

## Potential Museum Impact Categories and their Precedented Revenue Sources

	Precedented Revenue Sources			
	Support Revenues		Earned Revenue	
	Public	Private	Visitors	Program Participants
<b>Public Values</b>				
A Broadening participation	✓	✓		
B Preserving heritage	✓	✓		
C Strengthening social capital	✓	✓		
D Enhancing public knowledge	✓	✓	✓	✓
E Serving education	✓	✓	✓	✓
F Advancing social change	✓	✓		
G Communicating public identity & image	✓	✓		
<b>Private Values</b>				
H Contributing to the economy	✓	✓		
I Delivering corporate community services		✓		
<b>Personal Values</b>				
J Enabling personal growth	✓	✓	✓	✓
K Offering personal respite	✓	✓	✓	
L Welcoming personal leisure			✓	✓
<b>Institutional Values</b>				
M Helping museum operations	✓	✓	✓	✓
N Building museum capital	✓	✓		
<b>Total</b>				

Source: White Oak Associates, Inc.