impact

A 10-year perspective of the 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 W. Bush
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!

KEN HERSH
President and CEO
George W. Bush Presidential Center
$2 billion
The George W. Bush Presidential Center’s regional economic impact since its inception
IMPACTING THE REGION economically


$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

57% 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

Source:
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

26 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
THANK YOU FOR YOUR SUPPORT
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