



Children's Museums Deserve Public Funding – Government Advocacy at Every Level

introduction

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agenda

- **who is in the room**
- **Children's Museum of Eau Claire**
local and state funding
- **Kansas Children's Discovery Center**
tax revenue and state contracts
- **National Children's Museum**
federal advocacy/earmarks

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getting to know you...

Museums

- **24% of operating revenue for museums comes from public sources.**

Science Centers

- **20% of operating revenue comes from public sources.**

Sources:

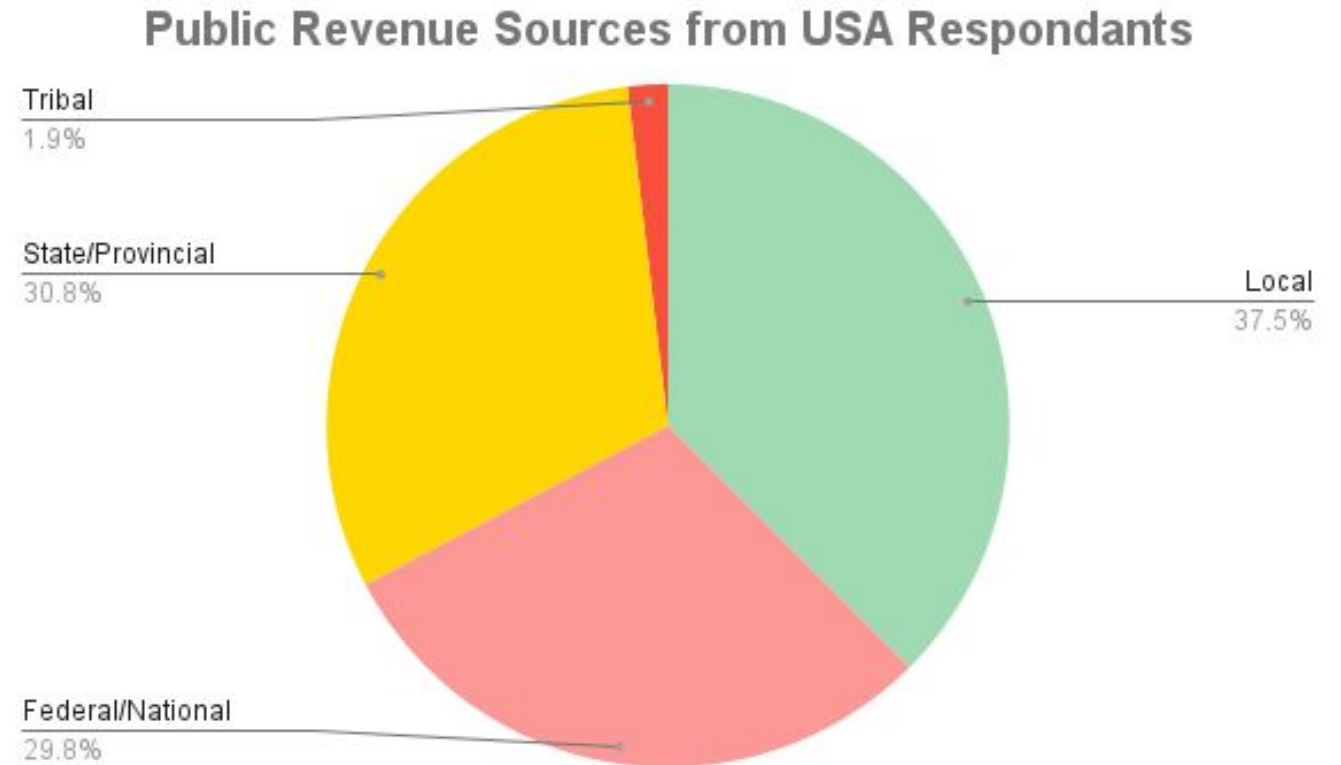
How Are Museums Supported Financially in the U.S. , U.S. State Dept Report, 2016

Statistics Analysis Package--Survey of FY2019 + COVID-19 Survey + Looking Forward Survey, ASTC, 2019

Data from ASTC Members:

- **68% of public funds from state and local sources**

Source:
*Statistics Analysis Package--Survey of FY2019 +
COVID-19 Survey + Looking Forward Survey, ASTC,
2019*



Children's Museum of Eau Claire

mission

Inspire learning through play

location



impact

- Membership in October 2021 totaled 730 members, today stands at 3,530 members. Mix is 29% LMI and special needs.
- Visitor mix is 58% local, 29% state, and 13% national/international (15 states, 2 countries)

municipal

- Contracts for 4K and summer camps with local school districts
- Credits through acquisition of municipal property
- Pass through funding towards economic development

statewide alliance

- WiCMA – initiated by seven children's museums
- Contract with lobbyist to establish mechanism for children's museums to receive line-item in state's biennial budget
- Align budget priorities to how children's museums can impact

children's advocacy

- Advocate for issues impacting early childhood
- Case study: Childcare

Kansas Children's Discovery Center

who we are

mission

The Kansas Children's Discovery Center enhances the lives of children and enriches the communities it serves.

vision

Kansas Children's Discovery Center strives to offer a safe, welcoming environment offering high quality hands-on experiences that inspire a lifelong love of learning for every child. We aspire to be a community anchor and a statewide leader among supporters of all children.



who we are

visitorship

- Over 95,000 annual visitors
- 1 in 4 live outside our county
- Visitors from all 50 states and 23 countries
- More than 1 in 3 admissions are free or discounted
 - Over 1,500 annual Museums for All admissions
 - Monthly free nights



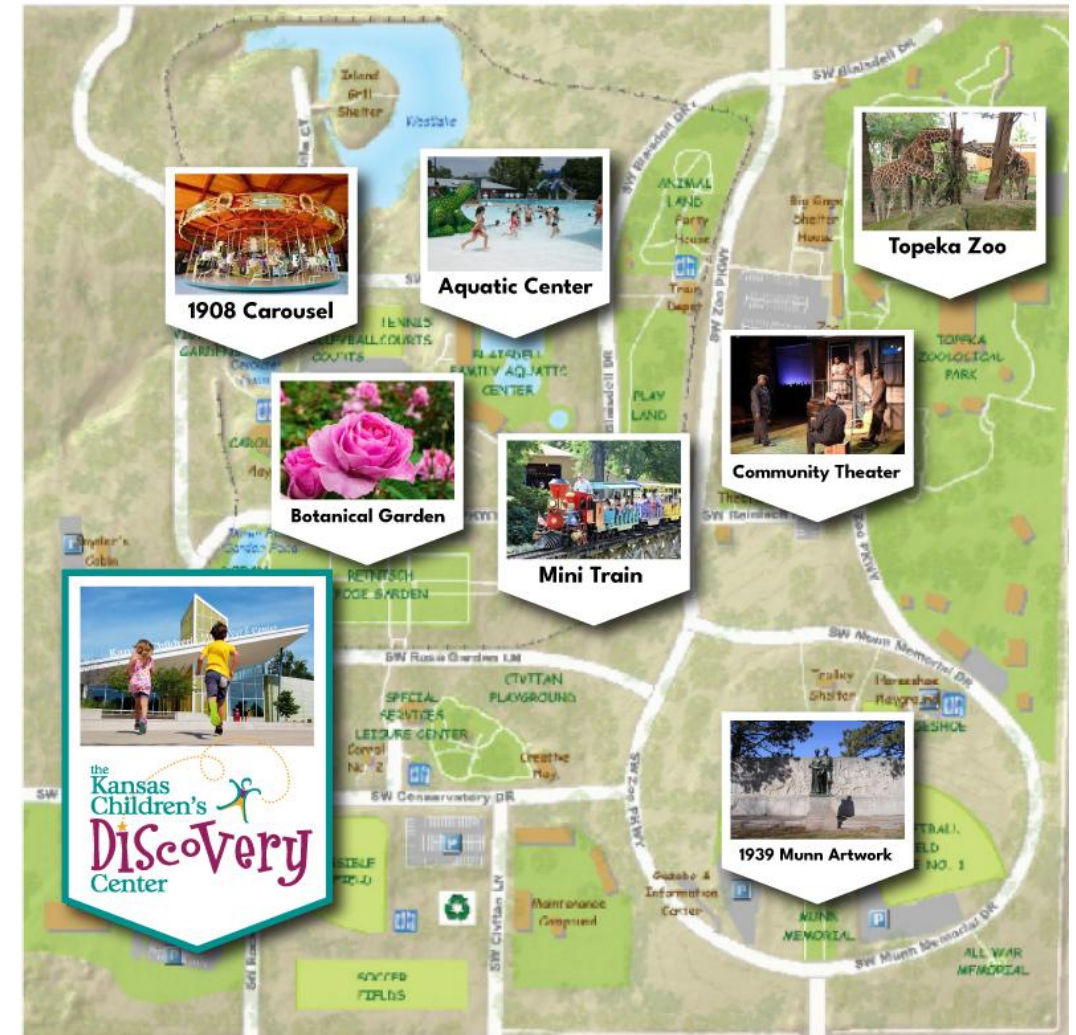
who we are

location

Located in the capital city of Kansas, in the heart of Topeka's historic 160-acre Gage Park, home to multiple attractions. The park hosts more than one million visitors annually.

facility

15,000 square feet indoors
4.5 acres outdoors



sales tax process: initial steps

- Partner organizations began discussions in 2021.
- We studied other regional taxing authorities and met with their beneficiary organizations.
- Began informal discussions with state and local officials to get a sense for support and process.
- Spring 2022 a bill had to be passed through state legislature and later the county commission. Our legislative supporters guided that effort.



sales tax

0.02% countywide sales tax | \$8 million

**Gage Park
Improvement
Authority**

5% of the sales tax
about \$400,000 annually

7 members including 4
appointed and 3 partner
organization leaders.

Topeka Zoo

58% of the sales tax
about \$4.6 million annually

\$2 million of zoo dollars
replaced existing city
funding.

**Shawnee
County Parks +
Recreation**

22% of the sales tax
about \$1.8 million annually

**Kansas Children's
Discovery Center**

15% of the sales tax
about \$1.2 million annually

Designated to special
exhibits and programs

sales tax process: the campaign August –November

- **Ballot initiative:** We funded a nearly \$100,000 campaign collaboratively with the other partner organizations.
- **Key elements:** direct mail, yard signs, supportive voter videos on social media, community forums, community outreach, in-museum education. No paid lobbyist
- **Key messaging:** “More Memories”
- **Results:** Vote Gage Park campaign resulted in a countywide “yes” vote on 11/8/22 with 62.24% in favor.



paid contracts

library kits

- Process-based activities, play guides for caregivers, and local places of interest. Families check out the kits with corresponding books.
- Kits are purchased through a contract with the publicly funded Topeka and Shawnee County Public Library.
- Daily admission passes



learn, play, protect kits

- All the supplies needed for evidence-based activities to help children understand vaccines.
- Created with funding from *Increase The Reach*, a statewide initiative designed to improve health equity and increase vaccination rates.



state department of education: sunflower summer

- The Kansas State Department of Education pays full admission for all Kansas families with school-age children once per summer.
- More than 90 museums, zoos, historic landmarks and other educational sites are included.
- Parents download an app that tracks admissions.
- In 2022, we welcomed 6,571 Sunflower Summer admissions resulting in nearly \$60,000 of tax funded revenue.



transient guest tax and room assessment fees

- 5% Transient Guest Tax dollars go to the Destination Marketing Organization for our area, who grants dollars to tourism projects including us.
- \$1.00 per room assessment on every hotel room sold is available to support tourism projects.
- Key messaging: out of town visitor count, data showing impact of traveling exhibits, passes for hotel employees



National Children's Museum

history



then



Founded as the Capital Children's Museum in 1974, the Museum was first located on H Street in Northeast DC.



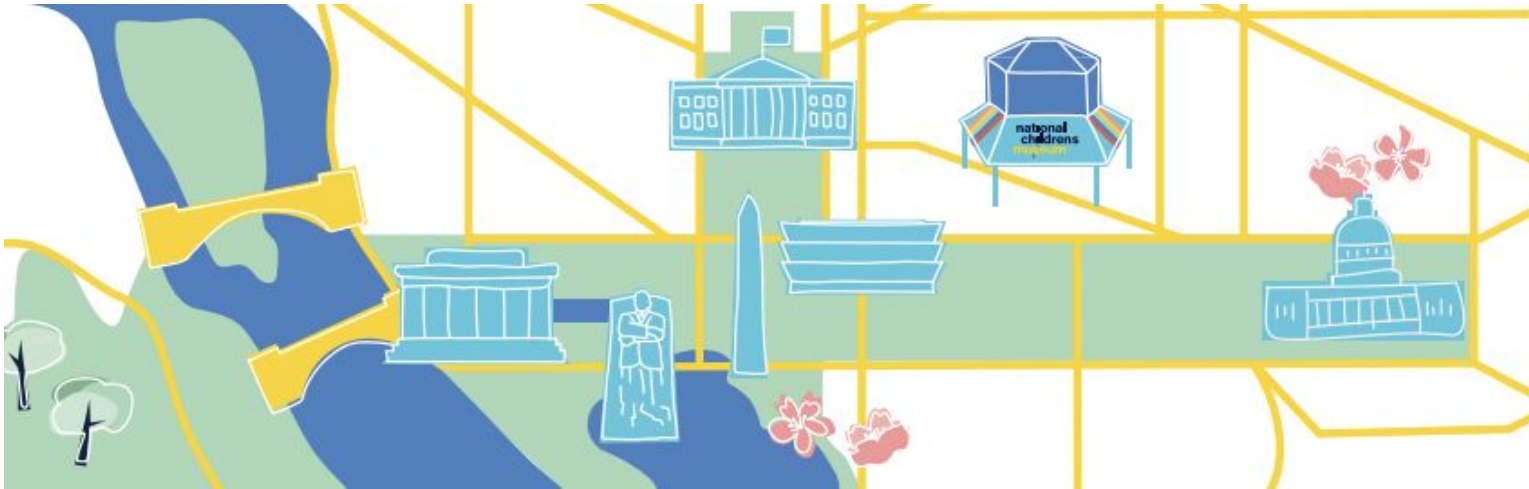
now

The Museum received its congressional designation and new name in 2003 and moved to its downtown home in 2020.

who we are

location

- 1300 Pennsylvania Ave, Washington, DC
- between the White House and U.S. Capitol
- located within a federal building
- Federal Triangle Metro stop



who we are

mission

to inspire children to care about
and change the world.

vision

we will spark curiosity, ignite
passion, and foster inclusivity to
empower future innovation



who we serve

audience

- families with children ages 0-12
- pre-k through 5th grade field trips

in-person visitation

- **65%** local (DC, MD, VA)
- **35%** national (tourist)
- 175,000 visitors Year 1 (2021/COVID)
- 250,000+ expected in 2023

virtual reach

- digital offerings downloaded in all 50 states, PR, and 6 continents

PD contract with DCPS





government support of museum buildings

55% of children's museums reported a donated government space or free/\$1 long-term lease from a government entity.

60% of science centers reported having a donated government building or free/\$1 long-term lease from a government entity.

17% of children's museums are operating under a larger umbrella such as a university or another museum complex.

government support

National Children's Museum is Congressionally-designated, but does not receive federal appropriations and **pays \$1.2 million annually in rent to the federal government.**

2% of annual operating budget covered by local arts foundation operating support.

government support of museum buildings

National Children's Museum Act

- removes requirement to pay rent
- bicameral, bipartisan
- passed House in 2020 and 2022
- no paid lobbyists have been hired

117TH CONGRESS
1ST SESSION

H. R. 1703

IN THE SENATE OF THE UNITED STATES
JUNE 16, 2021

Received

AN ACT

To amend title 40, United States Code, to require the Administrator of General Services to enter into a cooperative agreement with the National Children's Museum to provide the National Children's Museum rental space without charge in the Ronald Reagan Building and International Trade Center, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SECTION 1. SHORT TITLE.

This Act may be cited as the "National Children's Museum Act".

federal earmarks

- “Community Project Funding Requests”
- House Approps Committee Rules
- Senate Approps Committee Rules
- Getting Meetings

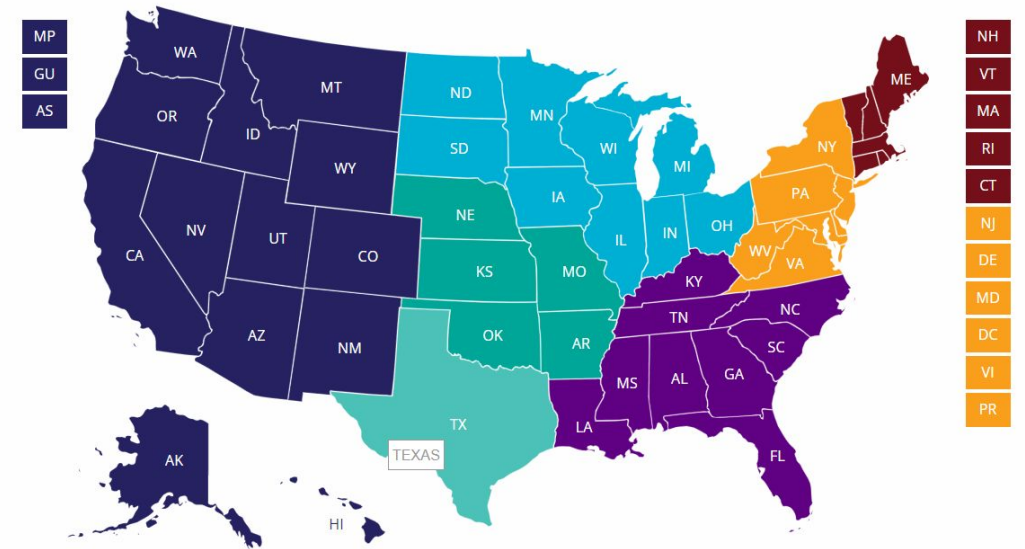
House Appropriations Committee

Guidance for Community Project Funding

- Cap on Overall Funding: The total amount for Community Project Funding in House appropriations bills will not exceed one half of one percent of discretionary spending.
- Cap on Member Requests: Members may submit a maximum of 15 requests across bills.
- Federal Nexus Requirement: In order to ensure a federal nexus exists for each funded project, the Committee will only fund projects that are tied to a federal authorization law. Members must include a written statement describing the federal nexus for each Community Project Funding request. Subcommittee guidance will include example language Members can use to make the required statement.
- No Memorials, Museums, or Commemoratives: Memorials, museums, and commemoratives (i.e., projects named for an individual or entity) are not eligible for Community Project Funding. Many are eligible for competitive grants, and Members can request higher program funding levels.

state and city cultural grants

- **40% of the National Endowment for the Arts** annual budget goes to state art agencies and regional arts organizations
- **10 state art agencies utilize special taxes** and fees to make up 28% of total revenue
- State arts agencies and regional arts organizations use state and federal funds to support **more than 21,000 grants**
- [State Arts Agency Directory](https://www.nasaa-arts.org/)– **NASAA-arts.org**



Source: *The Federal-State Partnership In The Arts. , National Assembly of State Arts Agencies, 2021*

other state and local cultural grants

Lobbying groups

- NCACA
- CIG

Earmarks

- Events DC Capital Cultural Grants
- “Nearmarks”

Children’s museums left out of arts and culture funding

- Houston
- DC
- Others

federal grants

- Institute for Museum and Library Services
- National Endowment for the Arts
- National Endowment for the Humanities
- National Science Foundation
- National Aeronautics and Space Administration + Jet Propulsion Lab
- Department of Education
- Department of Health and Human Services
- USAID
- Others

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sharing other ideas

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questions



**your work is important,
go get that money!**