EXPANDING ACCESS AND INCLUSION THROUGH MEMBERSHIP

STEPHANIE WILKES   MINDEE KASHIWAGI
RHIANNON HOEWELER   MEGHAN McCauley

AMERICAN MUSEUM MEMBERSHIP CONFERENCE       APRIL 3, 2019
WOODLAND PARK ZOO

Total Member Households
36,000

Annual Attendance
1.4 million

Annual Member Visitation
478,000

STEPHANIE WILKES
Membership Manager
CALIFORNIA ACADEMY OF SCIENCES

Total Member Households
47,000

Annual Attendance
1.3 million

Annual Member Visitation
412,000

MINDEE KASHIWAGI
Director of Membership
CINCINNATI ZOO & BOTANICAL GARDEN

Total Member Households
68,978

Annual Attendance
1.8 million

Annual Member Visitation
900,000

RHIANNON HOEWELER
Vice President of Visitor Experience, Strategy, and FUN
PÉREZ ART MUSEUM MIAMI

Total Member Households
6,600

Annual Attendance
300,000

Annual Member Visitation
16,000

MEGHAN McCAULEY
Membership Manager
<table>
<thead>
<tr>
<th>ORGANIZATION</th>
<th>Woodland Park Zoo</th>
<th>California Academy of Sciences</th>
<th>Cincinnati Zoo &amp; Botanical Garden</th>
<th>Pérez Art Museum Miami</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROGRAM/LEVEL NAME</td>
<td>Explorer Pass</td>
<td>Community Value Membership</td>
<td>Zoo Access for All</td>
<td>PAMM Student Pass</td>
</tr>
<tr>
<td># OF MEMBERSHIPS</td>
<td>490</td>
<td>3,723</td>
<td>2,975</td>
<td>1,600</td>
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<tr>
<td>% OF TOTAL MEMBERSHIPS</td>
<td>1%</td>
<td>7%</td>
<td>4%</td>
<td>24%</td>
</tr>
<tr>
<td># OF MEMBERSHIPS PER YEAR</td>
<td>NA, 7 months into year 1</td>
<td>Over 3,000 year 1, ~1,000 so far in year 2</td>
<td>Approx. 2500 -2800</td>
<td>NA, still in year 1</td>
</tr>
<tr>
<td>RENEWALS: # or %</td>
<td>NA</td>
<td>1,198 renewals or renewal upgrades</td>
<td>115</td>
<td>6%</td>
</tr>
<tr>
<td>WHEN STARTED</td>
<td>Application August 2018, for purchase September 2018</td>
<td>August 2017</td>
<td>October 2017</td>
<td>March 2018</td>
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<td>PRICE</td>
<td>$35</td>
<td>Started at $129, adjusted to $159 in November 2018 (as low as $6/month on payment plan)</td>
<td>$35 price point for FY2019, increased to $40 as of January 2019</td>
<td>$0</td>
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<td>WHO COVERED</td>
<td>Up to 2 named adults and children age 18 and under (6 children included); same benefits as Annual Pass level</td>
<td>2 adults and their children; allows 220+ days of access a year</td>
<td>Up to 2 named adults and children/grandchildren age 18 and under (limit 8); same benefits as Family Standard level</td>
<td>Miami-Dade County Public School students pre-K-12 grade + 1 free adult guest</td>
</tr>
<tr>
<td>REQUIREMENTS/VERIFICATION</td>
<td>EBT/Washington Quest card OR WIC voucher/appointment folder + photo ID</td>
<td>No verification of income required</td>
<td>SNAP (from any state) + photo ID</td>
<td>None</td>
</tr>
<tr>
<td>COMMON INQUIRIES</td>
<td>Why is this no longer available?</td>
<td>Why are other communities groups not able to receive a reduced rate?</td>
<td>What about private school/charter/home school?</td>
<td>What verification do I need?</td>
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</table>
1. What barriers to access does this program focus on?

What barriers to access does this program not address?
2. Where did this idea start? How does it fit with your mission, vision, strategic plan?
3. What lessons have been learned so far?
4. Are these programs losing or making money?

How are funders contributing to this work, if at all?
QUESTIONS?

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