



FACT SHEET

- El Museo del Barrio, New York's leading Latino cultural institution, welcomes visitors of all backgrounds to discover the artistic landscape of Latino, Caribbean, and Latin American cultures through wide-ranging collections and exhibitions, accessible public and educational programs, and cultural celebrations.
- El Museo's Permanent Collection consists of over 7,000 objects including Taíno pre-Columbian art, Folk art, Graphics and works on paper, and Post-War paintings, principally by Puerto Rican, Caribbean, Latino, and Latin American artists.
- El Museo has received consistent critical praise in the *New York Times* for the last consecutive 11 exhibitions it produced.
- El Museo is the only New York museum where the city's predominant minority comprises the majority of its visitors: 60% of El Museo's audience is of Latino background. El Museo is also proud to serve non-Latino visitors and educate them on the richness of Latino art and culture.
- El Museo is New York City's leading educator in Latino arts, involving the public in both Latino cultural issues and broader universal themes underlying the art in its collection and exhibitions. While offering a unique resource for the Latino, Latin American and Caribbean communities in New York City and the tri-state area, El Museo's bilingual education and public programs are designed to be accessible to all audiences.
- Over 40% of New York City's public school population is Latino. El Museo serves a particularly crucial educational function for these young people, as our tours and workshops are sometimes the only art component in their school curricula. Most of the students served by El Museo are minorities of color who predominantly live in neighborhoods under the area mean income level, with 72.8% eligible for free lunches. Of the total number of students served, 47.3% are Hispanic, 34.1% are African-American, 10.8% are Caucasian, and 7.7% are Asian/Other.
- Between July 1, 2012 and June 30, 2013, El Museo del Barrio served 132,008 participants on- and off-site, including 47,849 served through educational programs and cultural celebrations.
- El Museo inaugurated its new facilities on Oct 17, 2009, its 40th anniversary year, featuring a new glass façade, a redesigned courtyard, entirely renovated and modernized galleries, a new café that also serves as a programming space, and an expanded museum shop.
- El Museo employs 35 full-time staff members, and provides work for many visual and performing artists from the community every year in its numerous outreach programs. An average of 800 community volunteers is engaged in our special exhibits, educational programs, and community festivals.
- El Museo alone draws some \$50 million to the city each year, according to an extensive study conducted by the Harvard Business School Club of New York. Much of this money is spent in East Harlem, a neighborhood sorely in need of investment dollars. The Harvard Business School Study estimates that out of a total of \$177 million economic impact in New York over the last five years approximately \$27 million had a direct impact on the immediate community of El Barrio.