

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

Oklahoma museums a sound investment

Oklahoma museums support their local communities through the jobs they create. Statistics from *Americans for the Arts Creative Industries: Business & Employment in the Arts* indicate that museums and other arts-centric businesses play an important role in building and sustaining economic vibrancy.

In January 2009, Oklahoma was home to 5,121 arts-related businesses (registered with Dun & Bradstreet) employing 21,303 individuals.

Museums across the country receive federal dollars from one or more of the following sources: Institute of Museum and Library Services (IMLS), National Endowment for the Arts (NEA), National Endowment for the Humanities (NEH), National Science Foundation (NSF), and congressional earmarks. In December 2008, the Institute of Museum and Library Services published *Exhibiting Public Value: Government Funding for Museums in the United States* to increase knowledge of the public support for museums. The report is available online at www.ims.gov/pdf/MuseumPublicFinance.pdf.

In addition to federal funding, the Giving USA Foundation reports \$13.7 billion was given to arts, culture and humanities institutions in 2007 by private funders. Thus indicating that private funding far exceeds federal funding for museums and cultural organizations.

During the fiscal years 2000-2006, the total amount of funding from federal sources received by Oklahoma museums was \$8,339,832, or approximately 0.73% of the total federal funding received by U.S. museums.

For only fiscal year 2006, the amount of funding from federal resources received by Oklahoma museums was \$532,278, or approximately 0.356% of the total federal funding received by U.S. museums.

The Mid-America Arts Alliance (MAAA) completed a study, *Training Needs Assessment for Oklahoma Museums*, in 2007-08 to better understand Oklahoma museums. Overall findings show that Oklahoma museums could benefit from strategic changes to the type, amount, and kind of technical assistance available to them. In addition, Oklahoma museums are worthy of further investment, not because they are wanting, but because they are commendable already according to the study.

Museum budgets in Oklahoma based on MAAA study responses

Annual Operating Budget	% of Oklahoma Museums	Category
\$25,000 and under	37%	Very Small
\$25,001 - \$100,000	34%	Small
\$100,001 - \$500,000	29%	Midsize
\$500,001 - \$1 million	6%	Large
Over \$1 million	5%	Major

Percent of Oklahoma museums who receive funding from the following sources according to the MAAA study:

- Private individuals (80%)
- Corporations/businesses (64%)
- Private foundations (58%)
- Community foundations (36%)
- Oklahoma Arts Council (35%)
- City government (30%)
- Institute of Museum and Library Services (26%)
- State government/directly from Oklahoma Legislature (25%)
- Oklahoma Humanities Council (22%)

Additional funding sources include:

National Endowment for the Arts, National Endowment for the Humanities, Convention and Visitors Bureaus, Oklahoma Tourism and Recreation Department, National Trust for Historic Preservation, Economic Development Authorities, Mid-America Arts Alliance/Exhibits USA, Oklahoma Department of Libraries, Oklahoma Heritage Association, county government, Oklahoma Department of Commerce, local chambers of commerce and Oklahoma State Department of Education.

Economic Impacts of Historic Preservation in Oklahoma examines the many significant economic effects of historic preservation in Oklahoma. *Economic Impacts of Historic Preservation in Oklahoma* is available online from Preservation Oklahoma at www.preservationok.org/Economic_Impact.html.

Between 2001 and 2007, an estimated \$125 million was spent statewide on rehabilitating historic properties. For Oklahoma, that translates to 2,530 jobs, \$70 million in labor income, and \$6 million in annual state and local Oklahoma taxes. A total of \$12 million in Gross State Product was created as a result of historic rehabilitation activity.

The Center for Urban Policy Research estimates that \$175 million was spent on Oklahoma heritage travel in 2007. For Oklahoma, that translates to 3,980 jobs, \$64 million in income, and \$14 million realized in state and local taxes. Thus, heritage tourism in Oklahoma generates considerable economic benefits.

The 2008 United State Conference of Mayors have created *Strong Cities...Strong Families...For a Strong America*, a 10-point plan to grow American city economies and address domestic and international policies. The 10-point plan brochure is available online from the United States Conference of Mayors at www.usmayors.org/pressreleases/documents/10-PointPlan_1107.pdf.

Point 9: Tourism and Arts

Travel and tourism is a driving force for America's economy and diplomacy. The nation's mayors call for travel and tourism to be a national policy priority.

The arts, humanities, and museums are critical to the quality of life and livability of America's cities. It has been shown that the nonprofit arts and culture industry generates over \$166 billion in economic activity annually, supports over 5.7 million full time jobs, and returns over \$12 billion in federal income taxes annually. Governments which support the arts on average see a return on investment of over \$7 in taxes for every \$1 that the government appropriates. Furthermore, federal, state and local governments, private foundations, corporations and individuals provide access to artistic activities for peoples of all races, creeds, and income levels. Federal resources also must be invested in nonprofit arts organizations through their local arts agencies with full funding of the federal arts and culture agencies.

The economic impact of tourism is well documented. The *2003 Historic/Cultural Traveler* study conducted by the U.S. Travel Association and Smithsonian Magazine indicates that visitors to historic sites and cultural attractions stay longer and spend more money. More information on the study may be found at www.tia.org/researchpubs/executive_summaries_historic_cultural.html.

Cultural and heritage visitors spend, on average, \$623 per trip compared to \$457 for all U.S. travelers excluding transportation.

Trips by cultural and heritage visitors last an average of 5.2 nights compared to 3.4 nights for all U.S. travelers.

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.

469 members

The total number of Oklahoma Museums Association members. Specifically, there are 281 individual, 168 institutional and 20 corporate members.

76 counties

The number of Oklahoma counties (out of 77 total counties) to which OMA provided programs and services in 2008.



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