

**Organization**

- Collections and Exhibits
- Permanent collection
- Special exhibits
- Educational program
- Profit centers
- Skyline Buffet restaurant
- Parking
- Gift shop
- Special exhibit events

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**Finances**

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- Further cuts expected
- Decreased appreciation from the county
- Low interest rates limiting earnings from endowment and investments
- Decreased income from grants etc.
- Membership revenues down
- Income from auxiliary activities were contributing positively to museum operations

**Colonial Art Museum**

- Located in Fannin County, centrally known as the Fannin County Museum of Fine Arts
- Director Tom provides an outline scope for the acquisition of an initial floor plan and cultural context for the benefit of the and accurate presentation of Fannin County citizens and the state
- Publicly funded museum encourages scholarship and education, depicting the history and culture of art originating at a local level for the last three years

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**Considerations for 2005**

**Goal 1**

**Goal 2**

**Goal 3**

**Goal 4**

**Goal 5**

**The Decision**

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**Museum Marketing**

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# Museum XYZ, Major City, USA

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**Colonial Art Museum**

- Located in Fayette County, centrally known as the Laurel County Museum of Fine Arts
- Director Tom provides an outline scope for the acquisition of an initial floor plan and cultural context for the benefit of the and accurate presentation of Fayette County citizens and the state
- Publicly funded museum encourages scholarship and education, decoding the history and culture of art
- Operating at a loss for the last three years

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# Museum XYZ, Major City, USA

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## Coleman Art Museum

- Based in Fannel County, originally known as the Fannel County Museum of Fine Arts
- Charter "To provide an inviting setting for the appreciation of art in its historical and cultural contexts for the benefit of this and successive generations of Fannel County citizens and visitors"
- Publicly mandated museum- encourages scholarship and education, decoding the history and culture of art
- Operating at a loss for the last three years

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## Museum Image

- "No image"
- "Only for specific people"
- "Community organization that has a cachet of class"
- City hub

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# Museum Membership

"Museum membership and revenue earned from membership play a significant role in the success and daily operations of the Coleman Art Museum"

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## Membership Categories, Benefits and Costs

- Personal (\$50-5,000) and Corporate (\$1,000-10,000)
- Benefits range from invitations to all special previews and events, free admission to special events and a 15% discount at Skyline Buffet and gift shop given to all members to first views of new acquisitions and dinner with the director for "Director Club" members
- The total number of members had increased from 2002-2004, however fewer members were joining the top tier "Directors Club" resulting in a ~\$50,000 drop in revenue to \$2,298,449 in 2004
- The total cost of benefits provided was \$1,057,800

## Member Recruiting and Renewal

- Museum membership and the revenues earned from membership are needed for the success of the museum
- Members volunteer to help run museum
- Members recruit new members and renewing existing members

## Museum Visitation

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- Increased number of visitors leads to increased membership
- Recruited through:
  - Press Relations
  - Education and Outreach
  - Special Exhibitions
    - Less than 1% of nonmembers applied for membership during a visit

# Considerations for 2005

## Idea 1

- Implement a modest admission fee of \$2 per adult for non-members, children under 12 free

## Idea 3

- Increase institutional advertising

## The Decision

- Implement the admission fees
  - \$2 for each adult, children 12 and under free
- Implement the enhanced benefits for members
  - 20% discount at gift shop and Skyline restaurant
  - Fine artwork book to be distributed to members in the \$500+ tier

## Idea 4

Enhance benefits for members (ex. raise gift shop & restaurant discounts to 20% or make a book of fine artwork to distribute to members in the \$500+ tiers.

## Idea 2

- Implement a student and senior citizen membership tier at \$30 per year

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