Iowa Museums, By the Numbers!

The Iowa Museum Association collected data about Iowa’s museums. Here’s a look at the 174 Museums who responded to the survey:

**5.4 Million** Documents, photographs, pieces of art, natural history specimens, animals, trees, plants, and exhibits collected and preserved that interpret who we are as Iowans.

**11,105** Public programs conducted in 2010.

**1,464** Employees in Iowa Museums (596 full-time, 868 part-time employees)

**28,416** Volunteers in Iowa Museums.

**138,679** People contributed financial support through donations or memberships in 2010.

**4.2 million** people visited or used museum services in 2010.

**$57 million** represents the total operating budget expenditures in 2010. Of the total budget expenditures, $3.2 million derived from federal sources; $11,342,000 from state sources; $1.6 million from county sources; and $7.4 million from city sources.

**$9** Museums that are not owned by the state had budget expenditures of $48 million and received $4.7 million in state grants, including significant one-time investments from IJOBS and CAT (over $2.5 million of this support). Each state dollar leveraged nine additional dollars in non-state spending. That’s a 1021% return on investment in state grant dollars provided to non-profit museums.

**$15** Museums not owned by cities had budget expenditures of $50.3 million and received $3 million in municipal grants, mostly through hotel-motel revenues. Each city dollar to private museums leveraged fifteen additional dollars. That’s a 1677% return on investment.

How do museums leverage state dollars? Through individual and corporate donations, memberships, admissions, gift shops, revenue from traveling exhibits, programs (such as summer camps), and any other creative way they can.

**Invaluable** Museums are public treasures. Not a pirate treasure, to be raided for immediate gain, or a royal treasure, to be used to foist ideologies on people, but the kind of treasure that educates, creates pride, opens eyes and imagination, and generates real economic impact through employment, tourism, and local spending.
Museums responding to the survey: