

# KentuckyHistoricalSociety

## IMPACT REPORT 2015

### OUR MISSION

We educate and engage the public through Kentucky history in order to confront the challenges of the future.

The Kentucky Historical Society is many things: an educational institution, a museum, a library, a research center. We oversee two historic sites and a contemporary headquarters where we protect a treasure trove of Kentucky's documents and artifacts, and share their stories with the public. But at the heart of it all, we are a network of people reaching across the state dedicated to preserving and exploring Kentucky's rich and complex past and then using the immense power of history to improve life here today.

## WHAT WE DID IN 2015



24,667

**CONNECTED** 24,667 K-12 students from 65 KY COUNTIES with their heritage who visited KHS on school field trips



51,854

**HELPED** 51,854 onsite visitors from 111 KY. COUNTIES, 49 STATES and 23 COUNTRIES discover Kentucky's role in our nation's development



275,619

**ENABLED** 275,619 scholars and genealogists to advance their research efforts via our **ONSITE** and **ONLINE** resources



1.5 MILLION+

**PRESERVED** 1.5 million+ KENTUCKY ARTIFACTS and documents



23,569

**STRENGTHENED** 23,569 K-12 students' 21<sup>ST</sup> CENTURY SKILLS via in-school programs that encourage critical thinking and civic engagement



36

**DEDICATED** 36 new historical markers in 12 COUNTIES in celebrations attended by 1,400 PEOPLE, for a total of more than 2,300 MARKERS illuminating Kentucky's story, many of which are shared via our Explore KY History smartphone app



179

**COMPLETED** our 179th year as STEWARD of Kentucky's historical treasures



“My involvement in technology makes it vitally clear that we must encourage and nurture a sense of place across all ages, especially in our children.”

— Brian Mefford, Bowling Green CEO, Connected National Exchange and KHS past president

## OUR IMPACT ON KY'S ECONOMY

Secured \$421,000 in federal grants

Earned \$363,447 in program and services income, including special events, royalties, admission fees, historical markers and more



**ATTRACTED** \$538,060\* in visitor spending by @1,000 attendees of a national history conference in Louisville whose host committee was chaired by KHS

**EMPLOYED** 55 people with a payroll of \$3,143,021 who in turn contribute \$552,408 in payroll taxes back to the state economy

\* Estimate provided by Louisville CVB

Since 1836 the public has entrusted KHS to be the keeper of the commonwealth’s legacy. KHS has continued to re-imagine this commitment, deepening it to also help Kentuckians recognize history’s value and use it to address the enduring social, economic and sustainability challenges facing us today.

## MORE OF WHAT WE DID IN 2015

- » Provided **390** K-12 teachers in KY with professional development workshops
- » Followed by **14,476** social media fans
- » Provided rental space for **74** events with a total attendance of **13,084** people
- » Reaccredited by the American Alliance of Museums, joining only **1,054** of the nation’s estimated **35,000** museums
- » Earned a national Leadership in History Award from the American Association for State and Local History for our HistorysmArts in-school program
- » Finished our **12th** year of Legislative Moments, during which **535** facts have been shared with legislators about their communities’ contributions to Kentucky’s history
- » Received national coverage in features on **2** Travel Channel shows ( currently working on a **3rd**)
- » Involved **4,596** K-12 students in National History Day in Kentucky activities and services
- » Attracted **8,393.36** hours from volunteers and unpaid interns, equivalent to **4.29** fulltime employees
- » Sent **1** curator to the Smithsonian Visiting Professionals program, a perk of being a Smithsonian Affiliate



Smithsonian Affiliations

## MUSEUMS’ ECONOMIC IMPACT NATIONALLY\*

- » **\$2 billion+** spent annually on education
- » **\$7** returned in tax revenue for every \$1 invested by governments in museums and other cultural institutions<sup>2</sup>
- » **165 million** visitors attracted by U.S. museums each year
- » **63%** more that cultural and heritage tourism travelers tend to spend than other leisure travelers
- » **402,000** workers employed, at a median annual salary of **\$38,980**

\*Unless otherwise noted, numbers provided by American Alliance of Museums  
<sup>2</sup> U.S. Conference of Mayors



“Yearlong research and personal interviews have revealed an array of historical perspectives and motivations that many students are not exposed to. Every year of participation has improved my research, writing and interview skills — many of which can be applied in other settings.”

— Zsombor Gal, Lexington  
 Kentucky Junior Historical Society member/  
 National History Day in Kentucky award winner