

# ANNUAL ECONOMIC IMPACT



## MUSEUMS ARE VITAL TO A HEALTHY ECONOMY

- ✓ Museum visits rank among the top three family vacation events.
- ✓ 78% of all U.S. leisure travelers participate in cultural and/or heritage activities while traveling.
- ✓ Museums are viewed as a trusted source of information, playing a vital role in communities during times of crisis and change.
- ✓ When making a decision to relocate, businesses factor in access to cultural resources that includes a dynamic museum community, according to research by the National Governors Association.
- ✓ Governments that support the Arts on average see a return on investment of over \$7 in taxes for every \$1 that the government appropriates.



## Cedarhurst Center for the Arts

- Spends over \$1.5 million annually on goods and services locally and regionally.
- Employs 16 people, generating an estimated \$27,000 in additional tax revenue, 1/3 of which goes to state and local governments.
- Offers free general admission to ensure everyone has access to art and culture.
- Served more than 35,000 people in 2021, despite ongoing regulations and program modifications necessitated by the ongoing pandemic.
- 2/3 of visitors to Cedarhurst are from out-of-town, meaning in 2021 Cedarhurst influenced over 20,000 daytrips and over 500 overnight lodgings in Mt. Vernon, generating an estimated \$1.1 million for local businesses and the tourism industry.



cedarhurst  
CENTER FOR THE ARTS



2600 Richview Road | Mt. Vernon, IL 62864 | 618.242.1236  
CEDARHURST.ORG



# LEVERAGING the ARTS to Enhance southern ILLINOIS

~ Championed *Diversity, Equity, and Inclusion* efforts with multiple exhibitions featuring black artists and a residency program aimed at breaking down color barriers within our community.

~ Hired one of three staff positions that were eliminated in 2020 due to the pandemic.

~ Brought back in-person classes for children and adults, including a sold out Summer Art Camp that served over 250 children!



~ Accommodated school restrictions by developing a digital Black History Month curriculum for southern Illinois students and educators.

~ Enhanced the Cedarhurst Sculpture Park visitor experience with the installation of 12 new benches, improvements to the park's walking trails, and the development of new digital content.

~ Enlisted community feedback to create a new Strategic Plan that will guide the Cedarhurst organization through 2026.



## WHAT'S next FOR CEDARHURST?

- Staff are working to launch a new Festival of Lights program that will make Mt. Vernon a destination during the holiday season, generating additional tourism and serving as a resource for southern Illinois residents - your constituents. ***Please support the Illinois Office of Tourism!***

- We have formed an Outreach Team to deliver arts programming to southern Illinois' underserved audiences and invite them to Cedarhurst. ***Please support the Illinois Humanities Council!***

- Cedarhurst plans to invest over \$1 million in capital projects during the next two years. ***Please expand the Public Museum Capital Grants Program to include non-government funded museums!***

- Cedarhurst will celebrate its 50th anniversary in 2023. Our quality programs continue to serve tens of thousands of southern Illinois residents annually. ***Please support the Illinois Arts Council and Arts Alliance Illinois!***