What Does a Post-Pandemic Children’s Museum Look Like?

Thanks for attending!
Agenda

- Project Overview
- Value Pricing and the Cultivation of Public Trust
- Data Hub
- Discussion
Project Overview
ACM Trends: Next Generation Data Literacy & Management Tools

Streamline Data Collection
Establishing on-demand datahubs
Continue producing ACM Trends Reports
ACM Trends Program:
Data Collection – Pandemic Pivot

COVID-19 Impact Survey May 2020
109 US-based museums

COVID-19 Impact Survey Fall 2020
96 US-based museums

COVID-19 Impact Survey Spring 2021
89 US-based museums
Virtual Programming Forum

39 Participants from 27 museums

Key Takeaways
* Education primary focus
* Helped support/serve new audiences
* Some museums partnered with schools/other community orgs
* Funding/new revenue streams needed to continue
* Museums interested in sharing resources

Strategic Planning Forum

36 Participants from

Key Takeaways
* Strategic Planning in a post-pandemic world
* Reaching new and underserved audiences
* Conducting more in-depth attendance and membership data research
* Large time-commitment, but need to include all staff, board, and potentially museum goers
Pandemic Impacts

Average days open to visitors:
- 2019: 326 days
- 2020: 113 days
- 2023: 312 days

Spring 2021 Attendance: 27% compared to 2019

Staff reductions
- Spring 2021
  - 47% of full-time
  - 76% of part-time staff
- Spring 2023
  - 0% full-time
  - 14.5% part-time staff

Museums Open
- Spring 2021: 61%
- Spring 2023: 95%

Cash Reserves as of March 2021:
- 10 Months
ACM Trends Program: ACM Trends Reports
Trends Report 6.1: Value Pricing and the Cultivation of Public Trust
Inspiration for this report

- Post-pandemic recovery needs?
- What is the right price-point for membership?
- Are there standards in the field?
What data did we use?

- Spring 2022 ACM Member Survey
- Website review (stratified purposeful sampling)
  - 30 Small Member Children's Museums
  - 30 Medium-sized Member Children's Museums
  - 30 Large Member Children's Museum
What did we find?

<table>
<thead>
<tr>
<th></th>
<th>Small (n = 30)</th>
<th>Medium (n = 30)</th>
<th>Large (n = 30)</th>
<th>All (N = 90)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average admission</td>
<td>$29.80</td>
<td>$40.60</td>
<td>$59.20</td>
<td>$43.19</td>
</tr>
<tr>
<td>Average yearly membership</td>
<td>$112.00</td>
<td>$138.00</td>
<td>$151.00</td>
<td>$134.28</td>
</tr>
<tr>
<td>Average # of visits</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>equal to a membership (for a</td>
<td>3.88</td>
<td>3.52</td>
<td>2.62</td>
<td>3.33</td>
</tr>
<tr>
<td>family of four)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Why we don't use "Break Even"

- Value-seekers
- Affinity members
### Savings Calculators:
**Children's Museum of Atlanta**

Find out how much a membership can save you!

<table>
<thead>
<tr>
<th>No. of Adults</th>
<th>2</th>
<th>Regular museum admission price: $159.60.</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Children</td>
<td>2</td>
<td>Save as much as $20.60 with a 12 month, 100% tax-deductible Family Museum Membership.</td>
</tr>
<tr>
<td>No. of Visits</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>
Data Hub
ACM Trends Program: ACM Data Hub

- All member museums
- Based on 990 Data and information collected through ACM x Knology surveys
- Visual representation of Attendance, Income, Expenses, Staffing, Volunteers
- Normalized data
- Trends Reports!
ACM Trends Program: ACM Data Hub

What can you do:

- Access your museum's data & all other museum's data
- Benchmark against other museums (location, size, etc.)

Information pulled from:

- Publicly available 990s (updated yearly)
- Membership Surveys
- Membership Renewals

https://datahub.childrensmuseums.org/
Questions
Discussion Questions

- How has your museum changed since the pandemic?
- What is the long-term impact of the pandemic on your museum?
- What information or data is your museum using to plan for the future?
Discussion of the data
The ACM Trends Data Hub: Understanding National Averages

### Median Net Revenue – 2016-2020 (USD)

<table>
<thead>
<tr>
<th>Year</th>
<th>Mean Net Revenue</th>
<th>Median Net Revenue</th>
<th># of Children's Museums Reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>362,116</td>
<td>15,607</td>
<td>266</td>
</tr>
<tr>
<td>2017</td>
<td>622,210</td>
<td>4,948</td>
<td>272</td>
</tr>
<tr>
<td>2018</td>
<td>602,456</td>
<td>-2,822</td>
<td>276</td>
</tr>
<tr>
<td>2019</td>
<td>-58,520</td>
<td>-29,603</td>
<td>274</td>
</tr>
<tr>
<td>2020</td>
<td>-129,402</td>
<td>-23,917</td>
<td>182</td>
</tr>
</tbody>
</table>