



Preposted B1 HOUSTONMUSEUMDISTRICT

Houston Museum District Association
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BUSINESS PLAN

The District

The Houston Museum District is one of the most visited and diverse cultural centers anywhere, attracting visitors of all ages, backgrounds and ethnicities from the Houston area, other parts of the country and abroad. On-site attendance and outreach programs for 19 member museums serve approximately 8 million visits per year. Ten museums are always free, and all provide free times. The District is an important tourism destination, a vital educational resource and a major asset as Houston competes in the global economy.

The Museum District is growing. Starting with 11 member museums in 1997, the District now has 19 member museums within a 1.5 mile radius that provide rich experiences in art, history, culture, nature and science:

Asia Society Texas Center
Children's Museum of Houston
Czech Center Museum Houston
Holocaust Museum Houston
Houston Center for Photography
Houston Zoo
The Jung Center of Houston
The Menil Collection
The Museum of Fine Arts, Houston
Rothko Chapel

Buffalo Soldiers National Museum
Contemporary Arts Museum Houston
DiverseWorks
Houston Center for Contemporary Craft
Houston Museum of Natural Science
The Health Museum
Lawndale Art Center
Museum of African American Culture
Rice Gallery

Houston Museum District Association

The purpose of the Houston Museum District Association (HMDA) is to foster collaboration among museums located in and near Hermann Park and the Montrose area in order to promote the District as a cultural destination, publicize activities at member museums and in the District, conduct programs and events that raise awareness about the District and member museums, and support projects that enhance accessibility and the sense of place. Current programs and projects include:

Museum District Web Site, Mobile Web Site and Visitor Brochure – The District web site www.houstonmuseumdistrict.org provides links to all member museums, a District map and a calendar of exhibits and activities and is the #1 Google search result for "Museum District." The District unveiled a mobile web site that continues to be the main source for museum information for smart devices. The District also publishes a visitor brochure that includes a map, the location and contact information, hours, and brief information about their offerings. The brochure is available at museums, provided to conventions in Houston and distributed throughout the Gulf Coast region.

Way finding signage – The District sponsors comprehensive signs to guide drivers (95 signs) and pedestrians (20 signs) to and around the District.

The Museum Experience – In an effort to create year-round awareness of the District's resources; provide a more intimate, educational experience for visitors and promote the walkability of the area, Museum District Day was replaced with The Museum Experience. The Museum Experience features four walkable "zones" to help visitors navigate through the area and learn more about all 19 museums in a more personal way. On the last Saturday of January, April, July and September, each zone showcases a handful of museums at a time, complete with special programming, pedicabs in select zones and food trucks.

Museum Educators Open House – Each year the District hosts a free open house for educators (public, private and home-school teachers and education students) to learn about education programs offered at more than 40 organizations in the District or in the Houston area.

Collaborations – The District works closely with the Greater Houston Convention & Visitors Bureau and hospitality industry to promote Houston as a tourism destination. The District also has ongoing coordination with Texans for

the Arts, the Texas Medical Center, the Greater Houston Partnership, Montrose Management District, Greater Southeast Management District, Midtown Management District, Museum Park Super Neighborhood, Houston Greeters, Theater District, Miller Outdoor Theatre, South Main Alliance and the Houston Arts Alliance.

Allocations to Museums – The District also allocates the largest share of Hotel Occupancy Tax funds receipts to 11 member museums for marketing and publicizing their offerings for tourism:

- Children's Museum of Houston
- Contemporary Arts Museum Houston
- The Health Museum
- Holocaust Museum Houston
- Houston Museum of Natural Science
- Houston Zoo
- The Jung Center
- Lawndale Art Center
- The Menil Collection
- The Museum of Fine Arts, Houston
- Rice Gallery

Organization

HMDA is a 501 (c) (3) corporation formed on January 27, 1997. The board of directors is comprised of the CEOs of its 19 member museums. Board members take a direct role in committees and task forces including the Executive Committee, PR and Marketing, Signage, and Finance. Additionally, staffs from all museums take an active role in collaborative activities.

Funding

Total operating budgets for the 19 member museums exceed \$200 million and are funded almost completely through private generosity and earned revenues. Private funding supports extensive outreach programs including free hours, and 10 museums that are free all the time.

The Museum District receives approximately \$2.8 million in annual Hotel Occupancy Tax funds from the City of Houston for tourism related promotion. A portion of these funds are used by the District to conduct collaborative activities such as the Museum Experience quarterly events, the visitor brochure and the web site. The largest share is allocated to museums for marketing and publicizing their offerings for tourism.

The District is also funded with contributions from all member museums; foundation grants from The John P. McGovern Foundation; The Wortham Foundation, Inc.; The Brown Foundation, Inc., and corporate sponsorship with Chevron.