

# Museums and Your Municipality

## MUSEUMS, GALLERIES, AND HERITAGE SITES:

### ✦ help create a sense of place

Cultural institutions are a part of what defines a community's **unique identity**<sup>1</sup>.

- **43%** of Ontario's museums are in a designated heritage structure<sup>2</sup>

### ✦ supplement school curriculum

- More than **2 million** visits are made every year by Ontario children on school trips<sup>2</sup>
- **77%** of museums in Ontario offer programs linked to provincial curriculum requirements<sup>2</sup>

### ✦ support healthy, active seniors

Activities like museum programs contribute to **social participation** and **senior well-being**<sup>9</sup>.

- More than **45,000 seniors** participate in special museum programs across the province annually<sup>2</sup>

### ✦ preserve and promote local stories ✦ attract cultural tourists

- **2/3** of Ontario museums focus primarily on **local community & history**<sup>2</sup>
- **52%** of museum collections in Ontario contain more than 10,000 objects which reflect their local community's population and industry<sup>2</sup>

- Ontario's museums see more than **7.5 million** visits by tourists annually<sup>2</sup>
- Cultural tourists spend **twice as much** per visit as typical tourists<sup>3</sup>

### ✦ promote skill-building and learning

Heritage institutions play a role in shaping and **encouraging young people** in their communities<sup>8</sup>.

- **90%** of Ontario's museums provide training and professional development for staff and volunteers<sup>2</sup>

### ✦ contribute to vibrant and vital communities

Museums are invested in the well-being of their communities, with **half** partnering with other organizations and **54%** actively contributing to local cultural planning<sup>2</sup>

- **55%** of museum visits in Ontario are by local residents<sup>2</sup>
- More than **750,000 participants** join museum activities in Ontario every year<sup>2</sup>

Museums, galleries, and heritage sites are found across every region of the province. That means there are more than 700 institutions in Ontario that are committed to their local community and economy.

**As the largest government funder for most of Ontario's smaller museums (annual revenues less than \$2 million)<sup>2</sup>, municipalities create value in their communities through the work of their museums.**

# Museums and Your Municipality

## With Municipal Support, Museums, Galleries, and Heritage Sites CAN:

### ✦ revitalize downtown areas

- 83% of Ontario mid-size cities found cultural and recreational amenities effective in their work to renew their downtown<sup>5</sup>
- 88% of Ontarians see arts and cultural activities as important to local economic well-being<sup>4</sup>

### ✦ enhance feelings of belonging

Ontarians agree that culture:

- Brings people from diverse backgrounds together as a community (90%)<sup>6</sup>
- Helps define what it means to be Canadian (86%)<sup>6</sup>

### ✦ improve local quality of life

- 92% of Ontarians agree that exposure to arts and culture is important to individual well-being<sup>4</sup>
- 86% of Ontarians attend a live arts and culture event at least once per year<sup>4</sup>

### ✦ attract and retain a skilled workforce

- “Arts, culture and heritage improve the ability of municipal governments to **influence local economic development** by attracting and retaining a skilled and talented workforce.”<sup>7</sup>

#### Sources:

1. *Museums, Community and Urban Heritage*, William Logan, *Queensland Review* Vol. 12, No. 1, 2005.
2. *Ontario's Museums 2014 Profile*, Ontario Museum Association, 2016.
3. *Ontario Arts and Culture Tourism Profile*, by Research Resolutions & Consulting Ltd. for Ontario Arts Council, November 2012.
4. *Arts and Heritage Access and Availability Survey 2016-2017*, Environics Research Group, March 2017.
5. *Downtown Revitalization Strategies in Ontario's Mid-Sized Cities: A Web-Survey and Case Study*, by Christopher Lauder, (Masters' Thesis) University of Waterloo, April 17, 2010.
6. *Impressions of the Impact of the Arts on Quality of Life and Well-Being in Ontario: Ontario Arts Council Survey Findings*, by Nanos Research for the Ontario Arts Council, March 2017.
7. *Policy Statement on Social-Economic Development*, Federation of Canadian Municipalities, March 2016.
8. *Government of Canada Survey of Heritage Institutions: 2017*, Department of Canadian Heritage, 2018.
9. *Social participation and the health and well-being of Canadian seniors*, Research article, Heather Gilmour, *Statistics Canada Health Reports*, Vol. 23, No. 4, December 2012.

## ONTARIANS VALUE MUSEUMS

88% of Ontarians agree that arts and culture add value to their community<sup>6</sup>

Volunteers across the province contributed more than **2.3 million hours** to museums, art galleries, and historic sites in 2015.<sup>8</sup>

#### About the Ontario Museum Association

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

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