



an initiative of the
Institute of Museum and Library Services

Introduction

How Did Museums for All Start?

- In 2013, ACM's board decided that "all children deserve access to a high quality museum experience"
- Many children's museums were offering some kind of discount rate for people on food benefits, and some – like the Boston Children's Museum – were using SNAP EBT cards as identification
- In early 2014, went to IMLS with a proposal for "Museums for All," which became a cooperative agreement

Guidelines for Museums for All

- Upon the display of a SNAP EBT card, an individual visitor or group of up to four persons will receive the Museums for All admissions rate
- Museums for All admission rate must be between \$0.00 and \$3.00 per person
 - Museum can choose what admission price, if any, to offer
 - Museums for All discount is only required for general admission. Visitors can be charged full “add-on” prices for special exhibitions or events as determined by the participating museum
 - Museums are only required to accept SNAP EBT cards, but can also choose to accept other identification, like WIC or Medicaid

Who Is Participating?

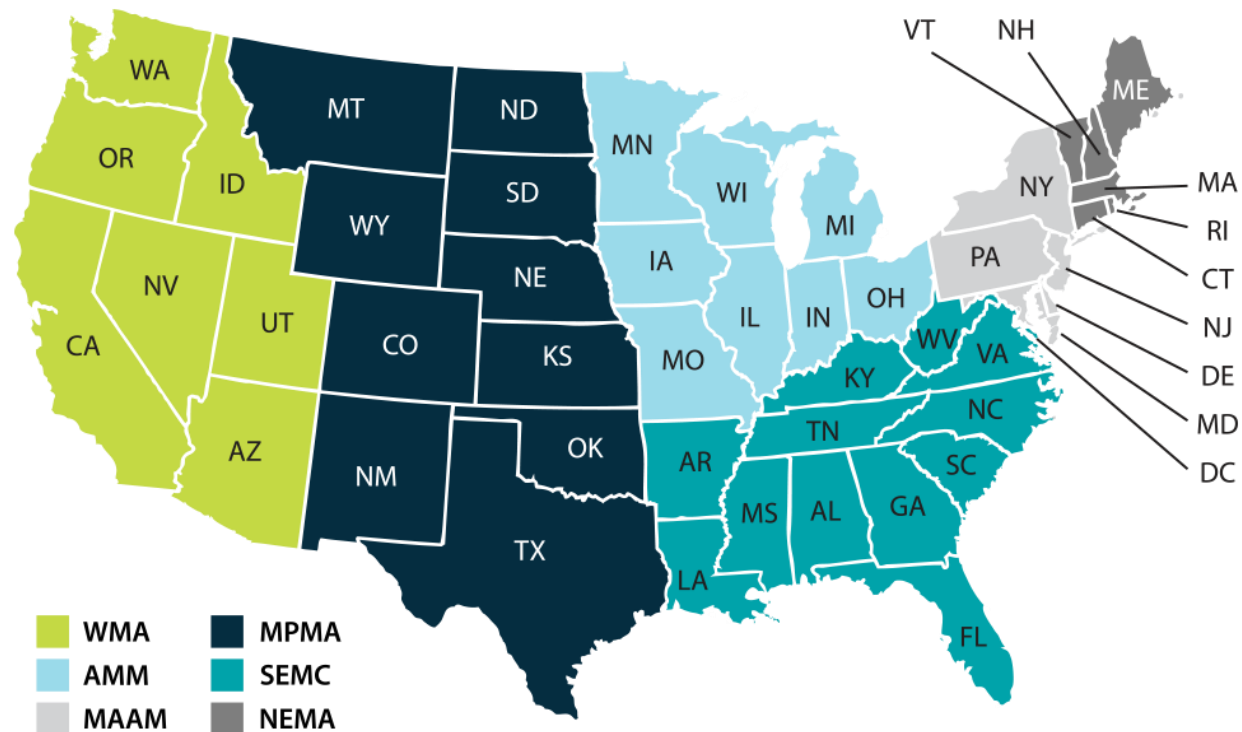
- 1,100+ museums
- 50 states, DC, and the U.S. Virgin Islands
- Over 6.5 million visitors so far!
- Children's museums, history museums, art museums, arboretums, zoos, aquariums, botanical gardens, science centers, planetariums, historical societies... every type of museum, all over the U.S.!



La Brea Tar Pits

Geographic Distribution – Current Participants

| | | | | | |
|------------|-------------|------------|-------------|-------------|-------------|
| <i>WMA</i> | <i>MPMA</i> | <i>AMM</i> | <i>SEMC</i> | <i>MAAM</i> | <i>NEMA</i> |
| 222 | 139 | 231 | 225 | 205 | 89 |



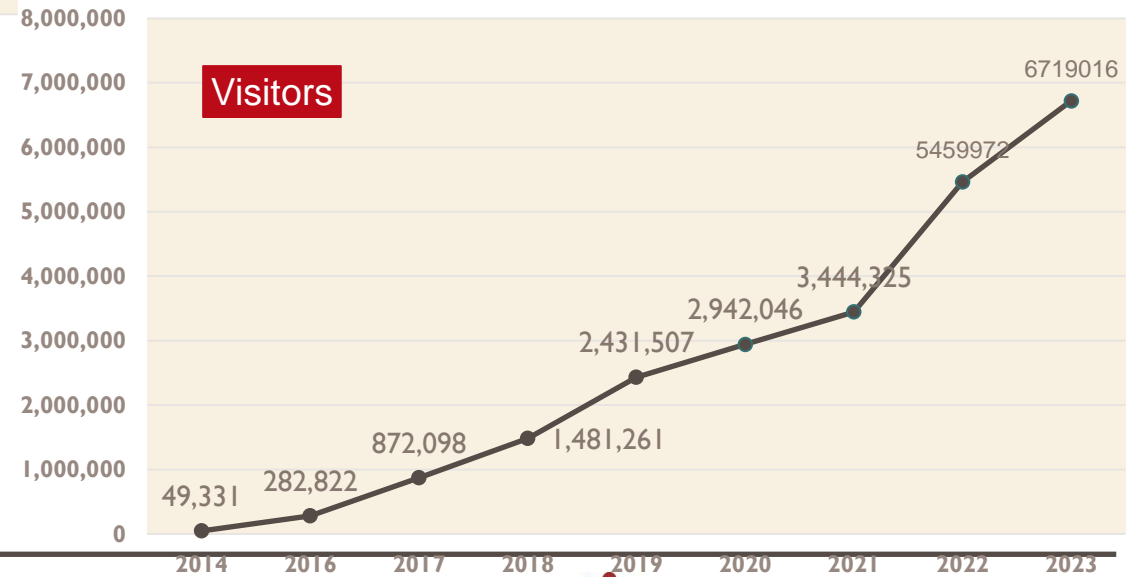
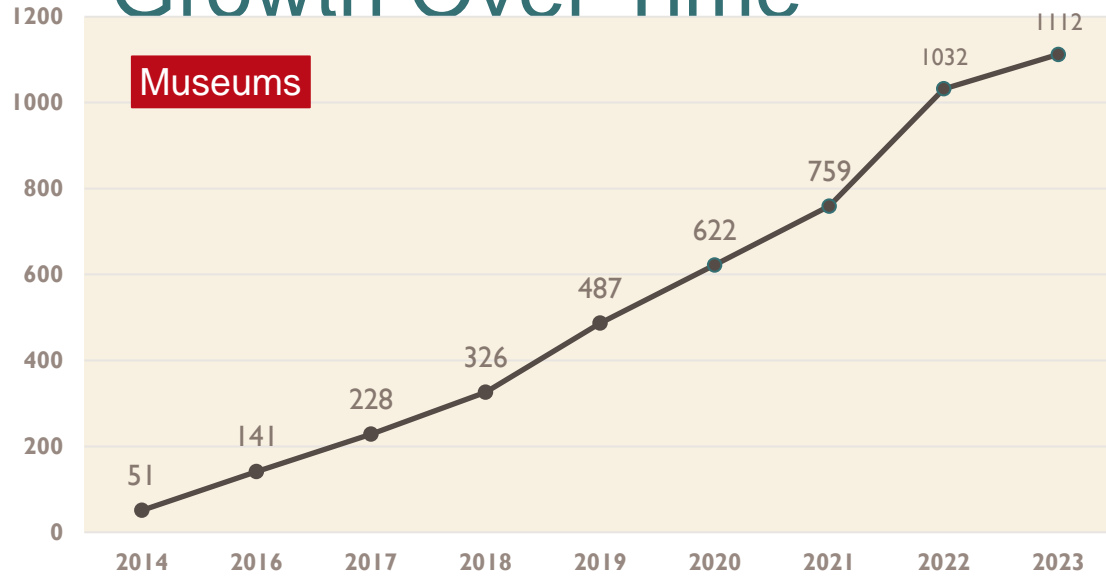
Breakdown by Type of Museum

- Aquarium – 9
- Arboretum/Botanical Garden – 55
- Art – 194
- Children’s Museum – 199
- General – 71
- History – 371
- Natural History – 44
- Planetarium – 5
- Science & Technology – 87
- Specialized – 55
- Zoo – 22



Thinkery

Growth Over Time



Hub Cities

Cities with three or more participating museums are Hub Cities

- Huntsville, AL
- Mobile, AL
- Tucson, AZ
- San Francisco, CA
- Escondido, CA
- Oakland, CA
- San Jose, CA
- Eureka, CA
- San Diego, CA
- Santa Barbara, CA
- Santa Rosa, CA
- Berkeley, CA
- Sacramento, CA
- Los Angeles, CA
- Denver, CO
- Pueblo, CO
- Colorado Springs, CO
- Washington, DC
- Fort Lauderdale, FL
- Fort Myers, FL
- St. Petersburg, FL
- Tampa, FL
- Gainesville, FL
- Miami, FL
- Naples, FL
- Orlando, FL
- Jacksonville, FL
- Atlanta, GA
- Boise, ID
- Chicago, IL
- Springfield, IL
- South Bend, IN
- Davenport, IA
- Des Moines, IA
- Waterloo, IA
- Wichita, KS
- Louisville, KY
- New Orleans, LA
- Portland, ME
- Baltimore, MD
- Annapolis, MD
- Boston, MA
- New Bedford, MA
- Ann Arbor, MI
- Grand Rapids, MI
- Detroit, MI
- Minneapolis, MN
- Duluth, MN
- St. Louis, MO
- Missoula, MT
- Billings, MT
- Las Vegas, NV
- Santa Fe, NM
- Ithaca, NY
- Jamestown, NY
- New York, NY
- Rochester, NY
- Saratoga Springs, NY
- Wilmington, NC
- Akron, OH
- Cincinnati, OH
- Columbus, OH
- Dayton, OH
- Springfield, OH
- Cleveland, OH
- Warren, OH
- Lancaster, OH
- Tulsa, OK
- Oklahoma City, OK
- Eugene, OR
- Portland, OR
- Philadelphia, PA
- Pittsburgh, PA
- Erie, PA
- Harrisburg, PA
- Providence, RI
- Newport, RI
- Columbia, SC
- Greenville, SC
- Charleston, SC
- Nashville, TN
- Austin, TX
- Fort Worth, TX
- Houston, TX
- San Antonio, TX
- Longview, TX
- Salt Lake City, UT
- Richmond, VA
- Roanoke, VA
- Seattle, WA
- Tacoma, WA
- Milwaukee, WI

New Agreement Between IMLS and ACM

- Three year agreement
- Hiring a Resources/Training Specialist
- Revamping website
- Customer Satisfaction Survey
- Convenings
- Conferences
- Goal of 2,100 participating museums

How to Register for Museums for All

- Visit www.Museums4All.org, or send an email to Info@Museums4All.org
- No cost to register
- Access to branded collateral, a collaborative Groupsite, and virtual hangouts
- All registered museums listed on www.Museums4All.org, including the searchable map



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Lynn Meadows Discovery Center's Story

Lynn Meadows Discovery Center



Lynn Meadows Discovery Center inspires children, families and communities through the arts, interactive educational experiences and exploration.

Sonja Gillis
Director of Marketing & PR
sgillis@lmdc.org

- Lynn Meadows Discovery Center opened in 1998 and was the first children's museum in the state of Mississippi
- Located in the renovated Mississippi City Elementary School, constructed in 1915 and an architectural exhibition itself, Lynn Meadows Discovery Center offers 15,000 square feet of indoor exhibit space, seven and a half acres of outdoor play space one block from the Gulf of Mexico.
- 99,000 visitors in 2022
- Located in Gulfport, MS which has a population of 77,000, a median household income of \$39,171 and 26.3% persons living in poverty



Museums For All



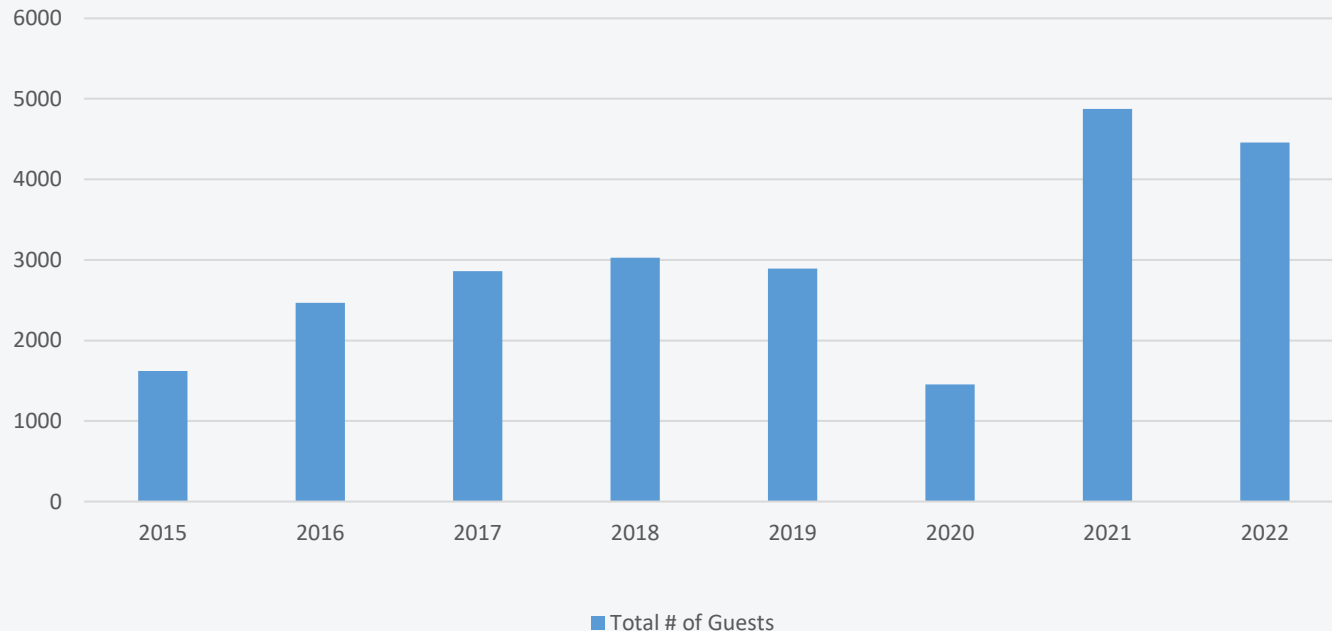
INCLUSIVE ACCESS FOR ALL MISSISSIPPI'S CHILDREN

The museum works to ensure that no child is ever turned away because of their inability to pay for special educational opportunities provided by the museum. With most of the schools in the area designated as Title I schools, the center offers grants to fund fieldtrips, scholarship opportunities for summer camp programs, and participates with Museums for All, a program of the Association of Children's Museums and the Institute of Museum and Library Services that provides families with EBT cards deeply discounted admission so that "every child and family has access to a high-quality children's museum experience."

- Joined Museums For All in 2014 after hearing presentation at the Interactivity Conference in Phoenix
- Museums For All pricing \$3 per person for up to 4 people (currently a \$9 discount off full price admission of \$12 per person) We allow the pricing to be used at ALL museum admission events.
- LMDC has always offered Free Friday Night – free admission the last Friday of each month. Prior to the pandemic FY19 5,568 individuals visited on Free Friday Night
- In 2016, LMDC was awarded the National Medal for Museum and Library Service. Participating in the Museums For All program helps us to ensure that no child is ever turned away because of their inability to pay for special educational opportunities provided by the museum.

Museums For All Attendance Graph

Museums for All
Attendance Over Time



- Museum was closed for 3 months during COVID March – June 2020
- Museums for All attendance drastically dropped in 2020 but increased in 2021 (1,455 EBT visitors in FY20 and 4,873 EBT visitors in FY 21)

Community Outreach

- We started a partnership with the Harrison County Library System. Museum passes can be checked out for a one time use for 2 adults & up to 4 children.
- Museum for All pricing is advertised on the guest pass that is checked out.
- We also work together to provide children at a low-income housing apartments with Discovery At Home Kits and Little Free Library. Museum for All flyers are given to all residents.

Family Guest Pass

Present this pass to receive
free general admission for:
-- Up to 2 adults
-- Up to 4 children (under 18 years old)
Additional guests will be charged general admission.
Pass is not valid for special events.



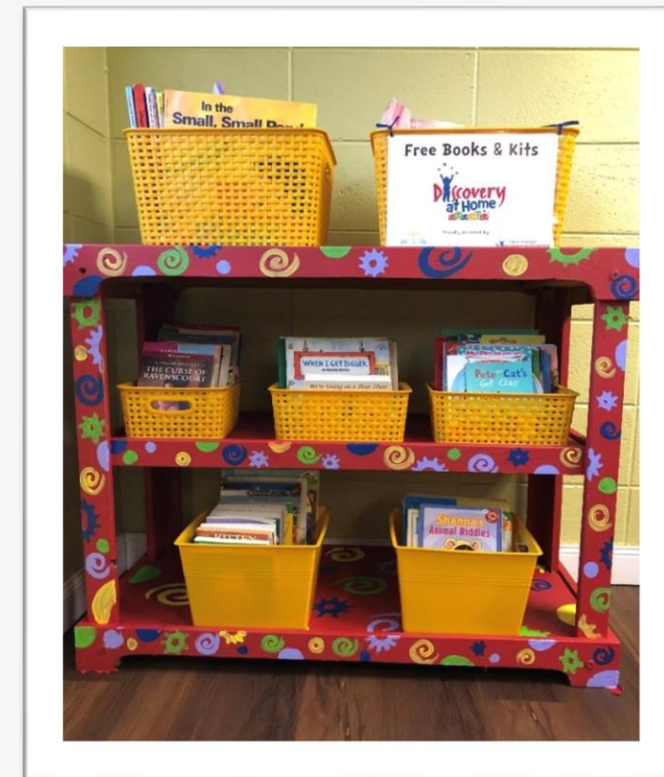
HARRISON COUNTY
LIBRARY SYSTEM
www.harrison.lib.ms.us



For museum hours please
call 228-897-6039
or visit www.lmdc.org



Lynn Meadows Discovery Center is a
proud participant of Museums for All.
Show your EBT card then receive \$3
admission for up to 4 people per card.



Building a National Network of Museums &
Libraries for School Readiness
In Partnership with IMLS & Boston Children's Museum



Thinking outside the box



Lynn Meadows Discovery Center
about 2 years ago

DISCOVER FUN!

Museums For All pricing
(\$3 per person)

For Louisiana Residents
with a valid
Louisiana Drivers License
September 1 - 30, 2021

Louisiana Strong

Lynn Meadows
Discovery Center
For Children

Lynn Meadows Discovery Center is offering Museums For All pricing (\$3 per person) to our Louisiana neighbors who may be displaced and staying in Mississippi with friends, family or in a hotel the entire month of September. Bring the kids and PLAY!!

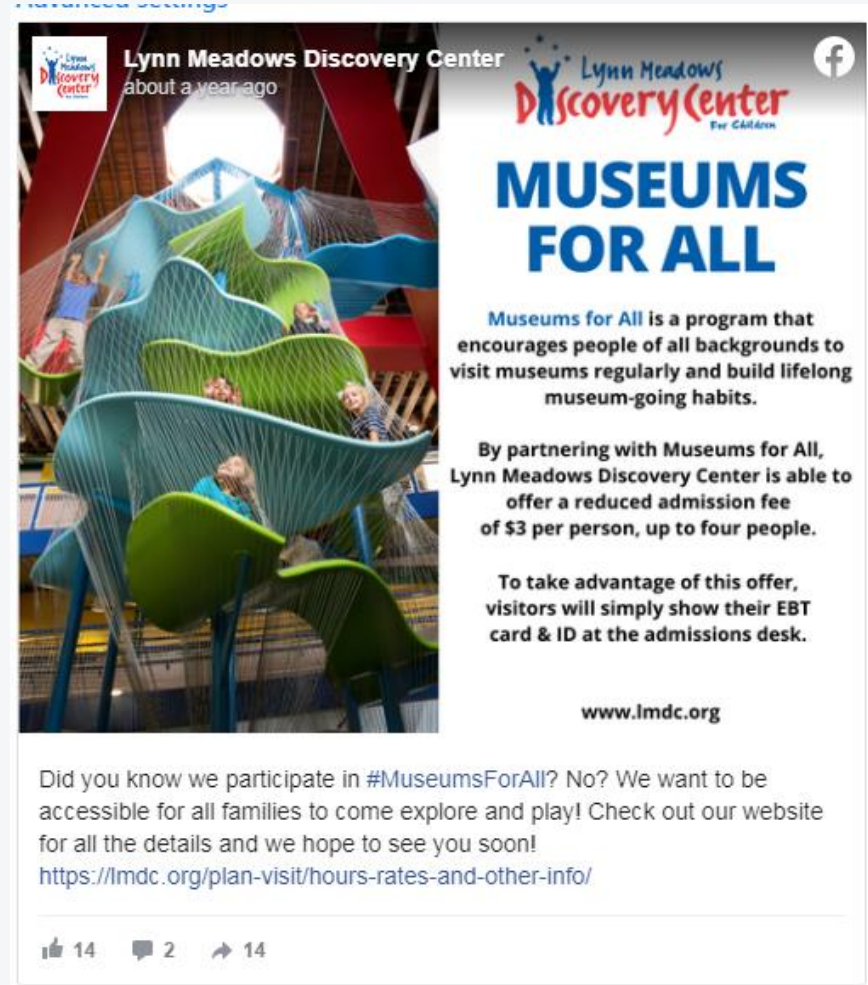
We are open Monday - Saturday 10am to 5pm and Sunday 12pm - 5pm.

#LouisianaStrong #onecoast

- Hurricane Ida displaced thousands of Louisiana residents in late August/September 2021. In an effort to help our neighboring state, we offered Museums for All Pricing for Louisiana residents with a valid drivers license the month of September.
- 1,716 Museum for All visitors attended in the month of September
- Feedback from residents was very positive

Ways we promote Museums For All

- LMDC website Pricing section
- Social Media –
- Disability Connection Family Resource Guide – Resource tool that provides information on organizations that provide free or low-cost services to families with financial challenges. Our listing mentions Sensory Sundays, Free Friday Night and Museums for All program for EBT card holders
- Customized flyers from Museums for All website. Keep in the museum and bring to all outreach events to be handed out.
- Word of mouth – people like to share with friends and family



The image shows a Facebook post from the Lynn Meadows Discovery Center. The post features a photograph of a colorful, wavy play structure with children playing on it. To the right of the photo is a flyer for the 'Museums for All' program. The flyer includes the following text:

Lynn Meadows Discovery Center
about a year ago

Museums FOR ALL

Museums for All is a program that encourages people of all backgrounds to visit museums regularly and build lifelong museum-going habits.

By partnering with Museums for All, Lynn Meadows Discovery Center is able to offer a reduced admission fee of \$3 per person, up to four people.

To take advantage of this offer, visitors will simply show their EBT card & ID at the admissions desk.

www.lmdc.org

Did you know we participate in #MuseumsForAll? No? We want to be accessible for all families to come explore and play! Check out our website for all the details and we hope to see you soon!
<https://lmdc.org/plan-visit/hours-rates-and-other-info/>

14 likes, 2 comments, 14 shares

Why participate in Museums For All?



- It does not cost the museum anything to participate.
- It is a great way to give back to the community.
- Potential donors like to see organizations giving back which could in turn help with future grant funding or sponsorships.
- It encourages families to build cultural experiences for their children.
- Why not?



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T.R.E.E. House Children's Museum's Story

T.R.E.E. House Children's Museum

- T.R.E.E. House has participated in this effort for several years.
- T.R.E.E. House admission with MFA is \$2 per person.



Why This Matters So Much



Museum Experiences are invaluable to families.

Museums for All recognizes the need for all individuals in the community to have this.

A SNAP card can help feed a family, but it can also help feed their souls.

SNAP in Louisiana

- According to the Louisiana Department of Children and Family Services, in the year 2022:
 - *An average of 827,586 residents (18.5% of the population) received SNAP benefits*
 - *2.9 million children received P-EBT benefits*
 - *1 in 5 Louisianians received SNAP benefits*

Why You Should Participate in Museums for All

To further your mission

To boost your admission

To encourage exposure and consumption of arts and culture

To boost inclusion and reach new populations

To partner with others in reaching community goals

Easy Ways to Promote Museums for All



Use the Toolkit for marketing templates and ideas!

Post to social media and website.

Partner with other participating museums in your area to cross promote.

Notify your Parish or County Health Units and post or distribute flyers. (This is where WIC nutrition classes are held, and benefits are distributed). How many counties do you serve?

Contact School Boards for the areas you serve and request a flyer be sent via email.

Distribute flyers or bookmarks at community fairs and events, goodie bags, etc.

PSA on your local TV or radio station.

Community Partners

- Libraries
- Department of Child and Family Services
- CASA
- Fostering Community
- Food Bank
- Local Children's Coalitions
- Local Arts Councils or Cultural Access Pass
- Convention and Visitors Bureau
- Women and Children's Hospital





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Children's Creativity Museum's Story

Museums for All
at the
Children's Creativity Museum



Introduction

- The Children’s Creativity Museum (CCM) is a hands-on multimedia art and technology experience designed to build creative confidence in children ages 2-12.
- Our mission is: “To nurture creativity and collaboration in *all* children and families. We believe that creative expression, innovation, and critical thinking are core to fostering the next generation.”
- Our Imagine-Create-Share cycle empowers children to tell their own stories, develop their own voices, and design their own solutions. Families return home with tangible objects and digital records of what they have created together.



- CCM serves as a gathering place for families from diverse backgrounds and our Yerba Buena neighborhood is one of California's 14 cultural districts (SOMA Pilipinas Filipino Cultural Heritage District).
- Our museum has always been led by a director of color, and people of color are equally represented on our Board and staff.
- When our community gathers to play, creativity and collaboration follows regardless of race, ethnicity, religious affiliation, or income.



Our Demographics

According to a 2017 study conducted by the Morey Group, our audience is more diverse than that found at the average museum, with 62 percent of visitors identifying as people of color.

2017



2021

A 2021 Morey study affirmed this visitor demographic, with an even greater percentage of Asian American and Latinx visitors compared to our pre-pandemic numbers.





Our Neighborhood

Many of our museum visitors are underrepresented and underserved in educational experiences, hailing from nearby neighborhoods such as the Tenderloin, Chinatown, and the Yerba Buena/South of Market community we call home.

Parks for All Californians shows that the population within 1/2 mile of CCM has a median household barely above the 2018 low-income limit for a family of four in San Francisco.

Census American Community Survey (ACS) data from 2014-2018 shows that CCM is situated in a SDAC census tract boundary (between 3rd and 5th Streets and Howard and Folsom Streets) where the median household income is \$22,450. Neighboring tracts in the Tenderloin and Chinatown are similarly disadvantaged.

Museums for All at CCM

- The Children's Creativity Museum was one of the first cultural institutions in San Francisco to embrace the Museums for All program.
- Consistent with our mission, our goal has always been to provide quality museum and educational experiences to all families regardless of socio-economic status.



Implementation

- CCM implemented the program in 2018. It was embraced by the City and County of San Francisco in June 2021, expanding to also include Medi-Cal and CalFresh families.
- Our access programs also include Blue Star Museums, providing free admission for active military personnel and their families, and partnerships with organizations such as Court Appointed Special Advocates (CASA) in service to foster youth.



Implementation

Under Museums for All (MfA), all EBT, WiC, and Medi-Cal families receive free museum admission along with free rides on our 1906 Looff Carousel.

Saving a family of four \$100, this is one of the most generous implementations of MfA in the country.

Our participation in this program fulfills on our core institutional values of equity and co-creation.





The results:

Since beginning in 2018, CCM has served more than 23,000 MfA guests in the museum and 16,300 carousel riders.

MfA attendance increased from 10% to 22% of our general admission following the COVID-19 Pandemic.

In 2022 alone, CCM served 6,061 MfA guests in the museum and 5,760 carousel riders.

In the first quarter of 2023, CCM has served more than 2,500 MfA guests and 1,892 carousel riders.

CCM'S participation in the Museums for All program has contributed to:

- More children being exposed across ages and stages to STEAM (science, technology, engineering, art, and math), charting a course for a successful future.
- Children of all socio-economic backgrounds co-creating with people different from themselves.
- Increased general admission rates due to friends & family hearing about the museum.
- A deeper alignment with our mission “to nurture creativity and collaboration in *all* children and families.”





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Questions?