

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

**2022/23 – 2024/25
SERVICE PLAN**

February 2022



For more information on the Ministry of Tourism, Arts, Culture and Sport contact:

Ministry of Tourism, Arts, Culture and Sport
PO BOX 9812
STN PROV GOVT
VICTORIA, B.C.
V8W 9W1

(250) 953-0905

Or visit our website at

www.gov.bc.ca/tacs

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Minister's Accountability Statement



The *Ministry of Tourism, Arts, Culture and Sport 2022/23 – 2024/25 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
February 4, 2022

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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, creative 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 [Creative BC](#) to grow the economic impact of B.C.'s creative sector, support sustainable employment, and showcase B.C. owned creative content and production capabilities on a global scale. The Ministry also works with [viaSport](#) to support quality, inclusive and accessible sport across B.C. As of April 1, 2022 the Ministry will also be responsible for the Mountain Resorts, Heritage and Historic places programs.

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 2022/2023, the Government of British Columbia will continue its whole-of-government response to the COVID-19 pandemic with a focus on protecting the health, social and economic well-being of British Columbians. Building on our economic, environmental, and social strengths while looking to seize opportunities to improve outcomes for all British Columbians will be an important aspect of each ministry's work as we respond to COVID-19 and recover from devastating floods and wildfires. The policies, programs and projects developed over the course of this service plan period will align with the five foundational principles established by Government in 2020: putting people first; working toward lasting and meaningful reconciliation; supporting equity and anti-racism; ensuring a better future through fighting climate change and meeting our greenhouse gas reduction targets; and supporting a strong, sustainable economy that works for everyone.

This 2022/23 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 ongoing global 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. In addition, the compounding impacts of recent climate events including wildfire, floods, and mudslides have further hampered the tourism sector’s recovery. While the Province rebuilds, it is expected to take another two to three 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 resilience of B.C.’s tourism sector is grounded in benefits for people and communities, opportunities to contribute to a cleaner future, and sustainable growth. B.C.’s competitive position in the global tourism marketplace is bolstered by the Ministry’s strategic tourism investments and through its work with the Destination BC and PavCo Crown Corporations as well as through effective partnerships with industry to re-establish visitation from target markets.

Key Strategies

- Implement policies and programs and continue to market B.C. as a destination of choice to support the continued recovery and long-term resiliency of the tourism sector.
- Deliver on the provincial tourism priorities outlined in the [Strategic Framework for Tourism in B.C.](#)
- Build on the new, closer relationship with Mountain Resorts and Heritage as part of this broader sector strategy.
- Continue to invest in destination development and tourism infrastructure to enhance and promote visitor experiences and foster community vitality.
- Continue to partner with Indigenous Peoples and communities to support tourism economic development following the principles of self-determination.
- Champion leading human resources practices that support the tourism sector’s efforts to address recruitment and retention challenges and promote the variety of job opportunities.

Performance Measure(s)	2021/22 Forecast	2022/23 Target	2023/24 Target	2024/25 Target
1.1a B.C. tourism industry revenue ¹	0%	+50%	+60%	+10%

Data source:

¹BC Stats. Measured on a calendar year basis.

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. However annual growth during ongoing states of emergency is not realistic, instead the focus over the next couple of years will be on providing short-term relief, pivoting to emphasize domestic tourism, and investing in initiatives to support longer-term recovery efforts through such programs as destination development.

Discussion

Tourism industry revenue serves as an overall indicator for the growth of the tourism sector. Industry revenue increases were limited in 2021/22 due to summer wildfires, fall flooding, and other weather events combined with travel restrictions for domestic and international visitors and health and safety guidelines to limit the impact of the COVID-19 pandemic. For 2022/23 and beyond, the targets for tourism revenue growth have been revised based on updated Destination BC forecasts for the recovery of international markets.

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

The occurrence and economic impact of events was significantly impacted due to travel and gathering restrictions from the COVID-19 pandemic. Supporting the resumption and reactivation of events throughout B.C. encourages overnight visits and extended stays, as well as geographical and seasonal dispersion. Events and festivals provide activities and experiences that not only benefit visitors but provide value to residents and assist in making B.C. communities vibrant places to live. Business events make a significant contribution to the overall provincial economy and are economic catalysts to the vitality of many cities bringing expertise, ideas and people from around the world, promoting innovation leading to investment in key sectors, and ultimately spurring economic growth.

Key Strategies

- Invest in the reactivation of events that increase economic activity and reconnect people through sport, arts, culture and commerce.
- Provide funding to start-up & established events and to support bid preparation
- Rebuild confidence and drive bookings in B.C.'s business events and conferences industry

Performance Measure(s)	2020/21 Baseline	2021/22 Forecast	2022/23 Target	2023/24 Target	2024/25 Target
1.2a Number of events hosted through the Tourism Events Program ¹ , BC Arts Council funding ² ; Amplify BC ³ ; and Hosting BC and Major Sport Events Program ⁴ .	162	367	Maintain or improve	Maintain or improve	Maintain or improve

Data source:

¹Internally compiled Tourism Sector Strategy Division Data – 21 events in 2020/21 and 7 forecasted for 2021/22.

²Internally compiled BC Arts Council (Professional Festivals & Community Festivals) – 142 events in 2020/21 and 130 forecasted for 2021/22.

³New addition to performance measure recognizing government funding provided to Creative BC for this program supports events. Internally compiled Amplify BC data from Creative BC – 95 events in 2020/21 and 100 forecasted for 2021/22.

⁴Measure is comprised of internally compiled data from the Hosting BC and Major Sport Events Program – 0 events in 2020/21 and 130 events across the two sport grant programs forecasted for 2021/22.

Linking Performance Measure to Objective

As the sector recovers, a greater number of events will be able to proceed. This 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.

Discussion

One-time investments by the Ministry are designed to accelerate recovery of the tourism, arts and culture sectors. The \$29-million Festivals, Fairs and Events Recovery Program will significantly influence the size and number of events being held in communities across British Columbia in 2021/22. In addition, the Business Events Grant Program will assist with the reactivation of meetings, conventions, and exhibitions to position B.C. as a safe, world-class, event hosting jurisdiction once again. Annual programs such as the Tourism Event Program and Hosting BC are being reactivated to support event planning beyond 2022/23 for events such as the Vancouver stop on the World Rugby Sevens Series. This builds on investments made by government to support venues and businesses critical to putting on events through the Major Anchor Attractions Program and Small and Medium-sized Business Recovery Grant Program.

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

- 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 build cultural competency for non-Indigenous organizations to support reconciliation.
- Invest in programs that support sector recovery, increase equity practices in the sector and community connectedness through arts and culture.
- Explore how to connect the work of heritage and historic sites to support this objective

Performance Measure(s)	2020/21 Baseline	2021/22 Forecast	2022/23 Target	2023/24 Target	2024/25 Target
2.1a Number of BC Arts Council grants awarded	2,037	1,885 ¹	Maintain or exceed	Maintain or exceed	TBD
2.1b Number of artists and arts organizations supported by the BC Arts Council	1,213	1,100 ¹	Maintain or exceed	Maintain or exceed	TBD

Data source:

¹Forecast is expected to be lower as the Microgrant program in 2020/21 was a one-time program for COVID-19 pandemic relief with numerous small grants.

Linking Performance Measure to Objective

The vibrancy, resilience, and creative excellence of the sector is supported by the Arts and Culture Division through programs that are equitable, accessible, and reflect the diversity of British Columbians. Increasing the number of funded artists and arts organizations in B.C. will expand the reach of BC Arts Council funding while increasing equity, access and diversity practices in the sector. This will be guided by the use of analysis looking at the distribution and impact on different groups of people with different identify factors. Together these measures better reflect the diversity, distribution 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 modernization of the Royal BC Museum, including establishing the Collections and Research Building in Colwood.

- Continue development of a Chinese Canadian Museum of B.C. to highlight both the past and present significant contributions of Chinese Canadians 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(s)	2020/21 Baseline	2021/22 Forecast	2022/23 Target	2023/24 Target	2024/25 Target
2.2 Number of organizations supported for capital infrastructure projects	99 ¹	75 ²	75+	75+	75+

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

¹BC Arts Council Arts Infrastructure Program (97) plus Royal BC Museum and Chinese Canadian Museum

²BC Arts Council Arts Infrastructure Program (72) plus Royal BC Museum; Jewish Community Centre of Greater Vancouver and Chinese Canadian Museum.

Linking Performance Measure to Objective

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

Discussion

The Minister’s mandate letter commitments related to arts and culture infrastructure 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 measure also includes the number of direct investments made by the Ministry towards other infrastructure projects. Updated guidelines for the Arts Infrastructure Program now allows for a maximum grant of \$250,000, increased from \$75,000. There is a projected decrease in the number of grants to be issued from 97 in 2020/21 (plus two additional large cultural infrastructure projects - RBCM and Chinese Canadian Museum) to 72 in 2021/22 (plus three additional large infrastructure projects - RBCM, CCM, and Jewish Community Centre) as fewer but larger value grants are expected.

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

- Support Creative BC and the Knowledge Network to enable a strong recovery of B.C.’s creative sector and continue to advocate for a fair share of funding for B.C.’s creators from federal government programs, including COVID-19 recovery supports.
- Prioritize funding allocations for equity deserving creative professionals and businesses, through Creative BC’s programs and Knowledge Network’s commissioning efforts and

pursue opportunities to increase labour market participation of underrepresented and marginalized groups.

- Lead cross-ministry and intergovernmental coordination, policy development and research to support the sustainability of B.C.’s creative sector.
- Work across government to explore the long-term competitiveness of the visual effects industry and, more broadly, the creative technology sector.
- Continue to deliver upon the three-year Amplify BC commitment to protect BC venues, companies and artists, and to ensure the music sector’s strong recovery from COVID-19.

Performance Measure(s)	2020/21 Baseline	2021/22 Forecast	2022/23 Target	2023/24 Target	2024/25 Target
2.3a Value of annual economic contribution across B.C.’s creative sector ¹	\$4.44B Total GDP ²	\$4.44B Total GDP ³	Maintain or improve	Maintain or improve	Maintain or improve

¹ Data Source: Internally compiled statistics from Creative BC’s Creative Industries Economic Results Assessment (CIERA).

²In 2020/21 the baseline was revised from \$4.85B to \$4.44B total GDP. CIERA is updated on an annual basis. Changes reflect refinements to federal public data sets from Statistics Canada. These refinements have been applied to 2020/21 baseline data to ensure historical consistency and comparability. The 2020/21 CIERA data will be published by Creative BC in February 2022.

³Note: A target of maintaining or improving is due to the significant impacts of the pandemic on the sector. It also reflects its resilience despite facing many challenges.

Linking Performance Measure to Objective

This measure reflects the cumulative impact of the Province’s investment in both supporting foreign production and developing B.C.-owned intellectual property (IP) through Creative BC programs and tax incentives. These efforts result in expanded global market reach, increased regional film activity, and more employment opportunities. These investments also generate the products that 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.

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](#) (ISPARC) to reach and empower 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, 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 reaching gender equity in sport.
- In partnership with viaSport, implement programming that addresses harassment and abuse in sport to foster safe and inclusive environments for sport in B.C.

Performance Measure(s)	2020/21 Baseline	2021/22 Forecast	2022/23 Target	2023/24 Target	2024/25 Target
3.1a Number of children, from population groups typically underrepresented in sport, reached through targeted sport programs ¹	12,500	15,000	25,000	30,000	36,000

Data source:

¹ 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 2020/21 Annual Report, KidSport BC's 2020 Annual Report, and ASSAI reporting from the 2020/21 school year, representing pre-pandemic numbers. Many sport programs were not available throughout the pandemic and restart continues to be delayed. Monitoring will be required as programs 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*. Monitoring how targeted programs are reaching underrepresented population groups provides an important indication of the work that is being done to ensure sport is inclusive for all.

Discussion

This 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. The on-going impacts of COVID-19 made it more challenging than originally anticipated to get sport programs up and running at full capacity, particularly in Indigenous communities. Looking forward, targets have been adjusted to reflect the work that is required to re-engage communities and individuals across the province in sport.

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)	2020/21 Baseline	2021/22 Forecast	2022/23 Target	2023/24 Target	2024/25 Target
3.1a Number of communities that host sport events ¹	0 ²	15	40	45	45

Data source:

¹Major Events Program and Hosting BC.

²Due to COVID-19 related restrictions on gatherings and events throughout 2020/21, all events were cancelled or postponed. In 2019/20, prior to COVID-19 related restrictions, 43 communities hosted sport events across B.C. 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 valued opportunities for B.C. athletes in pursuit of the podium to compete locally. 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 [Optional]

This performance measure 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. Sport events did not resume as early in 2021/22 as originally

forecast, leading to a decrease in the number of communities reached. However, the interest in hosting sport events that has been demonstrated by communities and event organizers in the second half of 2021/22 has led to more optimistic targets for the return of sport event hosting in 2022/23 and beyond.

Financial Summary

Core Business Area	2021/22 Restated Estimates ¹	2022/23 Estimates	2023/24 Plan	2024/25 Plan
Operating Expenses (\$000)				
Tourism Sector Strategy	24,429	24,429	24,429	24,429
Arts and Culture	38,003	38,008	38,008	38,008
Sport and Creative Sector	24,698	25,517	25,517	25,517
Transfer to Crown Corporations and Agencies	76,851	78,271	78,271	78,271
Executive and Support Services	1,719	1,730	1,742	1,742
BC Arts and Culture Endowment Fund Special Account	4,230	4,230	4,230	4,230
Physical Fitness and Amateur Sports Fund Special Account	1,200	1,200	1,200	1,200
Total	171,130	173,385	173,397	173,397
Ministry Capital Expenditures (Consolidated Revenue Fund) (\$000)				
Executive and Support Services	1	3	3	3
Total	1	3	3	3
Capital Plan (\$000)				
BC Pavilion Corporation Capital Fund	10,000	10,000	10,000	10,000
Royal BC Museum Capital Fund	110,779	55,946	120,576	138,802
Total	120,779	65,946	130,576	148,802
Other Financing Transactions (\$000)				
Tourism Development Disbursements	600	600	600	600
Total Net Cash Requirements	600	600	600	600

¹ For comparative purposes, amounts shown for 2021/22 have been restated to be consistent with the presentation of the 2022/23 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 February 4, 2022, 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](#)

[Royal British Columbia Museum](#)

[Medal of Good Citizenship Committee](#)