



Written Submission for the Pre-Budget Consultations
in Advance of the Upcoming Federal Budget

By

Canadian Art Museum Directors Organization
(CAMDO-ODMAC)

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Contact:

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List of Recommendations

That the government:

1. Provide **targeted funding** to support art museums and public art galleries through the reopening and recovery phase of the COVID-19 pandemic.
2. Expand funding programs that support the creation of **digital content** by art museums and public art galleries, allowing for enhanced online public engagement.
3. Amend Canadian Heritage's **Endowment Incentives** component of the Canada Cultural Investment Fund (CCIF) to allow eligibility for art museums and public art galleries, and increase the total annual budget of the CCIF by \$25.5 million to accommodate this change.
4. Fund the planned review of the National Museums Policy, including reworking the **Museums Assistance Program (MAP)** and increasing MAP funding to meet the significant new realities of the museum (and specifically the visual arts) sector.

CAMDO-ODMAC also supports the following recommendations made by the Canadian Artists' Representation / Le Front des artistes canadiens (CARFAC), Canadian Arts Coalition, the Visual Arts Alliance (VAA-AAV), as well as numerous other arts and culture organizations.

That the government:

5. Implement a **Basic Income Program** for Canadian citizens.
6. Invest \$12 million annually at the Canada Council for the Arts, to support artists and cultural leaders identifying as **Indigenous, Black, racialized, and members of equity-seeking groups**.

About the Canadian Art Museum Directors Organization

The Canadian Art Museum Directors Organization (CAMDO-ODMAC) is a National Arts Service Organization founded in 1964, which represents close to 100 art museum and public art gallery directors. Our members lead a diversity of visual arts institutions – from large museums with attendance in excess of one million visitors a year, to small, community-based municipal and university galleries situated across Canada.

CAMDO-ODMAC is run by a volunteer board of art museum and gallery directors and is administered by an Executive Director based in Ottawa. The organization maintains an outward focus on the broad visual arts ecology while strengthening the capacity of its members to serve their publics. CAMDO-ODMAC provides the tools, knowledge, insights, and connections that enable directors to be effective leaders, and advocates for the sector at large.

Background

In these unprecedented times, Canada's art museums and galleries have continued to offer information, learning opportunities, and solace to the public. The creation and outpouring of art in all its forms have made the last few months not only more tolerable, but have transformed people's lives and helped us all see things from different perspectives. Our members have taken a leading role and responded quickly to this new environment, with 95% of galleries shifting to online programs, and well over half sharing resources with artists and other community organizations.¹

As not-for-profit institutions we are dependent on revenue from attendance, public programs, membership, retail and restaurant sales, facility rentals, donations, events, and other sources of revenue. Closures are having an immediate and severe impact on art museums and galleries, and their ability to weather the current crisis. This in turn has an impact on the lives of everyday working Canadians, whether our own employees, or contractors including workers in our restaurants and service industries, trucking and shipping, construction, insurance and financial services, security and many more. Statistics Canada estimates that in Visual and Applied arts alone, this amounts to \$10.2 billion in key contributions to cultural products of GDP.

We are grateful for the various measures the government of Canada has undertaken to support the sector during the COVID-19 pandemic, as a strong first step. Of note are the wage subsidy programs, the additional sector-specific funding including \$500 million from Canadian Heritage, and the proactive and positive engagement of Canada Council for the Arts with our communities. These lifelines have had a meaningful and significant impact, and have enabled most of our organizations to continue on and, importantly, to keep most employees on payroll.

¹ CAMDO-ODMAC, *Impacts of COVID-19 on Canadian Art Museums and Galleries: A survey conducted between April 3-20, 2020.*

The recommendations in this submission are designed to ensure that art museums and public art galleries can contribute to their fullest in restarting the Canadian economy directly, as well as indirectly, by helping Canadians gain the confidence needed to participate in and enjoy once again cultural, social, and retail activities, with appropriate safety measures in place.

Context for Recommendations

Recommendation 1:

Provide targeted funding to support art museums and public art galleries through the reopening and recovery phase of the COVID-19 pandemic.

Canada's public art museums and galleries are playing a leading role in reopening the economy and fostering domestic tourism by ensuring that safe staff and visitor protocols are in place. Meanwhile, we are experiencing ongoing revenue losses due to the decrease in attendance, events, donations, and sponsorship. Furthermore, safety and social distancing requirements are generating new costs including PPE, increased cleaning, increased staffing for visitor engagement and safety, software to allow for timed-ticketing, national and local PR campaigns to make visitors aware of efforts, etc.

Furthermore, over 30% of CAMDO-ODMAC members lead university, municipal, or provincial crown agency art museums and galleries. These institutions are ineligible for most emergency programs. As their parent organizations face mounting deficits, these important art institutions - many of which hold early, significant, and unique art collections - find themselves in an increasingly vulnerable position.

We believe it is imperative to ensure that all of Canada's public art galleries and museums receive additional support to cover the costs of reopening and recovery as we work together to emerge from the COVID-19 pandemic. CAMDO-ODMAC is currently conducting a new survey, with results expected in early September, to allow for costs estimates of reopening and recovery.

Recommendation 2:

Expand funding programs that support the creation of digital content by art museums and public art galleries, and that allow for enhanced online public engagement.

The art museum and public art gallery sector has led the way in providing free digital content during pandemic closure, offering solace and education, and promoting resiliency in our communities. Canadians have been inspired by the creation and outpouring of art in all its forms, helping us see things from new and different perspectives. Art museums and galleries have taken a leading role and

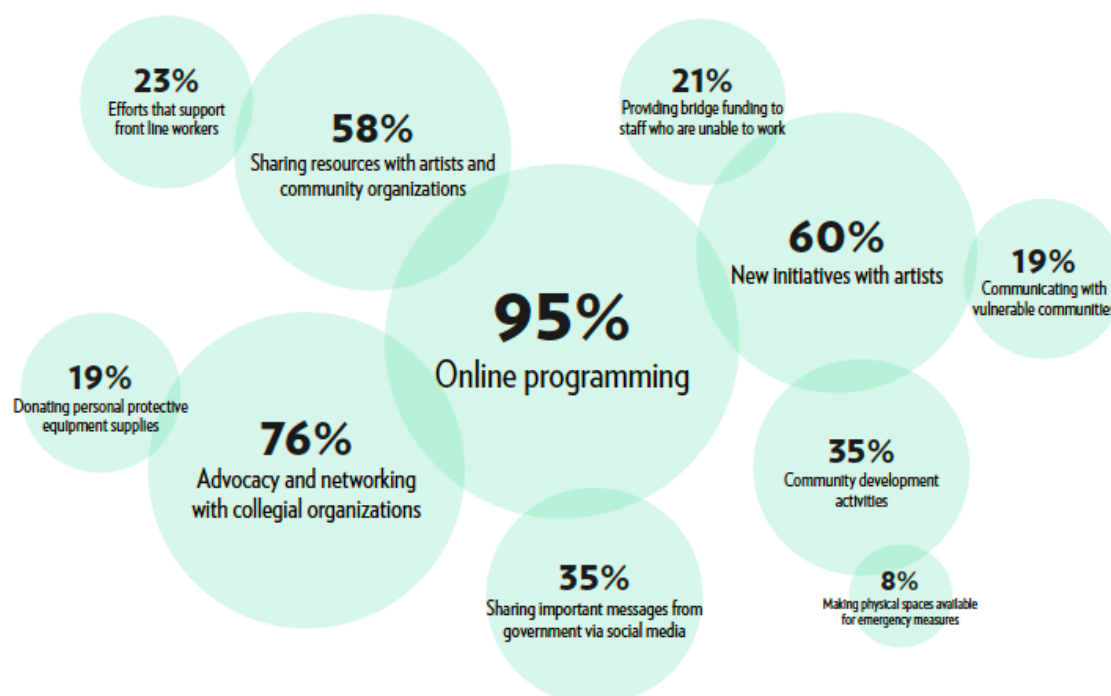
responded quickly to this new environment, with 95% of galleries shifting to online programs, and well over half sharing resources with artists and other community organizations.²

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Organizations are innovating and adapting to deliver on their mandate in new ways.

3.1 Steps taken to contribute positively to Canadian society



CAMDO-ODMAC Report on COVID-19 survey

There will be no going back from this enhanced online world – the pandemic has pushed art presentations, engagement, learning, and enjoyment into novel digital realms. There is urgent need for new and enhanced funding programs to allow for content creation and digitization of art collections. Furthermore, we would like to see digital infrastructure and equipment requirements included in funding provided by both Heritage and Canada Council for the Arts, in addition to an increase in content creation costs such as fees to artists for copyright, licensing, and commissions.

² Graph from CAMDO-ODMAC, *Impacts of COVID-19 on Canadian Art Museums and Galleries: A survey conducted between April 3-20, 2020*, pg. 18.

Recommendation 3:

Amend Canadian Heritage's Endowment Incentives component of the Canada Cultural Investment Fund (CCIF) to allow eligibility for art museums and public art galleries, and increase the total annual budget of the CCIF by \$25.5 million to accommodate this change.

Changes to tax incentives for philanthropy and matching endowment programs run by the federal government are required to foster greater resiliency, reduce reliance on government funding, and ensure that the dramatic and devastating impact of the pandemic does not happen again. We know that donors are attracted to matching gift opportunities and will often give, or give more, if their gifts will be matched. Three quarters of art museums and public art galleries have endowments. Endowments are a widespread, permanent, and sensible means to assist organizations immediately, and to offer a cushion against future shocks and crises.

CAMDO-ODMAC requests that the government amend Canadian Heritage's Endowment Incentives component of the CCIF to allow eligibility for art museums and public art galleries. Concomitant with this adjustment, we request that the total annual budget of the CCIF be increased by \$25.5 million.

Furthermore, CAMDO-ODMAC supports the budgetary request coming from the performing arts sector to increase the current Endowment Incentives component of CCIF by \$6.5 million for existing performing arts recipients, to bring it up from its current state of \$19 million to \$25.5 million.

Therefore, the total annual program budget of the CCIF would increase to \$54 million.

Recommendation 4:

Fund the planned review of the National Museums Policy, including reworking the Museums Assistance Program (MAP) and increasing MAP funding to meet the significant new realities of the museum (and specifically the visual arts) sector.

The much-needed review of the National Museums Policy is included in the Minister of Heritage's mandate letter, as is collaboration with the Minister of Foreign Affairs to introduce a new Cultural Diplomacy Strategy. Art museum and gallery directors are eager to contribute to these projects, and to see them through to completion.

In particular, MAP is in need of a major rethink in order to meet the current realities of the museum sector. In particular, this program needs to assist art museums and public art galleries in addressing the pivotal issues of our time, namely equity and anti-racism, digital outreach and relevance, and climate change. We believe that this renewal process would result in a MAP that offers stronger and more relevant support and assistance to more museums (including an increase in program funds), on a longer-term basis, as well as supporting jobs associated with the success of revised programs.

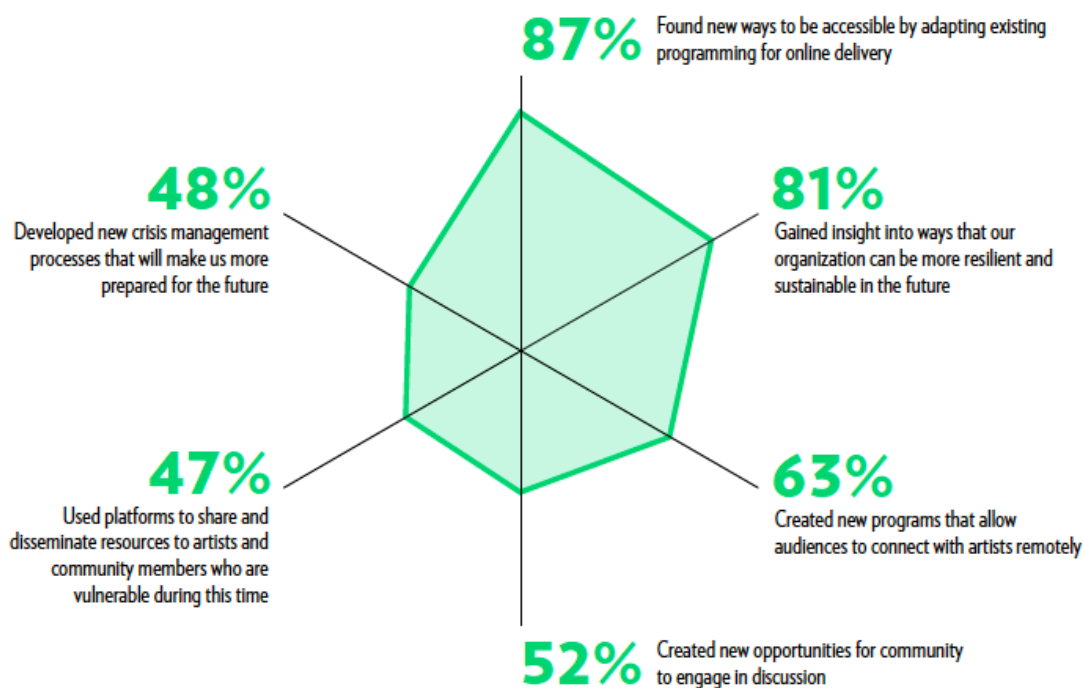
Request to Appear

In conclusion, thanks to measures taken by the government so far, Canada's art museums and public galleries are well-positioned to be active participants in leading Canada's economic recovery.³ Further support is an investment that will position art galleries and museums to be part of the recovery, to foster social inclusion, to kick start the economy, and to spur domestic tourism. These are goals that our sector is uniquely positioned and excited to realize.

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3.2 Ways responding to COVID-19 has strengthened organizations



CAMDO-ODMAC Report on COVID-19 survey

³ Graph from CAMDO-ODMAC, *Impacts of COVID-19 on Canadian Art Museums and Galleries: A survey conducted between April 3-20, 2020*. (June 8, 2020): pg. 19.

CAMDO-ODMAC would welcome the opportunity to appear before the Standing Committee on Finance.
An invitation to appear can be emailed to moira.mccaffrey@camdo-odmac.ca.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Anthony Kiendl', is positioned above the printed name.

Anthony Kiendl
President, CAMDO-ODMAC (Vancouver Art Gallery)

Board Members

Alexandra Badzak (Ottawa Art Gallery)
Jean-François Bélisle (Musée d'art de Joliette)
Catherine Crowston (Art Gallery of Alberta)
Barbara Fischer (Art Museum, University of Toronto)