

# EXPANDING ACCESS AND INCLUSION THROUGH MEMBERSHIP

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AMERICAN MUSEUM MEMBERSHIP CONFERENCE

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# WOODLAND PARK ZOO

Total Member Households  
**36,000**

Annual Attendance  
**1.4 million**

Annual Member Visitation  
**478,000**



**STEPHANIE WILKES**  
Membership Manager



# CALIFORNIA ACADEMY OF SCIENCES

Total Member Households

**47,000**

Annual Attendance

**1.3 million**

Annual Member Visitation

**412,000**



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**MINDEE KASHIWAGI**

Director of Membership



# CINCINNATI ZOO & BOTANICAL GARDEN

Total Member Households

**68,978**

Annual Attendance

**1.8 million**

Annual Member Visitation

**900,000**



**RHIANNON HOEWELER**

Vice President of Visitor Experience,  
Strategy, and FUN



# PÉREZ ART MUSEUM MIAMI

Total Member Households

**6,600**

Annual Attendance

**300,000**

Annual Member Visitation

**16,000**



**MEGHAN McCAULEY**

Membership Manager



<b>ORGANIZATION</b>	<b>Woodland Park Zoo</b>	<b>California Academy of Sciences</b>	<b>Cincinnati Zoo &amp; Botanical Garden</b>	<b>Pérez Art Museum Miami</b>
<b>PROGRAM/LEVEL NAME</b>	<b>Explorer Pass</b>	<b>Community Value Membership</b>	<b>Zoo Access for All</b>	<b>PAMM Student Pass</b>
<b># OF MEMBERSHIPS</b>	490	3,723	2975	1,600
<b>% OF TOTAL MEMBERSHIPS</b>	1%	7%	4%	24%
<b># OF MEMBERSHIPS PER YEAR</b>	NA, 7 months into year 1	Over 3,000 year 1, ~1,000 so far in year 2	Approx. 2500 -2800	NA, still in year 1
<b>RENEWALS: # or %</b>	NA	1,198 renewals or renewal upgrades	115	6%
<b>WHEN STARTED</b>	Application August 2018, for purchase September 2018	August 2017	October 2017	March 2018

<b>ORGANIZATION</b>	<b>Woodland Park Zoo</b>	<b>California Academy of Sciences</b>	<b>Cincinnati Zoo &amp; Botanical Garden</b>	<b>Pérez Art Museum Miami</b>
<b>PROGRAM/LEVEL NAME</b>	<b>Explorer Pass</b>	<b>Community Value Membership</b>	<b>Zoo Access for All</b>	<b>PAMM Student Pass</b>
<b>PRICE</b>	\$35	Started at \$129, adjusted to \$159 in November 2018 (as low as \$6/month on payment plan)	\$35 price point for FY2019, increased to \$40 as of January 2019	\$0
<b>WHO COVERED</b>	Up to 2 named adults and children age 18 and under (6 children included); same benefits as Annual Pass level	2 adults and their children; allows 220+ days of access a year	Up to 2 named adults and children/grandchildren age 18 and under (limit 8); same benefits as Family Standard level	Miami-Dade County Public School students pre-K-12 grade + 1 free adult guest
<b>REQUIREMENTS/ VERIFICATION</b>	EBT/Washington Quest card OR WIC voucher/appointment folder + photo ID	No verification of income required	SNAP (from any state) + photo ID	None
<b>COMMON INQUIRIES</b>	Why is this no longer available? Why is it only EBT & WIC? Can foster families get this?	What days are not available for me to visit?	Why are other communities groups not able to receive a reduced rate? Is this for the whole year? How long will the offer last?	What about private school/charter/home school? What verification do I need?



**1. What barriers to access does this program focus on?**

**What barriers to access does this program not address?**



**2. Where did this idea start?  
How does it fit with your mission,  
vision, strategic plan?**



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**3. What lessons have been learned so far?**

**4. Are these programs losing or making money?**

**How are funders contributing to this work, if at all?**



# QUESTIONS?



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Membership Manager

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Experience, Strategy, and FUN

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Pérez  
Art  
Museum  
Miami

**M**

**A**

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**M**