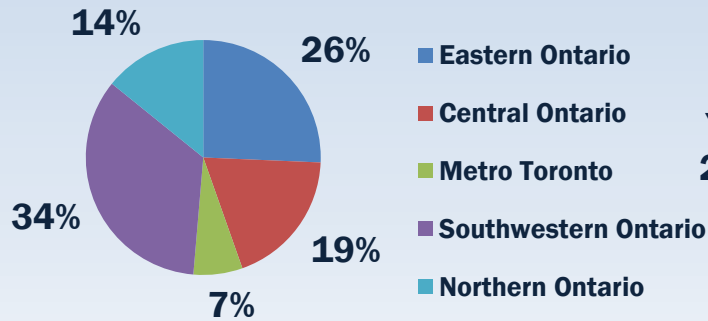


# 2<sup>nd</sup> COVID-19 Impact Survey

Responses Collected August 13-September 4, 2020

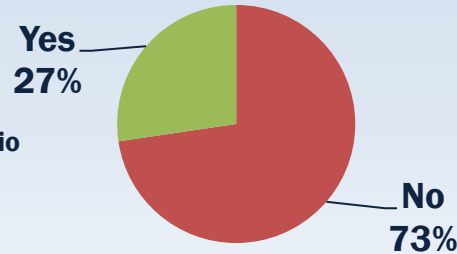
150 Respondents; Data reflect the responses at date collected

## Respondents by Region

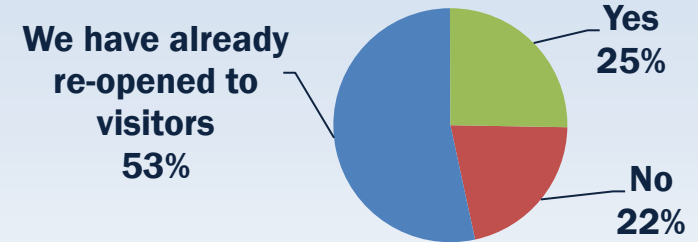


30% of respondents are Rural

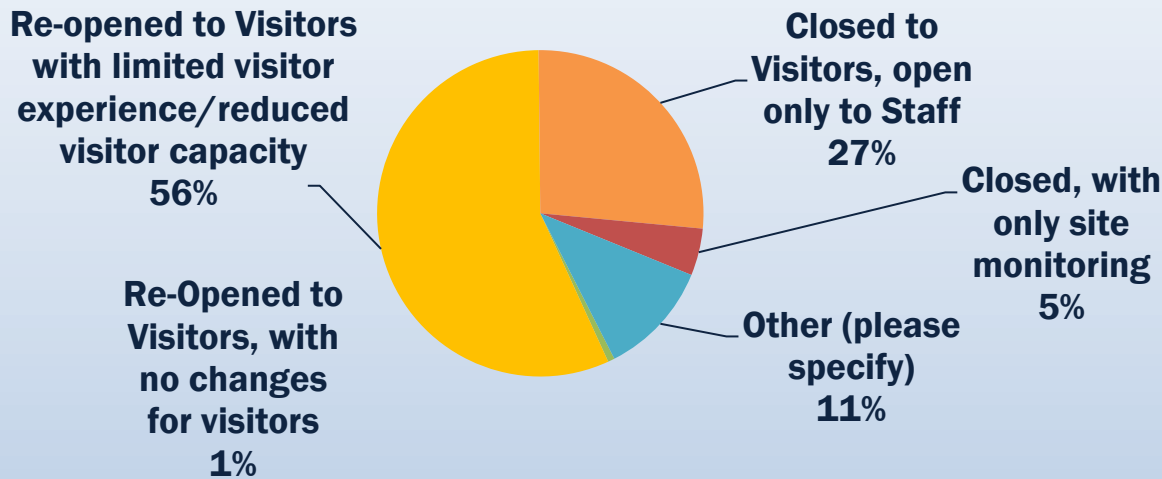
## Is your museum a seasonal museum?



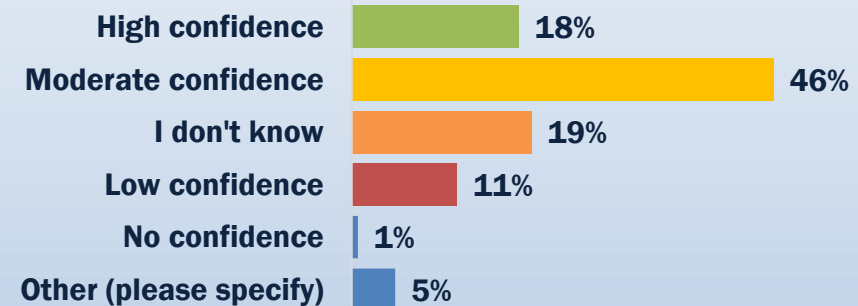
## At this time, do you anticipate your museum will reopen to visitors in 2020?



## Museum Current Status for Visitors



## What is your level of confidence around whether your museum will have sufficient financial resources to operate in 2021?



**Museums Need:** • An Ontario Museums Relief Fund • A Digital Response Fund • A Renewed Funding Model

**127 DAYS**

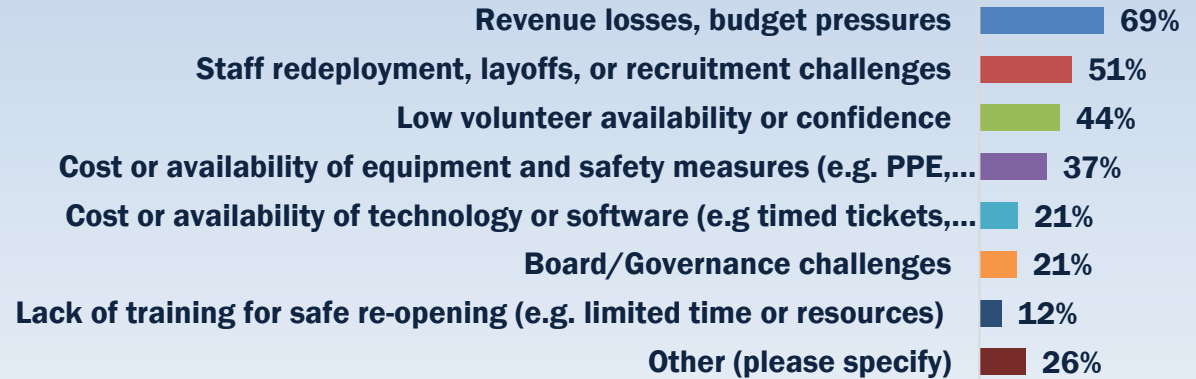
**Average Length of closure for COVID-19**  
(museums that could report)

**75%**

**Average reported Revenue losses**  
March-June 2020

**More than a third of the year and almost all seasonal tourism were affected**

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



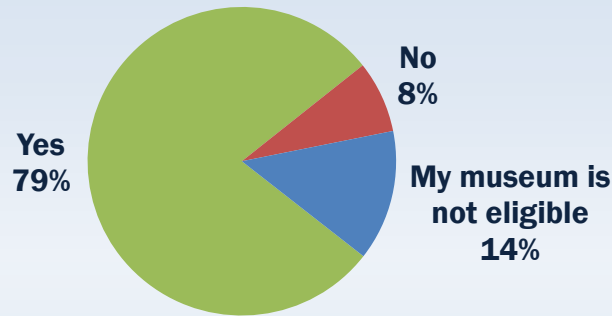
**What types of revenue have been negatively affected?**  
(Check all that apply.)  
(% respondents)



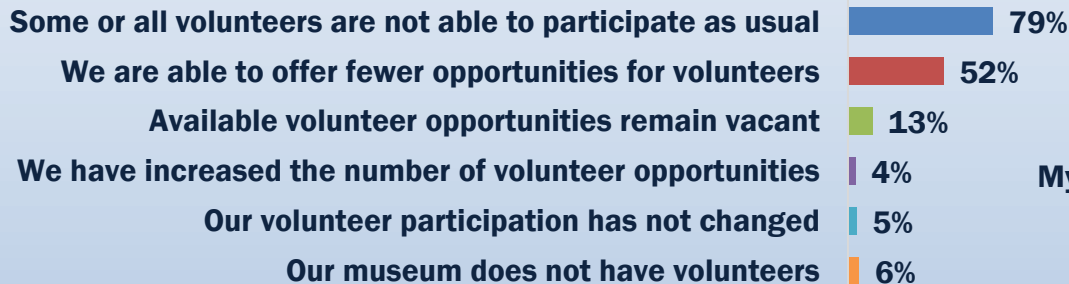
**What modifications to your operations have you made to open to visitors? (Check all that apply.)**  
(% respondents)



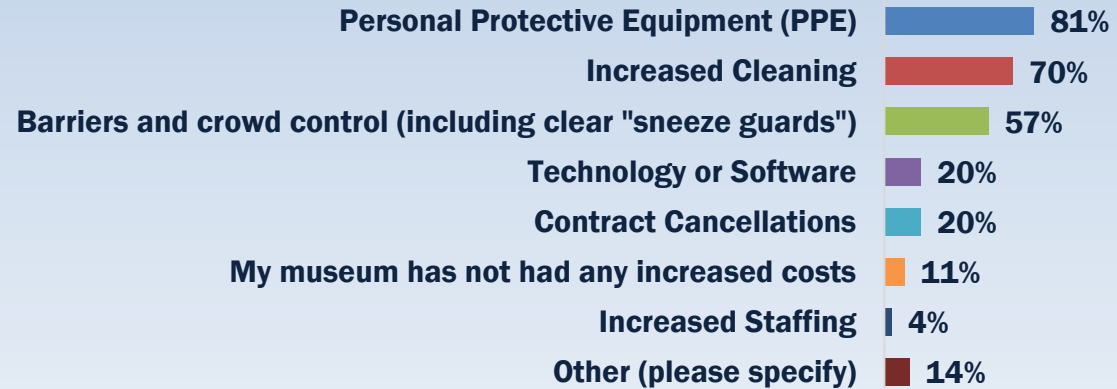
**Have you applied, or will you apply, for the Museums Assistance Program COVID-19 Emergency Support by September 1, 2020?**



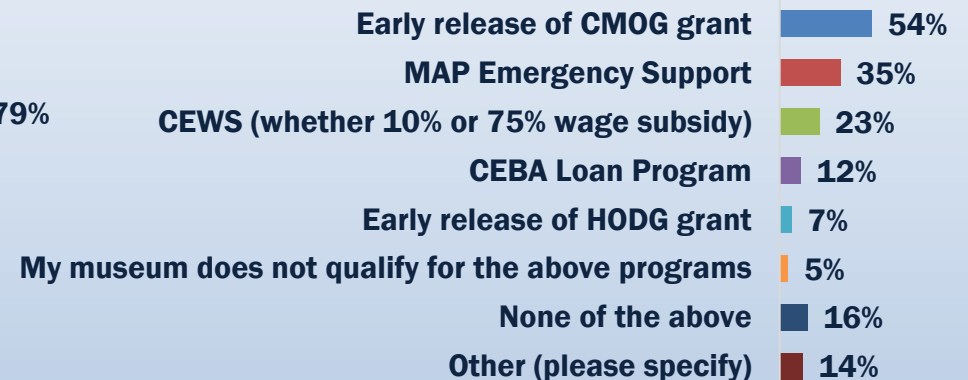
**How has the pandemic impacted volunteer opportunities at your museum? (Check all that apply.) (% respondents)**



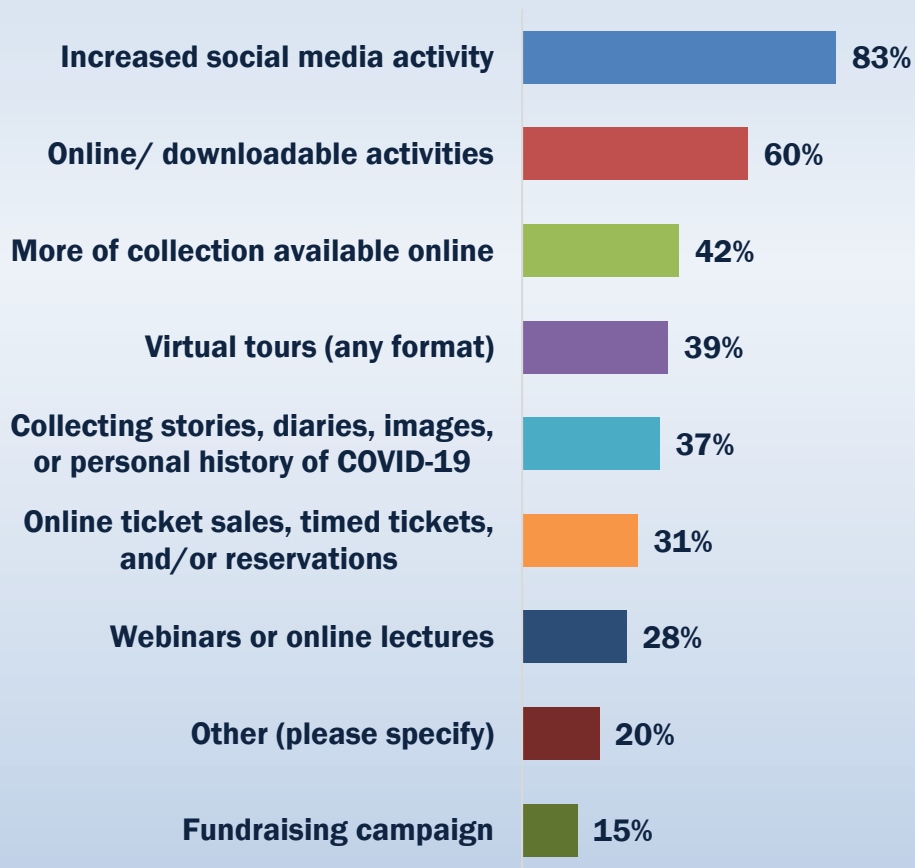
**What types of increased costs has your museum experienced? (Check all that apply.) (% respondents)**



**Which of the following programs has your museum received financial support from to date? (Check all that apply.) (% respondents)**



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



## The Ontario Museum Association Recommends Investments of:

- **\$8.5 million for an Ontario Museum Relief Fund**
- **\$10 million for a Digital Response Fund**
- **An increase to funding for community museums to \$15 million annually**