



MEMBERSHIP ADVISORY

Further Reductions to Budget 2020

On April 29, 2020, the Alberta Museums Association (AMA) was notified that due to the ongoing COVID-19 pandemic and the precipitous drop in oil prices, there would be further reductions to the budget announced by Finance Minister Travis Toews on February 27, 2020.

For the AMA, these additional budget reductions will mean a further 23% decrease in our annual funding allocation from the Ministry of Culture, Multiculturalism and Status of Women. Since Budget 2019, the AMA has seen a cumulative reduction of \$622,000, or 37%, for a remaining total allocation of \$1,078,000. These reductions come at a time when the AMA's ability to generate revenue is also significantly reduced as learning opportunities have been cancelled and other revenue streams have slowed.

The cumulative effect of these reductions will have significant impacts on the AMA's ability to support the museum sector as our community begins to recover from the unprecedented circumstances we find ourselves in. The Secretariat will no longer be able to provide the same breadth of advisory services, funding, or programs to the membership going forward. We will need your support more now than ever before.

"The Alberta Museums Association Board is devastated by the news of an unacceptable further reduction in our funding from the Ministry. These additional cuts will see severe losses in support services, programs, and abilities of the Association, along with the loss of museum staff across the province. The Board and the Secretariat will continue to support our 400+ members and thousands of museum professionals and volunteers, their institutions, and colleagues through these changes. We ask for your support as we determine the new direction of the Alberta Museums Association and the best use of our funding."

- Breanna Suk, AMA Board President

The AMA is a strong advocate for the role of museums in society, especially now when people are turning to arts and culture in times of crisis, and when government is looking to regional tourism to spur economic recovery. We will continue to partner with the government to ensure there is an understanding of the vital role Alberta's museums have in communities across our province. We also want to encourage our membership to continue to actively engage with your local MLAs, and with elected officials at all levels of government, to ensure they have first-hand experience of your institution and recognize your role in your local community's cultural landscape.

Collectively, we need to ensure that we are advocating for museums, all across the province, as leading contributors to the economic, social, and cultural recovery in Alberta. We encourage you to demonstrate how these changes will impact your museum's capacity to continue to provide accessible cultural opportunities that enrich the lives of everyday Albertans and all visitors to our province.