



### 5 Reasons Cultural Institutions Should Care About Access

**1. It's the law.**

The Americans with Disabilities Act (ADA) is not just about access to physical facilities. The law also requires that museums and other cultural venues provide equal access to their exhibitions and programs. See <http://www.adata.org> and <http://www.ada.gov>.

**2. It's the right thing to do—by all of us.**

The World Health Organization describes disability as a “mainstream experience of being human.” Most of us will experience a debilitating condition at some phase in life, whether temporary or permanent, due to accident, illness, or aging. Accessible programming helps meet the needs of those who currently live with a disability, and can be considered an investment in the future of many who do not.

**3. It can build audience and revenue.**

According to data from the U.S. Census Bureau, more than 20% of Americans have a disability and approximately 30% of the nation's families have at least one person with a disability. Further, people with disabilities have \$220 billion in discretionary spending power. Creating inclusive programs increases opportunities for individuals and families to enjoy your venue—and to spend money in your institution.

**4. It can help with fundraising.**

Inclusive programs and access to arts and culture appeal to many funders interested in equity, inclusion, and underserved populations. Be certain to consider your inclusion initiatives when describing your reach when writing grant applications or engaging in other fundraising activities.

**5. It can enhance your image.**

Implementing inclusive programs reflects your institution's commitment to innovation and progress. It also demonstrates sound judgment and good business practice. With strategic marketing and outreach, this can lead to increased visibility and partnerships in your local community to increased traffic in your venue.