Close-out Report

Please take a few minutes and answer the following questions at the conclusion of your hosting of the exhibition. SITES and state humanities councils use this information to analyze the impact of the Smithsonian traveling exhibition and related humanities programs and build financial support.

The long-term success of this project is dependent on you to provide examples of the vast array of programs, locally produced exhibitions, and other activities that happen in each of the host communities. Please email newspaper clippings, photographs of memorable moments and other printed material that are associated with your organization’s hosting of this exhibition. We especially seek examples (photos especially) of visitors active in humanities programs and viewing the exhibition or your own locally produced exhibition.

Please return the completed form and the enclosures per email or postal mail to Terri Cobb within three weeks of the exhibition’s closing (addresses listed on the end).

**ORGANIZATIONAL PROFILE**

MoMS Exhibition:____________________________________________________

Opening Date: _____________ Closing Date: ________________

Name of Host Organization:____________________________________________________

Contact Name:________________________________________________________________

Address:_____________________________________________________________________

City: ______________________ State:_________ Zip:__________________

E-Mail Address:_________________________ Phone Number:____________________

**Type of host organization:**

☐ Museum    ☐ Library    ☐ Historical Organization / Society    ☐ Community Center

☐ School / College    ☐ Other:___________________________________________________

Sq. Ft. of available exhibition space (temporary or permanent):________________________

Total population of your town: _____________

Number of paid staff: ________, equal to ________ full time equivalent (fte)

Number of volunteer staff:__________, equal to ________ full time equivalent (fte)
LOCAL STORY / PROJECT SCOPE

In one or two sentences describe your local story (as presented in your ancillary programs)?

____________________________________________________________________________

How does the local story compliment the national story as represented in the MoMS Exhibition?

____________________________________________________________________________

Will your companion exhibition be a permanent addition to the museum?

☐ Yes  ☐ No

Ancillary Programs

Please check what type of ancillary activities and programs that were developed to augment the Museum on Main Street exhibition. Indicate estimated attendance for each.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Attendance / Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Local Exhibition (title:__________________________________________)</td>
<td>___________________________</td>
</tr>
<tr>
<td>☐ Speakers Bureau / Discussion program ......................................</td>
<td>___________________________</td>
</tr>
<tr>
<td>☐ Off site programs (e.g. in neighboring cultural organizations) ......</td>
<td>___________________________</td>
</tr>
<tr>
<td>☐ Reading discussion programs ..................................................</td>
<td>___________________________</td>
</tr>
<tr>
<td>☐ Chautauqua ..................................................................................</td>
<td>___________________________</td>
</tr>
<tr>
<td>☐ Photo contests .............................................................................</td>
<td>___________________________</td>
</tr>
<tr>
<td>☐ Student projects (contests, reading programs, etc.) ......................</td>
<td>___________________________</td>
</tr>
<tr>
<td>☐ Festivals/openings ........................................................................</td>
<td>___________________________</td>
</tr>
<tr>
<td>☐ Radio/TV program .........................................................................</td>
<td>___________________________</td>
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<tr>
<td>☐ Musical performance .....................................................................</td>
<td>___________________________</td>
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<tr>
<td>☐ Craft demonstrations ....................................................................</td>
<td>___________________________</td>
</tr>
<tr>
<td>☐ Storytelling .................................................................................</td>
<td>___________________________</td>
</tr>
<tr>
<td>☐ Oral history workshops/projects .................................................</td>
<td>___________________________</td>
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<tr>
<td>☐ Preservation workshops ..................................................................</td>
<td>___________________________</td>
</tr>
<tr>
<td>☐ “How to . . .” workshops ................................................................</td>
<td>___________________________</td>
</tr>
<tr>
<td>☐ Film festival / video discussion programs ....................................</td>
<td>___________________________</td>
</tr>
<tr>
<td>☐ Other (please describe: ___________________________________________)</td>
<td>___________________________</td>
</tr>
</tbody>
</table>

Total ancillary attendance / Participation:____________________________
ORGANIZATIONAL / PROFESSIONAL DEVELOPMENT

Please indicate if the following workshops were helpful or not and explain why.

<table>
<thead>
<tr>
<th>Yes</th>
<th>Did not Attend</th>
<th>No</th>
<th>(please explain:)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Planning Workshop</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>MoMS Installation Workshop</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

Please check all that apply:

The participation in this project….
☐ …improved professional practices among staff.
☐ …increased knowledge of educational practices.
☐ …provided ideas for new exhibition techniques within the organization
☐ …Enabled research of local history in new ways.
☐ …added new objects to the permanent collection.

Project Partners

Did other local organizations collaborate with you in support of this project? If so, please list.
☐ Yes  ☐ No

____________________________________________________________________________

COMMUNITY IMPACT

In general, how would you characterize the audience’s overall response to the project?

Exhibit Structure:  ☐ excellent  ☐ good  ☐ fair  ☐ poor
Content/Storyline:  ☐ excellent  ☐ good  ☐ fair  ☐ poor
Programs/Activities:  ☐ excellent  ☐ good  ☐ fair  ☐ poor
Did the participation in this project create long-term/lasting connections with the community? [Mark all that apply]

The participation in this project…

- [ ] forged new alliance(s) with community groups.
- [ ] strengthened relations with government officials.
- [ ] enlarged our community membership base.
- [ ] created new fundraising partnerships
- [ ] Other? Please Describe: ____________________________________________

Attendance Profile

What was the total (estimated) attendance for the duration of the exhibition booking?

For Exhibit: ____________
For Programs/Activities: ____________

Total Attendance: ____________

Is this a change in (estimated) attendance compared to the same time period last year?

- [ ] Decrease
- [ ] No Change
- [ ] 1-20% increase
- [ ] 21-40% increase
- [ ] 41-60% increase
- [ ] More than 60% increase! It was a _______% increase!
- [ ] No comparable data (because: ____________________________________________)

Visitor Origin: (approximate percentage)  
- Local ________% 
- Out of town ________%

Broadening access

Did you notice a change in visitor demographics during the project?  [ ] Yes  [ ] No

If so, in what way? (Please choose as many as apply)

- [ ] More school groups  [ ] People who had never been to the museum before
- [ ] More professionals  [ ] People who drove long distances
- [ ] More retired people  [ ] More families
- [ ] Other? Please describe: ____________________________________________
Did this project raise the visibility of your organization in your region? How so? Please explain.

____________________________________________________________________________

____________________________________________________________________________

**Revitalizing Education**

_____ # of school groups visited, with a total of _________ # of children.

_____ % Elementary School  _____ % Middle School  _____ % High School

How were students involved with the subject? (Describe student projects/Activities/Research):

____________________________________________________________________________

____________________________________________________________________________

Did you use the educational materials from the MoMS website?  ☐ Yes  ☐ No

If yes, were they:  ☐ Excellent  ☐ Good  ☐ Sufficient  ☐ Need Improvement

Did participation in this project create a positive collaboration with schools?

☐ Yes  ☐ No Collaboration at all  ☐ No change from previous collaboration with schools

**ECONOMIC IMPACT**

In addition to the support you received from your state humanities council, did you seek and find local financial support?  ☐ Yes  ☐ No

If so, amount raised through:

Grants:  
Active fundraising:  
Gift shop sales:  
Passive donations:  
Other:  

**Total amount raised:**  

Did the participation in this project allow your organization to make capital improvements to your facility?

☐ No  ☐ Yes – Please describe and estimate the dollar value of improvements:
In-kind Support:

Please check ways in which you received **in-kind support** and estimated value if known.

☐ Contributed space .................................................................
☐ Catering ..............................................................................
☐ Materials (for locally produced exhibition, etc) ......................
☐ Gift Shop/Merchandise ........................................................
☐ Web site development ..........................................................
☐ Prizes for contests...............................................................  
☐ Printing for banners, posters, etc .......................................  
☐ Mailings ................................................................................
☐ Lecturers, speakers, performers, etc ...............................  
☐ Contributed time/volunteers ................................................  
☐ Other (Please describe:________________________________) ___

Total in-kind support value (if known):..........................

Volunteer Support:

Number of volunteers that served your organization during the MoMS Exhibition ________
Number of **new** volunteers for this exhibition: ________

Total number of hours volunteered during the MoMs Exhibition __________

**Calculate!** *This is a great way for your organization to discover the equivalent financial value for work done by volunteers during the exhibit. Use the formula below to discover just how much community support your organization has received by hosting this Museum on Main Street exhibition!*

Total Volunteer Hours ______ x _______ * = Total Volunteer Value $_________

*Notes: The value of volunteer time is based on the average hourly earnings of all production and nonsupervisory workers on private nonfarm payrolls (as determined by the Bureau of Labor Statistics in 2012). Independent Sector takes this figure and increases it by 12 percent to estimate for fringe benefits ([http://www.independentsector.org](http://www.independentsector.org)).

Will any of the new volunteers continue serving your organization after the MoMS Exhibition closed?

☐ No  ☐ Yes
### Publicity

Please list which publicity streams you used. Indicate type of publicity and estimated number of people reached with the coverage for each.

#### Print Press

<table>
<thead>
<tr>
<th>Title of Press/ Magazine</th>
<th>Number of articles</th>
<th>Press Release</th>
<th>Reported News story</th>
<th>Estimated Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</table>

#### Broadcast Media

<table>
<thead>
<tr>
<th>Radio/TV Station &amp; Program</th>
<th>Number of broadcasts</th>
<th>PSA</th>
<th>Reported News coverage</th>
<th>Estimated Reach</th>
</tr>
</thead>
<tbody>
<tr>
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</table>

#### Door to Door Distribution

<table>
<thead>
<tr>
<th></th>
<th>Approximate number distributed</th>
<th>Estimated coverage/reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flyers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postcards</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Posters</td>
<td></td>
<td></td>
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<tr>
<td>Other</td>
<td></td>
<td></td>
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</tbody>
</table>

#### Digital Media

<table>
<thead>
<tr>
<th></th>
<th># of posts/pins</th>
<th># of likes (on the posts)</th>
<th># of followers of your organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
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<tr>
<td>Twitter</td>
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<tr>
<td>Pinterest</td>
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</tbody>
</table>

Did you use a Website to promote the MoMS Exhibition?

- [ ] No
- [ ] Yes, namely: ________________________________

Did you use hashtags?

- [ ] No
- [ ] Yes, namely: ________________________________

Did you have any other forms of publicity? Please Describe: ________________________________
Did you use the public relations material prepared on the MoMS website?  ☐ Yes  ☐ No
Did you use the disc of installation and press images prepared by MoMS?  ☐ Yes  ☐ No
Did you link to, or promote in any other way…
☐ Museum on Main Street website (http://www.museumonmainstreet.org)
☐ Museum on Main Street’s Facebook page (http://www.facebook.com/museumonmainstreet)
☐ Museum on Main Street Twitter feed
☐ SITES exhibitions Facebook page (https://www.facebook.com/sitesExhibitions)
☐ Sites Exhibitions Twitter feed
☐ Other SITES social media accounts

EXHIBITION SPECIFICATIONS

How do you feel about the size of the exhibition?  ☐ Too Big  ☐ Too Small  ☐ Just Right
Please explain.
____________________________________________________________________________
____________________________________________________________________________

How do you feel about the exhibition’s installation/de-installation process? [Mark all that apply]
It was…
☐ … mostly straightforward and fun!
☐ … lot of work, but worth it in the end!
☐ … difficult and/or confusing. (Please explain why?)
____________________________________________________________________________

What is your opinion about the number of interactive components in the exhibition (including video, audio, flipbooks, spinners, etc.)?
☐ Too Few  ☐ Just the right number  ☐ too many  ☐ No opinion
The advanced interactive components (audio, video, etc)…
☐ …added to the overall exhibition experience
☐ …helped to engage visitors with exhibit content
☐ …was distracting for the rest of the exhibition

Do you believe that there were too many or too few artifacts incorporated into the exhibit?
☐ Too Few  ☐ Just the right number  ☐ too many  ☐ No opinion
The overall “crowd pleaser” or favorite interactive component was:
____________________________________________________________________________

____________________________________________________________________________
In the future, would you rather work with batteries or extension cords and plugs when setting up the electric components (audio, video, etc.) of the exhibit?

☐ Batteries  ☐ Extension cords and plugs  ☐ No opinion/ difference

What is your opinion of the crates in which the exhibit was shipped? [Mark all that apply]

☐ There were too many crates
☐ The crates were too heavy
☐ The crates were well designed and easy to use.
☐ The crates were difficult to manage, but not too bad considering the amount of content they contained

OPTIONAL ANECDOTES

We truly value your input and want to take your feedback into account when planning for our next exhibit! Please use these “sentence-starters” to inspire your own response. We just love details and stories. Feel free to add more pages as needed.

“The exhibition gave us insight into American history and culture by . . .”

“The MoMS exhibition spurred conversations between people of different ages, generations, and/or backgrounds, especially in the section that talks about . . .”

“This aspect of the experience was the most fun/rewarding for the community . . .”

OPTIONAL ANECDOTES

On the next page, please share an anecdote about your community’s experience with the exhibition. We may use your human-interest story in a future issue of SITES’ newsletter, Siteline, the exhibition catalog, Update or on the Museum on Main Street website.
THANK YOU!

When completed, Please email this form to Terri Cobb, Cobbt@si.edu or send it per postal mail to:

Terri Cobb
Registrar, Museum on Main Street
Smithsonian Institution Traveling Exhibition Service
PO Box 37012, MRC 941
Washington, DC 20013