

# MUSEUM on Main Street

## Close-out Report

Please take a few minutes and answer the following questions at the conclusion of your hosting of the exhibition. SITES and state humanities councils use this information to analyze the impact of the Smithsonian traveling exhibition and related humanities programs and build financial support.

The long-term success of this project is dependent on you to provide examples of the vast array of programs, locally produced exhibitions, and other activities that happen in each of the host communities. Please email newspaper clippings, photographs of memorable moments and other printed material that are associated with your organization's hosting of this exhibition. We especially seek examples (photos especially) of visitors active in humanities programs and viewing the exhibition or your own locally produced exhibition.

Please return the completed form and the enclosures per email or postal mail to Terri Cobb within three weeks of the exhibition's closing (Submission options listed at the end).

### ORGANIZATIONAL PROFILE

MoMS Exhibition: \_\_\_\_\_

Opening Date: \_\_\_\_\_ Closing Date: \_\_\_\_\_

Name of Host Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_

#### Type of host organization:

Museum  Library  Historical Organization / Society  Community Center

School / College  Other: \_\_\_\_\_

Sq. Ft. of available exhibition space (temporary or permanent): \_\_\_\_\_

Total population of your town: \_\_\_\_\_

Number of paid staff: \_\_\_\_\_, equal to \_\_\_\_\_ full time equivalent (fte)

Number of volunteer staff: \_\_\_\_\_, equal to \_\_\_\_\_ full time equivalent (fte)

## LOCAL STORY / PROJECT SCOPE

In one or two sentences describe your local story (as presented in your ancillary programs)?

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How does the local story compliment the national story as represented in the MoMS Exhibition?

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Will your companion exhibition be a permanent addition to the museum?

Yes    No

### Ancillary Programs

Please check what type of ancillary activities and programs that were developed to augment the Museum on Main Street exhibition. Indicate estimated attendance for each.

Activity	Attendance / Participation
<input type="checkbox"/> Local Exhibition (title: _____)	_____
<input type="checkbox"/> Speakers Bureau / Discussion program .....	_____
<input type="checkbox"/> Off site programs (e.g. in neighboring cultural organizations) .....	_____
<input type="checkbox"/> Reading discussion programs .....	_____
<input type="checkbox"/> Chautauqua .....	_____
<input type="checkbox"/> Photo contests .....	_____
<input type="checkbox"/> Student projects (contests, reading programs, etc.) .....	_____
<input type="checkbox"/> Festivals/openings .....	_____
<input type="checkbox"/> Radio/TV program .....	_____
<input type="checkbox"/> Musical performance .....	_____
<input type="checkbox"/> Craft demonstrations .....	_____
<input type="checkbox"/> Storytelling .....	_____
<input type="checkbox"/> Oral history workshops/projects .....	_____
<input type="checkbox"/> Preservation workshops .....	_____
<input type="checkbox"/> "How to . . ." workshops .....	_____
<input type="checkbox"/> Film festival / video discussion programs .....	_____
<input type="checkbox"/> Other (please describe: _____)	_____
<b>Total ancillary attendance / Participation:.....</b>	

## ORGANIZATIONAL / PROFESSIONAL DEVELOPMENT

Please indicate if the following workshops were helpful or not and explain why.

	Yes	Did not Attend	No	(please explain:)
Program Planning Workshop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____
MoMS Installation Workshop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____

Please check all that apply:

The participation in this project....

- ...improved professional practices among staff.
- ...increased knowledge of educational practices.
- ... provided ideas for new exhibition techniques within the organization
- ...Enabled research of local history in new ways.
- ...added new objects to the permanent collection.

### Project Partners

Did other local organizations collaborate with you in support of this project? If so, please list.

Yes    No

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## COMMUNITY IMPACT

In general, how would you characterize the audience's overall response to the project?

- |                      |                                    |                               |                               |                               |
|----------------------|------------------------------------|-------------------------------|-------------------------------|-------------------------------|
| Exhibit Structure:   | <input type="checkbox"/> excellent | <input type="checkbox"/> good | <input type="checkbox"/> fair | <input type="checkbox"/> poor |
| Content/Storyline:   | <input type="checkbox"/> excellent | <input type="checkbox"/> good | <input type="checkbox"/> fair | <input type="checkbox"/> poor |
| Programs/Activities: | <input type="checkbox"/> excellent | <input type="checkbox"/> good | <input type="checkbox"/> fair | <input type="checkbox"/> poor |

Did the participation in this project create long-term/lasting connections with the community? [Mark all that apply]

The participation in this project...

- ...forged new alliance(s) with community groups.
- ...strengthened relations with government officials.
- ...enlarged our community membership base.
- ...created new fundraising partnerships
- Other? Please Describe: \_\_\_\_\_

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### Attendance Profile

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What was the total (estimated) attendance for the duration of the exhibition booking?

For Exhibit: \_\_\_\_\_

For Programs/Activities: \_\_\_\_\_

**Total Attendance:**

Is this a change in (estimated) attendance compared to the same time period last year?

- Decrease
- No Change
- 1-20% increase
- 21-40% increase
- 41-60% increase
- More than 60% increase! It was a \_\_\_\_\_% increase!
- No comparable data (because: \_\_\_\_\_)

Visitor Origin: (approximate percentage)                      Local \_\_\_\_\_%  
Out of town \_\_\_\_\_%

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### Broadening access

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Did you notice a change in visitor demographics during the project?   Yes   No

If so, in what way? (Please choose as many as apply)

- More school groups                       People who had never been to the museum before
- More professionals                       People who drove long distances
- More retired people                       More families
- Other? Please describe: \_\_\_\_\_

Did this project raise the visibility of your organization in your region? How so? Please explain.

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### **Revitalizing Education**

\_\_\_\_\_ # of school groups visited, with a total of \_\_\_\_\_ # of children.

\_\_\_\_\_ % Elementary School \_\_\_\_\_ % Middle School \_\_\_\_\_ % High School

How were students involved with the subject? (Describe student projects/Activities/Research):

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Did you use the educational materials from the MoMS website?  Yes  No

If yes, were they:  Excellent  Good  Sufficient  Need Improvement

Did participation in this project create a positive collaboration with schools?

Yes  No Collaboration at all  No change from previous collaboration with schools

### **ECONOMIC IMPACT**

In addition to the support you received from your state humanities council, did you seek and find **local financial support**?  Yes  No

If so, amount raised through:

Grants: \_\_\_\_\_

Active fundraising: \_\_\_\_\_

Gift shop sales: \_\_\_\_\_

Passive donations: \_\_\_\_\_

Other: \_\_\_\_\_ (specify:)

**Total amount raised:**

Did the participation in this project allow your organization to make capital improvements to your facility?

No  Yes – Please describe and estimate the dollar value of improvements:

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**In-kind Support:**

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Please check ways in which you received **in-kind support** and estimated value if known.

- Contributed space ..... \_\_\_\_\_
- Catering ..... \_\_\_\_\_
- Materials (for locally produced exhibition, etc) ..... \_\_\_\_\_
- Gift Shop/Merchandise ..... \_\_\_\_\_
- Web site development ..... \_\_\_\_\_
- Prizes for contests..... \_\_\_\_\_
- Printing for banners, posters, etc ..... \_\_\_\_\_
- Mailings ..... \_\_\_\_\_
- Lecturers, speakers, performers, etc ..... \_\_\_\_\_
- Contributed time/volunteers..... \_\_\_\_\_
- Other (Please describe: \_\_\_\_\_) \_\_\_\_\_

**Total in-kind support value (if known):**.....

**Volunteer Support:**

Number of volunteers that served your organization during the MoMS Exhibition \_\_\_\_\_

Number of **new** volunteers for this exhibition: \_\_\_\_\_

Total number of hours volunteered during the MoMs Exhibition \_\_\_\_\_

**Calculate!** *This is a great way for your organization to discover the equivalent financial value for work done by volunteers during the exhibit. Use the formula below to discover just how much community support your organization has received by hosting this Museum on Main Street exhibition!*

Total Volunteer Hours \_\_\_\_\_ x \_\_\_\_\_ \* = Total Volunteer Value \$ \_\_\_\_\_

\*Notes: The value of volunteer time is based on the average hourly earnings of all production and nonsupervisory workers on private nonfarm payrolls (as determined by the Bureau of Labor Statistics in 2012). Independent Sector takes this figure and increases it by 12 percent to estimate for fringe benefits (<http://www.independentsector.org>)

Will any of the new volunteers continue serving your organization after the MoMS Exhibition closed?

- No     Yes

## PUBLICITY

Please list which publicity streams you used. Indicate type of publicity and estimated number of people reached with the coverage for each.

### PRINT PRESS

Title of Press/ Magazine	Number of articles	Press Release	Reported News story	Estimated Reach
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____

### BROADCAST MEDIA

Radio/TV Station & Program	Number of broadcasts	PSA	Reported News coverage	Estimated Reach
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____

### DOOR TO DOOR DISTRIBUTION

	Approximate number distributed	Estimated coverage/reach
<input type="checkbox"/> Flyers	_____	_____
<input type="checkbox"/> Postcards	_____	_____
<input type="checkbox"/> Posters	_____	_____
<input type="checkbox"/> Other	_____	_____

### Digital Media

	# of posts/pins	# of likes (on the posts)	# of followers of your organization
<input type="checkbox"/> Facebook	_____	_____	_____
<input type="checkbox"/> Twitter	_____	_____	_____
<input type="checkbox"/> Pinterest	_____	_____	_____

Did you use a Website to promote the MoMS Exhibition?

No     Yes, namely: \_\_\_\_\_

Did you use hashtags?     No     Yes, namely: \_\_\_\_\_

Did you have any other forms of publicity? Please Describe: \_\_\_\_\_

Did you use the public relations material prepared on the MoMS website? Yes No

Did you use the disc of installation and press images prepared by MoMS? Yes No

Did you link to, or promote in any other way...

- Museum on Main Street website (<http://www.museumonmainstreet.org>)
- Museum on Main Street's Facebook page (<http://www.facebook.com/museumonmainstreet>)
- Museum on Main Street Twitter feed
- SITES exhibitions Facebook page (<https://www.facebook.com/sitesExhibitions>)
- Sites Exhibitions Twitter feed
- Other SITES social media accounts

## EXHIBITION SPECIFICATIONS

How do you feel about the size of the exhibition?  Too Big  Too Small  Just Right  
Please explain.

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How do you feel about the exhibition's installation/de-installation process? [Mark all that apply]  
It was...

- ... mostly straightforward and fun!
- ... lot of work, but worth it in the end!
- ... difficult and/or confusing. (Please explain why?)

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What is your opinion about the number of **interactive components** in the exhibition (including video, audio, flipbooks, spinners, etc.)?

- Too Few  Just the right number  too many  No opinion

The advanced interactive components (audio, video, etc)...

- ...added to the overall exhibition experience
- ...helped to engage visitors with exhibit content
- ...was distracting for the rest of the exhibition

Do you believe that there were too many or too few **artifacts** incorporated into the exhibit?

- Too Few  Just the right number  too many  No opinion

The overall "crowd pleaser" or favorite interactive component was:

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In the future, would you rather work with batteries or extension cords and plugs when setting up the electric components (audio, video, etc.) of the exhibit?

- Batteries                       Extension cords and plugs                       No opinion/ difference

What is your opinion of the crates in which the exhibit was shipped? [Mark all that apply]

- There were too many crates  
 The crates were too heavy  
 The crates were well designed and easy to use.  
 The crates were difficult to manage, but not too bad considering the amount of content they contained

## **OPTIONAL ANECDOTES**

We truly value your input and want to take your feedback into account when planning for our next exhibit! Please use these “sentence-starters” to inspire your own response. We just *love* details and stories. Feel free to add more pages as needed.

**“The exhibition gave us insight into American history and culture by . . .”**

**“The MoMS exhibition spurred conversations between people of different ages, generations, and/or backgrounds, especially in the section that talks about . . .”**

**“This aspect of the experience was the most fun/rewarding for the community . . .”**

## **OPTIONAL ANECDOTES**

On the next page, please share an anecdote about your community’s experience with the exhibition. We may use your human-interest story in a future issue of SITES’ newsletter, *Siteline*, the exhibition catalog, *Update* or on the Museum on Main Street website.

# **THANK YOU!**

When completed, Please use buttons below to save, print or email directly to Terri Cobb.

Alternatively you can send it per postal mail to:  
Terri Cobb  
Registrar, Museum on Main Street  
Smithsonian Institution Traveling Exhibition Service  
PO Box 37012, MRC 941  
Washington, DC 20013