

ISHA State of the Industry Survey

2017

Each year ISHA conducts a State of the Industry Survey of its members. This year members who responded to the survey reported that the state of the industry is generally positive. Two thirds of respondents expanded an existing exhibit or built a new exhibit in the past 16 months and two-thirds plan to build or expand an exhibit in the next 12 months. Four out of five respondents are optimistic for their business in the next 12 months. About half of institutions reported that attendance has been flat with 28% reporting attendance has been rising. Here are all the findings from the survey.

Demographic Data

Total Number of Survey Respondents: 41 (Up from 34 in 2016)

78% of respondents were Director/Manager Level

63% of respondents were from the United States

27% of respondents were from Canada

Other respondents were from England, New Zealand, Switzerland, and Sri Lanka

39% of respondents were from a multi-sport museum with property

32% of respondents were from a single sport museum with property

80% of respondents had a physical location

Facility Data

30% of respondents own a facility

Of the 25% of respondents that rent a facility 80% rent below fair market value

About ½ of the facilities are between 5,000 and 30,000 sq. ft.

Attendance

About ½ of the institutions with facilities expect between 10,000 and 50,000 visitors in 2017.

10% (3) of institutions with facilities say attendance has been declining over the last five years.

52% (15) say attendance has been flat.

28% (8) say attendance has been rising.

Employee Data

27% of the respondents had 1-4 full & part-time employees

39% of the respondents had 5-14 full & part-time employees

7% of the respondents had 15-24 full & part-time employees

10% of the respondents had 24-49 full & part-time employees

5% of the respondents had 5-14 full & part-time employees

7% reported having no paid employees

Budgets/Financials

23.5% of respondents have an annual operating budget between \$100,000 - \$249,000

32.4% of respondents have an annual operating budget between \$500,000 - \$1 million

20.6% of respondents have an annual operating budget over \$1 million

82% of respondents are somewhat or very optimistic for their business in the next 12 months. This is up quite a bit from 2016 (61%).

Administration is the largest expenditure for most respondents, followed by events and then educational programming.

Funding Sources

Revenue sources are quite diverse amongst our members.

The Top Funding Sources named by respondents were

- 1 – Parent Agency
- 2 – Fundraising
- 3 – Sponsorships (events)
- 4 – Government Funding
- 5 – Private Foundations
- 6 – Facility generated revenue (admissions)

For 41% of respondents fundraising accounts for less than 25% of revenue.

59% of respondents receive no government funding. That number is even higher for US institutions (69%).

Facility generated revenue primarily are from Admissions, Facility Rentals, Asset Rentals and Gift Shop Sales

New funding sources explored by respondents over the past 2 years include, sponsorships (34%), events (40%) and annual development/fundraising campaigns (34%), rentals (23%).
29% have not explored any new funding sources in the last two years.

Admission Rates

The majority of respondents charge between \$1-\$10 for an individual admission. \$1-\$5 for students, \$1-\$5 for seniors. The majority of institutions do not have Family or Corporate admission rates.

Changes in the last 16 months

65% of respondents expanded an existing exhibit or built a new exhibit. This is down from 87.5% in 2016.

32% have increased staff. This is down from 41.67% in 2016.

In the next 12 months

65% plan to build or expand an exhibit. This is down from 95.83% in 2016.

35% plan to increase staff. This is down from 41.67% in 2016.

24% plan to run a capital campaign. This is down from 33.33% in 2016.

Other Concerns/Interests in the Sports Museum/Hall of Fame Industry

Always looking for fund raising ideas. We host golf tournaments, 5K races, awards banquets, Induction banquets and one-off events but constantly looking for more ideas

Specific insight to web and digital footprint, approach, significance

how could we share travelling exhibitions (and know how) between the members?

Focus on partnerships within the industry in terms of exhibits, programming or staff sharing