

Sample Economic Impact Op-Ed for Museums. To complete this op-ed, easily pull specific geographic data from AAM's [Museums as Economic Engines report](#).

Museums Support [specific geographic area or the U.S.]

Museums are vital not only to our society and culture, they are essential. In addition to serving as community infrastructure, creating unique education opportunities for people of all ages, and protecting our cultural heritage, museums are a boon to our economy.

Prior to the pandemic, nationally, museums contributed \$50 billion to the economy, supported more than 726,000 American jobs, and generated 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. 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.

Here, in [state], pre-pandemic data shows museums have a [\$XXXX] total financial impact on [state]'s economy; support [XX] jobs; and generate [\$XXXX] in federal, state, and local taxes.

Our legislators need to know the unique role and importance of museums in our communities and our economy, and the ways museums continue to serve their communities as essential community infrastructure and a backbone of the nation's education system. Museums are deeply deserving of federal support, with 96 percent of Americans thinking positively of their elected officials who take legislative action to support museums. Congress faces a vast list of policy issues to consider, many of which can have a lasting impact on museums. We are proud to be participating in Museums Advocacy Day 2024, organized by the American Alliance of Museums, to share the value of museums with legislators.

Among other issues, museum advocates will urge Congress to maintain or increase funding for federal agencies that help museums better serve their communities, such as the Office of Museum Services at the Institute of Museum and Library Services, enact legislation to increase charitable giving, and urge the House of Representatives to lift the ban that makes museums ineligible for earmarks in the annual appropriations process.

We encourage members of our community to amplify our efforts. At the American Alliance of Museums website (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 / Organization

City

Not for publication:

Email

Address

Phone Number