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.”
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.

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

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


$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

$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.

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<th>50+</th>
<th>966</th>
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<td>policy recommendations published</td>
<td>leadership program alumni</td>
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<th>5.7 million</th>
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<td>women living with HIV have been screened for cervical cancer through Go Further</td>
<td>veterans and families connected to mental and brain health resources through our Check-In tool</td>
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<th>71</th>
<th>75+</th>
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<td>speakers at Forum on Leadership through the years</td>
<td>Engage at the Bush Center events presented by NexPoint</td>
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<th>$229,500</th>
<th>26</th>
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<td>awarded to North Korean escapees and their children pursuing higher education through the Lindsay Lloyd North Korea Freedom Scholarship</td>
<td>issues of <em>The Catalyst: A Journal of Ideas From the Bush Institute</em>, a winner of <em>Editor and Publisher</em>’s annual EPPY Awards for Best Magazine Website under 1 million unique views</td>
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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