

FLORIDA ASSOCIATION OF MUSEUMS

400
MUSEUMS

Art
Children's
History
Science
Aquariums
Botanical Gardens
Zoos
Historic Sites



FLORIDA
MUSEUMS SERVE
31 MILLION
VISITORS each year

FLORIDA MUSEUMS SERVE OVER
ONE MILLION



SCHOOL
CHILDREN
each year
through school visits

GOODS & SERVICES

spends over

\$338 Million
each year



A study from

VISITFLORIDA

Found that

65%

of visitors to Florida participate in culturally based activities.

HISTORIC PRESERVATION FACTS



generated by *Florida Main Street* programs contributes:

Rehabilitation of Historic Buildings,
Heritage Tourism, the operation of
History Museums, and activities

\$6.6 Billion
annually to the state

Creates **111,509**

Jobs



\$501

Million
in Local/State Taxes
Generated

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.



Trips including
Cultural and **Heritage**

activities account for over **76%**
of all domestic leisure travel
according to the U.S. Dept. of Commerce.



76% of all U.S. Leisure Travelers
participate in **Cultural** or **Heritage**
such as visiting **Museums**.



These travelers spend **60%** percent more on
average than other leisure travelers.



Governments which
support
cultural organizations
on average see a return on
investment of over
5 Dollars
in taxes for every
1 Dollar → that the government appropriates.

NONPROFIT ARTS AND CULTURE INDUSTRY
annually generates

over **\$135**
Billion

in economic activity.

Supports more than

4.1 Million Full-Time Jobs,
and Returns Over **\$22.3 Billion**
in local, state and federal tax revenues annually.

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.