

MUSEUM ECONOMIC IMPACT REPORT 2014-2015

GIBBES MUSEUM OF ART

WHO WE ARE

Established as the Carolina Art Association in 1858, the Gibbes Museum of Art opened its doors to the public in 1905. Jointly owned by the City of Charleston, the Gibbes Museum preserves and promotes American art by collecting, researching, maintaining and publicizing its collections, creating innovative exhibitions, and developing interpretive and educational programs.

\$1.8M ANNUAL BUDGET
GOODS/SERVICES INVESTED IN OUR COMMUNITY



40 SCHOOLS REACHED
170 EDUCATORS SERVED
10 INTERNSHIPS OFFERED

ANNUAL VISITATION
(FY2014, PRIOR TO RENOVATIONS)

64,600 INCLUDING
71% FROM OUT OF TOWN

OF MEMBERS
2,600



**# OF EXHIBITIONS,
PROGRAMS &
SPECIAL EVENTS**
100



88,385
WEBSITE VISITS
262,028 PAGE VIEWS



110 YEARS OF COLLECTING, INTERPRETING,
PRESERVING AND PROMOTING AMERICAN ART



WHERE WE'RE GOING

In the fall of 2014, the Gibbes temporarily closed for major renovations and will reopen its doors in the spring of 2016. The renovation project is designed to showcase the museum's collection, provide visitors with a history of American art from the early colonial era to the present, and engage the public with a center for education, artist studios, lecture and event space, a museum café, and store.

RENOVATION HIGHLIGHTS



\$13.4M
CAPITAL CAMPAIGN
TO RESTORE
BEAUX-ARTS BUILDING



25%
ANNUAL
SAVINGS
**MUSEUM
ENERGY
COSTS**



PENDING UPGRADES
TO LIGHTING SYSTEMS,
CONTROL SYSTEMS,
AND MECHANICALS

**30% INCREASE IN
GALLERY SPACE**
TO ACCOMMODATE MORE
THAN **600** WORKS OF ART



**50% INCREASE IN
STORAGE CAPACITY**
WITH MULTIPLE LAYERS OF PROTECTION
AND ENERGY EFFICIENCIES FOR
LONG-TERM PRESERVATION



PROJECTED ATTENDANCE

FALL 2016
POST-RENOVATION **80,750** (25% INCREASE)

IMPACT OF MUSEUMS NATIONWIDE ON A NATIONAL SCALE, MUSEUMS ARE ECONOMIC ENGINES:

Museums **EMPLOY MORE THAN 400,000** Americans.

Museums directly **CONTRIBUTE \$21 BILLION** to the U.S. economy each year. They generate billions more through indirect spending by their visitors.

78% OF ALL U.S. LEISURE TRAVELERS participate in cultural or heritage activities. These travelers—including visitors to museums—spend 63% more on average than other leisure travelers.

The U.S. Bureau of Economic Analysis has found that arts and cultural production constitute 3.2 percent of the nation's entire economy, a **\$504 BILLION** industry.

The nonprofit arts and culture industry annually generates over **\$135 BILLION** in economic activity, supports more than **4.1 MILLION FULL-TIME JOBS** and returns over **\$22 BILLION** in local, state and federal tax revenues.

Governments that support the arts see an average **RETURN ON INVESTMENT OF OVER \$7** in taxes for every \$1 that the government appropriates.

