

2017 ECONOMIC IMPACT STATEMENT

OUR MISSION

The mission of the C.H. Nash Museum at Chucalissa, a division of The University of Memphis, is to protect and interpret the Chucalissa archaeological site's cultural and natural environments, and to provide the University Community and the public with exceptional educational, participatory, and research opportunities on the landscape's past and present Native American and traditional cultures.

ECONOMIC IMPACT

- Budget: \$224,109
- Owned, operated and funded by The University of Memphis
- Employees: 8 (3 full-time, 4 graduate assistants, 1 temp-hourly)
- Variety of Government Grants, including Smithsonian Traveling Exhibit
- Corporate and Private Donations



Volunteers building benches for the museum

VOLUNTEER PROGRAM

- Over 8,000 annual volunteer, intern, and student hours
- Host Monthly Community Volunteer Day
- Host Annual Black History Month Celebration
- Host Annual Veteran's Day Celebration



Student making pottery during her fieldtrip

WHO WE SERVE

Visitors:

- 8,000 annually
- 20% from outside of Memphis
- Majority from Mid-South area (TN, MS, AR)

Students:

- 2,700 annually
- Over 40 schools participate in field trips

Support or Collaborative Groups:

- Girl Scouts & Boy Scouts
- Freedom Prep Charter School
- Southwind Garden Club
- Memphis Archaeological & Geological Society
- T.O. Fuller State Park

CHUCALISSA FACTS

- Curate over one million individual artifacts
- Curate archaeological cultural materials from throughout West Tennessee
- Educational & Craft Programs that meet state curriculum standards, including Hands-on Archaeology Lab, Native American Music, Mystery Box, and Prehistory to Trail of Tears



Student enjoying the hands-on lab

ON A NATIONAL SCALE

- Museums employ 400,000 Americans, according to the American Association of Museums.
- U.S. museums contribute over \$20 billion to the American economy each year, encouraging economic growth to 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 trips.
- Visitors to historic sites and cultural attractions, including museums, stay 53% longer and spend 36% more money than other kinds of tourists.
- According to research by the National Governors Association, “It has been shown that the nonprofit arts and culture industry generates over \$166 billion in economic activity annually, supports over 5.7 million full time jobs, and returns over \$12 billion in federal income taxes annually. Governments which support the arts on average see a return on investment of over \$7 in taxes for every \$1 that the government appropriates.”

AT THE LOCAL LEVEL**

- Memphis has more than 60 tourist attractions.
- Total tourist attraction attendance figures for Memphis and Shelby County in 2017: 5 million
- More than 6 million visitors go to Beale Street Historic District in downtown Memphis, making it the most visited attraction in Tennessee.
- Average days stayed in Memphis per party: 2.7
- Average trip expenditure: \$918
- Buildings designated as historic landmarks: Beale Street, Graceland, Sun Studio, and Chucalissa

**Facts taken from 2017 Economic Impact Study Memphis & Shelby County, Memphis Convention and Visitor Bureau.

