

Ministry of Tourism, Arts, Culture and Sport

2025/26 – 2027/28 Service Plan

March 2025



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Minister's Accountability Statement



The Ministry of Tourism, Arts, Culture and Sport 2025/26 – 2027/28 Service Plan was prepared under my direction in accordance with the *Budget Transparency and Accountability Act*. I am accountable for the basis on which the plan has been prepared.

A handwritten signature in blue ink, consisting of stylized initials 'SCH' followed by a long horizontal flourish.

Honourable Spencer Chandra-Herbert
Minister of Tourism, Arts, Culture and Sport
March 4, 2025

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Strategic Direction

In 2025/26, the Government of British Columbia will continue to prioritize delivering the services and infrastructure needed for people to build good lives in strong communities.

To support this objective, Government will focus on growing the economy, responding to the threat of tariffs, creating good paying jobs, improving affordability, strengthening health care and education, and making communities safer.

Government will also continue deepening relationships with Indigenous Peoples while advancing implementation of the Declaration on the Rights of Indigenous Peoples Act Action Plan.

This 2025/26 service plan outlines how the Ministry of Tourism, Arts, Culture and Sport will support the government's priorities and selected action items identified in the Minister's January 2025 [Mandate Letter](#).

Purpose of the Ministry

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

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

The Ministry works with [viaSport](#) to support quality, inclusive, and accessible sports across B.C. and with the [BC Arts Council](#) to support cultural and artistic diversity in the province. The Ministry also collaborates with [Creative BC](#) to grow the economic impact of B.C.'s creative sector, support sustainable employment, and showcase B.C.-owned creative content and production capabilities on a global scale.

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

Operating Environment

British Columbia continues to be a preferred Canadian destination for tourism. Our large and diverse geography is a playground for outdoor enthusiasts and most communities are on the edge of nature, offering quality amenities to support healthy escapes.

British Columbia's visitor economy remains challenged to attract tourists worried about affordability and some business operators face challenges attracting and retaining employees. The world outlook for tourism notes that it is increasingly vulnerable to global inflation driving up costs, climate change affecting destinations, and conflicts between countries. Domestic travel in B.C. has recovered to pre-pandemic levels; however, the more lucrative market of international visitors continues to lag due to demand and the slower re-establishment of international flight connectivity. Business and conference travel is also returning and operates within a highly competitive international market.

Hosting international sporting events over the next two years will provide both an economic boost and an opportunity to showcase B.C.'s natural beauty and cultural diversity. In particular hosting the 2025 Invictus Games in February 2025 and the FIFA Men's World Cup in June/July 2026 in British Columbia will bring tourism, economic and sport development benefits to the province. Hosting the Grey Cup in November 2024 is estimated to have had an overall economic impact of \$125 million. Indigenous communities are playing key roles in these events and are growing their number of tourism offerings, recognizing tourism as a doorway to greater understanding, reconciliation, and economic opportunity.

While sport participation levels have rebounded since the pandemic, volunteers in sport have not. This, alongside affordability pressures and increasing participation costs, continue to strain the ability of sports organizations to deliver programming and events.

While the global demand for creative content remains strong, 2024 was a challenging year for some parts of the creative sector. Job growth in the interactive digital media industry (IDM) remained on an upward trajectory. The motion picture industry faced a global contraction of investment as well as increased competition across jurisdictions to attract production. Live music venues and festivals continued to navigate significant operating cost increases, as well as unpredictable consumer behaviour.

2025 will be a strong year for creative sector event hosting, with both the *JUNOs* coming to Vancouver, and the *Canadian Country Music Awards* coming to Kelowna. The Province is working closely with partners to ensure people living across British Columbia benefit from the economic and cultural impacts of these opportunities. This includes regional tours, community and school programming, as well as working closely with host First Nations.

In addition, B.C. will be hosting the global tech event, *Web Summit*, for three years: June 2025, Spring/Summer 2026 and June 2027. *Web Summit* is one of the largest gatherings of the global technology industry in Canada, attracting over 35,000 attendees, and generating approximately \$68 million in economic impact. This event provides a unique opportunity to showcase B.C.'s IDM industry on the world stage.

British Columbia is home to the greatest concentration of artists and cultural workers per capita of any province, with one in every five Canadian artists residing in B.C. Our unique arts and culture sector showcases the diversity of B.C., with unparalleled creativity and a range of opportunities for residents to connect, reflect and improve community wellbeing. However, after seeing steady post-pandemic job and GDP growth there have been job losses and reduced economic impact of the cultural sector over 2023, with some recovery in early 2024.

Inflation and affordability remain key concerns for the sector, including significant pressures from commercial real estate dynamics, which are contributing to the challenges of maintaining and developing aging and new infrastructure. The sector is also grappling with unpredictable climate events which affect the ability to convene and plan.

Public expectations and changing socio-cultural demographics continue to inform demands for a new vision for arts and cultural funding.

Museums and First Nations in B.C. are navigating the respectful return of Ancestors and Cultural Belongings, guided by expectations of self determination, distinctive rights, interests and priorities, transparency and accountability. Clarity around implementation and funding support will be needed following the establishment of a co-developed repatriation and rematriation policy framework.

Economic Statement

B.C.'s economy experienced moderate growth last year amid relatively high interest rates, persistent price pressures and ongoing global economic uncertainty. The labour market ended the year on a positive note, supported by high immigration and strong population growth. Inflation in B.C. continued to moderate as the price growth of goods eased, while inflation for services remained elevated. Consumer spending and home sales activity were weaker for most of 2024 in the wake of still elevated interest rates and high prices. Subdued global demand and lower prices for key commodities led to a decline in the value of the province's merchandise exports in 2024. Meanwhile, B.C. homebuilding activity remained relatively strong following record high housing starts in 2023.

The Economic Forecast Council (EFC) estimates that B.C. real GDP rose by 1.2 per cent in 2024. In the near-term, the EFC expects B.C.'s economy to grow by 1.8 per cent in 2025 and 1.9 per cent in 2026, in line with the national average. For Canada, the EFC estimates growth of 1.4 per cent in 2024 and projects national real GDP growth of 1.8 per cent in 2025 and 1.9 per cent in 2026. These projections do not fully include the impact of the evolving U.S. tariff situation.

Restrictive global trade policies, particularly potential U.S. tariffs, pose a risk to the outlook and there is uncertainty over the degree and timing of impacts on B.C.'s economy, and among the province's trading partners. Other risks include lower population growth due to changes to federal immigration policy, as well as the potential for renewed price pressures leading to interest rates remaining elevated for longer, weaker global demand, and commodity market volatility.

Performance Planning

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

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

The Ministry is supporting the sector and communities in efforts to grow the value of their visitor economies and sustainably manage growth to enhance the quality of B.C.'s tourism experiences while reinforcing our Super, Natural British Columbia® brand to the world.

Key Strategies

- Build on previous investments in tourism infrastructure to create iconic, inspirational routes and places that will strengthen travel appeal in all regions of B.C.
- Work with the tourism industry to leverage the opportunities provided by the FIFA World Cup in 2026, building on the successes of the 2024 Grey Cup and Invictus Games 2025, and other events to maximize the economic development and tourism impact across the province.
- Support the work led by the Ministers of Agriculture and Food and Public Safety and Solicitor General to grow the economy by supporting food and beverage producers, farmers, restaurants and the tourism sector with flexible liquor, land use, and cannabis regulations in relation to the development of innovative tourism products and unique experiences.
- Continue to support a resilient tourism sector that is regenerative and adapting to climate change.

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

Tourism can positively impact the quality of life for people living in every corner of our province. It is important for the Ministry to undertake initiatives that serve the dual purpose of creating tourism revenues and quality community enhancement opportunities for residents.

Key Strategies

- Work with Indigenous Tourism BC to support Indigenous communities and businesses to create exceptional tourism experiences and economic development following the principles of self-determination.
- Work with tourism and community organizations to support events that create economic benefits and enhance community vibrancy.
- Administer and lead resort major project reviews under the All-Seasons Resort Policy to responsibly manage land use and solidify British Columbia as a world-class resort destination.

- Continue the development and implementation of heritage policy and programs related to geographical naming, heritage conservation capacity building, historic places recognition, fossil management, and the stewardship of physical heritage resources.
- Continue to build sector resilience through emergency management planning to support visitor safety, business viability, and maintain B.C.'s reputation as a safe and welcoming destination.

Performance Measures

Performance Measure	2024/25 Forecast	2025/26 Target	2026/27 Target	2027/28 Target
[1] B.C. tourism industry revenue ¹	22.5B ²	+5% over previous year	+5% over previous year	+5% over previous year

Data source: BC Stats.

¹Measured on a calendar year basis.

²The '2023/24 Actual' (\$22.1B) forms the basis of the '2024/25 Forecast' and revised future year-over-year revenue targets.

Discussion

Tourism industry revenue serves as an overall indicator for the growth of the tourism sector. It measures the money received by businesses, individuals, and governments due to tourism-related activities. In 2023, tourism revenue saw continued growth driven by international markets returning to British Columbia (post pandemic) in addition to strong domestic travel. Tourism revenue for 2024 is estimated to have grown by about 2% (final data available in January 2026) and forms the basis for the 2024/25 forecast and targets in the table above.

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

Residents and visitors should have meaningful opportunities to participate in arts, culture and creative events and experiences that reflect B.C.'s demographic, cultural, and geographic diversity.

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

A vibrant, resilient and recognized arts and culture sector supports not only a strong, sustainable economy, but fosters health, wellbeing, inclusion, and community connectedness across the province.

Key Strategies

- Improve access for historically underserved artists, cultural practitioners, and arts and culture organizations.
- Enhance support for Indigenous artists and organizations, as well as build cultural competency for non-Indigenous organizations to support reconciliation.

- Invest in programs that strengthen and support provincial priorities and respond to the needs of communities, artists, and arts and culture organizations.
- Distribute Community Gaming Grants to not-for-profit organizations that deliver ongoing programs that provide public access to and/or preservation of the arts, heritage or culture.
- Continue to remove barriers for Indigenous not-for-profits to access all streams of Community Gaming Grants.

Objective 2.2: Invest in cultural infrastructure.

New, enhanced and updated arts and cultural spaces contribute to community vibrancy, improve access, and provide opportunities for the sector to thrive.

Key Strategies

- Invest in arts and cultural infrastructure projects through the BC Arts Council Arts Infrastructure Program and Community Gaming Grants Capital Project funding stream.
- Advance priority cultural infrastructure projects.

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

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

Key Strategies

- Work with Creative BC and the Ministry of Finance to implement increases to B.C.'s motion picture tax credits to develop, promote, and grow B.C.'s film, television, and animation sectors.
- Work with Creative BC to ensure the Province's \$42 million investment in 2023 continues to strengthen and support provincial priorities, such as a strong and sustainable economy.
- Work with the Interactive Digital Media industry to ensure provincial actions further job creation and competitiveness, such as *Web Summit*, over the next three years.
- Offer world-class music tourism experiences through hosting the *JUNOs* and *Canadian Country Music Awards* in 2025.
- Continue to advocate with the federal government to increase investment in B.C.'s domestic creative industries through federal program funding.

Performance Measures

Performance Measure	2024/25 Forecast	2025/26 Target	2026/27 Target	2027/28 Target
[2.1a] Percentage of BC Arts Council grants awarded to underserved demographic groups ¹	35+%	35+%	35+%	35+%
[2.1b] Percentage of BC Arts Council grants to artists and organizations located in regional areas ²	30+%	30+%	30+%	30+%

Data source: BC Arts Council Grant Management System BC Arts Council Grant Management System.

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

²Regional artists and organizations are those located outside greater Vancouver or the capital region also known as greater Victoria, as identified in the current Designated Priority Groups policy. The forecast includes all funding provided through BC Arts Council programs but does not include recipients of grants delivered through the BC Arts Council partner programs (First People's Cultural Council, BC Touring Council, ArtStarts, Creative BC).

Discussion

This area of service performance is measured through the distribution of grants and the diversity of recipients.

The BC Arts Council [Designated Priority Groups policy](#) provides a way for grantees to voluntarily self-identify within priority groups.

Performance measures are based on the percentage of grants awarded to two sets of Designated Priority Group applicants. Progress on distribution of grants to underserved demographics 2.1a combines aggregate data for three groups (individuals and groups who are Indigenous, Black and people of colour, Deaf or experience disability). Progress on the regional distribution of grants 2.1b is measured separately due to distinct trends and performance expectations.

To uphold gender-based analysis plus (GBA+) assessment both organizations and individuals can indicate intersectional identities, therefore some awards may be counted in both categories. Metrics related to total grants and recipients will continue to be tracked through annual reporting. Funding through the BC Arts Council in FY2023-24 provided 1442 grants and funded 1050 artists and arts organizations. These metrics were used to project the performance of grant distribution.

Performance Measure	2024/25 Forecast	2025/26 Target	2026/27 Target	2027/28 Target
[2.2] Number of organizations supported for capital infrastructure projects	68+ ¹	Maintain or increase	Maintain or increase	Maintain or increase

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

¹BC Arts Council Arts Infrastructure Program (estimated 67 grants) plus continuing investment in the new Royal BC Museum Provincial Archives, Research and Collections (PARC) facility.

Discussion

This performance measure includes the number of direct investments made by the Ministry towards infrastructure projects through the BC Arts Council Arts Infrastructure Program and time-limited funding for the Royal BC Museum Provincial Archives, Research and Collections (PARC) facility. This measure does not include funding distributed through Community Gaming Grants.

The number of grants delivered through the BCAC Arts Infrastructure Program will vary year-over-year based on the applicants' project and budget requests. With rising costs, the average grant amount requested and awarded in capital improvements through this program also increased between FY2022/23 and FY2023/24, a trend that is forecasted to continue, meaning fewer grants delivered.

Applications for the FY2024/2025 Arts Infrastructure Program closed on November 6, 2024, with results announced in February 2025.

Performance Measure	2024/25 Forecast	2025/26 Target	2026/27 Target	2027/28 Target
[2.3] Value of annual economic contribution across B.C.'s creative sector	Maintain or increase	Maintain or increase	Maintain or increase	Maintain or increase

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

CIERA is updated on an annual basis. Any changes reflect refinements to federal public data sets from Statistics Canada in the Fall. These refinements are applied annually to baseline data to ensure historical consistency and comparability.

Discussion

This performance measure reflects the cumulative impact of provincial investments in the wider creative sector through a suite of complementary programs and tax incentives. These investments leverage federal and private sector funding and ensure future growth in B.C.'s creative sector.

Due to the significant impacts of the labour strikes in the United States throughout 2023, and global decreases in production, the motion picture industry produced 26.2 per cent less GDP in 2023 than in 2022, while book publishing, and magazine publishing all contracted by 5-10 per cent during this timeframe. Contractions in publishing is due to high costs for paper, shipping, and printing, growing competition for advertising revenue, as well as difficulties in reaching audiences in an increasingly fragmented digital market.

Despite these challenges, the sector remains on a stable, long-term growth trajectory. Job growth in interactive digital media industry (IDM) remained strong. When comparing the latest [Creative Industries Economic Results Assessment \(CIERA\) 2023](#) estimates with data from the last ten years, the entire creative sector grew by 60.3 per cent in total GDP and 32.5 per cent in jobs.

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

British Columbia's sport system includes and welcomes people of all ages, backgrounds, and abilities. The Ministry provides funding and policy to grow and foster diverse, accessible, safe, and inclusive opportunities for everyone playing sports.

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

Provincial and multi-sport organizations such as Basketball BC, BC Wheelchair Sports, BC Special Olympics, and the B.C. Seniors Games Society offer residents and visitors the opportunity to play, learn, and compete in sports. In its funding agreements with provincial sport organizations, the Province and viaSport require inclusive sport programming that encourages participation from a diverse range of people.

Key Strategies

- Continue to implement [Pathways to Sport: A Strategic Framework for Sport in British Columbia 2020-2025](#), and further support the sport sector as it faces ongoing affordability and accessibility challenges.
- Continue working with other provinces and jurisdictions to advance safe sport policies and improve the culture of safer sports, including establishment of an independent complaints process for the sector.
- Provide funding to organizations and communities to provide sport programming for under-represented populations, including Indigenous, female, 2SLGBTQIA+, low-income families, individuals with a disability, new Canadians, children in and aging out of care, and the 55+ population.
- Invest in the [Indigenous Sport, Physical Activity and Recreation Council](#) (I-SPARC) to ensure Indigenous Peoples and communities have equitable and meaningful opportunities to participate and compete in sport in a manner that is welcoming and recognizes and respects Indigenous cultures and traditions.
- Distribute Community Gaming Grants funding to support ongoing, organized sport programs to youth and amateur athletes.

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

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

Key Strategies

- Create a pathway for British Columbians to participate in higher levels of competition, and further develop as athletes and coaches by funding the BC Summer and BC Winter Games, Team BC, the 55+ BC Games, and the North American Indigenous Games.
- Support the development of talent identification strategies and programs for athletes as they progress through the sport system and achieve their best.
- Celebrate the achievements and contributions of B.C. athletes, coaches, and volunteers through awards such as Sport BC's Athlete of the Year Awards, and Delivering on Diversity Award, I-SPARC's Premier's Awards for Indigenous Youth Excellence in Sport, and recognition at the BC Sports Hall of Fame.
- Continue to fund the Enhanced Excellence Program to target high performance initiatives and create a pathway to place more B.C. athletes on national teams with the potential to win medals in international competitions.
- Work closely with the Canadian Sport Institute - Pacific to support programs and services delivered in partnership with Own the Podium.

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

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

Key Strategies

- Invest in sport hosting opportunities that will support the economy and provide local sport development opportunities in communities across the province.
- Develop strong impact and legacy plans to help realize the social and economic benefits associated with hosting marquee sport events such as the 2026 FIFA World Cup 2026, building on the successes of Grey Cup 2024 and the Invictus Games 2025.
- Ensure meaningful participation of Indigenous peoples and local First Nations communities in all aspects of planning and participating in marquee sport events, as described in Call to Action 91 from the Truth and Reconciliation Commission.
- Develop strong partnerships with hosting partners, including municipal governments and the federal government, Games organizers, supporters, and the sport sector.

Performance Measures

Performance Measure	2024/25 Forecast	2025/26 Target	2026/27 Target	2027/28 Target
[3.1] Number of children, from population groups typically under-represented in sport, reached through targeted sport programs ¹	31,500	36,000	36,000	36,000

Data source:

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

Discussion

This performance measure tracks the number of children and youth reached through targeted programming for increasing sport participation for groups under-represented in sport. Specifically, these programs include the After School Sport and Arts Initiative (sport programming), Sport BC's [KidSport BC](#) program, and I-SPARC's [Resilient, Inspire, Strength and Engage](#) (RISE) program for youth in and out of care and sport programming for Indigenous youth.

Monitoring how targeted programs are reaching children from population groups typically underrepresented in sports provides an important indication of whether the sport sector is inclusive of all participants. Tracking participation from these groups is achieved by data collection at the community and provincial level.

Performance Measure	2024/25 Forecast	2025/26 Target	2026/27 Target	2027/28 Target
[3.2] Number of communities that host sport events ¹	40	40	40	40

Data source:

¹2022/23 Hosting BC Funding Summary & 2022/23 Major Events Program Funding Summary. In the 2022/23 Annual Service Plan Report the value was erroneously stated as 44. Number of communities that hosted sport events in 2022/23 was 40.

Discussion

The targets for this performance measure were revised in 2024 and set at status quo to reflect the increased cost of hosting events due to inflation, supply chain issues, a decline in volunteers, and the state of global and local economies.

Financial Summary

(\$000s)	2024/25 Restated Estimates ¹	2025/26 Estimates	2026/27 Plan	2027/28 Plan
Operating Expenses				
Tourism Sector Strategy	25,908	26,113	26,113	26,113
Arts and Culture	41,417	41,646	41,797	41,797
Sport and Creative Sector	27,117	27,239	27,239	27,239
Transfer to Crown Corporations and Agencies	86,581	88,432	88,464	88,464
Executive and Support Services	2,504	2,618	2,618	2,618
BC Arts and Culture Endowment Special Account	4,230	4,230	4,230	4,230
Physical Fitness and Amateur Sports Fund	1,200	1,200	1,200	1,200
Total	188,957	191,478	191,661	191,661
Capital Expenditures				
Executive and Support Services	3	3	3	3
Total	3	3	3	3
Capital Funding Vote				
B.C. Pavilion Corporation Capital Fund	10,000	59,222	27,279	10,000
Total	10,000	59,222	27,279	10,000
Other Financing Transactions				
Tourism Development Disbursements	600	600	600	600
Total Net Cash Requirements (Source)	600	600	600	600

¹ For comparative purposes, amounts shown for 2024/25 have been restated to be consistent with the presentation of the 2025/26 Estimates.

* Further information on program funding and vote recoveries is available in the [Estimates and Supplement to the Estimates](#).

Appendix A: Public Sector Organizations

As of March 4, 2025, the Minister of Tourism, Arts, Culture and Sport is responsible and accountable for the following organizations:

[BC Arts Council](#)

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

[BC Games Society](#)

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

[BC Pavilion Corporation](#)

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

[Creative BC](#)

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

[Destination British Columbia](#)

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

[Knowledge Network Corporation](#)

Knowledge Network provides programs that educate, challenge and inspire. The organization also supports independent B.C. documentary filmmakers through commissioning and pre-licensing of new programs.

[Royal British Columbia Museum](#)

The Royal BC Museum is an important and treasured cultural institution, ensuring B.C. natural and human history is preserved, and shared.

[Medal of Good Citizenship Committee](#)

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

Appendix B: Minister Mandate Letter



January 16, 2025

Honourable Spencer Chandra Herbert
Minister of Tourism, Arts, Culture and Sport
Parliament Buildings
Victoria, BC V8V 1X4

Dear Minister Chandra Herbert:

Congratulations on your appointment as Minister of Tourism, Arts, Culture and Sport at a critical time for our province. Serving as a member of the executive council is a privilege and responsibility which I am confident you will fulfill with integrity and a commitment to the people of our province.

British Columbians have trusted us with a mandate to deliver for them in ways that make a tangible difference in their daily lives. They expect us to listen and learn from people of different perspectives – and work together to make things better for everyone.

Specifically, we will tackle the challenges people worry about at the kitchen table:

- **Grow the economy by creating good jobs across British Columbia.** We will collaborate with businesses, workers, and communities to attract investments in both new and traditional sectors as well as emerging sectors of the economy. This approach will bring certainty for business, security for workers, and generate the wealth needed to support the essential services British Columbians rely on.
- **Reduce costs for families** including by helping people access homes they can afford through support for first-time homebuyers, increasing the supply of rental housing stock, and stronger measures to crack down on housing speculation.

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- **Strengthen health care** by expanding access to family doctors and recruiting and training more health professionals, ensuring that every British Columbian can access the care they need, no matter where they live. We will also increase access to addictions treatment and provide help for people whose struggles require intensive supports.
- **Make our neighbourhoods and communities safer** by working with law enforcement and social agencies to address street disorder, crack down on organized crime, and do all we can to ensure repeat offenders stay behind bars.

Our commitment to take action on climate change remains foundational and will be key to a healthy and prosperous BC for future generations.

Underlying all this work is our partnership with Indigenous peoples. Advancing reconciliation, implementing the *Declaration on the Rights of Indigenous Peoples Act* and working in partnership with First Nations rights-holders to advance shared interests is the responsibility of every Minister.

Over this mandate I expect you to prioritize making progress on the following:

- In order to protect key services that British Columbians rely on, work with the Minister of Finance to review all existing Ministry of Tourism, Arts, Culture and Sport programs and initiatives to ensure our programs remain relevant, are efficient, respond to the needs of tourism service providers and arts organizations, grow the economy, and help keep British Columbia as a world class tourism destination. This is important in the context of current Provincial budget constraints and the priorities of communities in the province.
- Work with communities to support the development of recreation centres, community centres, arts and cultural centres, sports fields, and other critical social infrastructure.
- Support communities in delivering community events such as fairs and festivals that bring people together.
- Continue to support the development, promotion, and growth of BC's film, television, and animation sectors in partnership with the Parliamentary Secretary for Arts and Film and the Minister of Finance.
- Continue to support tourism as a strong pillar of the BC economy by working with the sector to enhance economic growth and community vibrancy, sustainably promoting BC's unmatched geography and diverse experiences, and continuing to support rural and Indigenous tourism opportunities.

- Continue to support accessibility of amateur sport for all British Columbians.
- Leverage the opportunities provided by the Invictus Games, the FIFA World Cup in 2026, and other major event bid proposals to maximize the economic development and tourism impact of major events across the province.
- Support the work led by the Ministers of Agriculture and Food and Public Safety and Solicitor General to grow our economy by supporting food and beverage producers, farmers, restaurants and the tourism sector with flexible liquor, land use, and cannabis regulations in relation to the development of innovative tourism products and unique experiences.

To assist you in meeting the commitments we have made to British Columbians, you are assigned a Parliamentary Secretary for Arts and Film whose focus will be to:

- Engage with producers, workers, and employees of BC's film and television sectors to ensure our province is a good partner in supporting the promotion, diversification, and growth of our domestic and international industries.
- Identify opportunities for BC to enhance and grow the arts, culture, and film sectors and ensure their long-term prosperity.

You will work closely together and ensure your Parliamentary Secretary receives appropriate support to deliver on this work.

As you are aware, we have established an accord with the BC Green Caucus that supports our shared commitment to ensuring stable governance focused on delivering progress and tangible outcomes for British Columbians. The commitments in that accord complement the direction in these mandate letters.

As a Cabinet, we will uphold the highest standards of ethics, collaboration, and good conduct in service of the public, and as a Minister of the Crown, you are expected to review, understand, and act according to the *Members' Conflict of Interest Act*. You will establish a collaborative working relationship with your Deputy Minister and the public servants under their direction, who provide the professional, non-partisan advice that is fundamental to delivering on our government's priorities. Your Minister's Office must meet the highest standards for integrity and provide a respectful, rewarding environment for all staff.

The work we have ahead takes place in a profoundly challenging geopolitical environment. Close friends and neighbours to our south are contemplating imposing draconian tariffs on our products that would hurt both Americans and Canadians. Our allies internationally face governmental instability. Hate and racism are on the rise around the world. Artificial

intelligence breakthroughs with unclear implications and astonishing potential are announced daily. Global inflation, snarled supply chains, and war are threatening global economic growth and prosperity as well as the transition to a low-carbon economy.


We have an obligation to protect and defend British Columbians, as well as seize opportunities, in these uncertain times.

The good news is that we have everything we need to succeed, and we will succeed. British Columbia's people – our workers, entrepreneurs, business leaders, artists, and innovators – are among the most talented in the world. We are home to world-class educational institutions and public services. Our natural beauty is unmatched, we have internationally envied resources, and we are one of the most diverse places on the planet. Your job is to help us leverage these advantages in perilous times.

Use this mandate letter to guide your work, and do not be afraid to challenge assumptions, or be innovative, bold and aggressive in achieving the goals set out for you and your Ministry by the people of this province.

Thank you for joining me in the work ahead.

Sincerely,

A handwritten signature in blue ink, appearing to read "David Eby", with a long horizontal flourish extending to the right.

David Eby, KC
Premier

cc: Nina Krieger, MLA
Parliamentary Secretary for Arts and Film