

**ATWATER KENT MUSEUM  
FISCAL YEAR 2015 BUDGET TESTIMONY**

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**EXECUTIVE SUMMARY**

DEPARTMENT MISSION AND FUNCTION

**MISSION STATEMENT:**

The Philadelphia History Museum engages Philadelphians and regional visitors with its extraordinary collections that reflect Philadelphia's rich history and the diversity of its people and their neighborhoods through exhibitions, educational programs and technology which explore the past to better understand the present.

**GOALS:**

**1. COLLECTIONS**

GOAL: PHM will build the region's most significant collection of Philadelphia history, including twentieth and twenty first century objects.

**2. EXHIBITIONS**

GOAL: PHM will develop a sustainable changing exhibition rotation schedule including objects and issues from the mid-twentieth century onward.

**3. PROGRAM**

GOAL: PHM will become a leader in education for multiple segments of the public, with program relevance for contemporary audiences.

**4. POSITIONING**

GOAL: PHM will be a leader in the Philadelphia history community.

**5. EARNED AND CONTRIBUTED INCOME**

GOAL: PHM will build revenue streams from individuals and corporations so that they equal 25% of the total budget.

**6. MANAGEMENT**

GOAL: We will build the necessary infrastructure (board, committees, staff, membership, technology, and other resources) to achieve our vision.

PROPOSED BUDGET HIGHLIGHTS/FUNDING REQUEST

Major Objectives FY15

The Philadelphia History Museum, now in its second full year of public operation since undertaking a three-year building interior renovation, has established the following goals for Fiscal Year 2015.

1. Build upon the extraordinary success of the Museum's opening weekend, when 1,674 people came to see two small gallery exhibitions. This will be accomplished by continuing to change small gallery installations and exhibitions several times throughout the year.
2. Identify and engage a highly qualified replacement for its Curator position, along with additional staff support to grow and maintain a robust schedule of education programs, events and activities for both school children and adult audiences.
3. Continue to test and develop main gallery exhibitions that engage and involve input and reaction from tourists and residents alike in the exploration and interpretation of Philadelphia history.
4. Expand efforts to strengthen collaborations and partnerships with other historic educational institutions identified through a feasibility study supported by funding from the William Penn Foundation.

**ATWATER KENT MUSEUM  
BUDGET SUMMARY AND OTHER BUDGET DRIVERS**

**Financial Summary by Class - General Fund**

	Fiscal 2013 Actual Obligations	Fiscal 2014 Original Appropriations	Fiscal 2014 Estimated Obligations	Fiscal 2015 Proposed Appropriations	Difference FY14 - FY15
Class 100 - Employee Compensation	\$220,143	\$220,674	\$220,674	\$233,269	\$12,595
Class 200 - Purchase of Services	\$0	\$0	\$0	\$0	\$0
Class 300 - Materials and Supplies	\$0	\$0	\$0	\$0	\$0
Class 400 - Equipment	\$0	\$0	\$0	\$0	\$0
Class 500 - Contributions	\$50,000	\$50,000	\$50,000	\$50,000	\$0
Class 700 - Debt Service	\$0	\$0	\$0	\$0	\$0
Class 800 - Payment to Other Funds	\$0	\$0	\$0	\$0	\$0
Class 900 - Advances/Misc. Payments	\$0	\$0	\$0	\$0	\$0
<b>TOTAL</b>	<b>\$270,143</b>	<b>\$270,674</b>	<b>\$270,674</b>	<b>\$283,269</b>	<b>\$12,595</b>

**Staff Demographics Summary\***

Total	Minority	White	Female
4	25%	75%	25%
1	0%	100%	0%
Average Salary - Executive Staff	\$0	\$89,586	
Median Salary - Executive Staff	\$0	\$89,586	\$0

**Employment Levels\***

Budgeted	Approved	Filled
4	4	4
0	0	0
1	1	1

**Contracts Summary\***

	FY09	FY10	FY11	FY12	FY13	FY14*
Total amount of contracts	\$0	\$0	\$0	\$0	\$0	\$0
Total amount to M/W/DBE	\$0	\$0	\$0	\$0	\$0	\$0
Participation Rate	0%	0%	0%	0%	0%	0%

\*As of December 2013

## **ATWATER KENT MUSEUM PERFORMANCE, CHALLENGES AND INITIATIVES**

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### DEPARTMENT PERFORMANCE (OPERATIONS)

Operationally, the Museum has its own 501c3 non-profit status, allowing it to raise funds as a tax exempt organization. Fundraising, however, continues to be a challenge given the continued weak economic recovery. The Museum has taken these steps to address this issue over the past year: For example, the Museum has attracted over \$800,000 in new contributed income since its reopening through leadership gifts from several individuals, and with grants by Dow Chemical and PECO, both new corporate funders.

Over the past year, the Museum's renovated galleries have attracted over 23,000 visitors, an increase/ of 30% over FY13's performance.

In addition, the Museum's new exhibits and temporary shows, including the current show on Northern Liberties, have received rave reviews.

The Museum is also partnering with other institutions, such as the Museum of the American Revolution, the Historical Society of Pennsylvania, and the National Constitution Center, to enhance its offerings and bring Philadelphia's history to bigger audiences.

### DEPARTMENT CHALLENGES

Like many other city agencies, we have faced challenges with limited resources. As stated above, leadership has taken much-needed steps to raise new dollars to enable it to operate the Museum more effectively and to continue to develop exciting, new exhibits focused on Philadelphia's rich history. We are also focused on retiring the debt incurred during our recent renovation project, which finished in 2012, so that more dollars might ultimately be directed to programs and building audience.

### STAFFING LEVELS

Staffing levels have decreased from levels prior to the Museum's closure for renovation, which resulted in the loss of staff. Since reopening (September 2012) to the public, we have not been able to hire staff sufficient to increase visitor hours nor add evening or Sunday hours due to continued funding constraints. We are committed to raising additional dollars that will allow us to do so in FY15 and beyond.

Through our volunteer program, however, we have been able to attract unpaid individuals who represent a diverse mix of people, ranging from seniors to high school students, with an equal balance of males and females. Ethnically, our volunteers include African Americans, Asians and Caucasians.

### PAST INITIATIVES

The major initiative undertaken between 2009 and 2012 was a complete interior renovation and installation of all new building systems at a cost of \$5.8 million. During this time, the Museum was not open to the public as the focus was entirely on bringing the 1826 historic structure up to established Museum standards to be able to display important art, artifacts and objects that represent the material culture across 330 years of the City's history.

### CURRENT INITIATIVES

Current initiatives are principally aimed at increasing the number of visitors to the Museum, especially Philadelphians, so they may take pride in the Museum as being a welcoming place to explore their hometown history, which is unique among American cities.

The Museum tracks visitors by zip code and country; visits to its web site; through exit surveys conducted to track reaction and response of visitors; and through a series of informal conversation programs with historians and academic experts in the field.

Costs for these initiatives must come from revenue streams such as admission and facility rentals, since no City funding is provided for these programs.

#### NEW INITIATIVES

New initiatives include replacing both the Curator and Registrar positions, both Civil Service posts. The Curator position has been reclassified and redefined to better reflect the expanded duties and responsibilities of an expert in this area able to bring a contemporary flavor to exhibition development.

Plans also include adding capacity to the staff through hiring an education and community engagement specialist who will be able to dramatically change our program offerings to attract a diverse, multicultural audience representative of Philadelphia residents and neighborhoods.

Success will be measured through number of attendees; exit surveys results and feedback from participants; as well as increase in Museum memberships directly attributed to these new program initiatives.

Costs for this initiative will have to be raised by the Museum through foundation, individual and corporate support, as there is no City funding dedicated to this effort.

#### **OTHER BUDGETARY IMPACTS**

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##### FEDERAL AND STATE (WHERE APPLICABLE)

Unfortunately, little if any funding is available through federal or state grants. In fact, the recent decrease in state funding has been extremely hurtful to small museums in meeting their missions. Through the Pennsylvania Historical and Museum Commission, a limited amount of funding is available.

CONTRACTING EXPERIENCE

M/W/DBE Participation on Large Contracts

FY14 Contracts

Vendor	Service Provided	Amount of Contract	RFP Issue Date	Contract Start Date	Ranges in RFP	% of M/W/DBE Participation Achieved	\$ Value of M/W/DBE Participation	Total % and \$ Value Participation - All DSBEs	Living Wage Compliant?
		\$0			MBE: WBE: DSBE:	0% 0% 0%	0 0 0	0% \$0	y/n y/n y/n
		\$0			MBE: WBE: DSBE:	0% 0% 0%	0 0 0	0% \$0	y/n y/n y/n
		\$0			MBE: WBE: DSBE:	0% 0% 0%	0 \$0	0% \$0	y/n y/n y/n
		\$0			MBE: WBE: DSBE:	0% 0% 0%	0 0 0	0% \$0	y/n y/n y/n
		\$0			MBE: WBE: DSBE:	0% 0% 0%	0 0 0	0% \$0	y/n y/n y/n

DEPARTMENT EMPLOYEE DATA

Staff Demographics

Full-Time Staff

Executive Staff

	Male	Female	Male	Female
Total	3	1	1	0
% of Total	75%	25%	100%	0%
	African-American	African-American	African-American	African-American
Total	0	0	0	0
% of Total	0%	0%	0%	0%
	White	White	White	White
Total	2	1	1	0
% of Total	50%	25%	100%	0%
	Hispanic	Hispanic	Hispanic	Hispanic
Total	1	0	0	0
% of Total	25%	0%	0%	0%
	Asian	Asian	Asian	Asian
Total	0	0	0	0
% of Total	0%	0%	0%	0%
	Other	Other	Other	Other
Total	0	0	0	0
% of Total	0%	0%	0%	0%
	Bi-lingual	Bi-lingual	Bi-lingual	Bi-lingual
Total	0	0	0	0
% of Total	0%	0%	0%	0%

# ATWATER KENT MUSEUM

## (Other Relevant Data and Charts)

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### Philadelphia History Museum

Visitor Statistics FY 13

#### Overall Attendance

Total Attendance FY 13	21,700 (since February 2012)
Total Attendance FY 08	12,357 (last year Museum was fully open)

#### Demographics: Age

Adult	66%
Child	7%
Senior	14%
Students	13%

#### Demographics: Diversity

White	68%
African American	15%
Latino	7%
Asian	9%
Other	1%

#### Demographics: Geography

Philadelphians	25%
Surrounding 4 Counties	15%
Other US States	49%
Other Countries	11%

#### Programming: School Groups

Number of groups	34
Total number of students	1,207

#### Web/Social Media

##### Website (Unique Visitors)

January – June 2013	58,313
January – December 2012	54,141
January – December 2011	46,953

Facebook Friends	1,729
Twitter Followers	2,983