Oxford Economics/American Alliance of Museums study on economic impact of IOWA museums:

- Attract 5 million visitors
- Have a $384 million impact on the Iowa economy
- Support 6,012 jobs within Iowa
- Partner and support K-12 Education
- Offer 60,000+ public programs
- Preserve and interpret more than 680,000 artifacts
- Generate $93.3 million in tax revenue

Nationally:

- 95% of voters say they would approve of lawmakers who act to support museums.
- 76% of all U.S. leisure travelers participate in cultural or heritage activities, spending 60% more on average than other leisure travelers.
- Businesses that relocate factor in access to cultural resources and museums according to the National Governors Association.
- Governments that support the arts see an average return on investment of over $5 in taxes for every $1 that they receive in funding from all levels of government.
- Museums contribute $50 billion to the US economy each year
- Museums support more than 726,000 American jobs.
Iowa Museums Matter!

Educators

The National Mississippi River Museum & Aquarium’s RiverWorks Splash Zone invites young visitors to experience locks and dams through play.

EducatioNal:
Partners in K-12 education, providing instructional resources through Teaching Iowa History; providing active, choice learning for all ages.

Stewards

Docent led tour of Spanish Viceregal exhibition, Figge Art Museum

Meaningful:
Preserving the cultural, artistic, and historical fabric of Iowa through careful stewardship of artifacts, art, and archives.

Real objects = meaningful learning.

Destinations

Visitors "Blow it Up!" to help the railroad through the Sierra Nevada at the Union Pacific Museum.

Consequential:
Impacting local economies, employing staff, retaining emerging professionals in Iowa, attracting business development, purchasing goods and services, and attracting tourism.