



The Association of

Maine Archives & Museums

Supporting and Promoting Maine's Collecting Institutions

Maine Archives & Museums (MAM) is the only professional association representing museums, archives, historical societies, and other collecting institutions in the state of Maine. Our purpose is to actively stimulate the flow of knowledge and support among organizations and individuals in Maine who identify, collect, interpret, and/or provide access to materials relating to history, living collections, and culture, in order to strengthen and promote all collecting institutions in Maine.

Through **advocacy, research, professional development, networking, and promotions**, MAM reaches beyond its own members to enhance and support all collecting institutions in Maine and their contributions to local, state, and national economies. MAM's current and ongoing initiatives include:

- The Maine Cultural Institutions Outreach Project will create a public database of all collecting institutions in the state (estimated as high as 1,200)
- A Values Assessment workbook and curriculum for museums (awaiting notification of funding from the Institute of Museum and Library Services) that we anticipate may become a national model for the field
- As an outgrowth of the Values Assessment project, a public database of collections materials in Maine institutions
- An active and vital schedule of professional development workshops throughout the year, including our Annual Conference held each fall.

MAM Members' Economic Impact

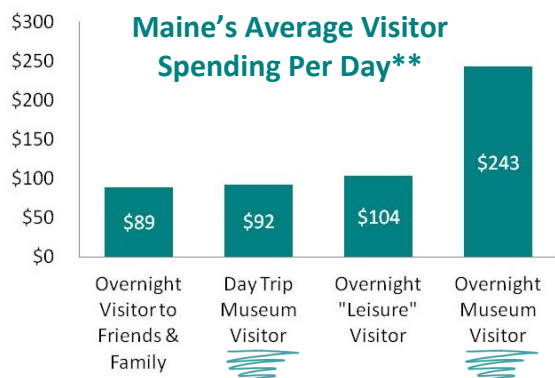
In 2013-2014, MAM conducted a survey of its membership to determine the shared economic impact of collecting institutions in the state. As a group, MAM's 329 member institutions:

- **Employ** some **600 Mainers**.
- **Spend** about **\$26 million annually** on goods and services in our community.*
- **Serve** about **2.7 million visitors** and patrons each year.
- **Serve** about **154,000 schoolchildren** each year through special tours and programs.
- Log about **327,000 hours donated volunteer time**, maximizing institutional budgets while providing valuable educational and pre-professional experiences for students, seniors, and other underserved groups.
- Achieve all this with an average regular adult admission **fee of only about \$2**.

** Note that only about 7.6% of that amount comes from federal, state, or municipal funding.*

Museum Visitors Spend More

The economic impact of Maine's collecting institutions is significant. Cultural tourism is one of the fastest growing segments of the tourism industry—estimated by some to be **Maine's largest and most important industry***—



attracting visitors who tend to stay longer, spend more, and travel in the off-season. A 2009 Economic Impact Study of Maine's museums** confirmed what we know is true of the cultural tourist on a national level. Maine's museums counted **6,832,330 annual admissions** to events in 2009, resulting in a total **annual economic impact of \$148 million**. This spending generated more than **\$7.5 million in tax revenue** for local and state government and supported some **1300 jobs** in Maine.

*Galen Rose, "Maine's Biggest Industries: Structural Overview of the Maine Economy," Maine State Planning Office, June 2004, p. 2.

**Chuck Lawton and Lindsay Rowe, "Maine's Museums: An Economic Impact Study," Maine Arts Commission, 2009.

MAM is committed in its support of these institutions and their impact as economic enterprises and a driving force behind tourism in the state. For more information visit us at www.MaineMuseums.org.

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Thank you to the following organizations who provided data for MAM's 2013/2014 Economic Impact Survey:

Abbe Museum
 Alfred Historical Committee
 Anson Historical Society
 Belfast Historical Society & Museum
 Town of Bradley, Historical Committee
 Camden Public Library
 Castine Historical Society
 Dixfield Historical Society
 Ellsworth Historical Society & Museum
 Fairfield Historical Society
 Greater Grand Isle Historical Society
 Kennebec Valley Community College
 Archive
 L. C. Bates Museum
 Maine Narrow Gauge Railroad Company
 & Museum
 Milo Historical Society
 Monhegan Historical & Cultural Museum
 Monmouth Museum, Inc.
 Pejepscot Historical Society
 Penobscot Marine Museum
 Readfield Historical Society and Museum
 Ruggles House Society
 Skowhegan History House Museum &
 Research Center
 South Bristol Historical Society
 Swan's Island Educational Society
 Washburn-Norlands Living History
 Center
 Windham Historical Society

"We had a 20% increase in attendance last year attributed to a strong focused marketing plan."

—Maine Narrow Gauge Railroad



Museums Are Economic Engines

On a national scale, museums:

- **Employ 400,000 Americans.**
- **Contribute \$21 billion** to the American economy each year (2008 estimate), encouraging economic growth in their communities.
- **Draw visitors who stay 53% longer** and **spend 36% more money** than other kinds of tourists.

Source: American Alliance of Museums (<http://www.aam-us.org/advocacy/resources/economic-impact-statement>)

A Snapshot of MAM Member Institutions' 2013-2014 Initiatives

"First Smithsonian Affiliate in Maine!"

—Abbe Museum, Bar Harbor



"With help of four student interns, and funded by donations, some 17 cartons of historic documents from the Town Office were archived, cataloged, and properly filed in our vault. This summer, those same four interns, again funded by donations, are completely upgrading labels in the Museum and reorganizing all the displays to make better use of our space."

—Readfield Historical Society & Museum

"Completed Maine Memory Grant project with six historical societies and Western Foothills School Union 10. Collaborative effort included Dirigo High students."

—Dixfield Historical Society



"Applied for and received a grant from the Maine Historical Society's Community Mobilization Program to design and launch an online exhibit with South Bristol's grades 5 and 6 as our partners."

—South Bristol Historical Society

"We have a project of preserving the Bailey Farm Windmill, which is on the National Register of Historic Places. This year, for the first time, it was hit by lightning. On two of the eight sides some shingles were blown off plus damage done to the interior. To date the project has been five years and we're still working on it."

—Anson Historical Society

