

ECONOMIC IMPACT STATEMENT For

California museums

California museums employ over 17,000 people in our state.

California museums spend nearly \$5 billion each year on goods and services in our state.

California museums serve over 26 million visitors each year.

California museums serve over 23.5 million K-12 schoolchildren each year through school visits to museums.

Average Admission fee: \$ 6.76

California museums data provided by the California Association of Museums. For more information, see www.calmuseums.org.

On a national scale, museums are economic engines:

- Museums employ 400,000 Americans, according to the American Association of Museums.
- U.S. museums contribute \$21 billion to the American economy each year (2008 estimate), encouraging economic growth in their communities.
- Museums rank among the top three family vacation destinations.
- Trips including cultural and heritage activities comprise one of the most popular and significant segments of the travel industry, accounting for over 23% of all domestic trips.
- Visitors to historic sites and cultural attractions, including museums, stay 53% longer and spend 36% more money than other kinds of tourists.
- Quality of life issues contribute significantly to decisions businesses make in choosing to relocate, including access to cultural resources that includes a dynamic museum community. In fact, according to research by the National Governors Association, "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."

National museums data provided by the American Association of Museums. For more information, see www.aam-us.org.