

# PPHM

PANHANDLE-PLAINS HISTORICAL MUSEUM

ART • HISTORY • ARCHEOLOGY • PALEONTOLOGY • PETROLEUM • TEXTILES • ARCHIVES

2503 Fourth Avenue  
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## Economic Impact

Employees: 15 full-time and 6 part-time

Salary & Operational Expenditures –\$2,500,000

\*Yearly Direct and Tourism Spending by Visitors–\$34,651,188

\*Sales Tax Generation by Visitors –\$2,521,080

\*Overall Annual Economic Impact –\$37,283,508

*\*Economic Impact Calculated by Destinations International Impact Calculator*

## Service Impact

Annual Visitors –56,000

Percent of Visitors Living Inside the Texas Panhandle

34.5%

Percent of Visitors Living Outside the Texas Panhandle –

64.5%

Percent of Visitors from Texas 44%

Percent of Visitors from Other States –55.9%

Percent of Visitors from Other Countries –0.1%

Volunteers contributed 2,570 hours of service

## Education Impact

School Districts Served: 55

K-12 Students Served on Guided Tours: 2466

K-12 Students Served on Self-Guided Tours: 1915

K-12 Students Served via Outreach Programs and Trunk

Rentals: 2409

K-12 Students Served via Distance Learning

Programs: 201

**Overall K-12 Educational Impact: 6,991**

College Student Volunteers: 40 with 250 hours of service

**WTAMU College Students Served: 6,923**

## Media Impact

Media Mentioned PPHM in stories, blogs and articles 292 times over the last fiscal year

Social Media Followers 17,025 across Facebook, Twitter and Instagram.

PANHANDLE-PLAINS HISTORICAL MUSEUM IS LOCATED ON THE CAMPUS OF WEST TEXAS A&M UNIVERSITY

