

# museum **impact** report 2012-13

## South Carolina **STATE MUSEUM**

 **\$22** million  
yearly economic impact  
to South Carolina

Students visited from all  
 **46** SC counties

 **140** thousand  
guests visit annually

 **30** years  
of collecting and interpreting  
South Carolina history

 **68.5** thousand  
SC students admitted FREE annually

## Who we are

The South Carolina State Museum, the state's largest and most comprehensive museum is located along the banks of the beautiful Congaree River in downtown Columbia, South Carolina. In 1988, the State Museum opened its doors, and today features a collection of more than 100,000 artifacts dedicated to art, history, natural history and science and technology.

## 2012-13 highlights

- Welcomed **143,199 guests** to the museum
- Presented two blockbuster exhibits, resulting in an attendance of **58,118 guests**
- Engaged **5,300 people** in the museum's annual membership program
- Managed **122 volunteers**, which made up 84% of the museum's workforce. In total, volunteers provided 6,108 hours of service at a value of \$111,860
- Held **five signature events** and numerous educational programs and events for all ages featuring South Carolina art, food, history, science and culture
- Rented museum space for over **200** weddings, meetings and events that had a total attendance of **25,440 people**

## impact on SC economy

- Each year, the State Museum delivers approximately **\$22 million** in economic impact to the state of South Carolina.
- The museum is a cultural tourism destination with an estimated direct impact of **\$7.3 million and 133 jobs**.
- Visitors come from a wide geographic area - **90% from all 46 counties in South Carolina** and **10% outside** the state.

## impact of museums nationwide

- U.S. museums **contribute \$21 billion** to the American economy each year.
- Trips including cultural and heritage activities comprise of **23% of all domestic trips**.
- Visitors to historic sites and cultural attractions, including museums, **stay 53% longer** and **spend 36% more** money than other kinds of tourists.

# What we do

The State Museum is the primary storyteller of the history of South Carolina. Through rich and diverse collections displayed through interactive, engaging exhibits, the State Museum is able to educate thousands each year and tell the story of South Carolina. There is much to see and do every day at the State Museum through a variety of exhibits and educational programs both offered at the museum and through distance learning programs, as well as through entertaining community events of all kind.

## Education

- Welcomed school children from all **46 counties** in South Carolina to the museum
- Provided free admission to over **68,500 South Carolina students**, which represents a value of **\$342,500** in free admission and educational programming
- Led over **22,500 public, private and home school students** through docent and staff-led tours in all four museum disciplines
- Collaborated with SCETV to record five distance learning programs, which were broadcasted to every school across the state

## Outreach

- Conducted **70 outreach programs**, reaching **30,081** South Carolinians.
- Provided **28 traveling exhibits** to partners, reaching 66,136 people in South Carolina and other neighboring states
- Presented 480 public programs to the community, reaching approximately **14,000 people**
- Provided four weeks of science summer camp **free-of-charge** to over 160 underserved elementary and middle school students



# Where we're going

The State Museum is undergoing a multi-dimensional expansion project, **Windows to New Worlds**, which will position South Carolina on the cutting edge of education, particularly in the critical areas of science, technology, engineering and mathematics (**STEM**).

**Windows to New Worlds**, slated to open in 2014, has several innovative elements, including enhanced guest services, an on-site and online observatory and classroom with a distance learning studio, 55-foot digital planetarium dome and theater, 4D multisensory theatre, historical telescope gallery and an outdoor telescope viewing terrace.

In the capital city where three interstates converge, no one in the state will be more than 3.5 hours away. Some **75,000 additional visitors** are anticipated in the first year alone and earned revenue is expected to double to **\$3,000,000** per year.

