

**STANDARD QUERY REPORTS**

<b>I: Museum Data</b>	<b>II: Facility Information</b>	<b>III: Attendance &amp; Membership</b>
<p>1. Community Data &amp; Museum Milestones – museum location, population of the surrounding area, incorporation information and year opened to the public</p> <p>2. Ages Served &amp; Admission – the core ages the museum serves, hours of operation and admission prices</p>	<p>3. Building &amp; Land Overview – land ownership and leasing information; LEED certification status</p> <p>4. Transportation to Museum – parking and public transportation</p> <p>5. Building Square Footage – measurements of the entire museum and exhibit spaces; number of museum satellites</p> <p>6. Childcare Facilities – enrollment capacity of childcare facility</p> <p>7. Eating Facilities on site – size and type of eating facility</p> <p>8. Library, Theatre and Performance Space – size and capacity of theater space; public library branch</p> <p>9. Gift Shop – size of gift shop and management information</p> <p>10. Outdoor Exhibits and Gardens – size of outdoor exhibits/ gardens</p> <p>11. Building Expansion &amp; Completion – anticipated size of expanded building</p>	<p>12. Total served – number of onsite and offsite visits; child visitors as a percentage of total onsite visitors</p> <p>13. Gate admissions –admissions of members, non-members, school groups, etc.; this is a subset of Total Onsite admissions</p> <p>14. Audience Diversity – diversity measurements; percentage of patrons that are diverse</p> <p>15. Web site and Social Media – Web site visitor frequency and use of social media</p> <p>16. Memberships and benefits – types of membership offered</p>

<b>IV. Staff &amp; Board of Directors</b>	<b>V: Exhibits &amp; Programs</b>	<b>VI: Museum Finances</b>
<p>17. Staff and Board Members – number of full/part-time staff and board members</p> <p>18. Staff and Board Diversity – percentage of staff/board that consider themselves diverse, and how staff/board diversity reflects diversity of the local community</p>	<p>19. Early Childhood Programs &amp; Exhibits – availability of early childhood programs and exhibits at the museum</p> <p>20. Child and Youth Programs – availability of programs for children and youth at the museum</p> <p>21. Adult Programs – availability of adult programs at the museum</p> <p>22. Outreach and Collaborative Programs – museum participation in head start and library collaborative programs; availability of outreach programs, including those targeting underserved audiences</p> <p>23. School Programs, Charter Schools &amp; Teacher Support – availability of programs that take place in schools/classroom or support teacher development; involvement with charter school(s)</p> <p>24. Research and Evaluation – availability of formal research</p> <p>25. Traveling Exhibits – availability of traveling exhibits</p>	<p>26. Fiscal Year – dates of the museum’s fiscal year</p> <p>27. Capital Campaign – purpose and amount of the campaign goal</p> <p>28. Grants– grants awarded during the last fiscal year, including IMLS and NSF grants</p> <p>29. Economic Impact – museum collects data about its economic impact in its community</p> <p>30. Private Operating Support Donors &amp; Board Annual Contribution – number of private donors in last fiscal year; percentage of Board that made an annual contribution</p> <p>31. Reserve Fund and Endowment – value of reserve funds at the close of the last fiscal year</p>

**Instructions:**

1. Select one of these 40 Query Reports about museum operations. If you need data that is not included in one of these Query Reports, please contact the ACM offices at 703-224-3100.
2. Choose how ACM will identify the peer museums included in the Query Report. ACM suggests that you identify a range of values for one of the following categories.
 

<ol style="list-style-type: none"> <li>a) Total Museum Square Footage</li> <li>b) Exhibit Space Square Footage</li> <li>c) Museum location (urban, suburban or rural)</li> <li>d) Total Operating Income (budget)</li> <li>e) Total Contributed Income</li> </ol>	<ol style="list-style-type: none"> <li>f) Total Operating Expenses</li> <li>g) Total Museum Attendance</li> <li>h) Early Childhood Programming</li> <li>i) MSA Population</li> <li>j) Other...</li> </ol>
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3. Complete the online Query Request Form

VII: Operating Income	VIII: Operating Expenses	VIII: Notes from the Director
<p>32. Earned Income, which includes the following raw data:</p> <ul style="list-style-type: none"> <li>a. Revenue from Gate Admissions</li> <li>b. Revenue from Memberships</li> <li>c. Revenue from Educational Programs</li> <li>d. Other Revenue <ul style="list-style-type: none"> <li>i. Exhibit Rentals, Birthday Parties, Catering, Gift Shop</li> <li>ii. Preschool Childcare</li> <li>iii. Other Fees and Earned Income</li> </ul> </li> </ul> <p>33. Endowment Income</p> <p>34. Contributed Income, which includes the following raw data:</p> <ul style="list-style-type: none"> <li>a. Total Contributed Income (Private)</li> <li>b. Total Contributed Income (Public)</li> </ul> <p>35. Operating Income, which includes the following raw data:</p> <ul style="list-style-type: none"> <li>a. Total Earned Income</li> <li>b. Interest and Endowment Income</li> <li>c. Total Contributed Income</li> </ul>	<p>36. Operating Expenses, which includes the following raw data:</p> <ul style="list-style-type: none"> <li>a. Personnel Costs</li> <li>b. Exhibit Rental</li> <li>c. Gift Shop</li> <li>d. Development</li> <li>e. Marketing/ Advertising</li> <li>f. Educational Programs</li> <li>g. Membership Program</li> <li>h. Administrative Costs</li> <li>i. Facility Maintenance</li> <li>j. Ancillary Expenditures</li> <li>k. Rent/Mortgage</li> </ul> <p>37. Depreciation</p> <p>38. Capital Expenditures, which includes the following raw data:</p> <ul style="list-style-type: none"> <li>a. Capital Expended on Exhibits</li> <li>b. Capital Expended on Building Renovations and Expansions</li> </ul> <p>39. In-Kind Reporting</p>	<p>40. Overview of Last Fiscal Year – comments about accomplishments, needs, and operations</p> <p>41. Relationship with State &amp; Federal Governments –visits from federal/local government; government partnerships, maintenance of government relationship, amount of any appropriations</p> <p>42. Emerging Trends – comments about emerging trends in the children’s museum field</p>

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