

Mayor Bigger and City of Greater Sudbury Councillors
PO BOX 5000, Station 'A'
200 Brady St.
Sudbury, ON Canada
P3A 5P3

February 19, 2021

Dear Mayor Bigger and City of Greater Sudbury Councillors,

I am writing on behalf of the Ontario Museum Association, the leading provincial organization which provides support to Ontario's 700 museums, as well as individual museum professionals and volunteers, to ensure the museum sector's contribution to Ontario's economic development, tourism, employment, education, and community engagement.

The Ontario Museum Association (OMA) has been made aware of the City of Greater Sudbury's proposed cuts to museum funding, which we understand would also affect a curator position for the Anderson Farm, Copper Cliff, Flour Mill, and Rayside-Balfour Museums.

While the OMA understands the pressures COVID-19 has placed on municipal budgets, the proposed cuts to the City's museum funding may have significant negative effects lasting far beyond the immediate impacts of the pandemic. The proposed funding cuts underestimate the costs of potential closure and the loss to the community. The value of the curator position is essential to the stewardship, quality, and care of the City's collections and heritage, held in public trust. The proposed cuts also undermine the significant investments that communities, funders, and donors have made into these tourism assets.

Based on research, we know that for every dollar invested, museums deliver a return-on-investment of \$3.70. As indispensable tourism assets that draw visitors to rural regions, community museums will play an essential role in pandemic recovery, reconnecting communities and providing safe, authentic experiences to residents looking for "hyperlocal" tourism opportunities. Museums also offer public programming, school visits, and specialized services that enrich their communities, engage residents, and support local businesses. A well-supported museum sector will be essential not only to the City of Greater Sudbury's COVID-19 recovery, but also its long-term social and economic vitality.

We respectfully provide for your reference further information on the museum sector and its contributions, highlighted in the OMA's white paper, *Exhibiting Resilience: Empowering Ontario's community museums for strategic recovery*.

The OMA strongly encourages the Mayor and Council to reconsider the proposed budget cuts to 2021 museum funding in favour of an expanded role for Sudbury's museums and their staff towards the City's pandemic recovery.

If I can be of any further assistance, please do not hesitate to contact our office at 416-348-8672 or mlalonde@museumsontario.ca.

Sincerely,



Marie Lalonde
Executive Director

cc: Ed Archer
Chief Administrative Officer, City of Greater Sudbury