

## 2009 Analysis of Museum's Economic Impact

The Panhandle-Plains Historical Museum (PPHM) promotes economic and civic vitality in the Panhandle region through job creation, increasing property values, encouraging retail sales and generating state and local tax revenue.

PPHM is also an important tourist destination and contributes to the \$40.4 billion tourism industry in Texas.<sup>1</sup>

### Economic Impact of Panhandle-Plains Historical Museum<sup>2</sup>

- \$2,982,549 in direct spending by visitors
- \$246,060 in state sales tax generation
- \$345,600 in direct tourism spending by motor coach visitors
- \$28,572 in sales tax generation by motor coach visitors
- \$2,100,000 in direct expenditures for salaries, supplies, and services
- \$5,702,781 total annual economic impact

### Key Statistics:

- The museum attracted over 69,000 visitors in the past year.
- 62 percent of these visitors were from outside of the Amarillo/Canyon area
- 12 percent were from other states
- 2 percent were international visitors

### Economic Context<sup>3</sup>

- The museum's visitation reflects the state-wide trend for out-of-state visitors.
- For every dollar spent by the state to support the museum, \$292 is generated.
- For every dollar spent by the state to support the museum, \$9.20 in state revenue is produced. 12.3% of the total expenditures in the state are related to cultural attractions.

<sup>1</sup> Texas Historical Commission

<sup>2</sup> Based on formulas provided by Arts and Business Council and the State Council on the Arts

<sup>3</sup> M. Ray Perryman, Ph.D., "The Arts, Culture, and the Texas Economy," Texas Cultural Trust, 2001  
PANHANDLE-PLAINS HISTORICAL MUSEUM IS LOCATED ON THE CAMPUS OF WEST TEXAS A&M UNIVERSITY

## Education

- The museum served 20,901 school children in the past year through tours, presentations, and special educational outreach services.
- The museum works with Region 16 Educational Service Center to conduct teacher workshops and provide continuing education opportunities for regional educators.
- The museum provides unique, museum-based educational opportunities for all visitors.
- Students with exposure to museum-based educational opportunities have higher college entrance exam scores, have a higher acceptance rate to medical schools, and possess a lower incidence of substance abuse.<sup>4</sup>

## Regional Economic Development

The Panhandle-Plains Historical Museum assists the Canyon Chamber of Commerce, Amarillo Chamber of Commerce, and the Amarillo Economic Development Council in their efforts to attract and secure new businesses and industries to the Texas Panhandle.

- “A thriving cultural scene is more likely to attract the highly coveted, and very mobile, knowledge-based worker.”<sup>5</sup>
- The museum provides substantial returns for the state in terms of direct expenditures, new jobs, and added tax revenue that supports economic development initiatives.
- The museum is essential for the region’s long-term economic development initiatives.<sup>6</sup>

## Direct Expenditures

- The museum employs 48 full and part-time staff.
- \$2,100,000 annual operating budget
- Generation of state sales tax revenue through operation of museum gift shop

<sup>4</sup> “Investing in Culture: Innovations in State Policy,” National Conference of State Legislatures, 2003

<sup>5</sup> “Investing in Culture: Innovations in State Policy,” National Conference of State Legislatures, 2003

<sup>6</sup> M. Ray Perryman, Ph.D., “The Arts, Culture, and the Texas Economy,” Texas Cultural Trust, 2001