

AMERICA'S MUSEUMS SPEND \$5.7 BILLION SERVING THE PUBLIC

The *2006 Museum Financial Information* published by AAM in December 2006 documents the investment museums make in serving the public.

- **Many museums are free.** More than one-third (35 percent) have no admission charge.
- **Museums are affordable.** The median cost for museum admission is \$6. Of museums that charge admission fees, nearly 98% offer special discounts and nearly 62% have free admission days.
- **Admission fees cover only a fraction of the cost of serving a museum visitor.** The median cost of serving a visitor is \$23. As a median, museums earn a total of \$6 per visitor from all sources of revenue (e.g. admissions, museum shops, restaurants, etc.) So for every \$1 earned per visitor, museums must find another \$4 from other sources.

Overall, the Museum Financial Information survey shows that America's museums spend approximately \$5.7 annually on such core activities as educational programming, exhibits, collections care, and research. This includes a **\$1 billion investment to care for the more than 750 million objects and living specimens in museum collections**, entrusted to them for the public. The Institute of Museum and Library Services found that museums annually spend **more than \$1 billion to provide over 18 million instructional hours for educational programs** such as professional development for teachers, guided field trips, staff visits to schools, and traveling exhibits in schools.

What is a "typical" museum?

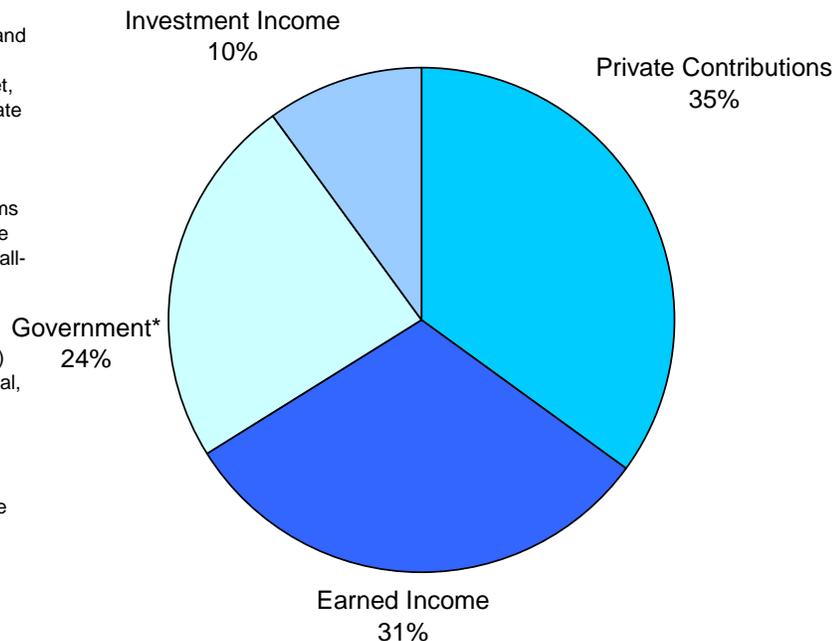
Based on the median responses, if you pick a museum at random from among our respondents, that museum is likely to have:

- a budget of \$783,000 (annual operating expenses)
- 6 full-time and 4 part-time paid staff, and 60 volunteers
- a building of nearly 23,000 square feet, which costs \$3 per square foot to operate
- almost 34,000 visitors a year
- \$6 admission fee

There is a huge variation, from museums with annual operating expenses of more than \$100 million and over 500 staff to all-volunteer organizations operating on a few hundred dollars a year.

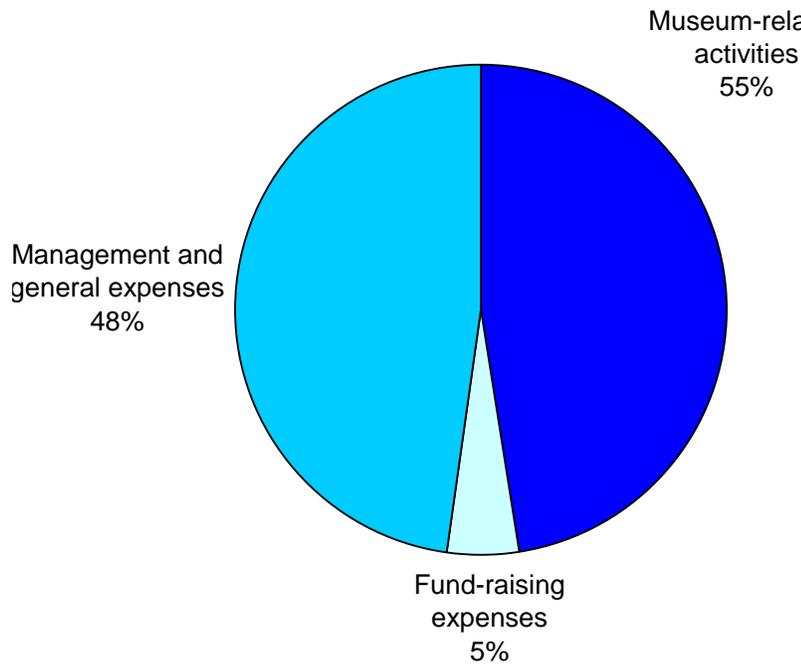
* Government Funding is highest (60%) for those institutions that are part of local, state or federal government. Private nonprofits receive only 13% of their funding from government sources - primarily state and local. Government support has decreased as a percentage of income over time.

Museum Sources of Income



Source: 2006 Museum Financial Information, American Association of Museums

Median Museum Expenses



Museum Related Activities: Activities related to the performance of the museum's tax-exempt purpose, including educational programming, exhibits, collections care, research, etc.

Management and general expenses: Activities related to running any organization, as opposed to functions unique to a museum, such as management, administration, and building maintenance.

Fund raising: Total expenses incurred in soliciting contributions, gifts, grants, etc., including associated overhead costs.

Source: 2006 Museum Financial Information, American Association of Museums