



*an initiative of the*  
Institute of Museum and Library Services

An Introduction to Museums for All  
for Prospective Participants

# Our Speakers Today

- Ashley Jones  
Program Specialist, Office of Museum Services  
Institute of Museum and Library Services (IMLS)
- Brendan Cartwright  
Program Manager, Special Initiatives  
Association of Children's Museums (ACM)
- Eliza Kozlowski  
Senior Director of Marketing & Engagement  
George Eastman Museum





*an initiative of the*  
Institute of Museum and Library Services

# 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?

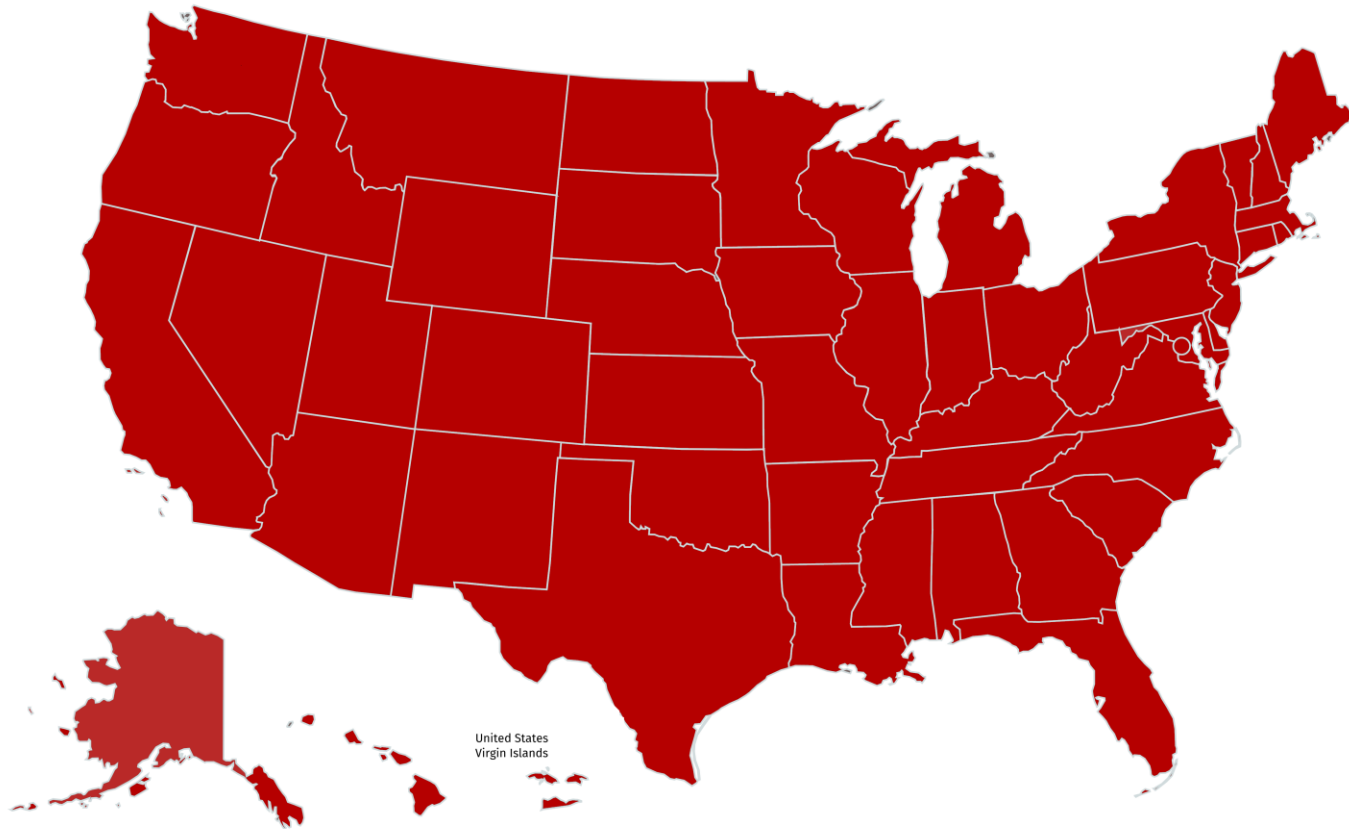
- 900+ museums
- 50 states, DC, and the U.S. Virgin Islands
- 4,215,800 visitors so far!
- Children's museums, history museums, art museums, arboretums, zoos, aquariums, botanical gardens, science centers, planetariums, historical societies... every type of museum, all over the U.S.!



*La Brea Tar Pits*



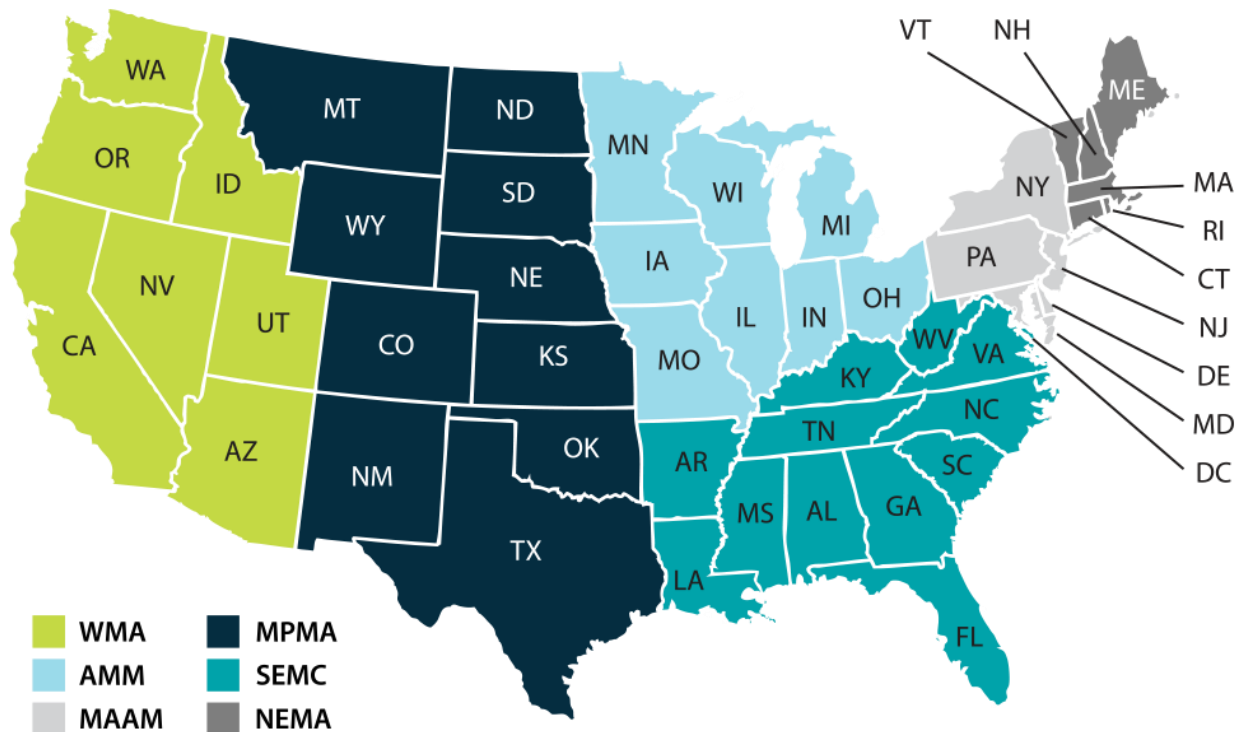
# 50 States (plus DC and U.S. Virgin Islands)



# Geographic Distribution – Current Participants

WMA MPMA AMM SEMC MAAM NEMA

202 125 211 171 156 72





# Breakdown by Type of Museum

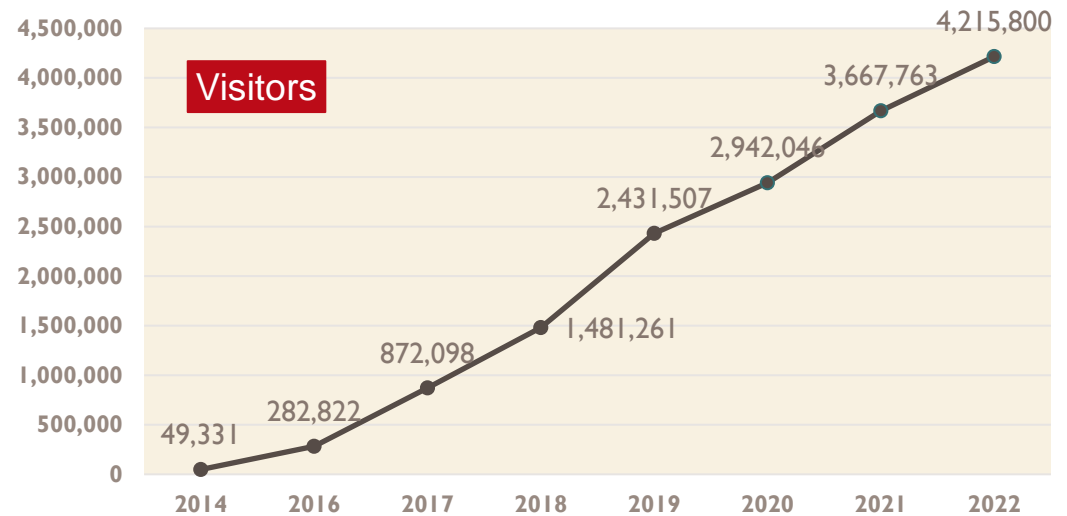
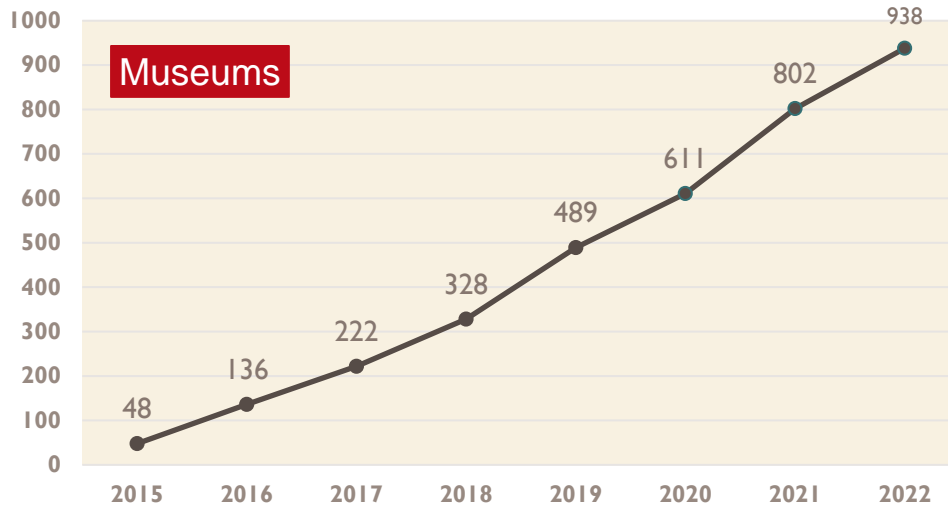
- Aquarium – 7
- Arboretum/Botanical Garden – 49
- Art – 167
- Children's Museum – 189
- General – 53
- History – 300
- Natural History – 38
- Planetarium – 4
- Science & Technology – 75
- Specialized – 36
- Zoo – 19



*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
- San Diego, CA
- Santa Barbara, CA
- Santa Rosa, CA
- Berkeley, CA
- Denver, CO
- Pueblo, CO
- Colorado Springs, CO
- Fort Lauderdale, FL
- Fort Myers, FL
- St. Petersburg, FL
- Tampa, FL
- Gainesville, FL
- Miami, FL
- Naples, FL
- Orlando, FL
- Atlanta, GA
- Boise, ID
- Chicago, IL
- Springfield, IL
- South Bend, IN
- Des Moines, IA
- Waterloo, IA
- Wichita, KS
- Louisville, KY
- Baltimore, MD
- Boston, MA
- New Bedford, MA
- Ann Arbor, MI
- Grand Rapids, MI
- Detroit, MI
- Minneapolis, MN
- Missoula, MT
- Billings, MT
- Las Vegas, NV
- Santa Fe, NM
- Ithaca, NY
- New York, NY
- Wilmington, NC
- Akron, OH
- Cincinnati, OH
- Columbus, OH
- Dayton, OH
- Springfield, OH
- Cleveland, OH
- Warren, 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
- Austin, TX
- Fort Worth, TX
- Houston, TX
- San Antonio, TX
- Salt Lake City, UT
- Richmond, VA
- Seattle, WA
- Tacoma, WA

# How to Register for Museums for All

- Visit [www.Museums4All.org](http://www.Museums4All.org), or send an email to [Info@Museums4All.org](mailto: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](http://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





*an initiative of the*  
Institute of Museum and Library Services

# 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

- “A woman approached the front desk with her children and inquired about the MFA rate. When she offered Donna [the manager of guest relations] her EBT card, asking if it qualified her for the reduced entrance fee, she seemed hesitant, maybe a little nervous. Donna explained that it absolutely qualified her and still remembers how the woman responded. “She seemed so relieved. I don’t think that she expected such an affirmative and enthusiastic response.” Over the course of her visit, the woman returned to the front desk two or three times to thank Donna. She explained how stressful it could be to have an EBT card, to have that reminder that she was relying on others for support, and how mixed the reactions were from others when she produced it. She was extremely appreciative of the initiative and how accepted she had felt.”  
*-Sciencenter, Ithaca, NY*
- “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*







*an initiative of the*  
Institute of Museum and Library Services

# The George Eastman Museum's Experience

# Museums for All Partnership



# About GEM

- Photography
- Cinema
- Mansion
- Gardens



# GEM Visitors

- 65% outside of Rochester
- Tourism season: May – Sept
- Special events in the mansion
  - Sweet Creations
  - Dutch Connection
  - Eastman Entertains

# SNAP/EBT

“Continuing in the spirit of George Eastman, we want to open our doors to all families in and around Rochester and offer them a front seat to the world of photography and film.”

## **George Eastman House to Offer Free Admission for SNAP Cardholders**

*New program to provide enriching and educational experiences to low-income families in the philanthropic spirit of George Eastman*

**Rochester, N.Y., December 9, 2013**— George Eastman House announced today that beginning in January 2014, the museum will waive admission fees for Supplemental Nutrition Assistance Program (SNAP) cardholders and their families. Formerly known as Food Stamps, SNAP is a state-administered federal nutrition assistance program.

To help George Eastman House launch this new program in the philanthropic spirit of George Eastman, donations can be made through **ROC the Day** on **December 11, 2013**, at [roctheday.org/EastmanHouse](http://roctheday.org/EastmanHouse) or any time at [eastmanhouse.org](http://eastmanhouse.org).

George Eastman wanted Rochester to be the best city in which to live and work. To that end, he gave most of his philanthropic fortune to the city's organizations, and established the Community Chest, which is today's United Way.

# SNAP/EBT

- Free admission to SNAP/EBT card holders
- Launched in 2013 with ROC the Day campaign
- Card holder and families (no limit) – Jan 2014

# Engagement

2014 – 163

2015 – 250

2016 – 349

2017 – 681

2018 – 989

2019 – 1,189

Nov 2020 – Joined Museums for All

2021 – 1,126

# Additional Outreach

- SNAP/EBT at Dryden Theatre
- Rochester City Schools
- Blue Star Program
- VIP pass through local libraries
- Rochester Area Community Foundation



# Next Steps

- Hub City
- Price increase rollout
- Rochester Area Community Foundation
- Office of Transitional Assistance

# Thank you!

Eliza Kozlowski

Senior Director of Marketing & Engagement

[ekozlowski@eastman.org](mailto:ekozlowski@eastman.org)

585-327-4860

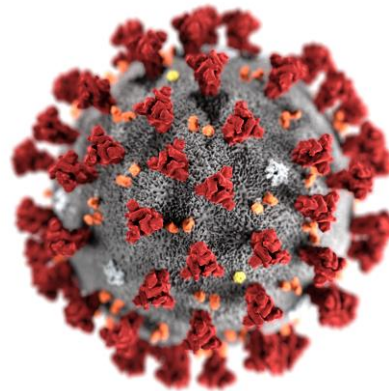


*an initiative of the*  
Institute of Museum and Library Services

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



*an initiative of the*  
Institute of Museum and Library Services

# 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



# A Chance for Internal Reflection

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



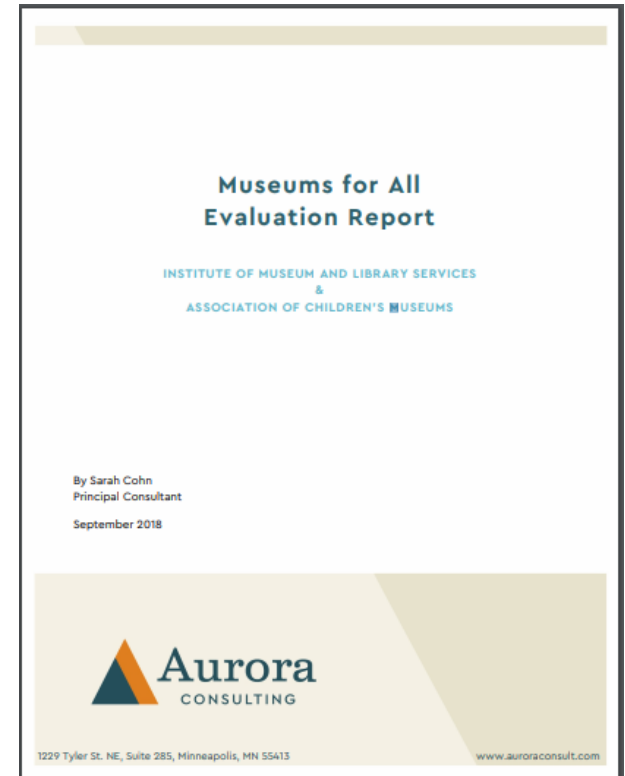


*an initiative of the*  
Institute of Museum and Library Services

# 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*

# 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](http://www.Museums4All.org)



# Contact Information

- Ashley Jones – [AJones@imls.gov](mailto:AJones@imls.gov)
- Brendan Cartwright – [Brendan.Cartwright@ChildrensMuseums.org](mailto:Brendan.Cartwright@ChildrensMuseums.org)
- Eliza Kozlowski– [EKozlowski@eastman.org](mailto:EKozlowski@eastman.org)
- General – [Info@Museums4All.org](mailto:Info@Museums4All.org)  
(ACM administers Museums for All. Please send any inquiries to Brendan Cartwright.)
- On Twitter - @MuseumsForAll

