



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,
Office of Museum Services
Institute of Museum and Library Services (IMLS)
- Brendan Cartwright
Program Manager, Special Initiatives
Association of Children's Museums (ACM)
- Matthew Driftmier
Guest Relations Coordinator
Space Foundation Discovery Center





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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
 - 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?

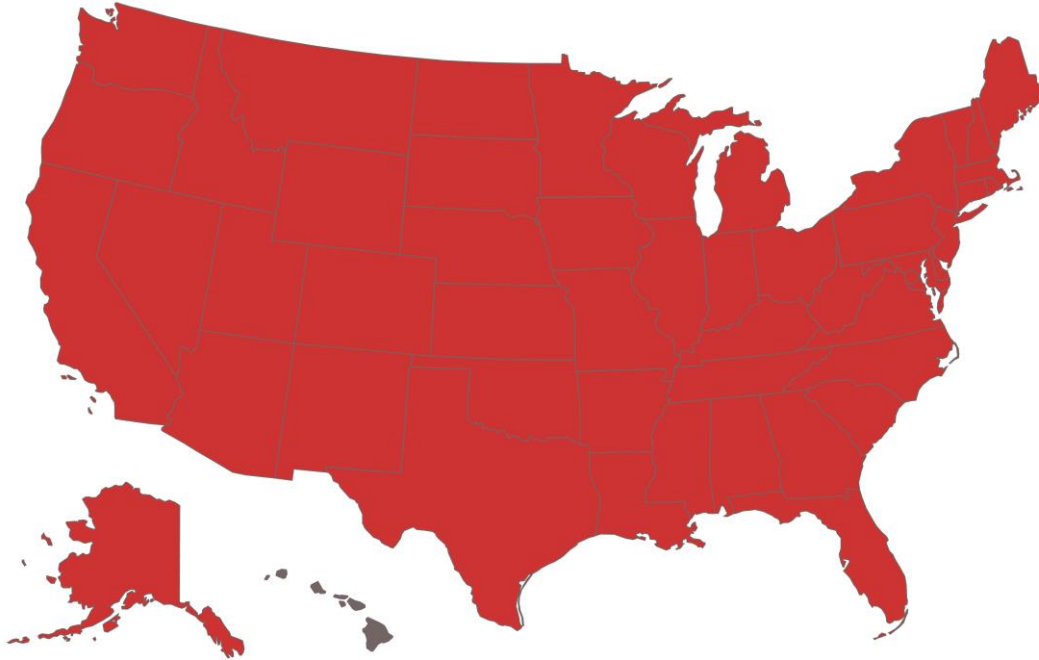
- 594 museums
- 49 states, DC, and the U.S. Virgin Islands
- 2,905,425 visitors so far!
- Children's museums, history museums, art museums, arboretums, zoos, aquariums, botanical gardens, science centers, planetariums, historical societies... every type of museum, all over the U.S.!



La Brea Tar Pits



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



Only state without a participating museum:

- Hawaii



Geographic Distribution – Current Participants

WMA MPMA AMM SEMC MAAM NEMA

117

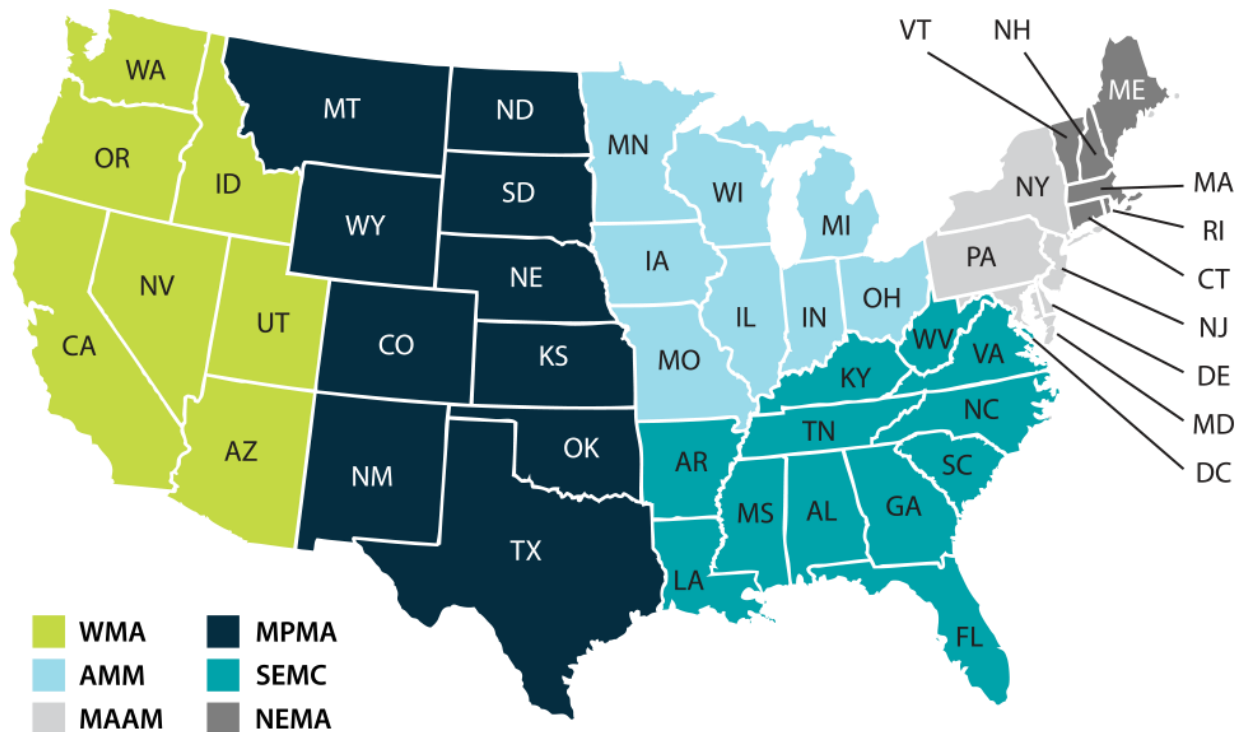
82

146

107

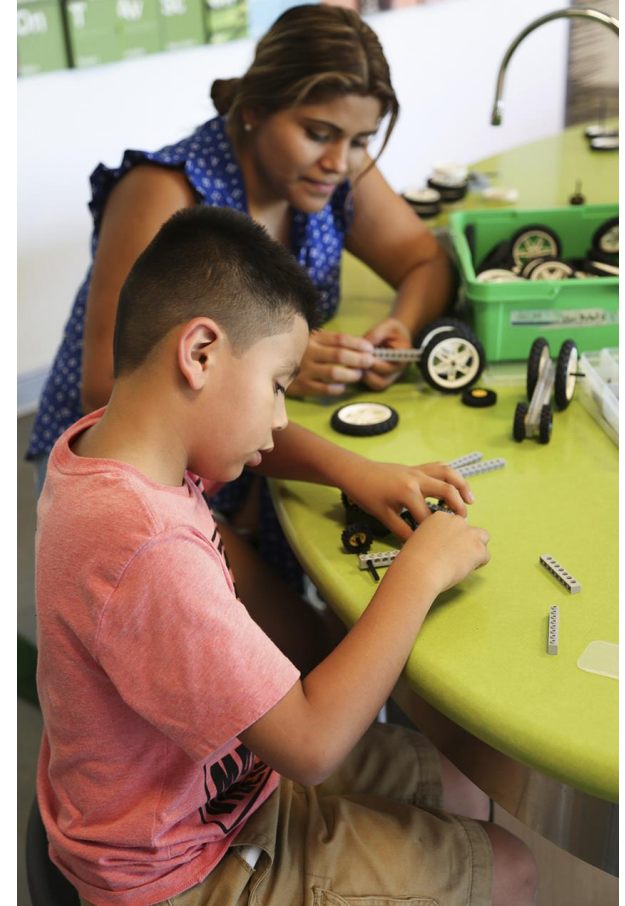
96

46



Breakdown by Type of Museum

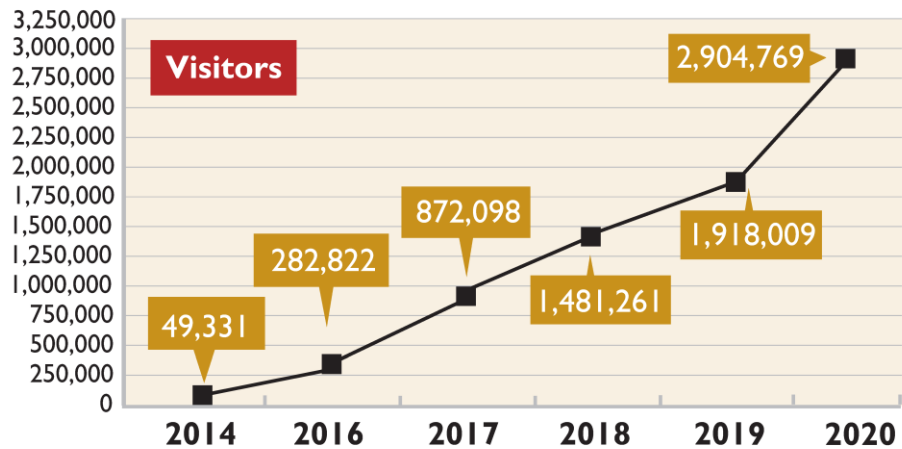
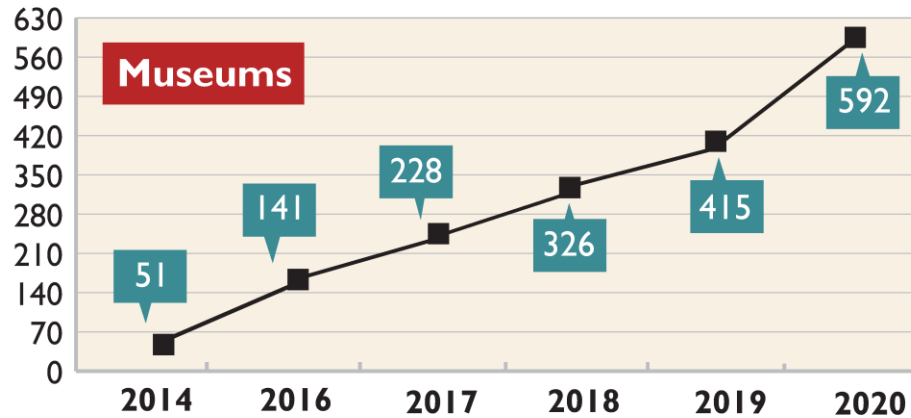
- Aquarium – 6
- Arboretum/Botanical Garden – 29
- Art – 102
- Children's Museum – 163
- General – 25
- History – 165
- Natural History – 24
- Planetarium – 2
- Science & Technology – 50
- Specialized – 20
- Zoo – 10



Thinkery



Growth Over Time



Hub Cities

Cities with three or more participating museums are Hub Cities

- Huntsville, AL
- Tucson, AZ
- San Francisco, CA
- Escondido, CA
- Oakland, CA
- San Jose, CA
- Eureka, CA
- Riverside, CA
- San Diego, CA
- Denver, CO
- Pueblo, CO
- Tampa, FL
- Chicago, IL
- Springfield, IL
- Des Moines, IA
- Baltimore, MD
- Boston, MA
- Grand Rapids, MI
- Missoula, MT
- Las Vegas, NV
- Santa Fe, NM
- New York, NY
- Wilmington, NC
- Akron, OH
- Cincinnati, OH
- Tulsa, OK
- Eugene, OR
- Portland, OR
- Philadelphia, PA
- Pittsburgh, PA
- Erie, PA
- Providence, RI
- Greenville, SC
- Austin, TX
- San Antonio, TX
- Richmond, VA
- Seattle, WA
- Tacoma, WA

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 (coming soon)



Wenham 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 City 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 collaborated with the other San Diego participating museums on a marketing campaign at the end of May. I hope this leads to increased visibility for the program and increased Museums for All attendance.”
-San Diego Natural History Museum, San Diego, CA
- “These visitors (a middle-aged couple) let go from their jobs due to COVID-19, received EBT for the first time in their lives. They were taking day trips to visit museums and botanical gardens that participate in Museums for All as an activity to fill their days.”
-Museum of Art DeLand, DeLand, FL





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Space Foundation Discovery Center's Experience



Greetings from Colorado
Springs!


www.discoverspace.org

Why Museums for All?

- ★ Great addition to our larger assistance program, “Community Access Program”
 - ★ Dual program giving both a short-term, daily solution (M4A) and a longer-term option (reduced membership rate)
- ★ Creates new opportunities for a new Guest population that was previously unreached
- ★ Helps with our grant proposals

By the Numbers

- ★ Started Museums for All rate the week of August 16, 2020
 - ★ Maximum rate of \$3.00
- ★ Through November 15, 2020, Museums for All admissions have counted for roughly **2% of all General Admission numbers**
- ★ Already the third most used of our regular discount type after military and senior citizen discounts
 - ★ Accounts for 7% of all discounted General Admissions



“What a great opportunity to serve our community!
Thanks for letting [us] know about it!”

–Garden of the Gods Visitor and Nature Center

“Thank you for providing this opportunity for us to visit.
We wouldn’t have been able to come otherwise.”

-Guest Feedback

“This program is a great opportunity for the community.
We’ll be sure to let everyone know!”

–State of Colorado SNAP-Ed and Outreach Office



www.discoverspace.org

Questions?

Email: mdriftmier@spacefoundation.org

More information:
www.discoverospace.org/communityaccess



www.discoverospace.org

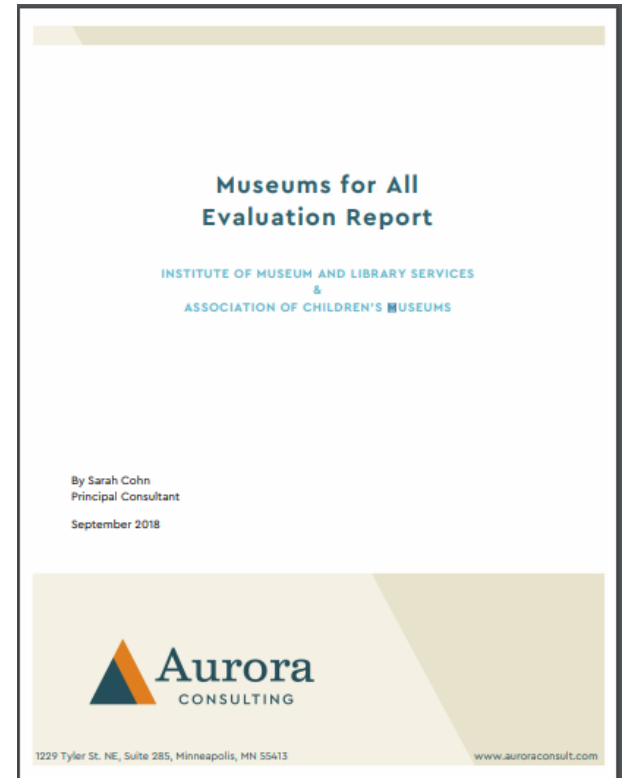


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Leveraging Participation

Museums for All Evaluation Report

- Released in September 2018
- <https://www.ims.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

Hub City Convening

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



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



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(ACM administers Museums for All. Please send any inquiries to Brendan Cartwright.)
- On Twitter - @MuseumsForAll

