**REPORT TO THE**

**BOARD OF MUSEUMS AND HISTORY**

**JUNE 11-12, 2020**

**I.** **Private Funds Budget Summary**



The above figures reflect the third quarter of fiscal year 2020 revenues and expenditures as of March 31, 2020.

Please note that the author of this report (Mary Beth Timm) started acting in capacity as director on April 6, 2020- after Dennis McBride’s retirement on April 4, 2020. Timm is using McBride’s Significant Action Reports (SARs) for January and February to inform this report. McBride did not complete a report for March 2020.

\* Further detail available in the below identified sections.

**II. Museum Store Sales**



**NSMLV STORE SALES ANNUAL COMPARISON**

**Museum Store Sales**

January sales were decreased after a particularly strong December/holiday sale season in 2019. This third quarter appears that it was on track to have robust sales. February’s Obsidian and Neon speaker series brought in a new, diverse audience that is normally not experienced in the Museum. However, with the closure on March 14, 2020- sales for March overall were much lower than expected. The Museum Store, Museum itself and Springs Preserve campuses were all closed.

The author does not have more information about Museum Store activities in comparison to previous fiscal years. Report is through March 31, 2020.

**III. Museum Revenue and Expenditure**



**Museum Store Revenue and Expenditures**

Sales from the store, along with membership sales, are the primary support mechanisms for the museum’s dedicated trust fund budget [MDTF]. The volume of sales (and the volume of membership sales) still falls short of generating enough revenue to sustain trust fund activities such as programming and staff development. The store is staffed by both a Museum Attendant II and workers loaned by the Springs Preserve as required by the Interlocal [Joint Operating] Agreement.

Merchandise was researched and on schedule to be ordered. Unfortunately, with the Museum closure, Museum staff cancelled all outstanding Purchase Orders/merchandise shipments and did not receive the merchandise. Expenditures are expected to resume when the museum re-opens next quarter. Report is through March 31, 2020.

**IV. Membership Program**

**Membership Figures**



**Membership Sales**

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**Membership Program Narrative:**

More memberships were sold this fiscal year in the first three quarters (110) than in the previous fiscal year (FY19 85 total). It appears that the museum is experience a growth in engaged communities and memberships. More information is not available to the author because of office closures.

Maureen McDonough, who manages the membership program, reports an increased engagement between members and social media. Sarah Hulme uses a story-telling approach to social media content, which provide a photograph or film snippet. A short, one paragraph story is added to facilitate an emotional connection with the posts. Members have been following these social media posts. Notably, members have started emailing McDonough after these posts have sparked a story, experience, or memory that they would like to share with the museum staff. This means that members read the content and then take the time to send an email to NSMLV. McDonough believes that this is creating meaningful connections between the museum and its membership.

Report is through March 31, 2020.

**V. Museum Attendance**



**Museum Attendance**

Museum attendance for January to February [11,352] reflects a decrease in visitation over the same period in 2019 [13,939]. Figures noted in the Board report represent total museum attendance, which includes general attendance, children’s summer program attendance, school group attendance, and event attendance, each of which is noted separately in the monthly Significant Activity Report [SAR].

The author lacks institutional knowledge to be able to comment on differences in attendance between the two fiscal years. These reports are available, but the author was unable to access them in time for this report. Attendance figures for March could not be accessed because staff were limited in their ability to access the museum. Report reflects attendance through February 29, 2020.

**VI. Attendance Receipts**



**Attendance Receipts**

Attendance receipts are tied into an Interlocal Agreement with the Las Vegas Valley Water District and those numbers are not available to us on a monthly basis. A $57,512 payment from the Las Valley Water District for FY 2019 was received July 31, 2019.

**VII. Fundraising**

Museum Staff (McBride, Hulme, and Southerland) began discussions with the Clark County Clerk about a Las Vegas-wide celebration of the 5 millionth wedding that was projected for May 2021.

Staff proposed and received a commitment for $100,000 donation to create an exhibit that would display weddings throughout the history of Las Vegas. At the time of this report, discussions and planning are underway with the projection that this wedding will now occur in May 2022. More details will be provided at the next DMH Board meeting.

Mary Beth Timm expects to continue revising the Memorandum of Understanding for the Springs Preserve third-party rentals of the NSMLV special events room in the next quarter. (As of this report, one meeting has already occurred).

The Friends of Nevada State Museum, Las Vegas applied for a grant ($4,460) through the Desert Research Institute to purchase educational trunks to expand upon the already available traveling trunks program offered through NSMLV’s education department. No other information about the Friends is available for this report.

When more information about CARES funding becomes available for museums, staff anticipate applying for a grant to assist alleviating revenue shortfalls.

**VIII. Museum Activities**

**statistics [July-March 2020]**

school groups: **4,815** children [2018: **3,505** children]

children’s summer programs: **2,201** [2018: **1,122**]

trunks: **11,747** children’s use [2018: **5,083** children’s use]

volunteer hours: **5,657** [2018: **4,329**]

research requests: **627** [2018: **498**]

collections: **754** items added to the collections [2018: **2,208**]

Past Perfect catalog: **34,052** records added/updated [2018: **20,386**]

Past Perfect online records: **14,107** [2018: **10,000**]

Facebook: **11,534** likes/**11,616** followers [2018: **6,432** fans]

Twitter: **1,887** followers/**48.9K** impressions/**21** tweets [2018: **1,475** followers]

\*\*These figures are updated as best as the author could manage. As mentioned above, office closure and working from home has prevented the collection of some data. It is not known why McBride continued using 2018 totals instead of SF19 totals.

**events [January to March 2020]**

Nevada State Museum, Las Vegas has continued to host the programs in the third quarter that are recurring such as the Red Rock Audubon Society meetings, Pioneering Las Vegas History Luncheon, and Friends of Nevada State Museum, Las Vegas general meetings.

One-time meetings included a Southwest Career & Technical Academy History Students Program in January. In February, the highly successful *Obsidian & Neon* exhibit opening, speaker series had three events. The opening on February 1 had 98 participants. Only two events were held in March before closure on March 14, 2020.

In the period July-March 2020 museum special events attracted **2,814** participants [2018: **1,740**].

**staff activities [July-March 2020]**

Staff at the Nevada State Museum, Las Vegas continue supporting the museum and its mission by providing lectures, introductions, tours, workshops, demonstrations, media interviews, and outreach at both on- and off-site venues. Collaborative efforts for programs and exhibits since July 2019 have proven successful, and have included joint projects with the Museum of Gaming History; the Office of the Clark County Clerk; Caesars Entertainment; the Charleston Heights Arts Center; the Mob Museum; the Discovery Children’s Museum; the Las Vegas News Bureau; the Las Vegas-Clark County Library District; the Springs Preserve; and the Las Vegas Convention and Visitors Authority. Staff have also represented the Museum at Protectors of Tule Springs Fossil Beds National Monument [POTS]; People of Color in Library Information Services; the Nevada Library Cooperative; the American Association of State and Local History [AASLH]; the 3-Corners Conference; and the Ward 5 Chamber of Commerce. In addition, museum curators have hosted both national and international researchers in their respective collections and provided programs and workshops in the community. [Paragraph retained from previous report because it is still accurate.]

After the Museum closed on March 14, 2020, staff continued work through home offices. Significant activities include “Field Trip” Fridays programming on Facebook to supplement educational outreach. These activities included curriculum-based activities that students could complete from home.

Museum staff are imagining an environment where guests will be less comfortable touching and interacting with exhibits as more awareness of virus transmission becomes known. Other reports are being completed such as Collections Management Policies and Procedures, Scope of Collections, and an analysis of completion of the last written in the last Strategic Plan began in March. These activities are scheduled to continue in April and through the closure in the next quarter.

**Mission Statement**

The mission of the Nevada State Museum, Las Vegas is to inspire and educate a diverse public about the history and natural history of Nevada. To fulfill that mission we collect, preserve, exhibit and disseminate material that contributes to an understanding and appreciation of the State.

**Current Operations**

The museum is open Tuesday through Sunday, 9:00 a.m. to 5:00 p.m. The Interlocal Agreement with the Las Vegas Valley Water District/Springs Preserve, which in large part determines museum operations, policies, and procedures, was finalized and signed in January 2015.

**Mary Beth Timm, acting Director**

**May 14, 2020**