

Woodson Art Museum

Wausau, Wisconsin

Economic Impact Statement

The Woodson Art Museum:

- » Employs 31 people in our north central Wisconsin community (14 FTEs);
- » Spends approximately \$ 1,570,000 annually on goods and services in the Wausau area and throughout Wisconsin;
- » Serves an estimated 56,000 visitors each year, including 33% from out of the local area; and
- » Serves more than 11,000 schoolchildren each year through classroom visits to the Woodson.

Admission is always FREE at the Woodson Art Museum!

Through the United States, museums are economic engines:

- » Museums employ more than a half-million Americans, according to the American Association of Museums;
- » Museums spend more than \$20.7 billion a year, encouraging economic growth in their communities;
- » Museums rank among the top three family vacation destinations;
- » Trips including cultural and heritage activities comprise one of the most popular and significant segments of the travel industry, accounting for over 23% of all domestic travel;
- » Visitors to historic sites and cultural attractions, including museums, stay 53% longer and spend 36% more money than other kinds of tourists; and
- » Quality of life issues contribute significantly to decisions businesses make in choosing to relocate, including access to cultural resources and a dynamic museum community.



Leigh Yawkey
Woodson
Art Museum

Franklin & 12th Street
Wausau, WI 54403
715-845-7010 / www.lywam.org
Tuesday - Friday 9 am - 4 pm
Saturday - Sunday Noon - 5 pm

Always FREE Admission