

February 15, 2023



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Honourable Pat Dunn
Minister of Communities, Culture, Tourism and Heritage
1741 Brunswick St., 3rd Floor
P.O. Box 456, STN Central
Halifax, NS B3J 2R5

Subject: *Nova Scotia Museums* - Letter of Support

Dear Minister Dunn:

TIANS was recently invited to meet with the M8 Museums in Nova Scotia. They provided an in-depth overview of their operations and the role they play within their communities. They also expressed growing concern in their ability to continue current services and long-term sustainability, based on a number of factors including declining provincial support since 2008.

We shared with them the upcoming development of a new Tourism Strategy for Nova Scotia and advised that they would have the opportunity to engage in the process and help shape the new direction. We also reiterated our support for the role these community museums have in sharing our story and supporting brand Nova Scotia.

We appreciate that in a post-COVID environment we all need to adapt and look at ways to do business differently and the Museums group is no different. TIANS has offered training and program support and mentioned the possibility of a Best Practice Mission, through an Atlantic project TIANS is leading on behalf of government and Industry in Atlantic Canada.

However, in the meantime, we need to ensure these cultural assets and attractions continue to exist. While we are not in a position to direct investments we wanted to reach out and share our concern that the current operating grants for the M8 Museums have been in decline since 2008 and investment is needed. We understand the group has reached out and we would ask that you consider their request in context of the Nova Scotia Tourism Industry overall, and the important role they play in the visitor economy.

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TIANS is confident that Nova Scotia's tourism economy can become an even greater tax revenue generator for the province as you set priorities that improve the quality of life for all Nova Scotians. Tourism investment will pay dividends as we get back to business and these cultural assets are an important part of the overall product offerings.

We appreciate your thoughtful consideration on this issue, as we begin the development of a new Sector Framework for growing Nova Scotia's Tourism Industry.

Sincerely,


Wes Surrett
TIANS Chair


Darlene Grant Fiander
TIANS President

cc TIANS Board of Directors

Deputy Minister Justin Huston, Communities, Culture, Tourism and Heritage
Darlene MacDonald, ED, Tourism Nova Scotia
Christopher Shore, ED, Culture and Heritage Development Division, CCTH
Stephanie Smith, ED, Archives, Museums & Libraries, CCTH
M8 Group