



Make your voice heard.

The Government of Alberta is currently surveying Albertans regarding [Budget 2021](#) and spending priorities. The Alberta Museums Association (AMA) is encouraging all members to [complete this survey](#) to ensure that the needs of the museum community are considered in the decision-making process.

We would also like to encourage you to continue working with your MLAs and elected officials in your communities. Tell them about the work you have done over the course of the pandemic, the changes you have made to stay connected with your communities and ensure visitors have a safe place to come and enjoy the history and culture of our province.

And while it is important to boast about the great work you are doing, do not shy away from the reality that our sector has been hit particularly hard by the events of the last several months. Visitation is down, fundraisers have been cancelled, and opportunities for earned revenues have disappeared. This is on top of successive cuts to the heritage budget at the provincial level.

The Government of Alberta is striving to diversify the economy, with tourism as one of its key pillars. Museums play a key role in the tourism ecosystem and need predictable and sustainable support to help drive investment in communities across our province.

Over the course of the last six months, the AMA has gathered data about the sector that may be of value as you engage your elected officials.

- 34% of museums did not open for the 2020 season, and of those, 60% do not know when they might be able to reopen.
- Only 24% of museums had prominent digital activities, such as digital exhibitions or collections, virtual tours, or online programming, and 70% had very limited content available online at the outset of the pandemic.
- Revenues from sources such as admissions, fundraisers, rentals, events, and programs are down significantly across the sector.
- The AMA has received a 37% reduction in its annual funding allocation, which has reduced not only grant funding invested in the museum community but also capacity building initiatives such as training and development for museum professionals and volunteers.

Please [write to your MLA](#) and the Honourable Leela Aheer, Minister of Culture, Multiculturalism and Status of Women, and show them how your museum has adapted to the impacts and changing circumstances of the pandemic. Sharing your experience will help to show how vital your museum is to the health and well-being, as well as the economic vitality, of your community.

Thank you for adding your voice to our advocacy efforts by completing the survey and writing to your elected officials. Please contact Meaghan Patterson, Executive Director / CEO, if you would like resources to help support you in these efforts, at mpatterson@museums.ab.ca.