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ASSOCIATION OF
**MANITOBA
MUSEUMS**

AMM Messenger

Keeping you in touch with the museum community in Manitoba

May 11, 2020



In this edition...

- [Manitoba Day](#)
- [International Museum Day](#)
- [International Museum Week](#)
- [AMM Launch](#)
- [PROVINCE PLANS VIRTUAL CELEBRATION OF MANITOBA DAY](#)
- [Emergency Support Fund](#)
- [Membership Renewals](#)
- [Federal & Provincial links](#)

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Manitoba Day

Tomorrow, May 12, marks 150 years since the Manitoba Act came into being, making Manitoba Canada's 5th province.

While many museums aren't open for in-person visits there are those which will be offering interesting and engaging online opportunities. Visit our webpage for a list of museums who are celebrating online: <https://www.museumsmanitoba.com/en/manitoba-day>

The AMM will be using social media to promote Manitoba museums in general and Manitoba Day in particular. If you're involved with social media we invite you to use the hashtags #MBDay2020 and/or #ManitobaDay

International Museum Day

International Museum Day is May 18. The theme for 2020 is *Museums for Equality: Diversity and Inclusion*.

The International Council of Museums (ICOM) selects a theme each year that is at the heart of the concerns of society.

With the theme *Museums for Equality: Diversity and Inclusion*, International Museum Day 2020 aims at becoming a rallying point to both celebrate the diversity of perspectives that make up the communities and personnel of museums, and champion tools for identifying and overcoming bias in what they display and the stories they tell.

Please visit <http://imd.icom.museum/international-museum-day-2019/museums-as-cultural-hubs-the-future-of-tradition/> for more on International Museum Day.

International Museum Week

May 11- 17, 2020

MuseumWeek is the worldwide festival for cultural institutions on social media

Since 2014 MuseumWeek has grown to include over 60,000 participants from 100+ countries. It has become the first virtual, worldwide cultural event on Facebook, Instagram, Twitter, Weibo, WeChat and VKontakte.

Please visit their website at <https://museum-week.org/> for more information and to see what's being highlighted each day.

AMM Launch

In 2017, Canada celebrated its 150th year of Confederation and in 2020, Manitoba celebrates its 150 year of being part of Confederation.

These two milestones inspired *A Museum Called Manitoba* – the Association of Manitoba Museums' (AMM) online exhibit of 150 artifacts telling Manitoba's stories as part of Canada, and before as well. Museums throughout the province submitted almost 250 artifacts for inclusion in this exhibit. From these, AMM adjudicators selected 150.

These 150 artifacts could be called priceless but, after all, they are just things. Their real value lies in the stories of the people who owned, used, lived in, and cherished these artifacts.

This online exhibit will be launched on Manitoba Day, May 12. We invite you to explore the exhibit at <http://www.museumsmanitoba.com/150/>. Read the stories and discover things you might not know about our province.

(Provincial Media Release)

PROVINCE PLANS VIRTUAL CELEBRATION OF MANITOBA DAY

Manitobans Coming Together in Spirit To Celebrate Our Past and a Bright, Exciting Future: Cox

Manitobans are encouraged to join in a creative online commemoration of Manitoba Day in light of the COVID-19 pandemic, Sport, Culture and Heritage Minister Cathy Cox announced today (May 5).

"We have so much to celebrate in Manitoba, and on May 12, we encourage everyone to mark Manitoba Day virtually, with online visits to their favourite museums, heritage sites, cultural centres, and unique Manitoba attractions," said Cox. "It is a great opportunity for Manitobans to come together in spirit to celebrate our beautiful province and share our hopes for a bright, exciting future."

Virtual opportunities to celebrate Manitoba Day include:

- A colouring page of the Manitoba flag is posted on the provincial website for families to print, colour and post in their windows or elsewhere. Find the colouring page at www.gov.mb.ca/chc/manitoba_day.html. Share a photo of you, your family and your coloured flag on social media using #ManitobaDay.
- In celebration of Manitoba Day, the Archives of Manitoba is now posting digitized films from its holdings online. The first uploads feature Manitoba's history, including a film about the 1926 opening of the downtown Winnipeg Hudson's Bay store, a 1959 film about a public health issue in the province and a 1968 film about Manitoba in the winter. Visit www.manitoba.ca/yourarchives/events.html.
- Manitoba Archives is also commemorating Manitoba Day with Your Archives: The Histories We Share, a year-long initiative which offers Manitobans the opportunity to choose an archival record and explain why that record matters. There are also commemorative videos available for viewing. For more details, visit www.manitoba.ca/yourarchives.
- In honour of Manitoba Day, the Association of Manitoba Museums (AMM) is highlighting artifacts from its online exhibit, *A Museum Called Manitoba*. The AMM will feature a different artifact each day in May, on Instagram and Twitter. For more details, visit www.museumsmanitoba.com/150.

Cox noted that May 12, 2020, marks the 150th anniversary of The Manitoba Act that created the province and led to entry into Confederation on July 15, 1870. On May 12, 1966, Manitoba's

official flag was dedicated and unfurled for the first time. In 1986, May 12 was designated as Manitoba Day in perpetuity.

(From Canadian Heritage's website)

Emergency Support Fund

Emergency Support Fund for Cultural, Heritage and Sport Organizations: next steps to support the industry impacted by the global COVID-19 pandemic

News provided by Canadian Heritage

May 08, 2020, 12:00 ET

Culture, Heritage and Sport: details of the \$500 million to help alleviate the financial pressures of affected organizations

Culture, heritage and sport organizations play an essential role in Canadian society. They are a vital part of the social fabric of our communities. They generate solidarity, promote social integration and tolerance, and are a source of civic pride. They are also major drivers of the Canadian economy, contributing three percent of Canada's Gross Domestic Product.

The Minister of Canadian Heritage, the Honourable Steven Guilbeault, today shared further details regarding the Government of Canada's April 17 announcement of temporary relief measures to support the culture, heritage and sport sectors as they manage the challenges and impacts of the COVID-19 pandemic, and plan for the future. A total of up to \$500 million has been set aside to help alleviate the financial pressures of affected organizations.

Starting today, partner organizations will be contacted so that funds can begin to flow to cultural and sport organizations. Canadian Heritage is working closely with its partners – in particular, the Canada Council for the Arts, the Canada Media Fund, FACTOR, Musicaction, and Telefilm Canada – to distribute the funds as quickly as possible using existing channels.

The distribution of funding will include:

Up to \$326.8 million to be administered by Canadian Heritage and divided among select departmental programs and Portfolio agencies as well as key delivery organizations. Specifically:

- \$198.3 million will be provided to the beneficiaries of arts and culture funding via existing programs as well as other organizations with demonstrated needs;
- \$72 million will be provided to the sport sector;
- \$53 million will be provided to the heritage sector via the emergency component of the Museums Assistance Program;
- \$3.5 million will be provided for COVID-related projects under the Digital Citizen Initiative
- \$55 million to be distributed by the Canada Council for the Arts;
- \$115.8 to support the Canadian audiovisual sector, to be distributed by the Canada Media Fund (\$88.8 million) and Telefilm Canada (\$27 million).

The use of the remaining funds will be assessed based on needs.

Canada's culture, heritage and sport organizations are creative and resilient. This targeted funding will help organizations maintain operations while continuing to support artists and athletes, and retain jobs. Many organizations in the culture, heritage, and sport sectors face barriers to accessing the already announced Government of Canada measures due to factors such as the cyclical nature of revenues, high rates of self-employment and contract work, and barriers to accessing credit.

The Emergency Support Fund for Cultural, Heritage and Sport Organizations is designed to complement other Government of Canada measures to help Canadian workers and employers impacted by COVID-19, including the Canada Emergency Response Benefit (CERB), the Canada Emergency Wage Subsidy (CEWS), the Business Credit Availability Program (BCAP), and the Canada Emergency Commercial Rent Assistance (CECRA) for Small Businesses.

Please note that Heritage organizations that are provincial or territorial Crown corporations will not be eligible, but cultural institutions associated with educational institutions or universities will be eligible. Entities whose level of annual expenses in 2019 exceeded \$3 million would not be

eligible.

For more information and associated links visit their webpage at <https://www.newswire.ca/news-releases/emergency-support-fund-for-cultural-heritage-and-sport-organizations-next-steps-to-support-the-industry-impacted-by-the-global-covid-19-pandemic-849423174.html>

Membership Renewals

All membership renewal reminders have been emailed to Institutional and Individual members. If you haven't received yours please let us know.

This year we recognized that many of us would have difficulties getting cheques signed by two people while trying to observe social distancing, and that cheques would be impossible to deposit since banks were closed. We also knew that we wouldn't be able to access our mail until the building our office is in would be re-opened, so we suggested that paying membership dues online would be easier and would lessen the chance of submitted cheques to become stale-dated.

However, if you do not bank online and/or are more comfortable with submitting a cheque you are most welcome to do so. Please remember to send us any updated information.

Federal & Provincial links

Links to Federal and Provincial pages regarding assistance during COVID-19 pandemic:

[Canada's COVID-19 Economic Response Plan](#)

[Manitoba Economic Support Centre](#)

The Association of Manitoba Museums acknowledges that we are on Treaty 1 territory and the land on which we gather is the traditional territory of Anishinaabe, Cree, Oji-Cree, Dakota, and Dene Peoples, and the homeland of the Métis Nation.

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