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
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.