

55. If you answered Yes to having an outdoor exhibit, what is the square footage of the outdoor space? _____ sq. ft.
56. If you answered Yes to having an childcare/preschool facility, what is the square footage _____ sq. ft.
57. If you answered Yes to having an eating facility, what is its square footage? _____ sq. ft.
58. If you answered Yes to having a gift shop, please answer the following:
 Is your museum's gift shop run by the museum? Yes No, contracted to another entity
 Does your museum gift shop have an online store or online catalogue? Yes No
59. If you answered Yes to having a gift shop, what is the gift shop's square footage? _____ sq. ft.
60. Is the museum presently undergoing an expansion? Yes No
61. If your museum is currently undergoing an expansion, what will your institution's TOTAL square footage be after the expansion? _____sq. ft.
62. Will expanded building incorporate LEED requirements? Yes No
63. Expected completion date of expansion: Month _____ Date _____ Year _____

SECTION 4: Attendance and Memberships

Please indicate your institution's **actual** attendance for the **most recently completed fiscal year**. Include paid visits, free visits, attendance at events, programs (on-site and off-site including virtual visits, if offered) and facility rentals. Do **NOT** include visits to your Web site or to exhibits that your institution rents to other institutions.

| | | # on-site visits | | # served off-site | | 62. Totals |
|-----|---|------------------|---|-------------------|---|------------|
| 64. | Total number of students in school groups | | + | | = | |
| 65. | Total Actual Attendance including school groups counted above | | + | | = | |

(TOTAL MUSEUM ATTENDANCE)

66. Using the Total Actual Attendance number provided above, what percentage of those admissions were free or sponsored? Please do not include free admissions that were a benefit of membership.

What percentage of your attendance number were children (ages 1-12)? _____

67. Provide the following information about your institution's Web site, if any:

Number of hits in the past fiscal year: _____

68. Please list the different membership levels and prices that your museum offers:
 (Non-U.S. Museums, please list prices in \$U.S. dollars)

| Membership Level | Price | Membership Level | Price |
|------------------|----------|------------------|----------|
| _____ | \$ _____ | _____ | \$ _____ |
| _____ | \$ _____ | _____ | \$ _____ |
| _____ | \$ _____ | _____ | \$ _____ |
| _____ | \$ _____ | _____ | \$ _____ |

69. Total Number of Memberships (Individual, Family, Senior) _____

70. Total Number of Corporate Memberships _____

71. What basic benefits do your family memberships receive? (check all that apply)

- Free admission
- Museum newsletter subscription
- Gift shop discount
- Discount on special programs/birthday parties
- Invitations to members-only events
- Special member mailings
- ASTC Passport Program
- Other (please specify) _____

72. Please indicate the type of free admissions your members receive: Limited Unlimited
If your membership has limited admissions, how many times can members enter for free? _____

73. Percentage of members (family, corporate, etc) that renewed from previous fiscal year _____

74. Please give population number for your MSA (Metropolitan or Micropolitan Statistical Area): _____
To find your city's MSA number, please see www.census.gov/population/www/estimates/metro_general/2006/List1.txt
(Your city's MSA number is the CSBA code on the left side of the document).

SECTION 5: STAFF

75. Please indicate the total number for each group within your museum:

Number of Full-Time Staff _____

Number of Part-Time Staff _____

Number of Volunteers _____

Number of Board Members _____

76. Department Contacts

Please complete this list with **ONE** key department contact person along with his/her phone extension and email address.

| Name | Phone Ext. | Email |
|--------------------------|------------|-------|
| Executive Director _____ | _____ | _____ |
| Education _____ | _____ | _____ |
| Early Childhood _____ | _____ | _____ |
| Exhibits _____ | _____ | _____ |
| Visitor Services _____ | _____ | _____ |
| Admin/Operations _____ | _____ | _____ |
| Volunteers _____ | _____ | _____ |
| Membership _____ | _____ | _____ |
| Marketing _____ | _____ | _____ |
| Development _____ | _____ | _____ |
| Museum Shop _____ | _____ | _____ |
| Public Relations _____ | _____ | _____ |
| Human Resources _____ | _____ | _____ |
| Finance _____ | _____ | _____ |
| Other _____ | _____ | _____ |