

# 7 Good Reasons to Support the San Angelo Museum of Fine Arts

Every great city has a great art museum.

Texas Governor Greg Abbott has named San Angelo the Visual Arts Capital of Texas, an honor due, in no small part, to the role SAMFA plays as a catalyst of creativity. It contributes to the quality of life in San Angelo and the greater Concho Valley and has distinguished itself as a truly great museum having been the recipient of the National Award for Museum Service from the Institute of Museum and Library Services, the country's highest honor for museums. Here are seven good reasons why you should support this amazing institution.

## SAMFA is...

- 1. For everyone.** This museum is strongly committed to ensuring that people of all backgrounds have access to our high-quality museum experiences.
- 2. An educational asset in the community.** It serves 33,000 children each year, filling the arts education gap and partnering with school systems throughout the Concho Valley. Children who visit a museum during kindergarten have higher achievement scores in reading, mathematics, and science in third grade than children who do not. <sup>1</sup>
- 3. Home to a world-class art collection.** SAMFA's permanent collection includes ceramic art, Texas art, Spanish colonial and 19th-century Latin American art, and American manufactured glass.
- 4. An economic engine.** Its events and exhibitions draw tourists from all over Texas and the nation who stay in San Angelo hotels, dine at San Angelo restaurants, and discover entertainment at other San Angelo venues. Seventy-six percent of all U.S. leisure travelers participate in cultural or heritage activities, including museums. These travelers spend 60 percent more money on average than other leisure travelers. <sup>2</sup>
- 5. A community anchor.** It collaborates with and serves as a meeting place for non-profits and other organizations throughout the city.
- 6. West Texas.** From its Conestoga wagon-shaped roof to its exterior walls of massive blocks of limestone from a quarry near Garden City, and its mesquite wood floors, the building itself stands as a proud monument to all that is strong, real, and wonderful in West Texas.
- 7. Accredited by the American Alliance of Museums.** Only six percent of museums in America are accredited by AAM. As the museum field's mark of distinction since 1971, accreditation offers high-profile, peer-based validation of a museum's operations and impact and is based on Core Standards for Museums.

1. The Effect of Informal Learning Environments on Academic Achievement during Elementary School, presented by the American Educational Research Association, Swan, 2014

2. The 2013 Cultural and Heritage Traveler Report, Mandala Research