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## **Ann Arbor Hands-On Museum Yields 3.9 Million Dollar Impact on County.**

In a new economic impact study recently initiated by the Ann Arbor Hands-On Museum, in conjunction with the Ann Arbor Convention and Visitor's Bureau, data illustrates the significance that one cultural institution can have on a community's economic base.

Over 54% of the 207,000 annual Museum guests come from outside of Washtenaw County, these visitors spend on average \$82 on a day trip, and local visitors impact the local economy on average of \$47 per day trip. This figure does not include Museum admission but is reflected in restaurants, food, gas, oil, souvenirs and other expenditures.

"The Ann Arbor Hands-On Museum has been a wonderful asset to this community for 25 years and they clearly exemplify the importance of the cultural impact on a community," shared Mary Kerr, President of the Ann Arbor Convention and Visitor's Bureau. The economic impact statement goes on to say that combining visitor spending and a museum operation yields a combined impact on the Washtenaw county economy of:

- 114 Jobs
- \$2.8 million in income (wages, salaries and payroll benefits)
- \$3.9 million in value added

Museum operations and visitor spending each account for about half of the overall impacts.

Based on the 2001 Michigan Museum study it is estimated for a typical museum that about half of the visitor spending and associated impacts would be lost to the local region if the museum were closed. This is based on the percentage of visitors claiming the museum visit was the primary purpose of their trip.

"It is very clear that to build a thriving business environment of tomorrow, a solid foundation of innovation and education must be an integral part of our culture today. The Ann Arbor Hands-On Museum is proud to be at the forefront of a business model that celebrates both innovation itself and also innovation in education," shared Mel Drumm,

Executive Director of the Ann Arbor Hands-On Museum, “Along with our regional cultural colleagues, we are committed to drawing people to our community through educational, arts and cultural activities that challenge the mind, inspire the soul and strengthen our economy.”

The economic impact statement was compiled by Dr. Daniel Stynes, MSU Travel & Tourism Research. Local economic impacts of the museum were estimated using the Michigan tourism economic impact model (MITEIM -Stynes et. al. 2004).

The Ann Arbor Hands-On Museum has been the cornerstone of informal science education in the community for 25 years. The mission of the Museum is to provide an opportunity for people of all ages to discover and enjoy the world of science and technology. It offers 250 interactive exhibits and a wide variety of educational programs, special events, field trips and scout programs. For more information visit [www.aahom.org](http://www.aahom.org) or call 734.995.5439.

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