

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

Oklahoma museums **strengthening the economy**

Museums are an important contributor to Oklahoma's economy. Financially, museums contribute to the economy like other businesses—as employers, producers and consumers. However, museums are unique in their ability to attract visitors who then spend money at other establishments. Statistics from the American Association of Museums indicate that tourists who visited museums spent nearly twice as much on travel as those who did not visit museums.

A recent study, *The Economic Impact of Nonprofit Arts & Culture Organizations in Oklahoma* by Americans for the Arts in partnership with the Oklahoma Arts Council, indicates that the industry of nonprofit arts and culture is economically significant to the state of Oklahoma, as can be seen by the figures below. The full study is available online at <http://www.arts.ok.gov/about/ei0210.html>.

\$176.5 million

Amount of spending by nonprofit arts and culture organizations in Oklahoma during 2008-2009.

\$138.3 million

Event-related spending by nonprofit arts and culture organization audiences in Oklahoma during 2008-2009. *Amount does not include the cost of event admission.*



\$314.8 million

Total amount of economic activity created by nonprofit arts and culture organizations and their audiences in Oklahoma during 2008-2009.

What does \$314.8 million dollars look like to Oklahoma's economy?

- 10,156 full-time equivalent jobs
- \$29.4 million in revenue for local and state government
- \$211 million in household income to local residents

Museums hold collections that are of national, state and local community significance. They provide experiences and inspiration. They encourage lifelong learning and are places of discovery—about ourselves, our surroundings, and our world.

The following data is from the American Association of Museums about the value of museums. Additional information is available online at <http://www.aam-us.org/getinvolved/advocate/statistics.cfm>.

Centers of Learning

Museums are viewed as one of the most important resources for educating children and as one of the most trustworthy sources of objective information.

Stewards of Local Culture

Authentic museum artifacts and historic sites are ranked by Americans as most significant in creating a strong connection to the past.

Centers of Community Life

There are 2.3 million museum visits per day, adding up to 865 million visits per year to American museums.

Nine out of ten counties in the United States have at least one museum.*

* *The Oklahoma Museums Association reports 76 of Oklahoma's 77 counties have at least one museum, historical society, historic site or other museum related institution.*

There is no precise definition of the term “quality of life,” however it is generally accepted to represent an individual’s satisfaction with the physical, emotional, intellectual, or cultural aspects of everyday life. Museums of every type and size enhance our quality of life in Oklahoma with opportunities to see items as diverse as local art, dinosaur bones, jewelry, tribal cultural items, rare documents, space-related artifacts, contemporary art, sports memorabilia and action figures.

Using Dun & Bradstreet data to understand the scope and importance of the arts, the *Creative Industries: Business & Employment in the Arts* reports from Americans for the Arts demonstrate that the creative industries are a formidable industry in the U.S. with a total of 2.9 million people working for 668,267 arts-centric businesses. Arts-centric businesses include the non-profit arts as outlined on the front page and for-profit businesses like film, architecture and advertising companies. The specific information for congressional districts in Oklahoma as of January 2010 appears below. More information on the *Creative Industries* reports is available at http://www.americansforthearts.org/information_services/research/services/creative_industries/default.asp.

Oklahoma Congressional District 1

1,438 arts-related businesses
7,231 people employed

Oklahoma Congressional District 2

577 arts-related businesses
1,711 people employed

Oklahoma Congressional District 3

802 arts-related businesses
3,276 people employed

Oklahoma Congressional District 4

849 arts-related businesses
2,987 people employed

Oklahoma Congressional District 5

1,351 arts-related businesses
7,044 people employed

Entire State of Oklahoma

5,017 arts related businesses
22,249 people employed

One-third of Americans have visited an art museum, history museum, aquarium, zoo, botanical garden or science and technology center within the past six months according to the American Association of Museums.

State arts agencies invested \$328 million in creating and sustaining arts infrastructures in communities across the nation during fiscal year 2009.

National Assembly of State Arts Agencies, Legislative Appropriates Fact Sheet Fiscal Year 2010

Americans donated more than \$307.65 billion to the arts in 2008 through individual giving, estates, foundations and corporations.

Giving USA Foundation, Giving USA, 2009 Press Release

The Oklahoma Museums Association (OMA) exists to support Oklahoma’s 500 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.

505 members

Total number of Oklahoma Museums Association members—312 individual, 170 institutional and 23 corporate members as of April 13, 2010.

76 counties

The number of Oklahoma counties (out of 77 total counties) to which OMA provided programs and services in 2009.



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