

**Ministry of
Tourism, Arts
and Culture**

**2019/20
Annual Service Plan Report**



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Minister's Accountability Statement



The Ministry of Tourism, Arts and Culture *2019/20 Annual Service Plan Report* compares the Ministry's actual results to the expected results identified in the [2019/20 – 2021/22 Service Plan](#) created in February 2019. I am accountable for those results as reported.

A handwritten signature in black ink that reads "Lisa Beare".

Honourable Lisa Beare
Minister of Tourism, Arts and Culture
June 26, 2020

Table of Contents

Minister’s Accountability Statement	3
Purpose of the Annual Service Plan Report.....	5
Purpose of the Ministry.....	5
Strategic Direction	5
Operating Environment.....	6
Report on Performance: Goals, Objectives, Measures and Targets.....	7
Financial Report.....	15
Discussion of Results	15
Financial Summary	16
Appendix A: Agencies, Boards, Commissions and Tribunals.....	17

Purpose of the Annual Service Plan Report

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

Purpose of the Ministry

The mission of the [Ministry of Tourism, Arts and Culture](#) ("the ministry") is to promote growth in tourism, and integrate it with the vibrant arts, culture, and sport sectors in British Columbia for the benefit of residents, visitors, and investors. The Ministry's work supports welcoming, inclusive communities that value multiculturalism and broad opportunities for participation in sports, cultural activities, and the arts.

The Ministry oversees five Crown corporations: [Destination BC](#), the [BC Pavilion Corporation](#), the [Royal BC Museum](#), the [Knowledge Network](#) and the [BC Games Society](#). The Ministry also provides oversight to the [Office of the BC Athletic Commissioner](#). The Ministry works with the [BC Arts Council](#) to support cultural and artistic diversity in the province and with [viaSport](#) to support quality, inclusive and accessible sport across B.C.

Further, the Ministry works with [Creative BC](#) to expand and diversify British Columbia's creative industries, stimulate creation of good jobs and sustainable employment in the creative sector and promote B.C.'s creative content and production capabilities both at home and in the global marketplace.

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

Strategic Direction

The strategic direction set by Government in 2017 and expanded upon in Minister Beare's [Mandate Letter](#) shaped the 2019/20 [Ministry of Tourism, Arts and Culture Service Plan](#) and the results reported in this Annual Report.

Operating Environment

Several factors impacted the Ministry's operations during the 2019/20 fiscal. The most significant of these were:

- The COVID-19 pandemic impacted outbound travel from China from January 2020 onward. This was in addition to the decreases in visitation from China due to a weaker exchange rate and geo-political issues.
- The COVID-19 related international travel restrictions introduced in mid-March 2020, had unprecedented impacts on the tourism sector, while physical distancing measures resulted in significant financial implications for the sport, convention, arts and culture sectors as events were cancelled, activities were suspended, and venues closed.
- Fluctuations in the cost of air travel from key tourism markets resulted in changing visitation numbers from different countries and regions.
- Slower economic growth in the European Union affected discretionary spending in areas such as travel.
- The COVID-19 pandemic has resulted in a significant increase in anti-Asian racism. Between January and May 2020, the Vancouver Police Department received reports of 29 anti-Asian incidents that were being investigated as possible hate crimes. In comparison, only four anti-Asian hate crimes were reported during the same time period in 2019.

British Columbia's economy was strong in 2019 with real GDP growth of 2.8 per cent compared to the year before. Labour market conditions in B.C. remained tight, highlighted by the lowest unemployment rate in the country at 4.7 per cent, unchanged in rank and level from 2018. Employment increased by 2.6 per cent on the year. Average weekly wages grew by 2.5 per cent, registering a second consecutive year of positive real wage growth, with the annual consumer price index up 2.3 per cent. B.C. retail sales increased by 0.6 per cent in 2019, a more moderate pace compared to 2.0 per cent growth in 2018, as consumer spending was weighed down by more cautious overall consumer behaviour and declines in housing-related spending amid falling home sales year-over-year. Meanwhile, residential construction remained strong. Although the forestry sector faced significant challenges in 2019, LNG development provided some support for economic growth and job creation in the province. On the external front, global trade policy uncertainty, escalating trade tensions and commodity price declines weighed on B.C.'s export sector in 2019.

Report on Performance: Goals, Objectives, Measures and Targets

Goal 1: Champion Tourism to create jobs and strengthen the economy.

Objective 1: Work to ensure B.C.'s tourism sector is sustainable and globally competitive.

Key Highlights

- Worked with Minister's Tourism Engagement Council to focus on government's tourism priorities for B.C.
- Worked with Destination BC to expand tourism marketing efforts internationally and support implementation of destination development across the Province.
- Worked across government, and with the tourism industry, to enhance tourism related emergency management planning to mitigate risks to tourism sustainability resulting from natural disaster.
- Worked with Indigenous organizations on Indigenous tourism development to help meet the socioeconomic goals of the United Nations Declaration on the Rights of Indigenous Peoples.
- Supported British Columbia's resort municipalities in building and enhancing tourism infrastructure and programming to ensure they are competitive resort destinations.

Performance Measure	2018/19 Actuals	2019/20 Target	2019/20 Actual	2020/21 Target*	2021/22 Target*
1.1 Annual Provincial tourism revenue growth ¹	\$20.5B	+5%	Available in early 2021	+5%	+5%

Data source: Provincial tourism revenues are estimated by [BC Stats](#) based on data on revenues of B.C. tourism businesses. This measure is calculated on a calendar year basis. For example, the 2017/18 actual is based on the period from January 1, to December 31, 2017.

¹ The target has changed from 5% in the 2019/20 Service Plan to 6% in the 2020/21 Service Plan.

Discussion of Results

'Tourism revenue' measures the money received by businesses, individuals and governments due to tourism. The upward trending of tourism revenue growth is a positive economic indicator of a healthy tourism industry in British Columbia. In 2019/20, the Ministry maintained its focus on delivering programs and services that enable a sustainable and resilient tourism economy in all parts of the Province.

In early 2020, BC Stats implemented a revised methodological approach to calculate several key tourism economic performance indicators for 2018 including annual revenues. Using this revised methodology, the 2017/18 baseline revenues amount to \$19.5 billion, instead of \$18.4 billion. 2018/19 revenues are 5.1% over the revenues in 2017/18 achieving the target of 5% growth.

Tourism revenues are measured by calendar year and a time-lag for tourism revenue estimates is seen each year (e.g. 2017 estimates are available early 2019). This is a result of availability of

complete annual business data, as well as internal processing and review time. Data for 2019/20 will be available in early 2021 and will be incorporated into the Ministry’s 2021/22 Service Plan.

Objective 1.2: Expand tourism through hosting events.

Key Highlights

- Invested in hosting opportunities that help develop local economies through regional, national and international tourism.
- Some highlights include the following:
 - The Major Events Program supported seven major sport events including the 2020 International Wheelchair Rugby Federation Paralympic Qualifier in Richmond, the 2020 Snowboardcross World Cup at Big White and the Men’s Tokyo Volleyball Qualification Tournament in Vancouver.
 - The Tourism Events Program received a record 157 applications and contributed a total of \$13.5 million to 221 events since the program’s inception.
- Increased investment in professional and community festivals through BC Arts Council, which supports vibrancy of communities and opportunities for visitors.
- Supported the Tourism Events Program, the Major Sport Events Program, major festivals and cultural events as well as key stakeholders to evaluate the impact of events coming to B.C. and ensure provincial support reflects the expected impact of the event.
- Worked with the BC Pavilion Corporation (PavCo) to execute sales and marketing initiatives to attract high profile events to BC Place Stadium and the Vancouver Convention Centre that will optimize benefits for British Columbians.

Performance Measures	2018/19 Actuals	2019/20 Target	2019/20 Actuals	2020/21 Target*	2021/22 Target*
1.2a # of events hosted through the Tourism Events Program ¹	46	+10%	76	+10%	+10%
1.2b # of Organizations hosting festivals supported by BC Arts Council funding ²	130	+10%	153	+10%	+10%
1.2c # of sporting events supported by Hosting BC ³	110	Maintain or improve	115	Maintain or improve	Maintain or improve

¹Data source: Data Source: internally compiled Tourism Branch Data

²Data Source: internally compiled BC Arts Council (Professional Festivals & Community Festivals)

³Measure is comprised of internally compiled data from the Hosting BC and Major Sport Events Program

⁴Measures 1.2a, 1.2b and 1.2c from the 2019/20 Service Plan have been compiled for the 2020/21 Service Plan. The combined measure has been given a target of “maintain or improve” for 2020/21 and 2021/22.

* Due to COVID-19, the Ministry’s ability to achieve future year targets will be significantly and adversely impacted. Accordingly, these future targets will be subject to review and amendment in upcoming Service Plans.

Discussion of Results

Tourism Events Program funding supports events that raise awareness nationally and internationally of B.C.'s tourism experiences and help inspire people from around the world to visit the province. These events generate tourism and economic activities in communities throughout British Columbia. Events funded through the Tourism Event Program in 2019/20 exceeded the 10% target due to the increase in revenues to the Municipal and Regional District Tax, from which the Tourism Events Program funds are derived.

The BC Arts Council supports arts and culture organizations throughout British Columbia to present a broad range of high-quality festivals that attract a wide variety of travelling and local audiences. Increased investment, due to a \$5M lift to the BC Arts Council budget, allows for the incremental growth in the number of festivals across B.C. and attracts visitors in all regions of the province.

Hosting BC Program funding enables the Province to maintain the number of sports events hosted here and drives B.C.'s reputation as a welcoming and inspirational location for competitions. In addition to supporting major events, sport hosting support also helps communities and organizations develop the skills and facilities to be competitive in future event bids. In 2019/20, Hosting BC supported 115 events in 43 communities, including the 2020 National Rowing Championships in Burnaby and the 2020 Canadian National Championships and World Para Alpine Skiing Speed Series in Kimberley. The number of events funded is based on the review of applications Hosting BC receives each year.

Goal 2: Support creative and cultural organizations to help develop British Columbia's creative sector.

Objective 2.1: British Columbia's arts and culture sector is vibrant, resilient and recognized for creative excellence.

Key Highlights

- Due to an increased budget, the BC Arts Council provided 26 arts organizations with annual operating assistance funding for the first time, which supports sustainability and creative development within the sector.
- In partnership with the First Peoples' Cultural Council, the BC Arts Council developed an Indigenous Scholarship program.
- Launched a new website, social media channels and an online grant management system to improve communication about and access to funding.
- Launched a new In-Province Touring pilot program to connect more artists and arts organizations to communities throughout BC.
- Established a project office and pocket gallery in Vancouver Chinatown as part of early activation activities for the Chinese Canadian Museum.

Performance Measure	2018/19 Actuals	2019/20 Target	2019/20 Actuals	2020/21 Target	2021/22 Target
2.1 Number of artists and art organizations supported by the BC Arts Council funding	1,749	Maintain or Exceed 1,600	1,885	Maintain or Exceed 1,600	Maintain or Exceed 1,600

Data source: BC Arts Council Grant Management Tracking System

Discussion of Results

A \$5M increase to the BC Arts Council budget for 2019/20 allowed for increased funding program budgets as well as the launch of new funding programs. These additional grants were awarded in alignment with the direction identified in New Foundations - Strategic Plan for the British Columbia Arts Council: 2018- 2022. In 2019/20, the BC Arts Council was also able to increase the average grant amount awarded to professional artists, increase operating assistance funding for arts and culture organizations, and increase investment in community arts, thereby supporting sector sustainability and creative development.

The BC Arts Council will continue to report publicly on all grants that are issued through its programs. The performance measure provides an indication of the amount of artistic activity supported by the BC Arts Council throughout the province. It offers a broad gauge to determine the impact of the funding, including an understanding of the reach of who is accessing grants.

Objective 2.2: Implement initiatives to grow B.C.’s creative sector and workforce.

Key Highlights

- Implemented a pre-certification process designed to improve accuracy of forecasting of the Production Services Tax Credit (PSTC).
- Launched Reel Focus BC to support the province’s domestic motion picture industry. The program integrates all funds, partnerships and investments that focus on the development and production phases of original motion picture content and intellectual property created by B.C. based companies.
- Created the Market Expansion Fund for Book Publishers and the Magazine Publisher’s Travel Support Program to further support the publishing sector.
- Renewed Year Two of Amplify BC for \$7.5 million, allowing continued investment in B.C.’s musicians and music industry.
- Knowledge Network directly invested approximately \$1.2 million in original domestic content, leveraging significant federal funding through the Canada Media Fund.

Performance Measure	2017/18 Baseline	2018/19 Actuals	2019/20 Target	2019/20 Actuals	2020/21 Target*	2021/22 Target*
2.2 Value of annual economic contribution across B.C.'s creative sector ¹	\$6.4B	\$6.2B	Maintain or Improve \$6.4B	\$5.8B ²	Maintain or Improve \$6.4B	Maintain or Improve \$6.4B

Data source: Creative BC

¹ This target was changed from \$6.4B in the 2019/20 Service Plan to \$6.2B in the 2020/21 Service Plan.

² Actual sector value estimated at \$6.6B. See discussion below for details.

* Due to COVID-19, the Ministry's ability to achieve future year targets will be significantly and adversely impacted. Accordingly, these future targets will be subject to review and amendment in upcoming Service Plans.

Discussion of Results

This measure serves as an indicator of the Province's broader success in maintaining its position as a world-class centre for all types of creative sector production. Strong competition from other jurisdictions makes this progress significant.

Over the last five years, British Columbia has grown to become one of the world's largest centres for visual effects and digital animation. B.C. is the third largest motion picture production centre in North America, after Los Angeles and New York. Dedicated provincial tax incentives for film, television, digital animation, visual effects, post-production and interactive digital media have significantly contributed to its growth and sustainability.

Performance measure 2.2 measures the value of the annual economic contribution across B.C.'s creative sector. Motion picture economic performance is measured annually by Creative BC through labour-based tax credit certifications.

2019/20 reductions are due to processing of tax certification for motion pictures, which fell to \$2.8 billion, and which are the historic measurement applied to assess the industry. The one-time anomaly is the result of a technical system implementation, as well as COVID-19 work-from-home provisions, that together created a slowdown of processing of these certifications for the last half of March 2020. Actual production activity for 2019/20 (if all certifications were current) is estimated at \$3.6 billion, exceeding targets.

Up to date data for the other creative industries is limited (i.e. publishing, music, interactive digital media). It is currently difficult to accurately measure their annual growth or decline. Creative BC is actively working to improve data/measurement across the sector.

Goal 3: Promote diversity and inclusion in communities throughout British Columbia.

Promotion of diversity and inclusion is the cornerstone of new strategies to combat racism, build understanding and respect for one another across British Columbia's multicultural society, as well as to reduce barriers and enhance access to a wide variety of sport and recreational activities.

Objective 3.1: Build intercultural trust and understanding, reduce systemic barriers to participation and support communities to respond to public incidents of racism and hate.

Key Highlights

- Supported Parliamentary Secretary Ravi Kahlon to lead 21 dialogues on racism and hate in 13 communities across BC to better understand the issues communities were grappling with, what was working and what new supports were required to address racism.
- Launched the Resilience BC anti-racism network, a new province-wide, \$540,000 annual program that will connect communities with information, supports and training they need to respond to, and prevent future incidents of, racism and hate.
- Through the Multiculturalism Grants Program, invested \$300,000 in 75 projects to improve intercultural trust and understanding between British Columbians, to educate one another about historic injustices and the contributions of diverse communities, and to challenge racism and systemic barriers.
- Led cross-government initiatives that fulfilled the principles and objectives of the *Multiculturalism Act*, including coordinating the Annual Report on Multiculturalism and Multiculturalism Week celebrations.
- Supported the Multicultural Advisory Council and other key stakeholders in providing strategic feedback on government initiatives and priorities.

Performance Measure	2018/19 Actuals	2019/20 Target	2019/20 Actuals	2020/21 Target	2021/22 Target
3.1 Number of BC communities engaged in projects that build intercultural trust and understanding and reduce racism and systemic barriers	46	Maintain or improve	48	Maintain or improve	Maintain or improve

Data source: BC Multiculturalism Grants Program, Organizing Against Racism and Hate Program and the Resilience BC Program which replaced the Organizing Against Racism and Hate Program in late 2019/20.

Discussion of Results

This measure reflects provincial support for community-led engagements that proactively work to build intercultural trust and understanding, combat racism and promote diversity and inclusion in B.C. communities. In 2019/20, the Ministry supported projects in 48 geographic communities across all regions of the province, an increase of two communities from the previous year due to increased promotion of the program. For reporting purposes, geographic communities are primarily defined as municipalities (e.g. Abbotsford, Burnaby, Castlegar) though the performance measure also includes communities that may not have municipal status (e.g. Bouchie Lake). Information on the projects undertaken in each community is available on the Ministry website at: [2019-20 BC Multiculturalism Grant Recipients](#).

Objective 3.2: Collaborate with communities and partners to reduce barriers to inclusivity in sport.

Key Highlights

- Completed consultation with B.C.’s amateur and recreational sport organizations to identify strategies to expand access to sports and support for amateur and recreational sport activities leading to the launch of [Pathways to Sport – a Strategic Framework for Sport 2020-2025](#).
- Invested \$1.4 million in the Indigenous Sport, Physical Activity and Recreation Council (ISPARC) to reach Indigenous people across the Province through ISPARC’s Indigenous Sport, Recreation and Physical Activity Strategy.
- Through initiatives such as the BC Sport Participation Program, the After School Sport and Arts Initiative (ASSAI) and core funding to provincial and multi-sport organizations, the Ministry funded sport programs for targeted populations, including girls and women, low income families, individuals with a disability, new Canadians, and the 55+ population. This included expanding the ASSAI to include a pilot program for adolescent girls in Nanaimo, Prince George and Kamloops.
- Promoted gender equity at all levels of sport participation and leadership by providing support and resources for organizations committed to gender equity in sport. This included setting and achieving gender equity targets for female sport leaders and supporting viaSport in its activities such as #LeveltheField, LeadForward grants and hosting a leadership forum to recognize 2020 International Women’s Day.

Performance Measure	2018/19 Actuals	2019/20 Target	2019/20 Actuals	2020/21 Target	2021/22 Target
3.2 Percent of female sport leaders. ¹	41%	39%	42%	44%	47%

Data source: % of female Executive Directors/CEOs and females on the Board of Directors of funded provincial level sport organizations compiled from viaSport and other funded organizations.

¹ The 2021/22 target for performance measure 3.2 has been decreased slightly, from 47% in the 2019/20 Service Plan to 45% in the 2020/21 Service Plan.

Discussion of Results

The Ministry’s new [Pathways to Sport – a Strategic Framework for Sport 2020-2025](#) establishes a clear vision for sport in B.C. with renewed focus on increasing sport participation and performance through inclusive, positive and accessible sport opportunities and leveraging tourism and economic benefits to communities across the province through sport hosting. The new framework also supports B.C.’s [Declaration on the Rights of Indigenous Peoples Act](#) and the [2019 Federal Provincial-Territorial Sport, Physical Activity and Recreation Red Deer Declaration for the Prevention of Harassment, Abuse and Discrimination in Sport](#).

Girls and women continue to face barriers to participation and representation in sport. Achieving gender equity in sport starts with decision-makers at the Board of Directors and Executive level. By measuring the proportion of female Executive Directors/CEOs and females on the Board of

Directors of funded provincial level sport organizations, this performance measure tracks progress towards achieving gender equity. The Ministry exceeded its 2019/20 target and female representation on funded organizations has risen from 41 per cent in 2018/19 to 42 per cent in 2019/20. In the past two years, the Province partnered with the Canadian Women and Sport¹ - a national women in sport advocacy group – and viaSport to sponsor a “Women on Boards” webinar and viaSport hosted Advancing Gender Equity in Sport and other gender equity sessions. These initiatives highlighted the importance of equitable gender representation on boards. As a result, sport organizations focussed on recruiting more females and renewing their boards in 2019 with greater gender equity. Through the new [Pathways to Sport](#), and in partnership with viaSport, the Ministry will identify activities that can help support further gender equity in the sport system at all levels of participation.

With closures of sport and recreation facilities and Provincial Health Officer’s physical distancing directives associated with the COVID-19 pandemic in March 2020, sport programming was largely halted. The Ministry will work with the sport sector, other ministries, Indigenous communities and other levels of government to provide relief and assistance from the impacts of the pandemic.

¹ Formerly called Canadian Association for the Advancement of Women and Sport.

Financial Report

Discussion of Results

The Discussion of Results reports on the Ministry of Tourism, Arts and Culture's financial results for the year ended March 31, 2020 and should be read in conjunction with the Financial Reporting Summary Table provided below.

During 2019/20, the Ministry received a total of \$20.081 million in other authorizations to fund a number of priority investments, including:

- Royal BC Museum Business Case;
- Royal BC Museum Maintenance;
- Punjabi Legacy Project;
- Amplify BC;
- Repatriation of First Nations remains and belongings; and
- Chinese Canadian Museum.

Financial Summary

	Estimated	Other Authorizations ¹	Total Estimated	Actual	Variance
Operating Expenses (\$000)					
Sport	21,452	0	21,452	21,473	21
Tourism, Arts and Culture	51,316	10,261	61,577	60,948	-629
Creative Sector and Multiculturalism	5,930	8,640	14,570	14,647	77
Transfers to Crown Agencies	80,650	1,180	81,830	82,323	493
Executive and Support Services	1,196	0	1,196	1,234	38
Sub-total	160,544	20,081	180,625	180,625	0
Special Accounts (\$000)					
BC Arts and Culture Endowment	2,500	0	2,500	2,500	0
Physical Fitness and Amateur Sport Fund	1,200	0	1,200	1,090	-110
Sub-Total	3,700	0	3,700	3,590	-110
Adjustment to Prior Year Accrual	0	0	0	-2	-2
Total Ministry	164,244	20,081	184,325	184,213	-112
Ministry Capital Expenditures (Consolidated Revenue Fund) (\$000)					
Executive and Support Services	1	0	1	0	-1
Total	1	0	1	0	-1
Capital Plan (\$000)					
BC Pavilion Corporate Capital Fund	10,000	0	10,000	8,348	-1,652
Total	10,000	0	10,000	8,348	-1,652

¹ "Other Authorizations" include 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.

Appendix A: Agencies, Boards, Commissions and Tribunals

As of June 26, 2020, the Minister of Tourism, Arts and Culture is responsible and accountable for the following:

Crown Corporations

[Destination BC](#)

[BC Games Society](#)

[BC Pavilion Corporation](#)

[Knowledge Network](#)

[Royal BC Museum](#)

Agencies, Boards and Commissions

[BC Arts Council](#)

[Creative BC](#)

[Medal of Good Citizenship Committee](#)

[Minister's Tourism Engagement Council](#)

[Multicultural Advisory Council of BC](#)

[Office of the BC Athletic Commissioner](#)

[viaSport](#)

[Whistler Sport Legacies Society](#)

