

Ministry of  
Tourism, Culture and the Arts

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2008/09  
Annual Service Plan Report

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## Message from the Minister and Accountability Statement



I am pleased to present the *2008/09 Annual Service Plan Report* for the Ministry of Tourism, Culture and the Arts. Most notably, this past year was a time of unparalleled celebration as 2008 marked the 150th anniversary of the founding of British Columbia as a Crown colony. More than one thousand BC150 celebrations took place in 168 communities across the province, showcasing B.C.'s rich cultural diversity, shared history and many achievements.

The mandate of the Ministry of Tourism, Culture and the Arts is to optimize tourism opportunities with the ultimate goal of making B.C. the leading destination for leisure and business travel. A key part of achieving this is creating vibrant, dynamic communities through our arts and culture and heritage sectors to help draw tourists to our province and to foster economic prosperity in all regions.

B.C.'s creative industries are strong economic drivers, particularly film, television and digital media production. Our competitive tax incentives and policies have made B.C. the third-largest film and television production centre in North America, after Los Angeles and New York. British Columbia reaps strong economic benefits from this diverse industry. In 2008, production spending in B.C. was over \$1.2 billion, an increase of more than \$250 million over 2007. B.C. also welcomed industry giant Disney/Pixar who, in 2009, will open a new digital animation facility in Vancouver.

The development of new infrastructure has also been a major focus. Resort approvals in 2008 included the first phase of the Hudson Bay Mountain Resort expansion (formerly Ski & Ride Smithers), which will include a new lift, additional ski terrain and the development of 100 lots. The Province also contributed \$4.5 million to the City of Cranbrook through the Transportation Partnerships Program, as part of the \$12.5 million upgrade to the Canadian Rockies International Airport.

The highlight of B.C.'s tourism infrastructure projects in 2008 was the expansion of the Vancouver Convention and Exhibition Centre. This project tripled the size of the facility, doubling the number of events and delegates that can be accommodated, enabling much larger conventions to come to the province. This new convention centre was also designed to be the greenest convention facility in North America, incorporating a high level of environmental and sustainability standards. This included the creation of a living roof with more than 700,000 B.C. plants and grasses, and a restored marine habitat below the building. The new convention centre is a significant accomplishment and a strong statement of the Province's commitment to the environment. In 2006, before it was even finished, it won the Association of Professional Engineers and Geoscientists of B.C. Award for Innovative Marine Habitat Design.

Protecting B.C.'s spectacular natural beauty is a critical aspect of tourism. Our province is known worldwide for its spectacular resorts, as well as an abundance of recreation sites and recreation trails enjoyed in all regions of the province. Recreation sites and trails contribute significantly to the province's tourism sector by increasing tourism and recreation opportunities and by generating economic benefits for rural communities.

The Province has made significant strides this past year toward achieving B.C.'s full potential in the areas of tourism, arts and culture, film, archaeology, heritage, resorts, and recreation sites and trails development. I would like to thank Ministry staff for their expertise and ongoing enthusiastic dedication. I am proud of the progress the Ministry has made in the midst of a very challenging worldwide economic downturn. In 2010, we have a tremendous opportunity to raise the profile of B.C.'s tourism industry when B.C. takes its place on the world stage as host of the 2010 Olympic and Paralympic Winter Games and the Cultural Olympiad, which will showcase the very best in national and international artistic talent.

The Ministry of Tourism, Culture, and the Arts' *2008/09 Annual Service Plan Report* compares the actual results to the expected results identified in the Ministry's *2008/09 – 2010/11 Service Plan*. I am accountable for those results as reported.

A handwritten signature in black ink, appearing to read 'K. Krueger', is positioned above the typed name of the Minister.

Honourable Kevin Krueger  
Minister of Tourism, Culture and the Arts

July 27, 2009

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# Highlights of the Year

The Ministry of Tourism, Culture and the Arts helps to celebrate British Columbians' quality of life by honouring our heritage, building for our future, sharing our talents, and showcasing the natural beauty of our province. The past year brought many successes, some of which are highlighted below. Additional details are available on the [Ministry of Tourism, Culture and the Arts](#) website. As well, web links to specific program areas can be found in Appendix A.

## BC150 Years

- Supported over one thousand [BC150](#) events throughout the province, which celebrated 150 years since the founding of the Crown colony of British Columbia.
- Led broad partnerships and an array of [BC150](#) programs that commemorated B.C.'s [heritage](#), [cultural diversity](#), [communities](#), [Aboriginal peoples](#), and [arts and culture](#), and created memories and legacies for generations to enjoy.

## Tourism

- Worked with other ministries and industry to implement the [Tourism Action Plan](#) in areas of tourism marketing, promotion, workforce, investment, access and infrastructure.
- Introduced the *First Nations Resort Development Initiative* to champion the development of resorts owned and operated by First Nations, resulting in four signed agreements.
- Released the [Draft Trails Strategy](#) (in partnership with BC Parks and the Ministry of Transportation and Infrastructure), creating a vision for a world-renowned network of sustainable trails, accessible to all, which fosters social, cultural, health, economic and environmental benefits for trail users, communities, and the province.
- Implemented a market development plan for *Recreation Sites and Trails BC*, including an updated inventory of camping opportunities, a new consumer-focused website, and a pilot project with BC Parks to develop joint regional camping maps for Vancouver Island and the Kootenays.
- Coordinated an Industry / Government Working Group on [Recreational Vehicle Park Development](#), resulting in recommendations for the creation of more camping and recreational vehicle sites in B.C. in the coming years.
- Collaborated with [Tourism BC](#) and B.C.'s primary camping and recreational vehicle site providers to create a new one-stop [website](#) that makes it easier for consumers to plan their camping and recreational vehicle excursions.
- Developed and implemented a program to preview the official Olympic Torch in five communities around the province.

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- Developed and implemented a grant program for 78 communities to enable them to hold 110 community celebrations in recognition of the One-Year Countdown to the 2010 Winter Olympic and Paralympic Games.
- Developed a strategy to engage communities lying outside of the Vancouver/Whistler corridor with the 2010 Olympic and Paralympic Winter Games.
- In response to recommendations of the [Green Tourism Forum](#), worked with partners to establish a new *BC Partnership for Sustainable Tourism*, focused on enhancing the long-term sustainability of B.C.'s tourism industry.
- Worked with the Ministry of Transportation and Infrastructure to reduce vehicle idling at border crossings as part of the B.C. government's collaboration with Washington State on [Greening the Border](#).
- Created the *BC Tourism Research Advisory Council*, comprised of industry leaders who have now provided the Ministry and B.C. tourism researchers with a recommended three year strategic research program. The program is intended to coordinate and prioritize user-friendly research and communications programs across government, destination marketing organizations, and the tourism industry.
- Supported domestic tourism marketing efforts by providing a financial boost of \$250,000 to [B.C.'s Visitor Centres](#), which also received \$150,000 from [Tourism BC](#).

## Arts and Culture

- Through the [BC Arts Council](#) (with funding support from the *BC150 Cultural Fund*):
  - Awarded more than 1,373 grants, totalling \$17.1 million, to artists and cultural organizations in a range of artistic disciplines, including visual and media arts, performing arts, and creative writing, to communities throughout British Columbia.
  - Provided 30 arts organizations with grants totalling \$680,000 to support their participation in the [Cultural Olympiad](#) and the [BC Scene](#), a national showcasing of B.C. artists and talent.
- The Province provided an additional \$7 million for the [BC Arts Council](#) to support artists and arts programming.
- As one of six partners in [Arts Partners in Creative Development](#), a strategic investment partnership to assist B.C. arts and cultural organizations, the Ministry invested a total of \$500,000 in 16 diverse creative works during the 2008/09 year. The funding facilitates the creation and development of new work to showcase in B.C. and around the world.
- Advanced the development of a *Community Cultural Tourism Strategy* based on research, broad-based stakeholder consultations, and hosting of regional engagement sessions involving 350 individuals and representing 75 communities across British Columbia.

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- Supported the successful hosting of the 2009 [Juno Awards](#) in Vancouver, celebrating music excellence, with a grant of \$650,000. The event had an estimated impact on the B.C. economy of approximately \$9.2 million.
- In further support of creative industries in B.C., a total of \$260,000 for operating funding was provided to the Association of Book Publishers, BC Magazine Publishers, BC Bookworld, Music BC, Transmission Music Alliance and New Media BC.

### **BC Film Commission**

- Held British Columbia's position as the third largest motion picture production centre in North America, with production spending reaching \$1.2 billion, up 28 per cent from 2007. In contrast, production activity in Ontario during 2008 amounted to \$671 million.
- Hosted the second annual [Reel Green](#) forum in October 2008 in Vancouver to share ideas and information, and to inspire representatives from the motion picture industry and environmental organizations to lead the way with environmental stewardship in the entertainment industry.

### **Heritage**

- To develop heritage strategic plans, historic building condition assessments, conservation and feasibility studies, and to develop [Community Heritage Registers](#), provided \$184,292 to B.C. communities, through the [Community Heritage Planning Program](#).
- Supported the conservation and management of twelve of British Columbia's key provincial heritage properties, including Barkerville, Fort Steele, Point Ellice House, Craigflower Manor and Craigflower School, through funding of \$9.6 million.
- Supported the [Cascadia Green Building Council](#), enabling three professional development forums on building rehabilitation and sustainability. These events, held in Victoria, Kelowna and Vancouver, provided training for over 130 architects, engineers, contractors, planners and other building professionals.
- To celebrate and recognize B.C.'s heritage, in partnership with the Department of Canadian Heritage, the Ministry provided \$1.7 million through the BC150 program, enabling support for 58 heritage conservation and awareness projects in 37 communities, and investments in BC150 events and projects related to provincial heritage properties across the province.

### **Archaeology**

- Developed a new application system for issuing and tracking permits that will allow clients to enter their permit applications online and will also allow them to easily track the progress of their applications.
- Issued 489 permits enabling development while maintaining site conservation, entered 2,605 new or updated site records into the provincial inventory, and made 2,745 referrals to ensure that First Nations have an opportunity to comment on potential permits.



## Purpose of Ministry

From its spectacular trails and scenery to its world-class resorts and events, British Columbia has an abundance of tourism offerings and the potential for even more. Tourism can strengthen and diversify regional economies across the province, while providing experiences that create countless memories for domestic and international tourists.

Integral to the unique qualities of the province, B.C.'s creative industries, artists and artisans contribute to a vibrant cultural environment and economy. Tourism, culture and the arts are the basis of sustainable economic and social benefits for individual British Columbians, our businesses, and our communities. Heritage conservation and the protection of archaeological sites add to the sense of history of the province and highlight the importance of sustainable development practices.

The Ministry exists to enhance the province's reputation as a world class destination and a magnet for international and domestic travellers, and to support the arts and culture. It does this by taking a coordinated approach to:

- Making world class resorts, recreation sites and trails a priority, with the Ministry serving as a cornerstone partner in providing outdoor recreational choices to British Columbians and visitors;
- Supporting the province's artistic, cultural, and heritage communities;
- Overseeing the protection of archaeological sites;
- Supporting cultural tourism;
- Championing world class convention centres, which not only attract business travellers from around the world, but work hand-in-hand with the province's other tourism attractions to bring these travellers, and their friends and families, back again for personal visits; and
- Showcasing and promoting B.C.'s dynamic and sustainable motion picture production capabilities.

To achieve its priorities, the Ministry works with many partners in tourism, culture and the arts, including individuals, small and medium-sized businesses, large corporations, First Nations, local and provincial public sector organizations, volunteer agencies, and all levels of government. As well, B.C.'s world class locations, infrastructure, and skilled labour are promoted to domestic and international producers of film and television productions through the [BC Film Commission](#) and the [BC Film Society](#).

Five agencies, boards and commissions are overseen by the Ministry and are critical partners in its efforts to support tourism, culture and the arts: [Tourism BC](#), the [BC Arts Council](#), the [BC Pavilion Corporation](#), the [Royal BC Museum Corporation](#), and the [Provincial Capital Commission](#).

## Strategic Context

Our Ministry has a resolute focus on making B.C. an even better destination for leisure and business travellers, and improving the quality of life of citizens and visitors through the arts, culture and heritage.

Midway through the 2008/09 fiscal year, sudden changes to global credit markets and the economy as a whole occurred. Markets and economic indicators have fluctuated significantly. The unprecedented economic volatility impacted many tourism operators, tourism developers, and arts and culture organizations. However, these unexpected events also provided unique opportunities in a number of areas.

This past year, the province experienced an increase in federal infrastructure funding and a rapidly declining Canadian dollar, at the same time as reduced travel spending by domestic and international tourists. Despite the downturn, and within fiscal restraints, the Ministry worked proactively to take advantage of opportunities to bolster tourism, and to set the stage for sustainable growth in tourism, culture and the arts across the province once the economy begins its turnaround. The challenges and opportunities compelled the Ministry and its many partners to be even more flexible and innovative in providing leadership and support for tourism, culture and the arts. Our role as a central linking hub within our key sectors became all the more vital.

### Tourism

Tourism, a key sector of the British Columbian economy, directly employs over 131,000 people<sup>1</sup> and accounts for about four per cent of the province's annual GDP<sup>2</sup>. Although prospects for medium to long term growth remain very good, in the past fiscal year B.C. tourism faced real challenges, primarily as a result of the global economic downturn. Nonetheless, the resilience of the industry was evident; [Tourism BC](#) estimates that in 2008 tourism revenues increased by approximately 4.5 per cent, to \$13.8 billion. The decline in the Canadian dollar has made British Columbia a high-value vacation destination, particularly for United States visitors.

Domestic tourism is the backbone of the province's tourism industry. The slowing of international travel meant that the Ministry needed to work even harder to identify opportunities to increase tourism at the local level. Efforts included working to market and expand our recreation sites network, increase the number of recreational vehicle facilities, and promote Aboriginal tourism initiatives. International attention began to turn to B.C. in anticipation of the [2010 Olympic and Paralympic Winter Games](#), and the Ministry worked to leverage this attention to increase tourism for years to come. The Ministry also continued to be a key contributor to

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<sup>1</sup> BC Stats: *BC Tourism and High Technology GDP and Employment*, [www.bcstats.gov.bc.ca/data/bus\\_stat/bcea/satacct.asp](http://www.bcstats.gov.bc.ca/data/bus_stat/bcea/satacct.asp).

<sup>2</sup> Ministry of Tourism, Culture and the Arts, *Tourism Fast Facts*, Vol. 11 (May 2008).

federal discussions on Open Skies agreements addressing flights between Canada and other countries, and border security documentation requirements.

More than 40 per cent of the recreation sites and trails on Crown lands are impacted by the mountain pine beetle epidemic. In partnership with the federal government and other stakeholders, the Ministry increased efforts to mitigate the impacts of the mountain pine beetle at recreation sites and trails in the interior of the province, and worked to expand the tourism potential of these valued outdoor resources.

Conservation and appreciation of our rich heritage can contribute significantly to the vitality, diversity and sustainability of communities across the province. However, there are ongoing obstacles to stewardship of the historical environment, such as regulatory, jurisdictional, and insurance issues. The Ministry's partnered investments in the rehabilitation of historic buildings helped to offset these challenges and make conservation that much easier.

[BC150 Years](#), a 2008 celebration of B.C.'s 150th anniversary, exemplified the extraordinary efforts of the Ministry during this challenging year. Targeted to communities across the entire province, and with only modest funding, BC150 showed how a collaborative, well-planned initiative can boost tourism, culture and the arts while bringing spirit, creativity, and pride to the province's citizens.

## **Culture and the Arts**

In addition to immeasurably enriching the cultural lives of British Columbians, the arts and cultural sector in B.C. provides direct employment to 87,000 people<sup>3</sup>. The film and television industry alone provides about 20,000 direct and 15,000 indirect jobs. Creative industries (i.e. film and television, book and magazine publishing, design, interactive gaming and music) have a key role to play, both in building a robust tourism sector and in contributing to the social well-being of all British Columbians.

Despite these impressive statistics, the cultural sector in B.C. faced some significant challenges in 2008/09. As the stock markets tumbled and the economy entered a period of recession in the latter part of 2008, cultural organizations saw the value of their endowments drop, and prospects for corporate sponsorship diminish. However, the year also saw some very positive developments, such as the 2009 [Cultural Olympiad](#) which exposed B.C. artists and performers to wider national and international audiences. It was also a successful year for the motion picture industry, which saw revenues increase by \$250 million over the previous year. B.C.'s stunning locations, competitive tax structure, and world-class film and television workforce continue to draw global film and television projects.

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<sup>3</sup> Artists include the following occupational groups: authors and writers; conductors, composers and arrangers; dancers; musicians and singers; other performers; painters, sculptors and other visual artists; producers, directors, choreographers and related occupations. Hill Strategies Research Inc. *Artists in Canada's Provinces and Territories Based on the 2006 Census* (2009) p. 6-7, 15.

# Report on Performance

After the government-wide reorganization of June 2008, the Ministry of Tourism, Sport and the Arts became the [Ministry of Tourism, Culture and the Arts](#). [ActNow BC](#) and most areas of the Sport and Recreation Branch were moved to the newly-created [Ministry of Healthy Living and Sport](#), and volunteerism moved to the [Ministry of Housing and Social Development](#). The table below reflects that reorganization, and provides a snapshot of the Ministry's progress with regard to its performance targets during 2008/09. The section following the summary provides detailed discussion and explanation of these results.

## Performance Plan Summary Table

<b>Goal 1: A tourism sector that delivers lasting provincial economic and social benefits</b> For greater detail see pages 13 to 16	<b>2008/09 Target</b>	<b>2008/09 Actual</b>
<b>1.1 Tourism revenues double by 2015</b> <ul style="list-style-type: none"> <li>Provincial Tourism Revenues</li> </ul>	\$13.1 billion	\$13.8 billion EXCEEDED
<b>1.2 Tourism, sport, arts, culture and heritage sectors fully leverage the opportunities presented leading up to the 2010 Olympic and Paralympic Winter Games, and beyond</b>	See measure above	See measure above
<b>1.3 British Columbia's resort tourism base is expanded</b> <ul style="list-style-type: none"> <li>Resort development approvals (Master Development Agreements, Operating Agreements, and other resort development approvals)</li> </ul>	6	6 ACHIEVED
<b>Goal 2: (amended after June 2008 reorganization) Culturally rich communities that contribute to making B.C. the best place on earth to live, work and play</b> For greater detail see pages 17 to 20	<b>2008/09 Target</b>	<b>2008/09 Actual</b>
2.1 Moved to <a href="#">Ministry of Healthy Living and Sport</a>	N/A	N/A
<b>2.2 British Columbia's arts, culture and creative sectors are diverse, dynamic and growing</b> <ul style="list-style-type: none"> <li>Percentage of B.C.'s 25 major cultural organizations that maintain or improve their net financial position</li> </ul>	65%	76% EXCEEDED
<b>2.3 British Columbia has a dynamic and sustainable motion picture sector</b> <ul style="list-style-type: none"> <li>(re-instated 2007 service plan measure): Value of annual motion picture production expenditures in B.C.</li> </ul>	\$1.0 billion	\$1.2 billion EXCEEDED
<b>2.4 Provincial pride and identity are enhanced as a result of British Columbia's BC150 celebrations</b> <ul style="list-style-type: none"> <li>Percentage of B.C. municipalities where BC150 events are staged</li> </ul>	75%	81% EXCEEDED
2.5 Moved to <a href="#">Ministry of Housing and Social Development</a>	N/A	N/A
<b>Goal 3: A healthier population where individuals make choices that enhance their health (Goal, objectives, and measures moved to <a href="#">Ministry of Healthy Living and Sport</a>)</b>	<b>N/A</b>	<b>N/A</b>

Goal 4: Effective joint stewardship of British Columbia's outdoor recreation resources, heritage and archaeology	2008/09 Target	2008/09 Actual
For greater detail see pages 20 to 22		
<b>4.1 British Columbia's tourism-related outdoor recreation resources are effectively maintained</b> <ul style="list-style-type: none"> <li>• New measure has been added in 2009/10 service plan</li> </ul>	New measure	
<b>4.2 British Columbia's historic places and archaeological sites are effectively conserved</b>	No measure	

## Goals, Objectives, Strategies and Performance Results

The Ministry's goals, objectives, strategies and performance measures focus on the aspects of performance that are critical to the Ministry's success in serving the public. In carrying out its work, the Ministry tracks measures of impact, or "outcome measures", as well as such shorter-term measures as participation rates, dollars spent, and partnerships that are leveraged. The key measures covered in this plan reflect the strategic outcomes that the Ministry is working to influence.

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

#### Objective 1.1: Tourism revenues double by 2015

Working with a host of stakeholders inside and outside of the province, the Ministry carries on a flexible, multi-faceted approach to support the Government's 2003 commitment to double tourism revenues by the target year of 2015.

#### Strategies

Key strategies for this objective included:

- Leading implementation of the [Tourism Action Plan](#), a cross government plan to work together to enable the tourism industry to double tourism revenues by 2015.
- Establishing partnerships with industry, First Nations, local and federal government marketing agencies, and others to enhance tourism opportunities.
- Developing capacity to better research and assess the impacts of emerging and expanding tourism sectors.
- Encouraging the growth of Aboriginal cultural tourism in B.C. and increased First Nations investment in tourism and outdoor recreation sectors.
- Promoting and leading the development of new or emerging tourism and outdoor recreation opportunities and markets.

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

The [2010 Olympic and Paralympic Winter Games](#) offer not only the chance to attract tourists for the weeks of the Games, but also an unparalleled opportunity to showcase to the world all that British Columbia has to offer. In addition, the construction of new sports facilities and expansion of the [Vancouver Convention and Exhibition Centre](#) pave the way for future international competitions and conventions on a scale that British Columbia has not previously been able to accommodate.

**Strategies**

Key strategies for this objective included:

- Developing initiatives to enhance and broaden the economic impact of hosting the [2010 Olympic and Paralympic Winter Games](#) in the tourism, arts, and culture sectors.
- Leading the Federal-Provincial-Territorial working group in its preparations for presenting B.C. and Canada to the world through the [Cultural Olympiad](#).
- Partnering with the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games ([VANOC](#)) to support artists and communities across the province to participate in cultural events related to the [2010 Olympic and Paralympic Winter Games](#).
- Working with [Tourism BC](#), [Tourism Vancouver](#), [Tourism Whistler](#) and the [Canadian Tourism Commission](#) to prepare for and attract out-of-province visitors to the [2010 Olympic and Paralympic Winter Games](#) and ensure that British Columbia is seen by the world in 2010 as an attractive destination.
- Leveraging events, such as the North American Indigenous Games and the World Police and Fire Games, to profile B.C. as a tourism destination and to showcase B.C.'s artistic talent.

**Performance Results**

Performance Measure	2003 Baseline	2006/07 Actual	2007/08 Actual	2008/09 Target	2008/09 Actual
Amended measure: Annual provincial tourism revenues <sup>1</sup>	\$9.8B	\$12.4B	\$13.2B	\$13.1B	\$13.8B EXCEEDED

**Data Source:** BC Stats and Tourism BC.

<sup>1</sup> Amended measure and target: see notes below. Actual for 2008 is estimated as of June 2009.

**Notes on Amended Measure and Target**

There has been an improvement in how the province's tourism industry growth is measured, and the preceding table has been modified from the one presented in the Ministry's *2008/09 - 2010/11 Service Plan*. In previous years, Tourism BC and the Ministry used Overnight Tourism Revenues to measure growth in provincial tourism revenues. The baseline of Overnight Tourism

Revenues was \$9.0 billion for 2003, with the goal of doubling that to reach \$18.0 billion by 2015. Recently, BC Stats has collaborated with Tourism BC to introduce a new methodology for measuring total Provincial Tourism Revenues, which is more comprehensive, reliable, timely, and cost effective. The new methodology is also more consistent with how growth in other sectors (such as forestry, mining and high technology) is measured. For this new measure, revenue targets are now expressed in billions of dollars, rather than percentage increases from the previous year.

With the new methodology, the Provincial Tourism Revenues baseline is \$9.8 billion in 2003, with the long-term goal of doubling that to \$19.6 billion in 2015. Note that the target for 2008 was restated, to reflect the 2008 economic downturn. As before, this measure is calculated on a calendar year basis, so the 2008/09 figures are based on the 2008 calendar year.

## **Discussion of Results**

One of the Ministry's main indicators of growth in the province's tourism industry is Provincial Tourism Revenues, a reliable indicator of overall tourism activity in British Columbia. Using the improved methodology, the 2008 target was Provincial Tourism Revenues of \$13.1 billion. Despite challenging world economic conditions that began during the final quarter of 2008, the province experienced \$13.8 billion in Provincial Tourism Revenues, up from \$13.2 billion in 2007 (an increase of 4.5 per cent).

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

The Ministry works to encourage development of environmentally sustainable tourism and recreation opportunities on Crown land, and strives to balance the goals and interests of communities, recreational user groups, First Nations, local governments, tourism operators and other stakeholders. These projects are intended to increase tourist visits, stimulate investments, and provide employment opportunities.

## **Strategies**

Key strategies for this objective included:

- Facilitating access to Crown land for all-seasons resort development and outdoor recreation programs through Crown land tenures and management agreements.
- Continuing delivery of the B.C. Resort Strategy and Action Plan.
- Reviewing the issue of recreational vehicle parks closures in B.C. and working with key partners and stakeholders to develop solutions to increase the number of available sites.
- Sustaining local partnerships to maintain outdoor recreation infrastructure, such as recreation campsites and trail networks, for British Columbians and visitors. In addition, upgrading targeted campgrounds and trails to attract new local partnerships.

- Actively facilitating and promoting adoption of green tourism practices and standards for resort and tourism operations, with the aim of having B.C. recognized as North America’s “greenest tourism destination.”

### Performance Results

Performance Measure	2006/07 Actual	2007/08 Actual	2008/09 Target	2008/09 Actual
Resort development approvals (Master Development Agreements <sup>1</sup> , Operating Agreements <sup>2</sup> , and other resort development approvals <sup>3</sup> )	7	5	6	6 ACHIEVED

**Data Source:**

Data Source: Ministry of Tourism, Culture and the Arts

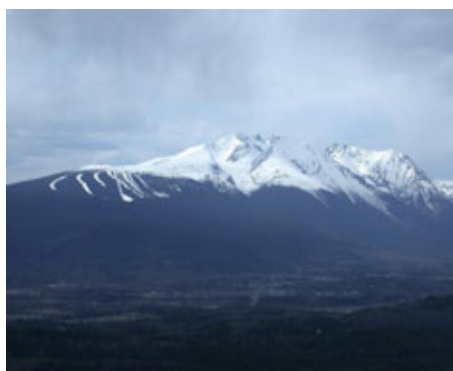
<sup>1</sup> A Master Development Agreement is a long term major resort development agreement that provides for the phased sale of Crown land, upon completion of corresponding recreation improvements by the resort operator, to ensure the resort maximizes its potential in accordance with the approved Resort Master Plan.

<sup>2</sup> An Operating Agreement is a long-term agreement between the Crown and a resort operator which provides the operator with the right to operate a ski resort on Crown land but does not contemplate any significant sale or development of base lands.

<sup>3</sup> Other Resort Development Approvals include fee simple land sales for golf resort developments, tenures for major marina operations, and (as of 2008) memoranda of understanding with First Nations regarding resort development.

### Discussion of Results

The resort development approval targets represent the Ministry’s focus on developing and expanding economic growth in rural and remote areas of the province, as well as working to engage First Nations in the resort sector. Ministry clients in the resort sector have complimented the Province on its all-season resort policies and guidelines as being among the best in the world in balancing business, community, recreation and environmental needs. The design, planning, approval and construction of new resorts and the expansion of existing resorts takes place over multiple years, and construction is typically phased to meet market demand; during each of these periods, new jobs are created.



***Resort Development Approval for Hudson Bay Mountain in Smithers***

*Hudson Bay Mountain Resort near Smithers is regional ski hill that received Master Plan approval for a major expansion of its facilities in May 2008. The Master Plan review process, led by the Ministry, involved extensive consultation with agencies, First Nations and the public. The expansion includes an approval for almost 7,000 bed units at the resort, which will provide a boost to the local economy and a more diversified economic base in the region. In addition, the proponents and the province are working with the Office of the Wet’suwet’en, the local First Nation, to ensure they participate in the economic benefits resulting from the expansion.*



## **Goal 2: Culturally rich communities that contribute to making B.C. the best place on Earth to live, work and play**

There is growing evidence that the social fabric of the province can be strengthened by a robust arts, culture, and heritage sector. In addition, the creative workforce and creative industries are important to the B.C. economy, in terms of employment and revenue generation. The Ministry supports performing, visual, literary, media and interdisciplinary artists from communities across the province.

### **Objective 2.2: British Columbia's arts, culture and creative sectors are diverse, dynamic, and growing**

The strategies that drive this objective target three areas: creative industries; contribution of arts, culture, and heritage to quality of life; and individual artists and arts organizations throughout B.C. By supporting artists and authors early in their careers, the Province builds a stronger arts and culture foundation, which will lead to global recognition of B.C.'s exceptional artists and authors.

### **Strategies**

Key strategies for this objective included:

- Fostering the development of a high-quality, well-respected artistic workforce and a healthy not-for-profit sector through the BC Arts Council's diverse range of programs and activities, which provide:
  - arts awards for individual projects;
  - community arts development awards; and
  - professional development awards for artists.
- Establishing partnerships and programs in consultation with key stakeholders to enhance the contribution of creative industries to the B.C. economy.
- Promoting the development of cultural tourism opportunities including an Aboriginal Art Gallery, a World Women's History Museum and an Asia-Pacific Museum of Trade and Culture. Concept development for these initiatives were completed in consultation with stakeholders, however the projects are being reconsidered in light of the current economic climate.
- Working with BC Stats to establish a new performance measure to gauge Gross Domestic Product, employment and revenue generated by B.C.'s creative industries. Preliminary scoping was completed. However, this initiative was indefinitely suspended because the projected costs of data collection and analysis were considered prohibitive.

## Performance Results

Performance Measure	2006/07 Actual	2007/08 Actual	2008/09 Target	2008/09 Actual
Percentage of B.C.'s 25 major cultural organizations that maintain or improve their net financial position. <sup>1</sup>	65%	72%	65%	76% EXCEEDED

**Data Source:** BC Arts Council.

<sup>1</sup> This measure is intended as an indicator of the health of the sector as a whole. The measure reflects the financial stability of arts and cultural organizations in the province. Each year, 25 major cultural organizations are reviewed. The net financial position of each organization is compared to the previous year's net financial position, and the percentage that have maintained or improved is calculated. For example, if only five of the 25 cultural organizations maintained or improved their financial position, the performance measure would be 20 per cent.

## Discussion of Results

The target of 65 per cent reflects a desire to see stability and resilience of the sector. In British Columbia, as in other jurisdictions, arts and culture endowment funds have been impacted by the market downturn, low returns in 2008, and uncertainty about future returns. While the target was exceeded for this fiscal year, the Ministry expects that the indicator will be more heavily impacted over the next year or two.

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

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

## Strategies

Key strategies for this objective included:

- Marketing B.C.'s locations, skilled labour and industry capabilities to domestic and international producers and delivering high-quality, customer-centered production services and support to expand the level of film and television production activity in the province.
- Providing a range of innovative programs through the [BC Film Society](#) to support the development of B.C.'s production expertise and the growth of B.C.'s domestic motion picture industry.

## Discussion of Results

While "motion picture production spending" was not included as one of the Ministry's official performance measures in 2008 when the suite of measures was reduced to meet Government standards, the Ministry continues to track the value of production spending. In 2008, the year of the 30th anniversary of the [BC Film Commission](#), motion picture production spending in B.C. was over \$1.2 billion, an increase of more than \$250 million over 2007.

A total of 174 domestic productions were shot in British Columbia in 2008, including 25 feature films, 42 television series, 82 television projects and 25 animated series or projects. As well, a total of 86 foreign productions were shot here in 2008, including 40 features films, 14 television series, 20 television projects and 12 animated series or projects.

### **Objective 2.4: Provincial pride and identity are enhanced as a result of British Columbia's "BC150 Years" celebrations**

During 2008, [BC150 Years](#) celebrated the adventures, people, events and achievements that have shaped our provincial identity. With the aim of creating legacies that inspire all generations and cultures to focus on the future of the province, this partnership-based program engaged individuals and communities across the province.

## Strategies

Key strategies for this objective included:

- Facilitating the delivery of initiatives across the province that focus on heritage, multiculturalism, First Nations, and arts and culture. The projects included:
  - [Local Heritage/Museums Program](#);
  - [Free Spirit: Stories of You, Me and BC](#) exhibition at the Royal BC Museum;
  - [Celebrating Cultural Diversity Program](#);
  - [Schools Program](#);
  - [Cowichan 2008 Spirit Pole Tour](#); and
  - [BC150 Years Commemorative Books](#).
- Facilitating the creation of [Spirit Squares](#) in communities throughout British Columbia to leave a lasting legacy of the 150th anniversary celebrations.
- Through the Community Funding Program, providing communities with the opportunity and resources to plan and profile their own activities and events that celebrated 150 years of history.

- Through partnerships, encouraging participation across generations and cultures in British Columbia's 150th anniversary celebrations, with the goal of staging BC150 Years events in 75 per cent of municipalities across the province.

## **Discussion of Results**

The Ministry's [2007/08 - 2009/10 Service Plan](#) established a target of 75 per cent for the measure "Percentage of municipalities where BC150 events are staged", with the intention to report out in the *2008/09 Annual Service Plan Report*. The initiative surpassed this target, with over 81 per cent of B.C. municipalities across the province participating in BC150 events during 2008.

## **(Goal 3: Moved to the Ministry of Healthy Living and Sport)**

### **Goal 4: Effective joint stewardship of British Columbia's outdoor recreation resources, heritage and archaeology**

#### **Objective 4.1: British Columbia's tourism-related outdoor recreation resources are effectively maintained**

Partnerships are essential in the Ministry's work to protect present and future recreation values on Crown lands outside of parks and settled areas, and to manage the province's many recreation sites and trails.

#### **Strategies**

Key strategies for this objective included:

- Applying sustainable environmental practices and procedures when approving recreation and resort development projects.
- Developing provincial policies and procedures that will ensure that tourism and recreation interests are reflected in land and resource planning.
- Protecting present and future recreation values and opportunities on Crown lands outside of parks and settled areas, through partnerships with recreation groups, community organizations, First Nations, forest companies, regional districts, and others.

## **Discussion of Results**

In 2008/09, more than 90 per cent of the recreation sites and 40 per cent of the trails received scheduled maintenance. The remaining recreation sites and trails were managed as user maintained. During the fiscal year, the Ministry led consultation on the [Draft Trails Strategy](#),

including an extensive community consultation process involving 31 meetings in 11 communities. The strategy outlines a set of 14 broad, strategic provincial goals that, once accomplished, will foster a world class trail network for a diverse set of users. In addition, in collaboration with key stakeholders, the Ministry completed a comprehensive recreation sites and trails market development plan. “Recreation Sites and Trails, BC” was established as the program brand and several marketing materials, such as a new website, rack cards and posters, were developed to support and promote the brand.

#### **Objective 4.2: British Columbia’s historic places and archaeological sites are effectively conserved**

British Columbia’s historic places bring together our diverse regions and cultures, while helping us connect to what it means to be British Columbian. Historic places improve quality of life by fostering culturally rich, creative and inspiring communities. These revitalized places have character and ambience that citizens and tourists love to experience. The Ministry is proud to foster appreciation and stewardship of historic places — places that represent where we came from, where we are today, and where we are going.

Through its work with First Nations, local governments, land use agencies and resource industries, the Ministry promotes an ongoing commitment to the protection of archaeological sites. It is important to ensure that people are aware of the fragility and importance of historic and archaeological sites. Public education is a critical component of protecting these sensitive areas, and it is important to tie conservation to external planning and approval processes.

#### **Strategies**

Key strategies for this objective included:

- Partnering with other levels of government to foster the sustainability and rehabilitation of the historic built environment.
- Working with the Government of Canada through the Historic Places Initiative to provide resources and funding that promote exemplary recognition and conservation of historic places.
- Developing and managing the British Columbia Register of Historic Places.
- Providing funding and advice to foster effective stewardship of publicly owned historic places.
- Building capacity for community heritage conservation through increasing youth engagement, public awareness, training, heritage planning programs, and professional expertise.
- Promoting stewardship, appreciation and understanding of B.C.’s archaeological resources to foster a shared commitment to the protection of B.C.’s history.

## Discussion of Results

Examples of key strategic and educational heritage and archaeological initiatives are included in the "Highlights" section of this report. In addition, archaeology results include the following:

- There were 15,642 downloaded requests filled through the use of [Remote Access to Archaeological Data](#), a self-serve web based tool that the archaeology branch developed in 2003. In 2008/09, 59 local governments were using the tool, up from a baseline of 27 users in 2005/06.
- 430 site records were entered or updated through the [Archaeological Data Import Facility](#), which came into production in 2007. This tool allows archaeological consultants to directly enter site information into the inventory which the Ministry then reviews for quality assurance.

### *The Historic Town of Barkerville*



*Guided walking tours give visitors a sense of [Barkerville](#) as a cultural landscape which embodies the stories and community values of the busy gold rush days. These popular tours illustrate how today those same values are recognized and appreciated by the many visitors to this important historic site.*

# Report on Resources

## Resource Summary Table

	Estimated <sup>1</sup>	Other Authorizations <sup>2</sup>	Total Estimated	Actual	Variance <sup>3</sup>
<b>Operating Expenses (\$000)</b>					
Tourism	18,444	8,100	26,544	31,215	4,671
Arts and Culture <sup>1</sup>	27,875	7,000	34,875	29,977	(4,898)
BC150 Years	2,682	0,000	2,682	1,638	(1,044)
BC Film Commission	1,561	0,000	1,561	1,327	(234)
Transfers to Crown Corporations and Agencies	298,290	8,988	307,278	304,752	(2,526)
Executive and Support Services	3,987	0	3,987	3,848	(139)
<b>Total</b>	<b>352,839</b>	<b>24,088</b>	<b>376,927</b>	<b>372,757</b>	<b>(4,170)</b>
<b>Full-time Equivalents (FTEs)</b>					
Tourism	97	0	97	101	4
Arts and Culture	18	0	18	20	2
BC150 Years	4	0	4	11	7
BC Film Commission	11	0	11	8	(3)
Executive and Support Services	14	0	14	13	(1)
<b>Total</b>	<b>144</b>	<b>0</b>	<b>144</b>	<b>153</b>	<b>9</b>
<b>Ministry Capital Expenditures (Consolidated Revenue Fund) (\$000)</b>					
Tourism	1,564	0	1,564	1,330	(234)
Arts and Culture	90	0	90	26	(64)
Executive and Support Services	50	0	50	2	(48)
<b>Total</b>	<b>1,704</b>	<b>0</b>	<b>1,704</b>	<b>1,358</b>	<b>(346)<sup>4</sup></b>

Other Financing Transactions (\$000) <sup>3</sup>					
<b>Tourism</b>					
<b>Tourism Development</b>					
Disbursements .....	300	166	466	466	0
<b>Net Cash Source (Requirements)</b>	(300)	(166)	(466)	(466)	0
<b>Total Disbursements</b>	<b>300</b>	<b>166</b>	<b>466</b>	<b>466</b>	<b>0</b>
<b>Total Net Cash Source (Requirements)</b>	<b>(300)</b>	<b>(166)</b>	<b>(466)</b>	<b>(466)</b>	<b>0</b>

<sup>1</sup> Includes Special Accounts for: Arts and Culture.

Based on Ministry structure after the June 2008 government restructuring (Sport, Recreation, Volunteers, and ActNow BC were transferred to the Ministry of Healthy Living and Sport and the Ministry of Housing and Social Development).

<sup>2</sup> Other Authorizations includes:

Supplementary Estimates, Heritage Branch \$8,100,000  
 Supplementary Estimates, BC Arts Council \$7,000,000  
 Contingency Access, PavCo Sales and Marketing \$5,800,000  
 Contingency Access, PavCo Deferred Maintenance \$1,126,231  
 Contingency Access, PavCo BC Lions Grey Cup \$1,880,000  
 Contingency Access, Royal BC Museum Climate Action \$182,158

<sup>3</sup> Significant Variance Explanations:

**Tourism** - The over-expenditure is due to approved spending for Fraser Valley and Gold Rush Trails.

**Arts and Culture** - The under-expenditure is due to spending restrictions and the reduction in investment earnings resulting in reduction in authorized expenditures.

**BC150 Years** - The under-expenditure is due to year-end spending restrictions.

**Transfers to Crown Corporations and Agencies** - the \$2,526,000 under-expenditure is due to:

1) a surplus of \$7,400,000 for the Vancouver Convention Centre Expansion Project, as a result of an accounting change whereby funding provided on behalf of Tourism Vancouver is now treated as an accounts receivable, and;

2) approved spending for BC Pavilion Corporation (\$5,800,000 Sales and Marketing; \$1,880,000 BC Lions; \$6,000,000 Deferred Maintenance and Royal BC Museum \$182,158).

<sup>4</sup> Approximately 75 percent of the Ministry's capital funding envelope is allocated for improvements to recreation sites and trails. The remainder is for office furniture and equipment, tenant improvements and information systems. The majority of the under expenditure in the capital budget is the result of delays in upgrading recreation sites and trails.



## Appendix A: Contact Information

### The Ministry's mailing address is:

Ministry of Tourism, Culture and the Arts  
PO Box 9806 Stn Prov Govt  
Victoria, BC V8W 9W1

To learn more about the Ministry of Tourism, Culture and the Arts, go to [www.gov.bc.ca/tca/](http://www.gov.bc.ca/tca/), or see:

#### Archaeology

Website [www.tca.gov.bc.ca/archaeology](http://www.tca.gov.bc.ca/archaeology)  
Office location & contact info [www.tca.gov.bc.ca/archaeology/contacts.htm](http://www.tca.gov.bc.ca/archaeology/contacts.htm)

#### Arts and Culture Division

Website [www.tca.gov.bc.ca/arts\\_culture](http://www.tca.gov.bc.ca/arts_culture)  
Contact info [www.tca.gov.bc.ca/arts\\_culture/contacts.htm](http://www.tca.gov.bc.ca/arts_culture/contacts.htm)  
e-mail [csbinfo@gov.bc.ca](mailto:csbinfo@gov.bc.ca)

#### B.C. Film Commission

Website [www.bcfilmcommission.com](http://www.bcfilmcommission.com)  
e-mail [info@bcfilmcommission.com](mailto:info@bcfilmcommission.com)

#### Heritage

Website [www.tca.gov.bc.ca/heritage](http://www.tca.gov.bc.ca/heritage)  
Contact info [www.tca.gov.bc.ca/heritage/contacts/contacts.htm](http://www.tca.gov.bc.ca/heritage/contacts/contacts.htm)

#### Recreation Sites and Trails

Website [www.tca.gov.bc.ca/sites\\_trails](http://www.tca.gov.bc.ca/sites_trails)  
Contact info [www.tca.gov.bc.ca/sites\\_trails/Contacts/contacts.htm](http://www.tca.gov.bc.ca/sites_trails/Contacts/contacts.htm)

#### Resort Development

Website [www.tca.gov.bc.ca/resorts\\_rec](http://www.tca.gov.bc.ca/resorts_rec)  
Office Location and Contact info [www.tca.gov.bc.ca/resorts\\_rec/resorts/office\\_contacts.htm](http://www.tca.gov.bc.ca/resorts_rec/resorts/office_contacts.htm)

#### Tourism Division

Website [www.tca.gov.bc.ca/tourism](http://www.tca.gov.bc.ca/tourism)  
Contact info [www.tca.gov.bc.ca/tourism](http://www.tca.gov.bc.ca/tourism)

For a complete listing of the Crown agencies, boards and commissions the Ministry is responsible for, please visit our website at: [www.gov.bc.ca/tca](http://www.gov.bc.ca/tca).