

IN ONTARIO'S RURAL COMMUNITIES, **MUSEUMS SUPPORT:**

✦ **Economic Development**

- Museums help attract skilled workers¹ & visitors⁹ and renew downtowns²

✦ **Tourism Growth**

- Museums are key assets for developing Ontario's rural tourism^{7,8}
- Ontario museums welcome 7.5 million visits by tourists every year^{3,9}
- Museum visitation in Ontario has grown 15% in five years⁹
- Cultural tourists, on average, spend twice as much and stay a night longer¹⁰

✦ **Local Education**

- Museum visits build higher achievement and skills in reading, math, science, and critical thinking, especially for rural students^{5,6}
- 77% of Ontario museums offer programs linked to provincial curriculum³
- Digital experiences link museums and schools³

✦ **Community Identity & History**

- 2/3 are Community Museums, dedicated to local stories and history³
- Rural museums are key amenities for community pride and rural culture⁴

✦ **Senior Vitality**

- 45,000 Ontario seniors take part in specialized museum programs each year³
- Museum programs combat social isolation and build senior well-being¹¹
- Ontario's 35,000 museum volunteers contribute 2.3 million hours a year¹⁰

IN ONTARIO'S RURAL COMMUNITIES,

museums, galleries, & heritage sites
help create distinct & vibrant places to
live, work, visit, & invest

About the Ontario Museum Association

The OMA is the professional association representing the more than 700 museums, galleries, and heritage sites across Ontario.

50 rue Baldwin Street, Toronto, ON

M5T 1L4

Tel.: 416 348-8672 Toll-free/Sans-frais ON: 1-866-OMA-8672

Fax/Télééc.: 416 348-0438 www.museumsonario.ca

Connect with us:

Marie Lalonde

Executive Director / Directrice générale

Ontario Museum Association /
Association des musées de l'Ontario

Email : mlalonde@museumsonario.ca

Sources:

1. Policy Statement on Social-Economic Development. Federation of Canadian Municipalities, March 2016.
2. *Downtown Revitalization Strategies in Ontario's Mid-Sized Cities: A Web-Survey and Case Study*, by C. Lauder, (Masters' Thesis) University of Waterloo, April 17, 2010.
3. *Ontario's Museums 2014 Profile*. Ontario Museum Association, 2016.
4. *Rural Tourism-An Overview*. Government of Alberta, Agriculture and Rural Development, October 2010.
5. D. W. Swan, 2014. *The Effect of Informal Learning Environments on Academic Achievement During Elementary School*. Paper presented at the 2014 annual meeting of the American Educational Research Association.
6. J. P. Greene, B. Kisida, D. H. Bowen, 2014. The Educational Value of Field Trips. *Education Next*, Winter 2014, pages 78-86.
7. Innovative Best Practices to Foster Sustainable Tourism in Ontario's Rural Communities. University of Guelph Tourism Collaborative, February 2015.
8. The Visitor Economy and Rural Cultural Amenities. Rural Ontario Institute. C. Fullerton, part of the Rural Ontario Foresight Papers, 2017.
9. *Government of Canada Survey of Heritage Institutions: 2017*. Department of Canadian Heritage, 2018.
10. *Ontario Arts and Culture Tourism Profile*, by Research Resolutions & Consulting Ltd. for Ontario Arts Council, November 2012.
11. Social participation and the health and well-being of Canadian seniors. H. Gilmour, Research article, *Statistics Canada Health Reports*, Vol. 23, No. 4, December 2012.