Q2 - Which of the following best describes the focus of your institution?

- Historical Society (7%)
- Historic Home/Site (7%)
- History Museum (55%)
- Natural History Museum (1%)
- Garden (1%)
- Art Museum (8%)
- Science Museum (3%)
- Children's Museum (4%)
- Zoo, Aquarium, or Aviary (1%)

55% History Museum
Q3 - Which of the following best describes the classification of your institution?

- University
- Non-profit
- For profit
- Government (city, county, etc.)
- Other (please describe)

71%, 54
Non-profit
Q39 - What kind of community are you located in? (Please select one)

- Rural: 60.29%
- Suburban: 20.59%
- Urban: 19.12%
Q4 - What was your operating budget for the past 12 months?

- $0-$24,999: 34
- $25,000-$299,999: 20
- $300,000-$999,999: 15
- $1,000,000+: 7
Q5 - Please indicate your institution's revenue sources in the last 12 months as a percent (you may give us your best estimate, but answers must equal 100%)

<table>
<thead>
<tr>
<th>#</th>
<th>Field</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std Deviation</th>
<th>Variance</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Individuals</td>
<td>0.00</td>
<td>100.00</td>
<td>29.72</td>
<td>34.75</td>
<td>1207.59</td>
<td>76</td>
</tr>
<tr>
<td>2</td>
<td>Government</td>
<td>0.00</td>
<td>100.00</td>
<td>31.51</td>
<td>37.34</td>
<td>1394.12</td>
<td>76</td>
</tr>
<tr>
<td>3</td>
<td>Earned Income</td>
<td>0.00</td>
<td>70.00</td>
<td>13.32</td>
<td>20.78</td>
<td>431.61</td>
<td>76</td>
</tr>
<tr>
<td>4</td>
<td>In-kind</td>
<td>0.00</td>
<td>50.00</td>
<td>3.71</td>
<td>8.98</td>
<td>80.71</td>
<td>76</td>
</tr>
<tr>
<td>5</td>
<td>Foundations</td>
<td>0.00</td>
<td>100.00</td>
<td>6.14</td>
<td>14.23</td>
<td>202.36</td>
<td>76</td>
</tr>
<tr>
<td>6</td>
<td>Corporations</td>
<td>0.00</td>
<td>20.00</td>
<td>1.29</td>
<td>3.19</td>
<td>10.21</td>
<td>76</td>
</tr>
<tr>
<td>7</td>
<td>Other (please describe)</td>
<td>0.00</td>
<td>100.00</td>
<td>14.30</td>
<td>31.97</td>
<td>1022.34</td>
<td>76</td>
</tr>
</tbody>
</table>
Q9 - How many full time, paid staff work at your organization?

- 53.95% for 101+ staff
- 31.58% for 11-30 staff
- 7.89% for 4-10 staff
- 5.26% for 1-3 staff
- 1.32% for 0 staff
- 5.26% for 11-30 staff
Q10 - How many part time, paid staff work at your organization?
Q11 - How many unpaid staff work at your organization? (Note: these are regular staff positions which differ from museum volunteers)
Q14 - How many museum volunteers work at your organization?

0
1-3
4-10
11-30
31-100
101+
Q17 - Does your organization track volunteer hours?

- Yes
- No
- Unsure
Q15 - How many hours of service do museum volunteers (not unpaid staff) provide annually?
Q12 - What are the most important issues facing your organization? (Please choose three)

- Keeping current with changing technology
- Professional development opportunities for staff
- Lack of adequate preservation materials and environmental controls
- Identifying and nurturing partnerships and collaborations with other organizations
- Change in leadership and/or developing new leadership
- Board recruitment, training, or effectiveness
- Membership retention and/or growth
- Change in population demographics
- Diversity, equity, access, and inclusion
- Professional development opportunities for staff
- Marketing/PR communications needs
- Collections storage space
- Decreased/deprioritized funding for pre-K-12 curriculum and field trips
- Keeping heritage and cultural organizations viable and relevant
- Keeping current with changing technology
- Change in leadership and/or developing new leadership
- Board recruitment, training, or effectiveness
- Membership retention and/or growth
- Volunteer recruitment and/or retention
Q13 - What methods do you use to promote your organization?

- Social media
- Electronic newsletter
- Print newsletter
- Press releases
- Cross promotion with other heritage and cultural organizations
- Newspaper, radio, or TV
- NowPlayingUtah.com
- Other (please describe)
Q18 - How many days is your organization open to the general public annually?
Q30 - How many public programs have you offered in the past 12 months?
Q19 - What does your organization charge for standard admission?

Suggested donation (please describe)

1-5

$5.00

$5

$2.00

As they wish

$5.00

$3

$5
Q43 - Which core documents has your institution established? (Check all that apply.)

- Strategic Plan
- Mission Statement
- Collections Management Plan
- Code of Ethics
- Emergency Plan
- None of the Above
Q21 - What is the square footage of your organization's facility/facilities?
Q22 - Does your organization have dedicated collections storage space?
Q23 - What is the square footage of your organization's dedicated collections storage space?

1-999
1,000-4,999
5,000-9,999
10,000-24,999
25,000-49,999
50,000-99,999
100,000+
I don't know/Unsure
Q27 - What do you feel are the greatest challenges currently facing your collection(s)?

(Please choose three)
Q28 - In the past 12 months, how have you engaged in partnerships with other community institutions?

Other (please describe)

- community fundraising for building a new classroom
- Community events
  - annual event with city committee
  - community events
    - we work with many people in the AZA community on acquiring birds, collecting husbandry information
Other (please describe)

no response

Worked with Torrey Town

Incorporating Museum library in County Library circulation system
Q31 - What are the most pressing challenges your organization faces in developing its programmatic offerings? (Please choose three)

- Lack of funding
- Space limits
- Lack of professional staff with experience and expertise
- Marketing/PR (general visibility)
- Lack of audience/visitors
- Facilities issues
- Other (please describe)
- Inability to identify/measure current audience
- Board issues
- Access to appropriate/necessary collections

Other (please describe)

- none of these affect our museum
- staffing
- no response
- not enough staff hours
- creating new displays
<table>
<thead>
<tr>
<th>Other (please describe)</th>
</tr>
</thead>
<tbody>
<tr>
<td>no response</td>
</tr>
<tr>
<td>did not select a third</td>
</tr>
<tr>
<td>N/A</td>
</tr>
<tr>
<td>No education staff (see above)</td>
</tr>
<tr>
<td>We are at capacity for current staff (would need more people to expand)</td>
</tr>
</tbody>
</table>
Q33 - What prevents your institution from applying for additional grants from the Division of Arts & Museums?

- Language barrier
- Do not have nonprofit status
- Lack of resources
- Lack of planning
- One organization, one grant rule
- Uncertain of process or eligibility
- Other (please describe)
- Unsure what grants are available
- Grant opportunities do not fit organizational needs
- No barriers, we apply
- Lack of time

Q33_11_TEXT - Other (please describe)

- lack of matching funds
- lack of volunteers
- match funding
- matching funds
<table>
<thead>
<tr>
<th>Other (please describe)</th>
</tr>
</thead>
<tbody>
<tr>
<td>time and expertise, encumberments imposed by grants (reporting, etc.) when you are an all volunteer organization</td>
</tr>
<tr>
<td>no response</td>
</tr>
<tr>
<td>No real need</td>
</tr>
<tr>
<td>limit on the amount of time the museum is open on the grant applications</td>
</tr>
<tr>
<td>no grantwriter</td>
</tr>
<tr>
<td>no staff person, grantwriter</td>
</tr>
<tr>
<td>no response</td>
</tr>
<tr>
<td>We are not a museum</td>
</tr>
<tr>
<td>No staff to help</td>
</tr>
<tr>
<td>Alpine City controls all aspects of the building and they do not want to spend money on the building</td>
</tr>
<tr>
<td>restrictions of not applying the previous year</td>
</tr>
<tr>
<td>We have not had an updated version of Adobe and Excel, we do now.</td>
</tr>
</tbody>
</table>
Q34 - What are the most important, field-wide issues you think the Division of Arts & Museums should be working to address? (Please choose three)
Establishing or expanding local heritage and cultural tourism efforts
Keeping heritage and cultural organizations viable and relevant
Visibility of the museums field as a whole
Increasing community involvement
Advocacy at local, state, regional, and national levels
Economic/Social impact of Utah museums on their communities
Visibility of individual heritage organizations
Equity and inclusion of underrepresented communities
Developing new leadership and effective management
Lack of adequate preservation and collections environments in Utah museums
Other (please describe)
Lack of adequate preservation materials in Utah museums
Keeping current with changing technology
Decreased/deprioritized funding for prek-12 educational programs and services
Need for increased partnership and collaboration among heritage and cultural organizations
Other (please describe)
<table>
<thead>
<tr>
<th>Perception of Zoos and animals under human care</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOS funding</td>
</tr>
<tr>
<td>The phenomenon of &quot;disintermediation.&quot;</td>
</tr>
<tr>
<td>no response</td>
</tr>
<tr>
<td>did not choose anything additional</td>
</tr>
<tr>
<td>Sustainability</td>
</tr>
<tr>
<td>overabundance of competing non-profits</td>
</tr>
</tbody>
</table>
Q32 - How has your organization worked with the Division of Arts & Museums in the past 12 months? (select all that apply)

- Attended a workshop or training
- Received a grant
- Received technical assistance or advice from UA&M staff
- Hosted UA&M staff for a site visit or onsite program
- Staff or board participated in a UA&M grant review panel
- Provided UA&M staff with opportunities to present at your events
- Have not been involved with UA&M
- Other (please describe)

Other (please describe)

- newsletters
- participated in social impact study
- nothing in the last 12 months but quite extensively in the past
- no response
- no response
- this is not correct - I did a site visit there in April, 2018 (EAJ)
- no response
<table>
<thead>
<tr>
<th>Other (please describe)</th>
</tr>
</thead>
<tbody>
<tr>
<td>no response</td>
</tr>
</tbody>
</table>

Uncertain
Q41 - How helpful have these services been?

End of Report