

MUSEUMS IN THE PARK
HIGHLIGHTS
2007

In 2007, **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 2007—40% of them from the Chicago metro area. 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 2007 through enhanced communication and significant joint efforts.

MUSEUM ATTENDANCE

Nationwide museum attendance has been flat since 2000, but MIP has seen a slight increase in attendance since 2002. Museums are encouraged by the growth in school group attendance and free day admission. 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.

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| Total 2007 Attendance | 7,808,886 | 40% from Chicago Metro Area |
| Free Day | 928,265 | 18% increase over 2006 |
| Total Free Attendance | 3,121,444 | 40% of total attendance |
| School Group Attendance | 1,138,816 | |
| <i>Program Participation</i> | | |
| Teacher Programs | 17,489 | |
| Teachers and Students | 357,216 | |
| Youth | 7,226 | |
| Families | 1,604,222 | |
| Adults | 108,570 | |
| Offsite Programs | 194,200 | |

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.

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| Total children served in 2007 | 945 |
| Adults | 707 |
| Families | 522 |
| Number of Participating Parks | 16 |

KRAFT GREAT KIDS MUSEUM PASSPORT PROGRAM ¹

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|--------------------------------------|---------|--------------------------------|
| Great Kids passport 2007 circulation | 74,993 | Each pass allows 4 individuals |
| Cumulative Circulation since 1995 | 611,139 | |

MBE/WBE VENDORS

MIP continues its commitment to increase utilization of minority-, and woman-owned businesses.

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| Operating Spending to MBE/WBE Vendors | \$ 12,034,971 | 15% of eligible expenses |
| Capital Spending to MBE/WBE Vendors | \$ 22,829,908 | 17% of eligible expenses |

MUSEUM STAFF

| | | |
|-------------------|---------|-------------------|
| Total Paid Staff | 3,021 | |
| Minorities | 1,191 | 39% of paid staff |
| Females | 1,739 | 58% of paid staff |
| Chicago residents | 2,240 | 74% of paid staff |
| Volunteer Hours | 237,810 | |

ECONOMIC IMPACT ²

The estimated economic impact of MIP museums and their audiences is calculated using the aggregate 2007 operating expenses of the museums and their combined total attendance.

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|---------------------------|---------------|
| Total Expenditures | \$489,527,091 |
| Full Time Equivalent Jobs | 13,452 |
| Household Income | \$284,173,885 |
| Local Government Revenue | \$22,300,125 |
| State Government Revenue | \$23,156,303 |

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