New York Study of Public and Private Museums Survey

Thank you for participating in this study of museums, commissioned by the State of New York!

For this research, we are including all museum types, "from art to zoo!" This includes historic sites, science centers, botanical gardens, and zoos and aquariums, as well as museums of history, art, and natural history/science.

The following data collection is to assess our initial baseline. We will use it to better understand the needs of New York museums statewide so we can track how future initiatives may positively benefit the museum sector.

This is a data collection exercise, NOT an organizational assessment. Your responses will not affect your charter, potential funding from state agencies, etc.

Some things to note before you begin:
- We recommend completing this survey on a desktop computer or laptop (though it is accessible via tablet or phone).
- Please use the "back" and "next buttons at the bottom of each page to navigate, as clicking the return button on your browser could redirect you off the survey.
- The deadline for completing the data collection is July 31, 2025.

This data collection is being fielded by Wilkening Consulting on behalf of Empire State Development and I LOVE NY – New York State's Division of Tourism.

If you have any questions or need help with this data collection, please contact Zach Finn at outreach@wilkeningconsulting.com.

If you would like to reach out to someone from New York State with questions or thoughts, please contact Sara Emmert at Sara.Emmert@esd.ny.gov.

Table of Contents

Museum Information

Legal name of museum OR parent organization name

(Not sure of your legal name? [This PDF provides a list you can search](#).):

_____

The name you go by/public museum name (if different):

Multiple museums in your organization?
- *If your museums have independent identities (such as discrete leadership, names, websites, and the public views them as separate museums), each museum should respond separately.*
- *If you have multiple sites that are under the same leadership, name, website, etc., only one response is necessary; simply fill in the name of the overall museum.*

Not sure? Contact us at outreach@wilkeningconsulting.com and we'll help you decide.

_____

Museum's physical address:

(If you have multiple sites, please indicate for your organization's headquarters.)

Street Address: _____
Street Address 2: _____
City: _____
State: NY
Zip Code: _____

Is this also your mailing address?

( ) Yes

( ) No

For organizations whose mailing address is different than their physical address:

Museum's mailing address:

(If you have multiple sites, please indicate for your organization's headquarters.)

Mailing Address: _____
Mailing Address 2: _____
City: _____
State: NY
Zip Code: _____

Museum's physical location – County:

(If you have multiple sites, please indicate for your museum's primary location/headquarters.)

_____

Museum website: _____

Museum phone number (ex. 518-000-0000; include hyphens): _____

Your contact information, in case we have any questions about your responses.

(The phone number and email shared will only be used in connection with this data collection.)

First name: _____
Last name: _____
Title: _____
Email address: _____
Best phone number to reach you at (ex. 518-000-0000; include hyphens): _____

If we have questions regarding any of your responses, would you prefer we reach out to you by email or by phone?

( ) Email

( ) Phone

Museum Discipline

What type of museum are you? (Choose all that apply.)

[ ] Air and Space

[ ] Anthropology

[ ] Aquarium

[ ] Art Museum/Center

[ ] Arboretum/Botanical Garden

[ ] Children's Museum

[ ] Culturally or Ethnically Specific (please describe): _____

[ ] Genealogical Society or Library

[ ] Historic House

[ ] Historic Preservation Organization

[ ] Historic Site (but not historic house museum)

[ ] Historical Association (does not have exhibits)

[ ] History Museum

[ ] Library with museum collections

[ ] Local historian (county/city/town/village)

[ ] Natural History

[ ] Nature Center or Preserve

[ ] Science/Technology Museum or Center

[ ] Zoological Park

[ ] Specialized Museum (e.g., railroad, music, etc.)

[ ] State Historic Site

[ ] State Park

[ ] Other (please briefly describe): _____

If you had to pick a single discipline to describe your museum, which one would it be? (Choose only one.)

( ) We truly are multi-disciplinary, without one predominant type

( ) Air and Space

( ) Anthropology

( ) Aquarium

( ) Art Museum/Center

( ) Arboretum/Botanical Garden

( ) Children's Museum

( ) Culturally or Ethnically Specific

( ) Genealogical Society or Library

( ) Historic House

( ) Historic Preservation Organization

( ) Historic Site (but not historic house museum)

( ) Historical Association (does not have exhibits)

( ) History Museum

( ) Library with museum collections

( ) Local historian (county/city/town/village)

( ) Natural History

( ) Nature Center or Preserve

( ) Science/Technology Museum or Center

( ) Zoological Park

( ) Specialized Museum (e.g., railroad, music, etc.)

( ) State Historic Site

( ) State Park

( ) Other

Hours of Operation

Which of the following <u>best</u> describes when you are open to the public? (Choose one.)

By "open to the public," we mean at your museum for in-person visits from the public. If your museum is currently closed for renovations, answer as if you had re-opened to the public.

( ) Year-round

( ) Seasonally

( ) By appointment only

( ) Not open to the public and/or permanently closed

For organizations that are open year-round or seasonally:

In a typical week, how many days per week are you open at least 4 hours per day? (Choose one.)

By "open to the public" we mean posted/advertised hours of operation for exhibits and/or facilitated visitor experiences. If you are open seasonally, please share a typical week during your open season.

( ) 7 days a week

( ) 6 days a week

( ) 5 days a week

( ) 4 days a week

( ) 3 days a week

( ) 2 days a week

( ) 1 day a week

( ) Less than 1 day a week (e.g., biweekly, monthly, etc.)

( ) Other – please specify: _____

Governance

Which of the following best describes your museum's governance? (Choose one.)

( ) Private, non-profit (e.g., 501(c)3)

( ) Academic museum or gallery

( ) Part of a municipal/local government (such as city, town, or village, including hybrid/quasi)

( ) Part of a county government (including hybrid/quasi)

( ) Part of New York State government (including hybrid/quasi)

( ) Part of a tribal government

( ) Part of the federal government (including hybrid/quasi)

( ) Private, for-profit

( ) Other - please specify: _____

For organizations that are academic museums or galleries:

Which of the following best describes your academic institution? (Choose one.)

( ) Part of SUNY

( ) Part of CUNY

( ) Private, non-profit

( ) Private, for-profit

( ) United States Service Academy

( ) Other – please specify: _____

Governing, Advisory, and Friends Boards

Please indicate how many seats are on the following boards your museum has or that is affiliated with your museum.

Please enter in whole numbers (e.g., 15). If you don't have a specific board, please leave that entry blank.

Governing board with fiduciary responsibility (indicate number of seats): _____

Advisory board (indicate number of seats): _____

Friends group with a board (indicate number of seats on board): _____

( ) We have none of these

( ) Other (please describe and provide number of seats): _____

Are you having trouble recruiting volunteers or board members?

( ) Yes

( ) Not right now, but we have in the past

( ) No

Financial Information – Expenses

What were your museum's operating <u>expenses</u> for the 2024 fiscal year?

This should include your operating costs, programs, and overhead. It should NOT include capital expenses.

( ) under $25,000
( ) $25,000 - $49,999
( ) $50,000 - $74,999
( ) $75,000 - $99,999
( ) $100,000 - $149,999
( ) $150,000 - $199,999
( ) $200,000 - $249,999
( ) $250,000 - $499,999
( ) $500,000 - $749,999
( ) $750,000 - $999,999
( ) $1,000,000 - $4,999,999
( ) $5,000,000 - $9,999,999
( ) $10,000,000 or more

Financial Information – Revenues

What were your museum's operating <u>revenues</u> for the 2024 fiscal year?

This should include all operating income from government, private sources, earned income, and endowment income. It should NOT include revenues raised for capital expenses or to increase an endowment.

( ) under $25,000
( ) $25,000 - $49,999
( ) $50,000 - $74,999
( ) $75,000 - $99,999
( ) $100,000 - $149,999
( ) $150,000 - $199,999
( ) $200,000 - $249,999
( ) $250,000 - $499,999
( ) $500,000 - $749,999
( ) $750,000 - $999,999

( ) $1,000,000 - $4,999,999

( ) $5,000,000 - $9,999,999

( ) $10,000,000 or more

By percent, please provide a breakdown of your 2024 fiscal year operating revenue by income source. This should add up to 100%.

(It will allow up to 105% in case of rounding. Please enter as numbers, e.g., 16%. Please enter 0% if you have no revenue by a specific income source.)

_____Municipal sources (county/city/town/village)

_____State (direct allocation or grant, including NYSCA)

_____Federal (direct allocation or grant, including IMLS, NEH, NEA, NSF, etc.)

_____Admissions and ticket sales

_____Other earned income (e.g., memberships, shop, food service, rentals, etc.)

_____Donations from individuals and corporations (including: gifts above and beyond membership, fundraising, and corporate sponsorships)

_____Private grants from foundations or other non-government sources

_____Investment income (e.g., endowment or other investments)

_____Direct support from a parent institution (e.g., college or university)

_____Other support not listed above

_____Total

State Funding

Did you receive any state funding in 2021, 2022, 2023, or 2024? This can include operating or capital funding. (Choose all that apply.)

[ ] Yes, a direct allocation from the state

[ ] Yes, a member-item allocation via a state legislator

[ ] Yes, a grant from NYSCA or other agency

[ ] Yes, other (please specify):_____

[ ] No, we did not

What did your state funding pay for? (Choose all that apply.)

[ ] General operating support (e.g., staff, overhead)

[ ] Capital improvements

[ ] Collections care, including digitization

[ ] K-12 education programs

[ ] Public programs (not K-12)

[ ] Exhibitions, events, or marketing

[ ] Other - please specify: _____

Fiscal Stability

Do you have any cash reserves to cover operating expenses in an emergency? Examples of an emergency could be an unexpected closure (such as a pandemic) or damage to your site from a natural disaster. If so, how many months of expenses do you maintain in your reserves? (Choose one.)

( ) No, we have no cash reserves

( ) Yes, 1 month or less

( ) Yes, 2 – 3 months

( ) Yes, 4 – 6 months

( ) Yes, 7 – 12 months

( ) Yes, 1 – 2 years

( ) Yes, more than 2 years

If your museum had an unexpected significant expense, what options would be considered? (Choose all that apply.)

[ ] Tapping into endowment

[ ] Tapping into reserve funds

[ ] Additional fundraising

[ ] Laying off staff

[ ] Cutting other expenses

[ ] Considering cessation of operations

[ ] Other - please specify: _____

Do you consider your museum to be fiscally stressed? If yes, tell us more about your financial challenges.

( ) Yes

( ) No

( ) Not sure

We'd like to understand what financial challenges you are facing. Please share your concerns here. (Feel free to skip if you prefer not to answer.)

_____

_____

_____

What is the likelihood that your museum will close/cease operations in the next 12 months?

( ) Prefer not to answer

( ) We will certainly close

( ) Extremely likely

( ) Very likely

( ) Somewhat likely

( ) Not very likely

( ) Possible, but extremely unlikely

( ) Not at all likely

If there is anything else you would like to share with us about your museum's financial health and funding needs, please feel free to do so here.

Otherwise, please continue with this data collection.

_____

_____

_____

Employment

How many paid, permanent, full-time employees does your museum <u>currently</u> employ?

Please enter as whole numbers (e.g., 15). If your museum has no full-time employees, please respond with "0."

_____

How many paid, permanent, part-time employees does your museum <u>currently</u> employ?

Please enter as whole numbers (e.g., 15). If your museum has no part-time employees, please respond with "0."

_____

How many paid <u>seasonal</u> or <u>temporary</u> employees did your museum employ in 2024?

A <u>seasonal</u> employee only works for part of the year, such as summers, and is paid as an employee. A <u>temporary</u> employee could be hired for a specific time period as an employee, such as a paid intern. That is, they are <u>not</u> hired to work a permanent, year-round schedule.

Please enter as whole numbers (e.g., 15). If your museum had no seasonal employees, please respond with "0."

_____

How many paid independent contractors did your museum employ in 2024?

A "contractor" is anyone you hire to help your museum achieve its mission who is not salaried/paid as an employee, whether they are hired long- or short-term.

*Contractors **could** include curators, interpreters, social media managers, etc. Do not include contractors whose work does **not** directly support your mission, such as electricians or your auditor.*

Please enter as whole numbers (e.g., 15). If your museum has no contractors, please respond with "0."

_____

Volunteers

How many volunteers donated their time to your museum in 2024?

Please enter as whole numbers (e.g., 150). If you do not have any volunteers, please enter "0."

_____

In 2024, how many hours have volunteers contributed to your museum?

Please enter as whole numbers (e.g., 1,500). If no volunteer hours were contributed, please enter "0."

_____

Training

What organizations have your staff or volunteers (including board members) participated in trainings at in the past 3 years? (Choose all that apply.)

[ ] MANY (Museum Association of New York)

[ ] I Love NY

[ ] GHHN (Greater Hudson Heritage Network)

[ ] Local Chambers of Commerce (including Leadership programs)

[ ] NYCMER (NYC Museum Educators Roundtable)

[ ] Museums Council of New York City

[ ] Long Island Museum Association

[ ] New York Council of Nonprofits

[ ] AAM (American Alliance of Museums)

[ ] Mid-Atlantic Association of Museums

[ ] Small Museums Association

[ ] National discipline-specific museum organizations, such as: AASLH, ACM, APGA, ASTC, and AZA

[ ] No one has participated in any trainings in the last 3 years

[ ] Other - please specify: _____

Visitation

How many visitors visited your museum in 2024 <u>in person</u>?

This can include:
- **General/everyday admissions**
- **Program attendees**
- **Special event attendees**
- **K-12 school program attendees**
- **People who enjoyed your property/grounds/park**
- **And anyone else who visited/participated <u>in person</u>**

If you do not have an exact number, a good estimate is welcome.

Please enter as whole numbers (e.g., 15,000).

_____

Are you able to provide us with more detailed attendance data (good estimates are welcome!) about your visitors? Specifically, we are looking for:

- **Geography (i.e., where visitors are from)**
- **Age**

If you are using your return-to link to provide the numbers, change your answer to this question to "yes" to provide that information.

( ) Yes

( ) We have this data, but not at hand. I'll use my return-to link you already shared with me to come back, change my answer to "yes," and provide that information

( ) No

For organizations that marked "yes" to providing more detailed attendance data:

What percentage of your 2024 in-person visitation:

Please enter as numbers, e.g., 16%.

If you are using your return-to link to provide the numbers, please deselect your old answer to this question and then provide the information.

Traveled less than 50 miles from their home: _____

Traveled more than 50 miles from their home: _____

( ) We have this data, but not at hand. I'll use my return-to link you already shared with me to come back, deselect this answer, and provide this information.

( ) We collected geographic information, but we can't sort it this way. Ask me a different way!

( ) We did not collect geographic information

For organizations that collect geographic information in different way:

What percentage of your 2024 in-person visitors were from:

Please enter as numbers, e.g., 16%.

If you are using your return-to link to provide the numbers, please deselect your old answer to this question and then provide the information.

New York State: _____

Neighboring state (PA, NJ, CT, MA, VT): _____

Other U.S. state or territory: _____

International: _____

( ) We have this data, but not at hand. I'll use my return-to link you already shared with me to come back, deselect this answer, and provide this information.

( ) We did not collect geographic data this way either

For organizations that marked "we did not collect geographic data this way either:"

Tell us about how you collect geographic data, so we can understand your system. (We'd love your results as well!)

_____
_____
_____

Visitation – Age

What percentage of your 2024 in-person visitors were:

Please enter as numbers, e.g., 16%.

If you are using your return-to link to provide the numbers, please deselect your old answer to this question and then provide the information.

Children (age 17 and younger): _____

Adults 18 – 64: _____

Adults 65 or older (or however your museum defines "senior"): _____

( ) We have this data, but not at hand. I'll use my return-to link you already shared with me to come back, deselect this answer, and provide this information.

( ) We did not collect age information about our visitors

Visitation – K-12

How many children participated in your K-12 school field trips to your museum in 2024 <u>in person</u>? This number should not include chaperones or teachers.

Please enter as whole numbers (e.g., 1,500).

If you are using your return-to link to provide the numbers, please deselect your old answer to this question and then provide the information.

Number of K-12 children participating in 2024: _____

( ) We did not host any K-12 field trips in 2024

( ) We have this data, but not at hand. I'll use my return-to link you already shared with me to come back, deselect this answer, and provide this information

Collections

What are the primary types of collections your museum owns? (Choose all that apply.)

By "primary" we mean a significant number for your institution. For example, if you are a historic house museum that happens to have a single butterfly specimen on display, that would not be considered significant. If, however, you had 200 butterfly specimens because a former resident was an avid lepidopterist, it would be considered significant. We trust your judgement!

[ ] Fine art (e.g., paintings, sculptures, prints, etc.)

[ ] Historical artifacts

[ ] Natural history specimens (e.g., preserved animal and/or plant specimens, rocks and minerals)

[ ] Live animals

[ ] Live plants

[ ] Archives/manuscripts/ephemera

[ ] Photographs/negatives/moving images

[ ] Indigenous Belongings

[ ] Rare books

[ ] We have no collections

[ ] Other - please specify: _____

For organizations with collections:

Are you able to provide us with the number of items in your collection by category? Good estimates are welcome if you don't have exact numbers.

If you are using your return-to link to provide the numbers, change your answer to this question to "yes" to provide that information.

( ) Yes

( ) Not right now, but I'll use my return-to link you already shared with me to come back, change my answer to this question, and provide that information

( ) No

For organizations that can provide the number of items in their collection:

How many items do you have in each category? Good estimates are welcome if you don't have exact numbers.

Please enter as whole numbers (e.g., 1,500).
If you do not have any of that type of collection, please enter "0."

Fine art (e.g., paintings, sculptures, prints, etc.): _____

Historical artifacts: _____

Natural history specimens (e.g., preserved animal and/or plant specimens, rocks and minerals): _____

Live animals: _____

Live plants: _____

Archives/manuscripts/ephemera (use the method you use to describe the size of your collection):

      By number of items: _____

      By linear feet: _____

      By cubic feet: _____

Photographs/negatives/moving images: _____

Indigenous Belongings: _____

Rare books: _____

Other: _____

Facilities

Does your museum own or rent your primary facility/facilities? (Choose all that apply.)

[ ] We own our facility

[ ] We rent our facility from a private landlord

[ ] We rent our facility from an academic institution

[ ] We rent our facility from a government entity

[ ] We have an agreement with a private landlord to run this facility, but we do not pay rent

[ ] We have an agreement with a government entity to run this facility, but we do not pay rent

[ ] We have an agreement with an academic institution to run this facility, but we do not pay rent

[ ] We have no fixed location

[ ] Other - please specify: _____

Who has responsibility of care for your facility, such as repairs and maintenance? (Choose one.)

( ) We do

( ) We split it with the entity that owns the property

( ) The owner of the property

How many structures do you care for?

Please enter in whole numbers (e.g. 6).
If you do not have that type of structure, please enter "0."

*Each structure you care for should only be counted **once,** by its main function.*

Primary museum structures (public buildings with exhibitions, including visitor centers and educational centers): _____

Buildings that SOLELY support operations (offices, parking structures, public restrooms, grounds operations, collections storage): _____

Sheds, barns, and other outbuildings (not open to public): _____

Facilities – Preservation Issues

What is the age of your museum facility (including historic properties). If you have more than one building, indicate all that apply for your <u>primary</u> structures.

[ ] Newer construction (since 2000)

[ ] 1950 – 1999

[ ] 1900 – 1949

[ ] 1800s

[ ] 1700s

[ ] 1600s

[ ] Archaeological site

[ ] Indigenous site

For organizations that own their own facility or have responsibility of care:

Do you have a backlog of deferred maintenance and/or preservation concerns?

( ) Yes, but we are not prepared to address these issues

( ) Yes, and we are currently working on a plan to address

( ) Yes, and we have a plan to address

( ) No, we are in good shape/not a concern

( ) Not applicable

For organizations that marked "yes" to having concerns:

If you have an estimate of the costs to address your deferred maintenance or preservation concerns, please share it here.

Please enter as a whole dollar amount (e.g., $150,000; if the dollar sign disappears after you enter it, that's OK). We know this is an estimate … we are trying to assess capital needs for the museum field, so please distinguish between an official estimate from experts from the construction/preservation trades or your informal estimate.

If you are using your return-to link to provide the numbers, please deselect your old answer to this question and then provide the information.

We have an official estimate of: _____

We don't have an official estimate, but think it would likely cost: _____

( ) We have no idea

( ) We have this information, but not at hand. I'll use my return-to link to come back, change my answer to this question, and provide that information.

In case of an emergency (especially one related to severe weather), does your museum have an emergency/disaster plan or a cash reserve? Indicate the response that most applies for each option.

Emergency/disaster plan

( ) We have this in place

( ) We are currently working on this

( ) We do not currently have this, but it is a good idea we should consider

( ) No/not applicable

Cash reserve

( ) We have this in place

( ) We are currently working on this

( ) We do not currently have this, but it is a good idea we should consider

( ) No/not applicable

Facilities – Rentals

Do you have meeting or event space that outside organizations can rent?

( ) Yes

( ) No

For organizations that marked "yes" to having meeting or event space to rent:

What amenities can you provide for rentals? (Choose all that apply.)

[ ] Restrooms

[ ] Standard (non-catering) kitchen

[ ] Catering kitchen

[ ] Wi-fi and high-speed internet

[ ] Projector/screen or large-screen monitor for presentations; teleconference capabilities

[ ] Tables and chairs for <100 people

[ ] Tables and chairs for >100 people

[ ] Space for large tent(s) for outdoor events

[ ] Large meeting room

[ ] Conference room

[ ] None of these

[ ] Other - please specify: _____

We'd like to understand if your facility is fully accessible to individuals with disabilities, and if not, if you are facing challenges or working on a plan to increase accessibility.

Which of the following best describes your facility? (Choose one.)

( ) There are areas of our museum that are not fully accessible, and we are not prepared to address these issues

( ) There are areas of our museum that are not fully accessible, but we are currently working on a plan for addressing these issues

( ) There are areas of our museum that are not fully accessible, but we have a plan in place for addressing these issues

( ) Our facility is fully accessible, and we have no concerns

( ) Not applicable

( ) Other - please specify: _____

External Disruptions

What do you anticipate will be the biggest external disruptions to your museum's operations in the next 12 months? (Choose all that apply.)

[ ] Labor/skills shortage, including volunteers

[ ] Pandemic (e.g., COVID resurgence or other possible illness)

[ ] Changes to travel and tourism

[ ] Cyber risk (e.g., cyber-attacks)

[ ] Ideological/political polarization

[ ] Environmental disasters (e.g., flood, fire, drought, storm)

[ ] Financial/market instability

[ ] Crisis in trust (spread of misinformation)

[ ] Shifts in philanthropy

[ ] Reduction or elimination of funding from federal sources

[ ] Reduction or elimination of funding from state sources

[ ] Reduction or elimination of funding from local sources

[ ] Censorship of content (via local government, a significant donor, public pressure, or self-censorship by staff/volunteers)

[ ] None of these

[ ] Other - please specify: _____

America |250

Is your museum planning on participating in America 250 | NYS? This initiative includes civics and democracy topics in the lead-up to the 250th anniversary of the signing of the Declaration of Independence in 2026.

( ) Yes

( ) Maybe – I'm not sure if fits in our mission, but I'm open to hearing about it

( ) No, this isn't in our mission

For organizations that marked "yes" to participating in America | 250:

**What kinds of activities are you planning for America 250 | NYS?
(If you don't have firm plans, your ideas are welcome!)**

_____
_____
_____

Survey Experience

Approximately how much time did it take you and your colleagues to complete this data collection for New York State, including the time spent gathering the requested information?

( ) Less than an hour

( ) 1 – 2 hours

( ) 2 – 4 hours

( ) 5 or more hours

If you have any feedback you would like to share about this data collection process, including how it could go more smoothly next time, please share it here.

If not, please continue with our last couple of questions.

_____
_____
_____

Final Thoughts

If there is anything else you would like to share with New York State about your museum, and the challenges and opportunities you are facing, please do so here.

When done, please continue with the data collection to review your responses.

_____
_____
_____

Thank You

Thank you again for your participation in this critical data collection for New York State!

The team at Wilkening Consulting will review your response and be in touch if we have any questions. We'll also be in touch if you haven't fully completed the survey or if you marked you would return to the survey to include additional info.

If you have immediate questions, you can always contact us at:

Zach Finn: outreach@wilkeningconsulting.com
Noël Koehn: noel@wilkeningconsulting.com

Once data collection is complete and a report generated, look for new data resources to be shared with museums in New York State! We'll make sure you are emailed when those become available.