

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

**2024/25**  
**Annual Service Plan Report**

**August 2025**



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## Minister's Accountability Statement



The Ministry of Tourism, Arts, Culture and Sport 2024/25 Annual Service Plan Report compares the Ministry's actual results to the expected results identified in the 2024/25 – 2026/27 Service Plan published in 2024. I am accountable for those results as reported.

A handwritten signature in black ink that reads "Anne Kang".

Honourable Anne Kang  
Minister of Tourism, Arts, Culture and Sport  
August 12, 2025

## Table of Contents

Minister's Accountability Statement .....	3
Letter from the Minister .....	5
Purpose of the Annual Service Plan Report .....	7
Strategic Direction.....	7
Purpose of the Ministry.....	7
Operating Environment.....	8
Economic Statement .....	10
Report on Performance: Goals, Objectives, and Results .....	11
Financial Report .....	24
Appendix A: Public Sector Organizations.....	26
Appendix B: Progress on Mandate Letter Priorities.....	27

## Letter from the Minister

As Minister of Tourism, Arts, Culture and Sport, I am pleased to present the ministry's 2024/25 Annual Service Plan Report, summarizing our performance measures, key priorities, and achievements from April 1, 2024, to March 31, 2025.

The Ministry of Tourism, Arts, Culture and Sport supports our government's plans to build a stronger, more secure future for all British Columbians. Through our work across tourism, arts, culture, sport, the not-for-profit sectors, and the creative industries, we are building dynamic, vibrant, and engaged communities that contribute to the economic strength and prosperity of our province.

Tourism in British Columbia reached new heights in 2024, with major travel hubs and attractions experiencing record activity. Key venues like BC Place and Vancouver International Airport saw exceptional attendance, reflecting a strong rebound in travel and entertainment across the province. Last year also saw record-breaking skier visits at several of B.C.'s world-class resorts. The ministry also continues to actively manage eight staffed heritage sites and more than 600 land tenures at 33 mountain resorts located on Crown land.

Hosting major international events has a pivotal role in sustaining a thriving tourism sector. In 2024, B.C. emerged as a cultural powerhouse. The final stop of Taylor Swift's Eras Tour drew 150,000 attendees and generated \$157 million in economic impact—\$97 million from out-of-town visitors.

The Province declared 2025 the Year of Music in B.C., highlighting marquee events such as the JUNO Awards in Vancouver, the Canadian Country Music Association Awards in Kelowna, and the spectacular performances of the 2025 Invictus Games, which featured international stars including Chris Martin of Coldplay, Katy Perry, and B.C.'s own Nelly Furtado. Additionally, Vancouver's new sonic ID developed for the FIFA World Cup 26™, features music and sounds created by Indigenous artists, creating a unique musical identity for Vancouver as the Host City.

Major sporting events are also a cornerstone of British Columbia's economic and tourism success. In 2024, the 111th Grey Cup generated \$125 million in visitor spending, while the Invictus Games 2025 brought together 534 competitors from 23 nations, generating \$86.1 million in economic activity across the province, making it the most successful Invictus Games to date. These events not only attracted global attention but also demonstrated B.C.'s inclusive and welcoming culture and ability to host world-class competitions, resulting in significant economic impact.

That momentum is set to grow as B.C. prepares to welcome the FIFA World Cup 26™— the largest single sporting event on the planet. With hundreds of thousands of international visitors and global media coverage, the World Cup presents a transformative opportunity to boost tourism, create jobs, and reinforce B.C.'s standing as a premier destination for global sport hosting.

Beyond hosting major events, we're committed to making sport safe and accessible to people of all ages, abilities, and levels. Through partnerships with organizations like KidSport BC, viaSport, the Indigenous Sport, Physical Activity & Recreation Council (ISPARC), we're helping families overcome financial barriers so children and youth can participate in and benefit from sport. In 2024, our work in B.C.'s sport sector also included further progress on the PlaySafe BC program to ensure sport experiences are safe, inclusive, and positive. Arts and culture remain vital to B.C.'s identity and economy. We've increased the BC Arts Council budget from \$24 million in 2016–17 to close to \$40 million in 2024/25- helping more artists, arts and cultural activities, and organizations across the province. Additionally, hundreds of events of all sizes throughout B.C. were supported through various provincial grant programs including Community Gaming Grants, Creative BC and the BC Arts Council. The arts and culture sector contributed \$10.5 billion to the province's GDP in 2023, and arts and culture jobs accounted for 4.2 per cent of all jobs in B.C.

Likewise, we are committed to supporting a thriving creative sector which includes B.C.'s motion picture, music, interactive digital media, and publishing industries. B.C.'s creative sector generated an estimated \$5.6 billion in total GDP in 2023 and 69,174 jobs, employing 121,612 people, including freelancers. High-profile productions like HBO's *The Last of Us* Season 2 showcase B.C.'s appeal which has helped secure additional high-profile and high-budget productions that will begin filming in 2025. Through Budget 2025, we also boosted our support with new tax credits for the motion picture and interactive digital media industries. These changes not only support our domestic sector but also ensure that our province remains a destination of choice for creators in Canada and around the world.

In 2024, the Community Gaming Grant Program was brought into this ministry. This program distributes \$140 million in grants annually to not-for-profit organizations across arts and culture, sport, public safety, environment, parent and district advisory councils and human and social services. These grants complement the work we do, and through this program, we are empowering communities and helping people thrive.

I'm proud of the work we have accomplished through the Ministry of Tourism, Arts, Culture, and Sport, highlighted in this report. Through it, we are fostering vibrant and robust communities, economic growth and job creation to directly benefit British Columbians and their families.

Sincerely,



Honourable Anne Kang  
Minister of Tourism, Arts, Culture and Sport  
August 12, 2025

## 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, and the Minister's [2022 Mandate Letter](#) shaped the goals, objectives, performance measures and financial plan outlined in the [Ministry of Tourism, Arts, Culture and Sport 2024/25 – 2026/27 Service Plan](#) and the actual results reported on in this annual report.

## Purpose of the Ministry

The vision of the [Ministry of Tourism, Arts, Culture and Sport](#) is that people and communities across B.C. are vibrant and thriving, with a diversity of opportunities that enrich well-being and support a strong, sustainable economy. The Ministry contributes to economic and social well-being and resiliency in communities by creating conditions for B.C.'s tourism, arts, culture, sport, creative, heritage and not-for-profit sectors to thrive.

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

The Ministry works with [viaSport](#) to support quality, inclusive, and accessible sports across B.C. It also works with the [BC Arts Council](#) and the Chinese Canadian Museum to support cultural and artistic diversity in the province. Furthermore, the Ministry collaborates with [Creative BC](#) to grow the economic impact of B.C.'s creative sector, support sustainable employment, and showcase B.C.-owned creative content and production capabilities on a global scale. The Ministry also oversees the Community Gaming Grants program, supporting volunteer-driven, community not-for-profits across the province in six unique sectors: arts and culture, sport, public safety, environment, parent advisory and district parent advisory councils, and human and social services.

Delivery of the Ministry mandate is guided by key legislation, including the [Arts Council Act](#), the [Athletic Commissioner Act](#), the [Destination BC Corp. Act](#), the [B.C. Pavilion Corporation 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](#), the [Gaming Control Act](#) and delegated authorities under the [Land Act](#), [Forest Act](#), and the [Heritage Conservation Act](#) and [Short-Term Rental Accommodations Act](#).

## Operating Environment

With a stunning variety of landscapes, vibrant arts, culture and sport sectors, and a robust Super, Natural British Columbia® brand, British Columbia continues to be a preferred Canadian destination for people to visit, live, work and play. The arts, culture, sport, creative and tourism sectors are not only critical to British Columbia's economic well-being but support vibrant, resilient, innovative, and engaged communities.

As each sector navigated its own unique challenges in this reporting period, other challenges were shared across all the tourism, arts, culture, creative, sport and not-for-profit sectors. Housing supply and affordability impacted the ability of sector businesses and non-profit organizations to attract and retain employees and volunteers. Higher costs for facilities (maintaining existing and securing new) as well as other inflationary pressures significantly affected operating and capital costs across all sectors.

Climate related emergencies (e.g., flooding, landslides, and forest fires) are becoming more frequent and severe throughout the province and are affecting economic activity and investments, transportation links, supply chains and food security. Impacts from extreme weather events and wildfires, in particular in the Northeast and Southeast-Interior of the province, were felt by B.C.'s wine, ski and broader tourism sectors.

In 2024, travel in B.C. remained consistent with previous years, with a province wide average hotel occupancy of 68.8 per cent, reaching a province-wide high of 82.2 per cent in August 2024. British Columbia saw another record-breaking number of cruise ships and passengers during the 2024 season, with Vancouver welcoming 327 cruise ship visits and a record 1.32 million passengers—breaking last year's record for passengers by 7 per cent. Air travel to YVR has grown year over year with 26.2 million travellers passing through the airport in 2024. This is a 5 per cent increase over the previous year's 24.9 million travellers.

A strong arts and culture sector contributes to a sustainable economy by encouraging creativity and innovation across sectors and in our workforce in B.C. The sector attracts business investment, increases exports, and directly impacts employment and tourism. According to the latest available data, British Columbia's 2023 culture GDP totaled \$10.5 billion, a 5.1 per cent increase from the previous year.<sup>1</sup> There were some strong signs of resiliency in the past year as arts and culture organizations continued to demonstrate considerable flexibility in the context of rapidly shifting economic and environmental factors. Artists, practitioners and event organizers continued to adapt to changing conditions and contribute to B.C.'s cultural economy with over 20 per cent of Canadian artists making B.C. their home according to the most recently available data. At the same time, increased precarity in the face of rising costs, changing audience patterns, and intensifying uncertainty continue to be reported.

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<sup>1</sup> Statistics Canada. [Table 36-10-0452-01 Culture and sport indicators by domain and sub-domain, by province and territory, product perspective \(x 1,000\)](#)



After the 2024 election, the Community Gaming Grants Program joined the Ministry of Tourism, Arts, Culture and Sport. The Community Gaming Grants Program supports a diverse range of not-for-profit organizations in areas such as arts, culture, health, sports, social services, environment, and public safety. Non-profit organizations in British Columbia are operating under increasing financial strain. With demand for services continuing to grow, and government funding remaining stable, and most other revenue sources declining, the Community Gaming Grants branch is a vital support to communities- distributing \$140 million to not-for-profit organizations throughout B.C. to assist in the delivery of ongoing programs and services that meet the needs of their communities.

In 2024 the creative sector continued to face a mix of economic conditions and influences, with motion picture production remaining slow due to shifting global trends, increasing costs, changes in consumer behaviour, reduced studio spending, and enhanced incentives from other jurisdictions. The Province continued to champion the industry, which is a key economic driver and supports good paying jobs, with the announcement of increased motion picture tax credits retroactive to January 1, 2025.

British Columbia's sport sector continues to navigate challenges from rising costs, declining volunteerism, and shifting demographic needs, all of which are impacting participation and program delivery. Families- particularly those facing systemic barriers- are finding it harder to afford registration, equipment, and travel. At the same time, an aging population is driving demand for more inclusive and adaptable sport offerings. These pressures are compounded by a shortage of volunteers, which limits the capacity of community sport organizations to deliver quality programming. The Ministry will continue to invest in and collaborate with the sport sector and local communities to enhance the accessibility, safety, and inclusivity of sports.

Access to infrastructure remains the most significant challenge across both sport and cultural sectors. Rapid population growth has outpaced the availability of fields, gyms, arenas, and cultural venues. B.C.'s cultural spaces are ranked the most in need of critical infrastructure improvements across Canadian jurisdictions, with 42 per cent of publicly owned cultural venues rated as being in poor or fair condition.<sup>2</sup> Social infrastructure often competes with other critical priorities such as schools, hospitals, and other core public services for limited capital funding. The Ministry's 2024/25 mandate included a strong focus on enhancing social infrastructure, while recognizing the need to align investments with broader government priorities and available fiscal capacity. Within this context, major events such as the 2025 Invictus Games and the 111th Grey Cup have demonstrated the sector's potential to drive economic activity, tourism, and community pride. The upcoming FIFA World Cup 2026™ presents an opportunity to further strengthen sport activities across the province while also advancing reconciliation, inclusion, and long-term social and economic benefits.

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<sup>2</sup>Hill Strategies, Statistical Insights on the Arts, '[Publicly owned arts, culture, and heritage spaces in Canada's provinces and territories in 2022](#)', June 3, 2025

## Economic Statement

After several years of strong growth, economic activity in British Columbia moderated in 2024 amid high interest rates, persistent price pressures, and ongoing global economic uncertainty. B.C.'s real GDP increased by 1.2 per cent in 2024 and ranked 8th (tied with Ontario) among the provinces following growth of 2.4 per cent in 2023. Last year, economic growth was driven by B.C.'s service-producing industries such as real estate, rental and leasing; health care and social assistance services; transportation and warehousing; public administration; and educational services. Output for goods-producing industries declined in 2024 due to lower construction and manufacturing activity, which was partly offset by growth in the mining, quarrying and oil and gas extraction; utilities; and agriculture, forestry, fishing and hunting sectors.

B.C.'s labour market continued to expand in 2024. Employment in B.C. increased by 66,100 jobs (+2.3 per cent), supported by high immigration, and wages and salaries rose by 6.3 per cent. B.C.'s unemployment rate averaged 5.6 per cent in 2024, up from 5.2 per cent in 2023 as strong population and labour force growth outpaced job gains. Elevated interest rates, rising construction costs, and ongoing labour shortages weighed on the construction sector last year. Housing starts totaled 45,828 units in 2024, down 9.2 per cent from the record high in 2023, but remained above the ten-year historical average. B.C. home sales increased by 2.1 per cent and the average home sale price increased by 1.0 per cent compared to 2023. Price pressures in B.C. continued to broadly moderate last year, but shelter price growth remained elevated. Overall, B.C.'s inflation rate averaged 2.6 per cent in 2024, down from 3.9 per cent in 2023. Despite strong population growth, nominal retail sales increased by just 0.6 per cent in 2024, following a 0.1 per cent decline in 2023. On the trade front, weak global demand and lower commodity prices (primarily natural gas and coal prices) last year contributed to a 2.7 per cent decline in B.C.'s merchandise exports relative to 2023 despite increased exports to non-U.S. destinations including China, South Korea, and Australia.

## Report on Performance: Goals, Objectives, and Results

The following goals, objectives and performance measures have been restated from the 2024/25 – 2026/27 service plan. For forward-looking planning information, including current targets for 2025/26 – 2026/27, please see the [2025/26 -2027/28 Ministry of Tourism, Arts, Culture and Sport Service Plan](#).

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

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

The Ministry continued to support the sector to sustainably grow the value of the visitor economy, provide benefits for people and communities and opportunities to contribute to a cleaner future. British Columbia's tourism industry continued to realize opportunities related to key marquee events. In 2024/25 British Columbia hosted several exceptional events including the Invictus Games 2025, 111th Grey Cup, and the final three nights of Taylor Swift's The Eras World Tour. These events and other tourism investments enhanced amenities and boosted visitation to benefit people across the province, while reinforcing our Super, Natural British Columbia® brand to the world.

#### Key results

- Experienced strong tourism performance with a record-breaking number of cruise ships and passengers (1.32 million), strong growth in air travel to YVR with 26.2 million travellers passing through the airport in 2024, and record-breaking seasons at several BC ski resorts.
- Hosted over a million attendees at BC Place, with standout events including Taylor Swift's Eras Tour finale, The Rolling Stones, and the 111th Grey Cup.
- Achieved record revenues at the Vancouver Convention Centre by hosting around 340 events, supporting year-round tourism activity.
- Partnered with go2HR to support five Regional HR specialists to work with tourism operators across B.C to help strengthen B.C.'s tourism workforce.
- Supported the BC Tourism Climate Resiliency Initiative which supported clean initiatives and climate mitigation in the sector through 164 sustainability plans, 110 microgrant projects, and an 8-part workshop series focused on regenerative tourism, Indigenous knowledge, and decarbonization.

#### Summary of progress made in 2024/25

The implementation of plans from the [Strategic Framework for Tourism 2022-2024: A Plan for Recovery and Resiliency](#) has yielded tangible results in sustainably growing the tourism sector throughout 2024/2025. Province-wide growth has been supported through a range of

initiatives between the Ministry and the tourism sector- from investing in resort municipality infrastructure and fostering cross-sector collaboration on high-impact projects to capitalizing on enhanced tourism opportunities from large marquee events. These efforts, supported by targeted industry funding, and a continued commitment to address tourism workforce challenges have strengthened the province's long-term tourism sustainability, and role as a key economic driver.

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

The [Strategic Framework for Tourism 2022-2024](#) identifies tourism's power to boost the quality of life for people living in every corner of our province. In 2024, the Ministry continued to lead initiatives that generate tourism revenues and quality community enhancement opportunities for residents.

### Key results

- Provided support to Indigenous Tourism BC (ITBC) in implementing the \$6 million Indigenous Tourism Training Initiative (ITTI), which delivered Indigenous-led, culturally focused training and education to over 1000 Indigenous tourism workers and employers, driving overall growth of the Indigenous tourism sector.
- Delivered a coordinated provincial approach to managing resorts and ski areas on Crown Land, including overseeing forest tenure management, leading major project review processes, and coordinating cross-government policy and initiatives related to BC's \$2 billion ski industry.
- Protected and continued to maintain BC's Provincial Heritage Properties to provide tourist and resident access to these key historical sites, including completing new site operations contracts at the province's two largest heritage properties, Fort Steele and Barkerville. In 2024, Provincial Heritage properties welcomed 58,411 visitors from around the world.
- Enhanced visitor safety and tourism business resilience by supporting emergency management initiatives, safeguarding heritage sites from wildfires, and informing government risk and resilience planning with tourism insights.

### Summary of progress made in 2024/25

Tourism in B.C. is not solely about attracting visitors- it's a key driver of community well-being and quality of life for residents. Throughout 2024 and 2025, strategic investments in tourism-related initiatives have been aimed at supporting Indigenous communities and businesses, sustainability plans and projects, coordination and stewardship of crown land, strengthening emergency preparedness for public safety, and supporting events that bring communities together. These efforts foster pride, create meaningful shared experiences, and provide lasting benefits that go beyond the tourism sector. Ultimately, these initiatives have opened new social, economic, and cultural opportunities for residents across the province.

## Performance measure

Performance Measure	2023/24 Actual	2024/25 Target	2024/25 Actual
[1.1a] B.C. tourism industry revenue <sup>1,2</sup>	22.1 B	+5% <sup>3</sup>	Available January 2026

Data source: BC Stats. Tourism industry revenue data is provided by BC Stats on an annual basis, with a 2-year lag, and reflects a calendar year. Annually, typically in January, Destination BC develops an updated revenue forecast that is included in the Service Plan for the following fiscal year based on information provided from BC Stats.

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

<sup>2</sup>PM [1.1a] targets for 2025/26 and 2026/27 were stated in the 2024/25 service plan as +5% and +5%, respectively.

<sup>3</sup>The '2023/24 Actual' (\$22.1 B) forms the basis of the '2024/25 Forecast' (\$22.5 B) and revised future targets.

1.1a.: Tourism industry revenue measures the money received by businesses, individuals, and government 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. Growth in tourism industry revenue is a positive economic input to B.C.'s economy.

The 2024 tourism industry revenue data is expected to be released by BC Stats in January 2026. Economic performance measures released by BC Stats for 2023 (the latest data available) show that the tourism industry generated \$22.1 billion in revenue, an increase of +12.4 per cent over \$19.6 billion in 2022.

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

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

Arts and culture organizations rely on support from patrons, donors, sponsors, and investments from all levels of government to make the sector vibrant, resilient, and recognized for its vital public value. The BC Arts Council is the province's primary arts and culture funding agency. Arts and culture organizations were able to add resiliency by accessing Community Gaming Grant funds where needed.

### Key results

- Delivered \$2.5 million in funding to 163 regional and equity-deserving organizations through the BC Arts Council's multi-year capacity building Accelerate program for equity-deserving and regional arts and culture organizations.
- Increased accessibility of grant programs for artists and practitioners who are Deaf or have a disability with \$0.113 million in formalized access support for the BC Arts Council application process and in carrying out projects.

- Increased support to Indigenous artists and arts and cultural organizations, delivering \$6 million in BC Arts Council funding to Indigenous recipients, with \$1.725 million investment to long-standing partner, First Peoples' Cultural Council, to support the Arts Program.
- Supplied 13 Capital Project Grants with \$1,244 million and 778 Community Gaming Grants with \$20,872 million to eligible organizations in this sector.
- Continued partnership with a group of Arts Service Organizations to provide annual cohorts of 70 - 85 participants per year the opportunity to participate in the Pathways program, supporting arts, culture, and heritage organizations to integrate equity and access principles into their programs, governance, and operations to support resilience, sustainability and continued relevance.

### **Summary of progress made in 2024/25**

To support vitality and diversity in arts and culture development in B.C., the Province delivered more than \$37.1 million through 1,601 grants to artists and arts and cultural organizations through the BC Arts Council programs and partnerships. In an increase from last year, \$10.3 million through 593 grants was delivered to underserved demographic group applicants through BC Arts Council programs. These public sector investments in arts and culture amplify the BC Arts Council's commitment to reconciliation, equity, diversity, inclusion, and access.

Multiple long-standing partnerships, including with First Peoples' Cultural Council and BC Live Performance Network, continued extending the reach of BC Arts Council funding across the province and providing opportunities for community access and connection to arts and culture. Further investment in the partner-delivered Pathways program provided a second cycle for 86 participants, supporting arts, culture, and heritage organizations and practitioners to learn, reflect and integrate equity and access principles into their work.

In addition to the annual investment of \$2.12 million in support provided this past year through operating and project funding specifically for festivals, the BC Arts Council provided an additional \$431,240 of support for 81 arts and culture festivals in recognition of their increasing challenges of complex emergency preparedness practices, safety measures, and additional costs.

### **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 B.C.'s creative economy. The Ministry is committed to working with communities to support the development of recreation centres, community centres, arts and cultural centres, sports fields, and other critical social infrastructure.

#### **Key results**

- The BC Arts Council Arts Infrastructure Program supported 57 non-profit arts and culture sector infrastructure projects with \$4.0 million in grants.
- The Royal BC Museum conducted province-wide engagement to solicit feedback on the future of the Museum, reaching over 3,054 B.C. residents through in person events, and an

additional 470 through an online survey, engaging with First Nations, Indigenous Peoples, LGBTQ communities, partner museums, and other groups across the Province. A What We Heard Report will be released to the public outlining the results.

- Province-wide engagement to inform the vision for a new Canadians of South Asian Heritages B.C. Museum was completed, reaching over 16,000 community members:
  - Engagement pathways included a public survey, written and online submissions; a community grant program to support community-led conversations; 1:1 discussions with community members; and targeted engagement efforts inviting feedback from under-represented voices.
- A survey gathering public input on the future of a provincial Filipino cultural centre closed on December 31, 2024, with over 1,200 submissions.
- The Community Gaming Capital Projects Grants program provided just over \$1.2 million to 13 not-for-profit arts and culture organizations to support the completion of inclusive, accessible projects that meet community identified needs and priorities.

### **Summary of progress made in 2024/25**

Mandate letter commitments around arts, culture and broader social infrastructure shifted in 2024/25. Crucial province-wide community engagement was completed on important Ministry mandate commitments to cultural infrastructure and emerging museum programs and proposals over the course of 2024/25, and funding programs provided \$5.2 million in grants to 70 arts and culture sector non-profits for cultural infrastructure projects. Construction advanced on the Royal British Columbia Museum PARC Campus facility—a new provincial archives, collections, and research building in Colwood, which broke ground in September 2023 and is scheduled for completion in 2026.

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

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

#### **Key results**

- Through Budget 2025, the Province increased the competitiveness of B.C.'s motion picture tax credit programs by:
  - Increasing the Film Incentive BC Tax Credit from 35 per cent to 40 per cent and the Production Services Tax Credit increased from 28 per cent to 36 per cent;
  - Creating an additional 2 per cent tax credit for major productions with B.C. production costs greater than \$200 million; and
  - Reinstating the regional and distant location tax credits.

- Newly appointed Ministers, the Parliamentary Secretary and staff participated in Screen BC's annual marketing trip to Los Angeles in November 2024 to promote B.C. as a premier destination for motion picture production.
- The JUNO Awards were held in Vancouver from March 26-30, 2025, with related community events taking place across B.C. The Province contributed \$2 million to ensure a strong regional presence, community engagement, and lasting legacies.

## Summary of progress made in 2024/25

Creative BC continued to deliver creative sector funding from the Province's historic \$42 million investment in 2023. This included the launch of a brand-new Video Games Business Development Program for the interactive digital media industry, in partnership with the federal Canada Media Fund (CMF). Both Creative BC and the CMF invested \$0.5M in 2024/25 and supported the projects of five B.C.-based, mid-level experienced studios.

In June 2024, Knowledge Network announced the first project as part of *Stories Un(told)*, a commissioning stream, in partnership with Creative BC, for mid-career to senior B.C. producers and directors to create premium limited documentary series. The upcoming project is a three-part series that moves between past and present to tell the story of Chinese Canadians in B.C.

## Performance measure(s) and related discussion

Performance Measure	2023/24 Actual	2024/25 Target	2024/25 Actual <sup>5</sup>
[2.1a] Percentage of BC Arts Council grants awarded to underserved demographic groups <sup>1,6</sup>	1,787 <sup>2</sup>	23%	46%
[2.1b] Percentage of BC Arts Council grants to artists and organizations located in regional areas. <sup>3,7</sup>	1,050 <sup>4</sup>	22%	41%

Data source: BC Arts Council Grant Management System.

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

<sup>2</sup>The Performance Measures changed for the 2024-25-2026/27 Service Plan. The FY2023-24 PM was reported previously as: Number of BC Arts Council grants awarded. Based on previous PM, in FY2023/2024 1723 grants were distributed through BC Arts Council programs and 318 grants distributed through partnerships.

<sup>3</sup>Regional artists and organizations are those located outside greater Vancouver or the capital region, also known as greater Victoria, as identified in the current Designated Priority Groups policy. The forecast includes all funding provided through BC Arts Council programs but does not include recipients of grants delivered through the BC Arts Council partner programs (First Peoples' Cultural Council, BC Live Performance Network, ArtStarts, Creative BC).

<sup>4</sup>The Performance Measures changed for the 2024-25-2026/27 Service Plan. The FY2023-24 PM was reported previously as: Number of artists and arts organizations supported by the BC Arts Council. Based on previous PM, in 2023/24, \$37.5 million in grants was distributed from BC Arts Council base budget. This provided 1,787 grants in total, of which 345 were delivered through partner organizations. Of the grants delivered directly from the BC Arts Council, there were 478 individual artist recipients and 572 organizational recipients (including collectives), for a total of 1,050 unique recipients.

<sup>5</sup>2024/25 Actual percentages are based on all funding provided through BC Arts Council programs but does not include recipients of grants delivered through the BC Arts Council partner programs (First People's Cultural Council, BC Live Performance Network, ArtStarts, Creative BC).



<sup>6</sup>PM [2.1a] targets for 2025/26 and 2026/27 were stated in the 2024/25 service plan as 24% and 26%, respectively.

<sup>7</sup>PM [2.1b] targets for 2025/26 and 2026/27 were stated in the 2024/25 service plan as 22% and 23%, respectively.

Previous Service Plans measured the total number of grants awarded and the number of recipients of BC Arts Council grants. FY2023/24 was the final year for the number of grants and unique recipients metrics, which provided an indication of the volume and general scope and reach of funding. To further support the [Extending Foundations Action Plan](#) and identified Service Plan strategies focused on Indigenous arts and culture, equity, and access, the performance measures have been restated to focus on the distribution of grants and the diversity of recipients to highlight the impact of this investment.

The introduction of the Designated Priority Groups policy in September 2022 supports the expansion of eligibility and access to program funding for identified priority groups. Performance measures are based on the percentage of grants awarded to identified Designated Priority Group applicants. The measure includes data collected on Designated Priority Groups via aggregate data on three combined underserved demographic groups (individuals and groups who are Indigenous, Black and people of colour, and those who are Deaf or experience disability) while progress on the regional distribution of grants is measured separately due to distinct trends and performance expectations.

In their first year, the 2024/25 actual performance measure results were higher than target measures, with double the percentage of BC Arts Council funding distributed to underserved demographic groups and nearly double to recipients located in regional areas. This was in part due to strategic measures and funding prioritization processes. BC Arts Council provided new focused investments of \$0.62 million to Indigenous recipients in 2024/25, for a total of \$5.99 million funding delivered to Indigenous recipients through grant programs and partnerships— or 16 per cent of all BC Arts Council funding delivered over the year. Also impacting distribution to underserved demographic groups and recipients in regional areas, the Arts Impact Grant, which did not run in 2023/24, was offered in 2024/25 with 90 per cent of grants awarded to Designated Priority Group applicants in that program. Additionally, programs such as Accelerate and Accessibility Support grants are dedicated to underserved applicants; numbers for those programs have grown slightly but remain relatively consistent as an overall percentage.

Performance Measure	2023/24 Actual	2024/25 Target	2024/25 Actual
[2.2] Number of organizations supported for capital infrastructure projects <sup>2</sup>	77	87+	76 <sup>1</sup>

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

<sup>1</sup>Breakdown: 57 BC Arts Council Arts Infrastructure Program, 13 Community Gaming Grants Capital Projects Grants Program, 6 projects funded through Cultural, Strategic, and Corporate Priorities.

<sup>2</sup>PM [2.2] targets for 2025/26 and 2026/27 were stated in the 2024/25 service plan as +87 and +87, respectively.

In 2024/25, the BC Arts Council's Arts Infrastructure Program (AIP) continued to focus on substantial, higher value investments to support greater economic and organizational impact. With rising costs, the average grant amount request through this program also increased, meaning fewer grants were delivered within AIP's annual \$4 million budget.

The Ministry continued investments in the Royal BC Museum Collections and Research Building project, plus funding in prior fiscal years with ongoing agreement terms and/ or requirements in 2024/25 (Vancouver Art Gallery, Jewish Community Centre of Greater Vancouver, and the Art Gallery of Greater Victoria), and to advance concept and business planning for a provincial Filipino cultural centre and a Canadian South Asian Heritage Museum.

As noted elsewhere, the Community Gaming Grants Branch joined the Ministry in 2024/25; while the number of capital grants awarded through that program area for arts and culture were not included in the 2024/25 targets, they are reflected in the actuals. The Capital Projects Grants program supported 13 arts and culture organizations to complete projects, for a total of \$1,243,950.

Based on these factors and current budgets to support overall cultural infrastructure, targets are being adjusted for future Service Plans.

Performance Measure	2022/23 Baseline	2023/24 Actual	2024/25 Target	2024/25 Actual
[2.3] Value of annual economic contribution across B.C.'s creative sector <sup>1,5</sup>	\$6.238 billion Total GDP <sup>2</sup>	\$5.601 billion Total GDP <sup>3</sup>	Maintain or improve	Pending <sup>4</sup>

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

<sup>1</sup> Refinements based on federal public data sets from Statistics Canada are applied annually to baseline data to ensure historical consistency and comparability.

<sup>2</sup> The 2022/23 actual was reported as \$6.7B Total GDP in the 2023/24 Annual Service Plan Report. This number was an estimate from CIERA. Annual refinements from Statistics Canada have now been applied changing the GDP to \$6.238B.

<sup>3</sup> The 2023/24 actuals above are an estimate only through CIERA and will be updated once federal data sets are finalized by Statistics Canada (anticipated by Fall 2025).

<sup>4</sup> CIERA 2024 data will be published by Creative BC in Fall 2025.

<sup>5</sup>PM [2.3] targets for 2025/26 and 2026/27 were stated in the 2024/25 service plan as Maintain and Improve and Maintain and Improve, respectively.

Creative BC's Creative Industries Economic Results Assessment (CIERA) continues to be updated as national public data sets are refined, providing a more accurate picture over time of the economic contribution of the creative sector. While more concrete data will be available in Fall 2025, it appears the value of annual economic contribution across B.C.'s creative sector is showing a downward trend, failing to meet this year's target. When GDP is reviewed by individual industry, music and sound recording is on an upwards trend, now past pre-pandemic numbers. Book publishing remains fairly level with 2022 numbers. Magazine publishing and interactive and digital media both show small downturns, with the effect of the high cost of paper, printing and shipping and the global slowdown for smaller studios and independent developers making an impact. Motion picture had the largest downturn with 2023 GDP dropping more than 25 per cent from the year prior, due to a slow return to activity following the 2023 labour strikes in the United States and reduced studio spending. This is a global trend and not specific to B.C.

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

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

Provincial and multi-sport organizations, including Basketball BC, BC Wheelchair Sports Association, Special Olympics BC, and the B.C. Seniors Games Society, provide opportunities for residents and visitors to engage in sports through participation, learning, and competition. Through its funding agreements, viaSport mandates inclusive programming to promote participation from diverse groups. ViaSport receives funding from the Province to support amateur sport and funds over 70 Provincial Sport Organisations.

#### Key results

- Contributed to the legacy of the Invictus Games 2025 by leveraging the Sport Participation and Community Gaming Grant programs to allocate \$750,000 to Disability Sport Organizations, supporting the purchase of adaptive sports equipment and strengthening organizational capacity.
- Increased funding for the LeadForward Grant program from \$15,000 to \$40,000, supporting leadership for female coaches, officials or organizational staff throughout B.C. by supporting their training, education, and policy development opportunities.
- Fostered positive sport cultures across the province through PlaySafe BC, a program delivered by viaSport that provides tools, trainings, and resources, bystander intervention training, and conflict resolution guidelines.
- The Province and viaSport made significant progress in establishing Sport Safeguarding BC, an independent non-profit organization that will oversee an effective, fair and consistent process for handling maltreatment complaints for sport organizations receiving provincial funding and are accredited by viaSport.
- Continued annual investment in I•SPARC. This includes the Resilient, Inspire, Strength and Engage (RISE) program, which provided 1,423 individual grants in fiscal 2024/25, to support children and youth in and from government care to participation in sport, physical activity, recreation, and cultural programs.
- Community Gaming Grants supported nearly 900 sports groups, including LSOs, PSOs, MSOs and DSOs with \$31 million in grant funding to deliver ongoing, organized sport programs in communities across the province.

#### Summary of progress made in 2024/25

The Ministry continued its collaboration with the sport sector and local communities to enhance the accessibility, safety, and inclusivity of sports, complementing strategic investments in Disability Sport Organizations, LeadForward, and Play Safe BC. Through sustained support for programs such as KidSport, the BC Sport Participation Program, the

Afterschool Sport and Arts Initiative (ASSAI), the RISE program, the BC Seniors Games Society, and I•SPARC, the Ministry fostered diverse participation in sports among youth, seniors, Indigenous peoples, and persons with disabilities across the province.

In the area of sport safety, the Ministry continued its commitment to establish an independent complaint process aimed at strengthening the integrity of sport environments and ensuring they remain accessible and inclusive for all athletes, coaches, and volunteers. Work included drafting bylaws and a constitution as well as finalizing the directors' skill matrix and first director recruitment for the new organization.

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

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

#### **Key results**

- Supported 40 athletes and 10 coaches and team staff to represent their communities and the Province at the 2025 National Aboriginal Hockey Championships (NAHC) hosted by the City of Kamloops and Tkemlúps te Secwépemc. The Team BC female and male teams finished second and sixth, respectively.
- Supported the BC Seniors Games Society in the delivery of the Salmon Arm 55+ BC Games, which hosted 2,499 participants.
- Supported the BC Games Society to deliver the Maple Ridge 2024 BC Summer Games from July 17-21, providing an exceptional multi-sport games experience for youth across the Province. 3,131 athletes, coaches and team staff participated in the Maple Ridge Games, supported by over 1,700 volunteers.
- Recognized BC Ultimate as the recipient of the 4th annual Delivering on Diversity Award, underscoring the impact of initiatives that foster inclusivity and diversity within sports.
- The Northern BC Coaching and Officiating Development Fund awarded a total of \$17,170 to support coaching and officiating development in seven communities across Northern British Columbia.

#### **Summary of progress made in 2024/25**

Through strategic investments in provincial and multi-sport organizations, programs, and events, the Ministry has effectively opened doors for British Columbians to excel in sport. By supporting key partners like the BC Games, the Canadian Sport Institute Pacific, and I•SPARC, the Province has cultivated a supportive environment that develops talent, encourages inclusivity, and recognizes excellence.

A notable highlight was the success of Ultimate Spirit, the Indigenous-focused branch of BC Ultimate. This initiative creates meaningful opportunities for Indigenous youth to engage in the sport of ultimate. In partnership with Indigenous communities, BC Ultimate co-developed

an interconnected sport system that honours Indigenous cultures, values, needs, and self-determination. Over the past three years, 3,801 Indigenous youth have taken part in this innovative, holistic program—demonstrating its strong impact and reach.

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

Sport event hosting supports tourism, economic, social and sport development. The Province's investment in these events helps to ensure that communities, athletes and sports fans throughout the province are able to realize the benefits associated with sport event hosting.

#### **Key results**

- Invested in 124 sporting events, including provincial and national championships, across 43 communities through Hosting BC programs. This not only fostered local sport development but also contributed to the economic development of these areas.
- Supported three significant sport events including the 2025 Montana's Brier (Kelowna), the 2025 Para Snowboard World Championships (Kelowna) and the 2025 Luge World Championships (Whistler) through the Major Sport Event Hosting program. These opportunities are expected to bring substantial social and economic benefits to the hosting communities.
- Enabled the successful delivery of the 111th Grey Cup (Vancouver) and Invictus Games 2025 (Vancouver/Whistler) by securing targeted funding to support community engagement, sport legacies, economic impact, and national visibility.
- The 111th Grey Cup and Festival generated \$122 million in overall economic activity in Canada, \$94.4 million in B.C., including \$45.6 million in visitor spending, support for 615 local jobs, and over 547,000 attendees, with more than 53,000 visitors from outside the region.
- Supported the Host City with on-going operational, financial and planning efforts for the FIFA World Cup 2026™ and led development of legacy-focused initiatives and activation strategies designed to optimize economic, cultural, and social benefits for the province.

#### **Summary of progress made in 2024/25**

The Ministry's strategic approach to hosting sport events continues to drive economic growth, strengthen community engagement, and expand opportunities for athletes—laying a solid groundwork for long-term success in the sport sector.

In 2024/25, the Ministry supported 127 events with an investment of \$1 million. This has helped communities develop skills in organizing events at various levels, preparing them for future larger-scale events, and enabling athletes to compete and develop close to home.

In addition, the \$3.5 million investment in the 111th Grey Cup and \$15 million investment in Invictus Games 2025 provided a significant return on investment, important legacy initiatives and national and international spotlight.

The Province continued collaborating with partners on hosting the FIFA World Cup 2026™, an event poised to deliver significant economic and tourism benefits throughout British Columbia.

### Performance measure(s) and related discussion

Performance Measure	2023/24 Actual	2024/25 Target	2024/25 Actual
[3.1] Number of children, from population groups typically under-represented in sport, reached through targeted sport programs <sup>1,2</sup>	32,011	34,000	33,787

Data source:

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

<sup>2</sup>PM [3.1] targets for 2025/26 and 2026/27 were stated in the 2024/25 service plan as 36,000 and 36,000, respectively.

In 2024/25, the Ministry continued to monitor the effectiveness of targeted programs in reaching children and youth from groups that are typically underrepresented in sport. This measure focuses specifically on participants in initiatives such as I-SPARC, KidSport BC, and the After School Sport and Arts Initiative (ASSAI), and does not include general sports programming.

The results for 2024/25 fell just short of the target, however, they demonstrate significant growth in the number of children reached. This outcome reflects the strong partnerships and delivery capacity of organizations like I-SPARC, KidSport BC, and ASSAI, which have maintained consistent outreach and programming despite broader affordability challenges facing families across the province. Participation data is gathered through reports from local and provincial sport organizations. I-SPARC reported 8,687 participants in its community sport development programs, as well as 385 youth participants in provincial camps and championships. In addition to camps and championships, I-SPARC reported 195 participants in National Aboriginal Hockey Championships programming (try-outs and competition). ASSAI participation includes youth involved in the female high school program, while KidSport BC tracks children who received financial support for registration fees and equipment. Monitoring these programs helps ensure that sport opportunities remain inclusive and accessible to all.

Performance Measure	2023/24 Actual	2024/25 Target	2024/25 Actual
[3.3] Number of communities that host sport events <sup>1</sup>	40	40	44

Data source:

2024/25 Hosting BC Funding Summary & 2024/25 Major Events Program Funding Summary.

<sup>1</sup>PM [3.3] targets for 2025/26 and 2026/27 were stated in the 2024/25 service plan as 40 and 40, respectively.

Funding sport events across the province supports the event hosting goals outlined in the [Pathways to Sport – Strategic Framework for Sport in B.C. 2020–2025](#), while also contributing meaningfully to the social and economic vitality of communities throughout British Columbia. These events generate significant benefits, including stimulating local economies and fostering stronger community connections.

The Major Events Program and Hosting BC continue to serve as the cornerstone funding initiatives advancing this progress. These programs play a vital role in promoting sport development, enhancing community involvement, boosting tourism, and driving economic growth across B.C., ensuring that the advantages of hosting sport events are shared broadly throughout the province.

# Financial Report

## Financial Summary

	Estimated (\$000)	Other Authoriz- ations <sup>1</sup> (\$000)	Total Estimated (\$000)	Actual (\$000)	Variance (\$000)
<b>Operating Expenses</b>					
Tourism Sector Strategy	25,908	257	26,165	26,451	286
Arts and Culture	38,965	411	39,376	40,338	962
Sport and Creative Sector	27,117	25,780	52,897	52,681	(216)
Transfer to Crown Corporations and Agencies	86,581	14,456	101,037	101,948	911
Executive and Support Services	2,418	1,767	4,185	2,156	(2,029)
Immigration Services and Strategic Planning (Transferred from Municipal Affairs)	0	2,452	2,452	2,435	(17)
<b>Sub-total</b>	<b>180,989</b>	<b>45,123</b>	<b>226,112</b>	<b>226,009</b>	<b>(103)</b>
<b>Special Accounts</b>					
BC Arts & Culture Endowment Special Account	4,230	0	4,230	3,795	(435)
Physical Fitness and Amateur Sports Fund	1,200	0	1,200	1,200	0
<b>Sub-Total</b>	<b>5,430</b>	<b>0</b>	<b>5,430</b>	<b>4,995</b>	<b>(435)</b>
Adjustment of Prior Year Accrual <sup>2</sup>	0	0	0	(188)	(188)
<b>Total</b>	<b>186,419</b>	<b>45,123</b>	<b>231,542</b>	<b>230,816</b>	<b>(726)</b>
<b>Ministry Capital Expenditures</b>					
Executive Support Services	3	0	3	1	(2)
<b>Total</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>1</b>	<b>(2)</b>
<b>Capital Plan</b>					
B.C. Pavilion Corporation Fund	10,000	0	10,000	10,000	0
Royal BC Museum	136,922	(136,922)	0	0	0
<b>Total</b>	<b>146,922</b>	<b>(136,922)</b>	<b>10,000</b>	<b>10,000</b>	<b>0</b>
<b>Other Financing Transactions</b>					



	Estimated (\$000)	Other Authoriz- ations <sup>1</sup> (\$000)	Total Estimated (\$000)	Actual (\$000)	Variance (\$000)
Tourism Development Disbursements	600	0	600	478	(122)
<b>Net Cash Requirements (Source)</b>	<b>600</b>	<b>0</b>	<b>600</b>	<b>478</b>	<b>(122)</b>

<sup>1</sup> "Other Authorizations" include Supplementary Estimates, Statutory Appropriations, Contingencies and Government Reorganization.

<sup>2</sup> The Adjustment of Prior Year Accrual of \$0.188 million is a reversal of accruals in the previous year.

## Appendix A: Public Sector Organizations

As of August 13, the Minister of Minister of Tourism, Arts, Culture and Sport is responsible and accountable for the following organizations:

### [BC Arts Council](#)

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

### [BC Games Society](#)

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

### [BC Pavilion Corporation](#)

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

### [Creative BC](#)

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

### [Destination British Columbia](#)

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

### [Knowledge Network Corporation](#)

Knowledge Network is BC's public educational broadcaster and provides programs that educate, challenge and inspire. The organization also supports independent B.C. filmmakers through commissioning and pre-licensing of new programs.

### [Royal British Columbia Museum](#)

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

### [Medal of Good Citizenship Committee](#)

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

## Appendix B: Progress on Mandate Letter Priorities

The following is a summary of progress made on priorities as stated in Minister Lana Popham's 2022 Mandate Letter.

2022 Mandate Letter Priority	Status as of March 31, 2025
<p>1. Continue to work with the tourism and hospitality sectors in rural and urban communities to ensure sustained recovery from the COVID-19 pandemic.</p>	<ul style="list-style-type: none"> <li>• The Ministry continued to deliver against the <i>Strategic Framework for Tourism 2022 – 2024: A Plan for Recovery and Resiliency</i>.</li> <li>• The Ministry has largely fulfilled its mandate to support the sustained recovery of the sector. With industry activity across rural and urban communities returning to pre-pandemic levels the sector is well positioned for long-term growth and resilience.</li> <li>• Key outcomes for 2024/25 include:               <ul style="list-style-type: none"> <li>○ Ongoing partnership with go2HR to have five regional human resource specialists to help with tourism workforce challenges.</li> <li>○ Continued delivery of the B.C. Tourism Climate Resiliency Initiative to develop climate preparedness and adaptation strategies for people in B.C.'s tourism sector.</li> <li>○ Provided Destination BC with \$2.16 million to implement key activities of the province-wide FIFA World Cup 2026 tourism strategy, including tourism installations at the Grey Cup Festival and Invictus Games.</li> <li>○ Launched a second iconic travel route – The Great Wilderness – under Destination BC's Invest in Iconics Strategy.</li> <li>○ Continued to maintain BC's Provincial Heritage Properties to</li> </ul> </li> </ul>

2022 Mandate Letter Priority	Status as of March 31, 2025
	<p>provide visitors and resident access to these key historical sites.</p> <p>PavCo generated record breaking revenues of approximately \$157 million in fiscal year 2024/25 from hosting more than 400 events across its venues.</p>
<p>2. Continue to support the Arts Infrastructure Program to help communities build new cultural spaces and renovate existing ones.</p>	<ul style="list-style-type: none"> <li>Arts Infrastructure Program has continued to invest \$4 million to support the planning, renovation, acquisition and construction of cultural spaces in B.C. as well as the purchase of specialized equipment. This funding provides approximately 60 grants ranging between \$4,000 and \$250,000. Funding announcements typically go out in February or March of each year.</li> </ul>
<p>3. Maintain work with B.C. host cities and organizers of upcoming marquee events – 111<sup>th</sup> Grey Cup in 2024, Invictus Games in 2025 and FIFA World Cup in 2026 – to ensure they provide positive benefits for businesses, communities, and the tourism sector.</p>	<ul style="list-style-type: none"> <li>The Province is working closely with primary event organizers to ensure that investments bring benefits to businesses and the tourism sector and generate long term legacies for communities across the province.</li> <li>Marquee sport events create opportunities to profile B.C. globally as a prime destination while stimulating economic growth and promoting local tourism visitation.</li> <li>B.C.'s investment in events of this scale is a major step in continuing to build a vibrant and resilient visitor economy.</li> <li>They also provide opportunities for meaningful and visible participation of the Host Nations in each event as well as long lasting legacy benefits for all of B.C.'s Indigenous Peoples.</li> </ul> <p><b>FIFA World Cup 2026™</b></p> <ul style="list-style-type: none"> <li>We continue to work with all our partners, including the federal</li> </ul>

2022 Mandate Letter Priority	Status as of March 31, 2025
	<p>government, on planning, staging and safely hosting seven FIFA World Cup 2026™ (FWC26) matches in Vancouver at BC Place.</p> <ul style="list-style-type: none"> <li>• A Memorandum of Agreement has been signed with the Tsleil-Waututh Nation, Musqueam Nation and Squamish Nation, together with the City of Vancouver, which outlines how the parties will work together to identify opportunities for MST participation in FWC26.</li> <li>• Events like the World Cup are a great opportunity to upgrade our facilities so they continue to serve British Columbians needs and attract premier events well into the future.</li> <li>• Having an accessible, safe, and inclusive world-class stadium means more people can enjoy the many concerts and sporting events BC Place hosts each year.</li> <li>• In January 2023 the government introduced a 2.5 per cent Additional Major Events MRDT at the request of the City of Vancouver. This is applied on purchases of accommodation in the City over seven years, to help pay for the City's expected net costs.</li> <li>• The province continues to monitor MRDT revenues with the City of Vancouver to ensure that the Major Events MRDT contributes as intended to the FWC26 costs. An update is provided to the Hotel Association annually.</li> </ul> <p><b>INVICTUS GAMES 2025</b></p> <ul style="list-style-type: none"> <li>• Vancouver and Whistler hosted the Invictus Games in February 2025. The Premier and Minister attended the</li> </ul>

2022 Mandate Letter Priority	Status as of March 31, 2025
	<p>events along with key business, tourism, and community leaders.</p> <ul style="list-style-type: none"> <li>The Province provided \$15 million to support this event and worked closely with the Host Organizing committee to highlight social impact and legacy initiatives. The event generated an estimated \$86.1 million in economic impact in B.C. The Four Host First Nations were actively involved in the leadership of the games. Indigenous culture was woven into every aspect of the Games presentation and ceremonies.</li> </ul> <p><b>111<sup>th</sup> Grey Cup and Grey Cup Festival</b></p> <ul style="list-style-type: none"> <li>The Grey Cup 2024 and Grey Cup Festival generated \$121.9 million in economic impact, with 53,365 out-of-town visitors, nearly 550,000 attendees at the Festival, and 9.9 million viewers nationwide.</li> <li>The Grey Cup Festival featured four days of entertainment including two ziplines, immersive football experiences, and diverse cultural displays and entertainment (including Music BC/JUNO artists).</li> <li>The Province provided \$3.5 million to fund the free family-friendly festival and legacy projects including a physical literacy education resource for students across BC, subsidized visits to the Festival for over 5,000 elementary students, and a promotional tour to communities across B.C. The Province worked with the Grey Cup 2024 Organizing Committee to ensure Host Nations participated in and benefited from hosting this event on their territories. Indigenous traditions emphasizing reconciliation and cultural</li> </ul>

2022 Mandate Letter Priority	Status as of March 31, 2025
	<p>celebration were showcased throughout the event, including an Indigenous marketplace, slahal tournaments, and ceremonial welcomes.</p> <p><b>JUNOs 2025</b></p> <ul style="list-style-type: none"> <li>• The JUNO Awards raises the public profile and recognition of musical artists in Canada.</li> <li>• The annual event includes a nationally televised awards and performance event, a week-long community festival, and industry events.</li> <li>• The 2025 JUNOs in Vancouver were the fifth time the event has taken place in B.C., with the most recent being in 2018 in Vancouver.</li> <li>• In 2023/24, the Province provided Creative BC with \$2 million to support hosting the 2025 JUNO Awards, which includes \$1.35 million for the Canadian Academy of Recording Arts and Sciences' (CARAS) bid fee, and \$650,000 for the JUNOs Host Committee.</li> </ul>
<p>4. Work with First Nations to secure the bid for the 2027 North American Indigenous Games.</p>	<ul style="list-style-type: none"> <li>• The Province worked closely with the Tkemlúps te Secwépemc (Kamloops) Nation to support their bid to bring the North American Indigenous Games to British Columbia in 2027. Unfortunately, the bid was unsuccessful and the 2027 Games were awarded to Calgary.</li> <li>• The Ministry supported the City of Kamloops and Tkemlúps te Secwépemc with \$102,200 from the Major Sport Event Hosting fund and B.C. Fairs, Festivals and Events fund to host the 2025 National Aboriginal Hockey Championships from May 4 - 11.</li> </ul>

2022 Mandate Letter Priority	Status as of March 31, 2025
<p>5. Continue to promote rural and Indigenous tourism opportunities, taking advantage of B.C.'s unparalleled natural areas.</p>	<ul style="list-style-type: none"> <li>Continued work with Destination BC, Indigenous Tourism BC, B.C. Regional and Community DMOs, and sector associations to promote rural and Indigenous tourism opportunities across the province supported by the Super, Natural British Columbia® brand and destination development initiatives.</li> <li>Destination BC's <i>Invest in Iconics Strategy</i> focusses on branding, marketing, and supporting the development of globally compelling places and routes that span the entire province of British Columbia.</li> <li>In collaboration with our colleagues at the Ministry of Social Development and Poverty Reduction - a \$6 million fund (\$2 million from TACS and \$4 million from SDPR) to support an Indigenous Tourism Training Initiative. <ul style="list-style-type: none"> <li>These funding supports have also helped Indigenous communities to exercise their rights and create their own paths forward in Indigenous tourism.</li> <li>Ministry continues to deliver on the renewed accord it signed with ITBC to make a firm commitment to Indigenous tourism, the sharing of cultures, and reconciliation.</li> <li>We remain committed to working alongside our Indigenous partners and communities to support Indigenous tourism throughout the province.</li> </ul> </li> <li>Maintained competitive edge in resort development in rural areas through mountain resorts branch tenuring and support to ski areas and operation of provincial heritage sites.</li> </ul>



2022 Mandate Letter Priority	Status as of March 31, 2025
	<ul style="list-style-type: none"> <li>• Maintaining Provincial Heritage Properties and public land-based resorts and community ski areas within rural areas.</li> <li>• Continue to support resort communities to deliver exceptional visitor services and grow their tourism economies through the \$13 million Resort Municipality Initiative.</li> </ul>
<p>6. Continue the development and implementation of heritage policy and programs related to geographical naming, heritage conservation capacity building, historic places recognition, fossil management, and the stewardship of physical heritage resources.</p>	<ul style="list-style-type: none"> <li>• Development of Fossil Repository Guidelines and establishment of a provincial fossil under the <i>Provincial Symbols and Honours Act</i>.</li> <li>• Launch of publicly accessible new BC Register of Historic Places in July 2024.</li> <li>• Focus on removing derogatory geographical names, and alignment with the Geographical Names Board of Canada's strategic plan.</li> <li>• Ongoing <i>Heritage Conservation Act</i> and <i>Land Act</i> permitting.</li> <li>• Engagement with Archaeology branch, Ministry of Forests on the modernization of the <i>Heritage Conservation Act</i>.</li> <li>• Repatriation of Indigenous artefacts occurring at heritage sites.</li> <li>• Site management of provincial heritage sites including new site operations contracts at Fort Steele and Barkerville in 2024.</li> <li>• Developing a revised Provincial Heritage Recognition Program and policy.</li> </ul>
<p>7. 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.</p>	<ul style="list-style-type: none"> <li>• The Royal BC Museum launched a multi-year public consultation process on the future of the Museum in January 2023 with virtual and in-person dialogue sessions, an online survey and participation in community events</li> </ul>

2022 Mandate Letter Priority	Status as of March 31, 2025
	<p>across the province. The Museum has also hosted and attended multiple dedicated sessions and events with First Nations communities through the process.</p>
<p>8. 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.</p>	<ul style="list-style-type: none"> <li>• Province-wide engagement to inform the vision for a new Canadians of South Asian Heritages Museum was completed, reaching over 16,000 community members, guided by a 15-member Advisory appointed by the Minister. Engagement included a public survey, written and online submissions; a community grant program to support community-led conversations; 1:1 discussions with community members; and targeted engagement efforts inviting feedback from under-represented voices.</li> <li>• A survey gathering public input on the future of a provincial Filipino cultural centre closed on December 31, 2024, with over 1,200 submissions.</li> </ul>