



Sustaining Museums
for Future Climates

Public-Private Partnerships to Build Financial Sustainability



Session Overview

**Identify
Opportunities**



**Develop
Strategies**



**Enhance
Impact**



Team COSI



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External Affairs

- Oversee and manage federal partnerships (Agencies & Congress)
- Strategic and financial planning for the institution

Deputy General Counsel

- Assist with a variety of legal matters related to the museum and partnerships

Public-Private Partnerships Overview

Utilizing PPPs can enhance financial sustainability and expand educational outreach for museums

- Financial challenges due to fluctuating government funding, limited endowments, and evolving visitor expectations

PPPs are collaborative in nature – where both the public and private sector work towards the common goal

- Leveraging the strengths of each partner
- Achieve greater impact and create long lasting change by aligning interests and resources



FORTY-SIX PERCENT

of responding museums project that their bottom line will increase in 2023 as compared to 2022, by a projected median of 10 percent and average of 18 percent.



SIXTEEN PERCENT

of responding museums project that their bottom line will decrease in 2023 as compared to 2022, by a projected median of 15 percent and average of 24 percent.



THIRTY-EIGHT PERCENT

of responding museums project no change in their 2023 bottom line as compared to 2022.

Public-Private Partnerships with Federal Agencies

Museums can engage in PPPs with federal agencies to access funding and resources for collaborative projects

- Museums bring expertise in curation, interpretation, and public engagement
- Federal agencies provide access to specialized resources and unique funding and engagement opportunities

Access funding opportunities and resources that may not be available through other channels

- Museums work with federal agencies to develop outreach programs and public events that empower communities and promote dialogue



Kentucky Museum News

Kentucky Museum receives IMLS grant to support Quilt Collection

by Tiffany Isselhardt

Monday, August 14th, 2023



The Kentucky Museum at Western Kentucky University has received a \$37,411 grant from the Institute of Museum and Library Services (IMLS) through the Inspire! Grants for Small Museums program. One of 218 projects selected from across the country to receive funding, the Kentucky Museum is the only successful application in Kentucky program-wide to receive an IMLS Inspire! grant.



Federal Grants and Funding Programs

Federal agencies offer competitive grants specifically tailored to support museums

- National Endowment for the Humanities and Institute of Museum and Library Services

Grants cover wide range of activities

- Exhibitions, conservation projects, educational programs, and digital initiatives

Federal Matching Grants

- Some federal programs offer matching grants to museums

Specialized Programs for Cultural Institutions

Specialized programs play a crucial role in supporting cultural institutions by providing funding, resources, and technical assistance

- National Endowment for the Arts - "Art Works" and "Challenge America"
- National Endowment for the Humanities

Enhance capacity, innovation, and impact



NATIONAL
ENDOWMENT
FOR THE
HUMANITIES

NATIONAL
ENDOWMENT for the **ARTS**
arts.gov



Discretionary Funds from Congressional Institutions



Museums can advocate for federal funding through the congressional appropriations process

Request funding for specific projects or programs that align with federal priorities and benefit the community

Museums can build broad-based support for federal investment in cultural and educational institutions

Secure resources needed to continue serving their communities and advancing missions



Jake Vasilj

Senior Manager of State External
Affairs & Public Policy

Engaging with the State of Ohio



Capital Funding



Usually renewed biannually

Dollars to be used for physical upgrades (ex: drinking fountains, HVAC upgrades, exhibit enhancements, etc)

Usually have to prove a "nexus" to the state

Operating Support



Gold-standard of funding

Also biannually renewed

Can be capital funding, but can also be more broad

Harder to secure

Agency Partnership

Figuring out how to marry your work
with agency priorities

Telling a story



**Department of
Natural Resources**



**Department of
Public Safety**



**Department of
Development**



Best Practices



Engage with your legislators

Plan a robust media strategy

Ask



Katherine Liming

Manager of Local External Affairs
& Public Policy

Supporting Your Community Through Informal Education and Outreach

Supporting Local Priorities and Expanding Your Impact

Museums exist in the community, for the community

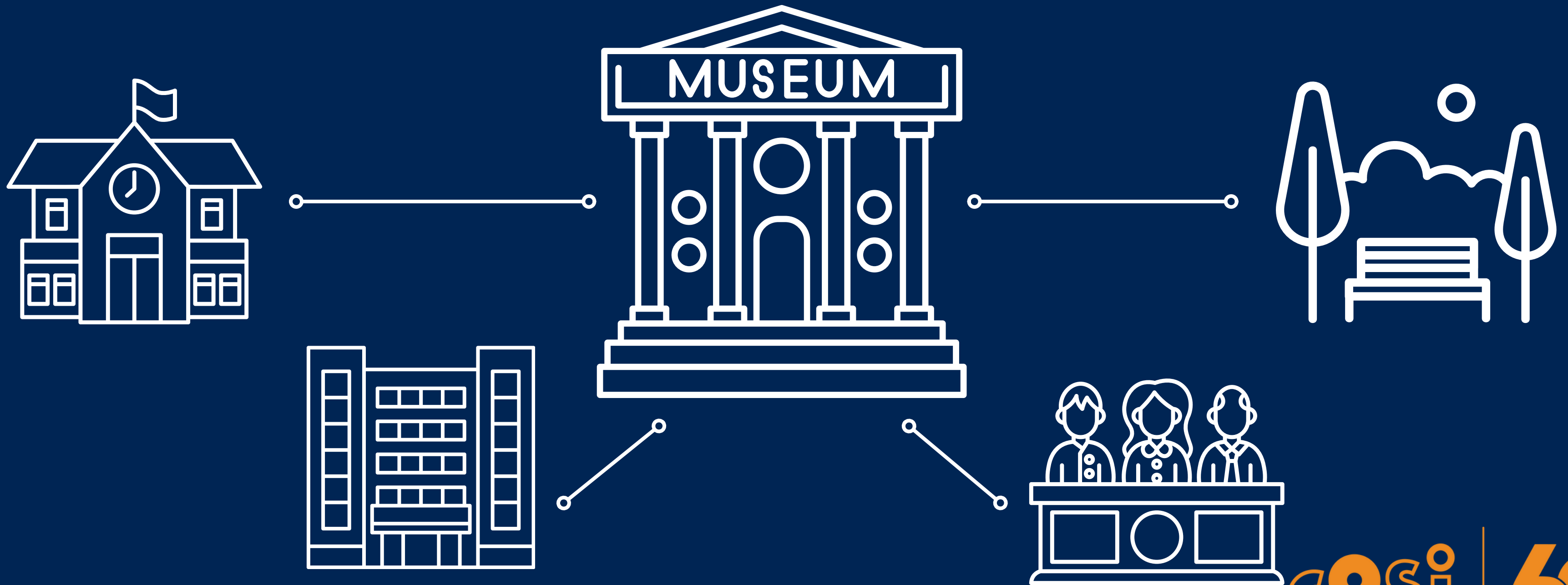
Museums support local and regional priorities, including education, workforce development, and tourism

Reach new audiences and remind your residents what makes you and them unique



Identify partners and advocates

Expand your impact, expand your mission



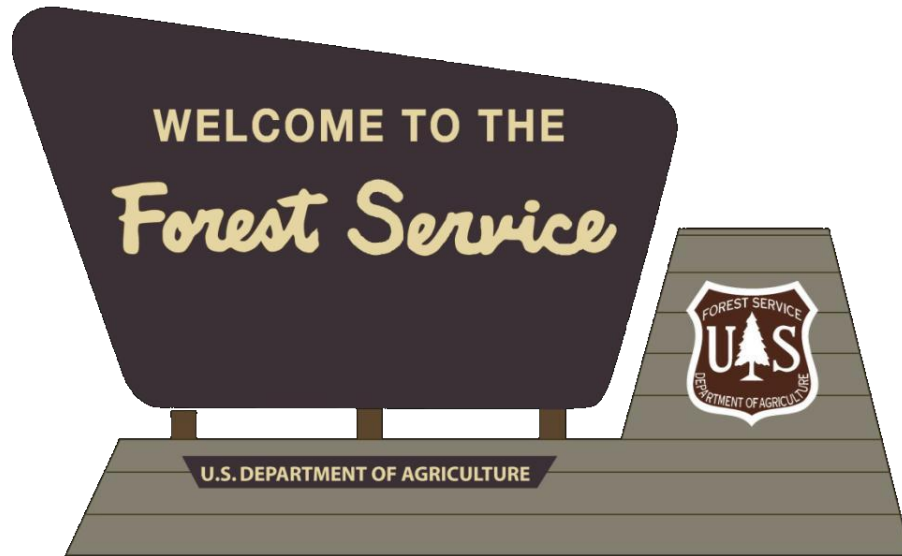
Building Your Strategy & Tailoring Your Message

WELCOME TO THE
Forest Service



U.S. DEPARTMENT OF AGRICULTURE





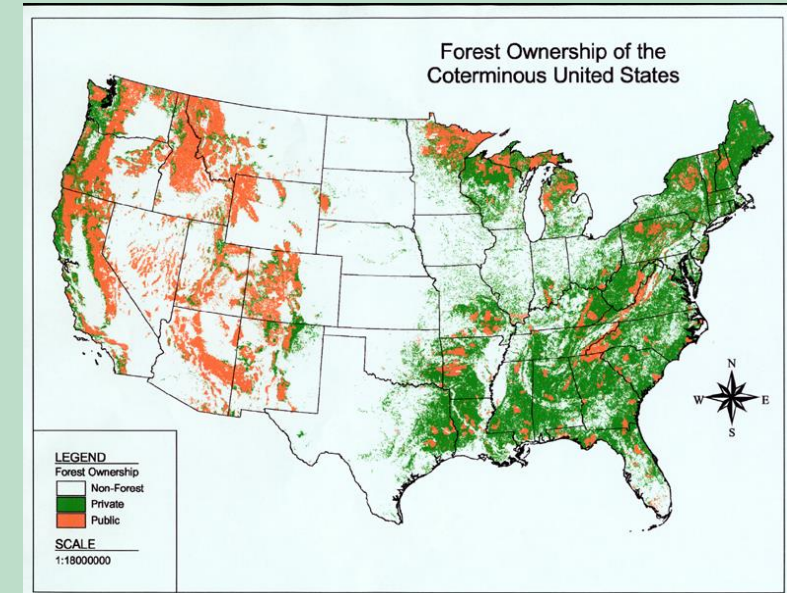
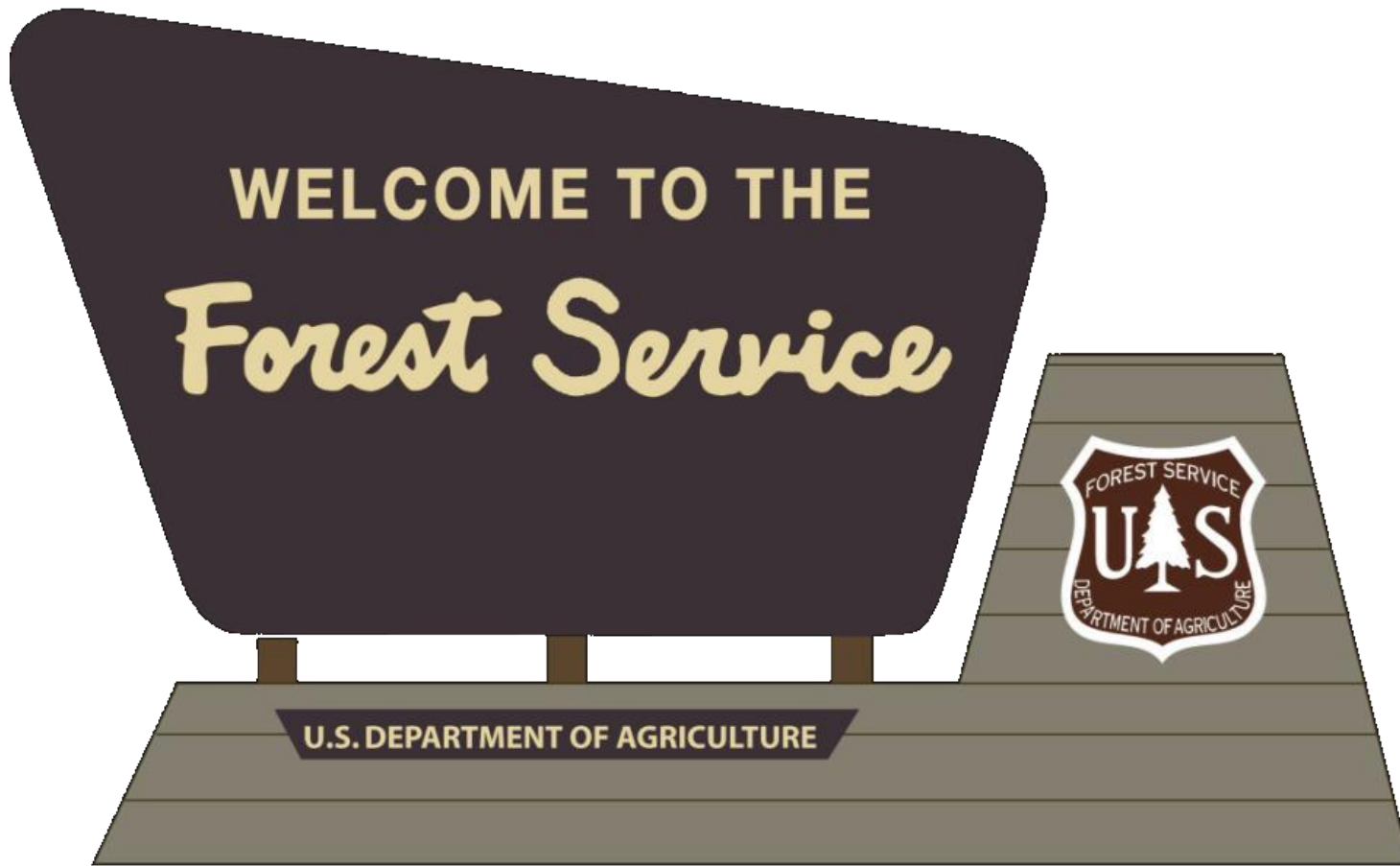
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Forest Service
U.S. DEPARTMENT OF AGRICULTURE



154 National Forests
20 Grasslands
193 million acres

**423 million acres of
forests are private lands**



Forest Service
U.S. DEPARTMENT OF AGRICULTURE



Conservation Education

ENGAGE. LEARN. EXPLORE.

Our vision...

An environmentally literate society that values all forests and grasslands and acts to ensure a healthy environment for present and future generations.



National Partnerships



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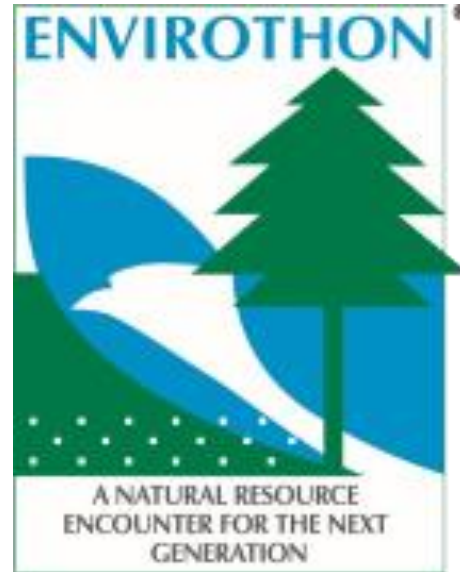
North American Association
for Environmental Education



NASA



Partnerships to reach students



National Outreach

DISCOVER the FOREST

DESCUBRE el
BOSQUE



National Outreach



Smokey Bear Reading Challenge



Natural Inquirer

How to connect with the Forest Service

- Free online STEM resources like the Natural Inquirer
- Project Learning Tree resources
- Your local Forest Service contact: Wayne National Forest

Wayne National Forest

Beginnings and History:

- Current land tracts originally held by 12 indigenous tribes until 1795
- 1935: First tract of land acquired; headquarters established in Columbus
- 1949: WNF and Hoosier consolidated, headquarters moved to Bedford, IN
- 1992: WNF and HNF split, headquarters established in Athens

WNF Today:

- Managing the land through fire, natural resources, planning, and projects
- 244,265 acres across Athens, Ironton, and Marietta
- Recreation opportunities include hiking, mountain biking, boating, camping, horseback riding, and more!
- Working to honor heritage and care for the land through conservation

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