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

Answered: 26 Skipped: 0



| 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 |

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


## Q4 How long has your institution been in existence?

Answered: 26 Skipped: 0


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

# Q6 Which statement best describes your organization: 

Answered: 26 Skipped: 0



| 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 | $23.08 \%$ |  |
| Single sport museum/hall of fame - within another museum or sport arena | $15.38 \%$ |  |
| Multi-sport museum/hall of fame - within another museum or sport arena | $26.92 \%$ | 6 |
| Other | $7.69 \%$ | 7 |
| TOTAL | 2 | 26 |

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

Answered: 26 Skipped: 0


| ANSWER CHOICES | RESPONSES |  |
| :--- | :--- | :--- |
| Own the facility | $19.23 \%$ |  |
| Rent space (at a fair market value) | $3.85 \%$ |  |
| Rent space (at below market value) | $26.92 \%$ | 5 |
| Share space with another facility (ex. sport arena, larger museum, etc.) | $15.38 \%$ |  |
| N/A | $11.54 \%$ |  |
| Other (please specify) | $23.08 \%$ | 4 |
| TOTAL | 2 | 6 |

## Q8 What is the square footage of your facility?

Answered: 26 Skipped: 0


| 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?

Answered: 26 Skipped: 0


| 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.

Answered: 26 Skipped: 0


| ANSWER CHOICES | RESPONSES |
| :--- | :--- |
| Attendance has been climbing | $23.08 \%$ |
| Attendance has been flat | $50.00 \%$ |
| Attendance has been declining | $15.38 \%$ |
| N/A | $11.54 \%$ |
| TOTAL |  |

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

Answered: 26 Skipped: 0



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

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



## 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.

Answered: 26 Skipped: 0



| 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 | $26.92 \%$ | 2 |
| Membership Coordinator | $19.23 \%$ | 2 |
| Programming or Event Coordinator | $30.77 \%$ | 2 |
| Retail Manager | $0.00 \%$ | 5 |
| Total Respondents: 26 |  | 8 |

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



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

# 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 <br> PESSIMISTIC | 2-SOMEWHAT PESSIMISTIC | 3 - NEITHER PESSIMISTIC OR OPTIMISTIC | 4 - SOMEWHAT OPTIMISTIC | 5 - VERY OPTIMISTIC | TOTAL | WEIGHTED AVERAGE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| (no | 0.00\% | 20.00\% | 24.00\% | 40.00\% | 16.00\% |  |  |
| label) | 0 | 5 | 6 | 10 | 4 | 25 | 3.52 |

## Q17 Our annual operating budget is:

Answered: 25 Skipped: 1


| 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:





## Q19 What percent of your budget is spent on salaries?

Answered: 25 Skipped: 1


| ANSWER CHOICES | RESPONSES |
| :--- | :--- |
| Less that $10 \%$ | $20.00 \%$ |
| $11-20 \%$ | 5 |
| $21-30 \%$ | $16.00 \%$ |
| $>30 \%$ | $28.00 \%$ |
| TOTAL | $36.00 \%$ |

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

Answered: 25 Skipped: 1



| 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):

Answered: 25 Skipped: 1


| 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

## Q22 Is your organization governed by:



| 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 | $0.00 \%$ | 0 |
| Other (please specify) | $4.00 \%$ | 1 |
| TOTAL |  | 25 |

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

Answered: 25 Skipped: 1


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

# 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): 

Answered: 25 Skipped: 1


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

## Q25 Government funding accounts for:

Answered: 25 Skipped: 1


| 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 |

## Q26 Our institution applies for government funding:

Answered: 25 Skipped: 1


| 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:

Answered: 25 Skipped: 1



# 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): 

Answered: 25 Skipped: 1


| ANSWER CHOICES | RESPONSES |
| :--- | :--- |
| Corporate body (sports team, university, etc.) | $28.00 \%$ |
| Government Agency (may overlap with answer to question 8) | $4.00 \%$ |
| Heritage organization | $4.00 \%$ |
| Sports Association | $12.00 \%$ |
| N/A | $56.00 \%$ |

Total Respondents: 25

## Q29 Fundraising accounts for:

Answered: 25 Skipped: 1


| 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:




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

Answered: 24 Skipped: 2


| 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:

Answered: 24 Skipped: 2


| 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)

Answered: 16 Skipped: 10


| 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:




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



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

Answered: 22 Skipped: 4


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

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

Answered: 22 Skipped: 4


| 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?



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

Answered: 24 Skipped: 2


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

## Q41 For how long was your facility closed?

Answered: 24 Skipped: 2


| ANSWER CHOICES | RESPONSES |  |
| :--- | :--- | :--- |
| up to 6 months | $45.83 \%$ | 11 |
| 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 | $4.17 \%$ | 1 |
| TOTAL |  | 24 |

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

Answered: 24 Skipped: 2



| ANSWER CHOICES | RESPONSES |  |
| :--- | :--- | :--- |
| Yes | $29.17 \%$ | 7 |
| No | $58.33 \%$ | 14 |
| N/A | $12.50 \%$ | 3 |
| TOTAL |  | 24 |

## Q43 How close is your facility to operating at pre-COVID level?

Answered: 24 Skipped: 2


| 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

