**Museums Advocacy Day 2019 Publicity Tools**

**Economic Engines Op-Ed**

Museums Support [Name of Community]

Museums are vital not only to our society and culture, they are essential – demonstrably – to our economy.

Every year, we welcome [XXXX] visitors to the [name of museum]. Many of those visitors come from out of town and support our local economy. Seventy-six percent of all U.S. leisure travelers participate in cultural or heritage activities such as visiting museums. These travelers spend 60 percent more money on average than other leisure travelers.

The economic activity of museums generates more than $12 billion in tax revenue, one-third of it going to state and local governments. Each job created by the museum sector results in $16,495 in additional tax revenue. Every direct job at a museum supports an additional job in the economy, a higher rate than many other industries.

**[**Add state specific statistics from Appendix C of “Museums As Economic Engines” or your state’s [infographic](https://www.aam-us.org/2018/02/15/museums-as-economic-engines-infographics-released/).**]**

**[**Insert local data or successes with recent exhibitions.**]**

Nationally, U.S. museums contribute $50 billion into the economy, and support more than 726,000 American job. Museums and other cultural organizations attract businesses to communities large and small. In fact, museums and other nonprofit cultural organizations return more than $5 in tax revenues for every $1 they receive in funding from all levels of government.

We are proud to be participating in Museums Advocacy Day 2019, organized by the American Alliance of Museums, to share the value of museums with new and returning legislators on Capitol Hill.

Together we’ll be advocating for:

* Revising the tax code to help ensure financial health for all museums.
  + Passing a universal charitable deduction, such as H.R. 1260 or H.R. 651, allowing all taxpayers to deduct their charitable contributions, regardless of whether they itemize
  + Repealing the new Unrelated Business Income Tax on expenses that charities incur in providing transportation fringe benefits to employees, such as H.R. 1223 or H.R. 513
  + Passing the Artist-Museum Partnership Act, which would allow artists to claim a fair market value deduction when they donate their own work to a nonprofit museum of any type
* Funding of $38.6 million in FY 2020 for the IMLS Office of Museum Services, which supports all types of museums by awarding grants that help them educate students, preserve and digitize collections, and connect with their communities.
* Thanking members of Congress for the near unanimous passage of the bipartisan Museum and Library Services Act of 2018 (S. 3530/Public Law No. 115-410), renewing federal programs supporting museums and the communities they serve.

We encourage citizens in our community to amplify our efforts in Washington. At the American Alliance of Museums website ([www.aam-us.org](http://www.aam-us.org)/advocacy), you’ll find advocacy tools that let you convey your support for museums to your members of Congress with just a few clicks.

Name

Title

Museum

City

*Not for publication:*

Email

Address

Phone Number