
How Funding Sources Shape Our Museums

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THE WHITE OAK INSTITUTE
RESEARCH - BASED MUSEUM INNOVATION



Presenters

- ◆ **Graham Durant, Director**
Questacon, The National Science & Technology Center
Canberra and Kingston, Australia
- ◆ **Michael Marta, Executive Director**
Canada Science & Technology Museum Corporation
Ottawa, Canada
- ◆ **Jim Marchbank, Chief Executive Officer**
Science North
Sudbury, Canada
- ◆ **Eric Siegel, Director and Chief Content Officer**
New York Hall of Science, Queens, NY
- ◆ **Per Edvin Persson, Director**
Heureka, The Finnish Science Center
Vantaa, Finland
- ◆ **Jeanie Stahl (Facilitator)**
Principal Investigator, White Oak Institute, Museum Industry Research
VP, White Oak Associates, Museum Planning and Production



Agenda/Format

- ◆ Overview of Comparative Data for the 5 Presenters' Science Centres and Museums, as well as Data from the ASTC 2007 Sourcebook of Statistics and Analysis
(median data for science center and natural history museums only)
- ◆ Overview by each Presenter of their Institution with Emphasis on Funding Sources
- ◆ Discussion/Exploration



About the Data and Caveats

- ◆ Median data, taken from the ASTC 2007 Sourcebook of Statistics and Analysis and its associated CD-Rom, is for science center and natural history museum respondents only, which totaled 126 respondents or less per question.
- ◆ Data for the presenter organizations were taken either from the ASTC survey or from the individual museums. The data is for only one fiscal year and does not necessarily reflect a typical year of operations for each institution and does not factor in the anomalies of a particular fiscal year. For example:
 - Revenue data for the Canada Sci/Tech Museum Corporation includes a one-time @\$3.5 Million reimbursement from the Canadian Government
 - Earned revenue for Heureka, for the fiscal year shown, is 27%, but in a typical year is closer to 40-50%.



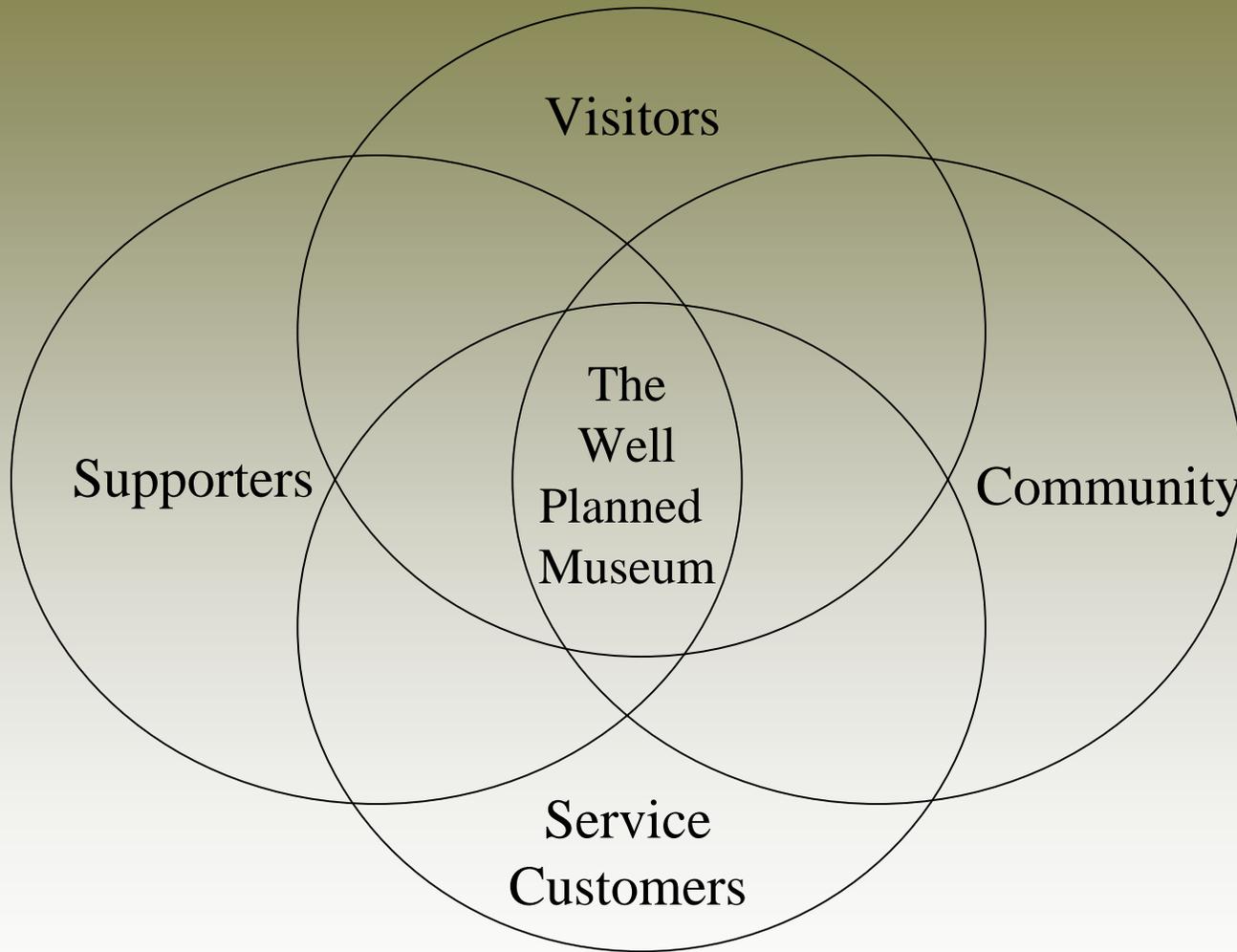
Jacobsen's Theory of Media

The shape of any medium is determined, in the long run, by the people who pay for it.

(with acknowledgements to Marshall McLuhan)



Servant of Four Masters



Query

How does your institution's sources of funds affect the shape of your museum?

- ◆ Organizational Culture
- ◆ Staffing
- ◆ Visitor Experience/Visitor Expectations
- ◆ Exhibit and Program Choices
- ◆ Expense Allocation among Departments
- ◆ Innovation and Change



Presenter Institutions

- ◆ **Questacon, The National Science & Technology Center**
Canberra and Kingston, Australia
 - ◆ **Canada Science & Technology Museum Corporation**
Science & Technology Museum, Aviation Museum, Agriculture Museum
Ottawa, Canada
 - ◆ **Science North**
Science North and Dynamic Earth
Sudbury, Canada
 - ◆ **New York Hall of Science**
Queens, NY
 - ◆ **Heureka, The Finnish Science Center**
Vantaa, Finland
-



Summary Data US\$ (FY 2006 or 2007)

	<u>Heureka</u>	<u>Science North</u>	<u>Questacon</u>	<u>Canada S/T Corp</u>	<u>NY Hall</u>	<u>ASTC Median</u>
Year Open	1989	1984	1988	1967	1964/'86	1983
Population	190k Vantaa Helsinki 1.2 M	158,000	328,000	1.15 M	2.2 M +	N/ap
Facility SF	89,341	237,000	147,155	814,932	171,900	95,000
Int. Exh SF	38,000	83,000	33,000	260,000	50,000	30,000
Components	Digital Planetarium Sci. Park	2 Museums Imax Simulator Hi-Def Thtr Big Nickel Mine Cruise Boat	Simulator	3 Museums Sci. Park Simulator	Sci. Park Simulator	

Source: 2007 ASTC Sourcebook of Statistics and Analysis

+ County Pop



Summary Data US\$

Source: 2007 ASTC Sourcebook of Statistics and Analysis

	<u>Heureka</u>	<u>Science North</u>	<u>Questa- con</u>	<u>Canada S/T Corp</u>	<u>NY Hall</u>	<u>ASTC Median</u>
Operating Exps - MM	\$11.7	\$9.8	\$12.6	\$33.4	\$12.6	\$3.7
Personnel Exp %	45%	55%	78%	55%	59%	50%
Attd: On-site	241,000	304,000	403,000	707,000	412,000	95,000
School Grps – On-Site	61,000	52,000	113,000	137,000	175,000	45,000
Schl Grps % of Admission	37%	17%	29%	24%	55%	27%



New York Hall of Science



NY Hall – Science Playground



Questacon



Questacon Science Circus



Science North (Sudbury)



Dynamic Earth (Sudbury)



Heureka, the Finnish Science Centre



*Heureka, the Finnish Science Centre Below – with Proposed
new Cultural Center above*



Canada Aviation Museum



Canada Agriculture Museum



Science & Technology Museum



Techno Park



Revenue Ratios

Source: 2007 ASTC Sourcebook of Statistics and Analysis

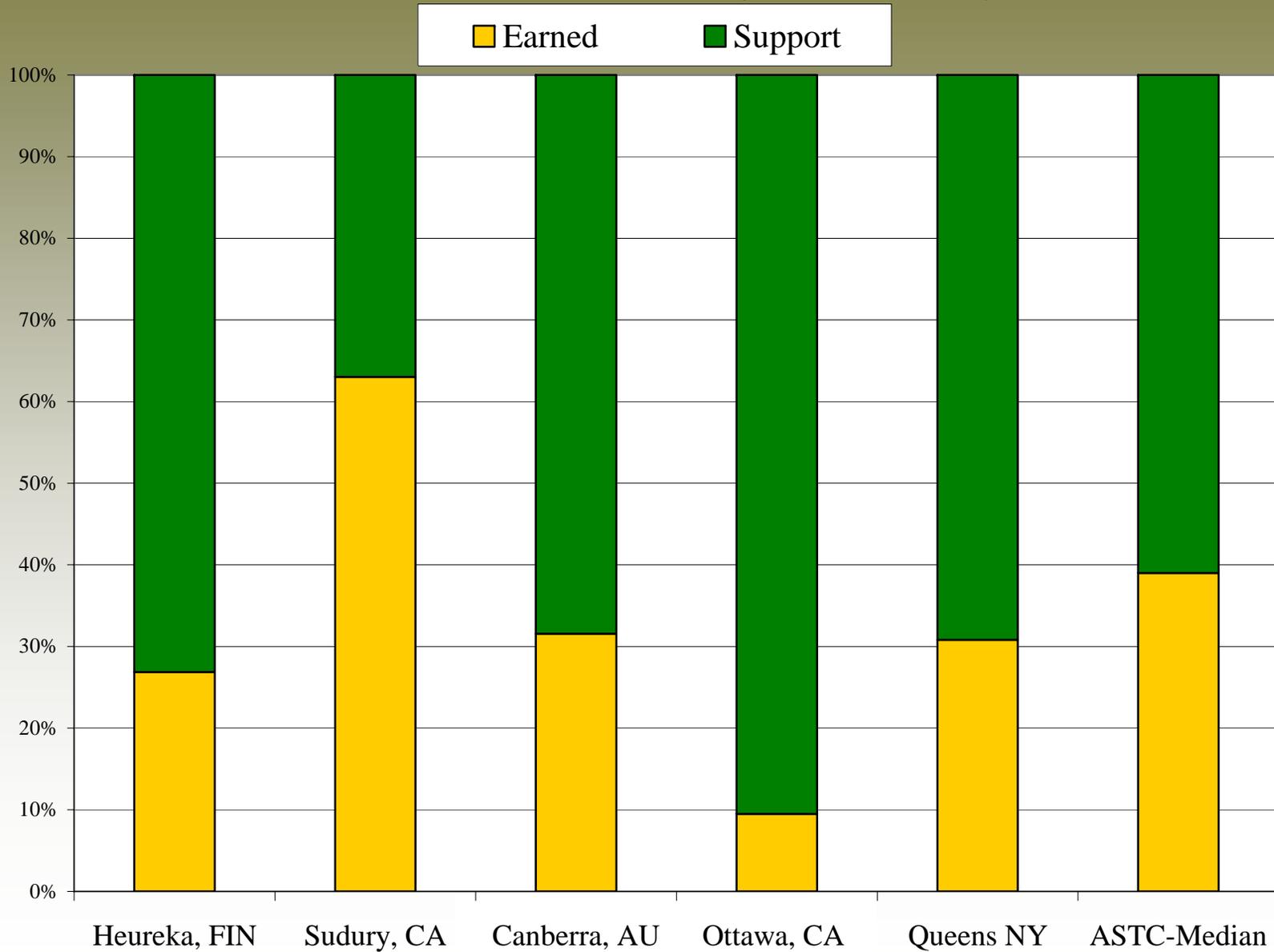
	<u>Heureka</u>	<u>Science North</u>	<u>Questa-</u> <u>con</u>	<u>Canada</u> <u>S/T</u>	<u>NY Hall</u>	<u>ASTC</u> <u>Median</u> ⁺
FY	2007	2006	2007	2006	2006	2005
Earned	27%	<u>63%</u>	32%	10%	31%	39%
Support	73%	37%	68%	<u>90%</u>	69%	61%

+ASTC data for science centers and natural history museums only



Earned vs Support Revenue

Source: 2007 ASTC Sourcebook of Statistics and Analysis



Earned Revenue Ratios (FY 2005-2007)

Source: 2007 ASTC Sourcebook of Statistics and Analysis

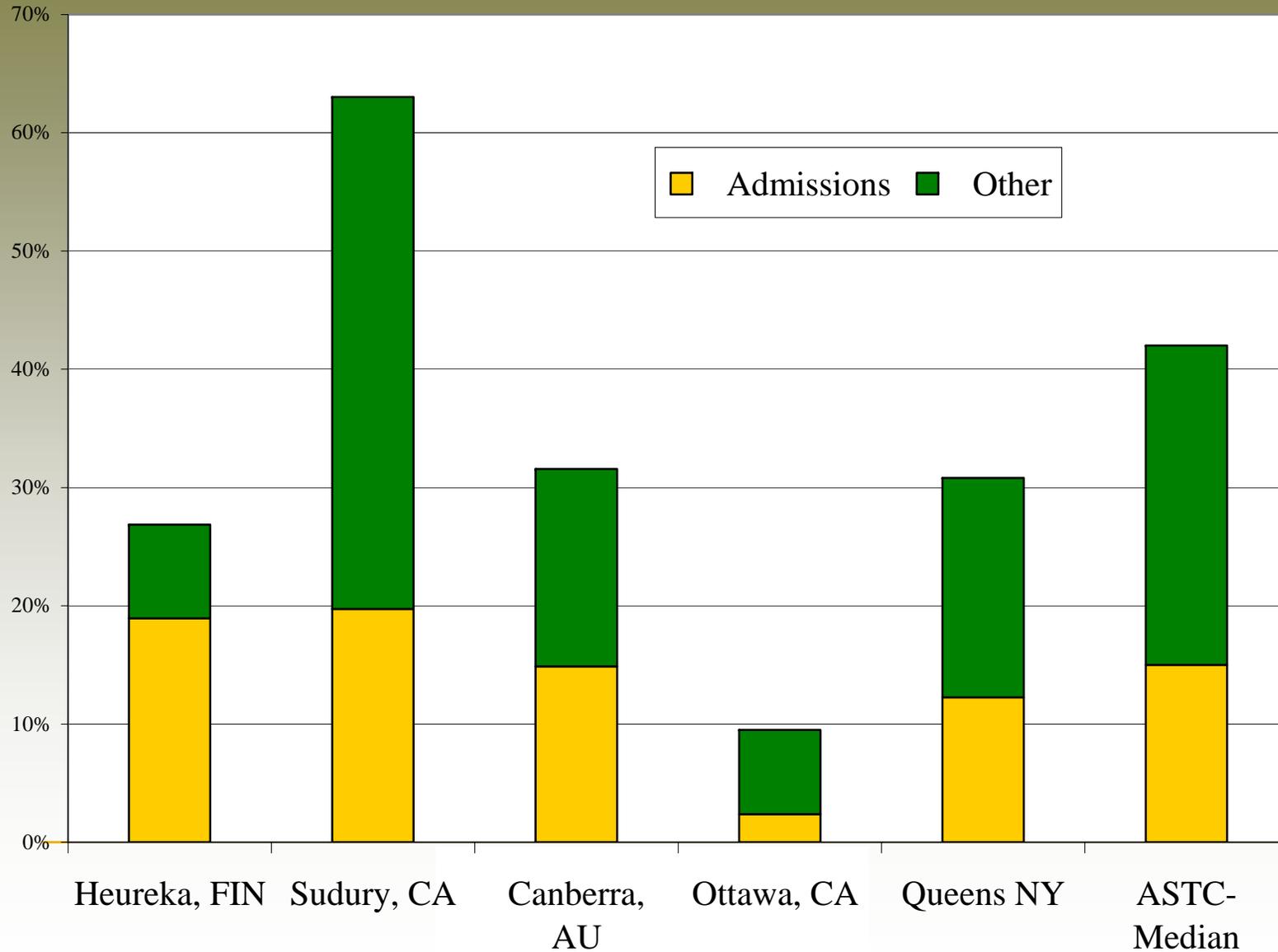
	<u>Heureka</u>	<u>Science North</u>	<u>Questacon</u>	<u>Canada S/T</u>	<u>NY Hall</u>	<u>ASTC Median</u>
FY	2007	2006	2007	2006	2006	2005
Adlt Tx US\$	\$19.49	\$18.00	\$13.00	\$6.00	\$11.00	\$8.00
Admissions	19%	20%	15%	2%	12%	15%
Other	<u>8%</u>	<u>43%</u>	<u>17%</u>	<u>7%</u>	<u>19%</u>	27%
Total	27%	63%	32%	9%	31%	39%

+ASTC data for science centers and natural history museums only



Earned: Admissions and Other

Source: 2007 ASTC Sourcebook of Statistics and Analysis



Support Revenue Ratios

Source: 2007 ASTC Sourcebook of Statistics and Analysis

	<u>Heureka</u>	<u>Science North</u>	<u>Questacon</u>	<u>Canada S/T</u>	<u>NY Hall</u>	<u>ASTC Median</u>
FY	2007	2006	2007	2006	2006	2005
Public	66%	33%	63%	88%	30%	25%
Private	7%	4%	5%	2%	37%	17%
Endowment	<u>0%</u>	<u>0%</u>	<u>0%</u>	<u>0%</u>	<u>2%</u>	0%
Total	73%	37%	68%	90%	69%	61%

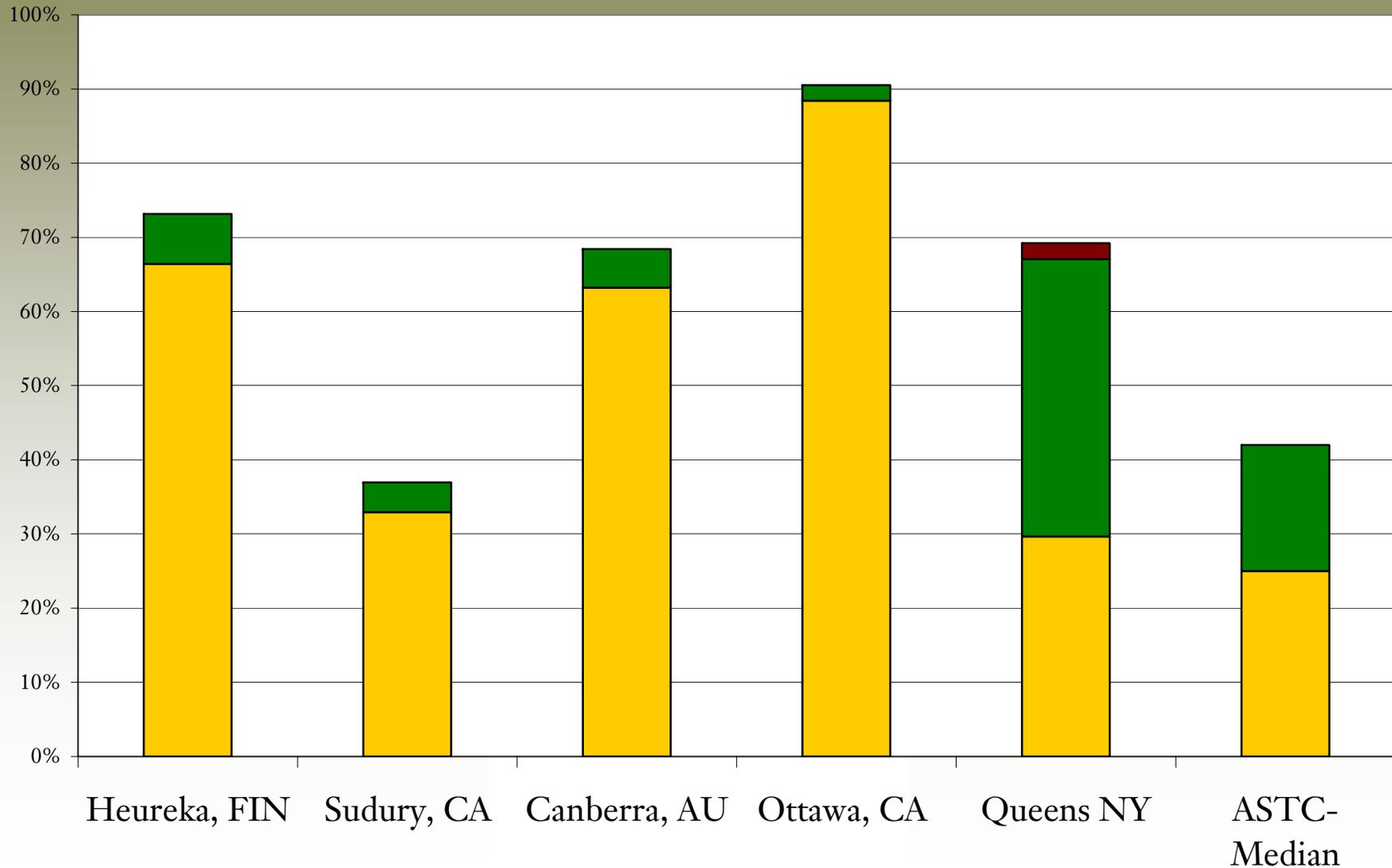
+ASTC data for science centers and natural history museums only



Support Revenue

Source: 2007 ASTC Sourcebook of Statistics and Analysis

Public Support Private Support Endowment



All Revenue

Source: 2007 ASTC Sourcebook of Statistics and Analysis

