

Measure-by-Measure, City-by-City



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Communicating Your Value

Core Theme of Message:

The value of your museum to the broader community

Message Components:

- **Data**

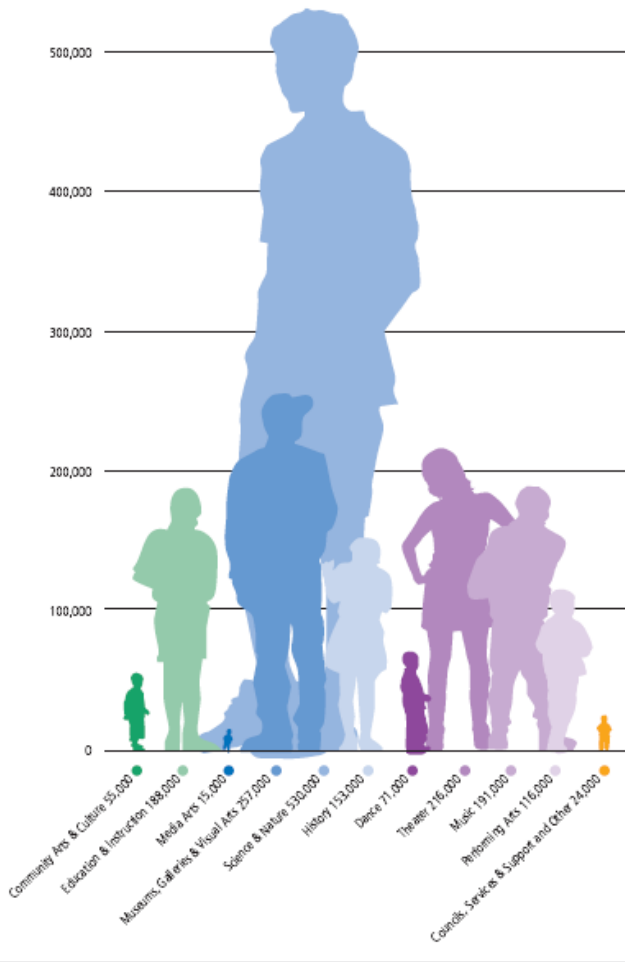
- Your Organization's Activity #s
- Aggregate Data – Puts your numbers in context
- Economic Impact – Visitors & their Spending
- Educational Impact – Who's coming? Where from?
- Family-friendly Data – Who's coming? Where from?
- Levels & trends of earned & contributed income over time

- **Stories**



Visits by School-aged Children

24 School children attendance (without parks)



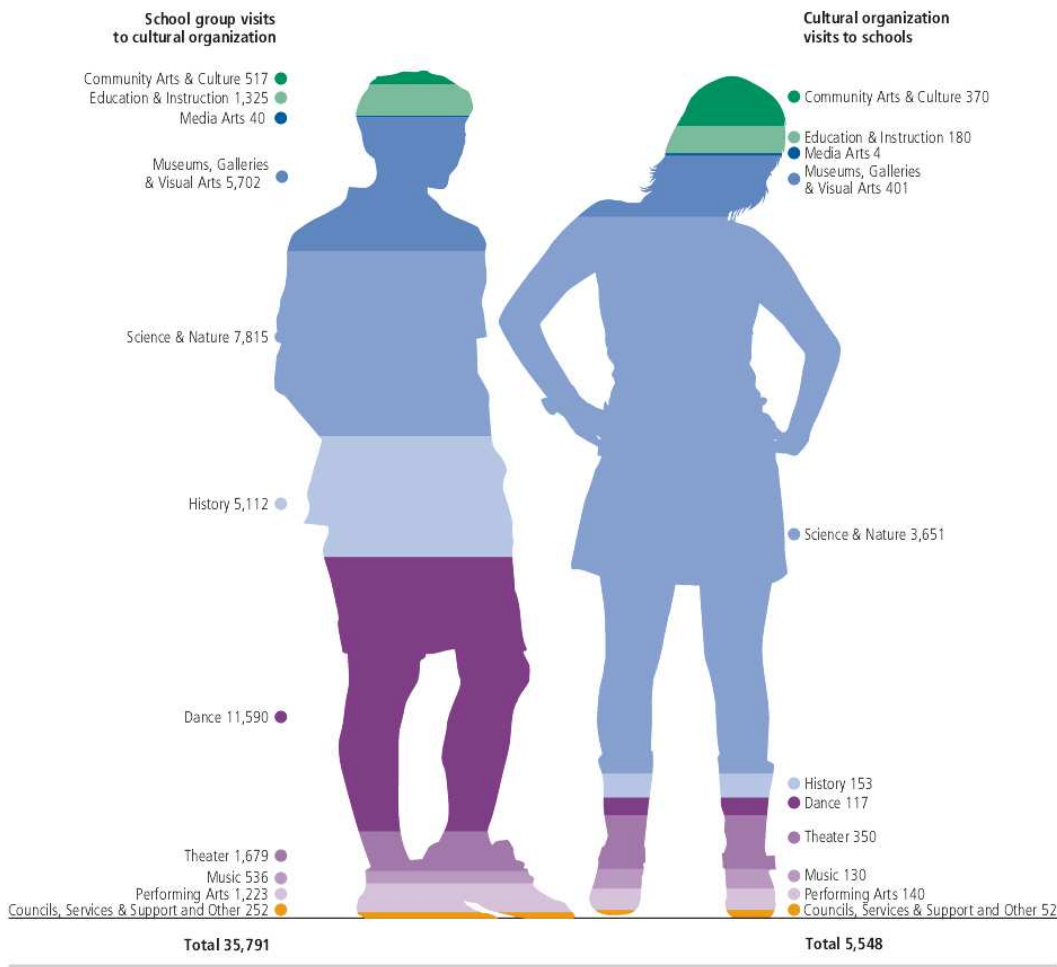
- Museums, Visual Arts, Historic & Scientific organizations serve almost 1 million school-aged children annually
- Museums, Visual Arts, Historic & Scientific organizations provide 4.7 million free admissions annually
- Among the Performing Arts, Theater organizations serve the most school-aged children, at 216,000 annually



Who's Going to Schools?

25 Number of school group visits and organization visits to schools

- Museums, Visual Arts, Historic & Scientific organizations serve more than 18,000 school groups
- Museums, Visual Arts, Historic & Scientific organizations present more than 4,000 programs offsite, for schools
- Two-thirds of visits to schools are by Science & Nature organizations



Family Engagement

- People with children report higher levels of engagement in most types of personal practice and audience-based cultural activity.
- Young professionals without children tend to be engaged in social objectives through their cultural activity. Young professionals with children tend to be engaged in learning and nurturing objectives through their cultural activity.
- People who can cite both in-family and out-of-family cultural role models engage at twice the level of those with neither.
- People who do, go: Higher levels of personal practice are correlated with higher levels of attendance.



Family Engagement

People with children reported the highest levels of engagement with the following activities:

Young Professionals, with Children

- Visit Philadelphia area historic sites, or history & science museums
- Listen to Internet Radio (streaming audio)
- Go to community ethnic or folk dances
- **Help to put on plays or shows**
- Download music from the Internet
- Take material you find online and remix it into your own creation
- Make up my own dance steps
- Make original videos or films
- Write for business purposes
- Paint, draw, or make other original art

Mid-Life, with Children

- Visit Philadelphia area historic sites, or history & science museums
- Hear music at worship service
- **Help to put on plays or shows**
- Write for business purposes
- Make crafts of any kind
- Sing
- Play a musical instrument
- Participate in pageants or theatrical programs in places of worship
- Tell stories in the oral tradition of story-telling

What About the Recession?

- Staycation
- Bargain
 - Median ticket price = \$5; Cost per attendee = \$43
 - Marketing cost per attendee is lowest in the sector, at \$1.58
- Family-friendly
- Part of the community



Declaring Your Impact

- Use what you have
 - Data
 - Stories
- Find ways for people to be part of the creative process
- Frame the family experience



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