



Impact of Florida Museums

Florida Museum Facts

- **Florida has over 400 museums** including art, children's, history, science, botanical gardens, aquariums, zoos and historic sites.
- Florida Museums **spend over \$338 million** each year on goods and services.
- Florida Museums **serve 31 million** visitors each year.
- Florida Museums **serve over 1 million school children** each year through school visits.
- A recent study from VISIT FLORIDA found that 65% of visitors to Florida participate in culturally based activities.

Historic Preservation Facts

- Rehabilitation of historic buildings, heritage tourism, the operation of history museums, and activities generated by Florida Main Street programs contributes \$6.6 billion annually to the state.
- Creates 111,509 jobs.
- \$501 million in Local/State Taxes.

On a national scale, Museums are economic engines

- Museums employ 400,000 Americans, according to the American Alliance of Museums.
- Museums directly contribute \$21 billion to the American economy each year.
- Museums rank among the top three family vacation destinations.
- Trips including cultural and heritage activities account for over 23% of all domestic travel according to the U.S. Travel Association.
- Visitors to historic sites and cultural attractions, including museums, stay 53% longer and spend 36% more money than other kinds of tourists.
- The nonprofit arts and culture industry annual generates over \$16 billion in economic activity, supports more than 5.7 million full-time jobs, and returns over \$12 billion in federal income tax 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.

The Florida Association of Museums is the not-for-profit professional organization for Florida's museums and museum professionals. The mission of the Association is to represent and address the needs of the museum community, enhancing the ability of museums to serve the public interest. The Association encourages excellence in its members by promoting communication through which its members share information and resources, effect legislation and promote support of museums.

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