

# NEW YORK STATE'S MUSEUMS: BUILDING COMMUNITY

**NEW YORK STATE'S MUSEUMS**  
are places of **AWE AND DISCOVERY.**

They **INSPIRE** appreciation for collections and information  
about human culture and the natural world.

They **REFLECT** the values of diverse communities.

**THEY SUPPORT LIFELONG LEARNING.**

And they **CONTRIBUTE** to the economic development of  
their localities and the state as a whole.

The **Museum Association of New York (MANY)** is a member-based professional organization that fosters healthy museums based on good governance and leadership. MANY brings the collective contributions and issues of the state's museums and heritage organizations to the attention of New York State residents and policy makers and it works on behalf of all museums in the state to strengthen organizational capacity and give voice to the field's needs.

The state's diverse and vibrant museum community is central to the economic vitality of New York State and the education of its youth. They annually employ **17,000** people, generate more than **\$1 billion** into the state's economy each year, and serve more than **6 million school children** with standards-based programs.

Museums and heritage organizations help create community identity, function as economic engines, and provide educational opportunities for schoolchildren and their families that are not otherwise, in many areas, available. And they are a key reason why tourism is the second largest industry in our state.

2009-10

## MUSEUMS ARE POPULAR.

**68 Million** In New York State annual attendance in 2007 to museums (including educational programming) and heritage organizations, arboreta, aquaria, and zoos; nature centers, and state and national historic sites was **68 million**. That's **186,301 visitors per day**.

**81%** The national percentage of all adult travelers include a cultural, arts, heritage or historic site activity while on a trip of 50 miles or more.

More than 29% of NYS visitors attend museums, historic sites, and cultural activities. In fact, when compared to the primary activities enjoyed by visitors to other northeastern states, New York state visitors have the highest propensity to list cultural activities as a primary trip activity.

**60%** The percentage of American adults visit a museum – either in person or on-line—each year.

**60%** The percentage of New York State's museums and heritage organizations accessible to some degree to visitors with disabilities.

## NEW YORK STATE MUSEUMS ARE CRITICAL PARTNERS IN K-12 EDUCATION.

New York State is the only state in the country that incorporates its museums and heritage organizations through its state education department.

**55%** of museums in New York State offer standards-based programs for K-12 students.

**4.461 Million** The number of school children participating in onsite educational programming at museums and heritage organizations in New York State in 2006 (representing 35% of the NYS K-12 public/nonpublic school population).

**2.195 Million** The number of New York State school children receiving educational programming from museums and heritage organizations in their classrooms in 2006.

In 2006, more than 1.2 million school children have access to educational materials on the Websites of the state's museums and heritage organizations.

Of those institutions offering educational programming, 90% of them develop and provide classroom materials for students; 82% provide resource materials for teachers; and 59% develop and offer teacher-training workshops.

In 2005, 93% of Americans believe that arts education is vital to a well-rounded education for their children – an increase of 2% from 2001.

## MUSEUMS PROTECT OUR NATURAL AND CULTURAL HERITAGE.

**79%** The percentage of museums in New York State owning permanent collections.

**1 Million+** The number of items added to the permanent collections of New York State's museums in 2002.

After families, Americans ranked authentic artifacts in history museums and historic sites most significant in creating a strong connection to the past.

**85%** Percentage of the state's museums and heritage organizations that own their facilities, an increase of 15% since 1998.

**\$1.2 Billion** The amount spent on museum infrastructure from 1996-2004.

## MUSEUMS AND HERITAGE ORGANIZATIONS ARE EVERYWHERE IN NEW YORK STATE.

**1,900** The approximate number of museums, heritage organizations, and state and national historic sites in New York State. The overwhelming majority of these institutions are chartered by the New York State Education Department.

Among them are 112 zoos, botanical gardens, aquariums and nature centers spanning 44 counties and welcoming over 10 Million visitors a year.

In addition, there are another 1,600 institutions holding archival collections.

Most are small museums situated outside of large urban centers.

All 62 counties have at least one museum or heritage organization.

There is one museum for every **10,258** New Yorkers.

## NEW YORK STATE MUSEUMS ARE GOOD BUSINESS.

**17,000+** The number of people employed by museums and heritage organizations in New York State in 2008.

Museums are a steady growth industry: the New York State Bureau of Labor Statistics projects museum employment will grow by 3.1% until 2016.

Tourists who visit museums spend nearly twice as much on their travel as those who do not.

**\$31 Million+** The economic impact of events celebrating the 225th anniversary of the American Revolutionary War that drew more than 125,000 attendees to dozens of historic sites in the Mohawk, Champlain, and Hudson River Valleys in 2002.

**74%** of businesses recognize that it is important to have an active arts community where they operate. Nonprofit arts organizations, which spend \$55.4 million each year, leverage a remarkable \$37.4 million in additional spending by arts audiences — spending that pumps vital revenue into local restaurants, hotels, retail stores, parking garages, and other businesses.

Both the US Conference of Mayors and the National Governors Association agree that cultural assets such as museums are essential to attracting businesses, a skilled workforce, and local, regional and international tourism.

**\$1 Billion+** The operating expenditures for New York State museums in 2002; the majority of these expenses are returned to the state's economy in the form of wages, purchases, and sales taxes.

## NEW YORKERS KNOW WHAT MUSEUMS AND HERITAGE ORGANIZATIONS DO FOR THEIR COMMUNITIES AND WANT TO HELP.

Nearly 12,400 New Yorkers volunteer their time to serve on boards of trustees of museums.

**3:1** The ratio of museum volunteers to museum employees.

**9.6 Million Hours** What New York state's museum volunteers annually contribute in time each year.<sup>2</sup>

Without volunteers, the museums and heritage organizations in New York State would need a minimum of \$187 million more a year to staff all program areas.<sup>3</sup>

Data for this factsheet has been compiled by the Museum Association of New York (MANY) and comes from MANY's own survey work, the New York State Education Department – State Museum Chartering Office, (Albany), the New York State Division of Tourism (2003 travel data), the New York State Bureau of Labor Statistics; the American Association of Museums (Washington, DC), Americans for the Arts' Creative Industries Report (2008), The Official Museum Directory (2008), United States Conference of Mayors 10-Point Plan (2008), McKinsey & Company: You Gotta Have Art! (1997), and from the work of the Sustaining Museums Work Group.

1. Based on the 2008 US Census population estimate of 19,490,297 for the state.
2. The formula for this statistic is based on the New York State's Chartering Office data from 2002, stating that 4,153 full-time equivalent individuals volunteered in chartered museums and heritage organizations (4,153 volunteers x 2000 annual hours) and that there are another 36,705 part-time volunteers who donate an average of 3 hours per month (36,705 x 36 hours/year).
3. The formula for this statistic is based on the 9.6 million hours x \$19.51/hour. The value of volunteer time is based on the average hourly earnings of all production and nonsupervisory workers on private nonfarm payrolls (as determined by the Bureau of Labor Statistics). Independent Sector takes this figure and increases it by 12 percent to estimate for fringe benefits. For more information, [www.independentsector.org](http://www.independentsector.org).)



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