

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

**2021/22
Annual Service Plan Report**



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

PO BOX 9812
STN PROV GOVT
VICTORIA, B.C.
V8W 9W1

250 953-0905

Or visit our [website](#)

Published by the Ministry of Tourism, Arts, Culture and Sport

Minister's Accountability Statement



The *Ministry of Tourism, Arts, Culture and Sport 2021/22 Annual Service Plan Report* compares the Ministry's actual results to the expected results identified in the *2021/22 – 2023/24 Service Plan* created in April 2021. I am accountable for those results as reported.

A handwritten signature in black ink that reads "Melanie Mark". The signature is written in a cursive, flowing style.

Honourable Melanie Mark
Hli Haykwhl Wii Xsgaak
Minister of Tourism, Arts, Culture and Sport
July 29, 2022

Table of Contents

Minister’s Accountability Statement	3
Letter from the Minister	5
Purpose of the Annual Service Plan Report.....	7
Purpose of the Ministry.....	7
Strategic Direction	7
Operating Environment.....	7
Report on Performance: Goals, Objectives, Measures and Targets.....	10
Financial Report.....	19
Discussion of Results	19
Financial Summary	20
Appendix A: Agencies, Boards, Commissions and Tribunals.....	21

Letter from the Minister

As Minister of Tourism, Arts, Culture and Sport, I am pleased to present the ministry's *2021/22 Annual Service Plan Report*, summarizing our performance measures, key priorities and achievements from April 1, 2021, to March 31, 2022.

Keeping people safe from the COVID-19 pandemic was our government's top priority in 2021. The tourism, arts, culture and sport sectors experienced profound impacts on people and businesses throughout B.C. In response, we worked closely with leaders in these sectors to provide communities and businesses with what they said they needed to recover from the pandemic.

The tourism sector continued to be one of the hardest hit and one of the last to recover. In response, Government's StrongerBC: BC's Economic Recovery Grant Program was critical to supporting small and medium-sized tourism businesses. My ministry also provided \$120 million in dedicated tourism industry relief and recovery funding. This funding provided grants to major anchor attractions, large accommodations and commercial recreation businesses; funding to restart fairs, festivals and events and to attract conferences and business events to the province; and includes \$21 million in community-based tourism infrastructure initiatives to help the sector recover, create jobs and stimulate local economies.

Indigenous tourism experiences and communities were supported with \$6.7 million in business and tourism recovery grants administered by Indigenous Tourism BC, while supporting self-determination, economic and cultural reconciliation. This responds to our commitment to the Truth and Reconciliation Commission's Calls to Action and B.C.'s Declaration on the Rights of Indigenous Peoples Act Action Plan.

In March 2022, we released a new Strategic Framework for Tourism, which is our roadmap for rebuilding a resilient and prosperous tourism sector over the next three years.

To help the arts and culture sector recover and thrive, the BC Arts Council provided \$49 million in grants supporting over 1,061 individuals and organizations. This included delivery of \$12.5 million in recovery funding from StrongerBC, and an additional 84 grants totaling \$4 million delivered through the Arts Infrastructure Grant program. The BC Arts Council also launched a new \$8 million-Arts Impact Grant which provided responsive and flexible funding providing necessary and meaningful impact to organizations, practices and communities and included \$4.5 million in support from StrongerBC. In addition to sector supports and the ongoing work on a new collections and research building for the Royal BC Museum, Government provided \$27.5 million to purchase a permanent facility for Canada's first Chinese Canadian Museum and continued support for planning and operations of the Chinese Canadian Museum Society of B.C. We also remain committed to continued engagement on the development of the first museum dedicated to the South Asian Canadian community.

We continued to work with B.C.'s creative industries through roundtable sessions to ensure the sector recovered from the impacts of COVID-19 and that the supports we provided responded to the industries' needs. We consulted with B.C.'s music industry to find innovative ways for them to adapt to challenges. This included investing \$8.5 million through Amplify BC to provide relief for B.C.'s music industry and getting \$1.2 million of our \$2 million Domestic Motion Picture

Fund to B.C. filmmakers and production companies. Thanks to the leadership of B.C.'s motion picture industry enforcing strict health and safety protocols, B.C. remained one of the most desirable filming locations in North America during the pandemic.

We also moved the dial on our government's priority of supporting greater equity and diversity by investing in Creative Pathways to help people from under-represented groups find work in the motion picture industry and launched the first ever development program for equity-deserving and emerging producers. To address findings in Knowledge Network's Independent Equity Audit, I appointed three new board members with racial equity expertise and lived experience and supported new commissioning targets for both racialized and Indigenous production companies.

Similarly, for B.C.'s sport sector, my ministry worked with viaSport to bolster the efforts of local organizations to maintain operations and welcome the return of sport in B.C. Other supports included: \$11.6 million for the Amateur Sport League Fund to help leagues recover from the financial losses, support amateur athletes and ensure jobs were protected, \$1 million to 214 organizations throughout B.C. from the Local Sport Relief Fund and \$650,000 through the Major Events Program and Tourism Events Program for the FIBA Olympic qualifier leading up to the 2020 Olympic and Paralympic Games.

I am very proud of all that my ministry has accomplished in support of B.C.'s tourism, arts, creative and sport sectors during pandemic recovery. By paddling together, we have emerged from the pandemic and will continue to build back even stronger.

Sincerely,



Honourable Melanie Mark
Hli Haykwhl Wii Xsgaak
Minister of Tourism, Arts, Culture and Sport

Purpose of the Annual Service Plan Report

The Annual Service Plan Report is designed to meet the requirements of the [Budget Transparency and Accountability Act](#) (BTAA), which sets out the legislative framework for planning, reporting and accountability for Government organizations. Under the BTAA, the Minister is required to report on the actual results of the Ministry's performance related to the forecasted targets documented in the previous year's Service Plan.

Purpose of the Ministry

The mission of the Ministry of Tourism, Arts, Culture and Sport is to promote growth in tourism, and integrate it with the vibrant arts, culture, creative and sport sectors in B.C. for the benefit of residents, visitors, and investors. The Ministry's work supports welcoming, inclusive communities that value diversity and equitable opportunities for participation in sports, cultural activities, and the arts.

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

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

Delivery of the Ministry's mandate is guided by key legislation, including: [the Arts Council Act](#), the [Athletic Commissioner Act](#), the [Destination BC Corp. Act](#), the [Museum Act](#), the [Pacific National Exhibition Enabling and Validating Act](#), the [Knowledge Network Corporation Act](#), the [Hotel Guest Registration Act](#), the [Hotel Keepers Act](#), the [Pacific National Exhibition Incorporation Act](#) and the [Tourism Act](#).

Strategic Direction

The strategic direction set by Government in 2020, Minister Melanie Mark's 2020 [Mandate Letter](#) and government's coordinated response to the COVID-19 pandemic shaped the goals, objectives, performance measures and financial plan outlined in the [2021/22 Ministry of Tourism, Arts, Culture and Sport Service Plan](#) and the actual results reported on in this annual report.

Operating Environment

In response to another very difficult year for tourism, arts, culture and sport in B.C., our government has worked together with industry leaders to understand how best we can support these important sectors to continue to recover from the impacts of the COVID-19 pandemic.

Tourism

Tourism continued to be hampered by ongoing measures to limit the transmission of COVID-19 in 2021/22, such as border closures, travel restrictions, business restrictions, and physical distancing orders. As summer approached, more British Columbians indicated their intentions to travel and greater comfort in welcoming British Columbians and Canadians to their communities. However, international border restrictions only began to ease in early 2022, marking two summers without lucrative international travellers. The Ministry made substantial commitments to supporting tourism operators including major anchor attractions; fairs, festivals and events; Indigenous tourism businesses; and adventure tourism businesses. Investments in tourism infrastructure projects immediately created jobs and created new or enhanced tourism amenities to support recovery. Recognizing the challenge of building back the tourism workforce, the Ministry provided human resource expertise in each of the six B.C. tourism regions. The Ministry launched the *Strategic Framework for Tourism 2022-2024: A Plan for Recovery and Resiliency* as a roadmap for rebuilding tourism in the province.

Arts & Culture

The BC Arts Council continued to support recovery efforts by providing critical relief funding from the Province, a new Arts Impact Grant program and the Arts Infrastructure Program. Through StrongerBC (\$12.5 million in addition to the \$35.8 million BC Arts Council grants budget) the majority of arts and culture organizations were able to continue offering both virtual and in-person programming, and emergency government funding was identified as crucial support to their ability to survive the pandemic. The Extending Foundations: Action Plan 2022-2024, was launched extending the 2018-2022 strategic plan to build off existing commitments and take new actions to support B.C.'s arts and culture sector's recovery efforts.

Creative Sector

In 2021/22, the four industries in the creative sector recovered at different rates. While both the motion picture and interactive digital media industries experienced strong demand, music and publishing continued to face challenges. Throughout the year, government worked closely with creative sector stakeholders to understand their needs and develop solutions. The B.C. government responded by distributing funding through the \$2 million Domestic Motion Picture Fund and investing \$22.5 million over three years into Amplify BC to support the music industry.

Sport

Throughout 2021/22, the Ministry worked to help British Columbians return to playing sports safely. Government focused on reducing barriers to participating in sport and helping sport events return to hosting in B.C. This was achieved through the annual \$22 million investment in the sector as well as the nearly \$24 million investment of additional funding to provide critical relief to sport organizations impacted by the pandemic. Part of the annual investment also

includes funding for the province's Safe Sport initiative. The program is promoting safer sport experiences by giving community sports the tools they need to recognize and prevent abuse.

Extreme Weather

Further to the COVID-19 impacts, tourism was also significantly affected by extreme weather that included a heat event in August 2021, a devastating wildfire season, and the atmospheric river in November 2021 that cut off parts of the province due to large scale infrastructure damage. The ministry and industry responded to this by developing a *Tourism Emergency Management Framework* that will provide a unified structure to support tourism partners and visitors on matters related to the four pillars of emergency management, namely mitigation, preparation, response, and recovery. The framework will help reduce the industry's vulnerabilities and risks and lessen the potentially adverse impacts to visitor experiences during emergencies. These climate emergencies have also highlighted the need for appropriate archiving, protection and documenting of our tangible cultural heritage, as well as the transmission of traditional knowledge and intangible heritage within Indigenous communities. The ministry is continuing engagement with the arts and culture sector to develop a renewed strategic vision and plan to address the most pressing current issues.

Events have started to return to B.C. and open up to audiences now that borders have reopened, and restrictions have eased. This has been supported by substantial provincial investments in programs such as the BC Major Anchor Attractions Program; the BC Fairs, Festivals and Events Fund; the Arts Impact program and the Indigenous Tourism Recovery Fund. This targeted industry support has benefitted athletes, artists, tourism businesses and British Columbians who enjoy gathering to celebrate and experience the natural and cultural vibrancy our province has to offer.

Economic Statement

British Columbia's economic recovery strengthened in 2021. B.C.'s real GDP growth of 6.2 per cent was the second highest among provinces (behind Prince Edward Island), following a contraction of 3.4 per cent in 2020. Growth in B.C.'s real GDP was mostly driven by service-producing industries such as real estate, rental and leasing, healthcare and social assistance, and professional, scientific and technical services. Goods-producing industries also experienced growth with gains in most sectors, led by mining, quarrying and oil and gas extraction. While B.C.'s recovery broadened in 2021, it remained uneven as sectors such as accommodation and food services, and arts, entertainment and recreation have yet to fully recover to pre-pandemic levels. B.C.'s labour market strengthened in 2021, with employment growth of 6.6 per cent while wages and salaries increased by 11.3 per cent. Consumer spending on goods remained at elevated levels and nominal retail sales posted overall growth of 12.6 per cent. Meanwhile, inflation grew throughout the year and increased by 2.8 per cent on an annual basis, largely due to supply-chain disruptions, resilient demand for goods and services, and high energy prices. Residential construction activity reached a record high in 2021, with housing starts increasing by 25.6 per cent. At the same time, home sales also reached a record high in 2021 while the average

home sale price saw double-digit increases. On the external front, B.C.'s international merchandise exports grew by 36.0 per cent, reflecting a combination of the recovery in global demand and higher commodity prices amid impacts from the B.C. floods and landslides in November 2021.

Report on Performance: Goals, Objectives, Measures and Targets

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

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

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

Key Highlights

- In response to a Tourism Task Force recommendation, the ministry updated the *Strategic Framework for Tourism in B.C.* to reflect changes to the industry resulting from the COVID-19 pandemic. The ministry engaged across government and with industry to create a new vision for the tourism sector, and identify shared objectives, priorities and actions to guide successful recovery and future resilience.
- The province provided \$21.3 million in funding to support 47 tourism infrastructure projects under the Community Economic Recovery Infrastructure Program. This is in addition to \$20 million provided under the program in 2020/21 that supported 54 new tourism projects throughout B.C.
- Destination BC received \$4 million to support B.C.'s international marketing efforts. This funding is in addition to Destination BC's 2021/22 base budget to help recovery efforts in response to COVID-19 and \$5 million provided in 2020/21 to support domestic marketing.
- The province announced \$3.7 million in capacity-building funding for Indigenous Tourism BC to support the *Indigenous Alignment Strategy*. This strategy will help Indigenous communities identify and develop tourism opportunities and recover from the pandemic. Indigenous Tourism BC also received \$3 million in recovery funding for 2021/22, which was in addition to the initial \$5 million recovery funding provided in 2020/21.

Performance Measure(s)	2020/21 Actuals	2021/22 Target	2021/22 Actuals	2022/23 Target	2023/24 Target
1.1 Annual Provincial tourism revenue growth ¹	\$7.1 B	+10%	Available January 2023	+50%	+30%

¹ Data source: Provincial tourism revenues are estimated by [BC Stats](#) based on data on revenues of B.C. tourism businesses. This measure is calculated on a calendar year basis.

Discussion of Results

Tourism revenue measures the money received by businesses, individuals, and governments from tourism. The 2020/21 actuals reflect the negative impact COVID-19 had on industry revenues, reducing the ability for industry to operate at pre-pandemic levels. The 2020/21 actuals provide a benchmark against which the effectiveness of recovery efforts can be clearly shown in future years. The upward trend in tourism revenue targets demonstrates the expectation of a strong recovery for the industry, with a return to pre-pandemic levels in the next one to three years.

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

Key Highlights

- The Business Events and Conferences Restart Fund provided \$5M in 2021/22 towards business events and workforce support initiatives as part of the Tourism Recovery Initiatives Action Plan.
- The BC Arts Council supported the return and resilience of arts and culture festivals by providing \$1.45 million to 42 professional festivals and \$368,000 to 76 community festivals.
- Supported the hosting of 116 events (e.g., provincial and national championships, world cups, etc.) under the Hosting BC program and eight major sport events such as the 2022 World Women’s Curling Championships in Prince George, 2021 Skate Canada International in Vancouver and 2022 Parasnowboard World Cup in Big White under the Major Events Program.
- Supported the bid process for marquee sport events such as the 2025 Invictus Games and 2026 FIFA Men’s World Cup and continue working with the Canadian Olympic Committee on the 2030 Olympic and Paralympic Games opportunity.

Performance Measure	2019/20 Baseline	2020/21 Actuals	2021/22 Target	2021/22 Actuals	2022/23 Target	2023/24 Target
1.2 Number of events hosted through the Tourism Events Program ¹ , the BC Arts Council funding ² , Hosting BC and Major Sport Events Program ³	349	136	Maintain or Improve	240	Maintain or Improve	Maintain or improve

Data source:

¹ Internally compiled Tourism Branch (Tourism Events Program) – 21 events for 2020/21 and 6 for 2021/22

² Internally compiled BC Arts Council (Professional Festivals & Community Festivals) – 153 events in 2019/20 and 115 in 2020/21 and 118 for 2021/22.

³ Internally compiled Sport Branch (Hosting BC and Major Sport Events Program) – 0 events for 2020/21 and 116 for 2021/22.

Discussion of Results

Due to the Public Health Orders banning gatherings and organized events for the majority of 2020/21, the Tourism Events Program, Hosting BC and Major Sport Events programs were put on hold pending a timeline for a safe return to event hosting. These restrictions were in place for much of 2021/22, with government funding to support business solvency during this time being key to sustaining operations and keeping workers employed.

As restrictions eased, the Ministry worked with event organizers and rights holders throughout the pandemic to help them understand provincial and federal public health measures and deliver events in modified formats where possible with funding that had already been allocated. The events industry is showing strong signs of recovery now that events can begin to safely resume.

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

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

Key Highlights

- Since the start of the COVID-19 pandemic, Government via BC Arts Council delivered \$119 million in support of the arts and cultural sector for fiscal years 2020/21 and 2021/22.
 - In 2021/22 the BC Arts Council provided \$49 million in total funding from StrongerBC to support over 600 organizations and hundreds of individuals. Grants were distributed from the BC Arts Council’s base budget of \$35.8 million, plus an additional \$12.5 million in recovery funding.
 - As part of that funding in 2021/22 the BC Arts Council launched a new Arts Impact Grant program with a total investment of over \$8 million, which provided

responsive and flexible funding to 309 projects that were prioritized as providing necessary and meaningful impact to organizations, practices and communities.

- The ministry continues to invest in equity, reconciliation and accessibility initiatives in the arts and culture sector:
 - Continued partnership with First Peoples Cultural Council.
 - Piloted two accessibility programs for arts and culture practitioners who are Deaf or have a disability and Deaf or disability-serving organizations: Application Assistance and Access Support.
 - Expanded public outreach and engagement and invested in sector-led initiatives equity initiatives for example, hosting targeted grants information sessions and supporting access to sector expertise through partnership programs.

Performance Measure(s)	2020/21 Actuals	2021/22 Target	2021/22 Actuals	2022/23 Target	2023/24 Target
2.1a Number of BC Arts Council grants awarded	3,338 ¹	Maintain or exceed	2,158 ¹	Maintain or exceed ²	Maintain or exceed
2.1b Number of artists and arts organizations support by the BC Arts Council	1,213 ¹	Maintain or exceed	1,061 ¹	Maintain or exceed ²	Maintain or exceed

Data source: BC Arts Council Grant Management System.

¹ This includes all those funded through BC Arts Council programs (including some cultural services funding). This does not include recipients from grants delivered through BC Arts Council partner programs (First People’s Cultural Council, BC Touring Council, ArtStarts, Creative BC, etc.) or programs outside the BC Arts Council’s Grant Management System. This number has been restated from 2,037 grants to 1,213 organizations and individuals using base funding to include additional grants through additional one-time funding from Stronger BC as detailed below.

² Targets are to maintain or exceed previous year and will be revised to numerical targets during preparation of the next Service Plan for 2023-24.

Discussion of Results

The BC Arts Council supported 2,158 grants in 2021/22 from its base budget of \$35.8 million, plus an additional \$12.5 million in Stronger BC funding for 439 Individuals and 622 Organizations (including collectives) for a total of 1,061 unique award recipients.

The actual number of grants awarded as well as the number of artists and organizations receiving support from the BC Arts Council in 2021/22 was lower than in 2020/21. The BC Arts Council supported 3,338 grants for 563 Individuals and 650 Organizations (including collectives) for a total of 1,213 unique award recipients in 2020/21 due to a base budget of \$35.7 million, plus an additional \$35 million from StrongerBC. This reflects the heightened initial emergency response to the impacts of the COVID-19 pandemic in 2020/21 and the one-time Microgrant and Pivot programs which provided emergency funding through numerous grants for pandemic relief to organizations and individuals.

The second year of the pandemic 2021/22 saw organizations begin to adapt to COVID-19 conditions and less emergency funding was required. The performance measures above provide an indication of the amount of artistic, creative and economic activity supported by the BC Arts

Council throughout the province. These measures offer a broad gauge to highlight the impact of this investment and the broad reach of this funding.

Objective 2.2: Invest in cultural infrastructure.

Key Highlights

- The second year of the Arts Infrastructure Program saw the program expand to include project planning and consultations as eligible projects and to increase the maximum grant amounts from \$75,000 to \$250,000.
- The Province is committed to supporting B.C.’s leading museums and cultural infrastructure including the Vancouver Art Gallery, Art Gallery of Greater Victoria, and the Jewish Community Centre of Vancouver.
- In 2021/22, Government provided \$27.5 million to purchase a permanent facility for the Chinese Canadian Museum and continued support for planning and operations for the Chinese Canadian Museum Society of B.C.
- The Province continued work towards building a new collections and research building in Colwood, B.C.

Performance Measure(s)	2020/21 Actuals	2021/22 Target	2021/22 Actuals	2022/23 Target	2023/24 Target
2.2 Number of organizations supported by capital infrastructure projects	99 ¹	Maintain or exceed	86 ²	Maintain or exceed ³	Maintain or exceed ³

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

¹ Arts Infrastructure Program (97) plus Royal BC Museum and Chinese Canadian Museum for a total 99.

² Arts Infrastructure Program (84) plus Royal BC Museum and Chinese Canadian Museum for a total of 86.

³ Targets were revised in the [2022 23 Service Plan](#) from “maintain or exceed” to numerical targets.

Discussion of Results

The Arts Infrastructure Program numbers decreased as expected, due to changes to program guidelines which were updated for larger maximum grants of \$250,000, an increase from \$75,000, as well as the inclusion of funding for infrastructure planning and consultations. 2021/22 saw a decrease in grants issued from 97 in 2020/21 to 84 in 2021/22 (plus two additional infrastructure projects – Royal BC Museum and Chinese Canadian Museum), this decrease was less than forecast with more grants issued for planning and consulting projects and specialized equipment than for capital improvements. The 2021/22 Arts Infrastructure Program’s 84 grants comprised: 20 for planning and consulting, 18 for capital improvements and 46 for specialized equipment. Of the 18 grants for capital improvements, 8 were for projects in excess of the previous \$75,000 threshold.

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

Key Highlights

- Announced a \$22.5 million over three years in Amplify BC to ensure B.C.’s music industry has a strong recovery from COVID-19, protecting venues, companies and artists.
- Through Creative BC, distributed \$1.2 million through the Domestic Motion Picture Fund to support 21 emerging and equity-seeking creators and 12 B.C. production companies.
- Invested in Creative BC to deliver programs such as Creative Pathways to help people from under-represented groups find work in the creative sector.
- Addressed findings in Knowledge Network’s Independent Equity Audit by appointing three new board members with racial equity expertise and lived experience.
- Supported B.C. publishers’ participation in the Frankfurt Book Fair, where Canada was the Country of Honour, including a video funded through Creative BC.

Performance Measure(s)	2019/20 Baseline	2020/21 Actuals	2021/22 Target	2021/22 Actuals	2022/23 Target	2023/24 Target
2.3 Value of annual economic contribution across B.C.s creative sector ¹	\$4.85B	\$4.44B	Maintain or improve \$4.85B	Pending ²	Maintain or improve \$4.85B	Maintain or improve \$4.85B

¹Data Source: Creative Industries Economic Research Assessment (CIERA)

²The 2021 CIERA results will be available late Fall 2022.

Discussion of Results

This performance measure is an indicator of the Province’s success in maintaining its position as a world-class centre for all types of creative sector production. Despite the pandemic, B.C. remained the largest motion picture hub in Canada, one of the world’s largest animation/visual effects clusters, the second largest English-language book publishing market in Canada and the third largest centre for music in Canada.

In 2021, each of the creative industries experienced different rates of recovery. For example, there were approximately 400 motion picture productions in 2021 up from more than 350 in 2020. The interactive digital media sector experienced a surge in demand, primarily for videogames, and the Province is working to support the industry’s long-term labour demands. Book and magazine publishers continued to be negatively impacted by increased production costs for paper, printing, and shipping as well as supply chain issues such as shipping delays. The music sector continued to be significantly impacted by necessary public health restrictions. In-person events with limited capacity in Fall 2021 did allow some artists to perform but when

restrictions tightened in December 2021 many venues had to cancel shows and events, losing much needed revenue.

Data for 2021/22 will be available in the fall and included in the 2023/24 Service Plan.

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

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

Key Highlights

- Working with viaSport and the B.C. sport sector, developed actions to support the implementation of *Pathways to Sport: A Strategic Framework for Sport in British Columbia 2020-2025*, with an enhanced focus on helping the sector recover from the COVID-19 pandemic.
- Through core funding support to sport organizations, the Ministry continued to provide support for under-represented population groups including girls and women, low-income families, individuals with a disability, new Canadians, Indigenous peoples and the 55+ population, including:
 - \$1.4 million to the Indigenous Sport, Physical Activity and Recreation Council to support implementation of the Indigenous Sport, Physical Activity and Recreation Strategy, including support for Team BC’s participation in the 2023 North American Indigenous Games in Nova Scotia;
 - \$400,000 to Sport BC’s KidSport BC program, which provides grants to support kids facing financial barriers to participation in a season of sport;
 - \$1.4 million continued support for the Ministry’s After School Sport and Arts Initiative, which provides free sport and arts programs;
- Through viaSport, implemented programing that addresses harassment and abuse in sport to foster safe and inclusive environments for sport in B.C.

Performance Measure	2019/20 Baseline	2020/21 Actuals	2021/22 Target	2021/22 Actuals	2022/23 Target	2023/24 Target
3.1 Number of children, from population groups typically underrepresented in sport, reached through targeted sport programs ¹	36,000	12,500	36,000	17,552	36,000	36,000

¹ Data source: Total number of children reached through programs delivered by the Indigenous, Sport, Physical Activity and Recreation Council (ISPARC), KidSport BC, and the After School Sport and Arts initiative administered by MTACS. Baseline data is from ISPARC’s 2019/20 Annual Report, KidSport BC’s 2019 Annual Report, and ASSAI reporting from the 2019/20 school year, representing pre-pandemic numbers.

Discussion

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

The performance measure was a new one developed in 2021/22 to measure progress on the Ministry's [Pathways to Sport Framework](#)'s sport participation goals and objectives. Targets were established based on pre-pandemic levels and in consideration of the pandemic's impact on participation rates. In 2021/22, the ongoing impacts of COVID-19 continued to make it challenging to get sport programs up and running at full capacity, particularly in Indigenous communities. Many sport programs were not available throughout the pandemic and restart continued to be delayed. For these reasons, targets were revised for the [2022-23 Ministry Service Plan](#) to reflect the work that is required to re-engage communities and individuals across the province in sport.

The Ministry's 2021 investment in KidSport BC supported 4,164 children to participate in 132 communities of which 16 per cent were Indigenous, 13 per cent were new Canadians and four per cent were children with a disability. Overall, this resulted in an increase in support to under-represented population groups from 2020 (increasing to 33 per cent from 20 per cent).

The Ministry's After School Sport and Arts Initiative (ASSAI) programming is targeted to children and youth in kindergarten to Grade 8 who face barriers, including financial, geographical, cultural, behavioural, disabilities or transportation. Despite the challenges of the COVID-19 pandemic, ASSAI continued to provide in-person, quality sport, physical activity and creative arts opportunities during the 2021/22 school year, reaching more than 10,888 students across the province.

viaSport also continued to work on implementing actions to address harassment and abuse in sport to foster safe and inclusive environments for sport in B.C. Accomplishments include establishing new funding criteria that requires the more than 70 provincial sport organizations to adopt the new [BC Universal Code of Conduct for Sport](#) and post safe sport information and resources on their website, completion by more than 900 sport leaders and board members of the Canadian Centre for Children Protection's Commit to Kids (how to safeguard kids from sexual abuse) training; and the promotion of the federal Canadian Sport Helpline (1-888-83SPORT), a referral service for victims or witnesses of harassment, abuse or discrimination in sport.

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

Key Highlights

- Invested in hosting opportunities that help develop local economies through regional, national and international tourism. Some highlights include the following:

- Provided \$500,000 to the Hosting BC program which supported 109 events (e.g., provincial and national championships, world cups, etc.) in 39 communities;
- Provided \$800,000 to eight major sport events such as the 2022 World Women’s Curling Championships in Prince George, the 2021 Skate Canada International in Vancouver and the 2022 Parasnoboard World Cup in Big White.
- Supported the bid process for marquee sport events such as the 2025 Invictus Games and 2026 FIFA Men’s World Cup and worked with the COC on the 2030 Olympic and Paralympic Games.
- Promoted the BC Summer and BC Winter Games, Canada Summer Games and the 55+ BC Games as opportunities to support athlete development and provide host communities with opportunities to profile their communities and build event-hosting capacity to support future economic development.
- Supported viaSport, the Canadian Sport Institute Pacific, Indigenous Sport, Physical Activity and Recreation Council and sector partners to develop return to sport protocols so athletes could continue to train in a safe environment to prepare for competitions such as the 2021 Olympic and Paralympic Winter Games and National Aboriginal Hockey Championships.
- Celebrated the achievements and contributions of B.C. athletes, coaches and volunteers through initiatives such as the Premier’s Awards for Indigenous Youth Excellence in Sport, BC Sports Hall of Fame and Museum (BCSHOF), the digitalization of Indigenous Sport Gallery at the BCSHOF, Sport BC’s Athlete of the Year Awards and Delivering on Diversity Award and BC Games Society’s Karina LeBlanc Game Changer Award.

Performance Measure(s)	2019/20 Baseline	2020/21 Actuals	2021/22 Target	2021/22 Actuals	2022/23 Target	2023/24 Target
3.2 Number of communities that host sport events	43	0 ²	20	39	30	43

¹ Data Source: Major Events Program and Hosting BC.

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

Discussion

Measuring the number of communities that host sport events supported by Ministry-funded programs tracks progress towards ensuring communities and athletes throughout the province are able to realize the benefits associated with sport event hosting and help support economic recovery. This measure also supports the Event Hosting objective in the [Pathways to Sport - Strategic Framework for Sport in B.C. 2020-2025](#) to ensure that sport contributes to the social and economic objectives of communities throughout B.C. Through this support, 39 communities across the province were able to host events that helped with COVID-19 economic recovery and built future capacity to attract and deliver world-class events.

To rebuild B.C.’s reputation as a major sport event destination and help draw large numbers of international visitors back to B.C. to help re-energize the tourism industry, the Province

supported the bid process for marquee sport events such as the 2025 Invictus Games. As well, the Province entered active discussions to place Vancouver and British Columbia into consideration as a Candidate Host City for the FIFA Men's World Cup 2026.

Financial Report

Discussion of Results

The Discussion of Results reports on the Ministry of Tourism, Arts, Culture and Sport's financial results for the year ended March 31, 2022 and should be read in conjunction with the Financial Reporting Summary Table provided below.

During 2021/22, the Ministry received a total of \$236.099 million in other authorizations to fund a number of priority investments and to support COVID-19 response, relief and recovery, including:

- Jewish Community Centre Redevelopment Project
- Chinese Canadian Museum
- First People's Cultural Foundation
- Vancouver Art Gallery Construction
- Tourism Recovery Initiatives
- B.C. Major Anchor Attractions
- Tourism Destination Development
- B.C. Fairs, Festivals, and Events Recovery Fund
- Indigenous Tourism Business Recovery Fund
- Tourism Accommodation and Commercial Recreation Relief Fund
- Business Events Grant Fund
- Indigenous Tourism Strategy
- Welcome to B.C. Marketing Program
- Arts, Culture, and Creative Sector Resiliency Fund
- Sport Sector Resiliency Fund
- Royal BC Museum Modernization Business Case
- Royal British Columbia Museum Redevelopment Project
- Royal British Columbia Museum COVID-19 Relief
- BC Pavilion COVID-19 Relief

Financial Summary

	Estimated	Other Authorizations ¹	Total Estimated	Actual	Variance
Operating Expenses (\$000)					
Tourism Sector Strategy	15,846	109,038	124,884	124,310	(574)
Arts and Culture	38,003	89,782	127,785	127,911	126
Sport and Creative Sector	24,698	7,000	31,698	32,241	543
Transfer to Crown Corporations and Agencies	76,851	30,279	107,130	107,130	0
Executive and Support Services	1,399	0	1,399	1,303	(96)
Sub-total	156,797	236,099	392,896	392,896	0
Special Accounts (\$000)					
BC Arts and Culture Endowment Special Account	4,230	0	4,230	1,670	(2,560)
Physical Fitness and Amateur Sport Fund	1,200	0	1,200	850	(350)
Sub-total	5,430	0	5,430	2,520	(2,910)
Adjustment of Prior Year Accrual ²	0	0	0	0	0
Total	162,227	236,099	398,326	395,416	(2,910)
Ministry Capital Expenditures (\$000)					
Executive and Support Services	1	0	1	0	(1)
Total	1	0	1	0	(1)
Capital Plan (\$000)					
B.C. Pavilion Corporation Capital Fund	10,000	0	10,000	9,994	(6)
Royal B.C. Museum Capital Fund	110,779	0	110,779	3,265	(107,514)
Total	120,779	0	120,779	13,259	(107,520)

¹ "Other Authorizations" include Supplementary Estimates, Statutory Appropriations and Contingencies. Amounts in this column are not related to the "estimated amount" under sections 5(1) and 6(1) of the *Balanced Budget and Ministerial Accountability Act* for ministerial accountability for operating expenses under the Act.

² The Adjustment of Prior Year Accrual is reversal of accruals in the previous year. None in 2021/22.

Appendix A: Agencies, Boards, Commissions and Tribunals

As of July 6, 2022, the Minister of Tourism, Arts, Culture and Sport is responsible and accountable for the following:

[BC Arts Council](#)

[BC Games Society](#)

[BC Pavilion Corporation](#)

[Creative BC](#)

[Destination British Columbia](#)

[Knowledge Network Corporation](#)

[Medal of Good Citizenship Committee](#)

[Minister's Tourism Engagement Council](#)

[Royal British Columbia Museum](#)

[Whistler Sport Legacies Society](#)

[viaSport](#)