

# ECONOMIC IMPACT STATEMENT

## The Amon Carter Museum of American Art . . .



Has an overall annual  
economic impact of  
**\$17,089,740**



Employs **72** full-time  
staff members  
and **31** full-time  
equivalents



Generates over  
**\$925,000**  
annually in state  
government revenue



Generates over  
**\$710,000**  
annually in local  
government revenue



Spends over  
**\$12,875,000**  
annually on salaries, goods,  
and services in our community



Has spent over  
**\$4.8 million**  
since 2012  
on capital-improvement  
projects using local contractors  
and suppliers



Serves **28,153**  
schoolchildren each year  
through school visits and  
off-site programs



Welcomed  
**87,492**  
visitors in 2015





# ON A NATIONAL SCALE, MUSEUMS ARE ECONOMIC ENGINES<sup>1</sup>:

**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 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% 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 revenue.**

Governments that support the arts see an average return on investment of over \$7 in taxes for every \$1 that the government appropriates.

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<sup>1</sup> These statistics are drawn in part from "Complete Your Economic Impact Statement Today," American Alliance of Museums website, accessed August 2, 2016, <http://www.aam-us.org/advocacy/resources/economic-impact-statement>





Amount spent by museum on educational programming:

**\$1,539,648**

Number of distinct schools participating in student tours:

**274**

Number of students served on tours:

**21,534**

Number of distinct school districts served by student tours:

**55**

TEA regions participating in student tours:

**1, 7, 10, 11, 12, 13, 14, 15, 16**

Number of distinct school districts participating in distance learning programs:

**68**

Number of students served by distance learning programs:

**5,859**

Schools served by distance learning:

**TEA regions:** 1, 4, 6, 10, 11, 12, 13, 14, 15, 16, 17, 19, 20

**Out of state:** 32

**Out of country:** 1

Texas Congressional Districts served:

**30 out of 36**

Texas State Representative Districts served:

**94 out of 150**

Admission: **\$0** On-site school tours

Curriculum topics covered in student and teacher programs:

**Art (regular and AP)**

**Art History (AP)**

**English Language Arts (regular and AP)**

**Human Geography (regular and AP)**

**Mathematics**

**Music**

**Psychology**

**Reading**

**Science**

**Social Studies**

**Spanish Literature and Culture (AP)**

**Texas History**

**U.S. Government (regular and AP)**

**U.S. History (regular and AP)**

**World Geography (regular and AP)**

**World History**

Number of educators who participated in teacher training programs:

**1,396**

What educators have to say:

**DISTANCE LEARNING:** *"The program took descriptive writing to a whole new level and made the students see how it applied to the real world. I even learned another way to discuss descriptive writing."*

**STUDENT TOURS:** *"Thank you for all that you do for our students and for what you have instilled in their minds, which in turn will nurture and grow and help make a better future for us all."*

#### PROFESSIONAL DEVELOPMENT

**PROGRAMS:** *"You are able to take hours of research time that teachers don't have to spend anymore and present concepts and ideas to us in a practical, easily implemented way. I have become a better teacher."*

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 to K-12 students.**

**Museums receive more than 90 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.**

