

**Submission for the Finance Department Pre-Budget Consultations
2024**

**By
the Canadian Art Museum Directors Organization |
Organisation des directeurs des musées d'art Canadiens
(CAMDO-ODMAC)**



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CAMDO-ODMAC Key 2024 Pre-Budget Submission Recommendations:

The Canadian Art Museum Directors Organization | Organisation des directeurs des musées d'art Canadiens (CAMDO-ODMAC) is pleased to provide this submission to the Finance Department Pre-Budget Consultations 2024.

As CAMDO-ODMAC and Canadian Museums Association (CMA) members communicated to Members of Parliament during the CMA's Hill Days in April of this year:

Every dollar invested in museums yields \$4 in benefits for society¹.

Museums don't just preserve heritage, they contribute to development by fostering innovation, supporting youth, education, and career development. They are key tourism attractions as well as meaningful and productive community spaces.

We ask you to find ways to include or better support museums within existing funding programs and to work with museums to create new programs that support their development.

1. Value Study of GLAMs in Canada, Ottawa Declaration Working Group (2019)

Specifically, CAMDO-ODMAC would like to highlight the following 2024 Federal Budget recommendations for consideration:

1. Ensure CAMDO-ODMAC members can access the expanded \$108 M Tourism Growth Program funding to secure investment in their Canadian art museums and galleries.

The Tourism Growth Program emphasizes the need for four season tourism offerings in Canada, and our members' institutions are among the few attractions that provide just that. Their art museums and galleries present compelling collections and new exhibitions that capture Canada's evolving cultural landscape, and attract and engage regional, national, and international visitors year-round.

They also serve as vital visitor hubs: hosting special events, performances, festivals and meetings; and providing niche programming, including activities for youth, seniors, Indigenous, 2SLGBTQI+ and special needs participants.

Art museums and galleries attract higher spending cultural and business visitors and contribute to longer stays and expenditures on complementary offerings, such as culinary experiences.

Many of our members' not for profit institutions were unable to apply for the previous federal tourism investment program. We would be pleased to work with the Ministries of Tourism and Finance to ensure that our members can access funding through the Tourism Growth Program.

2. Expand the existing Endowment Incentives component of the Canada Cultural Investment Fund (CCIF) through Canadian Heritage to include visual art museums/galleries as eligible recipients and further support performing art recipients.

This could be achieved by increasing the total annual budget of the CCIF by \$40 million to add \$20 million in new funding for visual art museums/galleries and \$20 million in additional funding for performing arts organization recipients. This is jointly supported by the Endowment Incentives coalition of performing arts recipients.

The CCIF – Endowment Incentives component encourages private donors to contribute to endowment funds for not-for-profit professional arts organizations, so they can access new sources of funding in the future and have greater capacity for realizing artistic expression by supporting their long-term stability. However, the fund criterion excluded visual arts organizations such as museums/galleries. Following our representations to them, CAMDO-ODMAC was pleased to see that the Standing Committee on Finance made the following recommendation to the Minister of Finance during their pre-budget 2022 report.

Recommendation 221:

Expand the Endowment Incentives of the Canada Cultural Investment Fund to include museums and heritage organizations.

Changes to tax incentives for philanthropy and matching endowment programs run through the federal government help foster greater resiliency and reduce reliance on government funding. Endowments help ensure that events such as the COVID-19 pandemic do not devastate Canada’s cultural sector. Endowments are a widespread, permanent, and sensible means to assist organizations immediately, and offer a cushion against future crises.

An increase of \$40M would effectively double the \$19M funding leveraged by existing performing arts recipients and add \$20M for visual arts recipients to leverage further. The strong response to this established program to date reflects the demand for its expansion and certainty for its continued success.

3. Increase Operational Funding for Art Museums and Galleries

As a result of the pandemic, CAMDO-ODMAC member institutions and the broader visual arts sector have faced losses of revenues as well as increasing costs for implementing additional safety measures. They have also experienced a loss of arts workers, as they pursued alternate work. This has impacted their capacity to care for and present the collections they hold in trust for the citizens of this country.

While many visual arts organizations have been very grateful to have renewed multi-year funding confirmed, it often does not include any increases in keeping with rising Consumer Price Index (CPI) or Cost-of-Living-Adjustment (COLA) adjustments and escalating inflation and operational costs.

The Museums Assistance Program (MAP) for example, is not adjusted for inflation, so de-facto is providing decreased support for an important and oversubscribed program. We ask that all program numbers be adjusted to better fulfill their purpose.

As previously recommended in a joint submission by the Visual Arts Alliance, there is a need to provide funding through Canadian Heritage and the Canada Council for the Arts to help arts organizations offset financial strains and fulfill their mandates. And, to employ and retain the cultural workforce required to do so.

4. Invest in a National Framework for Repatriation

As CAMDO-ODMAC and Canadian Museums Association members also informed MPs during the CMA's Hill Days, the 2019 Government of Canada Survey of Heritage Institutions found there are 6.7 million items in Canadian cultural heritage institutions and that roughly 26% or one-quarter of Canadian heritage institutions house Indigenous cultural artefacts/ belongings, with a much smaller number (1.3%) housing ancestral remains.

Cultural heritage institutions support repatriation of these items but there is no framework for this important undertaking, including protocols around the sensitivities of some of the items (like ancestral remains), or addressing costs incurred by both the institutions repatriating the items and the Indigenous communities receiving them.

Federal investment in the development of a national repatriation framework is needed.

Canadian Arts Coalition (CAC) 2024 Pre-Budget Submission:

CAMDO-ODMAC participated in a pre-budget consultation conducted by the Canadian Arts Coalition (CAC) and supports their submission, notably: recommendations regarding increases to Canadian Heritage and Canada Council for the Arts funding for investment in cultural organizations, institutions and workers; and expansion of the Endowment Incentives component of the CCIF to include art galleries and museums and increase funding for performing arts recipients.

Previous Joint Visual Arts Alliance (VAA) 2023 Pre-Budget Submission:

CAMDO-ODMAC is a member of and continues to support the requests for federal support and investment outlined in the joint 2023 Budget Submissions made by the Visual Arts Alliance (VAA). These needs, listed below, remain - such as long-awaited increases to core operational funding, particularly during these times of high inflation.

The full submission, with additional background context, can be accessed through these links:
English: http://visualartsvisuels.ca/en/wp-content/uploads/2022/10/VAA-Pre-Budget-Submission_EN.pdf
French: http://visualartsvisuels.ca/fr/wp-content/uploads/2022/10/VAA-Pre-Budget-Submission_FR.pdf

Arts Alliance (VAA) 2023 Pre-Budget Submission Recommendations/Requests:

Operational Supports

1. Provide funding through Canadian Heritage and the Canada Council for the Arts to help arts organizations employ and retain a larger workforce to address the current labour shortage in the cultural sector.
2. Provide funding to arts organizations that is directed toward increasing day-to-day operational costs as a result of the COVID-19 pandemic and higher inflation rates.
3. Expand eligibility requirements so visual artists and arts organizations can apply to programs that support digital activities through the Canada Council for the Arts and Canadian Heritage.
4. Increase the amount given to the Canada Cultural Spaces Fund (CCSF) to account for infrastructure projects now deemed necessary because of the COVID-19 pandemic.

Federal Basic Income Guarantee Implementation

5. Provide a Federal Basic Income Guarantee for all Canadians which will reduce poverty, stabilize incomes and simplify the complex web of benefits and programs available to Canadians. Statistics show artists generally earn 46% less than general labour.

Endowment Incentives Program Expansion

6. Expand the existing Endowment Incentives of the Canada Cultural Investment Fund (CCIF) through Canadian Heritage to further support performing art recipients and to include visual art museums/galleries as eligible recipients; and increase the total annual budget of the CCIF by \$40 million.

Cultural Tourism Investments

7. Provide funding to Canadian arts organizations to help promote tourism through the ongoing COVID-19 recovery period.

New National Museums Strategy

8. Review and update the National Museum Policy to reflect the significant new realities the visual arts sector is facing, as well as to support the sector-wide implementation of UNDRIP and support for Indigenous self-determination in the heritage sector.
9. Renew the Exhibition Transportation Service (ETS) to help alleviate the increasing costs associated with travelling art exhibitions and generate increased visitation/tourism.