

MUSEUMS IN THE PARK
HIGHLIGHTS
2009

In 2009, **Museums In the Park** continued its commitment to providing exceptional service to the citizens of Chicago and the world. The museums welcomed millions of visitors in 2009. MIP museums provided valuable educational experiences to Chicagoans through various special programs. The museums continued their roles as economic engines and provided substantial employment and economic opportunities to the people of Chicago and surrounding areas. Also, the Museums In the Park/Chicago Park District partnership was further strengthened in 2009 through enhanced communication and significant joint efforts.

MUSEUM ATTENDANCE

Each MIP museum offers the equivalent of 52 free days per year along with daily discounts for Chicago residents. Illinois school groups are admitted free.

Total 2009 Attendance	8,305,976	9% increase over 2008
Free Day Attendance	1,312,926	23% increase over 2008
School Group Attendance	1,030,258	
<i>Education Program Participation</i>		
Teacher Programs	20,984	
Teachers and Students	338,401	
Youth	11,316	
Families	1,646,141	
Adults	98,637	
Offsite Programs	480,871	

PARK VOYAGERS PROGRAM

A collaboration between MIP and the Chicago Park District, **Park Voyagers** provides children and families in Chicago's diverse neighborhoods with experiential, cultural, informal education opportunities in a comfortable and familiar setting and equips families to make more frequent and creative use of Chicago museums.

Total children and parents served in 2009	1,863
Total families served	687
Contact hours	17,609
Number of Participating Parks	25

KRAFT GREAT KIDS MUSEUM PASSPORT PROGRAM ¹

Great Kids passport 2009 circulation	100,375	Each pass allows 4 individuals
Cumulative Circulation since 1995	801,763	

MUSEUM STAFF ²

Total Paid Staff	3,004	
Minorities	1,147	38% of paid staff
Females	1,665	55% of paid staff
Chicago residents	2,225	74% of paid staff
Volunteer Hours Donated in 2009	322,221	

ESTIMATED ECONOMIC IMPACT ³

The estimated economic impact of MIP museums and their audiences is calculated using the aggregate operating expenses of the museums and their combined 2009 total attendance.

Expenditures Generated by Museums/Audiences	\$711,316,536
Full Time Equivalent Jobs Generated	19,836
Household Income Generated	\$435,708,595
Local Government Revenue Generated	\$31,363,852
State Government Revenue Generated	\$32,289,781

¹ The "Kraft Great Kids Museum Passport Program" is a partnership between MIP and CPL which provides Chicago families the opportunity to link a visit to the Chicago Public Library with a free visit to the museums. Adult residents of Chicago may check out Museum Passports at all Chicago Public Library locations with their valid library card. Residents can also read more about the collections of each museum by checking out related books identified on available bibliographies.

² As of Dec 31, 2008

³ Calculated using the "Arts & Economic Prosperity Calculator", an online tool developed by Americans for the Arts