



an initiative of the
Institute of Museum and Library Services

An Introduction to Museums for All for Prospective Participants



Our Speakers Today

- Helen Wechsler
Supervisory Grants Management Specialist
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Institute of Museum and Library Services (IMLS)
- Brendan Cartwright
Program Manager, Special Initiatives
Association of Children's Museums (ACM)
- Ken Meifert
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National Baseball Hall of Fame and Museum





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Introduction



What Is Museums for All?

- A partnership between the Institute of Museum and Library Services and the Association of Children's Museums.
- A national, branded initiative to promote access to high quality museum experiences for those who might not otherwise be able to afford them.
- Discounted admissions any time and any day during regular museum hours.
- Launched in October 2014 – first year piloted with the children's museum community.
- Open to all types of museums that wish to participate.





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.
 - Museums 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?

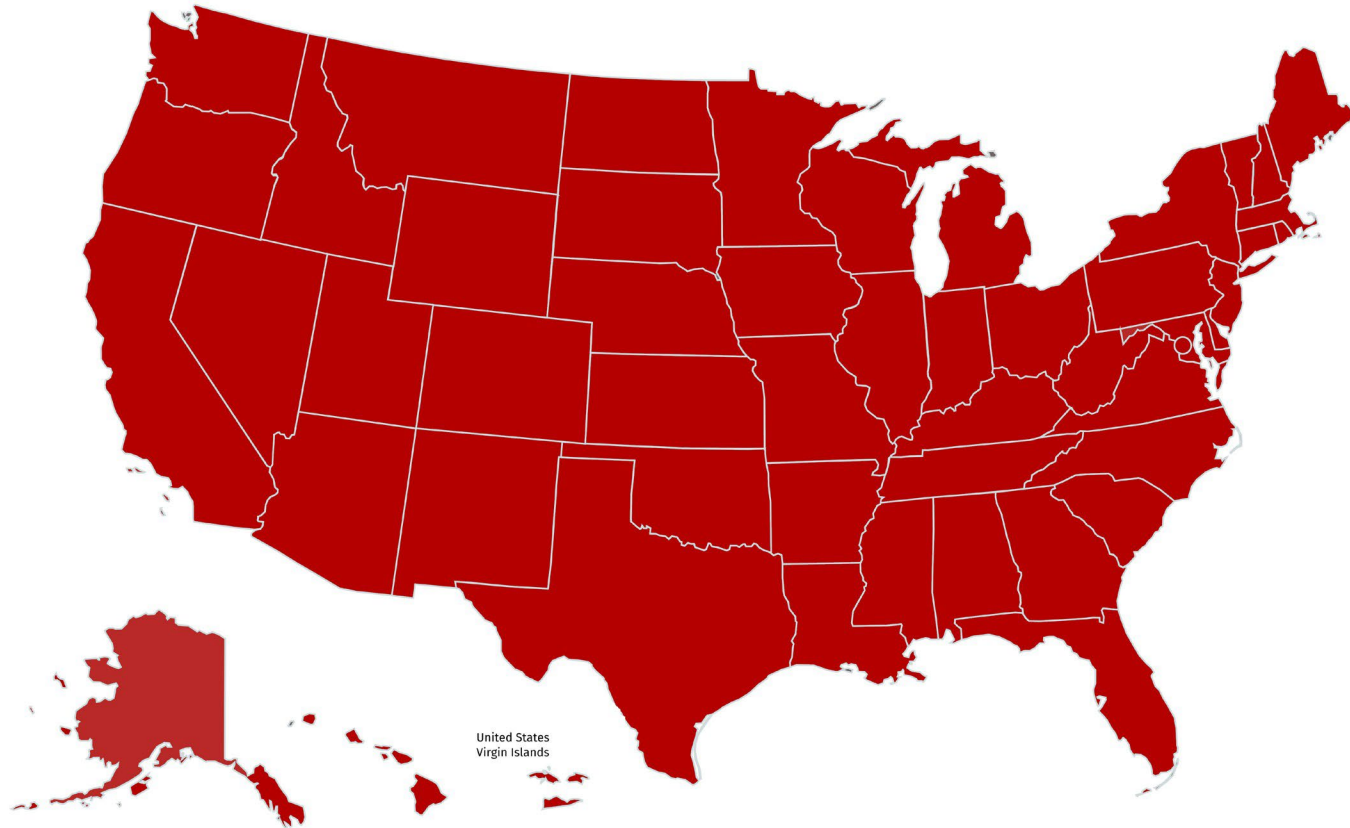
- 1,400+ museums
- 50 states, DC, and the U.S. Virgin Islands
- 10,289,257 visitors so far!
- Children's museums, history museums, art museums, arboretums, zoos, aquariums, botanical gardens, science centers, planetariums, historical societies... every type of museum, all over the U.S.!



La Brea Tar Pits



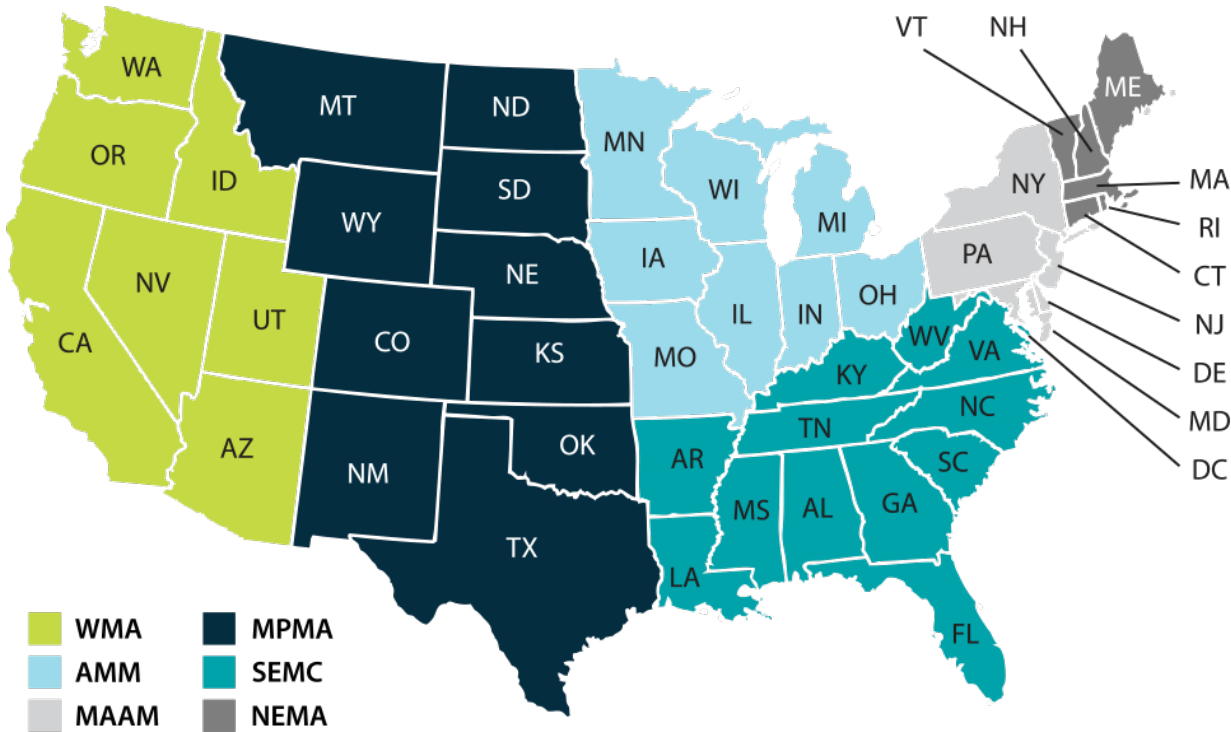
50 States (plus DC and U.S. Virgin Islands)





Geographic Distribution – Current Participants

<i>WMA</i>	<i>MPMA</i>	<i>AMM</i>	<i>SEMC</i>	<i>MAAM</i>	<i>NEMA</i>
284	173	290	295	248	113



Breakdown by Type of Museum

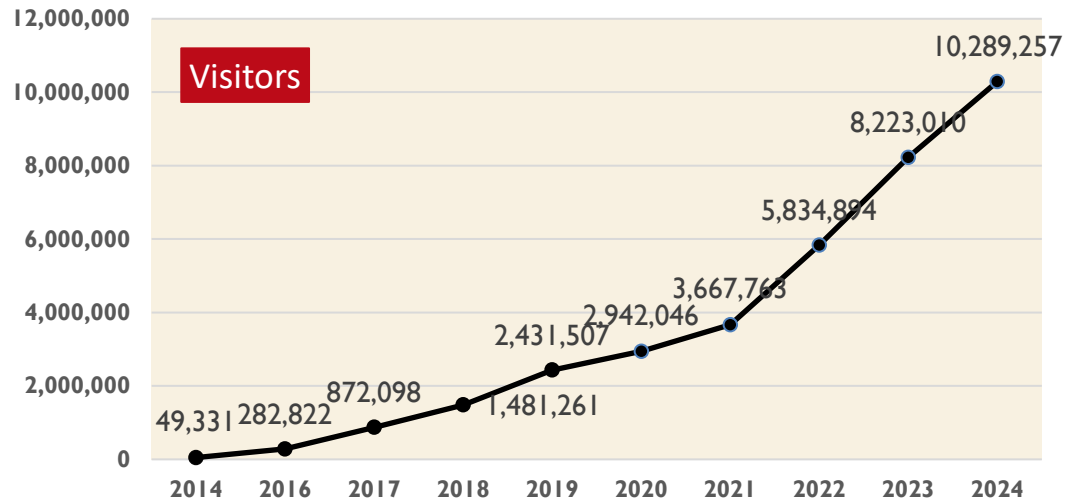
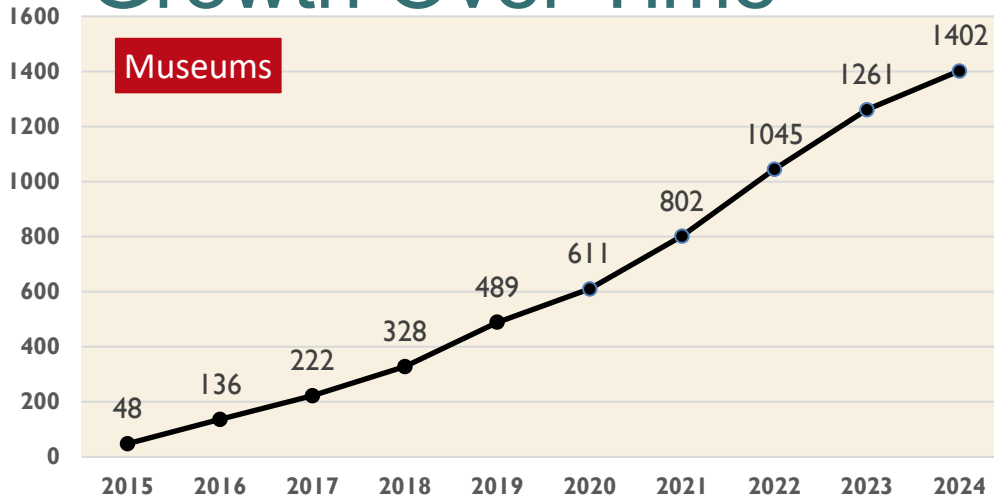
- Aquarium – 13
- Arboretum/Botanical Garden – 72
- Art – 235
- Children’s Museum – 237
- General – 102
- History – 474
- Natural History – 58
- Planetarium – 7
- Science & Technology – 97
- Specialized – 74
- Zoo – 33



Thinkery



Growth Over Time





Hub Cities

Cities with three or more participating museums are Hub Cities

- Huntsville, AL
- Mobile, AL
- Tucson, AZ
- Phoenix, AZ
- Flagstaff, AZ
- Little Rock, AR
- 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
- Monterey, CA
- Denver, CO
- Pueblo, CO
- Colorado Springs, CO
- Hartford, CT
- Washington, DC
- Wilmington, DE
- Fort Lauderdale, FL
- Fort Myers, FL
- St. Petersburg, FL
- Tampa, FL
- Gainesville, FL
- Miami, FL
- Naples, FL
- Orlando, FL
- Jacksonville, FL
- Key West, FL
- Atlanta, GA
- Savannah, GA
- Honolulu, HI
- Boise, ID
- Chicago, IL
- Springfield, IL
- Bloomington, IL
- Aurora, IL
- South Bend, IN
- Davenport, IA
- Des Moines, IA
- Waterloo, IA
- Wichita, KS
- Louisville, KY
- Lexington, KY
- New Orleans, LA
- Portland, ME
- Baltimore, MD
- Annapolis, MD
- Boston, MA
- New Bedford, MA
- Ann Arbor, MI
- Grand Rapids, MI
- Detroit, MI
- Flint, MI
- Minneapolis, MN
- Duluth, MN
- St. Louis, MO
- Kansas City, MO
- Missoula, MT
- Billings, MT
- Lincoln, NE
- Las Vegas, NV
- Portsmouth, NH



Hub Cities, cont'd

Cities with three or more participating museums are Hub Cities

- Santa Fe, NM
- Ithaca, NY
- Jamestown, NY
- New York, NY
- Rochester, NY
- Saratoga Springs, NY
- Binghamton, NY
- Corning, NY
- Wilmington, NC
- Winston-Salem, NC
- Charlotte, NC
- Chapel Hill, NC
- Akron, OH
- Cincinnati, OH
- Columbus, OH
- Dayton, OH
- Springfield, OH
- Cleveland, OH
- Warren, OH
- Youngstown, OH
- Tulsa, OK
- Oklahoma City, OK
- Eugene, OR
- Portland, OR
- Philadelphia, PA
- Pittsburgh, PA
- Erie, PA
- Harrisburg, PA
- Lancaster, PA
- Scranton, 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
- Dallas, TX
- Salt Lake City, UT
- Richmond, VA
- Roanoke, VA
- Norfolk, VA
- Seattle, WA
- Tacoma, WA
- Milwaukee, WI
- Appleton, WI



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.



Resources for Museums for All

- Archived webinars
- Infographics
- Press release templates
- Examples of every state EBT card
- Staff training recommendations
- Hub City resources



Wenham Museum



The New Children's Museum



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The Value of Participation



Why Join Museums for All?

- Fits with museum mission, vision, and inclusion plans.
- Opportunity to increase community access.
- Appeal of a national initiative.
- Alignment with existing program(s) or local collaboration platform.
- Hub opportunities
 - Cooperation with other museums in your city.
 - New, outside the box partnerships.
 - Builds trust within communities, including demographics not typically seen in museums.





In Their Own Words

- “We have had an excellent experience so far with Museums for All! In particular this program helps us provide the best customer service for many of our visitors with intellectual disabilities arriving with personal care staff. Their support staff often arrive exhausted and many light up excitedly when we can offer them the discounted rate for the people they are supporting. We have seen repeat visitors as a result, both from the individuals themselves as well as personal care staff returning with different people they are supporting because they know we are offering an accessible experience both financially and programmatically.”
-Moonshot Museum, Pittsburgh, PA
- “I did have someone come up to the info desk asking for admission prices, and when told the price stated they couldn’t afford it. I then showed them a short list of discounted admission programs (including military, EBT, WIC, etc.) and asked if any of these programs applied to them. They responded that they had an EBT card and were very thankful because they would not have been otherwise able to enter.”
-Museum of Science, Boston, MA





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The National Baseball Hall of Fame and Museum's Experience



**NATIONAL BASEBALL
HALL OF FAME
AND MUSEUM**



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THE NATIONAL BASEBALL HALL OF FAME AND MUSEUM

Located in Cooperstown, NY.

Opened in 1939 to document baseball's illustrious history and honor the game's greatest contributors.

85 years later, the Museum continues to thrive as the cultural and spiritual home of our National Pastime and today has international appeal as America's National Pastime has evolved into a global game.



OUR MISSION

The National Baseball Hall of Fame and Museum is an independent, nonprofit educational institution dedicated to fostering an appreciation of the historical development of baseball and its impact on our culture by collecting, preserving, exhibiting and interpreting its collections for a global audience, as well as honoring those who have made outstanding contributions to our National Pastime.

We sum it up in six words:

Preserving History. Honoring Excellence. Connecting Generations.



OUR NATIONAL PASTIME

“There are three things that America will be known for 2,000 years from now when they study this civilization: the Constitution, jazz music, and baseball. They’re the three most beautifully designed things this culture’s ever produced.”

Dr. Gerald Early, Washington University



THE MUSEUM TODAY

What started as a one room museum has grown into a world-class museum with more than 60,000 square feet of exhibit space.

250,000 people visit each year, from around the country and around the world.

Cooperstown has become a national brand that represents excellence.



WHY DO WE PARTICIPATE IN MUSEUMS FOR ALL?

Accessibility!

Makes the Museum accessible to underserved communities by removing the barrier of cost. Normal admission is \$30 for adults and \$21 for juniors.

We offer FREE admission through Museums for All.



NBHOF AND MUSEUMS FOR ALL

Adopted Museums For All program in June of 2022 and jointly announced our participation with two other Cooperstown museums, The Farmers' Museum and the Fenimore Art Museum.

All three museums offer FREE admission with a valid SNAP or Sun Bucks EBT card and ID.

Since joining the program we have welcomed 4,609 adults (over 12) and 1,062 juniors (7-12) for a total of 5,671 visitors who might not have otherwise been able to visit the Museum.

Program is prominently promoted on our plan your visit page.



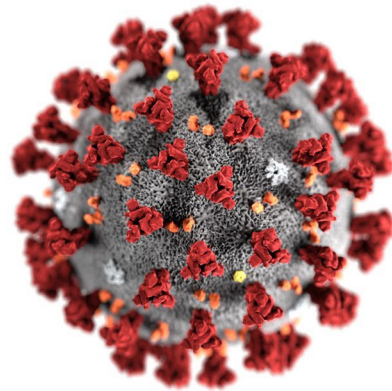
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Museums for All during COVID-19



COVID-19

- Over 400 museums joined Museums for All during the pandemic.
- Some museums ceased operations, but only one museum stopped offering the Museums for All rate during this time.



Operational Changes

- Most museums now require pre-registration or online ticket ordering.
- It's important to be very clear about how visitors can still receive their Museums for All admissions.
- Increased community outreach.



Gateway to Science Center



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How Museums for All Fits Into Institutional Approach to Inclusivity

Part of a Suite

- Museums for All works best as part of a suite of offerings.
- Some museums include discounted memberships.



Georgia O'Keeffe Museum

A Chance for Internal Reflection

- Working at removing assumptions and biases from staff.
- Addressing concerns about who qualifies.



Portland Children's Museum

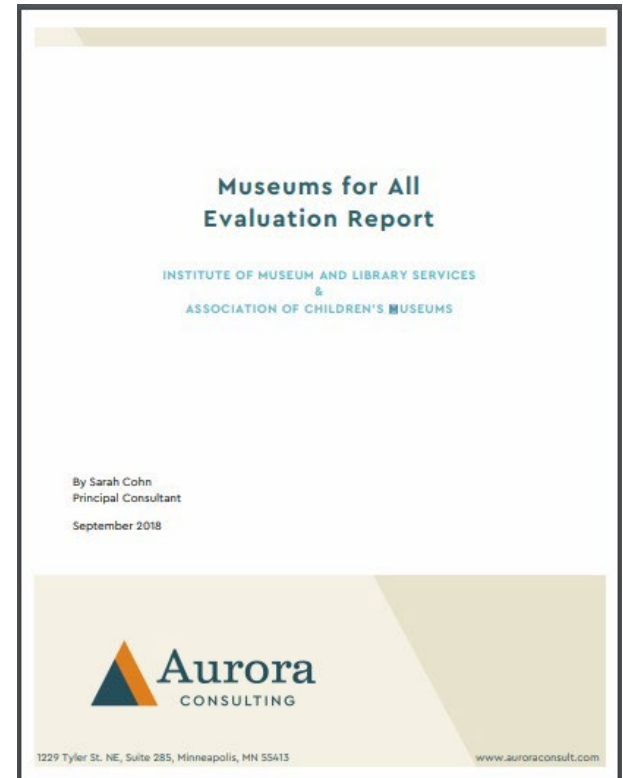


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Leveraging Participation

Museums for All Evaluation Report

- Released in September 2018
- <https://www.imls.gov/publications/museums-all-evaluation>





Lessons from Evaluation

- 34 percent of polled museums saw increases in their ticket sales and attendance.
- 25 percent of polled museums saw increases in their development revenue and participation in membership and program sales.



Denver Museum of Nature & Science



ECHO, Leahy Center for Lake Champlain



Hub City Convening

- Held in December 2018
- Convened leaders from Akron, Chattanooga, Chicago, Grand Rapids, Missoula, San Diego, and Worcester



Museums for All Hub City Convening Participants



Lessons from Hub City Convening

- Opportunities exist for participating museums in the same city to cooperate.
- Allows for outside the box partnerships, and builds win-win partnerships that deeply benefit the community (food banks, transit authorities, etc. to help overcome barriers).
- Museums for All leads to trust building within a community, especially with demographics not typically seen in museums.
- Museums for All provides safe spaces that contribute to a sense of belonging.





Register Today!

- Visit www.Museums4All.org



Naples Botanical Garden



Gadsden Arts Center and Museum



Museum of Natural and Cultural History

Contact Information

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- Ken Meifert – Kmeifert@BaseballHall.org
- General – Info@Museums4All.org
(ACM administers Museums for All. Please send any inquiries to Brendan Cartwright.)
- On Twitter - @MuseumsForAll





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Questions?