

Welcome!

Our webinar will begin at 2pm Eastern Time

Participants can listen in using their computer's audio or by phone.

To join by phone:

- Call +1 (631) 992-3221
- Enter 825-501-636 when prompted
- Enter the audio PIN shown in Participant Panel Audio Pane



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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)
- Tatiana Herrera-Schneider
Chief Engagement Officer
San Antonio Museum of Art





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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?

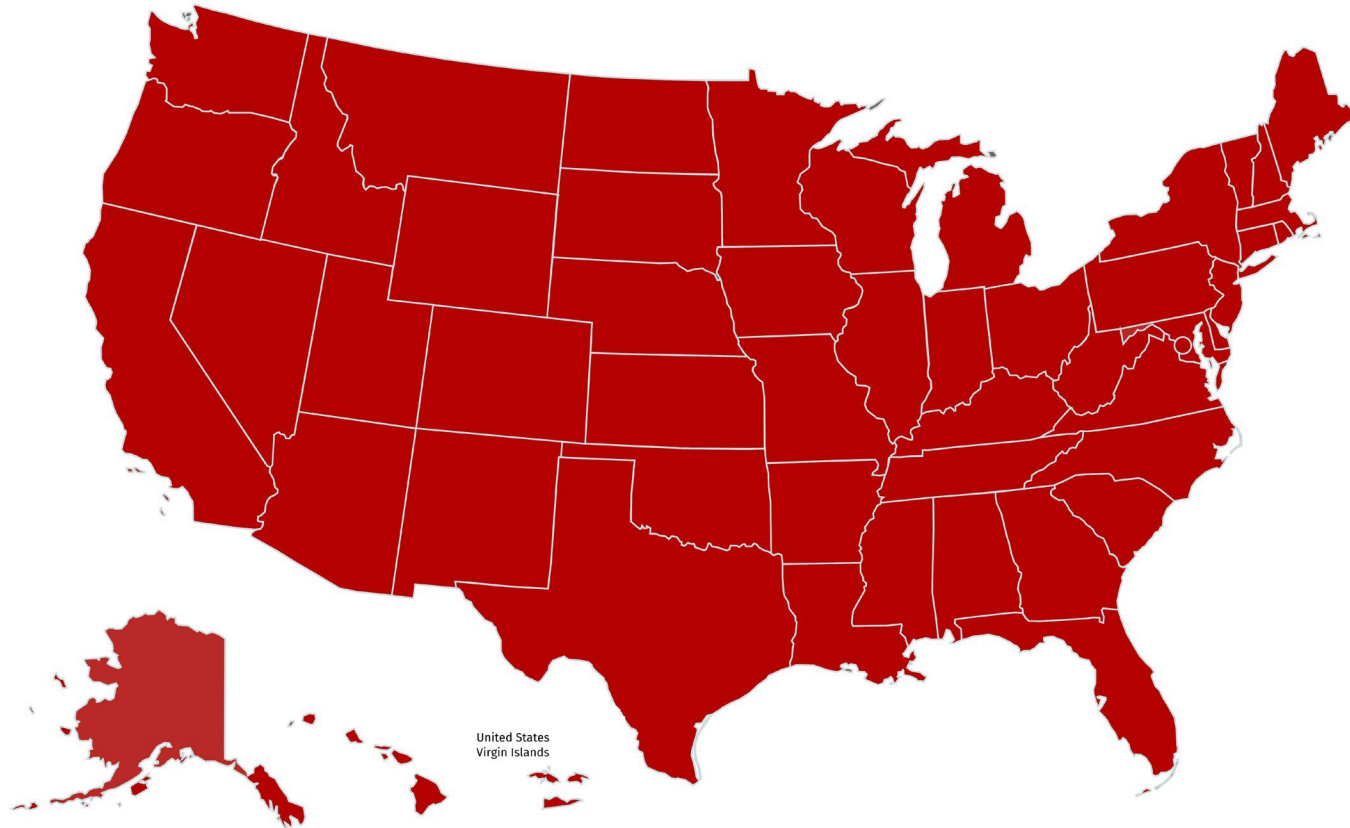
- 1,100+ museums
- 50 states, DC, and the U.S. Virgin Islands
- 6,777,110 visitors so far!
- Children's museums, history museums, art museums, arboretums, zoos, aquariums, botanical gardens, science centers, planetariums, historical societies... every type of museum, all over the U.S.!



La Brea Tar Pits

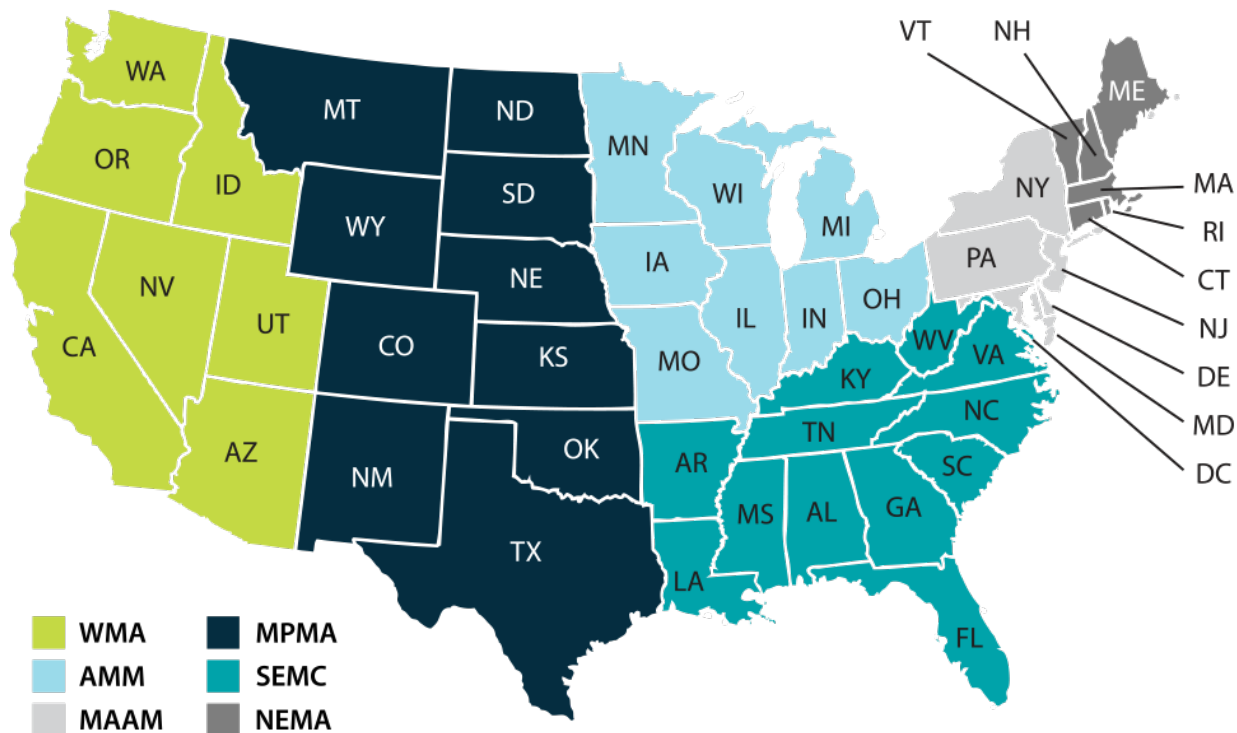


50 States (plus DC and U.S. Virgin Islands)



Geographic Distribution – Current Participants

WMA *MPMA* *AMM* *SEMC* *MAAM* *NEMA*
 227 145 237 232 210 93



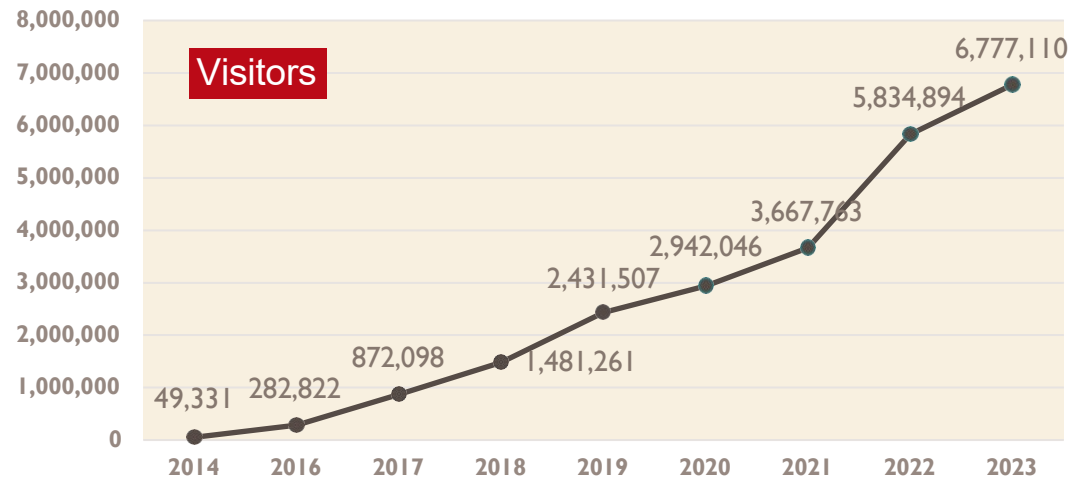
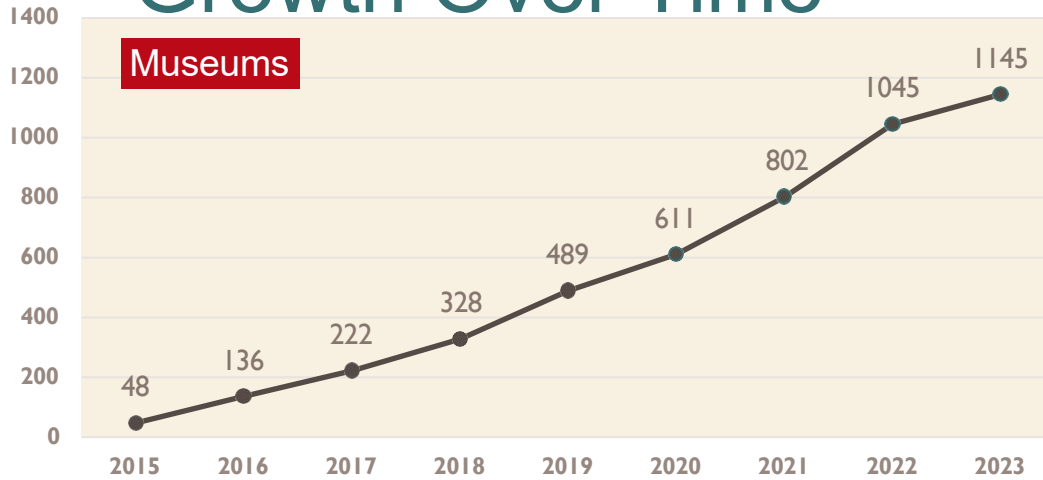
Breakdown by Type of Museum

- Aquarium – 9
- Arboretum/Botanical Garden – 58
- Art – 200
- Children’s Museum – 206
- General – 72
- History – 382
- Natural History – 45
- Planetarium – 5
- Science & Technology – 89
- Specialized – 57
- 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
- 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
- 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

Hub Cities, cont'd

Cities with three or more participating museums are Hub Cities

- Missoula, MT
- Billings, MT
- Lincoln, NE
- 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

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 San Antonio Museum of Art's Experience



San Antonio
Museum
of Art



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- Housed in the original Lone Star Brewery on the Museum Reach portion of the River Walk in San Antonio, Texas.
- SAMA is an encyclopedic museum that opened in 1981.
- Welcome over 130,000 visitors and provide over 500 events, programs, and public tours annually.
- 60% of our visitors are local and 40% tourist



Serving San Antonio's Community

- San Antonio is the 7th largest city in the US
- 2019 data from the U.S. Census Bureau showed San Antonio had the highest percentage of people living in poverty among the nation's 25 most populous metropolitan areas.
- It is one of the most economically segregated cities in the US
- 127,658 households in Bexar County currently receive SNAP benefits.
- Over 85% of Bexar County students are economically disadvantaged
- There is significant growth in San Antonio (especially in our immediate area / downtown) however, neighborhoods adjacent to us are some of the most underserved.

Why Does SAMA Participate in Museums for All?

- Accessibility!
- Broadens our visitor base and helps us reach underserved communities
- Helps remove entry barriers: cost and accessibility
 - SAMA has weekly free hours every Sunday and Tuesday for Bexar County residents but recognize that those hours don't serve everyone.
 - Always free to 12 and under
 - Aim to serve multi-generational family units

SAMA and Museums for All

- Adopted Museums For All program in January 2020 with an official press conference scheduled in March 2020.
- \$3 ticket price with valid SNAP/EBT card and ID
 - Includes special exhibition
- Sell tickets online and in-person
- 4,886 individuals served
- Small price point, big return
 - An individual brought her family as her quinceañera celebration
- Grants/funders

What Else?

- Join forces with other institutions in your city for greater impact (and greater awareness!)
- Work with public transportation to further the message of SNAP benefits / how to get to your institution
- If having issues with senior leadership getting on board, we can be an additional resource.



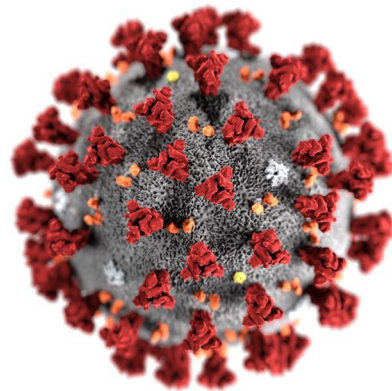


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Museums for All during COVID-19

COVID-19

- Over 400 museums have joined Museums for All since the beginning of the pandemic
- Some museums have ceased operations, but only one museum has 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

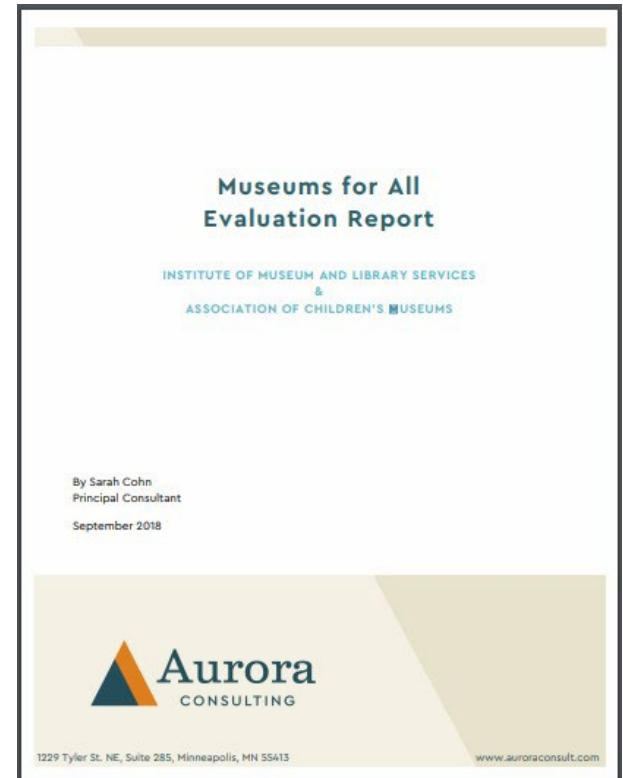


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Leveraging Participation

Museums for All Evaluation Report

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



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

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- Tatiana Herrera-Schneider – Tatiana.Herrera-Schneider@SAMuseum.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?