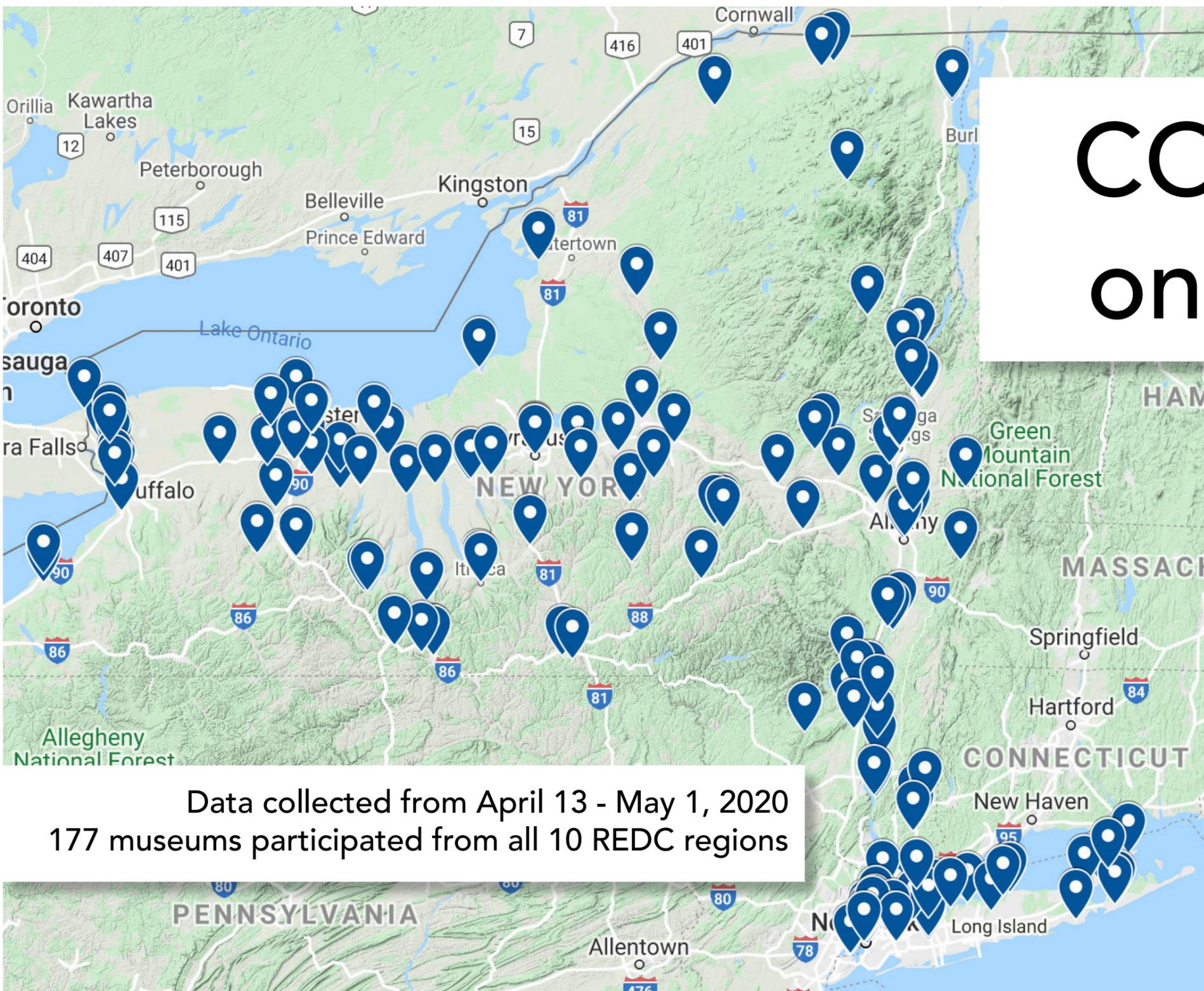


# COVID-19 Impact on NYS Museums



Data collected from April 13 - May 1, 2020  
177 museums participated from all 10 REDC regions

May 27, 2020

In April 2020, the Network of European Museum Organisations (NEMO) published its findings of a survey on the impact of COVID-19 on museums in Europe. The Museum Association of New York was given permission by NEMO to use their survey questions to generate a comparable dataset for New York Museums in order to convey the impact of this public health crisis on our sector.

We are pleased to share the results of the survey but deeply saddened by the catastrophic impacts revealed.



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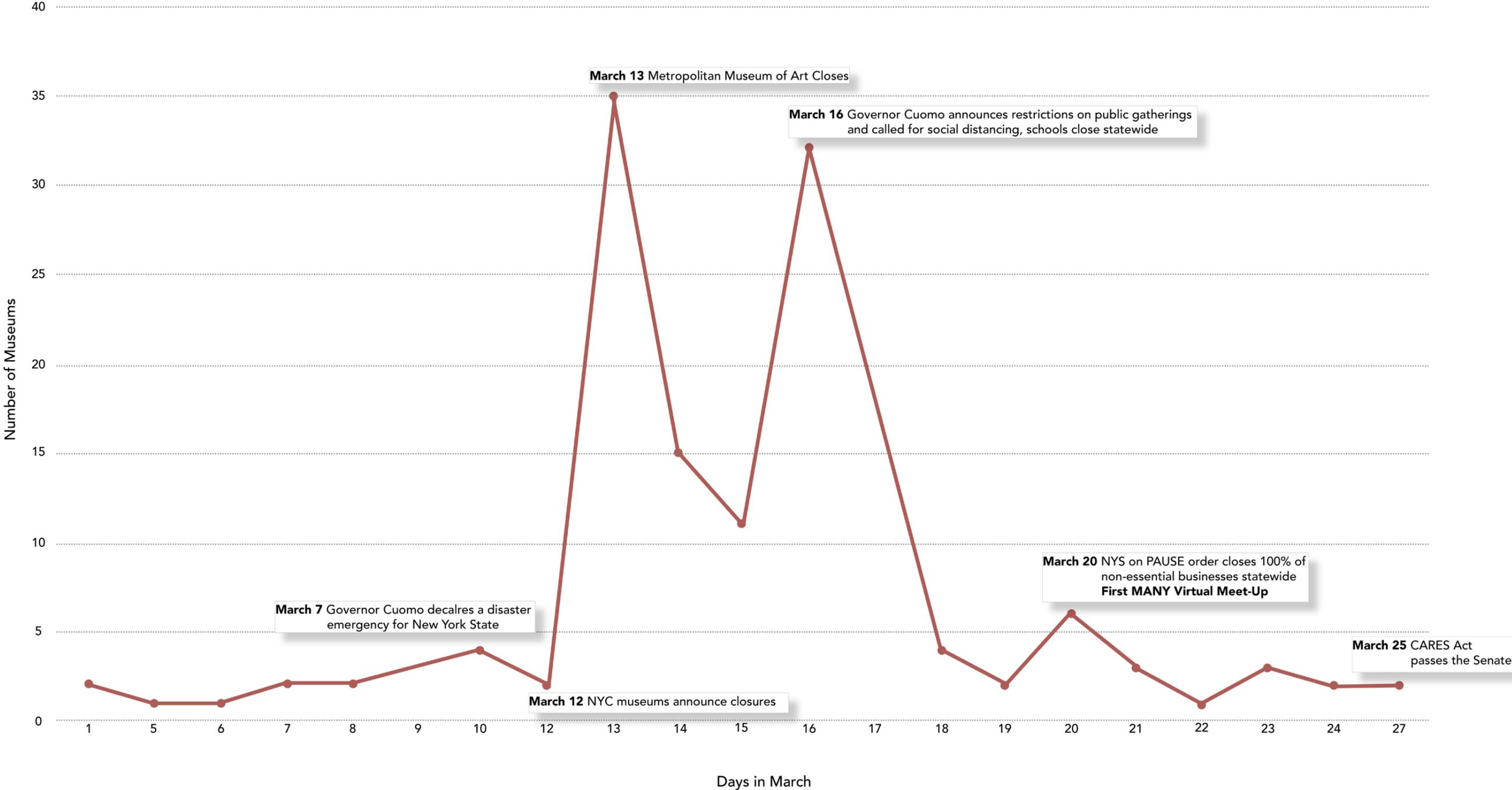
*We share this report with our deepest gratitude to the 177 museums who responded quickly and generously to this call for impact in the midst of one of the most challenging and traumatic times in our nation's history.*



# Museum Closure Timeline

The timeline reveals the rapid pace at which museums responded to the pandemic. However, unlike in financial downturns when museums had time to adjust budgets and strategies in response to loss of income, the pandemic shut access to 2/3rd of earned revenue sources overnight.

When did your museum close its doors due to the COVID-19 pandemic?

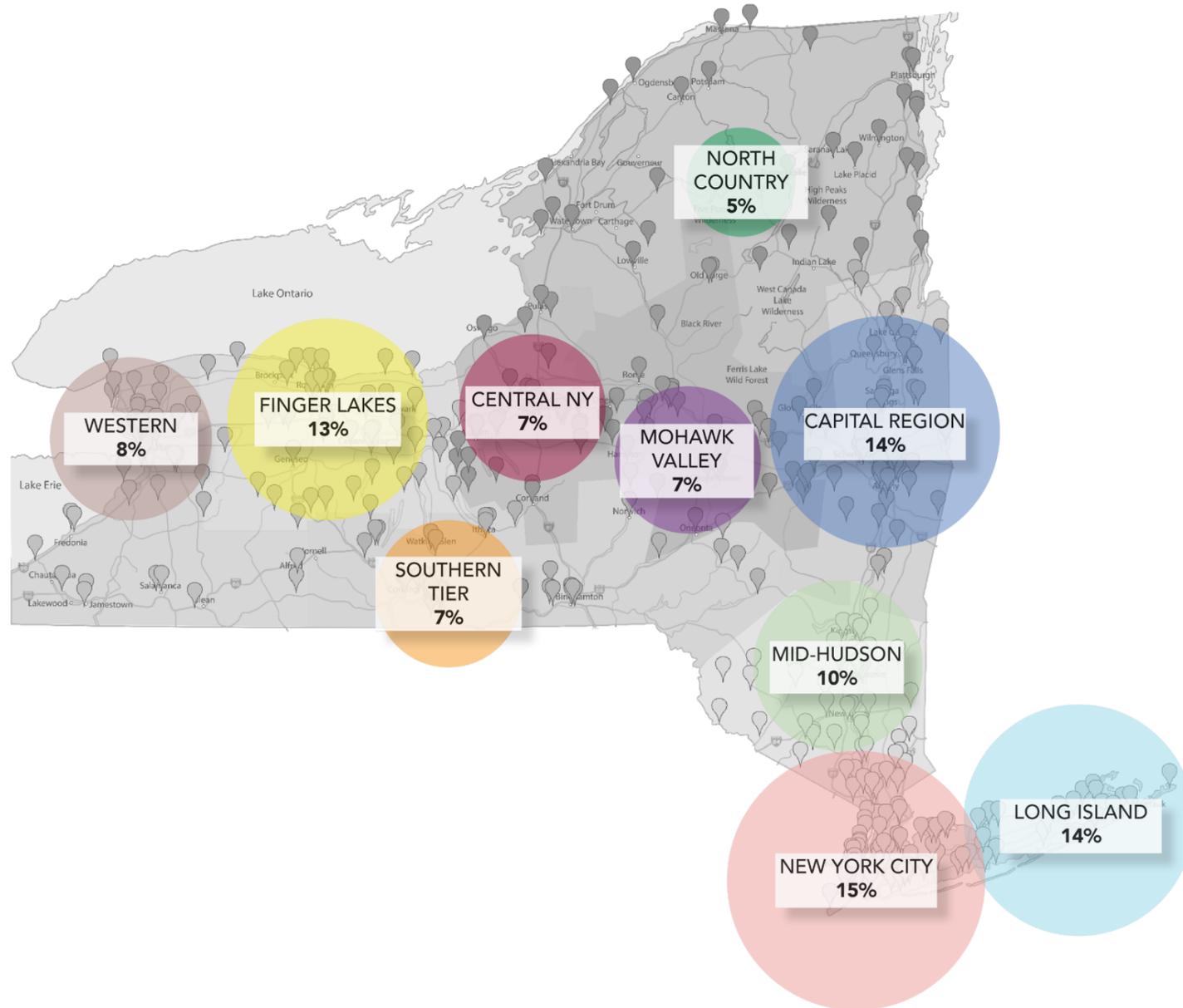


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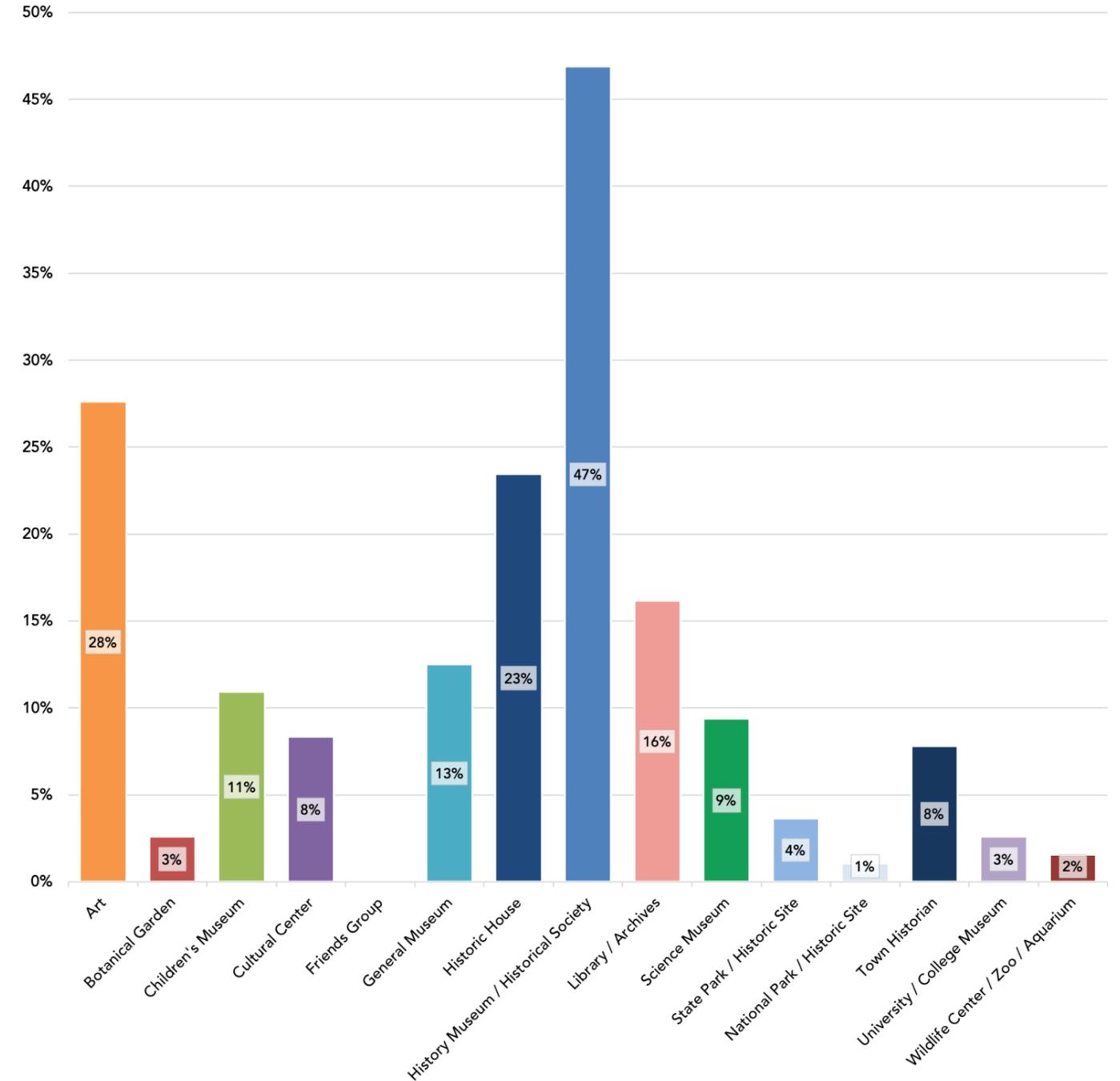


# Survey Participants

By REDC Region



By Museum Type



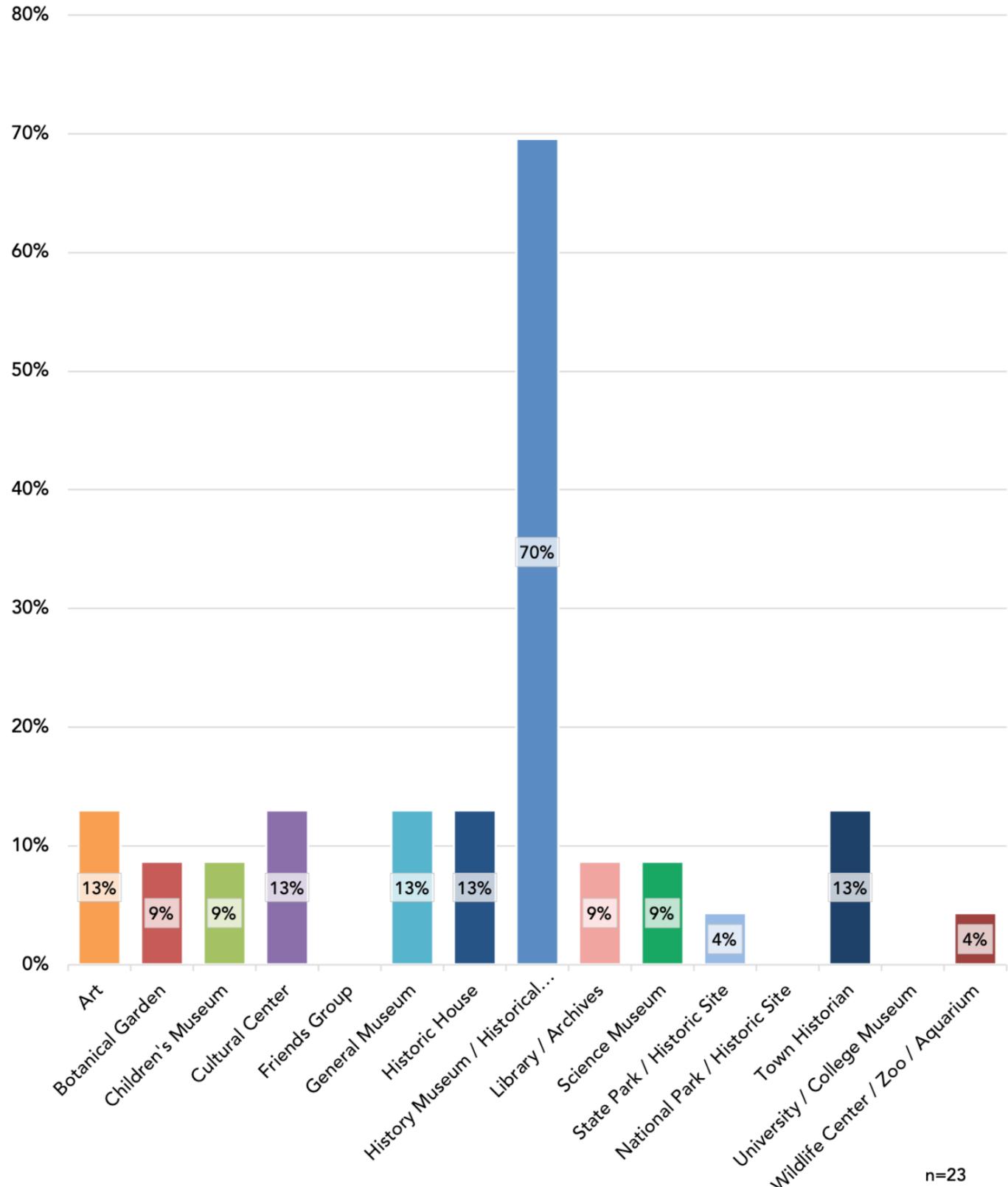
The profile of the respondents to the COVID-19 impact survey closely parallel the general state-wide profile reflected in MANY's 2019 State of NY State Museums report. The following pages show Museum Type by region. It is interesting to note that in the Finger Lakes and Western Regions there are especially high concentrations of History Museums.

n=177

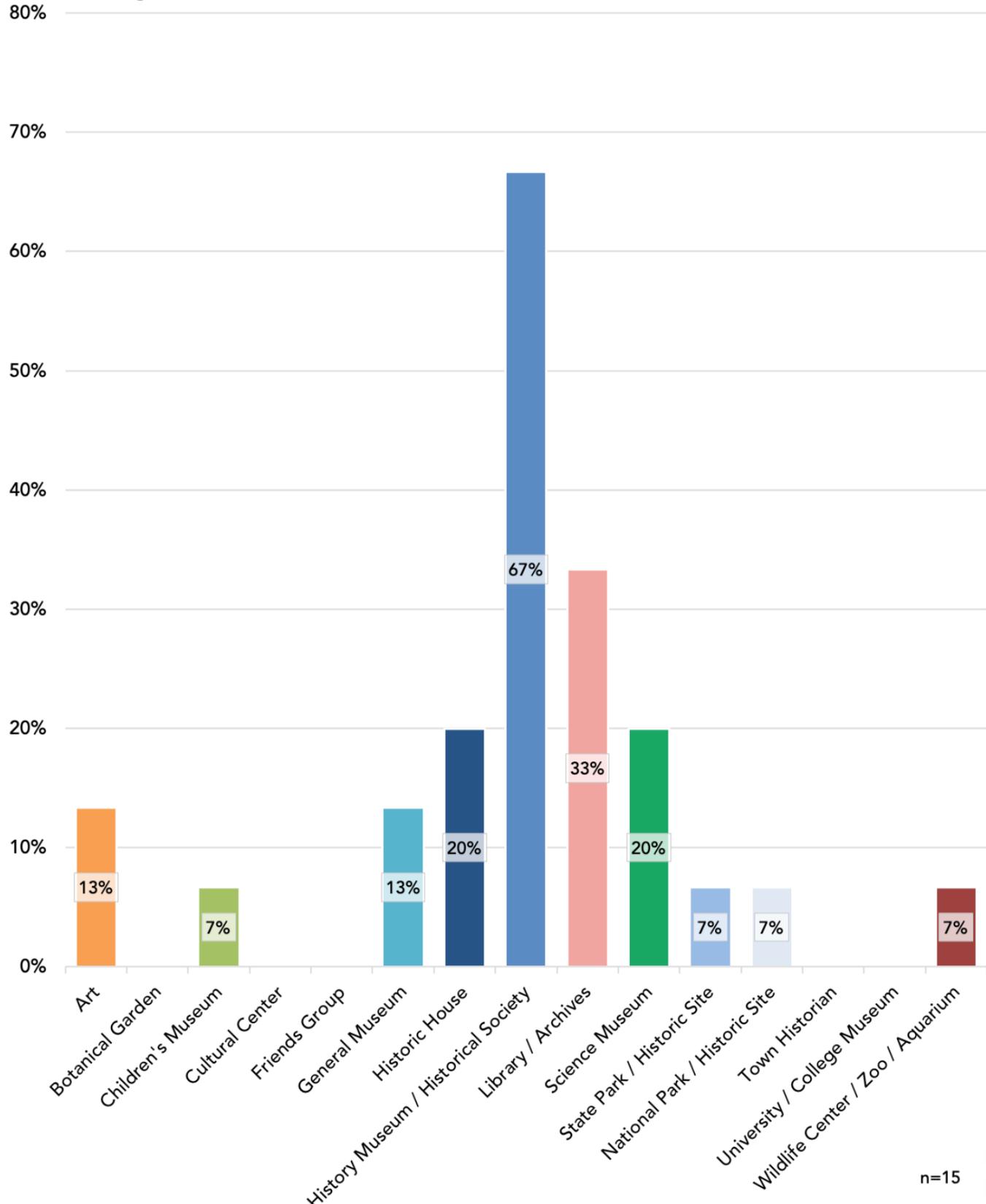


# Response by Museum Type

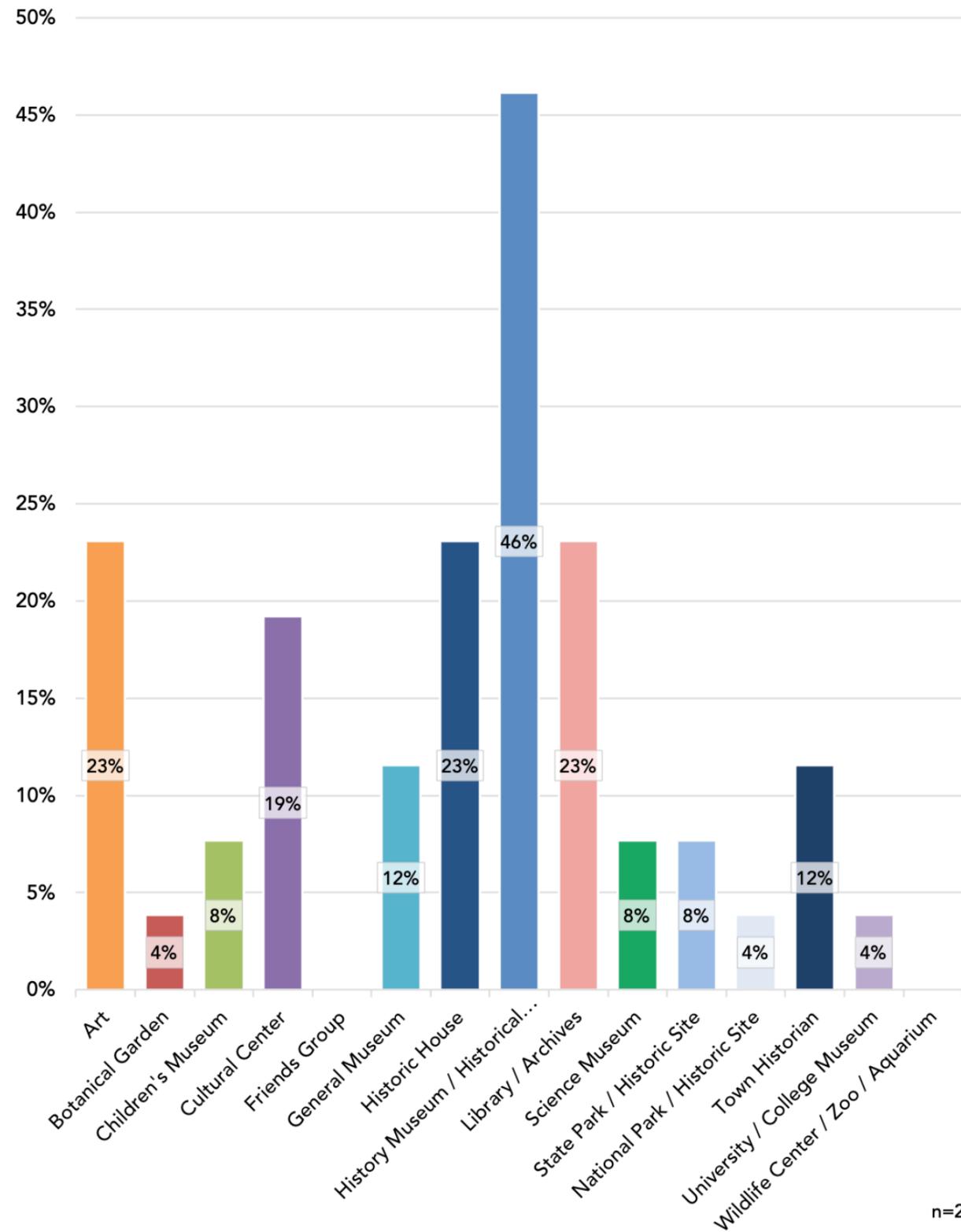
## Finger Lakes



## Western Region

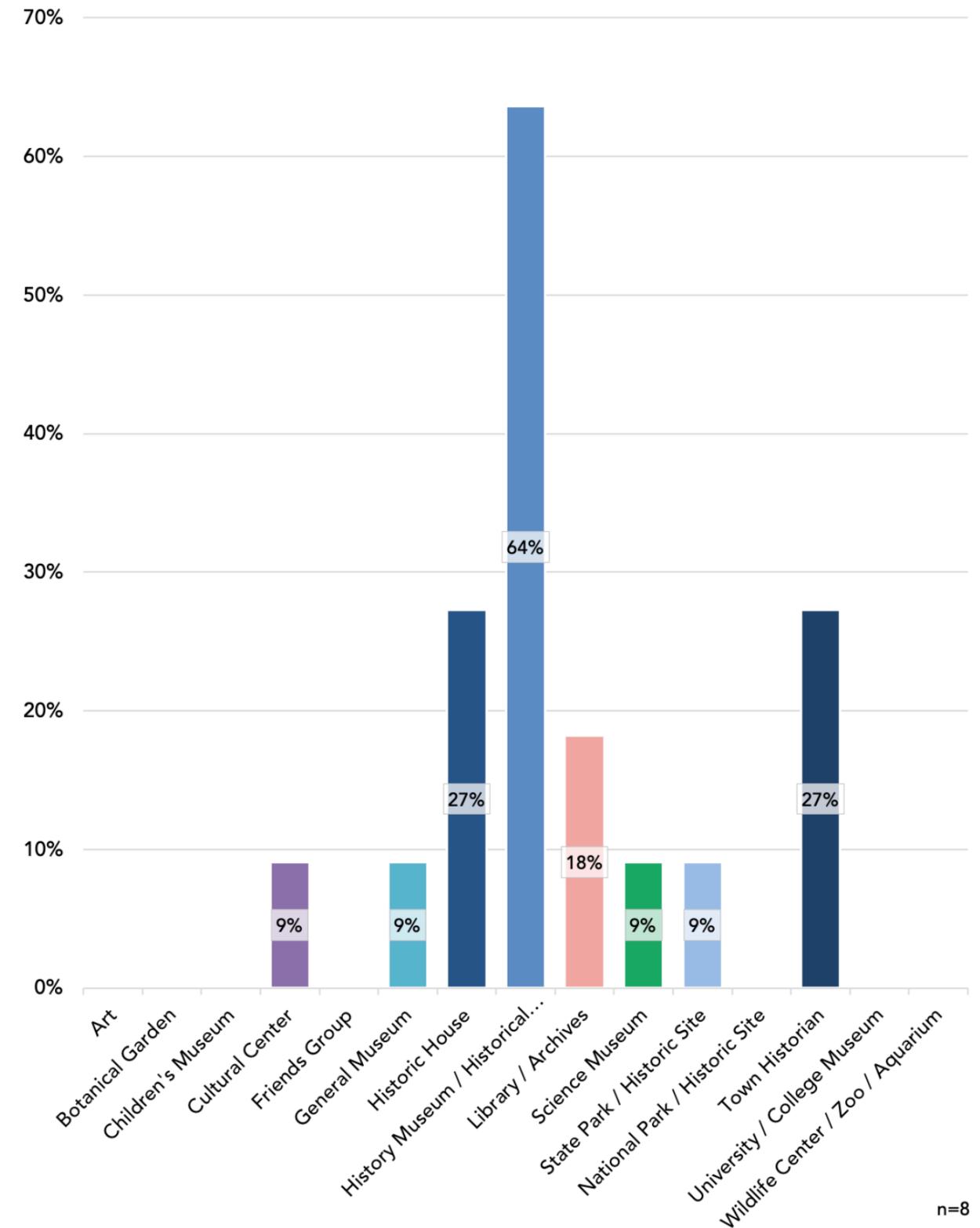


## Capital Region



n=25

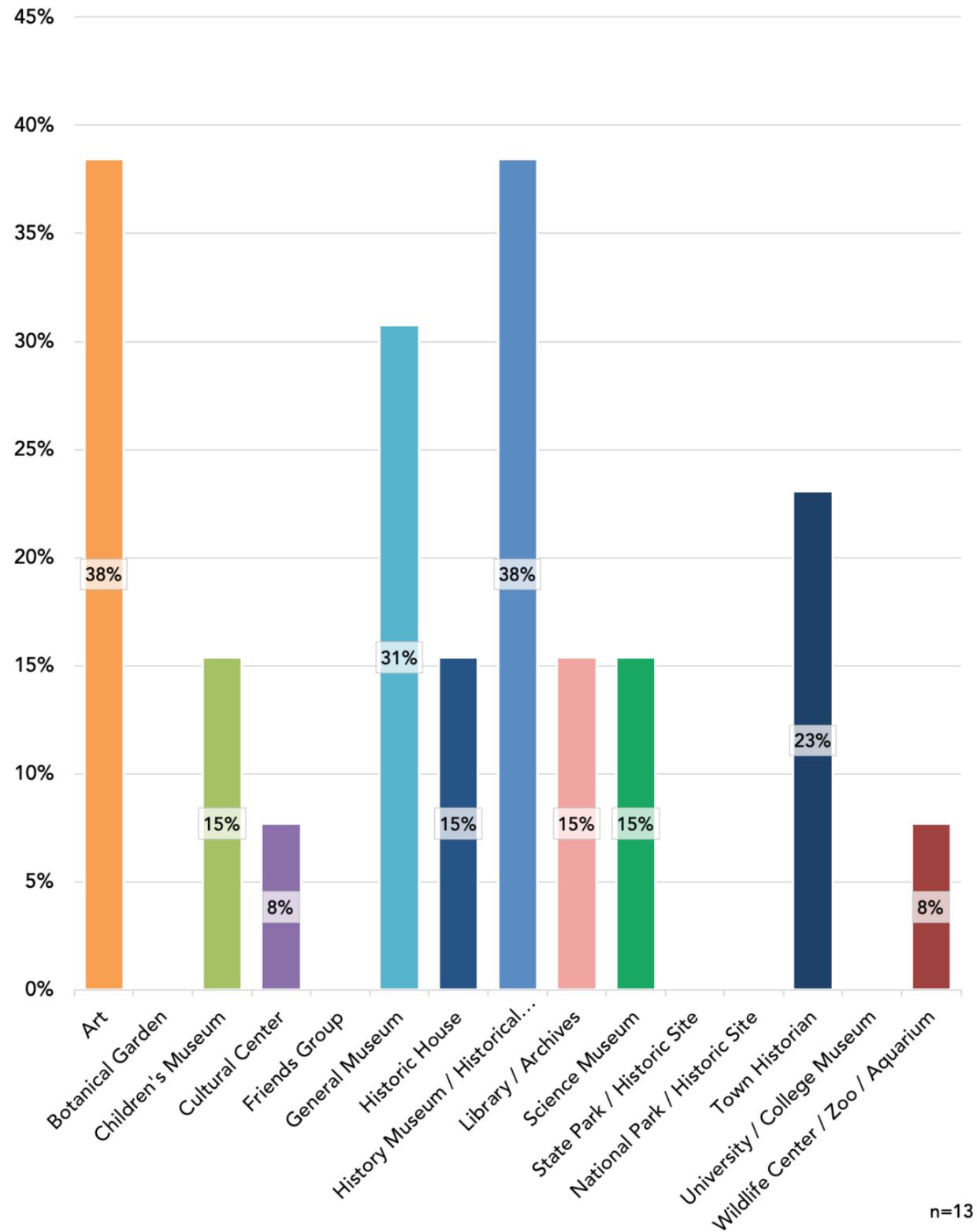
## North Country



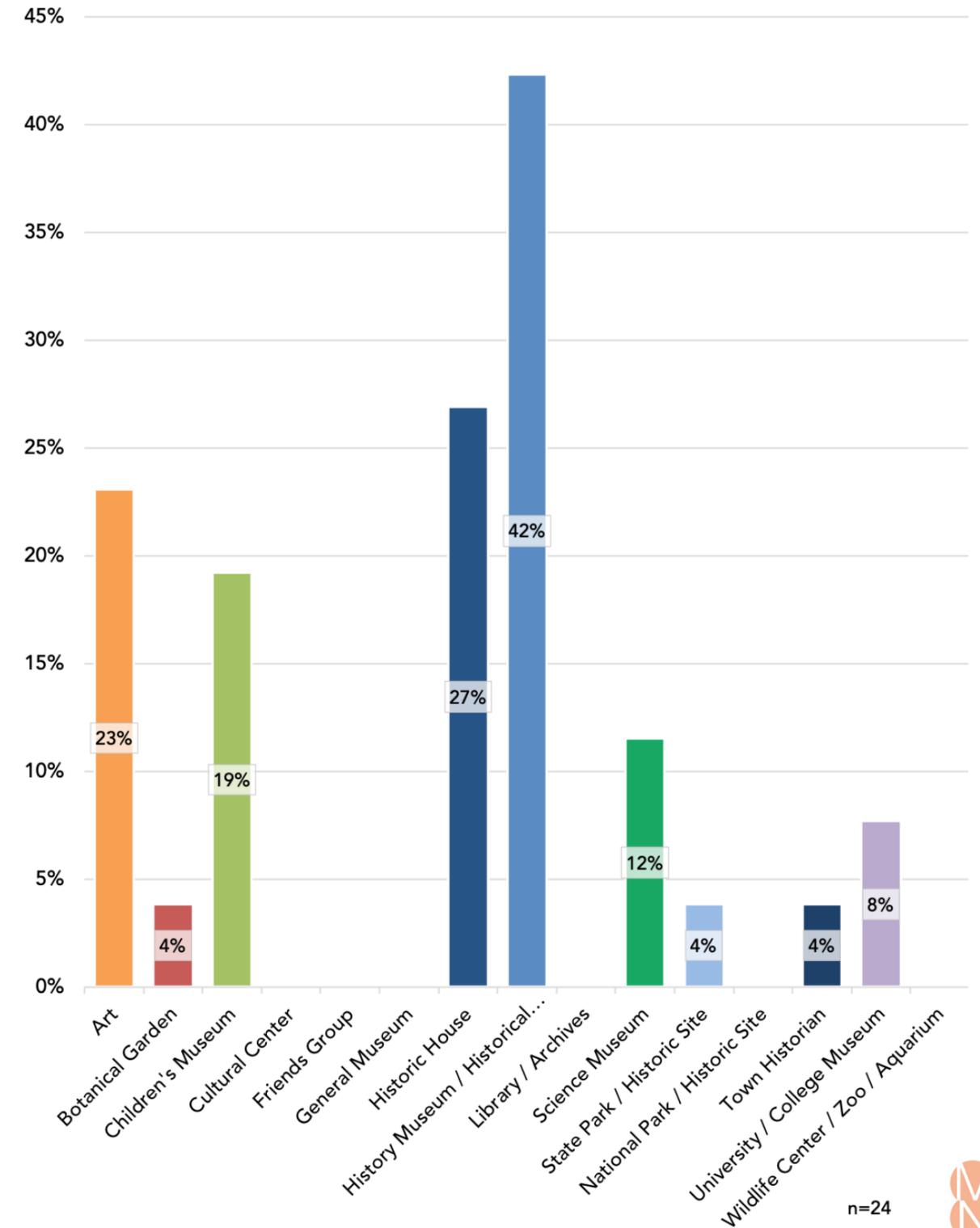
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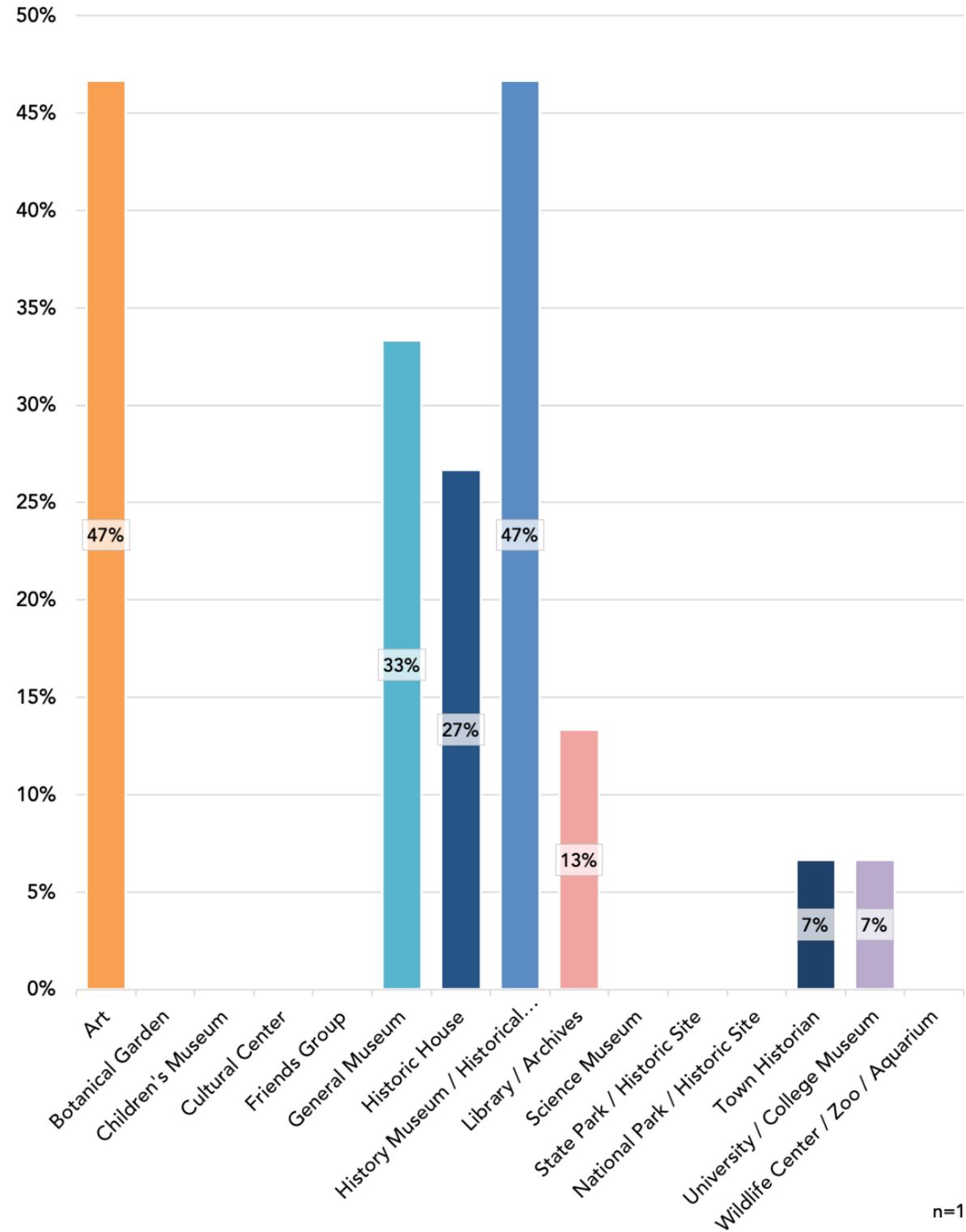
## Southern Tier



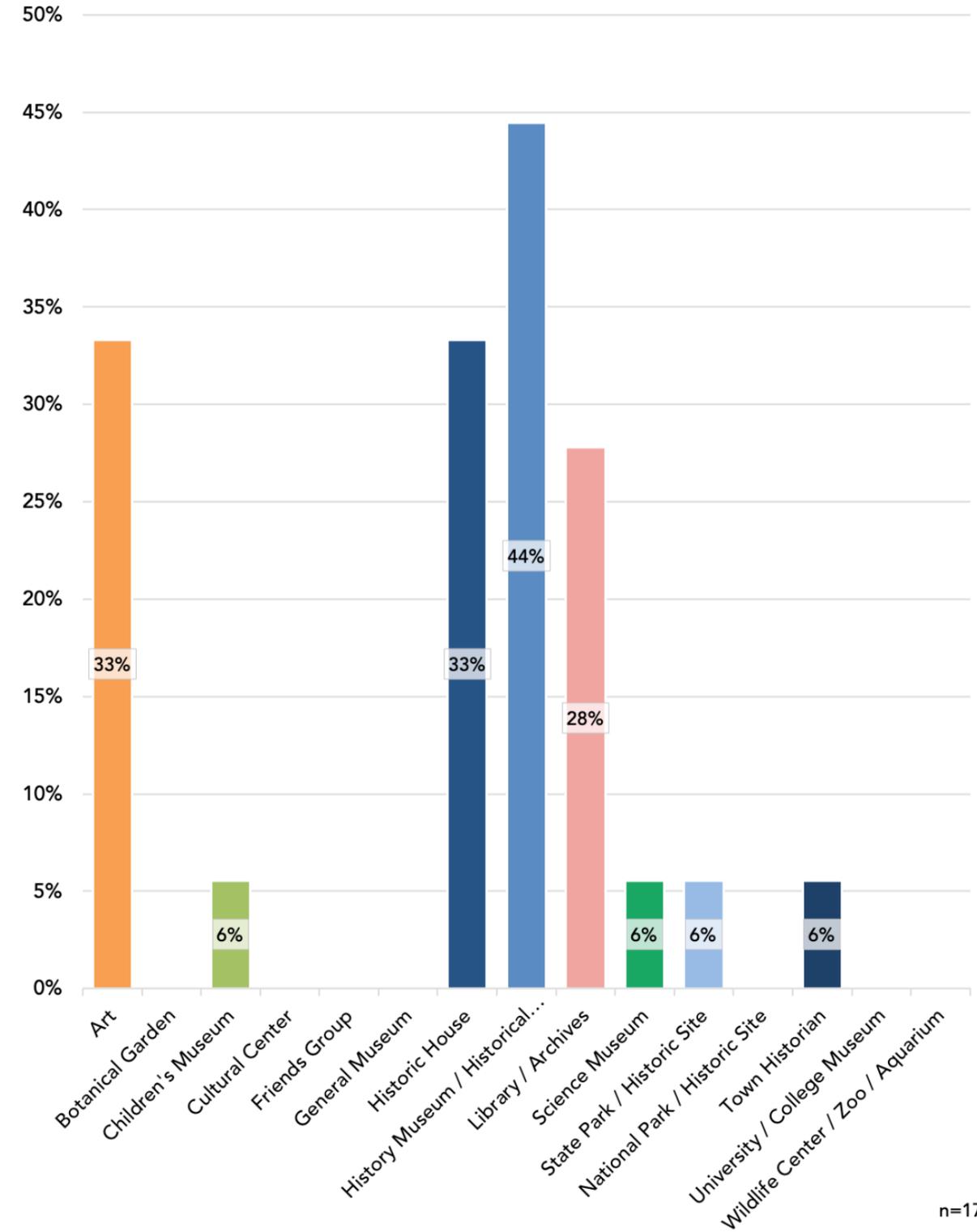
## Long Island



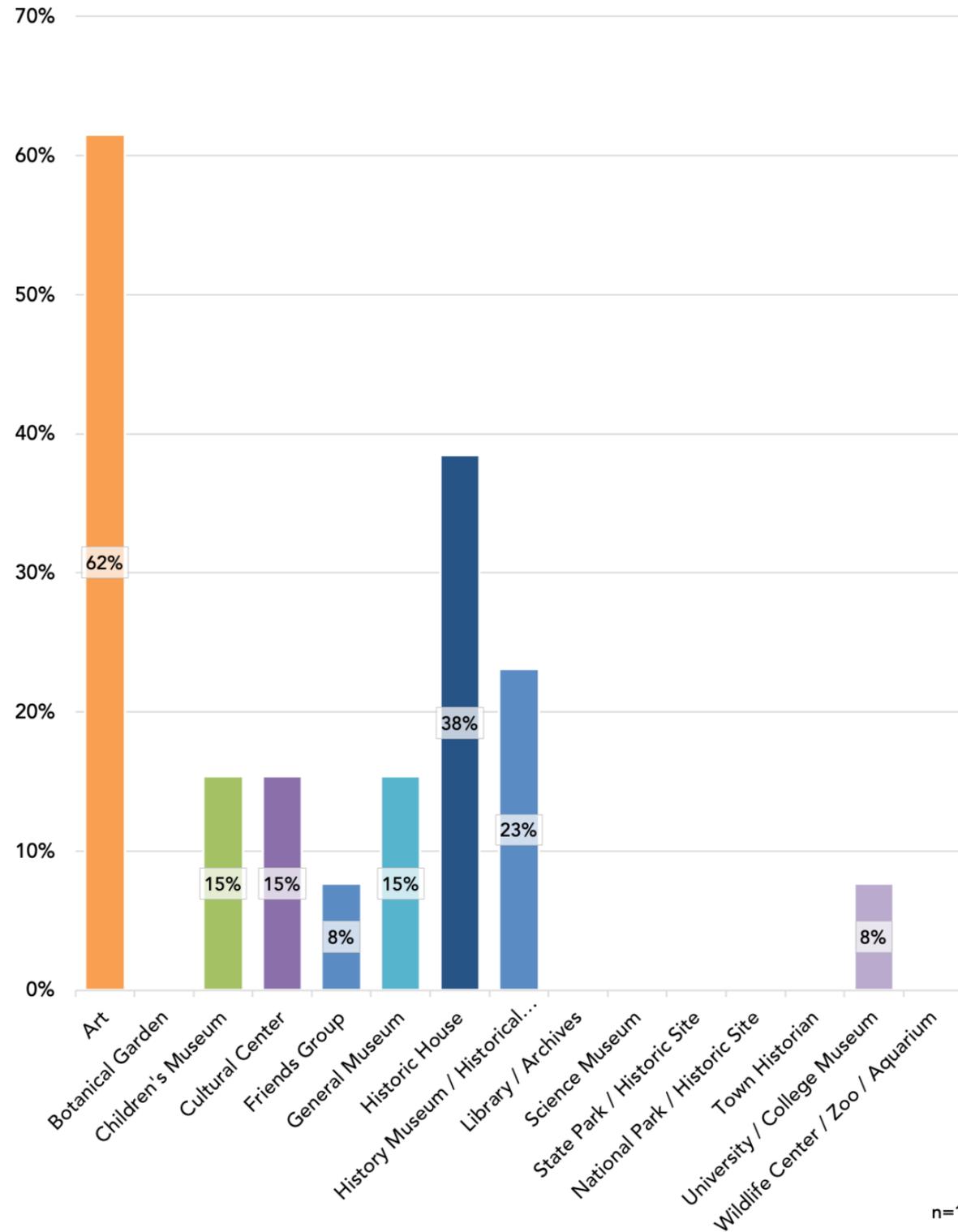
## Central NY



## Mid-Hudson

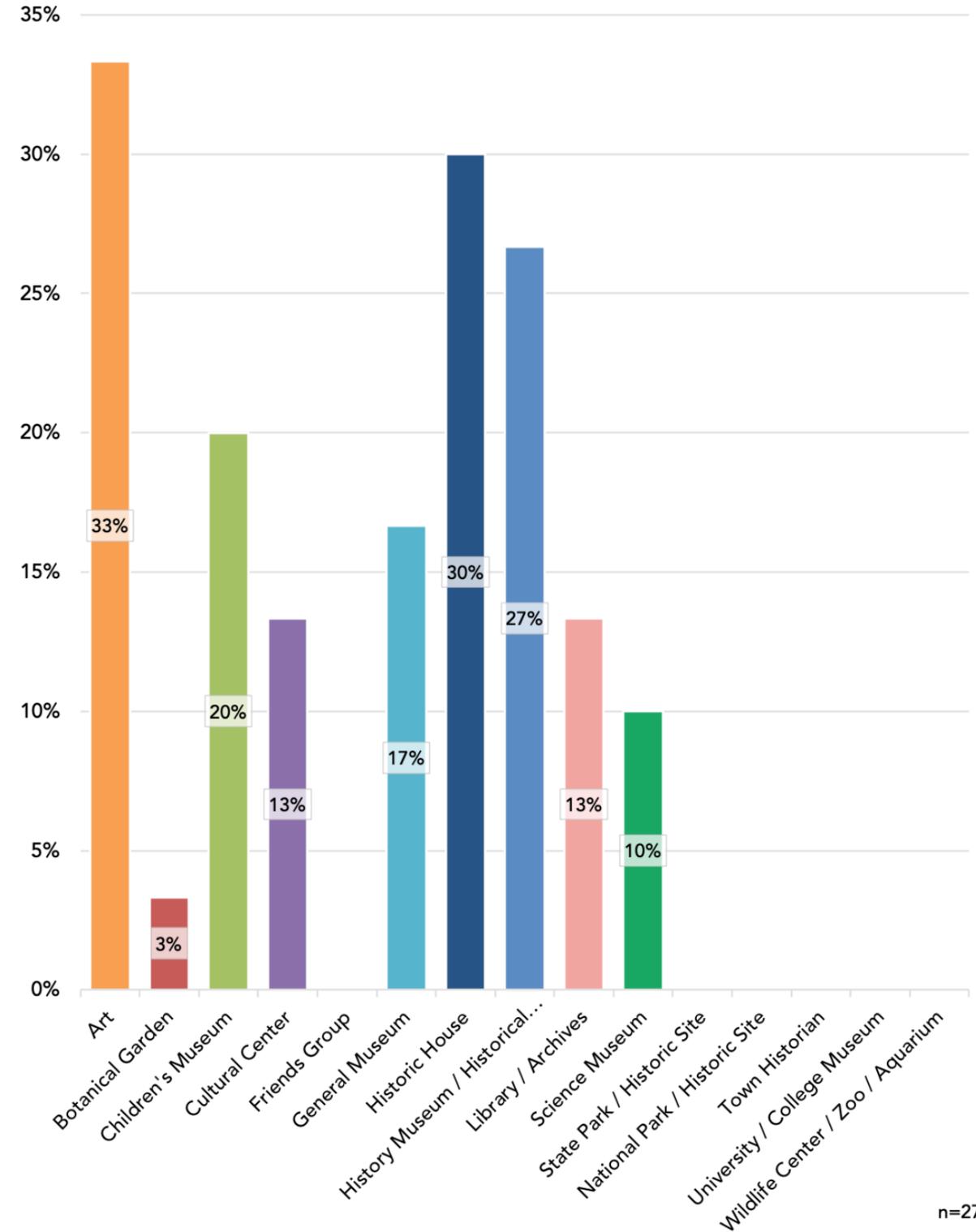


## Mohawk Valley



n=12

## New York City



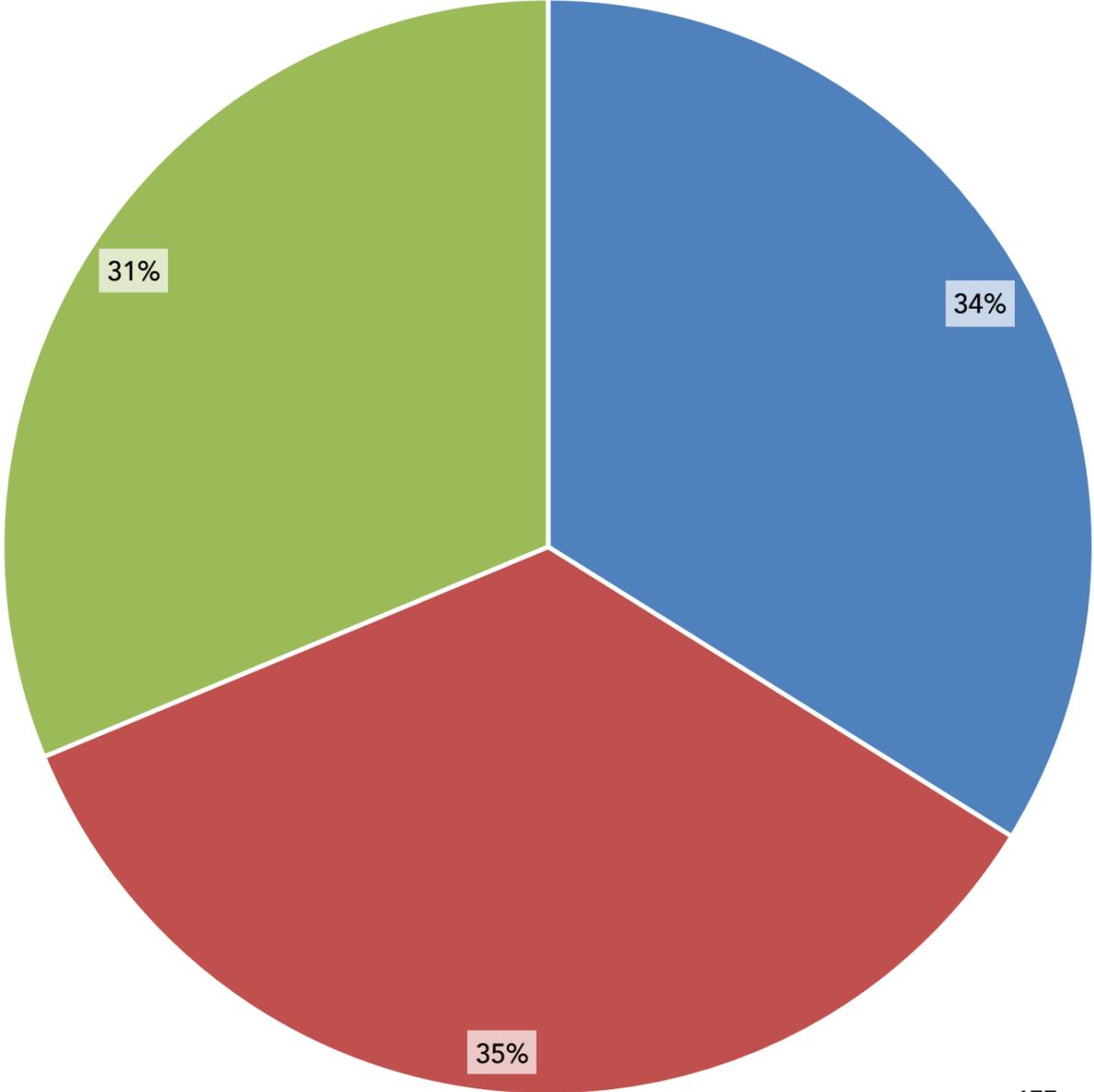
n=27



# Responding Museum Locations

New York State  
Responding Museum Location

- Urban
- Rural
- Suburban

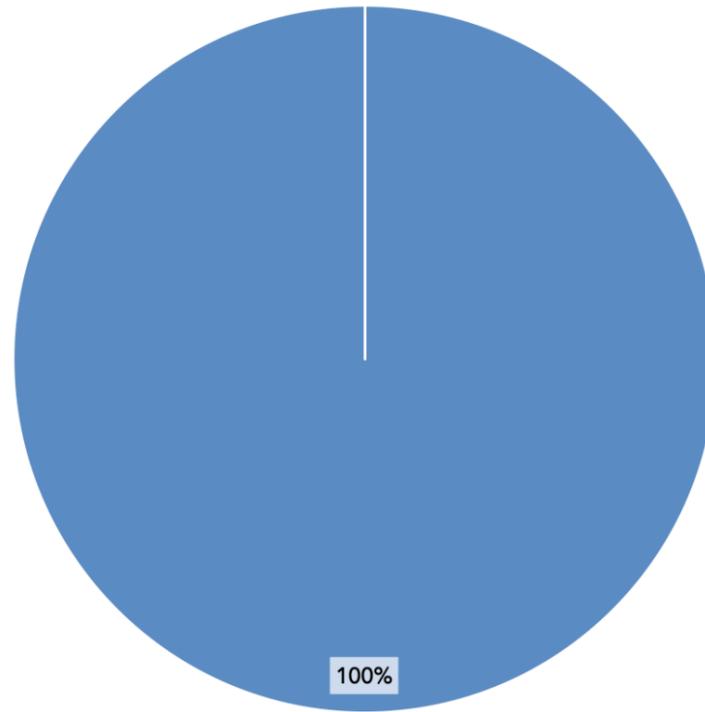


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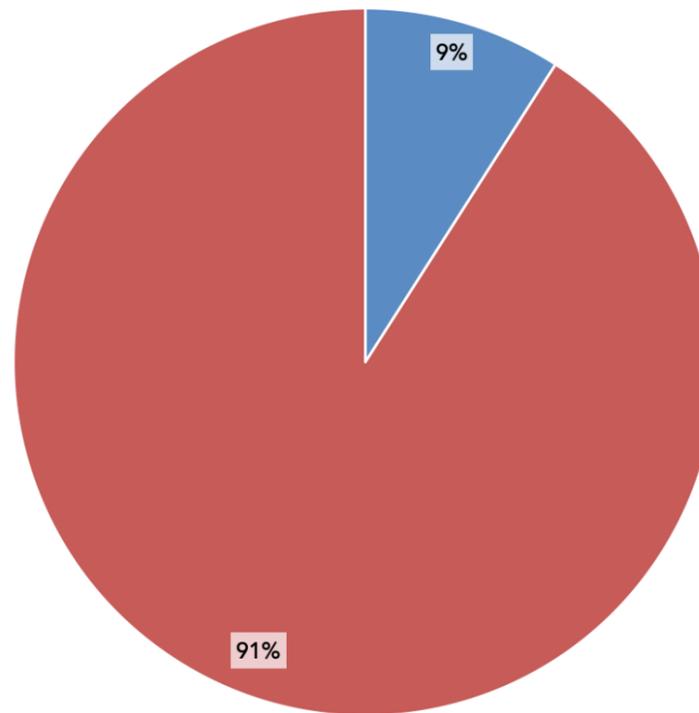
We all hear frequently about the upstate vs. downstate divide in many things including economic drivers, population density, health care, and demographics. The responses to the question of Urban, Rural, or Suburban reveal a different divide that also reveal difference in access, equity, and services. This is most starkly illustrated by comparing NYC to the North Country to Long Island.

New York City Museum Location



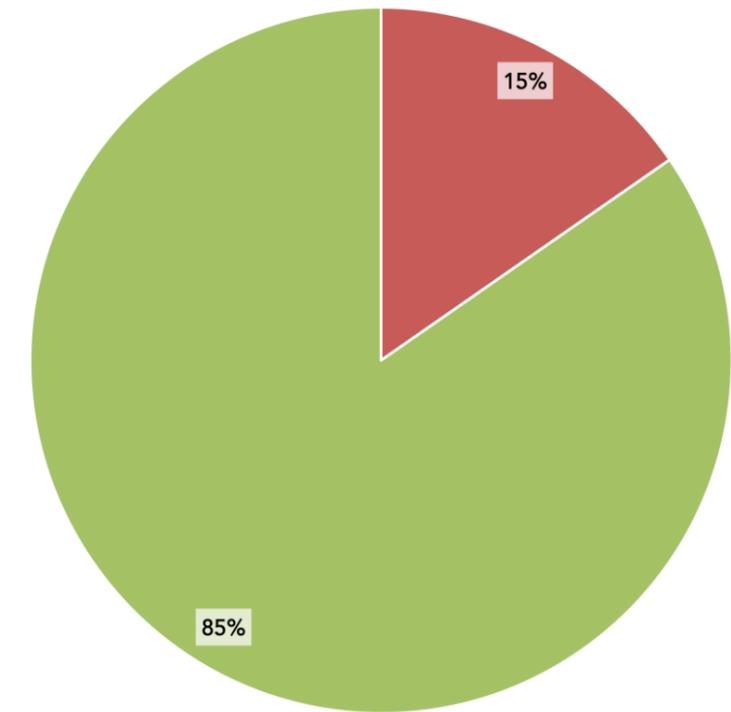
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North Country Museum Location



n=8

Long Island Museum Location

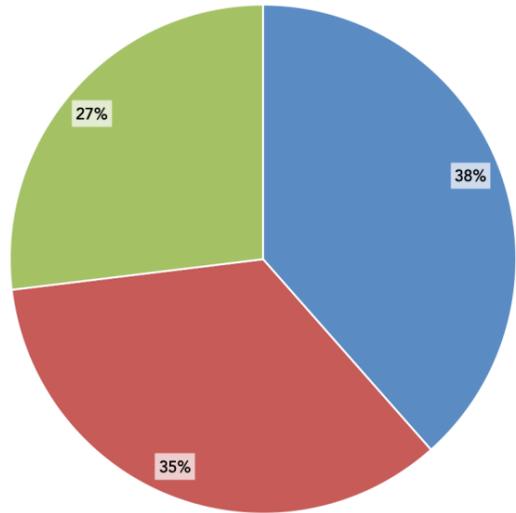


n=24

- Urban
- Rural
- Suburban

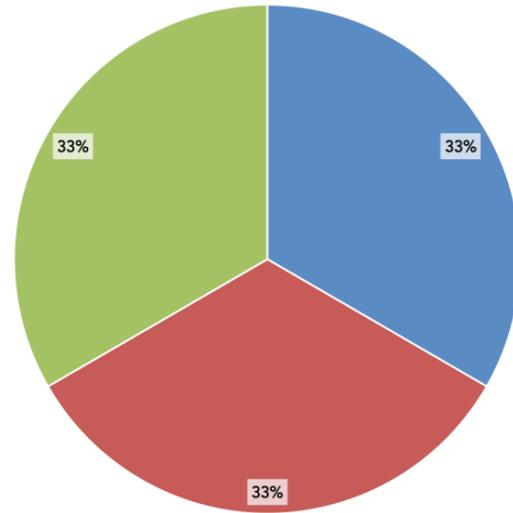


Capital Region Museum Location



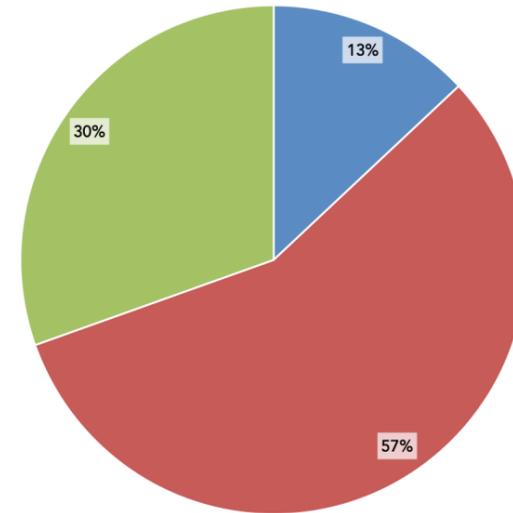
n=25

Central NY Museum Location



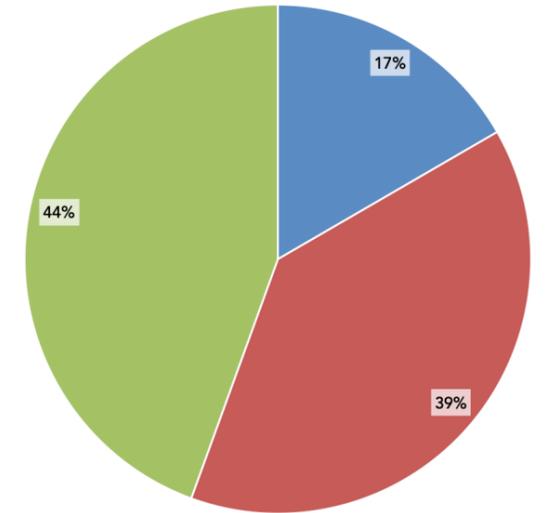
n=13

Finger Lakes Museum Location



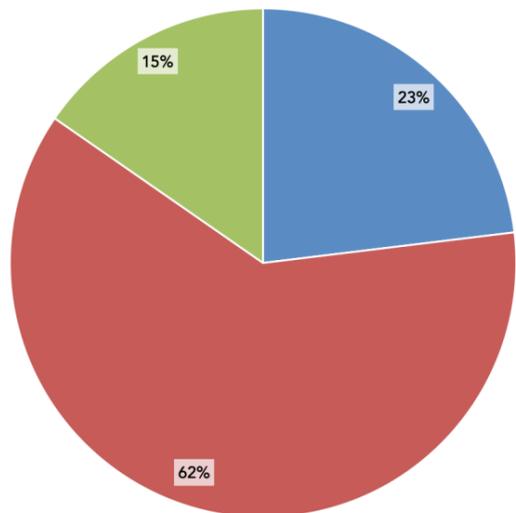
n=23

Mid-Hudson Museum Location



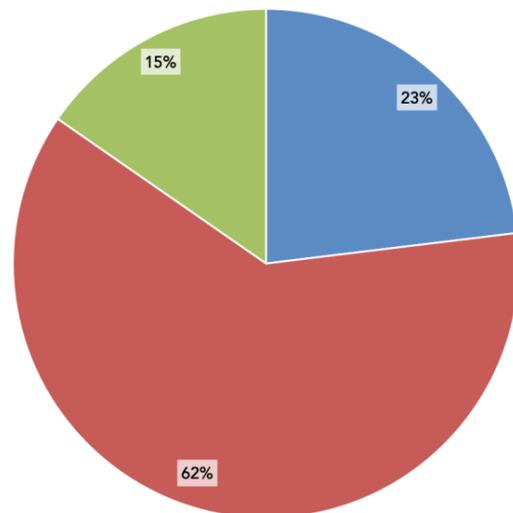
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Mohawk Valley Museum Location



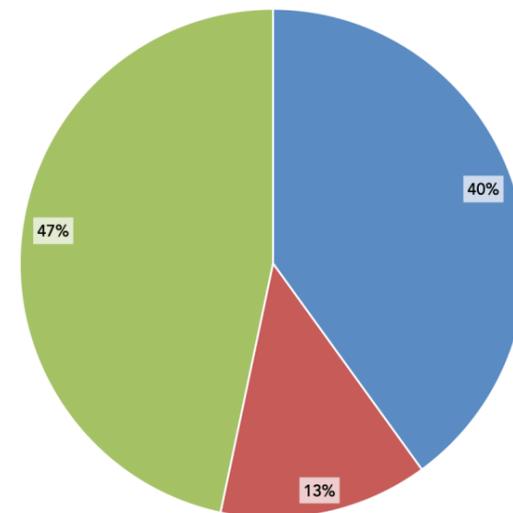
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Southern Tier Museum Location

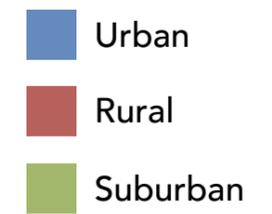


n=13

Western Region Museum Location



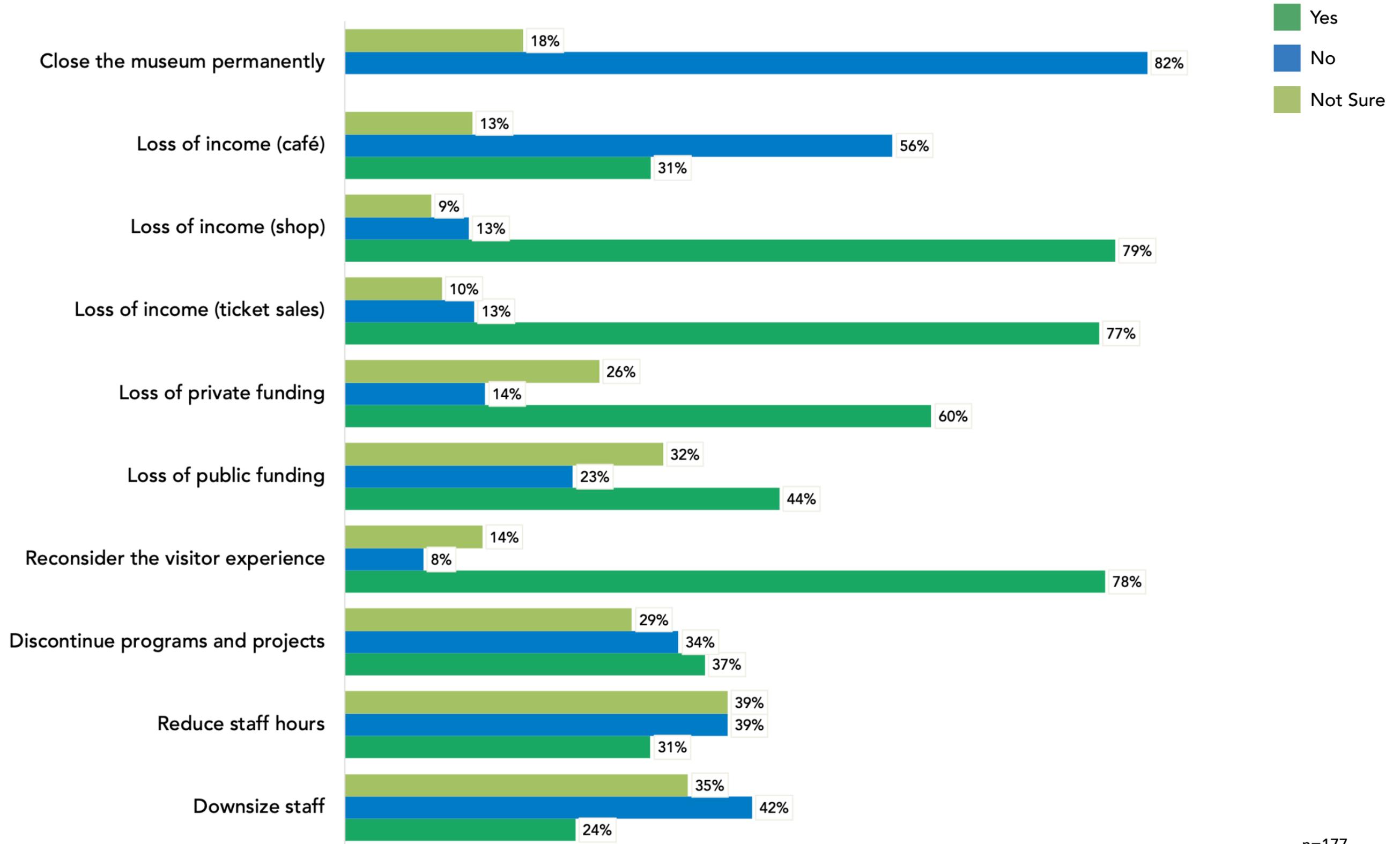
n=15



# Long Term Changes

*This chart, almost more than any other in this report illustrates the loss of earned and raised income and how museums were forced to quickly rethink how they serve their communities.*

New York State



n=177

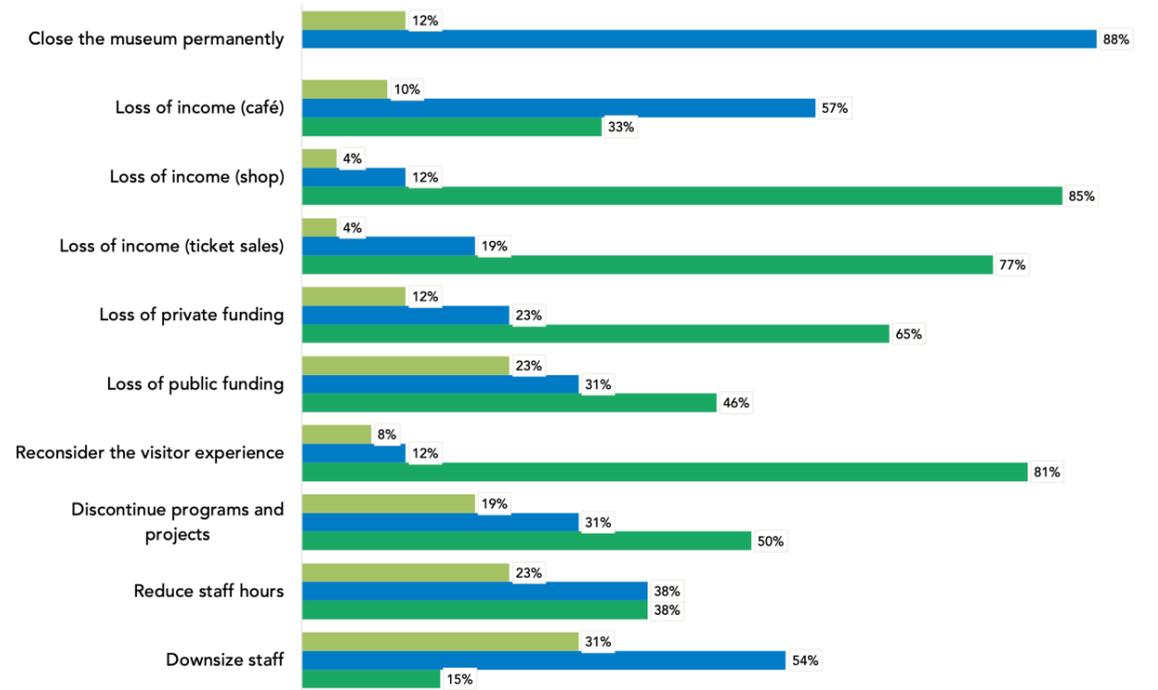


Yes

No

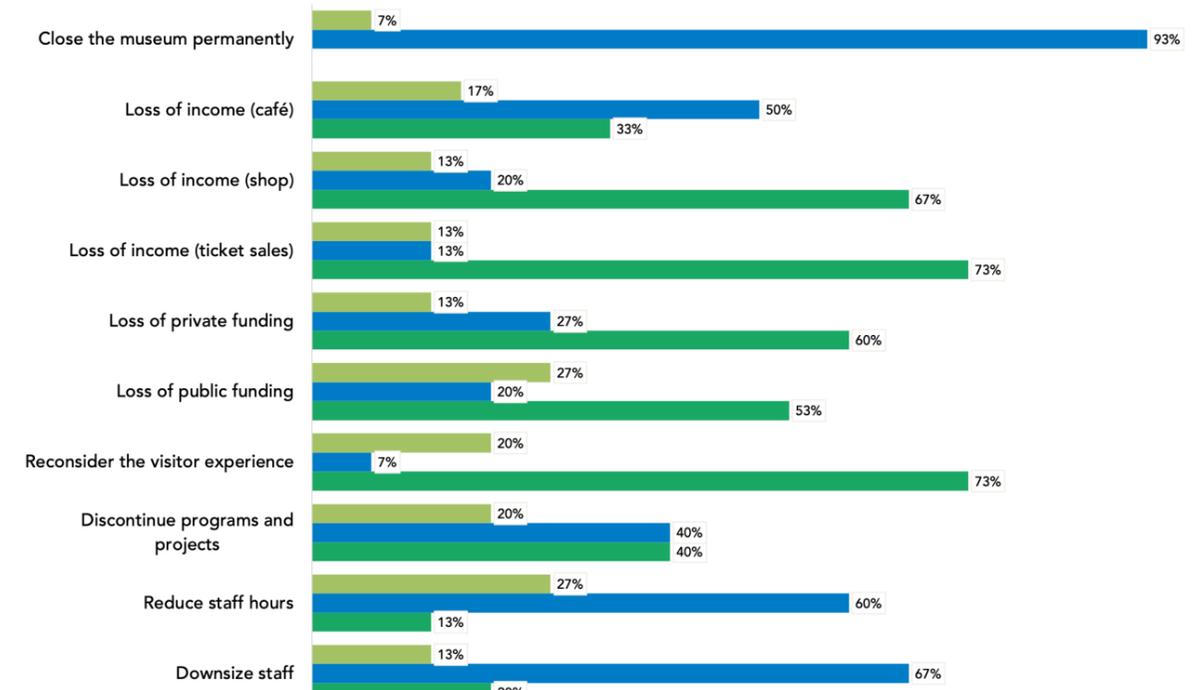
Not Sure

### Capital Region



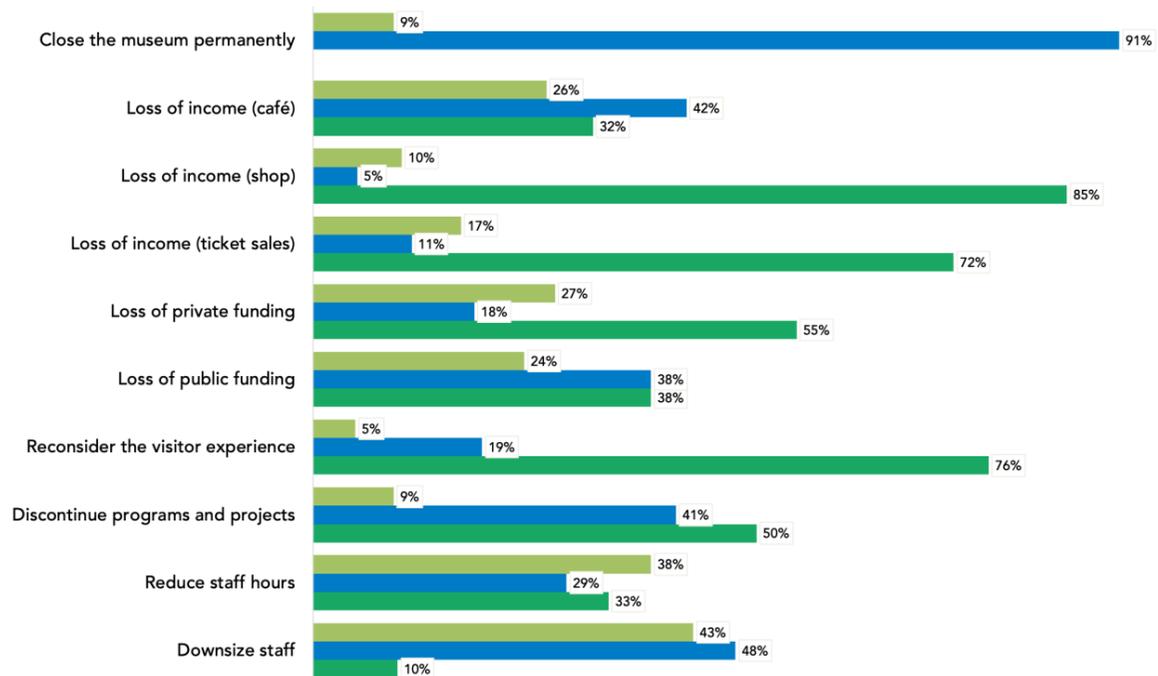
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### Central NY



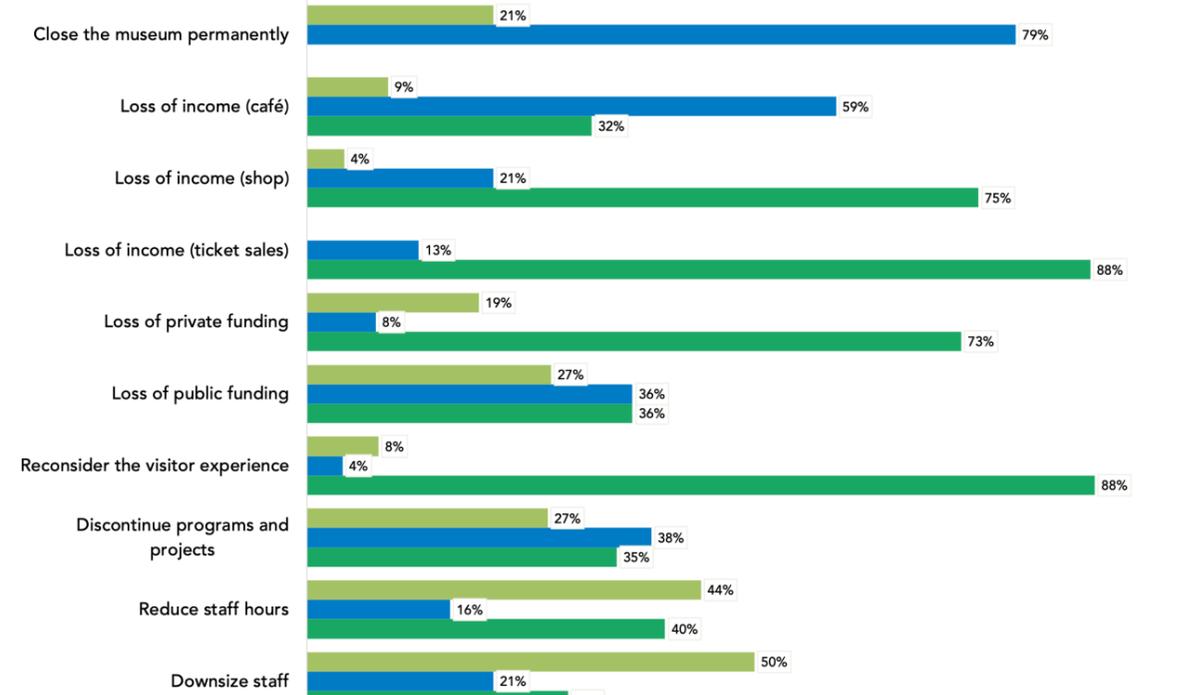
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### Finger Lakes



n=23

### Long Island



n=24

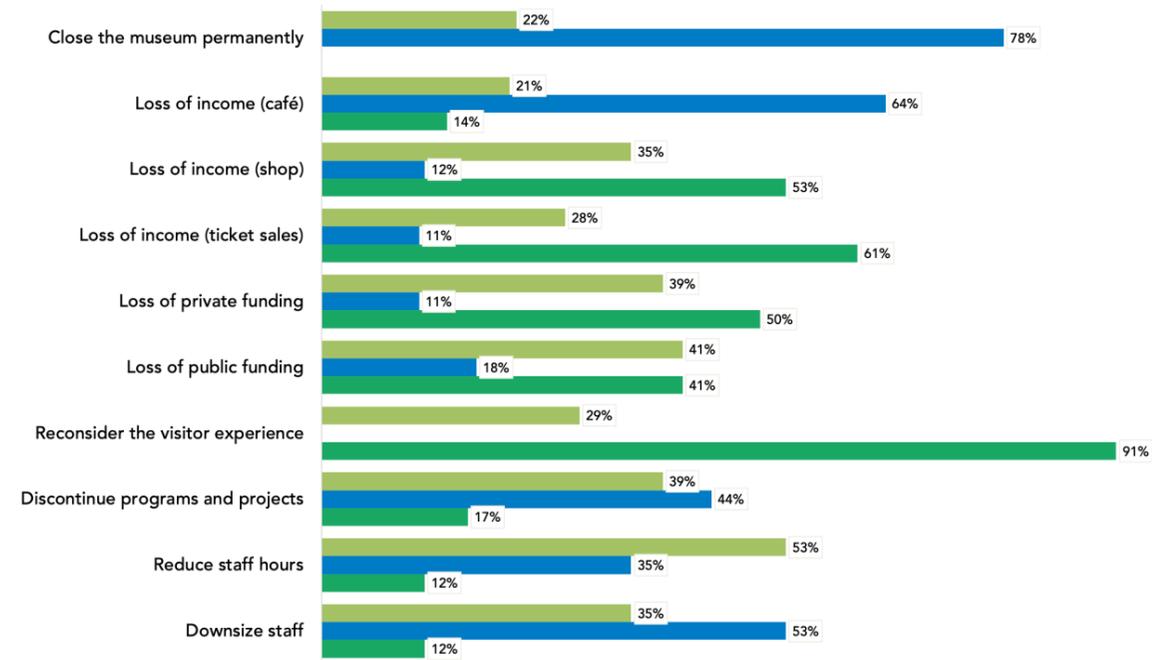


Yes

No

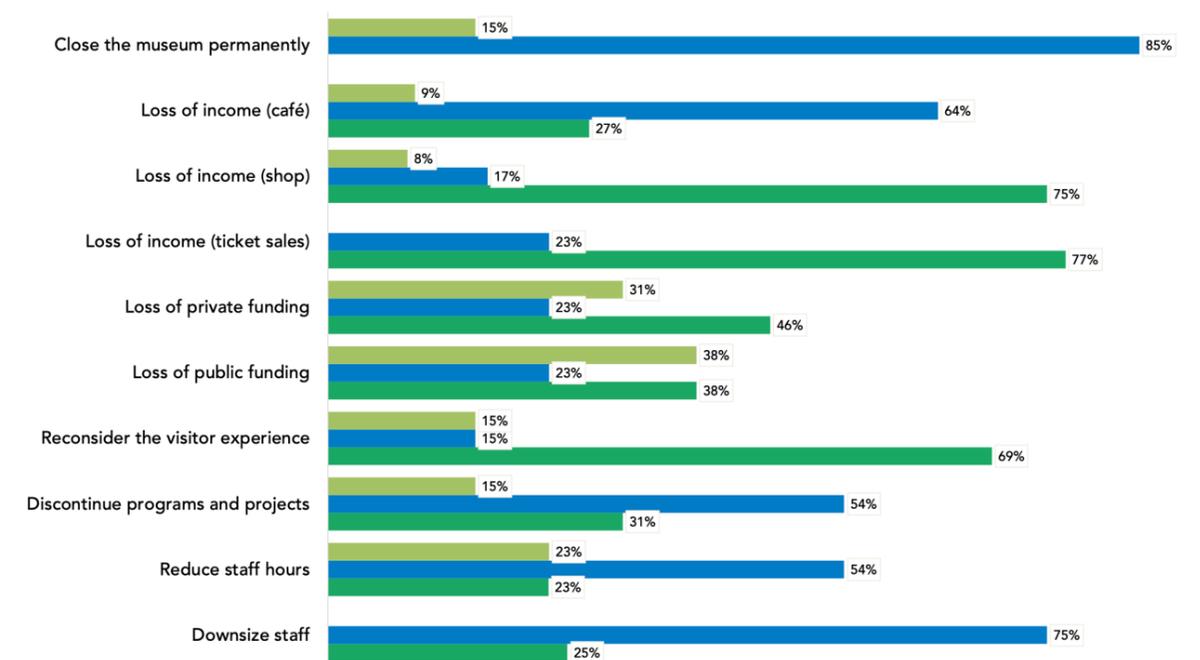
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### Mid-Hudson



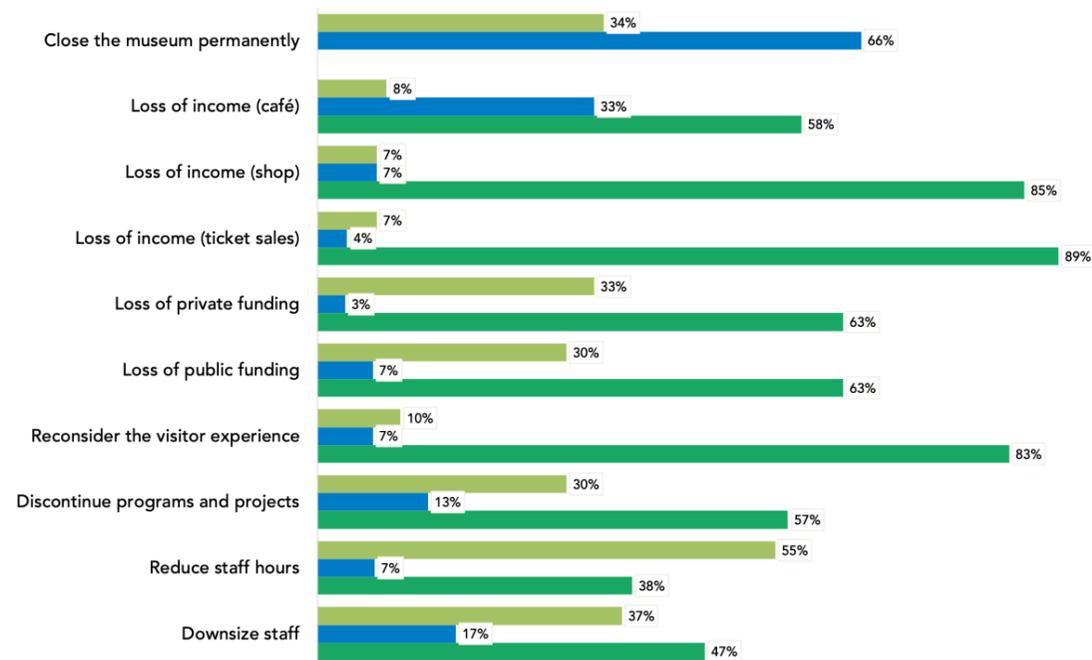
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### Mohawk Valley



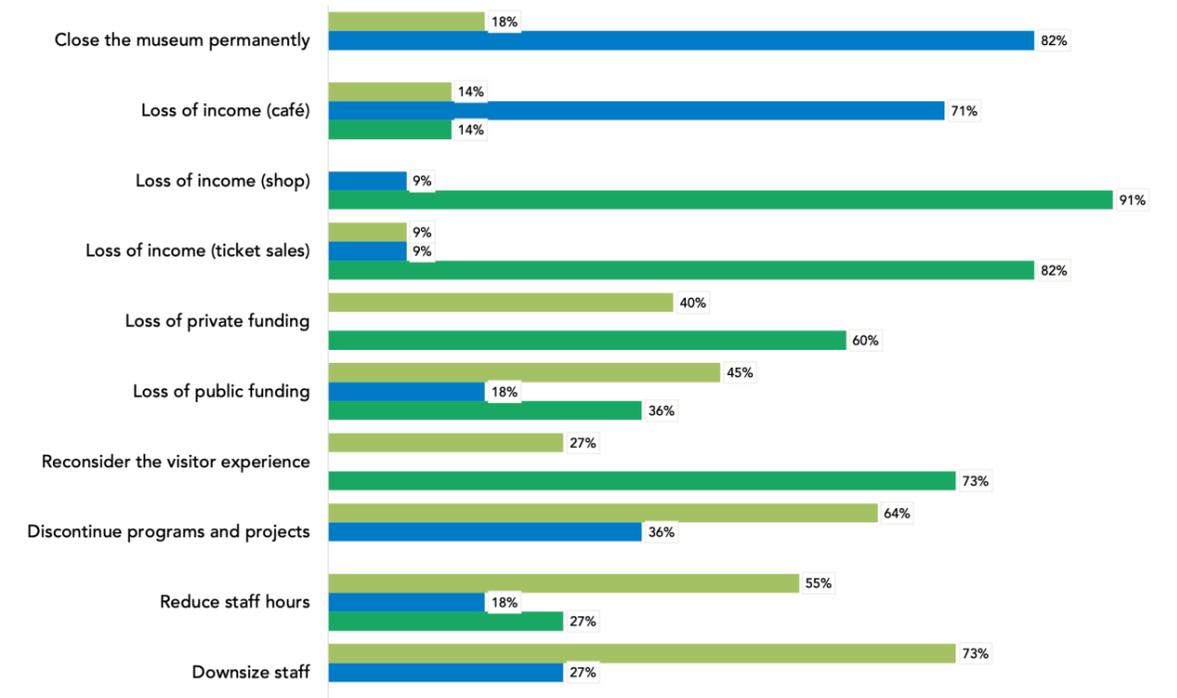
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### New York City



n=27

### North Country

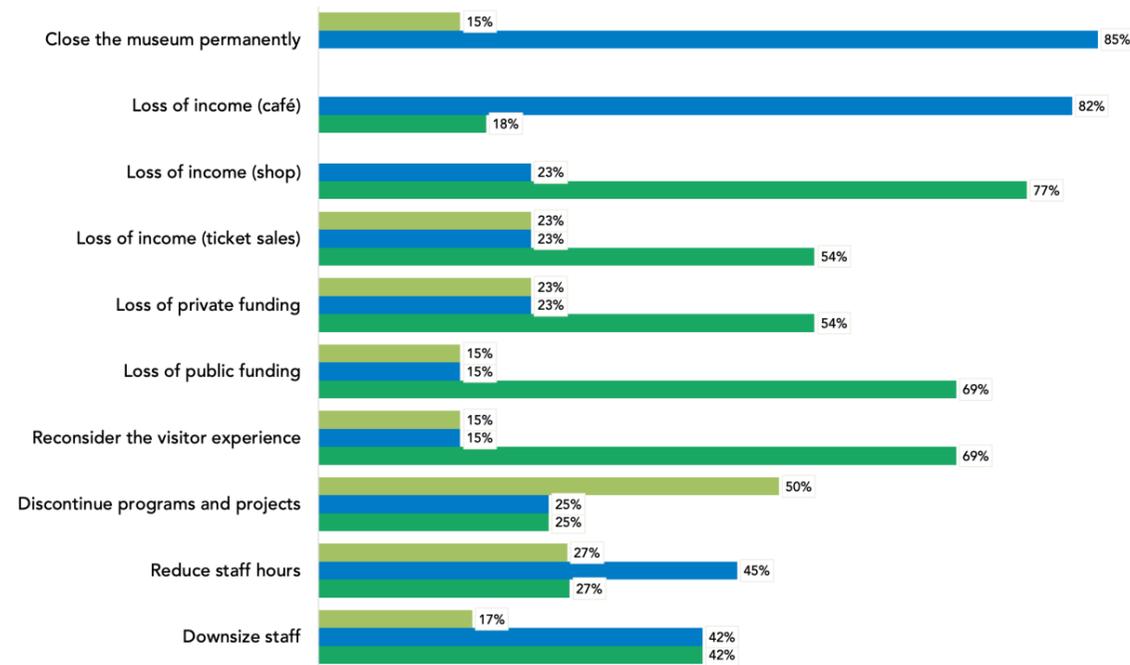


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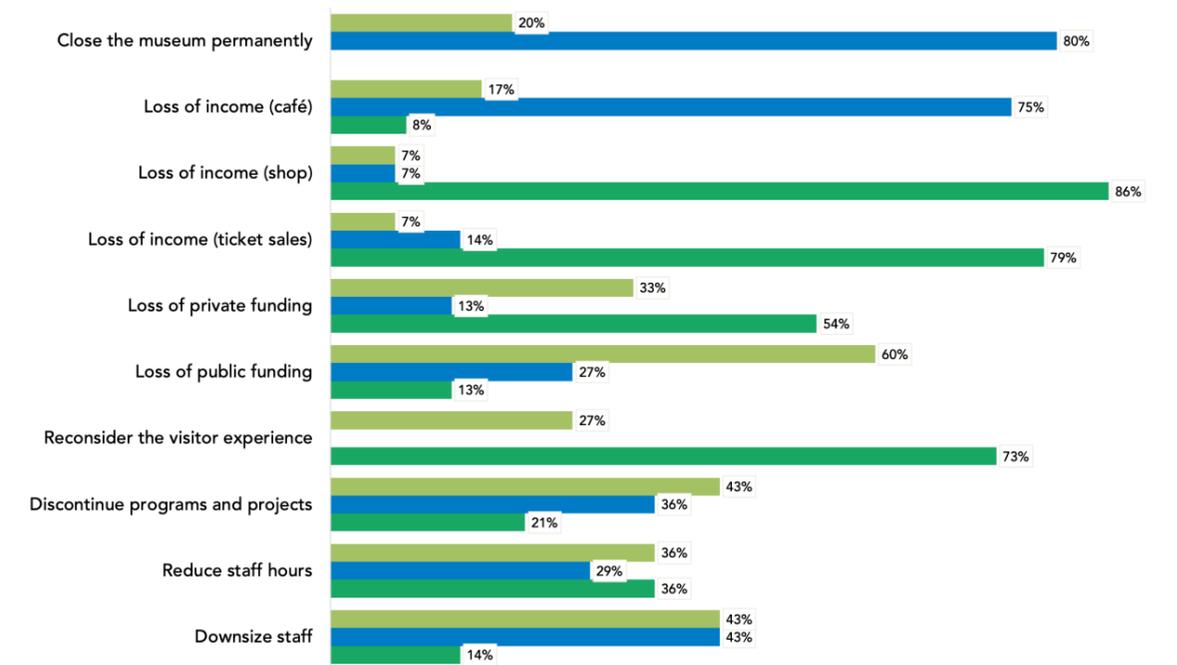
■ Yes     
 ■ No     
 ■ Not Sure

### Southern Tier



n=13

### Western Region



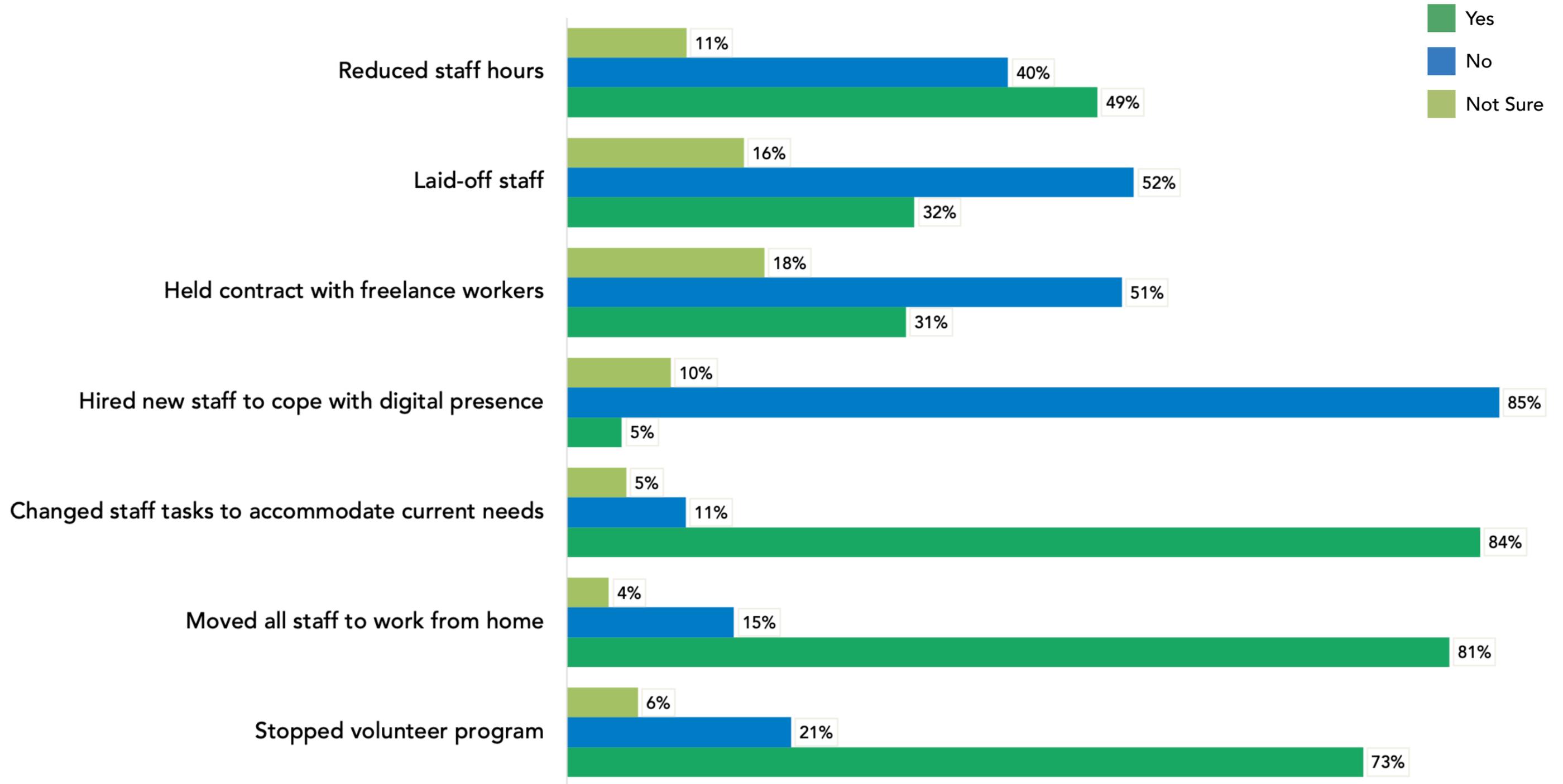
n=15



# Staff Impact

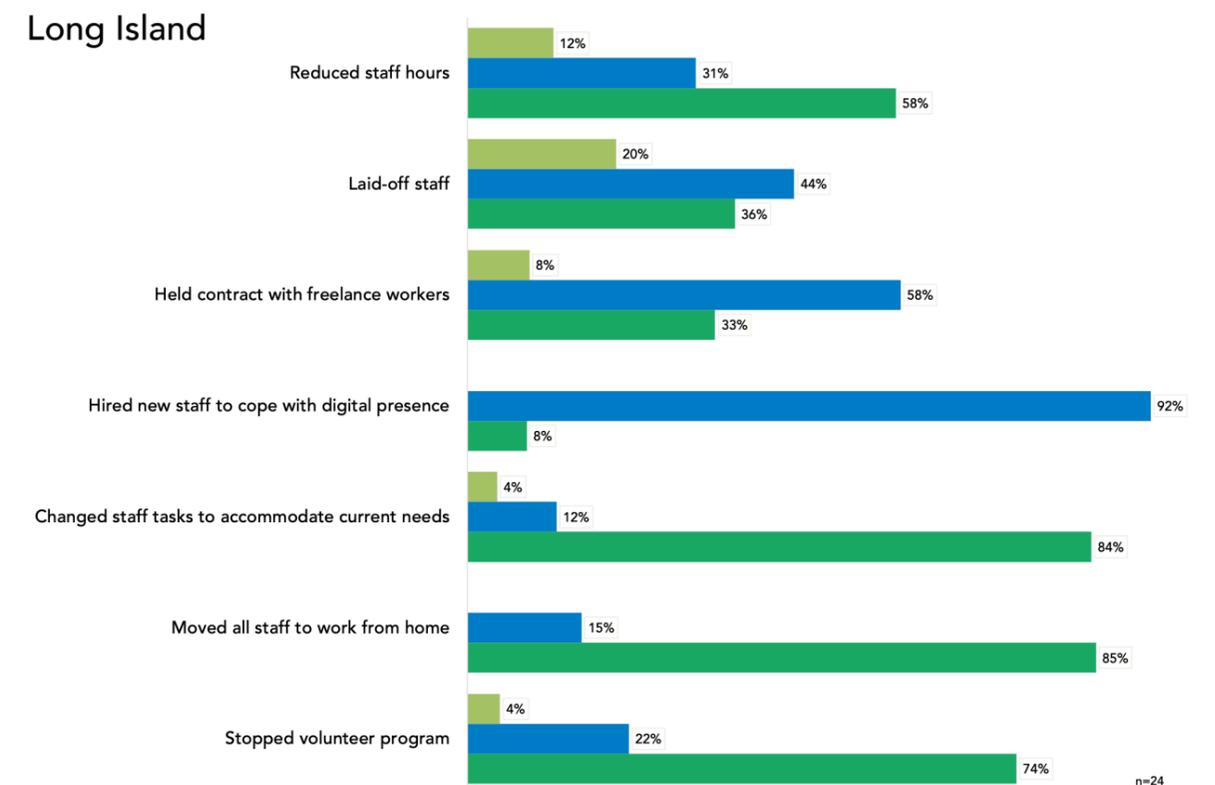
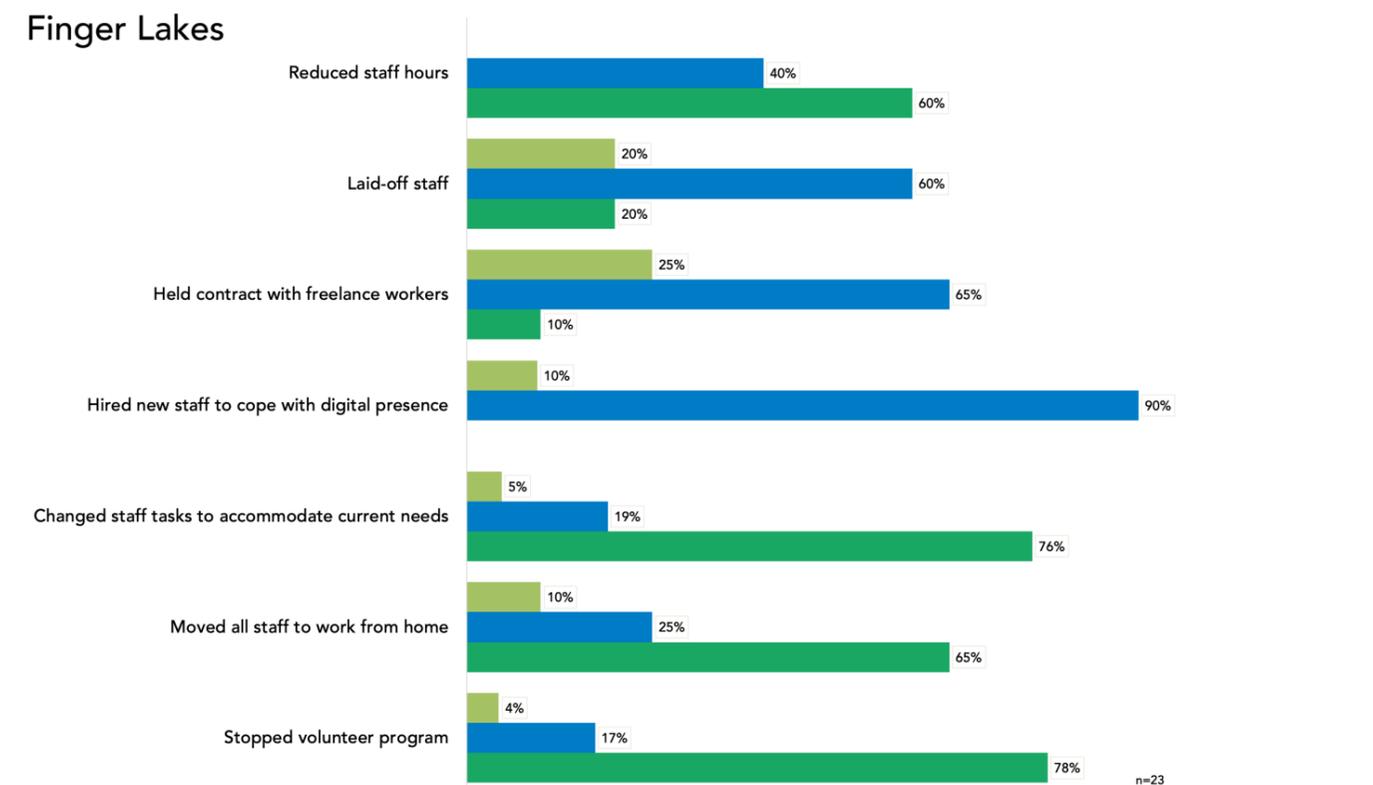
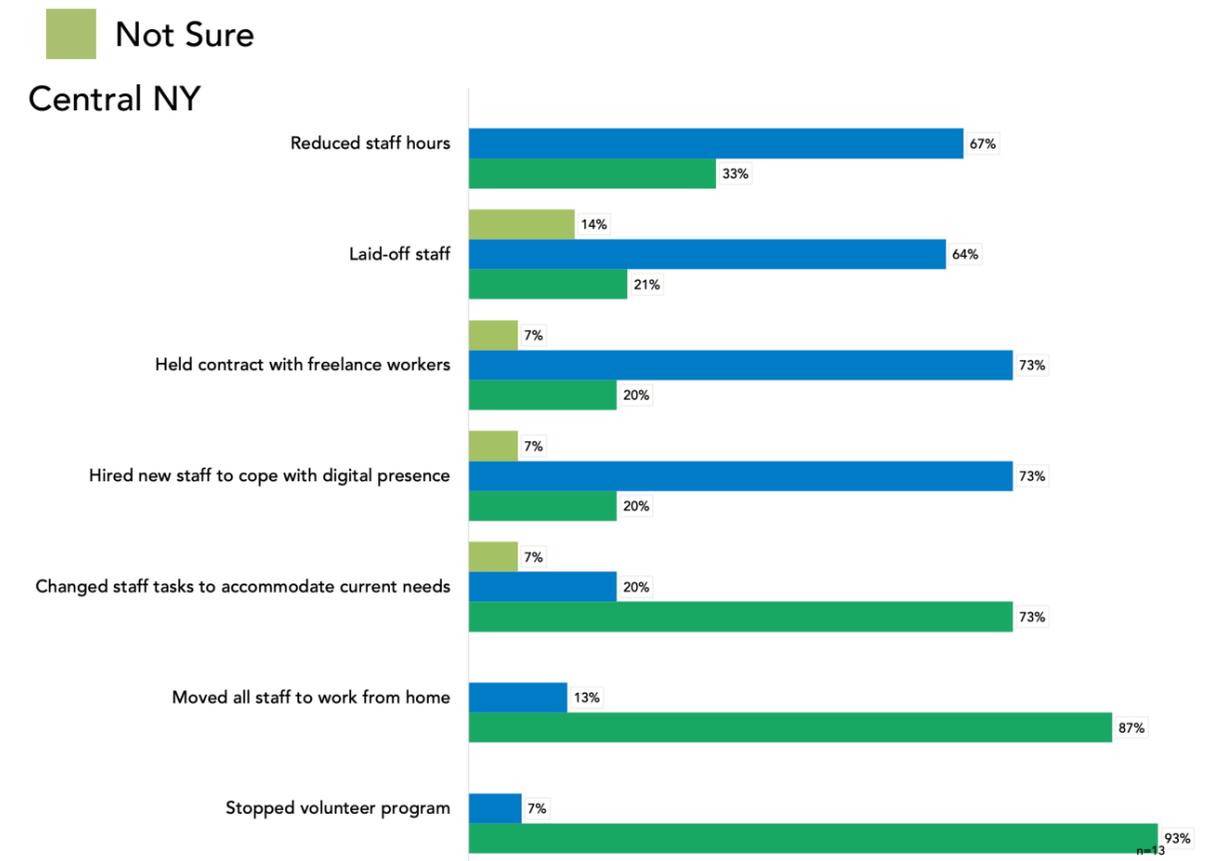
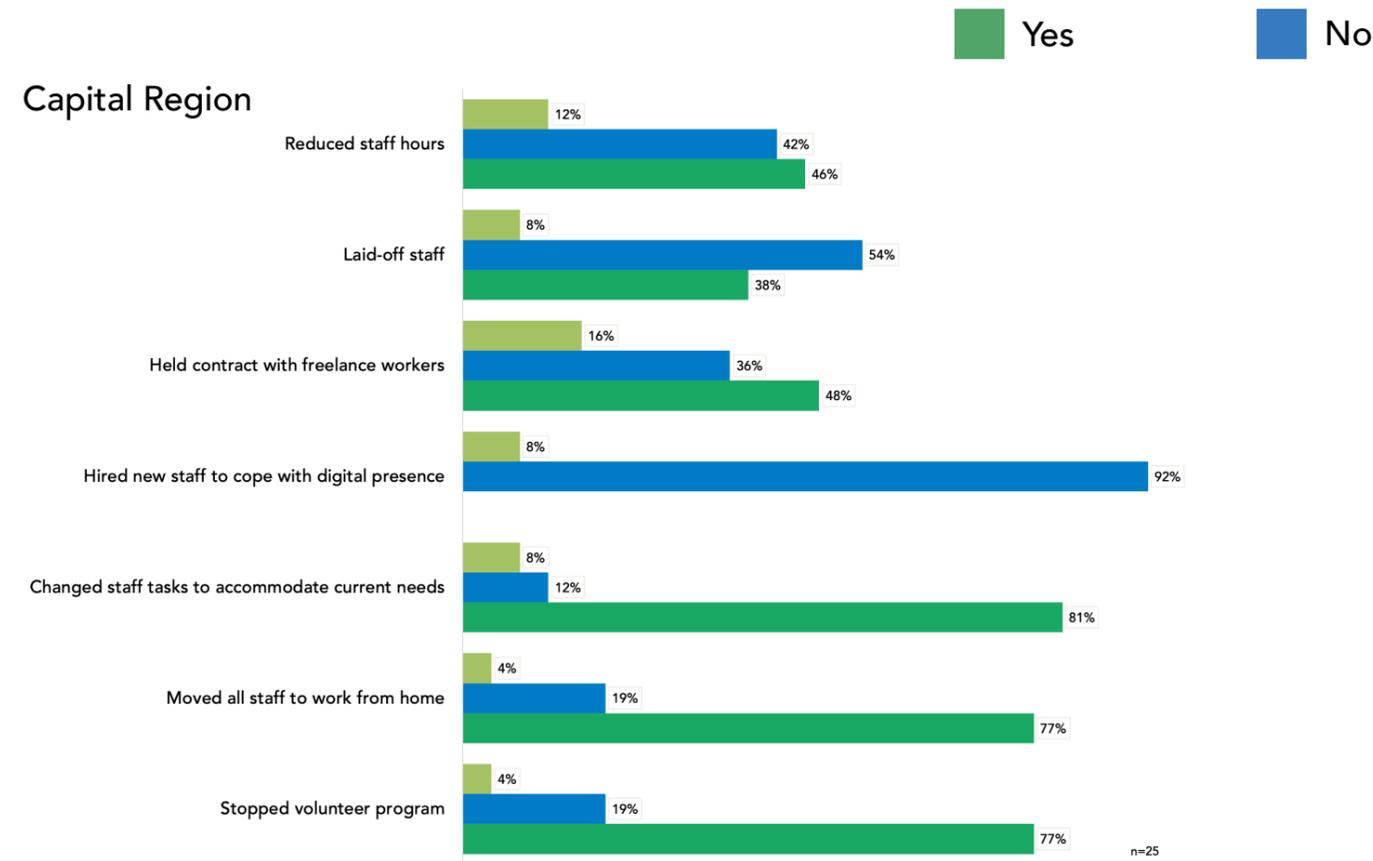
New York State

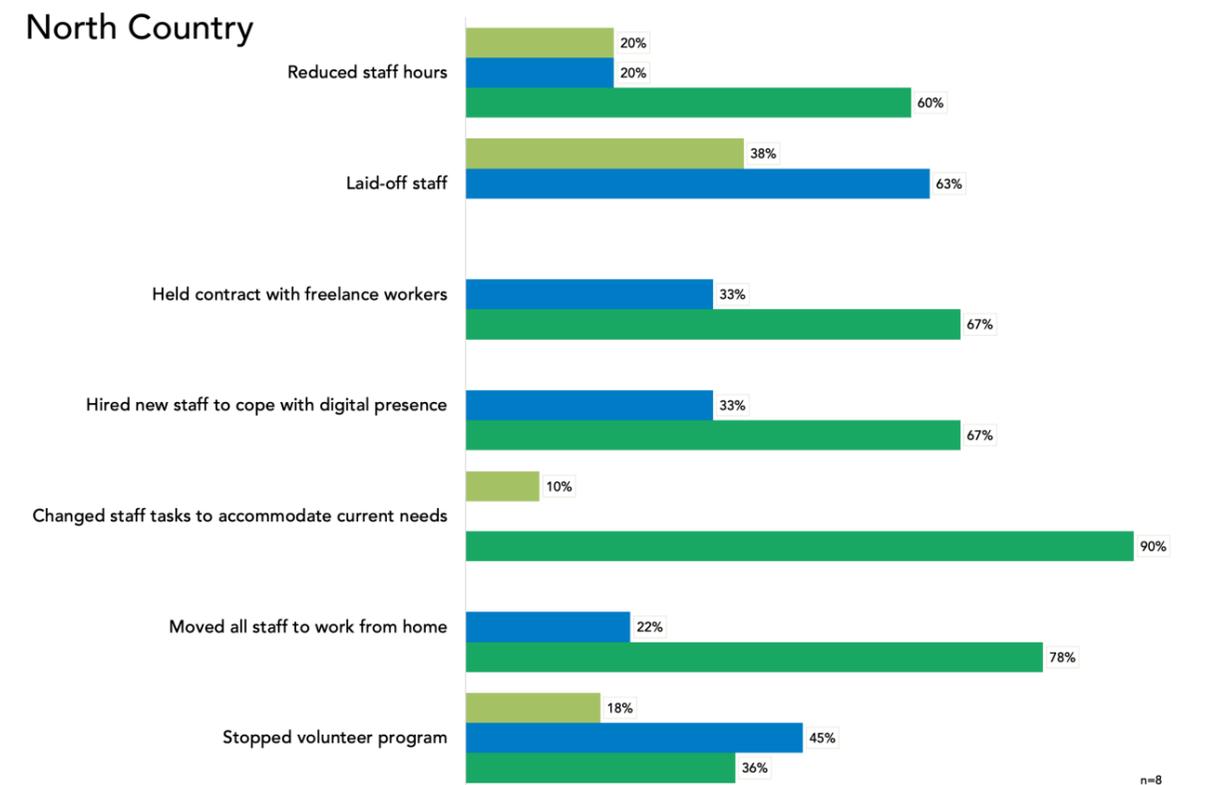
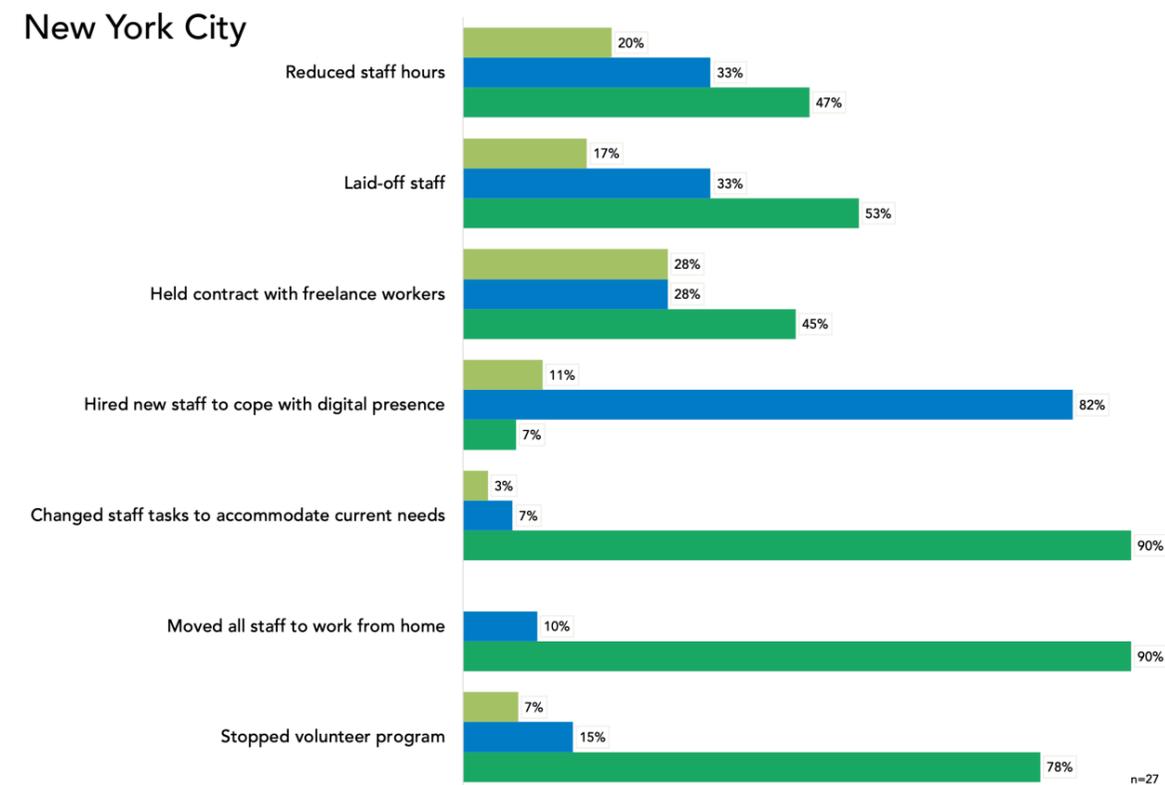
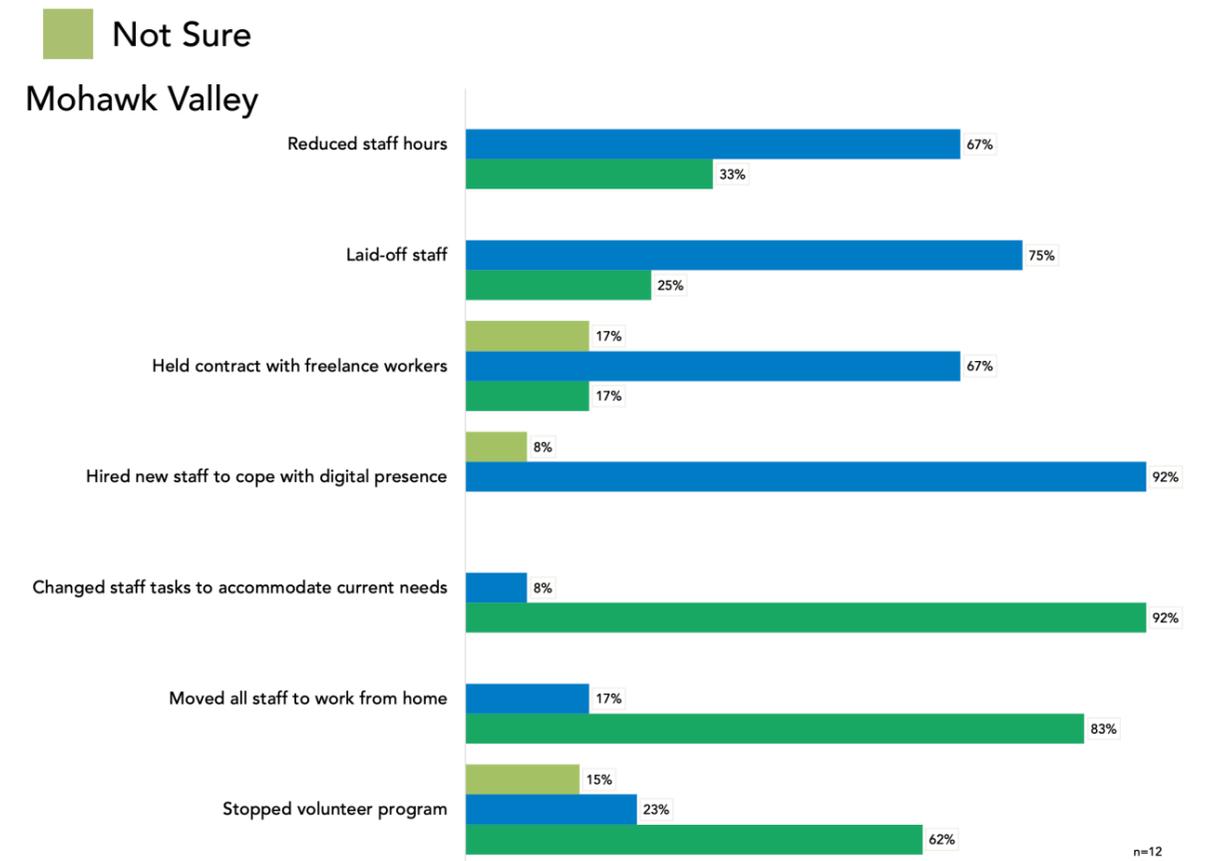
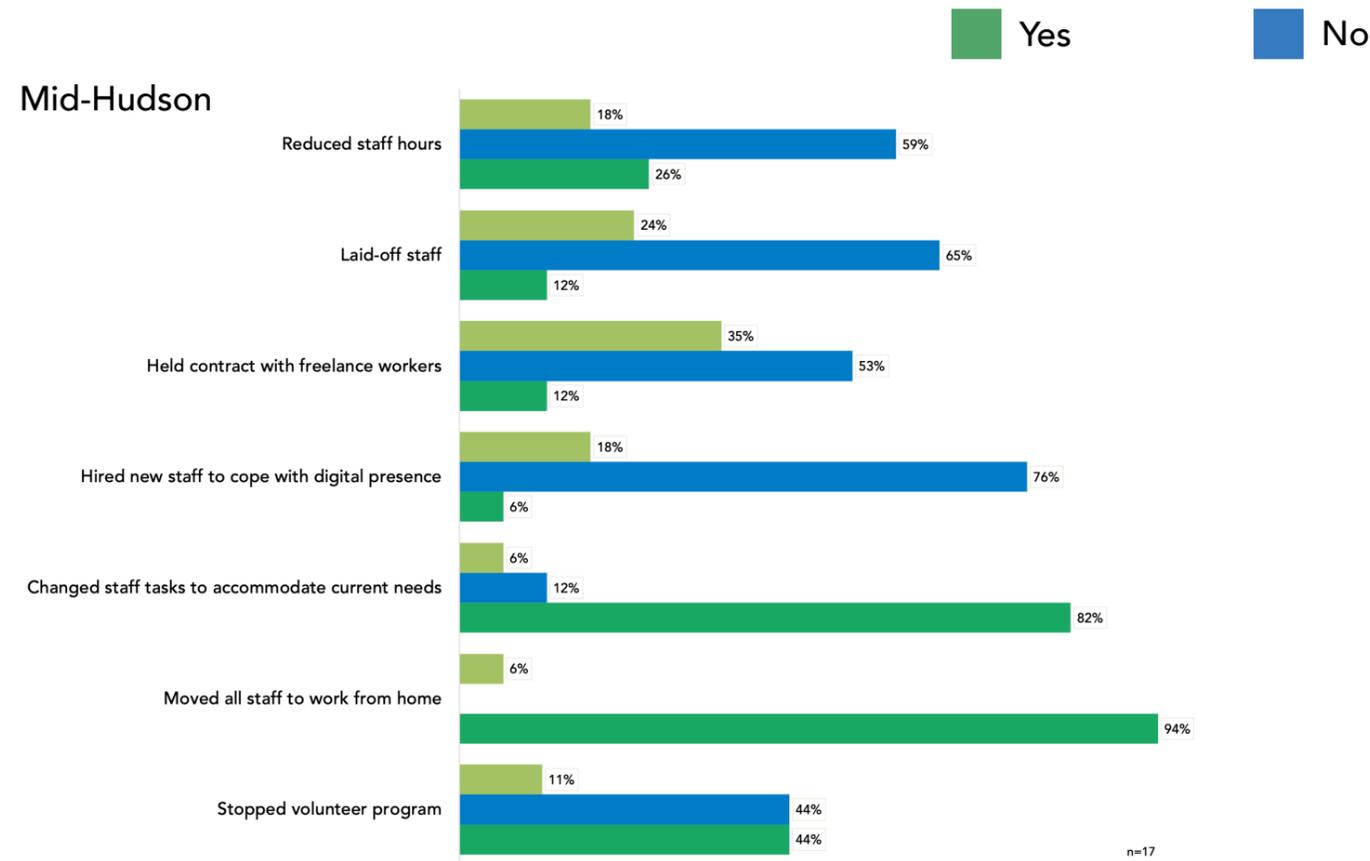
We know that some museums quickly responded to the pandemic with staff lay offs and reductions in hours. Education and Visitor Services staff were particularly hard hit. We also know that many museums worked very hard to find solutions to keep staff employed by changing tasks and ensuring their safety by finding ways for them to work from home. Museums also took the necessary steps to help protect our vulnerable elders by suspending volunteer programs.



n=177

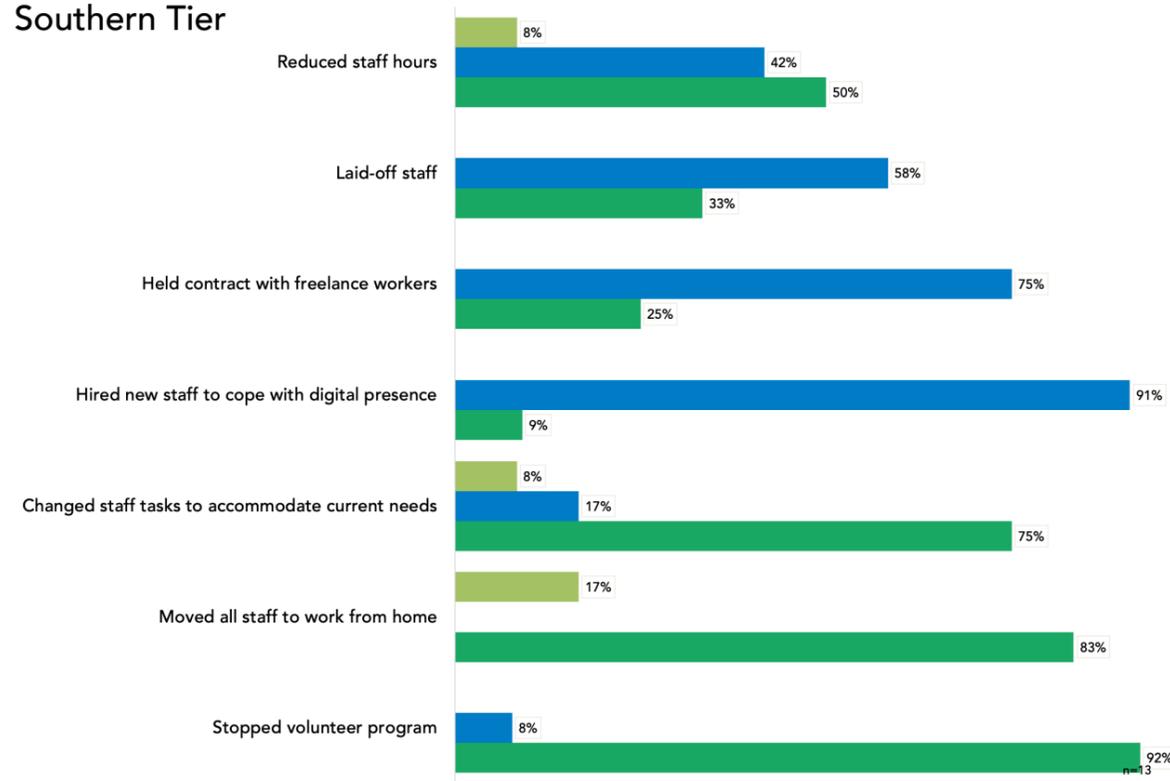




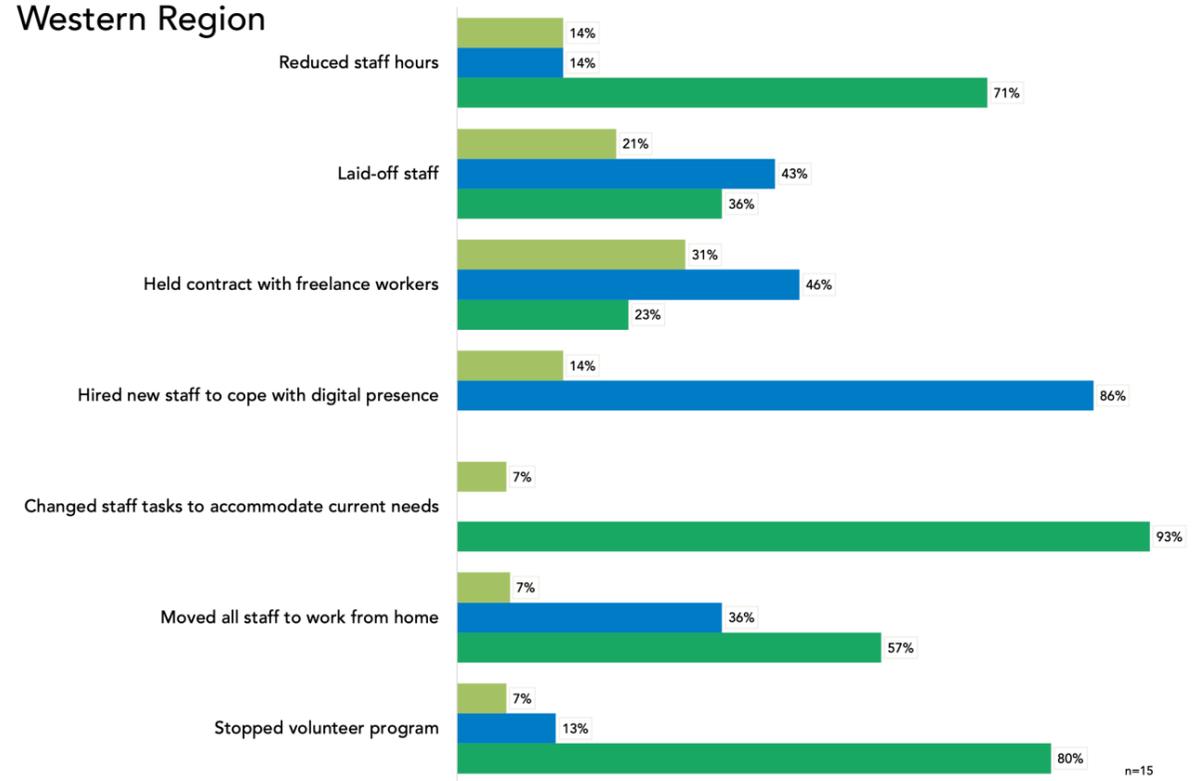


■ Yes     
 ■ No     
 ■ Not Sure

### Southern Tier



### Western Region



# Economic Impact

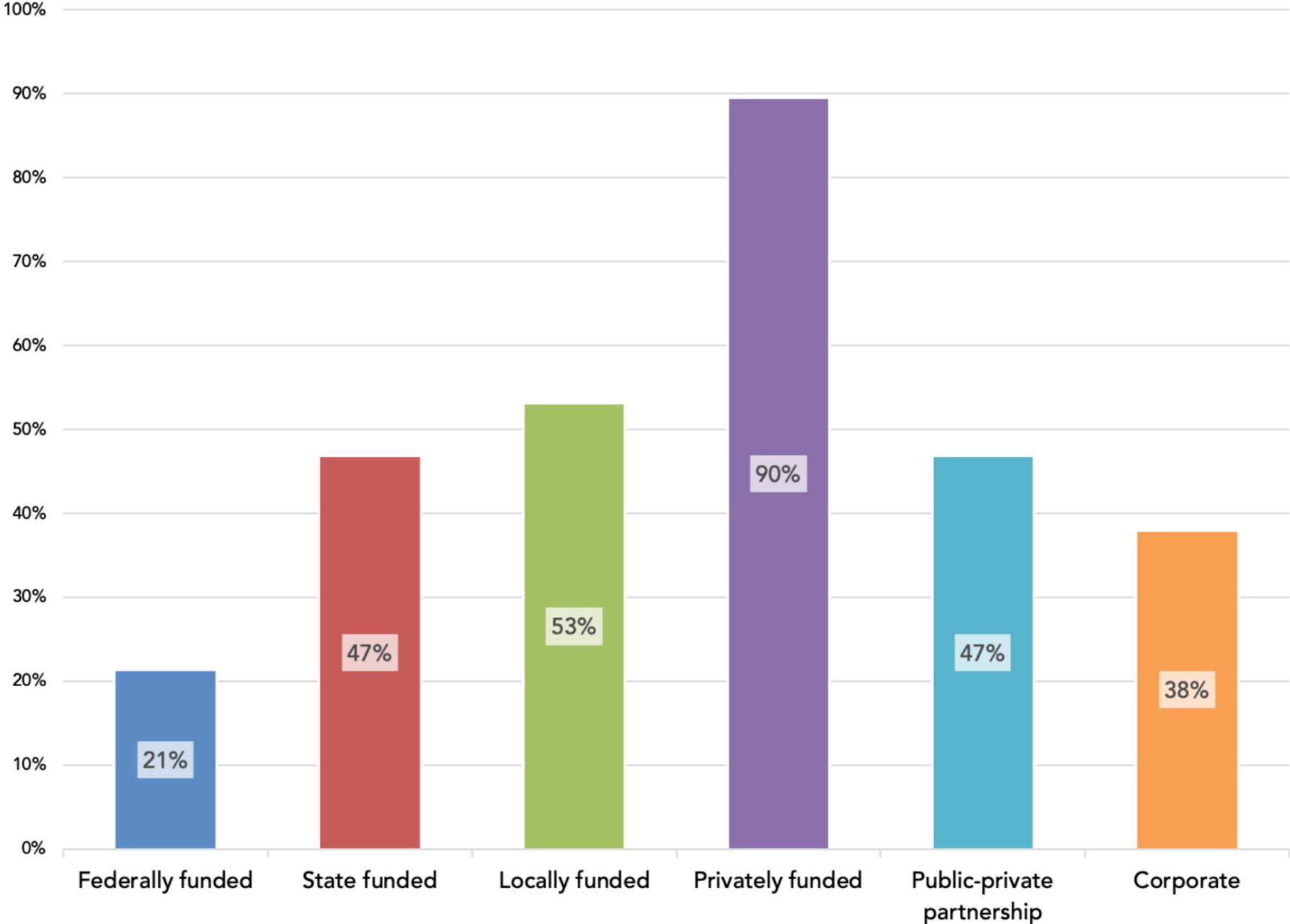
## Museum Funding Sources Prior to COVID-19

New York State

*If you compared this chart to the NEMO chart illustrating funding sources prior to COVID-19 you would see how in the US we are heavily dependent on a private funding model, whereas in the European Union, state and federal funding models prevail. The post pandemic rapid recovery of some of the European Union's largest Museums may be largely attributed to their radically different funding structure.*

- Federally funded
- State funded
- Locally funded
- Privately funded
- Public-private partnership
- Corporate

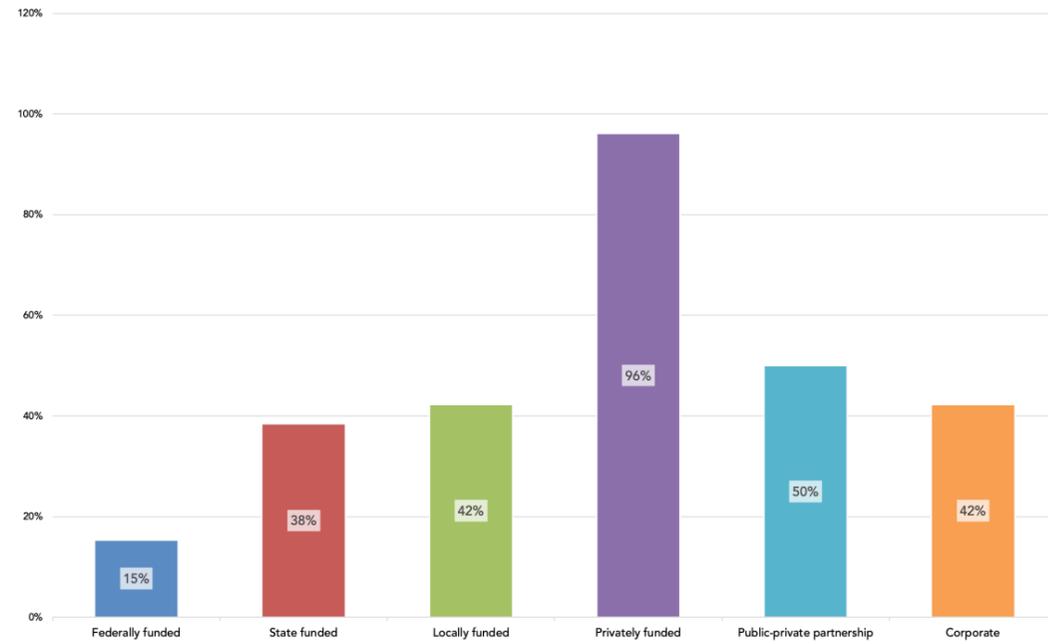
*As you look at the data from the different regions on the following pages, it is interesting to note which regions receive larger amounts of state and federal funding and which regions are more dependent on private and local funding sources.*



n=177

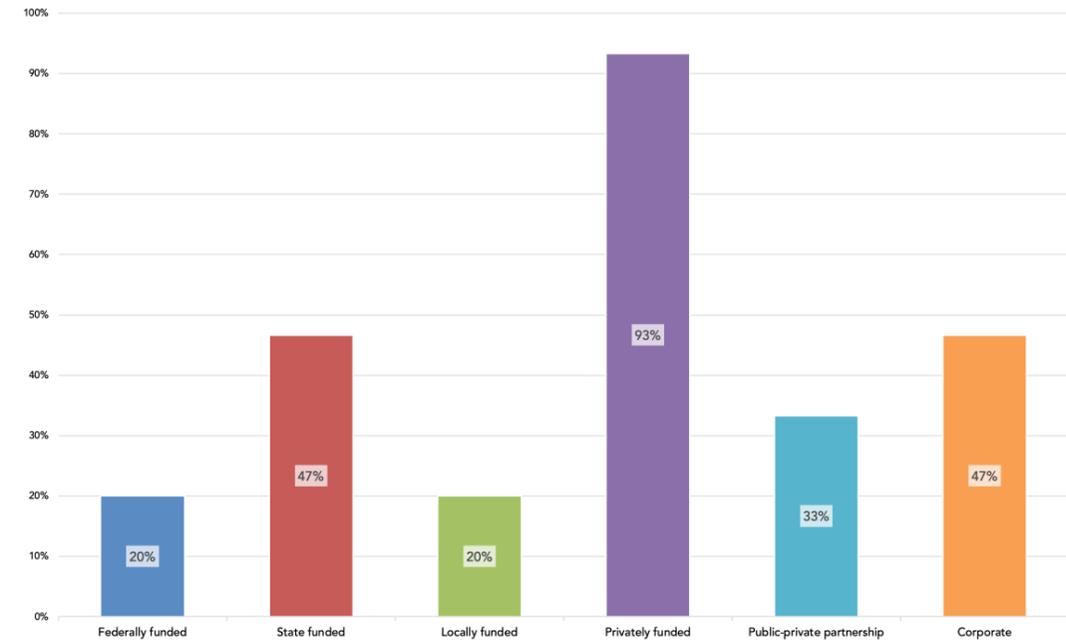


### Capital Region



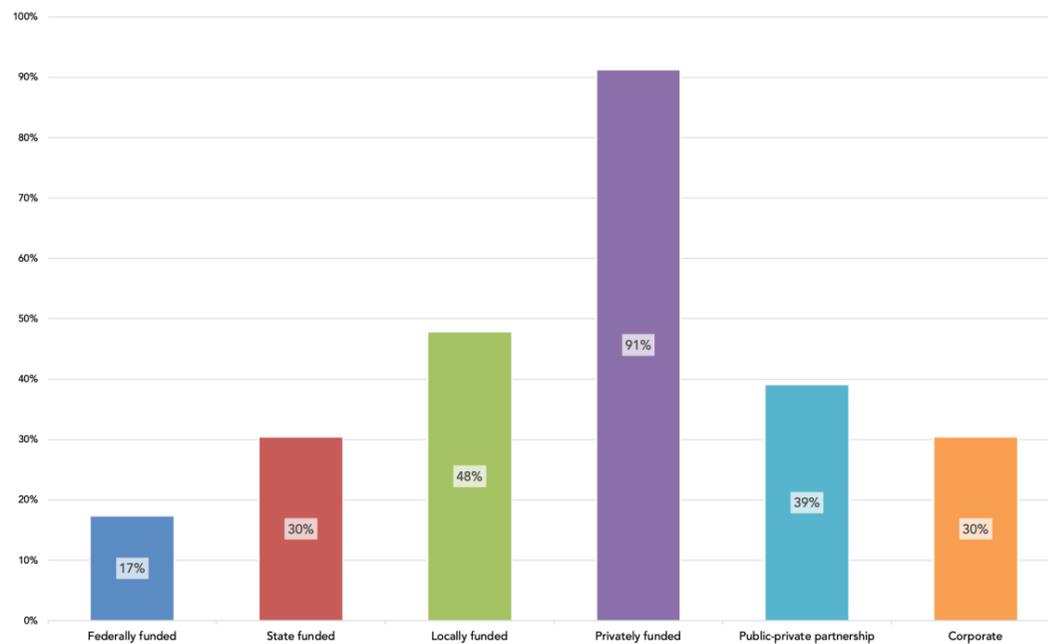
n=25

### Central NY



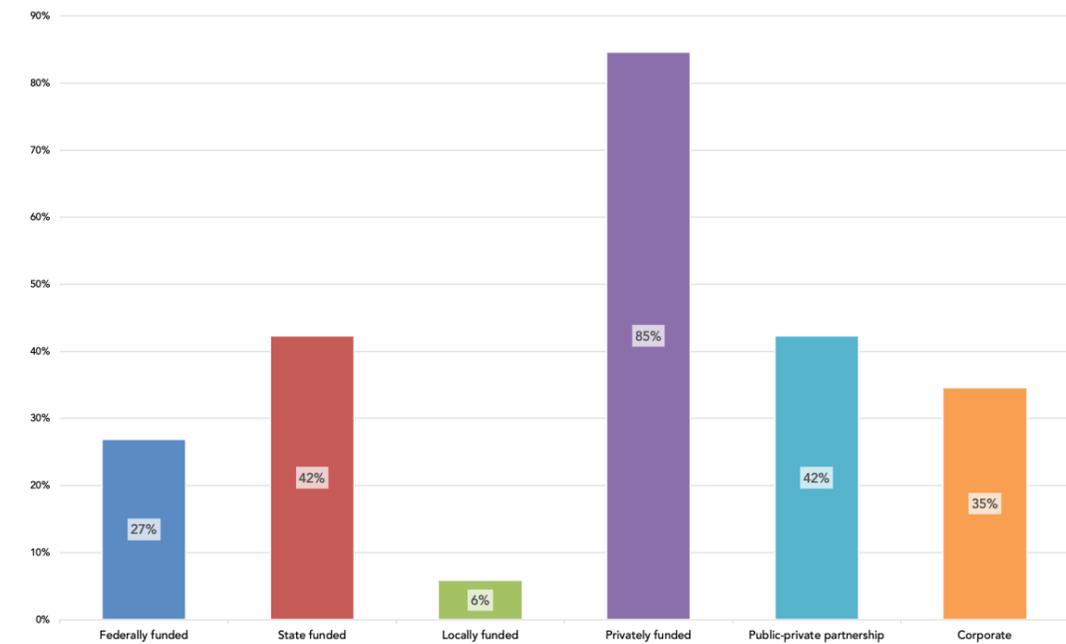
n=13

### Finger Lakes



n=23

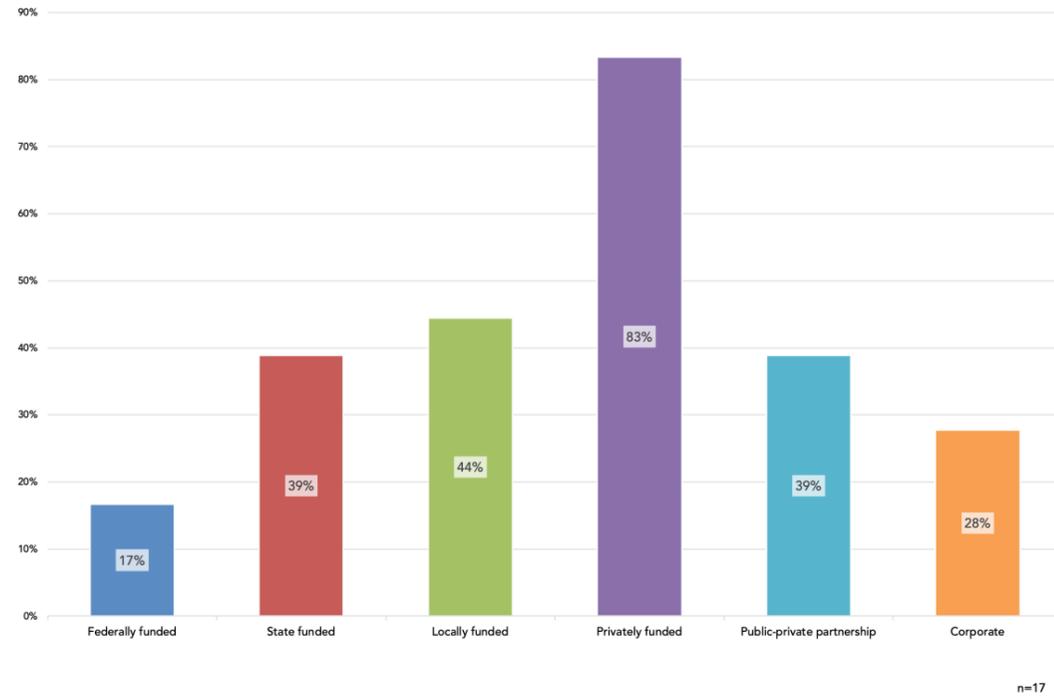
### Long Island



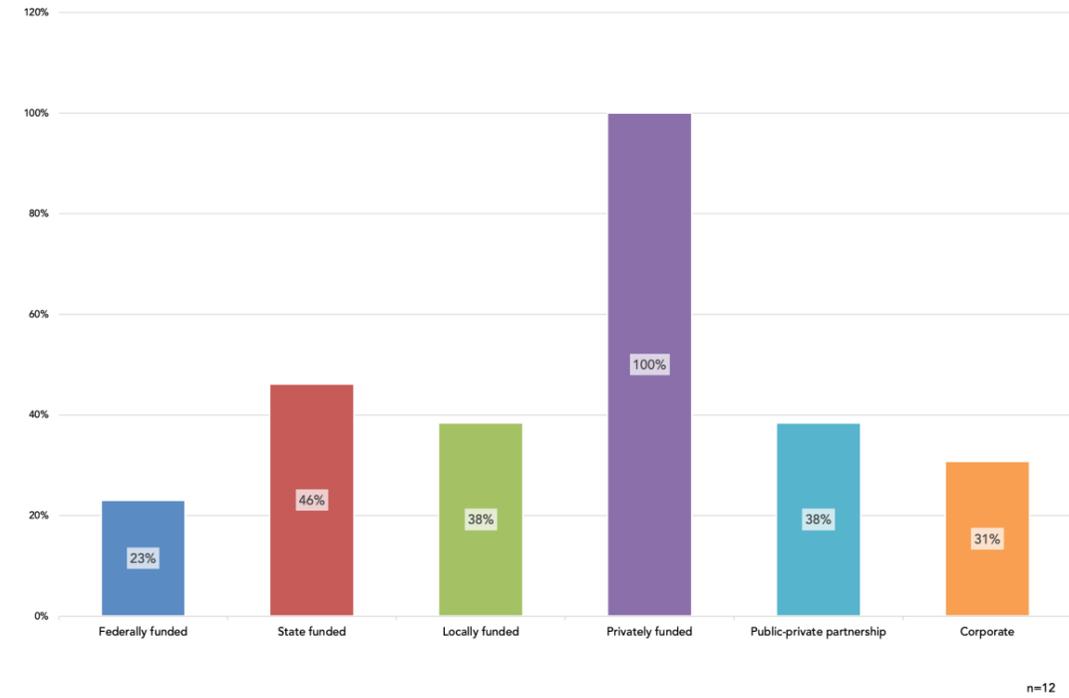
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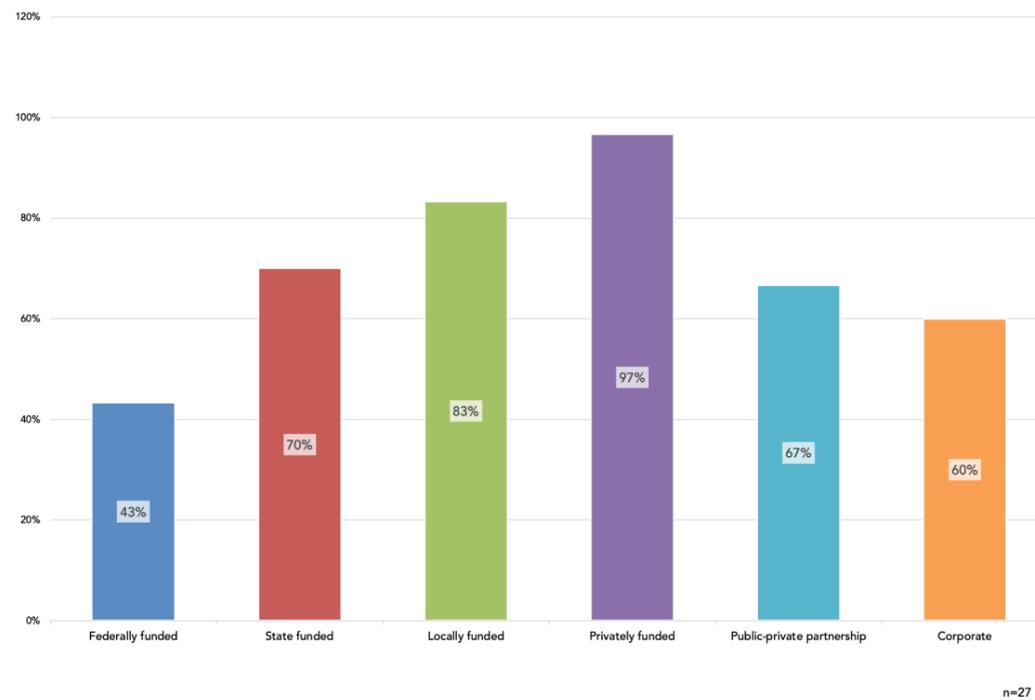
### Mid-Hudson



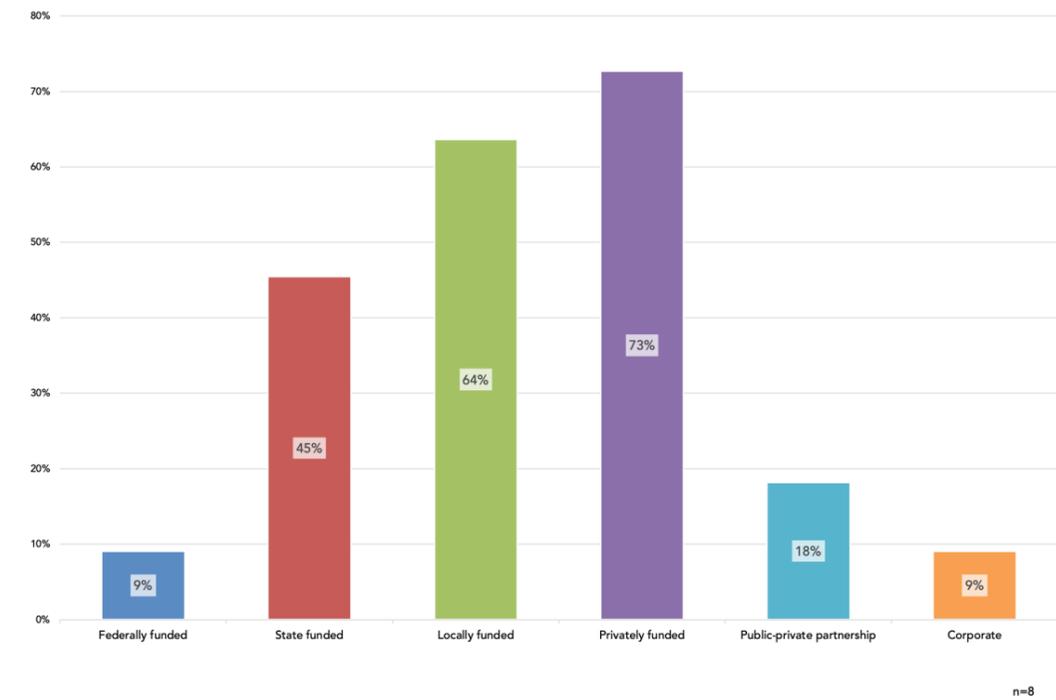
### Mohawk Valley



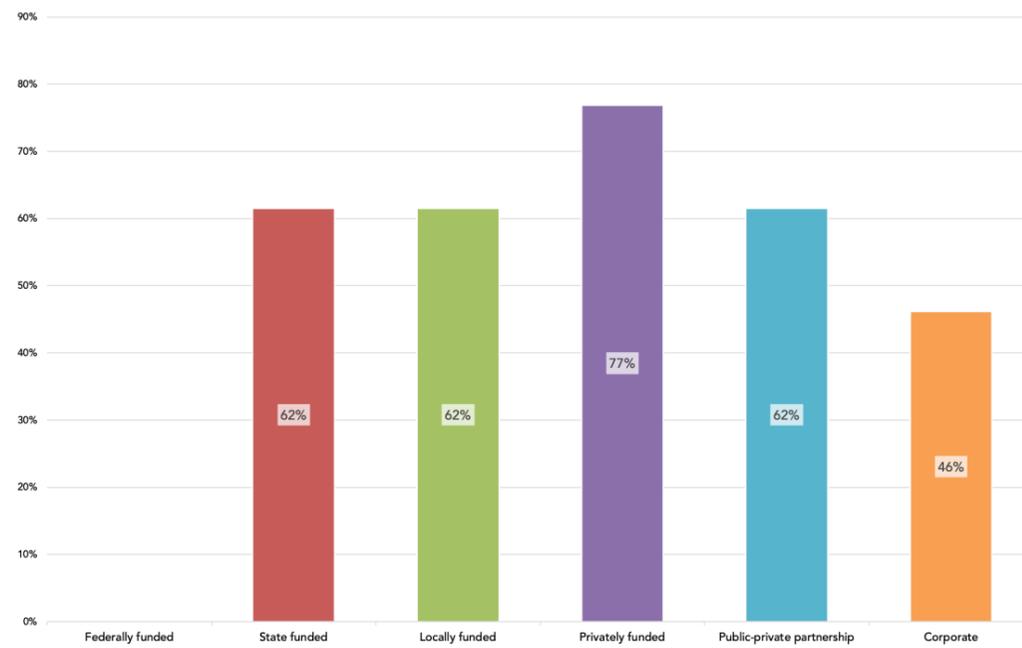
### New York City



### North Country

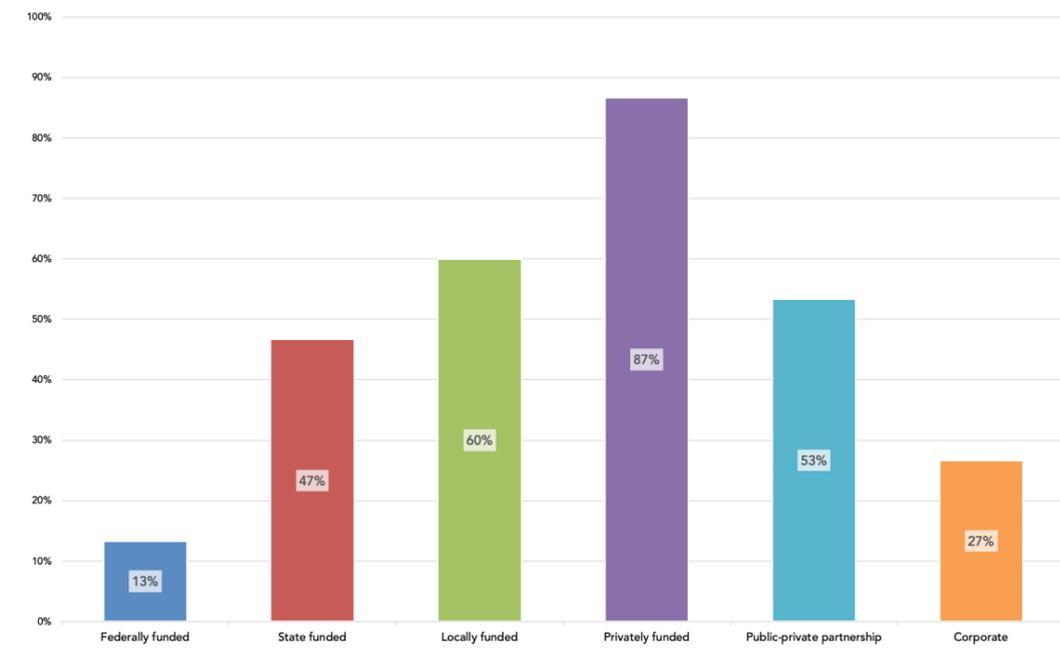


### Southern Tier



n=13

### Western Region



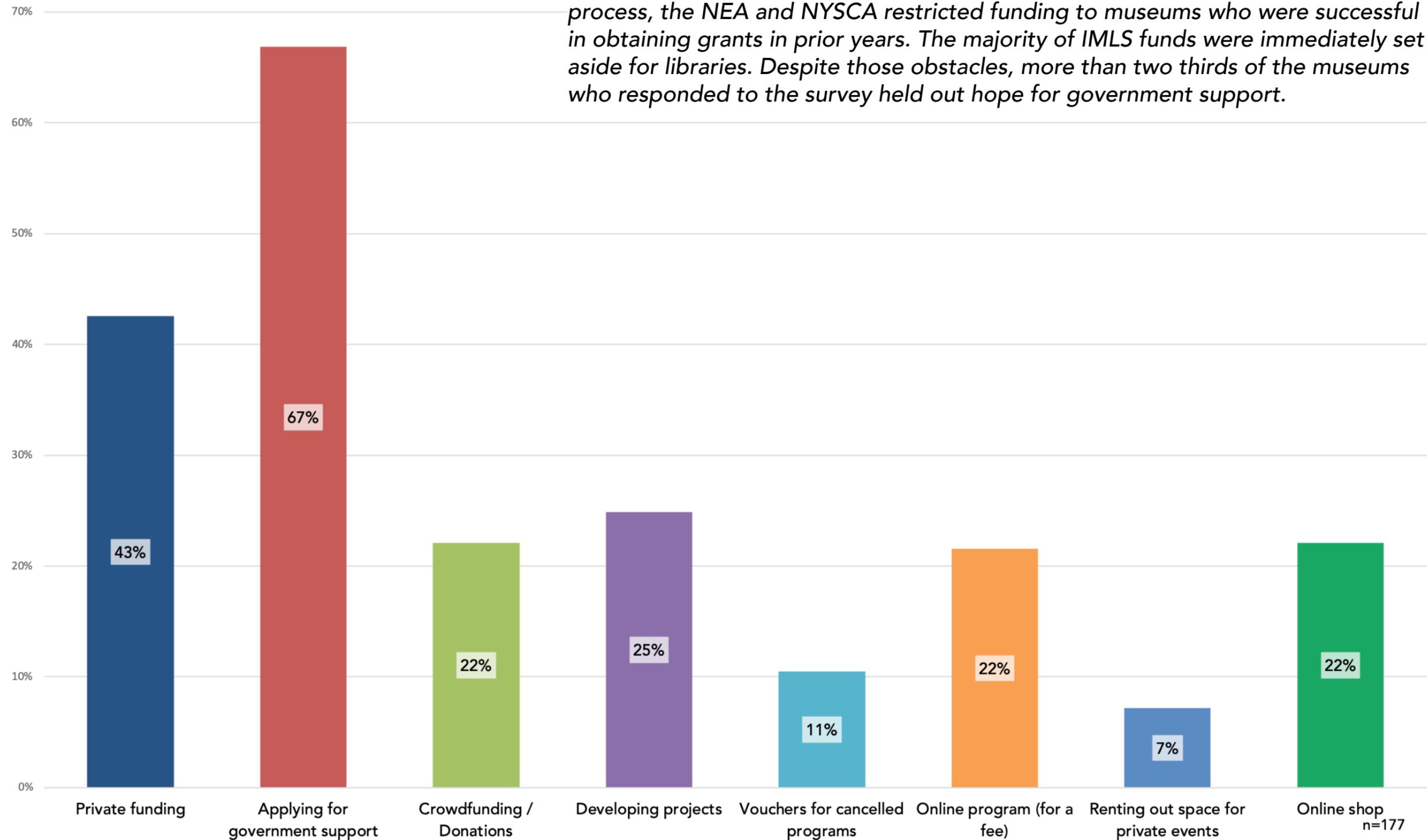
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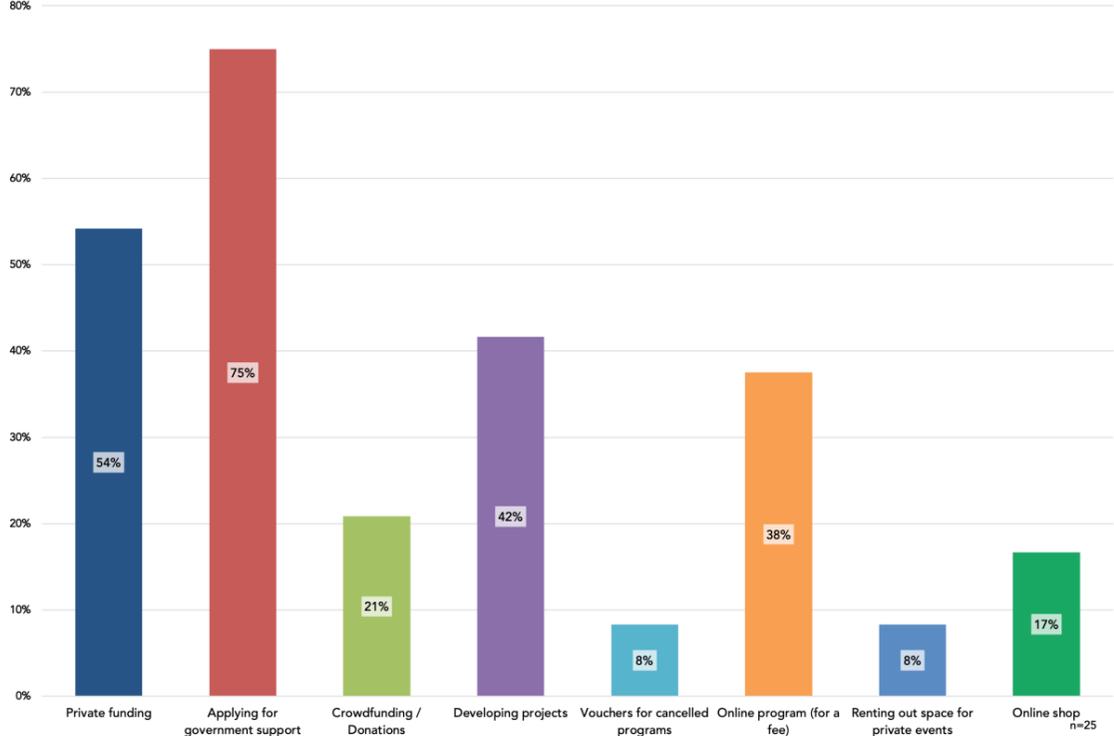
# Alternate Funding Sources

New York State

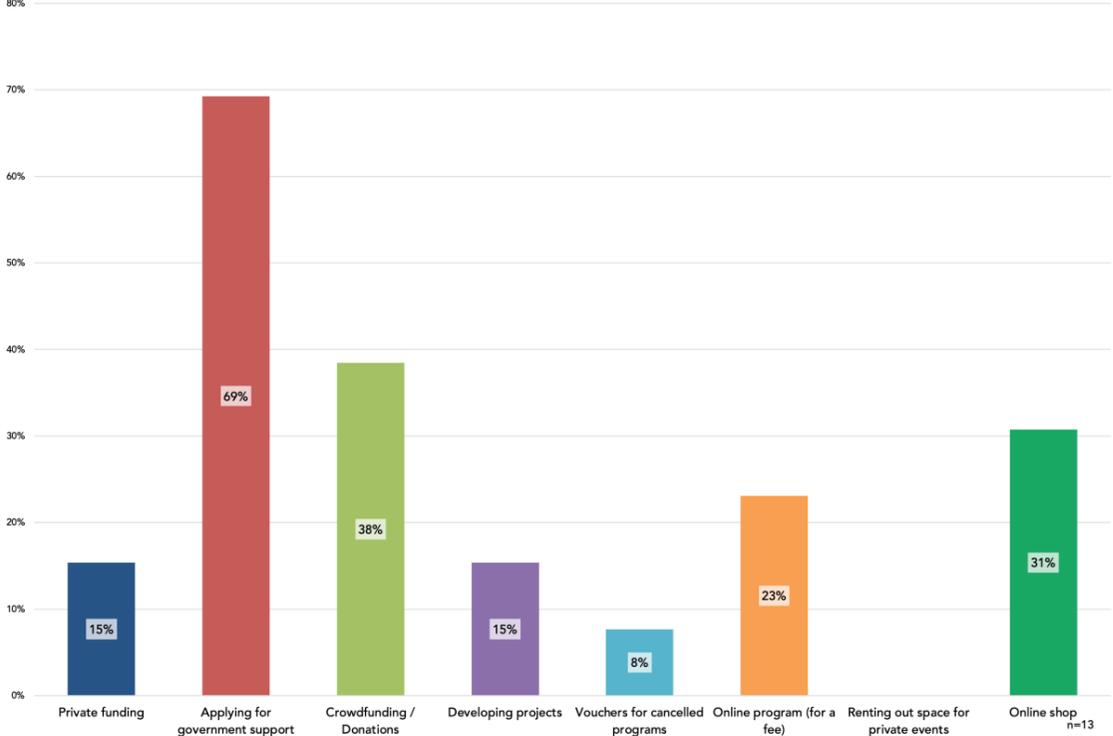
*Despite the best efforts of New York State's Congressional Delegation, the Federal response for funding opportunities available to New York's museums was disproportionate and inadequate. Federal funds allocated in the CARES Act went to states and museums that never "closed." To speed the distribution process, the NEA and NYSCA restricted funding to museums who were successful in obtaining grants in prior years. The majority of IMLS funds were immediately set aside for libraries. Despite those obstacles, more than two thirds of the museums who responded to the survey held out hope for government support.*



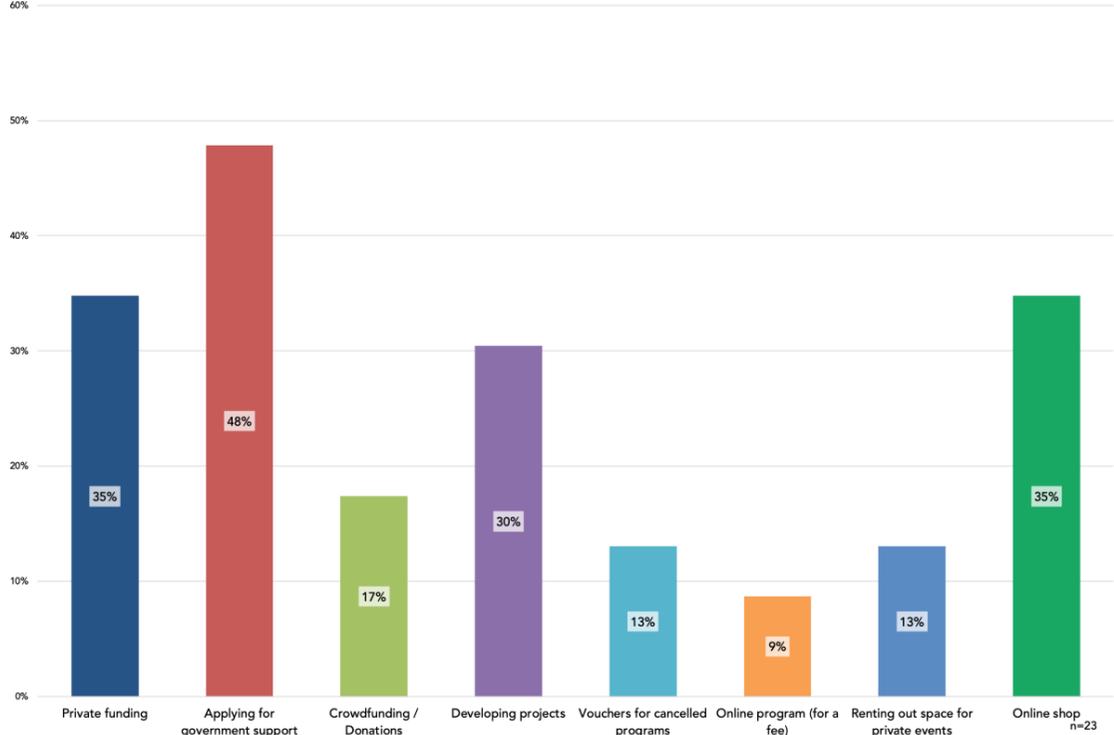
### Capital Region



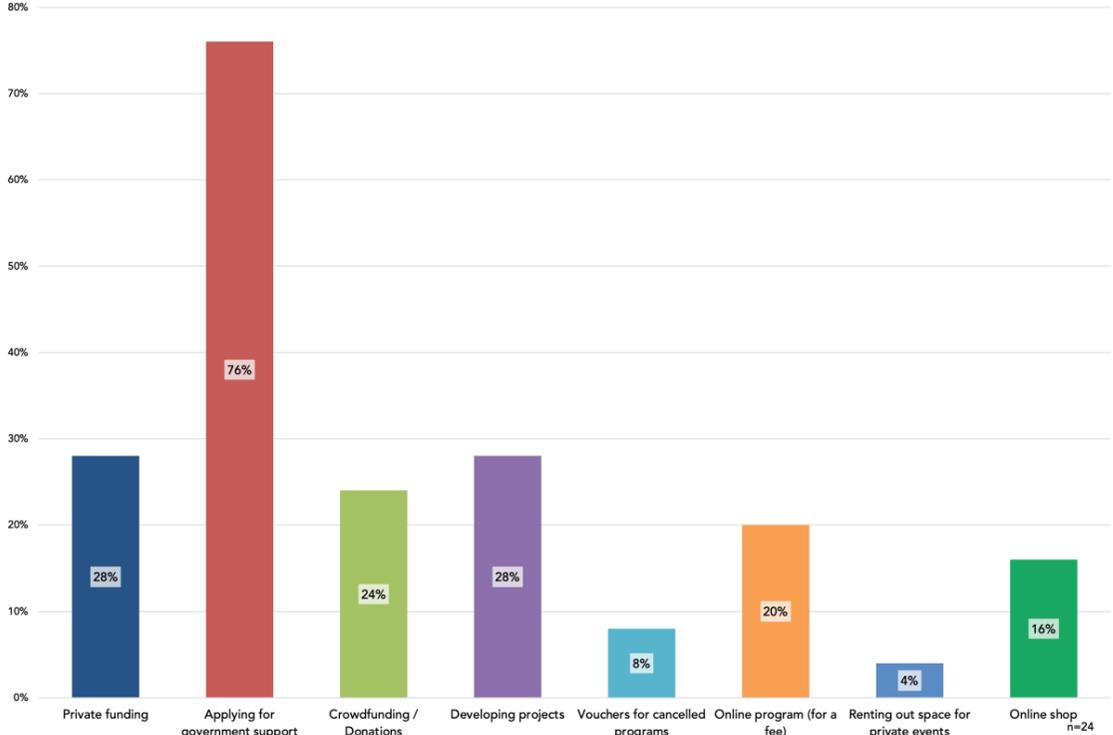
### Central NY



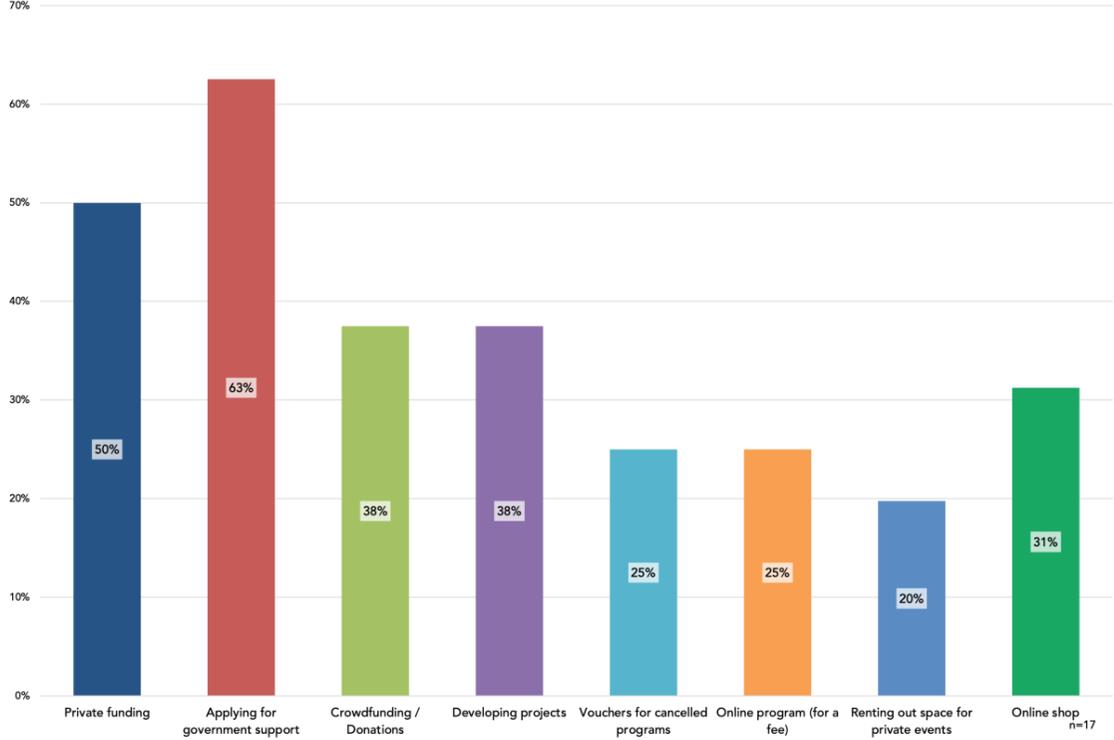
### Finger Lakes



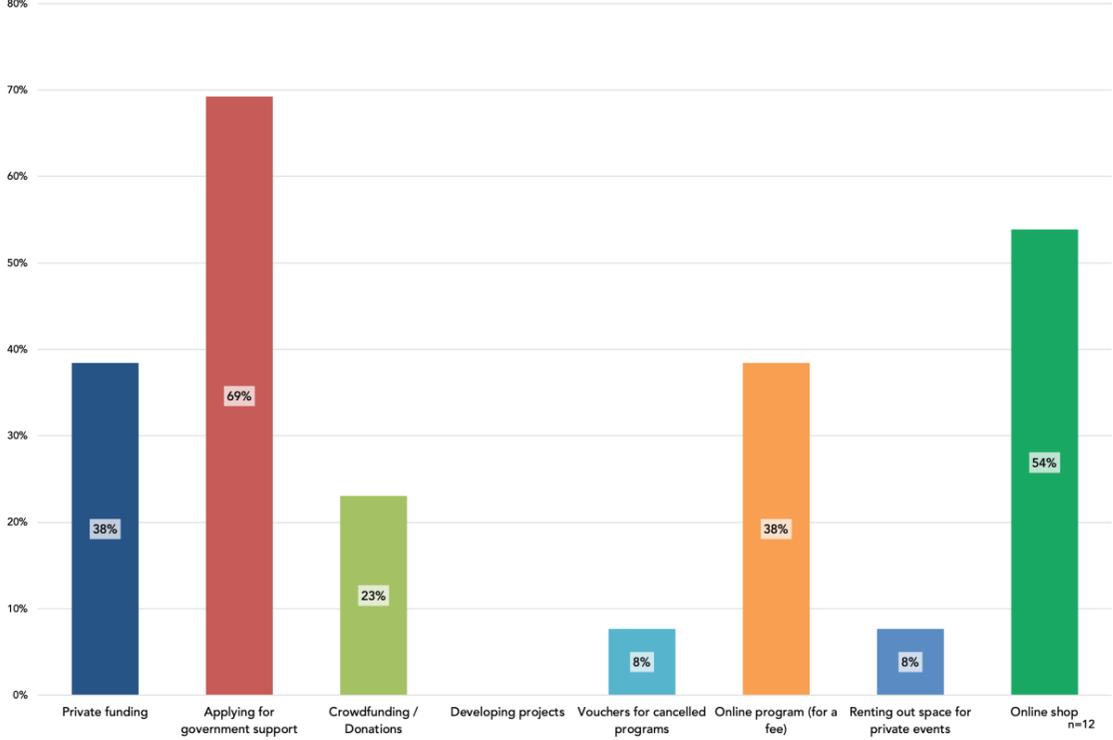
### Long Island



### Mid-Hudson

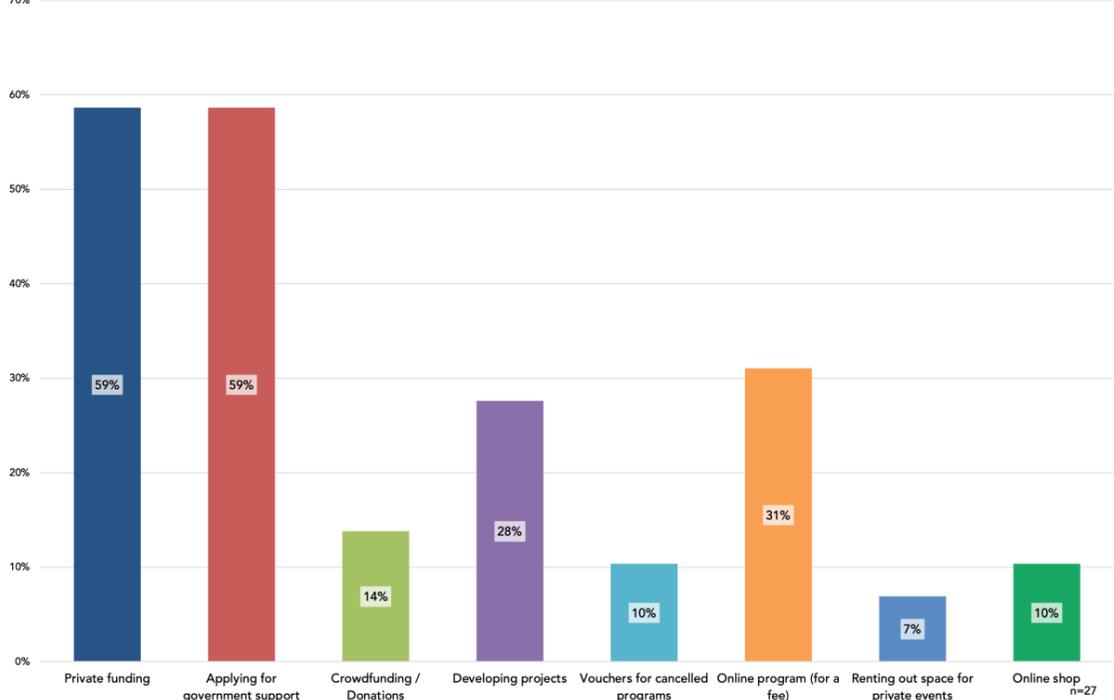


### Mohawk Valley

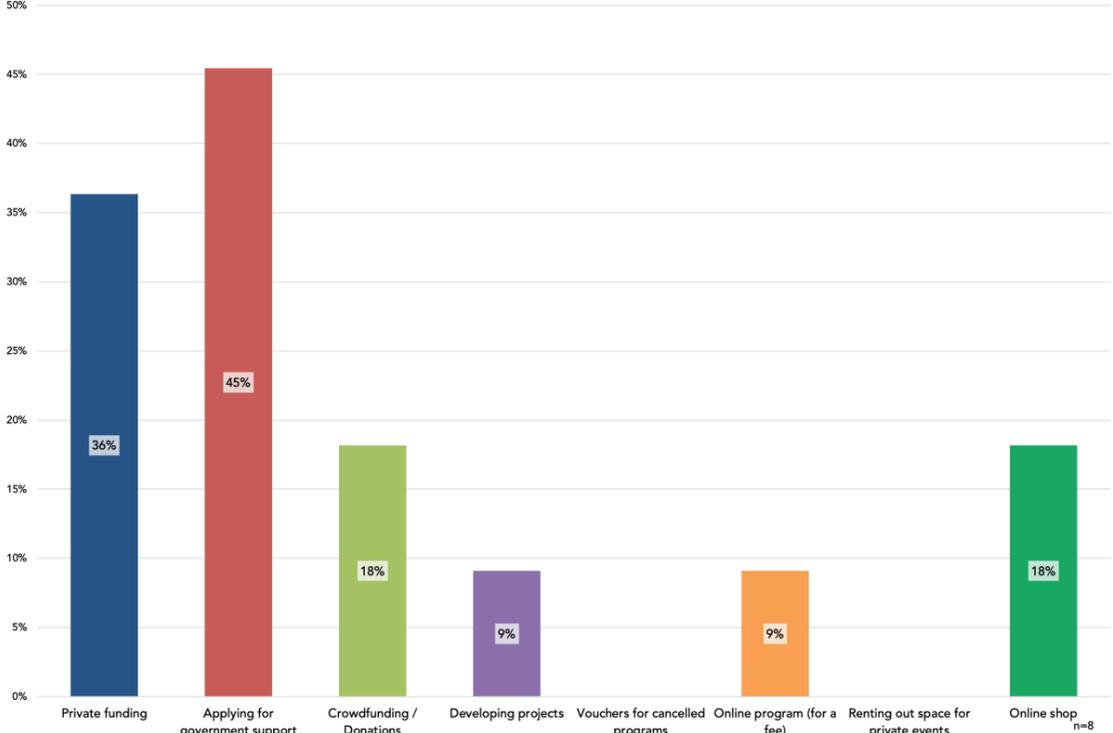


### New York City

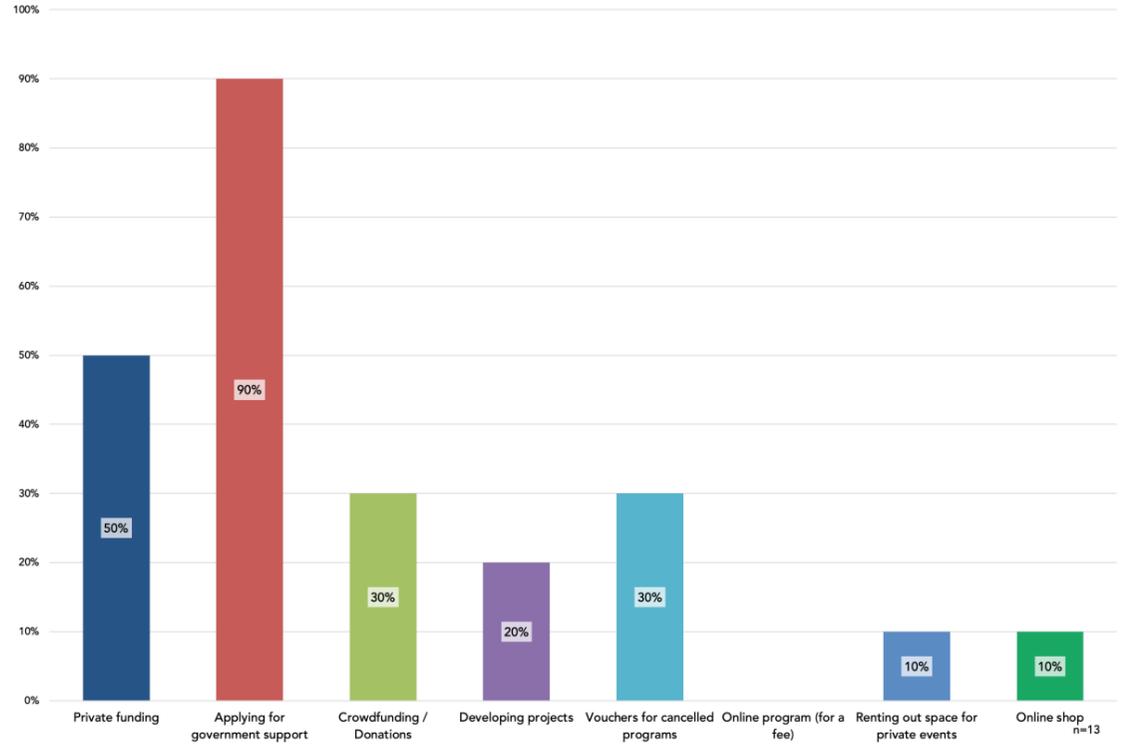
New York City Alternative Funding Sources



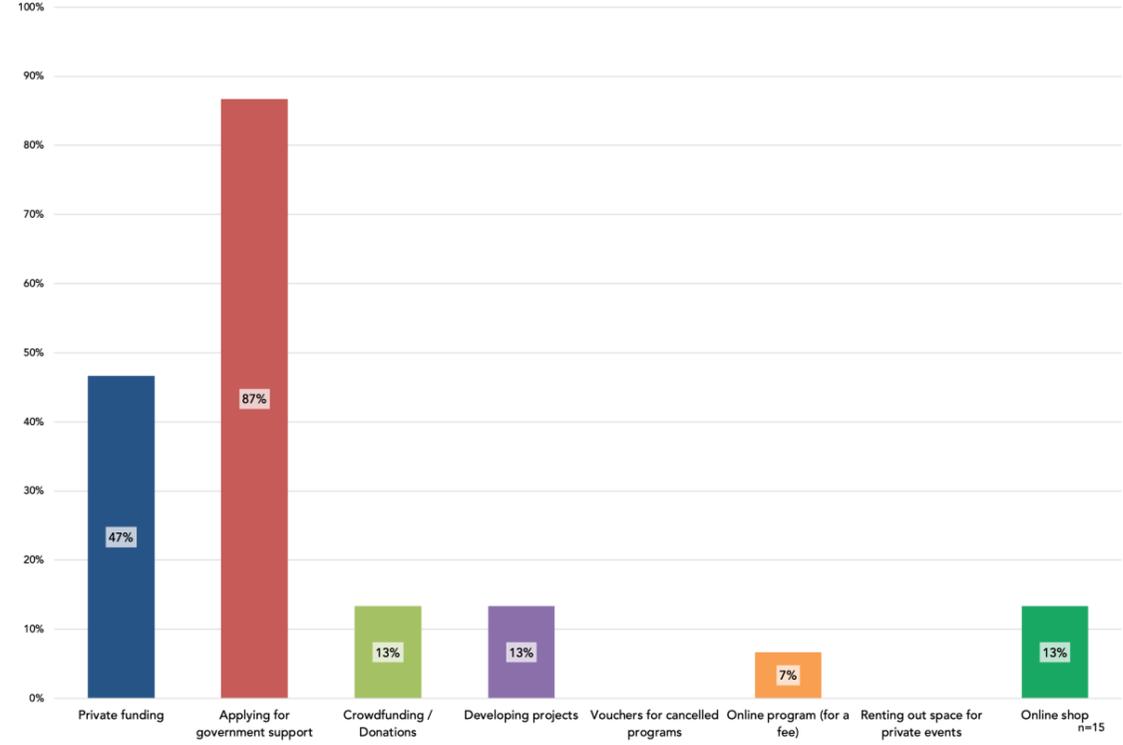
### North Country



### Southern Tier



### Western Region

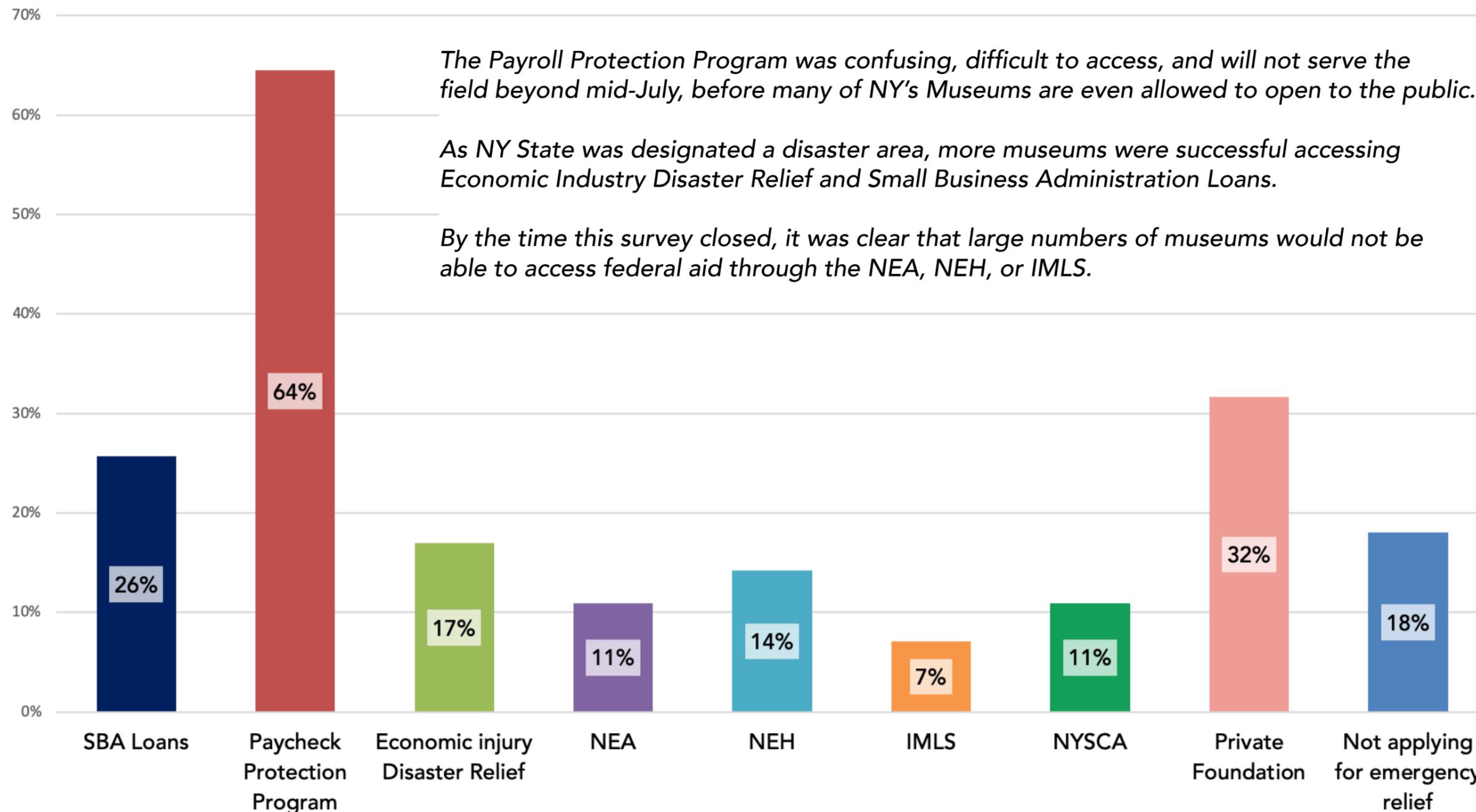


# Funding Relief Sources

We are all grateful for assistance from all of our funders, but we know that some emergency funding programs were more successful than others in meeting the immediate needs of the field.

New York State

## Where are you planning to apply for emergency relief funding?



*The Payroll Protection Program was confusing, difficult to access, and will not serve the field beyond mid-July, before many of NY's Museums are even allowed to open to the public.*

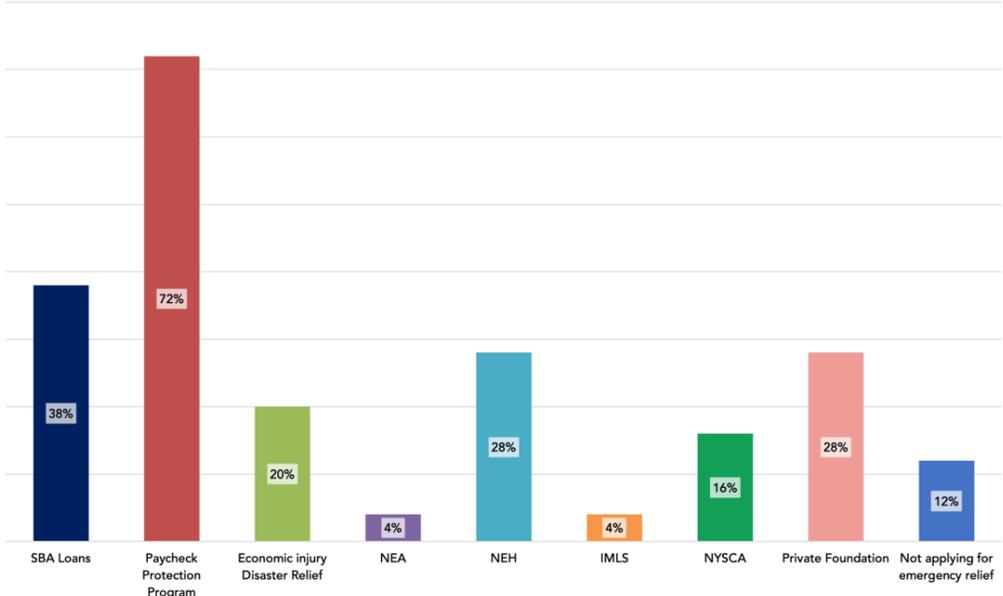
*As NY State was designated a disaster area, more museums were successful accessing Economic Injury Disaster Relief and Small Business Administration Loans.*

*By the time this survey closed, it was clear that large numbers of museums would not be able to access federal aid through the NEA, NEH, or IMLS.*

n=177

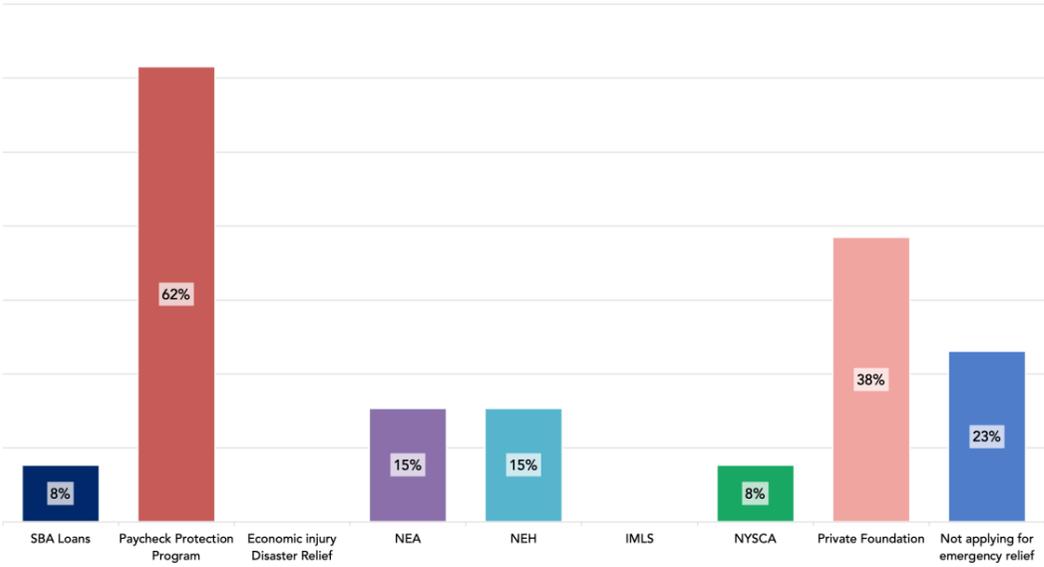


### Capital Region



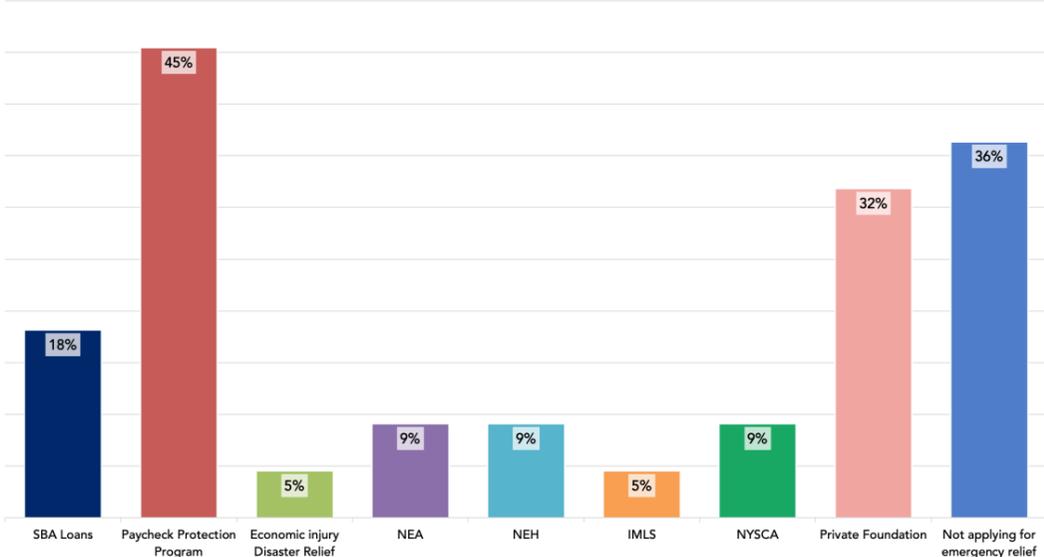
n=25

### Central NY



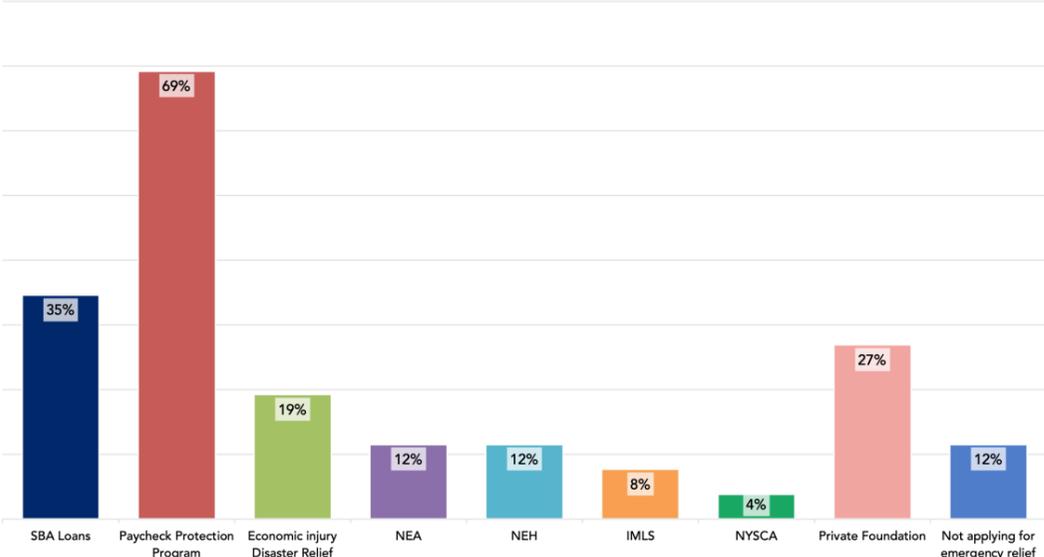
n=13

### Finger Lakes



n=23

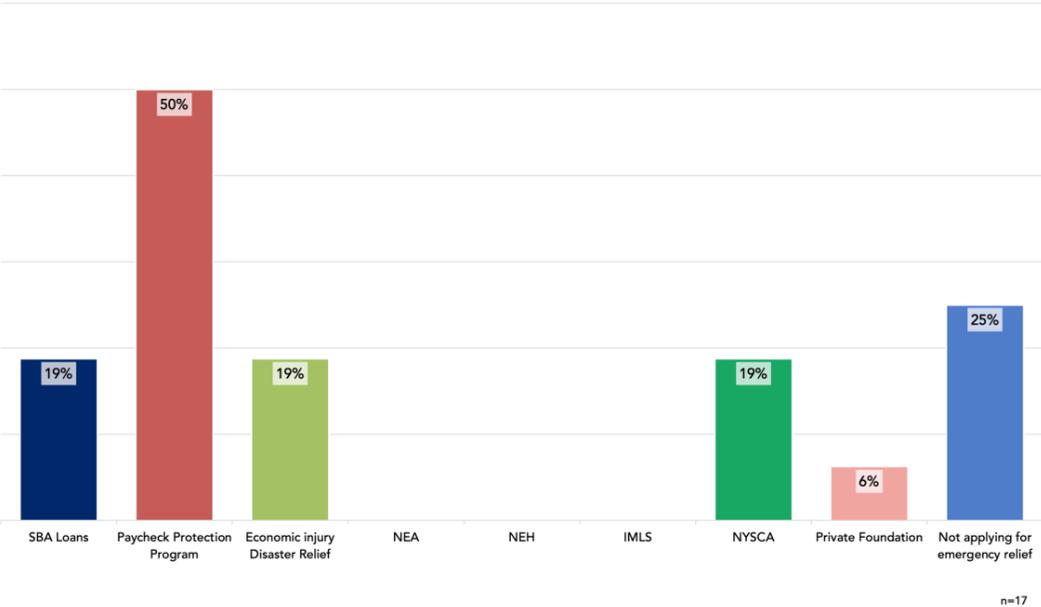
### Long Island



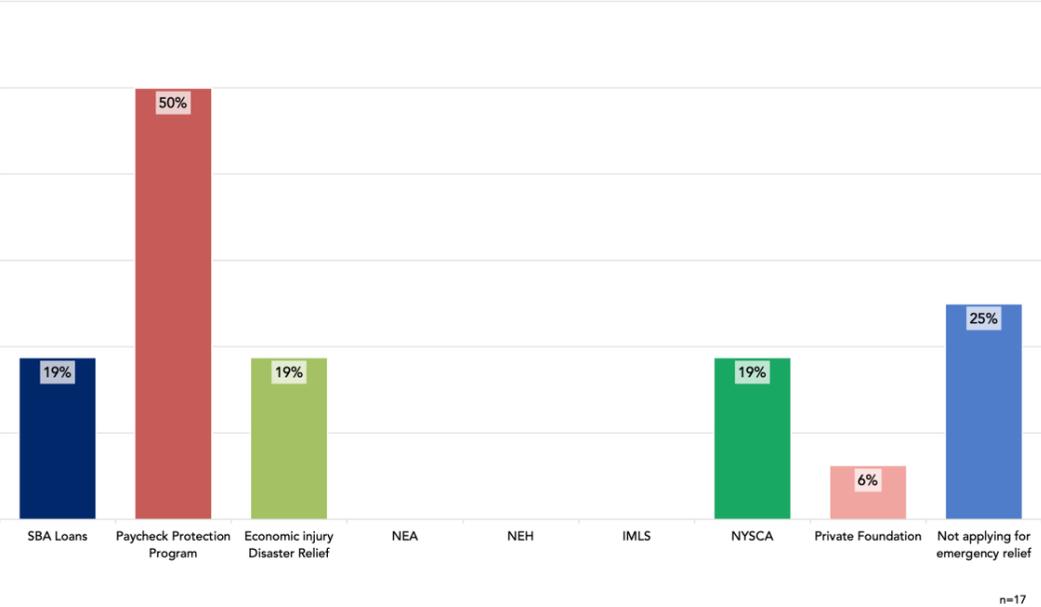
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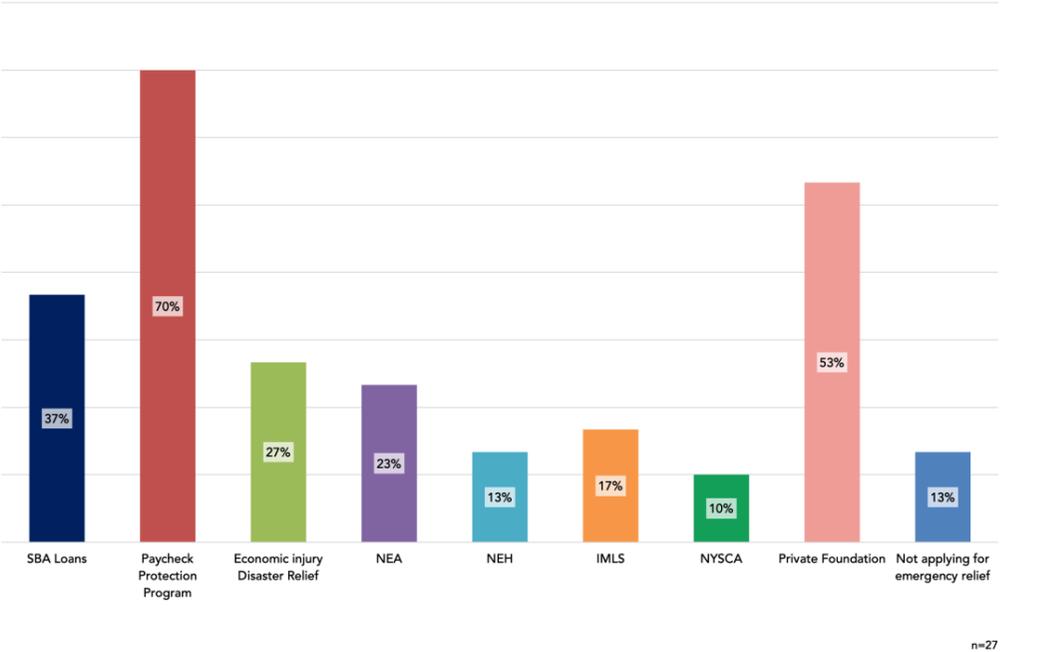
Mid-Hudson



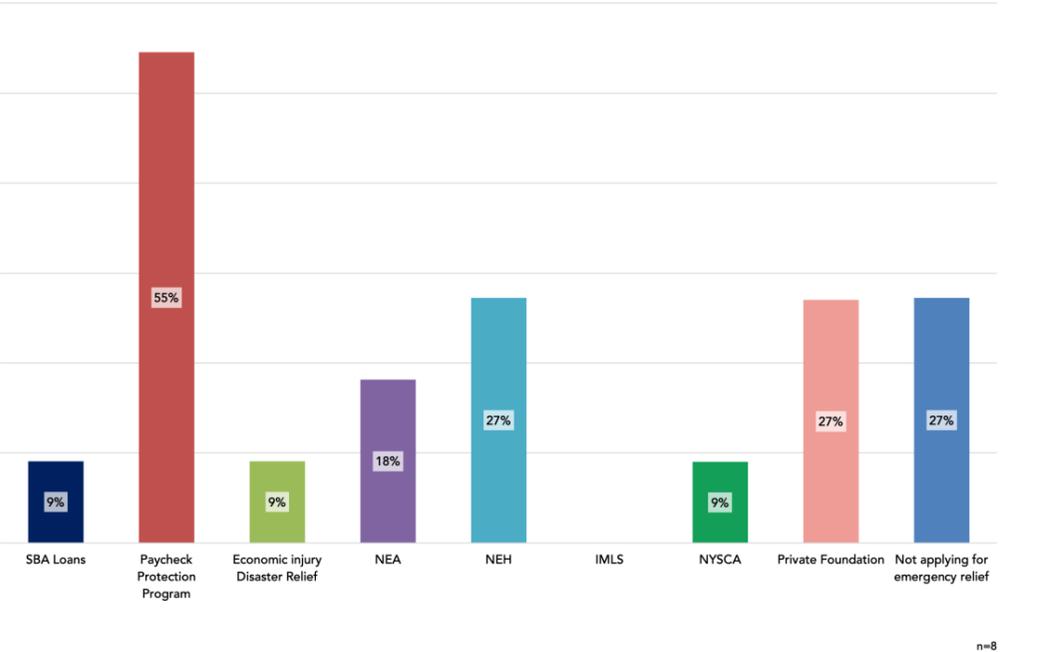
Mohawk Valley



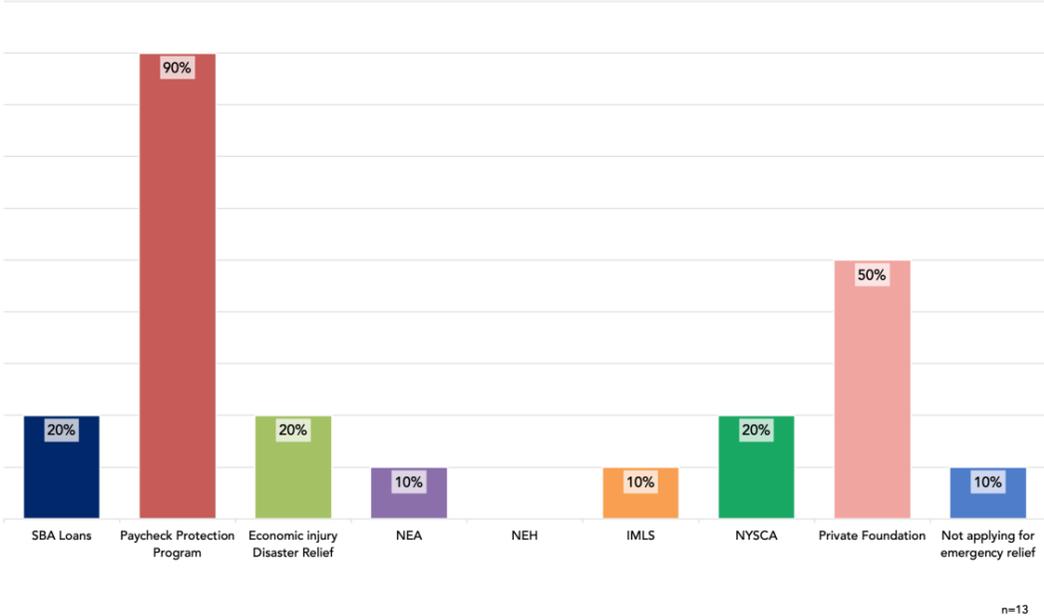
New York City



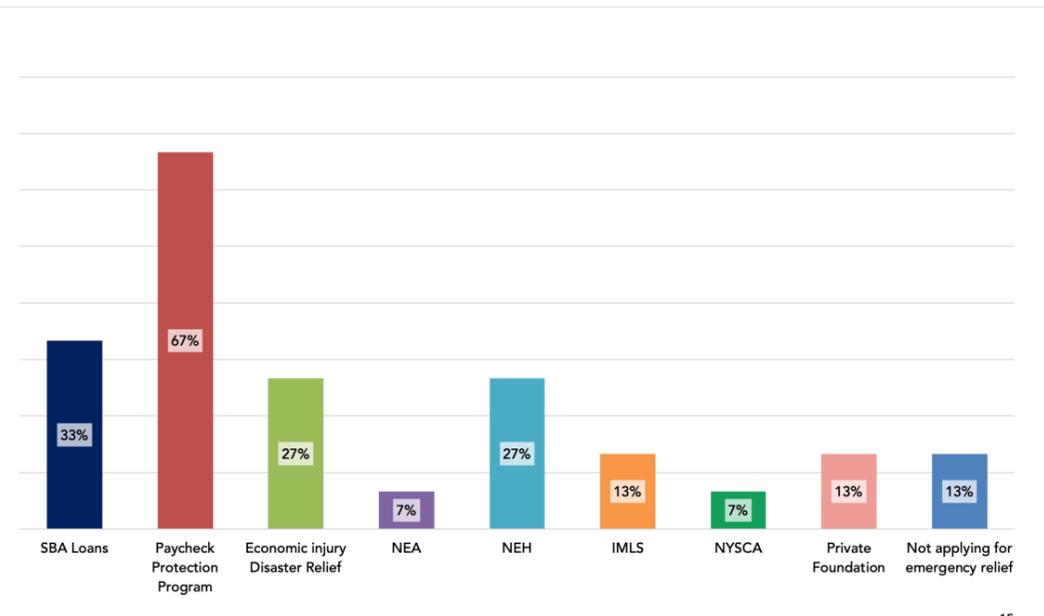
North Country



### Southern Tier



### Western Region



# Use of Relief Sources

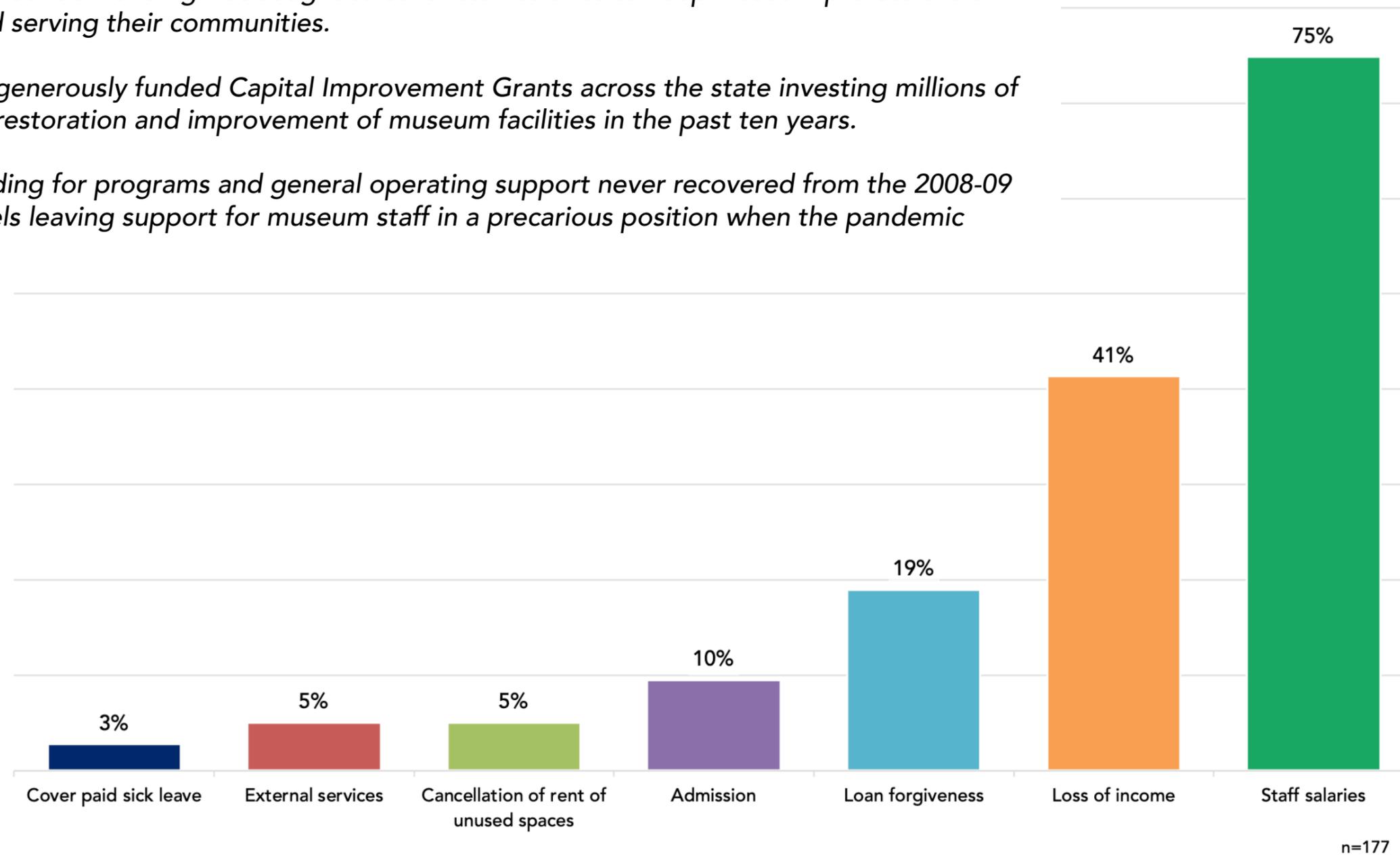
New York State

How would you use emergency relief funding?

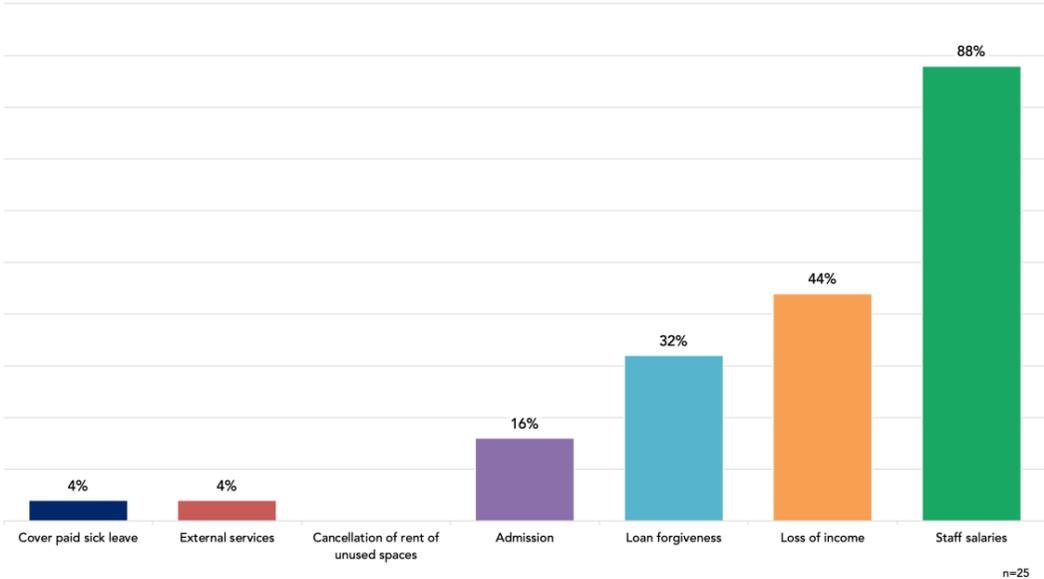
*The largest amount of funding was sought to cover staff salaries to keep museum professionals employed and serving their communities.*

*NY State has generously funded Capital Improvement Grants across the state investing millions of dollars in the restoration and improvement of museum facilities in the past ten years.*

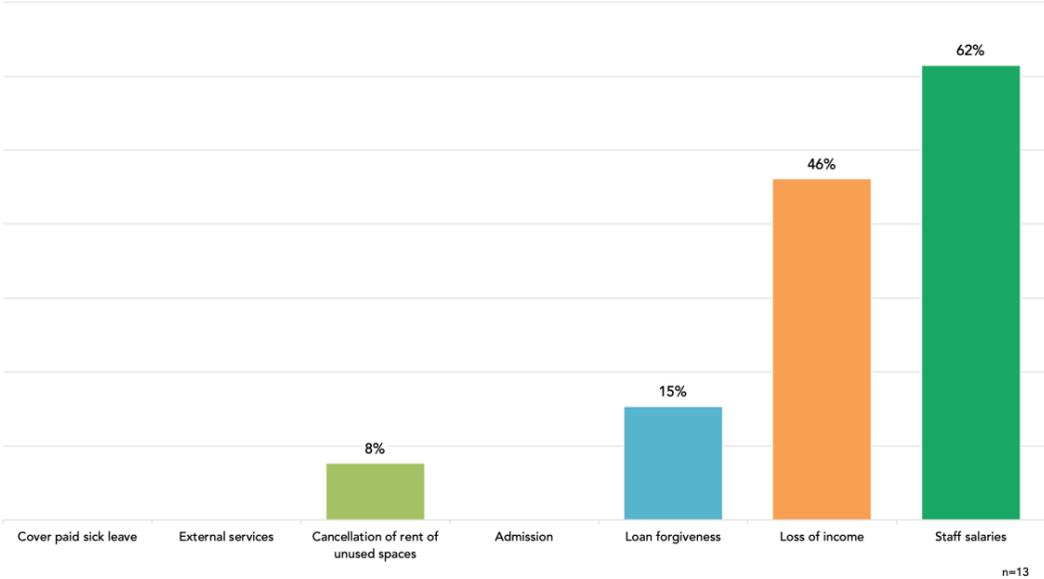
*However, funding for programs and general operating support never recovered from the 2008-09 reduction levels leaving support for museum staff in a precarious position when the pandemic struck.*



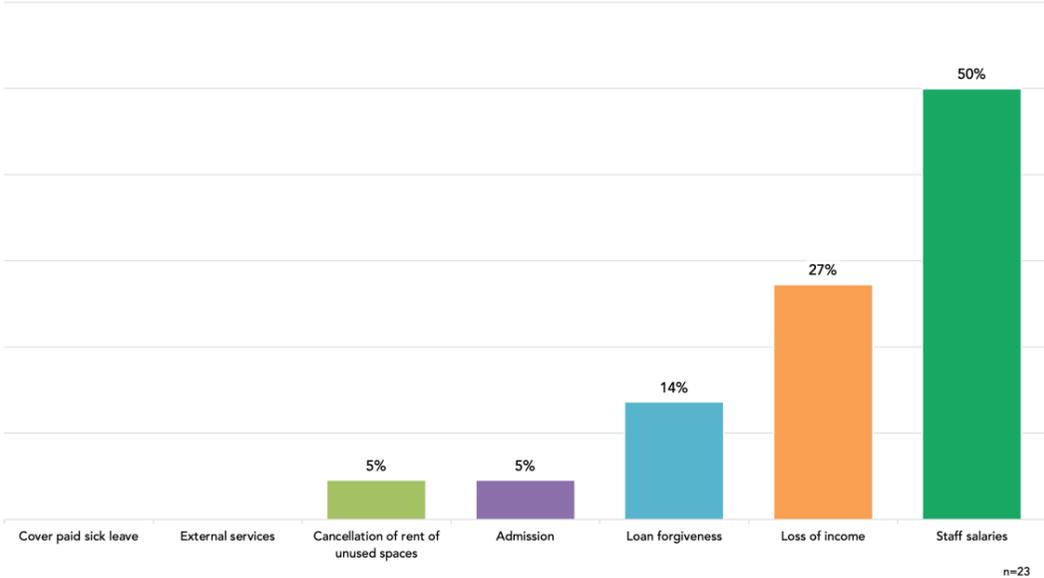
### Capital Region



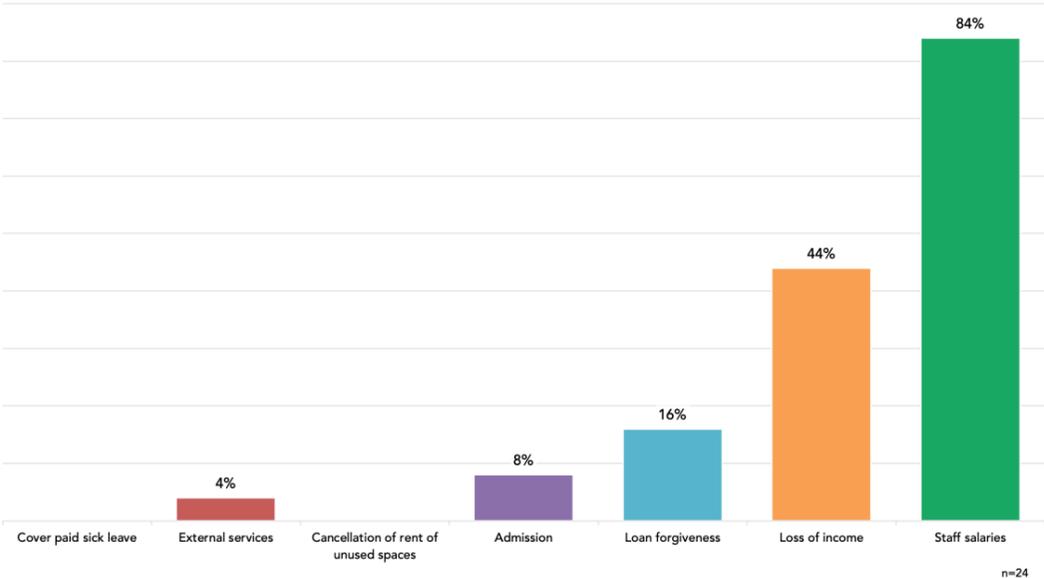
### Central NY



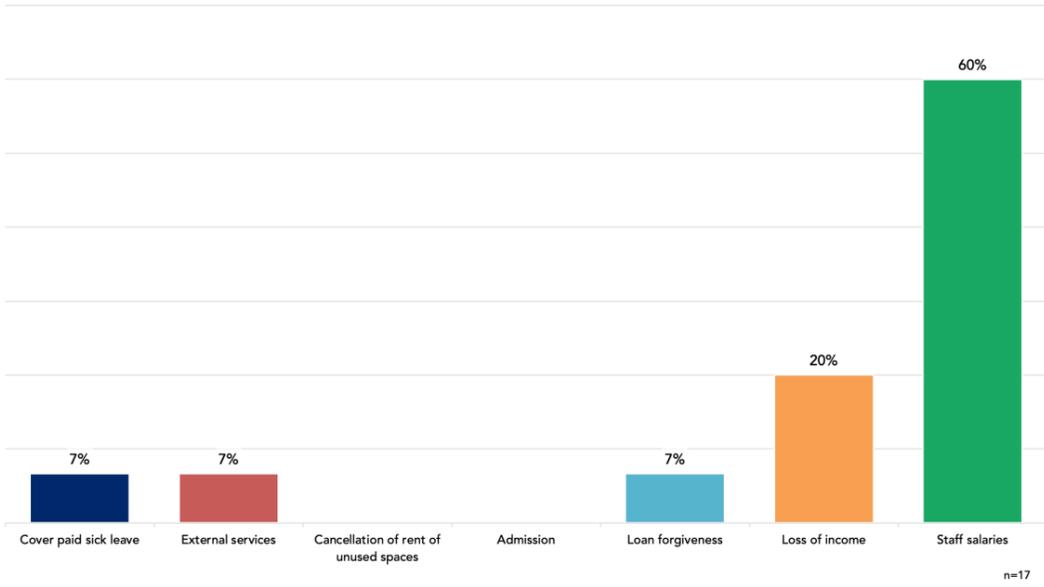
### Finger Lakes



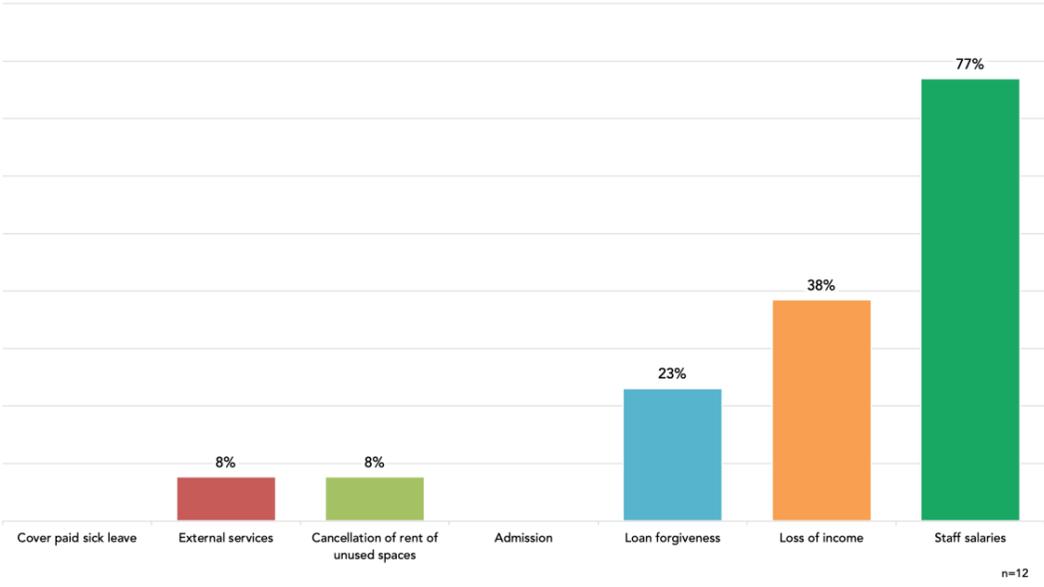
### Long Island



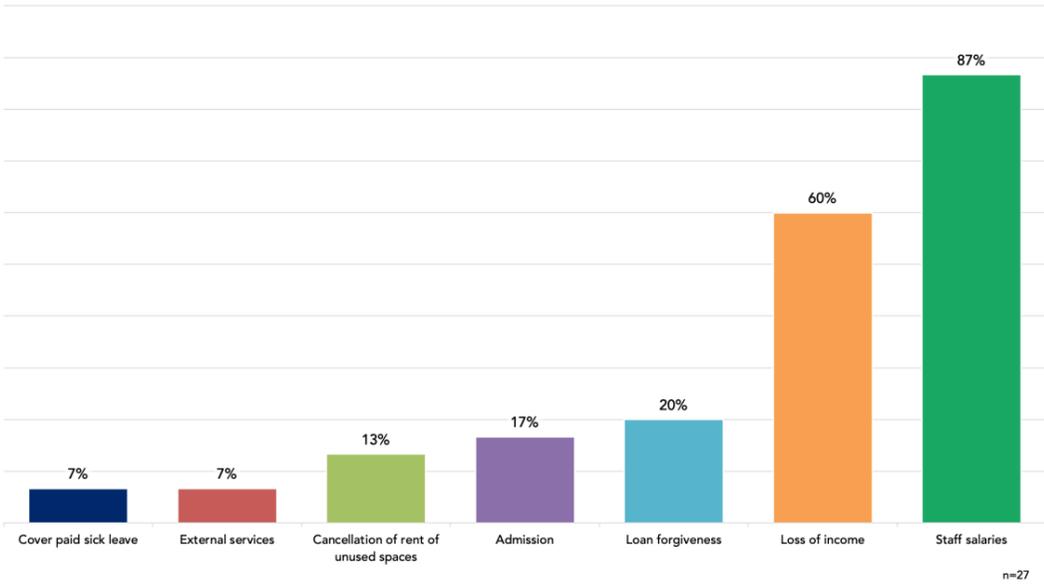
### Mid-Hudson



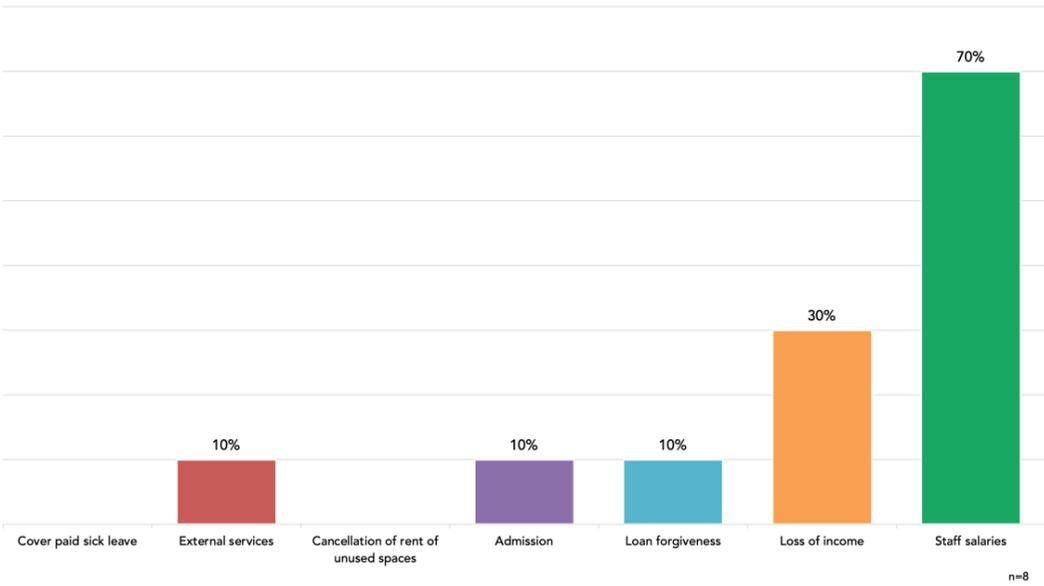
### Mohawk Valley



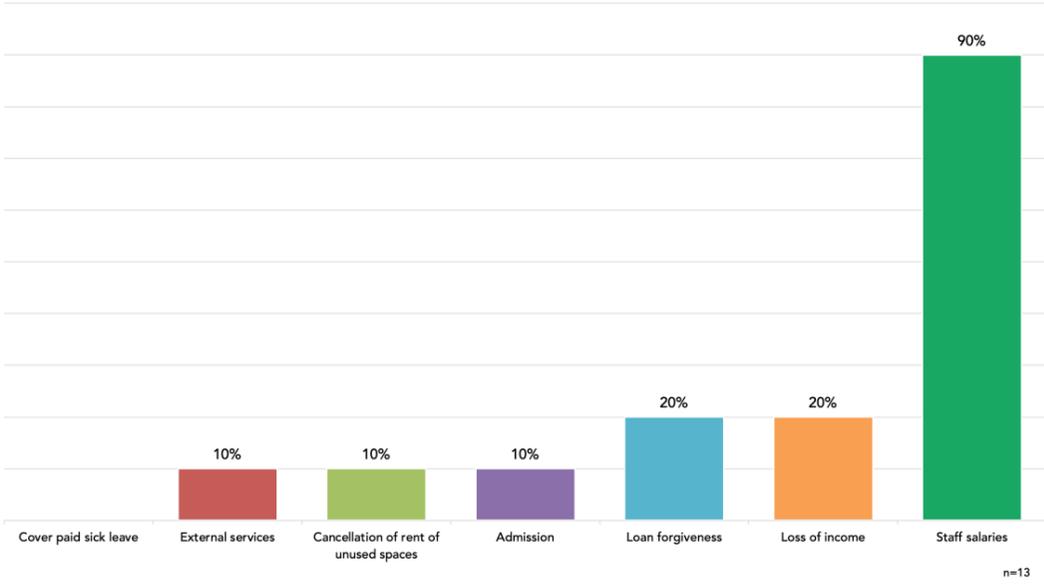
### New York City



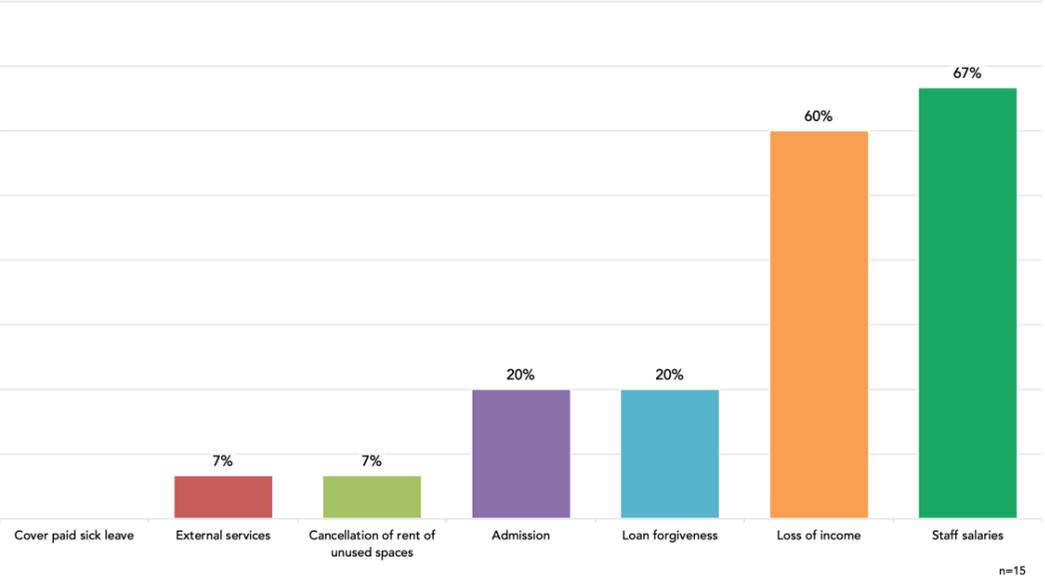
### North Country



Southern Tier

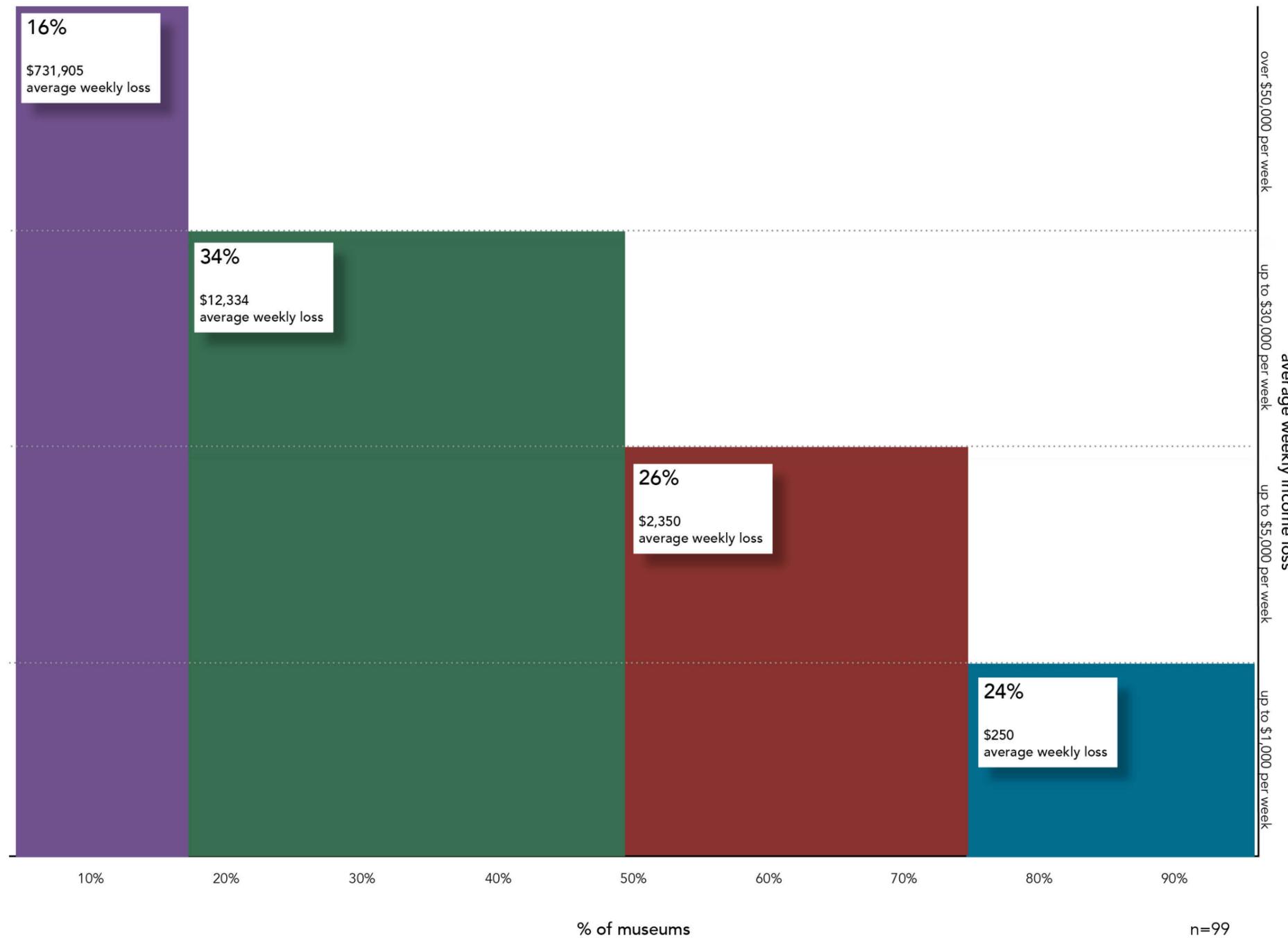


Western Region



# Weekly Income Loss

New York State



The American Alliance of Museums estimates that museums are losing \$33M a day because of closures in response to the COVID-19 Pandemic.

**New York's museums are losing \$3.5M a day. New York's loss is 10% of the total loss of our nation's museum community.**

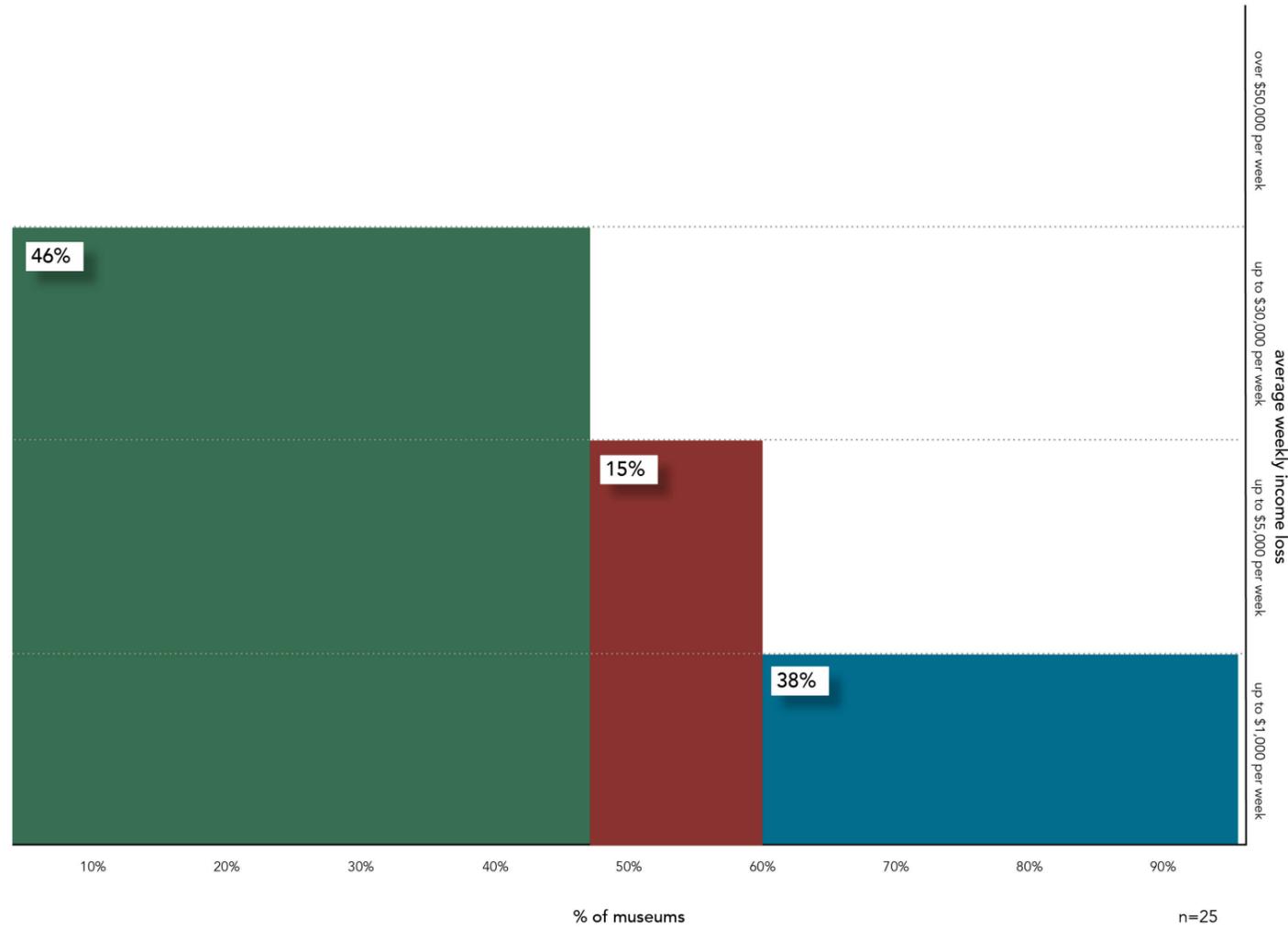
Data from survey respondents allowed us to dig a little deeper into those numbers.

This chart represents weekly loss by average amount lost and illustrates how NY's museum community can be easily divided by budget size no matter the region in which they are located.

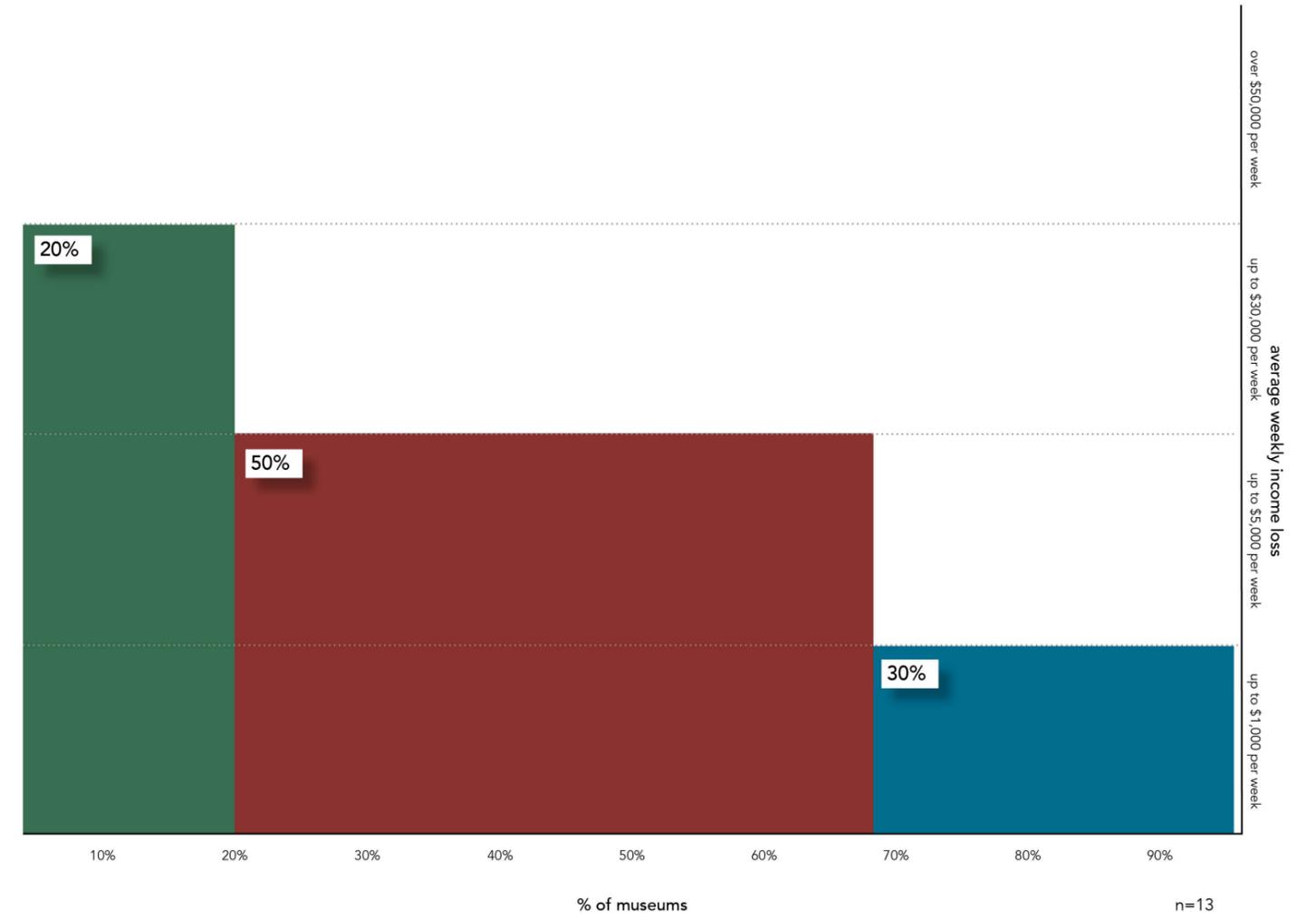
The Southern Tier region most closely parallels the statewide data where NYC data shows the greatest losses.



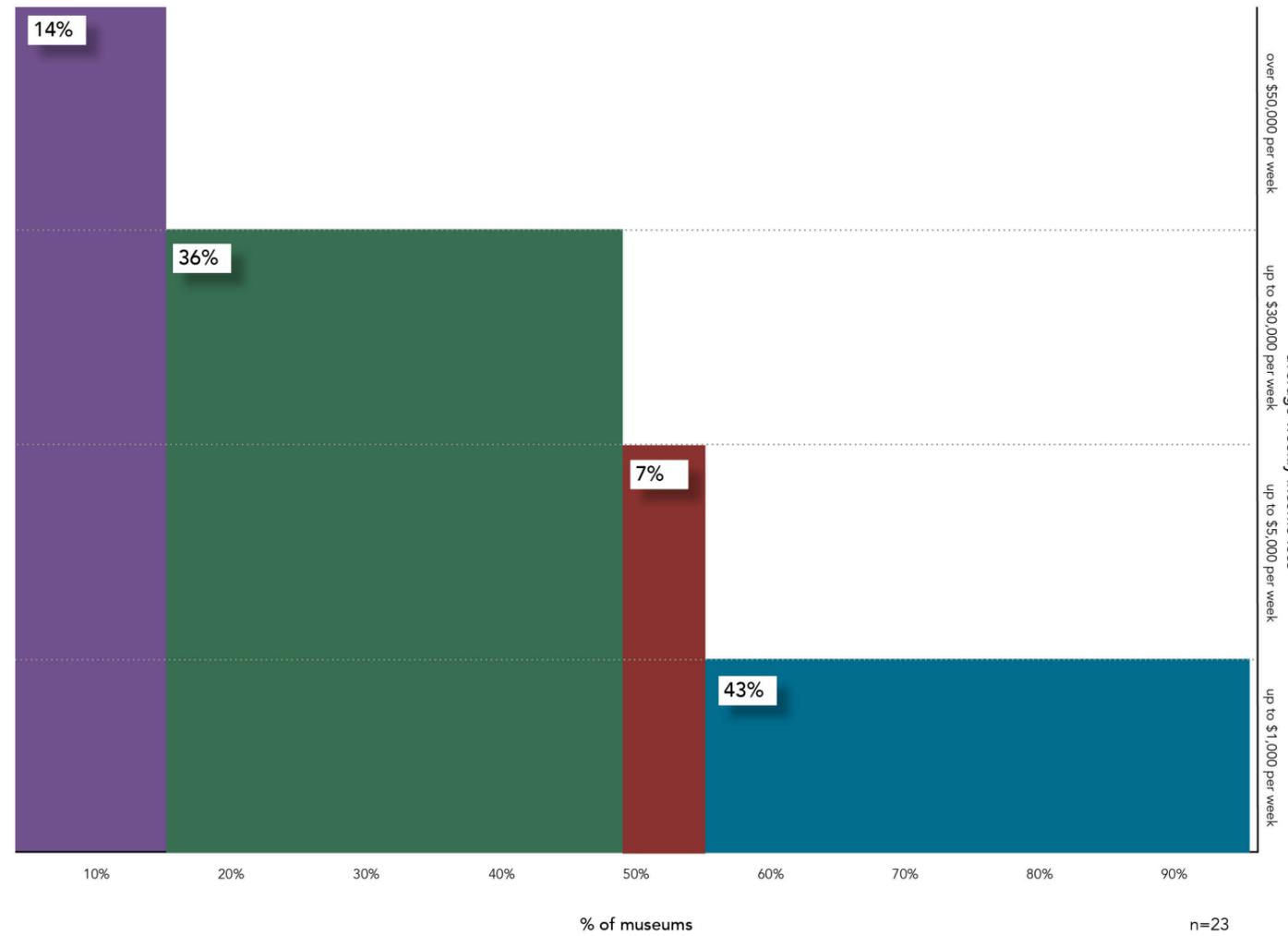
## Capital Region



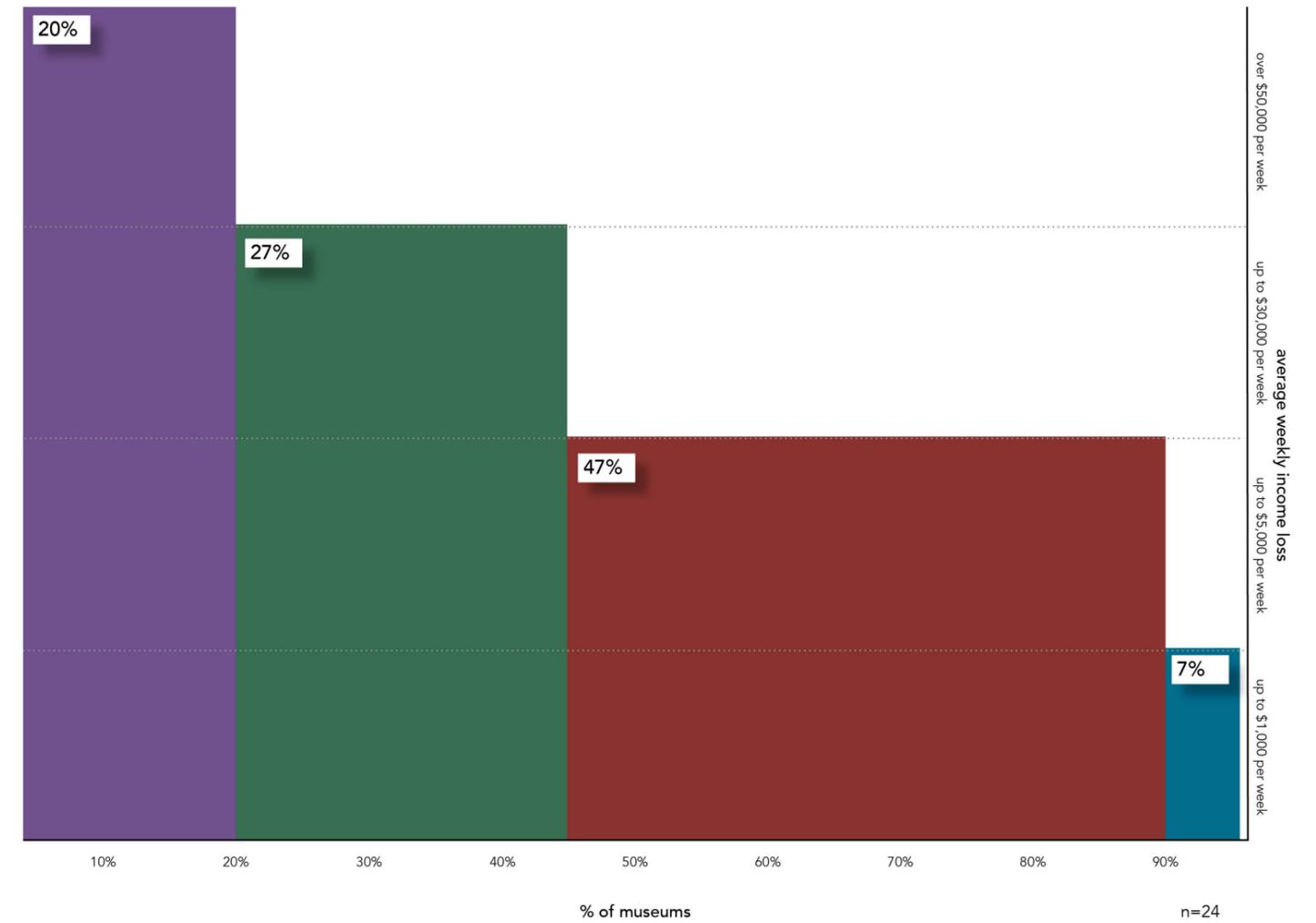
## Central NY



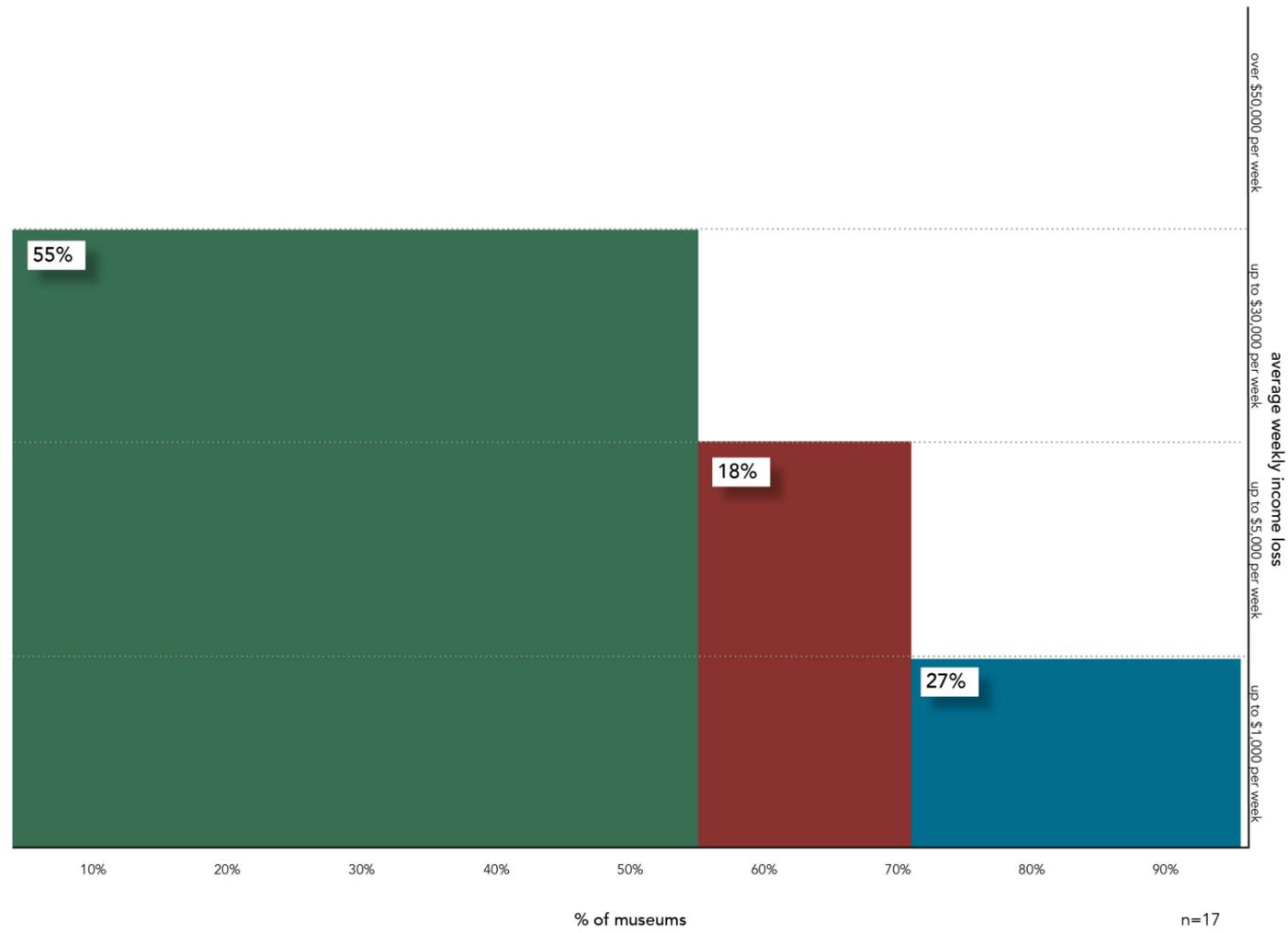
### Finger Lakes



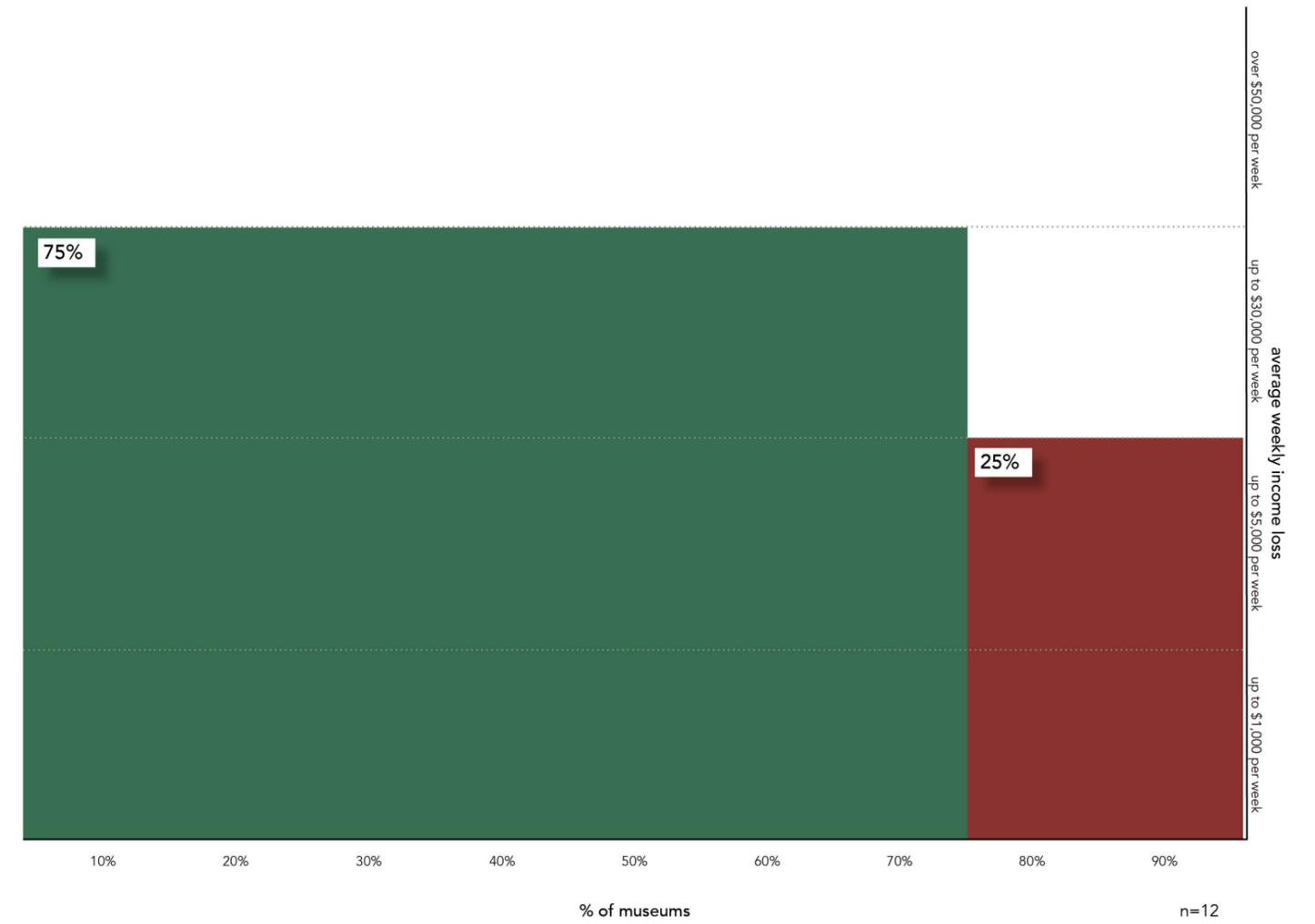
### Long Island



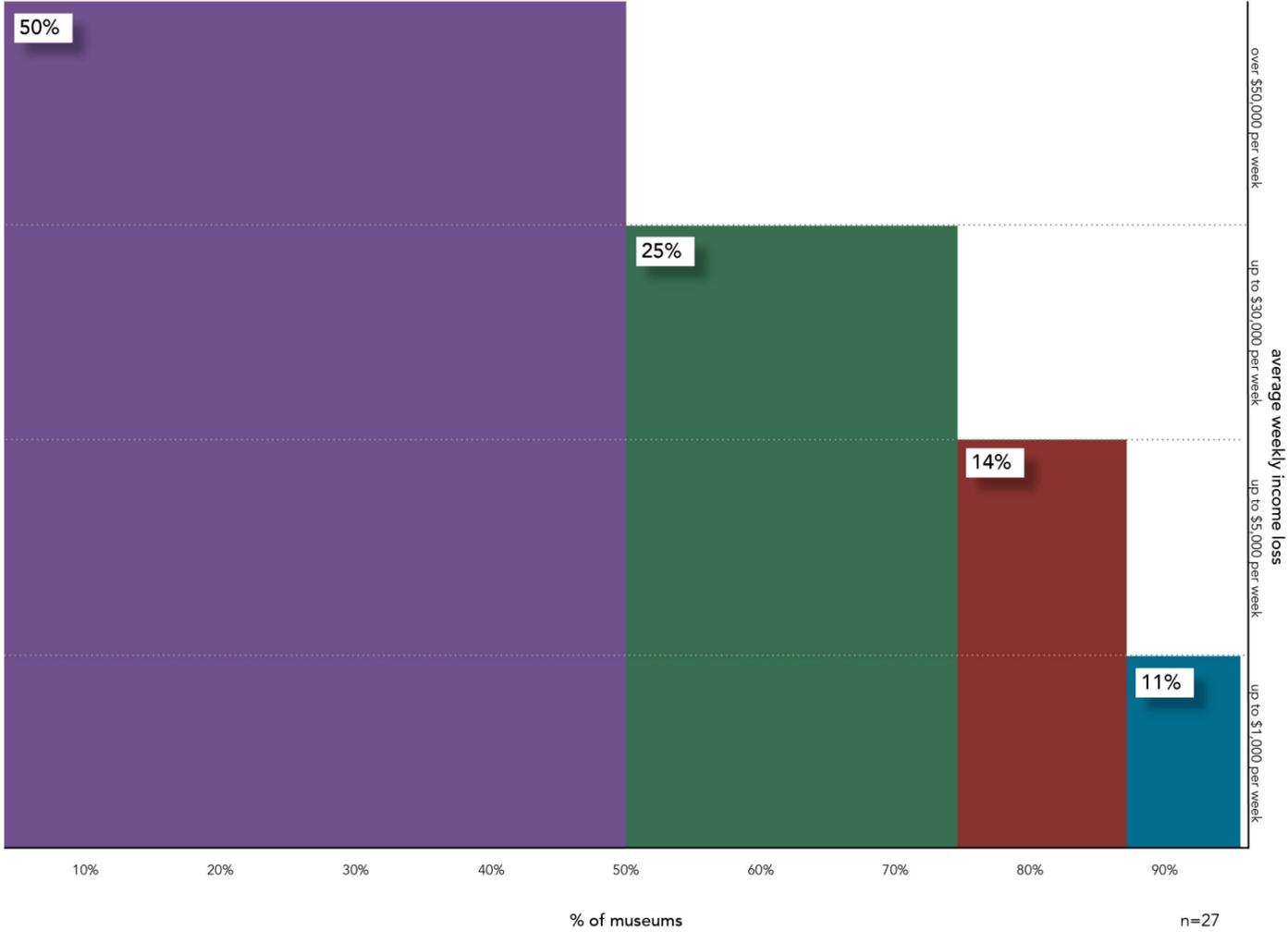
### Mid-Hudson



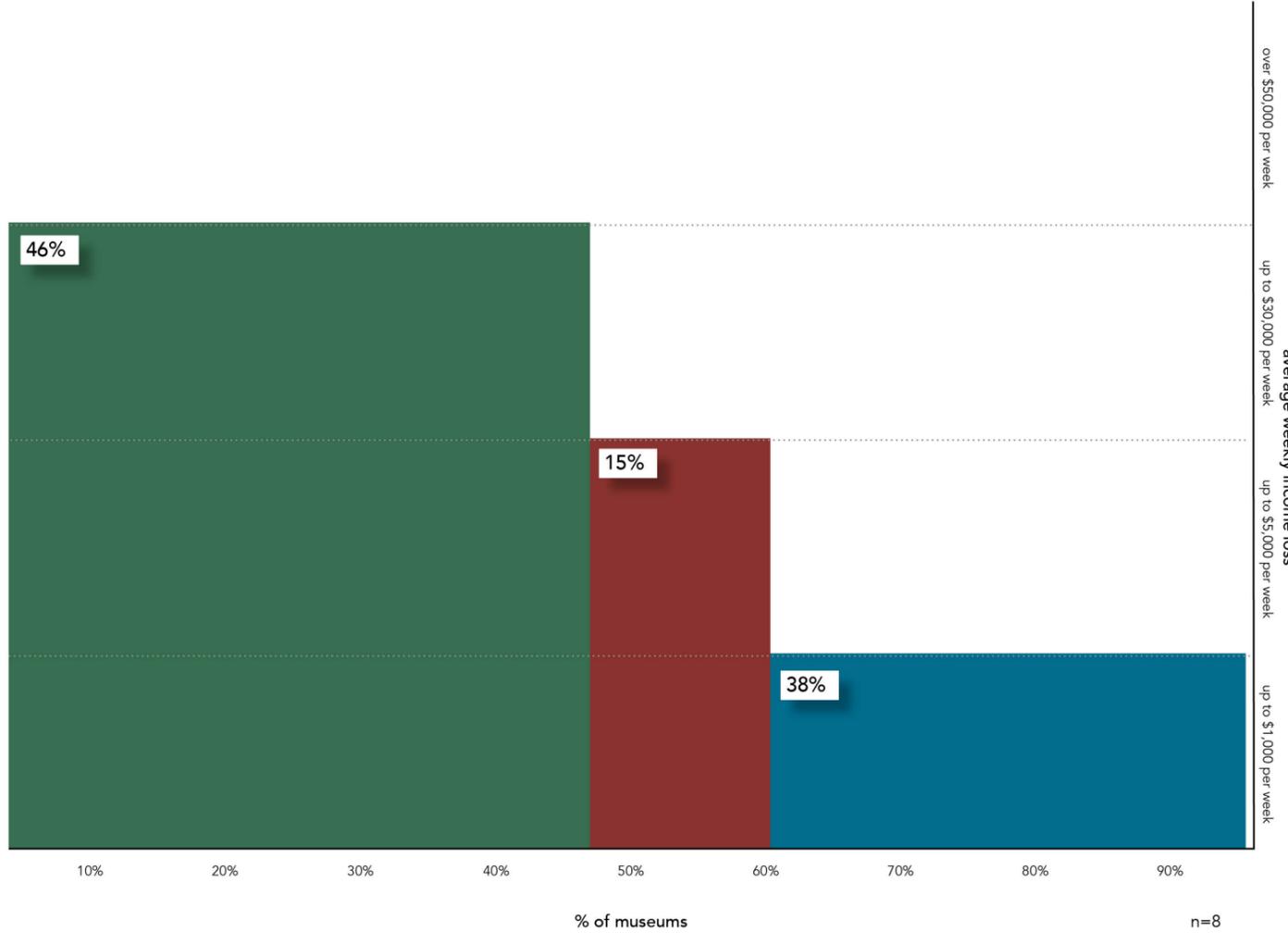
### Mohawk Valley



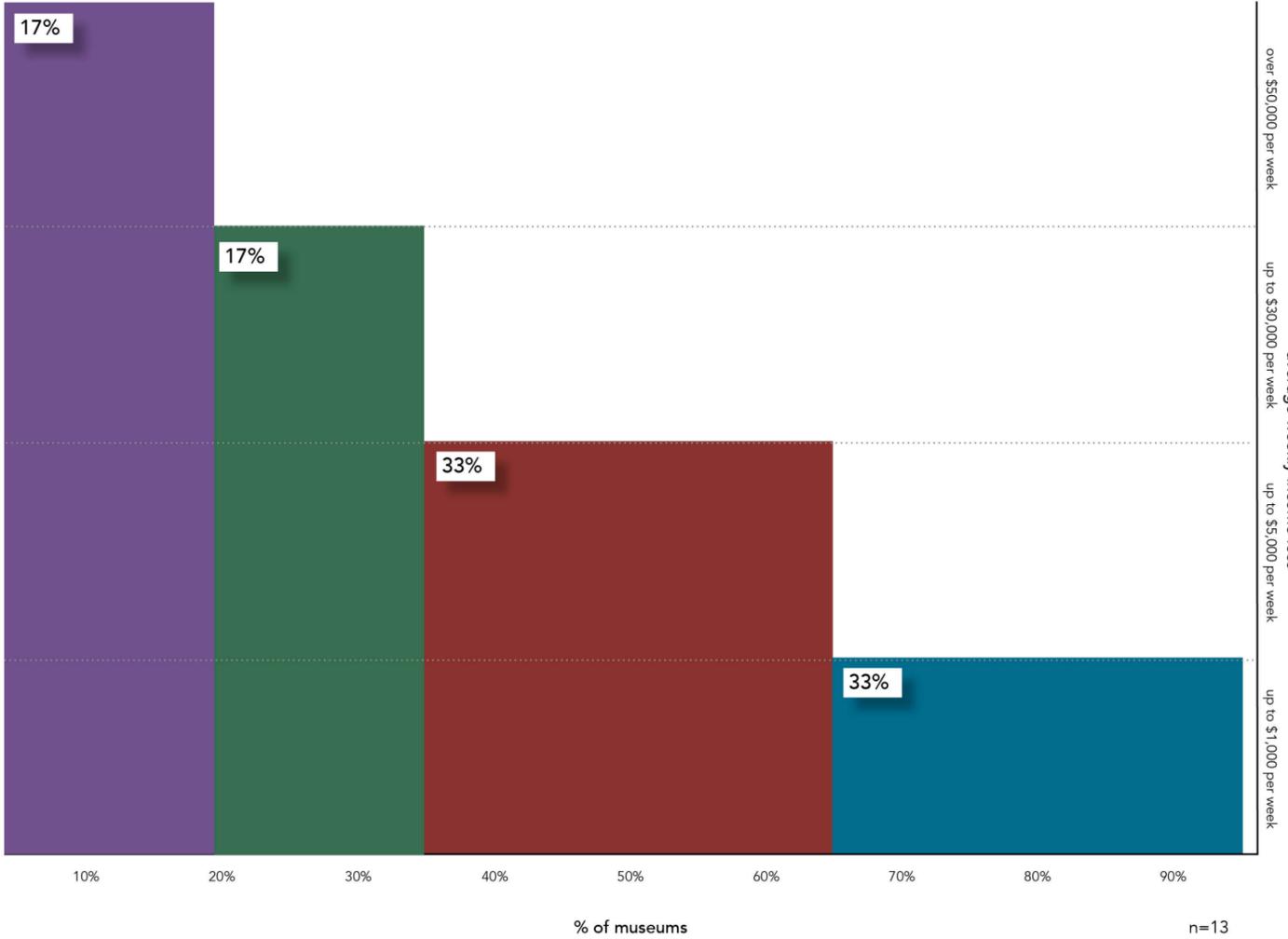
New York City



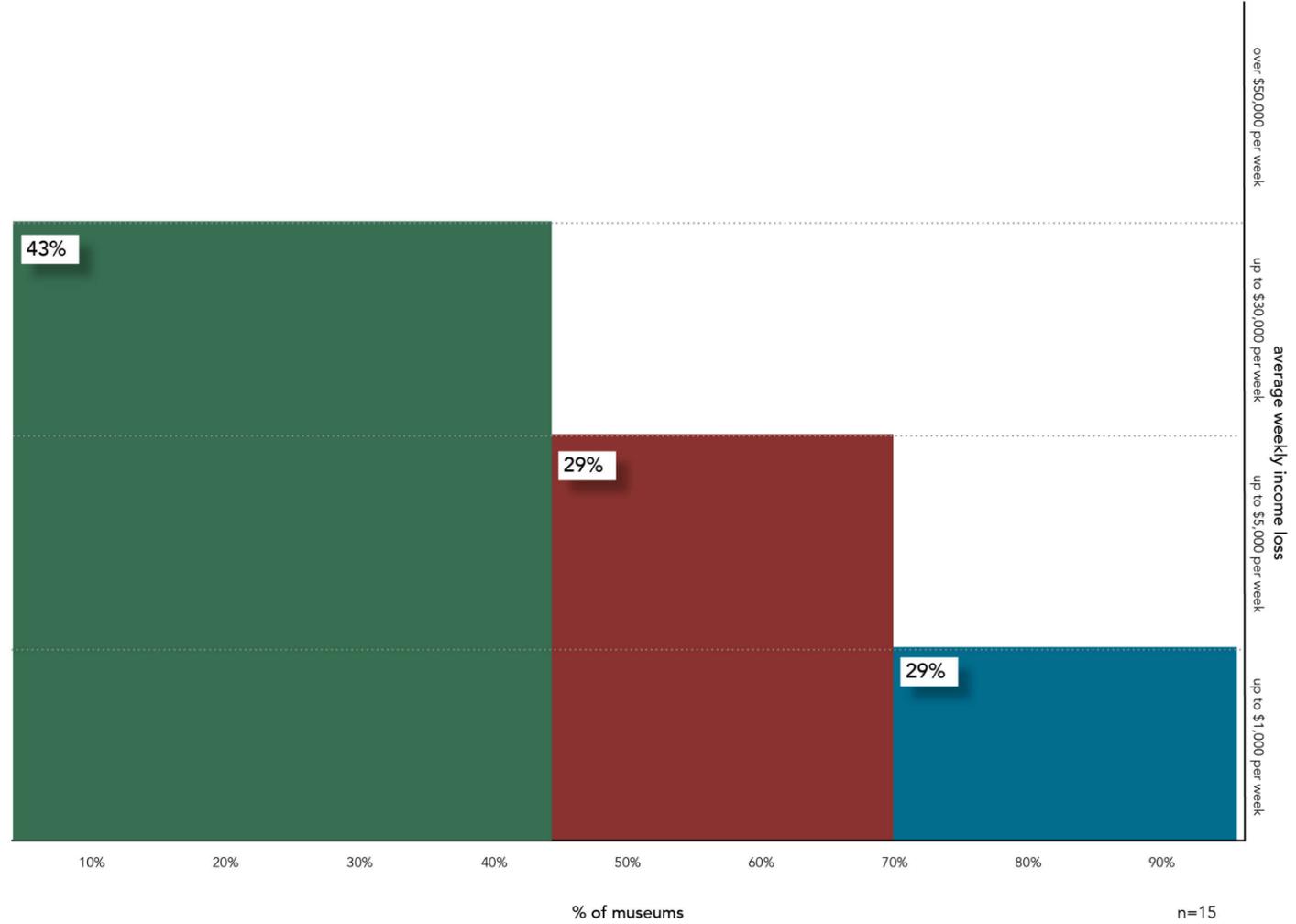
North Country



Southern Tier



Western Region



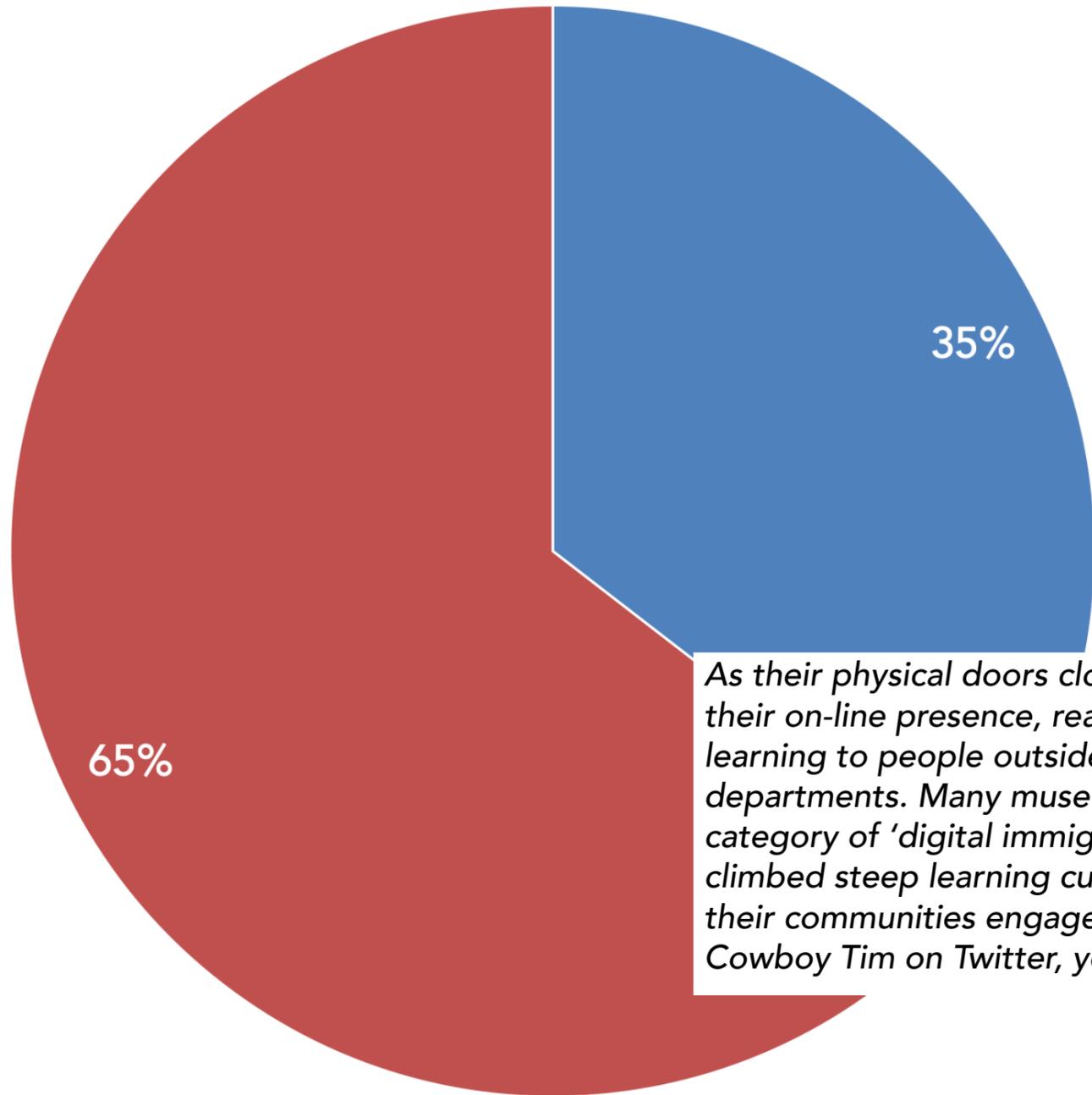
# Digital Activities

Yes No Not Sure

## New York State

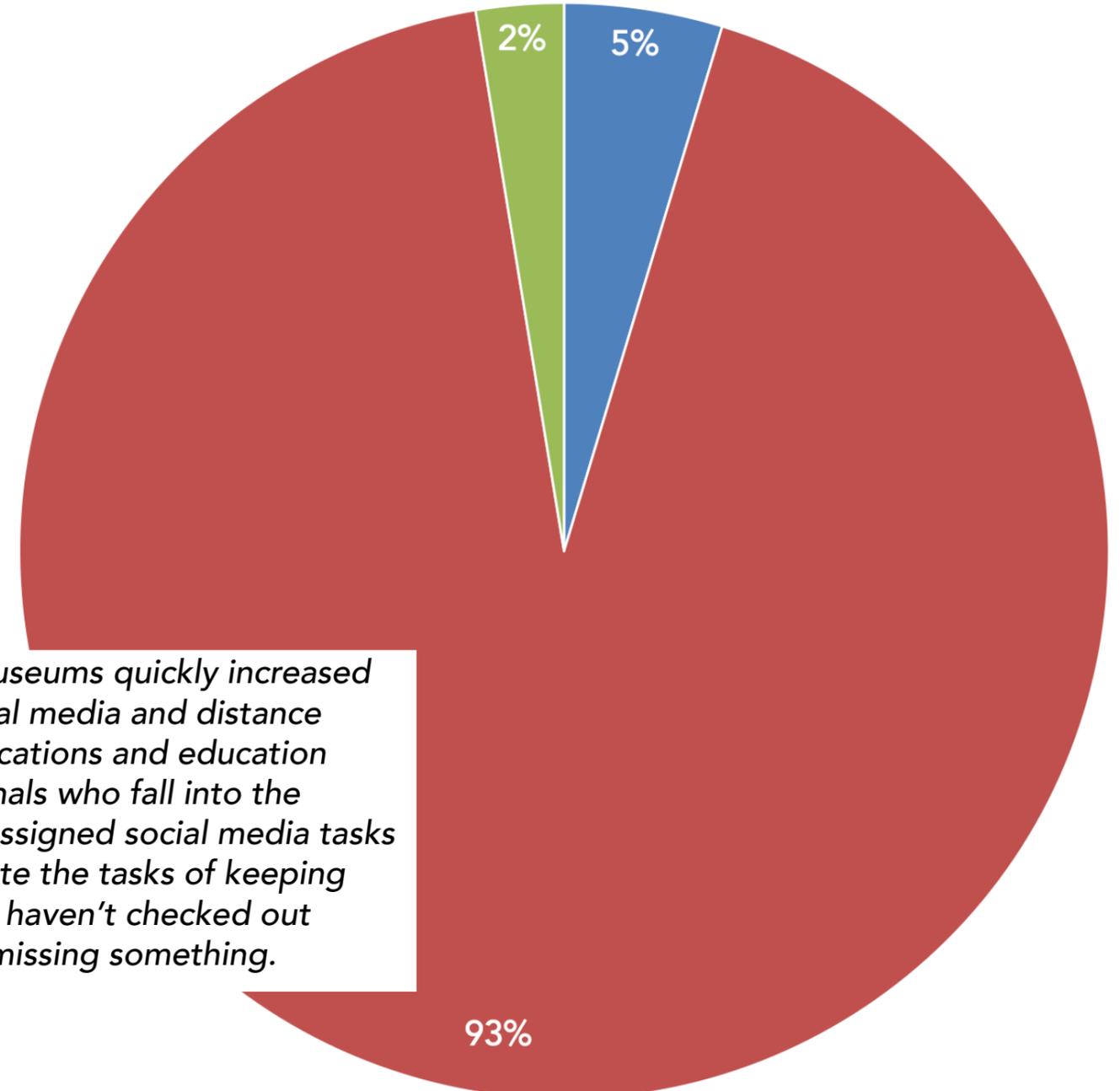
Have you changes staff responsibility so that someone who usually doesn't work with communications in managing the online presence (website, social media, newsletter, etc)?

Have you hired new staff to manage the increased online presence?



*As their physical doors closed, most museums quickly increased their on-line presence, reassigning social media and distance learning to people outside of communications and education departments. Many museum professionals who fall into the category of 'digital immigrants' when assigned social media tasks climbed steep learning curves to execute the tasks of keeping their communities engaged. And if you haven't checked out Cowboy Tim on Twitter, you are really missing something.*

n=177



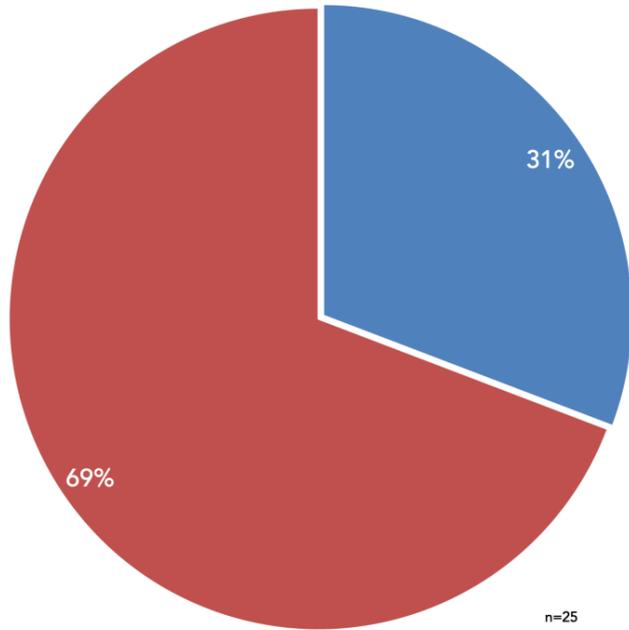
n=177



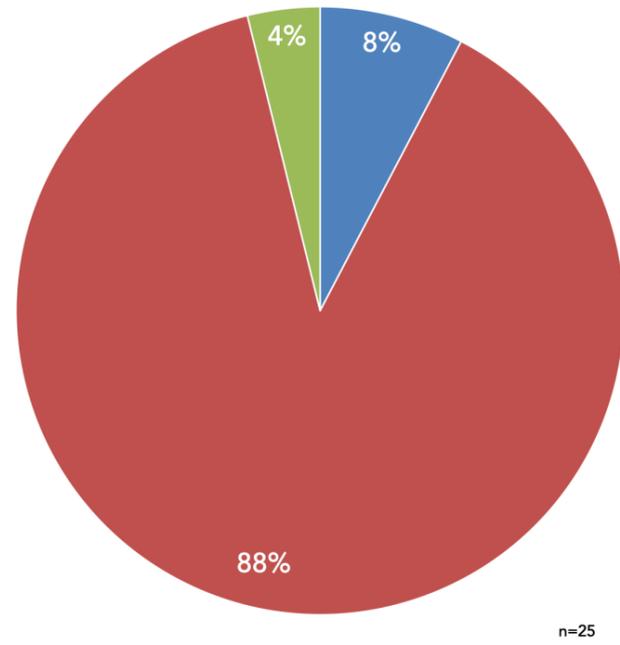
■ Yes    
 ■ No    
 ■ Not Sure

Capital Region

Changes in Staff Responsibilities

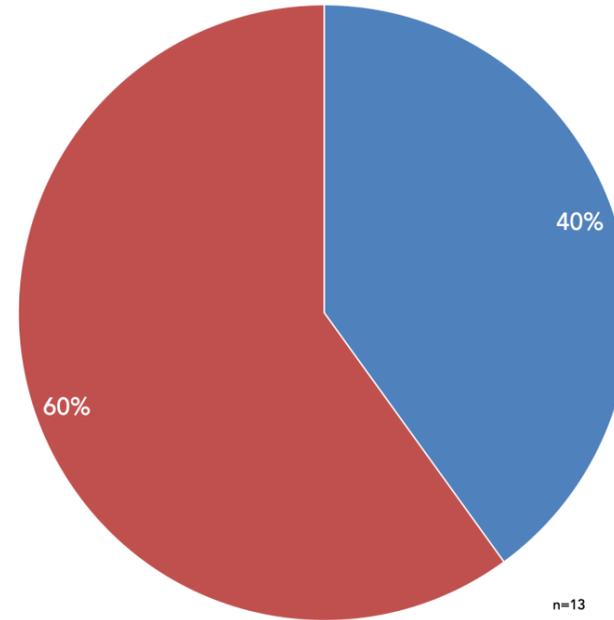


Hired New Staff

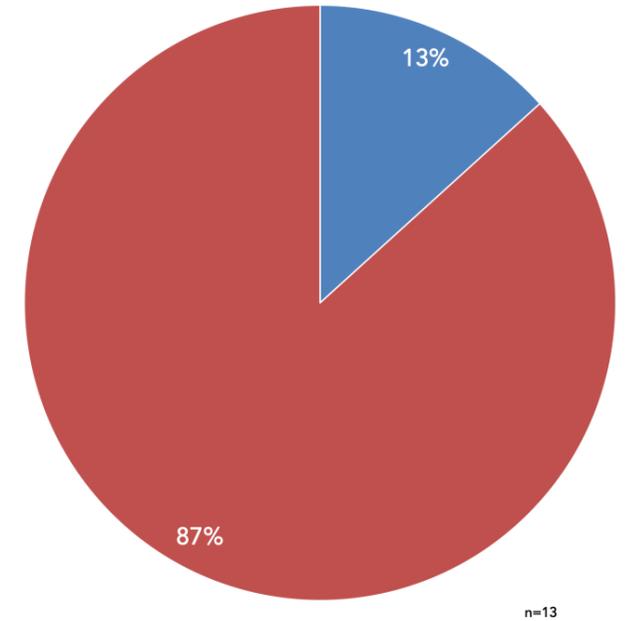


Central NY

Changes in Staff Responsibilities

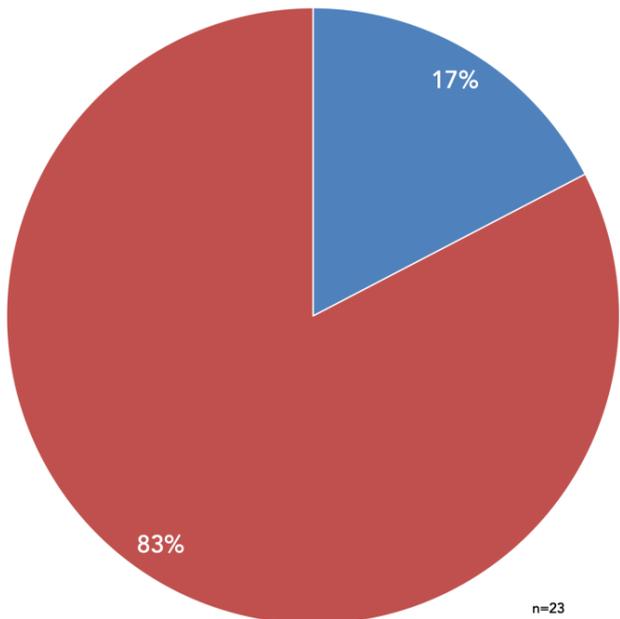


Hired New Staff

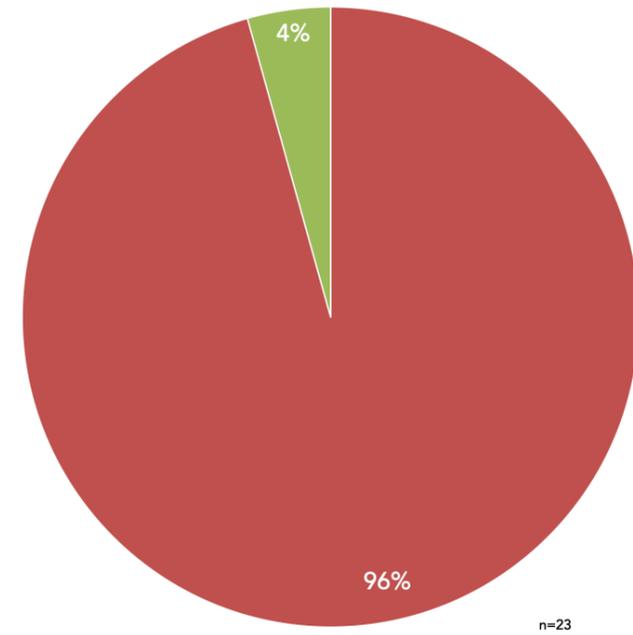


Finger Lakes

Changes in Staff Responsibilities

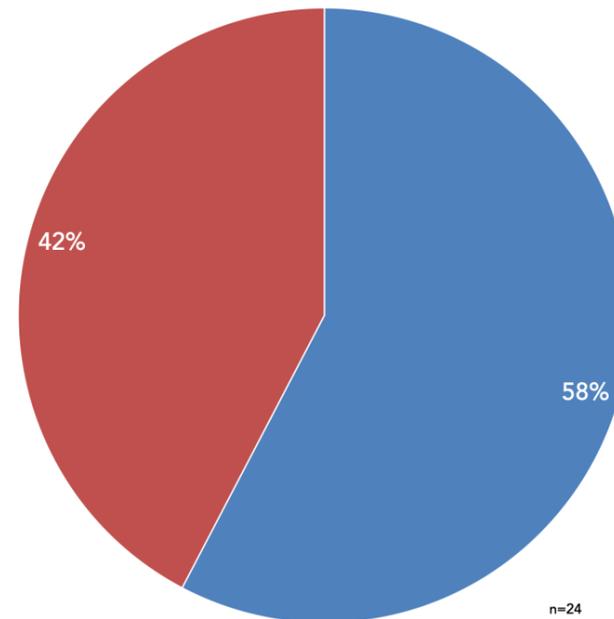


Hired New Staff

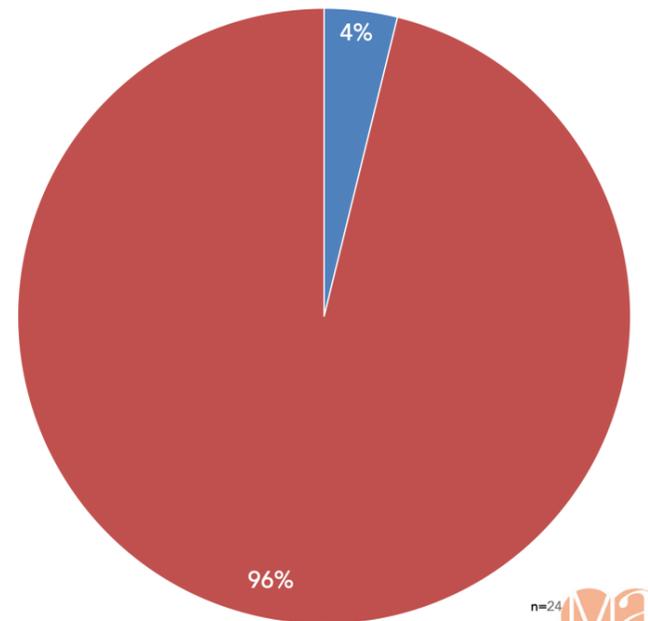


Long Island

Changes in Staff Responsibilities



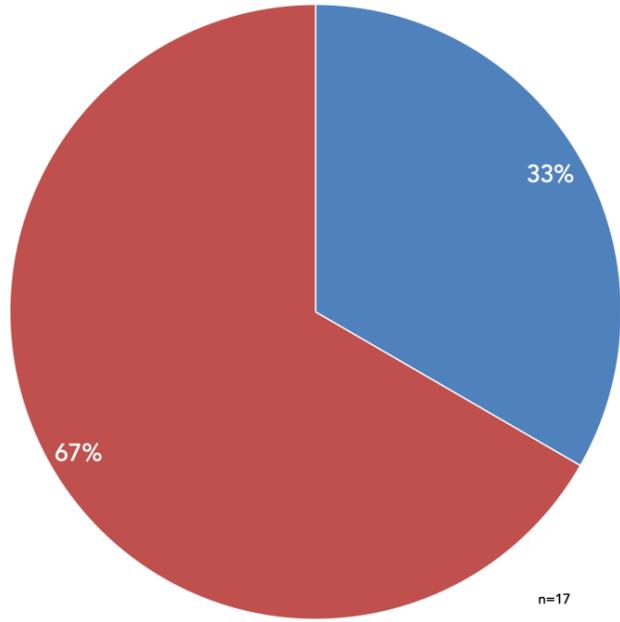
Hired New Staff



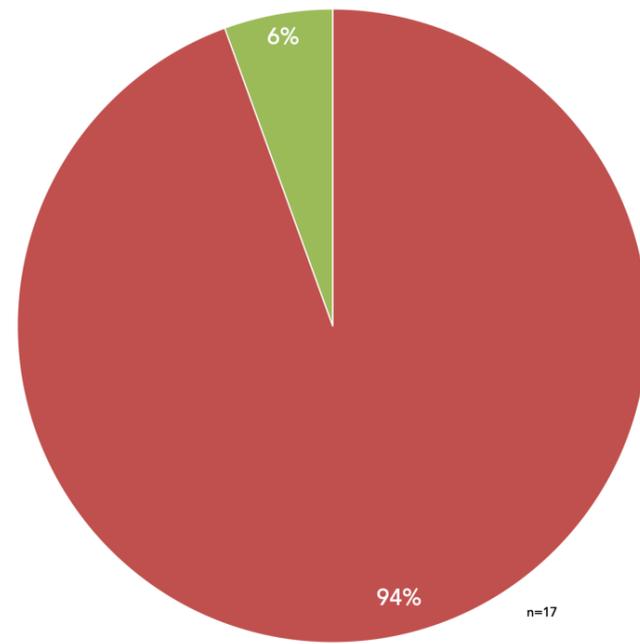
■ Yes    
 ■ No    
 ■ Not Sure

Mid-Hudson

Changes in Staff Responsibilities

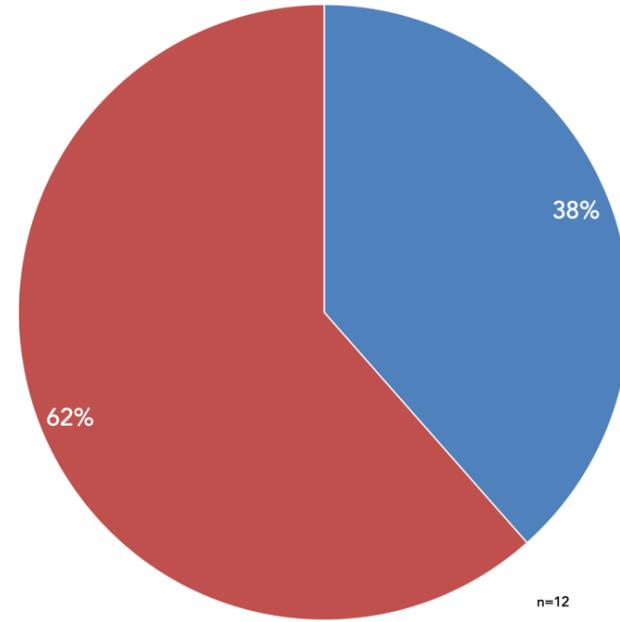


Hired New Staff

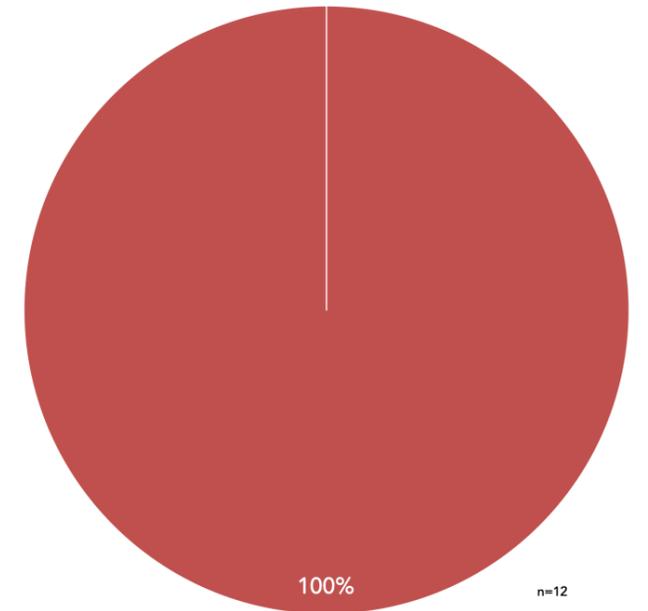


Mohawk Valley

Changes in Staff Responsibilities

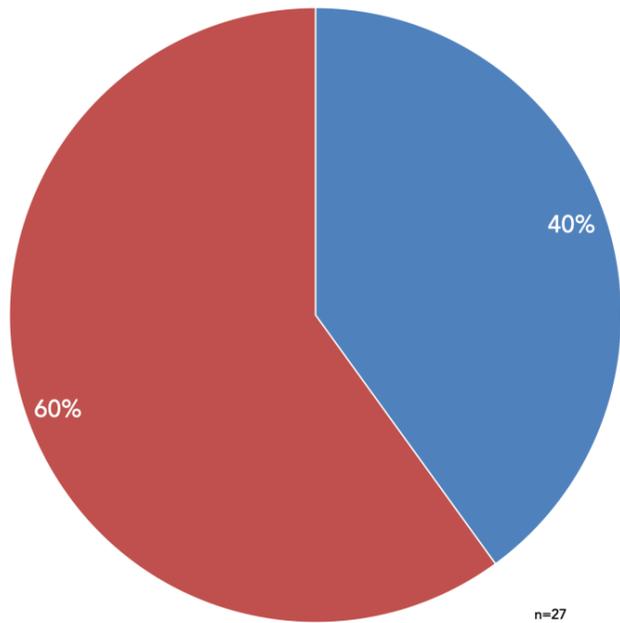


Hired New Staff

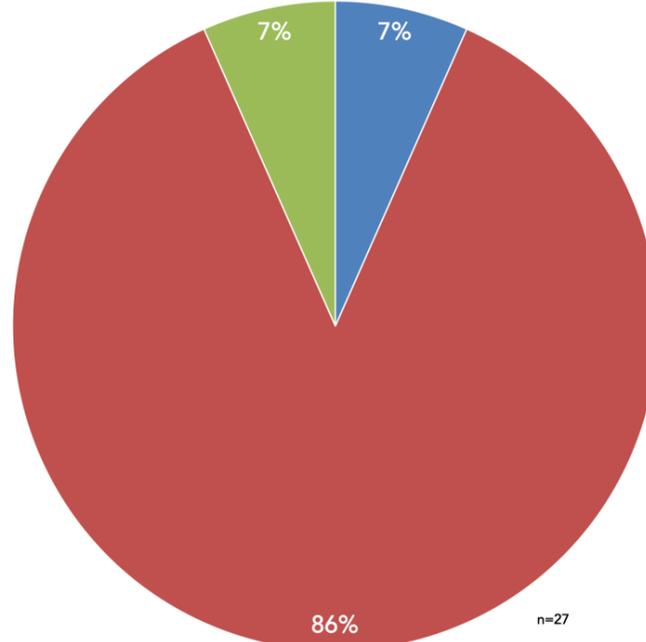


New York City

Changes in Staff Responsibilities

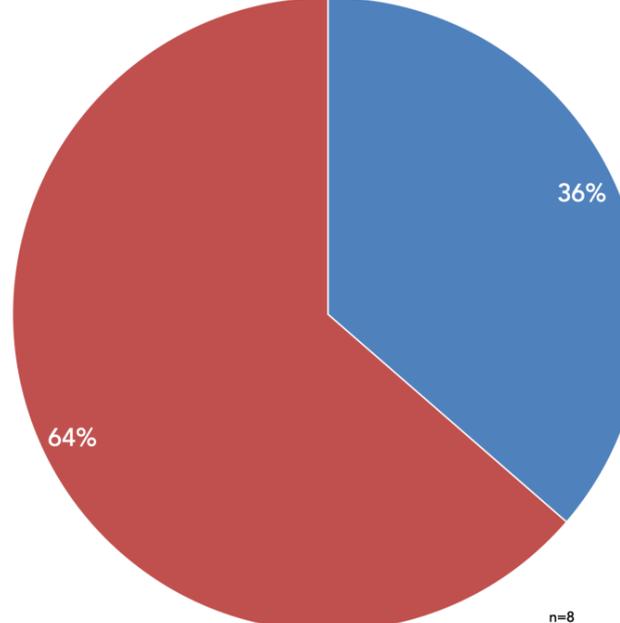


Hired New Staff

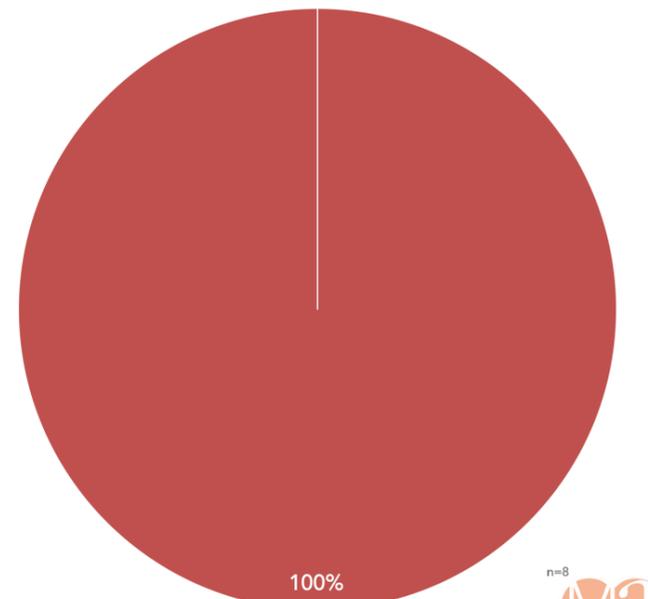


North Country

Changes in Staff Responsibilities



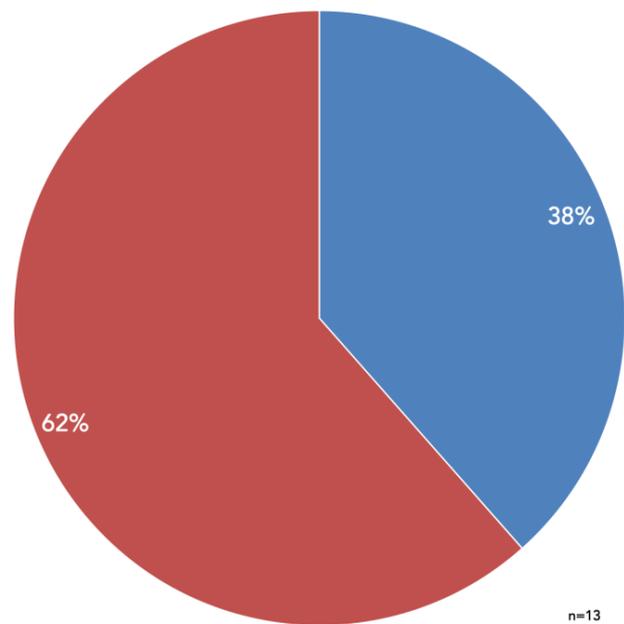
Hired New Staff



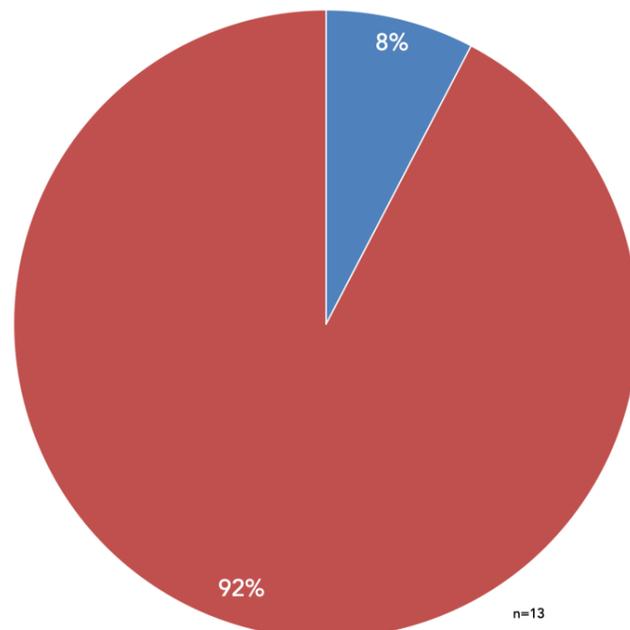
Yes No Not Sure

Southern Tier

Changes in Staff Responsibilities

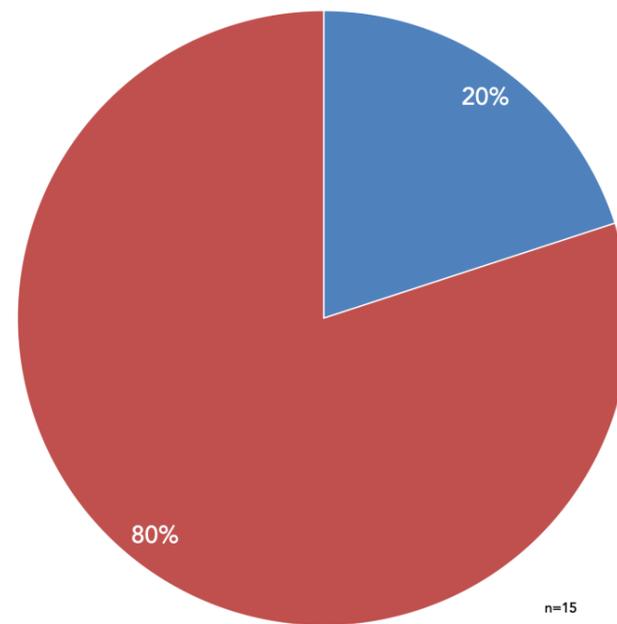


Hired New Staff

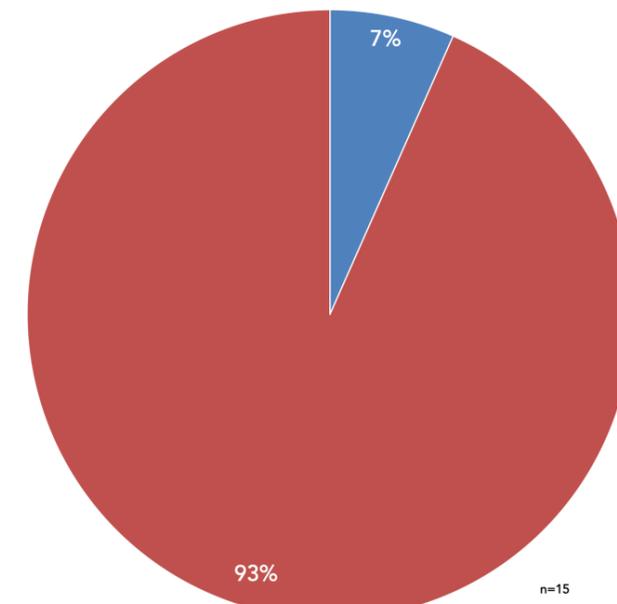


Western Region

Changes in Staff Responsibilities

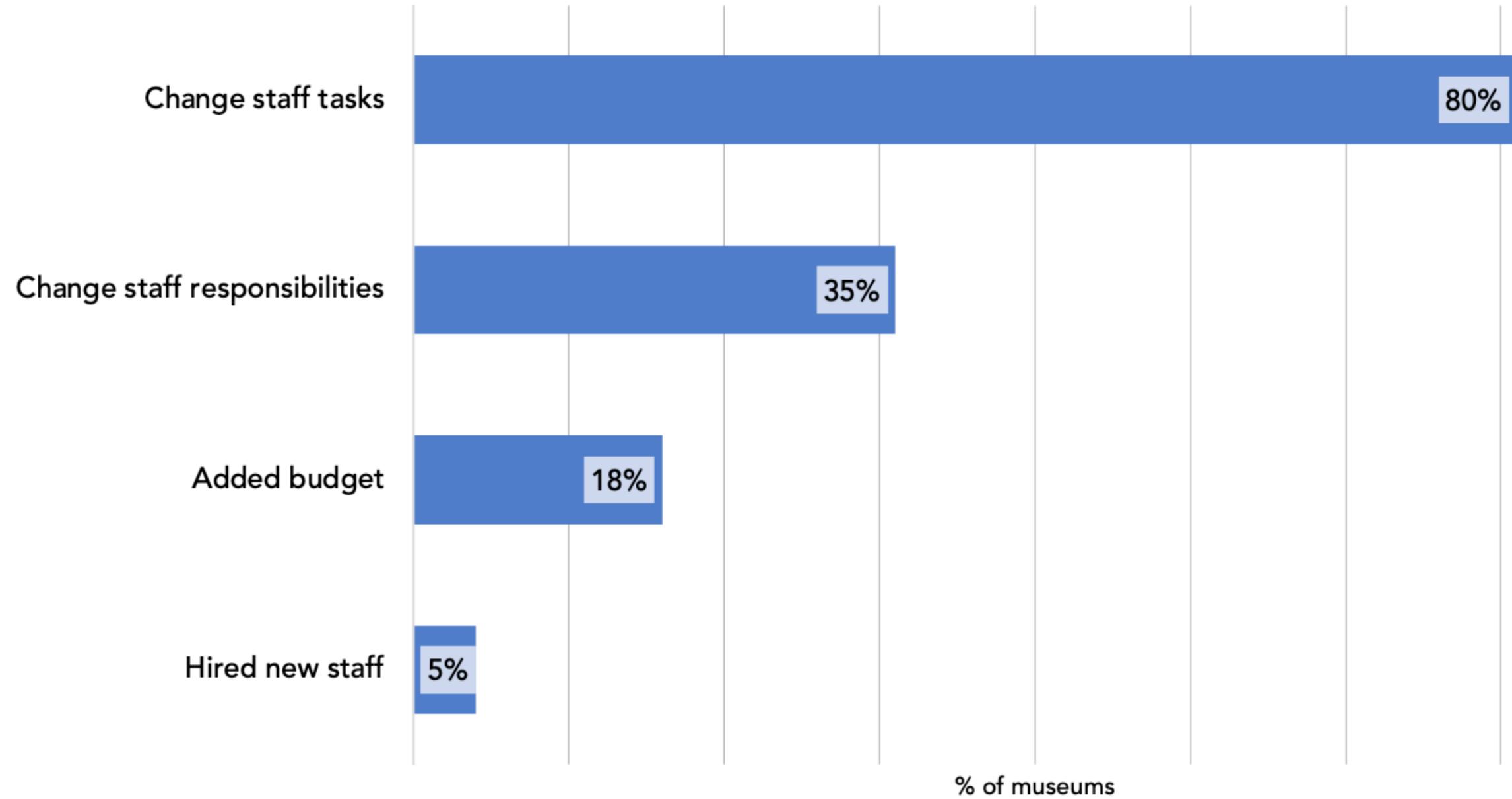


Hired New Staff



# Change in use of resources for digital activities

New York State



n=177



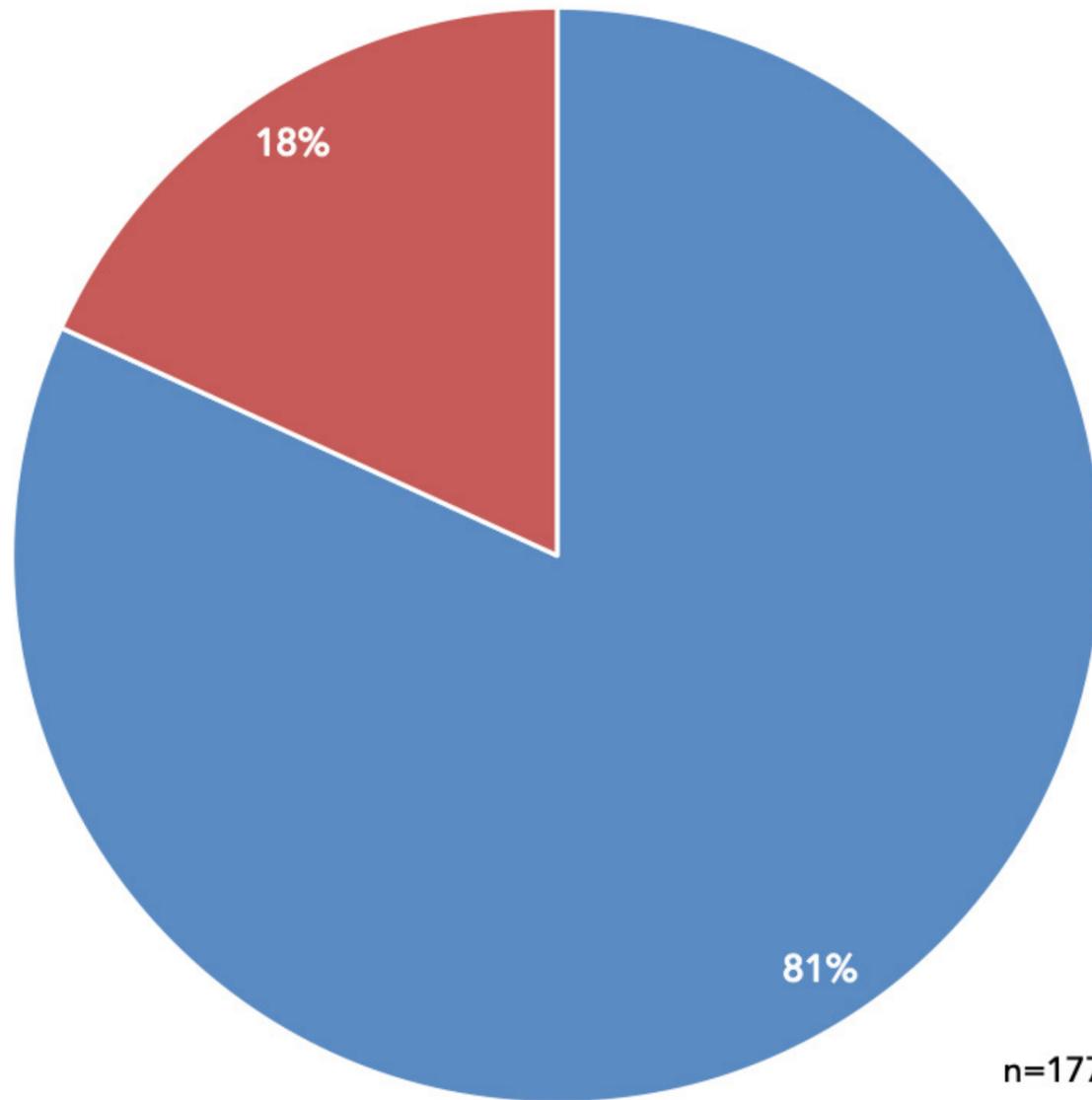
# Social Media

New York State

As connections with audiences went from physical to virtual, the vast majority of museum staff took advantage of the platform with which they were most familiar. In our 2019 State of NY State Museums survey, 37% of respondents reported using Facebook and 22% reported using Instagram.

One year later this impact study shows a 30% increase in Facebook and a 4% increase in Instagram.

Social media use since COVID-19



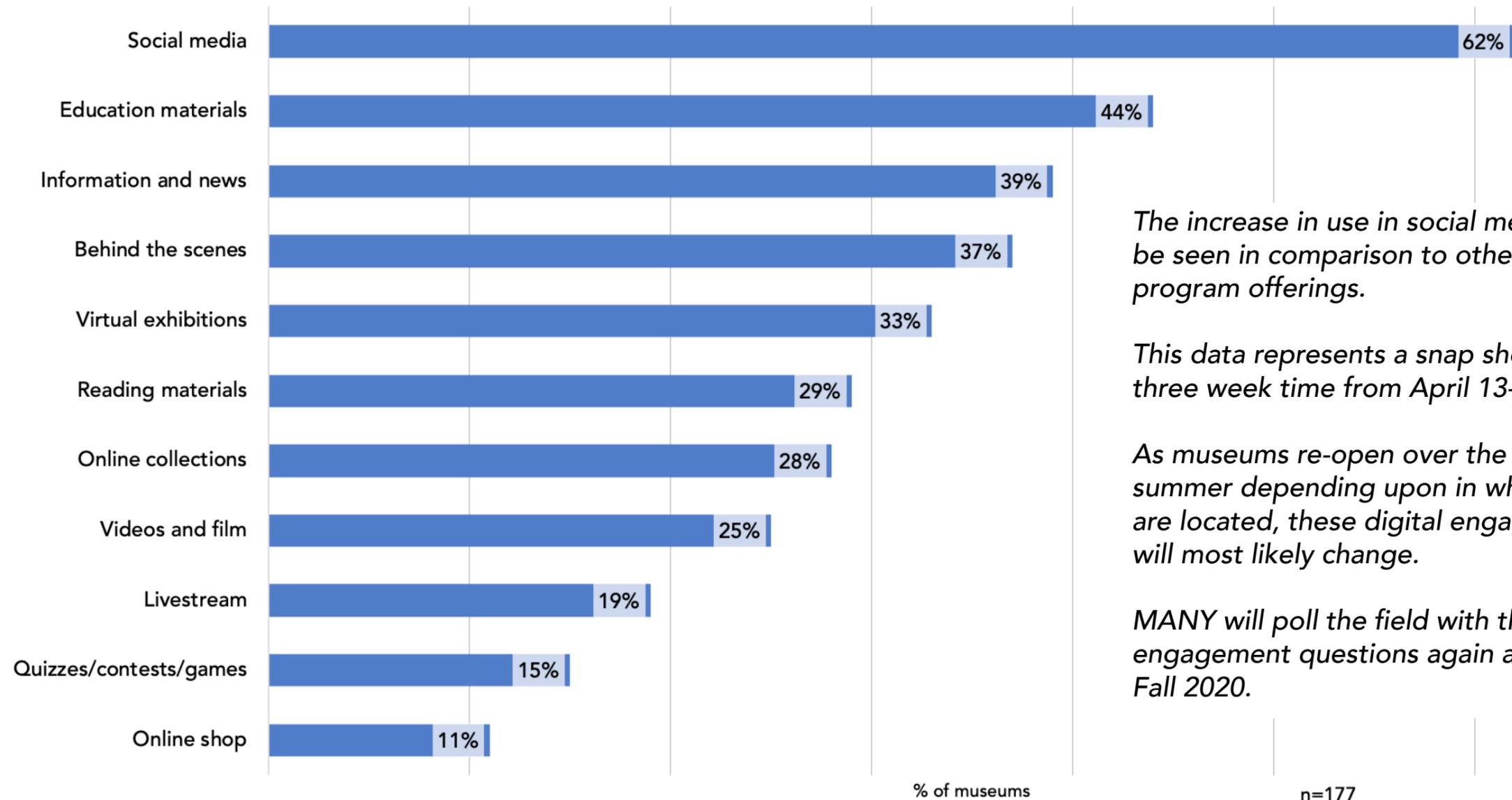
Since COVID-19, which social media platform has been the most engaging?



# Audience Engagement

New York State

Which digital activities does your audience engage with the most?



*The increase in use in social media can also be seen in comparison to other virtual program offerings.*

*This data represents a snap shot of activity in three week time from April 13-May 1, 2020.*

*As museums re-open over the course of the summer depending upon in which region you are located, these digital engagement metrics will most likely change.*

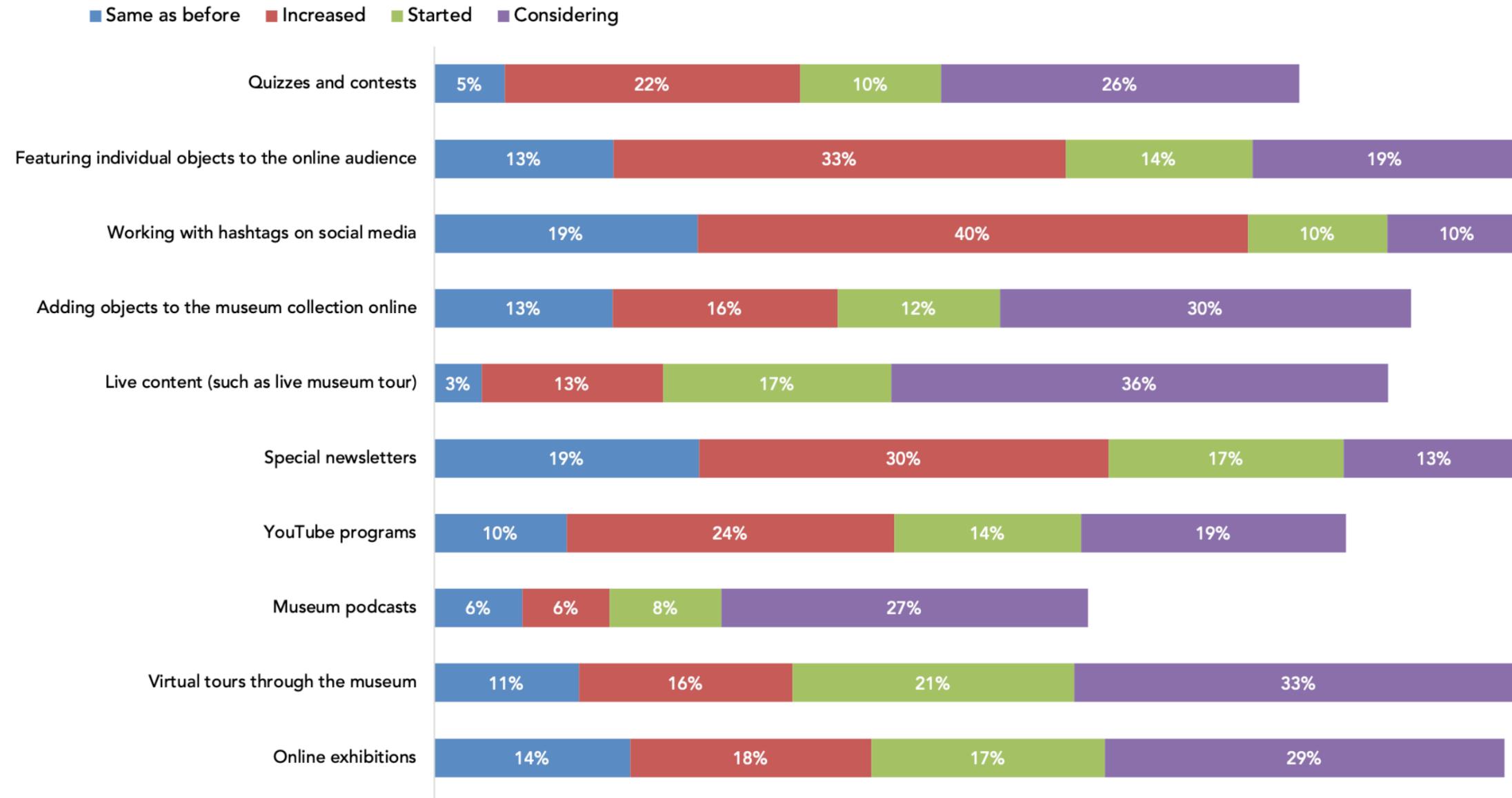
*MANY will poll the field with these digital engagement questions again as we approach Fall 2020.*



# Changes in Online Programming

New York State

Since COVID-19, how has your online programming changed?



# Alphabetical List of Respondents

1741 Mesier Homestead and Museum  
1816 Farmington Quaker Meetinghouse Museum  
1915 Erie Station  
Albany Institute of History & Art  
Albright-Knox Art Gallery  
All Things Oz Museum  
Alley Pond Environmental Center  
Almanzo & Laura Ingalls Wilder Association  
American Museum of Natural History  
Antique Wireless Museum  
Arkell Museum  
Arnot Art Museum  
Bartow-Pell Mansion Museum  
Bertha V.B. Lederer Gallery  
Binghamton University Art Museum  
Boscobel House & Gardens  
Brick Tavern Museum  
Bronx Children's Museum  
Brooklyn Historical Society  
Buffalo Museum of Science  
Cayuga Museum of History and Art  
Chemung County Historical Society  
Chenango County Historical Society & Museum  
Children's Museum of the Arts  
Clinton County Historical Association & Museum  
CNY Living History Center  
Cooper Hewitt, Smithsonian Design Museum  
Cradle of Aviation Museum  
Cutchogue New Suffolk  
    Historical Council Village Green  
D&H Canal Historical Society  
Dansville Area Historical Society  
Darwin R. Barker Historical Museum  
Das Haus German Heritage Museum  
Dodge Pratt Northam Art and Community Center  
Dunkirk Historical Museum  
Dutchess County Art Association/Barrett Art Center  
El Museo del Barrio  
Ellenville Public Library & Museum  
Erie Canal Museum  
Everson Museum of Art  
FASNY Museum of Firefighting  
Fenimore Art Museum  
Finger Lakes Boating Museum  
Fly Creek Area Historical Society  
Frances Young Tang Teaching Museum  
    and Art Gallery  
Franklin County Historical and Museum Society  
Fulton County Historical Society  
Genesee Country Village & Museum  
Geneva Historical Society  
George Eastman Museum  
Glenn Curtiss Museum  
Greece Historical Society and Museum  
Ganondagan State Historic Site  
Hallockville Museum Farm  
Hart Cluett Museum  
Herschell Carrousel Factory Museum  
Historic House Trust of NYC  
Historical Society of Woodstock Eames  
    House Museum  
HMIG: Burden Iron Works Museum  
Hofstra University Museum of Art  
Holland Land Office Museum  
Honeoye Falls - Town of Mendon Historical Society  
Hudson River Maritime Museum  
Hudson River Museum  
Hurley Heritage Society  
International Print Center New York  
Intrepid Museum  
Irish American Heritage Museum  
Iroquois Indian Museum  
Katonah Museum of Art  
Kent Delord House Museum  
King Manor  
Lewis County Historical Society  
Long Island Children's Museum  
Long Island Explorium  
Longyear Museum of Anthropology,  
    Colgate University  
Louis Miller Museum  
Mayfield Historical Society/Rice Homestead  
Morris-Jumel Mansion  
Mount Vernon Hotel Museum & Garden  
Munson-Williams-Proctor Arts Institute  
Museum at Eldridge Street  
Museum at the Cazenovia Public Library  
Museum of Innovation and Science  
Museum of the City of New York  
Nanticoke Valley Historical Society  
Nassau County Firefighters Museum  
National Baseball Hall of Fame and Museum  
National Bottle Museum  
National Museum of the American Indian, Smithsonian  
New York Museum of Transportation  
Newark-Arcadia Museum  
Niagara Aerospace Museum  
North Creek Railway Depot Museum  
North Shore Historical Museum  
North Tonawanda History Museum  
Northport Historical Society and Museum  
Nunda Historical Society  
NYC Fire Museum  
NYS Museum  
Ogden Historical Society  
Olana State Historic Site  
Old Fort Niagara  
Old Westbury Gardens  
Oneida Community Mansion House  
Oysterponds Historical Society  
Parrish Art Museum  
Penn Dixie Fossil Park & Nature Reserve  
Planting Fields Foundation  
Plaza Art Gallery, Nassau Community College  
Poster House  
Potsdam Public Museum  
Preservation Long Island  
Putnam History Museum  
Queens Botanical Garden  
Richardson Bates House Museum  
Rochester Museum & Science Center  
Rome Historical Society  
Sackets Harbor Battlefield State Historic Site  
Samuel Dorsky Museum of Art / SUNY New Paltz  
Sanborn-Lewiston Farm Museum  
Saranac Laboratory Museum  
Saratoga Automobile Museum  
Saratoga County Historical Society  
Saratoga Springs History Museum  
Schweinfurth Art Center  
Science Museum of Long Island  
Sciencenter Discovery Museum  
Seneca Museum of Waterways and Industry  
Seward House Museum  
Skaneateles Historical Society  
Smithtown Historical Society & House Museums  
Somers Historical Society  
Sonnenberg Gardens and Mansion State Historic Park  
Southampton History Museum  
Southeast Museum  
Southold Historical Society  
Staatsburgh State Historic Site  
Staten Island Children's Museum  
Staten Island Museum  
Steinberg Museum of Art, LIU  
Stephentown Heritage Center  
Stepping Stones - Historic Home of Bill & Lois Wilson  
Swiss Institute  
Tanglewood Nature Center & Museum  
Tenement Museum  
The Bowne House Historical Society Inc  
The Buffalo History Museum  
The Children's Museum at Saratoga  
The Discovery Center of the Southern Tier  
The History Center in Tompkins County  
The Hyde Collection  
The Marion Museum  
The Metropolitan Museum of Art  
The Rockwell Museum  
The Sembrich  
The Stephen and Harriet Myers Residence  
The Strong National Museum of Play  
The Walter Elwood Museum  
Theodore Roosevelt Inaugural National Historic Site  
Thomas Cole National Historic Site  
Three Village Historical Society  
Town of Onondaga Historical Society Museum  
Unadilla Historical Museum  
Warren County Historical Society  
Warrensburgh Museum of Local History  
Waterford Historical Museum and Cultural Center  
Waterville Historical Society  
Westchester Children's Museum  
Westhampton Beach Historical Society  
World Awareness Children's Museum  
Yager Museum of Art & Culture  
  
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