

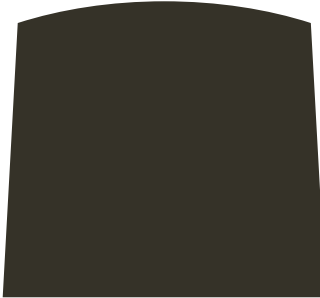
# 2021

## Economic Impact Statement

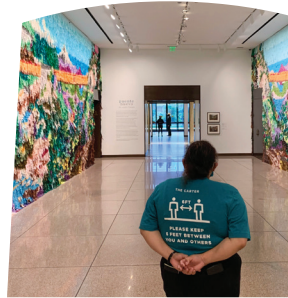
In **2021** the **AMON CARTER MUSEUM OF AMERICAN ART** ...



Had an  
overall annual  
economic  
impact of  
**\$14.8 million**



Employed  
**70** full-time  
staff members and  
**41** full-time  
equivalents



Generated over  
**\$754,500**  
in state  
government  
revenue



Generated over  
**\$620,800**  
in local  
government  
revenue



Spent over  
**\$13 million**  
on salaries, goods,  
and services in  
our community



Had spent over  
**\$14.1 million**  
since 2016 on  
capital-improvement  
projects using  
local contractors  
and suppliers



Served almost  
**17,000**  
school children  
through school  
visits, virtual tours,  
and off-site programs



Welcomed  
**50,693**  
visitors

Kept **ALL**  
employees on  
payroll through  
the COVID-19  
pandemic

**AMON  
CARTER**  
MUSEUM OF  
AMERICAN  
ART







## On a national scale, museums are economic engines:\*

- Museums support more than 726,000 American jobs.
- Museums contribute \$50 billion to the U.S. economy each year.
- 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. This is a higher rate than many other industries.
- 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.

\*National statistics from the American Alliance of Museums, "Economic Impact Statement," 2022





# 2021

## Educational Impact Statement



Amount spent by the Carter  
on educational programming:

**\$1,129,802**

Number of distinct schools  
participating in student tours:

**161**

Number of students served  
on tours (includes virtual):

**15,561**

Number of distinct school  
districts served by student tours:

**38**

TEA regions participating in  
student tours (includes virtual):

**11**

Number of distinct school  
districts participating in  
distance learning programs:

**25**

Number of students served by  
distance learning programs:

**1,852**

Districts participating in  
distance learning programs:

**TEA regions:**

1, 4, 6, 7, 10, 11, 13, 16, 19, 20

**Out of State: 5**

Educators participating in  
teacher training programs:

**154**

Texas Congressional  
Districts served:

**25 out of 38**

Texas State Representative  
Districts served:

**62 out of 150**

Curriculum topics  
covered in student and  
teacher programs:

Art  
Art History  
English as a Second Language  
English Language Arts/Reading  
Gifted/Talented  
Human Geography  
Mathematics  
Music  
Pre-K  
Science  
Social Studies  
Special Education  
Texas History  
U.S. History  
World History

Advance Placement:

Art and Design  
Art History  
English Literature  
Spanish  
U.S. History



## On a national scale, museums are essential partners in education:\*

- Museums spend more than \$2 billion each year on education activities; the typical museum devotes three-quarters of its education budget to K-12 students.
- Museums receive approximately 55 million visits each year from students in school groups.
- Museums help teach the state and local curricula, tailoring their programs in math, science, art, literacy, language arts, history, civics and government, economics and financial literacy, geography, and social studies.
- Facilitated classroom visits to art museums have a measurable impact on key aspects of student learning.
- Children who visited a museum during kindergarten had higher achievement scores in reading, mathematics, and science in third grade than children who did not. Children who are most at risk for deficits and delays in achievement also see this benefit.
- 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.

\*American Alliance of Museums, "Educational Impact Statement," 2022