

The case for the Bible Museum and its Investment

A) To an individual, a museum exhibit provides the context in which an object can invoke a sense of connection with history. This encounter with history provides a cultural identity that reflects one's heritage, and an understanding of its significance to humanity. Also, a museum is a resource and how we preserve history.

B) Three broader community benefits:

- Social and cultural
- Economic and regeneration
- Political and corporate

Social and Cultural Benefits Brought to a Community:

Museums can inspire people and enhance the quality of the community's lives. They can play an important role in developing a sense of community identity and cohesion.

- shared 'memory' and a cultural focus
- preservation and conservation
- presenting the history
- addressing issues
- engaging with schools and other educational organizations
- center of objective professional expertise
- provide facilities
- organizing events and activities
- facilitating community engagement
- work in partnership with other cultural bodies
- work with community organizations

Economic and Regeneration Benefits Brought to a Community:

Museum development provides economic value to the community and a continuing cycle of regeneration benefits.

- Adds value to destination
- Attracts visitors
- Attracts people to work
- Attracts people to live

- Develops destination economy

Political and Corporate Benefits Brought to a Community:

As a public body, the museum can provide a front end of delivering services and represent an important public face. Likewise, via sponsorship, the museum can be a means of publicity and brand promotion.