

20
19

The State of Virginia's Museums



VIRGINIA
ASSOCIATION
of MUSEUMS



ANNUAL OVERVIEW
FY 2019 in Review

OUR MEMBERS
Who are our members?

**OUR MEMBERS AND
EDUCATION**
Helping Students Learn

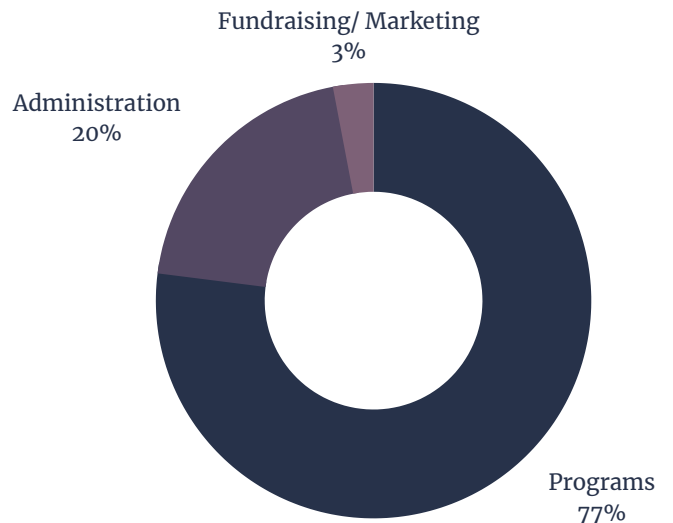
**MUSEUMS ARE
ESSENTIAL**
State and National Data

Our Association This Year

ANNUAL REVIEW



HOW OUR MONEY IS SPENT



OUR DONORS

Blandford-Rees Foundation
Community Foundation of Greater Richmond
Virginia Humanities

DLR Group, Glave & Holmes Architecture, Gropen,
Hollinger Metal Edge, Markel, The Design Minds,
VAMONDE, Willis Towers Watson



"VAM has a special place in all the hearts of my board members."

"Keep up the great work you do on behalf of Virginia's museums, historic sites, and museum professionals!"

Our Association This Year

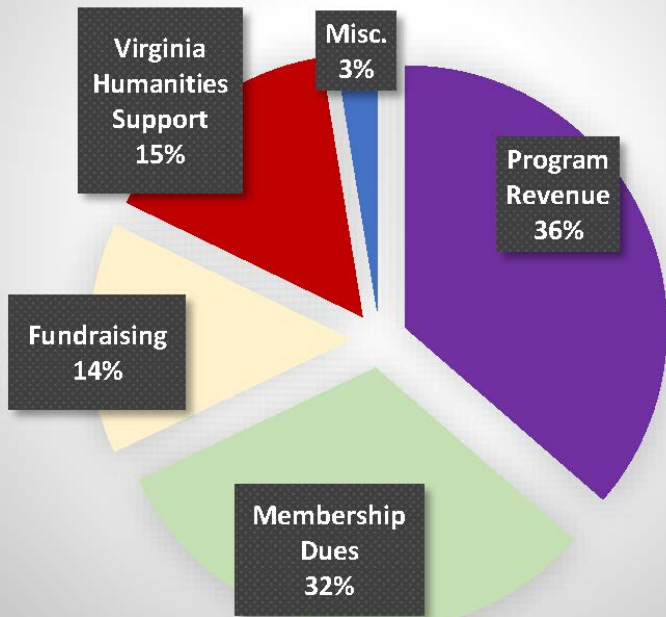
ANNUAL REVIEW



VAM's YEAR BY THE NUMBERS

- 39** New Certificate Students
- 216** Workshop Attendees
- 353** Participants at our First City-Wide Conference
- 3,247** Our Membership in FY 2019
- \$15,500** Amount Awarded to Museums for Conservation in Virginia's Top 10 Endangered Artifacts Program
- \$3,998** Amount Raised for VAM's Conference Scholarship Program
- 3** The Number of Full-Time VAM Staff in FY2019

Where VAM's Revenue Comes From



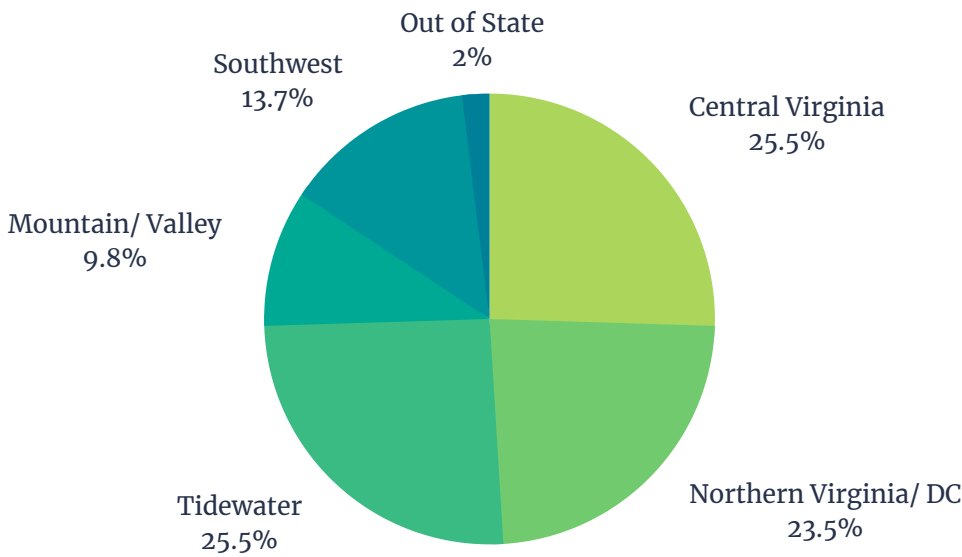
Thank you to our Leadership Level VAM Members who support the work we do for all museums in the Commonwealth:

- George Washington's Mount Vernon
- Office of Historic Alexandria
- Virginia Museum of Fine Arts
- Virginia Museum of History and Culture
- Virginia Museum of Natural History

Our Members

WHO ARE OUR MEMBERS?

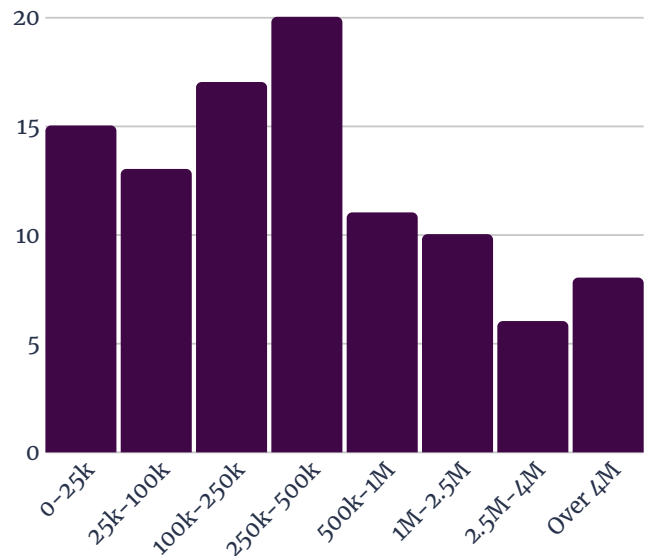
Where Our Members Are



We recently surveyed both the museums and individuals in our membership to find out more about them and to help us plan programming and services that meet their needs. These statistics are all taken from the results of that survey, which was completed by 1/3 of our museums, and 10% of our individual members.

VAM is one of the largest state museum associations in the country, with an active membership from around the Commonwealth. We have over 3,000 members, and represent museums, the dedicated staff and volunteers who work in those museums, and the businesses that provide service to them. Our museums serve residents in 74 of Virginia's 95 counties.

Museum Members by Budget Size



100%

Museum members who would recommend VAM membership to others

67%

Museum members who have digitized part or all of their collection

31%

Individual members who identify as mid-career, the largest segment

Our Members and Education

HOW OUR MEMBERS ARE HELPING TO EDUCATE THEIR COMMUNITIES

635,930

Number of K-12 students educated in 2018 in the 85 museums that responded to our survey



MUSEUMS AND EDUCATION

Museums are essential partners with schools in educating students at all levels about history, STEM, and the culture of this nation. Museums are repositories of primary resources that bring to life the basic lessons taught in classrooms. Whether it is through traditional field trips, online teacher resources, or more comprehensive partnerships between individual teachers and their local museum, education is made better when museums are involved.



Photo credits: Virginia Museums of Transportation and Thomas Jefferson Foundation

17%

Museums that provide online resources to teachers for use in the classroom

58%

Museums in Virginia that offer special programming for those with physical disabilities

74%

Museums that offer field trip programming for k-12 students

Virginia Museums and Tourism

Average travel party spending:



\$1,007

per trip



3.5
Nights

Travelers to Virginia's museums are:



68%
Married



27%
Traveling
with Children



2.6
Average travel
party size

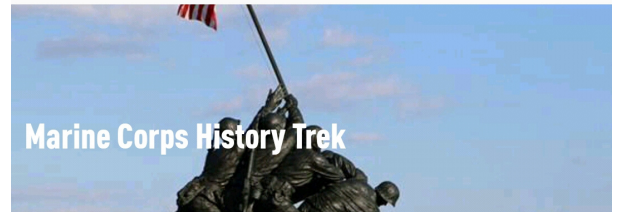


43%
Annual
household
income of
100K or more

Virginia Association of Museums

The Virginia Association of Museums provides advocacy, professional education, and support to the Virginia and Washington, DC museum community.

Adventures created by Virginia Association of Museums



Marine Corps History Trek



Crab Orchard Museum
Permanent Gallery



Crab Orchard Museum
Permanent Gallery



How the Stories
of Virginia Shaped

Our mobile app for members,
powered by VAMONDE

VIRGINIA IS FOR MUSEUM LOVERS™

How Museums are Essential

NATIONAL TRENDS AND DATA ABOUT MUSEUMS

Information gathered by the American Alliance of Museums 2019



More Americans visit a museum every year than attend all sporting events combined



Museums contribute

\$50 billion

to the U.S. economy each year.

Museums and other nonprofit cultural organizations return more than \$5 in tax revenues for every \$1 they receive in funding from all levels of government.

A NATION OF MUSEUMS

The Virginia Association of Museums works closely with other state museum associations and the American Alliance of Museums to keep track of national trends and data about museums and their impact across the nation.

Museums touch every corner of our nation-- they serve as community centers in small towns, and tourist destinations in large cities. In every community, they represent a trusted place to learn about culture and heritage, art and science. They educate schoolchildren as well as adults.

They engage with the issues that are important to their constituents, and they provide local context for global issues.

Museums are essential.

35,000

Number of museums in the United States, according to the Institute of Museum and Library Services

Museums are the most trusted source of information for Americans, ahead of newspapers, family, and publications



"It's important to have a place to gather art, history and ideas. We can all grow from that and it encourages thoughtfulness and creativity."--response from 2018 survey of Museum-Goers by Wilkening Consulting

A Note from Our President



Happy New Year! As we close the books on 2019, I encourage you to pause for a moment and reflect on your museum's accomplishments this year – and over the past decade. The museum profession is a growing and dynamic field, but it's not without its challenges. I'm proud of the many ways VAM has contributed to this positive momentum.

Over the past 10 years, I have personally seen the development and evolution of the following VAM initiatives:

- *Successful Virginia General Assembly Museum Advocacy Day, branded as “Museum Day” by Virginia Legislators;
- *Program sponsorship and conservation of more than 25 important artifacts as part of the updated Virginia's Top 10 Endangered Artifacts program;
- *New annual conference city-wide format, supporting a record number of first-time conference attendees;
- *Launching new awards that celebrate the accomplishments of our field, the Innovation Award and the Museum Educator Award that we co-sponsor with the Department of Education;
- *Creation of Emerging Museum Professional opportunities; and
- *A new and more dynamic membership structure that has grown VAM to more than 3000 members in 75 Counties, Cities, and Towns in Virginia.

Looking ahead, the 2020 VAM calendar is full of exciting professional development opportunities. From serving differently-abled visitor workshops and new Leadership Institutes to the new Diversity, Equity, Inclusion, and Accessibility (DEIA) initiative, VAM is committed to working with you to support your role in the Virginia museum community.

Take a few moments to look through VAM's 2019 annual report highlights and check out our website as well, vamuseums.org. Registration for this year's conference is now open. We hope to see you in Chantilly, March 7-10 for an energizing and inspiring experience. Once again, Happy New Year!



VIRGINIA
ASSOCIATION
of MUSEUMS

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