

### **STEP 7: DEVELOP CONTRACTS**

Draft should include:

- Client contact information
- Event descriptions, including date, set up and breakdown time, areas of museum to be used, types of activities included, special needs.
- Date/Time for Walk-throughs, technical run-throughs
- Certificate of Liability Insurance due dates
- Payment Schedule, including methods of payment
- Legal Counsel and Executive Director should review and approve.

### **STEP 8: DEVELOP MARKETING MATERIALS**

Useful items for your marketing kit include:

- Brochure (with contact information and photos)
- Testimonials (separate letters or included in the brochure)
- Photo Sheets
- Floor Plans and Maps
  - Identify dimensions, square footage, electrical outlets
- Vendor Lists
  - Include restricted or approved caterers, florists, equipment rental companies, lighting designers
- Business Cards!

### **STEP 9: PROMOTE! Get the Word Out!**

- General Awareness of Museum in community will help promote rentals!
- Avoid overexposure. "Newness" of venue important for this audience.

**A. Marketing Plans:** include a mix of various media:

- Email blasts (use pictures)
- Mailings (colorful post cards or letters)
- Website
- Showcase in museum
- Advertising (if budget permits. Consider Venue Listings, business press)

**B. Creative Strategies:** Remember that one size does **not** fit all – different products and audiences need different appeals!

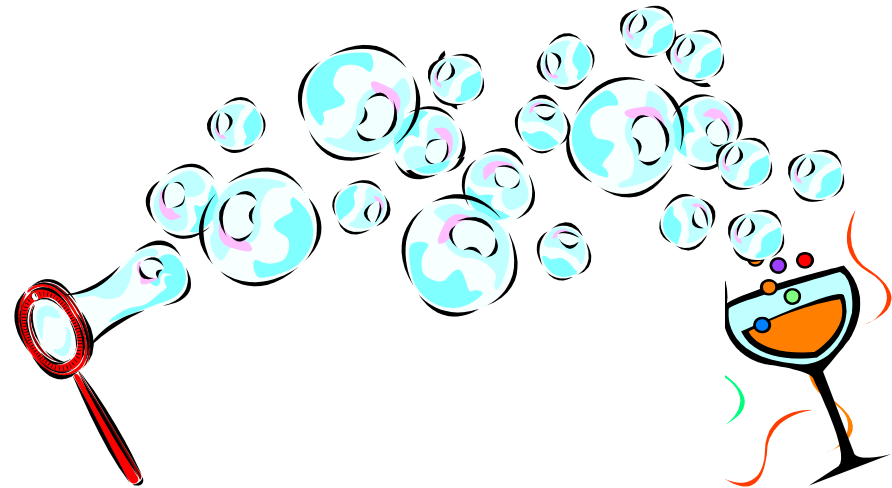
*LICM has used:*

- *Different place...unique space (umbrella message)™*
- *Indulge your inner child (corporate parties)™*
- *Play with Purpose (corporate meetings)™*
- *For Work or Play (corporate team building)™*
- *Come Play With Us (umbrella message)™*

**STEP 10: BOOK THOSE EVENTS! BUT BE PATIENT — AND REALISTIC.**

***It will take time to build awareness, interest and bookings!***

## *From Day to Night!*



## *A Step-By-Step Guide to Planning a MUSEUM RENTALS PROGRAM*

Faun Guarino  
Rentals & Events Manager  
Long Island Children's Museum  
11 Davis Avenue  
Long Island, NY 11530  
(516) 224-5840  
fguarino@licm.org

### **STEP 1: DEFINE WHAT BUSINESS YOU ARE IN!**

- Who are our current customers or audiences?
- What products do we “sell”?
  - Where in the museum?
  - When do we offer these?
  - How do we deliver these products?
- Create new products (e.g., logical extensions of current business)

### **STEP 2: IDENTIFY RESOURCES:**

- What will you need?
  - **Support** of Board, Senior Management, Museum Departments
  - Remain in line with your **Mission**
- What do you have? Take an inventory of:
  - **Physical Plant** (your facility)
    - Know your spaces!
    - Identify spaces that can and can't be used
  - **Staff**
    - Employees' and volunteers' availability
    - Skills and background
  - **Current Programs/Workshops**
    - Adapt and package what you have already developed!
    - Conversely, don't “cut into” current business!
- Will any of this require special attention? Advance planning? Added expense? Are there alternatives?

### **STEP 3: DEVELOP RENTAL PACKAGES**

- Rent all or parts of the museum
  - e.g., meeting room; individual floors, entire museum
  - Exclusivity vs. Shared spaces
- Special Events, such as:
  - Family Fun Nights or Client/Employee Appreciation Nights
  - Corporate Galas and Receptions
  - Corporate Meetings and Seminars

### **STEP 4: HOW-TO DEVELOP A RATE CARD**

- Conduct competitive analysis of your market:
  - Identify rates and offerings from such sites as conference centers, convention centers and auditoriums, hotels and restaurants, other museums, historic houses and cultural spaces, entertainment venues and performance spaces, clubs and lounges, and even activity venues (including sports venues such as bowling alleys).
- Identify all expenses (e.g., extra cleaning, staff, materials) for each type of event
- Consider current museum fees (e.g., admission, workshops).

### **STEP 4: HOW-TO DEVELOP A RATE CARD (CONTINUED)**

- Will you offer a discount structure for not-for-profit organizations, donors and/or members? (e.g., 10-15% off established rate card)
- What profit margin do you need?

### **STEP 5: FORMALIZE MUSEUM POLICIES AND GUIDELINES**

- Address concerns from your Board or Senior Management.
- Determine if you will restrict the types of corporations, associations and organizations that may rent your space.
- Determine types of activities that may (and may not) occur (e.g., Can outside groups hold fund-raisers? Social agencies or political candidates?)
- Avoid conflicts with your Mission!
- Review Insurance Policies and Liability issues with your carrier
  - Identify any riders required of client and vendors (e.g., Hold Harmless Agreements, Certificates of Liability Insurance)
- Identify days, times and areas of the museum available for rentals.
- Establish reservation policies
  - Include time frames, deposits, cancellation policies, final payments
- Identify areas of museum responsibility and client/vendor responsibility.
- Load-in and load-out requirements
- Delivery and storage policies
- Other issues to consider:
  - Security Deposits
  - Prior approval of clients' printed materials and museum logo use
  - Photography and videography policies
  - Restrictions on use of space (e.g., no open flames from cooking or candles; nothing may be hung from museum walls; exhibit pieces may not be moved)
- Encourage site visits

### **STEP 6: DEVELOP “CONTACTS”**

Assemble (or purchase) lists of potential clients. Suggested targets:

- Board of Trustees
- Current Visitors
- Current Donors
- Schools (e.g., PTAs and PTOs)
- Charities (e.g., Social Service Agencies, American Cancer Society)
- Social Organizations (e.g., Kiwanis, Knights of Columbus)
- Convention and Visitors Bureau
- Industry Associations
- Chambers of Commerce
- Local businesses