

The Economic Impact of Maine's Archives and Museums*

In Maine and nationwide, collecting institutions are economic engines:

- Maine's cultural institutions count nearly 7 million annual admissions and nearly \$80 million in direct spending, generating an overall economic impact of some \$150 million
- This spending generates tax revenue for local and state government of more than \$7.5 million and supports some 1500 jobs in Maine communities.
- Maine's overnight museum visitor spends \$243 per day, more than double that of overnight visitors who came to Maine for "leisure" purposes (\$104 per day), and 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.
- Nationwide, museums employ 400,000 Americans, according to the American Alliance of Museums.
- U.S. museums contribute \$21 billion to the American economy each year (2008 estimate), encouraging economic growth in their communities.
- Museums rank among the top three family vacation destinations.
- Trips including cultural and heritage activities comprise one of the most popular and significant segments of the travel industry, accounting for over 23% of all domestic trips.
- Visitors to historic sites and cultural attractions, including museums, stay 53% longer and spend 36% more money than other kinds of tourists.
- Quality of life issues contribute significantly to decisions businesses make in choosing to relocate, including access to cultural resources that includes a dynamic museum community. In fact, according to research cited by the U.S. Conference of Mayors, "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."

*Sources: Maine Archives and Museums, New England Museum Association, American Association of Museums, New England Foundation for the Arts 2009 Economic Impact Survey, and Maine Museums Economic Impact Study, Maine Arts Commission, 2009.