

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

Oklahoma museums maintaining the focus

Museums act as both an entertaining and educational experience for Oklahoma audiences. These institutions offer monetary and educational benefits to the state by attracting local and traveling visitors. Museums, according to the American Association of Museums, allow tourists to spend nearly twice as much on travel as those who did not visit museums during their vacation.

In May 2010, the National Governors Association (NGA) issued a Center Subissue on the arts and the economy indicating that governors can position their states to use the arts effectively by promoting new partnerships among state agencies, communities, and the business sector and by harnessing the power of the arts and culture as tools that unite communities, create economic opportunity, and improve the quality of life. Full text is available on the NGA website, www.nga.org.

Governors are increasingly incorporating arts and cultural exchanges into their economic development approaches. Arts programs have been high-impact components of economic development programs by:

- Leveraging human capital and cultural resources through tourism, crafts, and cultural attractions;
- Serving as a centerpiece for downtown redevelopment and cultural renewal;
- Creating vibrant public spaces, enhancing urban quality of life, expanding the tax base, and improving regional and community images; and
- Contributing to a region's "innovation habitat" by making communities more attractive to highly desirable, knowledge-based employees.

Today's knowledge-based economy requires workers who can think creatively, solve problems, exercise individual responsibility, and interact effectively with others. Sociability and high self-esteem are key components of these abilities. These workforce skills are nurtured through an education in the arts. Governor Mike Huckabee, who also was Chairman of the Education Commission of the States for 2004-06, and former U.S. Secretary of Education Rod Paige both have asserted that the arts are a vital part of developing workforce skills. According to Huckabee, "The future ability of our economy and this country will be based on the fact that we have students who are able to be more creative with what they've learned than anyone else." *National Assembly of State Arts Agencies; Research-Based Communications Tool Kit* www.nasaa-arts.org

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

Centers of Learning

Museums annually spend more than \$1 billion to provide over 18 million instructional hours for educational programs.

Stewards of Local Culture

After their families, Americans rank authentic artifacts in history museums and historic sites 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.

Economic Drivers

Museums rank in the top three family vacation destination. One-third of Americans say they have visited a museum, aquarium, zoo, botanical garden, or science and technology centers within the past six months.

Americans for the Arts created the report "Arts & Economic Prosperity" to show the economic impact of museums. According to this report, museums produce almost \$30 billion in revenue to local, state, and federal governments annually. The complete report is available at www.americansforthearts.org/pdf/information_services/research/services/economic_impact/national_findings_summary_report.pdf

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 the creative industries are a formidable industry in the U.S. with a total of 2.99 million people working for 756,007 arts-centric businesses. Arts-centric businesses include the non-profit arts and for-profit businesses like film, architecture and advertising companies. The specific information for congressional districts in Oklahoma as of January 2011 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

1,853 arts-related businesses
7,355 people employed

Oklahoma Congressional District 2

662 arts-related businesses
1,705 people employed

Oklahoma Congressional District 3

978 arts-related businesses
3,341 people employed

Oklahoma Congressional District 4

1,139 arts-related businesses
3,247 people employed

Oklahoma Congressional District 5

1,778 arts-related businesses
7,358 people employed

Entire State of Oklahoma

6,410 arts related businesses
23,006 people employed

Museums and art related organizations act as useful tools for the community to allow discovery and innovation. The experience lets the community come together to understand culture and history.

Seventy-eight percent of all American leisure travelers (118 million adults) participate in cultural and/or heritage activities while traveling, contributing more than \$192 billion annually to the U.S. economy. Cultural/heritage travelers, compared to non-cultural/non-heritage travelers, take more trips (five per year compared to four per year) and spend more money on each trip (\$994 average compared to \$611 average).

Winter 2010 Cultural Heritage Tourism News www.culturalheritagetourism.org

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.

500 members

Total number of Oklahoma Museums Association members—316 individual, 163 institutional and 21 corporate members as of April 6, 2011.

All 77 Oklahoma counties

In 2010, OMA provided programs and services to each and every one of Oklahoma's 77 counties!



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