



**MINISTRY OF TOURISM, SPORT AND THE ARTS
SERVICE PLAN SUMMARY
2007/08–2009/10**

Message from the Minister



The Ministry of Tourism, Sport and the Arts will play an important role in the Pacific Leadership Agenda and its five key elements: creating vibrant, connected communities; building new relationships with First Nations; renewing our health care system through ActNow BC and the Conversation on Health;

capitalizing on B.C.'s role as Canada's Pacific Gateway; and improving our competitiveness and productivity.

Key to our success will be launching and implementing our cross-ministry Tourism Action Plan and leveraging the benefits of hosting the 2010 Olympic and Paralympic Winter Games. The Tourism Action Plan builds on the foundation laid by Budget 2006's \$50 million injection to tourism and international economic development opportunities.

Our plan eliminates barriers to development by improving policies and coordinating processes with First Nations and local governments.

To commemorate the 150th anniversary of the founding of the Crown colony of British Columbia, the Ministry launched BC2008. Together with communities, we will hold events and provide programs to honour our past, and celebrate our future throughout 2008. BC2008 will bridge generations and cultures for British Columbians young and old.

Winning the 2010 Olympic and Paralympic Winter Games has meant new possibilities to enhance sport and sport tourism. The world wants to come to British Columbia, and B.C. is set to host major sporting events including: the 2007 World Youth Soccer Championships, the 2008 North American Indigenous Games and the 2009 World Police and Fire Games.

The 2010 Olympic and Paralympic Winter Games also give us the opportunity to showcase our arts, culture, and heritage to the world. We will solidify our growing reputation as a premier destination for arts, cultural and agri-tourism.

We will continue to foster the growth of B.C.'s creative economy. This includes looking at options to support the development of new infrastructure in arts and culture and fulfilling our goal of a framework for policy and decision making that builds creative capacity and supports the sustainability of creative organizations. The Ministry will also work to ensure that our film production industry – the third-largest in North America – remains as strong and competitive as ever.



Honourable Stanley B. Hagen

Minister of Tourism, Sport and the Arts



By creating a dedicated Minister of State for ActNow BC, Premier Gordon Campbell strengthened the government's focus on the promotion of healthy living and physical fitness. ActNow BC has a mandate to lead and co-ordinate collaborative efforts of ministries and numerous other partners to make changes in society and the environment to make healthy lifestyles easier.

ActNow BC focuses on:

- » Healthy eating;
- » Physical activity;
- » Healthy body weight;
- » Living tobacco-free; and
- » Healthy choices in pregnancy.



Honourable Gordon Hogg

Minister of State for ActNow BC

Purpose of the Ministry

The Ministry provides leadership to the tourism, sport and arts sectors, fostering job creation, business development, dynamic communities, and healthy, active lifestyles.

- » The Ministry works to coordinate investments, address challenges, and build strong relationships across the tourism sector. It protects B.C. heritage and archaeological sites, and supports resort development and adventure tourism, including forest recreation sites and trails.
- » The Ministry leads ActNow BC, coordinates efforts to increase participation in amateur sport and physical activity, and promotes B.C. as a sport and cultural event host.

- » The Ministry supports the creative economy of B.C., including arts and culture industries, societies, artists, and the motion picture industry.
- » The Ministry is coordinating government activities for the 150th anniversary celebration of B.C.'s founding as a Crown colony, an opportunity for all British Columbians to share in the province's history and future.

The Ministry is also responsible for overseeing a number of Crowns and agencies, with which it works to achieve its goals. These are the BC Arts Council, BC Games Society, Tourism BC, Royal BC Museum Corporation, BC Pavilion Corporation, Provincial Capital Commission, and the Vancouver Convention Centre Expansion Project.

Strategic Context

The Ministry must manage a wide range of potential influences, opportunities, and obstacles to achieve its goals, such as the global economy, fuel prices, currency exchange rates, labour shortages, variable federal policies, global security issues, declining numbers of U.S. visitors, aging infrastructure, and other economic pressures.

British Columbia has approximately 700 tourism-related resorts and lodges, generating more than \$2 billion in spending each year. Tourism development success depends on the Province's knowledgeable and efficient management of land use, environmental concerns, and First Nations interests – while maximizing opportunities.

The Ministry, working with Tourism BC, promotes continued strategic investments in marketing, which will help B.C. attract an even larger number of visitors in the years ahead. Likewise, the Ministry invests in the Province's diverse arts and culture sector, creating opportunities for unique and distinctive cultural expression. This helps make B.C. a more dynamic place to live as well as a popular destination for international visitors.

The Ministry is also leading the ActNow BC initiative to encourage British Columbians to be physically active and to make other simple, easy and healthy lifestyle choices. This work is critical in the face of changing provincial demographics; higher health care costs associated with an inactive, aging population; and, growing incidence of childhood obesity.

The Ministry relies on its many partners – Crown corporations and agencies, local governments, community groups, First Nations, and industry associations – to deliver arts, culture, recreation, and sport initiatives.



Vision

A province where citizens embrace participation and healthy lifestyles, and celebrate and maximize the social and economic benefits from tourism, sport and the arts.

Mission

To build strong partnerships that will foster sustainable tourism, sport and arts sectors, healthy lifestyles, and creative, active communities where people want to live, visit and invest.

Ministry Goals and Performance Measures

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

Objectives

- 1.1 Tourism revenue doubles by 2015.
- 1.2 Tourism, sport, arts, culture and heritage sectors fully leverage the opportunities presented leading up to the 2010 Olympic and Paralympic Winter Games, and beyond.
- 1.3 British Columbia's resort tourism base is expanded.

Performance Measure	Baseline	2007/08 Target	2008/09 Target	2009/10 Target
Obj 1.1 Percentage increase in annual overnight tourism revenues. ¹	3.5 per cent	4.7 per cent	5.3 per cent	6.9 per cent
Obj 1.3 Resort development approvals (Master Development Agreements, Operating Agreements, and Other Resort Development Approvals).	5	5	6	6

¹ *Overnight Tourism Revenues are calculated on a calendar year basis; hence the target of 4.7% for 2007/08 applies to the period January 1, 2007 to December 31, 2007*

Goal 2: Active and creative communities in which people have diverse opportunities to participate in sport, recreation, arts and culture.

Objectives

- 2.1 British Columbia's sport and recreation sectors are diverse, dynamic, and sustainable.
- 2.2 British Columbia's arts and culture sectors are diverse, dynamic and sustainable.
- 2.3 British Columbia has a dynamic and sustainable film and television production sector.

Performance Measure	Baseline	2007/08 Target	2008/09 Target	2009/10 Target
Obj 2.1 Percent of B.C. athletes on national teams (summer and winter games)	25 per cent	25 per cent	26 per cent	27 per cent
Obj 2.1 Economic impact (ratio of tax benefits to Provincial investments) of national and international sport event hosting.	2:1 ¹	2:1	2:1	2:1
Obj 2.2 Percentage of B.C.'s 25 major cultural organizations that maintain or improve their net financial position.	65%	70% ²	65%	65%
Obj 2.2 Value of arts endowments established through deployment of BC Arts Renaissance Fund.	\$8 million	\$9 million	TBD ³	TBD
Obj 2.3 Value of annual motion picture production expenditures in B.C. ⁴	\$1.0 B	\$1.0 B	\$1.0 B	\$1.0 B
Goal 2 Percentage of municipalities where BC2008 events are staged.	n/a	n/a	75 per cent ⁵	n/a

¹ Actual ratio of Provincial revenue to Provincial investment in the three major sporting events hosted in 2005/06 was 2.29:1

² The timing of the distribution of additional funding of \$3 million to the BC Arts Council is expected to positively impact the measure during 2006/07.

³ After 2007/08, the target will be to fully deploy the grant amount that remains. The program will be reviewed.

⁴ Historically, production activity does fluctuate, depending on many factors such as foreign exchange conversion rates and proposed production activity of major clients. The targets have a range of plus or minus \$200 million.

⁵ Based on calendar year 2008.

Goal 3: A physically healthy population where individuals make choices that enhance their health.

Objectives

3.1 A greater proportion of British Columbians are physically active.

Performance Measures	Baseline	2007/08 Target	2008/09 Target	2009/10 Target
Obj 3.1 Percentage of British Columbians active enough to derive health benefits. ¹	58 per cent	63 per cent	n/a (measured bi-annually)	70 per cent

¹ Based on 2005 report on 2003 survey: Canadian Community Health Survey, Statistics Canada. Results of the 2005 survey will be reported in 2007. Results of the 2007 survey will be reported in 2009.

Goal 4: Effective joint stewardship of British Columbia's outdoor recreational resources, heritage and archaeology.

Objectives

4.1 British Columbia's tourism-related outdoor recreation resources are effectively maintained.

4.2 British Columbia's historic places and archaeological sites are effectively protected.

Performance Measures	Baseline	2007/08 Target	2008/09 Target	2009/10 Target
Obj 4.1 Percentage of recreation sites receiving regular maintenance.	75 per cent	95 per cent	100 per cent	100 per cent
Obj 4.2 Percentage increase in the number of local governments using the Remote Access to Archaeological Data (RAAD) system.	27 local governments	18.5 per cent increase	20 per cent increase	20 per cent increase

Additional information about the Ministry's performance measures and baseline figures can be found in the complete version of the 2007/08-2009/10 Service Plan.

Resource Summary Table

Core Business Areas	2006/07 Restated Estimates	2007/08 Estimates	2008/09 Plan	2009/10 Plan
Operating Expenses (\$000)				
Sport, Recreation, Volunteers and ActNow BC	20,531	21,949	14,580	14,530
Arts and Culture	19,125	19,393	19,393	19,393
Tourism	17,439	17,216	18,059	18,501
BC2008	2,425	2,906	2,681	0
Film Commission	1,549	1,560	1,560	1,560
Strategic Initiatives and Policy	914	925	925	925
Transfers to Crown Corporations and Agencies	144,260	61,820	25,090 ¹	17,836
Executive and Support Services	3,642	3,779	3,809	3,824
Total	209,885	129,548	86,097	76,569

¹ An additional \$8 million is included in the Contingencies Vote for the Vancouver Convention Centre Expansion Project. For further information, see the Vancouver Convention Centre Expansion Project service plan. At the time of writing the Ministry's service plan, the Vancouver Convention Centre Expansion Project was undertaking a full review and assessment of the impact of higher than expected construction costs on the project. Preliminary estimates of an updated project cost are in the range of \$800 million depending upon the contract model selected.

CONTACT INFORMATION

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For more information on the Ministry of Tourism, Sport and the Arts and its programs, please visit our website at: www.gov.bc.ca/tsa

For more information on this and other ministry Service Plans, please visit: www.bcbudget.gov.bc.ca/2007/serviceplans.htm