

Ministry of Tourism, Arts, Culture and Sport

2022/23

Annual Service Plan Report

August 2023



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Minister's Accountability Statement



The Ministry of Tourism, Arts, Culture and Sport 2022/23 Annual Service Plan Report compares the Ministry's actual results to the expected results identified in the 2022/23 – 2024/25 Service Plan published in 2022. I am accountable for those results as reported.

A handwritten signature in blue ink that reads "Lana Popham". The signature is written in a cursive, flowing style.

Honourable Lana Popham
Minister of Tourism, Arts, Culture and Sport
August 10, 2023

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Letter from the Minister

As Minister of Tourism, Arts, Culture and Sport, I am pleased to present the ministry's 2022/23 Annual Service Plan Report, summarizing our performance measures, key priorities, and achievements from April 1, 2022, to March 31, 2023.

One of our highest priorities in 2022 has been the continued recovery and resilience of our tourism, arts, culture, creative and sport sectors. These sectors are important in shaping the vibrant identity of our province and are critical to the well-being of societies, communities, and our economy.

As we support recovery throughout tourism, arts, culture, creative and sport our work continues to be guided by our Strategic Framework for Tourism 2022–2024: A Plan for Recovery and Resiliency — a roadmap for rebuilding tourism in our province and recovering from the pandemic.

In 2022, we saw the return of travel, public cultural performances, festivals, and sporting events. Attractions like our aquariums, museums, galleries, and botanical gardens welcomed visitors back with open arms. And after a two-year hiatus, we also saw the return of cruise ships which brought in over 800,000 visitors, along with steadily increasing numbers of international air travelers.

Despite these positive signs of recovery, we know not every business has fully recovered, and challenges such as inflation, staffing shortages, and the loss of volunteers have prevented a full recovery.

To support the continued recovery of our vibrant tourism sector we invested \$65 million in tourism infrastructure projects across the province to enhance visitor experiences and strengthen tourism destinations in B.C. Further support included the \$30 million Fairs, Festivals and Events Fund which supported 1,172 events in 184 communities. We also supported the return of business events and conferences in the province with \$3 million in funding. The growth of Indigenous Tourism was also a priority with \$6 million – \$2 million from TACS and \$4 million from the Ministry of Social Development and Poverty Reduction – in Indigenous Tourism BC for the delivery of tourism and hospitality related education to support indigenous tourism.

The ministry also continued to invest in the arts and culture and creative sectors to support a strong recovery. This included \$39.61 million in base funding and \$34.5 million in one-time funding through the BC Arts Council, consisting of \$30 million in resilience supplements and a \$4.5 million one-time increase to the Arts Infrastructure program for a total of \$8.525M. In the creative sector, we funded the live music sector with a \$2.5-million boost to Amplify BC. Our museums and art galleries also saw significant investments. The Vancouver Art Gallery received an additional \$50 million for a \$100 million total provincial investment towards its new home. As well, the Chinese Canadian Museum received \$10 million to support renovations

of the new permanent facility and to offset operating costs, bringing our province's total investment to more than \$48.5 million.

Each year Government invests more than \$50 million to make sure everyone has equal opportunities to participate in and enjoy the benefits of sport. This year, sport participation rebounded to near pre-pandemic levels. New supports for continued recovery of the sector included \$3.6 million to reduce barriers for youth and children in care to participate in sport, physical, and cultural activities, \$4 million in funding to support rebuilding volunteerism and participation in B.C.'s amateur sport system, as well as funding for viaSport's Play Safe B.C. program to prevent and address harassment, abuse and discrimination. For the large marquee events, the Province committed \$15 million towards the 2025 Invictus Games, which will be held in Vancouver and Whistler, and FIFA confirmed that Vancouver was chosen as an official host city for the FIFA World Cup 2026. Marquee events and sport tourism support local economies and contribute to our tourism landscape.

Overall, it has been a positive year for our sectors, with significant funding provided to our sector to support continued recovery. A flourishing tourism, arts, culture and sport sector is vital to every part of our province and benefits all British Columbians. We will continue to work together and build back better than before. These vibrant sectors play a key role in B.C.'s economy, our culture, and our quality of life because a strong economy and a healthy society go hand-in-hand.



Honourable Lana Popham
Minister of Tourism, Arts, Culture and Sport
August 10, 2023

Purpose of the Annual Service Plan Report

This annual service plan report has been developed 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 stated in the service plan for the reported year.

Strategic Direction

The strategic direction set by Government in 2020, including the [2020 Minister Mandate Letter](#) shaped the goals, objectives, performance measures and financial plan outlined in the [Ministry of Tourism, Arts, Culture and Sport 2022/23 – 2024/25 Service Plan](#) and the actual results reported on in this annual report.

Purpose of the Ministry

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

The Ministry oversees five Crown corporations: [Destination BC](#), the [BC Pavilion Corporation](#), the [Royal BC Museum](#), the [Knowledge Network](#), and the [BC Games Society](#).

The Ministry also provides oversight to the [Office of the BC Athletic Commissioner](#), and works with the [BC Arts Council](#), [Creative BC](#) and [viaSport](#).

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

Operating Environment

Tourism

Tourism continued to recover as domestic and international measures to limit the transmission of COVID-19 were further lifted in 2022, such as border closures, travel restrictions, business restrictions, and public health orders. However, foreign visitors have been slow to return due to challenges in re-establishing international air passenger routes and an uneven global economic recovery hindering discretionary spending.

The B.C. tourism industry's chronic workforce challenges continued through 2022. Weather-related events due to climate change were minimal in 2022 however recovery work to address wildfires and floods that occurred in 2021 affected travel and tourism. To mitigate impacts, the Ministry implemented a variety of supports for local governments, Indigenous organizations, and not-for-profit organizations to boost the number and quality of visitor amenities, tourism infrastructure, and cultural and sporting events across the province. Human resource help was made available to small tourism businesses. More attention was focused on Indigenous tourism with a higher profile in provincial marketing. Domestic travel by British Columbians and Canadians was key to this recovery as people continued to grow more confident about traveling. Businesses reported increased sales and this activity was reflected in the improvement in the majority of tourism indicators.

Arts & Culture

The Ministry continued to support recovery efforts by delivering critical relief funding through the BC Arts Council as many arts organizations were still recovering from the impacts of the COVID-19 pandemic. Impacts include the loss of skilled staff from the sector, changes in patronage and volunteerism, and the slow return of audiences, as well as new expectations for virtual and hybrid options.

The sector is also contending with global challenges of inflation, labour supply, rising rents and real estate costs, fiscal tightening, and supply chain delays. Arts and culture organizations were able to return to in-person programming, while continuing with virtual and hybrid offerings. The sector is also reflecting demographic changes and rising expectations to more inclusively support and engage previously under-represented groups and individuals.

Creative Sector

In 2022/23, B.C.'s creative sector activity increased as it recovered from the pandemic, with strong global demand for video games, books, music, movies, and television. Motion pictures experienced strong production activity above pre-pandemic levels for the majority of the year. However, a slowdown is currently underway, both globally and in B.C., due to labour negotiations, corporate mergers, layoffs, rising production costs, inflation and cutbacks. The interactive digital media industry also experienced strong demand but remains challenged by

labour shortages and competition to attract skilled workers. Both live music and publishing industries continue to grapple with cost increases that threaten their bottom lines, including rising travel and event costs, artist fees, shipping, paper, and printing costs.

Sport

The sport sector in British Columbia has demonstrated resilience as it continues to recover from the impacts of the pandemic. Participation levels in sports are close to what they were pre-pandemic. Government continues to invest in promoting inclusive sport programming so individuals from diverse backgrounds have equitable access to sports. These efforts not only encourage individual wellbeing but also drive greater participation across the sport system. Alongside the provincial government's funding support, the collective efforts of B.C. sport organizations and leaders have been instrumental in driving the return to this sector. In addition, the sector is actively engaged in promoting safer sport experiences. Coaches, officials, athletes, parents, and volunteers are being equipped with the necessary tools to recognize, prevent and report inappropriate behaviours.

B.C.'s reputation as a premier hosting destination with world class infrastructure is once again attracting high-performance athletes and top competitions. Through the BC Games Society, B.C supported the planning and delivery of the 2022 BC Summer Games in Prince George and the 2023 BC Winter Games in Greater Vernon, in addition to supporting Team BC competition in the Niagara 2022 Canada Summer Games and Prince Edward Island 2023 Canada Winter Games. The Province continues to work closely with marquee event organizers on building social and community legacies for the upcoming Grey Cup, Invictus Games and FIFA World Cup. Sporting events of all sizes have been shown to stimulate economic activity, tourism, and athlete development.

Economic Statement

After rebounding rapidly in 2021, British Columbia's economy saw slower yet strong growth in 2022. B.C.'s real GDP growth of 3.6 per cent last year was the fourth highest among provinces (tied with Ontario) and grew at the same pace as the national average, following growth of 6.2 per cent in 2021. Growth in B.C.'s real GDP was mostly supported by service-producing industries such as transportation and warehousing, accommodation and food services, and professional, scientific and technical services. Goods-producing industries also experienced growth led by construction.

While B.C.'s recovery broadened in 2022, it remained uneven as sectors such as transportation and warehousing; accommodation and food services; and arts, entertainment and recreation have yet to fully recover to pre-pandemic levels. B.C.'s labour market continued to grow in 2022, with employment growth of 3.2 per cent and an average unemployment rate of 4.6 per cent, while wages and salaries increased by 10.8 per cent. Consumer spending on goods grew slowly after a rapid expansion at the beginning of the recovery and nominal retail sales posted overall growth of 3.1 per cent. Last year, prices rose dramatically as strong demand for goods

and services was met with lingering supply-chain challenges and high prices for global commodities following Russia's invasion of Ukraine.

In 2022, B.C.'s inflation rate averaged 6.9 per cent, the fastest annual rate since 1982, and up from 2.8 per cent in 2021. B.C. housing starts totalled 46,721 units in 2022, down 1.9 per cent compared to the previous year. Despite the decline, housing starts in 2022 were the second highest on record. Home sales fell sharply in 2022 as they adjusted to higher mortgage rates not seen since 2008. B.C. MLS home sales decreased by 35.2 per cent in 2022 compared to 2021. Meanwhile the MLS average home sale price rose by 7.4 per cent in 2022 because of strength early in the year, despite monthly declines in 9 of the last 10 months of the year.

On the external front, B.C.'s international merchandise exports grew by 20.4 per cent, boosted by strong commodity prices in the first half of 2022.

Report on Performance: Goals, Objectives, and Results

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

In keeping with the Ministry's [Strategic Framework for Tourism 2022-2024: A Plan for Recovery and Resiliency](#), British Columbia's tourism industry continued to recover in 2022/23 from pandemic restrictions, aided by more programs and increased funding from the Ministry. These investments diversified amenities and boosted visitation to help people across the province socially and financially.

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

The resilience of B.C.'s tourism sector is grounded in benefits for people and communities, opportunities to contribute to a cleaner future, and sustainable growth. B.C.'s competitive position in the global tourism marketplace is bolstered by the Ministry's strategic tourism investments, its work with the Destination BC and BC Pavilion Corporation Crown Corporations, as well as through effective partnerships with industry to re-establish visitation from target markets.

Key results

- Invested \$65 million in tourism infrastructure projects across the province to enhance visitor experiences and strengthen tourism destinations in BC. Projects include trails, campgrounds, docks, heritage sites, culture centres, signage, and accessibility.
- Supported the recovery and future growth of Indigenous tourism by signing an updated Accord between the Ministry and Indigenous Tourism BC to support true and lasting Reconciliation with Indigenous people through tourism.
- Partnered with go2HR and funded the addition of human resource specialists in each region of the province to provide expert advice and support to tourism operators to help meet workforce challenges.
- Integrated the Mountain Resorts and Heritage branches into the Ministry and saw mountain resort visitor days reach an all-time high and heritage site visitor days trend toward pre-pandemic levels.
- Provided Destination BC with an additional \$9.1 million to boost international marketing and expand programs to support tourism business recovery.

Summary of progress made in 2022/23

In March 2022, the Ministry released the *Strategic Framework for Tourism 2022-2024 — A Plan for Recovery and Resiliency*, focusing the Ministry's work to create opportunities for people to have a better life through economic prosperity, community enhancement, sustainable growth, and climate action, all rooted in Reconciliation. Destination development investments have

diversified and rejuvenated tourism assets, infrastructure, and experiences to build a more resilient and globally competitive tourism sector. Updating the Indigenous Tourism Accord reconfirmed the Ministry’s support for Indigenous tourism as an economic driver for Indigenous people, and as a way to support goals of cultural heritage preservation. Tourism small businesses, many of whom do not have HR departments, were better supported because of tourism HR professionals assigned to their region.

Performance measure(s) and related discussion

Performance Measure(s)	2021/22 Actual	2022/23 Target	2022/23 Actual
1.1a B.C. tourism industry revenue ^{1,2}	\$13.5 B (+22.7%)	+50%	Available January 2024

Data source:

¹PM 1.1a targets for 2023/24 and 2024/25 were stated in the 2022/23 service plan as +60% and +10%, respectively. For forward-looking planning information, including current targets for 2023/24 – 2025/26, please see the latest service plan on the [BC Budget website](#). Data published prior to 2023 was recently updated by BC Stats and will not align with values published in the 2023/2024 Service Plan.

²BC Stats. Tourism industry revenue data is provided by BC Stats on an annual basis, with a 2-year lag, and reflects a calendar year. Destination BC receives this information directly from BC Stats, typically in early-mid January each year. The updated data is then used by Destination BC to develop an updated revenue forecast that is included in the Service Plan for the following fiscal year. 2022 tourism industry revenue data is expected to be released by BC Stats in January 2024.

Tourism industry revenue measures the money received by businesses, individuals and governments due to tourism activities. Changes in tourism industry revenue reflect increases or decreases in visitor expenditures, which is an indicator of performance relative to Goal 1 and an indicator of all related objectives. Positive growth in tourism industry revenue reflects the growth of tourism, which is a key economic driver of British Columbia’s economy.

Economic performance measures released by BC Stats for 2021 show that the tourism industry generated \$13.5 billion in revenue, an increase of 22.7 per cent over \$10.97 billion in 2020. This significantly overperformed the ministry service plan target of 0 per cent growth in 2021 which was based on the uncertainty for the travel industry caused by the ongoing pandemic. The easing of public health restrictions and a strong return of domestic travel propelled revenue to grow by 22.7 per cent in 2021. This is a positive result for the sector and B.C.’s economy, while still noting that it is considerably short of pre-pandemic revenue (-33.5 per cent compared to 2019).

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

The occurrence and economic impact of events was significantly impacted due to travel and gathering restrictions from the COVID-19 pandemic. Supporting the resumption and reactivation of events throughout B.C. encourages overnight visits and extended stays, as well

as geographical and seasonal dispersion. Events and festivals provide activities and experiences that not only benefit visitors but provide value to residents and assist in making B.C. communities vibrant places to live. Business events make a significant contribution to the overall provincial economy and are economic catalysts to the vitality of many cities bringing expertise, ideas and people from around the world, promoting innovation leading to investment in key sectors, and ultimately spurring economic growth.

Key results

- The B.C. Fairs, Festivals and Events Program invested \$30 million to foster the restart of the events sector and generate economic activity across the province. The fund supported over 1,100 fairs, arts, cultural, sport and community events.
- The Tourism Events Program provided \$4.8 million to support the promotion of 98 events in B.C. that generated expanded tourism activity.
- Hosting BC and the Major Events Program supported 139 sporting events across British Columbia.
- Successful bids were completed for the 2023 Break Out West Festival, 2024 Grey Cup, the 2025 Invictus Games and the 2026 FIFA World Cup.
- The Business Events and Conferences Restart Fund invested \$3 million to assist tourism associations in attracting conferences, conventions, trade shows, and events as the competitive business travel market returned post-pandemic.

Summary of progress made in 2022/23

Following the pandemic, the ministry focused on investing in events to re-establish connections between people through common shared experiences that have an economic impact. One-time and ongoing program investments by the Ministry supported the resumption and reactivation of events throughout B.C., encouraging travel with overnight visits and extended stays. These investments provided funding for both established and new cultural, arts, and sport events. Investing in rebuilding the business events sector also bolstered tourism recovery by helping to disperse business travellers across B.C. – people who tend to spend more at a destination than leisure travellers. The opportunity to attract domestic and international tourists to B.C.-based events was strengthened this year with successful bids for the 2024 Grey Cup, the 2025 Invictus Games and the 2026 FIFA World Cup.

Performance measure(s) and related discussion

Performance Measure(s)	2020/21 Baseline	2021/22 Actual	2022/23 Target	2022/23 Actual
1.2a Number of events hosted through the Tourism Events Program and BC Fairs Festivals and Events Program ¹ , BC Arts Council funding ² ; Amplify BC ³ ; and Hosting BC and Major Sport Events Program ^{4,5}	162	1,151	Maintain or improve	1,613

Data source:

¹PM 1.2a targets for 2023/24 and 2024/25 were stated in the 2022/23 service plan as “Maintain or improve”. For forward-looking planning information, including current targets for 2023/24 – 2025/26, please see the latest service plan on the [BC Budget website](#). Note this PM is not included in the 2023/24 -2025/26 service plan.

²Internally compiled Tourism Sector Strategy Division Data – Tourism Events Program funded 6 events in 2021/22 and 98 in 2022/23. BC Fairs Festivals and Events Program funded 681 events in 2021/22 and 1,172 in 2022/23.

³Internally compiled BC Arts Council (Professional Festivals & Community Festivals) – 118 events in 2021/22 and 117 in 2022/23.

⁴Internally compiled Amplify BC data from Creative BC – 216 events in 2021/22 and 87 in 2022/23. As Amplify BC funding was front-loaded in FY21/22 to provide additional operational support for COVID-19 recovery, and supplemented by \$2.5 million in top-up funding, budgets in FY22/23 were reduced in comparison, which resulted in fewer recipients.

⁵Measure is comprised of internally compiled data from the Hosting BC and Major Sport Events Program – 130 events in 2021/22 and 139 events across the two sport grant programs in 2022/23.

Performance Measure 1.2a is based on investments through ongoing ministry programs and one-time funding initiatives that supported the return of events as pandemic restrictions eased. The 2021/22 Actual figure has been restated to include events funded through the \$30 million BC Fairs Festivals and Events Program and increased funding of \$2.5 million to Amplify BC for pandemic-related supports. In 2022/23 the BC Fairs Festivals and Events Program provided another \$30 million to support events and those events are included in 2022/23 reporting above. This performance measure was not carried forward in the Ministry’s 2023/24 service plan as the objective has been replaced.

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

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

Arts and culture organizations are typically not self-sustaining, relying on support from patrons, donors, sponsors, and all levels of government to make the sector vibrant, resilient, and recognized for creative excellence.

Key results

- Implemented the BC Arts Council *Extending Foundations* Action Plan, increasing access and funding equity across the arts sector, including:
 - Launching the multi-year capacity building Accelerate Pilot Program to support equity-deserving and or regional organizations;
 - Rebalancing the Operating Assistance program allocations, supporting 26 new organizations with multi-year operational funding; and
 - Formalizing grant accessibility programs, providing an additional \$90,000 to support deaf or disabled artists with assistance to submit applications and access support for carrying out their projects.
- \$30 million in supplementary funding was delivered for recovery and resiliency, assisting 337 art organizations across the province in addition to the BC Arts Council regular budget.
- Provided \$1.987 million to First Peoples' Cultural Council to support the Indigenous Arts Program and repatriation projects. The First Peoples' Cultural Council delivered funding for 16 repatriation projects across B.C.
- Overall, delivered over \$109 million in funding to artists and arts and culture sector organizations to keep the sector vibrant in 2022/23.

Summary of progress made in 2022/23

To support excellence in arts and culture development in British Columbia, the Province delivered \$71.4 million via 2,000+ grants to artists and arts and cultural organizations through the BC Arts Council programs and partnerships. Additionally, over \$37.9 million was delivered to provide critical cultural infrastructure supporting mandate commitments and other projects, providing direct programming for families and young people across the province, supporting repatriation, and investing in data and research capacity to best serve the sector.

Performance measures and related discussion

Performance Measure(s)	2020/21 Baseline	2021/22 Actual	2022/23 Target	2022/23 Actual
2.1a Number of BC Arts Council grants awarded	2,037	2,158	Maintain or exceed	2,041 ²
2.1b Number of artists and arts organizations supported by the BC Arts Council	1,213	1,061	Maintain or exceed	1,031 ²

Data source: BC Arts Council Grant Management System

¹ PM 2.1a and PM 2.1b: Targets for 2023/24 and 2024/25 were stated in the 2022/23 service plan as “Maintain or exceed”.

For forward-looking planning information, including current targets for 2023/24 – 2025/26, please see the latest service plan on the [BC Budget website](#).

² In 2022/23, \$36.847 million in grants was distributed from the BC Arts Council base, plus an additional \$34.525 million in one-time funding for a grand total \$71.372 million. This provided 2,041 grants in total, of which 318 were delivered through partner organizations. Of the grants delivered direct from the BC Arts Council, there were 441 individual artist recipients and 590 organizational recipients (including collectives), for a total of 1,031 unique recipients.

The actual number of grants awarded, as well as the number of artists and organizations receiving support from the BC Arts Council in 2022/23, was slightly lower than in 2021/22. This reflects the addition of a \$4.54 million one-time funding investment into the Arts Impact Grant program in 2021/22. No additional contingency funds for the Arts Impact Grant program were received in 2022/23. Instead, 2022/23 did see a one-time funding investment of \$4.525 million in the Arts Infrastructure Program. That program offers much larger grants (maximum \$250,000), therefore the number of grants delivered was fewer (see Performance Measure 2.2 discussion).

These performance measures 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 scope and reach of this funding.

Objective 2.2: Invest in cultural infrastructure.

Investments in cultural infrastructure are critical to support the arts and culture sector and to develop and sustain British Columbia’s creative economy. The Ministry is committed to investing in cultural infrastructure with mandate commitments to: continue to support the Arts Infrastructure Program to help communities build new cultural spaces and renovate existing ones; work with the Royal BC Museum to engage in a robust consultation with First Nations, British Columbians, and other stakeholders to inform next steps in the Museum’s future; and with support from the Parliamentary Secretary for Anti-Racism Initiatives, work in consultation with affected communities to advance emerging museum programs and proposals including the Chinese Canadian museum, a South Asian museum, and a provincial Filipino cultural centre.

Key results

- Completed the procurement for the design and construction of the Royal BC Museum Collections and Research Building, announcing a \$270 million capital investment.
- \$50 million further investment in the Vancouver Art Gallery for a total Provincial investment of \$100 million for the new facility. The project is expected to break ground in fall of 2023.
- \$10 million for renovations of the new permanent location of the Chinese Canadian Museum, along with funding to off set operating costs.
- \$25 million to support the redevelopment of the Jewish Community Centre of Greater Vancouver.
- \$2.2 million provided to the Vancouver Chinatown Foundation for projects to revitalize the neighbourhood.
- \$8.5 million delivered for 136 Arts Infrastructure Program grants through the BC Arts Council.

Summary of progress made in 2022/23

The Ministry was able to announce more than \$366 million in commitments towards cultural infrastructure plans, projects and specialized equipment in 2022/23. These diverse cultural infrastructure investments are located in communities across B.C. and demonstrate the Province’s progress on mandate commitments. Projects range from large, high-profile developments such as the Royal BC Museum Collections and Research Building, the new Vancouver Art Gallery facility, and the Chinese Canadian Museum, to investments in cultural mapping projects with North Van Arts and Eastside Arts Society and generative supports for innovation in cultural infrastructure with the Cultural Land Trust, to small investments, such as the 136 initiatives, supported by the Arts Infrastructure Program across the sector.

Performance measure(s) and related discussion

Performance Measure(s)	2020/21 Baseline	2021/22 Actual	2022/23 Target	2022/23 Actual
2.2 Number of organizations supported for capital infrastructure projects	99	86 ²	75+	142 ³

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

¹ PM 2.2 targets for 2023/24 and 2024/25 were stated in the 2022/23 service plan as 75+ and 75+, respectively. For forward-looking planning information, including current targets for 2023/24 – 2025/26, please see the latest service plan on the [BC Budget website](#).

² Arts Infrastructure Program (84) plus the Royal BC Museum and the Chinese Canadian Museum.

³ Arts Infrastructure Program (136) plus 6 additional organizations as follows: Royal BC Museum (Collections and Research Building), Chinese Canadian Museum, Jewish Community Centre of Greater Vancouver, Vancouver Chinatown Foundation, Mabuhay House Society, and North Van Arts. The Vancouver Art Gallery and Eastside Arts Society received both an Arts Infrastructure Program grant and direct funding.

2022/23 saw an increase in Arts Infrastructure Program grants issued from 84 in 2021/22 to 136 in 2022/23. This increase exceeded what had been forecasted and was due to an

additional \$4.5 million in one-time funding in addition to the base budget of \$4 million. The 2022/23 Arts Infrastructure Program grants comprised: 24 for planning and consulting, 41 for capital improvements, 63 for specialized equipment, and 8 special projects.

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.

The Ministry is dedicated to developing policies, investments, and initiatives to support the continued recovery and growth of B.C.'s creative sector, which includes motion pictures, music, book and magazine publishing, and interactive digital media. These initiatives aim to expand global market reach, enhance regional activity, and create high-paying job opportunities, while fostering a thriving environment that nurtures the vibrancy and success of B.C.'s creative industries.

Key results

- Invested \$42 million over three years through Creative BC to support domestic motion picture, music, interactive digital media and publishing industries. To date, this is the single largest investment ever made in the sector by the Province.
- Updated the BC Film Location Policy to reflect provincial priorities including Reconciliation and sustainability, and to align with current film permitting and approval processes.
- Participated in a successful industry-led marketing trip to Los Angeles to strengthen relationships with key investment partners.
- Invested \$0.27 million through Amplify BC to expand the Demo Recording, Music Video, and Industry Catalyst programs to better reach under-represented musicians across the province. Launched Music BC's new artist accelerator program, [ARC](#).

Summary of progress made in 2022/23

The Province continued to work closely with the creative sector to build success. The music and publishing industries identified ongoing challenges related to recovery. The motion picture and digital media industries highlighted opportunities to improve competitiveness and harness new markets. In response, the Province made the largest ever investment in the creative sector: \$42 million, over three years, through Creative BC. The funding will strengthen the entire sector's ability to respond to global shifts and opportunities, resulting in improved competitiveness and sustainability in the years ahead.

This \$42 million investment includes a focus on sustainability, equity, diversity, and inclusion. It is designed to ensure B.C. creators and businesses are successful by targeting innovation and economic activity over the next three years. The Province is providing \$15.9 million to support B.C.'s domestic motion picture productions, workforce and creators, including \$0.9 million to support Creative BC flagship programs Creative Pathways, a program that focuses on

championing a more diverse motion picture workforce, and Reel Green, which supports sustainable production practices. In addition, \$22.5 million is being invested in Amplify BC to build the province’s music talent and help launch careers. The Province is also investing \$3 million in a new program to support innovation and growth for independent B.C.-owned interactive digital media companies and \$600,000 for the publishing industry to address immediate supply-chain challenges and provide additional support for a sustainable future.

The Ministry also updated the [BC Film Location Policy](#) to align with provincial priorities of sustainability and Reconciliation. This policy outlines what the motion picture industry can expect when filming on locations managed by the Province. The Ministry and the Provincial Film Commission consulted with ministries across government, Indigenous partners, and industry stakeholders in development of the Policy. Key changes include recognition of the economic importance of the motion picture industry in B.C., commitment to meaningful engagement with First Nations, environmental protection, timely decision making, public access, and added flexibility in service delivery.

Through investments and policy implementation, the Ministry is advancing the Province’s key priorities of sustainability, Reconciliation and equity, diversity and inclusion.

Performance measure and related discussion

Performance Measure(s)	2020/21 Baseline	2021/22 Actual	2022/23 Target	2022/23 Actual
2.3a Value of annual economic contribution across B.C.s creative sector ¹	\$4.99B Total GDP ²	\$5.40B Total GDP ³	Maintain or improve	Pending ⁴

Data Source: Internally compiled statistics from Creative BC’s Creative Industries Economic Results Assessment (CIERA) 2021.

¹ PM 2.3a targets for 2023/24 and 2024/25 were both stated in the 2022/23 service plan as maintain or improve. For forward-looking planning information, including current targets for 2023/24 – 2025/26, please see the latest service plan on the [BC Budget website](#).

² The number reported in the 2022/23 Service Plan was \$4.44B Total GDP. CIERA is updated on an annual basis due to annual refinements to federal public data sets from Statistics Canada. These refinements have been applied to 2020/21 baseline data to ensure historical consistency and comparability.

³ CIERA data for the most current year is always an estimate. Actuals for 2021 will be published by Creative BC in Fall 2023.

⁴ CIERA 2022 data will be published by Creative BC in Fall 2023.

The 2021 actual for PM 2.3a was significantly higher than the forecast reported in the 2022/23 Service Plan (\$4.44B). This is due to a stronger recovery from the impacts of the pandemic than anticipated, particularly in the motion picture and gaming industries. According to [CIERA](#), B.C.’s creative sector recovery outpaced the previous year’s contraction. Following an overall sector decrease of 7.15 per cent in 2020, the sector grew 8.15 per cent in 2021.

While 2022 data is not yet available, early indications show the sector’s recovery remains strong, with motion picture production activity increasing above pre-pandemic levels (i.e. with an estimated 457 productions completed in 2022, compared to 418 in 2019).

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.

The lasting impacts of COVID-19 have presented challenges in fully implementing sports programs, particularly in Indigenous communities. Championing community engagement, fostering inclusivity, and promoting participation opportunities consistently remain a top priority for the Ministry.

Key results

- Facilitated the return of membership and participation in the sport sector to pre-pandemic levels with nearly 800,000 members in Provincial and Disability Sport Organizations (PSO/DSOs).
- Continued to provide support for under-represented groups, including girls and women, low-income families, individuals with disabilities, new Canadians, Indigenous peoples, and the 55+ population, through core funding support to sport organizations.
- Implemented programming through viaSport that addresses harassment and abuse in the sector to foster safe and inclusive sporting environments in B.C. This included the development of several tools for sector leaders and sport participants.
- Invested \$4 million into the Rally Together Fund to rebuild sport membership and volunteerism across 219 projects in the sector.
- Partnered with Indigenous Sport, Physical Activity & Recreation Council (ISPARC) to launch the \$3.6 million Resilient, Inspire, Strength and Engage (RISE) grant program, giving young people opportunities to play the sports they love and build connections, confidence, and physical literacy so they can have new opportunities for growth.

Summary of progress made in 2022/23

Under Objective 3.1, the Ministry continued to collaborate with the sport sector and communities to promote inclusivity in sport and enhance participation opportunities. For example, initiatives such as KidSport, BC Sport Participation Program (BCSPP), Afterschool Sport and Arts Initiative (ASSAI), Resilient, Inspire, Strength and Engage (RISE) program, and support provided to the Indigenous Sport, Physical Activity and Recreation Council (ISPARC) reached under-represented population groups.

The Ministry's 2022 investment in KidSport BC supported 5,251 children in 132 communities of which 16 per cent were Indigenous, 14 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 2021.

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. ASSAI continued to provide in-person, quality sport, physical activity and creative arts opportunities during the school year. These programs reached 33,000 children from population groups typically under-represented in sport.

The \$3.6 million RISE program announced in 2022/23, directly addresses challenges faced by children and youth in and from care, who continue to face barriers to participation, including financial limitations and practical challenges such as transportation to and from practices and games. It also aims to alleviate challenges faced by Indigenous youth, who continue to be overrepresented in B.C.'s system of care. 400 participants received individual grants under RISE in 2022/23.

viaSport continued to work on implementing actions to address harassment and abuse to foster safe and inclusive environments for sport in B.C. The Society also delivered the Rally Together Fund, one-time funding developed to support recovery efforts for amateur sport organizations who experienced a decrease in membership or volunteerism from the pandemic. Under the Sport Volunteer Grant of Rally Together Fund 112 projects/programs were funded, and 26 Provincial/Disability Sport Organizations, 81 Local Sport Organizations were funded under the Sport Participation Grant.

Overall, these initiatives made significant strides in enhancing inclusivity and participation in sports throughout British Columbia.

Performance measure(s) and related discussion

Performance Measure(s)	2020/21 Baseline	2021/22 Actual	2022/23 Target	2022/23 Actual
3.1a Number of children, from population groups typically underrepresented in sport, reached through targeted sport programs ²	12,500	17,552	25,000	30,300

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 the Ministry. Baseline data is from ISPARC's 2021/22 Annual Report, KidSport BC's 2021 Annual Report, and ASSAI reporting from the 2021/22 school year.

¹ PM 3.1a targets for 2023/24 and 2024/25 were stated in the 2022/23 service plan as 30,000 and 36,000 respectively. For forward-looking planning information, including current targets for 2023/24 – 2025/26, please see the latest service plan on the [BC Budget website](#).

² Total number of children reached through programs delivered by the Indigenous, Sport, Physical Activity and Recreation Council (ISPARC), KidSport BC, and the After School Sport and Arts initiative administered by MTACS. Baseline data is from ISPARC's 2020/21 Annual Report, KidSport BC's 2020 Annual Report, and ASSAI reporting from the 2020/21 school year, representing pre-pandemic numbers. Many sport programs were not available throughout the pandemic and restart continues to be delayed. Monitoring will be required as programs return to full activity and shift to meet post-pandemic needs.

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 added 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 considered the pandemic's impact on participation rates. Despite the unavailability of many sport programs during the pandemic, and a delayed start, in 2022/23, sport membership and participation rebounded, reaching pre-pandemic levels.

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

Sport event hosting plays a crucial role in driving economic development in communities across the Province, while also offering valuable opportunities for B.C. athletes in pursuit of the podium to compete locally. The Ministry remains committed to supporting the coordination and communication among various organizations to deliver on key event hosting opportunities for athletes, coaches, officials, practitioners, and leaders.

Key results

- Supported 131 events (e.g., provincial and national championships, world cups, etc.) in 38 communities through Hosting BC programs.
- Supported eight major sport events through the Major Events Program, including the 2023 World Wheelchair Curling Championships and the 2023 World Junior U23 Nordic Championships in Whistler, 2023 Scotties Tournament of Hearts (Curling) in Kamloops, and the 2023 Billie Jean King Cup of Tennis in Vancouver.
- Supported a bid for the 2027 North American Indigenous Games.
- Confirmed B.C. as host to marquee sport events including the 2024 Grey Cup, the 2025 Invictus Games and 2026 FIFA Men's World Cup.

Summary of progress made in 2022/23

B.C. has a strong reputation for its exceptional hosting of sport events, offering a number of benefits to the Province. Hosting not only stimulates the economy, but also provides valuable development opportunities for athletes, while building social capital within communities.

In 2022/23, the Ministry demonstrated its commitment to event hosting by supporting 139 events across the province representing an investment exceeding \$3 million. This investment developed expertise and capacity in hosting regional, provincial, and national events, positioning B.C. to successfully host larger international events.

B.C. also confirmed it will host the 2024 Grey Cup, the 2025 Invictus Games and the 2026 FIFA Men’s World Cup. These events contribute to tourism and our economy, but they also bring legacy investments that support communities and the sport sector.

Performance measure(s) and related discussion

Performance Measure(s)	2020/21 Baseline	2021/22 Actual	2022/23 Target	2022/23 Actual
3.1a Number of communities that host sport events ¹	0	39	40	44

Data source: Major Events Program and Hosting BC

¹PM 3.2 targets for 2023/24 and 2024/25 were stated in the 2022/23 service plan as 40 and 45, respectively. For forward-looking planning information, including current targets for 2023/24 – 2025/26, please see the latest service plan on the [BC Budget website](#).

Measuring the number of communities that host sport events supported by Ministry-funded programs serves as an effective metric to monitor progress in ensuring that communities and athletes across the province fully reap the benefits of sport event hosting.

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.

In order to rebuild B.C.’s reputation as a major sport event destination post-pandemic, and attract large international visitors, the Province supported efforts to secure several upcoming prestigious sport events, such as the 2024 Grey Cup, the 2025 Invictus Games and the 2026 FIFA Men’s World Cup. These efforts helped to solidify B.C.’s standing as a sought-after major sport event host.

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, 2023 and should be read in conjunction with the Financial Reporting Summary Table provided below.

During 2022/23, the Ministry received a total of \$254.878 million in other authorizations to fund a number of priority investments and to support relief and recovery, including:

- Chinese Canadian Museum
- Vancouver Art Gallery
- Sport Branch Resources for Marquee Sport Events
- B.C. Fairs, Festivals, and Events Fund
- Canadian Sport Institute Pacific Facility
- FIFA World Cup 2026 Events
- Filipino Cultural Centre Development
- Creative Sector
- Destination BC Program Expansion
- Destination BC Co-op Marketing Partnership Program
- Arts Infrastructure Program
- Family Day
- Regional Tourism Human Resource Specialists
- Indigenous Tourism B.C.
- Science World Funding
- Revitalization of Vancouver Chinatown
- BC Games Support and Safe Sport Initiatives
- 2025 Invictus Games
- Tourism Initiative Pandemic Recovery
- Destination Development Fund
- Arts and Culture Sector Resilience
- Royal BC Museum Collections and Research Building
- RBCM – Public Engagement, and 3rd floor Reopening

Financial Summary

	Estimated (\$000)	Other Authoriz- ations ¹ (\$000)	Total Estimated (\$000)	Actual (\$000)	Variance (\$000)
Operating Expenses					
Tourism Sector Strategy	24,429	109,050	133,479	136,034	2,555
Arts and Culture	38,008	71,281	109,289	116,171	6,882
Sport and Creative Sector	25,517	65,130	90,647	90,647	0
Transfer to Crown Corporations and Agencies	78,271	9,417	87,688	78,271	(9,417)
Executive and Support Services	1,730	0	1,730	1,710	(20)
Sub-total	167,955	254,878	422,833	422,833	0
Special Accounts					
BC Arts and Culture Endowment Special Account	4,230	0	4,230	3,795	(435)
Physical Fitness and Amateur Sport Fund	1,200	0	1,200	614	(586)
Sub-total	5,430	0	5,430	4,409	(1,021)
Adjustment of Prior Year Accrual ²	0	0	0	(9)	(9)
Total	173,385	254,878	428,263	427,233	(1,030)
Ministry Capital Expenditures					
Executive and Support Services	3	0	3	0	(3)
Total	3	0	3	0	(3)
Capital Plan					
B.C. Pavilion Corporation Capital Fund	10,000	0	10,000	9,692	(308)
Royal B.C. Museum Capital Fund	55,946	0	55,946	11,149	(44,797)
Total	65,946	0	65,946	20,841	(45,105)
Other Financing Transactions					
Tourism Development Disbursements	600	0	600	142	(458)
Total Net Cash Requirements	600	0	600	142	(458)

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 of \$9,010 is a reversal of accruals in the previous year.

Appendix A: Public Sector Organizations

As of August 10, 2023, the Minister of Tourism, Arts, Culture and Sport is responsible and accountable for the following organizations:

[BC Arts Council](#)

[BC Games Society](#)

[BC Pavilion Corporation](#)

[Creative BC](#)

[Destination British Columbia](#)

[Knowledge Network Corporation](#)

[Medal of Good Citizenship Committee](#)

[Royal British Columbia Museum](#)

[Whistler Sport Legacies Society](#)

[viaSport](#)

Appendix B: Progress on Mandate Letter Priorities

The following is a summary of progress made on priorities as stated in Minister Melanie Marks’s 2020 Mandate Letter.

2020 Mandate Letter Priority	Status as of March 31, 2023
<p>Support the tourism, arts, culture and sport sectors through the COVID-19 response and recovery, setting them up for success in the years ahead.</p>	<ul style="list-style-type: none"> • Status: Ongoing • Ongoing, substantial engagement with industry stakeholders, other ministries, and the federal government about COVID-19 recovery measures. • Building on \$120 million in tourism sector supports in Budget 2021, additional funding to support the tourism sector’s continuing recovery was allocated in 2022/23 including: <ul style="list-style-type: none"> ○ Destination Development Fund - \$45 million ○ BC Fairs, Festivals and Events fund - \$30 million ○ Business Events and Conferences Restart Fund - \$3 million ○ Destination BC international marketing funds - \$2 million ○ Destination BC program expansions - \$7.17 million ○ Science World funding - \$20 million • Renewing an accord with Indigenous Tourism BC committing to work together to improve economic opportunities for Indigenous people. • Delivered an additional \$30 million to arts and culture organizations to support resiliency and economic recovery for people working in the sector post pandemic. • In total, the Province supported \$71.4 million for over 2000 grants to artists and arts and cultural organizations through the BC Arts Council programs and partnerships. An additional \$37.9 million was delivered to provide critical cultural infrastructure

2020 Mandate Letter Priority	Status as of March 31, 2023
	<p>support through mandate commitments and other projects, provide direct programming for families and young people across the province, support repatriation, and invest in data and research capacity to best serve the sector.</p>
<p>Work with the Tourism Task Force to bring together leaders from business, labour, First Nations and not-for-profits to support the tourism industry as it moves toward recovery from the COVID-19 pandemic, including by delivering the critical supports for the industry that are part of our government’s economic recovery plan, StrongerBC.</p>	<ul style="list-style-type: none"> • Status: Completed • The Province has taken action on all of the Tourism Task Force’s recommendations. • Industry engagement transitioned from the task force to a Tourism Sector Recovery Roundtable which met several times in 2022 to maintain ongoing, two-way communications and address issues related to tourism sector recovery, re-opening, and resilience. • The Ministry began implementing the provincial tourism strategy in partnership with the Sector Roundtable. The Strategic Framework for Tourism 2022-2024: A Plan for Recovery and Resiliency, released in March 2022, ensures government’s priorities are aligned with the Task Force’s recommendations to support recovery.
<p>Continue to collaborate with sport organizations on building a resilient recovery from COVID-19.</p>	<ul style="list-style-type: none"> • Status: Underway • Strong collaboration and support provided to sport organizations in post-pandemic efforts have resulted in sport participation returning to pre-pandemic levels. For instance, Rally Together Fund, one-time funding developed to support recovery efforts for amateur sport organizations that have experienced a decrease in membership or volunteerism from the pandemic. 112 projects/programs were funded under the Sport Volunteer Grant of Rally Together Fund, and 26 Provincial/Disability Sport Organizations, 81 Local Sport Organizations were funded under the Sport Participation Grant.

2020 Mandate Letter Priority	Status as of March 31, 2023
<p>Support the creation of dedicated arts and culture spaces by using capital funding through our new Recovery Investment Fund to expand our government's Arts Infrastructure Program to help communities build new cultural spaces and renovate existing ones.</p>	<ul style="list-style-type: none"> • Status: Ongoing • The Arts Infrastructure Program continues and its base budget was expanded from \$2 million to \$4 million in 2021/22, including an increase to the maximum grant size. • 2022/23 saw an increase in Arts Infrastructure Program grants issued from 84 in 2021/22 to 136 in 2022/23. This increase was due to an additional \$4.5 million in one-time funding on top of the base budget of \$4 million.
<p>Continue the redevelopment of the Royal BC Museum.</p>	<ul style="list-style-type: none"> • Status: Ongoing • Completed procurement for the design and construction of the Royal BC Museum Collections and Research Building in Colwood. • Continued public engagement on the future of a modern museum led by the Royal BC Museum.
<p>Work with the Minister of State for Trade to continue the development of the Chinese Canadian Museum.</p>	<ul style="list-style-type: none"> • Status: Completed • Continued to support the development of the Chinese Canadian Museum, which opened to the public on July 1st with \$10 million in new funds for renovations and to offset operating costs.
<p>Start work to create a first-of-its-kind museum to document the history, art and contributions of South Asian people in BC.</p>	<ul style="list-style-type: none"> • Status: Underway • Preparatory research, planning, and preparations for a gathering of community leaders to discuss engagement considerations were completed.
<p>With support from the Attorney General and Minister responsible for Housing, the Minister of Municipal Affairs, and the Minister of State for Child Care, provide provincial funding to support the redevelopment of the Jewish Community Centre of Greater Vancouver, delivering a new state-of-the-art community</p>	<ul style="list-style-type: none"> • Status: Completed • Announced the delivery of the full \$25 million committed by the Province to the redevelopment of the Jewish Community Centre of Greater Vancouver along with a matching contribution from the Federal Government.

2020 Mandate Letter Priority	Status as of March 31, 2023
centre along with hundreds of new child care spaces.	
Work with the creative sector to identify strategies to drive a strong recovery from the impacts of the COVID-10 pandemic.	<ul style="list-style-type: none"> • Status: Ongoing • Invested \$42 million over three years through Creative BC to support domestic motion picture, interactive digital media, music and publishing. • Minister and Parliamentary Secretary participated in an industry-led Trade Mission to Los Angeles, CA, to promote B.C.'s motion picture industry to key partners.
Support the Minister of Finance to re-establish the government-film sector task force to recommend the size and term of a new visual effects tax credit based on production costs.	<ul style="list-style-type: none"> • Status: Ongoing • Industry withdrew its request for this tax credit on July 29, 2021. Instead, the Province is working with the sector to increase training, including in supporting six micro-credential programs targeting the creative technology sector, including the VFX industry.