

**MUSEUMS IN THE PARK**  
***HIGHLIGHTS***  
**2013**

In 2013, **Museums In the Park** (MIP) continued its commitment to providing exceptional service to the citizens of Chicago and Illinois. The MIP institutions welcomed nearly 8 million visitors in 2013, and provided access to countless more through neighborhood outreach, collaborations and online experiences. Museum resources are made available to the people of Illinois through a variety of programs.

**MUSEUM ATTENDANCE**

MIP museums offer access through a variety of FREE and discount opportunities.

Total 2013 Visitors	7,706,518
Total FREE Visitors 2013	2,644,450
Percentage of visitors attending FREE	34%

Each MIP museum offers the equivalent of **52 FREE days** per year for Illinois residents, along with daily discounts for Chicago residents.

Free Day Attendance in 2013	924,958
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In addition to Free Day, museums offer FREE admission to Illinois **students and teachers, active duty military and first responders.**

FREE School Group Attendance in 2013	905,152
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Chicago Park District staff and **Summer Day Campers** receive FREE admission to the museums.

FREE CPD Day Campers attendance in 2013	20,000
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The **Kids Museum Passport Program** offers passports to be checked out from the Chicago Public Library. Each passport is worth four FREE admissions to an MIP museum.

Passports circulated in 2013	54,474
FREE admissions offered in 2013	217,896

Each museum has a **policy for admitting children free of charge.**

Art Institute of Chicago	Children under 14 admitted free
Chicago History Museum	Children under 12 admitted free
Museum of Contemporary Art Chicago	Children under 12 admitted free
Institute of Puerto Rican Arts & Culture	FREE every day
National Museum of Mexican Art	FREE every day

### **PROGRAMS**

Museums provide **specialized programming for children, families and adults.**

Number served by onsite programs in 2013                      1,859,286

MIP museums offer various special educational programs for youth. This summer MIP museums are proud to participate in the Mayor's **Summer of Learning** initiative which rewards informal learning by offering badges for skills obtained during out-of-school time.

### **OUTREACH**

The MIP museums are dedicated to reaching Chicago's youth through **educational outreach to neighborhoods.** Museums offer instruction at schools, clubs, community centers, parks and other informal settings.

Number served by offsite programs in 2013                      195,895

### **ESTIMATED ECONOMIC IMPACT <sup>2</sup>**

The estimated economic impact of MIP museums and their audiences is calculated using the aggregate operating expenses of the museums and their combined total attendance.

Expenditures Generated by Museums/Audiences	\$700 million
Full Time Equivalent Jobs Supported	22,000
Household Income Generated	\$537 million
Local Government Revenue Generated	\$31 million
State Government Revenue Generated	\$37 million

<sup>1</sup> As of Dec 31, 2013

<sup>2</sup> Calculated using the "Arts & Economic Prosperity Calculator," an online tool developed by Americans for the Arts