

Ministry of Tourism, Arts, Culture and Sport

2024/25 – 2026/27 Service Plan

February 2024



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Minister's Accountability Statement



The Ministry of Tourism, Arts, Culture and Sport 2024/25 – 2026/27 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 blue ink that reads "Lana Popham".

Honourable Lana Popham
Minister of Tourism, Arts, Culture and Sport
February 9, 2024

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Strategic Direction

In 2024/25, the Government of British Columbia will remain focused on providing the services and infrastructure that people depend on to build a good life. Government will continue delivering results that matter to British Columbians including helping people with costs, attainable and affordable housing, strengthened health care, safer communities, and a secure, clean and fair economy. Government will continue working collaboratively with Indigenous Peoples as it implements the Action Plan for the Declaration on the Rights of Indigenous Peoples Act and delivers initiatives that advance reconciliation in ways that make a difference in communities throughout the province.

This 2024/25 service plan outlines how the Ministry of Tourism, Arts, Culture and Sport will support the government's priorities and selected action items identified in the December 2022 [Minister's Mandate Letter](#).

Purpose of the Ministry

The vision of the [Ministry of Tourism, Arts, Culture and Sport](#) is that people and communities across B.C. are vibrant and thriving, with a diversity of opportunities that enrich well-being and support a strong, sustainable economy. The Ministry contributes to economic and social well-being and resiliency in communities by creating conditions for B.C.'s tourism, arts, culture, sport, creative and heritage sectors to thrive.

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 [viaSport](#) to support quality, inclusive, and accessible sports across B.C. It also partners with the [BC Arts Council](#) to support cultural and artistic diversity in the province. Furthermore, the Ministry collaborates 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.

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](#), the [Tourism Act](#), the [Resort Timber Administration Act](#), and delegated authorities under the [Land Act](#), [Forest Act](#), and [Heritage Conservation Act](#).

Operating Environment

Tourism and Resorts

British Columbia continues to be a preferred Canadian destination for tourism. Our large and diverse geography is a playground for outdoor enthusiasts and most communities are on the edge of nature, offering quality amenities to support healthy escapes.

British Columbia's visitor economy remains challenged to attract tourists worried about affordability and to sustain tourism businesses with continued pandemic-related debts. This reflects the world outlook for tourism which is increasingly vulnerable to global inflation driving up costs, climate change affecting destinations, and conflicts between countries.

Domestic travel in B.C. has recovered to pre-pandemic levels; however, the more lucrative market of international visitors continues to lag due to demand and the slower re-establishment of international flight connectivity since the pandemic. Wildfires and drought impacted the tourism sector in 2023, which is preparing for the possibility of annual impacts due to climate change. Labour shortages have eased slightly but businesses have ongoing challenges attracting and retaining employees, especially in rural B.C. In addition, many tourism workers have difficulty finding affordable housing close to their work.

Hosting international sporting events over the next three years will provide an economic boost and a window for the world to see B.C.'s beauty and cultural diversity. Indigenous communities are playing key roles in these events and are growing the number and quality of their tourism offerings, recognizing tourism as a doorway to greater understanding, reconciliation, and economic opportunities.

Mountain resorts immersed in nature are icons for outdoor experiences. Some of the largest and most recognizable resorts in Canada are on land managed by the Ministry. These resorts provide essential economic, social, community, and sports benefits to people living in and around them, in addition to the benefits provided to visitors. Phased resort development is continuing with clear public processes that facilitate strong engagement from local Indigenous communities and community stakeholders.

Heritage

The preservation of heritage contributes to the vibrancy of B.C.'s communities and is an opportunity to build the diversity of the province's cultural fabric for generations to come. Investments in preservation, conservation and restoration of heritage properties across B.C. are being made by governments, not-for-profits, businesses, and individuals.

Heritage preservation advances a diverse and inclusive society that honours underrepresented and marginalized communities whose voices have not previously been amplified in our history, thereby supporting reconciliation and learning. The repatriation of belongings to Indigenous

communities is a central tenet of reconciliation. Administrators of collections across the province and beyond are continuing to advance repatriation policies, best practices, and opportunities.

British Columbia has many diverse cultures that are now or are in the process of being reflected through provincial names, geographical features and places. Recognition of the diversity of place names is helping to protect and highlight our cultures, giving British Columbians and visitors a better awareness of where we live.

Sport

Participation in sport provides significant physical, social, and mental health benefits to British Columbians of all ages and backgrounds. Participation is returning to pre-pandemic levels, which allows people, coaches, officials, and spectators to come together again and find community through sport.

Although participation levels have rebounded, volunteers have been slow to return to sport. Volunteers are critical for the continued functioning of the sector as they play crucial roles as coaches, administrators and board members. The slow return of volunteers has strained the ability of sports organizations to deliver programming and events.

Affordability pressures are also impacting the sport sector. Sport organizations' rising real estate, legal, staff and insurance costs are being passed on to participants through higher registration fees and equipment costs. Further, costs associated with travel for practices, games, and tournaments have increased due to higher fuel and accommodation costs. These impacts are experienced most acutely in vulnerable, racialized and marginalized populations, who already are under-represented in sport.

Access to sport facilities is further complicated by labour supply issues in municipalities and recreation centres, which are being forced to limit facility hours due to staff shortages.

The Ministry continues to work with partner organizations such as viaSport, the Indigenous Sport, Physical Activity and Recreation Council (I•SPARC), Sport BC, the BC Games Society and others to create an environment where everyone playing sport can grow, excel, and achieve at all levels. Periodic instances of abuse in sports heighten awareness of the need to improve sporting culture to create environments that are safe, inclusive, and respectful.

Sport event hosting is boosting B.C.'s economic growth. The province continues to invest in local, regional, national and international events in communities across B.C. In particular, the awarding of the 2024 Grey Cup, 2025 Invictus Games, and 2026 FIFA Men's World Cup to British Columbia will bring tourism, economic and sport development benefits to B.C. for years to come.

Creative

The global demand for creative content remains strong, encompassing video games, books, music, movies, and television shows. However, the economic outlook varies widely by industry. The interactive digital media industry in B.C. continues to show strong growth, fuelled by new technologies such as Artificial Intelligence (AI) and Augmented Reality/Virtual Reality (AR/VR) and strong demand for games.

The motion picture industry in B.C. continues to grapple with the impacts of the writers' and actors' strikes in the United States, which paused the majority of production activity starting in May 2023. The motion picture industry is also expecting a contraction of investment as major studios and streamers realign their businesses with subscription revenues.

Live music companies continue to face significant increases in operating costs and issues caused by natural disasters, such as forest fires. Publishing companies continue to struggle with increased printing, paper, and shipping expenses. Monetization of music and publishing products remains difficult in a competitive and crowded digital environment. Additionally, the visual effects sector is challenged by labour shortages, with B.C. at risk of companies and workers relocating to other Canadian jurisdictions with a lower cost of living and better access to housing.

In response to these pressures, there are opportunities for adaptation and modernization within the creative policy, legislation, and regulatory environment. The federal government recently updated the Canadian broadcasting system through [Bill C-11](#), the *Online Streaming Act*. This legislation requires online streaming services to contribute to the domestic funding system, similar to traditional broadcasters. Regulation development is currently underway through the Canadian Radio-television and Telecommunications Commission (CRTC). The Province continues to advocate for an increased share of federal funding and modernization of funding mechanisms to support the success of B.C.'s creative industry moving forward.

Arts & Culture

Arts and culture enrich wellbeing, foster community, and showcase the diverse stories of people in B.C. Due in part to provincial investments, B.C. is the only jurisdiction in Canada whose overall arts and culture sector has grown despite the COVID-19 pandemic. However, recovery has been uneven and systemic issues and challenges, particularly for live performances, are still in need of support for further recovery and growth.

Resilience continues to be challenged by labour market shortages, fewer volunteers, affordability, and operating and capital inflationary pressures. Similar to the sport sector, there are challenges in the supply of arts and culture infrastructure, as well as issues with the condition of current spaces. The lack of suitable, affordable and stable spaces continues to impact the sector across the province.

Extreme climate events, public expectations, and changing socio-cultural demographics are increasing demands for a new vision for arts and cultural funding, and the renewal and refurbishment of aging arts and cultural infrastructure in urban centres and across the province. The Ministry, through initiatives such as the BC Arts Council's [Extending Foundations: Action Plan 2022-2024](#) launched in Spring 2022, is building off existing commitments and has taken new actions to support resilience and renewal for a more vibrant, diverse, equitable, and inclusive B.C. arts and culture sector.

Economic Statement

B.C.'s economy posted modest growth last year as interest rate increases weighed on the economy, and employment continued to expand, supported by immigration. Inflation in the province continued to ease and the Bank of Canada has not raised its policy interest rate since July 2023. The impact of higher rates on borrowing costs and elevated household debt led to lower consumer spending and reduced home sales. Lumber, natural gas and coal prices declined in 2023, reducing the value of the province's goods exports. Meanwhile, there was a record number of housing starts in the province in 2023. There is uncertainty over the transmission of high interest rates to the residential construction sector and the duration of slower growth for the rest of the economy in B.C. and among our trading partners. The Economic Forecast Council (EFC) estimates that B.C. real GDP expanded by 0.9 per cent in 2023 and expects growth of 0.5 per cent in 2024 and 2.1 per cent in 2025. Meanwhile for Canada, the EFC estimates growth of 1.1 per cent in 2023 and projects national real GDP growth of 0.5 per cent in 2024 and 1.9 per cent in 2025. As such, B.C.'s economic growth is expected to be broadly in line with the national average in the coming years. The risks to B.C.'s economic outlook continue to center around interest rates and inflation, including the risk of price increases stemming from geopolitical conflicts, the potential for interest rates remaining higher for longer, and uncertainty around the depth and timing of the impact on housing markets. Further risks include ongoing uncertainty regarding global trade policies, lower commodity prices, climate change impacts and the volatility of immigration levels.

Performance Planning

Goal 1: British Columbia's tourism economy is resilient and growing sustainably.

Objective 1.1: Support the sustainable growth of the tourism sector.

The Ministry is supporting the sector and communities in efforts to grow the value of their visitor economies and sustainably manage growth to enhance the quality of B.C.'s tourism experiences. Successful sustainable growth management reinforces B.C.'s "Super, Natural" brand and contributes to the province's unique selling proposition in a world increasingly concerned about human effects on the planet.

Key Strategies

- Build on previous investments in tourism infrastructure to create iconic, inspirational routes and places that will strengthen travel appeal in all regions of B.C.
- Work with the hospitality industry to ensure B.C. is ready to welcome tourists during upcoming marquee sporting events. Collaborate with planners for upcoming international sporting events to maximize tourism benefits.
- Promote safe, responsible, and respectful outdoor recreation and eco-tourism that provides experiential and economic opportunities from B.C.'s natural spaces while maintaining strong environmental stewardship.
- Champion leading human resources practices that support the tourism sector's efforts to address recruitment and retention challenges and promote a variety of job opportunities.

Discussion

During the pandemic, significant investments were made in destination development in communities across British Columbia. Those investments boosted the quality and quantity of experiences available to tourists. This year the Ministry will build on those investments by supporting the development of themed routes and places to competitively differentiate B.C. on the world stage.

The world's eyes will be on B.C. with several marquee events in the coming years – the 2024 Grey Cup, 2025 Invictus Games, and FIFA World Cup 2026. In the same way tourism was boosted by the 2010 Winter Olympic Games, these events present opportunities to showcase B.C. to massive audiences and maximize tourism opportunities at the time and in years to come.

Increasingly, visitors are seeking out responsible travel opportunities that help to preserve, rather than degrade, natural spaces. That is why it is critical to support environmental stewardship in sectors such as eco-tourism and agri-tourism while encouraging safe, responsible, and respectful outdoor recreation.

The Ministry will continue to work with colleagues across the government to assist people aspiring to careers in the tourism sector and support tourism businesses in finding people with the right skills for available jobs.

Objective 1.2: Focus tourism-related policies and investments on creating healthy, inclusive, resilient communities.

The [Strategic Framework for Tourism 2022-2024](#), released in March 2021, identifies tourism's power to boost the quality of life for people living in every corner of our province. It is important for the Ministry to undertake initiatives that serve the dual purpose of creating tourism revenues and quality community enhancement opportunities for residents.

Key Strategies

- Work with Indigenous Tourism BC to support Indigenous communities and businesses to create exceptional tourism experiences and economic development following the principles of self-determination.
- Support the tourism industry's creation of climate preparedness and adaptation strategies through the B.C. Tourism Climate Resiliency Initiative.
- Administer and lead resort major project reviews under the All-Seasons Resort Policy to responsibly manage land use and solidify British Columbia as a world-class resort destination.
- Continue the development and implementation of heritage policy and programs related to geographical naming, heritage conservation capacity building, historic places recognition, fossil management, and the stewardship of physical heritage resources.
- Integrate tourism into the emergency management structure to support visitor safety, business resilience, and B.C.'s reputation as a safe and welcoming destination.

Discussion

Tourism is a key contributor to our province's economy and the assets that support tourism contribute to the well-being of people who live here. A well-managed and thriving tourism economy makes life better for all British Columbians.

The increasing global demand for authentic Indigenous experiences has created an unprecedented opportunity for Indigenous peoples to share their living cultures and traditions with the world. In recognition of the *Declaration on the Rights of Indigenous Peoples Act*, we will continue to work with Indigenous partners to preserve and promote the rich heritage of Indigenous peoples.

The Ministry is responsible for the related policy, administration, and authorization of 35 community, regional and destination mountain resorts on public lands across B.C. Resort development on Crown Land requires robust policy work and undergoes extensive reviews and assessments, taking into consideration environmental, cultural, social and economic values.

The buildings, structures, landscapes, historic districts, and other places of heritage value are crucial to our understanding and appreciation of the identity and character of our communities. The Ministry's work on the conservation and preservation of historic places are important parts of maintaining healthy communities across the province.

Climate change effects such as wildfires and drought continue to impact the natural and built environments of B.C. along with the people who enjoy them and the tourism businesses operating in them. The Ministry, in collaboration with the tourism industry, is continuing to implement practices and tools that support the safety of visitors, the viability of tourism businesses, and our reputation as a safe and welcoming destination.

Performance Measures

Performance Measure	2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target
1.1a B.C. tourism industry revenue ¹	\$20.4 billion	+5%	+5%	+5%

Data source: BC Stats. Measured on a calendar year basis.

¹ The 2022/23 Actual (\$18.5 billion) forms the basis of the 2023/24 Forecast and revised future targets.

Discussion

Tourism industry revenue serves as an overall indicator of the growth of the tourism sector. It measures the money received by businesses, individuals, and governments due to tourism-related activities. For 2022/23, B.C.'s tourism industry generated \$18.5 billion in revenue. Revenue for 2023 is expected to increase by 10 per cent from 2022 and will have surpassed the 2019 tourism industry revenue. Targets for tourism revenue growth have been revised based on updated information from Statistics Canada which formed BC Stats revenue estimate for 2022/23, and Destination BC forecasts for the recovery of international markets. The tourism industry revenue data is provided annually by BC Stats and involves revenue estimates from several related sectors.

Goal 2: Grow, strengthen and sustain British Columbia's arts, culture and creative sectors.

Residents and visitors should have meaningful opportunities to participate in arts, culture and creative events and experiences that reflect B.C.'s demographic, cultural, and geographic diversity and resilience.

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

A vibrant, resilient and recognized arts and culture sector supports not only a strong, sustainable economy but fosters wellbeing, inclusion, and a sense of community across the province.

Key Strategies

- Improve access to funding for historically underserved artists, cultural practitioners, and arts and culture organizations.
- Invest in arts support 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 and renewal, increase equity practices in the sector, and community connectedness through arts and culture.

Discussion

Through the [Extending Foundations Action Plan: 2022-2024](#) and implementation of the [Designated Priority Groups policy](#), the BC Arts Council has advanced its strategies for an equitable recovery from the health, economic, social, and cultural impacts of the COVID-19 pandemic and is addressing calls for social justice. The Designated Priority Groups policy allows the BC Arts Council to measure and increase access to funding for underserved applicants and communities (regional arts and individuals and groups who are Indigenous, Black, and people of colour, and those who are Deaf or experience disability). Increasing the diversity of funded artists and arts organizations in B.C. is expected to expand the reach of BC Arts Council funding, while also helping to increase equity, access, and diversity practices in the sector.

Performance Measures

Performance Measure	2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target
2.1a Percentage of BC Arts Council grants awarded to underserved demographic groups ¹	22%	23%	24%	26%
2.1b Percentage of BC Arts Council grants to artists and organizations located in regional areas. ²	21%	22%	22%	23%

Data source: BC Arts Council Grant Management System BC Arts Council Grant Management System.

¹Underserved demographic groups are defined for this purpose as Indigenous (First Nations, Métis, and/or Inuit) Peoples; Deaf or experience disability; Black or people of colour, as identified in the current Designated Priority Groups policy.

²Regional artists and organizations are those located outside greater Vancouver or the capital region also known as greater Victoria, as identified in the current Designated Priority Groups policy. The forecast includes all funding provided through BC Arts Council programs but does not include recipients of grants delivered through the BC Arts Council partner programs (First People’s Cultural Council, BC Touring Council, ArtStarts, Creative BC).

Discussion

Previous Service Plans measured the total number of grants awarded and the number of recipients of BC Arts Council grants. To further support the [Extending Foundations Action Plan](#) and identified Service Plan strategies focused on Indigenous arts and culture, equity, and access, the performance measures have been restated to focus on the distribution of grants and the diversity of recipients.

The introduction of the Designated Priority Groups policy in September 2022 supports the expansion of eligibility and access to program funding for identified priority groups. The policy is also enabling the BC Arts Council to improve data collection. Metrics will be tracked and reported against province-wide population statistics to understand performance measures in the context of the demographics of the province.

Data collection for these measures was introduced in September 2022, therefore actuals are not included for the first year of the performance measure tracking. Performance measures are based on the percentage of grants awarded to identified Designated Priority Group applicants. The measure includes data collected on Designated Priority Groups via aggregate data on three combined underserved demographic groups (individuals and groups who are Indigenous, Black and people of colour, and those who are Deaf or experience disability) while progress on the regional distribution of grants is measured separately due to distinct trends and performance expectations.

Metrics related to total grants and recipients will continue to be tracked through annual reporting. Funding through the BC Arts Council in FY2022-23 provided 1723 grants¹ and funded 1041 artists and arts organizations. These metrics were used to project the performance of grant distribution.

Objective 2.2: Invest in cultural infrastructure.

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.

Key Strategies

- Invest in arts and cultural infrastructure projects through the BC Arts Council's Arts Infrastructure Program.
- Advance priority cultural infrastructure projects, including mandate commitments.

Discussion

Investing in arts and cultural infrastructure projects in B.C. supports the resilience and economic health of the creative, heritage, arts and culture sectors from increasing

¹ Number reflects a return to normal base budget figures after 2022/23 figures showed a 27 per cent increase in grants due to Government's additional investment of \$34.5 million in one-time year-end funding to support the arts and culture sector as it worked towards recovery and renewal.

affordability, venues and workspaces, labour and economic pressures, as well as wildfires, flooding, and other severe environmental events.

The BC Arts Council launched the Arts Infrastructure Program (AIP) in 2020/21. Updated guidelines for the AIP in 2021/22 now allow for a maximum grant of \$250,000, increased from \$75,000, and has an annual budget of \$2 million for granting purposes.

The province has also committed to, or is investing in, multiple large-scale cultural infrastructure projects that support its priorities, many of which stem from previous mandate commitments. These projects engage British Columbians, support diverse communities, and act as flagships for a vibrant and resilient arts and culture sector, including:

- Province-wide community engagement on the future of the Royal BC Museum, including the advancement of work on new collections and the research building which broke ground in September 2023.
- Working in consultation with communities to advance emerging museum programs and proposals, including the Chinese Canadian Museum (which opened to the public July 1, 2023), engagement on a South Asian Canadian museum, and advancement of a provincial Filipino cultural centre.
- Monitoring investments in the new Vancouver Art Gallery, the redevelopment of the Jewish Community Centre of Greater Vancouver - JWest, the Art Gallery of Greater Victoria, and the Vancouver Chinatown Foundation.

These projects support affordable and accessible community spaces; creativity and artistic innovation; equity, diversity, and inclusion; multiculturalism, anti-racism, and safer communities; accessibility; reconciliation and repatriation; and creative and innovative ideas for the economic vibrancy of a stronger B.C.

Performance Measure	2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target
2.2 Number of organizations supported for capital infrastructure projects	87+ ¹	87+	87+	87+

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

¹ BC Arts Council Arts Infrastructure Program (estimated 84 grants) plus continuing investments in the Royal BC Museum Collections and Research Building project plus funding to advance work to plan for a provincial Filipino cultural centre and a South Asian Canadian Museum.

Discussion

This performance measure includes the number of direct investments made by the Ministry towards infrastructure projects. Applications for the 2023/24 Arts Infrastructure Program closed on November 15, 2023, with results to be announced in March 2024.

Objective 2.3: Support the economic recovery and resiliency of B.C.'s creative sector.

The Ministry targets policy and investments to leverage opportunities in the motion picture, music, books, magazine publishing and interactive digital media industries. These efforts result in expanding global market reach, increasing regional activity, and generating high-paying employment opportunities.

Key Strategies

- Work with Creative BC to ensure the province's \$42-million investment in 2023 supports provincial priorities across the creative sector.
- Work with the Interactive Digital Media industry to ensure provincial actions support job creation and competitiveness.
- Advocate for investment in B.C.'s domestic motion picture industry to the federal government as it implements the Online Streaming Act and modernizes federal funding mechanisms.
- Advocate for B.C.'s publishers, writers, and illustrators to ensure the federal *Copyright Act* protects all creators and copyright holders.
- Continue to work with B.C.'s music industry as it faces ongoing challenges caused by inflation, natural disasters, and evolving business models.

Discussion

The creative sector is made up of four industries: motion picture, music, interactive digital media, and book and magazine publishing. The industries collectively face ongoing challenges due to a shortage of labour, increased operating and insurance costs, the changing nature of audience and volunteer engagement (e.g., returning to live music venues and festivals), natural disasters (wildfires), worker strikes, and rising costs of goods and services. Despite these difficulties, the interactive digital media industry is demonstrating strong growth.

The Ministry is working closely with Creative BC to support the sector's resilience, adaptability to challenges, and long-term competitiveness. The Ministry works with both Knowledge Network and Creative BC to prioritize funding allocations and access for equity-deserving creative professionals and businesses.

Performance Measure	2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target
2.3 Value of annual economic contribution across B.C.'s creative sector ¹	Maintain or improve	Maintain or improve	Maintain or improve	Maintain or improve

Data Source: Internally compiled statistics from Creative BC's Creative Industries Economic Results Assessment (CIERA). CIERA is updated on an annual basis. Any changes reflect refinements to federal public data sets from Statistics Canada.

¹These refinements are applied annually to baseline data to ensure historical consistency and comparability.

²The 2022/23 actuals (\$6.7B Total GDP) are an estimate only through CIERA and will be updated once federal data sets are finalized by Statistics Canada (anticipated by Fall 2024).

Discussion

This performance measure reflects the cumulative impact of provincial investments in the wider creative sector through a suite of complementary programs and tax incentives. These investments leverage federal and private sector funding and ensure future growth in B.C.'s creative sector.

When comparing Creative Industries Economic Results Assessment (CIERA) 2022 estimates with pre-COVID data for 2019, the creative sector has grown by 15.84 per cent in total GDP and by 10.78 per cent in jobs. This suggests the sector, as a whole, has more than fully recovered from the impacts of the pandemic. The interactive and digital media industry is the fastest growing industry in B.C.'s creative sector. Fueled by growing global demand, the industry grew by nearly 18 per cent from 2021 to 2022. The magazine publishing industry, however, contracted more than any other B.C. creative industry from 2021 to 2022, losing over a quarter of its jobs. This dynamic may be due to increasing costs for paper, shipping, and printing, as well as rising competition for advertising revenue, and difficulties in reaching audiences on digital platforms.

In the year ahead, the Ministry will continue to work closely with Creative BC to monitor the sector's performance and success through the annual CIERA data generation. Ministry staff use the annual CIERA data to identify areas within the creative sector that may require additional support and resources.

Goal 3: Ensure accessible, safe and inclusive sport opportunities for all British Columbians.

British Columbia's sport system includes and welcomes people of all ages, backgrounds, and abilities. The Ministry provides funding and policy to grow and foster diverse, accessible, safe, and inclusive opportunities for everyone playing sports.

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

Provincial and multi-sport organizations such as Basketball BC, BC Wheelchair Sports, BC Special Olympics, and the B.C. Seniors Games Society offer residents and visitors the opportunity to play, learn, and compete in sports. In its funding agreements with provincial sport organizations, the province, and viaSport requires inclusive sport programming that encourages participation from a diverse range of people.

Key Strategies

- Continue to implement [Pathways to Sport: A Strategic Framework for Sport in British Columbia 2020-2025](#), and further support the sport sector as it faces ongoing affordability and accessibility challenges.
- Continue working with other provinces and jurisdictions to ensuring adherence to safe sport policies and improving the culture of safer sports.

- Provide funding to organizations and communities to provide sport programming for under-represented populations, including Indigenous, female, 2SLGBTQIA+, low-income families, individuals with a disability, new Canadians, children in and aging out of care, and the 55+ population.
- Invest in the [Indigenous Sport, Physical Activity and Recreation Council](#) (I-SPARC) to ensure Indigenous Peoples and communities have equitable and meaningful opportunities to participate and compete in sport in a manner that is welcoming and recognizes and respects Indigenous cultures and traditions.

Discussion

The Ministry has partnered with viaSport to address and prevent harassment, abuse, and discrimination in sports through the Play Safe BC program. The program was established in 2020 and has focused on providing tools and resources to educate people on what are appropriate and inappropriate behaviors in sports.

The Ministry continues to work with other jurisdictions on the Federal-Provincial/Territorial (F-P/T) Ministers’ Red Deer Declaration, which calls for a coordinated response to addressing and preventing harassment, abuse, and discrimination in sport, including options for reporting and monitoring incidents.

Performance Measures

Performance Measure	2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target
3.1 Number of children, from population groups typically under-represented in sport, reached through targeted sport programs ¹	32,630	34,000	36,000	36,000

Data source:

¹Total number of children reached through programs delivered by the Indigenous Sport, Physical Activity and Recreation Council (I-SPARC), KidSport BC, and the After School Sport and Arts Initiative (ASSAI) administered by the Ministry. Baseline data is from I-SPARC’s 2022/23 Annual Report, KidSport BC’s 2022 Annual Report, and ASSAI reporting from the 2022/23 school year. The number of children reached through targeted sport programs in 2022/23 was 30,300.

Discussion

This performance measure tracks the number of children and youth reached through targeted programming for increasing sport participation for groups under-represented in sport. Specifically, these programs include the After School Sport and Arts Initiative (sport programming), Sport BC’s [KidSport BC](#) program, and I-SPARC’s [Resilient, Inspire, Strength and Engage](#) (RISE) program for youth in and out of care and sport programming for Indigenous youth.

Monitoring how targeted programs are reaching children, from population groups typically underrepresented in sports, provides an important indication of whether the sport sector is

inclusive of all participants. Tracking the participation from these groups is achieved by data collection at the community and provincial level.

In 2019/20, the Ministry allocated \$1.65 million² in one-time funding to KidSport BC to offset the impacts of COVID-19 on fundraising efforts and to ensure service levels remain consistent with previous years to meet the anticipated demand. Therefore, targets for 3.1 have been adjusted to reflect funding levels prior to this one-time investment.

Objective 3.2: Provide opportunities for athletes, coaches and officials to develop and compete in communities across the province.

The province strives for system excellence in sport by supporting programs and services for athletes, coaches, officials, practitioners, and leaders through enhanced coordination and communication across sport organizations.

Key Strategies

- Create a pathway for British Columbians to participate in higher levels of competition, and further develop as athletes and coaches, by funding the BC Summer and BC Winter Games, Team BC, the 55+ BC Games, and the North American Indigenous Games.
- Support the development of talent identification strategies and programs to support athletes as they progress through the sport system and achieve their best.
- Celebrate the achievements and contributions of B.C. athletes, coaches, and volunteers through awards such as Sport BC's Athlete of the Year Awards, and Delivering on Diversity Award, I-SPARC's Premier's Awards for Indigenous Youth Excellence in Sport, and recognition at the BC Sports Hall of Fame.
- Continue to fund the Enhanced Excellence Program to target high performance initiatives and create a pathway to place more B.C. athletes on national teams with the potential to win medals in international competitions.
- Work closely with the Canadian Sport Institute - Pacific to support programs and services delivered in partnership with Own the Podium.

Discussion

Supporting and celebrating the achievements of those involved in sports helps attract high-performance athletes and competitions to B.C. As the amateur sport sector is largely volunteer-based, recognizing individuals who "make sport happen" also contributes to continued sector resilience. British Columbians' achievements in high-performance sports are significant. While British Columbians comprise 13 per cent of Canada's population, our athletes represent more than 25 per cent of Canada's national team.

² In 2018/19, the Ministry provided Sport BC with a one-time \$2.5 million investment over three years to support participation from children under-represented in sport, including children from low-income families, Indigenous children, children and youth with disabilities, girls and newcomers to Canada. The \$1.65 million referenced is part of this \$2.5 million investment.

Objective 3.3: Contribute to tourism, economic, social and sport development growth through investing in sport events in communities across the province.

Sport event hosting supports tourism, economic, social and sport development. The province’s investment helps to ensure that communities, athletes, and sports fans can realize the benefits associated with these events.

Key Strategies

- Invest in sport hosting opportunities that will support the economy and provide local sport development opportunities in communities across the province.
- Develop strong impact and legacy plans to help realize the social and economic benefits associated with hosting marquee sport events such as the Invictus Games 2025 and the 2026 FIFA World Cup 2026.
- Ensure meaningful participation of Indigenous peoples and local First Nations communities in all aspects of planning and participating in marquee sport events, as described in Call to Action 91 from the Truth and Reconciliation Commission.
- Develop strong partnerships with hosting partners, including municipal governments and the federal government, Games organizers, supporters, and the sport sector.

Discussion

Sport event hosting supports communities across the province and provides valuable opportunities for B.C. athletes, coaches, and officials to develop and compete locally. These events also provide opportunities to build event-hosting capacity in local communities and support small businesses throughout the province.

The province is supporting several upcoming marquee sport events, including the Grey Cup 2024, Invictus Games 2025, and the FIFA World Cup 2026. Working collaboratively with Indigenous peoples and local First Nations communities, these events will help create a pathway for the province to secure lasting social and economic benefits for local communities and people throughout B.C.

Performance Measures

Performance Measure	2023/24 Forecast	2024/25 Target	2025/26 Target	2026/27 Target
3.3 Number of communities that host sport events ¹	40	40	40	40

Data source:

¹2022/23 Hosting BC Funding Summary & 2022/23 Major Events Program Funding Summary. In the 2022/23 Annual Service Plan Report the value was erroneously stated as 44. Number of communities that hosted sport events in 2022/23 was 40.

Discussion

The targets for this performance measure have been restarted and set at status quo for the next three fiscal years to reflect the increased cost of hosting events due to inflation, supply chain issues, a decline in volunteers, and the state of global and local economies.

Financial Summary

(\$000s)	2023/24 Restated Estimates ¹	2024/25 Estimates	2025/26 Plan	2026/27 Plan
Operating Expenses				
Tourism Sector Strategy	25,189	25,908	25,908	25,908
Arts and Culture	38,561	38,965	38,965	39,116
Sport and Creative Sector	26,648	27,117	27,117	27,117
Transfer to Crown Corporations and Agencies	83,714	86,581	86,903	86,903
Executive and Support Services	2,358	2,418	2,418	2,418
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	181,900	186,419	186,741	186,892
Capital Expenditures				
Executive and Support Services	3	3	3	3
Total	3	3	3	3
Capital Funding Vote				
B.C. Pavilion Corporation Capital Fund	10,000	10,000	10,000	10,000
Royal B.C. Museum Capital Fund	78,758	136,922	37,857	0
Total	88,758	146,922	47,857	10,000
Other Financing Transactions				
Tourism Development Disbursements	600	600	600	600
Total Net Cash Requirements	600	600	600	600

¹ For comparative purposes, amounts shown for 2023/24 have been restated to be consistent with the presentation of the 2024/25 Estimates.

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

Appendix A: Public Sector Organizations

As of February 9, 2024, the Minister of Tourism, Arts, Culture and Sport is responsible and accountable for the following organizations:

[BC Arts Council](#)

The BC Arts Council (BCAC) was created in 1995 as an agency of the province of British Columbia under the Arts Council Act. The BCAC nurtures and supports arts and cultural activity in communities across British Columbia.

[BC Games Society](#)

The BC Games Society is the organization responsible for setting the ongoing policy and direction of the BC Winter and BC Summer Games and supporting Team BC at the Canada Games.

[BC Pavilion Corporation](#)

BC Pavilion Corporation (PavCo) is a Provincial Crown Corporation. PavCo owns and operates two world-class public facilities located in downtown Vancouver: BC Place and the Vancouver Convention Centre.

[Creative BC](#)

Creative BC is an independent society created and supported by the provincial government to sustain and help grow British Columbia's creative industries.

[Destination British Columbia](#)

Destination BC is a provincially funded, industry-led Crown corporation that supports a strong and competitive future for BC's tourism industry.

[Knowledge Network Corporation](#)

Knowledge Network provides programs that educate, challenge and inspire. The organization also supports independent B.C. filmmakers through commissioning and pre-licensing of new programs.

[Royal British Columbia Museum](#)

The Royal BC Museum Corporation is one of Canada's greatest cultural treasures.

[Medal of Good Citizenship Committee](#)

The BC Medal of Good Citizenship celebrates British Columbians who have acted in a particularly generous, kind or selfless manner for the common good without expectation of reward.

