

Ministry of
Tourism, Culture
and the Arts

2009/10
Annual Service Plan Report



Ministry of Tourism, Culture and the Arts

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Message from the Minister and Accountability Statement



I am pleased to present the *2009/10 Annual Service Plan Report* for the Ministry of Tourism, Culture and the Arts that outlines the work of the Ministry to achieve B.C.'s full potential in the areas of tourism, arts and culture, film, archaeology, heritage, resorts, and recreation sites and trails development.

In 2010, British Columbia had an unprecedented opportunity to showcase the magnificence of our province to a global audience as host of the 2010 Olympic and Paralympic Winter Games. The Games propelled British Columbia onto the world stage, capturing the attention of more than half the world's population. It is estimated that approximately 3.5 billion people viewed the Games on television, the Internet or a mobile device, making the 2010 Winter Olympics the most watched Winter Games in history.

The economic spinoffs from the Games have been tremendous and are expected to help B.C. prosper for many years. The Conference Board of Canada forecasts that the Games will bring an additional \$770 million to B.C.'s economy in 2010 alone. That doesn't include \$2 billion in spending by delegations of sponsors, suppliers, networking businesses and athletic teams.

Our greatest opportunity and challenge is to build on the surge of interest in B.C. created by the 2010 Olympic and Paralympic Winter Games' increase in visitation and economic growth over the next ten years. We have positioned ourselves to capitalize on these opportunities through the Province's decision to bring Tourism BC into the Ministry this year. This step has forged a more efficient and coordinated framework to support tourism operators in their work with Destination Marketing Organizations and Chambers of Commerce, helping us to maximize B.C.'s marketing activities and to reach the Premier's challenge of doubling tourism by 2015.

Through the formation of the Minister's Council on Tourism, we are moving forward on a comprehensive strategy to leverage the Games and market British Columbia to the world. This thirteen-member council provides advice to the ministry on a wide variety of tourism matters including: product development, competitiveness, infrastructure, labour force, visitor services, and marketing and research.

In marketing B.C., we have a number of factors working in our favour. B.C. has a grand array of first-class activities for visitors to experience. People from around the world visit B.C. for our natural beauty and our vibrant cities, for food and wine, and to ski at our world-class resorts, among other tourism activities.

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Our province also offers authentic cultural and heritage experiences that draw visitors to our communities. British Columbia is home to nearly 200 First Nations – more than anywhere else in Canada – each with their own traditions, history, language and art.

The ministry has worked with the Aboriginal Tourism Association of BC (ATBC) since its inception and provided assistance in the development of the Aboriginal Cultural Tourism Blueprint Strategy. Currently there are 60 certified, market-ready Aboriginal tourism businesses within the province. With the Province's multi-year investment of \$5 million currently being provided to ATBC, we are supporting the expansion of Aboriginal tourism products, enabling ATBC to take full advantage of the increased exposure resulting from the Games.

Our extensive system of recreation sites and trails is the backbone of B.C.'s spectacular and authentic outdoor experiences. Over 1,300 recreation sites and more than 800 trails provide a superb and affordable getaway for any outdoors enthusiasts. In 2009/10, 27 capital projects amounting to \$1.4 million on 18 sites and nine trails were completed.

B.C.'s creative industries are also vital contributors to our economic prosperity. The Province is committed to the long-term health of B.C.'s arts sector and recognizes the key social and economic roles that heritage, arts and culture play in our society. In the 2010/11 Budget, the Province announced new investments to help young British Columbians increase their participation in the arts by providing \$30 million in arts funding over the next three years through the 2010 Sports and Arts Legacy.

B.C.'s film, television and digital media production plays a central role in the Province's creative industries. 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 2009, B.C. also welcomed film industry giant Disney/Pixar which opened a new digital animation facility in Vancouver.

The Ministry of Tourism, Culture, and the Arts' *2009/10 Annual Service Plan Report* compares the actual results to the expected results identified in the Ministry's September 2009/10 – 2011/12 *Service Plan Update*. I am accountable for those results as reported.



Honourable Kevin Krueger
Minister of Tourism, Culture and the Arts

June 23, 2010

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Skiing Whistler Blackcomb, photo by Toshi Kawano

Highlights of the Year

Tourism

Much of the province's progress in maintaining tourism revenues during the difficult economic times of the 2009/10 fiscal year can be linked to hosting the 2010 Olympic and Paralympic Winter Games. The economic spinoffs of the Games are creating jobs, encouraging investment and will increase tourism around our province. Some of the Games-related accomplishments of the Ministry, including key accomplishments of the newly-integrated Tourism BC, were:

- 67,000 stories / segments on the 2010 Games were viewed worldwide over the past 12 months. Highlights included Super Bowl segments, NBC Today Show, and coverage on European, Asian and Australian Broadcasters. From January through July 2009, B.C. garnered 28 per cent of U.S. print media coverage of Canada (valued at \$28.6 million), the highest share of any province.
- The Ministry's tourist consumer database has attained over 1.6 million consumers; over 870,000 have provided permission for future contact. B.C.'s spring/summer 2009 tourism campaign generated over 67,000 inquiries.
- 2.05 million visits to HelloBC.com made in February alone (up 590 per cent from the same time the previous year), and 362,000 viewers experienced [HelloBC.com travel experience videos](#) in February.
- The "[NearMe BC](#)" iPhone application, launched in December 2009 prior to Games time, was downloaded over 18,000 times as of March 31, 2010.
- The 2010 Olympic Torch relay Community Grants Program distributed a total of \$3.05 million in grants to bring the excitement of the [Olympic Torch](#) throughout the province. An estimated 92 per cent of the population of British Columbia was within a one-hour drive of the Torch Relay as it made its way through the province, and more than 200 communities held a celebration to mark this historic event. [Torch Relay videos](#) were viewed 370,000 times as of March 31, 2010.

Additional accomplishments to bolster tourism in the province included:

- PavCo's \$841 million expansion of the [Vancouver Convention Centre](#) was completed in 2009. It is expected to generate \$2.8 billion in economic activity through 2012 with 288 new bookings since the expansion opened.

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- The [British Columbia Visitor Centre at Peace Arch](#) commenced operations on March 30, 2009, and was officially opened by the Premier on April 20, 2009. The Province invested \$4.6 million in this project.
- The visitor centre in the International Reception Lobby at the Vancouver International Airport was completed in the spring of 2009, a \$1 million investment.
- The [Community Tourism Opportunities](#) program, designed to assist communities that are in a position to implement their own tourism-building initiatives, distributed \$1.01 million to 135 communities for local co-op projects and \$420,000 for HelloBC community content writers.
- In November 2009, Government announced that new rules for off-road vehicle (ORV) registration and licensing, helmet use, youth safety and environmental measures would be implemented over the next two years under a new [ORV Management Framework](#). The framework will save lives and health care resources, and prevent disabilities. New standards for spark arrestors will reduce the risk of forest fires, and designated road-crossings will give ORV users the opportunity to ride from their communities, and connect to our world class trail networks.
- The Western Premiers agreed to work together to remove unnecessary barriers to international air carriers' access to Canada. The agreement was signed at the 2009 [British Columbia International Open Skies Summit](#) organized by the Ministry of Tourism, Culture and the Arts, Ministry of Transportation and Infrastructure and Vancouver International Airport.
- In an innovative partnership with the Ministry of Community and Rural Development, their [Community Development Trust Job Opportunities Program](#) provided more than \$26 million in funding for recreation site and trail maintenance and enhancements. Nearly 1,100 displaced resource workers were put to work improving wilderness recreation infrastructure throughout the Province. A total of 125 recreation projects have created jobs and economic stimulus for 65 communities across British Columbia.

Heritage and Archaeology

- The Ministry partnered with the Ministry of [Energy, Mines and Petroleum Resources](#) to develop information on best practices for retrofitting existing and heritage homes and work with City Green to train Energy Advisors/Auditors on working with traditionally constructed homes. Much of this information is now available on the [Heritage and Sustainability](#) portion of the Ministry website, for use by communities, homeowners and professionals.
- The [Provincial Archaeological Report Library](#) is now available online. Developed by the Ministry, this web based application enables authorized users to search, view, download, and order archaeological reports dating from the 1960s to the present day. It is believed to be the first such electronic library for this material in Canada.

Arts and Culture

- The Governments of Canada and British Columbia invested \$6 million in joint funding for important building upgrades to the [Royal BC Museum](#). The Province provided \$4.2 million in funding for capital projects and the federal government contributed \$1.8 million under the [Canada Cultural Spaces Fund](#). As well, the Ministry provided \$1.65 million in funding to the [Royal BC Museum](#) towards upgrading the [First Peoples Gallery](#) as part of the [Federal Infrastructure Stimulus Fund](#) program.
- Artists and arts organizations in communities across British Columbia received \$10.9 million in [BC Arts Council](#) grants. The Council awarded grants to individual artists and arts and cultural organizations representing a range of disciplines including music, visual arts, literature, theatre and dance.



Rafting the Elk River, © Veer Incorporated

Purpose of Ministry

With so many competing destinations around the world, what makes an international traveller choose to travel to British Columbia? And what inspires British Columbians to explore their own province? In reality, it could be any number of the province's appealing offerings such as abundant adventure tourism experiences, pristine natural wilderness, an extensive system of recreation sites and trails, rich socio-cultural features, amazing waterfronts, stimulating cities, world class conference facilities, year-round cultural events, and much more.

To effectively capitalize on new and existing tourism opportunities, this [Ministry](#) works to help foster a competitive collection of tourism, culture and arts-based offerings, while enhancing the province's reputation as a world class destination and a magnet for international and domestic travellers through aggressive marketing. The Ministry, having amalgamated and restructured to include the former Crown corporation Tourism BC¹, takes a coordinated approach in:

- Promoting the province's tourism industry domestically, nationally, and internationally;
- 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;
- Supporting cultural tourism;
- Overseeing the protection of archaeological sites;
- Championing world class convention centres; and
- Showcasing and promoting B.C.'s dynamic and sustainable motion picture production capabilities.

To support and strengthen British Columbia's tourism industry, full understanding of market trends, issues and opportunities is necessary. The Ministry provides an integrated approach to capturing and disseminating this information through its core areas of tourism policy, research and planning.

The continuation of the well-established Super, Natural British Columbia[®] brand ensures that North American marketing, overseas marketing, E-business, and the related information technology strategy is directly linked with those functions that help build the quality of experience and product offering in B.C., including visitor servicing, the [WorldHost[®]](#) program, tourism product management, partnership marketing, sector development and city destinations, and publishing [British Columbia Magazine](#).

¹ The [2010/11 – 2012/13 Service Plan](#) outlines the goals, objectives, strategies and measures for the newly-combined organization.

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Significant new opportunities are emerging in China with Approved Destination Status, and India is considered a market ripe for growth. The newly expanded [Vancouver Convention Centre](#) will also be a focal point for international visitation, as the [BC Pavilion Corporation](#) builds on the equity of hosting the world's media during the 2010 Winter Games.

Resorts, ski operations, recreation sites and trails remain a priority, providing outdoor recreational choices to British Columbians and visitors. In addition, thriving arts, culture and heritage sectors not only contribute to making British Columbia a rich place to live and work, they attract thousands of visitors and were highlights showcased throughout the Vancouver 2010 Olympic and Paralympic Winter Games, including the much-watched Opening and Closing ceremonies. Arts, culture, and historic places are an integral part of the social fabric of our communities. Heritage conservation contributes to environmental sustainability each time a project rehabilitates an existing building and avoids the environmental impact of new construction. As well, heritage conservation contributes to social and economic sustainability in Northern B.C. through providing local jobs and re-training for displaced forest workers.

Archaeological sites and oral tradition are the vestiges of a rich history extending back at least 12,000 years. The Ministry works to protect and conserve this rich and fragile legacy, one that is of great value to First Nations, local communities, and the province as a whole.

To further raise awareness of British Columbia's virtues as a great place to live, work, invest and play, the Ministry works with arts and culture partners such as the [BC Arts Council](#) to support the cultural and artistic diversity in the province. 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](#).

The Ministry works closely with many enterprising partners, including small and medium-sized businesses, large corporations, First Nations, local and provincial public sector organizations, regional and city Destination Marketing Organizations (DMOs), Visitor Centres, and all levels of government.

As well, essential to achieving the Ministry's goals are the agencies, boards and commissions overseen by the Ministry: [BC Pavilion Corporation](#), [Royal BC Museum Corporation](#), and the [Provincial Capital Commission](#). The Ministry also oversees the [Provincial Heritage Properties](#) managed by community partners.

Strategic Context

Tourism

Over much of the past decade, tourism growth has been significant, with revenues that have often outpaced other key segments of the provincial economy. While the tourism focus from the 2010 Olympic and Paralympic Winter Games experience has always been to maximize long-term benefits, the prospect of more immediate returns looks favourable, which would be welcomed by a tourism industry that has faced many challenges in recent years.

In the countdown to the 2010 Olympic and Paralympic Winter Games, the tourism industry made their final preparations for optimizing the opportunity, while at the same time being faced with some of the biggest obstacles for tourism growth seen in recent years.

Among the variables affecting tourism in fiscal 2009/10 was the rising Canadian dollar, which traditionally has the general affect of weakening U.S. visitation, and encouraging Canadians to choose newly affordable American destinations. This was over and above an existing reduction in international visitation as a result of the worldwide economic downturn. In addition, the spring of 2009 saw the beginning of a global outbreak of H1N1, which influenced travel choices for many business and leisure travellers.

In August 2009, a decision was made to integrate Tourism BC into the Ministry of Tourism, Culture and the Arts, in the interests of creating deeper efficiencies and potential cost savings to be channelled back into marketing programs. Another significant change for tourism was the decision to blend the Provincial Sales Tax (PST) with the federal Goods and Services Tax (GST) to a single Harmonized Sales Tax (HST) of 12 per cent. Though the tax does not take effect until July 1, 2010, the industry has been working closely with government to ensure a smooth transition, particularly in the area of Destination Marketing Organization funding, which is the cornerstone of the tourism marketing system in British Columbia.

The single biggest strategic factor for fiscal 2009/10 was the 2010 Olympic and Paralympic Winter Games. Despite the many obstacles facing tourism, the Games delivered unprecedented levels of awareness, and visitor satisfaction. Ratings for television broadcasts were up in every major market and online impressions of the province measured in the hundreds of millions (web views). Moving forward, the intent is to leverage this post-Games awareness in many ways, including travel media relations, travel trade promotion and consumer direct marketing.

Preliminary estimates from Statistics Canada show that British Columbia's real GDP contracted by 2.3 per cent in 2009, following a year of 0.0 per cent growth (or no change) in 2008. The slowdown in B.C. during 2009 reflects the sharp U.S. and global economic downturn, the moderation of domestic demand in BC, and volatility in world financial and commodity markets. The Ministry of Finance forecasts B.C.'s economy to return to growth in 2010, with real GDP increasing by 2.2 per cent. Risks to B.C.'s 2010 economic outlook include a double dip recession

originating in the U.S., slower than anticipated global demand resulting in reduced demand for B.C.'s exports, further appreciation of the Canadian dollar, and further weakening of the U.S. dollar resulting in significant disruptions to global financial and commodity markets.

Heritage

The Ministry worked closely with stakeholders to find new ways to support the heritage conservation of provincially-owned heritage properties. For example, the Ministry partnered with the Ministry of Community and Rural Development's [Community Development Trust](#) fund to facilitate heritage-related carpentry training of displaced resource workers, as well as infrastructure improvements to heritage sites. With limited funding to support community-based heritage conservation in 2009/10, the Ministry focused its efforts on professional outreach to provide support to communities.

Arts and Culture

Culture and the arts in B.C. are also facing significant challenges and exciting opportunities. Arts and culture funding and endowment funds have been impacted by market downturn, especially during 2008 and 2009. However, the 2010 Cultural Olympiad, the final in a series of three multi-disciplinary cultural festivals that formed the cultural pillar of the 2010 Olympic and Paralympic Winter Games, provided an unprecedented opportunity to highlight the culture and arts of the province to a worldwide audience. In all, the Cultural Olympiad saw 2.2 million people attend 600 events over a period of 60 days. Cultural and heritage tourism are among the fastest growing tourism sectors in B.C., and our high quality arts, culture and heritage amenities are fundamental to building a robust tourism sector.

Film Production

Motion picture production in B.C. was negatively impacted by external factors, slowing production activity during the last quarter of 2009 and first quarter of 2010. Although the province remains the third largest centre for film and television production in North America, and exceeded its film and television production target for this year, challenges included a high Canadian dollar, the global economic downturn, increased tax credit competition, and declining commission and license fees for domestic producers in the Canadian broadcasting sector. Despite these challenges, B.C.'s natural attributes, infrastructure and excellent reputation drew significant production activity in the area of large budget U.S. feature films. In addition, in February 2010 the Ministry introduced the new [BC Interactive Digital Media tax credit](#), which recognizes the convergence between the film and interactive gaming industries. The new tax credit, as well as several increases to existing tax credits, are intended to help B.C. to retain its competitive advantage.

Report on Performance

The table below reflects the goals, objectives and targets outlined in the Ministry's [September 2009/10-2011/12 Service Plan Update](#). It provides a snapshot of the Ministry's progress with regard to its performance targets during 2009/10, before integration with Tourism BC. The section following the summary provides detailed discussion and explanation of these results².

Performance Plan Summary Table

Goal 1: A tourism sector that delivers lasting provincial economic and social benefits. For greater detail see pages 14 to 18	2009/10 Target	2009/10 Actual
1.1 Tourism revenues double by 2015 Provincial Tourism Revenues	\$13.3B	\$12.9B NOT ACHIEVED
1.2 Tourism, arts, culture and heritage sectors fully leverage the opportunities presented leading up to and beyond the 2010 Olympic and Paralympic Winter Games	See measure above	
1.3 British Columbia becomes a world class all seasons resort destination Resort development approvals (Master Development Agreements, Operating Agreements, and Other Resort Development Approvals)	5	5 ACHIEVED
1.4 British Columbia's outdoor recreation opportunities are sustainably developed, managed, and maintained Percentage increase in public use of recreation sites and trails that are under provincial oversight	5%	6% EXCEEDED
Goal 2: Culturally rich communities that contribute to making B.C. the best place on earth to live, work and play. For greater detail see pages 19 to 21	2009/10 Target	2009/10 Actual
2.1 British Columbia's arts, culture, and creative sectors are diverse, dynamic, and growing Percentage of B.C.'s major cultural organizations that maintain or improve their net financial position vs. the previous year	65%	60% NOT ACHIEVED
2.2 British Columbia has a dynamic and sustainable film and television production sector Value of annual motion picture production expenditures in British Columbia	\$1.1B	\$1.3B EXCEEDED
Goal 3: Effective joint stewardship of British Columbia's heritage and archaeology For greater detail see pages 22 to 24	2009/10 Target	2009/10 Actual
3.1 British Columbia's historic places are effectively conserved	No measure	
3.2 British Columbia's archaeological sites are effectively protected	No measure	

² The two measures for which the targets were not achieved for this fiscal year were each impacted by the global downturn in the economy, to an extent greater than had been expected. Further details are available in the discussion section of each measure.

Goals, Objectives, Strategies and Performance Results

Each year, the Ministry reports out on the results of its work over the past year, based on the priorities laid out in the three-year service plan for the fiscal year. The communication of the results serves to ensure the Ministry's work remains clearly linked to the government's goals, and that it clearly communicates with the citizens of B.C. (The [2010/11 – 2012/13 Service Plan](#) outlines the goals, objectives, strategies and performance measures for the Ministry after the integration of Tourism BC).

The Ministry remains committed to undertaking the actions necessary for the tourism industry to meet the Premier's challenge to double tourism revenues by 2015. The volatile economic environment made the post-Games marketing opportunities and tourism development even more critical to long-term industry success. With the world attention and the unparalleled spirit of the 2010 Olympic and Paralympic Winter Games, many opportunities to grow the tourism sector across the province have been created. The Ministry teamed with key partners to build the province's reputation as a diverse, inspiring, and geographically unique destination with an impressive range of experiences for travellers.

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

Objective 1.1: Tourism revenues double by 2015.

Strategies

Key strategies for this objective included:

- Developing public policy that encourages private sector investment in tourist activities and attractions.
- Promoting or leading the development of new tourism and outdoor recreation opportunities and markets, particularly in rural areas of the province.
- Continuing to work with industry and other agencies to create and implement a *Green Tourism Strategy for Sustainability* that will leverage our Super, Natural British Columbia® brand and help B.C. meet its climate action targets.
- Working with partners to address shortages in B.C.'s tourism workforce.
- Fostering improvements to visitor entry into B.C.
- Working with key partners and stakeholders to create opportunities to increase the number of recreational vehicle parks in B.C.

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

Strategies

Key strategies for this objective included:

- Working with all regional tourism associations, Destination Marketing Organizations, Tourism Vancouver, Tourism Whistler, Tourism Richmond, and the Canadian Tourism Commission to prepare for and attract out-of-province visitors before and after the 2010 Olympic and Paralympic Winter Games, ensuring that British Columbia was seen by the world in 2010 as an attractive destination.
- Implementing the Community Cultural Tourism Initiative to assist communities to make the most of their artistic, cultural, and heritage experiences and attract visitors.
- Leading the Federal-Provincial-Territorial working group in its preparations for presenting B.C. and Canada to the world through the Cultural Olympiad.
- In partnership with the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC), supporting B.C. artists and communities across the province to participate in cultural events related to the 2010 Olympic and Paralympic Winter Games.

Performance Measure 1: Provincial Tourism Revenues

Performance Measure	2007/08 Actual	2008/09 Actual	2009/10 Target	2009/10 Actual
Provincial Tourism Revenues ¹	\$13.2 billion	\$13.8 billion	\$13.3 billion	\$12.9 billion NOT ACHIEVED

Data Source: Provincial Tourism Revenues are calculated by BC Stats, and the information is used by the Ministry to establish future targets.

This measure is calculated on a calendar year basis; hence, the 2009/10 target is based on the period from January 1, 2009 to December 31, 2009, and therefore these revenues do not include the revenues from the February and March 2010 Olympic Games period.

¹ In previous years, Tourism BC and the Ministry used Overnight Tourism Revenues to measure growth in provincial tourism revenues. Beginning in 2008, BC Stats 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. The baseline of Overnight Tourism Revenues was \$9.0 billion for 2003, with the challenge of doubling that to reach \$18.0 billion by 2015. With the new measure, revenue targets are 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 for 2003, with the long-term goal of doubling that to \$19.6 billion in 2015.

Discussion

Historical increases in overall Provincial Tourism Revenues show robust increases from 2004 to 2007, averaging 8.7 per cent per year, calculated using the new methodology. Despite challenging world economic conditions that began in 2008, the province experienced \$13.8 billion in Provincial Tourism Revenues for that calendar year, up from \$13.2 billion in 2007.

Based on these results, the targets for the [2009/10 – 2011/12 Service Plan Update](#) were adjusted upwards from those set in the original [2009/10 – 2011/12 Service Plan](#). While global economic uncertainty makes forecasting difficult, the targets are still based on the challenge to double tourism revenues by 2015, and anticipation of a resumption of growth trends in 2010.

Objective 1.3: British Columbia becomes a world class all seasons resort destination.

Strategies

Key strategies for this objective included:

- Facilitating access to Crown land for all seasons resort development and outdoor recreation programs through Master Development Agreements, Operating Agreements and Crown land tenures.
- Facilitating First Nations resort development initiatives through First Nation self-identification of interest in economic development, identification of potential resort sites, and the facilitation of relationships between First Nations and sources of capital, as formalized through Memoranda of Understanding regarding resort development between the First Nations and the Ministry.
- Undertaking First Nations consultation for resort projects in the context of the Province’s New Relationship with First Nations.
- Continued streamlining of forestry activities at resorts through the implementation of the [Resort Timber Administration Act](#).
- Continuing delivery of the [B.C. Resort Strategy and Action Plan](#).
- Facilitating and promoting adoption of sustainable 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 Measure 2: Resort Development Approvals

Performance Measure	2007/08 Actual	2008/09 Actual	2009/10 Target	2009/10 Actual
Resort development approvals (Master Development Agreements ¹ , Operating Agreements ² , and Other Resort Development Approvals ³)	6 new	5 new	5 new	5 new ACHIEVED

Data Source: Ministry of Tourism, Culture and the Arts.

¹ 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.

² 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.

³ Other Resort Development Approvals include fee simple land sales for golf resort developments, tenures for major marina operations, and memoranda of understanding with First Nations regarding resort development.

Discussion

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. The ski resort industry has complimented the Ministry on its All-Season Resort policies and guidelines, which are considered among the best in the world in balancing business development, community, recreation and environmental needs. The design, planning, approval and construction of expansions at existing resorts and new resorts takes place over multiple years, and construction is phased to meet market demand; during each of these periods, new jobs are created.

During the 2009/10 fiscal year, the following resort development approvals were completed:

- 1) Ponderosa Golf (non ski land sale)
- 2) Mt Timothy (Operating Agreement)
- 3) Ch-ihl-kway-uhk First Nation Memorandum of Understanding
- 4) Beecher Bay First Nation Memorandum of Understanding
- 5) Tla-o-qui-aht First Nation Memorandum of Understanding

Objective 1.4: British Columbia's outdoor recreation opportunities are sustainably developed, managed, and maintained.

Strategies

Key strategies for this objective included:

- Sustaining existing partnerships and attracting new partners for managing recreation sites and trails for the enjoyment of British Columbians and visitors.
- Protecting and managing present and future recreation resources on Crown lands outside of parks and settled areas in collaboration with other responsible agencies.
- Developing and monitoring provincial policies and procedures to ensure that tourism and recreation interests are reflected in land and resource planning processes and usage.
- Embarking on a market development plan for recreation sites to identify new products and new opportunities to collaborate with other tourism sectors.
- Applying sustainable environmental practices and procedures when supporting development, upgrading, maintenance and management of recreation sites and trails.

- Creating a framework to manage off-road vehicles that addresses safety, theft, the environment and other regulatory issues.

Performance Measure 3: Public Use of Recreation Sites and Trails

Performance Measure	2008/09 Baseline	2009/10 Target	2009/10 Actual
Percentage increase in public use of recreation sites and trails that are under provincial oversight	350,000 ¹	5%	6% EXCEEDED

Data Source: Recreation Sites and Trails Branch, Ministry of Tourism, Culture and the Arts.

¹ This measure is based on estimated 'user days' at 105 recreation sites and 41 trails (representing about one-fifteenth of the provincial total recreation sites and trails), where fees are collected and information is available from on-site operators. Usage data is not currently available for all recreation sites and trails in the province because not all sites have on-site management. This measure reflects the objective of increasing the demand for recreation sites and trails by 30 per cent by 2015, working in partnership with a multitude of provincial stakeholders. From the 2008/09 baseline of 350,000 users of recreation sites and trails that are under provincial oversight, in 2009/10 there was an increase of 23,500 users (totalling 373, 500 for the year), a six per cent increase.

Discussion

The majority of recreation sites and trails are managed through local partnership agreements and service contracts, with the remaining, generally more remote sites and trails, being maintained by public users. Partners in the management of recreation sites and trails include First Nations, community groups, outdoor recreation organizations, forest companies, regional districts, municipal governments, and other user groups. In 2009 a number of these partnerships benefited from the Ministry of Community and Rural Development's [Community Development Trust](#) Job Opportunities Program, with funding for maintenance and enhancements on 125 recreation sites and trails.

New Recreation Sites and Trails Website Attracts Thousands of Visits

Recreation sites and trails are an integral tourism asset to rural communities and provide a range of outdoor recreation opportunities across the province. In 2009, the Ministry developed a new website under the banner of Recreation Sites and Trails BC. This revamped website provides current, user friendly information on recreation sites and trails and can be found at:

www.sitesandtrailsbc.ca.

The website has been greatly improved to further assist the public in locating recreation sites and trails, and identifying the facilities provided at each site or trail (e.g., number of camping units, recreation activities, boat launches, supervisory services, etc.).



Snowboarders in Whistler, photo by Toshi Kawano

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

Objective 2.1: 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 British Columbia. Competition for talent and access to venture capital for the arts is intense, with many jurisdictions in North America offering significant financial incentives to attract companies and artists. 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:

- Through the [BC Arts Council](#), awarding grants to arts and culture organizations from a range of artistic disciplines including music, visual arts, media arts, literature, theatre, and dance. These grants facilitated opportunities for British Columbians to express and share their identity in arts and cultural venues such as museums, galleries and theatres, and through festivals and other cultural events.
- Implementing the Community Cultural Tourism Initiative to assist communities to make the most of their artistic, cultural, and heritage experiences and attract visitors.
- Providing financial support to programs that assisted organizations throughout the province to build capacity during turbulent economic times. The [Special Projects – Capacity and Sustainability Pilot Program](#) supported the implementation of 41 innovative projects by B.C. arts organizations.

- Providing opportunities for “export ready” B.C. artists. For example, [Special Projects - Unique Opportunities](#), a program of the [BC Arts Council](#), supported the production of B.C. arts and cultural works that were invited to appear at unique showcases such as the [2010 Cultural Olympiad](#).

Performance Measure 4: Percentage of B.C.’s major cultural organizations that maintain or improve their net financial position vs. the previous year

Performance Measure	2007/08 Actual	2008/09 Actual	2009/10 Target	2009/10 Actual
Percentage of B.C.’s major cultural organizations that maintain or improve their net financial position vs. the previous year ¹	72%	76%	65%	60% NOT ACHIEVED

Data Source: BC Arts Council Annual Report

¹ 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

In British Columbia, and around the world, arts and culture endowment funds have been impacted by market downturn, especially during 2008 and 2009. There is continued uncertainty about future returns of endowment funds, and lower returns reduce the amount of funding that the endowments can disburse in a given year. As well, the downturn in the economy affects support from the private sector. The impact on the net financial positions of arts and culture organizations can be seen in the results for this measure. The implementation of the [Special Projects – Capacity and Sustainability Pilot Program](#) will assist in addressing the increasing need for stability and resilience in the sector.

Objective 2.2: British Columbia has a dynamic and sustainable film and television production sector.

Strategies

Key strategies for this objective included:

- Marketing B.C.’s locations, skilled labour and industry capabilities to international and domestic producers through the [British Columbia Film Commission](#), and delivering high quality, customer-centred production services and support to expand the level of film and television production activity in the province.

- Providing a range of innovative programs through [British Columbia Film](#), including effective tax credit administration, to support the development of B.C.'s production industry and the growth of B.C.'s domestic production sector.

Performance Measure 5: Value of annual motion picture production expenditures in British Columbia

Performance Measure	2007/08 Actual	2008/09 Actual	2009/10 Target	2009/10 Actual
Value of annual motion picture production expenditures in British Columbia	\$943 million	\$1.2 billion	\$1.1 billion	\$1.3 billion EXCEEDED

Data Source: British Columbia Film Commission; data is based on calendar years (i.e., 2009/10 result is for 2009).

Discussion

[Film and television production](#) spending in B.C. was \$1.3 billion in 2009, up over \$100 million from \$1.2 billion in 2008. A total of 239 productions were shot in British Columbia in 2009, down from 260 in 2008. Although the last quarter of 2009 was less eventful, a number of big budget U.S. feature films and a solid stream of U.S. television series earlier in the year provided a significant stream of economic benefit to the province during the first three quarters of 2009.

BC Film Commission Customer Service Recognized by Variety

In October, 2009, [Variety](#) announced results of an online poll among several hundred location managers, unit production managers, cinematographers, directors and assistant directors asking them to rate their favorite locations according to visual appeal, incentives, film-office support, production resources, and ability to substitute for another location.

The BC Film Commission was recognized in the category of providing "Best Film-Office Support". Susan Croome, BC's Film Commissioner noted, "For the past 30 years, we've always strived to provide exceptional customer service to our clients so we're glad to be recognized by industry professionals. While California, New York and New Mexico were chosen as the top locations overall, British Columbia has an international reputation for quality and all members of our production and post-production community keenly understand the value of customer service in maintaining and expanding our client base."

Click [here](#) for the latest film and television production industry news in British Columbia.



Float plane on Spruce Lake, photo by Albert Normandin

Goal 3: Effective joint stewardship of British Columbia's heritage and archaeology.

Objective 3.1: British Columbia's historic places are effectively conserved.

Strategies

Key strategies for this objective included:

- Delivering a long-term sustainable heritage strategy based on sound consultation with stakeholders and partners.
- 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.
- Fostering 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.

Discussion

Over 150 records were added to the B.C. Register of Historic Places this year, and now there are over 5,200 historic places officially listed on community heritage registers in B.C. The province leads the nation in the number of records in the [Canadian Register of Historic Places](#) website with more than 1,500 records.

In 2009/10 the Ministry partnered with the Ministry of Community and Rural Development's [Community Development Trust Program](#) for restoration work and job training at the heritage sites of McLeod Lake Post, [Cottonwood House](#), [Quesnel Forks](#), [Hat Creek Ranch](#), [Barkerville](#) and [Fort Steele](#).

The Province also provided over \$100,000 to the Heritage Tourism Alliance of BC, an industry led partnership to “Position history and heritage as an essential experience in any British Columbia vacation”. The partnership launched TimetravelBC.com, a website to market B.C.’s heritage tourism attractions to visitors. Heritage tourism products include accommodation, cuisine, historic downtowns, cultural landscapes, museums, heritage tour operators and historic sites.

Objective 3.2: British Columbia’s archaeological sites are effectively protected.

Strategies

Key strategies for this objective included:

- Working with local governments to protect archaeological sites.
- Developing agreements to allow First Nations and the Province to work together to improve the conservation and preservation of archaeological sites.
- Educating industries on how to reduce or avoid damage to archaeological sites.
- Overseeing archaeological studies and regulating development-related damage to archaeological sites.
- Providing professional advice to property owners and realtors.

Discussion

This year the Ministry focussed on reducing reporting backlogs,

The Importance of Petroglyphs



The Archaeology Branch uses a petroglyph design in many publications. This petroglyph is a representation of a figure carved into rock in prehistoric times. The original of this petroglyph is in the Central Coast, and the reproduction is used with the permission of the Nuxalk First Nation. Petroglyphs are found around the world and in B.C. are known to exist along the entire coast and inland, generally following river systems. The figures may depict humans, animals, or abstract concepts and they were used to mark fishing areas, village sites and burial places. They also commemorate ceremonial and seasonal events and were regarded as symbols of the supernatural world. The practice of carving in stone dates back thousands of years but actual carvings are very difficult to date with certainty. Petroglyph sites are more than simply carvings in rock: they are representations of special places in First Nations culture and are still respected today.

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updating standards and training professional consultants to use the new [e-licensing system](#). This system allows the consultants to file their applications online and then track the progress of the application as it moves through the legislated process, so they are always aware of their application status. Accessible to approved external clients, the new system is more client-friendly and efficient, and replaces a complex spreadsheet that was accessible only to government users. The Ministry issued 415 permits regulating development in conjunction with archaeological sites, and provided professional advice to the public and other agencies.



Museum of Anthropology, photo by Kevin Arnold

Report on Resources

Resource Summary Table

	Estimated	Other Authorizations ¹	Total Estimated	Actual	Variance ²
Operating Expenses (\$000)					
Tourism	20,555	0	20,555	10,920	(9,635)
Arts and Culture	3,675	0	3,675	3,901	226
BC Film Commission	1,385	0	1,385	1,264	(121)
Transfers to Crown Corporations and Agencies	75,308	1,091	76,399	86,404	10,005
Executive and Support Services	3,531	0	3,531	3,056	(475)
BC Arts and Culture Endowment Special Account	1,500	0	1,500	1,500	0
Total	105,954	1,091	107,045	107,045	0
Ministry Capital Expenditures (Consolidated Revenue Fund) (\$000)					
Tourism	1,434	0	1,434	1,381	(53)
Executive and Support Services	0	0	0	9	9
Total	1,434	0	1,434	1,390	(44)
Other Financing Transactions (\$000)					
Tourism					
Tourism Development					
Disbursements	300	285	585	585	0
Net Cash Source (Requirements)	(300)	(285)	(585)	(585)	0
Total Disbursements	300	285	585	585	0
Total Net Cash Source (Requirements)	(300)	(285)	(585)	(585)	0

¹ Other Authorizations includes: Contingency Access, PavCo Deficit \$1,091,000

² Significant Variance Explanations:

Tourism – The under-expenditure is due to frozen First Nations funding (\$9,000,000), attrition and hiring lags (\$364,000), and targeted operating cost reductions (\$271,000).

Arts and Culture – The over-expenditure is due to the 2010 Olympic Initiatives' unfunded salary and operating costs.

Transfers to Crown Corporations and Agencies – The \$10,005,000 over-expenditure is due to:

- 1) providing \$6,500,000 funding for BC Pavilion Corporation's 2009/10 operating deficit;
- 2) recording \$4,596,000 in concessionary interest charges for BC Pavilion Corporation's interest free loan and;
- 3) offset by access to contingencies for \$1,091,000.

Executive and Support Services – The under-expenditure is due primarily to attrition and hiring lags (\$415,000).

Capital Expenditures – Underspent due to delays in upgrading recreation sites and trails.

Appendix A

Ministry 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, or see:

Archaeology

Web-site www.tca.gov.bc.ca/archaeology
Additional Office &
Contact information www.tca.gov.bc.ca/archaeology/contacts.htm

Arts and Culture

Web-site www.tca.gov.bc.ca/arts_culture
Contact information www.tca.gov.bc.ca/arts_culture/contacts.htm
e-mail csbinfo@gov.bc.ca

B.C. Film Commission

Web-site www.bcfilmcommission.com
e-mail info@bcfilmcommission.com

Heritage

Web-site www.tca.gov.bc.ca/heritage
Contact information www.tca.gov.bc.ca/heritage/contacts/contacts.htm

Recreation Sites and Trails

Web-site www.tca.gov.bc.ca/sites_trails
Contact information www.sitesandtrailsbc.ca/contact-us.aspx

Resort Development

Web-site www.tca.gov.bc.ca/resort_development
Office Location and
Contact information www.tca.gov.bc.ca/resort_development/contacts.htm

Tourism

Web-site www.gov.bc.ca/tca
Contact information www.gov.bc.ca/tca/contacts.html

Additional Information

Many of the Ministry's goals and objectives are supported by programs and activities of its Crown agencies, boards and commissions. For a complete listing of the agencies, boards and commissions for which the Ministry is responsible, please visit our website at: www.gov.bc.ca/tca.