

Museum **Impact** Report 2013-2014



135thousand
visitors annually

53percent
of visitors come from
outside Richland county

20thousand
students visit in school
tours from

97 schools

82thousand
dollars spent per year on
educational programming
for all ages.

625thousand
youth served through
educational programming

864thousand
dollars spent per year
on goods and services
in Columbia. That's

23percent
of our total budget.

196educators
participate in teacher
training programs.

200programs
that serve more than

10thousand
adults.

Museums benefit

our children, our teachers, and our community.

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.

On a national scale, museums are essential partners in education

- ▶ Museums spend more than \$2.2 billion a year on education, 3/4 of which is typically spent on K-12 students.
- ▶ Museums receive approximately 55 million visits each year from students in school groups.
- ▶ Each year, museums provide more than 18 million instructional hours for educational programs such as guided tours for students, staff visits to schools, school outreach through science vans and other traveling exhibits, and professional development for teachers (IMLS study).
- ▶ Museums tailor educational programs in math, science, art, literacy, language arts, history, civics and government, economics and financial literacy, geography, and social studies, often in coordination with state and local curriculum standards (IMLS study).
- ▶ At a time when elected leaders are trying to advance scientific literacy and compete globally in all sectors, museums are sparking the next generation of scientists, artists, political leaders, historians and entrepreneurs.
- ▶ Teachers, students, and researchers benefit from access to trustworthy information through online collections and exhibits, although most museums need more help in developing their digital collections to meet this need.
- ▶ Americans view museums as one of the most important resources for educating our children and as one of the most trustworthy sources of objective information. According to a study by Indiana University, museums are considered a more reliable source of historical information than books, teachers, or even personal accounts by grandparents or other relatives.

