

ONTARIO MUSEUM
A S S O C I A T I O N
MUSÉES DE L'ONTARIO

COVID-19 and Ontario Museums: 2nd Survey

Ontario Museum Association Survey on the Impacts of COVID-19 for Ontario Museums

We know that COVID-19 has created a challenging and unprecedented environment for Ontario's museum operations. Since the pandemic began, the OMA has been working to respond to and voice the concerns and diverse needs of our sector, including presentations and submissions at the provincial and federal levels.

We ask that you complete this second Survey to capture impacts of COVID-19 on museums to the end of July 2020. Survey responses provide evidence that forms the foundation of our advocacy work with government, funders, and other organizations.

This second Survey takes approximately 15 minutes to complete, and the results will be widely shared with the sector as a reference.

The data collected will be confidential, and will only be reported in an anonymous and aggregated form.

In light of the complex and evolving situation, please answer the questions the best that you can and with your current information. If you have any questions or further concerns, please do not hesitate to contact us at community@museumsontario.ca.

1. Name of your museum

2. Museum Postal Code

3. Your Name

4. Your email address

5. Is your museum a seasonal museum?

Yes

No

6. At this time, do you anticipate your museum will reopen to visitors in 2020?

Yes

No

We have already re-opened to visitors

7. Museum Current Status for Visitors

Re-Opened to Visitors, with no changes for visitors

Re-opened to Visitors with limited visitor experience/reduced visitor capacity

Closed to Visitors, open only to Staff

Closed, with only site monitoring

Permanently closed

Other (please specify)

8. Closure Start Date

Date (as MM/DD/YYYY)

Date



9. Re-Open Date (if known)

Date (as MM/ DD/ YYYY)

Date

MM/DD/YYYY

10. What modifications to your operations have you made to open to visitors? (Check all that apply.)

- Limited Hours
- Reduced visitor capacity
- Open by appointment only
- Timed tickets
- Masks required by visitors
- Increased cleaning
- One-way visitor traffic
- Contact tracing (paper lists)
- Contact tracing (digital)
- Reduced number of exhibits/spaces/experiences open
- Reduced number of public programs
- My museum is closed to Visitors

11. What factors are impacting your ability to operate *in 2020* ? (Check all that apply)

- Cost or availability of equipment and safety measures (e.g. PPE, barriers, sanitizer etc.)
- Cost or availability of technology or software (e.g timed tickets, contact tracing, etc.)
- Staff redeployment, layoffs, or recruitment challenges
- Board/Governance challenges
- Lack of training for safe re-opening (e.g. limited time or resources)
- Revenue losses, budget pressures
- Low volunteer availability or confidence
- Other (please specify)

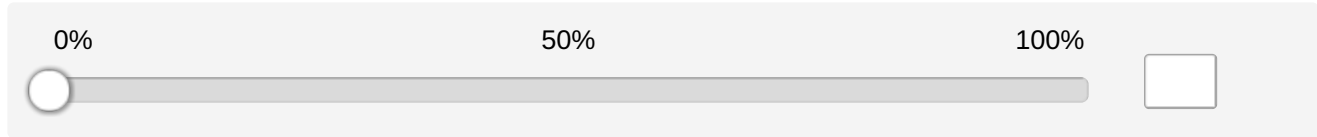
12. Please estimate the percent reduction in your revenue for the period of March thru July 2020.

Example

March-July 2019: \$30,000 revenue

March-July 2020: \$ 3,000 revenue

= 90% reduction in revenue



13. What types of revenue have been **negatively** affected? (Check all that apply.)

- Admission Fees
- Public Program Fees
- School Groups
- Summer and/or March Break Camps
- Gift Shop Sales
- Space or Venue Rentals
- Fundraising Events
- Sponsorships or Donations
- Membership Fees
- Government funding and/or grants
- Other (please specify)

14. What are your estimated increased costs due to the pandemic ? (An estimate is fine, no need for a dollar sign (\$)). Leave blank if unknown or use "0" if none.

15. What types of increased costs has your museum experienced? (Check all that apply.)

- Personal Protective Equipment (PPE)
- Barriers and crowd control (including clear "sneeze guards")
- Increased Staffing
- Technology or Software
- Increased Cleaning
- Contract Cancellations
- My museum has not had any increased costs
- Other (please specify)

16. Have you applied, or will you apply, for the Museums Assistance Program COVID-19 Emergency Support by September 1, 2020? (Check one)

- Yes
- No
- My museum is not eligible

17. Which of the following programs has our museum received financial support from to date? (Check all that apply)

- CEWS (whether 10% or 75% wage subsidy)
- CEBA Loan Program
- MAP Emergency Support
- Early release of CMOG grant
- Early release of HODG grant
- My museum does not qualify for the above programs
- None of the above
- Other (please specify)

18. How have your staffing levels been affected by the pandemic since March 2020? (Put zero if none)

How many staff have been laid off since March 2020? (Including staff recalled from layoff)

How many staff have been recalled from layoff since March 2020?

How many staff are currently redeployed?

How many contracts have been affected? (early ending or cancellation, etc.)

How many seasonal/summer staff positions have been delayed or cancelled?

Number of positions currently with reduced hours?

My staffing level has not been affected by the pandemic. (Put an X in this box.)

Other

19. How has the pandemic impacted volunteer opportunities at your museum? (Check all that apply.)

- Some or all volunteers are not able to participate as usual
- We are able to offer fewer opportunities for volunteers
- Available volunteer opportunities remain vacant
- We have increased the number of volunteer opportunities
- Our volunteer participation has not changed
- Our museum does not have volunteers

20. What digital/virtual engagements have you put in place **as a result of COVID-19** since March 2020?
(Check all that apply.)

- Virtual tours (any format)
- Webinars or online lectures
- More of collection available online
- Online/ downloadable activities
- Increased social media activity
- Fundraising campaign
- Online ticket sales, timed tickets, and/or reservations
- Collecting stories, diaries, images, or personal history of COVID-19
- Other (please specify)

21. Please select the option that best reflects your level of confidence around whether your museum will have sufficient financial resources to operate **in 2021** .

- High confidence
- Moderate confidence
- I don't know
- Low confidence
- No confidence
- My museum is already closed
- Other (please specify)

22. What assistance should the Ontario Museum Association provide to support your response to COVID-19? Please weight each item from Low Priority (1) to High Priority (4)

	Low Priority		High Priority	
Increased Advocacy to government for additional funding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business Planning support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advisory Service (one on one)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital programming training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online revenue generation training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facilitating connections or conversations between museums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Governance support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Links to vendors of pandemic-related goods and services (e.g. PPE vendors, ticketing software, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Group purchasing for supplies, technology, software and/or services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotion/marketing of member museums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sharing museums' responses to COVID	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

23. Has your museum been affected by COVID-19 in any way not covered in the Survey above? Could the Ontario Museum Association support you in another way? If Yes, please tell us more about your situation.