



ECONOMIC IMPACT STATEMENT

OUR MISSION

The Morton Museum of Collierville History collects, preserves, and interprets Collierville's dynamic history to make the past tangible, relevant, and meaningful for today's diverse community and for generations to come.

ECONOMIC IMPACT

- Budget: \$208,852
- Owned, operated and funded by the Town of Collierville, TN
- Employees: 3 (2 Full-time and 1 Part-time)
- Corporate and Private Donations since November of FY15: \$5,310



WHO WE SERVE

Visitors: 9,278 in 2016, a 27.46% increase from 2015

Students:

- 1,316 in 2016, a 102% increase from 2015
- Primarily Collierville Schools

In the Community:

- The Morton Museum reached 1,936 adults and children by going in to the community.

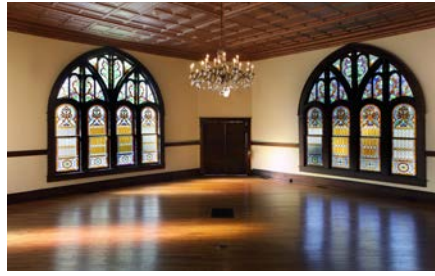
Support or Collaborative Groups:

- Collierville Contemporary Club
- Shelby East Garden Club
- Friends of the Morton Museum
- Memphis Botanic Gardens
- C.H. Nash Museum at Chucalissa
- Memphis Train & Trolley Museum
- Collierville Arts Council



11 Public and Education programs that meet state curriculum standards and community needs.

- Adult Lunch n' Learn Series
- Spotlight Saturday Family Events
- Outdoor Movie Night
- Summer Kids Series
- Story Time
- Hands-on Workshops
- Collierville Community Art Galleries
- Guided Exhibit and Walking Tours
- 3rd Grade My Community Field Trip
- 5th Grade Civil War Field Trip
- Civil War Travling Trunk



MORTON MUSEUM FACTS

- 11 Awards of Excellence from the Tennessee Association of Museums since 2014, two of which were awarded to exceptional volunteers.
- Holds over 500 individual artifacts in the Permanent Collection.
- Over 600 volunteer hours in 2016
- Exhibits 15-20 local artists annually at the Museum, Harrell Performing Arts Theatre, and Collierville Town Hall.

Admission is always FREE at the Morton Museum of Collierville History

ON A NATIONAL SCALE

- 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.
- 76% of all U.S. leisure travelers participate in cultural or heritage activities. These travelers—including visitors to museums—spend 60% more on average than other leisure travelers.
- The U.S. Bureau of Economic Analysis has found that arts and cultural production constitute 4.2 percent of the nation's entire economy, a \$704 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.
- Museums and other cultural organizations return over five times as much in local, state, and federal tax revenue as they receive from all levels of government.



*Open Tuesday - Saturday
10:00am - 4:00pm.
Admission is always Free*

196 N. Main Street
Collierville, TN 38017
901/457-2650

www.ColliervilleMuseum.org

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