



**Testimony of Laura L. Lott**  
**President and CEO, American Alliance of Museums**  
[www.aam-us.org](http://www.aam-us.org)  
**to the House Appropriations Subcommittee on Interior, Environment, and Related**  
**Agencies**  
**in Support of Funding for**  
**NEH, NEA, Smithsonian Institution, and Historic Preservation Programs**  
**March 23, 2016**

Chairman Calvert, Ranking Member McCollum, and members of the Subcommittee, thank you for allowing me to submit this testimony. My name is Laura L. Lott and I serve as President and CEO of the American Alliance of Museums (AAM). We urge your support for at least \$155 million each in fiscal year 2017 (FY 2017) for the National Endowment for the Arts (NEA) and the National Endowment for the Humanities (NEH), as well as \$922.2 million for the Smithsonian Institution. We also request your support for the Historic Preservation Fund (HPF), including at least \$55 million for State Historic Preservation Offices (SHPOs), \$15 million for Tribal Historic Preservation Offices (THPOs) and \$28 million to preserve the sites and stories of the Civil Rights Movement. We request restored funding of \$30 million and \$4.6 million respectively for the Save America's Treasures (SAT) and Preserve America programs.

Before detailing these funding priorities for the museum field, I want to express my deepest appreciation for the increases enacted by the Subcommittee in the Consolidated Appropriations Act, Public Law 114-113. The additional funds for the NEH, NEA, Smithsonian Institution and historic preservation activities will enhance museums' work to enrich their communities and preserve our many heritages. I know the Subcommittee once again likely faces a very limited 302(b) allocation, and must make difficult decisions. In this context, however, we would posit that each of our priorities outlined below is a vital investment that will both protect our nation's cultural treasures and provide a tremendous economic benefit.

AAM is proud to represent the full range of our nation's museums—including aquariums, art museums, botanic gardens, children's museums, culturally specific museums, historic sites, history museums, maritime museums, military museums, natural history museums, planetariums, presidential libraries, science and technology centers, and zoos, among others—along with the professional staff and volunteers who work for and with museums. AAM is honored to work on behalf of the nation's approximately 35,000 museums, which employ 400,000 people, invest more than \$2 billion annually in educational programs, receive more than 55 million visits each year from primary and secondary school students, and directly contribute \$21 billion to their local economies.

Museums are essential in our communities for many reasons:

- Museums are key education providers. Museums already offer educational programs in math, science, art, literacy, language arts, history, civics and government, economics and financial literacy, geography, and social studies, in coordination with state and local curriculum standards. Museums also provide experiential learning opportunities, STEM education, youth training, job preparedness, and a range of programs geared toward

homeschooling families. They reach beyond the scope of instructional programming for schoolchildren by also providing critical teacher training. There is a growing consensus that whatever the new educational era looks like, it will focus on the development of a core set of skills: critical thinking, the ability to synthesize information, creativity, and collaboration. We believe museums are uniquely situated to help learners develop these core skills, and this is borne out by evidence. According to a recent University of Arkansas study, students who attended just a half-day field trip to an art museum experienced an increase in critical thinking skills, historical empathy and tolerance. For students from rural or high-poverty regions, the increase was even more significant.

- Museums create jobs and support local economies. Museums serve as economic engines, bolster local infrastructure, and spur tourism. Both the U.S. Conference of Mayors and the National Governors Association agree that cultural assets such as museums are essential to attracting businesses, a skilled workforce, and local and international tourism.
- Museums address community challenges. Many museums offer programs tailored to seniors, veterans, children with special needs, persons with disabilities, and more, greatly expanding their reach and impact. For example, some have programs designed specifically for children on the autism spectrum while others are addressing veterans' post-war trauma or providing youth job training opportunities.
- Digitization and traveling exhibitions bring museum collections to underserved populations. Teachers, students, and researchers benefit when cultural institutions are able to increase access to trustworthy information through online collections and traveling exhibits. Most museums, however, need more resources to digitize collections.

**The National Endowment for the Humanities** is an independent federal agency created by Congress in 1965. Grants are awarded to nonprofit educational institutions—including museums, colleges, universities, archives, and libraries—for educational programming and the care of collections. NEH supports museums as institutions of learning and exploration, and as keepers of our cultural, historical, and scientific heritages.

In 2015, through Preservation & Access, one of NEH's national program divisions, 63 peer-reviewed, competitive grants totaling over \$3.6 million dollars were awarded to museums, historical societies and historic sites for a variety of projects to preserve and provide access to our nation's rich cultural heritage. Across all NEH divisions (including Preservation and Access, Research, Education, Public Programs, Challenge Grants and Digital Humanities), these institutions received 118 awards totaling over \$12.5 million. Demand for humanities project support, as demonstrated by NEH grant application rates, far exceeds available funding. In FY 2015, NEH received 4,928 competitive grant applications representing \$482.8 million in requested funds, but was only able to fund 15.4 percent of these peer-reviewed proposals.

NEH also provides approximately forty percent of its funding directly to states through grants to humanities councils located in every state and U.S. territory. In 2015, 55 state councils supported 4,266 events in museums, reaching a total audience of more than 2.1 million people.

Here are just two examples of how NEH funding supports museums' work in your communities:

- The Minnesota Historical Society in St. Paul received a \$200,000 Public Programs grant in 2015 to support *Play the Past*, a groundbreaking mobile application that offers a new

and engaging student-directed field trip experience. The interaction continues back in the classroom, as students and teachers build on the experience through further research and classroom activities. The activities are directly tied to state academic standards.

- The North Lake Tahoe Historical Society is partnering with the University of Nevada at Reno on North Lake Tahoe Digitization Day in 2016, for which it was awarded a \$12,000 grant from the Preservation and Access Division. The day will include expert-supervised digitization, instruction in basic preservation strategies, docent-led tours of the museum, and future public access to images acquired during the course of the day.

**The National Endowment for the Arts** makes art accessible to all and provides leadership in arts education. Established in 1965, NEA supports great art in every congressional district. Its grants to museums help them exhibit, preserve, and interpret visual material through exhibitions, residencies, publications, commissions, public art works, conservation, documentation, services to the field, and public programs.

In 2015, more than 2,000 museums participated as Blue Star Museums—a partnership between NEA, Blue Star Families, and the Department of Defense—to offer free admission to all active duty and reserve personnel and their families from Memorial Day through Labor Day. This particular effort served more than 839,000 people, while many other museums offer military discounts or free admission throughout the year.

In 2015, NEA made more than 160 direct awards to museums, totaling over \$5 million. Forty percent of NEA's grant funds are distributed to state arts agencies for re-granting, and many museums benefit from these funds as well. Receiving a grant from the NEA confers prestige on supported projects, strengthening museums' ability to attract matching funds from other public and private funders. On average, each dollar awarded by the NEA leverages more than nine dollars from other sources.

Here are two examples of how NEA funding is used to support museums' work in your communities:

- As the Chairman is well aware, the Fender Museum of the Arts Foundation in Corona, California received a \$10,000 Challenge America grant in 2013 and 2014 to support music instructors for its Kids Rock Free music education program.
- The Museum of Glass in Tacoma, WA received a \$45,000 Art Works grant to support *Hot Shop Heroes*, a glassblowing program designed to serve wounded soldiers. Participants report the program fosters imagination, inquiry, experimentation and healing.

In addition to these direct grants, NEA's Arts and Artifacts Indemnity program also allows museums to apply for federal indemnity on major exhibitions, saving them roughly \$30 million in insurance costs every year and making many more exhibitions available to the public—all at virtually no cost to the American taxpayer.

**The Smithsonian Institution** comprises some of the most visited museums in the world, including the National Museum of American History, the National Air and Space Museum, and the National Museum of Natural History. The Smithsonian reaches visitors and learners of all ages, in the nation's capital and across the country, with innovative exhibits and programs. Its 20

museums—including the National Zoo—attracted over 28 million in-person visitors last year, its websites reached more than 100 million unique visitors, and its content and curriculums are used by teachers all over the country.

The president's FY2017 budget request of \$922.2 million includes critical funding necessary for the maintenance, operation, and security of the National Museum of African American History and Culture, which is due to open in September. Additional funding for collections care, cutting-edge research of every type, facilities maintenance, and technology upgrades will allow the Smithsonian to continue caring for the nation's treasures and increase access for all.

**The Historic Preservation Fund** is the funding source of preservation awards to states, tribes, local governments, and nonprofits. State and Tribal Historic Preservation Offices carry out the historic preservation work of the federal government on state and tribal lands. These duties include making nominations to the National Register of Historic Places, reviewing impacts of federal projects, providing assistance to developers seeking a rehabilitation tax credit, working with local preservation commissions, and conducting preservation education and planning. This federal-state-local foundation of America's historic preservation program was established by the National Historic Preservation Act. We urge you to provide \$55 million for SHPOs and \$15 million for THPOs through the Historic Preservation Fund.

We also urge you to restore funding of \$30 million for Save America's Treasures and \$4.6 million for Preserve America, which have not been funded in recent years. From 1999 to 2010, federal funding of \$315 million for 1,287 Save America's Treasures projects leveraged an additional \$400 million in non-federal funds. These projects protected some of America's most iconic and endangered artifacts, including Ansel Adams' prints and negatives, Frank Lloyd Wright structures including *Fallingwater*, and the American flag that inspired the *Star Spangled Banner*. SAT projects also created more than 16,000 jobs in local communities across the country. We applaud Ranking Member McCollum for her leadership on this issue, and are disappointed that the administration did not include this funding in its FY 2017 budget.

Also in the context of the Historic Preservation Fund, we support the administration's requested increases for the Civil Rights Initiative, including \$25 million for competitive historic preservation grants to preserve the stories and sites associated with the Civil Rights Movement as well as \$3 million to help Historically Black Colleges and Universities conduct similar documentation and interpretation.

The 2005 Heritage Health Index of archives, libraries, historical societies, and museums concluded that action is needed to prevent the loss of millions of artifacts, and an updated Heritage Health Index due soon is predicted to show a continuing urgent need. Historic preservation programs are not only essential to protecting our many heritages; they also serve as economic development engines and job creators.

I want to once more acknowledge the difficult choices that the Subcommittee faces. I hope that my testimony has made it clear why these priorities are of critical importance to the nation and will provide a worthwhile return on investment to the American taxpayer. Thank you again for the opportunity to submit this testimony.