

# AHM AMES HISTORY MUSEUM

## Community Impact

### EXHIBITS & PROGRAMS



AHM reaches an average of 7,050 people each year through programs and exhibits.

AHM's 25 annual program partners include other museums, community organizations, and businesses.



AHM provides 33 school programs each year (an average of one per week when school is in session). Programs often include hands-on activities using objects in AHM's teaching collection.

Recent exhibit topics include notable African Americans from Ames history, historic quilts, Ames High School, groundbreaking women from Story County, Midwest grain elevators, Germans in Iowa, and how sports shaped Ames.



### DIGITAL ENGAGEMENT



Engagements on AHM's Facebook, YouTube, and Instagram pages total about 103,900 each year. AHM uses these platforms to share historical photographs, stories about Ames history, and artifacts from the collection.

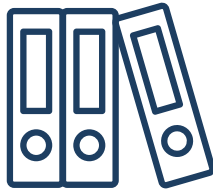
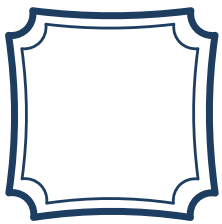
Over 600 resources including phone books, yearbooks, and maps have been digitized and are searchable through AHM's website. These digital resources are accessed 12,000 times per year.

# RESEARCH & COLLECTIONS



Photos and stories from AHM's collection have been featured on ESPN, in Scholastic books, and on National Geographic.

AHM answers 400 research questions each year from professional writers, other museums, and curious individuals.



AHM cares for over 8,000 artifacts, over a million photographs, and countless archival records, ensuring preservation of these important pieces of local history for future generations. More than 5,000 artifacts have been cataloged and are searchable through AHM's website.

# TOURISM & COMMUNITY



76% of leisure travelers in the United States participate in cultural or heritage activities such as visiting museums on their trips. In 2018, more people visited a museum, zoo, or aquarium than attended a professional sporting event. Museums have a \$384 million financial impact on Iowa's economy.

42% of AHM's visitors come from outside of Ames, 23% from outside of Iowa, and 2.5% from outside the United States. In 2017-2019, visitors came from 51 different counties in Iowa, 43 states, and 32 countries.



Museums are a driving factor for quality of life in a community. AHM provides a sense of place, fosters civic engagement and community pride, and preserves shared community memory and identity.

