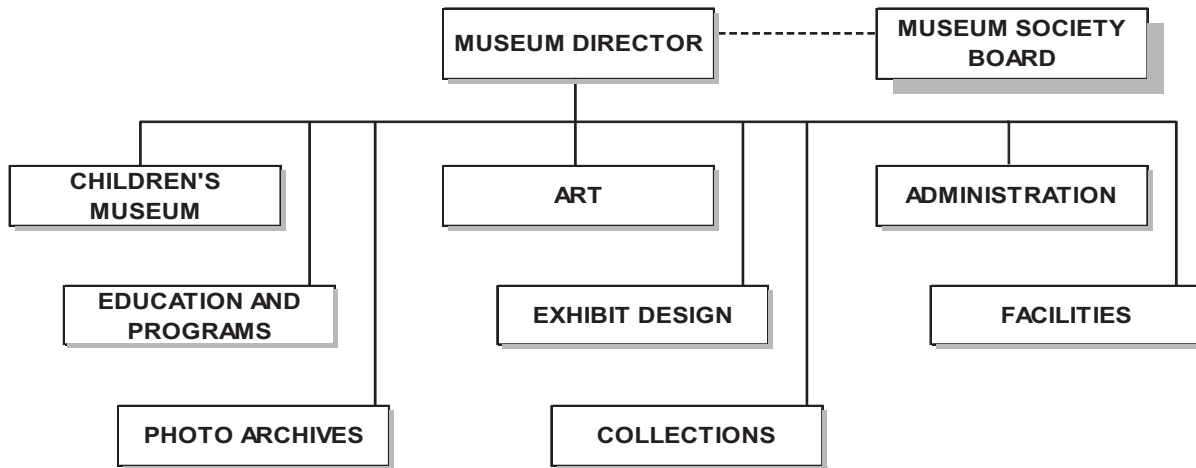


## MUSEUM DEPARTMENT



### Whatcom Museum Mission Statement

Whatcom Museum provides informative, innovative, and interactive educational programs and exhibitions about art and Northwest history and the influences that affected their evolution. We seek to stimulate inquiry about our changing cultural, natural, and historical landscapes, for the youngest to the oldest minds, and to inspire preservation of and creative contributions to our region.

Our guiding words – Innovate, Inspire, Inform, Interact!



### Description of Services

The Whatcom Museum of History and Art collects, preserves, exhibits and interprets objects related to the Pacific Northwest's human history, visual arts and ornithology. As a cultural center of the area, the Museum plays a vital role in offering educational, cultural and historical experiences to the public through its extensive exhibitions, programming and outreach activities. The Museum contributes to the quality of life of the area in four ways:

- Building and maintaining collections and photo archives to preserve historical and cultural objects and photographs for future generations; these collections are accessible to the public for research purposes.
- Providing educational programming and public outreach, including extensive programs for school age children, as well as musical concerts, lectures and workshops.
- Organizing exhibitions related to regional history and/or art.
- Offering innovative learning experiences for children of all ages.

Visit our website at [www.whatcommuseum.org](http://www.whatcommuseum.org)

**Departmental Budget Summary**

Revenues and Other Sources by Type	2007 Actual	2008 Adopted	2009 Budget	Change from 2008	
				Amount	Percent
<b>Revenues</b>					
<i>Intergovernmental</i>	39,756	22,539	22,539	-	--
<i>Charges for Services</i>	15,196	14,180	15,415	1,235	8.7%
<i>Miscellaneous</i>	21,286	24,476	24,476	-	0.0%
<b>Subtotal of Revenues</b>	<b>76,238</b>	<b>61,195</b>	<b>62,430</b>	<b>1,235</b>	<b>2.0%</b>
<b>Other Sources by Fund</b>					
<i>General</i>	1,459,854	1,592,521	1,697,207	104,686	6.6%
<i>Capital Maint</i>	27,495	13,000	-	(13,000)	-100.0%
<i>1st 1/4% Real Estate Excise Tax</i>	50,951	300,000	-	(300,000)	-100.0%
<b>Subtotal Reserve Adjustments</b>	<b>1,538,300</b>	<b>1,905,521</b>	<b>1,697,207</b>	<b>(208,314)</b>	<b>-10.9%</b>
<b>TOTAL ALL SOURCES</b>	<b>1,614,538</b>	<b>1,966,716</b>	<b>1,759,637</b>	<b>(207,079)</b>	<b>-10.5%</b>

Revenues by Group	2007 Actual	2008 Adopted	2009 Budget	Change from 2008	
				Amount	Percent
<b>Revenues</b>					
<i>Museum Services</i>	76,238	61,195	62,430	1,235	2.0%
<b>Subtotal of Revenues</b>	<b>76,238</b>	<b>61,195</b>	<b>62,430</b>	<b>1,235</b>	<b>2.0%</b>

**Significant Revenue Changes**

- The decrease in funds sources from the Capital Maintenance and First Quarter Real Estate Excise Tax funds is due to the removal of the window restoration project at Old City Hall budgeted in 2008.

**Departmental Budget Summary (continued)**

Expenditures by Type	2007 Actual	2008 Adopted	2009 Budget	Change from 2008	
				Amount	Percent
Salaries and Benefits	1,193,256	1,300,069	1,349,663	49,594	3.8%
Supplies	99,469	116,986	141,434	24,448	20.9%
Other Services and Charges	257,079	196,810	214,751	17,941	9.1%
Intergovernmental Services	205	284	284	-	0.0%
Interfund Charges	37,034	39,067	53,505	14,438	37.0%
<b>Subtotal of Operations</b>	<b>1,587,043</b>	<b>1,653,216</b>	<b>1,759,637</b>	<b>106,421</b>	<b>6.4%</b>
Capital Outlay	27,495	313,500	-	(313,500)	-100.0%
<b>TOTAL EXPENSE</b>	<b>1,614,538</b>	<b>1,966,716</b>	<b>1,759,637</b>	<b>(207,079)</b>	<b>-10.5%</b>

<b>TOTAL PAID STAFF</b>	<b>19.2</b>	<b>20.1</b>	<b>20.1</b>	<b>0.0</b>	<b>0.0%</b>
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Expenditures by Group	2007 Actual	2008 Adopted	2009 Budget	Change from 2008	
				Amount	Percent
Museum Administration	258,203	288,703	306,885	18,182	6.3%
Museum Services	1,356,335	1,678,013	1,452,752	(225,261)	-13.4%
<b>TOTAL EXPENSE</b>	<b>1,614,538</b>	<b>1,966,716</b>	<b>1,759,637</b>	<b>(207,079)</b>	<b>-10.5%</b>

**Significant Expenditure Changes**

- Supplies, Other Services and Charges, and Interfund Charges expenditures are increasing in preparation for the opening of the New Art and Children’s Museum.
- Capital Outlay expenditures are decreasing from 2008 when \$300,000 was allocated for window restoration project at Old City Hall.

**Museum Foundation Board Mission Statement**

In alliance with the City of Bellingham, the Whatcom Museum Foundation provides organizational governance and financial backing for the Whatcom Museum of History and Art in support of the Museum’s mission to enhance the quality of life for our community.

**Museum Foundation Budget Summary**

The Museum Foundation provides funding for several functional areas not covered by City funding, including the Foundation Board, fund-raising, membership development and services, public relations, Children’s Museum, and Gift Shop.

This data for the Museum Foundation is provided in order to give a more complete picture of the Museum’s operation. The Museum Foundation is a non-profit entity providing services and funding to the museum operations in support of the City’s budget. Further information may be found in the Museum’s Annual Financial Report.

<b>WHATCOM MUSEUM FOUNDATION BUDGET</b>	<b>2007 Actual</b>	<b>2008 Budget</b>	<b>2009 Budget</b>
<b>INCOME:</b>			
Grants & Donations	165,069	235,700	183,500
Special Events & Public Events	52,319	190,500	115,000
Membership	77,175	70,000	50,000
Admissions - Whatcom Childrens' Museum	49,869	45,000	30,000
Shop Sales	23,549	2,000	7,000
Program Fees, Rentals & Other	17,352	15,000	64,500
Endowment Support	46,000	15,000	50,000
<b>TOTAL RESOURCES:</b>	<b>431,333</b>	<b>573,200</b>	<b>500,000</b>
<b>EXPENDITURES:</b>			
Salaries, Taxes & Benefits	263,722	295,000	260,000
Fund Development & Public Relations	83,704	179,700	87,500
Administration & Children's Museum	47,364	42,000	65,000
Exhibitions	23,675	31,000	34,000
Shop	14,206	-	24,000
Membership	19,854	15,000	19,000
Archives, Collections, Education & Acquisitions	9,916	10,500	10,500
<b>TOTAL EXPENDITURES:</b>	<b>462,441</b>	<b>573,200</b>	<b>500,000</b>
<b>NET</b>	<b>(31,108)</b>	<b>0</b>	<b>0</b>
Museum Foundation Paid Staff FTE's:	2.5	4.5	5.0
Volunteers:	4.5	4.5	4.5

*The Museum Society name was in the process of a name change to Museum Foundation in late 2008 and early 2009.*

**Departmental Objectives for 2009**

1. Plan new curriculum and programs to compliment the new building exhibitions and conduct public programs based on these programs and exhibitions. (Council Goal 9)
2. Execute a sustainable start-up plan for our new expanded facilities, inclusive of staffing needs. (Council Goal 9)
3. Update 2009 Marketing Plan: Nearly complete. Most marketing efforts for the grand opening of the new museum will occur in the 4th quarter of the year. Marketing efforts will be collaborative throughout the year to highlight other arts district exhibitions and programs. (Council Goal 9)
4. Finalize and execute a grand opening and other special events related to the exhibitions in the new facility by late 2009. (Council Goal 9)
5. Execute moving collections into the new facility in late summer 2009. (Council Goal 9)
6. Implement "Readiness plan," for the new facility by using Project Management for programming, exhibition development, and facilities management for the expanded campus. (Council Goal 9)
7. Execute a new City/Museum Society/Foundation agreement which clearly defines roles and responsibilities for each party. This is in process now; all meetings have been scheduled. (Council Goal 9)
8. Finalize the process of renaming the Whatcom Museum Society to Whatcom Museum Foundation; a Board resolution has been passed. (Council Goal 9)
9. Change name of existing docents to: Whatcom Museum Guild: in process. (Council Goal 9)
10. Complete new docent training curriculum and recruit for docent tour guides. The Docent training program will launch in spring of 2009. (Council Goal 9)
11. Increase financial stability through hiring a full time marketing position under the Foundation's funding and developing strong corporate sponsorships. (Council Goal 9)
12. Continue to collaborate with other Smithsonian Affiliate Museums for exciting exhibition opportunities. (Council Goal 9)

**Departmental Objectives for 2008 with Accomplishments**

1. Complete construction of the new Art & Children’s Museum building, in coordination with our partners. (Council Goals 1, 3 and 6)

*In Progress. 100% construction completion expected by beginning of April 2009.*

2. Complete planning for the efficient transition of facilities, exhibits, and collections to the new Art & Children’s Museum building. (Council Goals 1, 3 and 6)

*Plan Completed – Staff will begin moving collections and offices summer of 2009.*

3. Begin implementing the Museum’s business and facility transition plan to provide sustainable museum operations to the community. (Council Goal 1)

*Started -- Curriculum development for programs and tours will include tour of sustainable building and exhibit components that help to "tell the story".*

4. Work with Arts District partners to develop an Arts District plan to enhance cultural, educational, and tourism aspects of the City’s downtown core. (Council Goals 3 and 6)

*Completed.*

**Performance/Activity Measures**

<b>Museum Department Inputs</b>	<b>2003 Actual</b>	<b>2004 Actual</b>	<b>2005 Actual</b>	<b>2006 Actual</b>	<b>2007 Actual</b>	<b>2008 Budget</b>	<b>2009 Budget</b>
Expenditures shown in millions on the following three lines:							
Department Operating Exp	\$ 1.465	\$ 1.460	\$ 1.439	\$ 1.635	\$ 1.587	\$ 1.653	\$ 1.760
Debt Service, Capital, Interfund	\$ -	\$ -	\$ -	\$ 0.040	\$ 0.027	\$ 0.314	\$ -
Total Department Expenditures	\$ 1.465	\$ 1.460	\$ 1.439	\$ 1.675	\$ 1.615	\$ 1.967	\$ 1.760
Total Department FTEs	22.2	20.9	19.4	17.9	19.2	20.1	20.1
Foundation/Society Contribution	\$ 634,955	\$ 505,224	\$ 471,189	\$ 605,672	\$ 462,441	\$ 537,200	\$ 500,000
Volunteer Hours	10,891	11,075	9,029	5,536	6,484	6,378	

<b>Museum Workload and Effectiveness</b>	<b>2003 Actual</b>	<b>2004 Actual</b>	<b>2005 Actual</b>	<b>2006 Actual</b>	<b>2007 Actual</b>	<b>2007 Actual</b>	<b>Benchmark or Target</b>
Total Attendance	103,299	104,565	111,705	106,001	103,656	90,700	+1%
Child Attendance	58,501	60,580	64,586	63,477	43,549	33,127	+1%

<b>Visitor Survey Results</b>							
Percent of responding visitors who:							
Reside in Bellingham	52%	49%	52%	57%	56%	56%	
Reside in Whatcom County outside of Bellingham	14%	21%	11%	14%	16%	14%	
Reside in Washington outside of Whatcom County	16%	15%	19%	16%	14%	13%	
Reside outside of Washington state	18%	15%	18%	13%	14%	17%	
Percent responding whose visit included a stay at a local motel	18%	17%	14%	17%	11%	13%	
Number of respondents whose purpose of visit was:							
Visiting Museum only	135	233	178	222	119	158	
Visiting Museum and other places in Bellingham	176	238	205	311	221	220	
Other	317	162	81	84	61	68	

*Survey results are from the Museum’s survey program, with a survey form being offered to all Museum visitors.*