

[Translation]

particularly the francophone community in that part of the country.

[English]

**Mr. Loney:** Mr. Speaker, in response to the hon. member's question, Edmonton and northern Alberta in particular are areas where the descendants of many cultural and ethnic groups coming from many different countries settled, particularly as he pointed out the francophone community.

The amendments in the bill will give the descendants of the people who settled the west, particularly after 1905 when it became a province, the opportunity to pass on to the province, which is now their home province, some of things that their parents, grandparents and possibly great grandparents brought not only from eastern Canada and other parts of Canada when they settled that part of the country but also from their countries of origin.

**Mr. John O'Reilly (Victoria—Haliburton, Lib.):** Mr. Speaker, I am pleased to speak in support of Bill C-93, an act to amend the Cultural Property Export and Import Act, the Income Tax Act and the Tax Court of Canada Act.

Throughout Canada publicly funded organizations and institutions are being forced to re-evaluate their mandates, their operating procedures and their very reasons for being with increasing costs and reduced levels of financial support from both the public and the private sectors. The existence of many of these institutions is being debated. In my riding of Victoria—Haliburton it is a great worry for many cultural organizations.

The cultural sector in Canada has developed through a combination of public funding, private funding and volunteerism. In order to meet the targets to reduce the deficit the government believes all institutions that receive public funds must become more self-sufficient.

However, government is not going to just cut them adrift. Instead it will develop structural measures to assist them through this transition period. Tax credits, whether to assist in the development of a distinctively Canadian film industry or for the donation of cultural property to designated institutions such as those available through the Cultural Property Export and Import Act, are the one way the government is able to help through that transition time. It must be remembered that heritage institutions and related activities also contribute to the economy of Canada. The impact of heritage institutions and their activities are increasingly having beneficial, economic impacts on communities across Canada. A recent Nova Scotia study, for example, noted that the economic impact of the six major museums in that province significantly exceeded the

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direct expenditures associated with the operating of the facilities.

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Similarly, data available from a series of studies conducted in Alberta show that spending by visitors to historic sites averaged \$50 million annually. These same studies have demonstrated that museums such as the Tyrrell Museum in Drumheller are often the top tourist attractions in a region.

Much of the activities of museums, archives and libraries also support research, knowledge and public education. The research conducted by the staff of these institutions often leads to seminal discoveries and the effect of this can have impact in other areas such as the production and dissemination of CD-ROMs and publications.

Exhibitions also educate the public, create employment and contribute to cultural tourism. Visitors who travel to other cities to view exhibits, stay in hotels, eat in restaurants, shop, attend events, take tours and spend money in a variety of sectors of the economy because they travel to a city or town to visit a museum.

The recent exhibit at the Art Gallery of Ontario of impressionist paintings from the Barnes collection is an excellent example of this and has provided concrete proof of the contribution cultural institutions can make to the economy.

During the three and one-half months this exhibit was on display in Toronto, almost 600,000 people visited the Art Gallery of Ontario specifically to see this exhibit. According to an economic impact study that was conducted afterward, almost \$75 million was spent in the province of Ontario on trips or excursions that brought these visitors to the exhibit. This \$75 million expenditure created ripple effects throughout Ontario's economy that resulted in the production of \$137 million in goods and services.

In addition to these impressive statistics, the Barnes exhibit produced employment and the amount of taxes associated with this event totalled almost \$22 million for the municipal, provincial and federal governments.

While these almost 600,000 visitors went to this cultural institution to see an exhibition they also had the opportunity to view works from the permanent collection of the Art Gallery of Ontario. The same is true for visitors to any other museum, art gallery, archives or library. Some of the works on display from the permanent collection would undoubtedly have been acquired as a result of the tax incentives offered by the Cultural Property Export and Import Act contained in Bill C-93.

This represents another side of the economic impact of cultural institutions. The idea that the foregone tax revenue that results from a donation of certified cultural property is some-