas about the plan to establish a Chinese Canadian Museum](#). Actions were taken to create a project office and establish a Pocket Gallery and a \$1M grant was provided to the City of Vancouver to support continued planning and programming design of the museum.
- Expanding tourism by providing funding to support the hosting of major sporting events including the 2019 WBSC Americas Softball Qualifier, 2019 Skate Canada International, the 2020 NORCECA Men's Volleyball Olympic Qualifying Tournament, and the 2020 FIBA Men's Basketball Olympic Qualifying Tournament.
- Increasing federal investment in B.C.'s domestic motion picture sector, as demonstrated by an 84 per cent increase in Knowledge Network's annual envelope from the Canadian Media Fund in 2019/20.
- Investing \$7.5M for a one-year renewal of Amplify BC, the provincial music fund, so that artists and creators have the resources they need to keep inspiring, entertaining and lifting people up.
- Introducing the [Reel Focus BC Program](#) through Creative BC, integrating all funds, partnerships and investments that focus on the development and production phases of original motion picture content creation by B.C.-based companies.
- Engaging British Columbians around the Province to [share their ideas about the plan to Modernize the Royal BC Museum](#).
- Supporting the execution of the Community, Culture, and Recreation Infrastructure program to upgrade and build sports facilities, playgrounds, local community centres, and arts and culture spaces.

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

Tourism is a key contributor to B.C.'s economy and offers a wide variety of life-long career opportunities for skilled professionals as well as entry-level jobs for youth and under-employed populations. Investments in tourism marketing increases domestic and international visitation, which supports job creation across all regions of the province.

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

##### Key Strategies:

- Implement the Strategic Framework for Tourism in British Columbia 2019-2021.
- Work with Destination BC to expand tourism marketing efforts internationally and to enable greater seasonal and geographic dispersion of visitors by promoting travel routes with strong dispersion potential throughout rural BC.
- Work with Indigenous communities on Indigenous tourism development to meet the socio-economic goals of the *Declaration on the Rights of Indigenous Peoples Act* and the Calls to Action of the Truth and Reconciliation Commission.
- Support British Columbia's resort municipalities in building and enhancing tourism infrastructure and programming to ensure they are competitive, sustainable resort destinations.
- Continue to work with Destination BC to rollout the multi-phase phase plan announced to make B.C. tourism more accessible and inclusive.

Performance Measure	2017/18 Baseline	2019/20 Forecast	2020/21 Target	2021/22 Target	2022/23 Target
1.1 Annual Provincial tourism revenue growth. <sup>1</sup>	18.4B	+6%	+6%	+6%	+6%

<sup>1</sup> 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 baseline is based on the period from January 1, to December 31, 2017. The target has changed from 5% in the 2019/20 Service Plan to 6% this year. Given historic trends, a target of +6% annually is a reasonable and achievable target.

##### 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.

#### 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 major festivals and events through funding programs that increase economic activity and improve the standard of living for residents and visitors.

Performance Measure	2018/19 Baseline	2019/20 Forecast	2020/21 Target	2021/22 Target	2022/23 Target
1.2 # of events hosted through the Tourism Events Program <sup>1</sup> , the BC Arts Council funding <sup>2</sup> , Hosting BC and Major Sport Events Program. <sup>3,4</sup>	302	350	Maintain or improve	Maintain or improve	Maintain or improve

<sup>1</sup> Data Source: internally compiled Tourism Branch Data – 46 events in 2018/19 and 75 forecasted for 2019/20.

<sup>2</sup> Data Source: internally compiled BC Arts Council (Professional Festivals & Community Festivals) – 146 events in 2018/19 and 160 forecasted for 2019/20.

<sup>3</sup> Measure is comprised of internally compiled data from the Hosting BC and Major Sport Events Program – 110 events in 2018/19 and 115 forecasted for 2019/20.

<sup>4</sup> Measures 1.2a, 1.2b and 1.2c from the 2019/20 Service Plan have been compiled for this year’s plan. The target has been changed to “maintain or improve”, as the Tourism Events Program is currently under review.

**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 BC and attracts visitors in all regions of the province.

Hosting BC and Major Sport Events Program funding enables the Province to maintain the number of sports events hosted in British Columbia and drives the reputation of B.C. as a welcoming and inspirational location for tournaments. In addition to supporting major events, sports hosting support also focusses on helping B.C.-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 and artists to help develop British Columbia’s creative sector**

Investing in creative and cultural organizations and artists enhances the positive social and economic impacts of B.C.’s creative sector in communities across the province. Furthermore, it supports increased 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:**

- Continue to improve access to funding for historically underserved persons and organizations.
- Further investment in arts supports for Indigenous artists and organizations, as well as professional development for non-Indigenous organizations to support reconciliation.
- Invest in programs that support community connectedness through arts and culture by linking artists and arts organizations and creating opportunities for collaboration throughout the province.
- Ensure a cohesive suite of professional development opportunities, including scholarships and funding that is available for artists in all stages of their careers.



- Provide a funding stream for arts infrastructure projects in support of sustainability and creative development in the sector.
- Continue work to establish a Chinese Canadian Museum in B.C. to promote both the past and present cultural significance of Chinese Canadians' contributions to society.

Performance Measure	2019/20 Forecast	2020/21 Target	2021/22 Target	2022/23 Target
2.1 Number of artists and art organizations supported by the BC Arts Council funding. <sup>1</sup>	1,600	Maintain or Exceed 1,600	Maintain or Exceed 1,600	Maintain or Exceed 1,600

<sup>1</sup> Data Source: BC Arts Council Grant Management Tracking System.

### Linking Performance Measure to Objective:

Maintaining the number of funded artists and arts organizations in B.C. and expanding the reach of BC Arts Council funding will 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 its workforce

### Key Strategies:

- Invest in Creative BC and Knowledge Network to support B.C.'s creative sector.
- Continue to advocate for B.C. creators to get their fair share of investments from federal government programs.
- Lead cross-ministry and intergovernmental coordination, policy development and research to support the growth of B.C.'s creative industries.
- Pursue opportunities to generate more B.C.-based jobs by showcasing B.C.'s creative sector on the global stage, such as at the Frankfurt Book Fair.

Performance Measure	2017/18 Baseline	2019/20 Forecast	2020/21 Target	2021/22 Target	2022/23 Target
2.2 Value of annual economic contribution across B.C.'s creative sector. <sup>1</sup>	\$6.4B	Maintain or Improve \$6.2B <sup>2</sup>	Maintain or Improve \$6.2B	Maintain or Improve \$6.2B	Maintain or Improve \$6.2B

<sup>1</sup> Data Source: Internally compiled statistics from Creative BC.

<sup>2</sup>This target has changed from \$6.4B in the 2019/20 Service Plan to \$6.2B this year due to a predicted levelling off motion picture activity. Up to date data for the other creative industries is limited (i.e. publishing, music, interactive digital media). It is currently difficult to accurately measure their annual growth or decline. Creative BC is actively working to improve data/measurement across the sector.

### Linking Performance Measure to Objective:

This measure reflects the cumulative effect of the Province's investment in the creation of domestic intellectual property (IP) delivered through Creative BC; it results in expanding global market reach, increasing regional film activity, and growing areas such as music production and interactive digital media content development. These investments also generate the products required to leverage federal funding and support talent attraction and development: drivers to future growth in B.C.'s creative sector.

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

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 and enhance access to a wide variety of sport 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 and learn about historic injustices and the contributions of diverse communities through the [Multiculturalism Grants Program](#), as well as supporting Hall of Honour events and other initiatives.
- Lead cross-government initiatives that fulfil the principles and objectives of the B.C. *Multiculturalism Act*, including coordinating the Annual Report on Multiculturalism and supporting a new Cross-Ministry Working Group on Anti-Racism and Anti-Hate.
- Assist communities to respond to racism and hate activity in a coordinated, effective manner through Resilience BC and related projects.
- Support the Multicultural Advisory Council to advise the Minister on provincial multiculturalism and anti-racism priorities.

Performance Measure	2017/18 Baseline	2019/20 Forecast	2020/21 Target	2021/22 Target	2022/23 Target
3.1 Number of B.C. communities engaged in projects that build intercultural trust and understanding and reduce racism and systemic barriers. <sup>1</sup>	45	Maintain or improve 45	Maintain or improve 45	Maintain or improve 45	Maintain or improve 45

<sup>1</sup>Data Source: Internally compiled data from the BC Multiculturalism Grants Program and the Resilience BC anti-racism network.

**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:**

- Invest in strategies to expand access to sport 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 of participation and leadership by providing support and resources for organizations that are committed to accomplishing gender equity in sport.
- Through viaSport, develop and implement programming that addresses harassment and abuse in sport to foster safe and inclusive environments for sport in B.C.

Performance Measure	2018/19 Baseline	2019/20 Actuals	2020/21 Target	2021/22 Target	2022/23 Target
3.2 Per cent of female sport leaders. <sup>1</sup>	39%	42%	44%	45%	46%

<sup>1</sup> Data and Source: % of female Executive Directors/CEOs and females on the Board of Directors of funded provincial level sport organizations compiled from viaSport and other funded organizations. Based on additional research and analysis ViaSport’s has requested that the 2021/22 target for performance measure 3.2 be decreased slightly, from 47% in last year’s Service Plan to 45% in this year’s Plan.

**Linking Performance Measure to Objective:**

Achieving gender equity in sport starts with decision-makers at the Board of Directors and Executive level – those that can encourage more inclusive sport through role modelling and diverse perspectives. Measuring the increase in the per cent of female Executive Directors/CEOs and females on the Board of Directors of funded provincial level sport organizations tracks progress towards achieving gender equity.

**Resource Summary**

Core Business Area	2019/20 Restated Budget <sup>1</sup>	2020/21 Estimate	2021/22 Plan	2022/23 Plan
<b>Operating Expenses (\$000)</b>				
<b>Tourism, Arts and Culture</b>	51,316	50,568	50,568	50,568
<b>Creative Sector, Multiculturalism and Sport</b>	27,382	26,737	26,737	26,737
<b>Transfer to Crown Corporations and Agencies</b>	80,650	76,851	76,851	76,851
<b>Executive and Support Services</b>	1,196	1,167	1,167	1,167
<b>BC Arts and Culture Endowment Special Account</b>	2,500	4,230	4,230	4,230
<b>Physical Fitness and Amateur Sports Fund</b>	1,200	1,200	1,200	1,200
<b>Total</b>	<b>164,244</b>	<b>160,753</b>	<b>160,753</b>	<b>160,753</b>
<b>Ministry Capital Expenditures (Consolidated Revenue Fund) (\$000)</b>				
<b>Executive and Support Services</b>	1	1	1	1
<b>Total</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Capital Plan (\$000)</b>				
<b>BC Pavilion Corporation Capital Fund</b>	10,000	10,000	10,000	10,000
<b>Royal BC Museum Capital Fund**</b>	0	27,000	99,000	156,000
<b>Total</b>	<b>10,000</b>	<b>37,000</b>	<b>109,000</b>	<b>166,000</b>

<sup>1</sup> For comparative purposes, amounts shown for 2019/20 have been restated to be consistent with the presentation of the 2020/21 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](#)