

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**¹.

- **43%** of Ontario's museums are in a designated heritage structure²

✦ supplement school curriculum

- More than **2 million** visits are made every year by Ontario children on school trips²
- **77%** of museums in Ontario offer programs linked to provincial curriculum requirements²

✦ support healthy, active seniors

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

- More than **45,000 seniors** participate in special museum programs across the province annually²

✦ preserve and promote local stories ✦ attract cultural tourists

- **2/3** of Ontario museums focus primarily on **local community & history**²
- **52%** of museum collections in Ontario contain more than 10,000 objects which reflect their local community's population and industry²

- Ontario's museums see more than **7.5 million** visits by tourists annually²
- Cultural tourists spend **twice as much** per visit as typical tourists³

✦ promote skill-building and learning

Heritage institutions play a role in shaping and **encouraging young people** in their communities⁸.

- **90%** of Ontario's museums provide training and professional development for staff and volunteers²

✦ 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 planning²

- **55%** of museum visits in Ontario are by local residents²
- More than **750,000 participants** join museum activities in Ontario every year²

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 governmental funder for most of Ontario's smaller museums (annual revenues less than \$2 million)², municipalities create value in their communities through the work of their museums.

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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 downtown⁵
- 88% of Ontarians see arts and cultural activities as important to local economic well-being⁴

✦ enhance feelings of belonging

Ontarians agree that culture:

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

✦ improve local quality of life

- 92% of Ontarians agree that exposure to arts and culture is important to individual well-being⁴
- 86% of Ontarians attend a live arts and culture event at least once per year⁴

✦ 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.”⁷

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 community⁶

Volunteers across the province contributed more than **2.3 million hours** to museums, art galleries, and historic sites in 2015.⁸

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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