[Letterhead]

Dear MPP [last name],

Thank you for your leadership and your work to support our community during the COVID-19 crisis. As the province plans for recovery, we would like to remind you of the contributions museums make to the well-being of our community. As a member of the Ontario Museum Association (OMA) and in my capacity as [role] of the [local museum or Network name], I am requesting your support for museums and the OMA’s recommendations for our sector. Museums recognise the tremendous financial pressures on our provincial government at this time and welcome the important investments announced in *Ontario's Action Plan: Protect, Support, Recover*—the Fall 2020 Ontario Budget. To sustain and empower our sector through the pandemic and into recovery, Ontario’s museums bring forward recommendations of targeted supports for museum-specific needs.

While doing their part to address COVID-19, all 700-plus museums in Ontario are seeing negative impacts. Museums are key parts of the broader educational system, provide employment, and are vital tourism and community assets and infrastructure in all communities across Ontario. Ontario’s museums contribute $1.6 Billion in value annually, $3.70 in return for every dollar invested. In response to the current health crisis and Government of Ontario’s mandatory closures of public facilities, museums across the province closed in all cases and have re-opened where possible. Re-opening does not mean a return to normal however—museums have incurred unanticipated, increased costs in order to re-open, with drastically reduced sources of revenue. As a result of these essential measures to ensure public health and keep Ontarians safe, museum employees, sites, and collections are more vulnerable.

As our province looks to long-term recovery, changing tourist and education practices will make digitalized museums more valuable for Ontario. Even before the pandemic encouraged museums to shift to digital experiences, demand for online museum content in Ontario had grown by 40% over two years. The recommended targeted funding will ensure that every Ontario museum has the opportunity to participate in producing digital content in a strategic, sustainable way that meets the needs of their communities and helps build their visitor base.

The Ontario Museum Association has made the following recommendations to the Ontario government, in a White Paper titled, “Exhibiting Resilience: Empowering Ontario’s community museums for strategic recovery”. Read the document on the OMA website here: <https://members.museumsontario.ca/programs-events/advocacy>

**We request your support of the following recommendations outlined in this document:**

**Support for Ontario Museums:**

**1. An Ontario Museum Relief Fund of $8.5million**

**2. A Digital Response Fund of $10million over three years**

**3. A Renewed Funding Model of operating funding to a total of $15million annually**

In our community, these recommendations would: [add details of how these recommendations and support could make a difference for your museum]

We look forward to working together to support Ontario’s museums. Please feel free to contact me if I can answer any questions: [email] or [phone].

Thank you,

 [name and role]

[Organization you represent (if applicable)]

cc. The Honourable Lisa MacLeod, Minister of Heritage Tourism, Sport and Culture Industries

cc. Ontario Museum Association