

Ministry of
Tourism, Sport
and the Arts
and
Minister of State for ActNow BC

2007/08
Annual Service Plan Report



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Message from the Minister and Accountability Statement

It is my pleasure to present the *2007/08 Service Plan Report*. The start of 2008 marked the last quarter of the fiscal year, but also marked the launch of BC150 celebrations throughout the province. B.C. is celebrating 150 years of cultural diversity, community strength and widespread achievement since the founding of the Crown Colony of British Columbia in 1858. The year will be an opportunity to showcase our First Nations heritage, our rich cultural diversity, our shared history and our many achievements — nearly 900 events have been registered with the BC150 website at the time of this writing. Our BC150 Years celebrations are in full swing, as British Columbians take part in events throughout the province to celebrate our shared history, heritage and culture.

This past year has been an important one for B.C.'s tourism industry. The sector has shown strong gains and we expect to exceed our 2007 tourism revenue target, thanks to our cross-government Tourism Action Plan which is now being implemented.

In partnership with Tourism BC, the Aboriginal Tourism Association of B.C. and other partners, we also began implementation of our Aboriginal Cultural Tourism Blueprint Strategy. A five million dollar grant from the Province will help develop Aboriginal cultural tourism into a prosperous, strong, and dynamic sector of our economy in every community of the province.

B.C.'s tourism industry has been quick to recognize the need to address sustainability and carbon emission reduction. In 2007, we delivered B.C.'s (and Canada's) first Green Tourism Forum and are working toward developing and implementing a Green Tourism Strategy for Sustainability.

We are amending our All Seasons Resort Guidelines to support our climate change priorities and to educate existing and future resorts on the benefits of 'green' choices. Addendums have already been placed in the *Best Practices Guide for Resort Development* to promote green resort development.

As well, we completed the second phase of a Recreation Trail Strategy for B.C. that will describe a vision and blueprint for a sustainable and coordinated trail system throughout the province. Support was also provided to enable the rejuvenation of Burnaby Lake, re-establishing it as an international rowing venue and improving the lake's fish and wildlife habitat.

In 2007, our film industry enjoyed a record setting year for domestic film production, and overall film and television production in British Columbia contributed \$943 million to the provincial economy. We increased our film tax credits which will contribute to British Columbia maintaining its reputation as a world class destination for film and television production.

We're also leading the way in environmental practices in the B.C. film and television production industry. Through initiatives like Reel Green BC, companies in the motion picture business have access to tools and information to become more environmentally responsible.

Working closely with the arts and culture community, we established the BC150 Cultural Fund to aid in increasing the stability of the non-profit arts sector. The province has also made major contributions to cultural capital through the Vancouver East Cultural Centre revitalization, the Vancouver Art Gallery building plans, and a new National Maritime Centre in North Vancouver.

B.C. has developed an international reputation for excellence in event hosting and during the past year we hosted a number of successful, high-profile sporting events, including the 2007 FIFA Under-20 World Cup of Soccer and the 2007 BMX World Championship.

As we look toward hosting the biggest winter sporting event in the world — the 2010 Olympic and Paralympic Winter Games — we continue to showcase British Columbia as THE sport event destination. SportsBusiness Group's recent survey ranked Vancouver as the top location in North America, and fifth in the world, in which to hold a major sport event.

The *2007/08 Ministry of Tourism, Sport and the Arts Annual Service Plan Report* compares the actual results to the expected results identified in the Ministry's *2007/08–2009/10 Service Plan*. I am accountable for those results as reported.



Honourable Stan Hagen
Minister of Tourism, Sport and the Arts

June 16, 2008



Message from the Minister of State for ActNow BC and Accountability Statement

ActNow BC is a partnership-based cross-ministry health and wellness initiative that promotes healthy living choices to improve the quality of life for all British Columbians. The core goal of this innovative initiative is to have a population of British Columbians that, by 2010, eats healthier; is more physically active; maintains a healthy weight; reduces tobacco use; and makes healthy choices during pregnancy.

ActNow BC has received both national and international acclaim. In 2007, the Health Council of Canada's *Health Outcomes Report* featured ActNow BC as an exemplary all-of-government approach to promote healthy living.

It has been a great honour to lead this collaborative effort, and we have worked hard with other ministries and industry partners to move forward on our commitment to health.

The ActNow BC website was fully implemented in the 2007/08 year, helping to provide British Columbians and their communities with information, resources and self-care tools that empower individuals to stay healthy and active. ActNow BC has continued to strengthen its promotion, enabling greater awareness of the ActNow BC name and initiative.

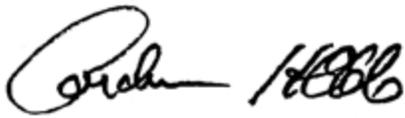
Working with other ministries and partners, we have implemented initiatives for school children through Action Schools! BC, with one hundred per cent of school districts now participating; we have implemented initiatives for seniors such as a nutrition handbook and a series of multi-cultural resources; and we have expanded our collaborative efforts within government to strengthen workplace wellness.

I am the Minister of State for ActNow BC and, under the *Balanced Budget and Ministerial Accountability Act*, I have been responsible for achieving the following results in 2007/08:

- (a) Ensure that the implementation of the ActNow BC action plan is underway and is having a positive effect on the public, particularly children and seniors;
- (b) Ensure that all ministries that have the potential to contribute to ActNow BC are contributing to its success;
- (c) Ensure that local government, community groups, schools and other organizations have clear roles and are fully involved in the implementation of the action plan; and
- (d) Ensure that funding is aligned with key actions and outcomes.

These results were achieved and implementation is ongoing.

More information about ActNow BC's accomplishments can be found in the pages that follow.

A handwritten signature in black ink, appearing to read "Gordon Hogg". The signature is written in a cursive style with a large initial "G".

Honourable Gordon Hogg
Minister of State for ActNow BC

June 16, 2008

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Highlights of the Year

The Ministry of Tourism, Sport and the Arts helps to celebrate British Columbians' quality of life by honouring our heritage, building for our future, strengthening our health, sharing our talents, and showcasing the natural beauty of our province. The past year brought many successes, some of which are highlighted below.

Tourism

- Achieved tourism revenue growth targets established in the cross-government Tourism Action Plan (4.7 per cent estimated growth).
- Hosted the first Green Tourism Forum in British Columbia in partnership with the tourism industry, and created a working group that is developing a Green Tourism Strategy for Sustainability.
- Began implementation of the [Aboriginal Cultural Tourism Blueprint Strategy](#) with [Tourism BC](#), [Aboriginal Tourism BC](#), the [Government of Canada](#), and industry partners. For instance, promotional materials related to market-ready Aboriginal tourism businesses were produced, and tourism training and education initiatives were completed.
- Joined with industry to create the Industry/Government Working Group for Recreational Vehicle (RV) Park Development, which identified further opportunities to develop RV parks in British Columbia.
- Established the Cruise Industry Working Group to identify ways to increase the benefits to British Columbia from the fast-growing cruise ship sector.
- Approved five applications for developments on Crown land that will see over \$2 billion invested in four marinas and the expansion of an existing ski resort.
- Launched the 2010 Olympic and Paralympic Winter Games tourism strategy, working through [Tourism BC](#) and the [Canadian Tourism Commission](#), [Tourism Vancouver](#), [Tourism Whistler](#) and [Tourism Richmond](#), to reap full benefit from this unique opportunity to showcase British Columbia to the world.

Recreation Sites and Trails

- Completed a blueprint for a sustainable and co-ordinated trail system that will benefit local communities, hikers and campers.
- Mitigated insect damage to 166 recreation sites and nine trails at a cost of \$671,000, as part of two-year program funded by the federal Mountain Pine Beetle program.

- Invested \$1.1 million to fully upgrade 21 recreation sites and trails. As well, increased maintenance throughout provincial recreation sites and trails in partnership with recreation groups, community organizations, First Nations, forest companies, regional districts and users.

Heritage and Archaeology

- Increased the number of Community Heritage Officers, and expanded investment in heritage projects to over \$213,000 through the Community Heritage Planning program.
- Enhanced training opportunities and project investments in support of the Provincial Heritage Properties (provincially owned historic sites).
- Executed a Memorandum of Understanding with the Hul'qumi'num Treaty Group to share archaeological information among its six member bands and ensure that cultural values infuse the development permit process.
- Provided the Town of View Royal with \$40,000 to help protect a First Nations midden¹ in Portage Park that had been exposed and damaged by storms and tidal surges.
- Launched an awareness initiative to better protect and improve the management of archaeological sites in forestry and municipal operations.
- Purchased a First Nations burial ground at Departure Bay in Nanaimo to ensure the ancestral remains would remain undisturbed forever. This unusual step by the Province was taken due to the extensive number of remains found and the fact the property owner was precluded from developing the land in any way.

Sport and Recreation

- Generated \$17 million in economic activity in Vancouver and Victoria, and \$2.65 million in provincial tax revenues, from the Province's \$1.3 million investment in the FIFA Under-20 World Cup of Soccer and the BMX World Championship.
- Directed \$2 million in funds from the BC Lottery Corporation's SportsFunder program to support KidSport, coaching, youth and student sport travel, and Team BC.
- Supported participation and achievement in recreational sports through provincial sport, multisport and recreation organization support, as well as the Sport Participation, Aboriginal Youth First, and BC Athlete Assistance programs.
- Fulfilled government's commitment to contribute \$10 million to the Burnaby Lake rejuvenation project. The project will improve water quality and help re-establish the lake as a recreational asset.

¹ A midden is a mound or deposit containing shells, animal bones, and other refuse that indicates the site of a human settlement.

Arts and Culture

- Extended an unbroken five-year record of growth in domestic film and television production: \$407 million in spending, up 47 per cent from 2006.
- Brought together 145 individuals from the film production and environmental communities to participate in BC Film Commission's [Reel Green BC Forum](#), an exchange of views about sustainable motion picture production.
- Worked with the Vancouver Organizing Committee (VANOC) and other provinces to set the stage for the 2010 Olympic and Paralympic Winter Games by showcasing B.C.'s unforgettable arts and culture. This 2008 Cultural Olympiad brought together artists from six provinces and territories to showcase over 300 performances and 10 exhibitions in 40 Lower Mainland venues, building momentum towards 2010.
- Provided \$1.7 million for cultural event hosting, to showcase British Columbia as a hub of creative talent and culture. These events include the Magnetic North Theatre Festival that was held June 4–14, 2008, as well as the upcoming Juno Awards, the Canadian Country Music Awards, and the National Arts Centre's BC Scene, a national performing arts and culture festival highlighting B.C. talent.
- Funded the second year of a three-year \$1.5 million commitment to Arts Partners in Creative Development, a partnership between the Province of British Columbia, the Canada Council for the Arts, 2010 Legacies Now, the Vancouver Foundation, the City of Vancouver and VANOC that supports artists in the creation, development and exposure of new or existing works.
- Provided \$68 million to support planning and development of the Vancouver Art Gallery, the Vancouver East Cultural Centre, the National Maritime Centre, and other arts and culture infrastructure.
- Created the BC150 Cultural Fund, a \$150 million permanent endowment. Earnings from the BC150 Cultural Fund will be used to support arts and cultural activity throughout the province for years to come.
- Celebrated with the Vancouver Symphony when it was honoured by Canada with a Juno award, and by the world with a Grammy award.

BC150 Years²

- Launched “Free Spirit: Stories of You, Me and BC,” a multi-media celebration of our past in partnership with the Royal BC Museum, including a 10,000 square-foot exhibit at the museum, a full-colour commemorative book, and the *People’s History Project*, an interactive website.
- Provided \$1 million through local Spirit of BC community committees to support locally developed BC150 Years celebrations.
- Received nearly 900 BC150 Years events for posting on the BC150 online calendar.
- Awarded 35 BC150 Celebration Grants, totalling \$306,466, in partnership with the Ministry of Public Safety and Solicitor General, to local community organizations for projects and events celebrating the 150th anniversary of the founding of British Columbia as a Crown Colony.
- Awarded 38 Mosaic Grants, totalling \$350,000, in partnership with the Ministry of Attorney General and the Ministry of Aboriginal Relations and Reconciliation, to support communities in telling the stories of Aboriginal and immigrant pioneers’ contributions to the founding of B.C. as a Crown Colony.
- Provided a total of \$350,000 for 39 local museums and art galleries through the BC Museums Association to develop BC150 Years exhibits.
- Supported the launch of the CP Spirit of 150 Rail Tour and the Cowichan 2008 Spirit Pole Tour, providing \$1.3 million to support these opportunities for British Columbians to become involved in B.C. history.
- Launched BC150 Community Arts Grants which will provide \$190,000 to help community and regional arts councils and Aboriginal cultural centres with projects and events that celebrate B.C.’s 150th anniversary.

ActNow BC

- Led the ActNow BC Road to Health Community Tour which visited 19 communities across B.C. to promote the benefits of a healthy lifestyle and physical activity to over 85,000 visitors.
- Completed the [ActNow BC](#) website which included an Activity Challenge online tracking tool with over 9,000 registered users. Another 1,400 British Columbians signed an online Healthy Living Pledge, demonstrating their commitment to a healthy lifestyle.

² BC150 Years was previously referred to as BC2008 in the 2007/08 Service Plan.

- The ActNow BC “Nutrition Campaign” micro-site was recognized as an Official Honouree in the government category by the International Academy of Digital Arts and Sciences at the 12th Annual Webby Awards.
- Other significant ActNow BC achievements across ministries and other partners include:
 - Over 1,400 schools have joined the [Action Schools! BC](#) program. All school districts in the province have registered for the physical activity initiative, and 90 per cent have registered for the healthy eating initiative.
 - The Ministry of Education announced a nation-leading requirement for 30 minutes of daily physical activity for all students in B.C. This was complemented by new guidelines to create environments that support students to make healthy food choices in school, through initiatives such as the School Fruit and Vegetable Snack Program.
 - Launched nearly a dozen initiatives to increase physical activity, healthy eating and smoke-free living through the [BC Healthy Living Alliance](#), a provincial coalition of nine organizations including the [Heart and Stroke Foundation](#), the [Canadian Cancer Society](#), and the [Canadian Diabetes Association](#).
 - Provided \$4 million in funding over two years to upgrade playgrounds in B.C. schools through the Ministry of Education and the Ministry of Public Safety and Solicitor General.
 - Supported the rollout of the [Cycling Infrastructure Partnerships Program](#) with the Ministry of Transportation and local governments. Other initiatives such as the [LocalMotion](#) and [Gateway](#) programs, and the [Kicking Horse Project](#), further expanded the province’s cycling network.

Purpose of Ministry

While tourism growth is a primary focus, the Ministry of Tourism, Sport and the Arts and its delivery agencies also celebrate British Columbians' natural and cultural heritage, encourage their creativity, promote healthy living and active recreation, and support excellence in sport.

The Ministry has focused its programs to achieve the following nine Strategic Priorities:

- Be a ministry that honours high performance, builds people and celebrates success.
- Honour the past and celebrate the future through BC150 Years.
- Lead the world in tourism growth by 2015.
- Triple convention delegate revenues by 2015.
- Through ActNow BC, be the healthiest jurisdiction ever to host an Olympic and Paralympic Games.
- Lead North America in national and international sport and cultural hosting.
- Build upon B.C.'s position as the most creative community in Canada.
- Continue to lead North America's digital entertainment and film industry.
- Promote stewardship, appreciation, and protection of B.C.'s archaeological, recreational and heritage resources.

Since its inception in 2006, the Ministry has been guided by government's 2003 commitment to double tourism industry revenues by 2015, pursuing this target through four themes that underpin the [Tourism Action Plan](#): marketing and promotion; development and investment; access and infrastructure; and a strong tourism workforce.

In the areas of sport, arts and heritage, the work of the Ministry fosters job creation, supports business development, and promotes dynamic communities of healthy, active citizens. Programs are delivered through third parties, including private and not-for-profit organizations and communities, as well as regional service delivery centres.

Ministry Divisions, and their purpose, are described below:

Tourism Division

Bringing together Archaeology, Heritage, Recreation Sites and Trails, Tourism and Resort Operations, Tourism Development and Tourism BC (a Crown corporation), the division works to co-ordinate investments, address challenges, resolve issues, and develop key tourism market segments and capacity, fostering effective stewardship of sensitive resources while assisting responsible, sustainable tourism development.

ActNow BC

ActNow BC is a cross-government initiative that strives to ensure that B.C. leads North America in healthy living and physical fitness and is the healthiest jurisdiction ever to host the Olympic and Paralympic Winter Games. ActNow BC engages partners within government and in the broader private and non-profit sectors to encourage British Columbians to be more active, eat healthier foods, live tobacco-free and make healthy choices during pregnancy.

BC150 Years

BC150 Years is preparing celebrations to mark the adventures, challenges, people and achievements that have shaped our provincial identity in the 150 years since British Columbia was established as a Crown Colony. Focusing on five pillars — Heritage, Communities, Cultural Diversity, Aboriginal Peoples, and Arts and Culture — BC150 Years supports activities to honour the cultural, economic and creative accomplishments of all sectors of our province.

Arts and Culture Division

The Ministry advances the province's creative economy and workforce through its support for individual artists and arts organizations. The division, which includes the **BC Arts Council**, the **BC Film Commission** and the **Cultural Services Branch**, provides support for arts and cultural policy and programs and for the administration and delivery of government programs under the *Arts Council Act* and the Arts Legacy Fund. The BC Arts Council provides financial support to more than 1,000 individual artists and arts organizations each year throughout B.C.

Sport, Recreation and Volunteers

Working with partners in and outside of government, the Ministry supports a “Canadian Sport for Life” model of sport and recreation program delivery. This playground-to-podium approach promotes opportunities for British Columbians of all ages, aspirations and abilities to benefit from sport and an active lifestyle. The Ministry supports the



Team BC at the 2007 Canada Winter Games.

The Ministry of Tourism, Sport and the Arts invests in training and sending Team BC to the Canada Summer Games, the Canada Winter Games and the Western Canada Summer Games.

development of superior athletes as well as the hosting of national and international sport events that showcase our champions and contribute to B.C.'s economy. These and other initiatives build capacity in the volunteer sector, and support increased volunteerism.

Crown Corporations and Agencies

Many Ministry programs are delivered through Crown corporations and agencies. The Ministry is responsible for providing direction and oversight to the [BC Games Society](#), the [BC Arts Council](#), [Tourism BC](#), the [Royal BC Museum Corporation](#), the [BC Pavilion Corporation](#), the [Provincial Capital Commission](#), and the [Vancouver Convention Centre Expansion Project](#).

Strategic Context

In 2007, British Columbia's economy continued its strong performance after three straight years of over 3.0 per cent growth. The province's real gross domestic product (GDP) grew an estimated 3.1 per cent in 2007. British Columbia's strong pace of domestic demand offset weakness in the province's export markets. Employment in British Columbia grew faster than the province's labour force in 2007, pushing the annual unemployment rate down 0.6 percentage points to 4.2 per cent. This was the lowest annual rate of unemployment in more than 30 years.

Tourism Development

Tourism is key to sustaining British Columbia's growing economy. The world's most spectacular landscapes, diverse cultures, and top-rated amenities offer resource-dependent communities their best opportunity to diversify their economic base. The Ministry therefore works closely with the tourism industry and the Union of British Columbia Municipalities to ensure that government's support is effective in helping communities across B.C. achieve their full tourism potential.

Even in the face of higher fuel costs, an appreciating Canadian currency, and confusion over U.S. requirements for travel documents, British Columbia tourism indicators showed modest strength in 2007:

- While U.S. overnight visits to B.C. were down 2.4 per cent, Asia Pacific visitation remained stable and European visits rose by 4.9 per cent, leaving total international overnight visitors virtually unchanged.
- Provincial room revenues grew by 7.9 per cent, hotel occupancy increased by 1.3 points and the average room rate advanced 5.7 per cent.
- Total provincial cruise revenue grew by 12.7 per cent.
- Total passenger airlift capacity, key to getting tourists into and throughout B.C., expanded by 2.1 per cent.

Sport, Physical Activity and Health

Cancer, heart disease, diabetes, hypertension, and respiratory disease lead all causes of death and disability. Worldwide, they account for almost 60 per cent of deaths and take a tragic economic toll on families, communities and societies.³ They are the most prevalent and costly threats to health in British Columbia — and the most preventable. While the proportion of British Columbia adults who are overweight or obese is 45 per cent — well below the Canadian

³ World Health Organization (2005). *Preventing Chronic Diseases: A Vital Investment*.

average of 49 per cent — 42 per cent of British Columbians aged 12 and older are inactive, and improvements in these areas remains an urgent objective.⁴ ActNow BC is working to engage and inspire British Columbians of all ages to make healthy choices more often.

Government has set a target to increase the portion of B.C.'s population that is physically active by 20 per cent by 2010. Ministry support for provincial multi-sport and recreation agencies complements the work of ActNow BC, helping to promote well-being through involvement in physical activity. Specific programs support populations traditionally under-represented in sport and recreation such as Aboriginal peoples, low income families and persons with disabilities.

Arts and Culture

The rapid and sustained rise in the value of the Canadian dollar, aggressive new tax incentives in many U.S. states, a prolonged strike by the Writers Guild of America and a shortage of available studio space, all played a role in a 44 per cent downturn in foreign motion picture production spending in B.C. in 2007. Despite these challenges, B.C.'s foreign production spending exceeded half a billion dollars while domestic production grew substantially. The animation industry continued to show promising growth, with total animation increasing 13.1 per cent from 2006.

Maintaining sustainability of the arts and the necessary infrastructure within the increasingly diverse cultural communities that make up British Columbia continues to be a challenge. Many communities lack cultural facilities and a large number of museum buildings, cultural centres and heritage sites in the province are in need of capital investment.

The digital age has become a significant influence on the arts and culture sector, with over 1,100 new media companies in the province employing some 15,000 people in the creation of video games, digital film and animation, mobile telephone content, interactive graphic design and e-learning, as well as advanced creative web applications.

BC150 Years

BC150 Years is an opportunity to raise awareness of B.C.'s shared heritage, cultivate a sense of pride in our accomplishments, and highlight the many achievements of British Columbia's citizens. This opportunity will also contribute to preparing our facilities, citizens and volunteers for the upcoming 2010 Olympic and Paralympic Winter Games. The expansion of Asia-Pacific gateway infrastructure and strengthening ties with Asian markets is contributing to the vision of British Columbia's future through trade, commerce, tourism, labour and education opportunities. The Ministry's Tourism Action Plan not only welcomes the world, but inspires citizens to explore BC150 events across the province. A new relationship is being forged with our Aboriginal peoples that is founded on reconciliation, recognition and respect. This relationship will contribute to the

⁴ Canadian Community Health Survey, 2005.

successful implementation of meaningful and lasting BC150 Years legacies. With the help of the Spirit of BC community committees, the volunteer spirit and excitement about participation in BC150 is strong.

Heritage and Archaeology

Historic places connect us to what it means to be a British Columbian, and they are a strong focus of visitor interest as well. Capital invested in rehabilitating historic buildings creates more jobs per dollar than new construction. Restoring old buildings also reduces waste, conserves energy and decreases urban sprawl — contributing to a more sustainable British Columbia.

The strong B.C. economy is fuelling development pressure on more than 30,000 archaeological sites. The Ministry promotes archaeological site protection in cooperation with First Nations, local governments, land use agencies and resource industries, linking conservation to development oversight to achieve the widest awareness of this fragile resource.



Historic Kinsol Trestle, Cowichan Valley.

This major conservation project will be undertaken through the collaborative efforts and investment of the Ministry, Cowichan Valley Regional District, the Ministry of Transportation, and dedicated community volunteers.

Report on Performance

The table below provides a snapshot of the Ministry's progress with regard to its performance targets during 2007/08. The section following the summary provides detailed discussion and explanation of these results.

Performance Plan Summary Table

Goal 1: A tourism sector that delivers lasting provincial economic and social benefits	2007/08 Target	2007/08 Actual
1.2 Tourism, sport, arts, culture and heritage sectors fully leverage the opportunities presented leading up to the 2010 Olympic and Paralympic Winter Games, and beyond		
Percentage increase in annual Overnight Tourism Revenues	4.7%	4.7% ¹ ACHIEVED
1.3 British Columbia's resort tourism base is expanded		
Resort development approvals (Master Development Agreements, Operating Agreements, and other resort development approvals)	5	5 ACHIEVED
Goal 2: Active and creative communities in which people have diverse opportunities to participate in sport, recreation, arts and culture	2007/08 Target	2007/08 Actual
2.1 British Columbia's sport and recreation sectors are diverse, dynamic and sustainable		
Per cent of B.C. athletes on national teams	25%	26.7% ACHIEVED
Economic impact (ratio of tax benefits to provincial investments) of national and international sport event hosting	2 : 1	2.1 : 1 ² ACHIEVED
2.2 British Columbia's arts and culture sectors are diverse, dynamic and sustainable		
Percentage of B.C.'s 25 major cultural organizations that maintain or improve their net financial position	70%	72% ACHIEVED
Value of arts endowments established through deployment of the BC Arts Renaissance Fund	\$9 million	\$9 million ACHIEVED
2.3 British Columbia has a dynamic and sustainable film and television production sector		
Value of annual motion picture production expenditures in British Columbia	\$1.0 billion	\$943 million SUBSTANTIALLY ACHIEVED

¹ Total overnight tourism revenue growth is an estimate, based on indicators such as hotel revenue growth (7.9% in 2007). Actual OTR for 2007 will be available November 2008.

² 2.1 dollars of provincial tax revenue generated for every 1 dollar of provincial investment.

Goal 2: Active and creative communities in which people have diverse opportunities to participate in sport, recreation, arts and culture	2007/08 Target	2007/08 Actual
2.4 Provincial pride and identity are enhanced as a result of BC150 Years celebrations in 2008		
Percentage of municipalities where BC150 Years events are staged	75% (Based on events held in the 2008 calendar year)	WILL REPORT OUT IN 2008/09 ANNUAL REPORT
Goal 3: A physically healthy population where individuals make choices that enhance their health	2007/08 Target	2007/08 Actual
3.1 A greater proportion of British Columbians are physically active		
Percentage of British Columbians active enough to derive health benefits	63%	DATA WILL BECOME AVAILABLE FEBRUARY 2009
Goal 4: Effective joint stewardship of British Columbia's outdoor recreational resources, heritage and archaeology	2007/08 Target	2007/08 Actual
4.1 British Columbia's tourism-related outdoor recreation resources are effectively maintained		
Percentage of recreation sites receiving regular maintenance	95%	91% SUBSTANTIALLY ACHIEVED
4.2 British Columbia's historic places and archaeological sites are effectively protected		
Percentage increase in the number of local governments using the Remote Access to Archaeological Data system	18.5%	54% EXCEEDED

Goals, Objectives, Strategies and Performance Results

Goal 1: A tourism sector that delivers lasting provincial economic and social benefits

Objective 1.1: Tourism revenue doubles by 2015

The Ministry is working with many partners to double tourism revenues to \$18 billion by 2015. In 2007/08, the Ministry began implementation of all 34 specific actions identified in B.C.'s first Tourism Action Plan. These actions are key to enabling sustainable tourism growth throughout British Columbia. Implementation of the plan involves ministries, Crown agencies, Tourism BC and destination marketing organizations across the province.

Strategies

- Lead implementation of the Tourism Action Plan, which includes facilitating the implementation of the Aboriginal Cultural Tourism Blueprint Strategy.
- Establish partnerships with local and federal governments, industry, First Nations, and others to enhance tourism opportunities.
- Develop capacity to better research and assess the impacts of emerging and expanding tourism sectors.
- Promote or lead the development of new or emerging tourism and outdoor recreation opportunities and markets.

The Tourism Action Plan Key Actions

1. Improve air and vehicle access to British Columbia and strengthen our role as Canada's Pacific Gateway.
2. Leverage the exposure and benefits of the 2010 Olympic and Paralympic Winter Games.
3. Increase the tourism workforce by raising the career potential of tourism and expanding the scope of the labour market pool.
4. Realize the tourism benefits from government's capital investments in B.C.'s five convention centres.
5. Ensure new resort approvals throughout B.C. are expedited.
6. Maximize the return on the province's tourism marketing investments through Tourism BC, destination marketing organizations, and other partners.
7. Increase First Nations investments in the tourism and outdoor recreation sectors and market those businesses to the world.
8. Leverage our "Super, Natural BC" branding with a new, world-class Green Tourism Strategy for Sustainability.

Objective 1.2: Tourism, sport, arts, culture and heritage sectors fully leverage the opportunities presented leading up to the 2010 Olympic and Paralympic Winter Games, and beyond

The 2010 Olympic and Paralympic Winter Games present an unparalleled opportunity to generate lasting social and economic benefits for British Columbians. The Ministry provides leadership to ensure that industry, government, and communities plan strategically to take full advantage of the 2010 opportunity by working to support an array of sporting events and arts, culture, heritage, tourism and recreational opportunities. Two examples of this are the cross-ministry projects for Culture Tourism and Event Hosting. These began in 2007/08 with initial results expected in 2008/09.

The Ministry also led a Federal/Provincial/Territorial working group to ensure participation in the Cultural Olympiad, an annual showcase and celebration of talent and culture leading up to 2010. In the 2008 Olympiad, 85 per cent of the artists were B.C.-based, and there was substantial participation by artists from across Canada, including Feist, a world-renowned Canadian performer.

Strategies

- Develop initiatives to enhance and broaden the economic impact of hosting the 2010 Olympic and Paralympic Winter Games in the tourism, arts, culture and sport sectors.
- Initiate and direct an inter-provincial working group to define how Canada will present itself to the world through the Cultural Olympiad.
- Partner with the Vancouver Organizing Committee (VANOC) for the 2010 Olympic and Paralympic Winter Games and Tourism BC to support communities across the province in participating in cultural events related to the 2010 Olympic and Paralympic Winter Games.
- Develop and implement both a Cultural Tourism Strategy and an Event Hosting Strategy with the aim of more fully integrating culture, arts, heritage and sport events and attractions as part of B.C.'s tourism mosaic.

Performance Results

Performance Measure	2005/06 Actual	2006/07 Actual	2007/08 Target	2007/08 Actual
Percentage increase in annual Overnight Tourism Revenues ¹	3.1% ²	3.7%	4.7%	4.7% ³ ACHIEVED

Data Source: Overnight Tourism Revenues are calculated by Tourism BC with data from Stats Canada and BC Stats.

¹ Represents annual growth.

² 2005 estimate of 3.4 per cent restated to 3.1 per cent since publication of 2006/07 Tourism BC Annual Report.

³ Total overnight tourism revenue growth is an estimate, based on indicators such as hotel revenue growth (7.9 per cent in 2007). Actual OTR for 2007 will be available November 2008. Growth of 4.7 per cent represents an increase of \$400 million over the previous year.

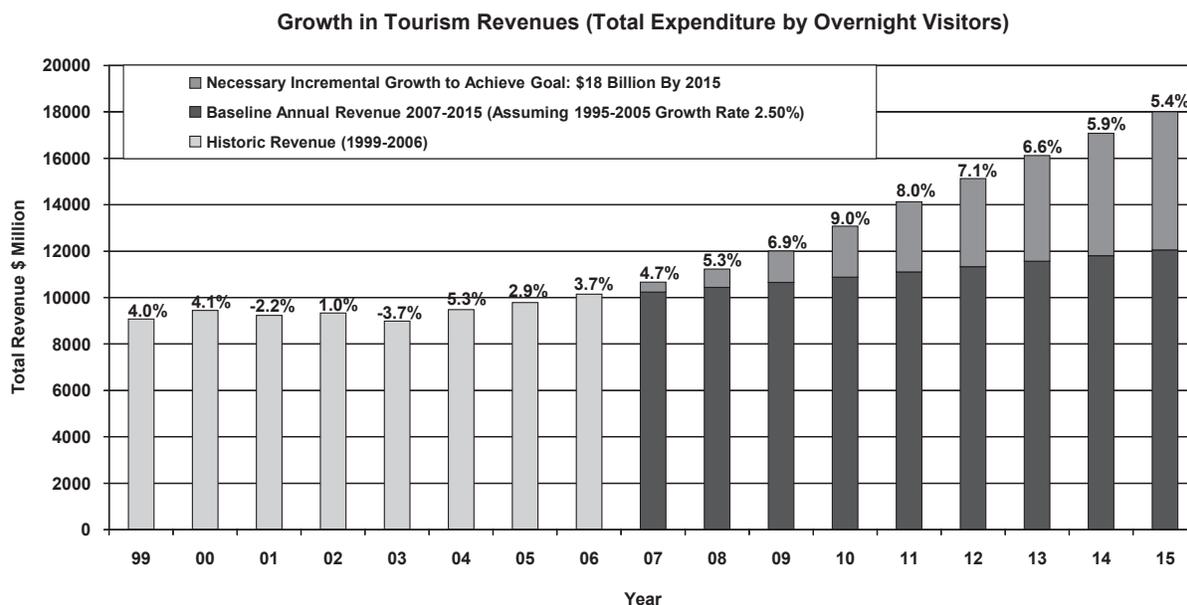
Discussion of Results

One of the key measures of tourism growth is the percentage increase in Overnight Tourism Revenues (OTR), defined as the gross revenue resulting from all spending by overnight visitors to British Columbia during a calendar year. It is a reliable performance indicator of overall tourism activity and comparable to indicators used by other competing jurisdictions. However, final estimates of OTR are not available until at least the third quarter of the following year.

The Province is on track to meet the interim revenue target of \$11 billion by the end of 2008, which brings British Columbia closer to doubling tourism revenues to \$18 billion by 2015. The Ministry's growth target of 3.5 per cent for 2006 was surpassed with the achievement of 3.7 per cent growth. In 2007, hotel revenues were up 7.9 per cent compared to the same period in 2006. Growth was taking place across the province. Vancouver Island experienced 8.8 per cent growth, the Thompson-Okanagan region 13.4 per cent growth and the Kootenay-Rockies region 13.7 per cent growth. Using other preliminary indicators, the Ministry forecast for OTR growth in 2007 will be in the order of 4.7 per cent.

The growth in 2007 is impressive in light of the strengthening Canadian dollar, significantly increased fuel prices and uncertainty over new passport and border travel requirements for U.S. visitors during the past year.

The following chart illustrates the historic annual revenue totals and the growth required to double tourism revenues by 2015.



Ministry Response

Continued implementation of the Tourism Action Plan will enable B.C.'s tourism industry to achieve both short- and long-term tourism revenue targets.

Objective 1.3: British Columbia's resort tourism base is expanded

The Ministry works to optimize recreational opportunities through the development of all-seasons resorts, adventure tourism⁵ and outdoor recreation programs. Capital investment and the environmentally sustainable development of B.C.'s resort tourism base will provide lasting social and economic opportunities, as well as better access to recreational opportunities. Environmentally sustainable development was facilitated in 2007/08 by amendments that were made to the *All Seasons Resort Guidelines* in order to better support climate change priorities.

Strategies

- Facilitate access to Crown land resources through licensing and tenure, and enhance resources for all-season resorts, adventure tourism, and outdoor recreation programs.
- Complete implementation of the BC Resort Strategy and Action Plan.
- Sustain local partnerships to maintain outdoor recreation infrastructure, such as recreation campsites and trail networks.

⁵ The Adventure Tourism Program was transferred to the Integrated Land Management Bureau of the Ministry of Agriculture and Lands on December 1, 2007.

- Upgrade targeted campgrounds and trails to facilitate the attraction of maintenance partners and improve utilization of campgrounds and trails by tourists and the general public.

Performance Results

Performance Measure	2005/06 Actual	2006/07 Actual	2007/08 Target	2007/08 Actual
Resort development approvals (Master Development Agreements, Operating Agreements, and other resort development approvals)*	6	7	5	5 ACHIEVED

Data Source: Ministry of Tourism, Sport and the Arts.

* Resort development approvals can take several forms. A **Master Development Agreement** is a long-term major resort development agreement that provides for the phased sale of Crown land, upon completion of corresponding recreation improvements by the resort operator, to ensure that the resort maximizes its potential in accordance with the approved Resort Master Plan. An **Operating Agreement** is a long-term agreement between the Crown and a resort operator that provides the operator with the right to operate a ski resort on Crown land but does not contemplate any significant sale or development of base lands. **Other resort development approvals** include fee simple land sales for golf resort developments and tenures for major marina operations. As of March 31, 2008, the Province had 16 Master Development Agreements and 11 Operating Agreements.

Discussion of Results

Resort developments approved on Crown land in 2007/08 include a ski resort and four marinas.

The Whitewater Ski Resort expansion has been approved for a Master Development Agreement with a projected private capital investment of \$15 million. Marina tenure approvals in 2007/08 included: Vintage Landing Marina (Kinniknik Bay), worth \$480 million; Solera Marina (Lakestone Development) worth \$1 billion; Tobiano Marina, worth \$500 million; and Nelson Marina (Kutenai Landing), worth \$160 million. These resorts will bring significant contributions to their local and regional economies.

Goal 2: Active and creative communities in which people have diverse opportunities to participate in sport, recreation, arts and culture

The Ministry works with a broad array of stakeholders to ensure that the sport, recreation, arts, culture, heritage, archaeology and film sectors make strong contributions to the well-being of British Columbians, both socially and economically, with volunteerism as a vital component of all sectors.

Objective 2.1: British Columbia's sport and recreation sectors are diverse, dynamic and sustainable

Support to individuals and organizations that deliver sport and recreation programs helps ensure that British Columbians of all ages, abilities and aspirations have opportunities to participate and achieve in sport and recreation. The Ministry works to support and promote sport and physical activity opportunities throughout British Columbia, as well as investing in the sport and recreation system, especially sport event hosting. These undertakings generate economic benefits and tax revenues that are reinvested in health, education, social and economic development programs.

Strategies

- Develop and implement co-ordinated provincial sport and recreation strategies to support accessibility to and participation in sport and recreation programs.
- Provide British Columbians with the opportunity to excel in sports and support provincial and multi-sport organizations that provide B.C. athletes with high-quality programs and services, improving overall athletic performance.
- Support innovative partnerships that enable the development of new sport and recreation investments and initiatives.
- Assist local organizers in pursuing and staging international sporting events, working with partners to take full advantage of opportunities to showcase British Columbia to the world.

Performance Results

Performance Measure	2005/06 Actual	2006/07 Actual	2007/08 Target	2007/08 Actual
Percentage of B.C. athletes on national teams (summer and winter games) ¹	N/A	26.2%	25%	26.7% ² ACHIEVED
Economic impact (ratio of tax benefits to Provincial investments) of national and international sport event hosting	2.29 : 1	N/A	2 : 1	2.1 : 1 ³ ACHIEVED

¹ For comparison, B.C. constitutes 13.3 per cent of Canada's population.

² **Data Source:** Canadian Sport Centre (Pacific), 2008 National Summer and Winter Teams data file: *B.C. Athletes on Targeted Sports*.

³ **Data Source:** 2007 FIFA Under-20 World Cup of Soccer and 2007 BMX World Championship economic impact studies. 2.1:1 impact is 2.1 dollars of provincial tax revenue generated for every 1 dollar of provincial investment.

Discussion of Results

The Ministry provides the sport and recreation system with support so that it can provide opportunities for British Columbians to participate and achieve at all levels — whether through recreational activities to achieve personal health goals or at high performance levels to represent B.C. or Canada at national and international events. In 2007/08, the Ministry supported a number of initiatives that contributed to healthy individuals and communities. This made it possible to leverage significant resources from other levels of government and private sponsors, helping to sustain success at all levels of sport, especially high performance.

The sport event hosting economic impact measure is an indicator of the return on investment for the Province in supporting major international sport events. In 2007, the events supported were the FIFA Under-20 World Cup of Soccer and the BMX World Championship. A two-to-one target means that the provincial tax revenue that was collected through visitor and operational spending was twice that of the provincial funding provided for the event.

Objective 2.2: British Columbia's arts and culture sectors are diverse, dynamic and sustainable

A diverse range of events, experiences, and other artistic and cultural products contribute to this objective. British Columbia has become an important hub of creative talent and culture, and the Ministry is committed to showcasing this in many different ways. Arts, culture, heritage, recreation and sport bring people together, enriching their lives and cultivating a sense of community. These important sectors foster creativity, innovation, social awareness, cultural understanding, and also contribute to personal health and well-being.

The Ministry has a long-range action plan to stabilize the arts and culture sector and to enhance the profiles of B.C. artists. The BC150 Cultural Fund will improve the stability of the arts sector and increase the profile of the performing arts. The Province provided capital dollars to several major cultural infrastructure projects including the Vancouver East Cultural Centre, the Vancouver Art Gallery, and the National Maritime Centre in North Vancouver.

The Ministry undertook some initial consultations on the development of an Aboriginal Art Gallery, a Women's History Museum, and an Asia Pacific Museum of Trade and Culture, and expects to be able to bring all three projects to the business case stage in 2008/09.

Strategies

- Support the B.C. Arts Council's diverse range of programs and activities which provide arts awards for individual projects; community arts development awards; professional arts development awards; and funding for planning and development of arts organizations.
- Develop a long-range arts and culture strategy in consultation with key stakeholders, which increases the profile of B.C. artists, improves access to learning about the arts, and celebrates regional arts initiatives.
- Oversee the development of an Aboriginal Art Gallery, Women's History Museum, and the Asia Pacific Museum of Trade and Culture.

Performance Results

Performance Measure	2005/06 Actual	2006/07 Actual	2007/08 Target	2007/08 Actual
Percentage of B.C.'s 25 major cultural organizations that maintain or improve their net financial position	64%	65%	70%	72% ACHIEVED

Data Source: BC Arts Council Annual Report.

Discussion of Results

This measure reflects the financial stability of arts and cultural organizations in the province and is intended as an indicator of the health of the sector as a whole. The net financial position of each organization is compared to the previous year's net financial position, and the percentage that have maintained or improved is calculated. For example, if only five of the 25 organizations maintained or improved their financial position, the performance result would be 20 per cent.

As anticipated, the additional \$3 million in funding provided for the British Columbia Arts Council had a direct positive impact on the sector in 2007/08. The improved financial position is also a result of increased opportunities for funding on an annual basis from Arts Now, the BC Arts Renaissance Fund, and investments relating to the Cultural Olympiad.

Performance Results

Performance Measure	2005/06 Baseline	2006/07 Actual	2007/08 Target	2007/08 Actual
Value of arts endowments established through deployment of BC Arts Renaissance Fund	\$5 million ¹	\$6.6 million	\$9 million	\$9 million ACHIEVED

Data Source: The Vancouver Foundation.

¹ The figures for 2005/06 Baseline as reported in the 2007/08 Service Plan were reported on a calendar, not a fiscal, year basis. This report presents the results on a fiscal year basis.

Discussion of Results

In establishing the BC Arts Renaissance Fund in 2005 by contributing \$25 million to the Vancouver Foundation, the Province challenged the private sector to make a significant contribution to the sector's sustainability. The BC Arts Renaissance Fund provides funding to match private contributions to permanent endowments, the earnings of which provide operational support for arts and cultural organizations throughout the province. Matched donations by private sector contributions add to the stability of the sector.

The total cumulative allocations from the BC Arts Renaissance Fund to March 31, 2008 are approximately \$20.6 million. In addition, approximately \$2.7 million has been allocated through the MEDICI Program (Management, Endowment Development, Implementation, Capacity and Innovation) of the BC Arts Renaissance Fund. It is anticipated that the BC Arts Renaissance Fund will be fully depleted by the fall of 2008. However, a legacy will remain in the form of the endowments.

Objective 2.3: British Columbia has a dynamic and sustainable film and television production sector

The Ministry, through its support of the BC Film Commission and British Columbia Film, directly contributes to significant growth in employment opportunities in the province, as well as the promotion of positive environmental practices through Reel Green BC. Support for the development of B.C.'s production expertise and the growth of B.C.'s domestic motion picture industry have increased the volume of B.C. owned and controlled entertainment businesses, and helped to build a more stable and diversified production industry in the province.

Strategies

- Through British Columbia Film, support the development of British Columbia's production expertise and the growth of the domestic motion picture industry.
- Through the BC Film Commission, connect filmmakers to the best locations, people, facilities and resources available and showcase British Columbia as a full service production centre with a solid reputation and track record for delivering excellent production value.
- Develop a new long-range strategy to support the development of new media such as video games, mobile telephone content, and interactive graphic design.

Performance Results

Performance Measure	2005/06 Actual	2006/07 Actual	2007/08 Target	2007/08 Actual
Value of annual motion picture production expenditures in British Columbia	\$1.2 billion	\$1.2 billion	\$1.0 billion ¹	\$943 million SUBSTANTIALLY ACHIEVED

¹ From past years' production expenditure results, the BC Film Commission has established \$1 billion as a target to be met or exceeded each year. Historically, production activity does fluctuate, depending on many factors such as foreign exchange conversion rates and proposed production activity of major clients. In 2007, production expenditure revenues were severely impaired by the Writers Guild of America strike in the U.S.

Discussion of Results

British Columbia remains a strong contender in film and television production. BC Film Commission statistics show that film and television production in British Columbia contributed \$943 million to the provincial economy in 2007. Domestic film and television activity continued a five-year trend of continuous growth, reaching a high in 2007 of \$407 million in total B.C. spending, up 46 per cent from \$278 million in 2006.

Objective 2.4: Provincial pride and identity are enhanced as a result of BC150 Years celebrations in 2008

BC150 Years celebrates the adventures, people, events and achievements that have shaped our provincial identity. BC150 Years is building collective pride in the contributions that British Columbians have made in shaping the province and instilling a sense of shared history and optimism for a positive and progressive future. This partnership-based program works to engage individuals and communities across the province, creating legacies that will inspire all generations and cultures.

Strategies

- Facilitate the delivery of initiatives across the province that focus on heritage, multiculturalism, Aboriginal peoples, communities and arts and culture. These projects include local heritage/museum programs; the “Free Spirit: Stories of You, Me and BC” exhibition at the Royal BC Museum; The Celebrating Cultural Diversity Program; the Schools Program; the Cowichan 2008 Spirit Pole Tour; and BC150 Years commemorative books.
- Facilitate the creation of B.C. Spirit Squares in communities throughout British Columbia to leave a lasting legacy of the BC150 Years celebrations.
- Through the Community Funding Program, provide communities with the opportunity and resources to plan and profile their own activities and events that celebrate 150 years of shared history.
- Through partnerships, encourage participation across generations and cultures in British Columbia’s 150th anniversary celebrations, with the goal of staging BC150 Years events in 75 per cent of municipalities across the province.

Performance Results

Performance Measure	2005/06 Actual	2006/07 Actual	2007/08 Target	2007/08 Actual
Percentage of municipalities where BC150 Years events are staged	N/A	N/A	75% ¹	WILL REPORT OUT IN 2008/09 ANNUAL REPORT

¹ Based on 2008 calendar year.

Discussion of Results

Results of the BC150 Years celebration will be reported in the *2008/09 Annual Service Plan Report*. Some highlights of the events planned, developed and implemented during 2007/08 appear in the Highlights of the Year section of this report.

Objective 2.5: British Columbians are supported in contributing to the well-being of their communities through volunteerism

For communities across British Columbia, volunteerism is one of the most valuable resources, accounting for an estimated \$5.2 billion in unpaid labour annually to support social services, health, education, sport and recreation, and arts and culture sectors. An engaged, skilled network of volunteers can make lasting contributions in communities and in personal and work life.

Strategies

- Support volunteer leadership and initiatives to build sustainable capacity in the volunteer sector and to recognize the valuable and important contributions of volunteers.
- Utilize the many large-scale sport and cultural events being hosted in British Columbia to engage communities in developing their volunteer capacity.

Discussion of Results

The Ministry continues to work with 2010 Legacies Now to build sustainable capacity in the volunteer sector through support of VolWeb. This website and resource is designed to encourage volunteerism across British Columbia and to increase access to volunteer opportunities.

In 2007, VolWeb.ca[™] filled 1,600 event volunteer positions throughout the province and has registered over 4,000 volunteers and over 1,000 event organizations. Government recognizes the contributions of volunteers through a variety of recognition events (e.g., April 15-21 was declared National Volunteer Week and the Ministry supported the first ever BC Coaches Week).

Major sport events funded by the Ministry are assisting individuals to get the experience they need to volunteer in 2010. In 2007, the FIFA Under-20 World Cup of Soccer attracted over 1,000 volunteers to Victoria and Burnaby and the BMX World Championship in Victoria recruited, trained and mobilized over 300 volunteers.

Goal 3: A physically healthy population where individuals make choices that enhance their health

British Columbians in general are among the healthiest people in the world and the most physically active across the country. ActNow BC strives to support the excellent health status of the majority of our citizens while also focusing more on those who are at risk of diminishing health from factors such as obesity and physical inactivity. Not only does increased physical activity provide physical and social benefits, it also contributes to the sustainability of the

health care system. ActNow BC's core goals are to have a population of British Columbians that, by 2010, eats healthier; is more physically active; maintains a healthy weight; reduces tobacco use; and makes healthy choices in pregnancy.

ActNow BC progress has been accomplished through innovative and collaborative efforts with other ministries, service partners, communities, and the sport and recreation delivery system to deliver healthy living approaches where British Columbians live, learn, work and play. A greater emphasis has been placed on promoting and partnering

on initiatives that support government's goal to "Lead the way in North America in healthy living and physical fitness". This work requires a whole-of-government approach to be successful.

The Ministry has an important role to play in supporting increased access to physical activity and sport. In fact, the federal, provincial and territorial sport ministers have set a target to increase Canada's physical activity levels by 10 per cent by 2010. British Columbia built on this national target by setting a provincial target to increase the proportion of physically active British Columbians by 20 per cent by 2010 (from 58 per cent to 70 per cent).

ActNow BC
The Conference Board of Canada in its June 2007 report *How Canada Performs: A Report Card on Canada* calls ActNow BC "a particularly promising model of intra-governmental collaboration in health policy development."

Objective 3.1: A greater proportion of British Columbians are physically active

Providing British Columbians and their communities with information, resources and self-care tools empowers individuals to stay healthy and active. ActNow BC has continued to strengthen its promotion, with a resulting increase in the recognition of the ActNow BC name and initiative.

Strategies

- Lead the programs of ActNow BC that contribute to increased physical activity and healthy lifestyle choices, particularly for at-risk populations.
- Collaborate with the Ministries of Health and Education, and other ministries and service partners, to meet the core goals of ActNow BC.
- Foster exposure to recreation, physical activity and sport for youth through initiatives such as [SportsFunder](#) and KidSport.
- Support Aboriginal participation and physical activity.

Performance Results

Performance Measure	Baseline	2006/07 Actual	2007/08 Target	2007/08 Actual
Percentage of British Columbians active enough to derive health benefits	58% ¹	N/A	63%	DATA WILL BECOME AVAILABLE FEBRUARY 2009

¹ Based on the 2003 Canadian Community Health Survey, reported in 2005.

Discussion of Results

This performance measure is derived from the biannual Canadian Community Health Survey of all provinces. The measure “percentage of British Columbians active enough to derive health benefits” is the percentage of British Columbians surveyed who reported that they were moderately active through daily living or physical exercise. Actual results for the 2005 survey will be reported in the 2008/09 Annual Service Plan Report. In addition, results for this measure and other ActNow targets will be reported in the *Measuring Our Success — Progress Report 2* in early 2009, which can be found on the [ActNow BC](#) website.

Goal 4: Effective joint stewardship of British Columbia’s outdoor recreational resources, heritage and archaeology

Responsible stewardship of the province’s recreational resources, heritage places and buildings, and archaeological sites is a foundation for economic and social sustainability. The Ministry fosters a commitment to stewardship by private and public partners, local governments, First Nations and the community at large. Policies and strategies that protect and maintain B.C.’s unique resources help to ensure a balance between protecting sensitive resources and enabling responsible development.

Objective 4.1: British Columbia’s tourism-related outdoor recreation resources are effectively maintained

Sustainable partnerships with local First Nations, Forest Licensees, local clubs and communities are important elements in effective joint stewardship of British Columbia’s outdoor recreation resources. The province’s 1,240 recreation sites and 650 trails provide significant opportunities for outdoor activity. Trails and sites that are safe and environmentally sustainable enhance public enjoyment of B.C.’s spectacular outdoors.

The increasing demand for and use of recreation sites and trails continues to be a challenge in terms of effectively maintaining this valued outdoor recreation resource. Also, mitigating the effect of mountain pine beetle infestations on recreation sites and trails in B.C. has become a growing priority.

Strategies

- In partnership with recreation groups, community organizations, First Nations, forest companies, regional districts, users and others, effectively manage and maintain the provincial system of forest recreation sites and trails.
- Develop provincial policies and procedures that will ensure that tourism and recreation interests are reflected in land and resource planning.
- Apply sustainable environmental practices and procedures when approving recreation and resort development projects.

Performance Results

Performance Measure	2005/06 Actual	2006/07 Actual	2007/08 Target	2007/08 Actual
Percentage of recreation sites receiving regular maintenance	60%	75%	95%	91% ¹ SUBSTANTIALLY ACHIEVED

Data Source: Recreation Sites and Trails Annual Report.

¹ 91 per cent is an estimate as final numbers not available until August 31, 2008.

Discussion of Results

The number of recreation sites receiving regular maintenance is a measure of effective facility maintenance and a safe, sanitary and environmentally sound recreation experience.

The level of maintenance achieved in 2007/08 is slightly lower than targeted, due in part to an increasing need for infrastructure replacement and maintenance. Some areas of the province are experiencing difficulty acquiring maintenance contractors as a result of competition for labour from oil and gas activity in the North and increasing development and construction in other areas.

In addition to ongoing maintenance of recreation sites, in 2007/08 the Ministry received funding from Natural Resources Canada for mitigating the effects of the mountain pine beetle on provincial recreation sites. While most recreation sites continued to receive regular maintenance during the implementation of the mitigation program, a small number did not receive the expected level of maintenance as contractors were engaged in alleviating the damage caused by the mountain pine beetle.

Ministry Response

Infrastructure replacement and labour shortages are expected to continue to be a challenge in 2008/09. Infrastructure replacement will be addressed in part through the Capital Improvement Program. In addition, Forest Licensees who are eligible through the Forest Investment Account will provide some funding for infrastructure maintenance and repair. Where labour shortages have had an impact on delivery of recreation site and trail maintenance, strategies such as reduced frequency of maintenance will continue to be implemented. The mountain pine beetle mitigation program will continue into 2008/09.

Objective 4.2: British Columbia's historic places and archaeological sites are effectively protected

Stewardship involves managing a number of facets of a resource base. Effective protection helps to ensure that those resources remain available to British Columbians. Rapid growth and changes in the population and economy of British Columbia present major challenges for the protection and conservation of heritage resources. Increasing land use for recreational and developmental purposes increases the potential for accidental damage to archaeological sites.

The Ministry demonstrates its stewardship of these valuable non-renewable resources by controlling potentially damaging activities that could have an impact on sites. The Ministry engages with local governments, First Nations, other land and resource managers and the public to ensure that they are aware of the fragility and importance of historic and archaeological sites. Public education is a critical component of protecting these sensitive areas.

In addition to increasing education and awareness about these resources, many of which have yet to be identified, the Ministry has the tools to enact protection through legislation and a permitting process. The Ministry has records of 33,900 archaeological sites and it is likely that an equal number have yet to be discovered. Archaeological and historic sites provide knowledge about our past and a fragile link to our history, both pre-and post-European contact. If we fail to protect these sites, we lose their cultural and historic value forever.

Strategies

- Provide community partners with training and resources for heritage conservation.
- Partner with other levels of government to foster heritage building rehabilitation and heritage district revitalization.
- Increase public awareness of the value of the continued conservation of archaeological resources.

Performance Results

Performance Measure	Benchmark	2006/07 Actual	2007/08 Target	2007/08 Actual
Percentage increase in the number of local governments using the Remote Access to Archaeological Data system	27 users ¹	35 users ²	18.5% (41 users)	54% (54 users) EXCEEDED

Data Source: Ministry of Tourism, Sport and the Arts records that are known to be accurate as they are consistently maintained.

¹ Number of local governments using the Remote Access to Archaeological Data System in 2006/07.

² Adjusted from the 2007/08 Service Plan that showed 27 users in error.

Discussion of Results

This performance measure flows from the objective that, to effectively protect archaeological sites, we need the participation of other agencies that permit land alterations. Local governments have the most direct involvement with land development processes dealing with private property. One of the tools available to support local government efforts to integrate archaeological resource management into their processes is the Remote Access to Archaeological Data system. This allows local governments to have Internet access to the Ministry's archaeological site database.

Ministry Response

Given the positive reactions from the local governments contacted, in 2008 the Ministry will continue to contact non-participating local governments to discuss the benefits of adopting this process.

Report on Resources

Resource Summary Table

Core Business Areas	Estimated	Other Authorizations ¹	Total Estimated	Actual	Variance
Operating Expenses (\$000)					
Sport, Recreation, Volunteers and ActNow BC ²	21,949	10,000	31,949	32,240	291
Tourism	17,216	0	17,216	21,190	3,974 ³
Arts and Culture ²	19,393	218,000	237,393	239,392	1,999
BC150 Years	2,906	0	2,906	3,887	981 ⁴
Strategic Initiatives and Policy	925	0	925	1,095	170 ⁵
BC Film Commission	1,560	0	1,560	1,562	2
Transfers to Crown Corporations and Agencies	61,820	0	61,820	32,078	(29,742) ⁶
Executive and Support Services	3,779	0	3,779	3,638	(141)
Transfer from the General Account to BC Arts and Culture Endowment Special Account	0	(150,000)	(150,000)	(150,000)	0
Total	129,548	78,000	207,548	185,082	(22,466)
Full-time Equivalents (FTEs)					
Sport, Recreation, Volunteers and ActNow BC	13	0	13	16	3
Tourism	97	0	97	100	3
Arts and Culture	18	0	18	16	(2)
BC150 Years	4	0	4	6	2
Strategic Initiatives and Policy	9	0	9	9	0
BC Film Commission	11	0	11	9	(2)
Executive and Support Services	14	0	14	15	1
Total	166	0	166	171	5

Ministry of Tourism, Sport and the Arts

Core Business Areas	Estimated	Other Authorizations ¹	Total Estimated	Actual	Variance
Ministry Capital Expenditures (Consolidated Revenue Fund) (\$000)					
Executive and Support Services	50	0	50	44	(6)
Tourism	1,731	0	1,731	1,502	(229)
Arts and Culture	0	0	0	67	67
Total	1,781	0	1,781	1,613	(168)
Other Financing Transactions (\$000)					
Tourism					
Disbursements	1	205	206	206	0
Net Cash Source (Requirements)	(1)	(205)	(206)	(206)	0
Total Disbursements	1	205	206	206	0
Total Net Cash Source (Requirements)	(1)	(205)	(206)	(206)	0

¹ Other Authorizations: \$10,000,000 for Sport, Recreation and Volunteers (dredging for Burnaby Lake); \$218,000,000 for Arts and Culture (includes \$150,000,000 for BC150 Cultural Fund, \$9,000,000 for Vancouver East Cultural Centre, \$50,000,000 for Vancouver Art Gallery, and \$9,000,000 for National Maritime Centre).

² Includes Special Accounts.

³ **Tourism** – the over-expenditure is a result of one-time grants provided to stimulate tourism growth.

⁴ **BC150 Years** – the over-expenditure is due to an accelerated events schedule; the total 3 year costs remain the same.

⁵ **Strategic Initiatives and Policy** – the over-expenditure is a result of increased salaries and benefits.

⁶ **Transfers to Crown Corporations and Agencies** – the \$29,742,000 under-expenditure is due to:

- 1) a surplus of \$5,042,000 for the BC Pavilion Corporation, as a result of gains on the sale of Bridge Studios, and
- 2) a surplus of \$24,700,000 for the Vancouver Convention Centre Expansion Project, as a result of an accounting change whereby funding provided on behalf of Tourism Vancouver is now treated as an accounts receivable.

⁷ Approximately 75 per cent of the ministry's capital funding envelope is allocated for improvements to recreation sites and trails. The remainder is for office furniture and equipment, tenant improvements and information systems. The majority of the under expenditure in the capital budget is the result of delays in systems projects.

Annual Service Plan Report Appendices

Appendix A: Ministry Contact Information

To learn more about the Ministry, go to www.gov.bc.ca/tsa/

The Ministry's address is:

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ActNow BC

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BC150 Years

PO Box 9897 Stn Prov Govt
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Fax: 250 356-1195
www.bc150.ca

B.C. Film Commission

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Vancouver BC V6Z 2G3
Phone: 604 660-2732
Fax: 604 660-4790
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B.C. Arts Council

PO Box 9819 Stn Prov Govt
Victoria BC V8W 9W3
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Fax: 250 387-4099
www.bcartscouncil.ca

Cultural Services Branch

PO Box 9819 Stn Prov Govt
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Fax: 250 387-4099
www.tsa.gov.bc.ca/arts_culture/

Heritage

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www.tsa.gov.bc.ca/heritage

Recreation Sites and Trails

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Victoria BC V8W 9W1
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www.tsa.gov.bc.ca/sites_trails

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Fax: 250 377-2382
www.tsa.gov.bc.ca/resort_development

Sport, Recreation and Volunteers

PO Box 9820 Stn Prov Govt
Victoria BC V8W 9W3
Phone: 250 356-9005
Fax: 250 387-1407
www.tsa.gov.bc.ca/sport

Tourism Division

PO Box 9846 Stn Prov Govt
Victoria BC V8W 9T2
Phone: 250 952-6204
Fax: 250 356-1195
www.tsa.gov.bc.ca/tourism/

