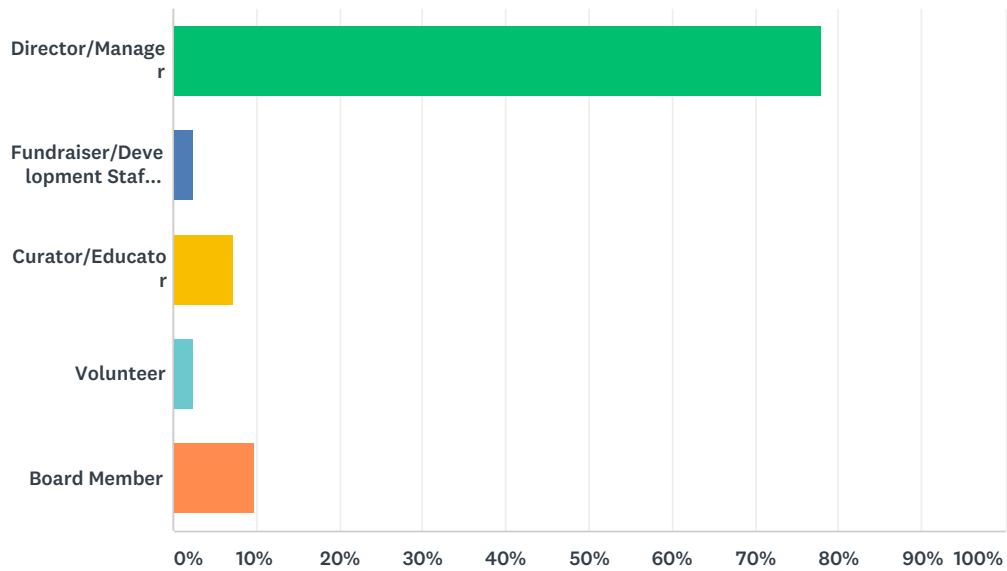


**Q1 Please provide the name of the institution you are representing for this survey:**

Answered: 41 Skipped: 0

## Q2 My position with the organization is:

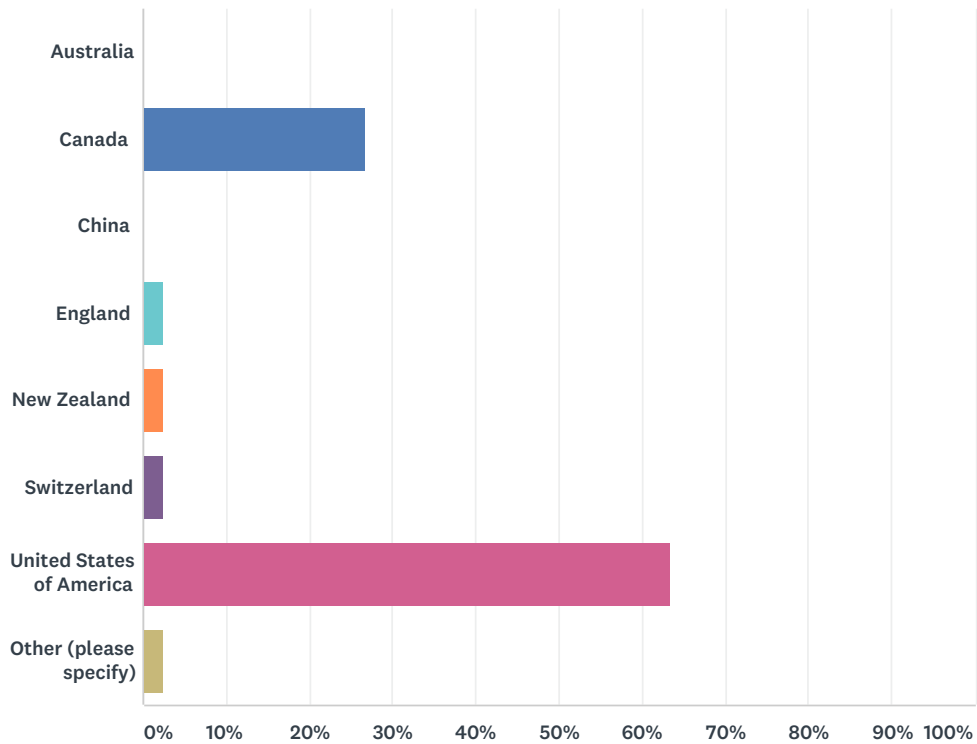
Answered: 41 Skipped: 0



ANSWER CHOICES	RESPONSES	
Director/Manager	78.05%	32
Fundraiser/Development Staff Person	2.44%	1
Curator/Educator	7.32%	3
Volunteer	2.44%	1
Board Member	9.76%	4
TOTAL		41

### Q3 Please indicate the country in which your institution is located.

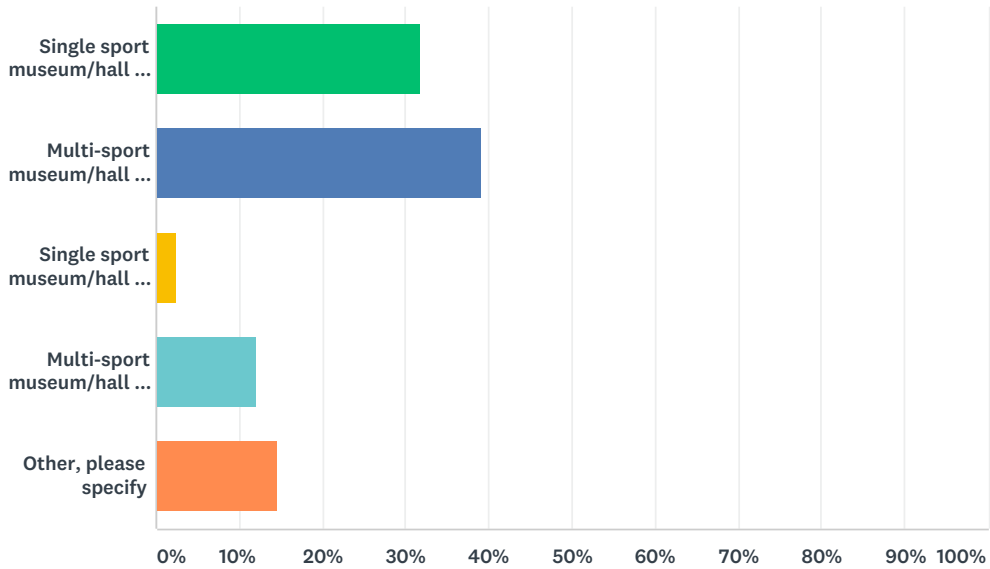
Answered: 41 Skipped: 0



ANSWER CHOICES	RESPONSES
Australia	0.00% 0
Canada	26.83% 11
China	0.00% 0
England	2.44% 1
New Zealand	2.44% 1
Switzerland	2.44% 1
United States of America	63.41% 26
Other (please specify)	2.44% 1
<b>TOTAL</b>	<b>41</b>

### Q4 Which statement describes your organization best:

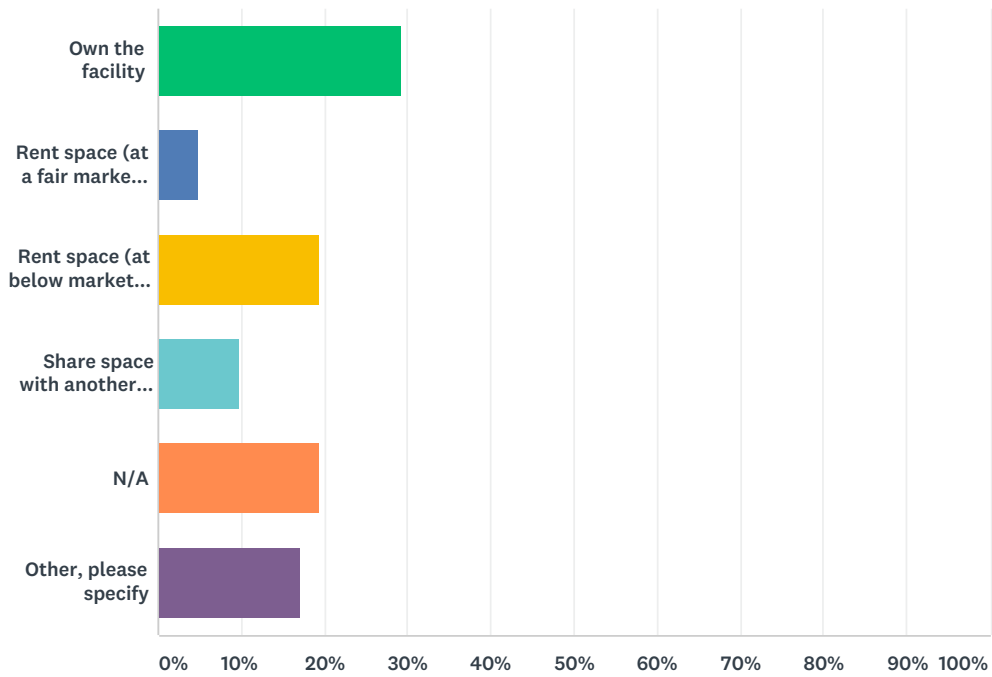
Answered: 41 Skipped: 0



ANSWER CHOICES	RESPONSES	
Single sport museum/hall of fame with property	31.71%	13
Multi-sport museum/hall of fame with property	39.02%	16
Single sport museum/hall of fame without property	2.44%	1
Multi-sport museum/hall of fame without property	12.20%	5
Other, please specify	14.63%	6
<b>TOTAL</b>		<b>41</b>

### Q5 If you operate a facility with property, do you:

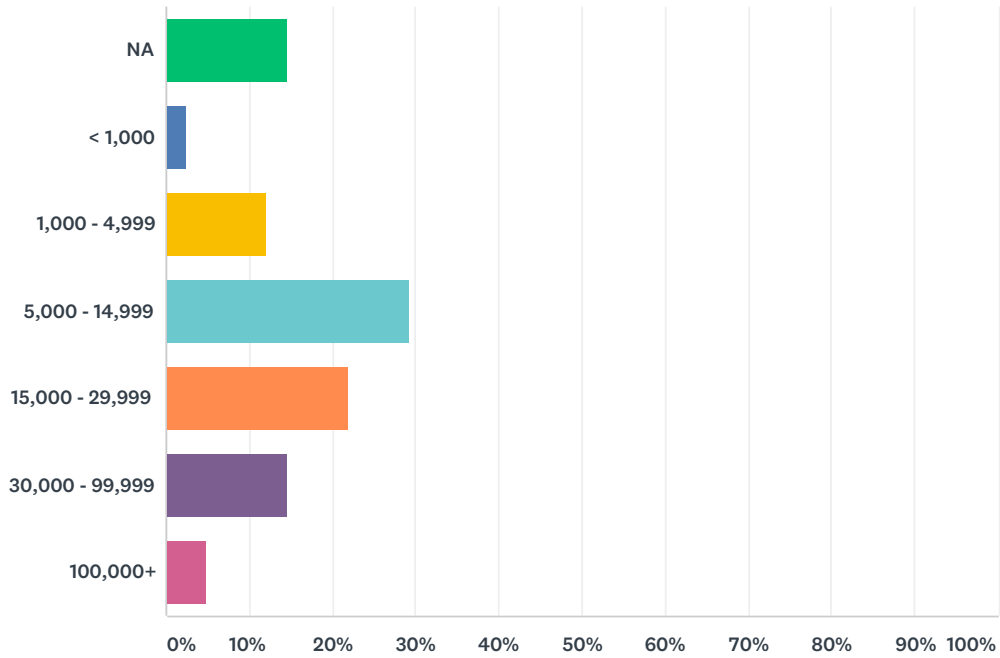
Answered: 41 Skipped: 0



ANSWER CHOICES	RESPONSES	
Own the facility	29.27%	12
Rent space (at a fair market value)	4.88%	2
Rent space (at below market value)	19.51%	8
Share space with another facility	9.76%	4
N/A	19.51%	8
Other, please specify	17.07%	7
<b>TOTAL</b>		<b>41</b>

### Q6 What is the square footage of your facility?

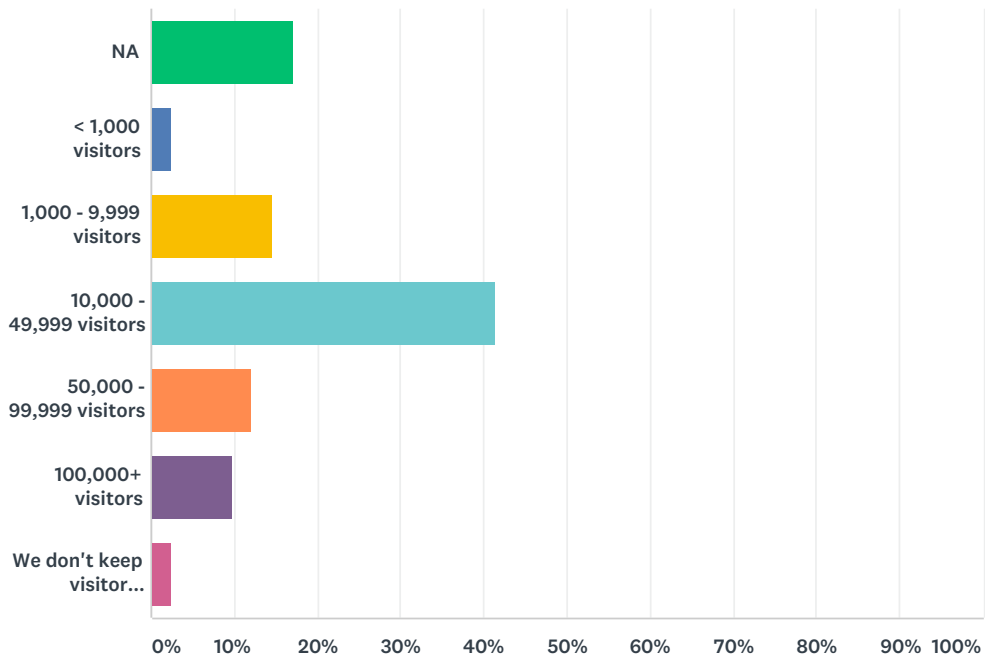
Answered: 41 Skipped: 0



ANSWER CHOICES	RESPONSES	
NA	14.63%	6
< 1,000	2.44%	1
1,000 - 4,999	12.20%	5
5,000 - 14,999	29.27%	12
15,000 - 29,999	21.95%	9
30,000 - 99,999	14.63%	6
100,000+	4.88%	2
<b>TOTAL</b>		<b>41</b>

### Q7 What is the annual attendance you expect in 2017?

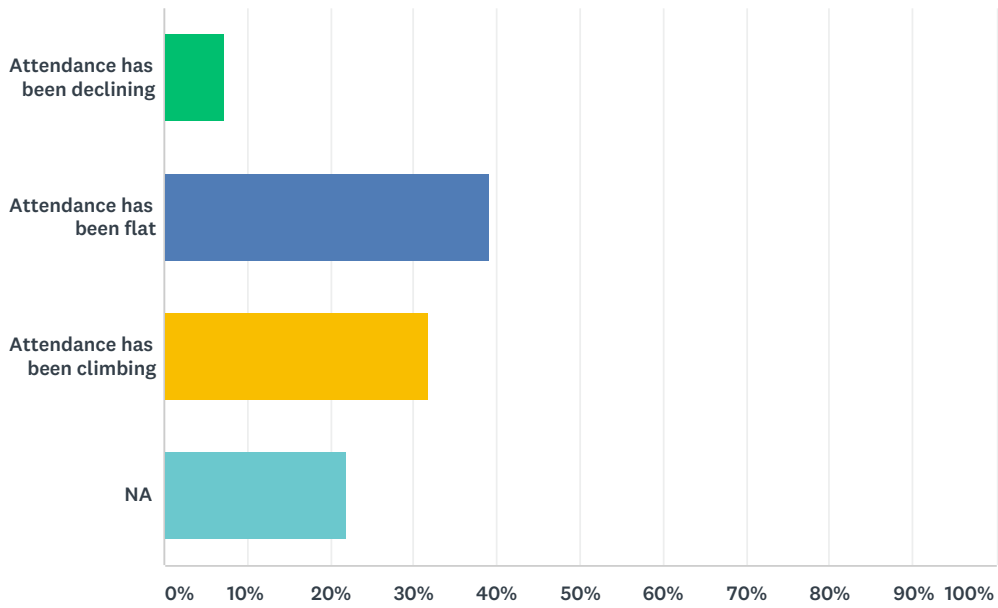
Answered: 41 Skipped: 0



ANSWER CHOICES	RESPONSES
NA	17.07% 7
< 1,000 visitors	2.44% 1
1,000 - 9,999 visitors	14.63% 6
10,000 - 49,999 visitors	41.46% 17
50,000 - 99,999 visitors	12.20% 5
100,000+ visitors	9.76% 4
We don't keep visitor statistics	2.44% 1
<b>TOTAL</b>	<b>41</b>

### Q8 In general, describe your annual attendance pattern over the last five years.

Answered: 41 Skipped: 0

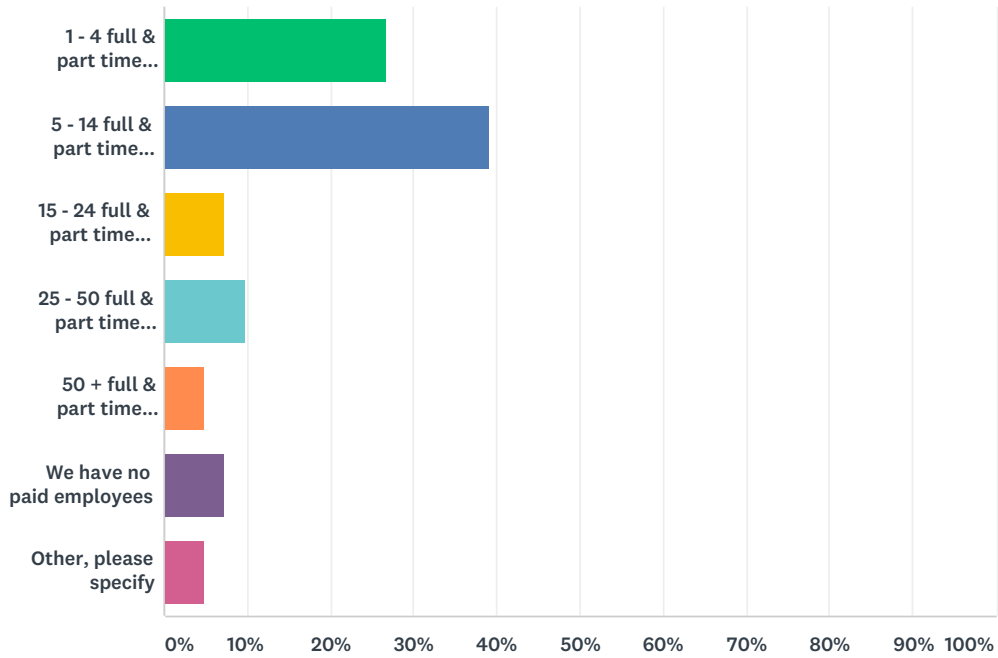


ANSWER CHOICES	RESPONSES	
Attendance has been declining	7.32%	3
Attendance has been flat	39.02%	16
Attendance has been climbing	31.71%	13
NA	21.95%	9
<b>TOTAL</b>		<b>41</b>



### Q9 Our organization employs:

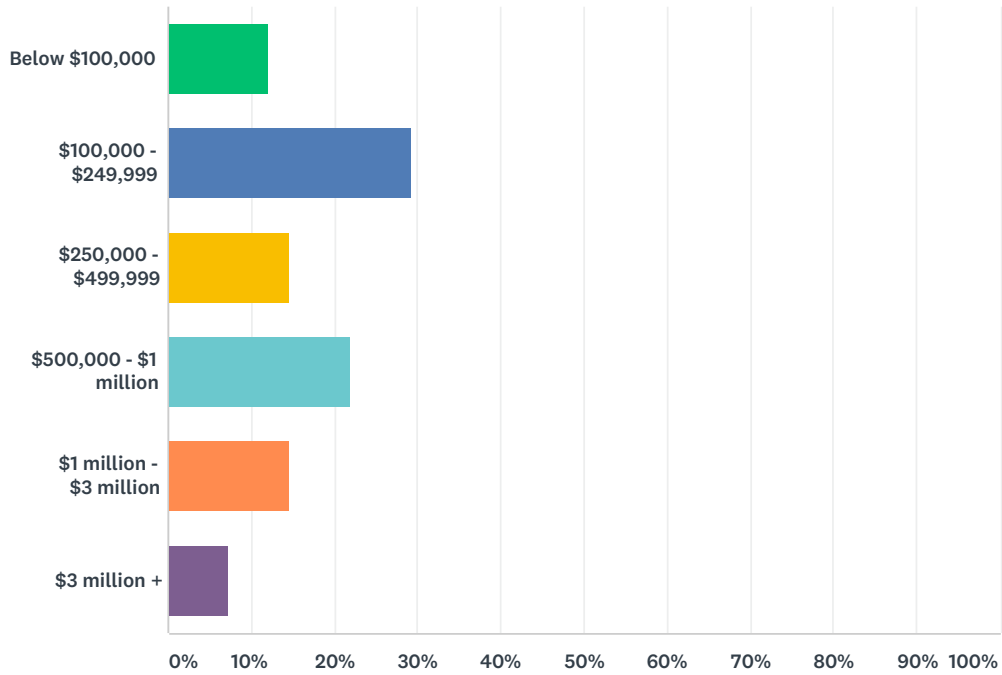
Answered: 41 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 - 4 full & part time employees	26.83%	11
5 - 14 full & part time employees	39.02%	16
15 - 24 full & part time employees	7.32%	3
25 - 50 full & part time employees	9.76%	4
50 + full & part time employees	4.88%	2
We have no paid employees	7.32%	3
Other, please specify	4.88%	2
<b>TOTAL</b>		<b>41</b>

### Q10 Our annual operating budget is:

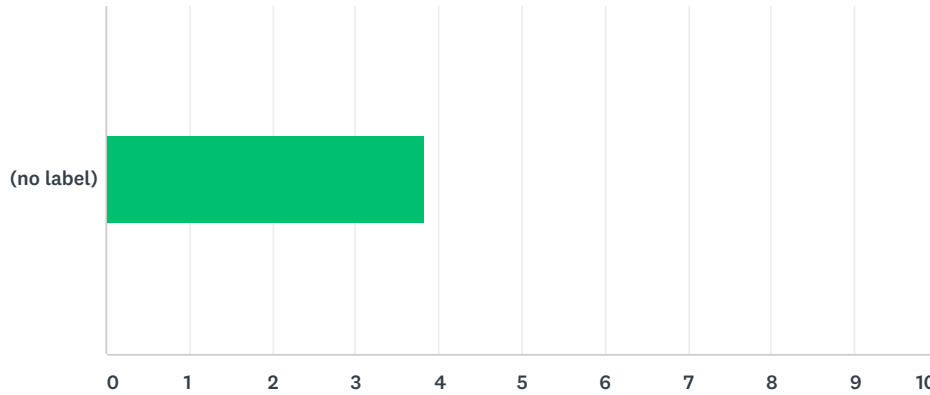
Answered: 41 Skipped: 0



ANSWER CHOICES	RESPONSES
Below \$100,000	12.20% 5
\$100,000 - \$249,999	29.27% 12
\$250,000 - \$499,999	14.63% 6
\$500,000 - \$1 million	21.95% 9
\$1 million - \$3 million	14.63% 6
\$3 million +	7.32% 3
<b>TOTAL</b>	<b>41</b>

**Q11 Thinking about your own particular business, on a scale of 1 to 5 what best describes your confidence level regarding the next 12 months for your business.**

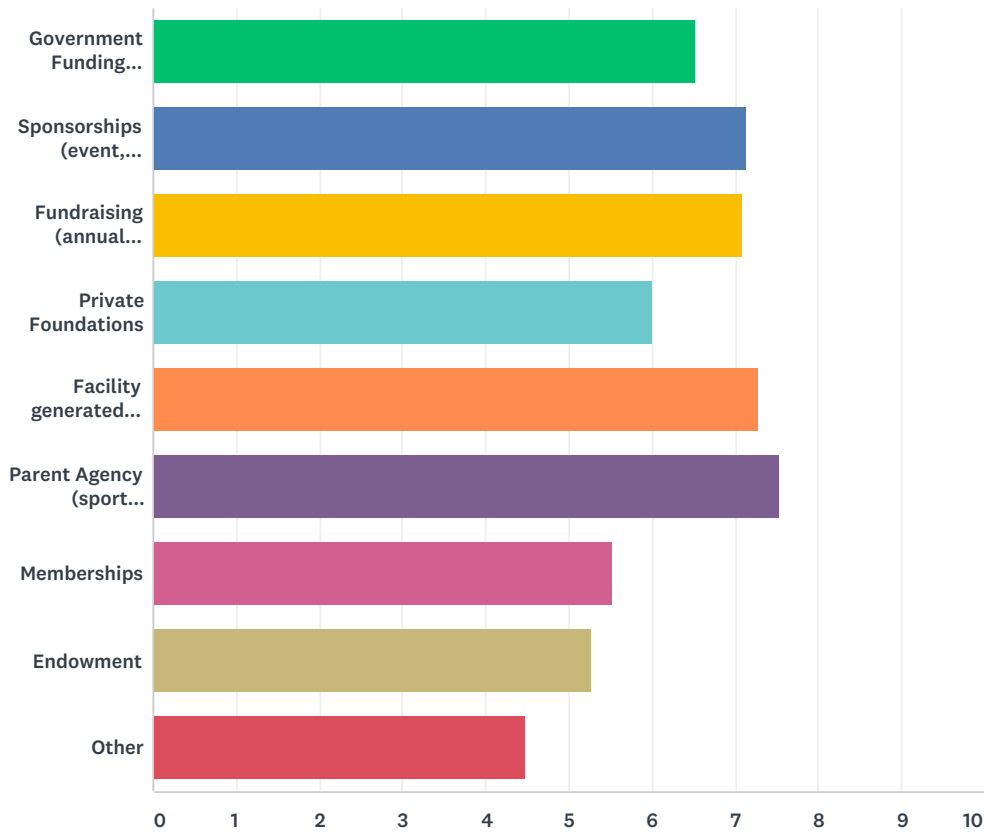
Answered: 39 Skipped: 2



	1 - VERY PESSIMISTIC	2 - SOMEWHAT PESSIMISTIC	3 - NEITHER PESSIMISTIC OR OPTIMISTIC	4 - SOMEWHAT OPTIMISTIC	TOTAL	WEIGHTED AVERAGE
(no label)	0.00% 0	0.00% 0	17.95% 7	82.05% 32	39	3.82

### Q12 Rank the sources of funding for your facility (1 the largest provider, 8 the smallest, use N/A if you do not use source of funding specified):

Answered: 39 Skipped: 2

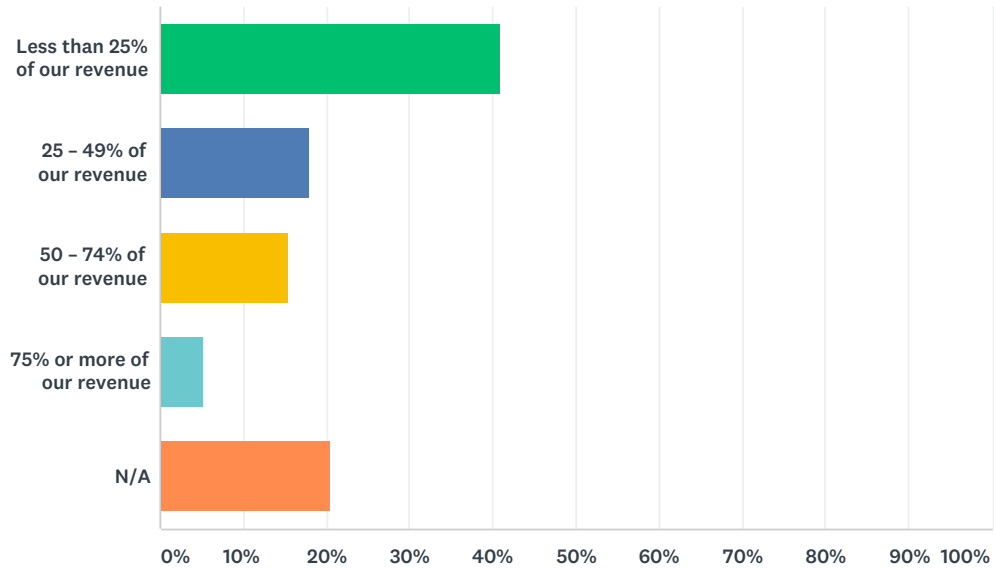


	1	2	3	4	5	6	7	8	9	NA	TOTAL	SCORE
Government Funding (municipal, regional, state/provincial, federal)	12.82% 5	7.69% 3	0.00% 0	2.56% 1	7.69% 3	0.00% 0	5.13% 2	2.56% 1	0.00% 0	61.54% 24	39	6.5
Sponsorships (event, facility, programs)	12.82% 5	25.64% 10	28.21% 11	5.13% 2	0.00% 0	5.13% 2	5.13% 2	0.00% 0	0.00% 0	17.95% 7	39	7.1
Fundraising (annual campaign, donations, events, lotteries/raffles)	15.38% 6	30.77% 12	7.69% 3	10.26% 4	7.69% 3	5.13% 2	0.00% 0	2.56% 1	0.00% 0	20.51% 8	39	7.1
Private Foundations	2.56% 1	2.56% 1	17.95% 7	12.82% 5	2.56% 1	10.26% 4	2.56% 1	0.00% 0	0.00% 0	48.72% 19	39	6.0
Facility generated (Gate, admission, facility rentals, gift shop)	17.95% 7	15.38% 6	17.95% 7	20.51% 8	5.13% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	23.08% 9	39	7.2

Parent Agency (sport association, heritage organization, corporate body)	23.08% 9	7.69% 3	0.00% 0	2.56% 1	7.69% 3	0.00% 0	0.00% 0	2.56% 1	0.00% 0	56.41% 22	39	7.5
Memberships	0.00% 0	2.56% 1	7.69% 3	17.95% 7	20.51% 8	2.56% 1	0.00% 0	0.00% 0	2.56% 1	46.15% 18	39	5.5
Endowment	2.56% 1	2.56% 1	2.56% 1	2.56% 1	2.56% 1	12.82% 5	2.56% 1	0.00% 0	0.00% 0	71.79% 28	39	5.2
Other	7.69% 3	0.00% 0	0.00% 0	2.56% 1	5.13% 2	7.69% 3	12.82% 5	7.69% 3	0.00% 0	56.41% 22	39	4.4

### Q13 Fundraising accounts for:

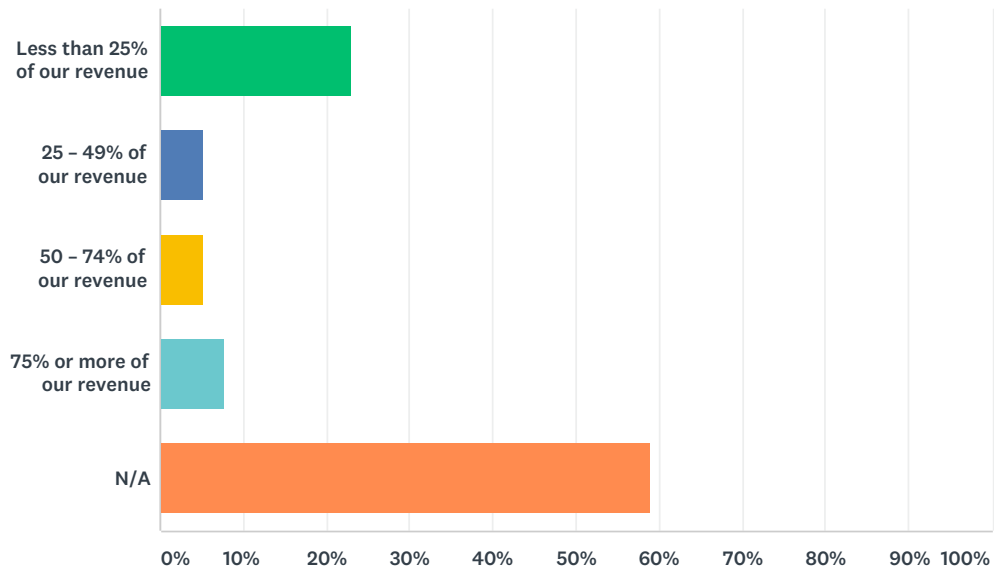
Answered: 39 Skipped: 2



ANSWER CHOICES	RESPONSES	
Less than 25% of our revenue	41.03%	16
25 - 49% of our revenue	17.95%	7
50 - 74% of our revenue	15.38%	6
75% or more of our revenue	5.13%	2
N/A	20.51%	8
<b>TOTAL</b>		<b>39</b>

### Q14 Government funding accounts for:

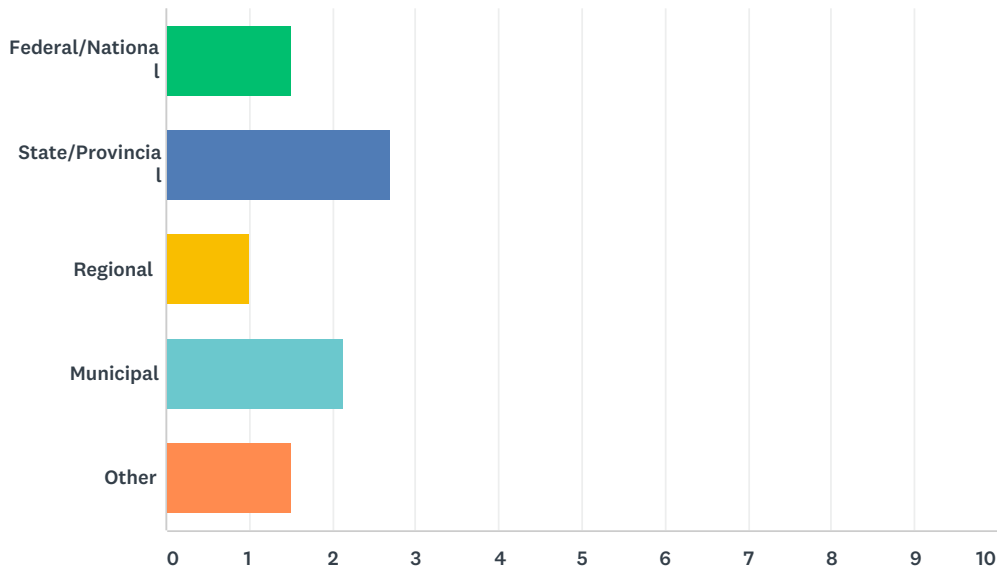
Answered: 39 Skipped: 2



ANSWER CHOICES	RESPONSES	
Less than 25% of our revenue	23.08%	9
25 - 49% of our revenue	5.13%	2
50 - 74% of our revenue	5.13%	2
75% or more of our revenue	7.69%	3
N/A	58.97%	23
<b>TOTAL</b>		<b>39</b>

### Q15 If you receive government funding please indicate the percentage from each of the following levels of government:

Answered: 36 Skipped: 5

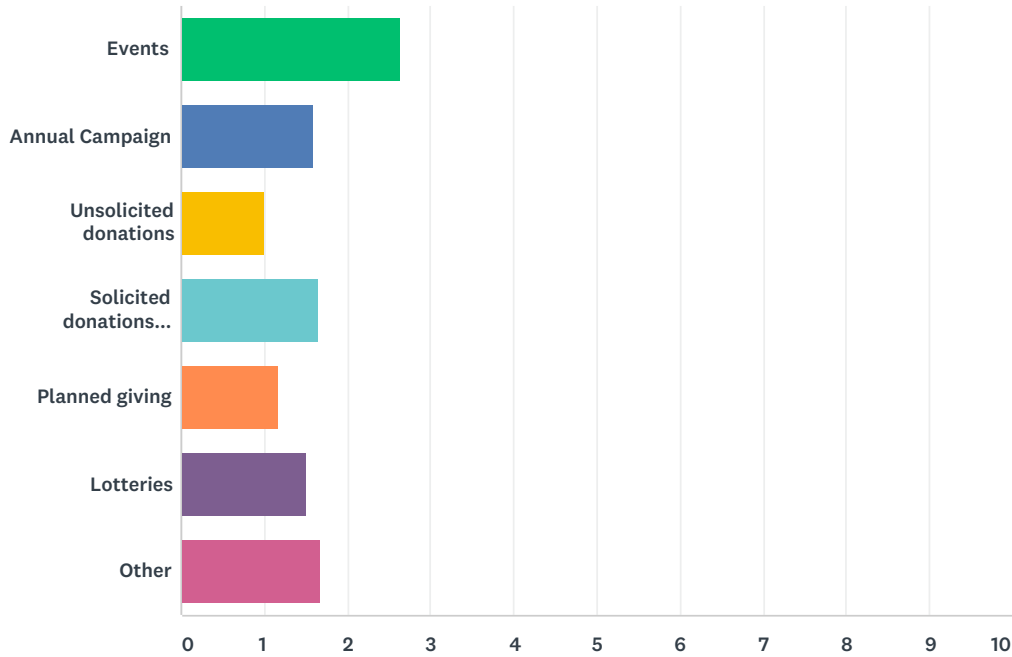


	< 10%	10 - 25%	26 - 50%	50 - 75%	>75	N/A	TOTAL	WEIGHTED AVERAGE
Federal/National	13.89% 5	0.00% 0	0.00% 0	2.78% 1	0.00% 0	83.33% 30	36	1.50
State/Provincial	11.11% 4	5.56% 2	0.00% 0	2.78% 1	8.33% 3	72.22% 26	36	2.70
Regional	11.11% 4	0.00% 0	0.00% 0	0.00% 0	0.00% 0	88.89% 32	36	1.00
Municipal	13.89% 5	0.00% 0	2.78% 1	2.78% 1	2.78% 1	77.78% 28	36	2.13
Other	11.11% 4	2.78% 1	2.78% 1	0.00% 0	0.00% 0	83.33% 30	36	1.50



### Q16 If you do fundraising/development for a portion of your operating budget please indicate the percentage that is raised through the following programs:

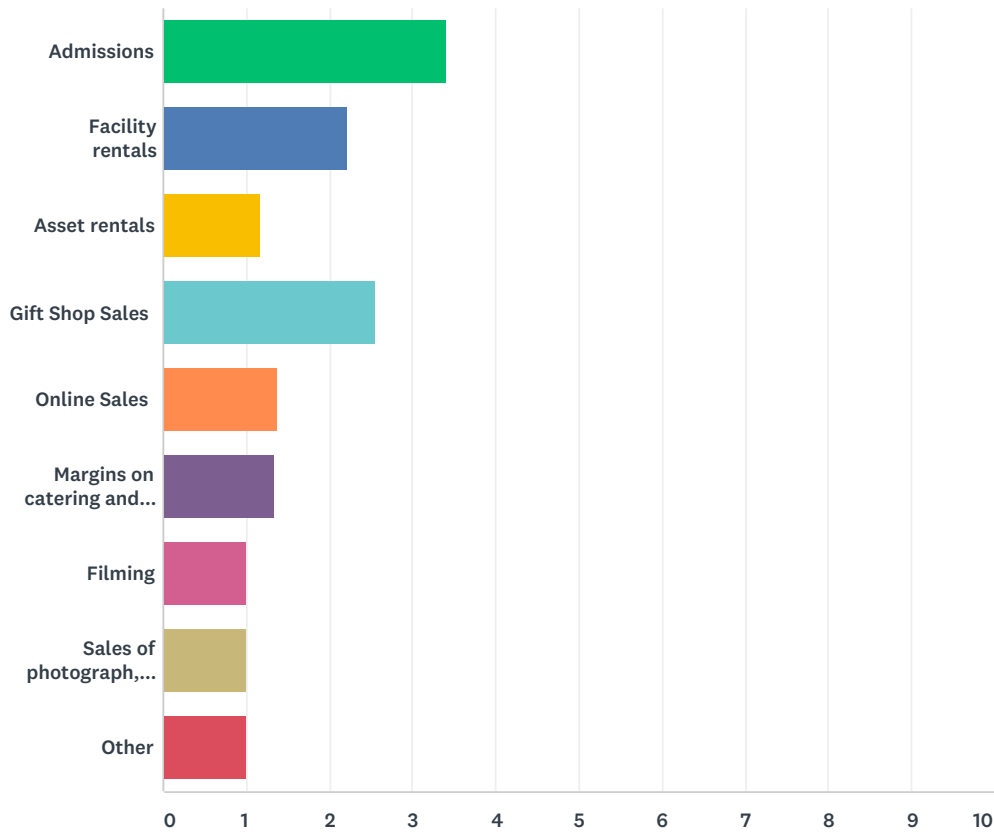
Answered: 36 Skipped: 5



	1 - 10%	11 - 25%	26 - 50%	51 - 75%	> 75%	N/A	TOTAL	WEIGHTED AVERAGE
Events	25.00% 9	16.67% 6	0.00% 0	8.33% 3	16.67% 6	33.33% 12	36	2.63
Annual Campaign	38.89% 14	2.78% 1	5.56% 2	5.56% 2	0.00% 0	47.22% 17	36	1.58
Unsolicited donations	63.89% 23	0.00% 0	0.00% 0	0.00% 0	0.00% 0	36.11% 13	36	1.00
Solicited donations (other than annual campaign)	41.67% 15	16.67% 6	11.11% 4	2.78% 1	0.00% 0	27.78% 10	36	1.65
Planned giving	27.78% 10	0.00% 0	2.78% 1	0.00% 0	0.00% 0	69.44% 25	36	1.18
Lotteries	5.56% 2	5.56% 2	0.00% 0	0.00% 0	0.00% 0	88.89% 32	36	1.50
Other	16.67% 6	5.56% 2	0.00% 0	0.00% 0	2.78% 1	75.00% 27	36	1.67

### Q17 If you have facility-generated revenue sources, please indicate the contribution from the following sources:

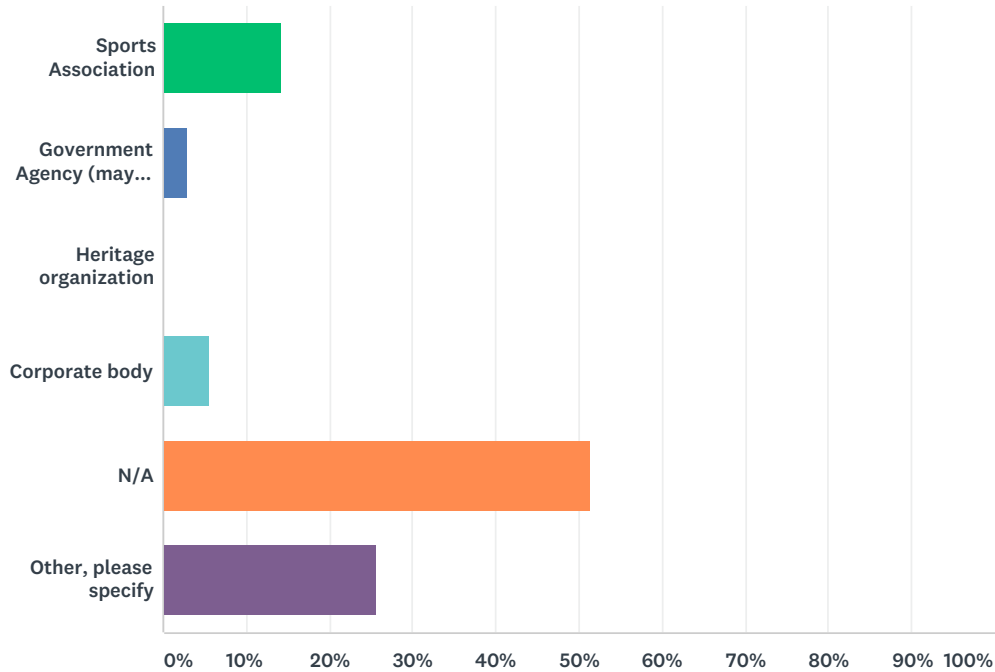
Answered: 36 Skipped: 5



	1 - 10%	11 - 15%	16 - 25%	26 - 50%	51 - 75%	> 75%	N/A	TOTAL	WEIGHTED AVERAGE
Admissions	19.44% 7	2.78% 1	16.67% 6	8.33% 3	11.11% 4	13.89% 5	27.78% 10	36	3.42
Facility rentals	33.33% 12	8.33% 3	8.33% 3	5.56% 2	5.56% 2	2.78% 1	36.11% 13	36	2.22
Asset rentals	13.89% 5	2.78% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	83.33% 30	36	1.17
Gift Shop Sales	19.44% 7	2.78% 1	19.44% 7	0.00% 0	5.56% 2	2.78% 1	50.00% 18	36	2.56
Online Sales	25.00% 9	8.33% 3	2.78% 1	0.00% 0	0.00% 0	0.00% 0	63.89% 23	36	1.38
Margins on catering and other	13.89% 5	0.00% 0	2.78% 1	0.00% 0	0.00% 0	0.00% 0	83.33% 30	36	1.33
Filming	2.78% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	97.22% 35	36	1.00
Sales of photograph, film etc reproductions from collection	27.78% 10	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	72.22% 26	36	1.00
Other	8.33% 3	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	91.67% 33	36	1.00

**Q18 If you indicated that a portion of your funding comes from a parental agency please indicate the appropriate category for that agency (you may choose more than one source):**

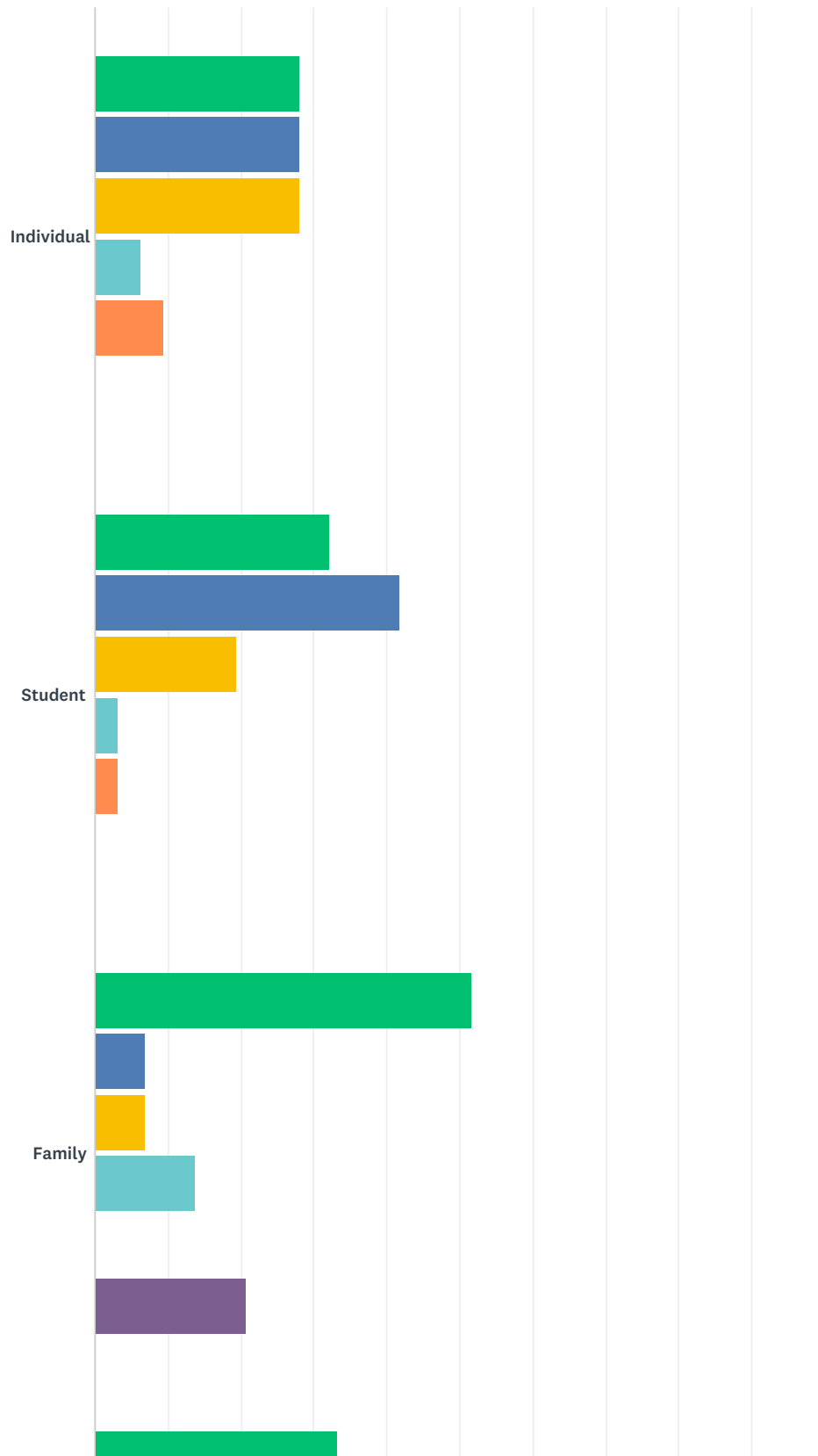
Answered: 35 Skipped: 6

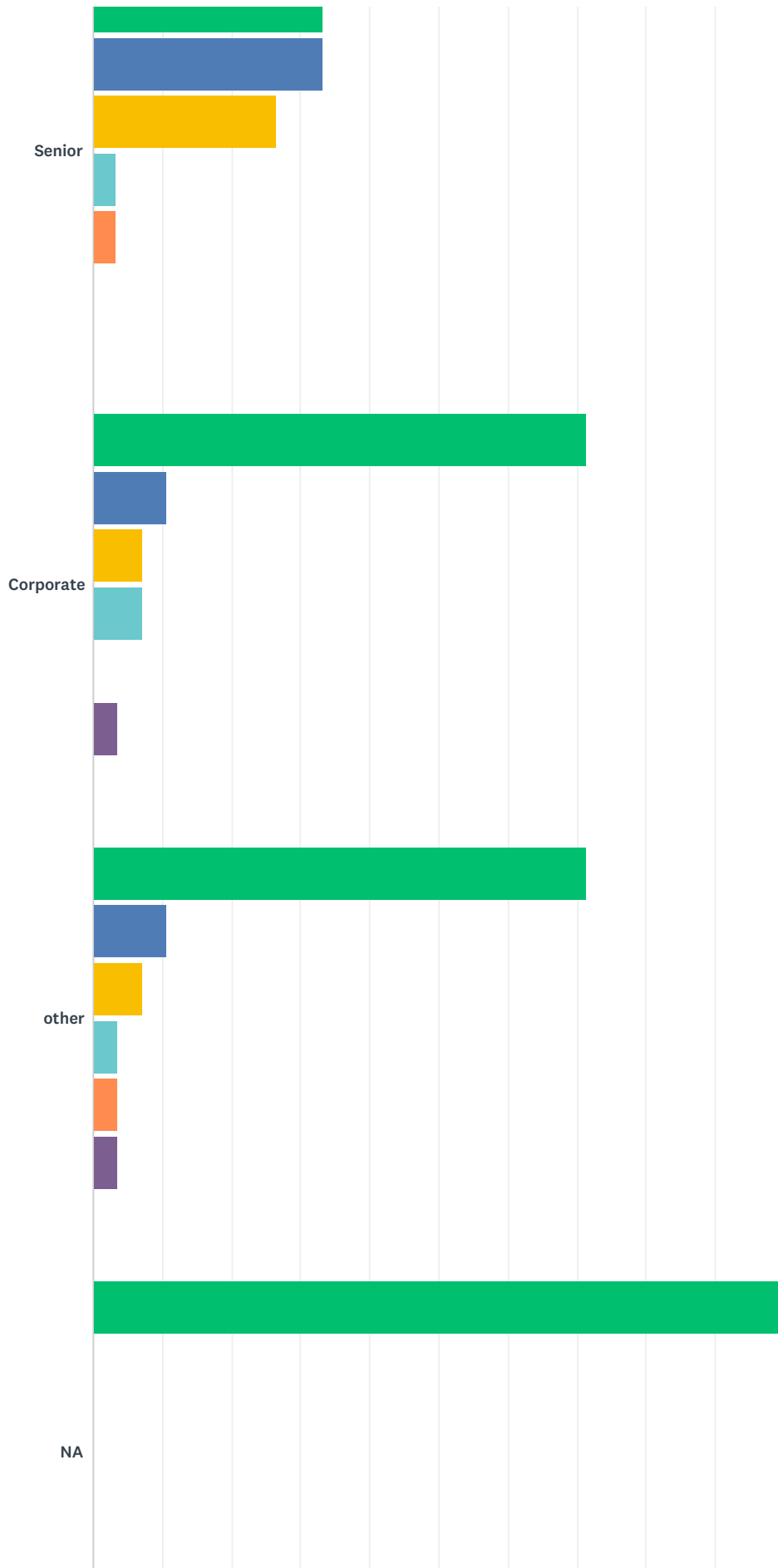


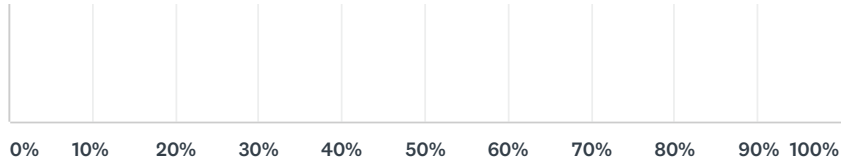
ANSWER CHOICES	RESPONSES	
Sports Association	14.29%	5
Government Agency (may overlap with answer to question 8)	2.86%	1
Heritage organization	0.00%	0
Corporate body	5.71%	2
N/A	51.43%	18
Other, please specify	25.71%	9
Total Respondents: 35		

### Q19 If admissions are a source of revenue, please indicate the daily fee for admission that best describes each category of admission.

Answered: 35 Skipped: 6





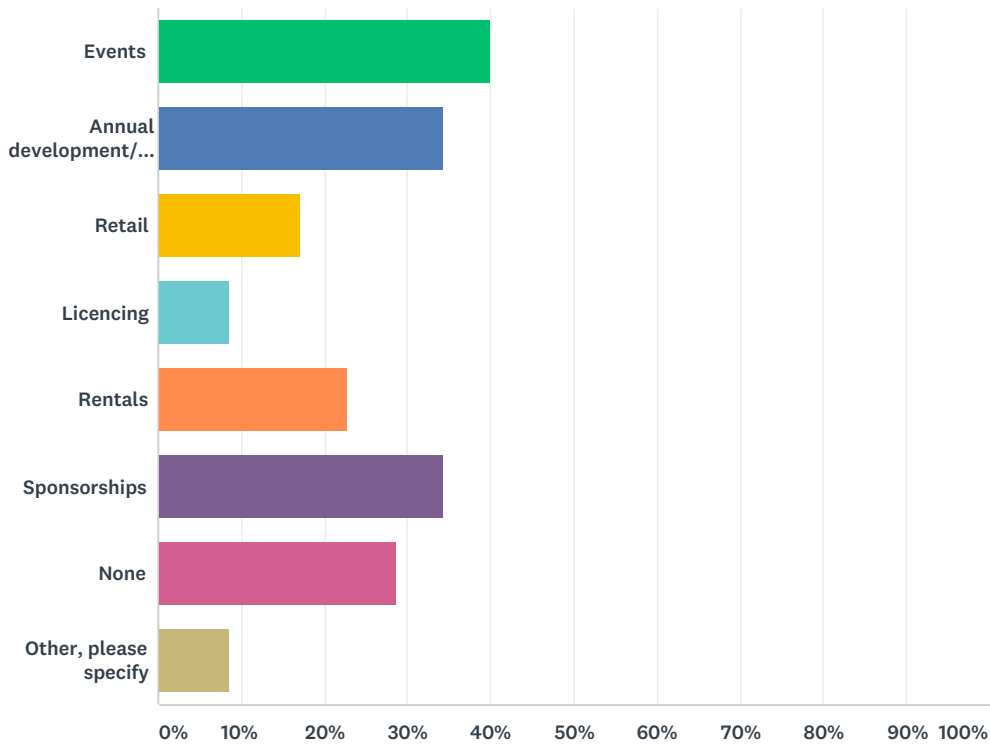


■ NA   
 ■ \$1-\$5   
 ■ \$6-\$10   
 ■ \$11-\$15   
 ■ \$16-\$20   
 ■ More than \$20

	NA	\$1-\$5	\$6-\$10	\$11-\$15	\$16-\$20	MORE THAN \$20	TOTAL
Individual	28.13% 9	28.13% 9	28.13% 9	6.25% 2	9.38% 3	0.00% 0	32
Student	32.26% 10	41.94% 13	19.35% 6	3.23% 1	3.23% 1	0.00% 0	31
Family	51.72% 15	6.90% 2	6.90% 2	13.79% 4	0.00% 0	20.69% 6	29
Senior	33.33% 10	33.33% 10	26.67% 8	3.33% 1	3.33% 1	0.00% 0	30
Corporate	71.43% 20	10.71% 3	7.14% 2	7.14% 2	0.00% 0	3.57% 1	28
other	71.43% 20	10.71% 3	7.14% 2	3.57% 1	3.57% 1	3.57% 1	28
NA	100.00% 4	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	4

### Q20 What new sources of funding have you explored in the last 2 years (you may choose more than one)?

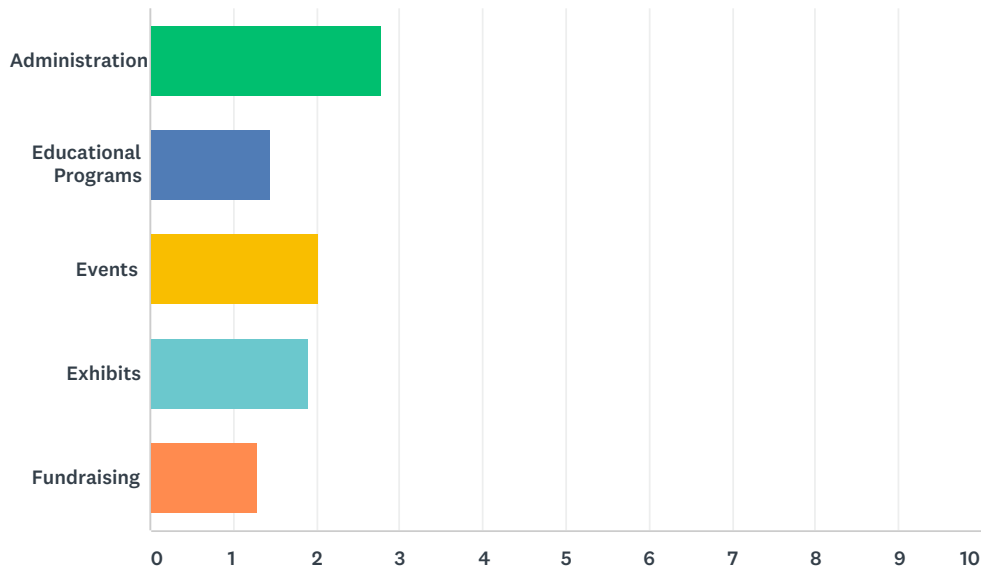
Answered: 35 Skipped: 6



ANSWER CHOICES	RESPONSES	
Events	40.00%	14
Annual development/fundraising campaign	34.29%	12
Retail	17.14%	6
Licencing	8.57%	3
Rentals	22.86%	8
Sponsorships	34.29%	12
None	28.57%	10
Other, please specify	8.57%	3
Total Respondents: 35		

### Q21 For your annual operating budget please indicate the percentage that is expended in the following categories:

Answered: 34 Skipped: 7

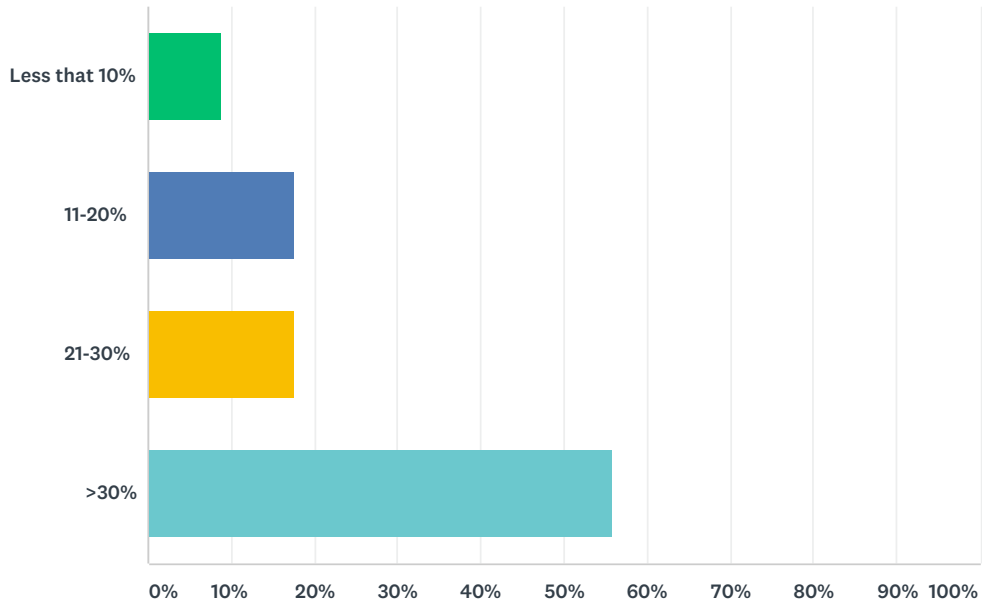


	1 - 10%	11 - 25%	26 - 50%	51 - 75%	> 75%	N/A	TOTAL	WEIGHTED AVERAGE
Administration	17.65% 6	20.59% 7	29.41% 10	23.53% 8	5.88% 2	2.94% 1	34	2.79
Educational Programs	44.12% 15	35.29% 12	0.00% 0	0.00% 0	0.00% 0	20.59% 7	34	1.44
Events	35.29% 12	29.41% 10	14.71% 5	2.94% 1	5.88% 2	11.76% 4	34	2.03
Exhibits	26.47% 9	52.94% 18	2.94% 1	2.94% 1	2.94% 1	11.76% 4	34	1.90
Fundraising	55.88% 19	8.82% 3	5.88% 2	0.00% 0	0.00% 0	29.41% 10	34	1.29



## Q22 What percent of your budget is spent on salaries?

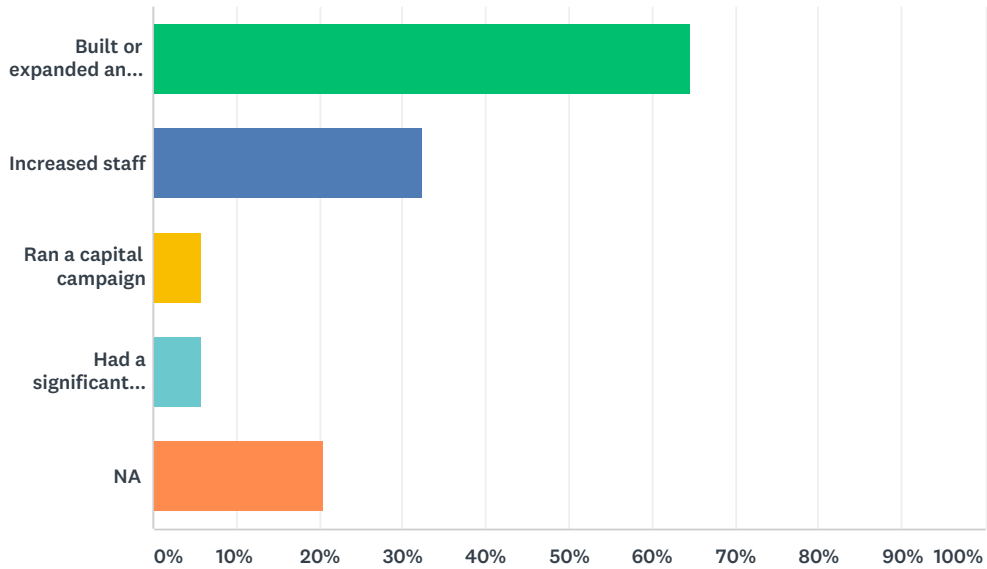
Answered: 34 Skipped: 7



ANSWER CHOICES	RESPONSES	
Less that 10%	8.82%	3
11-20%	17.65%	6
21-30%	17.65%	6
>30%	55.88%	19
<b>TOTAL</b>		<b>34</b>

### Q23 In the past 16 months have you done any of the following:

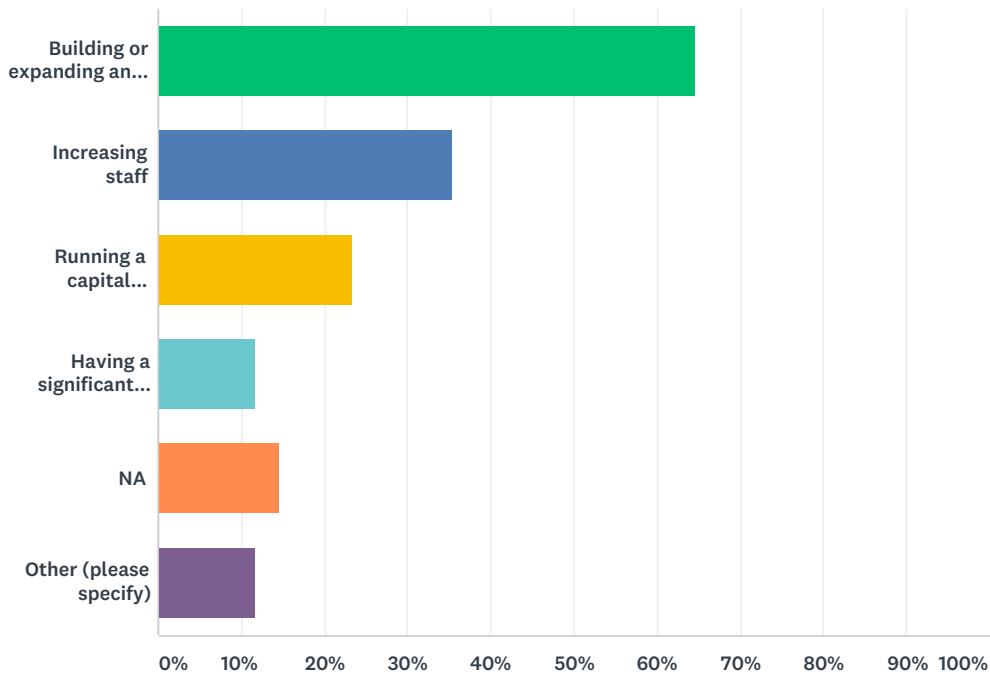
Answered: 34 Skipped: 7



ANSWER CHOICES	RESPONSES	
Built or expanded an exhibit	64.71%	22
Increased staff	32.35%	11
Ran a capital campaign	5.88%	2
Had a significant change in governance	5.88%	2
NA	20.59%	7
Total Respondents: 34		

### Q24 In the next 12 months are you planning any of the following:

Answered: 34 Skipped: 7



ANSWER CHOICES	RESPONSES	
Building or expanding an exhibit	64.71%	22
Increasing staff	35.29%	12
Running a capital campaign	23.53%	8
Having a significant change in governance	11.76%	4
NA	14.71%	5
Other (please specify)	11.76%	4
Total Respondents: 34		

**Q25 Do you have any specific concerns / interests in the sports museum/hall of fame industry that have not been addressed in this survey?**

Answered: 9 Skipped: 32