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New Study Reveals that the Annual Economic Impact of the Thomas Cole National Historic Site Totals \$2.28 Million – an Increase of 73% in Eight Years

Catskill, NY – June 18, 2019 – The Thomas Cole National Historic Site announced today the results of a study that shows that its economic impact on the local economy is \$2,280,912 annually. That total – generated by 2018 data – represents an increase of 73% since 2010. In the last four years alone, visitor admissions at the Thomas Cole Site have increased by 147% from \$50,800 in 2014 to \$125,949 in 2018.

The economic impact of the Thomas Cole National Historic Site – an independent non-profit organization – includes the impact of spending by the organization on employees and operations, spending by visitors to the Thomas Cole Site in the local area, and the local spending by businesses that service the organization and its visitors.

The study was done by Business Opportunities Management Consulting, based in North Greenbush, NY. The study was conducted using the RIMS economic impact modeling system, which is based on US Department of Commerce data and is a widely used and accepted tool for estimating economic impacts. The same firm generated the 2010 results.

“The Thomas Cole National Historic Site is playing a bigger role than ever in economic impact on the region,” said Elizabeth B. Jacks, Executive Director of the Thomas Cole National Historic Site. “That role is expected to grow further with the recent opening of the Hudson River Skywalk, which provides a stunning pedestrian walkway from the Thomas Cole Site across the Hudson River to Olana.”

“The Thomas Cole Site draws visitors from all over the world, thousands of them,” said Lisa Fox Martin, Chair of the Board of Trustees of the Thomas Cole National Historic Site, “and they come to this region and are so impressed by its beauty, history, creativity, and energy. People tell me all the time that they decided to move to this area because of a visit to the Thomas Cole Site.”

“The Thomas Cole Site is a great partner in tourism and economic development, and we’ve worked closely with them ever since they opened to the public in 2001,” said Warren Hart, Deputy County Administrator. “It’s been amazing watching them grow.”

Ongoing Exhibitions in the Thomas Cole Site's 1815 Main House

- + *The Art of Emily Cole* (through July 28), the first solo exhibition dedicated to Thomas Cole's daughter, Emily Cole, revealing her exquisitely painted botanicals.
- + *The Parlors*, a kaleidoscopic immersive experience with the artist's own decorative painting on the walls and multimedia installations that convey his passionate concern for the environment.
- + *Mind Upon Nature: Thomas Cole's Creative Process*, an exhibition featuring Cole's original paintings, sketches, palettes, and other unique objects.

Ongoing Exhibition in the Thomas Cole-designed New Studio

- + *Thomas Cole's Refrain: The Paintings of Catskill Creek* (through November 3), an exhibition exploring, for the first time as a series, Cole's iconic Catskill Creek landscapes, which were painted from 1827 to 1845 and are the most sustained sequence of landscapes he ever made.

Visitor Information

The Thomas Cole National Historic Site is open Tuesday through Sunday from June to November 3. Hours vary by season. For details see: www.thomascole.org/visit. Keep in touch on Facebook, Instagram and Twitter at @thomascolesite.

The Thomas Cole National Historic Site

The Thomas Cole National Historic Site is an international destination presenting the original home and studios of Thomas Cole, the founder of the Hudson River School of painting, the nation's first major art movement. Located on 6 acres in the Hudson Valley, the site includes the 1815 Main House; Cole's 1839 Old Studio; the recently reconstructed New Studio building; and panoramic views of the Catskill Mountains. It is a National Historic Landmark and an affiliated area of the National Park System. The Cole Site's activities include guided and self-guided tours, special exhibitions of both 19th-century and contemporary art, printed publications, lectures, extensive online programs, activities for school groups, the Cole Fellowship program, free community events, and innovative public programs such as the Hudson River School Art Trail—a map and website that enables people to visit the places in nature that Cole painted – and the Hudson River Skywalk – a new walkway connecting the Thomas Cole Site with Frederic Church's Olana over the Hudson River. The goal of all programs at the Thomas Cole Site is to enable visitors to find meaning and inspiration in Thomas Cole's life and work. The themes that Cole explored in his art and writings—such as landscape preservation and our conception of nature as a restorative power—are both historic and timely, providing the opportunity to connect to audiences with insights that are highly relevant to their own lives.