

HOUSTON

MUSEUM

DISTRICT

19 MUSEUMS

7 MILLION VISITS

\$371.7

MILLION ECONOMIC IMPACT

HOUSTON MUSEUM DISTRICT ASSOCIATION

The Houston Museum District Association (HMDA) is a synergistic collection of 19 museums, each with its own specialty. Located in the heart of Houston, nestled between Downtown and our world-renowned Texas Medical Center near Hermann Park, the museums proximity to one another creates **one of the largest walkable cultural districts in the U.S.**

Museums located in the district boast iconic architecture and landmarks, collections ranging from abstract to avant-garde, contemporary craft, design and focus on heritage and culturally-specific subject matter. Visitors can expect to experience a cultural passport to the world in one destination. With free times available at all 19 museums, everyone has equal opportunity to experience these world-class institutions.

We are committed to making cultural arts accessible to all and creating unparalleled opportunities for education, inspiration and recreation.

AUDIENCES & COMMUNITIES SERVED

We provide opportunities for those whose geographical or economic circumstances preclude direct museum visitation so they may participate. **In 2014, 1.7 million visitors enjoyed the museums at no cost.**

- 10 member institutions offer free admission to the public every day.
- 9 member institutions offer dedicated free admission times to the public.
- 6,518,876 annual visits.
- 1,522,200 students and field trip participants
- 4,335 off-site community outreach partner locations in City of Houston and Harris County.

The Houston Museum District **creates employment opportunities for 2,300** citizens.

ECONOMIC IMPACT

The district hosts nearly 7 million visits representing an economic impact of **\$371, 704, 603*** million dollars for the City of Houston.

Cultural districts are one of the fastest growing segments of industry and provide a high concentration of cultural facilities and programs that serve as the main anchor of attraction. They help strengthen local economies, create an enhanced sense of place, and deepen local cultural capacity.*

*Source data, calculations by Americans for the Arts, 2014