

MUSEUMS IN THE PARK
HIGHLIGHTS
2008

In 2008, **Museums In the Park** continued its commitment to providing exceptional service to the citizens of Chicago and the world. The museums welcomed millions of visitors in 2008. MIP museums provided valuable educational experiences to Chicagoans through various special programs. The museums continued their roles as economic engines and provided substantial employment and economic opportunities to the people of Chicago and surrounding areas. Also, the Museums In the Park/Chicago Park District partnership was further strengthened in 2008 through enhanced communication and significant joint efforts.

MUSEUM ATTENDANCE

Museums are encouraged by the growth in school group attendance and free day admission. Each MIP museum offers the equivalent of 52 free days per year along with daily discounts for Chicago residents. Illinois school groups are admitted free.

Total 2008 Attendance	7,599,637	
Free Day	1,067,408	15% increase over 2007
School Group Attendance	1,166,707	2% increase over 2007
<i>Program Participation</i>		
Teacher Programs	20,339	
Teachers and Students	364,006	
Youth	11,380	
Families	1,490,262	
Adults	89,063	
Offsite Programs	113,362	

PARK VOYAGERS PROGRAM

A collaboration between MIP and the Chicago Park District, **Park Voyagers** provides children and families in Chicago's diverse neighborhoods with experiential, cultural, informal education opportunities in a comfortable and familiar setting and equips families to make more frequent and creative use of Chicago museums.

Total children and parents served in 2008	1,635
Total families	595
Contact hours	15,761
Number of Participating Parks	18

KRAFT GREAT KIDS MUSEUM PASSPORT PROGRAM ¹

Great Kids passport 2008 circulation	76,892	Each pass allows 4 individuals
Cumulative Circulation since 1995	688,031	

MUSEUM STAFF ²

Total Paid Staff	2,979	
Minorities	1,208	41% of paid staff
Females	1,864	63% of paid staff
Chicago residents	2,164	73% of paid staff
Volunteer Hours	153,633	

ECONOMIC IMPACT ³

The estimated economic impact of MIP museums and their audiences is calculated using the aggregate 2007 operating expenses of the museums and their combined 2008 total attendance.

Expenditures Generated by Museums/Audiences	\$572,070,875
Full Time Equivalent Jobs Generated	15,372
Household Income Generated	\$309,121,029
Local Government Revenue Generated	\$31,633,655
State Government Revenue Generated	\$24,000,990

¹ The "Kraft Great Kids Museum Passport Program" is a partnership between MIP and CPL which provides Chicago families the opportunity to link a visit to the Chicago Public Library with a free visit to the museums. Adult residents of Chicago may check out Museum Passports at all Chicago Public Library locations with their valid library card. Residents can also read more about the collections of each museum by checking out related books identified on available bibliographies.

² As of June 30, 2008

³ Calculated using the "Arts & Economic Prosperity Calculator", an online tool developed by Americans for the Arts