

Unlocking BC's *Cultural* Potential

BC's arts, culture, and heritage sector is a key employer, economic driver, and trusted source for community education. BC is the only province without a strategic plan for its cultural sector. Without a cultural plan, investments in the arts are often fragmented and inefficient, and we risk losing our unique cultural assets.

The arts sector is ready to grow its impact with proper backing from the Province. The untapped potential of our sector can significantly boost the overall value of other sectors. On the other hand, current underinvestment in the arts is hurting other parts of the province's economy, such as tourism.

We call upon the Government of BC to:

1. Partner with the sector to develop a provincial arts, culture, and heritage action plan. Our focus areas include: **housing and infrastructure, health and wellness, climate resilience, green economy, and reconciliation and equity.**
2. Increase the annual BC Arts Council budget to \$55 million.
3. Maintain COVID-era investments in arts, culture, and heritage.

Our sector offers proven creative, affordable, and sustainable solutions for many of the biggest challenges in BC communities. **For more information, visit our website: CoalitionBC.ca**

About the *Coalition*

The BC Coalition of Arts, Culture, and Heritage represents thousands of arts, culture, and heritage organizations in every region and more than 188 communities in BC. This includes hundreds of cultural businesses, venues, festivals, consultants, and independent practitioners, as well as tens of thousands of professional artists, cultural practitioners, and volunteers.

Since 2019, BC's cultural economy has been a powerhouse, outshining every other province in Canada

- **\$8.6 Billion:** Each year, the cultural sector adds more to BC's economy than the forestry or hotel industries.
- **Top in job growth:** BC is leading the nation with new jobs in arts and culture.
- **Supercharging tourism:** Our cultural sector has helped tourism bounce back faster than most provinces.

Coalition Contact

Megan Lau, Campaign Manager
Email: admin@CoalitionBC.ca



Creative *Solutions* for BC

Through a strategic Action Plan, the Province of BC could leverage arts, culture, and heritage in the following key priority areas:

Priority	Potential Policy Solution	Benefits
Belonging, identity, reconciliation, anti-racism, and equity	Revise funding and policies for arts, culture, and heritage to prioritize reconciliation, equity, and anti-racism. Ensure that support is distributed fairly and addresses historical and systemic inequalities.	Supports equity-led cultural organizations in all communities to share their stories, fostering inclusivity and creating a more vibrant future for all British Columbians. Honours and advances Indigenous sovereignty and leadership in reconciliation, repatriation; as well as Indigenous artists and cultural workers' contributions to the creative economy.
Climate resilience, emergency preparedness, and disaster recovery	Create a cross-ministry strategy to use creative recovery methods for climate mitigation, emergency preparedness, and community disaster recovery. Collaborate across departments to implement proven frameworks that support resilience and recovery.	Empowers communities to enhance social and economic resilience, and helps them better manage risks and prepare for disasters.
Green economy	Promote and recognize BC's world-class cultural experiences and products, enhancing the province's global cultural presence, and creating good, sustainable jobs.	Enhances the role of arts, culture, and heritage in BC's economy by fostering cross-sector partnerships, boosting cultural tourism and business supports to increase their economic impact, and investing in the cultural workforce.
Housing and infrastructure	Establish a Cultural Infrastructure Fund to invest in the upkeep and enhancement of cultural assets. This includes funding infrastructure improvements and mixed-use developments, developing policies, and creating a Cultural Land Trust to protect and manage cultural sites.	Integrates services, business, and cultural spaces, revitalizing neighborhoods and energizing the arts sector while transforming underused areas and improving community infrastructure.
Health and wellness	Invest in innovative health solutions by developing a social prescribing model and supporting collaboration between the arts and healthcare sectors. This approach integrates cultural activities into health strategies.	Provides cost-effective creative programs that improve quality of life for British Columbians and reduce strain on the public healthcare system.