

HOUSTON museum DISTRICT

houstonmuseumdistrict.org

- Houston Museum District organizations hosted 6.5 million visits in 2017
- 11 museums offered free admission at all times, with 8 having dedicated free admission times, enabling equal access for 1.6 million people to visit museums and attend programs for free
- Outreach programs and school field trips reached over 1,783,000 residents at 4300+ community locations
- HMDA produced 225,000 brochures that were distributed in southeastern states to attract tourists to Houston
- HMDA placed print advertising showcasing the diverse offerings within the district, including a Latin America edition of Glamour magazine
- HMDA highlights diverse cultures with each institutions' unique focus in a weekly e-blast, '5 Things to Do in the District This Week'
- HMDA produced a 60 second video airing on seat back TVs on 28,000 American Airline domestic and international flights in October and November, which will re-run in 2018
- On a quarterly schedule, HMDA promoted 4 walk-able zones within the district during Museum Experience days
- Registered 448 teachers from across the region for the 21st annual Educators Open House which allows teachers to gain continuing education credits while learning how to incorporate the arts into their curriculum and meet TEKS, STEM and STEAM requirements
- Museums' combined budgets of \$196,200,000 generated \$646,073,449 in direct expenditures by organizations and audiences according to the 2017 Arts & Economic Prosperity Report #5