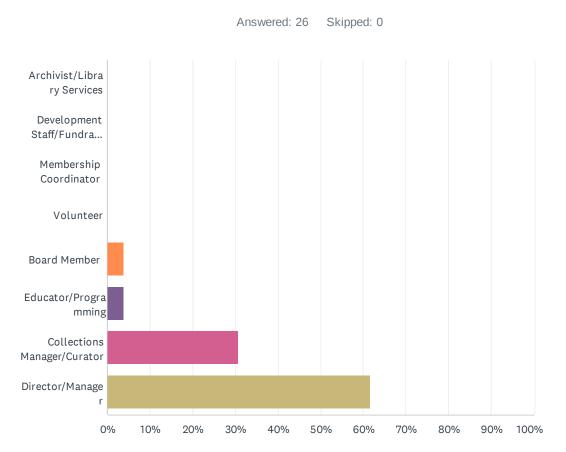
Q2 My position with the institution is (please select the option that best describes your role):

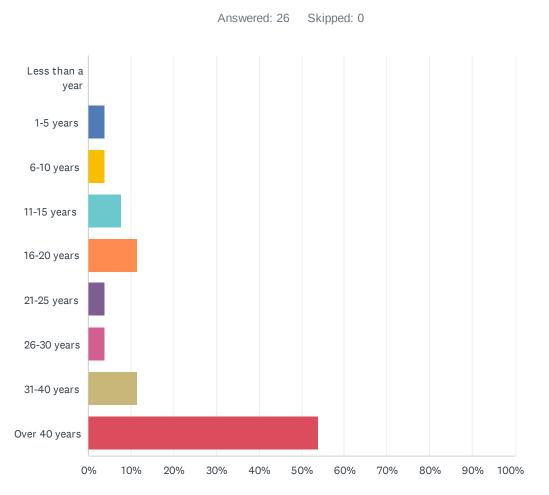


ANSWER CHOICES	RESPONSES	
Archivist/Library Services	0.00%	0
Development Staff/Fundraiser	0.00%	0
Membership Coordinator	0.00%	0
Volunteer	0.00%	0
Board Member	3.85%	1
Educator/Programming	3.85%	1
Collections Manager/Curator	30.77%	8
Director/Manager	61.54%	16
TOTAL		26

Answered: 26 Skipped: 0

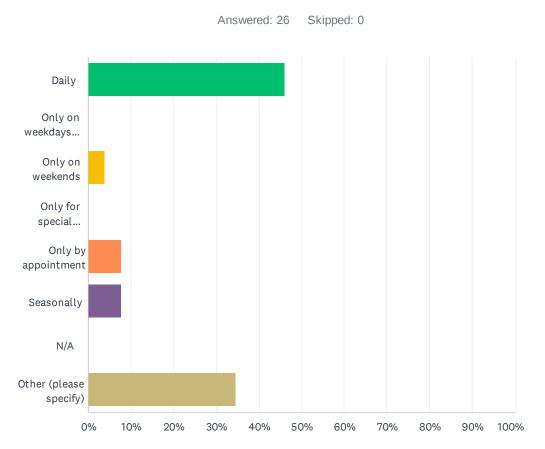
Q3 How many years	have you worked in	the sports	heritage industry?

ANSWER CHOICES	RESPONSES	
0-4 years	11.54%	3
5-10 years	30.77%	8
11-20 years	38.46%	10
Over 20 years	19.23%	5
TOTAL		26



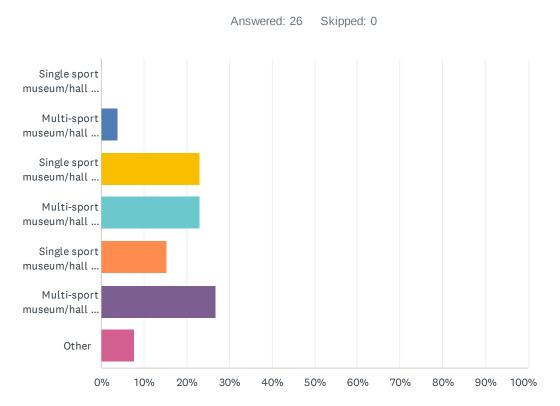
Q4 How long has your ins	stitution been in existence?
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ANSWER CHOICES	RESPONSES	
Less than a year	0.00%	0
1-5 years	3.85%	1
6-10 years	3.85%	1
11-15 years	7.69%	2
16-20 years	11.54%	3
21-25 years	3.85%	1
26-30 years	3.85%	1
31-40 years	11.54%	3
Over 40 years	53.85%	14
TOTAL		26

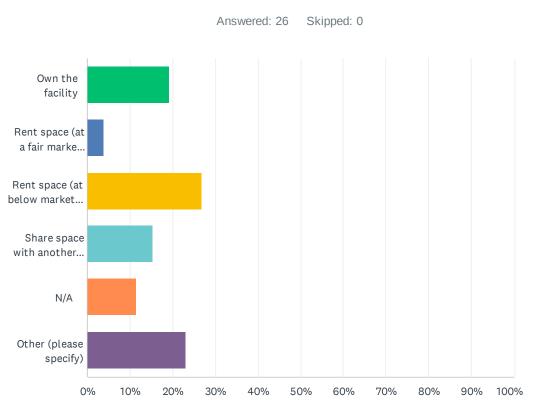


Q5 Your institution is open to the public:

ANSWER CHOICES	RESPONSES	
Daily	46.15%	12
Only on weekdays (Monday - Friday)	0.00%	0
Only on weekends	3.85%	1
Only for special events/programs	0.00%	0
Only by appointment	7.69%	2
Seasonally	7.69%	2
N/A	0.00%	0
Other (please specify)	34.62%	9
TOTAL		26

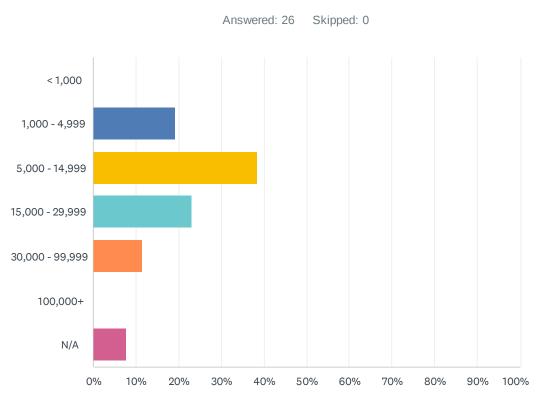


ANSWER CHOICES	RESPONSES	
Single sport museum/hall of fame - no facility	0.00%	0
Multi-sport museum/hall of fame - no facility	3.85%	1
Single sport museum/hall of fame - standalone facility	23.08%	6
Multi-sport museum/hall of fame - standalone facility	23.08%	6
Single sport museum/hall of fame - within another museum or sport arena	15.38%	4
Multi-sport museum/hall of fame - within another museum or sport arena	26.92%	7
Other	7.69%	2
TOTAL		26



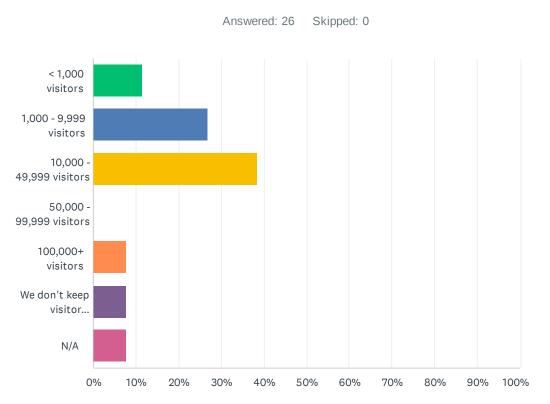
ANSWER CHOICES	RESPONSES	
Own the facility	19.23%	5
Rent space (at a fair market value)	3.85%	1
Rent space (at below market value)	26.92%	7
Share space with another facility (ex. sport arena, larger museum, etc.)	15.38%	4
N/A	11.54%	3
Other (please specify)	23.08%	6
TOTAL		26

Q7 If you operate a facility with property, do you:



Q8 What is the square	footage of your fa	cility?
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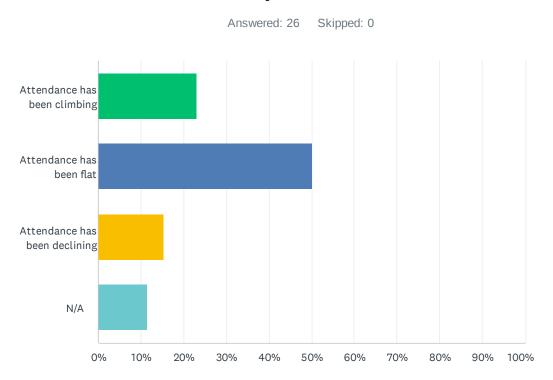
ANSWER CHOICES	RESPONSES
< 1,000	0.00% 0
1,000 - 4,999	19.23% 5
5,000 - 14,999	38.46% 10
15,000 - 29,999	23.08% 6
30,000 - 99,999	11.54% 3
100,000+	0.00% 0
N/A	7.69% 2
TOTAL	26



Q9 What is the annual	attendance you expect in 2021?
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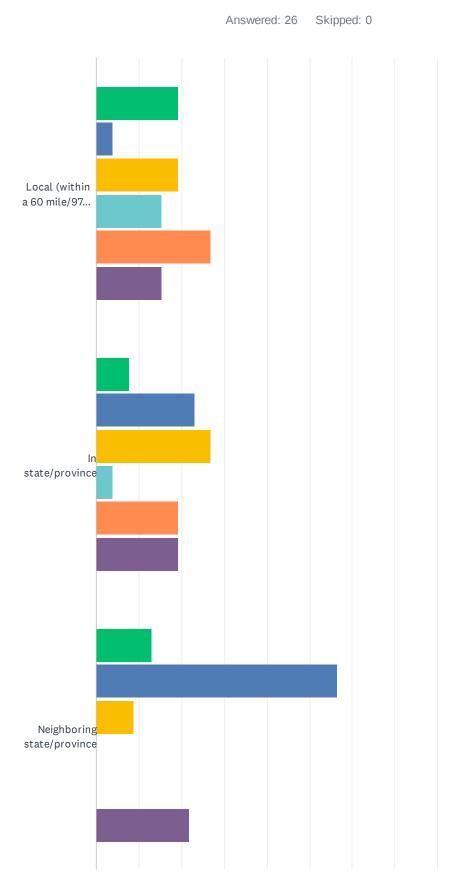
ANSWER CHOICES	RESPONSES	
< 1,000 visitors	11.54%	3
1,000 - 9,999 visitors	26.92%	7
10,000 - 49,999 visitors	38.46%	10
50,000 - 99,999 visitors	0.00%	0
100,000+ visitors	7.69%	2
We don't keep visitor statistics	7.69%	2
N/A	7.69%	2
TOTAL		26

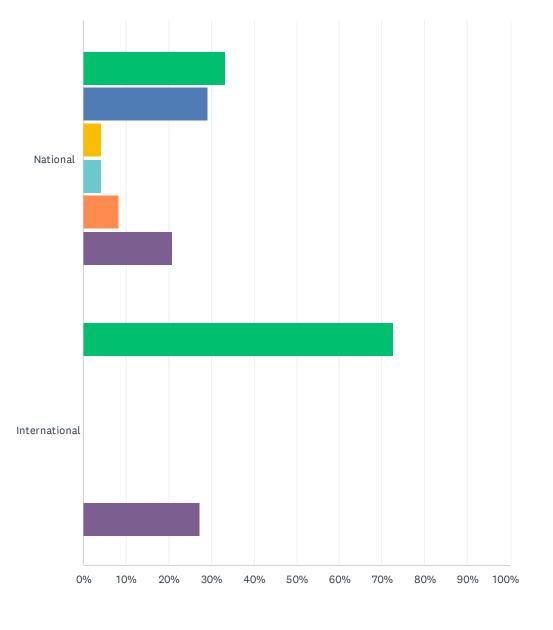
Q10 In general, describe your annual attendance pattern over the last five years.



ANSWER CHOICES	RESPONSES
Attendance has been climbing	23.08% 6
Attendance has been flat	50.00% 13
Attendance has been declining	15.38% 4
N/A	11.54% 3
TOTAL	26

Q11 For your annual attendance, please indicate the percentage of visitors for each demographic:





1-10% 🛑 11-25% 📒 26-50%

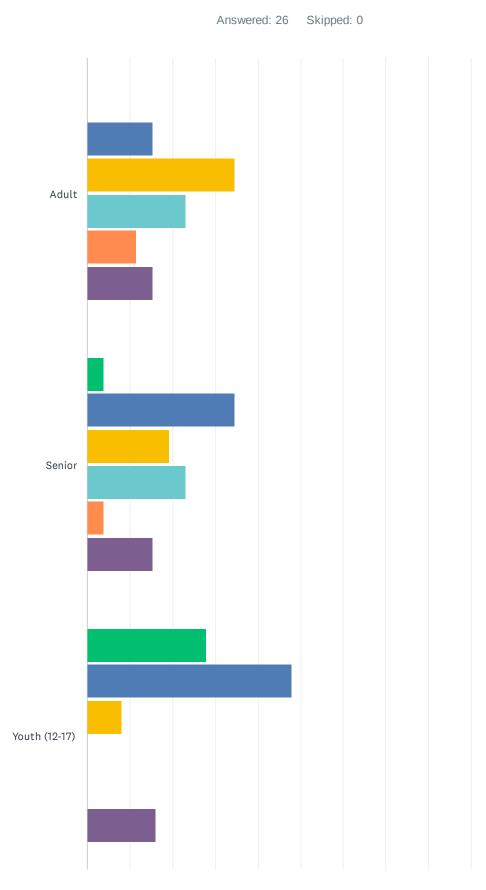
51-75%

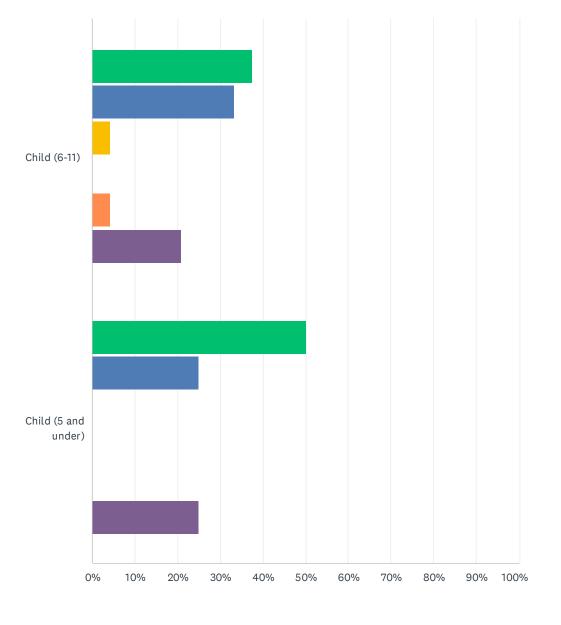
N/A

>75%

	1-10%	11-25 %	26-50 %	51-75%	>75%	N/A	TOTAL	WEIGHTED AVERAGE	
Local (within a 60 mile/97km radius)	19.23% 5	3.85% 1	19.23% 5	15.38% 4	26.92% 7	15.38% 4	26		3.32
In state/province	7.69% 2	23.08% 6	26.92% 7	3.85% 1	19.23% 5	19.23% 5	26		3.05
Neighboring state/province	13.04% 3	56.52% 13	8.70% 2	0.00% 0	0.00% 0	21.74% 5	23		1.94
National	33.33% 8	29.17% 7	4.17% 1	4.17% 1	8.33% 2	20.83% 5	24		2.05
International	72.73% 16	0.00% 0	0.00% 0	0.00% 0	0.00% 0	27.27% 6	22		1.00

Q12 For your annual attendance, please indicate the percentage of visitors for each age demographic:





📕 1-10% 📕 11-25% 📒 26-50% 📒 51-75% 📒 >75% 📕 N/A

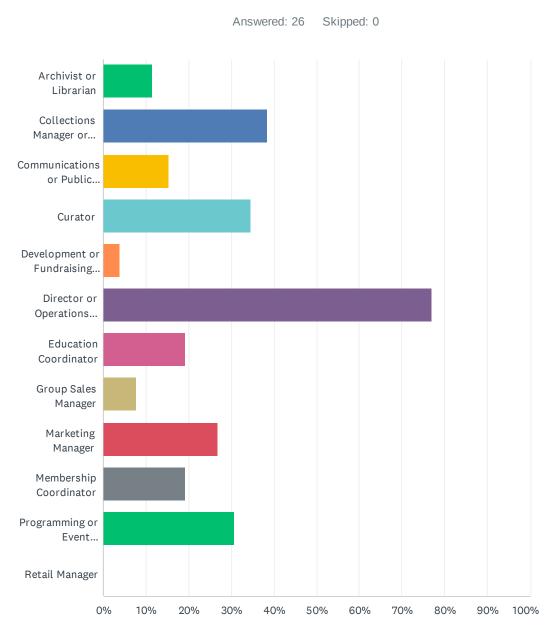
	1-10%	11-25%	26-50%	51-75%	>75%	N/A	TOTAL	WEIGHTED AVERAGE
Adult	0.00% 0	15.38% 4	34.62% 9	23.08% 6	11.54% 3	15.38% 4	26	3.36
Senior	3.85% 1	34.62% 9	19.23% 5	23.08% 6	3.85% 1	15.38% 4	26	2.86
Youth (12-17)	28.00% 7	48.00% 12	8.00% 2	0.00% 0	0.00% 0	16.00% 4	25	1.76
Child (6-11)	37.50% 9	33.33% 8	4.17% 1	0.00% 0	4.17% 1	20.83% 5	24	1.74
Child (5 and under)	50.00% 10	25.00% 5	0.00% 0	0.00% 0	0.00% 0	25.00% 5	20	1.33

Q13 How many people do you employ in each position?

Answered: 26 Skipped: 0

ANSWER CHOICES	RESPONSES	
Full time staff	96.15%	25
Part time staff	84.62%	22
Paid interns	69.23%	18
Unpaid interns	61.54%	16
Volunteers or docents	80.77%	21
Other	30.77%	8
N/A	19.23%	5

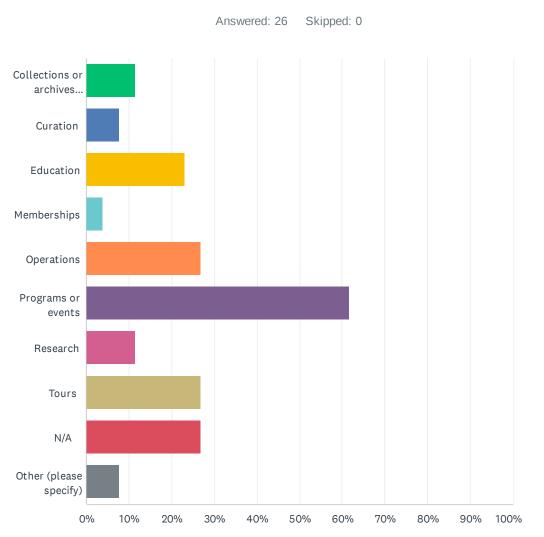
Q14 Our administrative staff consists of (select all that apply): Some positions may overlap at your institution, select the title that most closey fits.



2021 ISHA Industry Survey

SurveyMonkey

ANSWER CHOICES	RESPONSES	
Archivist or Librarian	11.54%	3
Collections Manager or Registrar	38.46%	10
Communications or Public Affairs Manager	15.38%	4
Curator	34.62%	9
Development or Fundraising Coordinator	3.85%	1
Director or Operations Manager	76.92%	20
Education Coordinator	19.23%	5
Group Sales Manager	7.69%	2
Marketing Manager	26.92%	7
Membership Coordinator	19.23%	5
Programming or Event Coordinator	30.77%	8
Retail Manager	0.00%	0
Total Respondents: 26		



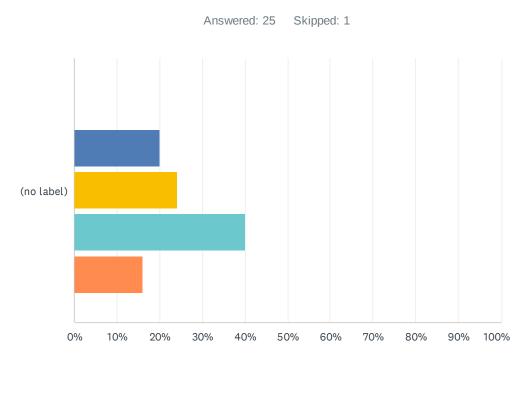
Q15 Our volunteers assist with (select all that apply):

2021 ISHA Industry Survey

SurveyMonkey

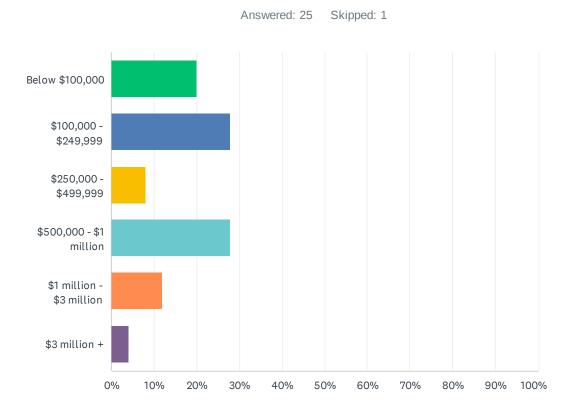
ANSWER CHOICES	RESPONSES	
Collections or archives management	11.54%	3
Curation	7.69%	2
Education	23.08%	6
Memberships	3.85%	1
Operations	26.92%	7
Programs or events	61.54%	16
Research	11.54%	3
Tours	26.92%	7
N/A	26.92%	7
Other (please specify)	7.69%	2
Total Respondents: 26		

Q16 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.



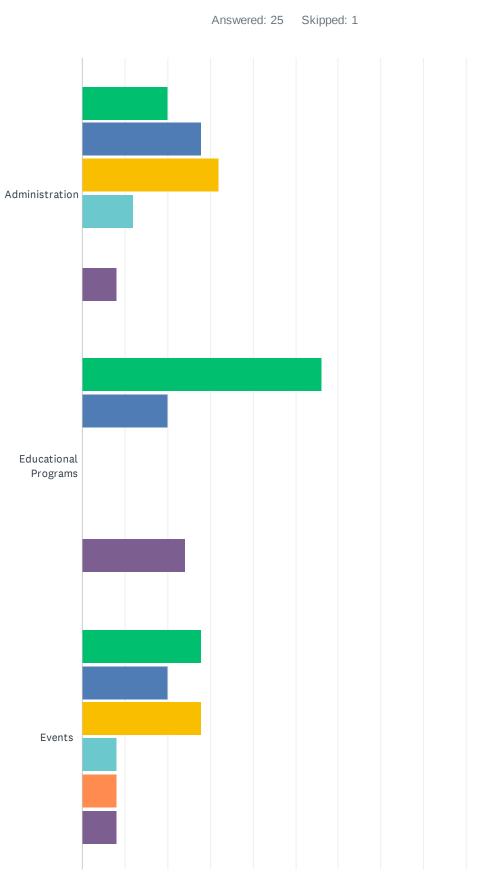
1 - Very Pessimistic	2 - Somewhat Pessimistic
3 - Neither Pessimistic or Optimistic	4 - Somewhat Optimistic
5 - Very Optimistic	

	1 - VERY PESSIMISTIC	2 - SOMEWHAT PESSIMISTIC	3 - NEITHER PESSIMISTIC OR OPTIMISTIC	4 - SOMEWHAT OPTIMISTIC	5 - VERY OPTIMISTIC	TOTAL	WEIGHTED AVERAGE
(no label)	0.00% 0	20.00% 5	24.00% 6	40.00% 10	16.00% 4	25	3.52

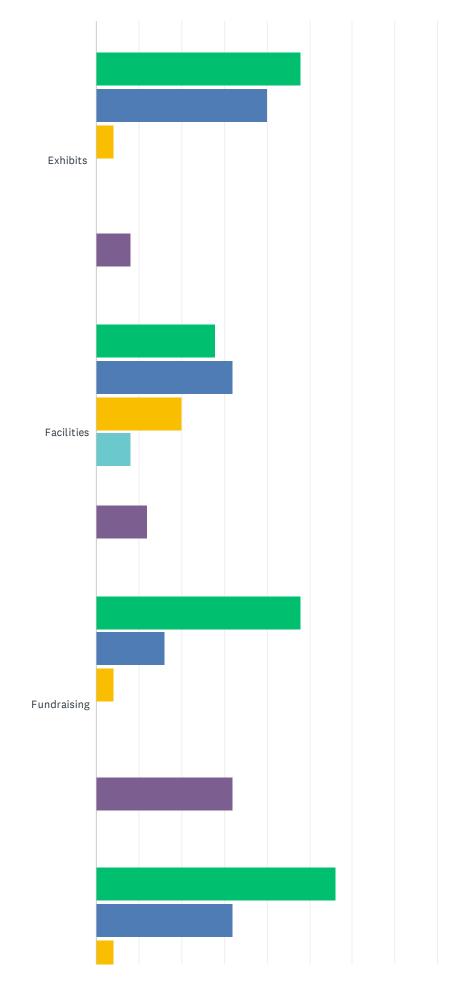


ANSWER CHOICES	RESPONSES	
Below \$100,000	20.00%	5
\$100,000 - \$249,999	28.00%	7
\$250,000 - \$499,999	8.00%	2
\$500,000 - \$1 million	28.00%	7
\$1 million - \$3 million	12.00%	3
\$3 million +	4.00%	1
TOTAL		25

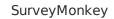
Q18 For your annual operating budget, please indicate the percentage that is expended in the following categories:

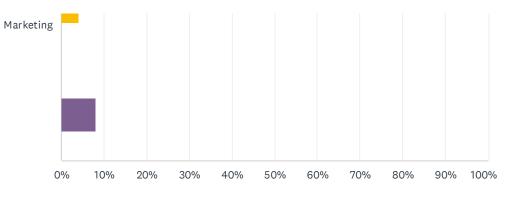


SurveyMonkey



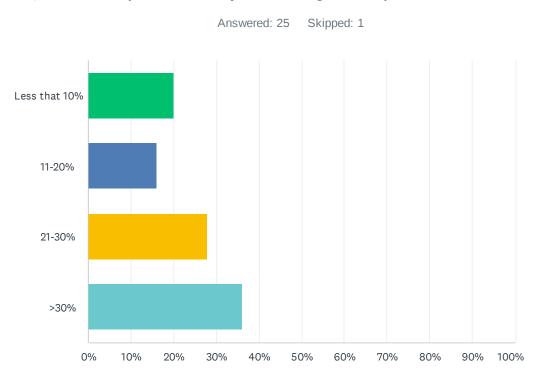
2021 ISHA Industry Survey





1 - 10%	11 - 25%	26 - 50%	51 - 75%	> 75%	N/A
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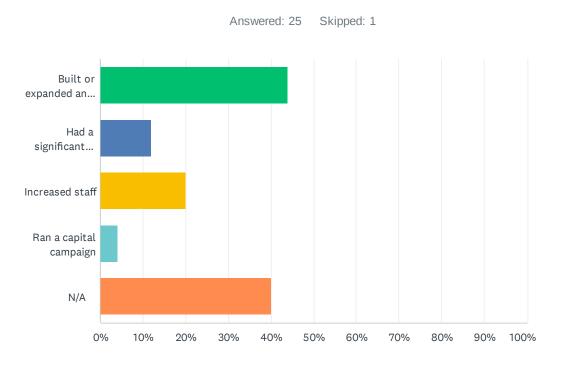
	1 - 10%	11 - 25%	26 - 50%	51 - 75%	> 75%	N/A	TOTAL	WEIGHTED AVERAGE
Administration	20.00% 5	28.00%	32.00% 8	12.00% 3	0.00%	8.00% 2	25	2.39
							25	2.59
Educational Programs	56.00%	20.00%	0.00%	0.00%	0.00%	24.00%		
	14	5	0	0	0	6	25	1.26
Events	28.00%	20.00%	28.00%	8.00%	8.00%	8.00%		
	7	5	7	2	2	2	25	2.43
Exhibits	48.00%	40.00%	4.00%	0.00%	0.00%	8.00%		
	12	10	1	0	0	2	25	1.52
Facilities	28.00%	32.00%	20.00%	8.00%	0.00%	12.00%		
	7	8	5	2	0	3	25	2.09
Fundraising	48.00%	16.00%	4.00%	0.00%	0.00%	32.00%		
-	12	4	1	0	0	8	25	1.35
Marketing	56.00%	32.00%	4.00%	0.00%	0.00%	8.00%		
-	14	8	1	0	0	2	25	1.43



ANSWER CHOICES	RESPONSES
Less that 10%	20.00% 5
11-20%	16.00% 4
21-30%	28.00% 7
>30%	36.00% 9
TOTAL	25

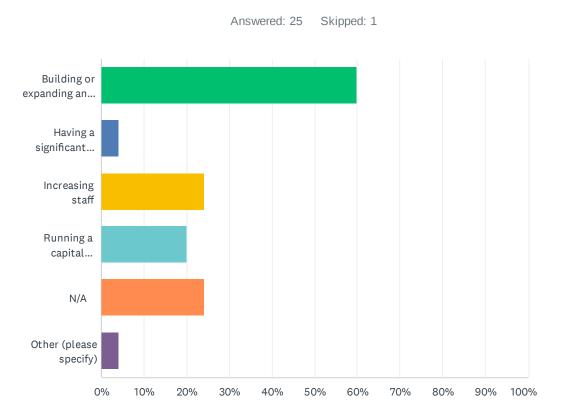
Q19 What percent of your budget is spent on salaries?

Q20 In the past 18 months have you done any of the following (select all that apply):

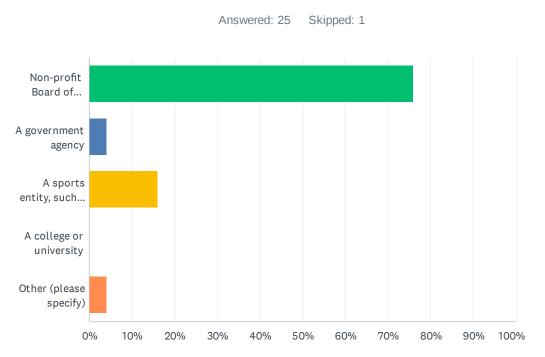


ANSWER CHOICES	RESPONSES	
Built or expanded an exhibit	44.00%	11
Had a significant change in governance	12.00%	3
Increased staff	20.00%	5
Ran a capital campaign	4.00%	1
N/A	40.00%	10
Total Respondents: 25		

Q21 In the next 12 months are you planning any of the following (select all that apply):



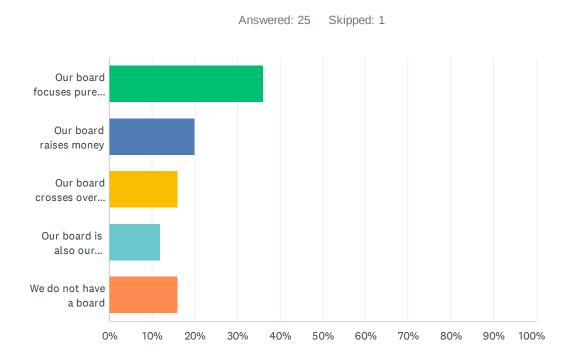
ANSWER CHOICES	RESPONSES	
Building or expanding an exhibit	60.00%	15
Having a significant change in governance	4.00%	1
Increasing staff	24.00%	6
Running a capital campaign	20.00%	5
N/A	24.00%	6
Other (please specify)	4.00%	1
Total Respondents: 25		



ANSWER CHOICES	RESPONSES
Non-profit Board of Directors	76.00% 19
A government agency	4.00% 1
A sports entity, such as a team or club	16.00% 4
A college or university	0.00%
Other (please specify)	4.00% 1
TOTAL	25

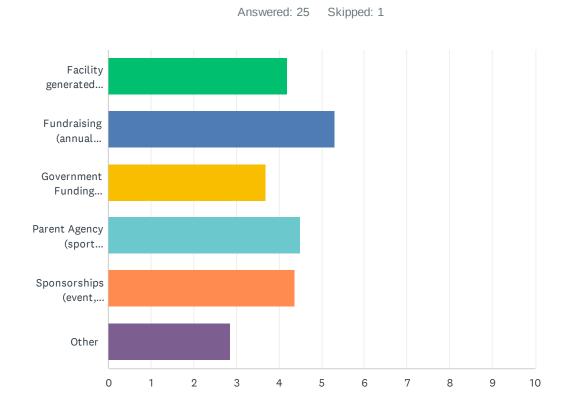
Q22 Is your organization governed by:

Q23 Which statement is the most accurate regarding your board structure:

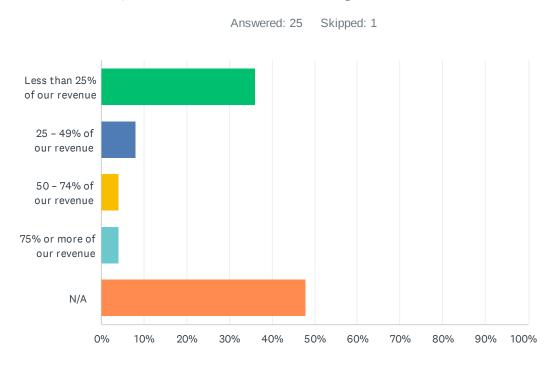


ANSWER CHOICES	RESPONSES	
Our board focuses purely on policy and objectives	36.00%	9
Our board raises money	20.00%	5
Our board crosses over between governance and implementation due to our limited staff	16.00%	4
Our board is also our primary volunteer group	12.00%	3
We do not have a board	16.00%	4
TOTAL		25

Q24 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):

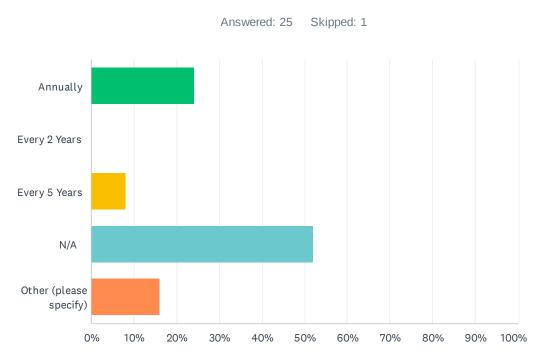


	1	2	3	4	5	6	NA	TOTAL	SCORE
Facility generated (Gate, admission, facility rentals, gift shop, memberships)	20.00% 5	16.00% 4	12.00% 3	32.00% 8	4.00% 1	0.00% 0	16.00% 4	25	4.19
Fundraising (annual campaign, donations, events, lotteries/raffles)	44.00% 11	16.00% 4	20.00% 5	0.00% 0	0.00% 0	0.00% 0	20.00% 5	25	5.30
Government Funding (municipal, regional, state/provincial, federal)	8.00% 2	8.00% 2	12.00% 3	8.00% 2	16.00% 4	0.00% 0	48.00% 12	25	3.69
Parent Agency (sport association, heritage organization, corporate body)	20.00% 5	8.00% 2	8.00% 2	4.00% 1	4.00% 1	4.00% 1	52.00% 13	25	4.50
Sponsorships (event, facility, programs)	4.00% 1	44.00% 11	20.00% 5	12.00% 3	4.00% 1	0.00% 0	16.00% 4	25	4.38
Other	4.00% 1	4.00% 1	12.00% 3	4.00% 1	16.00% 4	12.00% 3	48.00% 12	25	2.85



ANSWER CHOICES	RESPONSES
Less than 25% of our revenue	36.00% 9
25 – 49% of our revenue	8.00% 2
50 – 74% of our revenue	4.00% 1
75% or more of our revenue	4.00% 1
N/A	48.00% 12
TOTAL	25

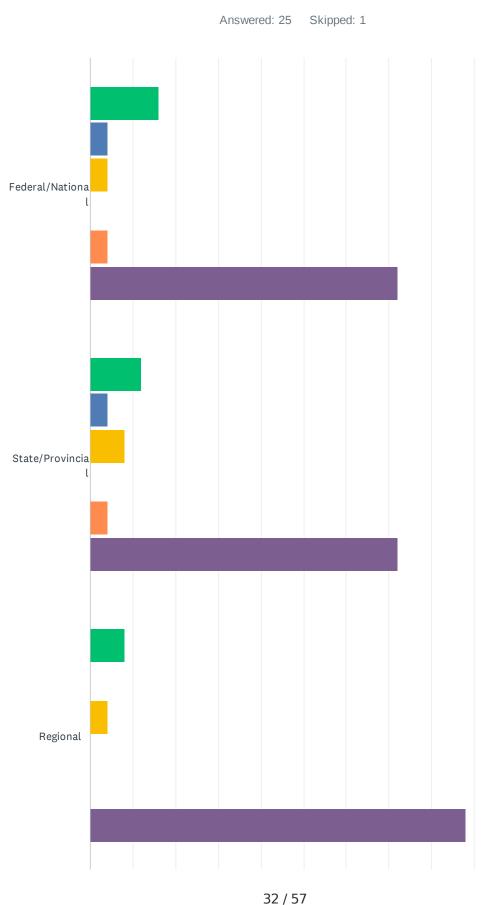
Q25 Government funding accounts for:

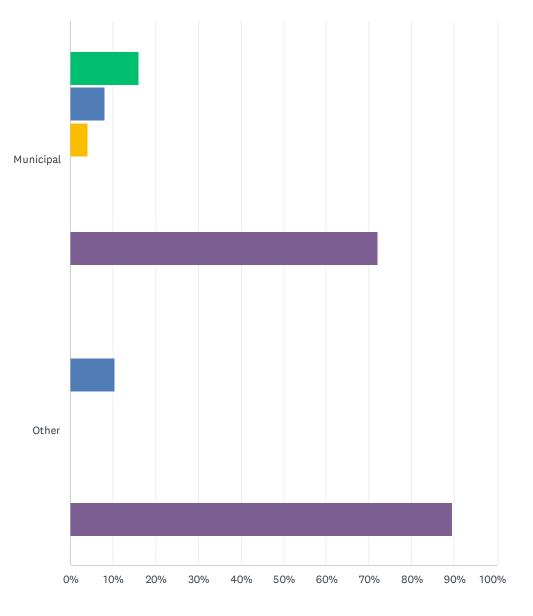


Q26 Our institution applies for government funding:

ANSWER CHOICES	RESPONSES
Annually	24.00% 6
Every 2 Years	0.00% 0
Every 5 Years	8.00% 2
N/A	52.00% 13
Other (please specify)	16.00% 4
TOTAL	25

Q27 If you receive government funding, please indicate the percentage from each of the following levels of government:



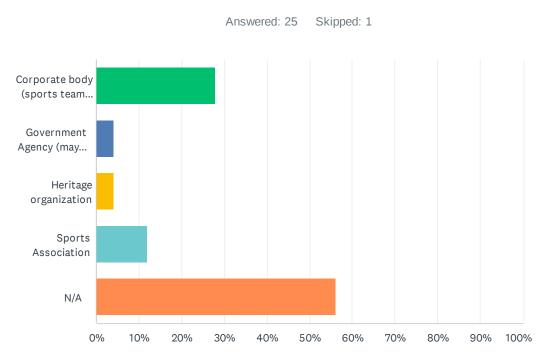


• < 10% **•** 10 - 25% **•** 26 - 50% **•** 50 - 75% **•** >75%

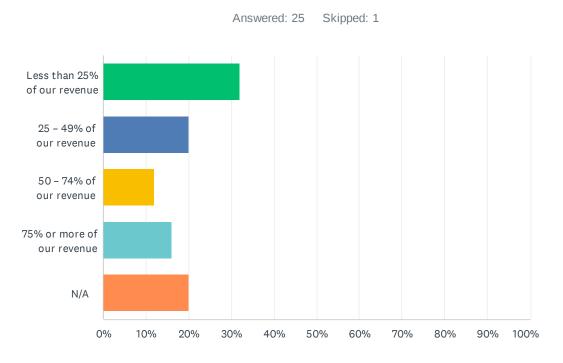
	< 10%	10 - 25%	26 - 50%	50 - 75%	>75%	N/A	TOTAL	WEIGHTED AVERAGE
Federal/National	16.00%	4.00%	4.00%	0.00%	4.00%	72.00%		
	4	1	1	0	1	18	25	2.00
State/Provincial	12.00%	4.00%	8.00%	0.00%	4.00%	72.00%		
	3	1	2	0	1	18	25	2.29
Regional	8.00%	0.00%	4.00%	0.00%	0.00%	88.00%		
	2	0	1	0	0	22	25	1.67
Municipal	16.00%	8.00%	4.00%	0.00%	0.00%	72.00%		
	4	2	1	0	0	18	25	1.57
Other	0.00%	10.53%	0.00%	0.00%	0.00%	89.47%		
	0	2	0	0	0	17	19	2.00

N/A

Q28 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):

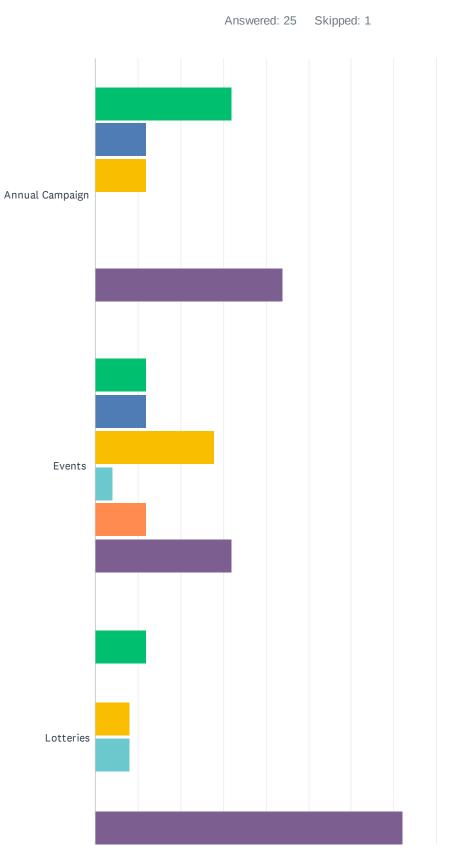


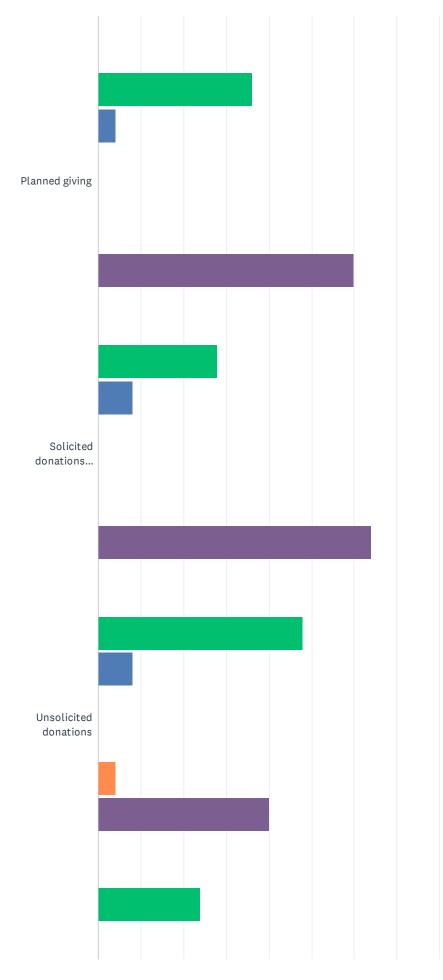
ANSWER CHOICES	RESPONSES
Corporate body (sports team, university, etc.)	28.00% 7
Government Agency (may overlap with answer to question 8)	4.00% 1
Heritage organization	4.00% 1
Sports Association	12.00% 3
N/A	56.00% 14
Total Respondents: 25	

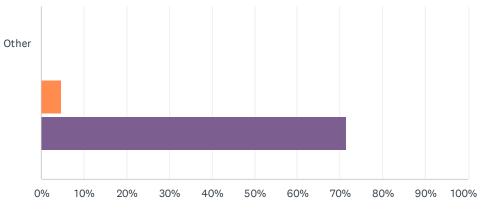


ANSWER CHOICES	RESPONSES
Less than 25% of our revenue	32.00% 8
25 – 49% of our revenue	20.00% 5
50 – 74% of our revenue	12.00% 3
75% or more of our revenue	16.00% 4
N/A	20.00% 5
TOTAL	25

Q30 If you do fundraising/development for a portion of your operating budget, please indicate the percentage that is raised through the following programs:



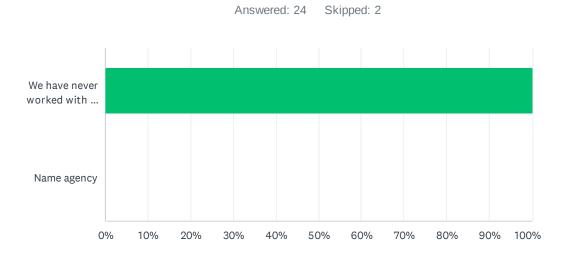




1 - 10%	11 - 25%	26 - 50%	51 - 75%	> 75%	N/A
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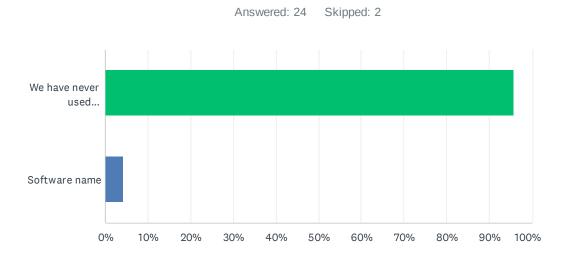
	1 - 10%	11 - 25%	26 - 50%	51 - 75%	> 75%	N/A	TOTAL	WEIGHTED AVERAGE
Annual Campaign	32.00% 8	12.00% 3	12.00% 3	0.00% 0	0.00% 0	44.00% 11	25	1.64
Events	12.00% 3	12.00% 3	28.00% 7	4.00% 1	12.00% 3	32.00% 8	25	2.88
Lotteries	12.00% 3	0.00% 0	8.00% 2	8.00% 2	0.00% 0	72.00% 18	25	2.43
Planned giving	36.00% 9	4.00% 1	0.00% 0	0.00% 0	0.00% 0	60.00% 15	25	1.10
Solicited donations (other than annual campaign)	28.00% 7	8.00% 2	0.00% 0	0.00% 0	0.00% 0	64.00% 16	25	1.22
Unsolicited donations	48.00% 12	8.00% 2	0.00% 0	0.00% 0	4.00% 1	40.00% 10	25	1.40
Other	23.81% 5	0.00% 0	0.00% 0	0.00% 0	4.76% 1	71.43% 15	21	1.67

Q31 If your organization has worked with a fundraising agency, please provide their name below:



ANSWER CHOICES	RESPONSES	
We have never worked with a fundraising agency	100.00%	24
Name agency	0.00%	0
TOTAL		24

Q32 If your organization has used fundraising software, please provide its name below:

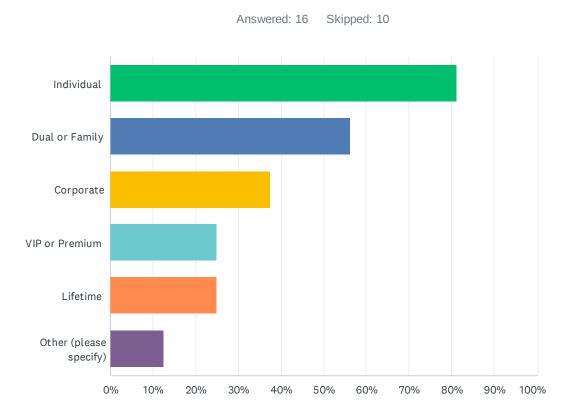


ANSWER CHOICES	RESPONSES	
We have never used fundraising software	95.83%	23
Software name	4.17%	1
TOTAL		24

Q33 If your institution offers memberships, approximately how many members do you have?

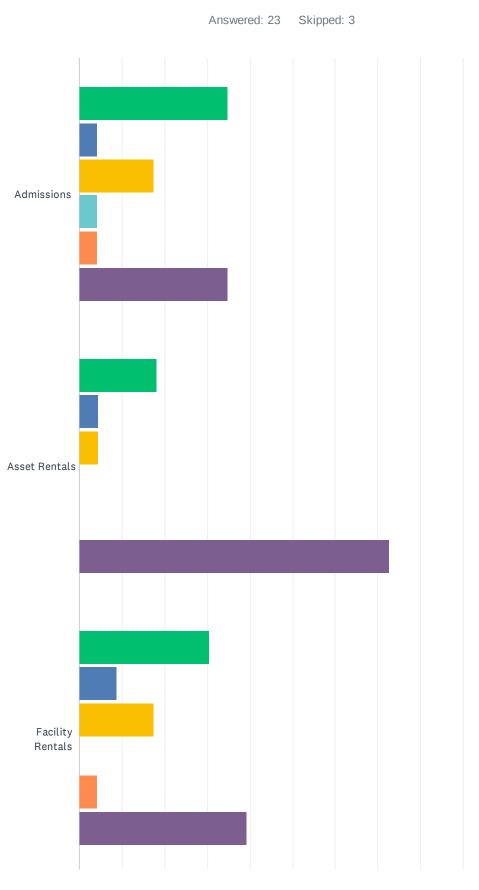
Answered: 20 Skipped: 6

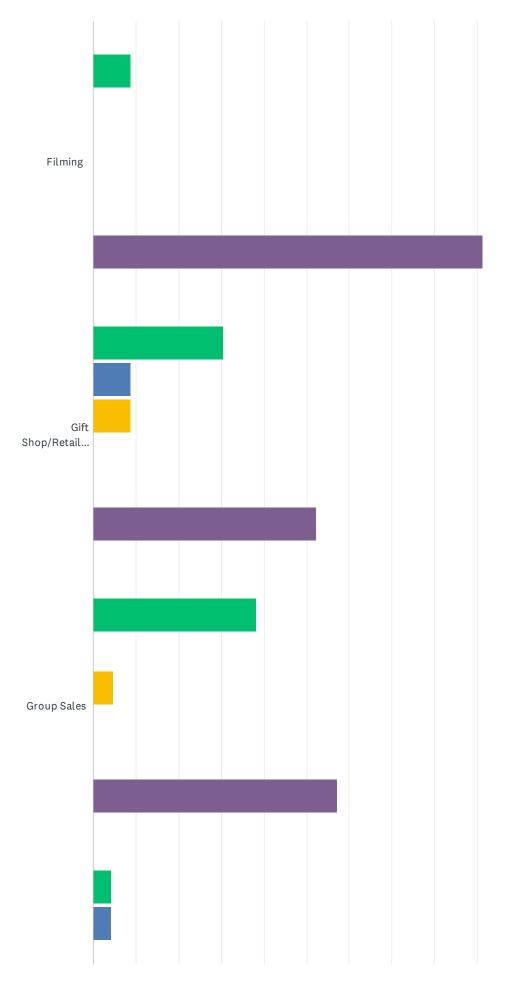
Q34 If your institution offers membership, which types of membership are available? (select all that apply)



ANSWER CHOICES	RESPONSES	
Individual	81.25%	13
Dual or Family	56.25%	9
Corporate	37.50%	6
VIP or Premium	25.00%	4
Lifetime	25.00%	4
Other (please specify)	12.50%	2
Total Respondents: 16		

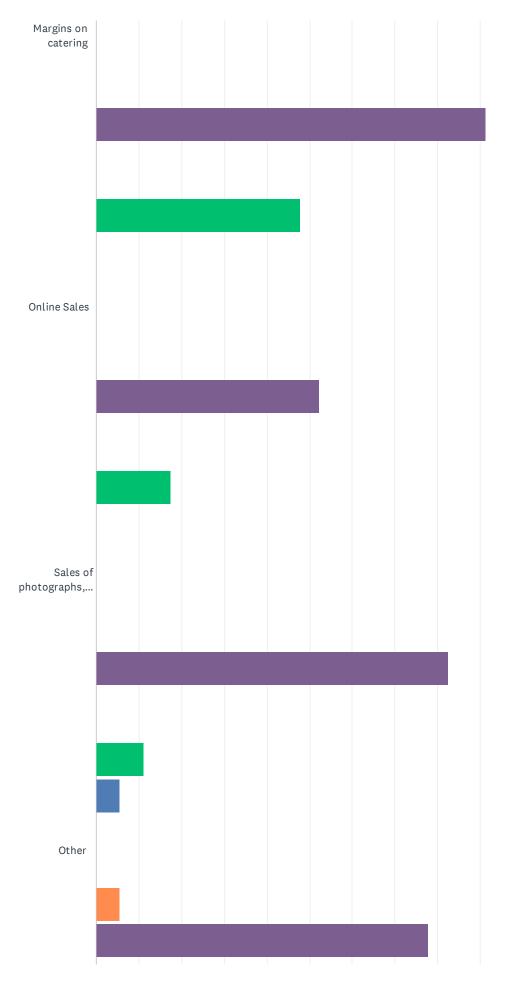
Q35 If you have facility-generated revenue sources, please indicate the contribution from the following sources:



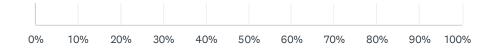


2021 ISHA Industry Survey

SurveyMonkey



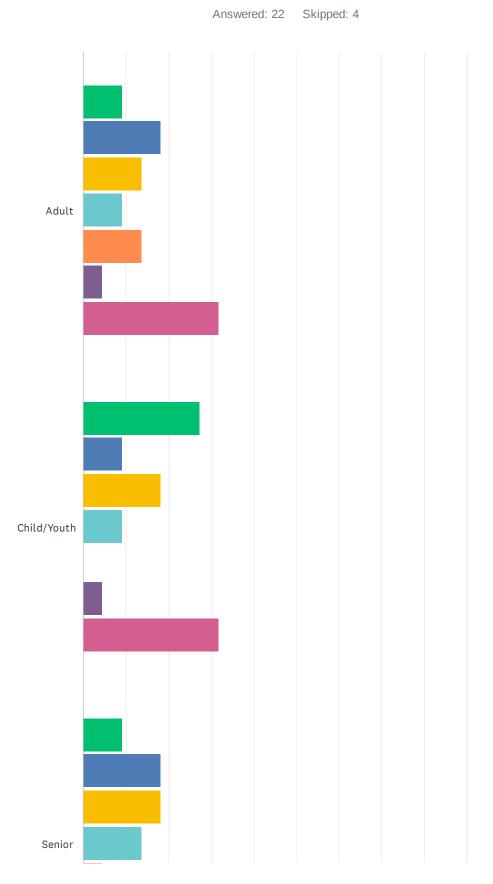
N/A



1 - 15%	26 - 50%	51 - 75%	> 75%
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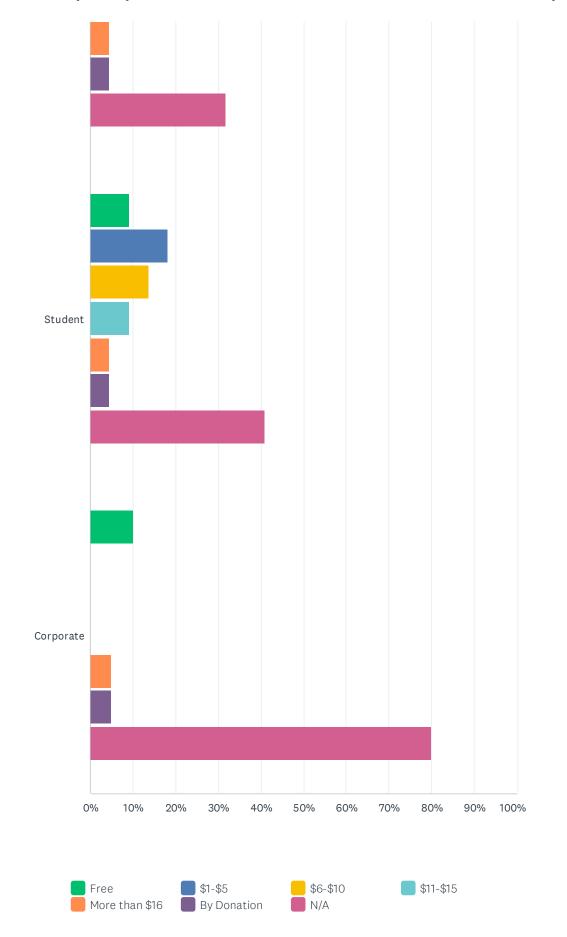
	1 - 15%	16- 25%	26 - 50%	51 - 75%	> 75%	N/A	TOTAL	WEIGHTED AVERAGE
Admissions	34.78% 8	4.35% 1	17.39% 4	4.35% 1	4.35% 1	34.78% 8	23	2.07
Asset Rentals	18.18% 4	4.55% 1	4.55% 1	0.00% 0	0.00% 0	72.73% 16	22	1.50
Facility Rentals	30.43% 7	8.70% 2	17.39% 4	0.00% 0	4.35% 1	39.13% 9	23	2.00
Filming	8.70% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	91.30% 21	23	1.00
Gift Shop/Retail Sales	30.43% 7	8.70% 2	8.70% 2	0.00% 0	0.00% 0	52.17% 12	23	1.55
Group Sales	38.10% 8	0.00% 0	4.76% 1	0.00% 0	0.00% 0	57.14% 12	21	1.22
Margins on catering	4.35% 1	4.35% 1	0.00% 0	0.00% 0	0.00% 0	91.30% 21	23	1.50
Online Sales	47.83% 11	0.00% 0	0.00% 0	0.00% 0	0.00% 0	52.17% 12	23	1.00
Sales of photographs, films, or other reproductions from your collection	17.39% 4	0.00% 0	0.00% 0	0.00% 0	0.00% 0	82.61% 19	23	1.00
Other	11.11% 2	5.56% 1	0.00% 0	0.00% 0	5.56% 1	77.78% 14	18	2.25

Q36 If daily admission is a source of revenue, please indicate the daily fee for admission that best describes each category of admission.



SurveyMonkey

2021 ISHA Industry Survey

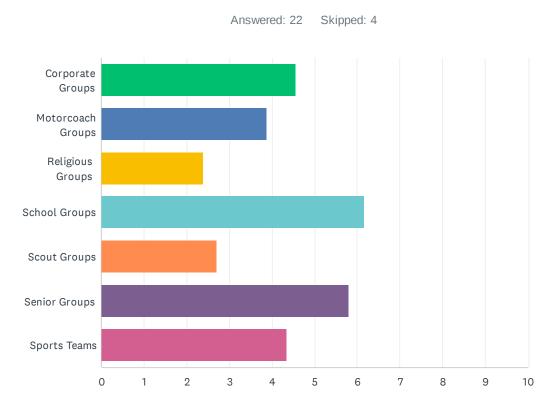


2021 ISHA Industry Survey

SurveyMonkey

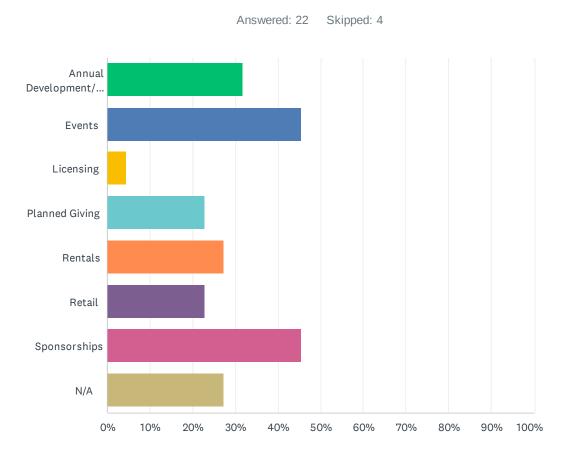
	FREE	\$1-\$5	\$6-\$10	\$11-\$15	MORE THAN \$16	BY DONATION	N/A	TOTAL
Adult	9.09%	18.18%	13.64%	9.09%	13.64%	4.55%	31.82%	
	2	4	3	2	3	1	7	22
Child/Youth	27.27%	9.09%	18.18%	9.09%	0.00%	4.55%	31.82%	
	6	2	4	2	0	1	7	22
Senior	9.09%	18.18%	18.18%	13.64%	4.55%	4.55%	31.82%	
	2	4	4	3	1	1	7	22
Student	9.09%	18.18%	13.64%	9.09%	4.55%	4.55%	40.91%	
	2	4	3	2	1	1	9	22
Corporate	10.00%	0.00%	0.00%	0.00%	5.00%	5.00%	80.00%	
-	2	0	0	0	1	1	16	20

Q37 If your institution offers group sales or group pricing, which groups do you see the most of. Rank them from 1 (most) to 7 (least)



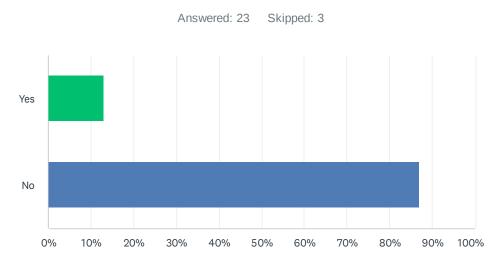
	1	2	3	4	5	6	7	N/A	TOTAL	SCORE
Corporate Groups	5.00% 1	15.00% 3	5.00% 1	5.00% 1	10.00% 2	0.00% 0	5.00% 1	55.00% 11	20	4.56
Motorcoach Groups	5.26% 1	5.26% 1	5.26% 1	5.26% 1	15.79% 3	10.53% 2	0.00% 0	52.63% 10	19	3.89
Religious Groups	0.00% 0	0.00% 0	0.00% 0	10.53% 2	10.53% 2	5.26% 1	15.79% 3	57.89% 11	19	2.38
School Groups	30.00% 6	15.00% 3	10.00% 2	5.00% 1	0.00% 0	0.00% 0	0.00% 0	40.00% 8	20	6.17
Scout Groups	0.00% 0	5.00% 1	5.00% 1	5.00% 1	5.00% 1	15.00% 3	15.00% 3	50.00% 10	20	2.70
Senior Groups	15.00% 3	15.00% 3	15.00% 3	5.00% 1	0.00% 0	0.00% 0	0.00% 0	50.00% 10	20	5.80
Sports Teams	10.00% 2	5.00% 1	15.00% 3	10.00% 2	0.00% 0	10.00% 2	5.00% 1	45.00% 9	20	4.36

Q38 What new sources of revenue have you explored in the last 2 years (you may choose more than one)?



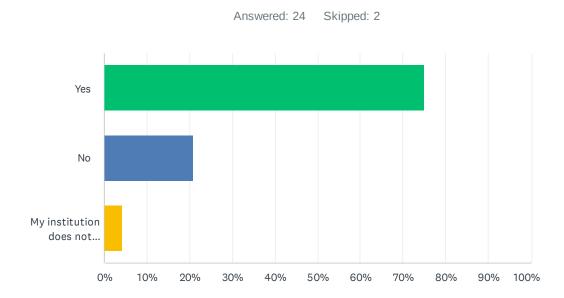
ANSWER CHOICES	RESPONSES	
Annual Development/Fundraising Campaign	31.82%	7
Events	45.45%	10
Licensing	4.55%	1
Planned Giving	22.73%	5
Rentals	27.27%	6
Retail	22.73%	5
Sponsorships	45.45%	10
N/A	27.27%	6
Total Respondents: 22		

Q39 Have you ever used an outside agency to assist in ticket sales?



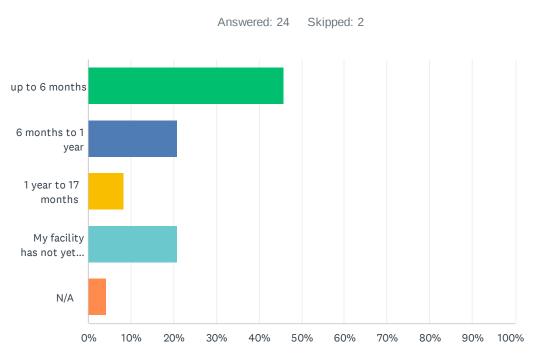
ANSWER CHOICES	RESPONSES	
Yes	13.04%	3
No	86.96% 2	20
TOTAL	2	23

Q40 Has your facility reopened after closing due to COVID-19?



ANSWER CHOICES	RESPONSES	
Yes	75.00%	18
No	20.83%	5
My institution does not maintain a physical facility	4.17%	1
TOTAL		24

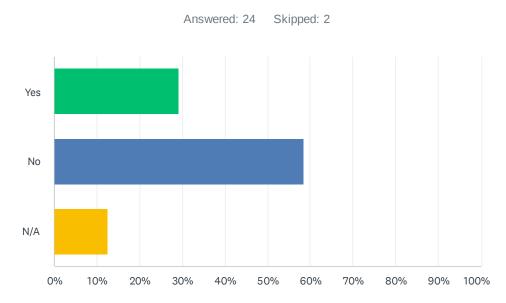
53 / 57



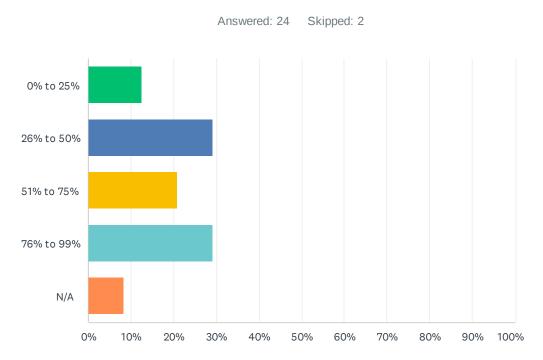
ANSWER CHOICES	RESPONSES	
up to 6 months	45.83% 11	L
6 months to 1 year	20.83%	5
1 year to 17 months	8.33%	2
My facility has not yet reopened	20.83%	5
N/A	4.17%	L
TOTAL	24	1

Q41 For how long was your facility closed?

Q42 Is your facility operating at the same level it was pre-COVID shutdown?



ANSWER CHOICES	RESPONSES
Yes	29.17% 7
No	58.33% 14
N/A	12.50% 3
TOTAL	24



ANSWER CHOICES	RESPONSES	
0% to 25%	12.50%	3
26% to 50%	29.17%	7
51% to 75%	20.83%	5
76% to 99%	29.17%	7
N/A	8.33%	2
TOTAL		24

Q44 Do you have any specific concerns / interests in the sports museum/hall of fame industry that have not been addressed in this survey?

Answered: 3 Skipped: 23