



## **The Museum of Boulder Economic and Cultural Impacts**

### **Background**

The Boulder History Museum was incorporated in 1944 as the Boulder Historical Society. Currently doing business as the Boulder History Museum, it is a private, non-profit organization operated out of an historic house on The Hill in Boulder, leased from the City of Boulder. The mission of the museum is “to provide unique educational experiences for people to explore the continuing history of the Boulder region.” The museum serves nearly 30,000 people annually through exhibitions and programs. Exhibits include topics on Boulder, past and present, in addition to traveling exhibitions on a wide variety of cultural topics. Programs include talks, workshops, school tours, camps and afterschool enrichment. Annually, the museum reaches more than 16,000 students with innovative programs and research assistance. In addition to its lease of the museum building from the City of Boulder, the museum owns a 12,000 square-foot facility in east Boulder for the care and conservation of a collection of 42,000 historic artifacts. In addition, 200,000 historic photographs and 700,000 historic documents belonging to the museum are housed at the Carnegie Library and available for public research and copying.

### **Moving Forward**

The Boulder History Museum has outgrown the 4,500 square-foot historic house on The Hill. In 2013, after many years of planning, the museum’s board identified the Masonic Lodge building in downtown Boulder as an ideal building and location for an expanded museum. This 16,000 square-foot building will become the Museum of Boulder, a state-of-the-art museum with highly interactive exhibits on Boulder, past, present and future. It will include the creative endeavors that originated in our community and contributed to making Boulder what it is today. In addition, the building will contain a separate children’s museum for our youngest visitors. The museum has embarked on an \$11,000,000 campaign to convert the Masonic Lodge into the Museum of Boulder. The three main components of the campaign include the purchase of the building, renovations to the building, and the design, development and installation of the exhibits.

### **The Museum of Boulder**

For over 150 years, extraordinary people in Boulder have created innovations that affect the lives of millions of people around the world. Boulder is a leader in environmental, technological, recreational and sustainable trends. In many ways, Boulder is among the most influential communities in the world -- rich with innovation and creativity. A city this vibrant deserves a great museum.

The Museum of Boulder will serve as a vital resource to connect our residents and people from around the world to our city’s dynamic past and present. It will be a place of great inspiration, designed to help us better understand and more effectively influence the world in which we live.

The Museum of Boulder will showcase the remarkable accomplishments of Boulder through innovative exhibitions, programs and social engagement. The museum will inspire community participation,



attracting the diversity of our local history-makers while reaching out to the next generation of inquisitive children.

***The Museum of Boulder will be a place of inspiration and community pride.***

### **Why a new museum in Boulder?**

Boulder is lagging behind comparable cities in the Colorado Front Range and around the country in terms of cultural experiences for residents and visitors. Longmont, Loveland, Fort Collins, Arvada, Lakewood, Colorado Springs and many other Colorado cities have museums and performance centers that surpass Boulder's. A 2010 study commissioned by the Boulder Convention and Visitors Bureau reported that, when asked about areas of Boulder needing improvement, the greatest response was the desire for more variety in cultural offerings.<sup>1</sup> The Museum of Boulder will be a community asset that will advance the cultural landscape of our community for residents and visitors.

### **Community Impacts of the Museum of Boulder**

#### **A Center for Learning**

*Americans view museums as one of the most important resources for educating our children and as one of the most trustworthy sources of objective information.<sup>2</sup>*

The educational role of the Museum of Boulder is at the core of its service to the community. People of all ages and backgrounds will come to learn from the collections, exhibits and programs created by the museum through research and scholarship. The Museum of Boulder will be an essential learning environment for K-12 students to explore history, science, technology and innovation.

#### **A Center to Preserve our Historic, Scientific and Cultural Heritage**

*After their families, Americans rank authentic artifacts in history museums and historic sites most significant in creating a strong connection to the past.<sup>3</sup>*

The Museum of Boulder safeguards Boulder's heritage through its care and preservation of a collection of 42,000 artifacts and 900,000 historic photographs and documents. These are held in trust for the benefit of the Boulder public and future generations.

#### **A Civic Institution**

*Americans from all income and education ranges visit museums. There are 2.3 million museum visits per day, adding up to 600 million visits per year to American museums.<sup>4</sup>*

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<sup>1</sup> Boulder Convention & Visitors Bureau Visitor Research Summary, 2009/10 Final Report, RRC Associates, Inc.

<sup>2</sup> American Alliance of Museums, Museum Facts, 2014

<sup>3</sup> American Alliance of Museums, Museum Facts, 2014

<sup>4</sup> American Alliance of Museums, Museum Facts, 2014



The Museum of Boulder will be deeply rooted in the Boulder community, providing a welcoming, safe environment and a place for community dialogue for all of our citizens.

### **A Key Partner in Travel and Tourism**

*Museums rank in the top three family vacation destinations. 78% of all U.S. leisure travelers participate in cultural or heritage activities. These travelers—including visitors to museums—spend 63% more on average than other leisure travelers.<sup>5</sup> On average, Colorado’s heritage tourists stay longer than other visitors, spend \$114 more per person per trip and are more likely to come from out of state.<sup>6</sup>*

The Museum of Boulder will provide a common experience that families will share across generations. Grandparents, parents and children together will see history come alive, make a scientific discovery, experience the excitement of invention, and wonder at elite athletes’ remarkable accomplishments.

### **A Key Element in Attracting and Retaining Business Activity**

*Even in the most successful new economy regions, civic leaders are beginning to take stock of artistic and cultural assets, recognizing that they are essential to quality of life, which is, in turn, necessary for sustained growth.<sup>7</sup>*

Quality of life issues contribute significantly to decisions businesses make in choosing to relocate or expand. To attract and retain the best workforce possible, location considerations are made not only on the quality of the schools and tax incentives, but also on access to cultural resources that include a dynamic museum community. The Museum of Boulder will contribute significantly to the quality of life for residents of Boulder.

### **Economic Impact of the Museum of Boulder**

A study by AECOM<sup>8</sup> concluded the following:

- The Museum of Boulder will attract 55,000 visitors a year.
- 60% of the visitors to the museum will be from the Boulder region and the additional 40% will come from out of town.
- The museum will employ 10 – 12 FTE employees with an average annual salary of \$48,000, in addition to 3 – 4 contract employees.
- The museum will employ 6 - 8 college and high school students to serve as guides and facilitators.
- There will be a one-time local economic impact of construction for a \$4,300,000 renovation of the building.

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<sup>5</sup> American Alliance of Museums, Museum Facts, 2014

<sup>6</sup> The Economic Power of Heritage and Place, Clarion Associates of Colorado, LLC, October 2011

<sup>7</sup> Issue Brief, NGA Center for Best Practices

<sup>8</sup> Market and Financial Analysis for the Proposed Museum of Boulder, AECOM, April 2012



### Impact of Museums on a National Scale<sup>9</sup>

- Nationally, museums employ more than 400,000 Americans.
- Museums directly contribute \$21 billion to the U.S. economy each year. They generate billions more through indirect spending by their visitors.
- The U.S. Bureau of Economic Analysis has found that arts and cultural production constitute 3.2 percent of the nation's entire economy, a \$504 billion industry.
- The 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 billion in local, state and federal tax revenues.
- Governments that support the arts and culture see an average return on investment of more than \$7 in taxes for every \$1 that the government appropriates.

The Museum of Boulder will be a valued addition to the cultural landscape of our community, enhancing the quality of life for our residents, providing a popular destination for tourists and contributing to the economic vitality of our community.

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<sup>9</sup> American Alliance of Museums, Museum Facts, 2014