

impact



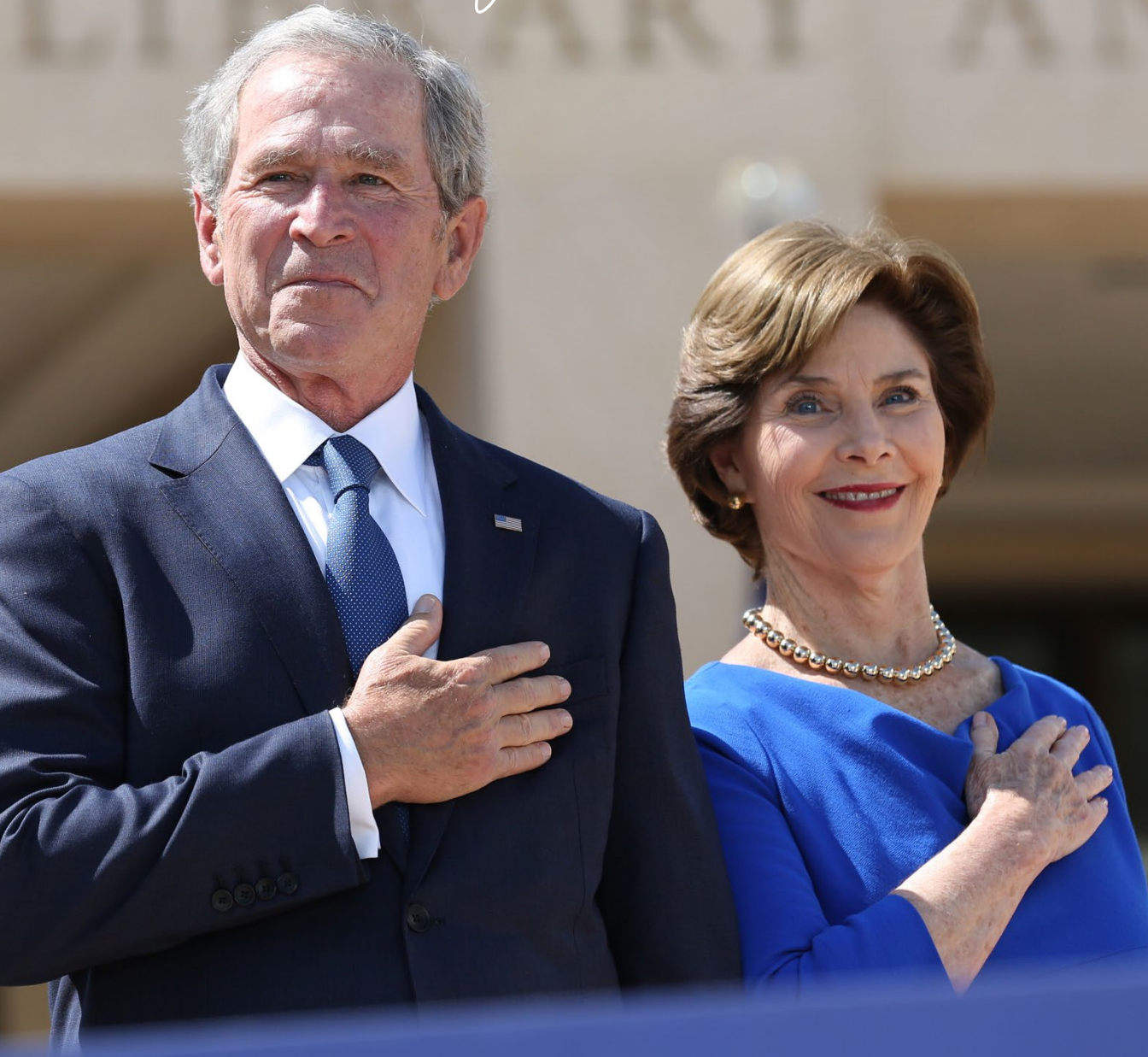
A 10-year perspective of the George W. Bush Presidential Center



GEORGE W. BUSH
PRESIDENTIAL CENTER

“It is compassionate to actively help our fellow citizens in need. It is conservative to insist on responsibility and results. And with this hopeful approach, we will make a real difference in people’s lives.”

George



What an amazing decade it's been at the George W. Bush Presidential Center.

Since our opening, we have been a place where the values of President and Mrs. Bush have thrived – freedom, opportunity, accountability, and compassion.

We're pleased to report that our impact has been incredible. A new study commissioned in honor of our 10th anniversary shows that our economic impact has been significant – to the tune of \$2 billion – thanks to our operations, the visitors we attract, and the jobs we've supported.

We've welcomed close to 2 million visitors to the George W. Bush Presidential Museum, where they've had the opportunity to see our permanent exhibit, which illuminates the consequential times in which President Bush served and how we can continue to grow as a democratic country. Plus, visitors have experienced special exhibits on topics ranging from immigration, the impact of first ladies, humor and the presidency, and the contributions of our veterans.

We have led impactful conversations from our stage featuring heavyweights such as Bono, Jeff Bezos, Bill Gates, Melinda French Gates, and former United States Secretaries of State Henry Kissinger, James

A. Baker III, and Condoleezza Rice. We're proud of the George W. Bush Institute's efforts to recommend sound policies that will lead our Nation into a bright future; our work to help veterans transition to full, productive civilian lives; and the impact that our leadership programming alumni are making in their communities.

Of course, we can quantify our economic impact here in North Texas, but as important is the qualitative impact that the Bush Institute has had in promoting sound policies to ensure opportunity for all, strengthen our democracy, and advance free societies around the world.

We are so grateful for the phenomenal level of support that we've received from the community, SMU, and local leaders as we strive to promote President and Mrs. Bush's vision for the Bush Center.

The generous support of our home city has created a wonderful springboard for our work to ensure opportunity for all, advance free societies, and strengthen democracy, both at home and around the world. So, once again, thank you!



A handwritten signature in black ink, appearing to read 'KH'.

KEN HERSH
President and CEO
George W. Bush Presidential Center



On April 25, 2013, President George W. Bush and Mrs. Laura Bush dedicated the George W. Bush Presidential Center to the American people. President and Mrs. Bush shared this historic day with all five living presidents, dignitaries, and supporters of the Bush Center.

\$2 billion

THE GEORGE W. BUSH PRESIDENTIAL CENTER'S
REGIONAL ECONOMIC IMPACT SINCE ITS INCEPTION



IMPACTING THE REGION *economically*

SINCE ITS INCEPTION, THE BUSH CENTER HAS HAD A SIGNIFICANT ECONOMIC IMPACT ON THE NORTH TEXAS REGION. CONSTRUCTED WITH REGIONAL MATERIALS AND TO STRICT LEED-PLATINUM STANDARDS, THE BUSH CENTER HAS WELCOMED HUNDREDS OF THOUSANDS OF VISITORS TO THE BUSH MUSEUM, THE BUSH INSTITUTE, AND THE LAURA W. BUSH NATIVE TEXAS PARK.

\$1 billion

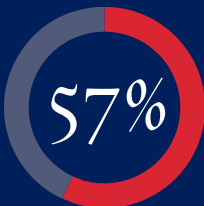
in local economic activity in Dallas, Collin, and Denton counties generated by the Bush Center

\$685 million

of increased gross regional product while supporting a yearly average of 321 jobs totaling almost

\$262 million

in labor earnings



of museum visitors came from outside North Texas

Visitors spent

\$342 million

for travel-related goods and services

The state of Texas received about

\$6 million

in revenue tied to Bush Center activities

Visitor spending led to over

\$600 million

in economic activity, which boosted gross regional product by

\$345 million

and supported 554 jobs each year

IMPACTING THE WORLD *forever*

THROUGH POLICY SOLUTIONS AND PUBLIC ENGAGEMENT,
THE BUSH CENTER ENSURES OPPORTUNITY FOR ALL, STRENGTHENS
DEMOCRACY, AND ADVANCES FREE SOCIETIES. WE COMBINE IDEAS AND
ACTION TO IMPROVE THE LIVES OF PEOPLE AT HOME AND
AROUND THE WORLD.

50+

policy recommendations published

966

leadership program alumni

5.7 million

women living with HIV have been
screened for cervical cancer through
Go Further

1,000

veterans and families connected to
mental and brain health resources
through our *Check-In* tool

71

speakers at Forum on Leadership
through the years

75+

Engage at the Bush Center events
presented by NexPoint

\$229,500

awarded to North Korean escapees and their
children pursuing higher education through the
Lindsay Lloyd North Korea Freedom Scholarship

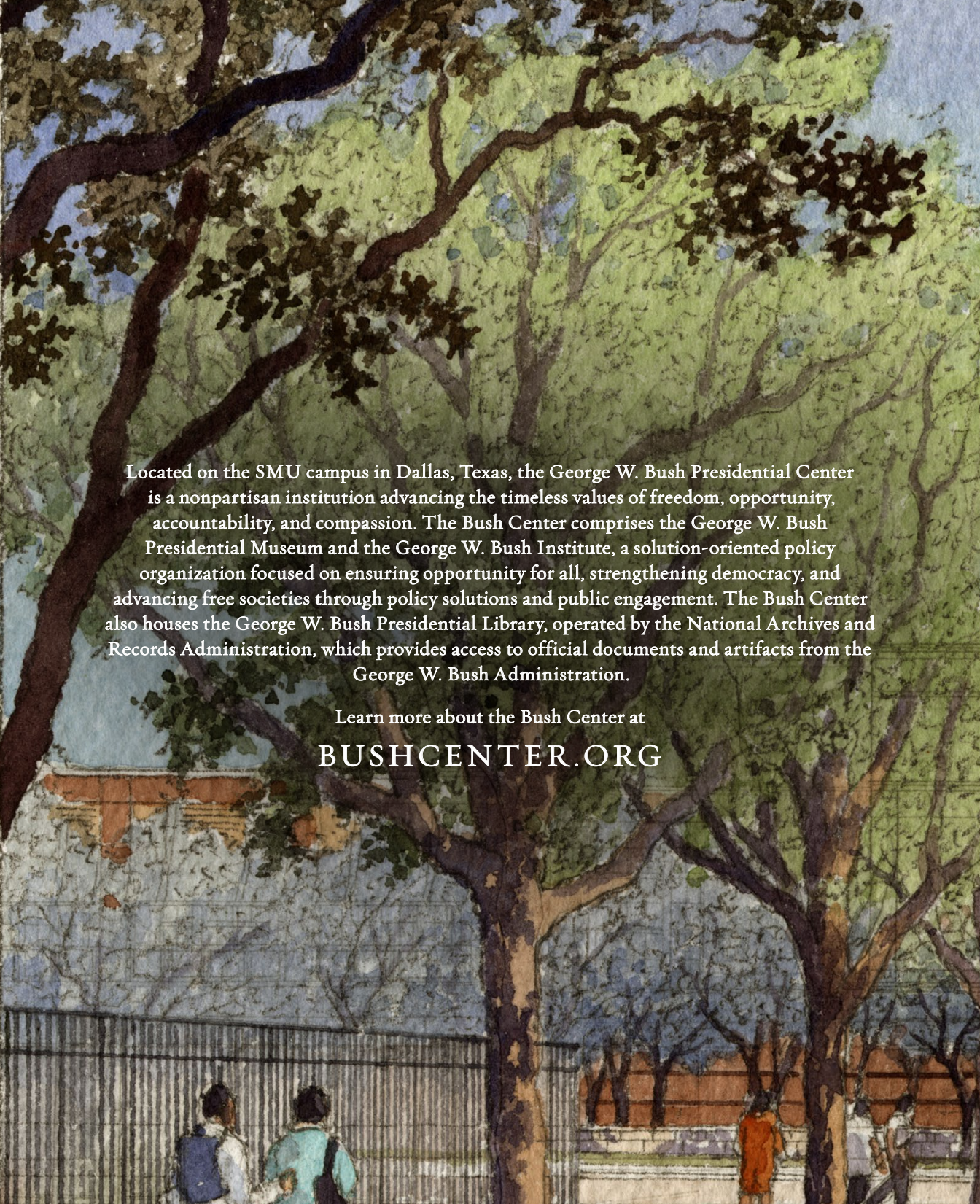
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issues of *The Catalyst: A Journal of Ideas
From the Bush Institute*, a winner of *Editor
and Publisher's* annual EPPY Awards for Best
Magazine Website under 1 million unique views

A photograph of the Freedom Hall building facade. The building is constructed of light-colored stone blocks. At the top, there is a row of eight rectangular openings, each containing a window. Below this, the text "THANK YOU FOR YOUR SUPPORT" is inscribed in large, dark, serif capital letters. Below the text, the words "FREEDOM HALL" are inscribed in smaller, dark, serif capital letters. In the foreground, the back of a bronze statue of a man in a suit is visible, looking towards the building. The statue is positioned in front of a large glass entrance. To the left and right of the entrance, there are outdoor seating areas with tables and chairs. The sky is a clear, bright blue.

THANK YOU
FOR
YOUR SUPPORT

FREEDOM HALL



Located on the SMU campus in Dallas, Texas, the George W. Bush Presidential Center is a nonpartisan institution advancing the timeless values of freedom, opportunity, accountability, and compassion. The Bush Center comprises the George W. Bush Presidential Museum and the George W. Bush Institute, a solution-oriented policy organization focused on ensuring opportunity for all, strengthening democracy, and advancing free societies through policy solutions and public engagement. The Bush Center also houses the George W. Bush Presidential Library, operated by the National Archives and Records Administration, which provides access to official documents and artifacts from the George W. Bush Administration.

Learn more about the Bush Center at
BUSHCENTER.ORG



GEORGE W. BUSH
PRESIDENTIAL CENTER