

**Ministry of
Tourism, Arts,
Culture and Sport**

**2021/22 – 2023/24
SERVICE PLAN**

April 2021



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Minister's Accountability Statement



The *Ministry of Tourism, Arts, Culture and Sport 2021/22 – 2023/24 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 "Melanie Mark".

Honourable Melanie Mark
Minister of Tourism, Arts, Culture and Sport
April 7, 2021

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Purpose of the Ministry

The mission of the Ministry of Tourism, Arts, Culture and Sport 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 diversity and equitable opportunities for participation in sports, cultural activities, and the arts.

The Ministry oversees five Crown corporations: [Destination BC](#), the [BC Pavilion Corporation](#), the [Royal BC Museum](#), the [Knowledge Network and the BC Games Society](#). The Ministry also provides oversight to the [Office of the BC Athletic Commissioner](#).

The Ministry works with the [BC Arts Council](#) to support cultural and artistic diversity in the province and with [viaSport](#) to support quality, inclusive and accessible sport across B.C. Further, the Ministry works with [Creative BC](#) to grow the economic impact of B.C.'s creative sector, support sustainable employment, and promote B.C. owned creative content and production capabilities.

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 [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

In 2021/22 British Columbians continue to face significant challenges as a result of the global COVID-19 pandemic. The Government of British Columbia is continually evolving to meet the changing needs of people in this province. Government has identified five foundational principles that will inform each ministry's work and contribute to COVID recovery: putting people first, lasting and meaningful reconciliation, equity and anti-racism, a better future through fighting climate change and meeting our greenhouse gas reduction commitments, and a strong, sustainable economy that works for everyone.

The COVID-19 pandemic significantly reduced economic activity in B.C. in 2020. The ongoing evolution and economic cost of the pandemic on B.C. and its trading partners remains highly uncertain. The Economic Forecast Council (EFC) estimates a 5.1 per cent decline in B.C. real GDP in 2020 and expects growth of 4.9 per cent in 2021 and 4.3 per cent in 2022. Meanwhile for Canada, the EFC projects national real GDP growth of 4.7 per cent in 2021 and 4.2 per cent in 2022, following an estimated decline of 5.4 per cent in 2020. As such, B.C.'s economic growth is expected to outperform Canada's in the coming years. The pandemic has increased risks to B.C.'s economic outlook, such as the timing of the global vaccination rollout, extended travel restrictions, a weaker global recovery, and the continued impact of a slower recovery in some sectors of the B.C. economy. Further risks include ongoing uncertainty regarding global trade policies and lower commodity prices.

This 2021/22 service plan outlines how the Ministry of Tourism, Arts, Culture and Sport will support the government's priorities including the foundational principles listed above and selected action items identified in the [November 2020 Minister's Mandate Letter](#).

Performance Planning

Goal 1: Support the resiliency and sustainable growth of British Columbia’s tourism economy.

World-wide restrictions on travel and gatherings because of the pandemic have resulted in a significant decrease in tourism business and employment in British Columbia and latent demand for a return to travel by consumers. It is expected to take two to four years for tourism revenues to return to pre-pandemic levels.

Objective 1.1: Work to ensure B.C.’s tourism sector is resilient and able to compete globally.

The Ministry is acting on advice and input from key tourism industry partners to sustain tourism businesses, develop tourism infrastructure and amenities, and re-establish confidence in travel as public health restrictions ease and borders re-open. Marketing efforts will build on people’s desire to travel, starting at the local level and expanding nationally and internationally

Key Strategies

- Engage with tourism industry stakeholders to ensure implementation of recovery measures reflect the needs of the tourism sector.
- Continue to work with Destination British Columbia and the Regional Destination Management Organizations to facilitate the implementation of destination development activities in alignment with provincial tourism priorities outlined in the *Strategic Framework for Tourism in B.C.*
- Work with Destination BC to develop and promote rural areas and travel routes with strong potential to disperse people across B.C. and boost travel during all seasons.
- 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.

Performance Measure	2019/20 Baseline	2020/21 Forecast	2021/22 Target	2022/23 Target	2023/24 Target
1.1a Annual Provincial tourism revenue growth	\$22.3	-70%	+10%	+50%	+30%

Data source: Provincial tourism revenues are estimated by BC Stats based on data on revenues of B.C. tourism businesses.

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. This is important to measuring the success of efforts to increase tourism post-pandemic.

Discussion

Tourism industry revenue serves as an overall indicator for the growth of the tourism sector. In 2020/21 travel restrictions for domestic and international visitors, and health and safety guidelines from the Provincial Health Officer required to limit the impact of the COVID-19 pandemic have resulted in significant decreases in industry revenue. For 2021/22 and beyond, the targets for tourism revenue growth have been revised (originally +6%) based on revised Destination BC forecasts which project that the recovery of international markets will not begin until the fall of 2021.

Objective 1.2: Support the B.C. tourism sector to recover from the pandemic by promoting and expanding a safe return to event hosting.

Events are an avenue for people to come together to collectively enjoy arts, culture, and sport. Most events have stopped due to the COVID-19 pandemic. This has resulted in people staying apart and significant economic losses, especially to tourism which benefits from people travelling within and to B.C. to view or participate in events.

Key Strategies

- In alignment with the easing of provincial health orders, invest in hosting opportunities that will help support economic recovery in local communities.
- Support community and major festivals and events through funding programs that increase economic activity and reconnect people socially.

Performance Measure	2019/20 Baseline	2020/21 Forecast	2021/22 Target	2022/23 Target	2023/24 Target
1.2 Number of events hosted through the Tourism Events Program ¹ , the BC Arts Council funding ² , Hosting BC and Major Sport Events Program ³ .	349	137	Maintain or Improve	Maintain or Improve	Maintain or improve

Data source:

¹Internally compiled Tourism Branch Data 74 events in 2019/20 and 22 forecasted for 2020/21.

²Internally compiled BC Arts Council (Professional Festivals & Community Festivals) – 153 events in 2019/20 and 115 forecasted for 2020/21.

³Measure is comprised of internally compiled data from the Hosting BC and Major Sport Events Program – 122 events in 2020/21 and 0 forecasted for 2020/21.

Linking Performance Measure to Objective

The greater number of events that are able to proceed as public health orders ease will provide more opportunity for economic activity in local communities and support positive mental health outcomes for more British Columbians. Tourism will benefit as British Columbians and visitors are attracted to events beyond their communities.

Goal 2: Support creative, arts and culture organizations and artists to help develop British Columbia’s creative economy.

Objective 2.1: Support arts and culture development in British Columbia so that the sector is vibrant, resilient, and recognized for creative excellence.

Key Strategies

- Provide targeted COVID-19 response and recovery funding.
- Improve access to funding for historically underserved artists, cultural practitioners, and arts and culture organizations.
- Invest in arts supports for Indigenous artists and organizations, as well as building cultural competency 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 ongoing career development funding, that is available for artists in all stages of their careers.

Performance Measures	2020/21 Forecast	2021/22 Target	2022/23 Target	2023/24 Target
2.1a Number of BC Arts Council grants awarded	1,885	Maintain or exceed	Maintain or exceed	TBD
2.1b Number of artists and arts organizations supported by the BC Arts Council	1,112	Maintain or exceed	Maintain or exceed	TBD

Data source: BC Arts Council Grant Management System.

Linking Performance Measure to Objective

Supporting arts and culture development through programs that are more equitable and accessible, reflecting the diversity of British Columbians, is key to supporting the vibrancy, resilience, and creative excellence of the sector. Increasing the number of funded artists and arts organizations in B.C. will expand the reach of BC Arts Council funding while implementing a GBA+ lens to support equity, access, diversity.

Discussion

Before 2020/21, the performance measure for this objective counted the number of BC Arts Council grants awarded. In 2020/21 the performance measure was changed to count the number of artists and arts organizations supported.

For 2021/22, the performance measure combines past approaches and tracks the number of grants distributed as well as the number of artists and number of arts organizations supported.

Taken together, these measures better reflect the diversity and range of impacts of BC Arts Council funding.

Objective 2.2: Invest in cultural infrastructure.

Key Strategies

- Invest in arts infrastructure projects.
- Continue the redevelopment of the Royal BC Museum.
- Continue development of a Chinese Canadian Museum in B.C. to promote both the past and present cultural significance of Chinese Canadians’ contributions to society.
- Start work to create a museum to document the history, art, and contributions of South Asian people in B.C.
- Support the redevelopment of the Jewish Community Centre of Greater Vancouver.

Performance Measure	2020/21 Forecast	2021/22 Target	2022/23 Target	2023/24 Target
2.2 Number of organizations supported for capital infrastructure projects	99 ¹	Maintain or exceed	Maintain or exceed	Maintain or exceed

Data source: BC Arts Council and Ministry of Tourism, Arts, Culture and Sport.

¹AIP (97) plus Royal BC Museum and Chinese Canadian Museum

Linking Performance Measure to Objective

Investing in arts infrastructure projects in B.C. will support economic recovery for the arts and culture sector from the impacts of the COVID-19 pandemic. Infrastructure projects can continue to support artistic innovation, creativity, equity, diversity, accessibility, reconciliation, and engagement in communities across B.C.

Discussion

This is a new objective to capture five of the commitments related to arts and culture infrastructure in the Minister’s mandate letter. These commitments support the creation of dedicated arts and culture spaces and the renovation of existing spaces, as well as investments in large cultural infrastructure projects. The Arts Infrastructure Program was launched by the BC Arts Council in 2020/21, reflecting the first year of data collection and the establishment of a baseline. Forecasts for future years will be dependant upon the budget allocated to this program. The measure also includes the number of direct investments made by the ministry towards other infrastructure projects. For example, in 2020/21 the Ministry provided funds for the modernization of the Royal BC Museum and for the development of the Chinese Canadian Museum.

Objective 2.3: Implement initiatives to support B.C.’s creative sector companies and workforce to recover from the impacts of COVID-19 pandemic and further the creation, production and monetization of commercial creative products.

Key Strategies

- Invest in Creative BC and the Knowledge Network to support B.C.’s creative sector’s strong recovery.
- Continue to advocate for B.C. creators to help them secure investments from federal government programs, including COVID-19 supports.
- Lead cross-ministry and intergovernmental coordination, policy development and research to support the sustainability of B.C.’s creative sector.
- Pursue opportunities to increase access to funding and labour market participation of underrepresented and marginalized groups.
- Support the Ministry of Finance to re-establish the government-film sector task force and review task force recommendations for a new visual effects tax credit.
- Invest in Amplify BC to ensure strong recovery from COVID-19, protecting venues, companies and artists.

Performance Measure(s)	2019/20 Baseline	2020/21 Forecast	2021/22 Target	2022/23 Target	2023/24 Target
2.3 Value of annual economic contribution across B.C.s creative sector ¹	\$4.85B Total GDP ²	Maintain or improve \$4.85B	Maintain or improve \$4.85B	Maintain or improve \$4.85B	Maintain or improve \$4.85B

¹ Data Source: Internally compiled statistics from Creative BC.

² This baseline has changed from \$6.4B, Objective 2.2 in the 2019/20 Service Plan (based on estimated industry spend), to \$4.85B Total GDP. This is due to the adoption of new measurement called Creative Industries Economic Results Assessment (CIERA): a consistent and more accurate approach to measuring the creative industries by connecting public data sets with real-time industry research.

Linking Performance Measure to Objective

This measure reflects the cumulative impact of the Province’s investment in both supporting foreign production and cultivating B.C.-owned intellectual property (IP) through Creative BC and tax incentives: resulting in expanded global market reach, increased regional film activity, and more employment opportunities. These investments also generate the products required to leverage federal and private sector funding and ensure future growth in B.C.’s creative sector.

Goal 3: Ensure accessible, safe and inclusive sport opportunities for all British Columbians while supporting economic and social development.

With the transfer of the Multiculturalism portfolio to the Ministry of Attorney General, Goal 3 in the 2021/22 Service Plan has been re-framed to better reflect the Ministry’s updated mandate. As a result, Goal 3 and Objectives 3.1 and 3.2 now highlight our Sport portfolio.

Objective 3.1: Collaborate with communities and partners to reduce barriers to inclusivity in sport and increase participation opportunities.

Key Strategies

- Implement *Pathways to Sport: A Strategic Framework for Sport in British Columbia 2020-2025*, with an enhanced focus on helping the sector recover from the COVID-19 pandemic.
- Invest in the Indigenous Sport, Physical Activity and Recreation Council to reach and empower Indigenous youth across the province.
- Work with viaSport to provide core funding to provincial sport organizations to support and encourage participation.
- 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, kids in care 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, implement programming that addresses harassment and abuse in sport to foster safe and inclusive environments for sport in B.C.

Performance Measure	2019/20 Baseline	2020/21 Forecast	2021/22 Target	2022/23 Target	2023/24 Target
3.1 Number of children, from population groups typically underrepresented in sport, reached through targeted sport programs ¹	36,000	36,000	36,000	36,000	36,000

¹ Data source: Total number of children reached through programs delivered by the Indigenous, Sport, Physical Activity and Recreation Council (ISPARC), KidSport BC, and the After-School Sport and Arts initiative administered by MTACS. Baseline data is from ISPARC’s 2019/20 Annual Report, KidSport BC’s 2019 Annual Report, and ASSAI reporting from the 2019/20 school year, representing pre-pandemic numbers. Many sport programs were not available throughout the pandemic and monitoring will be required as they return to full activity and shift to meet post-pandemic needs.

Linking Performance Measure to Objective

Supporting children and youth from population groups typically underrepresented in sport, including working with the Indigenous Sport, Physical Activity and Recreation Council to support reconciliation through sport, is a priority for the Ministry as identified in *Pathways to Sport: A Strategic Framework for Sport in British Columbia 2020-2025*.

Discussion

This new performance measure tracks the number of children and youth reached through three targeted initiatives intended to increase sport participation opportunities for these population groups. This measure does not include children and youth from key populations reached through other mainstream sport programming.

Objective 3.2: Support sport in communities across the province and provide opportunities for athletes, coaches and officials to develop and compete close to home.

Key Strategies

- Invest in sport hosting opportunities that will support economic recovery in communities across the province.
- Promote the BC Summer and BC Winter Games and the 55+ Games as opportunities to support athlete development and provide host communities with opportunities to profile their communities and build event-hosting capacity to support future economic development.
- Enhance development opportunities for targeted groups, including athletes with a disability, girls and women, underprivileged youth, Indigenous athletes and the LGBTQ2+ community.
- Celebrate the achievements and contributions of B.C. athletes, coaches and volunteers through awards such as the Premier’s Awards for Indigenous Youth Excellence in Sport.

Performance Measure(s)	2019/20 Baseline	2020/21 Forecast	2021/22 Target	2022/23 Target	2023/24 Target
3.2 Number of communities that host sport events	43	0 ²	20	30	43

¹ Data Source: Major Events Program and Hosting BC.

² Due to COVID-19 related restrictions on gatherings and events throughout 2020/21, all events were cancelled or postponed. A gradual return to event hosting is expected as restrictions begin to ease in 2021/22 and beyond.

Linking Performance Measure to Objective

Sport event hosting supports economic development in communities across the province and provides opportunities for B.C. athletes in pursuit of the podium to compete close to home. The Ministry’s Major Event Program supports single-sport competitive events, usually aligned with a national sport organization. The Hosting BC program, administered by viaSport, supports smaller, regional sport events.

Discussion

This is a new performance measure that was developed to help track the distribution of sport events supported by the Ministry. Measuring the number of communities that host sport events supported by Ministry funded programs tracks progress towards ensuring communities and athletes throughout the province are able to realize the benefits associated with sport event hosting and help support economic recovery. This measure also supports the Event Hosting objective in the Strategic Framework for Sport to ensure that sport contributes to the social and economic objectives of communities throughout B.C.

Financial Summary

Core Business Area	2020/21 Restated Estimates ¹	2021/22 Estimates	2022/23 Plan	2023/24 Plan
Operating Expenses (\$000)				
Tourism Sector Strategy	14,674	15,846	15,846	15,846
Arts and Culture	35,894	38,003	38,003	38,003
Sport and Creative Sector	24,698	24,698	24,698	24,698
Transfer to Crown Corporations and Agencies	76,851	76,851	76,851	76,851
Executive and Support Services	1,167	1,399	1,410	1,422
BC Arts and Culture Endowment special account	4,230	4,230	4,230	4,230
Physical Fitness and Amateur Sports Fund	1,200	1,200	1,200	1,200
Total	158,714	162,227	162,238	162,250
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	10,000	10,000	10,000	10,000
Royal BC Museum Capital Fund	27,000	110,779	156,000	94,000
Total	37,000	120,779	166,000	104,000

¹ For comparative purposes, amounts shown for 2020/21 have been restated to be consistent with the presentation of the 2021/22 Estimates.

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

Appendix A: Agencies, Boards, Commissions and Tribunals

As of April 7, 2021, the Minister of Tourism, Arts, Culture and Sport is responsible and accountable for the following:

[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](#)

[Royal British Columbia Museum](#)