

# Woodson Art Museum

Wausau, Wisconsin

## Economic Impact Statement

### The Woodson Art Museum:

- » Employs 31 people in our north central Wisconsin community (15 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
- » Serves more than 11,000 schoolchildren each year through classroom visits to the Woodson

### Admission is always FREE at the Woodson Art Museum!

### Throughout the United States, museums are economic engines:

- » Museums employ 400,000 Americans, according to the American Association of Museums
- » Museums contribute \$21 billion to the U.S. economy each year (2008 estimate), 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 more than 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
- » Quality-of-life issues contribute significantly to decisions businesses make when choosing to relocate, including access to cultural resources and a dynamic museum community



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**Woodson**  
Art Museum

Franklin & 12th Street  
Wausau, WI 54403  
715.845.7010 / [www.lywam.org](http://www.lywam.org)

Tuesday - Friday 9 am - 4 pm  
First Thursdays 9 am - 7:30 pm  
Saturday - Sunday Noon - 5 pm

Always FREE Admission

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