

O K L A H O M A MUSEUMS A S S O C I A T I O N

Oklahoma museums good for the state

Museums contribute a significant portion to Oklahoma's economy, through the admission they charge, the visitors they attract who then spend money at other establishments, and the money spent by museums. According to the *Arts & Economic Prosperity III* study, released in 2007 by Americans for the Arts, the nonprofit arts and culture industry generates \$166.2 billion nationwide, a 24 percent increase in the last five years. Several studies have shown that cultural travelers spend more money and stay longer than other travelers, and museums are invaluable in attracting these cultural travelers.

3.3 billion

The amount of money leisure travelers spent in Oklahoma in 2006 according to the *Oklahoma Economic Impact Report* conducted by the Travel Industry association for the Oklahoma Tourism and Recreation Department.

471 million

The amount leisure travelers spent on entertainment and recreation (including museums, art galleries, botanical and zoological gardens, historic sites, and similar institutions), up 5.4% from the previous year.

26.3 percent

The percentage of adult Americans who visited an art gallery or museum in the last twelve months at least once while on a leisure trip of fifty miles or more one-way as indicated by *The State of the American Traveler* report in January 2008 from MilesMedia.

25 percent

The percentage of leisure trip activities spent visiting museums and galleries according to a 2006 *Oklahoma Tourism Segmentation* report by Ackerman McQueen. In addition, leisure trip activities were spent visiting historic sites 31%, historic homes 12%, zoos 11% and botanical gardens 10% .

11.7 percent

The percentage of adult travelers who visited Oklahoma's museums, according to the American Association of Retired Persons.

Museums are more than tourist attractions; they also help support their communities through the hundreds of jobs they create. These jobs are especially important because they are locally based. According to the *Arts & Economic Prosperity III* study, the nonprofit arts and culture industry supports the equivalent of 5.7 million full-time jobs nationally, an increase of 850,000 jobs since the last study in 2002.

2,079 people

The number of Oklahomans employed by museums and collections as indicated in the 2008 *Creative Industries* report published by Americans for the Arts.

10.29 percent

The increase in employees at Oklahoma museums and collections listed with Dun & Bradstreet from 2007 to 2008 - up from 1,885 in 2007.

223 museums

The number of Oklahoman museums and collections registered with Dun & Bradstreet.

10.40 percent

The increase in the number of Oklahoma museums and collections listed with Dun & Bradstreet from 2007 to 2008 - up from 202 in 2007.

Museums are more than just collections of priceless art or rare artifacts. They are centers of learning, links to the past, and windows to the rest of the world and even the universe. A combined museum listing from the Institute of Museum and Library Services, American Association for Museums, and the National Center for Charitable Statistics lists 552 museums in Oklahoma. When factoring in the 2006 Census population estimate, Oklahoma boasts 1.5 museums per 10,000 persons.

11 museums

The number of Oklahoma museums accredited by the American Association of Museums. Approximately 4% of the 17,500 museums estimated to be in the United States are accredited.

87 percent

The percentage of Americans that find museums to be the most trustworthy or a trustworthy source of information among a wide range of choices according to the American Association of Museums.

The American Association of Museum's *2006 Museum Financial Information* survey found the median cost for museum admission is \$6 and that more than one-third of museums charge no admission. In addition, the median cost of serving a visitor is \$23.35. A museum's earned income generates only about one-third of this amount. Private charitable donations are the largest source of operating income for museums (about 35%). Government funding provides just under 25% and investment income about 10%.

9.4 million

The amount of funding Oklahoma museums received from the Institute of Museum and Library Services, National Science Foundation, National Endowment for the Humanities, National Endowment for the Arts and federal earmarks between 2000-2006.

0.047 percent

The percentage of state general fund expenditures that comprised appropriations to arts agencies in fiscal year 2008 - less than one tenth of one percent, according to the National Assembly of State Arts Agencies.

2 of the largest

The number of Oklahoma community foundations listed nationally in the top twenty-five based on assets. The Tulsa Community Foundation and the Oklahoma City Community Foundation manage endowment funds for over 30 museums in the state.

6.5 percent

The percentage increase, after inflation, in giving to the arts, culture, and humanities in the years 2005-2006, as listed in the *Giving USA 2007* report by the GivingUSA Foundation.

The Oklahoma Museums Association (OMA) exists to support Oklahoma museums in their efforts to educate, inform and entertain. OMA is the statewide, private non-profit for museum staff, volunteers, board members and other Oklahomans who have an interest in museums. A museum as recognized by the Oklahoma Museums Association, is defined as an organization which uses a professional staff or the equivalent, whether paid or unpaid, that is primarily engaged in the acquisition, care and exhibition to the public of objects or interactive displays/ exhibits owned or used by the institution. Further, a museum is understood to possess a variety of the following characteristics: 1) is organized on a permanent or regular basis for essentially educational and/or aesthetic purposes; 2) owns or uses tangible objects, either animate or inanimate; 3) cares for these objects; and 4) exhibits these objects to the general public on a regular basis at or in a facility which it owns or operates; 5) provides educational and cultural programming.

403 members

The total number of Oklahoma Museums Association members. Specifically, there are 237 individual, 148 institutional and 18 corporate members.

76 counties

The number of Oklahoma counties (out of 77 total counties) to which OMA provided programs and services in 2007.



This publication was produced by the Oklahoma Museums Association in recognition of Oklahoma Museums Week, May 18 – 24, 2008. Programs and services of OMA, including this publication, are made possible in part by project assistance from the Oklahoma Arts Council. Thanks to Lea Terry for copywriting assistance. Printing courtesy of Red Earth, Inc. For more information on OMA, visit www.okmuseums.org.

