



Association
of Children's
Museums

2008 Children's Museums Metrics Reports[©]

Volume 2: Building & Facilities

Data in the *2008 Children's Museum Metrics Reports* (Volumes 1-6) are based on the best available information provided by ACM Members in Fall 2007.

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Introduction

Association of Children's Museums (ACM) maintains a comprehensive database of statistical information on its member museums. This ACM data can be valuable for marketing, fundraising and general museum planning. All data is compiled through ACM membership surveys. Members can access the data using three resources.

- Museum Online Directory
- Query Report Service
- *2008 Children's Museums Metrics Reports*

ACM commissioned the *2008 Children's Museums Metrics Reports* to provide aggregated data suitable for institutional benchmarking, organizational planning and reporting and trend analysis. Based primarily on survey data reported in Fall 2007 by 232 ACM member museums, the complete 100+ report collection includes charts and graphs and comprehensive data in the following volumes.

- Volume 1: Museum Profile
- Volume 2: Building & Facilities
- Volume 3: Finances & Government Relations
- Volume 4: Attendance & Memberships
- Volume 5: Exhibits, Programs & Publications
- Volume 6: Staff

A note of caution: these reports reflect a diverse field. While one institution's strategic priorities might align to produce different measurable outcomes than a peer museum, it is not an indication that one museum is more "successful" than another. What is essential is to have strategic priorities in place and measure the outcomes.

All data were tabulated by AWP Research (Herndon, Virginia), an independent research firm. ACM relies on its members to complete the survey questions in full to attain the most complete and accurate data; although every effort is made to guarantee accuracy, ACM is not responsible for errors in data content.

The *2008 Children's Museums Metrics Reports* are available as online publications only. ACM members can download report volumes as PDFs for free from the Members Only section of the ACM Web site. PDF reports are available to nonmembers for \$150 per report volume.

About ACM

Founded in 1962, ACM is an international, nonprofit membership organization that builds the capacity of children's museums to serve as town squares for children and families where play inspires creativity and lifelong learning. On behalf of its members, ACM provides training and technical assistance; collects data; establishes professional standards; promotes children's museums; and manages three leadership initiatives Good to Grow!, Diversity in Action and Playing for Keeps.

Table of Contents

Overview

Project Background	1
Survey Sample	1
Analytical Techniques	1
Statistical Definitions	3

Building & Facilities

Overview	5
Exhibit 2.1: Number of Buildings	6
Exhibit 2.2: Total Gross Space	7
Exhibit 2.3: Interior Space Allocation	8
Exhibit 2.4: Interior Space Allocation by Museum Budget	8
Exhibit 2.5: Interior Space Allocation by Museum Attendance	10
Exhibit 2.6: Interior Space Allocation as a Percentage of Total Space	11
Exhibit 2.7: Interior Space Allocation as a Percentage of Total Space by Museum Budget and Attendance	12
Exhibit 2.8: Parking Availability	13
Exhibit 2.9: Location Issues/Factors	14
Exhibit 2.10: Facilities/Services Offered	15
Exhibit 2.11: Facilities/Services Offered by Museum Budget, Age and Attendance	16
Exhibit 2.12: Theater Size	18
Exhibit 2.13: Outdoor Exhibit/Garden Size	18
Exhibit 2.14: Childcare/Preschool Facility	19
Exhibit 2.15: Eating Facility	19
Exhibit 2.16: Gift Shop Operations	20
Exhibit 2.17: Gift Shop Metrics	21
Exhibit 2.18: Expansion Plans/Results	24

Overview

Project Background

One of the most important activities of the Association of Children's Museums (ACM) is to provide its members with information and statistics regarding all facets of children's museums. An important tool in this process is the annual *ACM Membership Directory Survey*. In the past, the survey results were provided to ACM members in directory format. The 2008 survey results have been expanded and are provided as the *2008 Children's Museums Metrics Reports*.

Survey Sample

The survey sample is based upon the 232 member institutions that responded to the *2008 ACM Membership Directory Survey*. The overall participation rate is excellent — virtually all of the ACM membership are represented in the survey sample. However, completion rates (e.g., the number of questions completed by each respondent) is not as robust. Many respondents only partially completed the survey, which placed some constraints on the type and depth of analysis possible.

Prior to implementing the analysis, the raw data were reviewed by ACM staff for anomalous responses. When found, the data were corrected after consulting with the institution in question. In cases where updated data were not available, the response was removed from the sample to avoid substantially skewing the survey results.

While this review/revision process solved the issue of strongly anomalous responses, there were many cases where the responses did not “add up.” This is most commonly seen in the financial portion of the survey, where the values provided for expense and income subcategories often do not sum to their associated line items. This is not an uncommon situation, especially in complex surveys such as this. Affected responses were adjusted or removed on a case-by-case basis during the analysis process to ensure the results were not significantly swayed by “outliers” (i.e., responses that are markedly larger or smaller than the values present in the overall sample). Additionally, the analytical techniques were selected so as to compensate for situations where the data were not in perfect agreement.

Analytical Techniques

Overall survey results are valuable illustrations of overarching trends and issues. Given the diversity of children's museums, examining the data based solely on overall results limits the scope and value of the research to these generalized trends. To fully explore the findings and metrics, it is necessary to segment the data to explore specific segments independently.

There are many potential ways to segment statistical data such as this — institution size, location, attendance, budget, programmatic activities and several others are all viable segmentation approaches, each with specific benefits. However, selecting a segmentation plan requires pragmatism as well, since there needs to be a sufficient quantity of data in every category upon which to base reliable statistics.

Following extensive discussion and review among the ACM staff and leadership, it was determined that the single most significant and valuable segmentation approach should be based upon the museum’s financial scope — their operating budget. This criterion is the most often requested segmentation point when members request information from ACM, and is an excellent “marker” that drives virtually every facet of a museum’s operation. The specific budget categories used in this report mirror ACM museum membership categories, and are as summarized below.

Museum budget — operating income		
	Percentage of sample	n=
Less than \$250,000	18.1%	42
\$250,000 to \$499,999	15.9%	37
\$500,000 to \$999,999	12.9%	30
\$1 to \$2.9 million	21.6%	50
\$3 to \$4.9 million	6.9%	16
\$5 million and greater	8.2%	19
No response	16.4%	38

As you can see, the number of responses in the \$3 to \$4.9 million and the \$5 million and greater categories is fairly small (16 and 19 respectively). However, given the significant operational differences between museums of these sizes, it was determined that it would be more valuable to analyze them separately rather than group them into a “\$3 million or greater” category. The 38 institutions that did not specify their operating income were excluded from all analyses based on this segmentation approach.

In addition to museum budget size, attendance is also a key criterion to help put the data in perspective, and make it possible to benchmark results against a specific “peer group” of institutions. Several segmentation approaches were explored, with the following method receiving the greatest level of support among ACM key stakeholders:

Museum on-site attendance

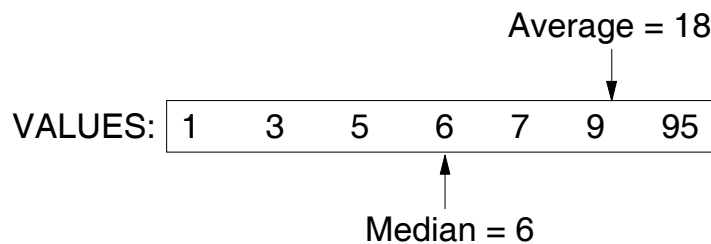
	Percentage of sample	n=
Less than 25,000	21.1%	49
25,000–49,999	17.7%	41
50,000–124,999	20.7%	48
125,000–249,999	15.9%	37
250,000 and greater	11.6%	27
No response	12.9%	30

The attendance-based segmentation is not used as extensively as the museum budget size segmentation, but is provided in many areas of the report when appropriate.

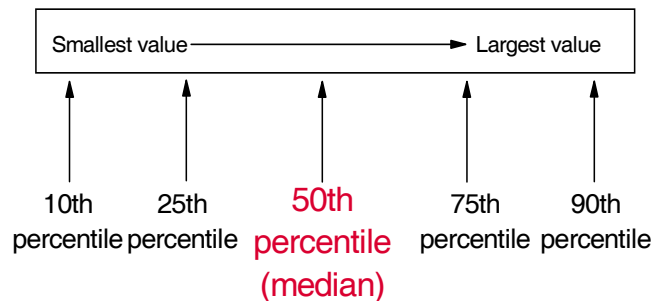
In addition to museum budget size and attendance, two other variables were used to segment the data — museum age (based upon a museum’s opening date), and museum location (using the categories of urban, suburban and rural). These two approaches are used in only a few tables in the report to illustrate specific issues/findings.

Statistical Definitions

The **average** (also called the mean) and the **median** are two summary statistics used throughout this report to describe the data collected. Though closely related, each describes a different facet of the data. The average is computed by taking the sum of all responses divided by the number of responses. The median is computed by ordering all responses, then taking the response which falls at the midpoint. As illustrated in the diagram below, the average is influenced by very large or very small numbers; the median is not. This typically makes the median a more representative indicator of the data when there are relatively small sample sizes or significant outliers.



Percentiles are a variation on the median, and are especially helpful interpretation aids. As illustrated previously, the median splits the data into two equal parts. Percentiles go one step further, splitting the data into additional parts. It is common to use either three segments (25th, 50th and 75th) or five (10th, 25th, 50th, 75th and 90th), but any number of divisions can be made.



To ensure individual data elements cannot be related to a specific respondent, a full suite of percentiles (10th, 25th, 50th, 75th and 90th) is provided only when there are at least 10 responses in the subsample. A smaller set of percentiles (25th, 50th and 75th) is provided when there are six to nine respondents in the subsample. The median is the only statistic provided when there are three to five respondents. No data are provided when there are fewer than three respondents.

Percentiles help in data interpretation by providing a snapshot overview of the full sample. For example, the following values are seen when exploring the adult admission price:

- ▶ 10th percentile = \$3.00
- ▶ 25th percentile = \$4.62
- ▶ 50th percentile (also known as the median) = \$6.00
- ▶ 75th percentile = \$7.50
- ▶ 90th percentile = \$9.00

This means that while the “typical” museum in the sample charges \$6 for an adult admission, there is a wide distribution of responses — one in ten museums charge \$3 or less, and one in ten charge \$9 or more.

This approach is used extensively throughout the report, and provides a quantitative quick overview of the data scope. More importantly, it allows you to quickly benchmark your institution against the overall sample and, in many cases, against your peer group based on operating income and/or admission.

II. Building & Facilities

This report volume covers the “nuts and bolts” of the participating institutions — their physical size and the facilities they offer. The volume begins with the basics: the number of buildings and the total gross space (Exhibits 2.1 to 2.2). The more intriguing data concerns how this space is allocated among four functional areas: exhibit space, public space (excluding exhibit space), administrative space, and storage space. Exhibits 2.3 to 2.5 provide the raw numbers, segmented by museum budget size and attendance.

An alternate view of these data are seen in Exhibits 2.6 and 2.7, where the raw numbers are converted to percentages. The results show that on average, 58.8% of the total interior space of an institution is dedicated to exhibit space, 18.9% to public space, 12.7% to storage space, and 9.6% to administrative space. There are clear variations in these values based upon museum budget size and attendance, especially concerning exhibit space.

Exhibits 2.8 to 2.9 explore a variety of ancillary facility and space issues such as parking availability, lease structures, and accessibility by public transportation.

Exhibits 2.10 to 2.11 explore the prevalence of a range of different facilities within each museum, with the data segmented by the museum budget size, age, and attendance. Key metrics for certain facilities are explored in detail in Exhibits 2.12 to 2.15. Note, however, that much of the data in these exhibits is based upon a very small number of respondents, so only the basics, such as minimum, maximum, and median size, can be explored.

Gift shops, however, are far more popular among the respondents, with nearly 87% reporting that they have a gift shop. This allows for a more in-depth examination of the data, and Exhibits 2.16 and 2.17 explore a variety of operational parameters. One of the more interesting tables is Exhibit 2.17, which explores the key gift shop ratios of square footage as a percentage of total interior space, and sales revenue per square foot. The latter shows that the “typical” museum generates \$117.46 in gross sales revenue per year per square foot of gift shop space. This ratio is highly affected by museum budget size and attendance — the smallest institutions report median gross sales per square foot of under \$50; the largest report median gross sales per square foot of \$300 or more.

Volume 2 concludes with Exhibit 2.18, which explores expansion plans among the respondents. As with facility metrics, note that these data are based upon a very small number of respondents — only 49 report that their museum is presently undergoing an expansion.

Exhibit 2.1: Number of Buildings

		Low	Median	High	n=
Overall		1.0	1.0	58.0	231
Budget (operating income)	< \$250,000	1.0	1.0	7.0	41
	\$250,000–\$499,999	1.0	1.0	15.0	37
	\$500,000–\$999,999	1.0	1.0	5.0	30
	\$1–\$2.9 million	1.0	1.0	58.0	50
	\$3–\$4.9 million	1.0	1.0	12.0	16
	\$5 million+	1.0	1.0	10.0	19
Attendance (on-site)	< 25,000	1.0	1.0	15.0	48
	25,000–49,999	1.0	1.0	3.0	41
	50,000–124,999	1.0	1.0	58.0	48
	125,000–249,999	1.0	1.0	4.0	37
	250,000+	1.0	1.0	12.0	27

Exhibit 2.2: Total Gross Space

	10 th percentile	25 th percentile	50 th percentile (median)	75 th percentile	90 th percentile	n=	
Overall	3,996	7,700	18,000	40,762	74,248	227	
Budget (operating income)	< \$250,000	2,068	3,208	6,442	12,000	23,200	41
	\$250,000–\$499,999	2,940	5,722	9,600	19,067	30,028	37
	\$500,000–\$999,999	6,100	9,500	15,500	25,283	37,100	30
	\$1–\$2.9 million	17,080	24,800	33,536	44,000	57,944	47
	\$3–\$4.9 million	37,298	43,023	58,500	78,811	102,577	16
	\$5 million+	36,000	45,000	89,349	236,000	433,500	19
Attendance (on-site)	< 25,000	2,275	3,200	6,600	10,000	22,028	47
	25,000–49,999	4,407	6,343	10,000	19,500	31,600	41
	50,000–124,999	7,900	12,200	22,525	35,105	44,010	48
	125,000–249,999	16,888	27,550	40,381	56,588	76,670	36
	250,000+	25,000	39,140	57,000	106,000	326,700	27

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Exhibit 2.3: Interior Space Allocation

All data are expressed in square feet.

	10 th percentile	25 th percentile	50 th percentile (median)	75 th percentile	90 th percentile	n=
Exhibit space	2,580	5,000	9,958	20,876	30,000	206
Public space (excluding exhibit space)	481	1,067	3,960	10,000	19,213	174
Administrative space	200	500	1,458	4,286	8,665	196
Storage space	200	624	1,895	5,000	10,818	182

Exhibit 2.4: Interior Space Allocation by Museum Budget

		Exhibit space					
		10 th percentile	25 th percentile	50 th percentile (median)	75 th percentile	90 th percentile	n=
	Overall	2,580	5,000	9,958	20,876	30,000	206
Budget (operating income)	< \$250,000	1,370	2,500	5,684	8,500	16,500	36
	\$250,000–\$499,999	2,000	3,950	5,447	6,818	16,800	33
	\$500,000–\$999,999	3,000	6,000	9,992	13,600	20,835	29
	\$1–\$2.9 million	7,500	10,383	18,000	22,516	30,000	45
	\$3–\$4.9 million	11,172	20,047	23,385	39,603	41,135	16
	\$5 million+	13,795	18,795	30,000	55,277	90,429	17

		Public space					
		10 th percentile	25 th percentile	50 th percentile (median)	75 th percentile	90 th percentile	n=
	Overall	481	1,067	3,960	10,000	19,213	174
Budget (operating income)	< \$250,000	213	300	954	2,250	4,400	25
	\$250,000–\$499,999	400	675	2,009	3,425	7,866	29
	\$500,000–\$999,999	678	1,200	3,200	7,500	11,160	25
	\$1–\$2.9 million	1,129	3,548	6,040	13,000	19,100	42
	\$3–\$4.9 million	5,000	9,389	12,300	16,000	35,851	15
	\$5 million+	4,080	6,895	16,120	57,000	162,668	15

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Exhibit 2.4: Interior Space Allocation by Museum Budget

		Administrative space					
		10 th percentile	25 th percentile	50 th percentile (median)	75 th percentile	90 th percentile	n=
Overall		200	500	1,458	4,286	8,665	196
Budget (operating income)	< \$250,000	100	198	350	1,000	2,030	35
	\$250,000–\$499,999	175	380	750	1,475	2,423	33
	\$500,000–\$999,999	350	745	1,000	1,500	2,000	29
	\$1–\$2.9 million	1,486	1,858	3,100	6,725	11,094	45
	\$3–\$4.9 million	1,800	5,000	6,600	8,291	16,262	15
	\$5 million+	4,250	6,420	9,500	24,831	54,500	14

		Storage space					
		10 th percentile	25 th percentile	50 th percentile (median)	75 th percentile	90 th percentile	n=
Overall		200	624	1,895	5,000	10,818	182
Budget (operating income)	< \$250,000	94	185	500	1,586	6,800	33
	\$250,000–\$499,999	190	500	1,200	3,430	11,652	28
	\$500,000–\$999,999	190	500	1,000	2,602	6,120	28
	\$1–\$2.9 million	880	1,830	3,000	5,500	10,000	43
	\$3–\$4.9 million	1,212	4,727	7,000	12,500	24,595	15
	\$5 million+	1,000	1,974	6,950	16,637	46,000	14

Exhibit 2.5: Interior Space Allocation by Museum Attendance

		Exhibit space					
		10 th percentile	25 th percentile	50 th percentile (median)	75 th percentile	90 th percentile	n=
Overall		2,580	5,000	9,958	20,876	30,000	206
Attendance (on-site)	< 25,000	1,600	2,500	4,500	7,375	15,000	44
	25,000–49,999	3,000	4,250	6,212	8,000	21,300	36
	50,000–124,999	4,000	7,000	11,937	20,000	24,470	46
	125,000–249,999	8,663	13,750	20,000	24,348	39,366	33
	250,000+	12,827	19,182	24,450	36,625	65,437	26

		Public space					
		10 th percentile	25 th percentile	50 th percentile (median)	75 th percentile	90 th percentile	n=
Overall		481	1,067	3,960	10,000	19,213	174
Attendance (on-site)	< 25,000	295	500	1,000	2,500	4,724	32
	25,000–49,999	276	600	2,000	3,806	7,452	31
	50,000–124,999	1,060	2,150	4,925	9,250	19,424	42
	125,000–249,999	1,240	4,555	9,000	14,880	21,916	31
	250,000+	3,650	8,348	12,925	24,414	58,800	20

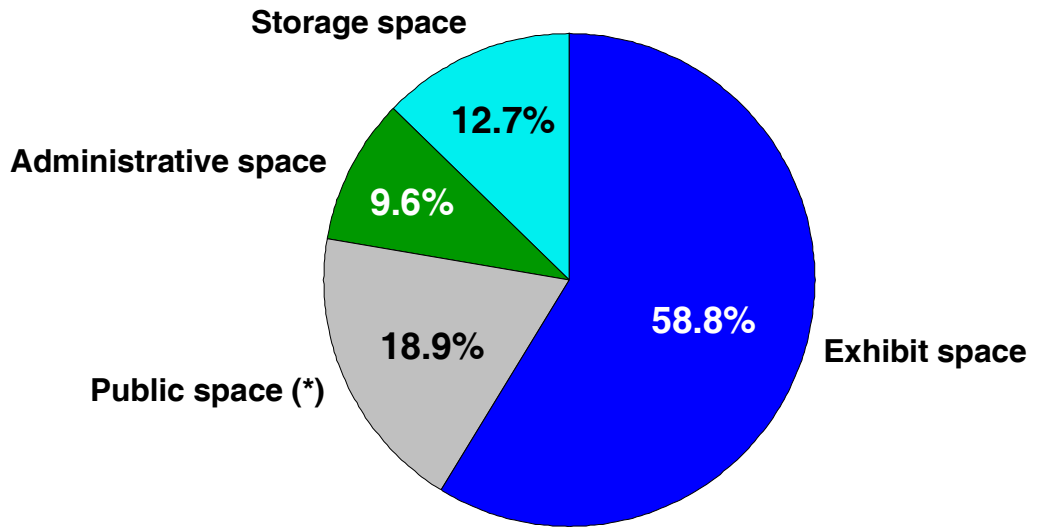
		Administrative space					
		10 th percentile	25 th percentile	50 th percentile (median)	75 th percentile	90 th percentile	n=
Overall		200	500	1,458	4,286	8,665	196
Attendance (on-site)	< 25,000	100	200	300	1,000	1,750	43
	25,000–49,999	200	444	1,000	1,450	2,584	35
	50,000–124,999	640	1,000	1,750	3,685	8,139	46
	125,000–249,999	1,500	2,000	4,397	7,747	11,100	32
	250,000+	4,050	5,918	7,564	12,750	37,110	20

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Exhibit 2.5: Interior Space Allocation by Museum Attendance

		Storage space					
		10 th percentile	25 th percentile	50 th percentile (median)	75 th percentile	90 th percentile	n=
Overall		200	624	1,895	5,000	10,818	182
Attendance (on-site)	< 25,000	100	200	750	2,000	7,873	39
	25,000–49,999	200	500	1,500	3,750	10,701	33
	50,000–124,999	550	1,000	2,000	3,435	6,600	44
	125,000–249,999	765	1,711	4,378	8,000	17,790	32
	250,000+	1,000	2,033	5,000	9,914	17,857	20

**Interior Space Allocation
As a Percentage of Total Space**



(*) = excludes exhibit space.
n=173

Exhibit 2.6

Exhibit 2.7: Interior Space Allocation as Percentage of Total Space by Museum Budget and Attendance

All data are averages.

		Exhibit space	Public space	Admin. space	Storage space	n=
	Overall	58.8%	18.9%	9.6%	12.7%	173
Budget (operating income)	< \$250,000	74.3%	8.3%	7.1%	10.4%	33
	\$250,000–\$499,999	62.3%	14.5%	8.2%	15.0%	30
	\$500,000–\$999,999	59.1%	21.7%	8.3%	10.9%	26
	\$1–\$2.9 million	50.4%	22.9%	12.9%	13.8%	37
	\$3–\$4.9 million	45.1%	24.3%	13.7%	16.9%	14
	\$5 million+	47.8%	28.6%	12.6%	11.0%	12
Attendance (on-site)	< 25,000	69.9%	10.7%	7.1%	12.3%	37
	25,000–49,999	63.7%	13.3%	8.4%	14.6%	32
	50,000–124,999	52.9%	24.8%	10.0%	12.3%	43
	125,000–249,999	49.5%	23.0%	12.9%	14.6%	29
	250,000+	53.0%	23.6%	12.7%	10.7%	16

Exhibit 2.8: Parking Availability

		Museum provides free parking	Museum provides parking for a fee	No parking provided (visitors have access to meters/ commercial lots)	No response
	Overall	59.9%	9.1%	29.3%	1.7%
Budget (operating income)	< \$250,000	59.5%	4.8%	33.3%	2.4%
	\$250,000–\$499,999	73.0%	2.7%	21.6%	2.7%
	\$500,000–\$999,999	56.7%	0.0%	43.3%	0.0%
	\$1–\$2.9 million	58.0%	6.0%	32.0%	4.0%
	\$3–\$4.9 million	50.0%	18.8%	31.3%	0.0%
	\$5 million+	31.6%	36.8%	31.6%	0.0%
Location	Urban	48.7%	12.0%	37.3%	2.0%
	Suburban	83.0%	3.8%	11.3%	1.9%
	Rural	75.9%	3.4%	20.7%	0.0%
Attendance (on-site)	< 25,000	61.2%	6.1%	30.6%	2.0%
	25,000–49,999	68.3%	0.0%	31.7%	0.0%
	50,000–124,999	60.4%	4.2%	33.3%	2.1%
	125,000–249,999	59.5%	8.1%	32.4%	0.0%
	250,000+	29.6%	40.7%	29.6%	0.0%

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Exhibit 2.9: Location Issues/Factors

<i>Data are the percentage indicating “yes.”</i>		Was museum building and/or land donated?	Does museum have a free lease?	Does museum have a joint lease agreement?	Is museum accessible by public transportation	Is building LEED certified/ undergoing LEED certification?
	Overall	29.7%	36.2%	9.5%	86.2%	7.8%
Budget (operating income)	< \$250,000	19.0%	35.7%	11.9%	78.6%	4.8%
	\$250,000–\$499,999	40.5%	37.8%	10.8%	83.8%	5.4%
	\$500,000–\$999,999	40.0%	40.0%	3.3%	83.3%	0.0%
	\$1–\$2.9 million	36.0%	36.0%	12.0%	94.0%	4.0%
	\$3–\$4.9 million	18.8%	50.0%	0.0%	93.8%	18.8%
	\$5 million+	21.1%	31.6%	5.3%	100.0%	26.3%
Museum age (date of opening)	Before 1990	36.0%	43.0%	7.0%	93.0%	11.6%
	1990–1999	29.6%	30.9%	8.6%	82.7%	4.9%
	2000–2008	24.1%	36.2%	12.1%	86.2%	6.9%
Attendance (on-site)	< 25,000	28.6%	40.8%	14.3%	75.5%	4.1%
	25,000–49,999	24.4%	31.7%	9.8%	92.7%	2.4%
	50,000–124,999	35.4%	35.4%	8.3%	83.3%	2.1%
	125,000–249,999	43.2%	45.9%	8.1%	100.0%	13.5%
	250,000+	18.5%	29.6%	11.1%	96.3%	22.2%

Facilities/Services Offered

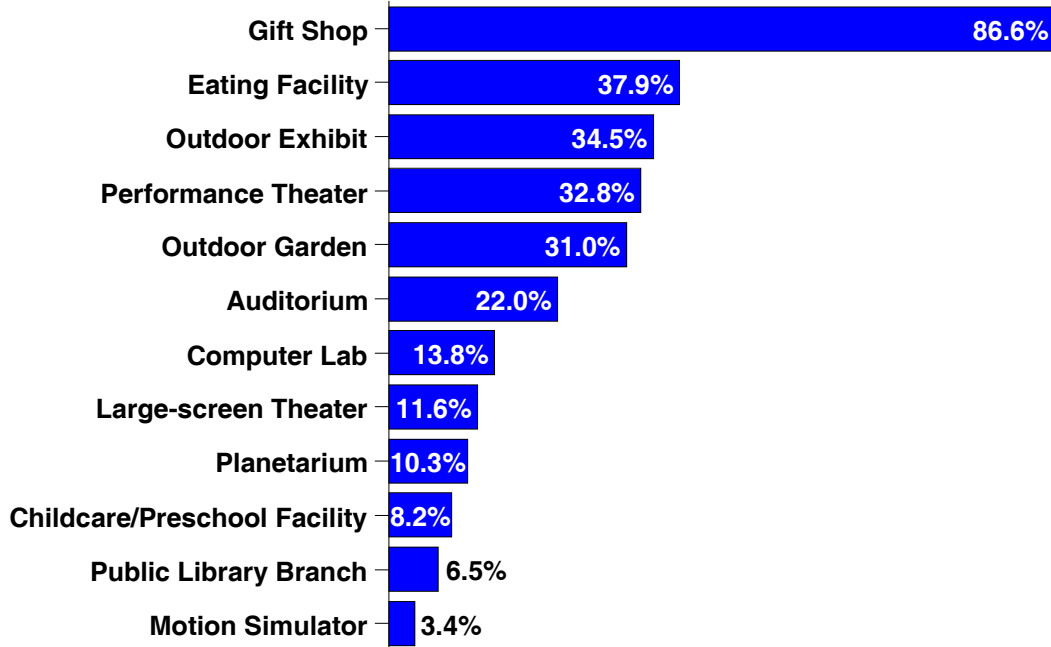


Exhibit 2.10

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Exhibit 2.11: Facility/Services Offered by Museum Budget, Age and Attendance

Data are the percentage indicating the presence of each facility/service.

	Auditorium	Computer Lab	Large-screen Theater	Performance Theater	Motion Simulator	Planetarium
Overall	22.0%	13.8%	11.6%	32.8%	3.4%	10.3%
Budget (operating income)						
< \$250,000	4.8%	14.3%	7.1%	11.9%	0.0%	0.0%
\$250,000–\$499,999	5.4%	8.1%	0.0%	13.5%	0.0%	10.8%
\$500,000–\$999,999	10.0%	13.3%	3.3%	20.0%	3.3%	10.0%
\$1–\$2.9 million	32.0%	6.0%	8.0%	44.0%	6.0%	10.0%
\$3–\$4.9 million	43.8%	18.8%	25.0%	62.5%	6.3%	25.0%
\$5 million+	47.4%	31.6%	26.3%	78.9%	10.5%	26.3%
Museum age (date of opening)						
Before 1990	33.7%	11.6%	11.6%	39.5%	5.8%	18.6%
1990–1999	17.3%	13.6%	12.3%	34.6%	2.5%	7.4%
2000–2008	12.1%	17.2%	12.1%	20.7%	0.0%	1.7%
Attendance (on-site)						
< 25,000	2.0%	14.3%	2.0%	6.1%	0.0%	0.0%
25,000–49,999	17.1%	9.8%	17.1%	24.4%	0.0%	4.9%
50,000–124,999	22.9%	14.6%	4.2%	31.3%	8.3%	16.7%
125,000–249,999	35.1%	5.4%	8.1%	62.2%	2.7%	16.2%
250,000+	44.4%	33.3%	37.0%	59.3%	3.7%	14.8%

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2008 Children's Museums Metrics Reports[®]

Exhibit 2.11: Facility/Services Offered by Museum Budget, Age and Attendance

		Outdoor Exhibit	Outdoor Garden	Public Library Branch	Childcare/Preschool Facility	Eating Facility	Gift Shop
	Overall	34.5%	31.0%	6.5%	8.2%	37.9%	86.6%
Budget (operating income)	< \$250,000	31.0%	38.1%	0.0%	7.1%	26.2%	76.2%
	\$250,000–\$499,999	21.6%	18.9%	2.7%	8.1%	18.9%	86.5%
	\$500,000–\$999,999	23.3%	36.7%	3.3%	0.0%	26.7%	96.7%
	\$1–\$2.9 million	48.0%	36.0%	8.0%	4.0%	50.0%	92.0%
	\$3–\$4.9 million	56.3%	31.3%	0.0%	31.3%	75.0%	100.0%
	\$5 million+	57.9%	31.6%	21.1%	21.1%	78.9%	100.0%
Museum age (date of opening)	Before 1990	44.2%	45.3%	10.5%	10.5%	43.0%	91.9%
	1990–1999	30.9%	18.5%	3.7%	4.9%	34.6%	85.2%
	2000–2008	25.9%	27.6%	5.2%	8.6%	36.2%	84.5%
Attendance (on-site)	< 25,000	22.4%	22.4%	2.0%	8.2%	20.4%	73.5%
	25,000–49,999	24.4%	24.4%	7.3%	2.4%	22.0%	92.7%
	50,000–124,999	35.4%	39.6%	10.4%	6.3%	37.5%	91.7%
	125,000–249,999	48.6%	24.3%	2.7%	13.5%	59.5%	94.6%
	250,000+	59.3%	44.4%	18.5%	18.5%	70.4%	100.0%

Exhibit 2.12: Theater Size

Data are expressed as the number of seats.

	Large-screen Theater				Performance Theater			
	Low	Median	High	n=	Low	Median	High	n=
Overall	35	175	455	21	35	143	820	67
Budget (operating income)								
< \$250,000	35	50	60	3	35	70	182	4
\$250,000–\$499,999	N/A	N/A	N/A	0	35	50	175	3
\$500,000–\$999,999	N/A	45	N/A	1	45	125	212	5
\$1–\$2.9 million	80	275	455	4	50	120	600	21
\$3–\$4.9 million	150	175	267	3	65	150	180	9
\$5 million+	250	305	390	4	50	144	350	14

Exhibit 2.13: Outdoor Exhibit/Garden Size

Data are expressed in square feet.

	Outdoor Exhibit				Garden			
	Low	Median	High	n=	Low	Median	High	n=
Overall	150	6,100	1,513,256	43	200	6,000	87,120	7
Budget (operating income)								
< \$250,000	150	1,500	228,690	8	N/A	N/A	N/A	0
\$250,000–\$499,999	N/A	1,513,256	N/A	1	N/A	N/A	N/A	0
\$500,000–\$999,999	4,000	12,000	20,000	2	N/A	200	N/A	1
\$1–\$2.9 million	150	8,000	609,840	13	2,000	6,750	87,120	4
\$3–\$4.9 million	5,000	6,100	71,600	5	5,000	7,780	10,560	2
\$5 million+	1,500	19,668	1,089,000	8	N/A	N/A	N/A	0

Exhibit 2.14: Childcare/Preschool Facility

		Square footage			
		Low	Median	High	n=
Overall		200	1,800	8,000	7
Budget (operating income)	< \$250,000	200	500	800	2
	\$250,000–\$499,999	N/A	N/A	N/A	0
	\$500,000–\$999,999	N/A	N/A	N/A	0
	\$1–\$2.9 million	N/A	N/A	N/A	0
	\$3–\$4.9 million	958	1,488	2,019	2
	\$5 million+	1,800	1,900	2,000	2

Exhibit 2.15: Eating Facility

		Square footage				Square footage as a percentage of total interior size			
		Low	Median	High	n=	Low	Median	High	n=
Overall		50	800	13,500	39	0.7%	2.5%	8.8%	36
Budget (operating income)	< \$250,000	100	250	1,000	6	1.0%	4.6%	8.3%	6
	\$250,000–\$499,999	N/A	50	N/A	1	N/A	1.1%	N/A	1
	\$500,000–\$999,999	400	700	800	3	2.5%	2.8%	3.5%	3
	\$1–\$2.9 million	350	770	2,500	12	0.7%	1.8%	8.8%	10
	\$3–\$4.9 million	292	1,000	5,331	6	0.7%	1.4%	7.4%	6
	\$5 million+	600	2,235	5,500	6	0.9%	2.6%	3.7%	6

Exhibit 2.16: Gift Shop Operations

<i>Sample base is the 201 respondents who indicated their museum has a gift shop.</i>		Run by the museum?	Have an online store or online catalog?
	Overall	83.1%	9.0%
Budget (operating income)	< \$250,000	81.3%	0.0%
	\$250,000–\$499,999	87.5%	9.4%
	\$500,000–\$999,999	89.7%	3.4%
	\$1–\$2.9 million	78.3%	8.7%
	\$3–\$4.9 million	87.5%	12.5%
	\$5 million+	68.4%	26.3%
	Attendance (on-site)	< 25,000	80.6%
25,000–49,999		94.7%	5.3%
50,000–124,999		88.6%	6.8%
125,000–249,999		82.9%	5.7%
250,000+		77.8%	25.9%

Exhibit 2.17: Gift Shop Metrics

		Total square footage					
		10 th percentile	25 th percentile	50 th percentile (median)	75 th percentile	90 th percentile	n=
Overall		65	165	400	800	1,155	162
Budget (operating income)	< \$250,000	9	53	110	250	675	22
	\$250,000–\$499,999	48	100	315	500	912	27
	\$500,000–\$999,999	50	200	300	500	686	26
	\$1–\$2.9 million	126	334	600	900	1,000	41
	\$3–\$4.9 million	206	500	739	900	2,425	15
	\$5 million+	552	758	1,690	3,063	6,470	14
Gift shop operation	Operated by museum	58	150	400	782	1,109	145
	Contracted to another entity	116	205	500	1,000	1,940	17
Attendance (on-site)	< 25,000	9	80	132	237	834	25
	25,000–49,999	52	100	200	400	500	35
	50,000–124,999	50	200	400	600	893	37
	125,000–249,999	184	416	750	900	1,000	33
	250,000+	280	612	1,000	2,175	6,775	20

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Exhibit 2.17: Gift Shop Metrics

		Square footage as a percentage of total interior space					
		10 th percentile	25 th percentile	50 th percentile (median)	75 th percentile	90 th percentile	n=
Overall		0.4%	1.0%	1.8%	2.9%	4.2%	161
Budget (operating income)	< \$250,000	0.1%	0.5%	1.4%	3.3%	4.1%	22
	\$250,000–\$499,999	0.5%	1.3%	2.3%	4.2%	10.3%	27
	\$500,000–\$999,999	0.6%	1.3%	1.8%	3.0%	4.1%	26
	\$1–\$2.9 million	0.3%	0.9%	1.6%	2.5%	3.5%	40
	\$3–\$4.9 million	0.3%	0.8%	1.2%	2.1%	3.0%	15
	\$5 million+	0.6%	1.1%	1.8%	2.4%	10.4%	14
Gift shop operation	Operated by museum	0.4%	1.0%	1.8%	2.9%	4.3%	145
	Contracted to another entity	0.7%	1.0%	1.6%	2.7%	6.1%	16
Attendance (on-site)	< 25,000	0.1%	0.4%	1.6%	3.8%	7.9%	24
	25,000–49,999	0.8%	1.3%	2.0%	3.0%	4.9%	35
	50,000–124,999	0.3%	0.8%	1.7%	2.6%	3.3%	37
	125,000–249,999	0.4%	0.9%	1.7%	2.4%	3.4%	33
	250,000+	0.5%	1.0%	1.7%	2.7%	16.5%	20

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Exhibit 2.17: Gift Shop Metrics

		Sales revenue per square foot of gift shop space					
		10 th percentile	25 th percentile	50 th percentile (median)	75 th percentile	90 th percentile	n=
Overall		\$24.38	\$51.69	\$117.46	\$247.16	\$381.57	128
Budget (operating income)	< \$250,000	\$5.46	\$22.83	\$43.56	\$76.16	\$99.40	21
	\$250,000–\$499,999	\$25.70	\$45.57	\$67.43	\$130.15	\$231.20	24
	\$500,000–\$999,999	\$19.09	\$47.38	\$108.88	\$145.20	\$671.14	23
	\$1–\$2.9 million	\$54.32	\$106.19	\$199.27	\$297.59	\$920.16	36
	\$3–\$4.9 million	\$36.69	\$161.77	\$225.17	\$342.71	\$479.45	13
	\$5 million+	\$64.69	\$178.47	\$308.50	\$398.82	\$543.71	11
Gift shop operation	Operated by museum	\$27.14	\$52.23	\$125.38	\$250.41	\$378.56	122
	Contracted to another entity	**	\$17.95	\$22.00	\$59.54	**	6
Attendance (on-site)	< 25,000	\$21.21	\$29.04	\$49.64	\$96.93	\$111.12	19
	25,000–49,999	\$12.40	\$33.95	\$59.54	\$119.22	\$160.78	27
	50,000–124,999	\$20.87	\$58.77	\$136.28	\$256.41	\$765.54	34
	125,000–249,999	\$80.37	\$137.80	\$206.71	\$323.24	\$380.64	29
	250,000+	\$47.72	\$171.07	\$269.25	\$396.62	\$761.62	16

Exhibit 2.18: Expansion Plans/Results

	Presently undergoing an expansion? (*)	Total square footage post expansion (median)	n= (**)	Will expanded building incorporate LEED requirements? (***)
Overall	21.1%	26,000	40	44.9%
Budget (operating income)	< \$250,000	11,750	4	60.0%
	\$250,000–\$499,999	15,000	7	42.9%
	\$500,000–\$999,999	22,000	7	50.0%
	\$1–\$2.9 million	43,500	10	53.8%
	\$3–\$4.9 million	102,000	1	50.0%
	\$5 million+	131,500	6	28.6%
Museum age (date of opening)	Before 1990	60,000	20	38.5%
	1990–1999	15,000	14	50.0%
	2000–2008	21,700	5	50.0%

(*) = Expected date of completion for the expansion ranges from 2007 to 2011, with a median of 2009.

(**) = Sample sizes are for the total square footage values.

(***) = Sample base is the 49 respondents who indicated their museum is presently undergoing an expansion.