



ART MUSEUMS BY THE NUMBERS 2014

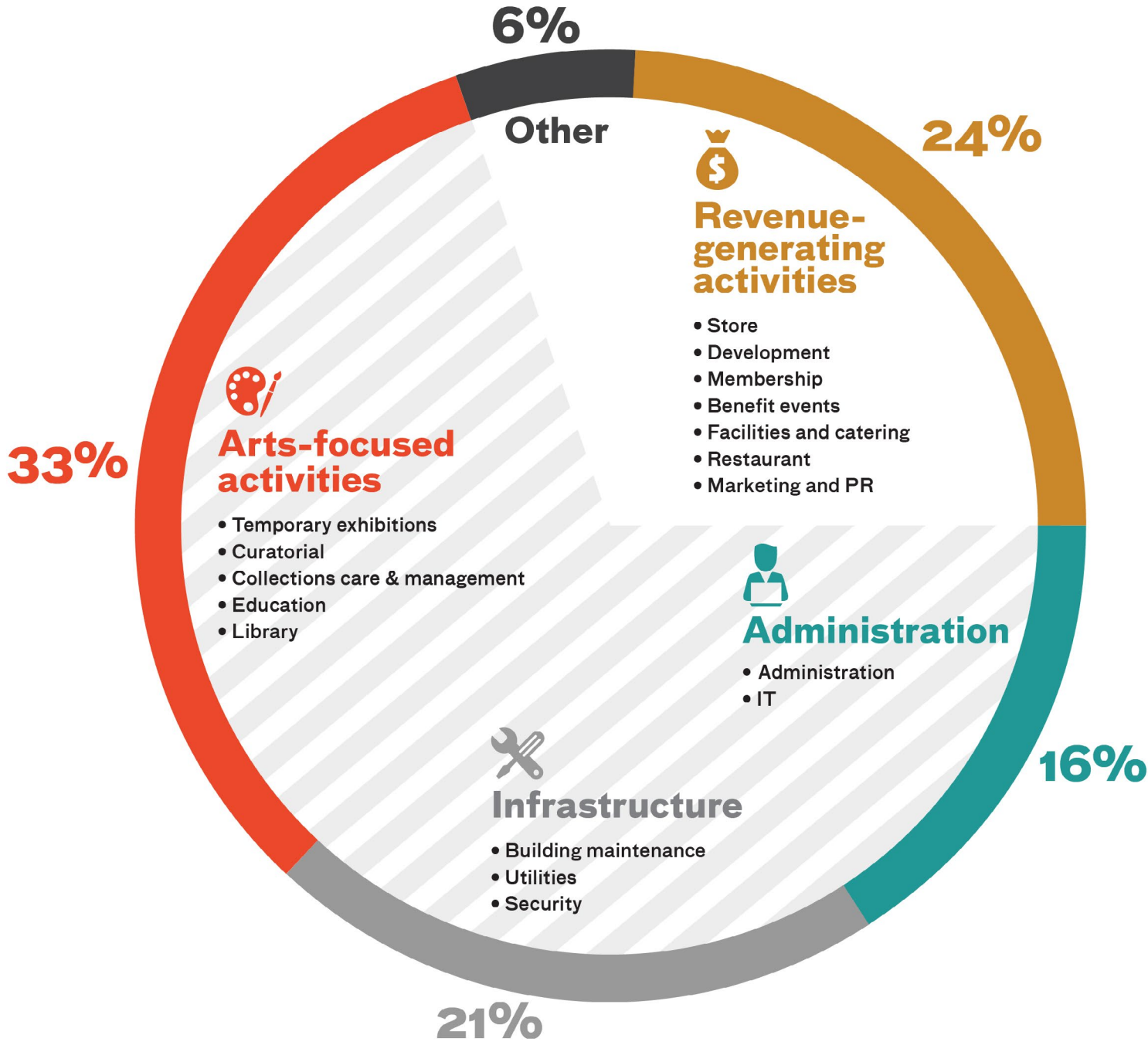


Last year, after the Association of Art Museum Directors relaunched its website, AAMD began a systematic digitization and upgrade of its annual membership survey tools, with three goals: improve the data collection process for the organization; create better benchmarking tools for member museums; and better inform outside audiences—from journalists to legislators—about the impact of art museums on their communities. What follows is the first annual release of aggregated data drawn from the survey, to provide insights into the field. As the data sets grow over time, AAMD will be able to provide comparisons across different years, reflecting the ways in which member museums are evolving or improving their support for their visitors.

Average Operating Expenses

Over two-thirds of annual expenses are allocated to care and management of collections, exhibition and education program development, and support for the infrastructure necessary to operate the museum and ensure the safety and security of both a museum's collections and visitors.

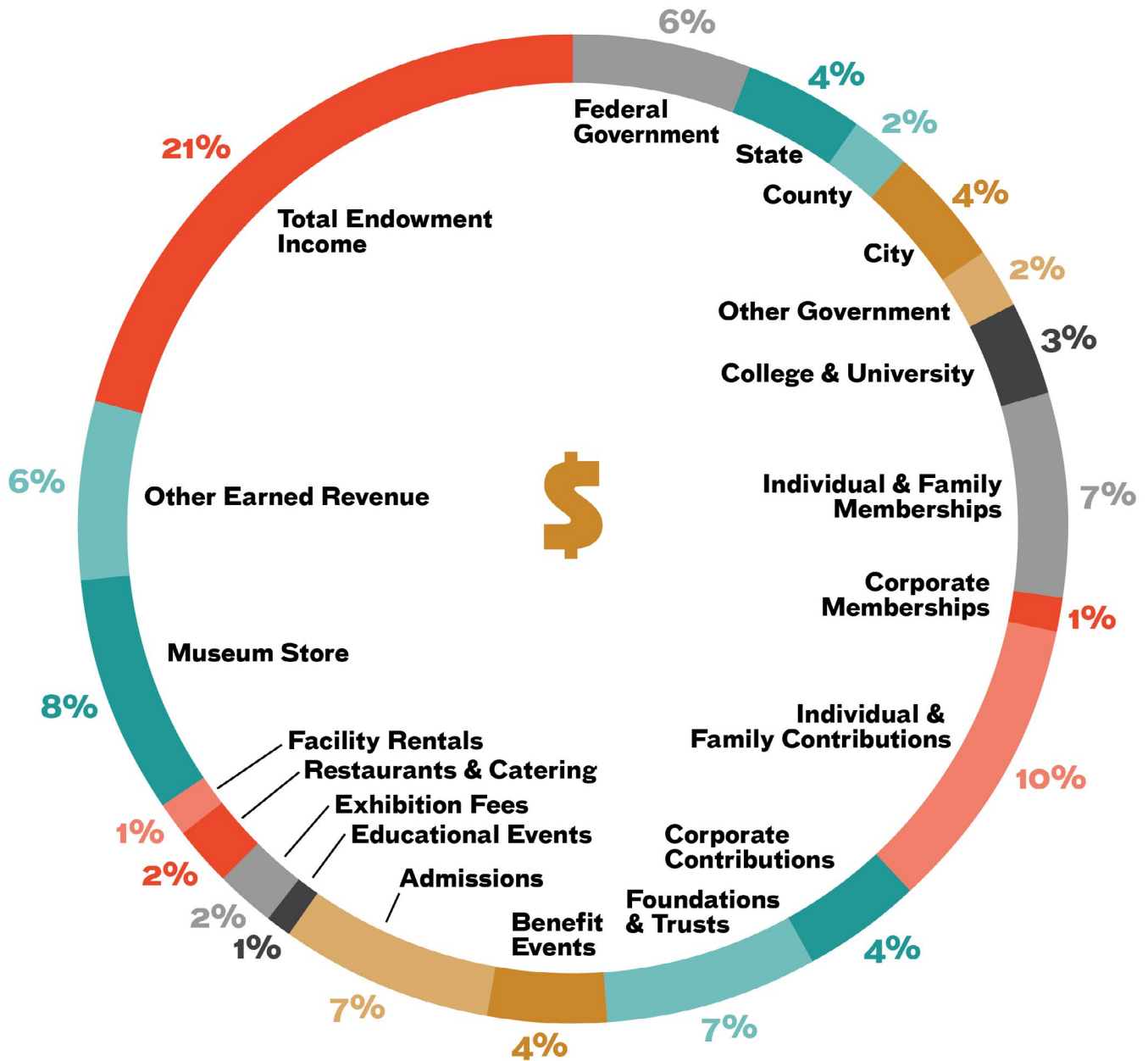
Source: 220 AAMD museums across the U.S., Canada, and Mexico



Average Sources of Revenue & Support

Museums continue to have diversified revenue streams and sources of support. This ensures their stability, provides opportunities to use different resources to address specific institutional needs, and helps to buffer the museum in changing economic climates.

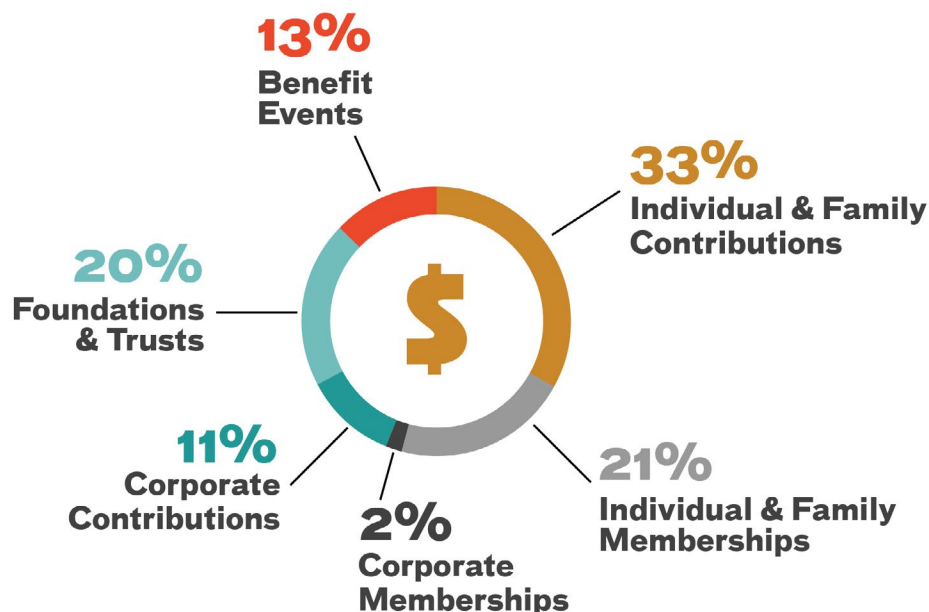
Source: Source: 220 AAMD museums across the U.S., Canada, and Mexico



Contributions to Art Museums

Individual philanthropy—whether through membership programs or in the form of individual and family donations—remains the strongest source of support for art museums in the U.S. This reflects the tradition of private support for art museums as important civic institutions for communities large and small.

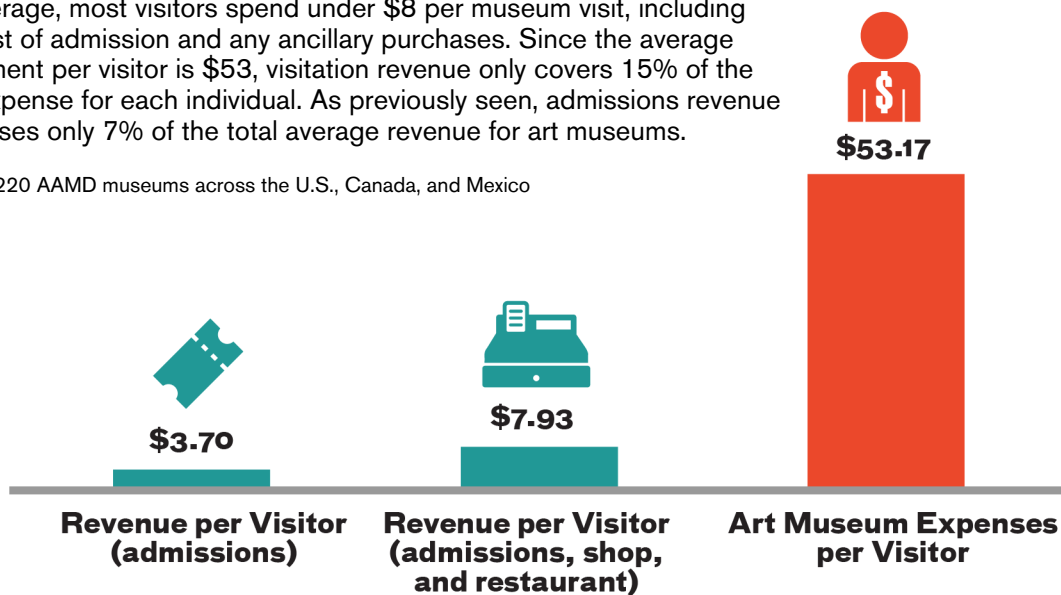
Source: 204 AAMD museums across the U.S.



Revenue vs. Expenses per Visitor

On average, most visitors spend under \$8 per museum visit, including the cost of admission and any ancillary purchases. Since the average investment per visitor is \$53, visitation revenue only covers 15% of the total expense for each individual. As previously seen, admissions revenue comprises only 7% of the total average revenue for art museums.

Source: 220 AAMD museums across the U.S., Canada, and Mexico



Total Number of Objects Purchased vs. Total Number of Objects Received by Donation

Art museum collections in North America continue to be built largely through gifts and bequests. In 2013, museums received nearly six times as many gifts of works of art as they purchased. These contributions mirror the private financial support that is also essential to the health and success of art museums.

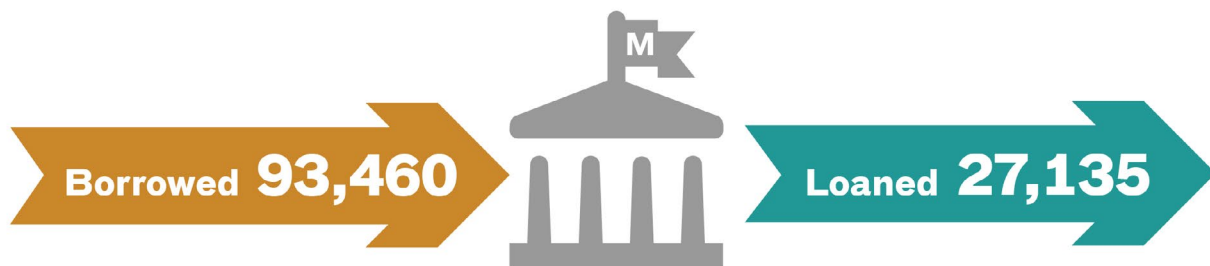
Source: 220 AAMD museums across the U.S., Canada, and Mexico



Total Number of Objects Loaned vs. Borrowed

Museums actively lend to each other, as reflected by the more than 27,000 loans reported last year. Museums also borrow works of art from a wide range of other sources beyond the AAMD community, including international art museums and state collections, private collectors, galleries, and artists.

Source: 220 AAMD museums across the U.S., Canada, and Mexico



Collections and Audience



Source: 220 AAMD museums across the U.S., Canada, and Mexico

The data reflected in Art Museums By The Numbers 2014 was collected in 2014 and reflects AAMD members' Fiscal Year 2013 or Fiscal Year 2014 data, depending on their fiscal calendar.

The Association of Art Museum Directors, representing 236 art museum directors in the U.S., Canada, and Mexico, aids its members in establishing and maintaining the highest professional standards for themselves and the museums they represent. It serves as a forum for the exchange of information and the exploration of ideas, and as a voice with which museum directors may express their joint concerns and those of their institutions. Since its founding in 1916, AAMD has played a leading role in helping to define the best practices for its members and for the art museum community as a whole. An important component of this work is the publication of AAMD's Professional Practices in Art Museums, first adopted in 1966, most recently updated in 2011. This document provides a framework for museums to make informed and responsible decisions regarding their institutional management. Further information about AAMD's professional practice guidelines and position papers is available at www.aamd.org.