The Museums Provide Access with:

Free admission to all Springfield residents.
Complimentary access for military families and veterans.
Donated passes to area non-profits.
Free entrance to local human service organizations.
Reduced admission for EBT card holders and Culture Connection card holders.

And as our visitation soared 250%, we amplified our Family Program Days that celebrate children and adults learning (and playing) together.

“Our Museums are transformative places that inspire people to explore the realms of human experience embodied in our collections. Our capacity for impact is limitless.”

—Kay, President and CEO

Accessible to all!

Our Museums seek to be accessible for all. We are dedicated to reaching for universal participation. We would like everyone who visits us to say: “Wow, they thought of me.”

In 2019, the Museums became a Universal Participation Designee.

“We have an action list for a three-year plan, which we will evaluate and update each year,” said Heather Cahill, Director of Development at the Springfield Museums and convener of a new Inclusion task force for the Museums.

The Universal Participation Initiative (UP) aims to break down barriers and bring full civic participation in Massachusetts’ cultural sector.
The Springfield Museums provide space for insight and **connection; inspiration and revelation**. For more than 160 years, the Museums have nurtured curiosity, fueled discovery, and **transformed lives**.

Transforming lives is a bold claim. You will see in this impact report that we have the very best reasons to continue to provide opportunities for growth to our wide array of visitors, members, and friends—they remember us, they thank us, they discover through us pathways into the future.

We are here to make a difference. We are here to transform lives with the power of art, science, history, and Seuss!
“The Springfield Museums are one of Massachusetts’ great cultural assets and have been a pillar in our community since they were established in 1857.

Visitors come from around the world to learn more about art, history, science and Springfield’s own Dr. Seuss. Their partnerships with the Smithsonian Institution and the Boston Museum of Fine Arts bring classic art and national treasures to the City of Springfield. We are fortunate to have an organization that is committed to increasing access and continuing to inspire curiosity in adults and children alike.”

— Congressman Richard E. Neal
Massachusetts, 1st Congressional District
Now more than ever, the Springfield Museums are uniquely poised to elevate spirits and change lives. Our historic museum buildings; collections that encompass art, history, and science; spacious landscaped grounds; and the outdoor Dr. Seuss National Memorial Sculpture Garden have served the city and the region for more than 160 years and are constantly evolving.

Over the past four years, the Museums have gone through a period of unprecedented expansion and growth. The opening of the bilingual Amazing World of Dr. Seuss Museum in 2017, along with a multi-year partnership with the Smithsonian Institution and enhanced exhibition schedule, has raised our profile as an interdisciplinary museum system with national significance. Our Museums attract people of all ages and all backgrounds to engage in joyful learning experiences alongside each other.

With more than 200,000 square feet of exhibition space, we offer the best of STEAM (science, technology, engineering, art and mathematics) education in a multi-sensory environment. The current Evolution Campaign at the Science Museum is integral to amplifying these spaces with sweeping museum-wide revitalization of our galleries and exhibition spaces.

Our recently opened Smithsonian Spark!Lab, a dynamic invention space, exemplifies our hands-on, minds-on approach to stimulating the learning process. We also offer open-ended art instruction in the GWV Smith Art Museum’s Art Discovery Center, and ongoing literacy-based activities in the Cat’s Corner of the Dr. Seuss Museum. The Museums present an ever-changing roster of exhibitions that feature contemporary art, history of immigration, diversity, and environmental conservation.

As we move ahead on a comprehensive strategic planning process, the Museums will prioritize the Universal Participation Initiative. Our objective is to not only make our Museums physically accessible, but to make all of our programming, interpretation, marketing and digital communication available to everyone. We promise to answer the call for social justice through inclusive exhibitions and programs that help even the disparities in learning opportunities, and cultural experiences for visitors of all ages and backgrounds. Our Museums are transformative places that inspire people as they explore the realms of human experience embodied in our collections. Our capacity for impact is limitless.

Kay Simpson
President and CEO of the Springfield Museums
The Amazing World of Dr. Seuss Museum, the newest museum on the Quadrangle, is devoted to Springfield native Theodor Seuss Geisel, aka Dr. Seuss, the author who revolutionized learning to read by making it FUN!

The 2017 opening of the Dr. Seuss Museum, under the leadership of President Kay Simpson, has branded the Springfield Museums as a world-class tourist attraction and underscored its mission to spark curiosity through connection to the arts, history, and science.

“I saw children dancing into the museum!”
— Jane Yolen, award-winning children’s book author

IMPACT ON VISITATION
Visitation from Springfield residents has increased by more than 40% and visitation from members has increased 21%. Clearly the ability to bring national treasures to our region has had a significant and lasting impact on our visitation trends.
Tourists, conventioneers and other visitors to Hampden County spent $608 million in 2017, a 6.5 percent increase from the year before, according to figures released by the Massachusetts Office of Travel & Tourism and publicized by the Greater Springfield Convention & Visitors Bureau.

**SEUSS ECONOMIC IMPACT**

**A 6.5% increase in visitors to Hampden County**

Tourists, conventioneers and other visitors to Hampden County spent **$608 million** in 2017, a 6.5 percent increase from the year before, according to figures released by the Massachusetts Office of Travel & Tourism and publicized by the Greater Springfield Convention & Visitors Bureau.

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**“Summer of Seuss’ drove Pioneer Valley visitors in ’17, say just-released state numbers.”**


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**“It was the summer of Seuss.”**

—Mary Kay Wydra, president of the Visitors Bureau.

**“[Ted] would absolutely be at ease here. And to know that he’s going to be here permanently, safe, protected, that people who want to know more are going to make this trip here to see him, it’s perfect.”**

—Leagrey Dimond, benefactor and curator of the gallery Ted, Dr. Seuss
IN GRATITUDE TO DAVID STARR (1922-2019)

David Starr, president of The Republican and long-time friend of the Springfield Museums sparked the creation of the Amazing World of Dr. Seuss Museum when he convinced Theodor Seuss Geisel to approve a Dr. Seuss sculpture on the Quadrangle. Dr. Seuss wrote David a note: “You can have your kettle of bronze.” The Sculpture Garden has since attracted millions of Seuss fans from across the country and around the world—and those visitors always asked, “Where is the Dr. Seuss Museum?”

A generous donor as well as a tireless fundraiser, David and his wife Peggy Starr named galleries in the D’Amour Museum of Fine Arts and the Dr. Seuss Museum. As a catalyst and a visionary, David Starr leveraged his considerable skills, influence and expertise to preserve and expand the Springfield Museums for generations to come.

“How about a statue of a Dr. Seuss character at the Museums’ campus?”
— David Starr

It All Started with a Vision and a Kettle of Bronze

DR. SEUSS NATIONAL MEMORIAL SCULPTURE GARDEN
Seuss attracts visitors!

More than 3 million people

have visited the Dr. Seuss National Memorial Sculpture Garden at the Springfield Museums since it opened in 2002. The sculpture garden celebrates Theodor Seuss Geisel, aka Dr. Seuss, in the city in which he was born and raised.

“Please come visit the memorial, the Dr. Seuss Museum and all things Seussian that can only be found in this very special town, where a small boy dreamed of things no one had ever dreamed and grew up to be Dr. Seuss.”

—Lark Grey Dimond-Cates, the sculptor who created the Dr. Seuss National Memorial Sculpture Garden

Dear Lark,

One morning I saw two young men standing in the sculpture garden next to the giant Oh the Places You’ll Go sculpture. I walked over to say hello. One of the men was crying and smiling and he explained: “I am 20 years old and I really don’t like reading, but my friend read this book to me and it speaks to me so powerfully!”

He said he has lived in Springfield his entire life and never appreciated how much the words of Dr. Seuss related to him and his life until his friend read him Oh the Places You’ll Go. He said he was going to name his future child Mordecai (one of the names in the book) and bring him every year to read this book together. “And I know this sculpture will be here!”

What you have done for Springfield is clear to me each and every time I see people enjoying your sculptures, running across the lawn to stand by the Lorax, throwing arms around each other to take a selfie with Yertle and the turtles, contemplating Dr. Seuss at his drawing desk. Every single day, someone stops to look and appreciate and wonder . . . and READ. Thank you.

Karen Fisk,
Director of the Ted’s House and Innovation Center Project
The Springfield Museums have a vision of honoring the legacy of Dr. Seuss in his very own childhood home with an immersive, interactive, multi-media, multi-lingual experience that will explore history and culture and draw relevant connections to our modern world experience. In honoring the innovative, creative thinking that revolutionized learning to read by making it fun, the Museums also hope to raise the profile of Springfield, MA, and create local opportunity, growth, and community building through the story of the family, neighborhood, and times that raised Dr. Seuss.

“I have always been fascinated by how childhood experiences and places play a part in how the lives of artists, writers, and inventors are shaped.”

—Ted Owens, Ted Geisel’s great nephew

“All these people, who lived on a little street of a middle-class development in Springfield, Massachusetts, got me to do what I’ve done!”

—Ted Geisel, aka Dr. Seuss
The Museum Is Evolving

Founded in 1859, the same year that Charles Darwin published *On the Origin of Species*, the Springfield Science Museum has inspired generations. Adapting to the needs of our visitors helps the Science Museum remain a vital resource. As we strive to ensure that our museum will provide a 21st-century learning experience, we are well on the way to becoming the region’s premier source of STEM-related informal education and educational entertainment.

Regional educators, students, user experts*, and community partners, have helped the Museums identify that the increased technology we continue to work toward in the Museums offers a more flexible learning environment to accommodate individual learning differences in accord with Universal Design for Learning.

*User Experts are individuals with a functional limitation or disability who have developed natural expertise in dealing with the challenges of physical, information and/or communication environments.

“I remember as if it was yesterday, we walked into the museum and what I saw was a stegosaurus skeleton... That was a pivotal moment for me because I knew what I wanted to do with my life. I was interested in a field that really didn’t have women in it and I’m going to credit that stegosaurus for allowing me to have the courage to do that. When I think back to the impact this museum had on me, I realize the importance of museums to really pave the way for people to find their passion. There is nothing more powerful than that.”

— Gina Semprebon, PhD, Professor of Biology with a specialization in palaeoecology; Director, Center for Excellence for Women In STEM, Bay Path University
SPARK!LAB

Our new Smithsonian-sponsored Spark!Lab opened in January 2020. Spark!Lab is a popular hands-on invention space where visitors can design, tinker, build, experiment, and play with all kinds of component objects and materials while sparking their innate curiosity and inventive instincts.

PLANETARIUM

The Seymour Planetarium is undergoing a complete renovation to bring technologically sophisticated astronomy presentations to our diverse audience. And, we will retain our magnificent star projector (the oldest in the western hemisphere), built thanks to the ingenuity and resourcefulness of two Chicopee brothers between 1934 and 1937.

INTERNATIONAL SPACE STATION

The Springfield Museums is constructing a fully immersive representation of the International Space Station (ISS) module Destiny. The gallery will have an “airlock” entrance and dynamic views of Earth from the exhibit’s bay window cupola.

“The first arts experience that I can remember was when my older sister brought me to the Springfield Science Museum. I can’t forget about the dinosaurs that amazed us when we first entered. I am now able to provide my two sons with a similar experience that I enjoyed as a kid.”

—Justin Hurst, Springfield

“We are confident that our ISS module exhibit will positively impact the people of Springfield and the Connecticut River Valley, and that it will help the Science Museum fulfill its goal of becoming the region’s premier source of STEM-related informal education and educational entertainment.”

—Mike Kerr, Principal, Innovative Advancement & Integration, Science Museum
STEM Stats

Since 1990, STEM employment has grown 79% (9.7 million to 17.3 million)

STEM jobs have higher earnings compared with many non-STEM jobs. Among workers with similar education, STEM workers earn significantly more, on average, than non-STEM workers.

African American and Hispanic workers continue to be underrepresented in the STEM workforce.

African Americans make up 11% of the U.S. workforce overall but represent 9% of STEM workers, while Hispanics comprise 16% of the U.S. workforce but only 7% of all STEM workers.

From “Diversity in the STEM workforce varies widely across jobs”, PEW Research Center Social & Demographic Trends

“Play is the highest form of research.”
—Albert Einstein

A FAVORITE MOMENT
from SarahRose Adan,
Spark!Lab Coordinator

An older woman was watching children working with snap circuits and asked if she could try. She mentioned to me that she would have loved something like that as a kid, but girls were not encouraged to do science when she was growing up. She was so happy that Spark!Lab helped encourage the learning of science for everyone, no matter their gender.
We help visitors access STEM.

The second floor of the Science Museum is evolving very specifically to help close achievement gaps for underserved students at the same time it serves a wide array of visitors. Spark!Lab, for instance, offers valuable preparation for developing students who are increasingly STEM ready.

12,381
participants of all ages have visited Spark!Lab since it opened.

Spark!Lab will provide more than
1,560
hours of facilitated STEM learning annually.

Spark!Lab averages
195
visitors daily, employs two new staff members, and creates college internship opportunities for regional students.

THE OPENING OF SPARK!LAB

“This innovation space will advance the exposure of children to modern STEM (Science, Technology, Engineering and Math) programs, which fits MassMutual’s vision for the city and its future. But this opening also carries personal meaning. I’m a Springfield kid who is a product of the Springfield Public Schools and its after-school program. I spent many hours here [at the museum]. For all of us, this is a very exciting day.”

—Sherriff Balogun Jr., Chief of Staff, Enterprise Technology and Experience at MassMutual, MassMutual Foundation Board of Directors, at the opening of the Smithsonian Spark!Lab, January 2020

“If you make education fun, the kids will love it—and they’ll learn!”

—Springfield Mayor Domenic Sarno, at the opening of Spark!Lab

“Spark!Lab will impact Springfield but also all of Western Massachusetts. Kids will be able to be creative and inventive. When we work together, this is what we get.”

—Patrick Carnevale, Director of Governor Charlie Baker’s Western Massachusetts Office
Art Nurtures Emotional Response

The Michele and Donald D’Amour Museum of Fine Arts, established in 1933, includes a comprehensive collection of American, Asian and European paintings, prints, watercolors and sculpture and the largest holding of Currier & Ives lithographs in the nation.

The George Walter Vincent Smith Museum of Art, established in 1896, holds the eclectic collections of George Walter Vincent Smith (1832-1923) and his wife, Belle Townsley Smith (1845-1928). The vast holdings include one of the largest collections of Chinese cloisonné outside of Asia.

“Times of adversity lead people to art. We offer virtual gallery tours because we want to make sure we can still connect the power of art to the people who love it.”
—Maggie North, Curator of Art

“A museum is so much more than four walls surrounding art. It is even more than the art itself. A museum nurtures an experience of stopping and looking; it instigates strong emotional response.”
—Heather Haskell, Director of the Art Museums and Vice-President of the Springfield Museums
“No art museum in the Hartford area does summer kids’ entertainment as well as the Springfield Museums complex.”
—Susan Dunne, the Hartford Courant

INTERACTIVE FOR ALL AGES

Mark Feeney of the Boston Globe wrote after visiting Isabel Bishop’s Working Women: Defying Convention (12.27.18): “Context takes a charming three-dimensional form with the inclusion of some props: a park bench, a photo booth, and a lunch counter. Done differently, these might appear cheesy. Instead, they’re good fun.”

FROM SKETCH TO SCULPTURE

As a major interactive part of the visiting exhibition Kids Design Glass at the George Walter Vincent Smith Art Museum, children 12 years old and younger were invited to enter a competition by drawing a design that might be chosen by the Tacoma, WA, Museum of Glass Hot Shop to be transformed into a sculpture.

The winner was four-year-old Calvin Waddell from Feeding Hills, MA. Calvin’s cat—which is a simple, green-outlined, two-legged creature, with one brown ear and one red ear—has a charm and nonchalance that clearly marks it as a winner. Asked about his design, Calvin said, “He can talk, but he said nothing.” Well, many cats are wily that way!

Isabel Bishop Interactive Lunch Counter
THE LYMAN AND MERRIE WOOD
MUSEUM OF SPRINGFIELD HISTORY

History
10th Anniversary

The Lyman and Merrie Wood Museum of Springfield History is known for its local history research facilities, its comprehensive program of changing exhibitions, its diverse educational offerings, and its wide ranging collections illuminating the history of the Connecticut River Valley.

“The Lyman and Merrie Wood Museum of Springfield History is rich in cultural artifacts. Having the opportunity to learn about the creation of the first motorcycle or the first Friendly’s restaurant should make us all proud to be from where we are.”

—Marcus Williams, Springfield
TOYTOPIA

The museum’s atrium space has made it possible to bring in large-scale exhibits that feature immersive fun along with enlightening historical information. In 2019, the Museums brought in Toytopia—a larger than life history of toys. “Toytopia offered common space for whole families to play and share stories about beloved toys,” said Kay Simpson, President and CEO of the Springfield Museums. “The exhibit also let us talk about Springfield’s own Milton Bradley, whose innovative Checkered Game of Life gave rise to the board game industry in America.”

“Our top Instagram post of the year was for the opening of Toytopia!

Our Toytopia Toy Drive provided new board games to patients at the Shriners Hospital for Children and The Gray House.

“The Springfield Museums put us on the map. But it’s more than that. The Museums touch every aspect of people’s lives, from the arts to the science to the culture; it’s a focus point for everyone.”

—Lyman Wood, retired business owner, philanthropist, mentor, and long-time supporter of the Museums, together with his late wife named the history museum.
The Springfield Museums Education Department—which includes Family Engagement, the Museum School, Facilitated Spaces, Outreach, Lectures, and Field Trips—serves more than 150,000 people yearly—and the number keeps growing as visitors spread the word about what the Museums have to offer.

STEM learning, literacy, multi-generational family engagement and co-learning, arts enrichment, and cultural experiences, all help to not only open doors for our visitors, but also promote well-being in our greater community.

“We serve as an important educational and social resource as well as a beloved community anchor.”
—Larissa Murray, Director of Education at the Springfield Museums
In the past three years, the Museums have tripled our facilitated learning spaces, knowing that hands-on, minds-on learning has tremendous impact.

“One of the very best ways to learn is to have fun while you are learning. We are all about that! When I see caregivers sharing ah-hah moments with their children, I really know I am doing my job right!”

—Jenny Powers, Family Engagement Coordinator
We spark the imaginations of more than 11,000 school children from throughout the region annually through on-site school tours and outreach programs.

The Springfield Museums are well positioned, with partnerships in area schools, universities and nonprofits, to build a 21st century Science Museum and STEM learning ecosystem that helps close achievement gaps in our underserved community.

“\textit{I thought that when you are on a field trip you didn’t have to learn anything but now I know that I like to learn on a field trip. I learned how the sculptures were made. I liked learning about Dr. Seuss’s past. I like that his step daughters are still showing people his amazing work.}”

—Reflection from a fifth grade student
Lifelong Learning Is Powerful

The Museum School has been providing educational and cultural enrichment for people of all ages since 1918. The program began with studio art instruction and has expanded to include the areas of science, art history, creative writing, and computer coding!

“The art classes have helped remind me that while Multiple Sclerosis has really impacted everything and I mean everything, thankfully I can still make art! I feel so fortunate that I live so close and take classes and get assistance if needed. Your scholarship program is really a fabulous thing. I appreciate it so much.”

–M

The Museum School provides scholarships each year.

The scholarship program at the Museum School of the Springfield Museums is funded through donations to the Janet Gelman Memorial Scholarship Fund, the Dr. & Mrs. Salvatore Sannella Scholarship Fund and by generous contributions from caring members of the community.
We are nationally accredited by the American Alliance of Museums, the highest national recognition for museums. We are a designated Smithsonian Affiliate. One of only five in the state of Massachusetts and the only Affiliate in Western Massachusetts.

**Business West Difference Makers 2019**

**Reader Raves Best Museum 2018, 2019, 2020**

**Springfield Preservation Trust:**
**2018 Historic Preservation Award**
for renovation and transformation of the historic Pynchon building into the Amazing World of Dr. Seuss Museum

**TripAdvisor Certificate of Excellence with a 4.6 rating!**

**Travelers’ Choice Award,**
**TripAdvisor 2020,**
**top 10% worldwide**

**One of the top 20 visitor attractions in the country.**
—Voted by USA Today

**A Must-See Museum**
—Southwest, the Magazine

**Best New Attraction 2018**
—Yankee Magazine

**A destination of note**
—Sunday Boston Globe

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**A SAMPLING OF PARTNERSHIPS**

The Springfield Museums work with other community organizations around our region to provide affordable access, support charitable causes, and create remarkable opportunities for all involved.

**Mass Cultural Council**

**SPRINGFIELD CENTRAL CULTURAL DISTRICT**

Experience the Unexpected

**Women @ Work**

**Western Mass**

**The Museums also partner with**

Springfield’s Business Improvement District
U.S. Fish and Wildlife Service: Silvio O. Conte Preserve
Springfield Public Schools
Springfield Parks & Recreation
Mass Cultural Council Universal Participation Initiative, Card to Culture, and Culture Rx
Volunteers Fuel the Museums

The Museums value the expertise, energy, and vision of our many volunteers. Our Master Gardeners, Docents, Interns, Volunteer Educators, and Volunteer Handy-People enhance and amplify all that we have to offer.

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JoAnne Cardell from the Cat’s Corner

On June 24, I started keeping a notebook of all of the people I meet in the Cat’s Corner. The very first day I met people from: Australia, India, Hawaii, Montreal, Toronto, the Netherlands, and a variety of states.

Today (July 24) a couple came from Ontario just to see the Dr. Seuss Museum. They were very excited and made this trip because their good friends highly recommended it....and those friends were the couple from Australia whom I met on June 24th!!!!!

Just ask anyone who knows me or even strangers I meet....I love to talk about Seuss and the other Museums as well. I love to share my stories!

Thank you!
JoAnne

GREAT CLEAN UP

In addition to volunteering at Stars over Springfield, Starlab outreach programs, and other science-centric events, the Science Museum volunteers have also pitched in yearly to help keep Massachusetts clean. The regional effort has made a difference:

250 volunteers a year

917.56 tons

Total Trash and recyclables removed from Springfield and the Connecticut River estuaries from 1991 to 2018.
Museums’ Outreach Is Popular

Opening the Amazing World of Dr. Seuss brought unprecedented media attention to the Springfield Museums. We have had visitors from all fifty states, Washington, DC, Puerto Rico, and more than 30 countries. Our recognition rating for tourism has increased by 22 points, reported by the Greater Springfield Convention and Visitors Bureau. Even as we have closed and reopened at 25% of our usual capacity due to the pandemic, we have garnered attention via social media and news coverage.

Our Social Media presence continues to grow.

**Twitter** @SpfldMuseums
- Gained more than 500+ followers
- Increased monthly impressions by 95%
- More than doubled our output
- Leveraged Smithsonian tweetstorms to raise our profile

**Instagram** @springfieldmuseums
- Reached milestone of 3,000+ followers, added 600+ new followers
- More than doubled interactions
- Introduced themed months such as Black History Month (50,877); Women’s History Month (36,427), which had the highest impressions; and Pride Month, which has widened our audiences (Annie Leibovitz, 2,002 impressions using hashtags)

**Facebook** @SpringfieldMuseums
- 1,000+ new likes
- 1,800+ new followers

**YouTube** /springfieldmuseums

PIVOT TO VIRTUAL EVENTS

**Virtual Astronomy Day:** Facebook Reach 6,100
(1,077 page views, 3.14 minutes) free

**Virtual Earth Day Festival:** Facebook Reach 3,500
(1,055 page views, 2.5 minutes) free

**Wacky and Wild Seussian Science Festival:**
A Virtual Experience: (paid: 175 page views, 157 unique, 3 minutes)

MASSAPPEAL CONTRIBUTOR

We are regular contributors to local broadcasts including MassAppeal. Our monthly appearances include: Mike Kerr sharing information about the night sky; Jenny Powers exploring science experiments families can do together at home; and Maggie North illuminating art with explanations of techniques and genres.
In the news...

Earned media—stories generated by press releases in magazines and newspapers and on television, radio, and the Internet—are integral to a robust marketing effort. Here is a sampling of our national and international news coverage:

The Today Show
NBC News
CBS Boston
The New York Times
The Washington Post
The San Diego Journal
Reader’s Digest
Providence Journal
Hartford Courant
The Denver Post
MassLive
The ARTery
Architectural Digest
The Irish Times
Australian Travel Magazine
Israeli News
... and innumerable social media influencers and family bloggers

Our electronic newsletter reaches 14,000 members and friends and 2,000 teachers

Our average open rate is 19%... nonprofit industry average is 14%.

Average click through is 8%... nonprofit industry average is 6%.
ECONOMIC IMPACT

We Benefit Our Home City

The Springfield Museums have a significant impact on the economics of our city and region.

THE MUSEUMS PROVIDE

- More than 120 jobs (all of which we retained despite the Covid-19 shutdown)
- Numerous significant construction projects with local construction firms
- Steady work for caterers, musicians, artists, and lecturers
- Customers for local restaurants and local hotels

In addition to more than $3M in payroll, we spend more than $1M annually with local vendors.

The 6.5% increase in tourism to the region for Summer 2017 was credited to our Museums—“It was the Summer of Seuss!” (see page 5)

BEFORE COVID

We were BUCKING THE NATIONAL TRENDS in museum attendance, with an increased visitation of 250% compared to a national drop of 20% in art and history museums over past 15 years nationwide.

DURING COVID

At 25% of capacity for safety, we have a steady flow of happy visitors. And we have increased our online presence to keep in touch until the pandemic is over.

ONGOING

We are committed to ENGAGING NEW AUDIENCES.

- We are seeking popular, high-impact, accessible visiting exhibits.
- We are amplifying interactive and immersive experiences.
- We are focusing on Inclusion, Diversity, Equity, and Anti-Racism.
- We are leveraging arts & culture TO INCREASE TOURISM AND EXPAND OUR ECONOMIC IMPACT.

“Visitors to Springfield and the rest of Hampden, Hampshire and Franklin counties are more likely to be millennials, wealthier and spending more than they did three years ago, before . . . the Amazing World of Dr. Seuss Museum opened.”

—Jim Kinney, for The Republican and MassLive

$21 million

Our yearly economic impact on the region! An amount that has significantly increased with each year.

56 Full time & 75 part time jobs
+ Work for innumerable tradespeople, contractors, consultants, conservators, etc.
“Institution Has Mastered the Art and Science of Being Entrepreneurial”
—Business West, headline for Difference Makers

The Springfield Museums are expanding their entrepreneurial efforts:

• Museum Store pays its own expenses and earns a profit
• Online Store profits have doubled since opening in 2019
• License Plates and Car Donations potential annual income of $40,000+
• Virtual Museum Experiences a new program prompted by our closure in the community effort to stem Covid-19

When we first closed our website traffic plummeted, but when we opened our Engage Page and Members-Only Virtual Museum Experience Page, we regained a quarter of our digital audience—and the number continues to grow even as we have reopened! The Virtual Museum Experience provides us with a new way to expand our audience and our revenue sources.

ENTREPRENEURIAL EFFORTS

THE AMERICAN ALLIANCE OF MUSEUMS REPORTS:

726,000 American jobs are supported by museums.

• Museums contribute $50 billion to the U.S. economy each year.
• Seventy-six percent of all U.S. leisure travelers participate in cultural or heritage activities such as visiting museums. These travelers spend 60 percent more money on average than other leisure travelers.
• The economic activity of museums generates more than $12 billion in tax revenue, one-third of it going to state and local governments. Each job created by the museum sector results in $16,495 in additional tax revenue.
• Every direct job at a museum supports an additional job in the economy. This is a higher rate than many other industries.
• Museums and other nonprofit cultural organizations return more than $5 in tax revenues for every $1 they receive in funding from all levels of government.

Family Fun Worksheets Collections Highlights Videos • and More Added Weekly OPEN FOR ENGAGEMENT
REMEMBER YOUR 10-YEAR-OLD SELF

“They say if you want to find your passion—the thing that you truly love, not someone else’s expectation of what you were meant to do—think back to what you loved when you were 10 years old. That is who you really are and what you really love.

My most vivid memory of being 10 years old happened over 40 years ago. My father would bring me every Saturday morning to the Springfield Museums. Down in the basement, I took art classes. I especially remember making a triceratops out of clay and then working with a group of other children to create a huge paper maché brontosaurus. I can still smell that clay and plaster of Paris in that museum basement.

Even at 10 years old, I remember thinking, “always remember this moment; never let this feeling go.” And I didn’t.

Art is still my passion, and those art classes inspired me to become a teacher. I love creating with my students, giving them the opportunity to create on their own, as well as collaboratively.

I especially remember making a triceratops out of clay and then working with a group of other children to create a huge paper maché brontosaurus. I can still smell that clay and plaster of Paris in that museum basement.

Even at 10 years old, I remember thinking, “always remember this moment; never let this feeling go.” And I didn’t.

Do what you love and love what you do. That is what the Springfield Museums taught me. Thank you.

—Chris Martin, Young Patrons Circle, on what he values most about the Museums

A SAFE PLACE TO BE

“Growing up in Springfield, one of my elementary schools was Cathedral Grammar on Elliot St. Because of the proximity of the Quadrangle and National Armory Historic Site I was quite often found spending time after school at one of these two sites. These museums became safe places for me to spend time and to learn about art, science, and history.” — Melvin Edwards

MANY VISITS OVER MANY YEARS

“My story is not about a single event, exhibit, or work of art. It is a story of many visits with our children over many years, from the time they were young to the present day; visits they remember now as adults.”

—Ann-Marie Messbauer

FROM OUR VISITORS

Ongoing Loyalty

WE BONDED SO MUCH THAT DAY

“Being a teen mom, I had barely any money to bring my daughter anywhere. People kept telling me that the museums were free…. I decided to give them a try and I do not regret that day. My daughter was amazed by all the animals and the dinosaurs. Pointing and asking questions, we bonded so much that day!”

—Felixsha Gonzalez

THE WORLD (EVEN OUTERSPACE) IN A DAY

“I grew up in the North End and at least weekly I visited the Springfield Museums. They were FREE but allowed me to ‘travel’ to far away places, even outer space! I am now a world traveler who has visited EVERY country in the world, and I still appreciate the Springfield Museums.”

—Anush Dawidjan

EVERY TIME I LEARN SOMETHING NEW

“My mom brings me to the Springfield Museums a lot but every time I learn something new. This is my favorite place to go!”

—Love, Lucas (9 years old)
We are Museums of the Past, Present, and Future

As we move forward with a strategic planning process, we prioritize our dedication to Universal Participation and Anti-Racism, Equity, Inclusion, and Diversity on all projects; dialog with our visitors, community partners, and stakeholders, to ensure we are meeting their needs.

AT THE SPRINGFIELD MUSEUMS

• Our visitors are empowered to be independent learners with easy-access information;
• Our visitors feel welcome to ask questions and explore with or without guidance;
• Our visitors are inspired because there is nothing that blocks their access to creativity.

SEASON SUPPORTER

MassMutual

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PARTNERSHIPS & AFFILIATIONS

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