

To: The MAC Community

Date: December 15, 2010

Re: MAC Facts

Following is a list of points to consider when discussing the MAC's State Biennium (2012-2013) Budget allocation. The list is not meant to be all inclusive but to serve as an outline for your use. In any case, please refer questions and requests for additional information to Ron Rector, MAC Executive Director, our designated MAC spokesman.

1. The MAC is a proven steward of state resources:
 - a. Finished the 2010 fiscal year in the black despite a 21% funding decrease and a 40% staff reduction
 - b. Re-opened Campbell House under volunteer leadership and staffing
 - c. Local dollars raised are consistently in excess of \$1 million.
2. The MAC is a "must see" regional cultural treasure:
 - a. The MAC, founded in 1916, is the largest cultural organization in the Inland Northwest with 5 underground galleries, the historic 1898 Campbell House, Joel E. Ferris Library & Archives, an orientation gallery, café, store, education center, community room and the Center for Plateau Cultural Studies.
 - b. The MAC campus (expanded in 2001 with a \$30 million renovation) also includes an auditorium and outdoor amphitheater. The exhibits and programs focus on three major disciplines: American Indian and other cultures, regional history and visual art.
 - c. Our collection, with over 39,000 American Indian, 22,000 regional history, and 1,500 art objects including the 252,109 records archive is nationally renowned.
 - d. Attracts over 100,000 visitors annually including nearly 4,000 K-12 students.
 - e. The Kirkland Cutter designed Campbell House, one of the most popular museum attractions, is our largest artifact, with student and public tours staffed by trained volunteer docents, consistently our most popular attraction.
 - f. The MAC's educational programs include vibrant student and family learning experiences such as Living History Day, the Plateau tribes Living Legacy tour and learning laboratory, Campbell House exploration and hands-on art activities in the art studio.
 - g. The MAC is an Affiliate of the Smithsonian Institution and one of the first museums in the United States to be accredited by the American Association of Museums.

3. Our cultural partnerships are significant, innovative and meaningful.
 - a. The American Indian Cultural Council works in concert with the MAC to ensure Tribal people have access to cultural material and that traditions are respected for what is one of the top ten Plateau Indian collections in the United States.
 - b. MAC partnerships include affiliation agreements with regional colleges and universities, including the new collaboration between the MAC Center for Cultural Plateau Studies and the WSU Plateau Center with its shared directorship.
 - c. The expanded annual visiting artist lecture series with Spokane Falls Community College and Eastern Washington University as well as new initiatives with the Washington State Historical Society and the Washington State Digital Archives leverage resources to showcase regional and national artists and create memorable exhibits.
 - d. Our Visual Thinking Strategies art program focuses on enhancing children's critical thinking and communication skills, is proven to raise reading, math, and writing proficiency and serves hundreds of children and teachers annually
4. The MAC is an important contributor to the region's economy
 - a. Cultural travelers stay longer and spend more than other visitors. Event-related spending pumps revenue into restaurants, hotels and retail businesses. The MAC is the first non-metro market to land the international blockbuster Leonardo da Vinci: Man, Inventor, Genius exhibit opening June 3, 2011. The exhibit is expected to attract 40,000 new visitors to the region.
 - b. The MAC helps recruit and maintain businesses, serving as a barometer of the region's quality of life. The MAC contributes an estimated \$10 million to our region's economy.
5. Impact at the proposed funding level.
 - a. The American Indian objects and sacred room will be unavailable to tribal members, which will cause significant cultural turmoil.
 - b. The building will closed to the public, its collections inaccessible.
 - c. An unoccupied facility creates the potential for vandalism and theft and will subject the neighborhood to unwarranted blight.