

From: **"Mochrie, Paul" <Paul.Mochrie@vancouver.ca>**
To: **"Direct to Mayor and Council - DL"**
Date: 7/25/2021 11:58:50 AM
Subject: Provincial COVID support for PNE
Attachments: 2021TACS0054-001440.pdf

Mayor and Council,

I am forwarding FYI the following message from Shelley Frost and attached release from the Province announcing the distribution of its Major Anchor Attractions funding program. The PNE has been awarded \$1M under this program, which is great news.

Best,
Paul

From: Shelley Frost <sfrost@pne.ca>
Sent: Friday, July 23, 2021 2:19 PM
To: Dominato, Lisa <Lisa.Dominato@vancouver.ca>; Rosa, Donnie <Donnie.Rosa@vancouver.ca>; Mochrie, Paul <Paul.Mochrie@vancouver.ca>; Impey, Patrice <Patrice.Impey@vancouver.ca>; Kassam, Nick <Nick.Kassam@vancouver.ca>; Ty Speer <tyspeer@hotmail.com>; Rachel Roy <rroy@aqrlaw.ca>
Cc: PNE Executive Management Committee <ExecutiveManagement@pne.ca>
Subject: [EXT] Fwd: Tourism release being distributed today with press conf at Night Market

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Hi all,
Just wanted to share this release. You may not have seen your board packages yet but in that info, you will see that the PNE has been awarded \$1m from the Province of BC through its Major Anchor Attractions programs. We are thrilled to receive this 1st confirmation of funding and remain in discussions with both feds and province on a number of very positive fronts that give us every reason to believe that significant additional program support is coming. We expect to be able to use our Fair to clearly communicate that the PNE's financial position and future are strong and no longer in jeopardy.

Look forward to sharing more details
Shelley

Shelley...from my phone on the go

NEWS RELEASE

For Immediate Release
2021TACS0054-001440
July 23, 2021

Ministry of Tourism, Arts, Culture and Sport

Attractions get support to anchor their communities

RICHMOND – More than 80 anchor attractions and tour bus operators in B.C. will receive direct support for their recovery from the impacts of the COVID-19 pandemic.

“Today is an exciting day for our major anchor attractions that, because of the restrictions that have been in place throughout the pandemic, made sacrifices to keep us all safe,” said Melanie Mark, Minister of Tourism, Arts, Culture and Sport. “The sector called on government to provide grants, not loans, and we worked with tourism sector leaders to make sure these vital businesses and non-profits can continue to employ residents and draw visitors to attractions throughout B.C.”

B.C.’s anchor attractions play an important role in B.C.’s economy by drawing visitors to communities and supporting local small businesses throughout the province. Tour bus companies are a key link to bring travellers to many of the regional destinations, attractions and experiences.

The Major Anchor Attractions Program, first announced in May 2021, was one of the seven calls to action from the Tourism Task Force. Grants of up to \$1 million will be provided to both businesses and not-for-profits, including:

- 23 urban anchor attractions;
- 34 rural anchor attractions; and
- 26 tour bus operators.

Recipients include Butchart Gardens, International Dragon Boat Festival, the Pacific National Exhibition (PNE), Sea to Sky Gondola, Science World, Richmond Night Market, HR MacMillan Space Centre, Big White Ski Resort, Britannia Mine Museum, Hells Gate Airtram and Wilson’s Transportation.

Organizations can use the grants to pay for rent and utilities, payroll and costs related to restarting or ramping up operations and other business expenses that will help them recover from the impacts of the pandemic. For example, Richmond Night Market will use its \$1-million grant to help it maintain its role as a significant attraction in the City of Richmond.

“We are so thankful that the government listened and provided support,” said Raymond Cheung, owner and event organizer, Richmond Night Market. “This grant comes at exactly the right time. We have just reopened today, and having this funding will help us reopen safely and make sure we can continue to provide a great summer experience for years to come.”

Since the start of the pandemic, the B.C. government has worked with industry to provide relief and support. In addition to the Major Anchors Attraction Program, the Province has provided

the following:

- A \$100-million tourism-specific stream under the Small and Medium Size Business Recovery Grant program.
- \$5 million was allocated in dedicated relief funding delivered by Indigenous Tourism BC for Indigenous tourism businesses.
- \$53 million has been invested in community-based tourism infrastructure and destination development to help tourism in B.C. recover, create jobs and spur economic development.
- The Province partnered with go2HR to design a COVID-19 safety certificate course for the tourism and hospitality workforce.
- Budget 2021 includes an additional \$50 million in to support tourism recovery and \$20 million for community-based tourism infrastructure.

For a complete list of supports, visit: <https://news.gov.bc.ca/factsheets/covid-19-economic-recovery-plan-boosts-bc-tourism-industry>

Quotes:

Aman Singh, MLA for Richmond-Queensborough –

“The Richmond Night Market is an important hub in our community, welcoming people from all over the Lower Mainland and beyond. Our government has been working with the tourism sector throughout the pandemic, and I’m proud we are providing this support so it can continue to operate attractions and tour buses in our communities.”

Shelley Frost, president and CEO, PNE –

“The PNE is thrilled to receive this \$1-million grant from the Province. The PNE team deeply thanks the ministry for confirming our very first COVID-19 relief-related support since the pandemic started. We want to acknowledge this important program and thank the Province for taking this important step toward helping our organization get back to economic vitality. I know this program will be a life line for so many local attractions and operators.”

Quick Facts:

- Applications for the Major Anchor Attractions Program opened June 7, 2021.
- Major anchor attractions in urban centres that receive 75,000 or more visitors per year were eligible for up to \$1 million.
- Major anchor attractions in rural areas that receive 15,000 or more visitors per year were eligible for up to \$500,000.
- Tour bus companies that serve 30,000 or more passengers per year were eligible for up to \$500,000.
- A total of \$36.3 million was allocated to grant recipients throughout the province.

Learn More:

For a list of BC Major Anchor Attractions recipients by region, visit: http://news.gov.bc.ca/files/7-23_BCMAA.pdf

Contact:

Ministry of Tourism, Arts, Culture and Sport
Media Relations
250 208-4309

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