

MUSEUMS SUPPORT JOBS AND THE ECONOMY

Request:

- We urge Members of Congress to consider the significant economic impact museums make to local communities and our nation's economy when considering FY13 funding measures.
- We urge Members of Congress to oppose any effort to restrict the eligibility of museums, including zoos and aquariums, to compete for funds made available by the federal government.

Introduction:

In 2009, Congress excluded zoos and aquariums from being eligible to compete for any funds made available by the economic stimulus bill, and only narrowly avoided excluding all museums and other cultural institutions as well. These actions by Congress ignore the significant economic impact museums make in most communities.

Talking Points:

- Museums employ 400,000 Americans and contribute more than \$20 billion to the American economy each year (2008 estimate). They contribute billions more by attracting tourists, promoting economic development and making communities more desirable for employers and their workers.
- Museums rank among the top three family vacation destinations, attracting more than 165 million tourists annually (2011 estimate) from around the world and bolstering a large tourism industry in local communities.
- 78% of all U.S. leisure travelers participate in cultural and/or heritage activities while traveling (U.S. Cultural & Heritage Tourism Marketing Council, 2009). Cultural/heritage travelers – including visitors to museums – spend 63% more than other leisure travelers and tend to stay longer than other tourists.
- Quality of life issues contribute significantly to decisions businesses make in choosing to relocate, including access to a dynamic museum community and other cultural resources.
- Museums spend more than \$2 billion a year on education. Museums have formally trained over 400,000 teachers and have provided hands-on experiences to over 12 million students annually (2011 estimate), providing a direct investment in America's future.
- The U.S. Conference of Mayors has recognized that "the arts, humanities, and museums are critical to the quality of life and livability of America's cities. It has been shown that the nonprofit arts and culture industry generates over \$166 billion in economic activity annually, supports over 5.7 million full time jobs, and returns over \$12 billion in federal income taxes annually. Governments which support the arts on average see a return on investment of over \$7 in taxes for every \$1 that the government appropriates."
- Federal agencies, states, and localities should be able to invest in valuable projects – including those involving museums – that save and create new jobs in their communities.