



MAINE ARCHIVES & MUSEUMS

The Association of

Maine Archives & Museums

Supporting and Promoting Maine's Collecting Institutions

Museum Visitors Spend More

The economic impact of Maine's collecting institutions is significant. Cultural tourism is one of the fastest growing segments of the tourism industry—estimated by some to be **Maine's largest and most important industry***—attracting visitors who tend to stay longer, spend more, and travel in the off-season. A 2009 Economic Impact Study of Maine's museums** confirmed what we know is true of the cultural tourist on a national level. Maine's museums counted **6,832,330 annual admissions** to events in 2009, resulting in a total **annual economic impact of \$148 million**. This spending generated more than **\$7.5 million in tax revenue** for local and state government and supported some **1300 jobs** in Maine.

Maine Archives & Museums (MAM) is the only professional association representing museums, archives, historical societies, and other collecting institutions in the state of Maine. Our purpose is to actively stimulate the flow of knowledge and support among organizations and individuals in Maine who identify, collect, interpret, and/or provide access to materials relating to history, living collections, and culture, in order to strengthen and promote all collecting institutions in Maine.

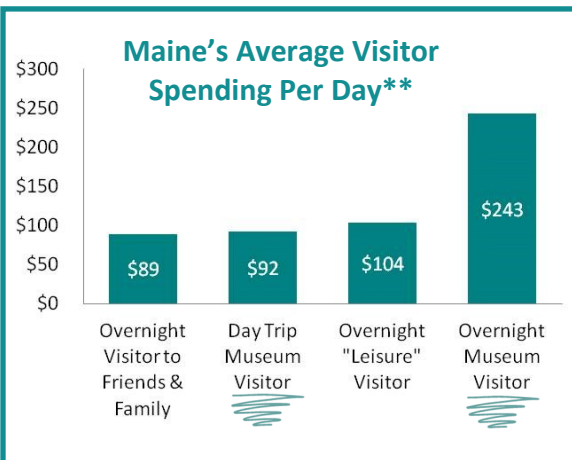
Through **advocacy, research, professional development, networking, and promotions**, MAM reaches beyond its own members to enhance and support all collecting institutions in Maine and their contributions to local, state, and national economies.

MAM Members' Economic Impact

In 2013-2014, MAM conducted a survey of its membership to determine the shared economic impact of collecting institutions in the state. As a group, MAM's 329 member institutions:

- **Employ** some **600 Mainers**.
- **Spend** about **\$26 million annually** on goods and services in our community.*
- **Serve** about **2.7 million visitors** and patrons each year.
- **Serve** about **154,000 schoolchildren** each year through special tours and programs.
- Log about **327,000 hours donated volunteer time**, maximizing institutional budgets while providing valuable educational and pre-professional experiences for students, seniors, and other underserved groups.
- Achieve all this with an average regular adult admission **fee of only about \$2**.

** Note that only about 7.6% of that amount comes from federal, state, or municipal funding.*



MAM's current and ongoing initiatives include:

- Advocacy alerts and actions representing the interests of Maine's collecting organizations in response to issues that directly affect the future of non-profits.
- Connecting professionals through networking events and programs.
- An active and vital schedule of professional development workshops throughout the year, including our Annual Conference held each fall.

MAM is committed in its support of Maine's collecting institutions and their impact as economic enterprises and a driving force behind tourism in the state. For more information visit us at www.MaineMuseums.org.

*Galen Rose, "Maine's Biggest Industries: Structural Overview of the Maine Economy," Maine State Planning Office, June 2004, p. 2.

**Chuck Lawton and Lindsay Rowe, "Maine's Museums: An Economic Impact Study," Maine Arts Commission, 2009.



Thank you to the following organizations who provided data for MAM's 2013/2014 Economic Impact Survey:

- Abbe Museum
- Alfred Historical Committee
- Anson Historical Society
- Belfast Historical Society & Museum
- Town of Bradley, Historical Committee
- Camden Public Library
- Castine Historical Society
- Dixfield Historical Society
- Ellsworth Historical Society & Museum
- Fairfield Historical Society
- Greater Grand Isle Historical Society
- Kennebec Valley Community College Archive
- L. C. Bates Museum
- Maine Narrow Gauge Railroad Company & Museum
- Milo Historical Society
- Monhegan Historical & Cultural Museum
- Monmouth Museum, Inc.
- Pejepscot Historical Society
- Penobscot Marine Museum
- Readfield Historical Society and Museum
- Ruggles House Society
- Skowhegan History House Museum & Research Center
- South Bristol Historical Society
- Swan's Island Educational Society
- Washburn-Norlands Living History Center
- Windham Historical Society

“Accepted into Heritage Preservation’s Collections Assessment Program..”
 –Ellsworth Historical Society, Ellsworth



Museums Are Economic Engines

On a national scale, cultural arts & heritage activities, including museums:

- **Employ 400,000 Americans.**
- **Contribute \$21 billion** to the American economy each year, encouraging economic growth in their communities.
- **Draw 78%** of all U.S. leisure travelers who **spend 63% more** on average than other leisure travelers.

Source: American Alliance of Museums (<http://www.aam-us.org/advocacy/resources/economic-impact-statement>)

A Snapshot of MAM Member Institutions’ 2014-2015 Successes

“Named a National Historic Landmark!”
 –Frances Perkins Homestead, Newcastle



“Received the donation of Joshua Lawrence Chamberlain’s Medal of Honor, which had been placed inside a book and salvaged from a library book sale in Massachusetts”
 –Pejepscot Historical Society, Brunswick

“Acquired an antique camera owned and used by Winslow Homer.”
 –Bowdoin College of Art, Brunswick



“Opened its new Mary E. Valentine Collections Wing, dedicated to and funded by the bequest of a longtime member and devoted house museum and research library volunteer.”
 –Bethel Historical Society, Bethel

“Received a \$15,000 grant to restore windows in its historic buildings.”
 –Washburn-Norlands Living History Center, Livermore

