



The Association of

# Maine Archives & Museums

*Supporting and Promoting Maine's Collecting Institutions*

**Maine Archives & Museums** (MAM) is the only professional association representing museums, archives, historical societies, and other collecting institutions in the state of Maine. Our purpose is to develop and foster a network of citizens and institutions in Maine who identify, collect, interpret, and/or provide access to materials and structures relating to history, living collections, and culture.

**Our vital services** to Maine's cultural community include:

- Quarterly newsletter, in print and on-line
- Annual Conference offering professional development & networking opportunities
- Regional professional development workshops throughout the state
- Promotional listings for member institutions on our website, newsletter and social media sites
- Valuable member discounts on archives products
- Research and advocacy for the field
- Marketing and promotional support

## MAM Members' Economic Impact\*

Maine's overnight museum visitor:

- spends \$243 per day, double that of overnight visitors who came to Maine for "leisure" purposes (\$104 per day)
- spends nearly three times that of overnight visitors who came to Maine to visit friends and family (\$89 per day)

Maine's day trip museum visitor:

- spends \$92 per day

\*Maine Museums Economic Impact Study, Maine Arts Commission, 2009

**Our 300+ members** are Maine's collecting institutions as well as students, volunteers, paid and unpaid professionals, other cultural organizations, affiliated businesses and the interested public. The support and participation of our members enable MAM to provide ever-expanding services to Maine's community of collecting institutions. By working together, we strengthen our collective resources to realize our shared mission.

**Maine's Cultural Institutions Outreach Project** is MAM's most recent effort to support the state's collecting institutions. It is believed that there 1200+ collecting institutions in Maine, with only about half of those connected to a larger support network. MCIOP seeks to address this issue and to slow and prevent the further loss of Maine's cultural heritage by identifying these organizations, connecting them to a larger community of collecting institutions in Maine, and offering them professional development opportunities at little-to-no cost.

**The economic impact** of Maine's collecting institutions is significant. Cultural tourism is one of the fastest growing segments of the tourism industry, attracting visitors who tend to stay longer, spend more, and travel in the off-season. Cultural tourism is vital to Maine's prosperous economic future. Maine's cultural institutions counted 6,832,330 annual admissions to events resulting in a total annual economic impact of \$148 million. This spending generates tax revenue for local and state government of more than \$7.5 million and supports some 1300 jobs in Maine communities. MAM is committed in its support of these institutions and their impact as economic enterprises and a driving force behind tourism in the state.

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