

Advocacy Works

94%

- say if they haven't arrived at a firm decision yet regarding an issue, they are **most influenced when constituents visit** (Source: *Citizen-Centric Advocacy: The Untapped Power of Constituent Engagement*, Congressional Management Foundation)

95%

- say **meetings with constituents are important** for developing new ideas for legislation (Source: *Communicating with Congress*, Congressional Management Foundation)

It's about Relationships, not always about what they can do for you

Get to know your elected officials.

Listen to them, hear what's important to them, and weave your story into theirs

Personalize your connection with your elected official.



It's not about Politics

Don't worry about whether you belong to the same political party as the elected official you're meeting.

Represent your organization, not your personal beliefs.

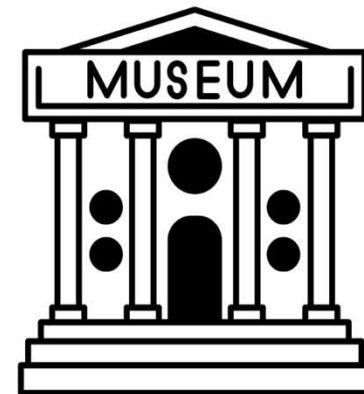


Talking Points to Consider

My [museum, organization, business] contributes to the well-being of communities and people in your district.

Here's how:

- Economic impact
- Job creation
- Education
- Quality of life



Talking Points to Consider

ECONOMIC IMPACT STATEMENT for *name of institution*

My museum employs # people in our community.

My museum spends \$ *annual budget* each year on goods and services in our community.

My museum serves # visitors each year, including % from out of town.

My museum serves # schoolchildren each year through school visits to museums.

Admission fee: \$

EDUCATIONAL IMPACT STATEMENT for *name of institution*

Amount spent by museum on educational programming: \$

Number of schools participating in class trips:

Number of visits by schoolchildren each year:

School Districts Served:

List of schools participating in class trips:

Curriculum topics taught in cooperation with local school system:

Admission fee, if any:

Number of educators that participated in teacher training programs:

In your own words: *[Do you have letters from visitors that capture the educational value of your museums (from schoolchildren, teachers, veterans, families with special-needs children, seniors, or from someone who pursued an education or a professional career after being inspired at your museum)?]*

ohiomuseums.org
Go to **About**, then click **Advocacy**



Talking Points to Consider

Museums make Ohio a better place to live, learn and work.

- Visitors to our cultural sites spend money, contributing \$1.54 billion to the Ohio economy and \$343 million in tax revenues
- Museums help teach state and local curriculums in more than 11 subjects and are strong partners in educating youth
- More than 25,900 Ohioans are employed by museums

MUSEUMS MAKE OHIO A BETTER PLACE TO LIVE, LEARN, & WORK

OHIO MUSEUMS IMPACT OUR ECONOMY

Ohio's **10** largest sites alone have a combined operating budget of over **\$393.3 million**

In total, Ohio museums have an annual **\$1.54 billion** impact on our state's economy

Arts & culture in the United States is a **\$704 billion** industry, about **4.2%** of the entire U.S. economy

Museums in Ohio generate over **\$343 million** in tax revenues to the federal, state, and local governments (even as nonprofits)

The nonprofit arts & culture industry in the U.S. annually generates **\$22 billion** in local, state, and federal tax revenues



OHIO MUSEUMS ATTRACT VISITORS & TOURISTS

Ohio has over **1300** museums - that's about **11** museums for every **100,000** residents, almost twice the national average

In 2022, Ohio's population was **11.7 million**. That year, a sample of just 10 Ohio's 1300+ museums had over **9.6 million** visitors, in a state where tourism is a **\$47 billion** industry



OHIO MUSEUMS ARE EDUCATION PARTNERS

With a sample of just **5** Ohio museums, **1.5 million** school children benefitted from museum educational programming - more than **78%** of all Ohio k-12 students

Museums help teach state & local curriculum in **11+** subjects

Across the U.S., museums spend more than **\$2 billion** a year on education activities



OHIO MUSEUMS ARE JOB CREATORS

More than **25,900** jobs in Ohio are supported by the museum industry annually

Museums provide substantial wages and other income to Ohio's residents each year - over **\$1.04 billion**

Across the country, museums support more than **726,000** jobs



Talking Points to Consider

Travelers to and thru Ohio support local businesses and jobs

- Travelers contributed \$47 billion to the Ohio economy in 2021
- This includes direct spending at our museums, gift shops, restaurants and hotels, as well as what our businesses spend on goods and services to operate, such as manufactured goods, cleaning supplies, accountants, and other items, most of which are purchased from Ohio businesses in other industries
- The visitor spending supports 411,000 jobs, more than half of which are career professionals supporting households

Visitor Spending

Second highest spending ever



Estimated direct visitor spending of \$25 billion in 2021 generated approximately \$47 billion in sales. Compared to 2020, visitor spending was up 22% in Ohio.

Tourism Visits

219 million

Compared to 2020, visits to Ohio were up 9%.



Tourism Supported Jobs

411,000

Compared to 2020, the number of industry supported jobs was up 9%.

Talking Points to Consider

TourismOhio's focused travel campaigns are working and bringing dollars to our state

- Changing the name of TourismOhio to State Marketing Office (per the Governor's Budget) raises concern
- We're excited the governor has recognized that marketing to attract visitors leads to more people discovering Ohio as a place to live, work and learn
- We want to ensure the name change doesn't indicate less of priority in attracting travel to and through Ohio, as this generated \$47 billion for the Ohio economy in 2021
- 13% of those who relocate visited the area first, triggering the decision to explore relocation there, meaning it starts with a visit
- While leveraging TourismOhio's marketing expertise and broadening its mission is potentially positive, Ohio can't afford to forfeit the dollars and economic activity current efforts produce

DRAFT



2023 Media Markets

Cleveland	South Bend, IN	Pittsburgh, PA
Cincinnati	Indianapolis, IN	Harrisburg, PA
Columbus	Ft. Wayne, IN	Johnstown, PA
Dayton	Louisville, KY	Wilkes-Barre, PA
Lima	Lexington, KY	Erie, PA
Toledo	Detroit, MI	Bluefield, WV
Youngstown	Lansing, MI	Clarksburg, WV
Zanesville	Grand Rapids, MI	Charleston, WV
Chicago, IL	Flint, MI	Wheeling, WV
Evansville, IN	Buffalo, NY	Parkersburg, WV

30 markets reaching 45 million people



Seven in ten travelers

in Ohio's primary advertising markets recalled seeing at least one TourismOhio ad.
Base: Residents of Ohio's Regional Advertising Markets

Talking Points to Consider



Support America 250 Ohio throughout the budget process

- America celebrates its 250th year of independence in 2026, and Ohioans are already preparing for this great opportunity
- Our work will showcase Ohio's many contributions to manufacturing, aviation, transportation, the arts and other areas
- Our focus is not just on the past, but also the present and the future to position Ohio as a driving force of innovation and leadership
- All 88 counties will be engaged in this effort
- The Ohio Commission for the Semiquincentennial leads this work with bipartisan support. The Governor provides \$5.8 million in FY24 and \$8.1 million in FY25 in his Executive Budget. We ask that this remains in the budget.

Talking Points to Consider

WORLD
HERITAGE
OHIO

Support World Heritage throughout the budget process

- Eight Hopewell Ceremonial Earthworks in Ohio are under consideration for the UNESCO World Heritage List. The World Heritage Committee meets in mid-September in Riyadh, Saudi Arabia and will vote on the nomination.
- Inscription on the World Heritage List would underscore the cultural significance of these sites and call international attention to these treasures long known to Ohioans.
- This effort will create Ohio's first World Heritage site. World Heritage inscription will put Ohio on the world's stage, spotlighting the entire state
- While the proposed inscribed sites are in three counties – Ross, Licking and Warren – international, national and regional visitors will enter through various gateways and will experience a great portion of the state because we will encourage them to visit other earthwork and heritage sites in the state.
- We ask for World Heritage support of \$1.2 million in FY24 and \$1.6 million in FY25.

Checklist for a Conversation

- ❑ **Introduce yourself** - *“I live in your district”* and/or *“My site is located in your district”*
- ❑ **Recognize their challenges.** – *“I know you’re busy. I appreciate your willingness to meet with me today.”*
- ❑ **BRIEFLY describe whom you represent**
- ❑ **Thank them for any past support, particularly if you have received state grants or funding**
- ❑ **Briefly state reason for conversation** – *“I would appreciate your support on _____.”* You can pull from the talking points shared with you today.
- ❑ **Tell a personal story**, then back it up with facts

Checklist for a Conversation

- ❑ **Talk about how their support could make a real difference in your community**
- ❑ **Reiterate your position** – *“Please support _____”*
- ❑ **Listen!** – *“I’d love to hear your thoughts.”* Take notes so you know how to follow-up to the meeting.
- ❑ **Follow-up**

Create a Year-Long To-do List

1	March	Advocacy Day + Thank You Note
2	April	Send a brochure or one-pager about your organization or museum, along with a personalized letter providing additional information about what you discussed in March.
3	June	Send info about something new – new exhibit, program, research, etc.
4	July	Meet with them in district, perhaps for breakfast
5	September	Invite them to visit your organization
6	October	Send info about what's coming – new exhibit, program, research, etc.
7	November	Send personalized holiday greeting inviting them to attend any holiday event you are offering
BONUS	February	Send postcard or email with the date of Ohio Statehood Day 2024, letting them know you are looking forward to meeting with them then



“Diamonds are nothing more than chunks of coal that stuck to their jobs.”

Malcolm Stevenson Forbes



Get to Know Staff

Get to know legislative staffers.

They are important gatekeepers and will appreciate your efforts to make their jobs easier.

Follow up with them.

Resources

- [Ohio Museums Association](#)
 - Economic Impact Statement
 - Educational Impact Statement
- [Ohio History Connection](#)
- [Ohio Travel Association](#)

Stay connected. Join the organizations that advocate for you and keep you updated.