

# COVID-19 Impact on NYS Museums

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.



MUSEUM ASSOCIATION  
OF NEW YORK



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



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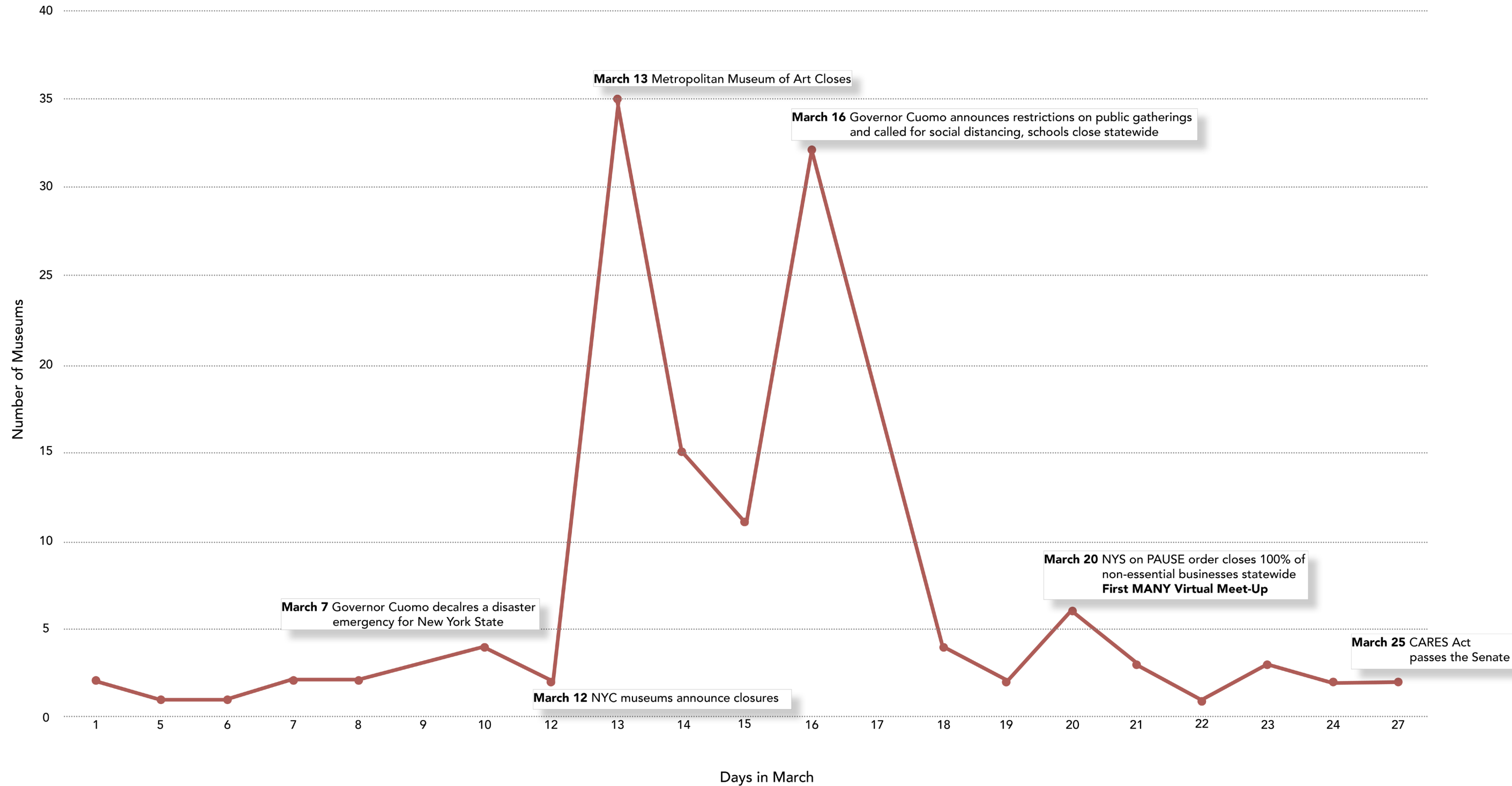
*We share this report with our deepest gratitude to the 177 museums who responded quickly and generously to this call for impact in the midst of one of the most challenging and traumatic times in our nation’s history.*



# 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?



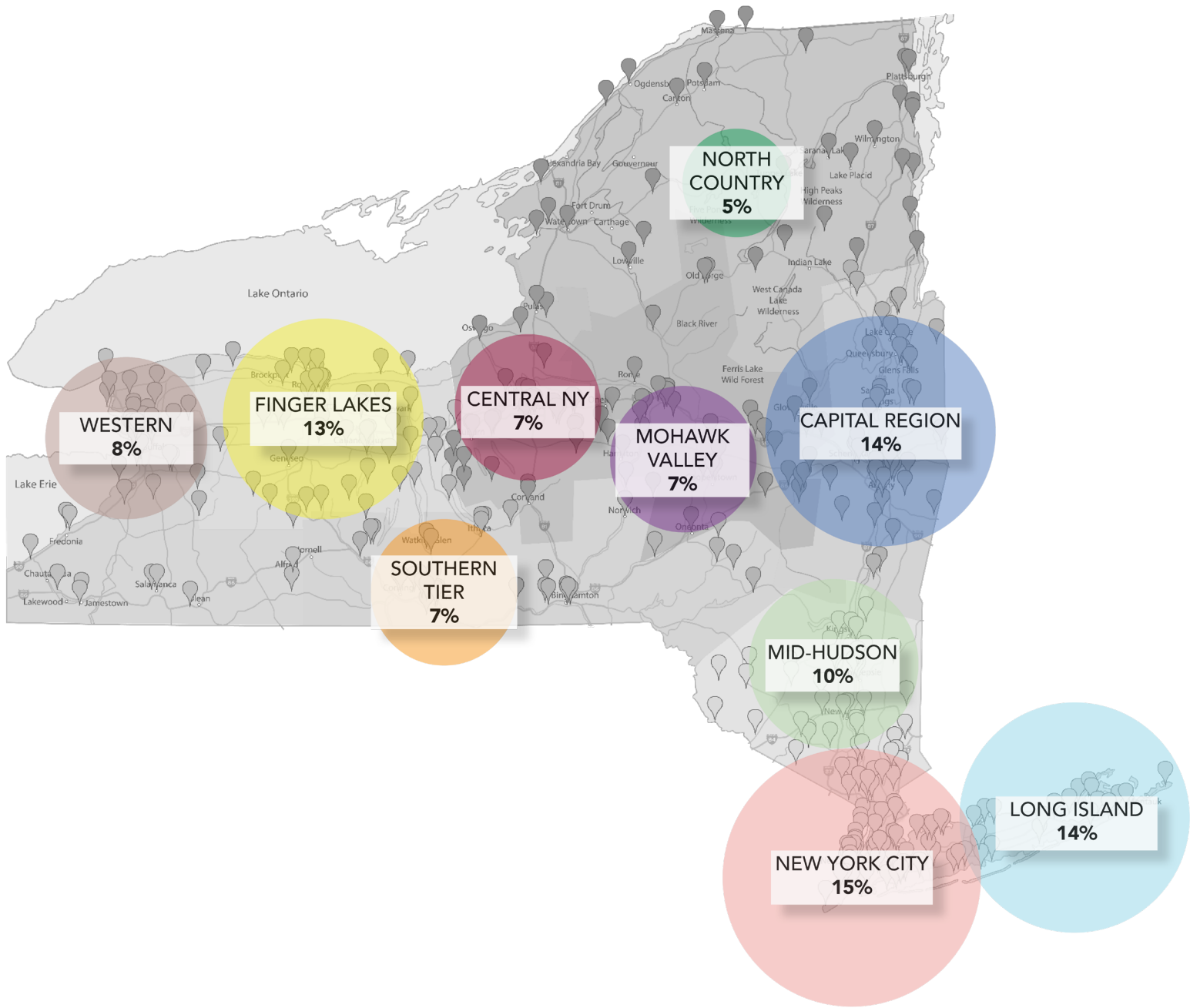
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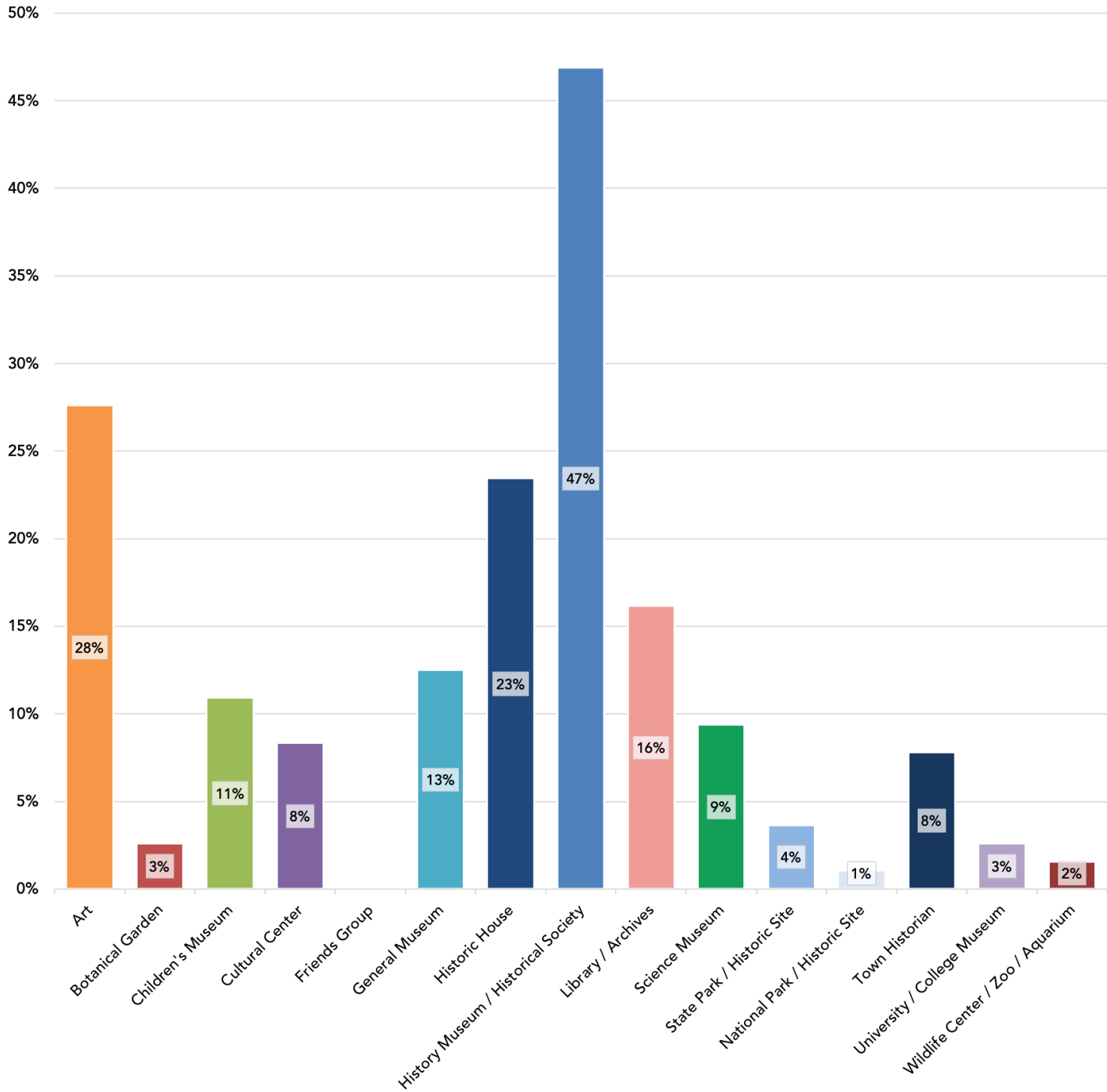


# Survey Participants

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.

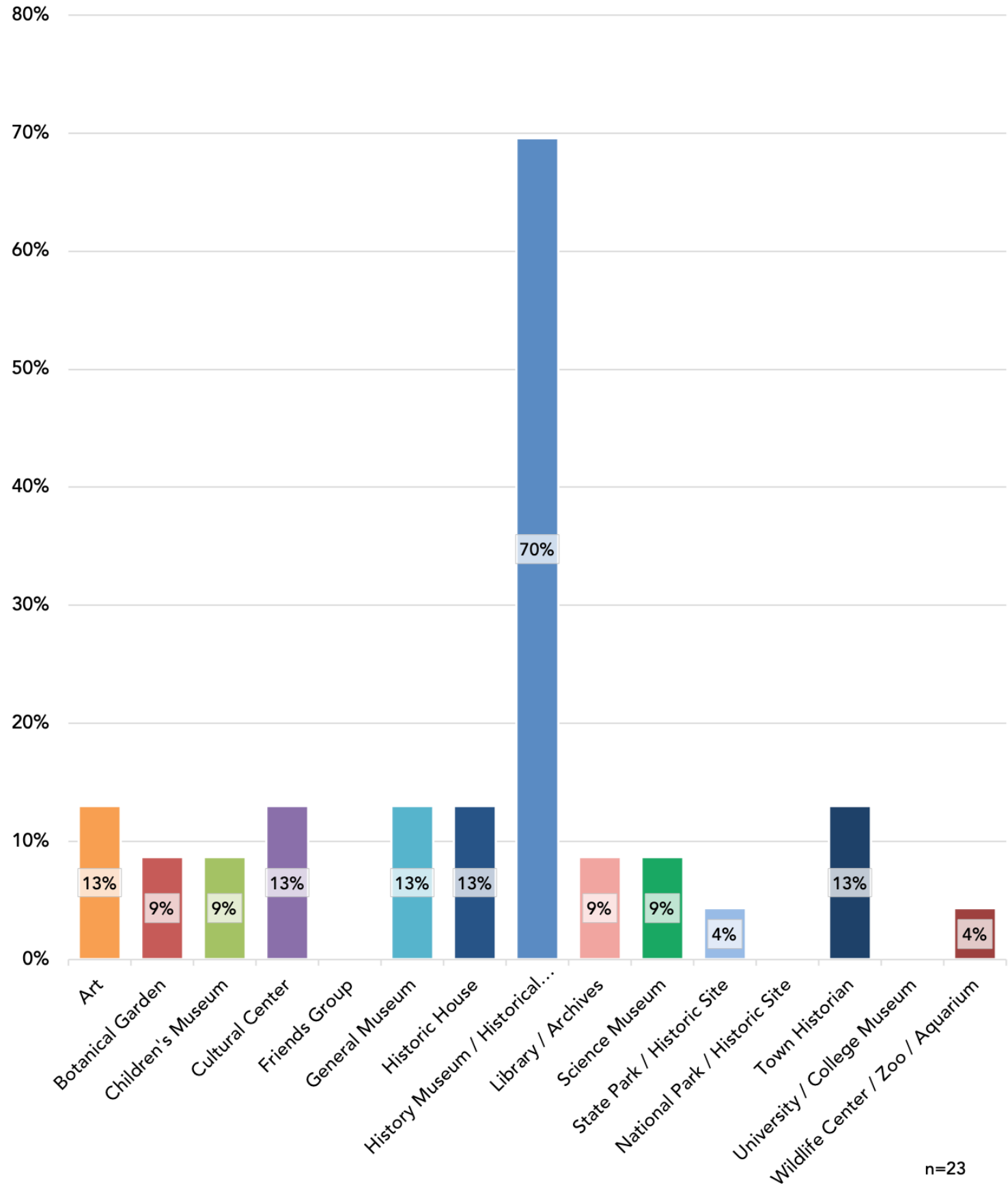
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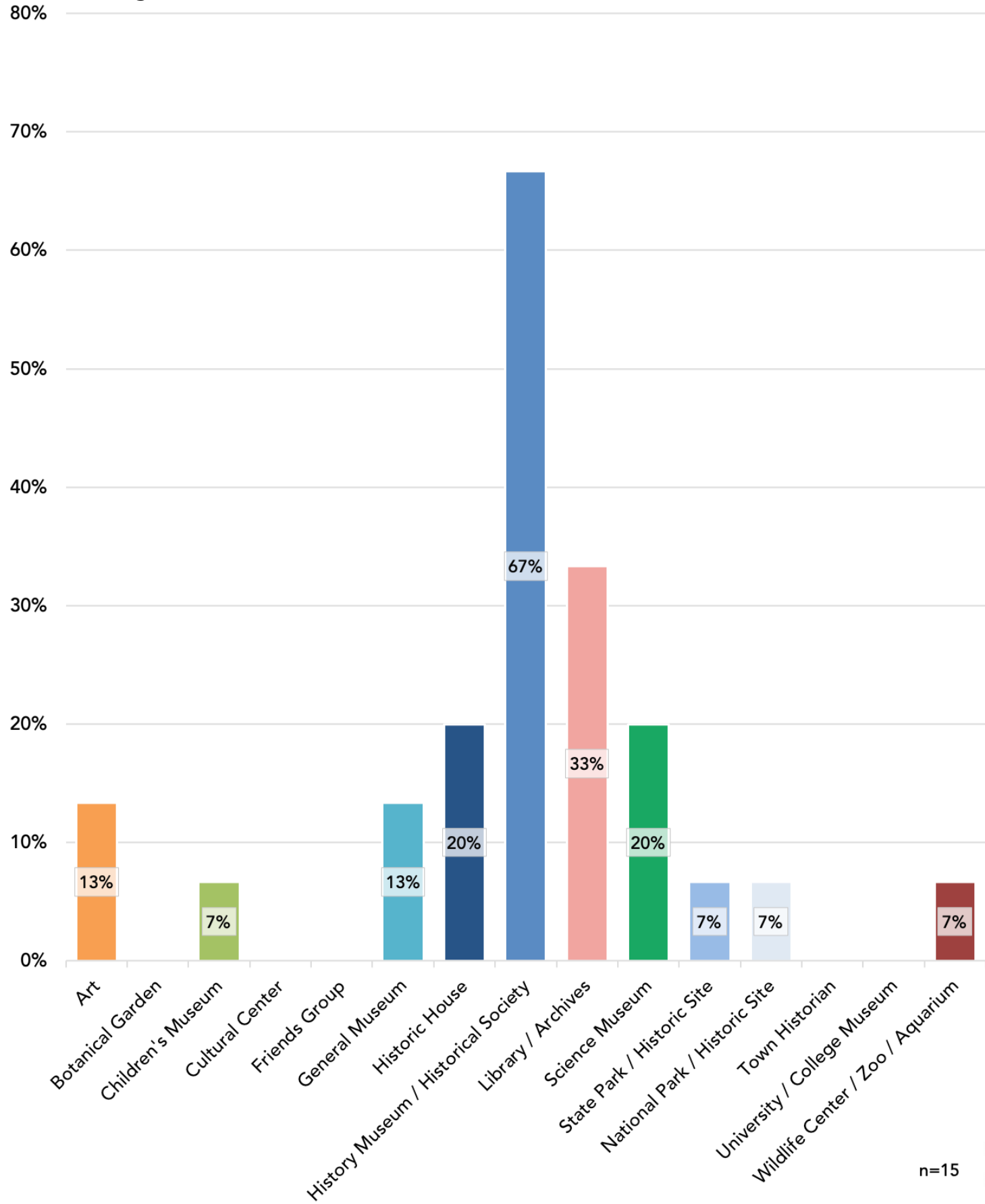


# Response by Museum Type

Finger Lakes

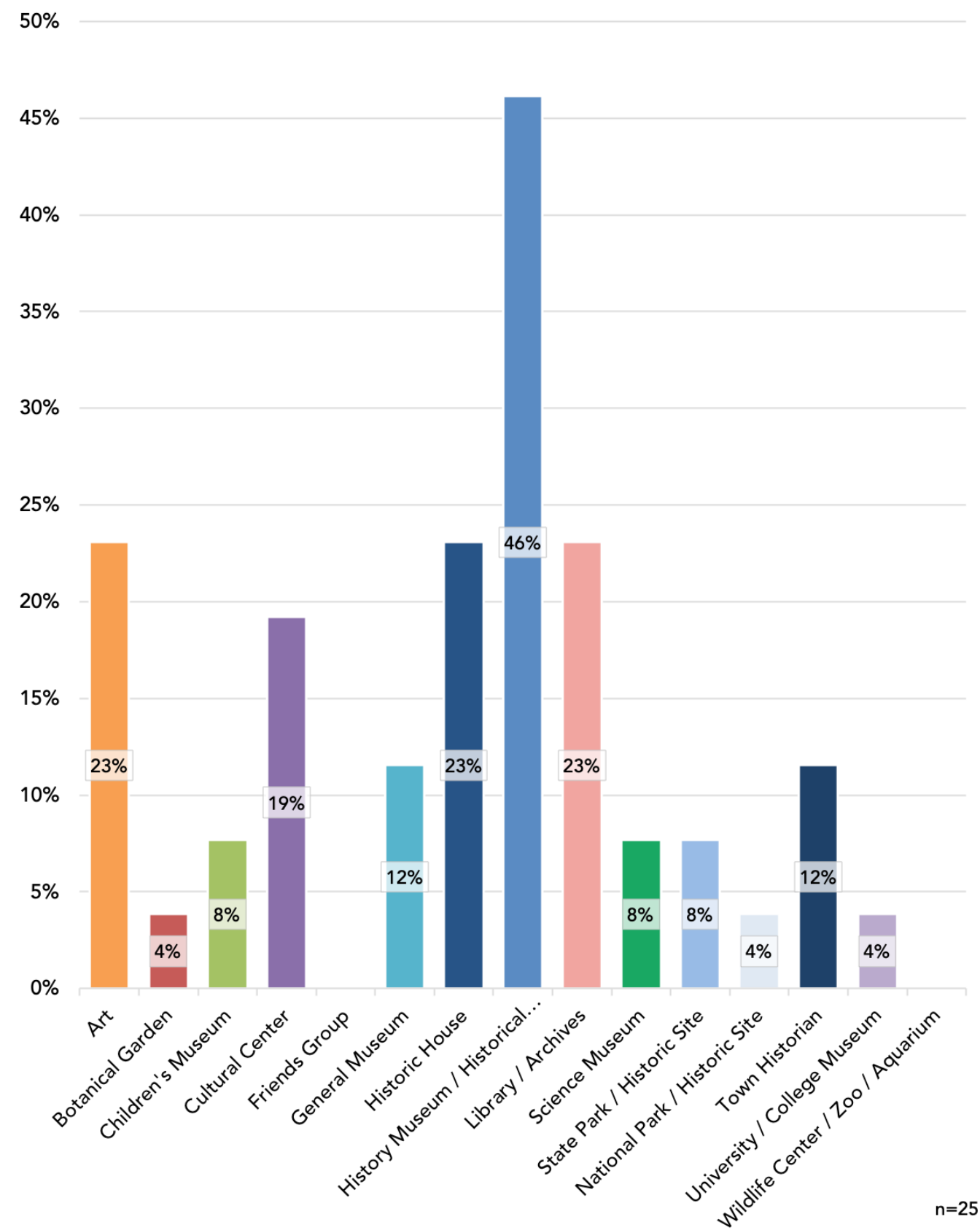


Western Region

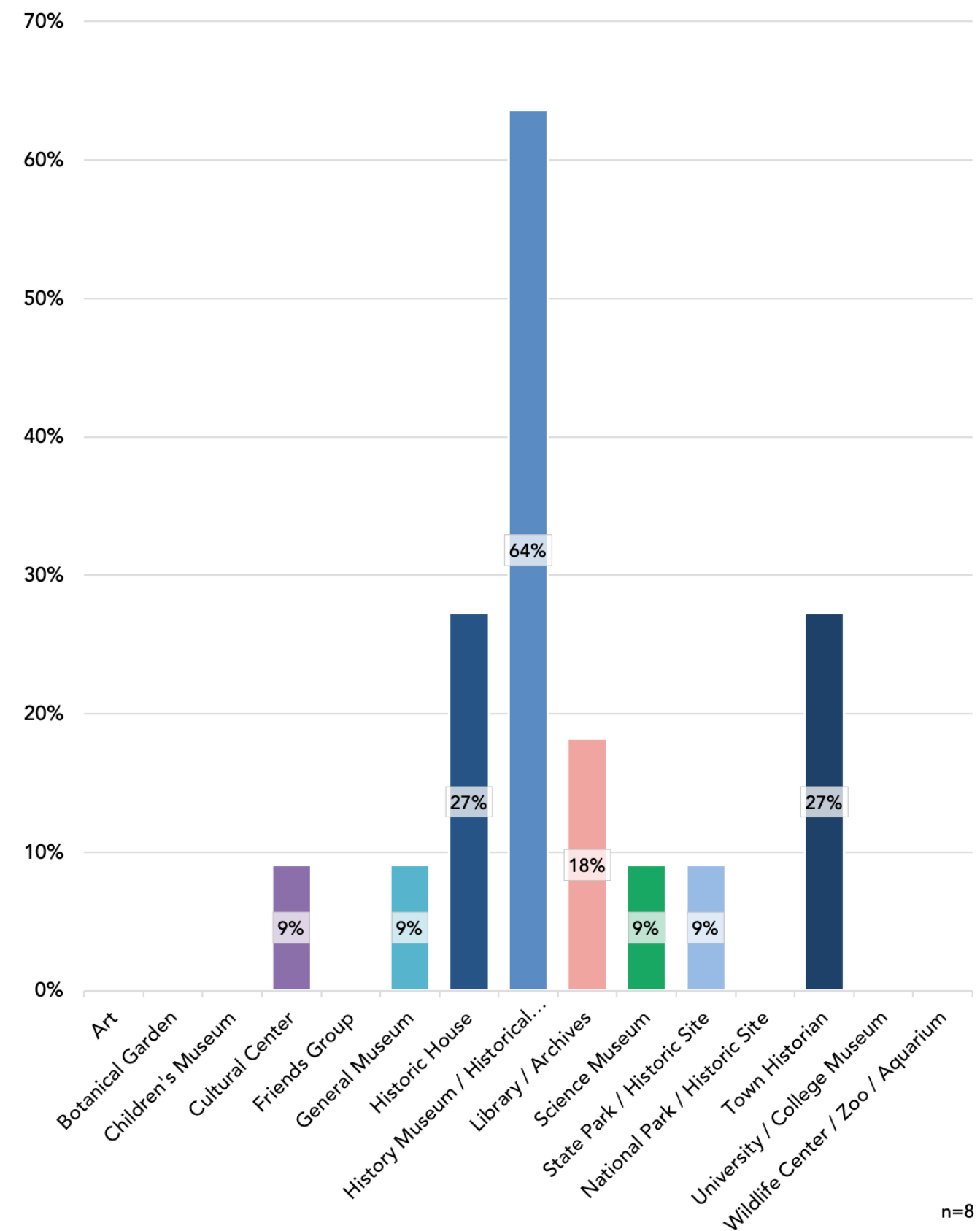




Capital Region

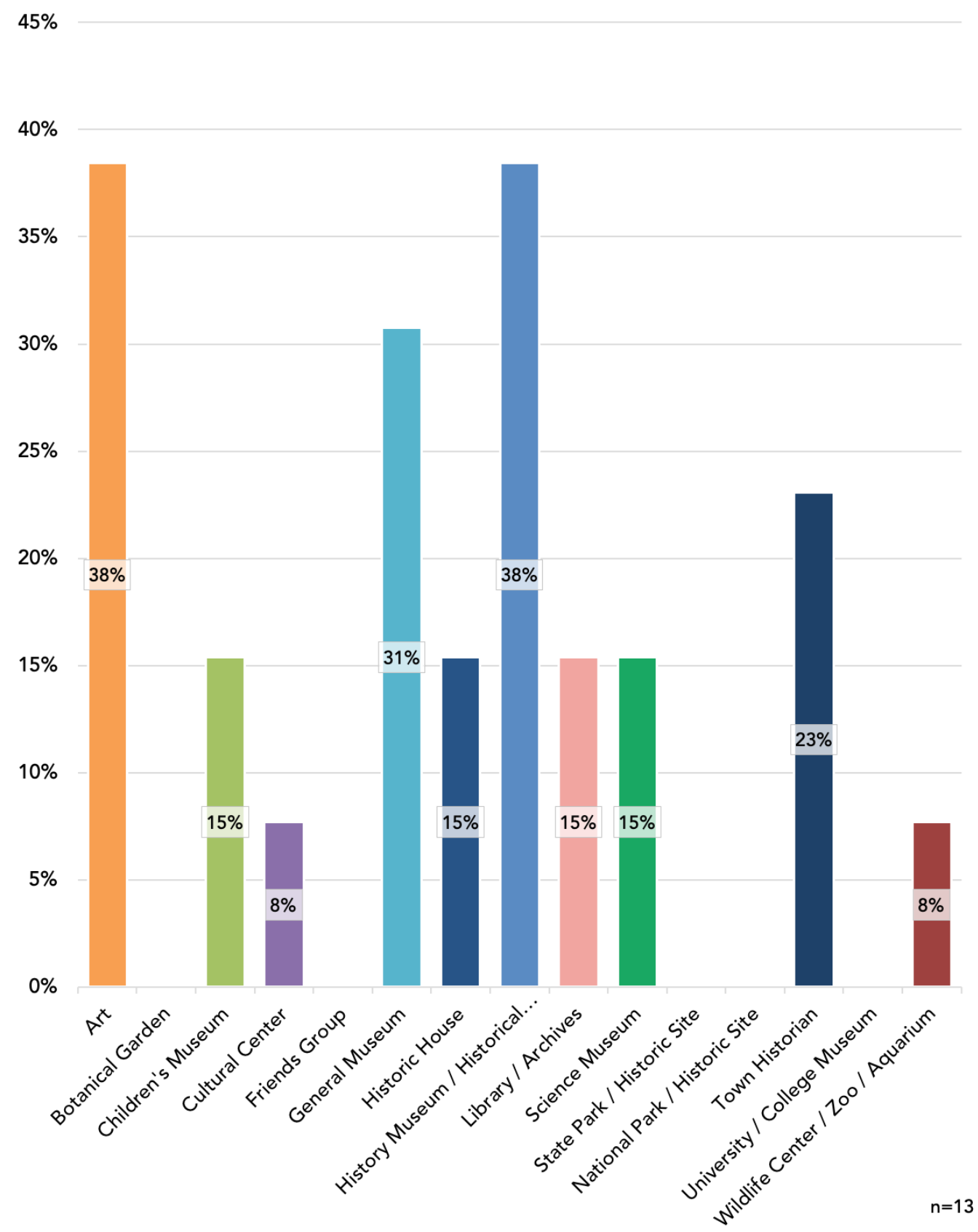


North Country

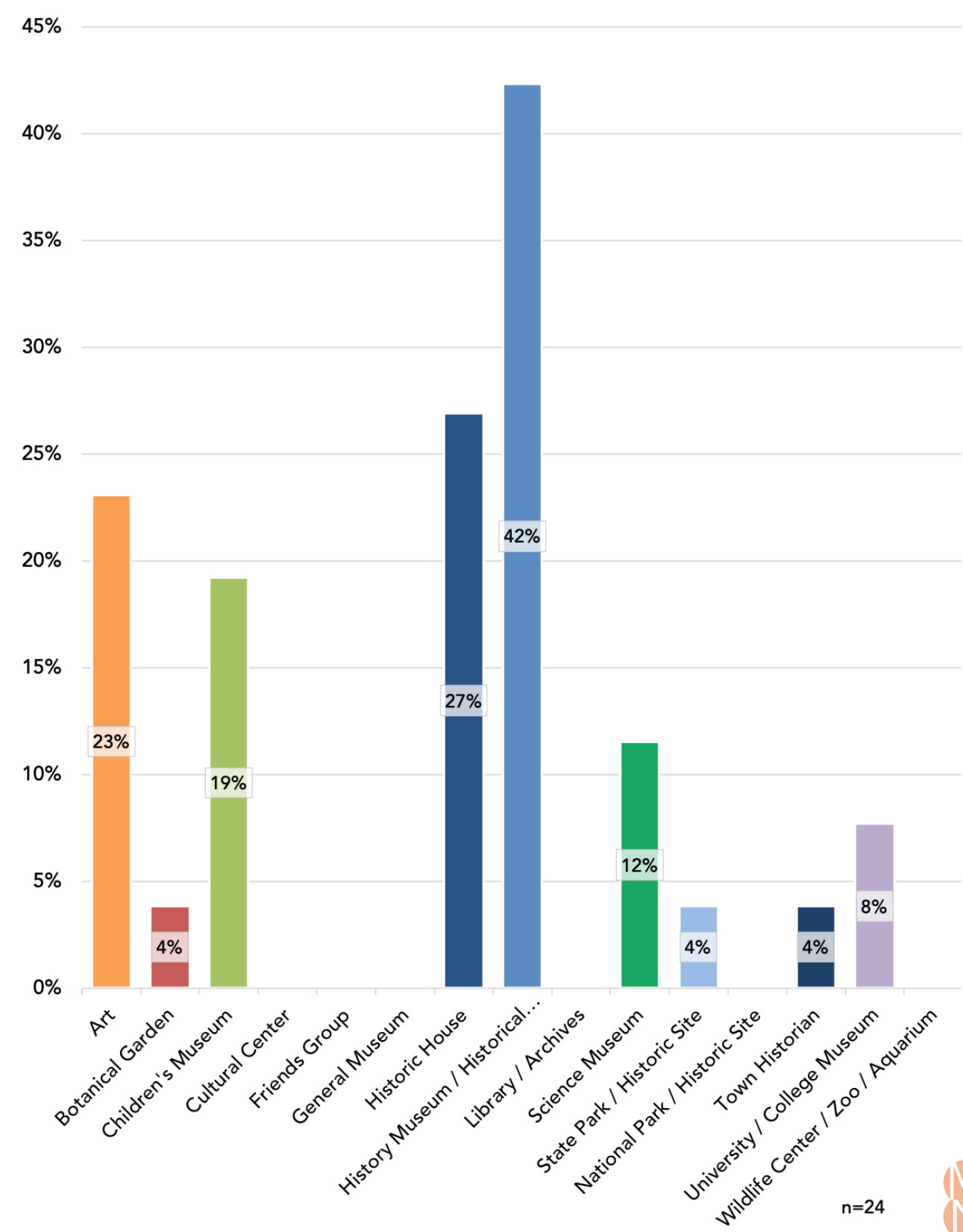




Southern Tier

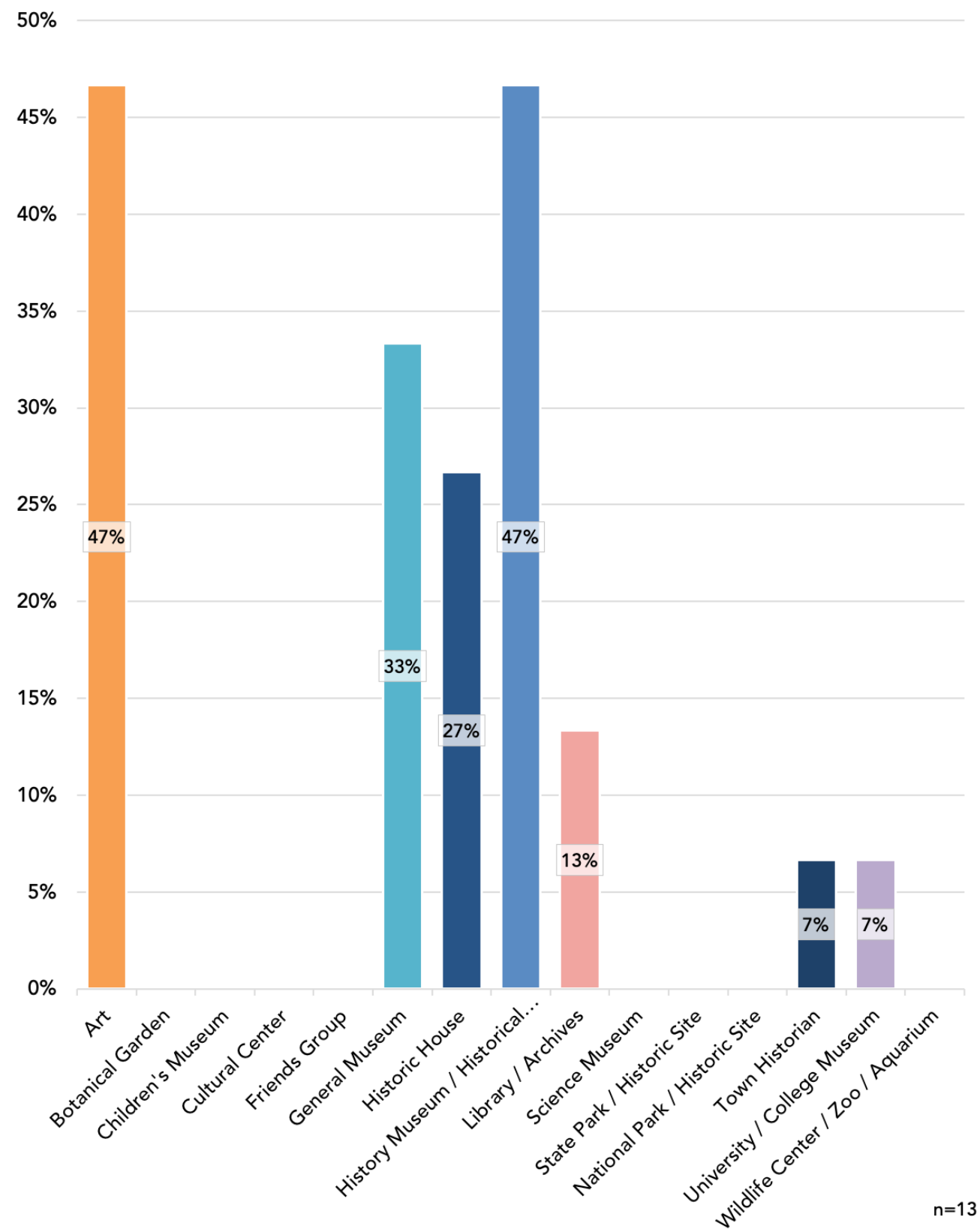


Long Island

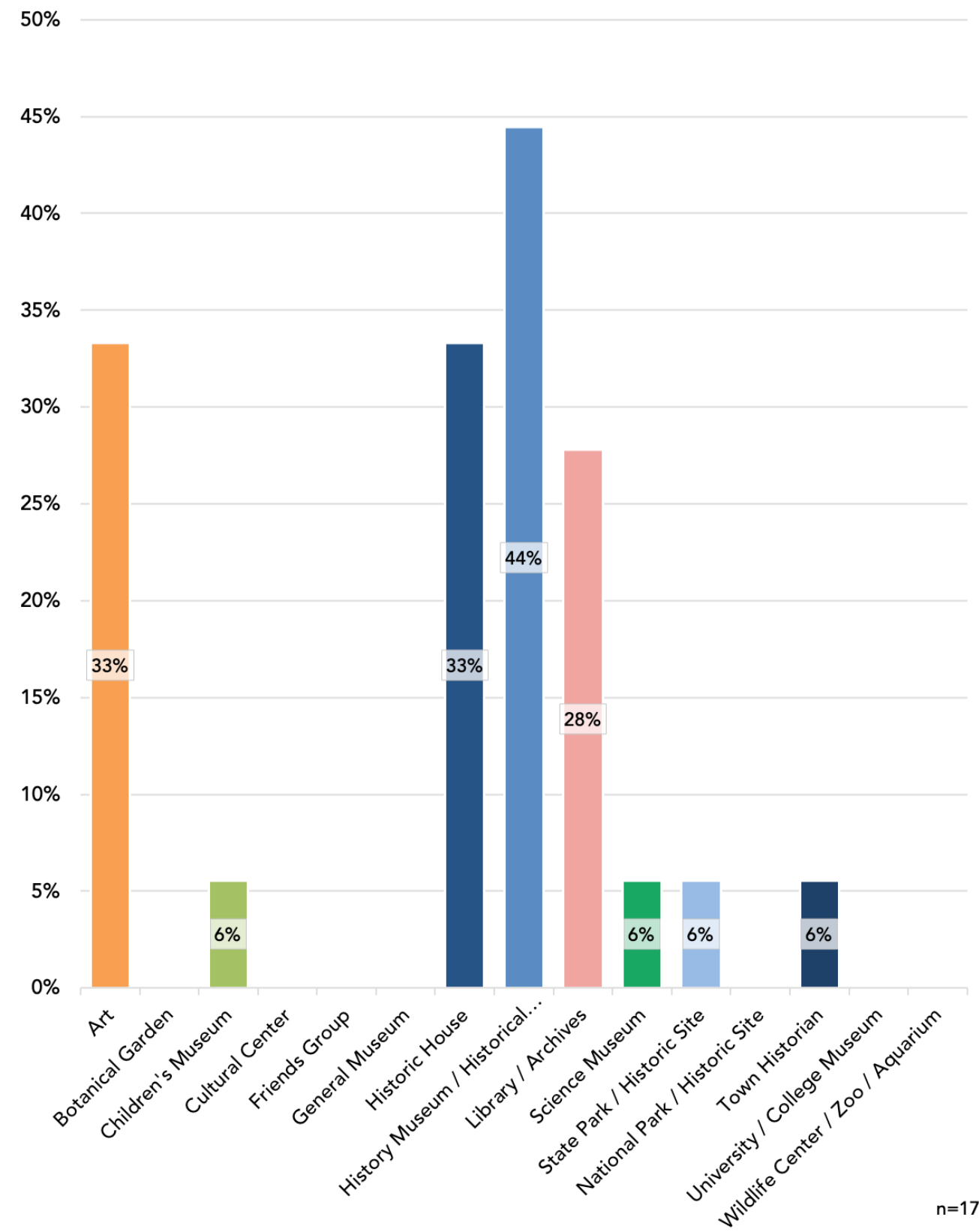




Central NY

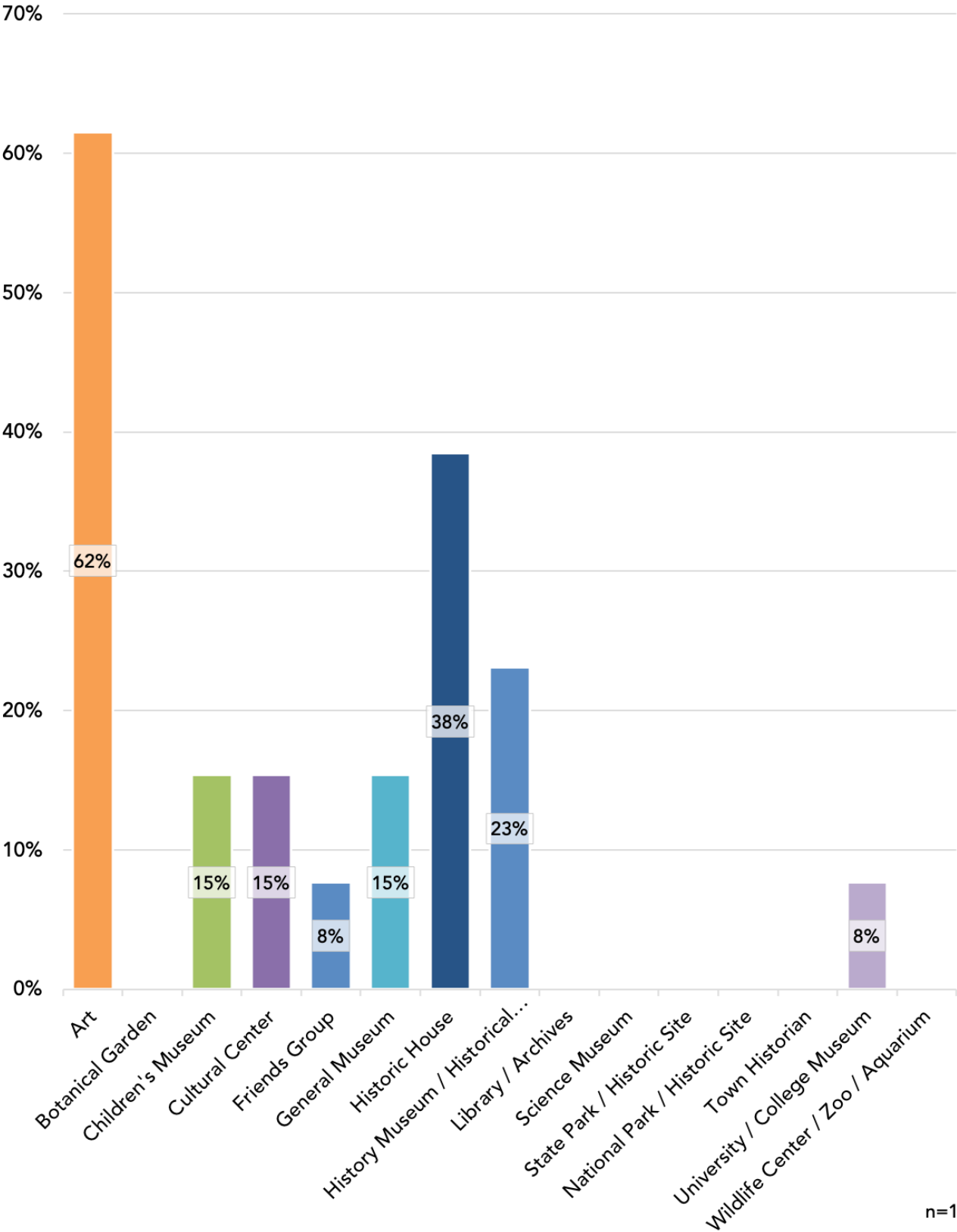


Mid-Hudson



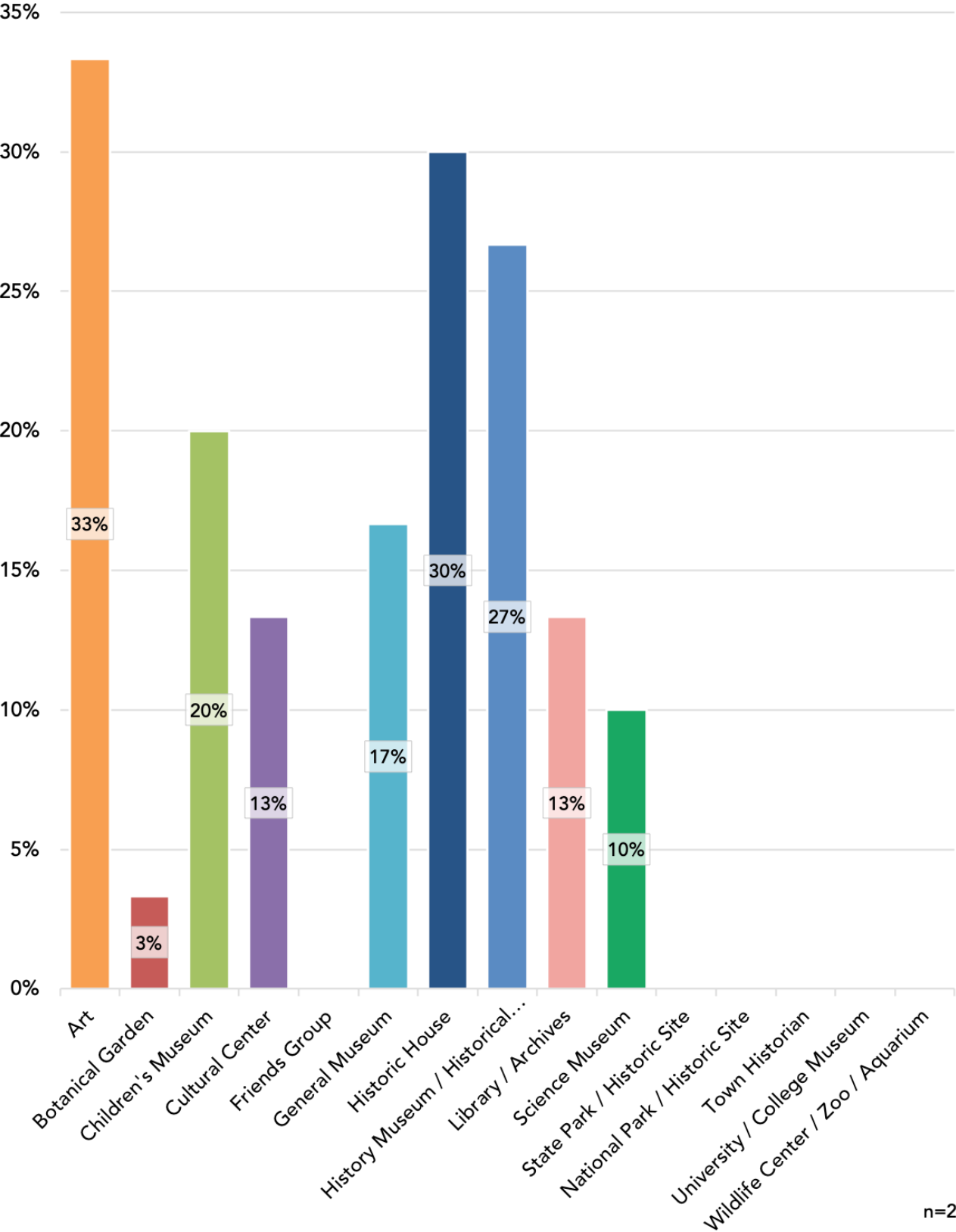


Mohawk Valley



n=12

New York City



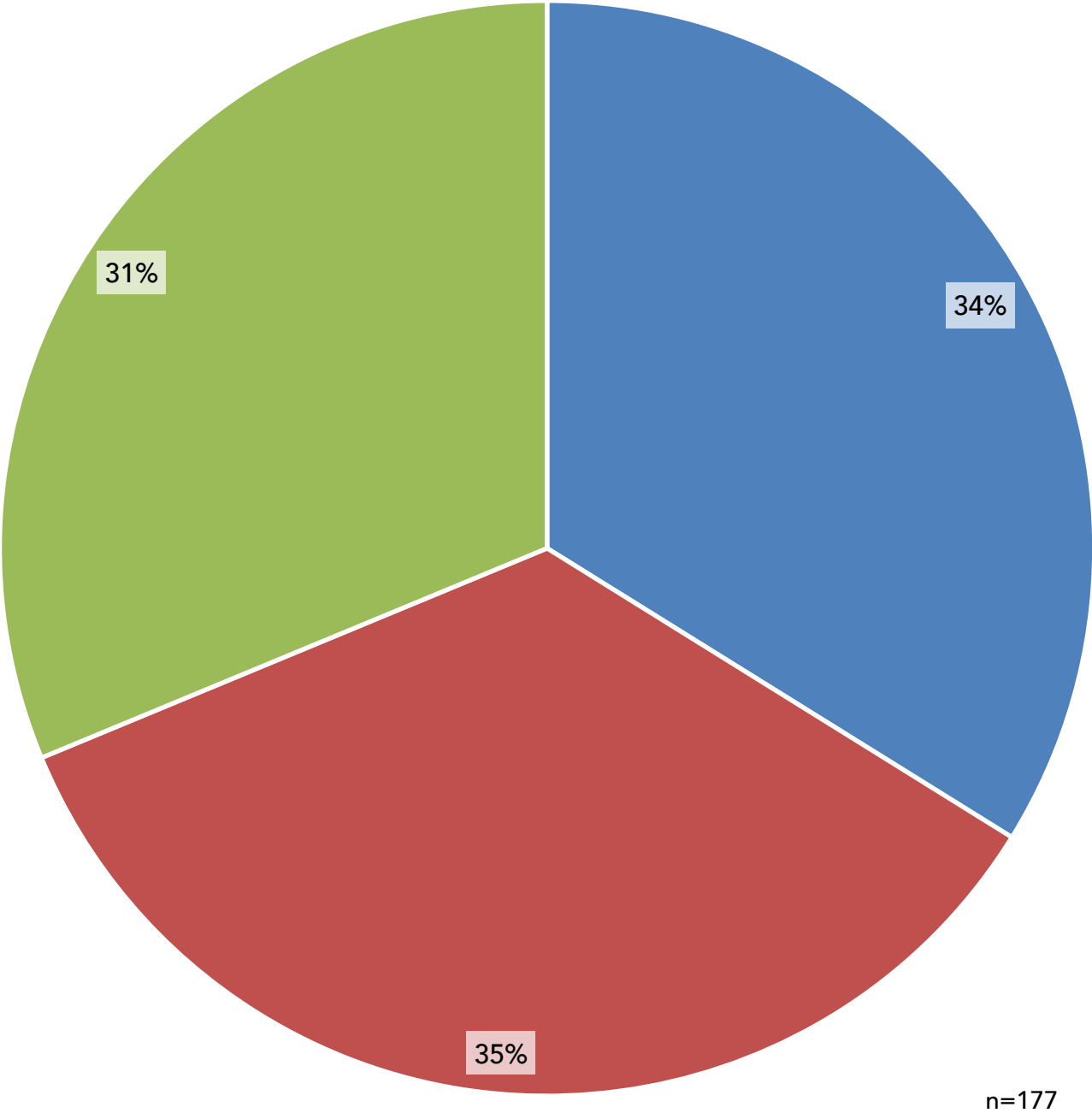
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# Responding Museum Locations

New York State  
Responding Museum Location

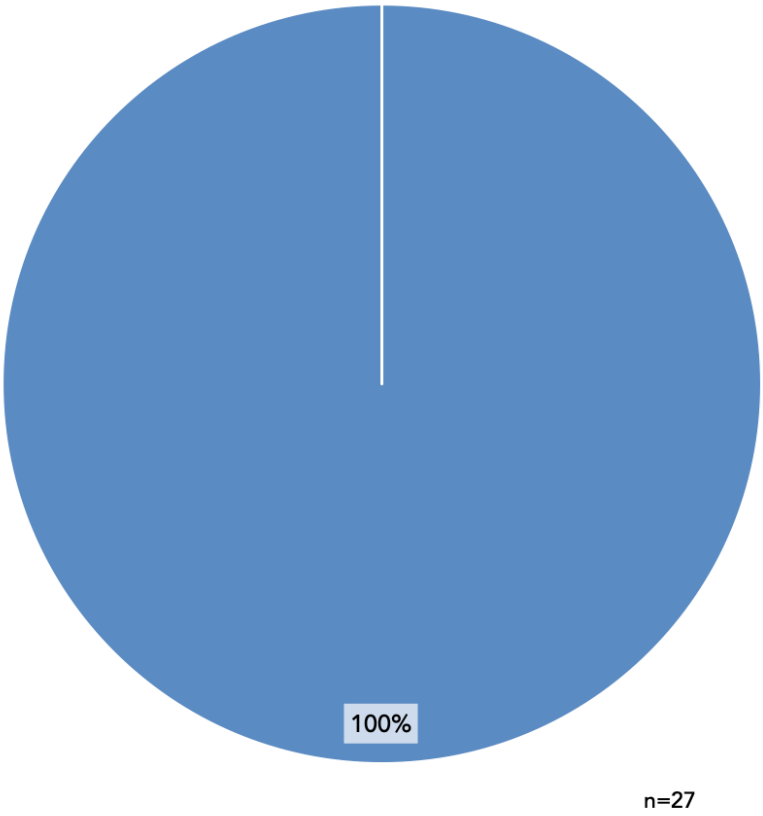
- Urban
- Rural
- Suburban



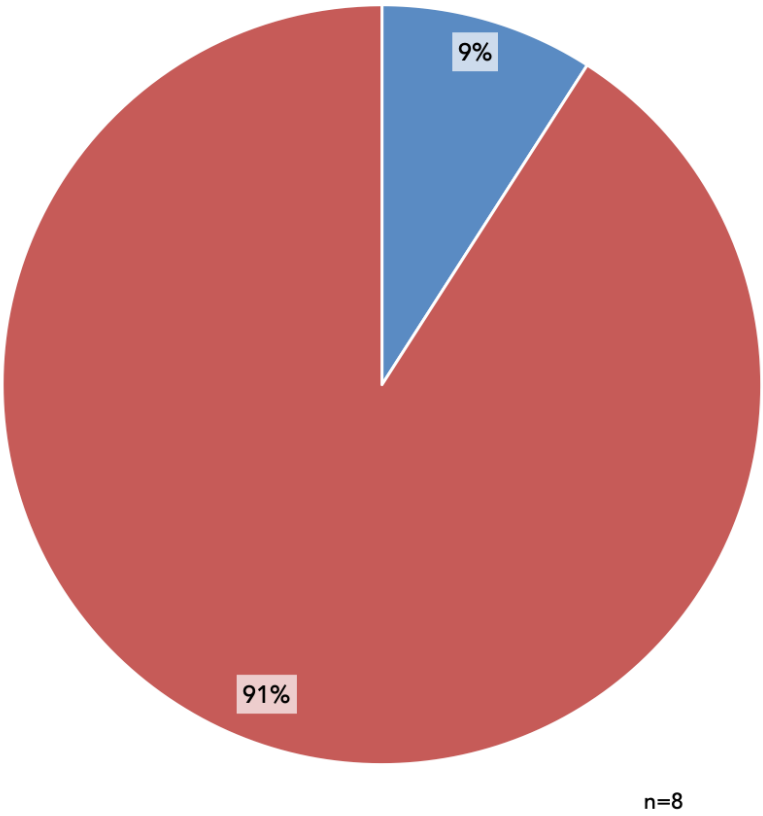


*We all hear frequently about the upstate vs. downstate divide in many things including economic drivers, population density, health care, and demographics. The responses to the question of Urban, Rural, or Suburban reveal a different divide that also reveal difference in access, equity, and services.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

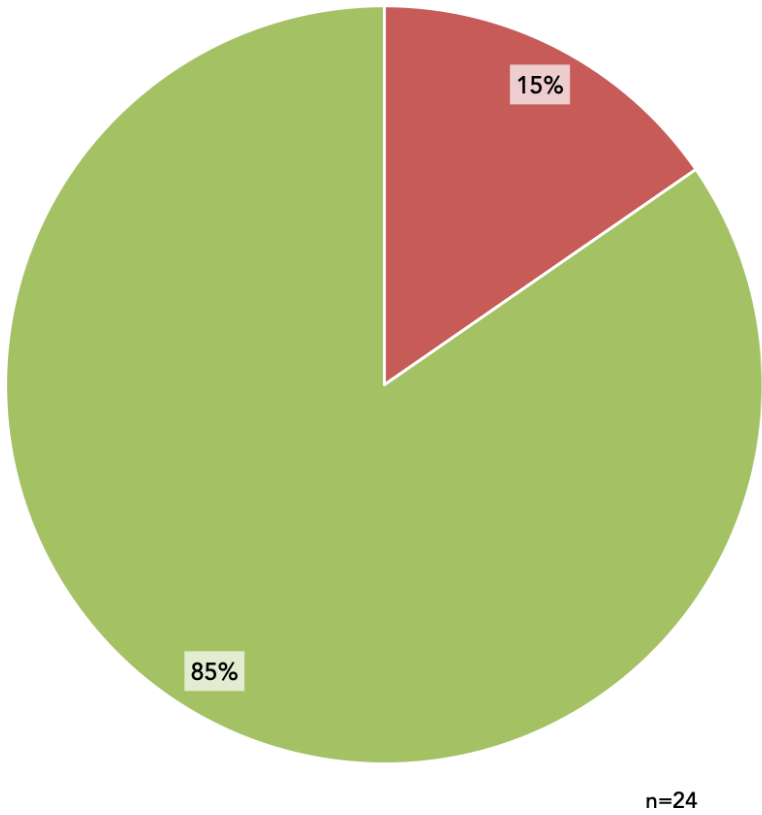
New York City Museum Location



North Country Museum Location



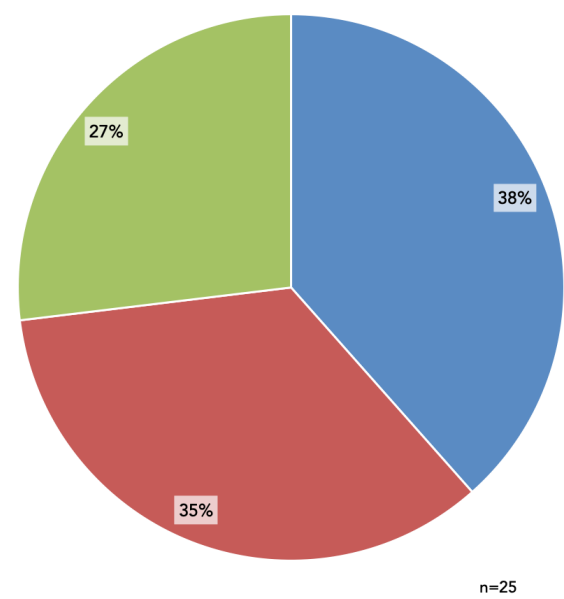
Long Island Museum Location



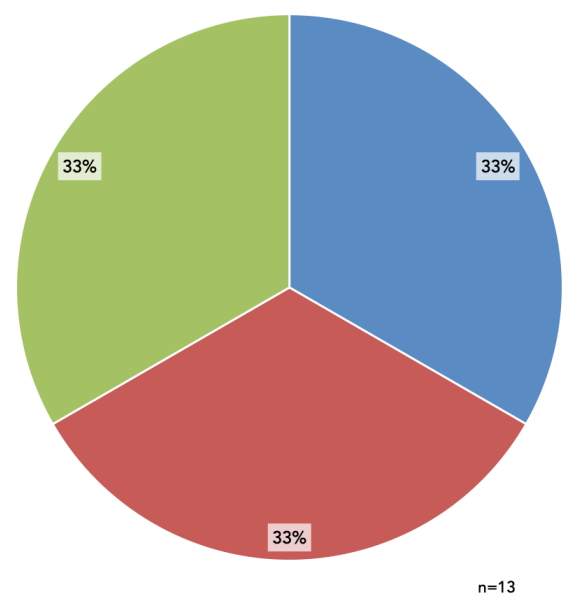
- Urban
- Rural
- Suburban



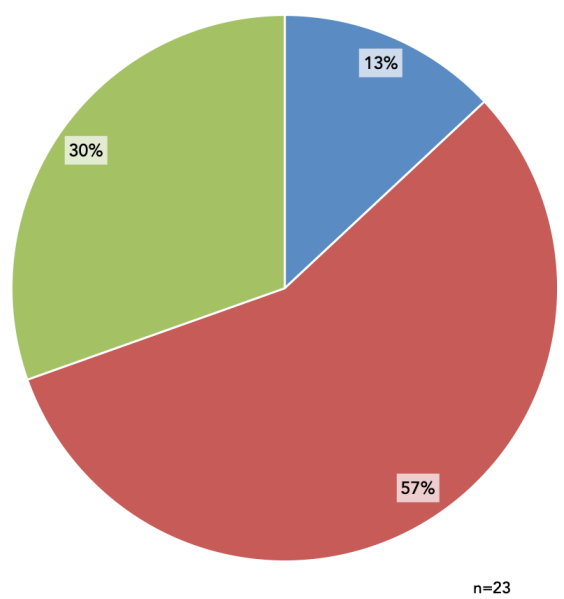
Capital Region Museum Location



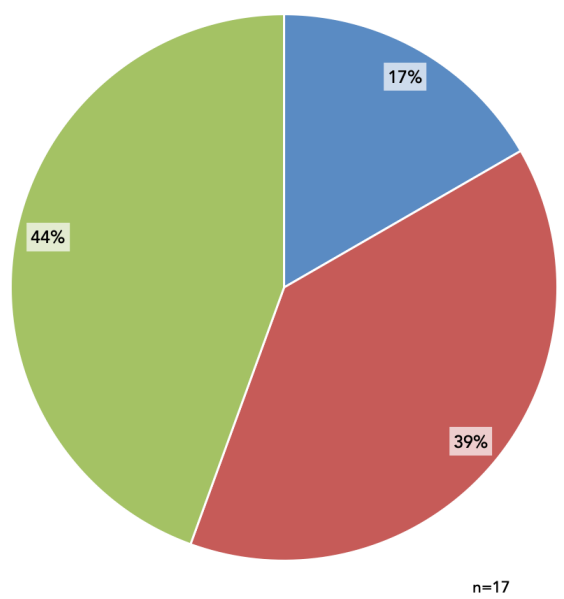
Central NY Museum Location



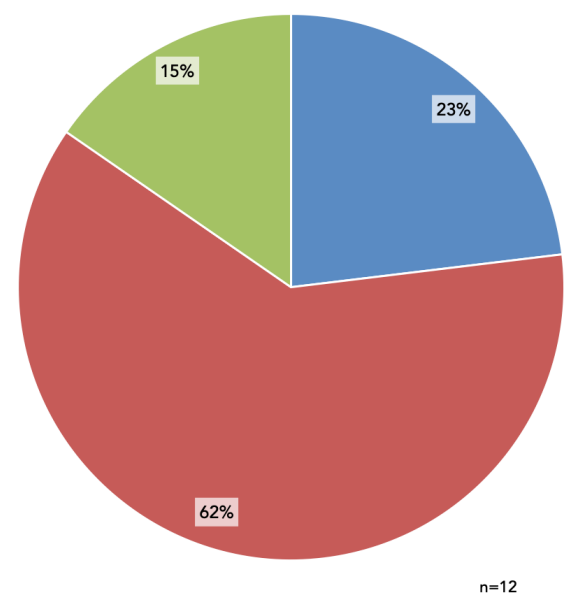
Finger Lakes Museum Location



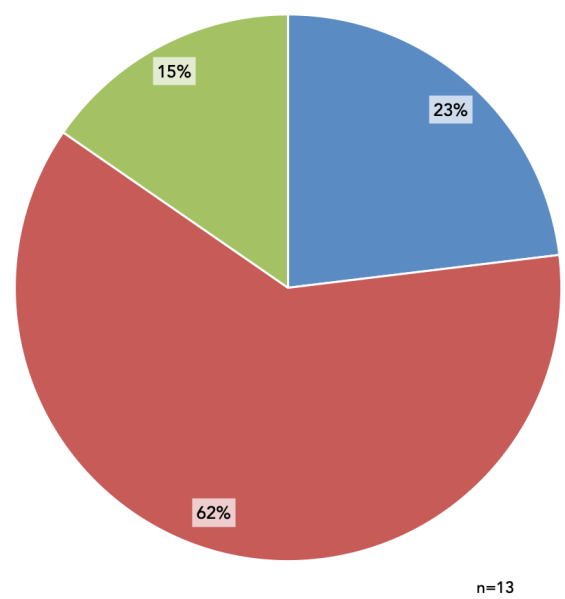
Mid-Hudson Museum Location



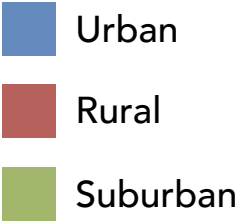
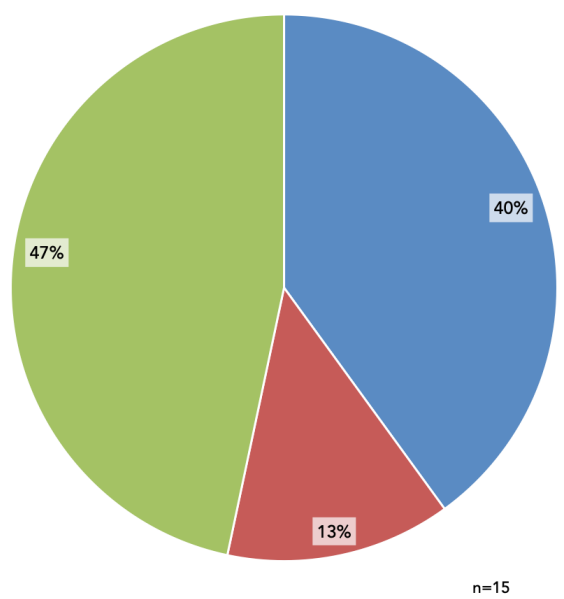
Mohawk Valley Museum Location



Southern Tier Museum Location



Western Region Museum Location

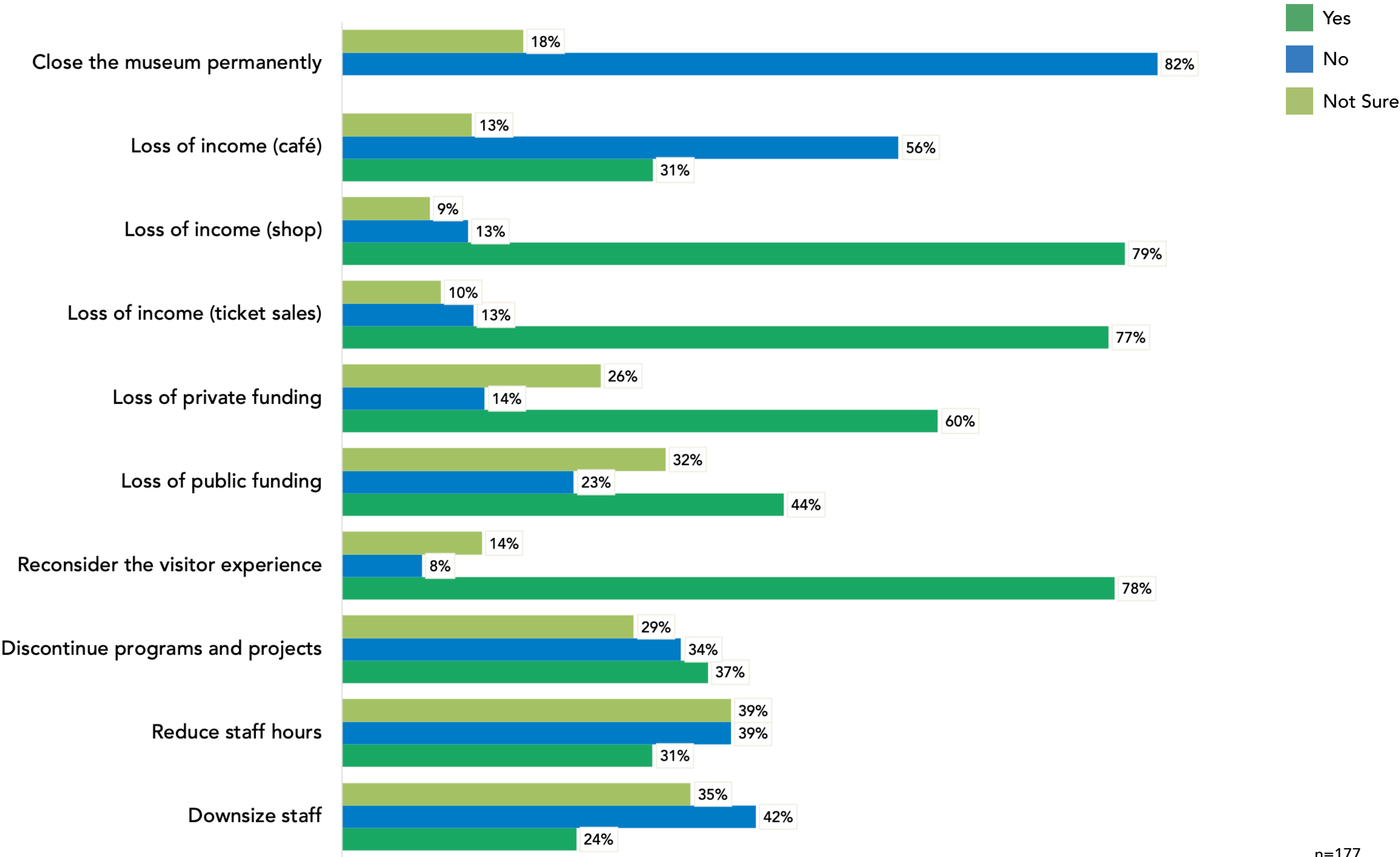




# Long Term Changes

*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

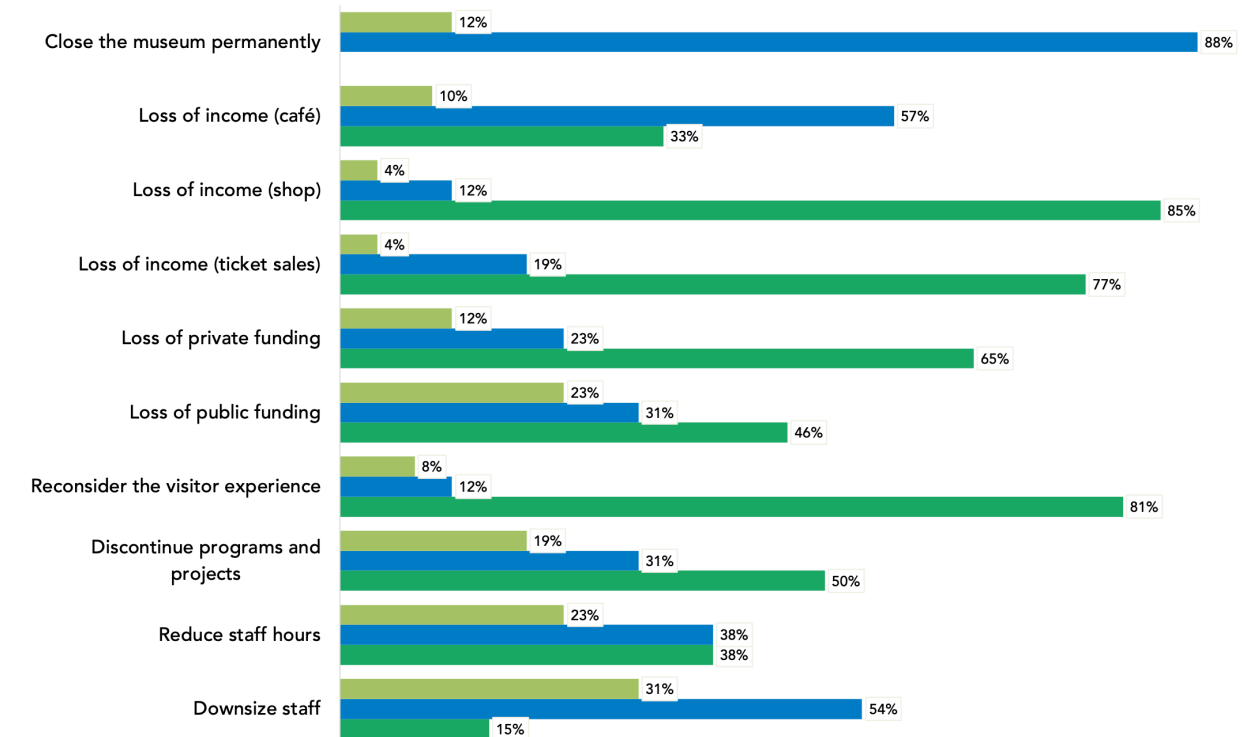


Yes

No

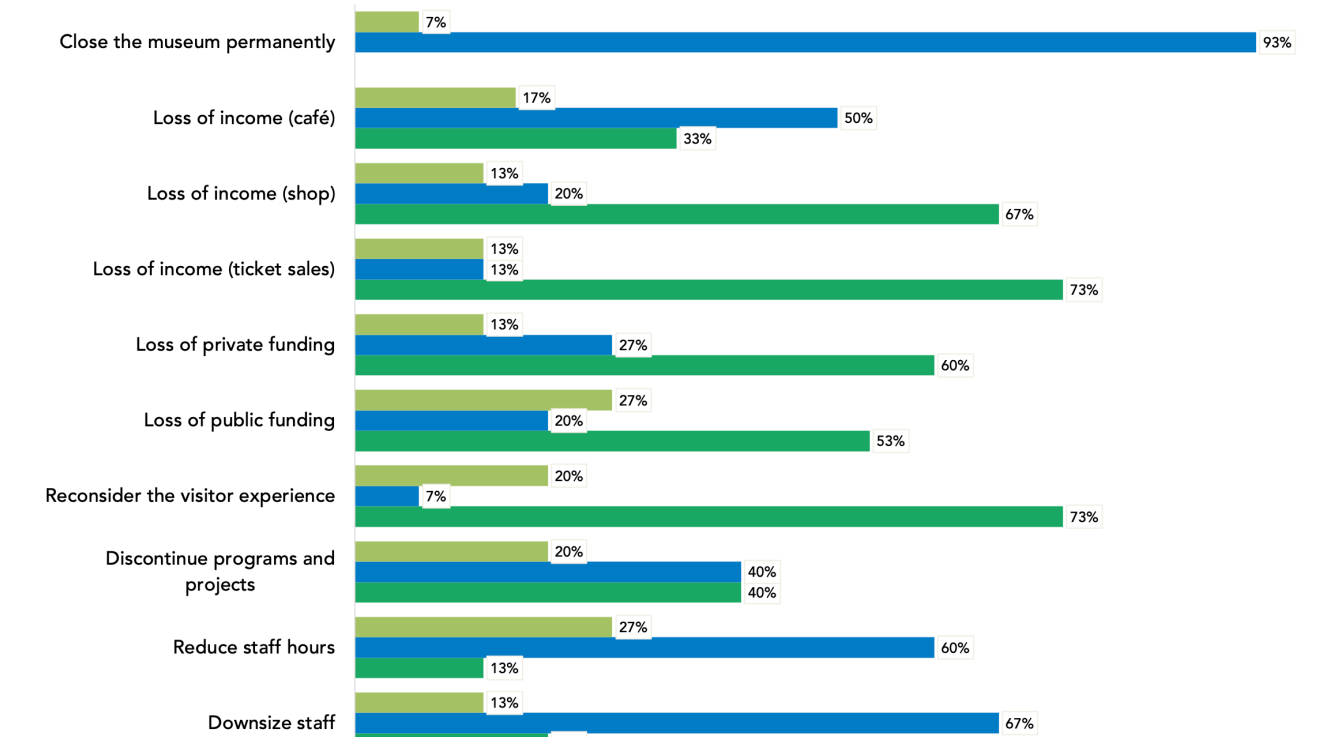
Not Sure

## Capital Region



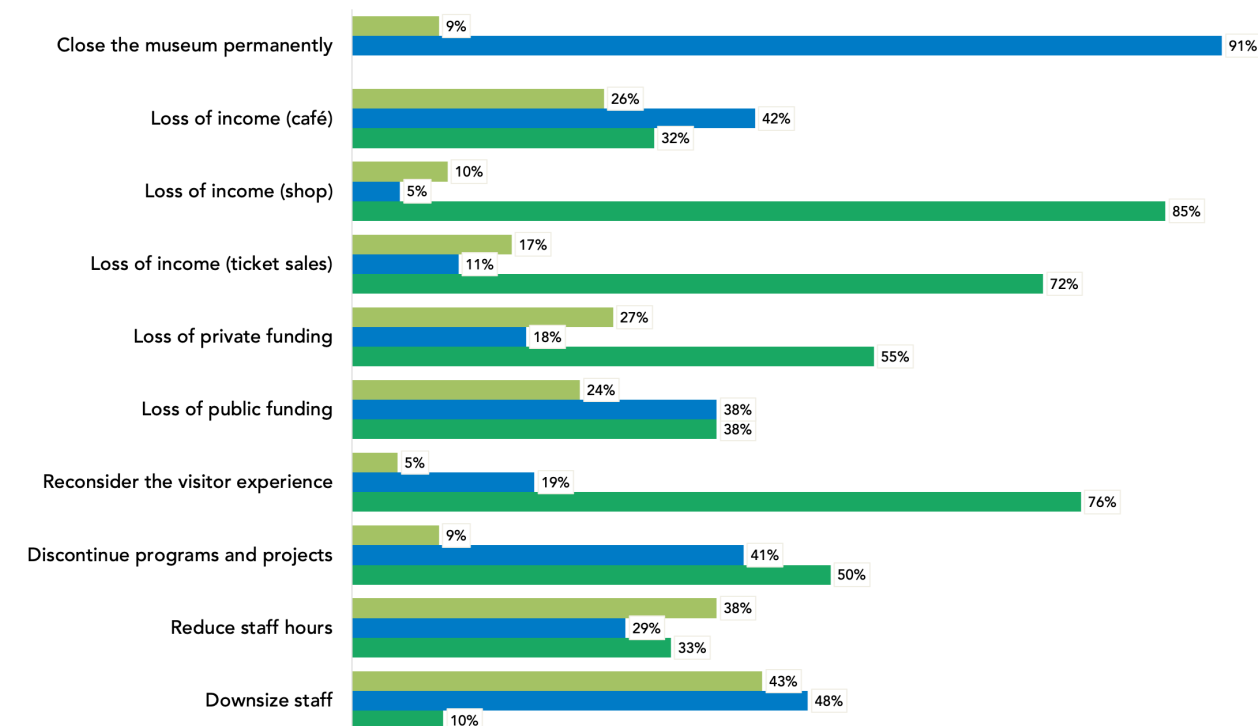
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## Central NY



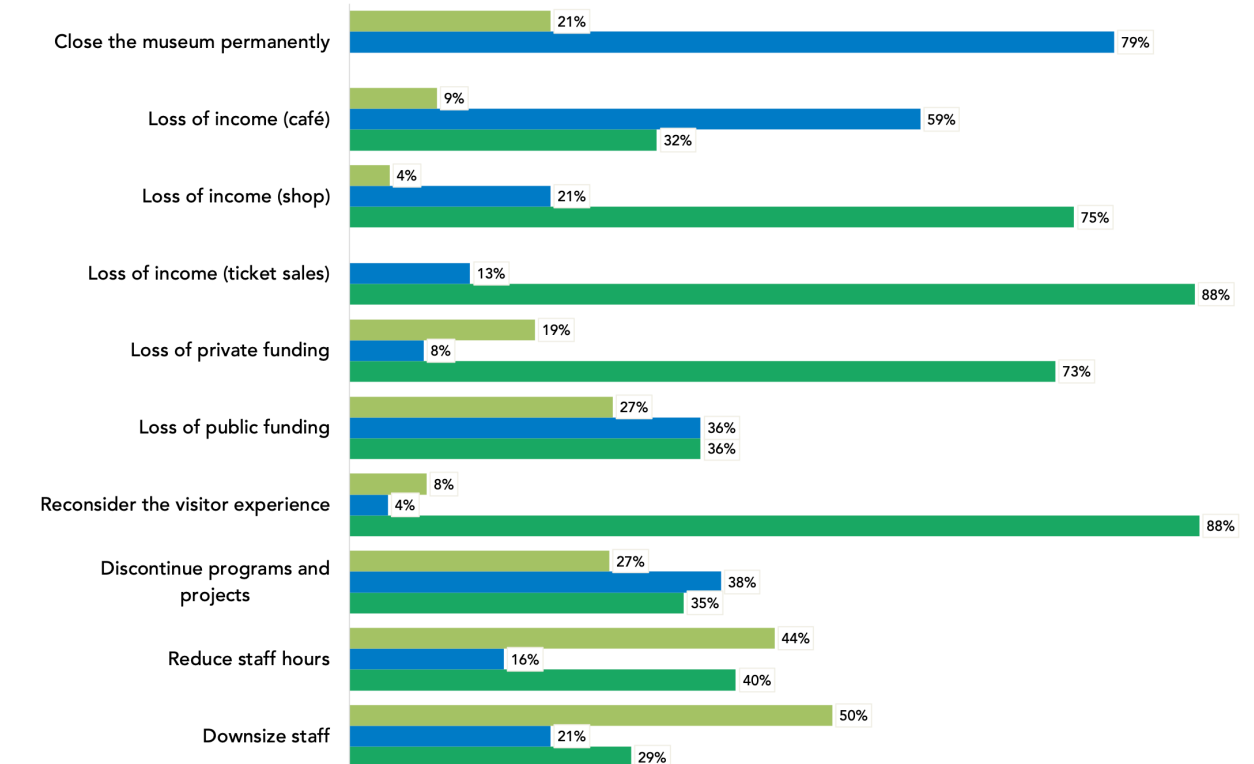
n=13

## Finger Lakes



n=23

## Long Island



n=24



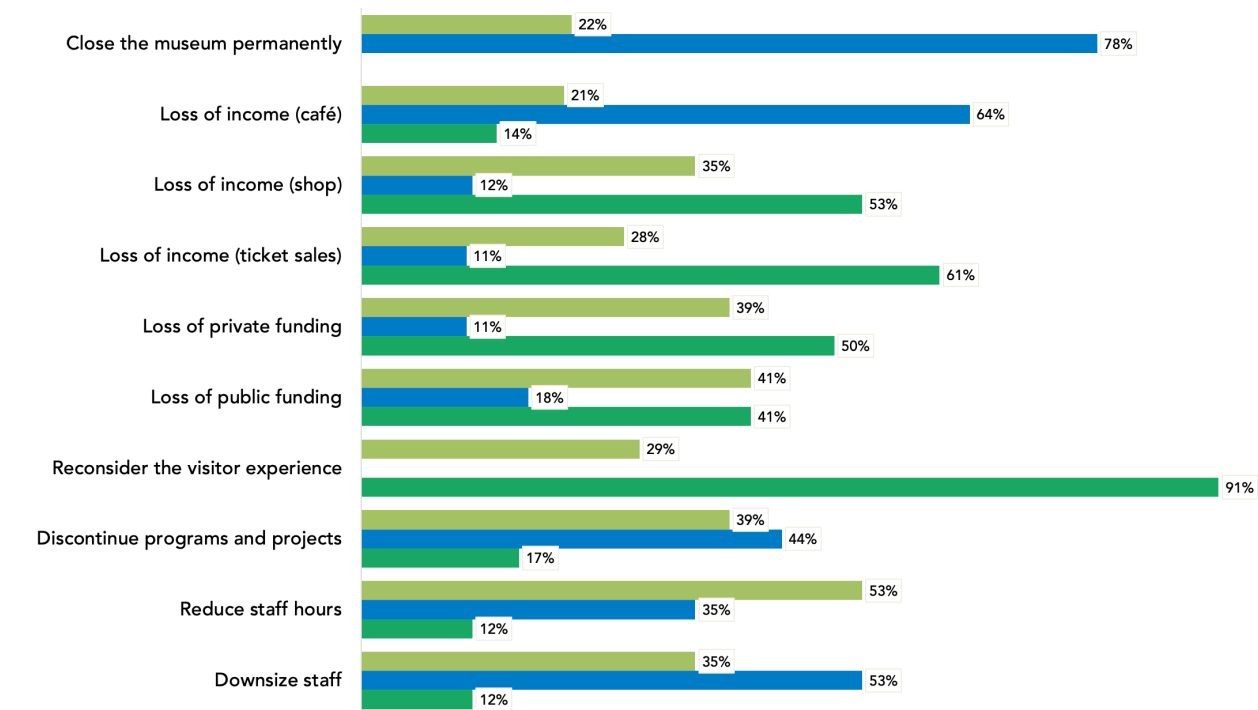


Yes

No

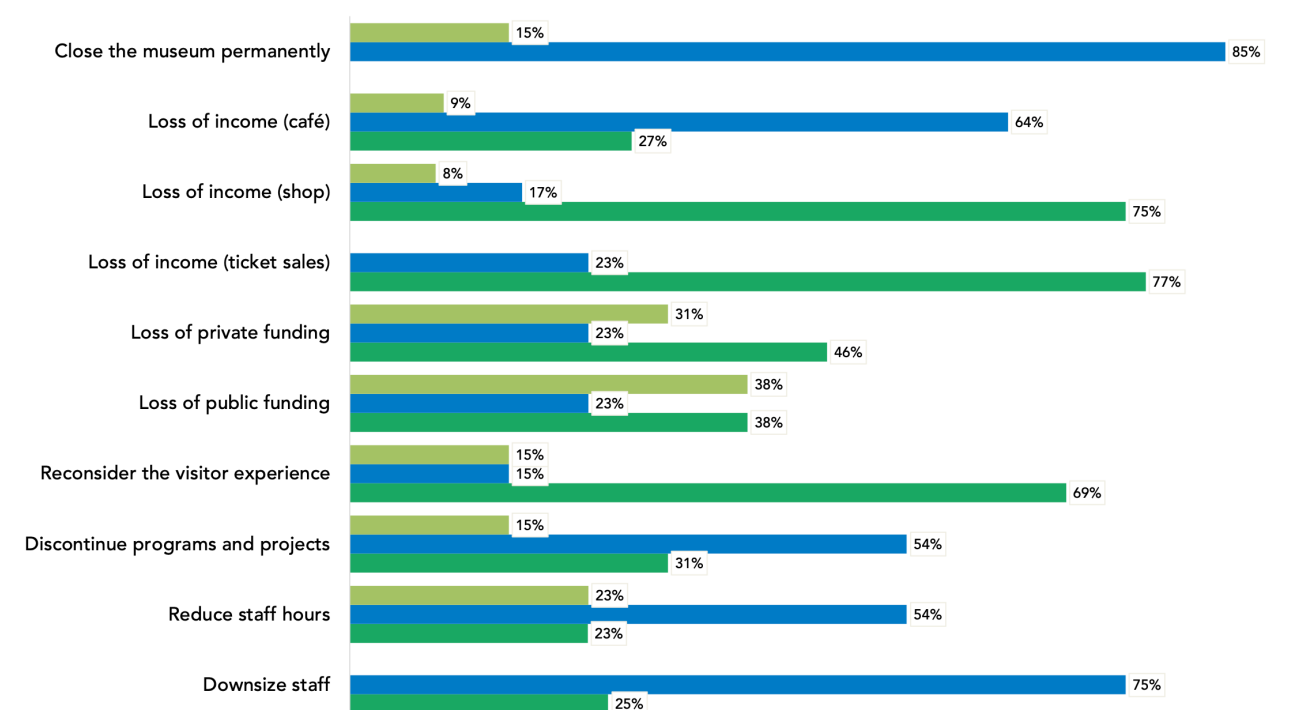
Not Sure

## Mid-Hudson



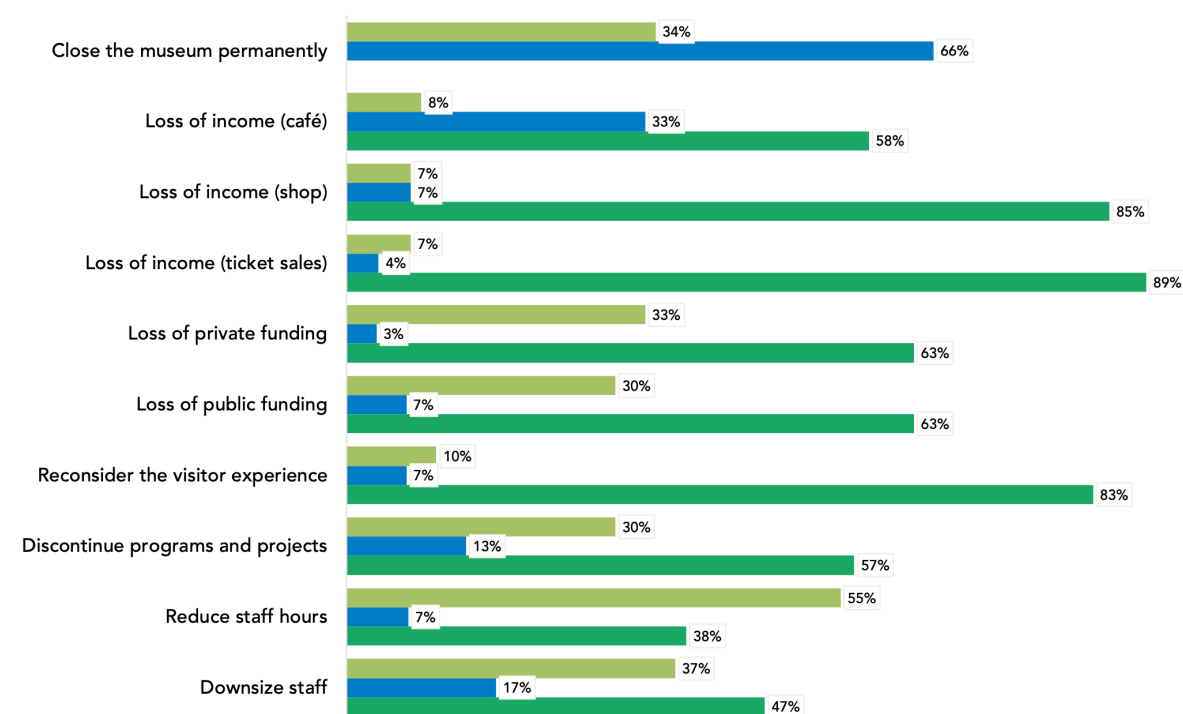
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## Mohawk Valley



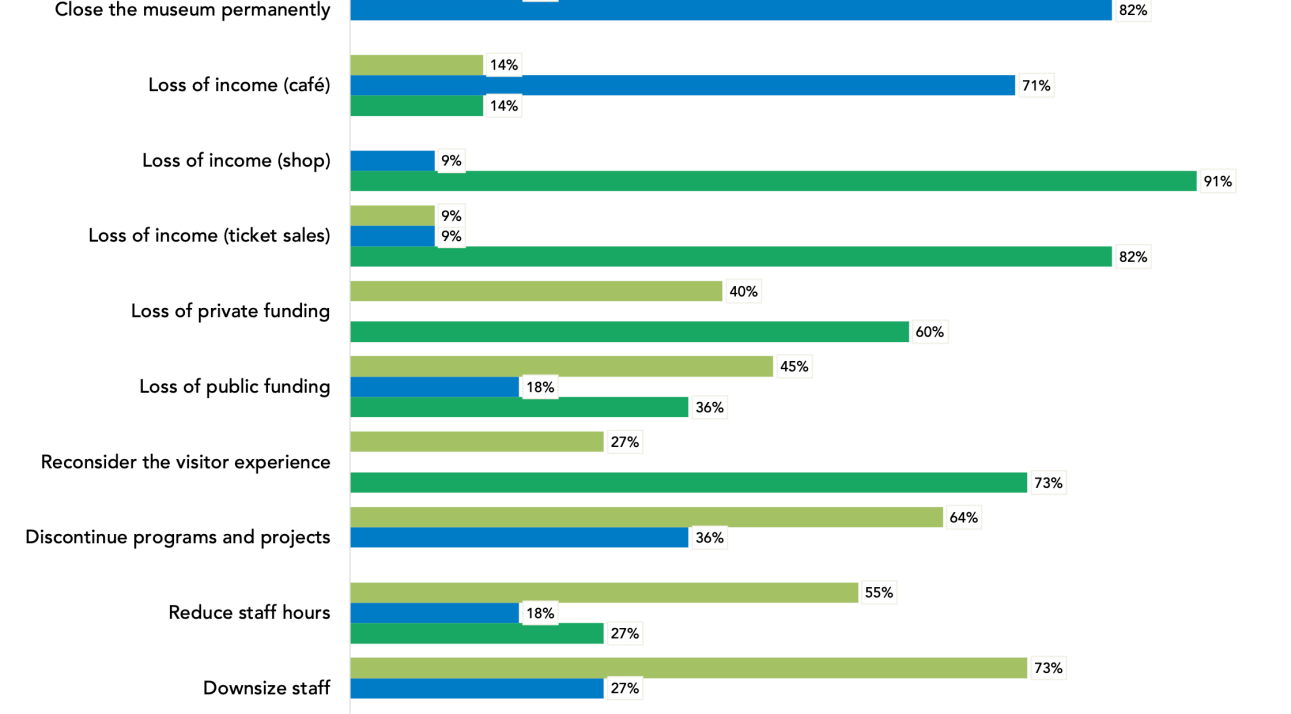
n=12

## New York City



n=27

## North Country

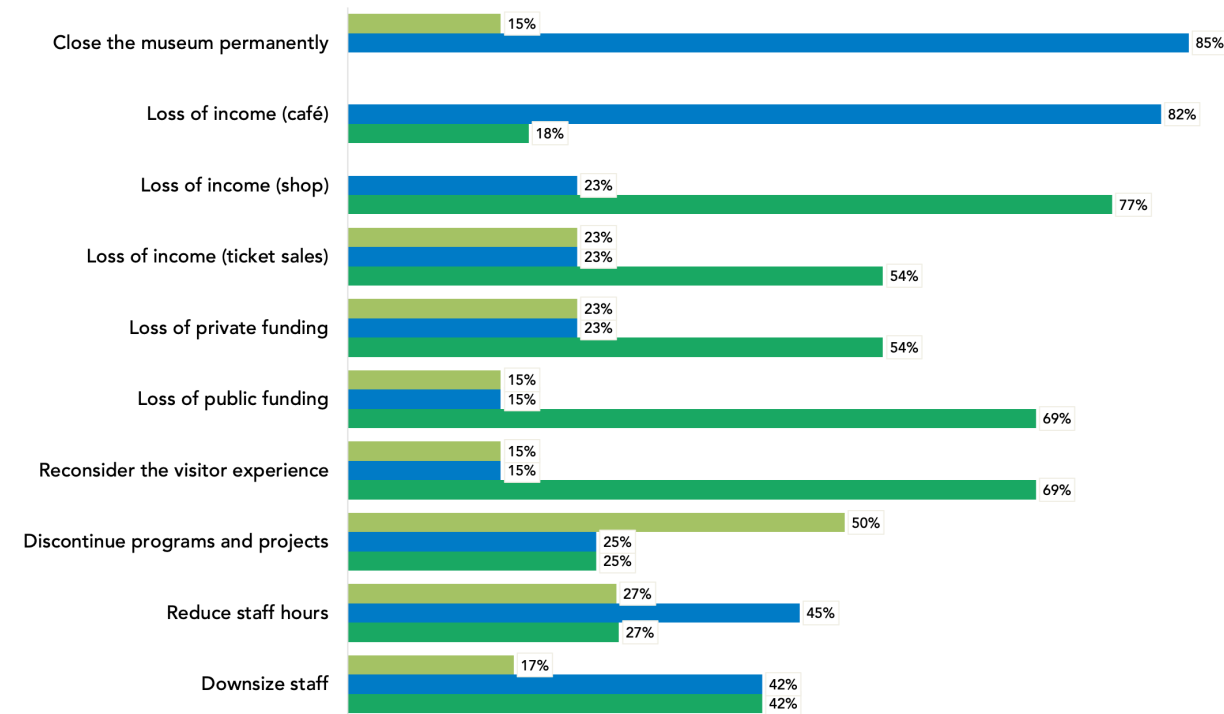


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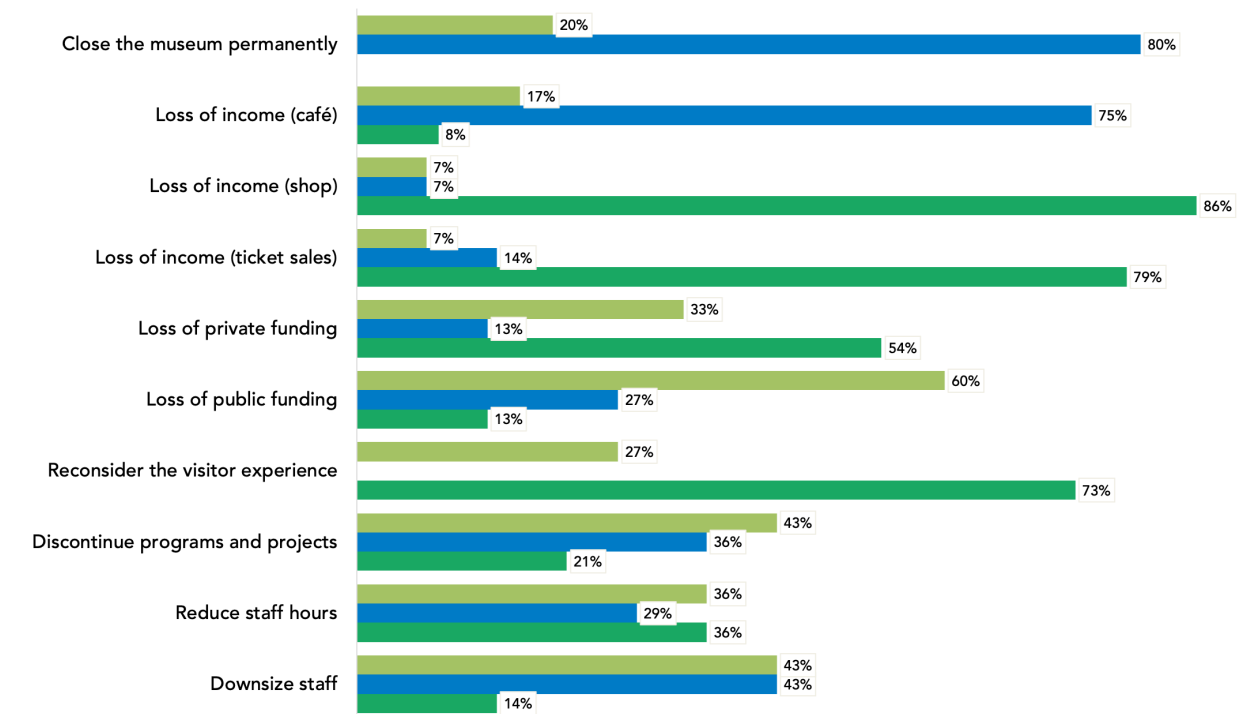
Yes
  No
  Not Sure

## Southern Tier



n=13

## Western Region



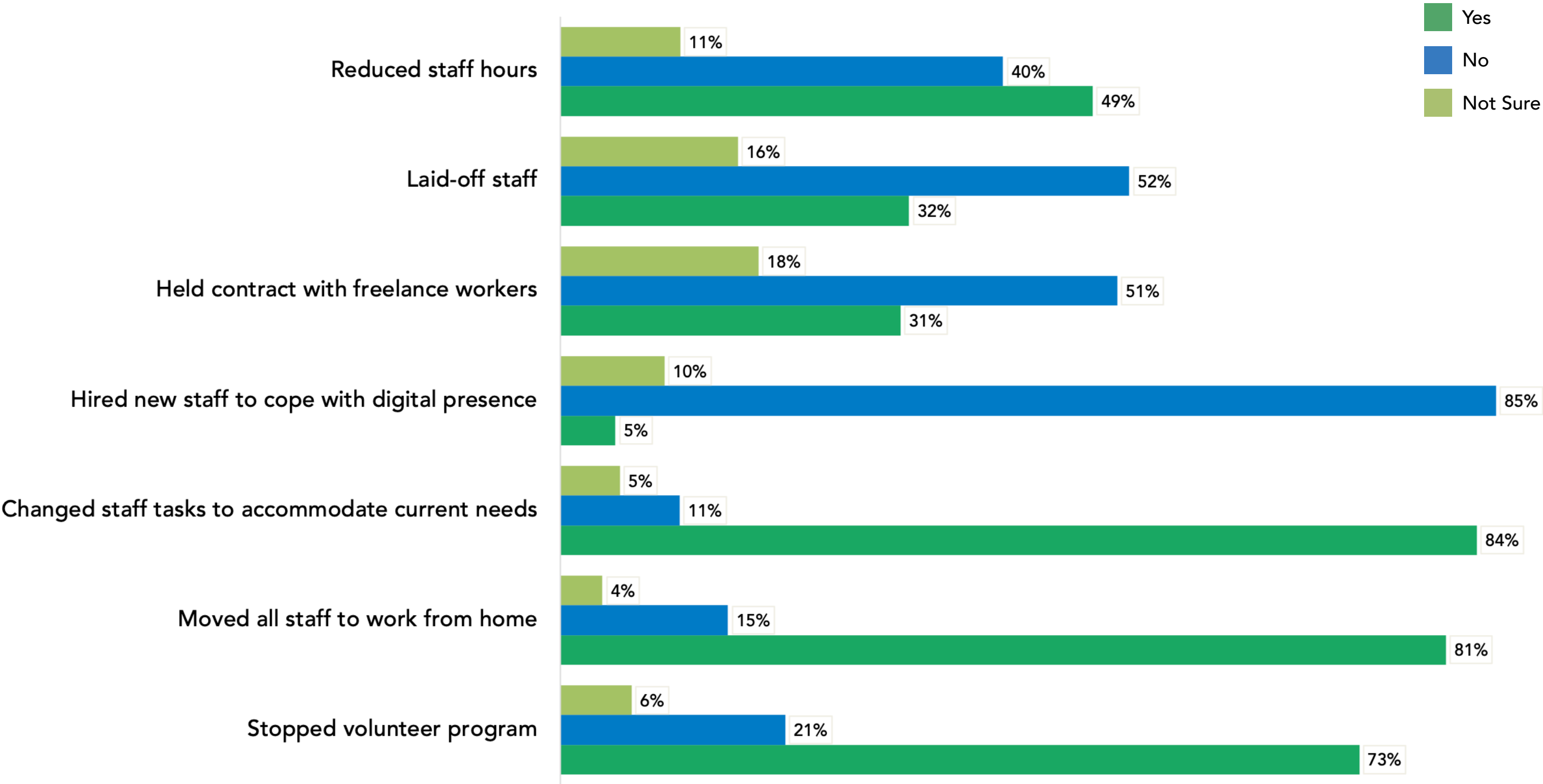
n=15



# 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.

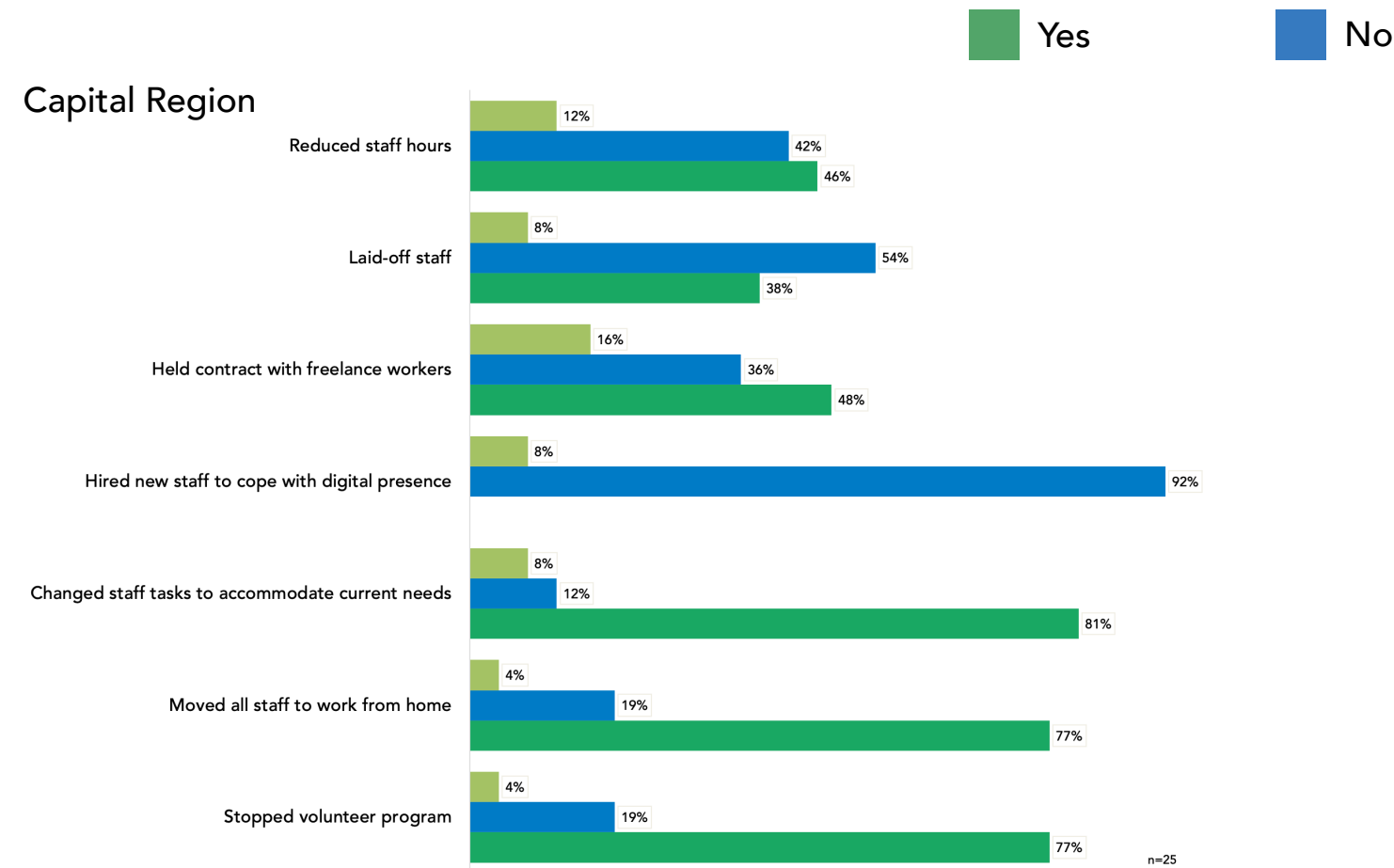


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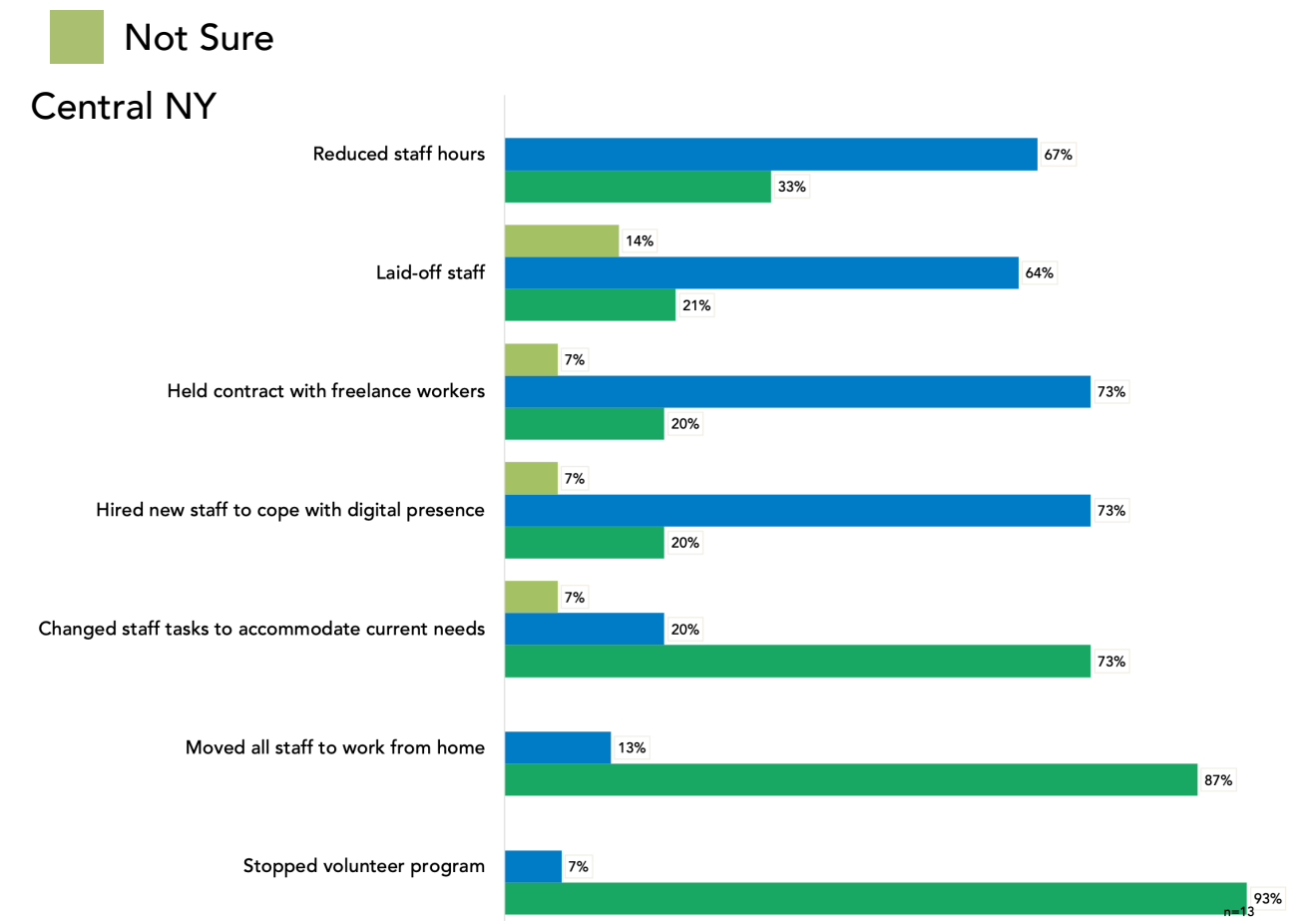




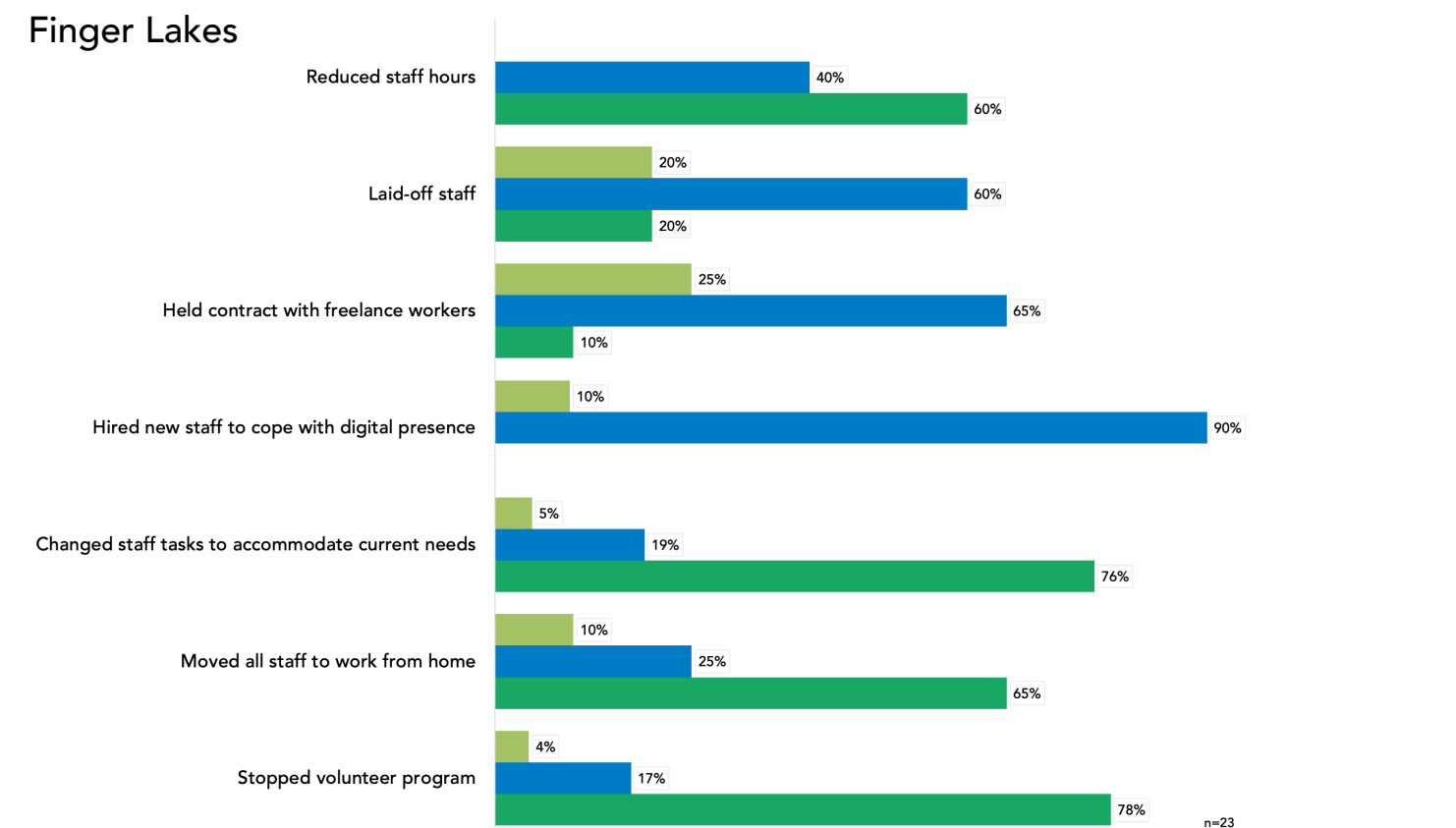
## Capital Region



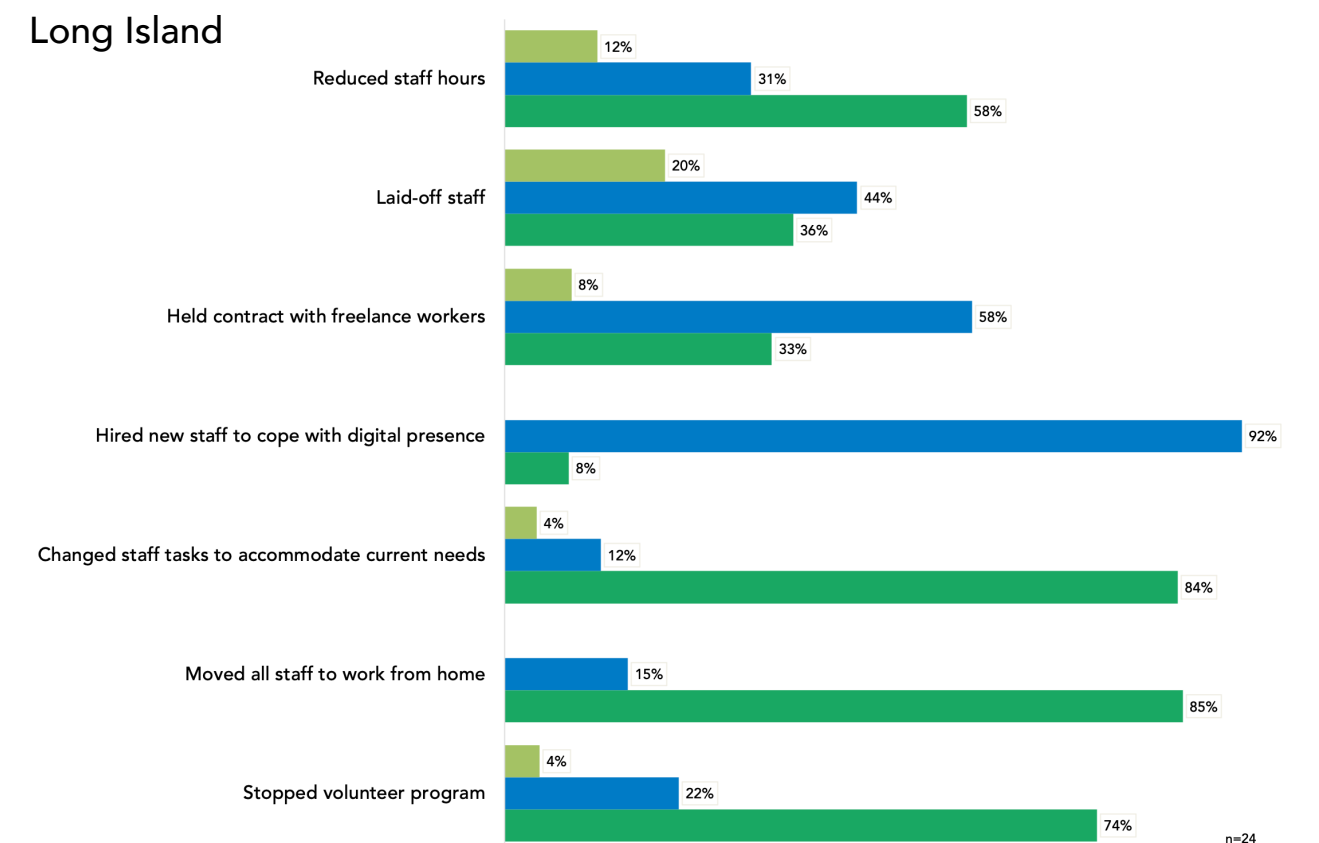
## Central NY

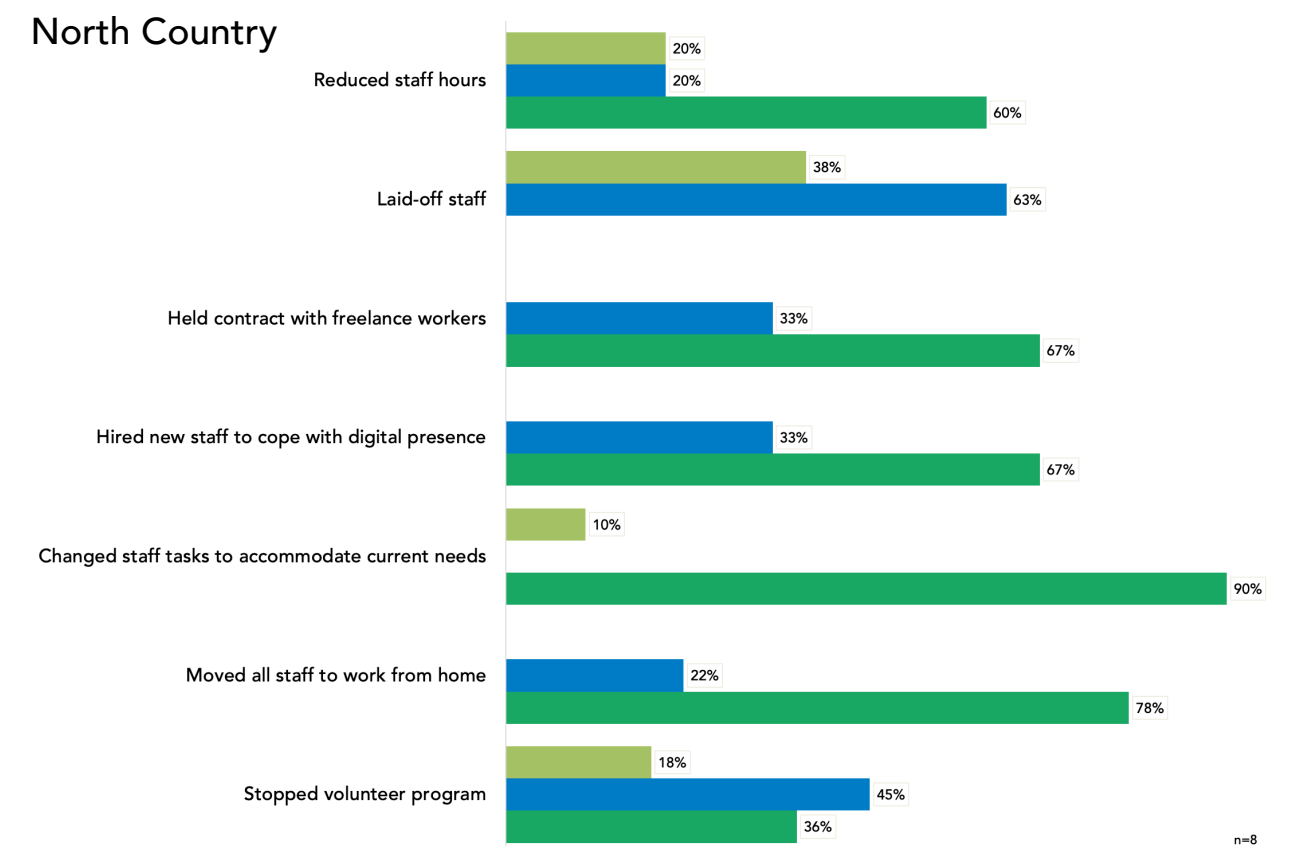
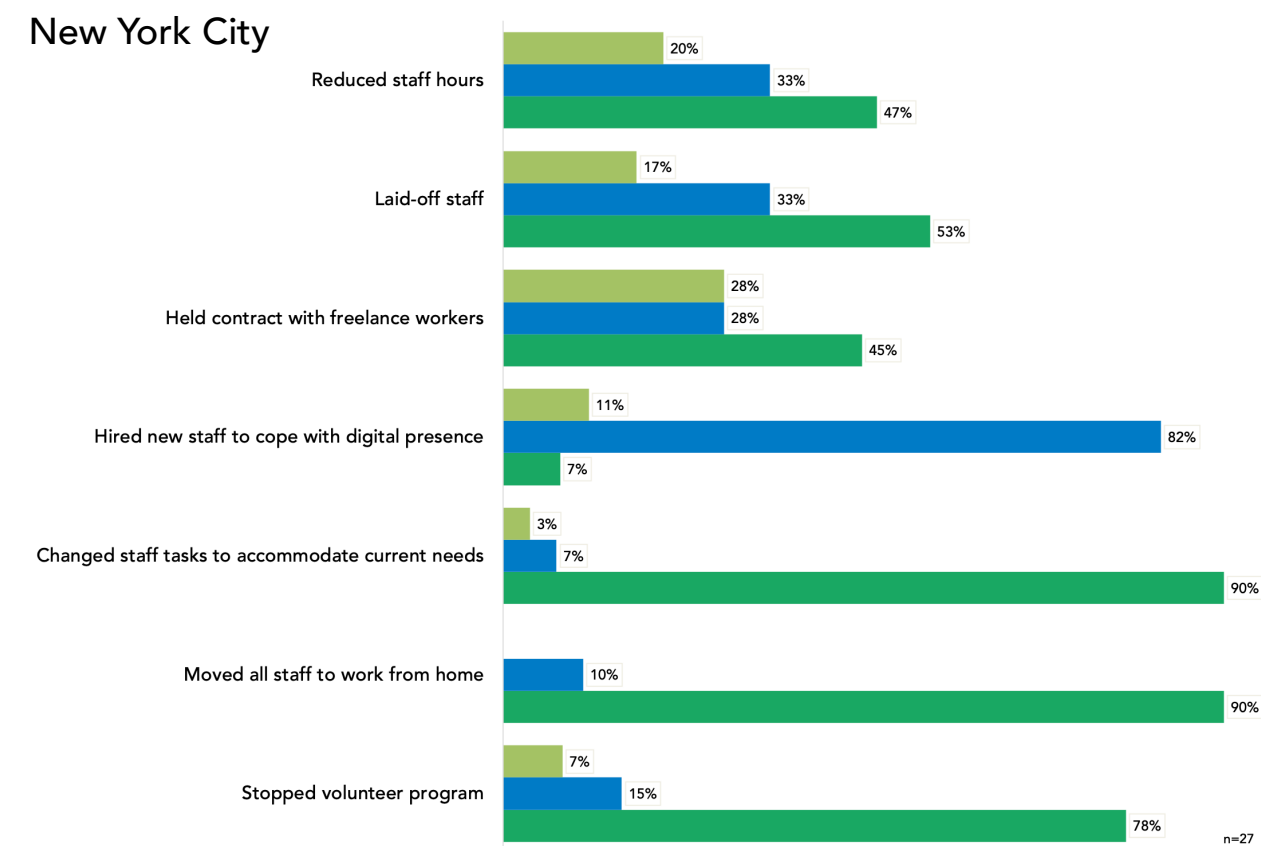
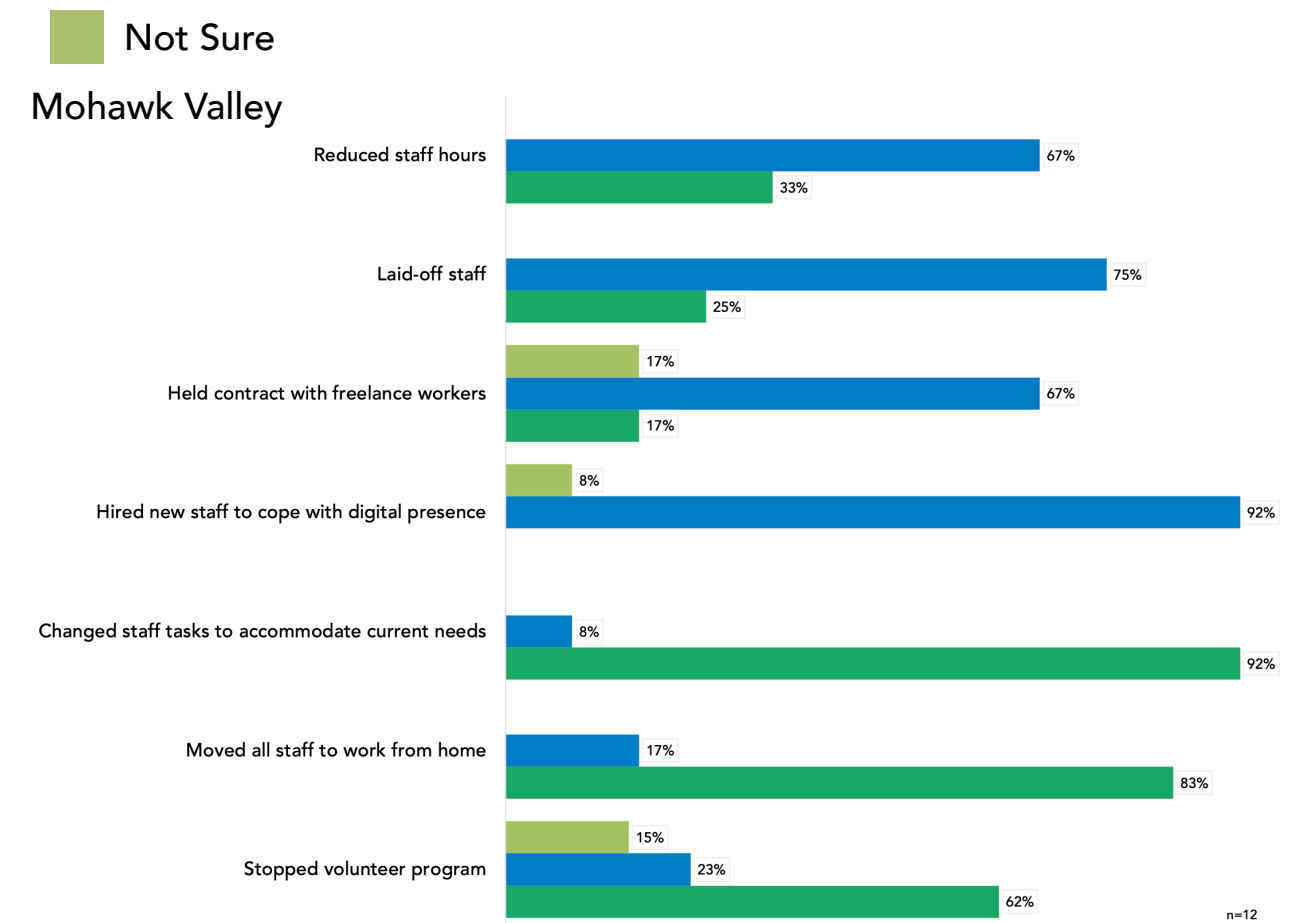
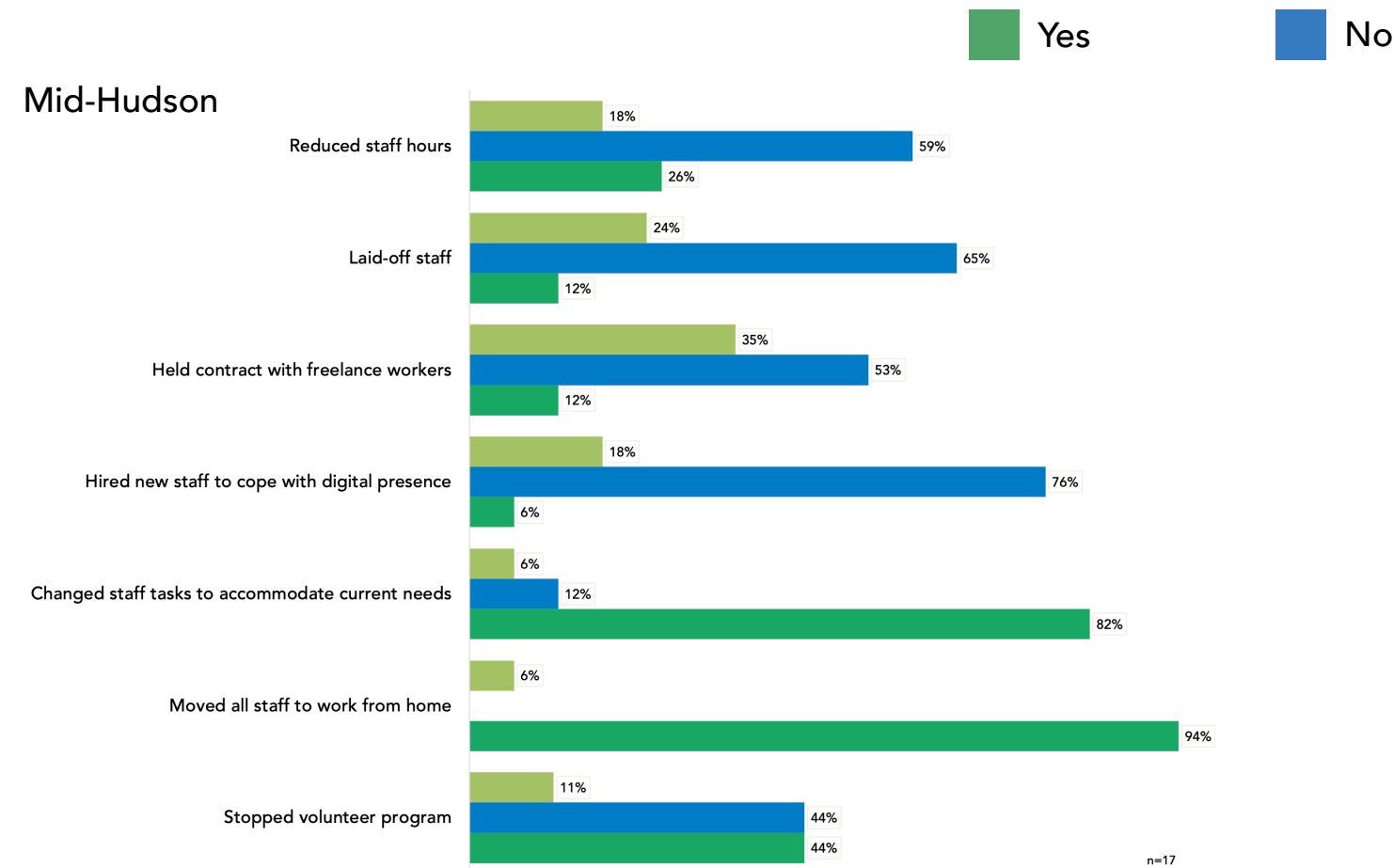


## Finger Lakes



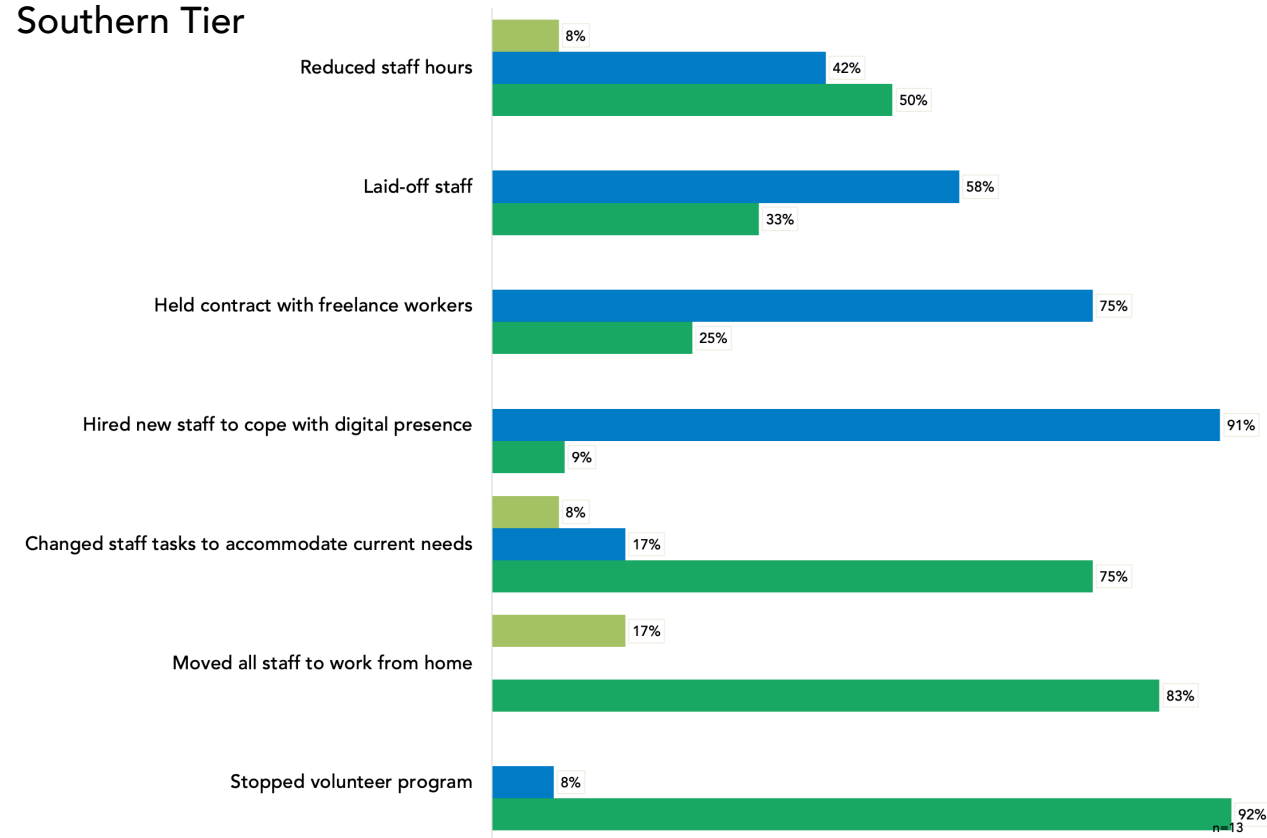
## Long Island



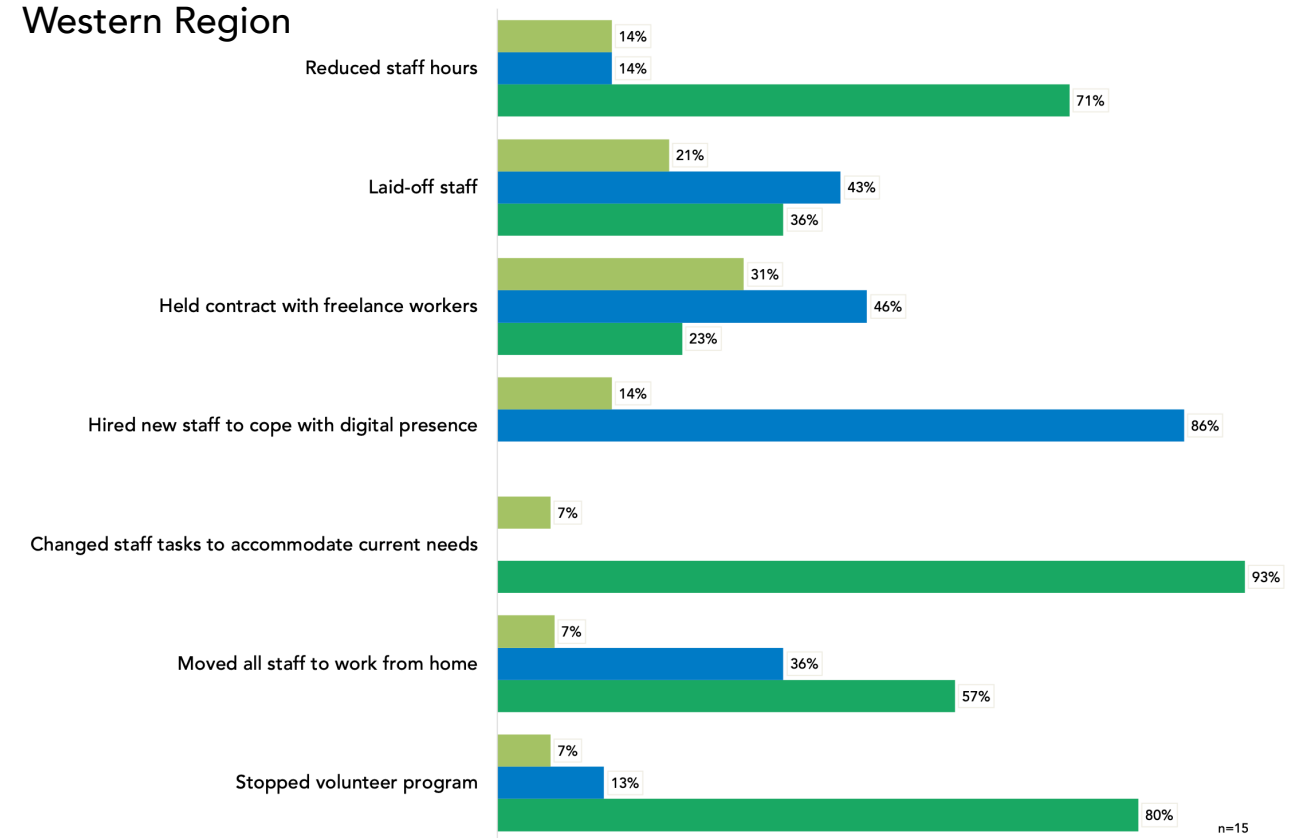


Yes
  No
  Not Sure

## Southern Tier



## Western Region





# Economic Impact

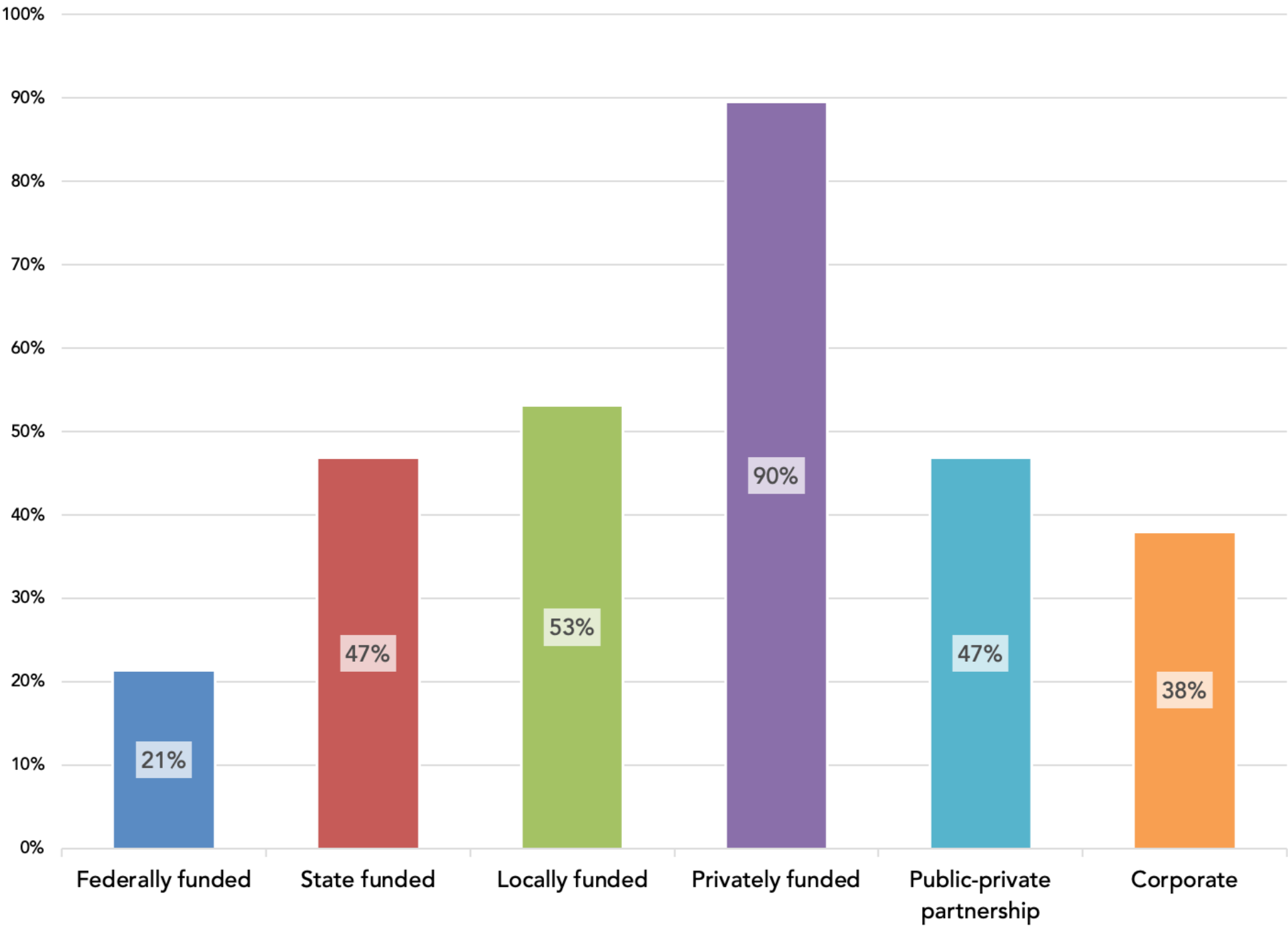
## Museum Funding Sources Prior to COVID-19

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

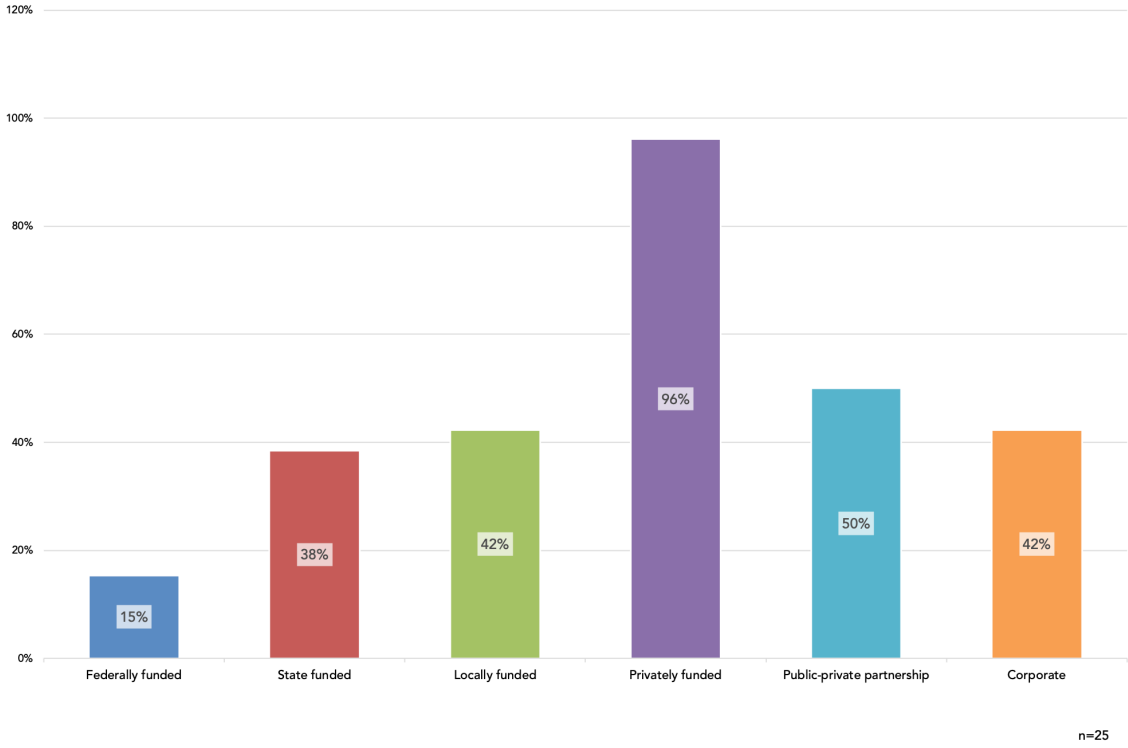
*As you look at the data from the different regions on the following pages, it is interesting to note which regions receive larger amounts of state and federal funding and which regions are more dependent on private and local funding sources.*



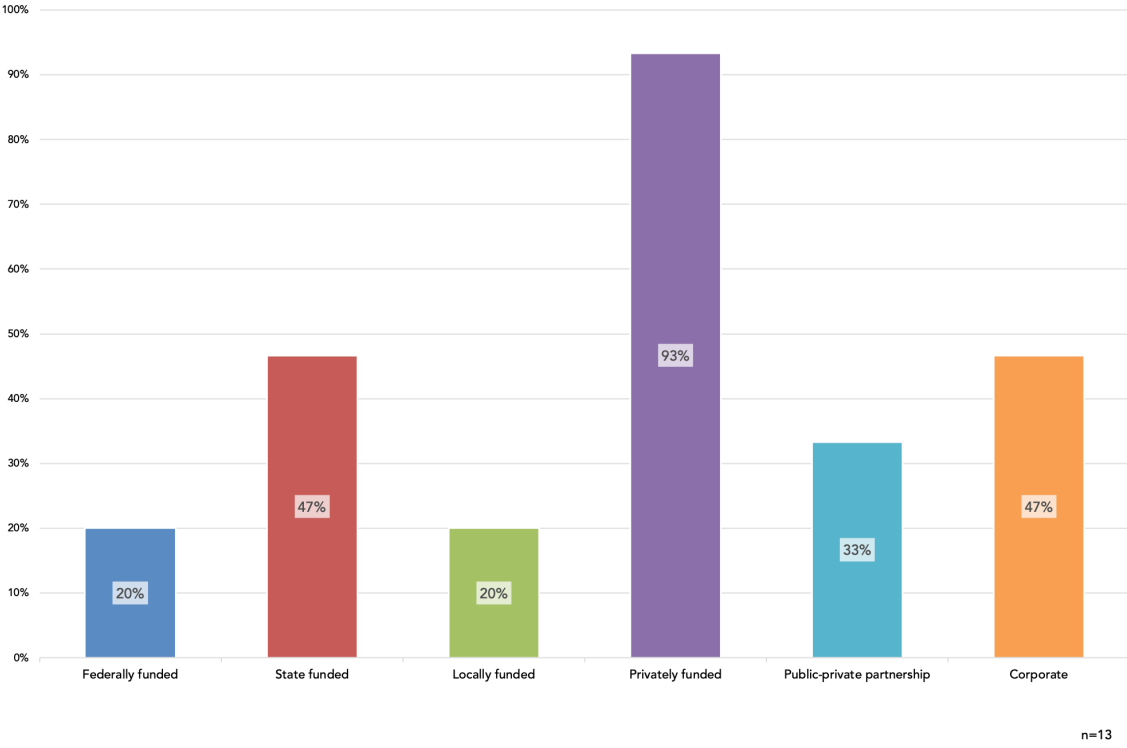
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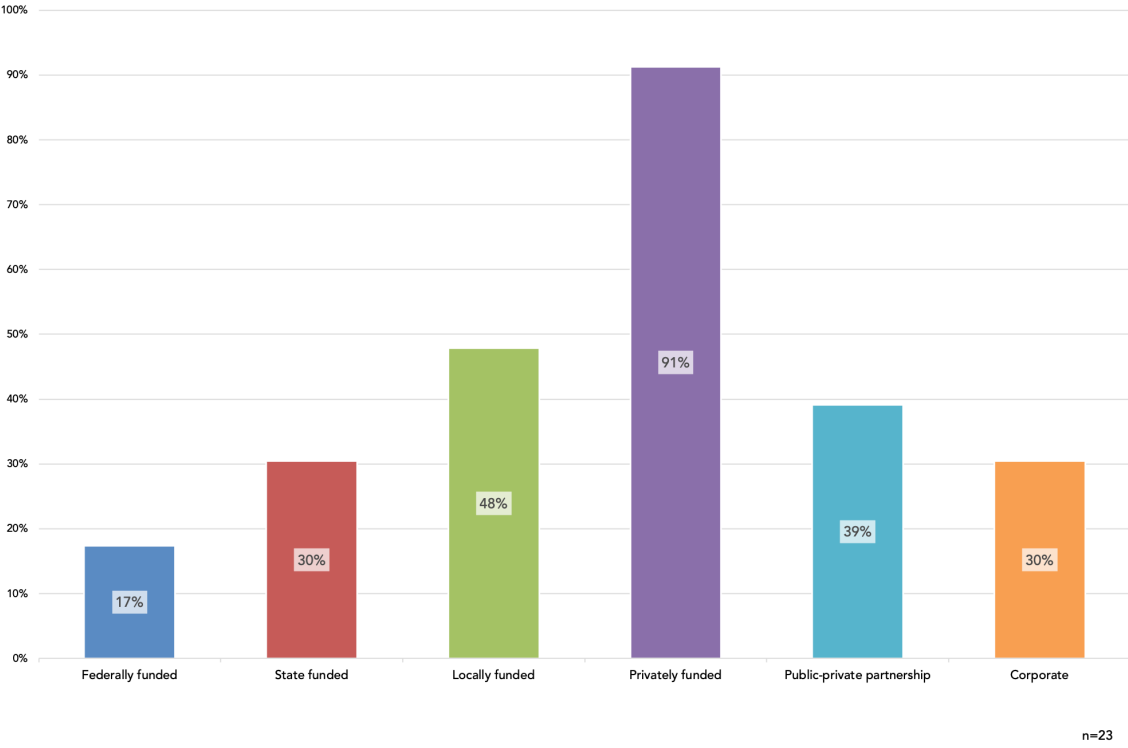
Capital Region



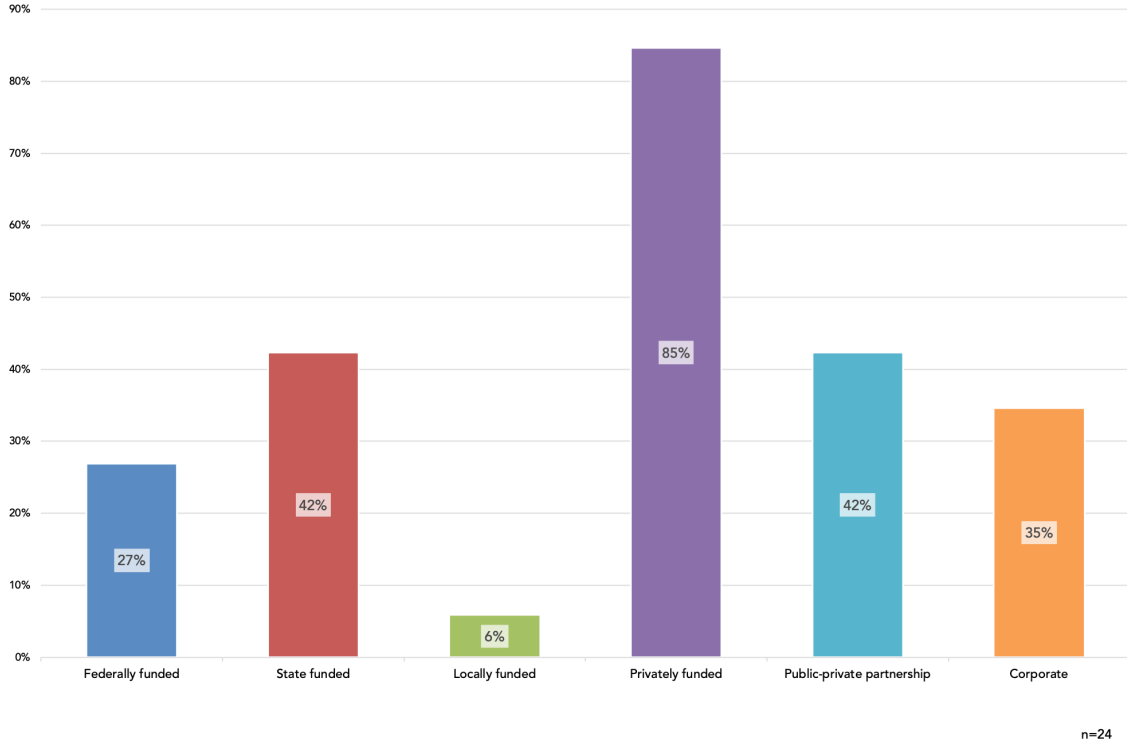
Central NY



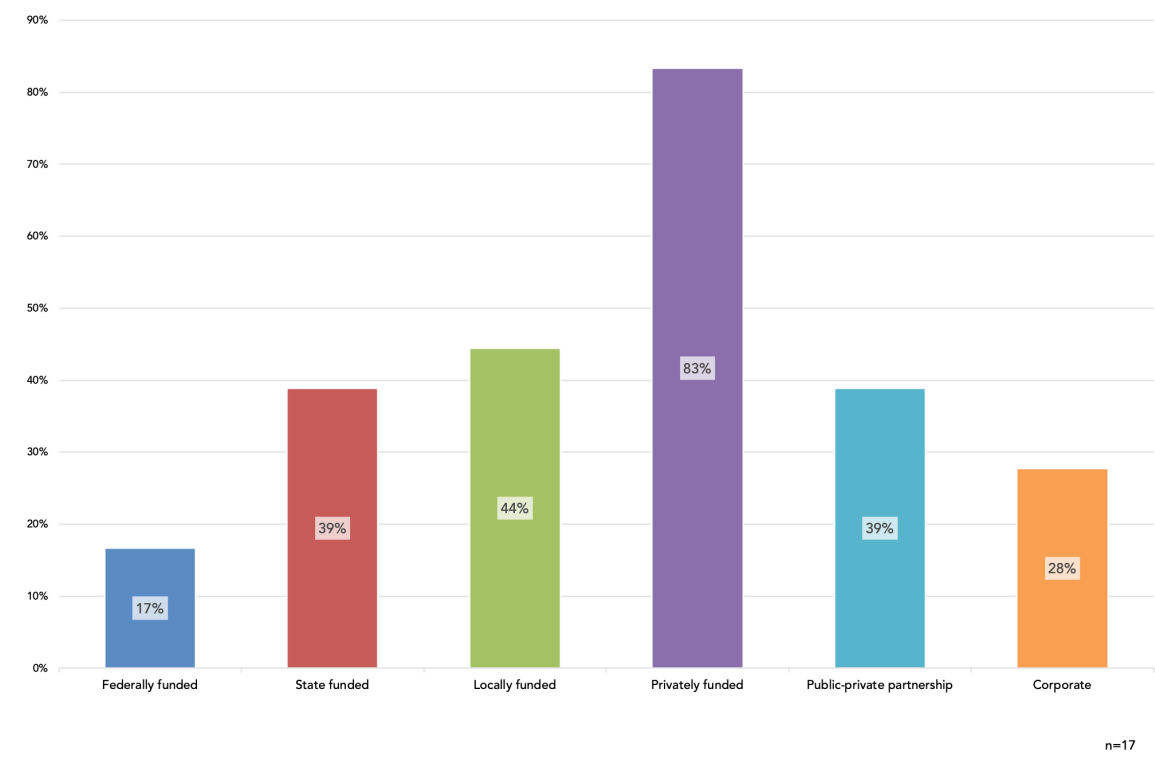
Finger Lakes



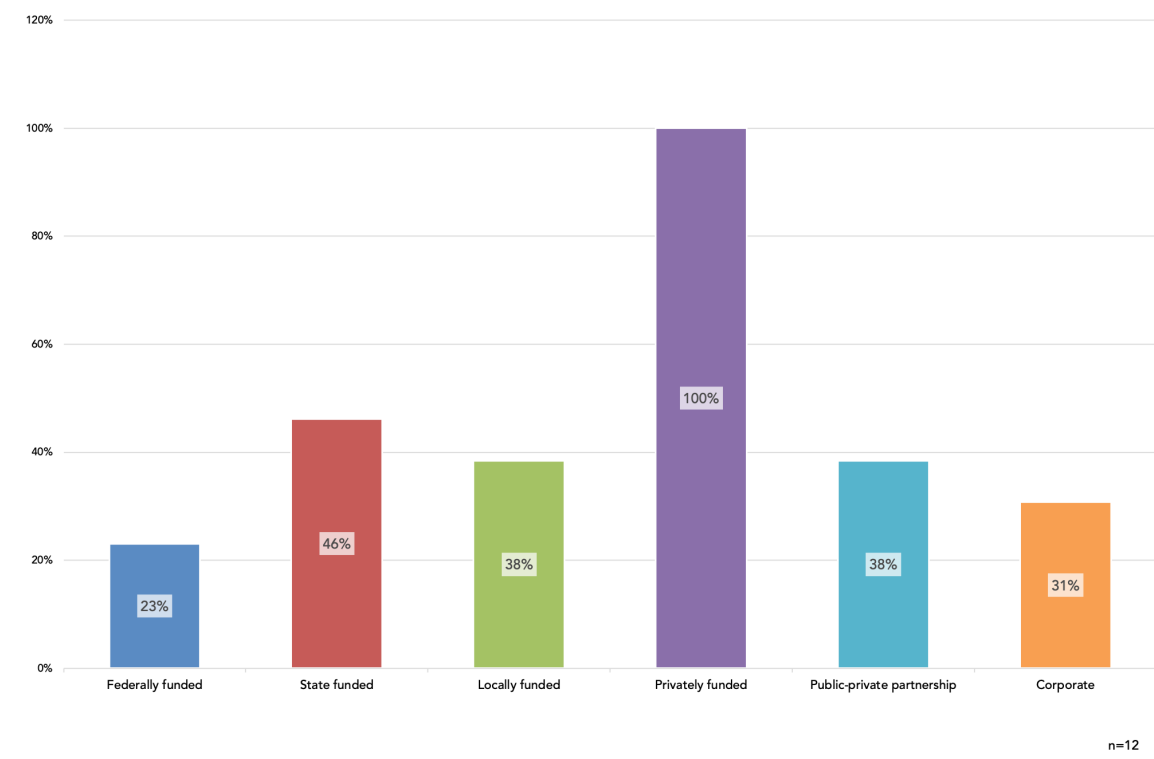
Long Island



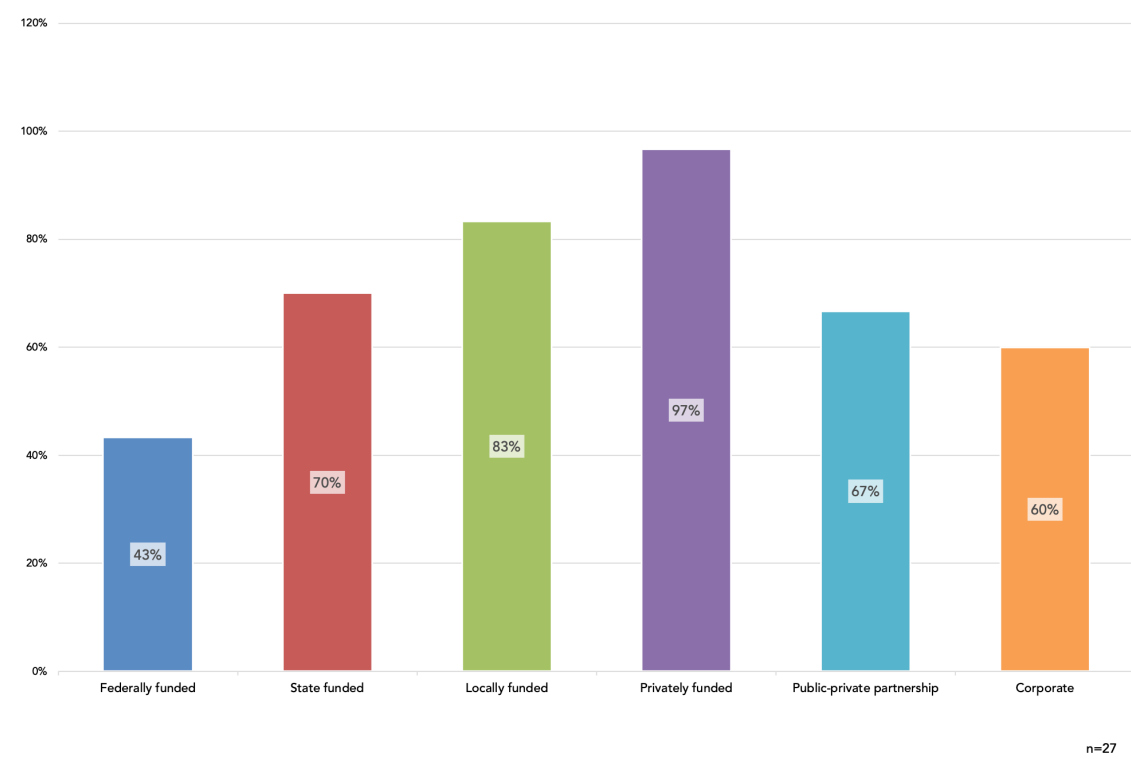
Mid-Hudson



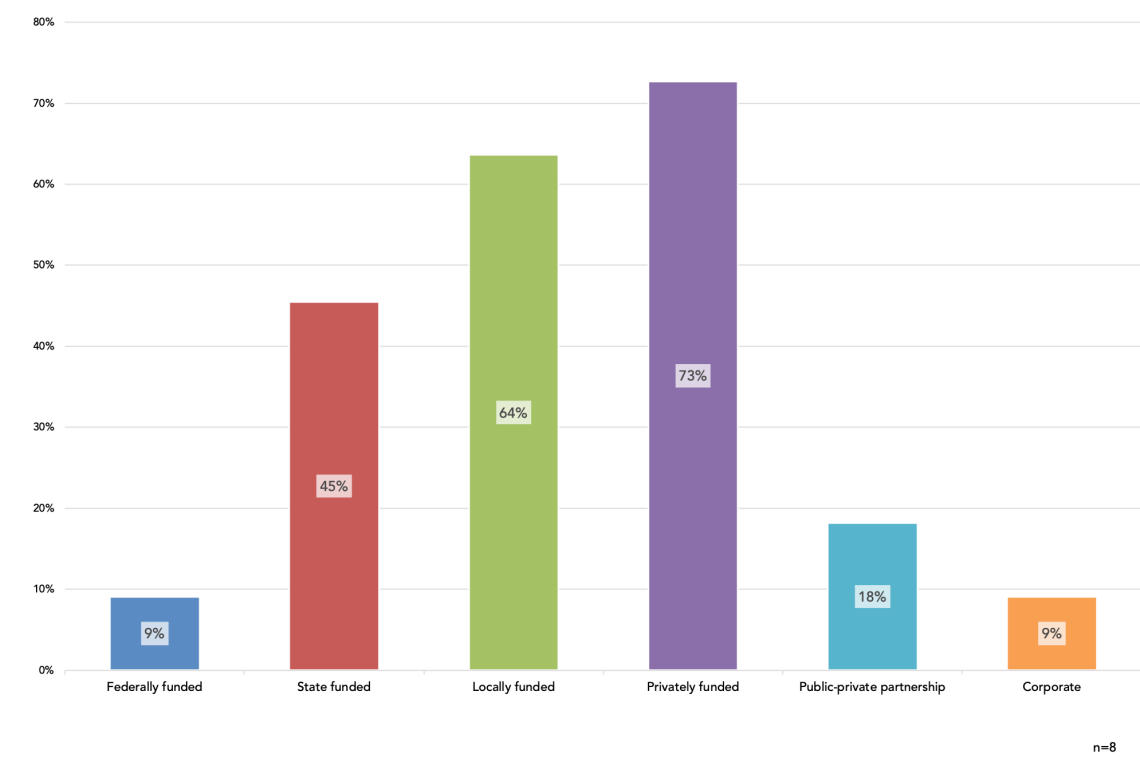
Mohawk Valley



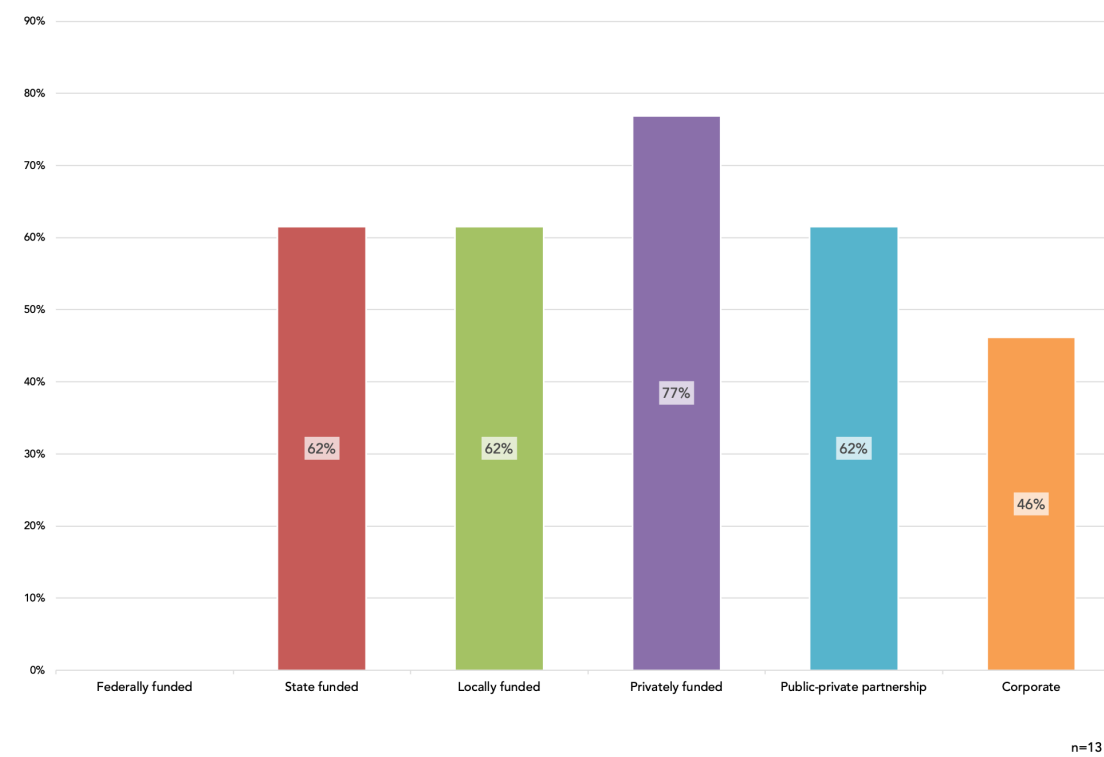
New York City



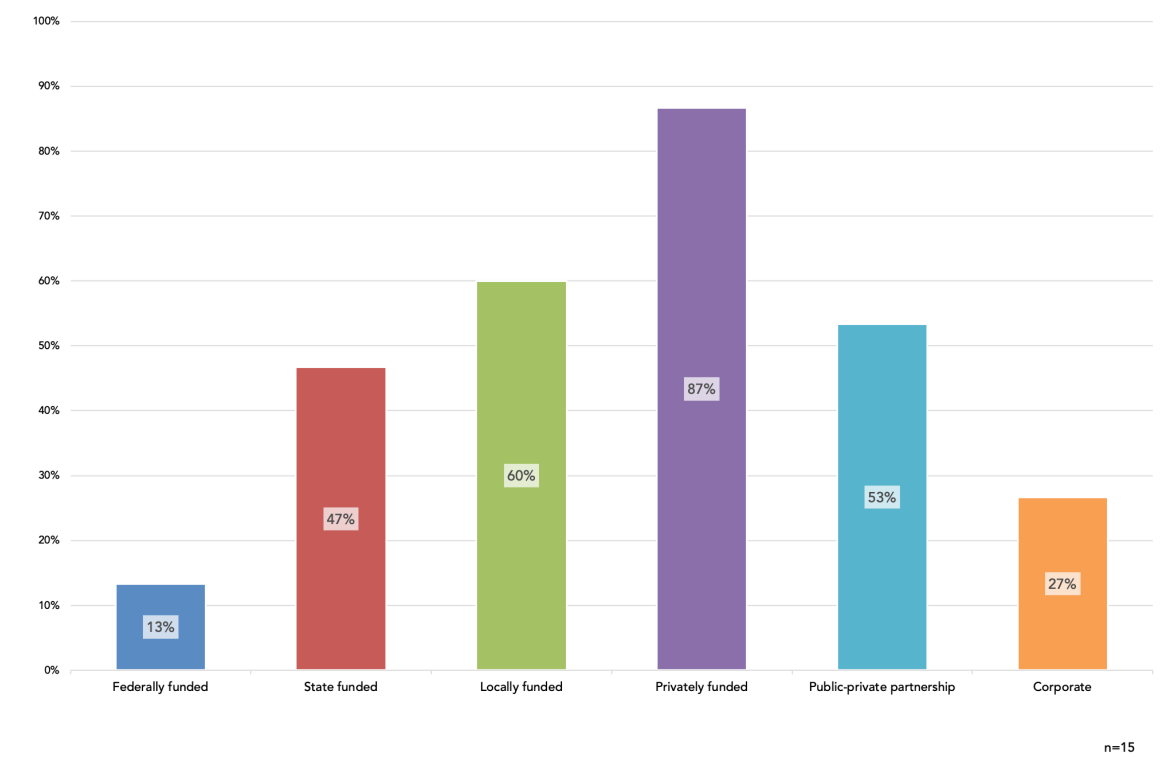
North Country



## Southern Tier



## Western Region

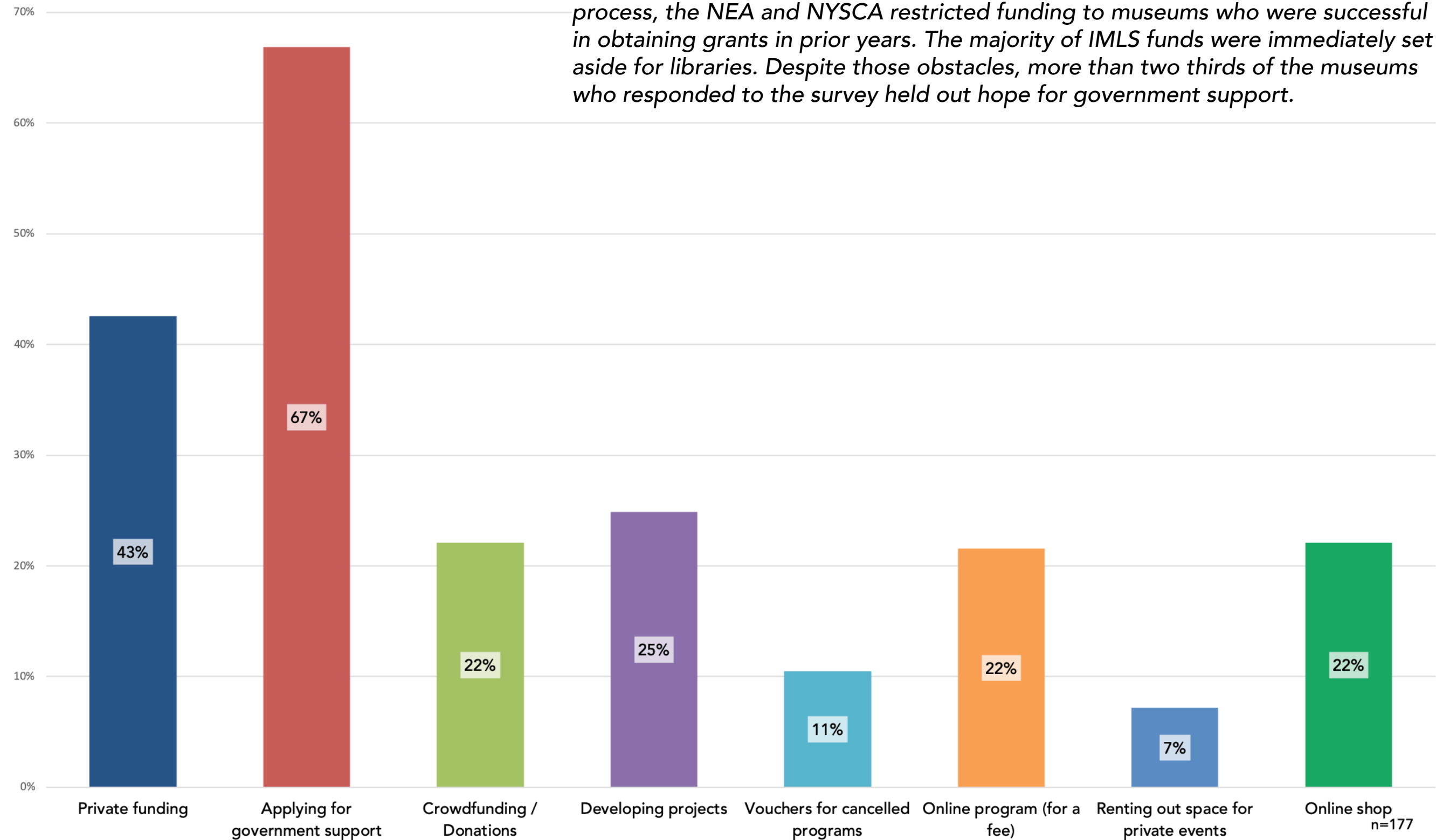




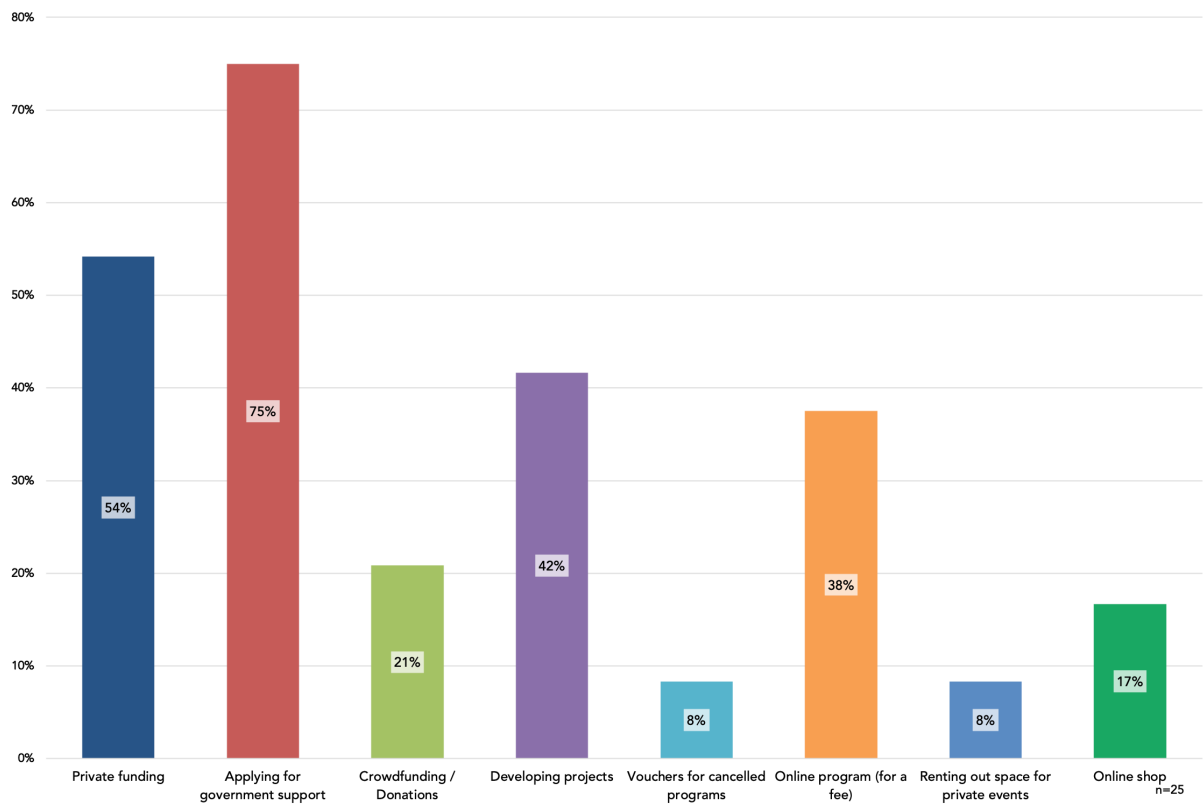
# Alternate Funding Sources

New York State

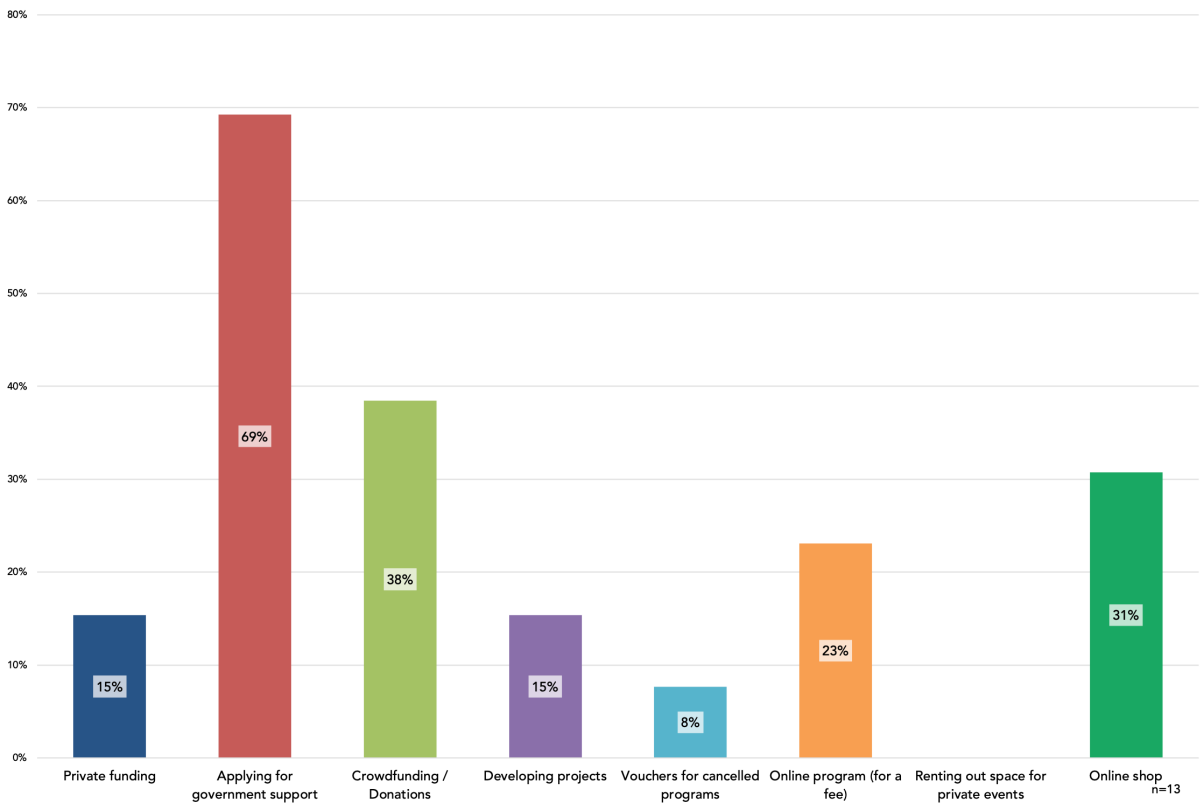
*Despite the best efforts of New York State’s Congressional Delegation, the Federal response for funding opportunities available to New York’s museums was disproportionate and inadequate. Federal funds allocated in the CARES Act went to states and museums that never “closed.” To speed the distribution 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.*



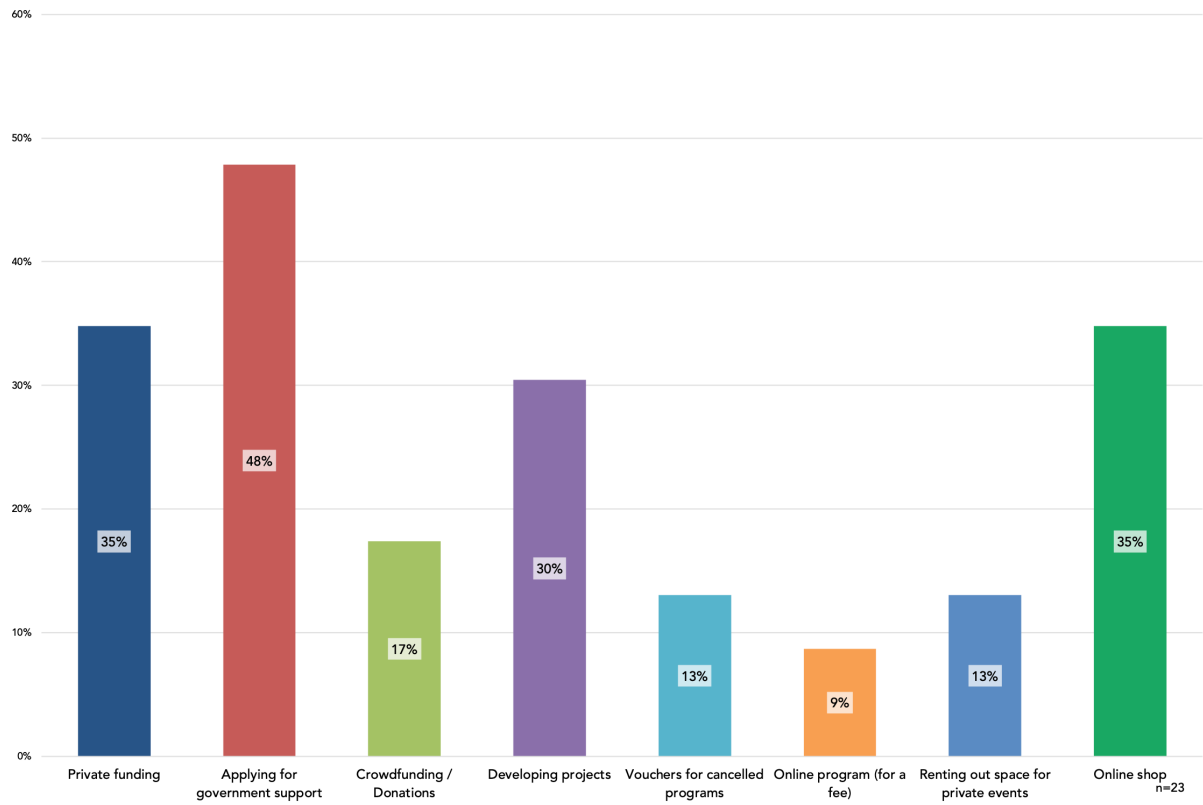
Capital Region



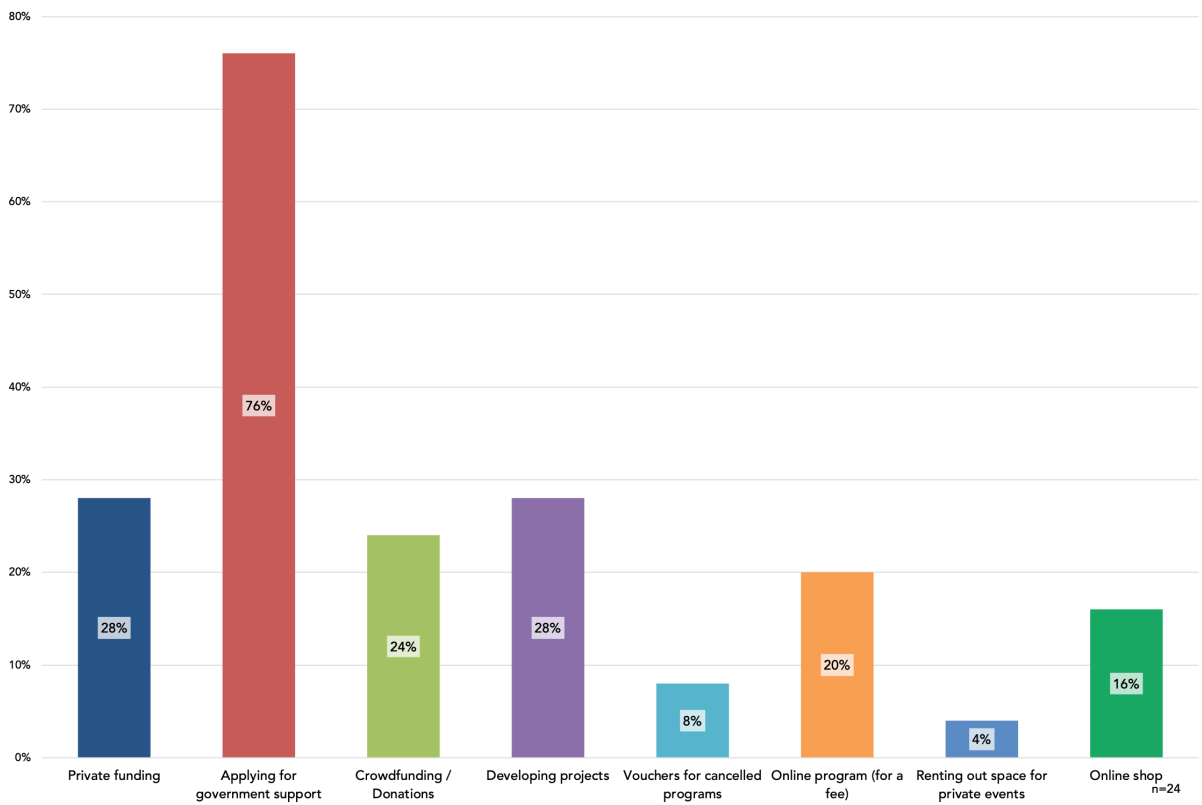
Central NY



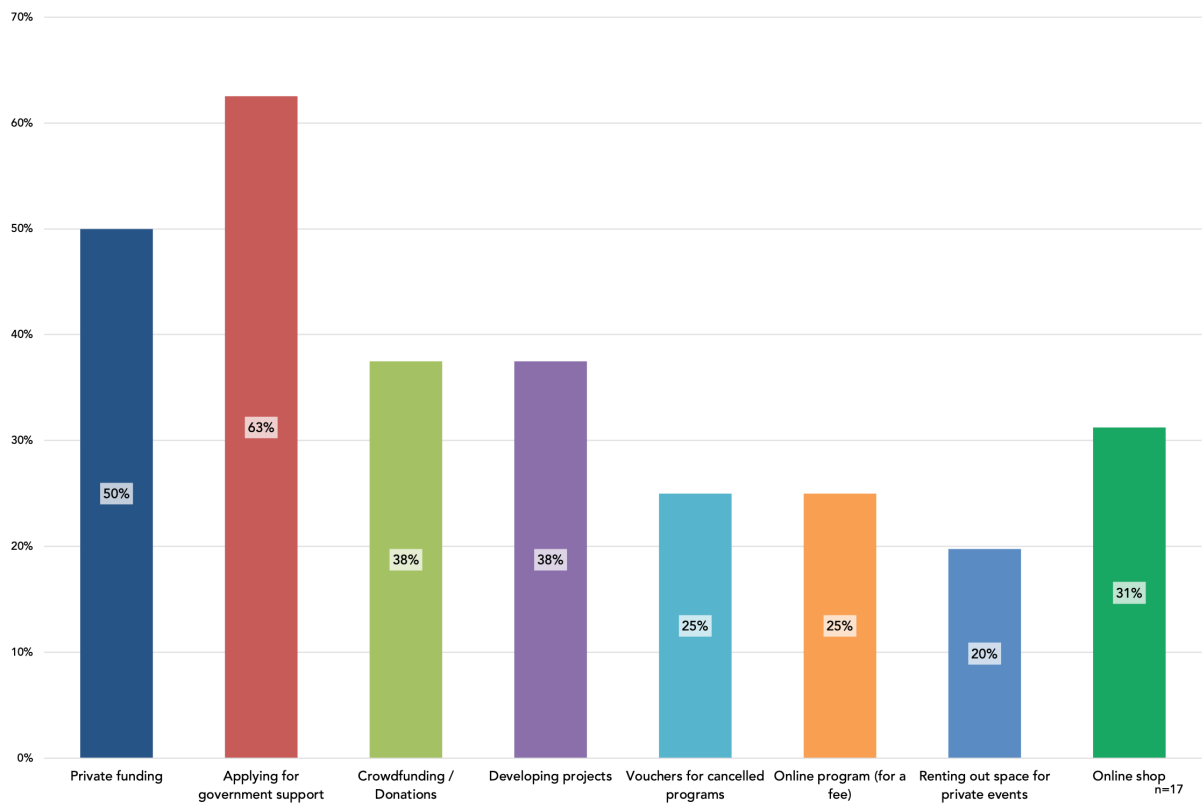
Finger Lakes



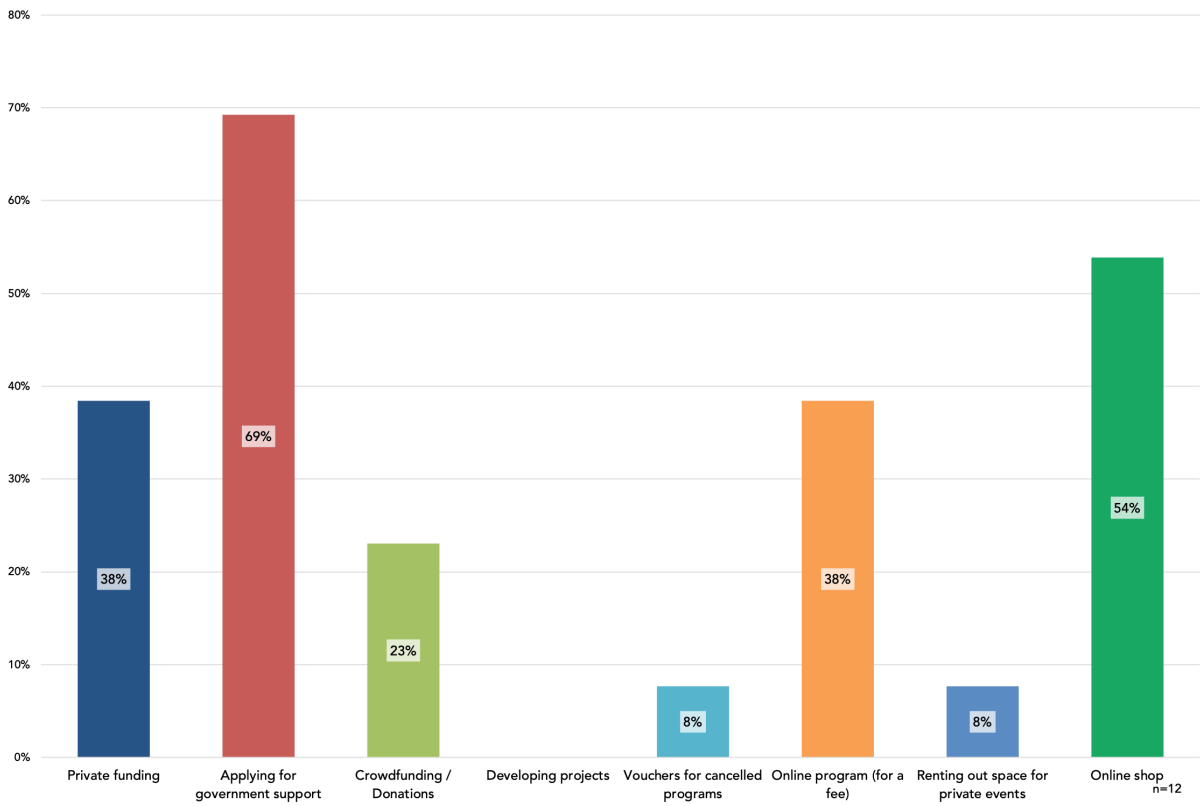
Long Island



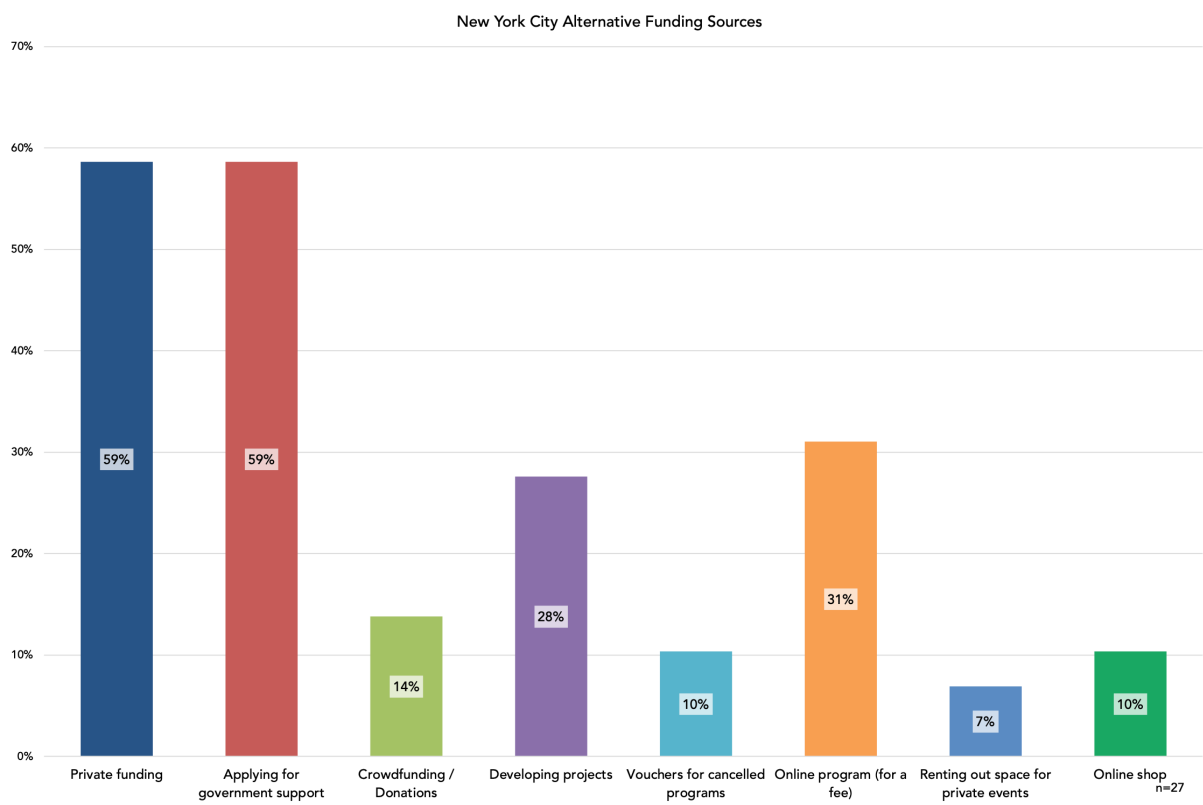
Mid-Hudson



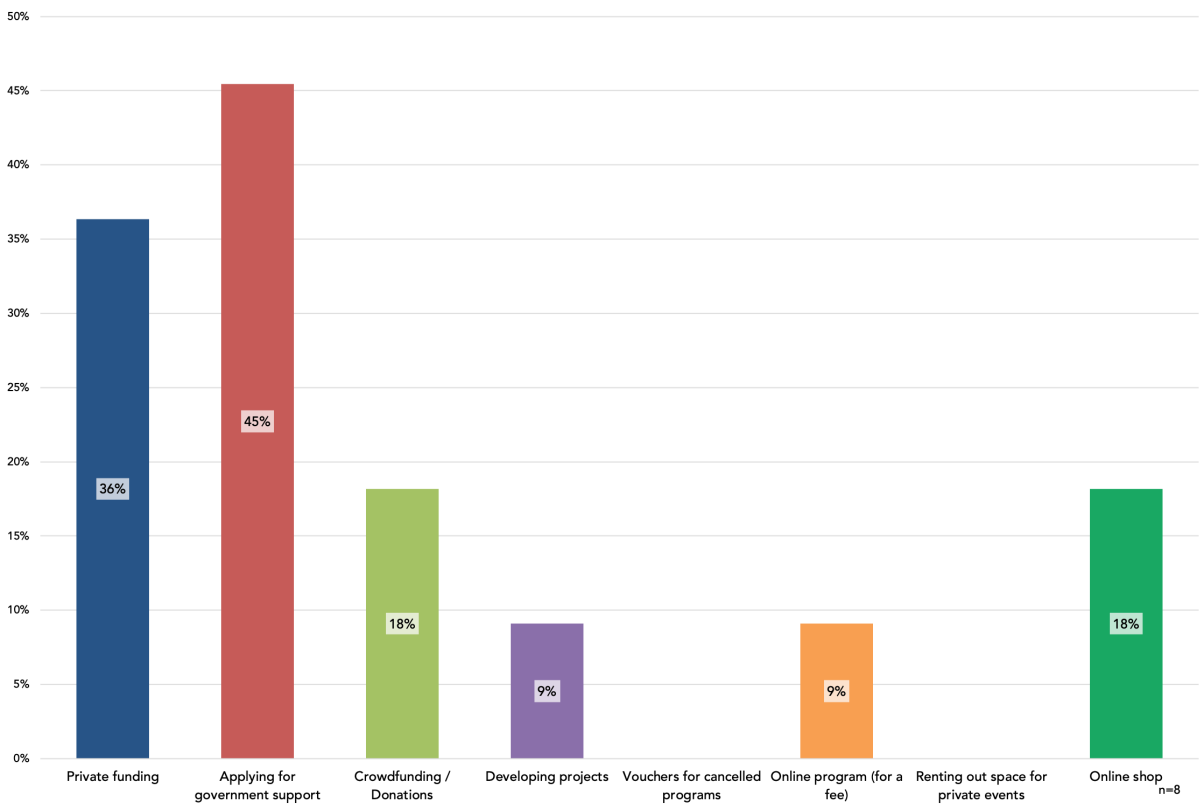
Mohawk Valley



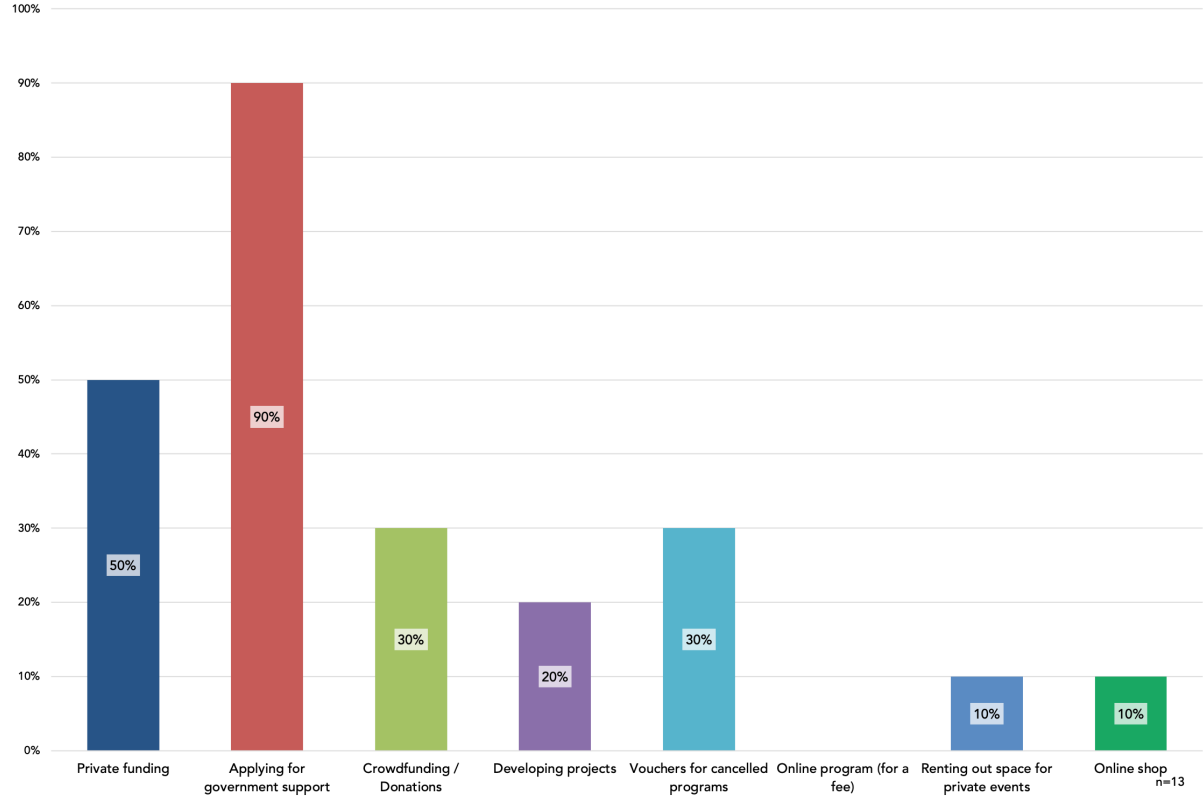
New York City



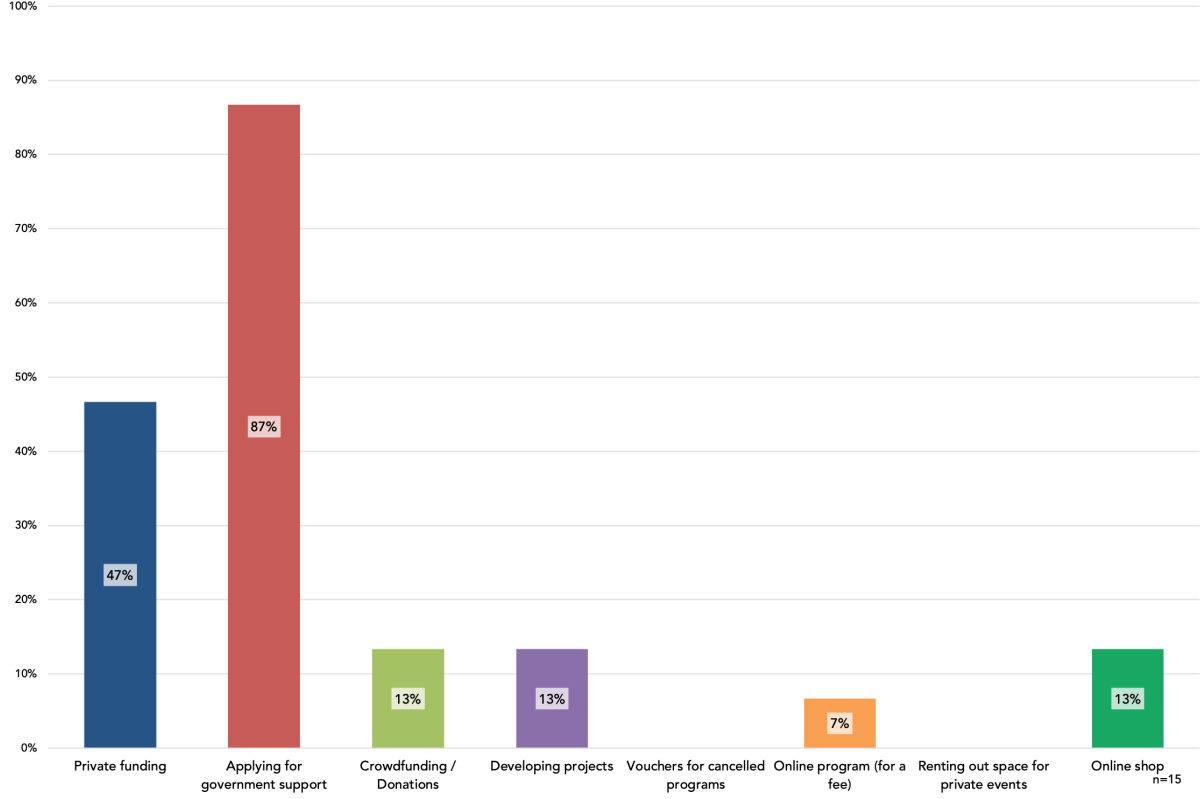
North Country



Southern Tier



Western Region



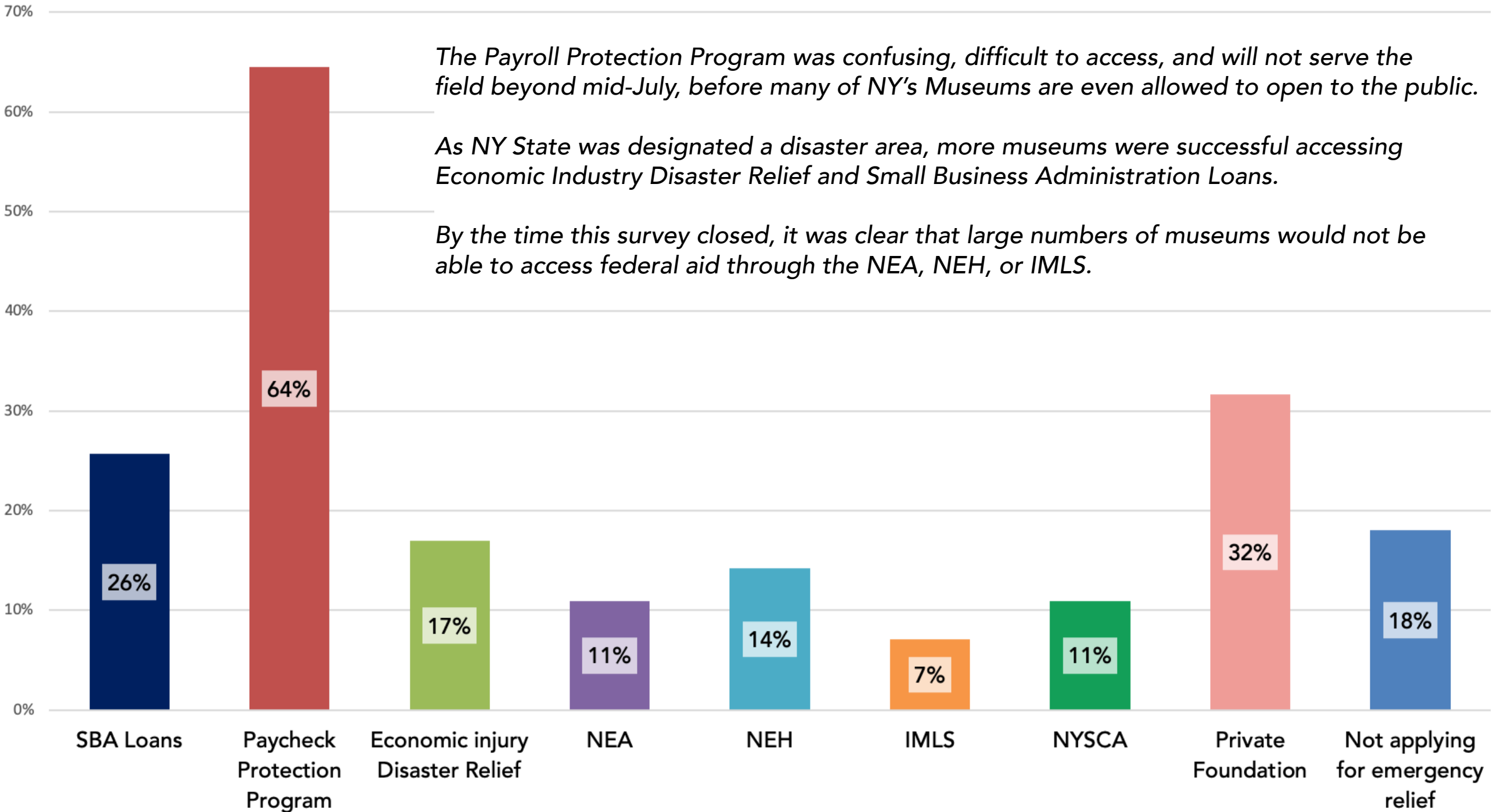


# Funding Relief Sources

New York State

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.

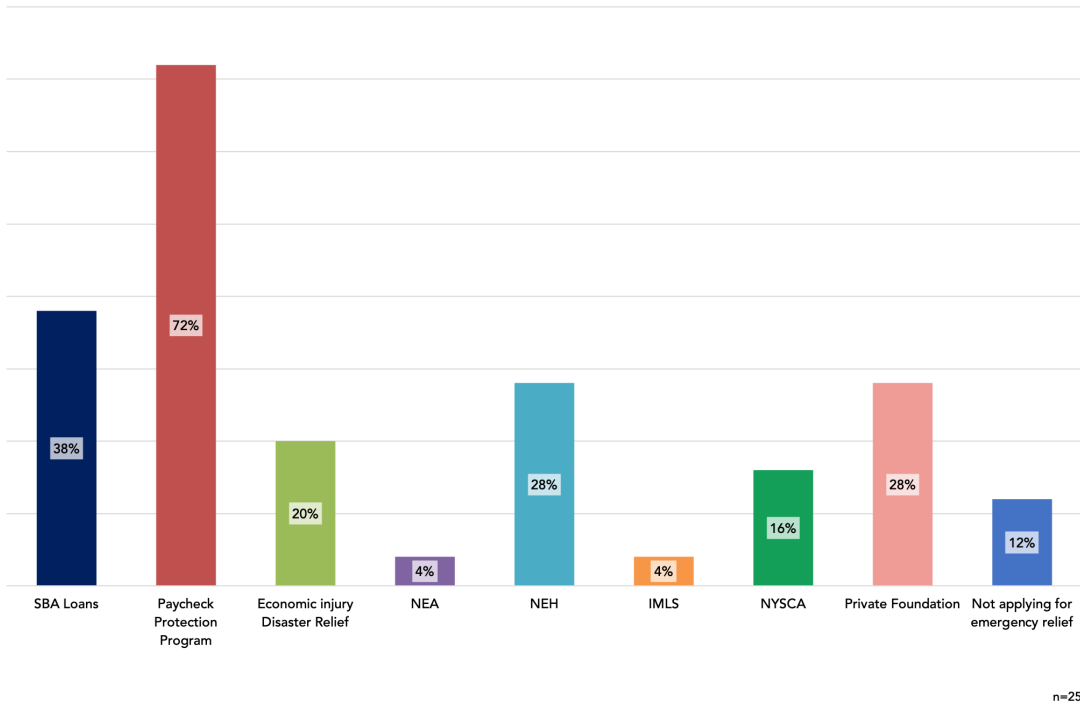
Where are you planning to apply for emergency relief funding?



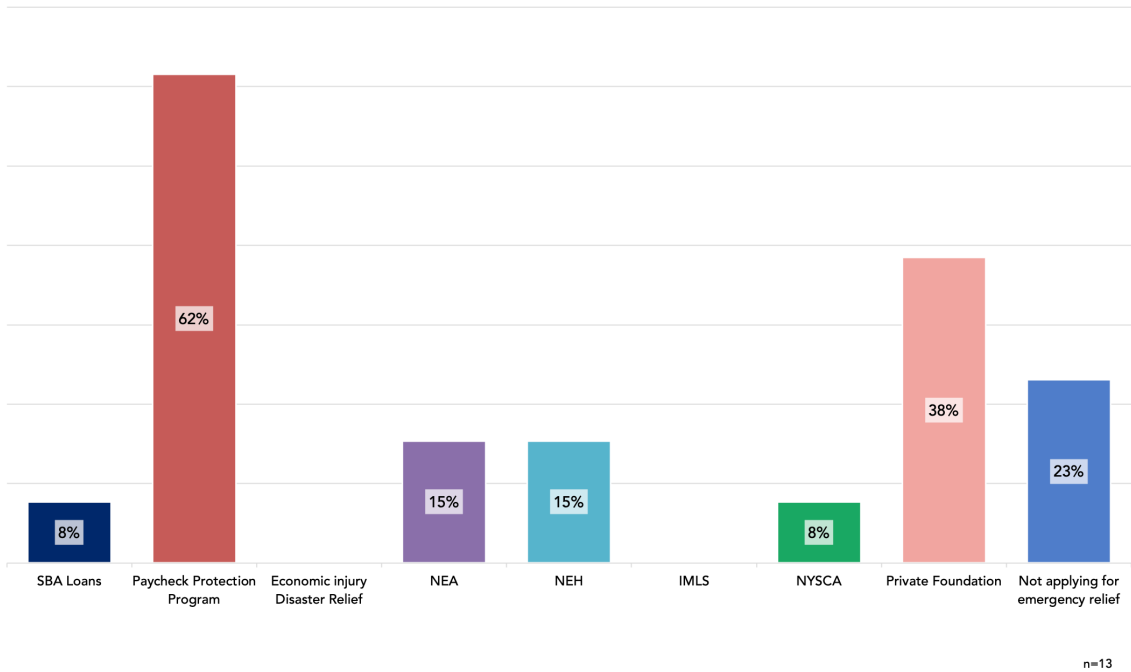
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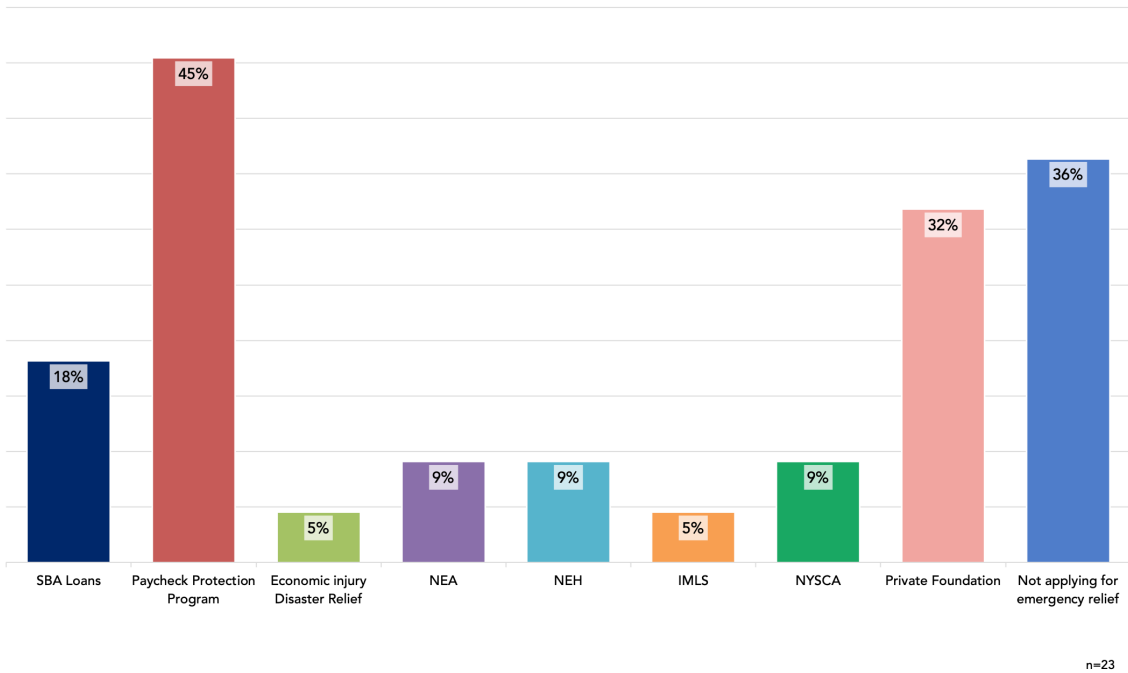
Capital Region



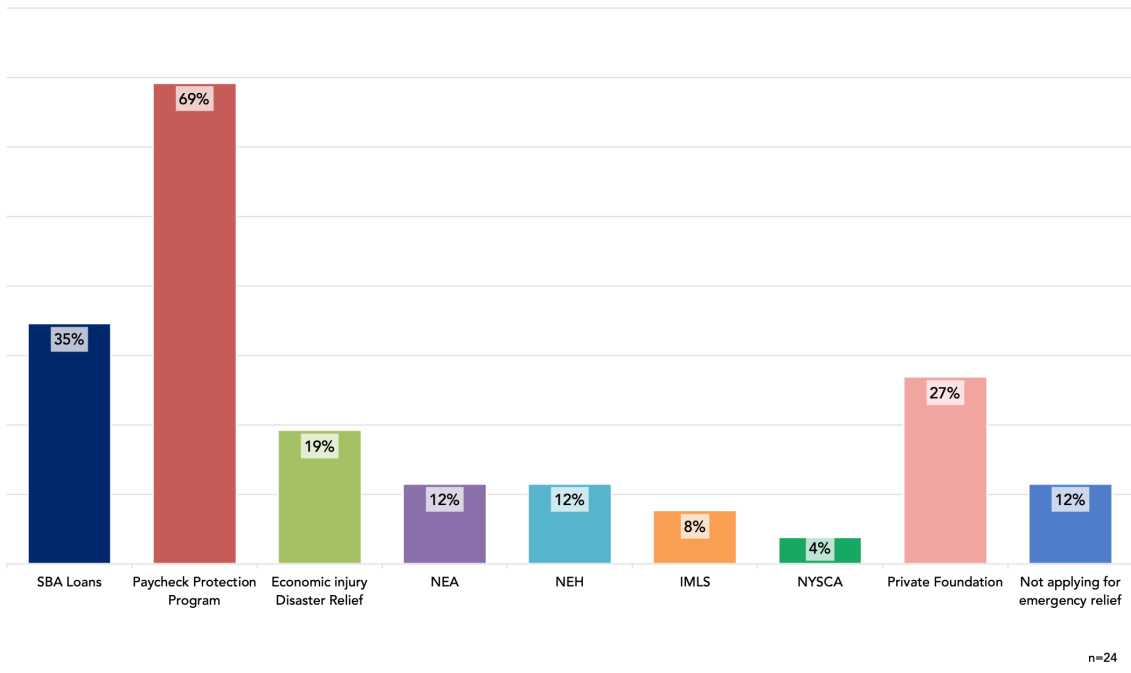
Central NY



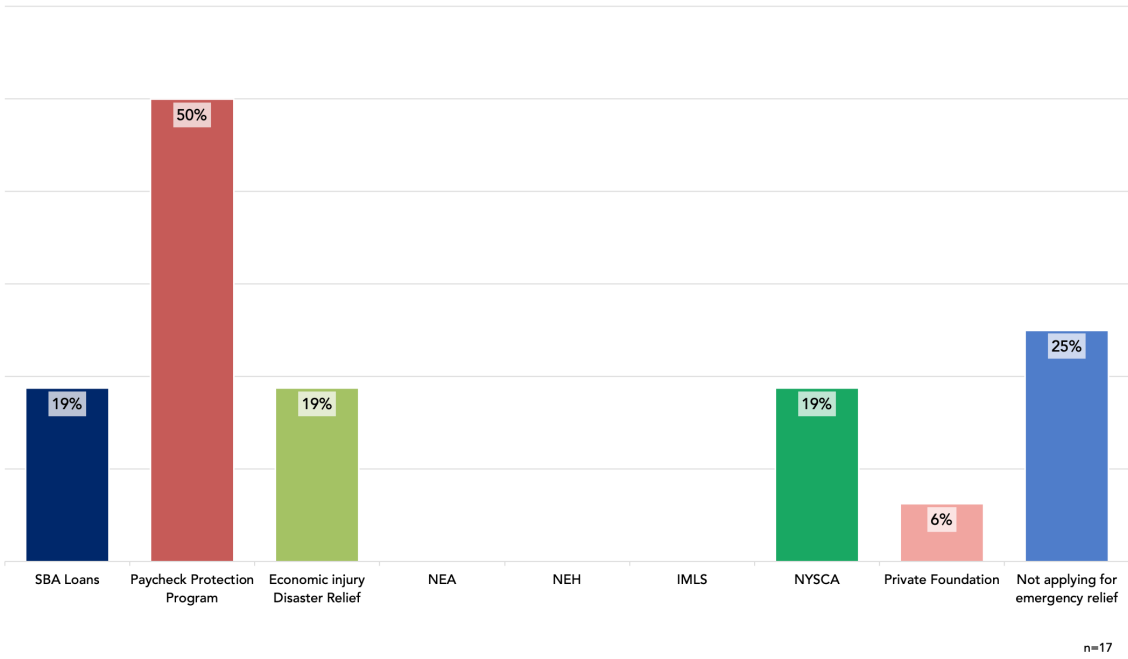
Finger Lakes



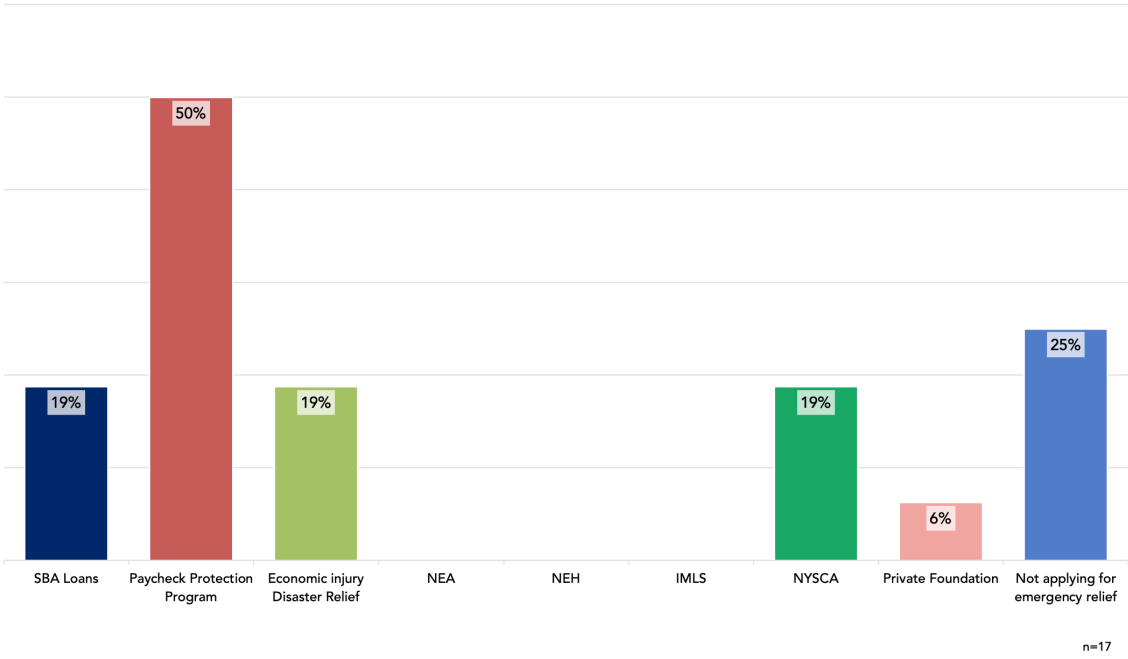
Long Island



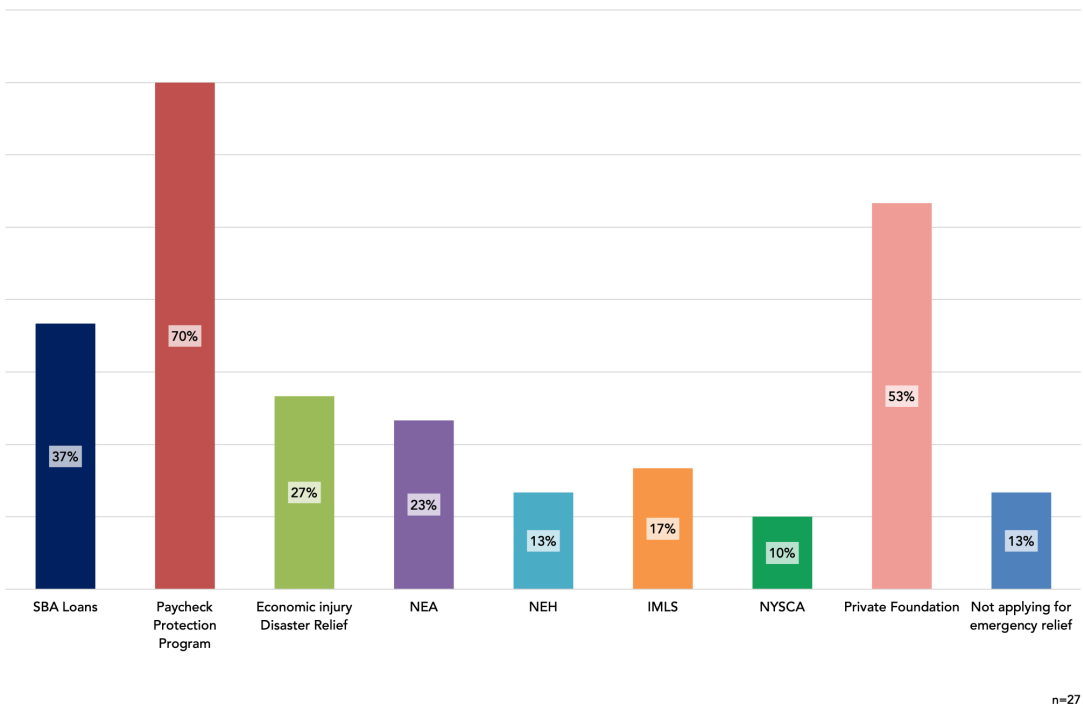
Mid-Hudson



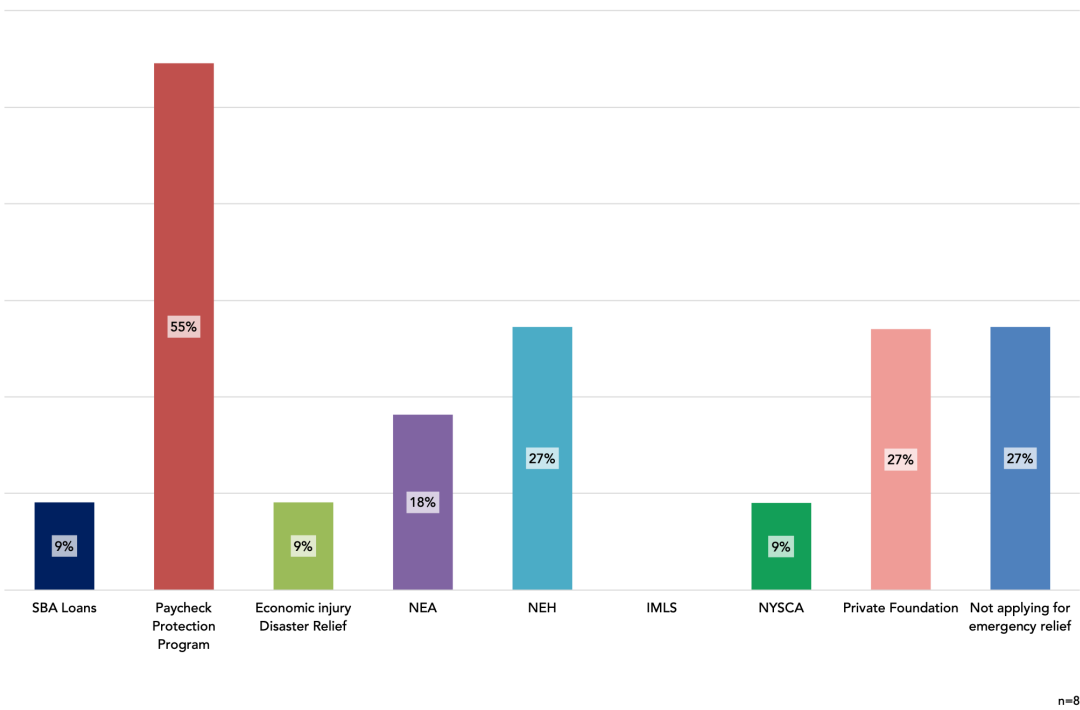
Mohawk Valley



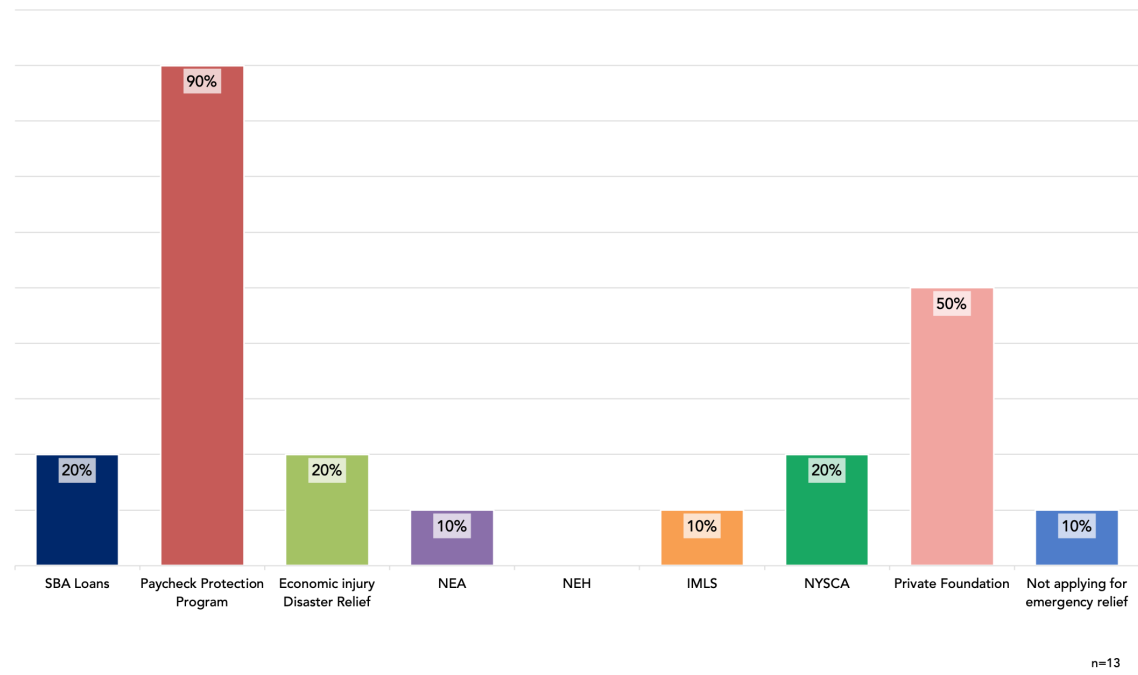
New York City



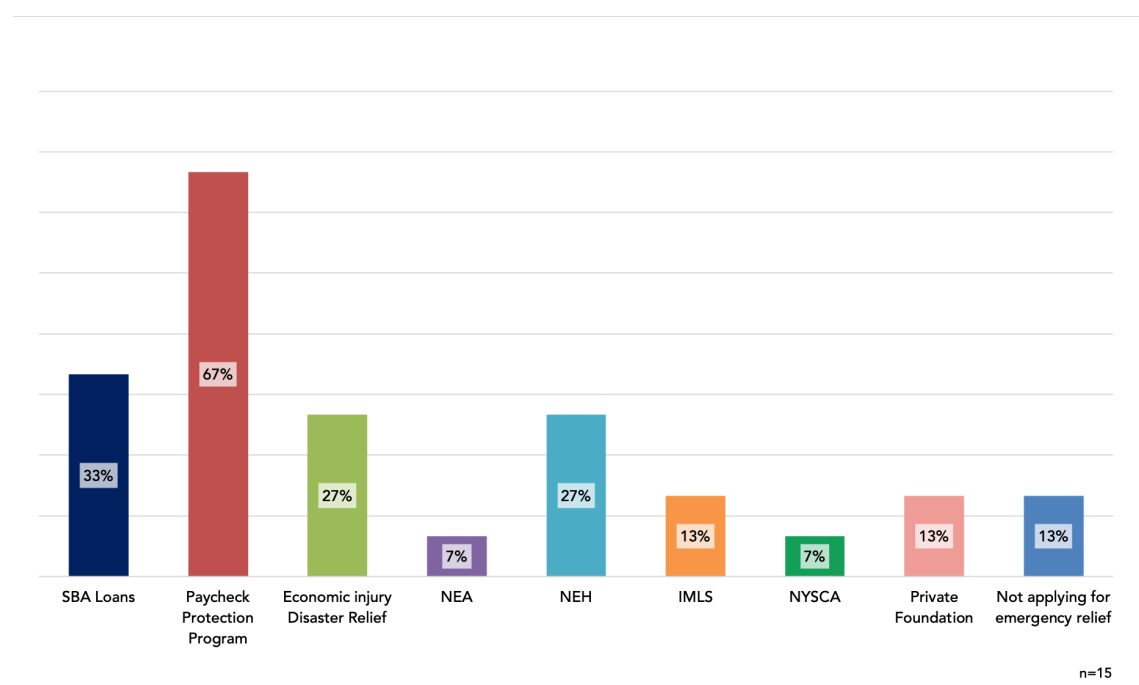
North Country



## Southern Tier



## Western Region





# Use of Relief Sources

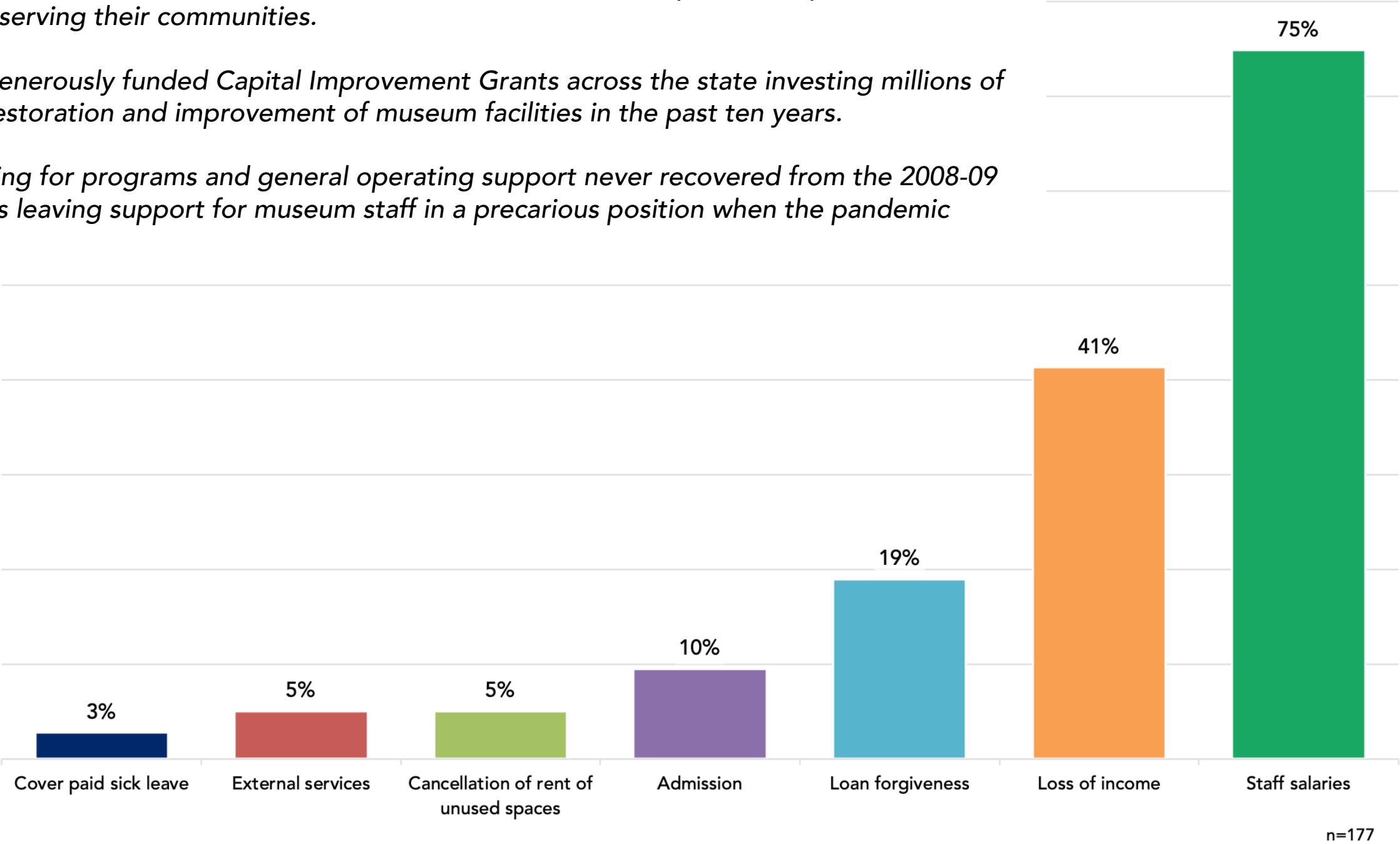
New York State

How would you use emergency relief funding?

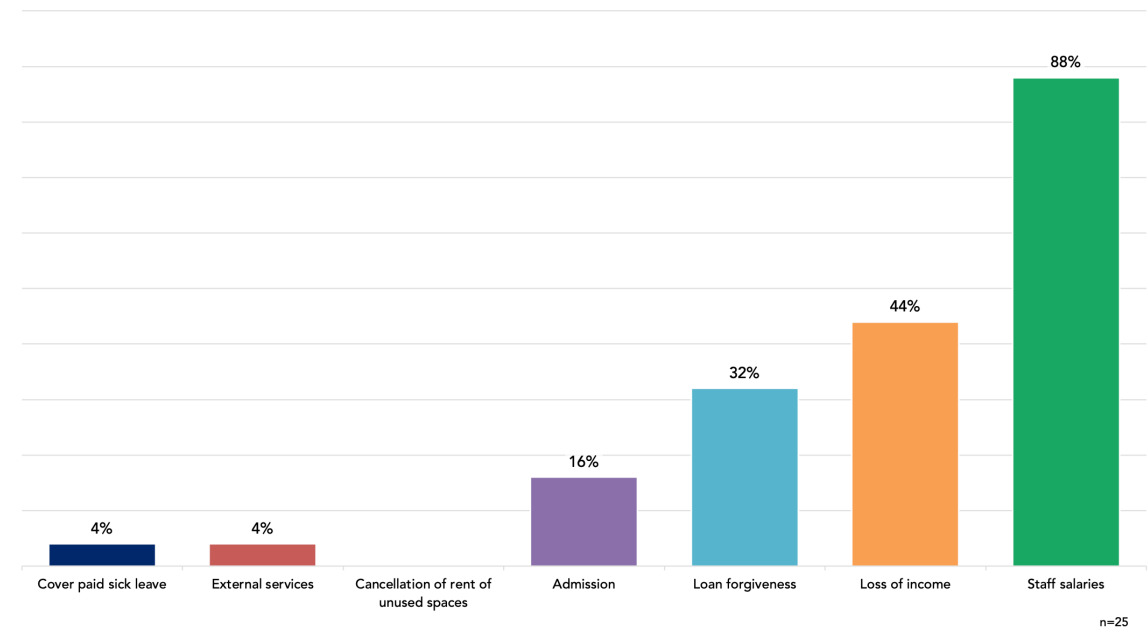
*The largest amount of funding was sought to cover staff salaries to keep museum professionals employed and serving their communities.*

*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.*

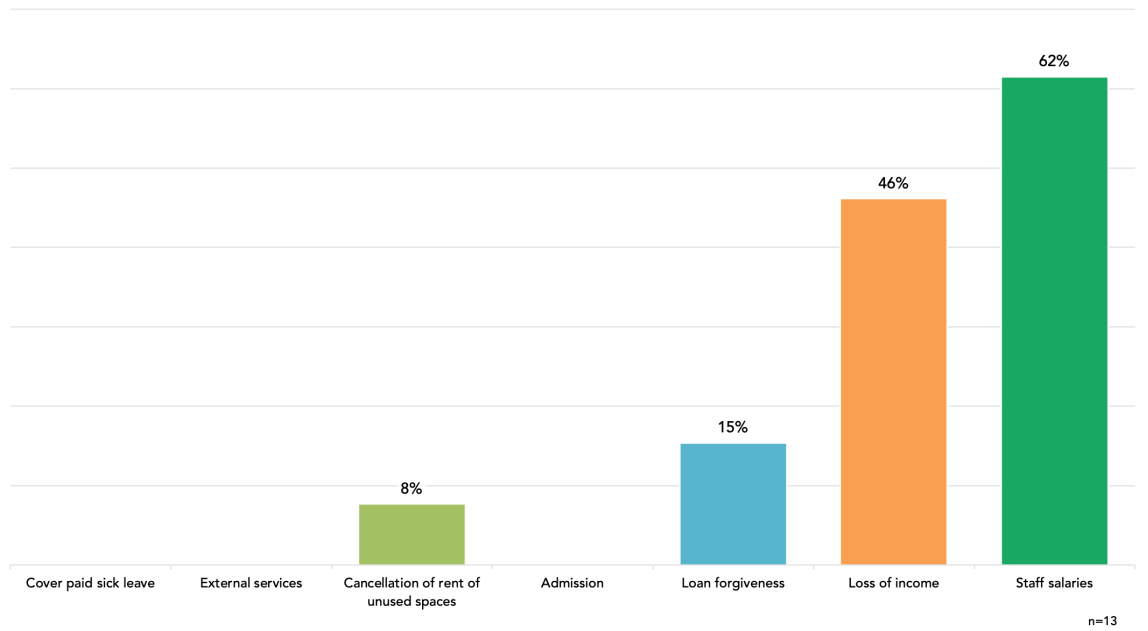
*However, funding for programs and general operating support never recovered from the 2008-09 reduction levels leaving support for museum staff in a precarious position when the pandemic struck.*



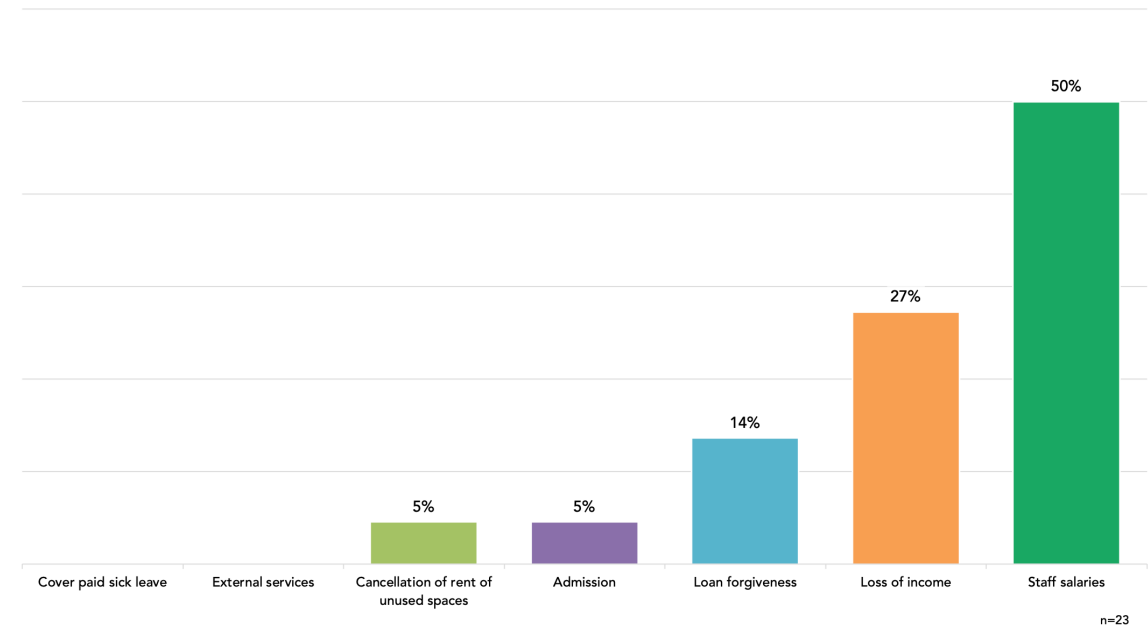
Capital Region



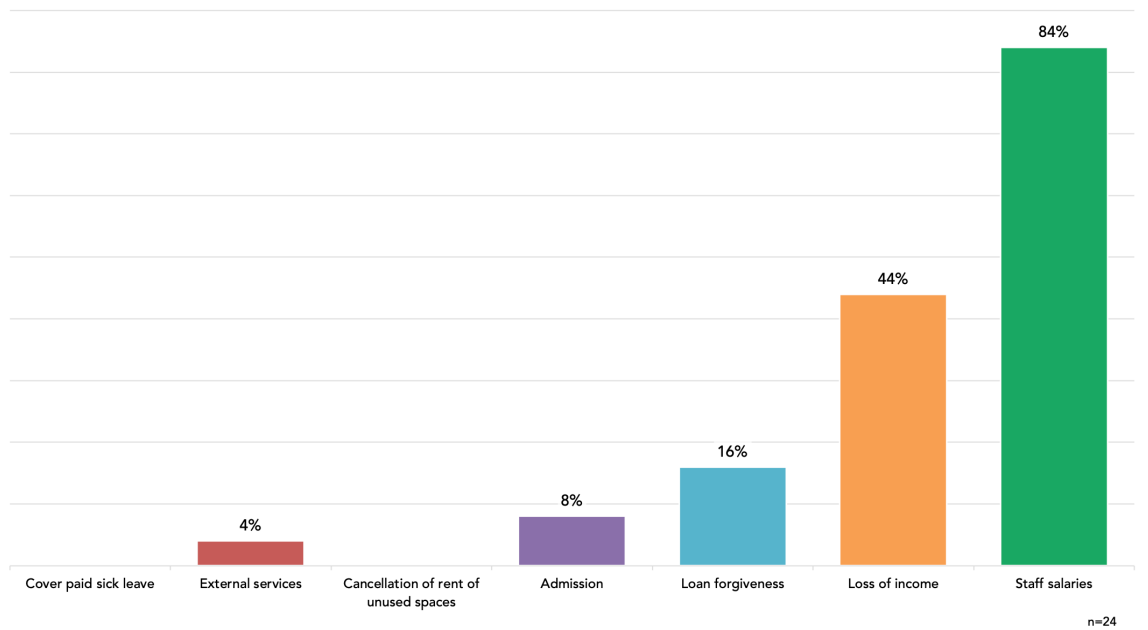
Central NY



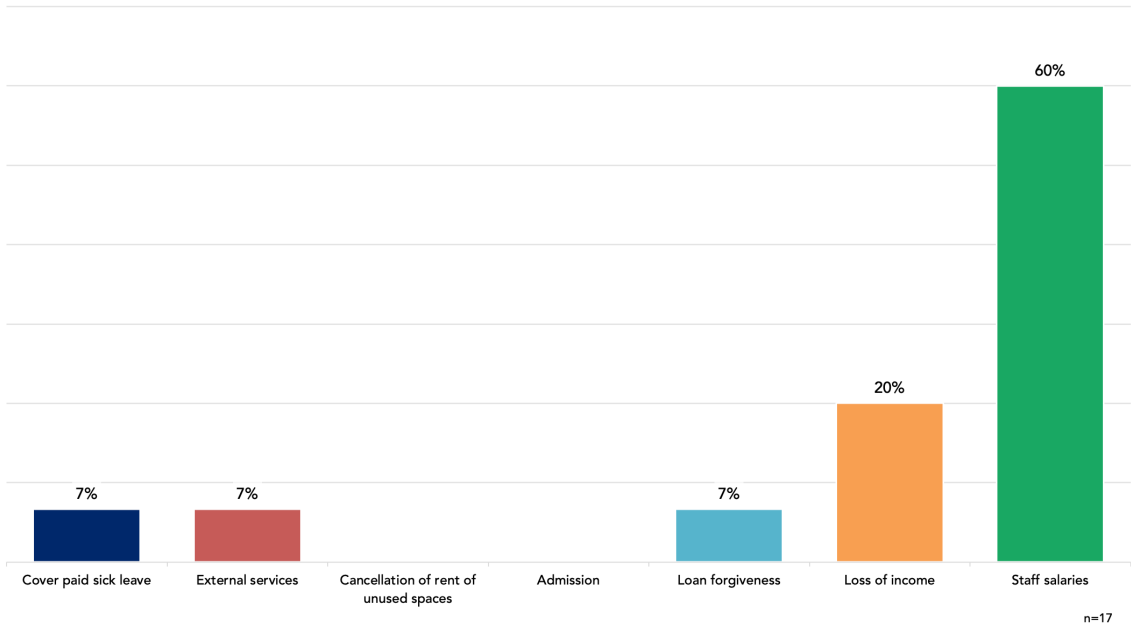
Finger Lakes



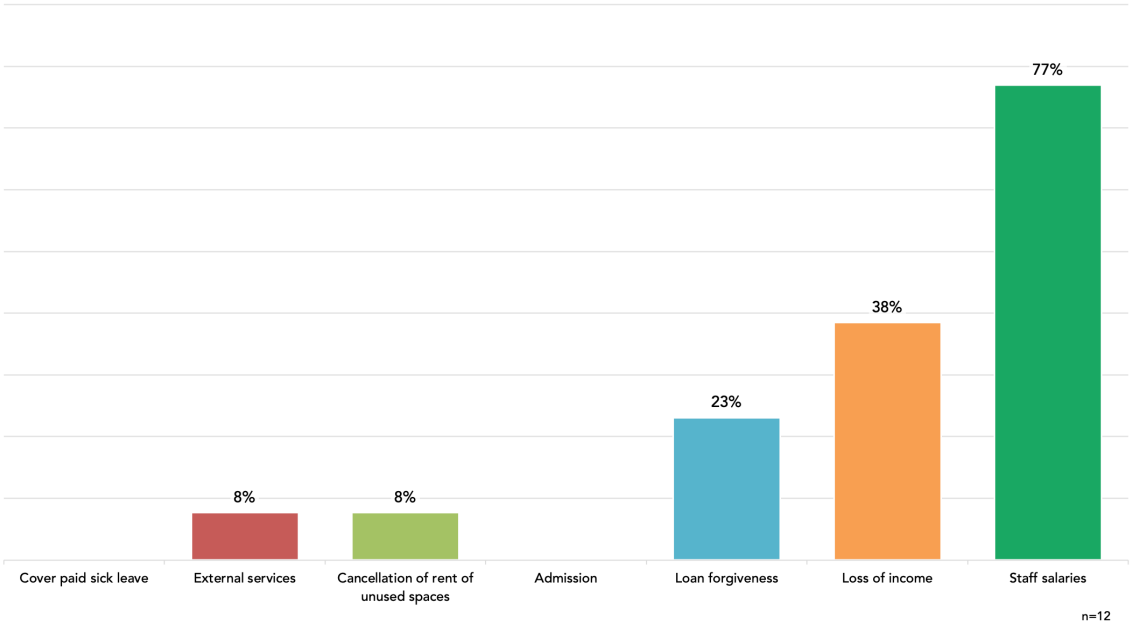
Long Island



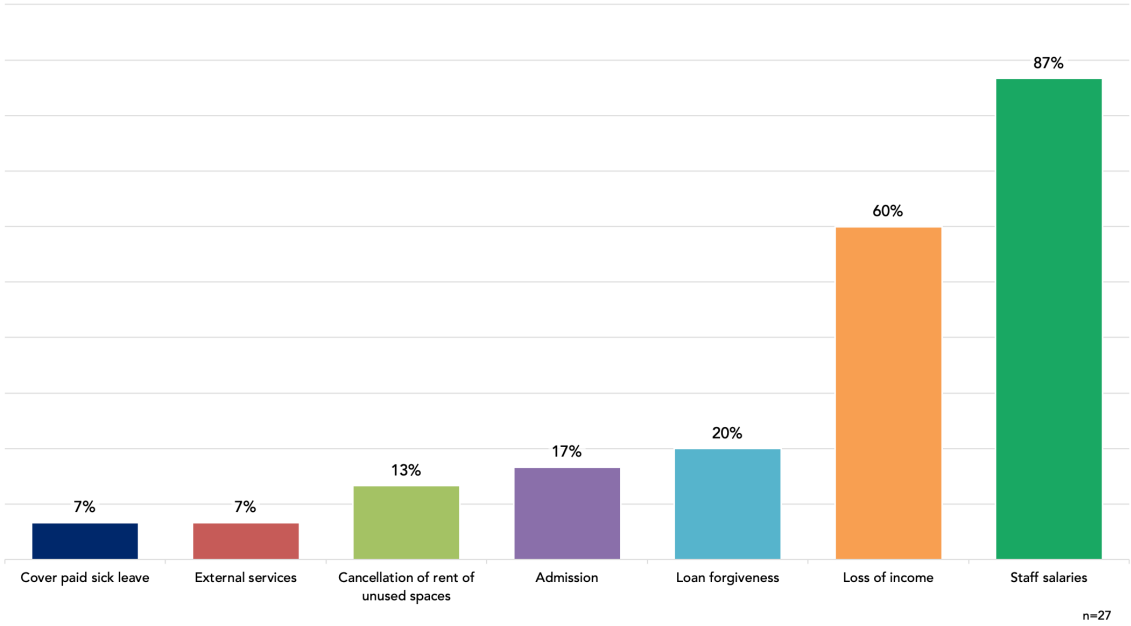
Mid-Hudson



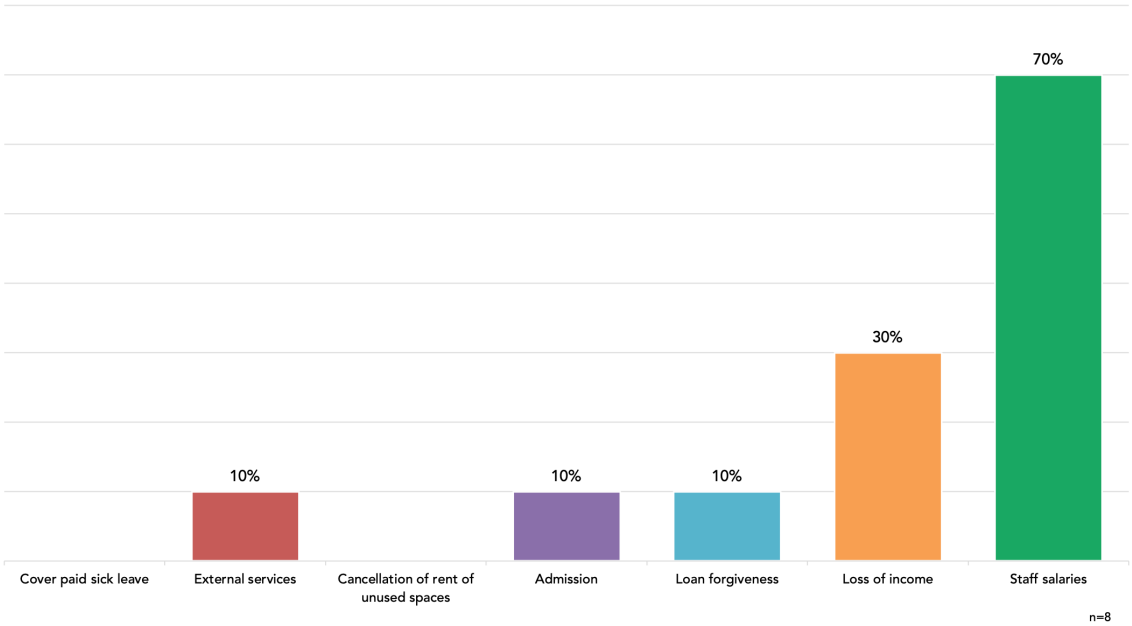
Mohawk Valley



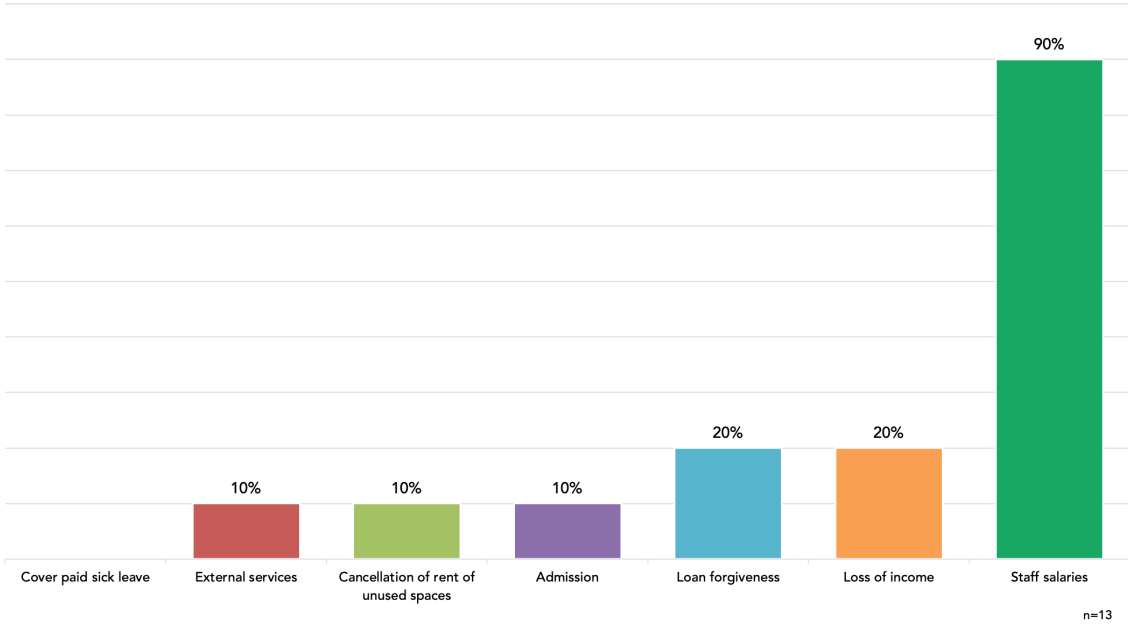
New York City



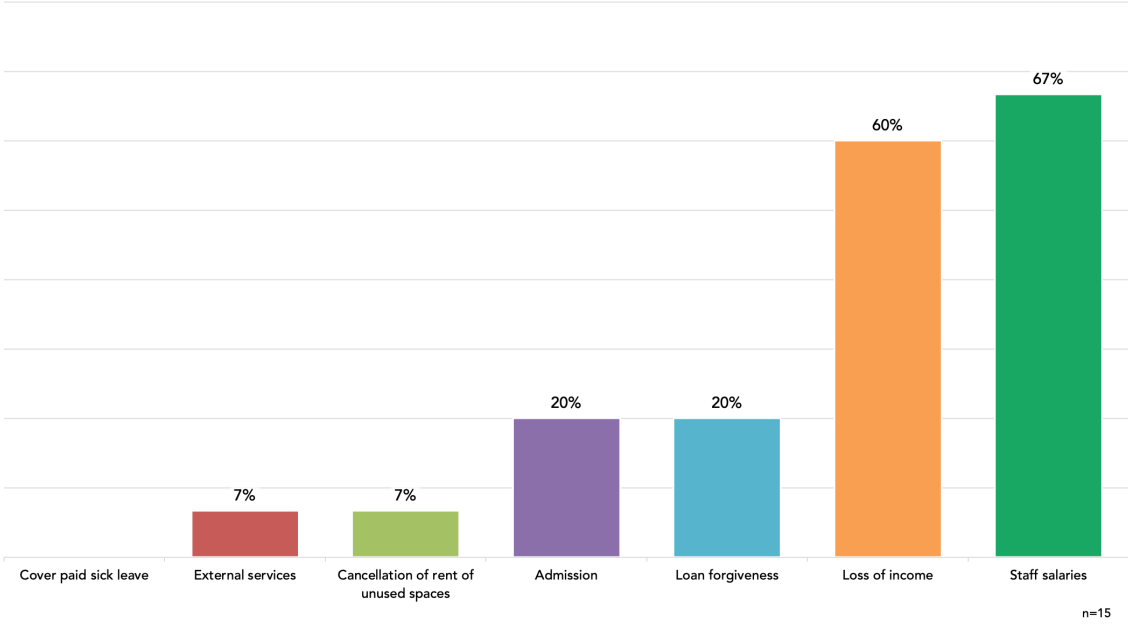
North Country



Southern Tier

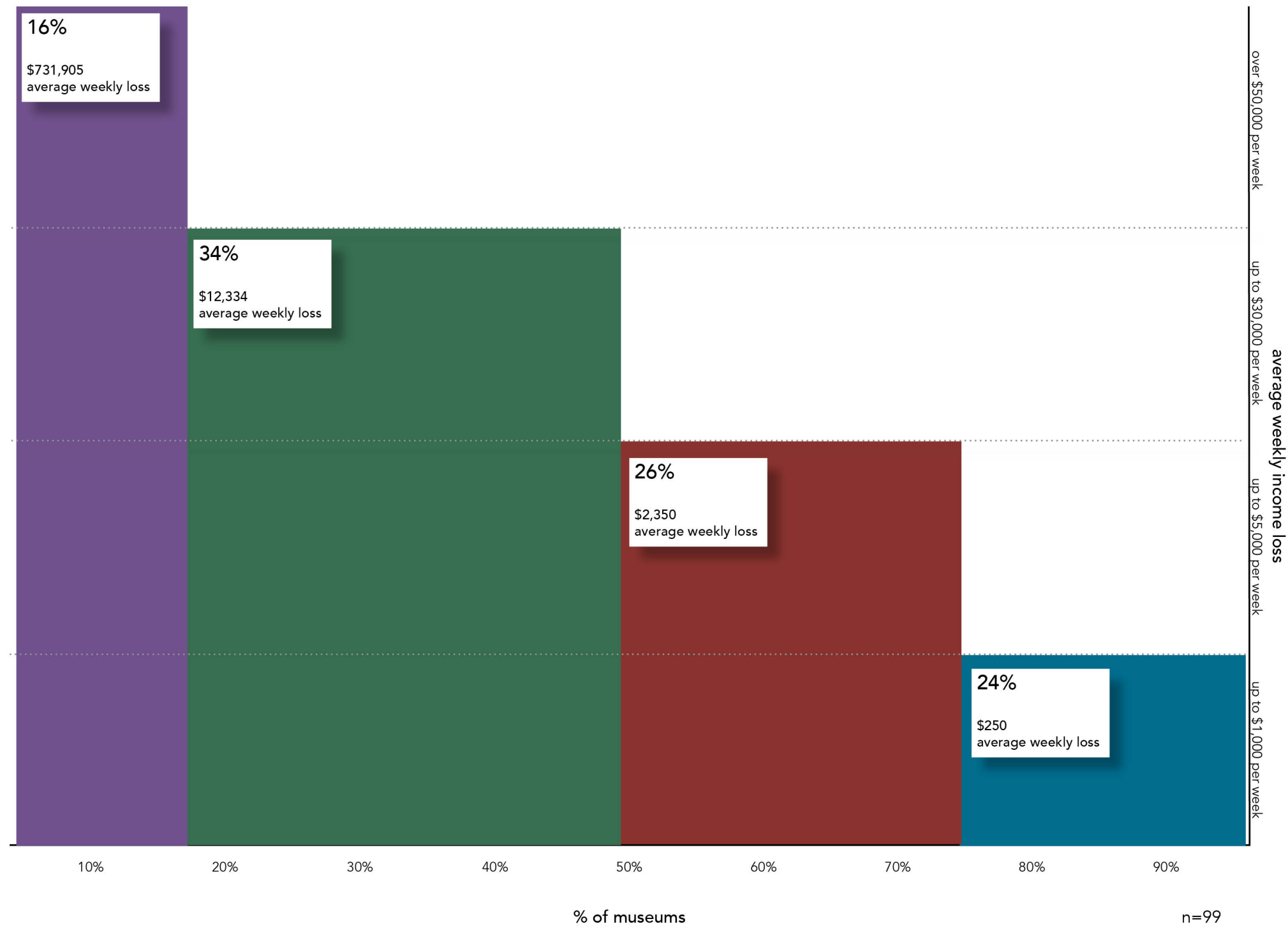


Western Region



# 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.

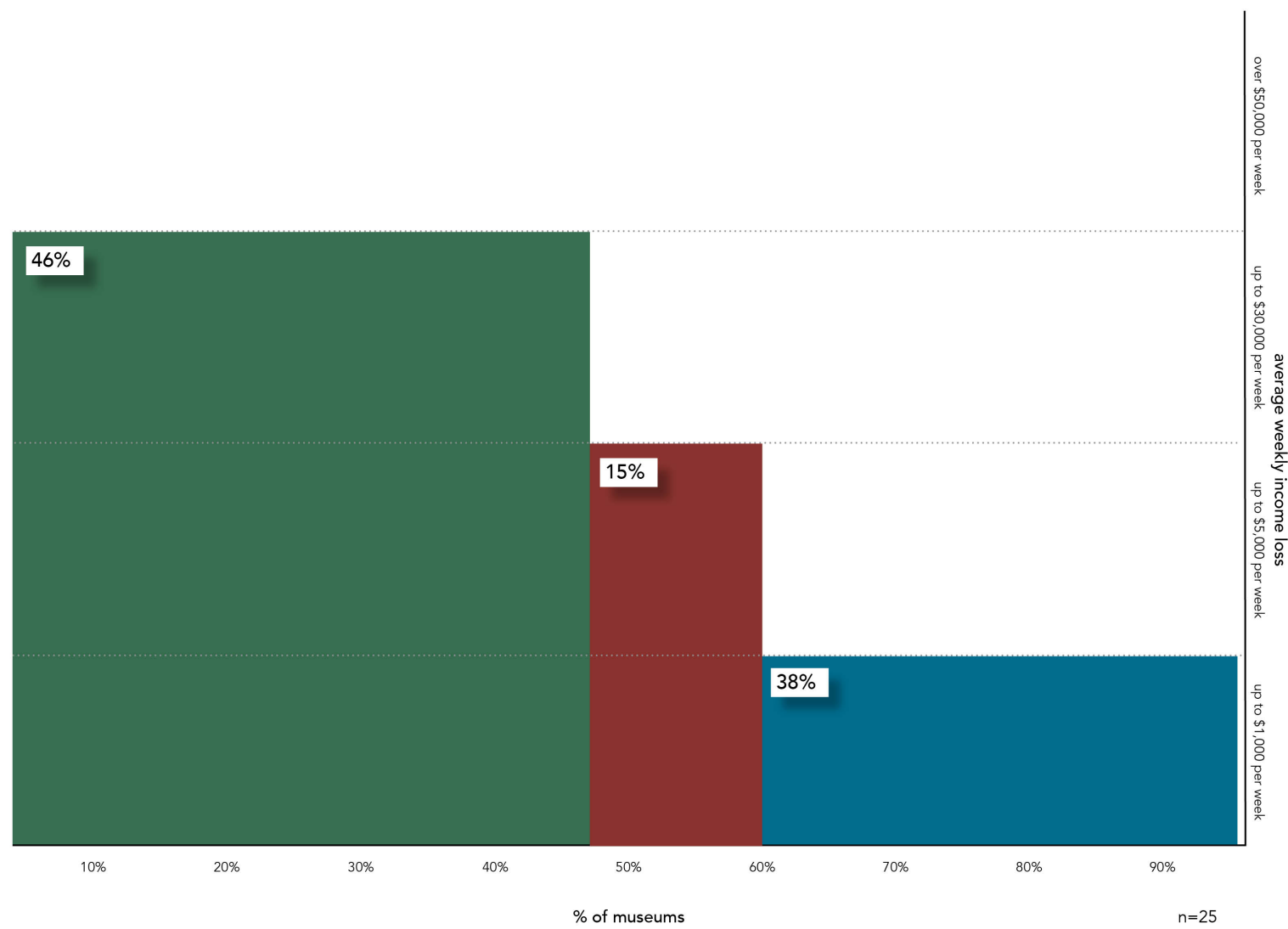
This chart represents weekly loss by average amount lost and illustrates how NY’s museum community can be easily divided by budget size no matter the region in which they are located.

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

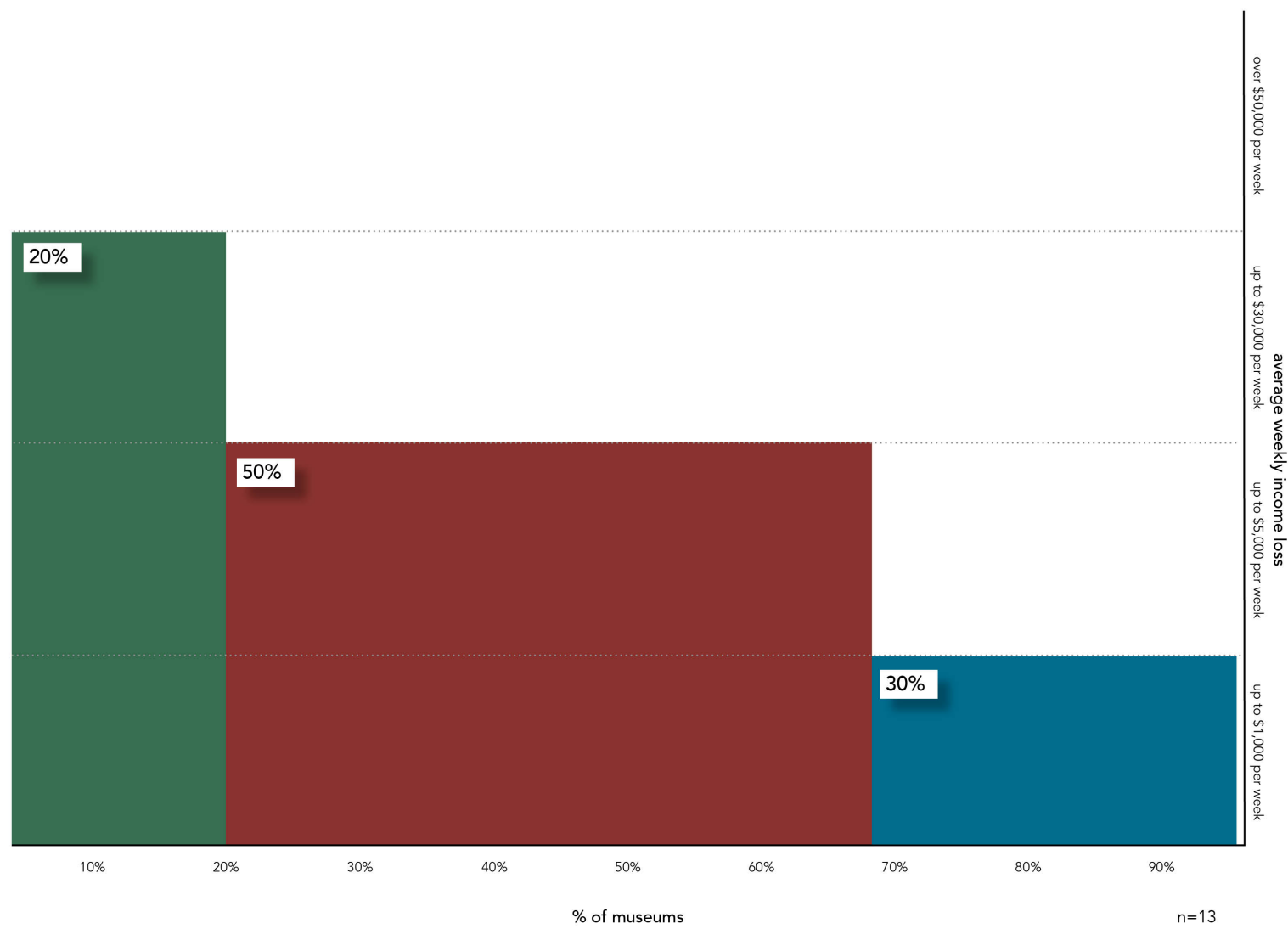




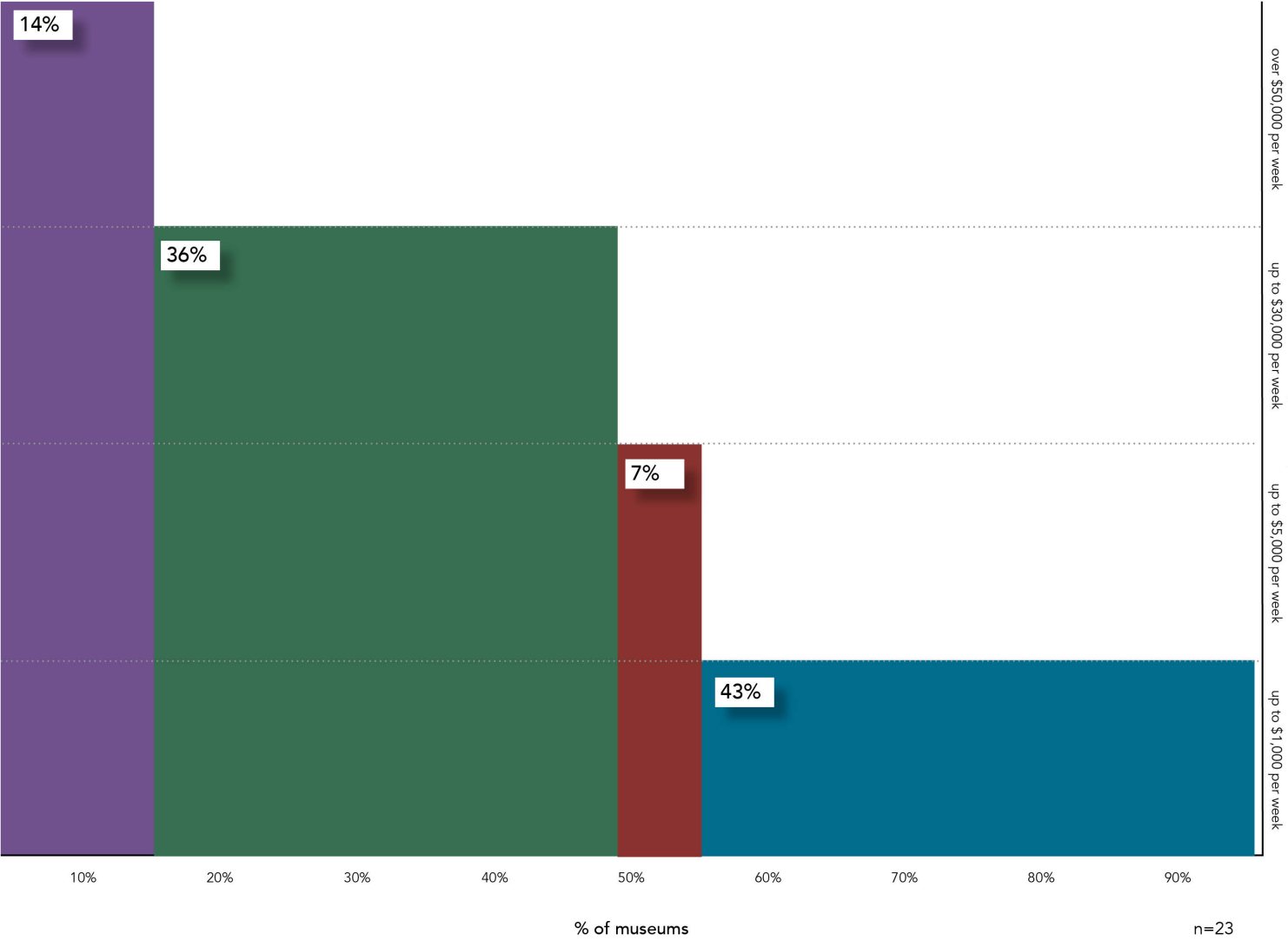
Capital Region



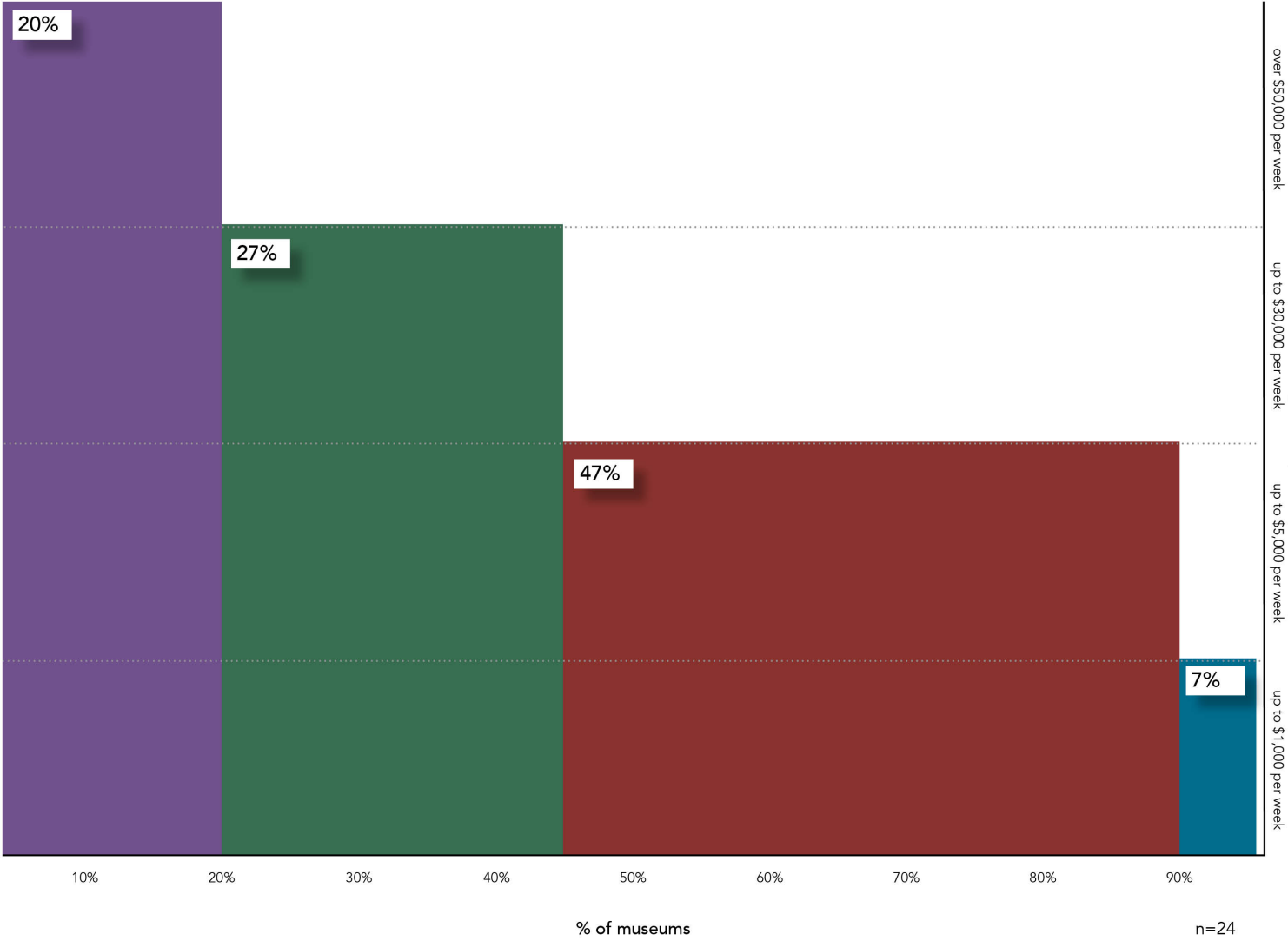
Central NY



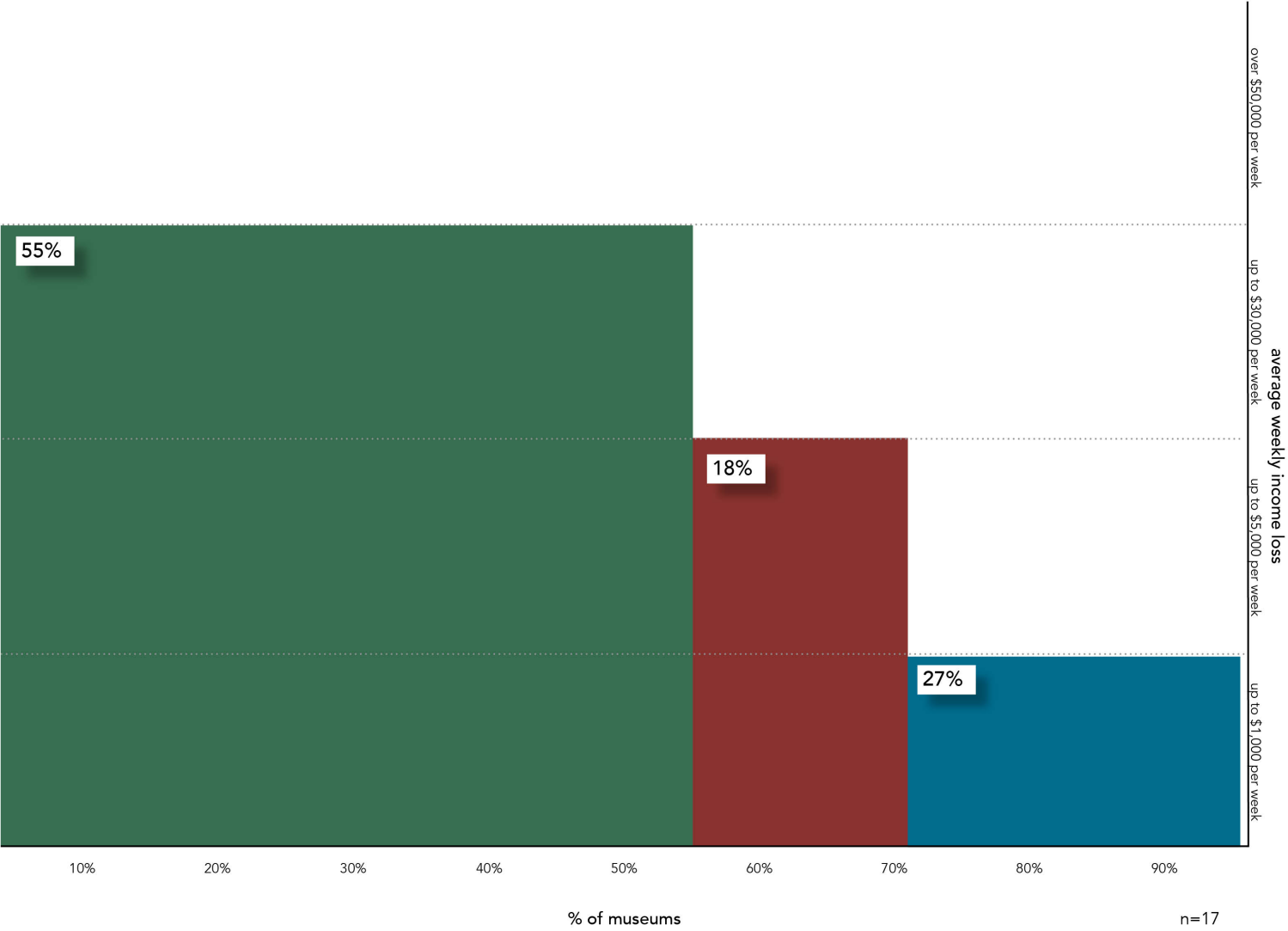
Finger Lakes



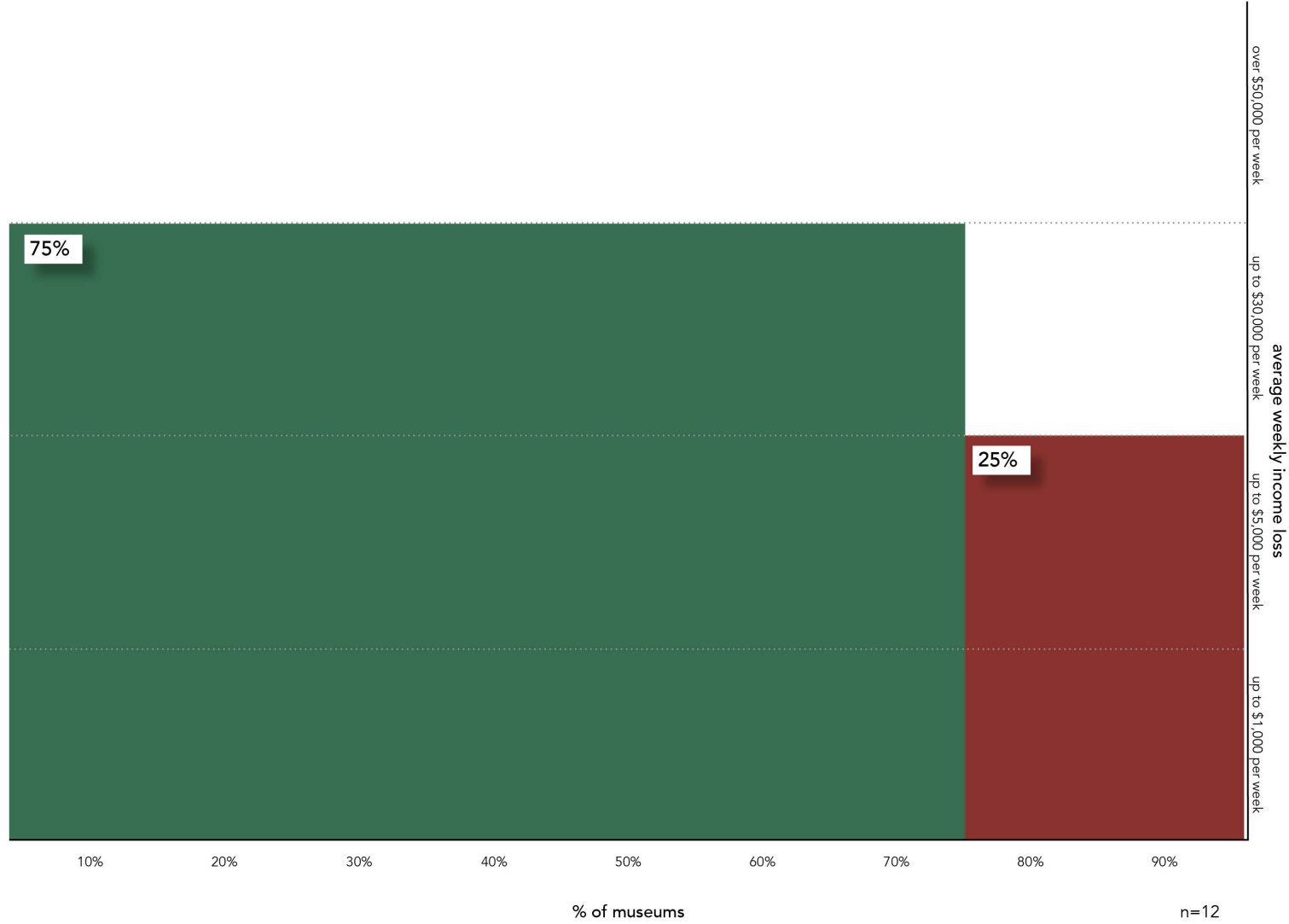
Long Island



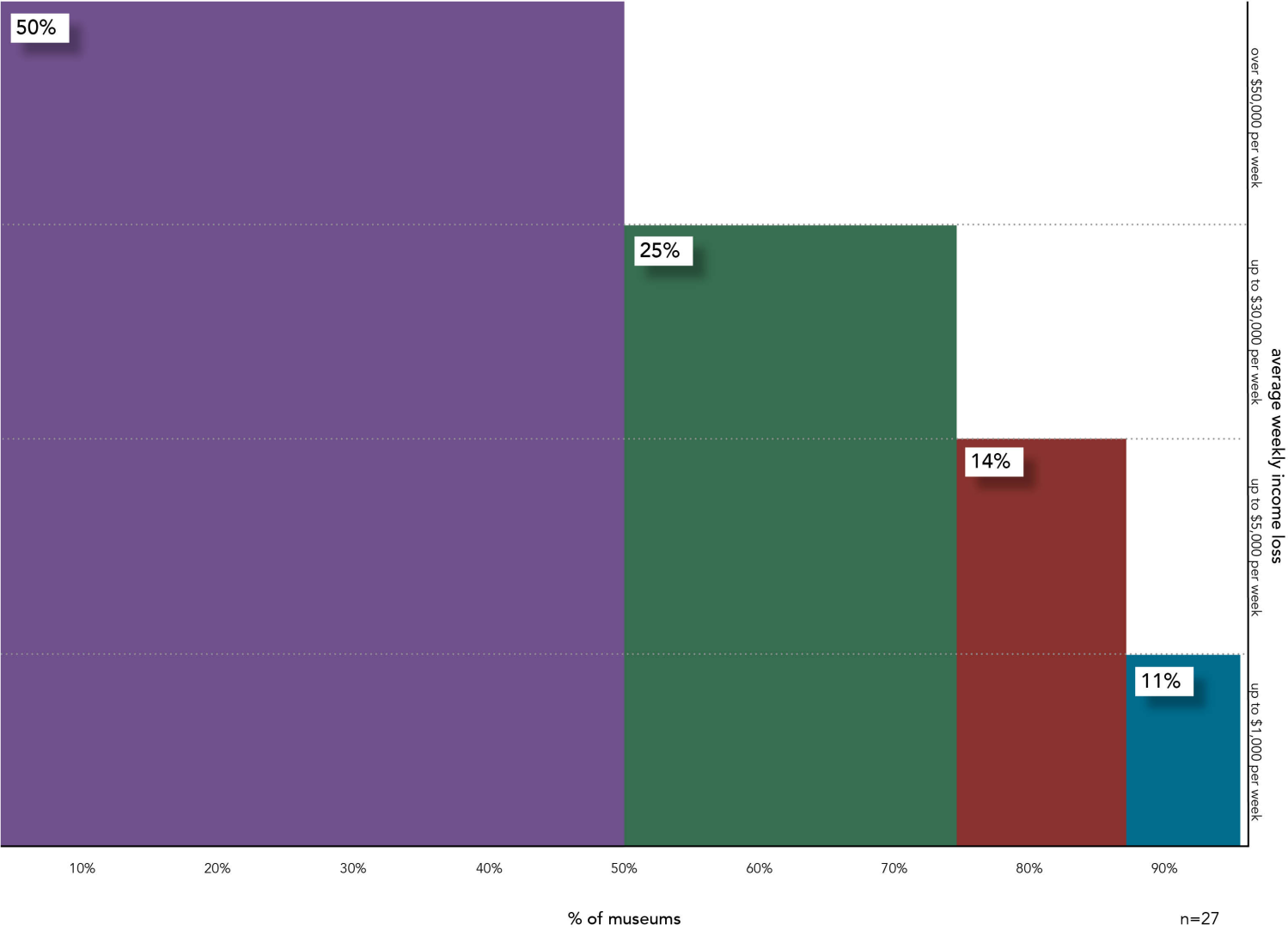
Mid-Hudson



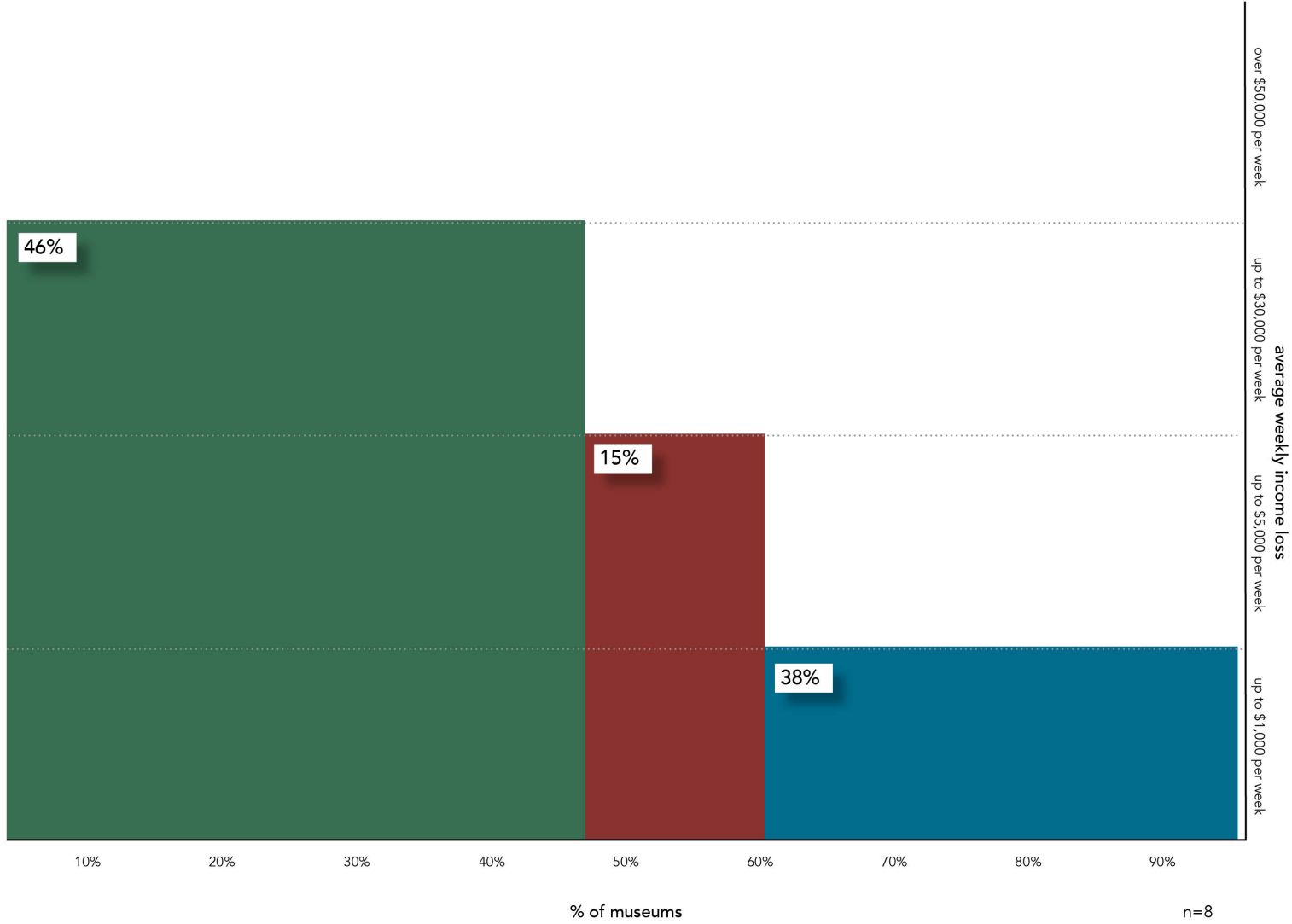
Mohawk Valley



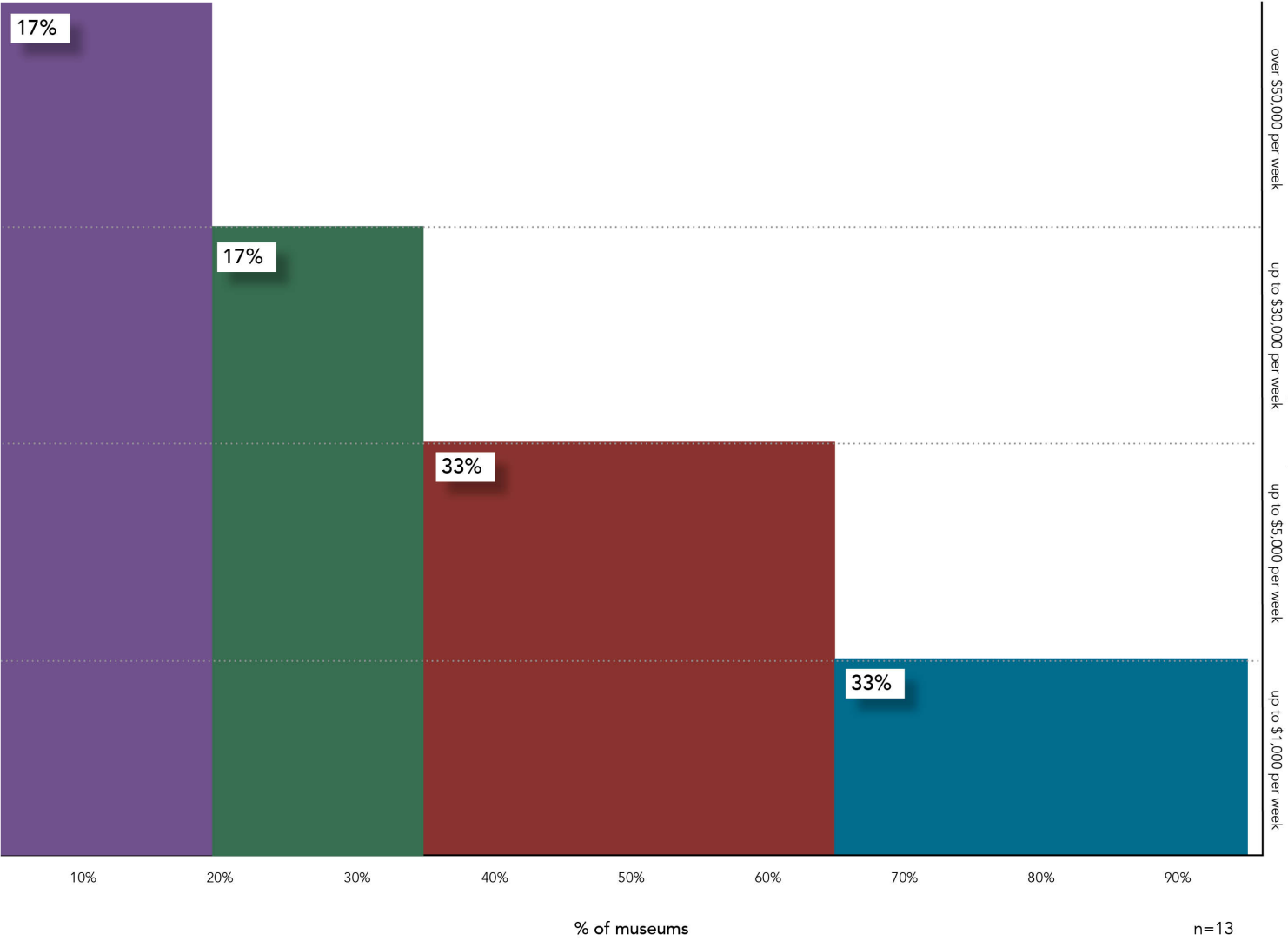
New York City



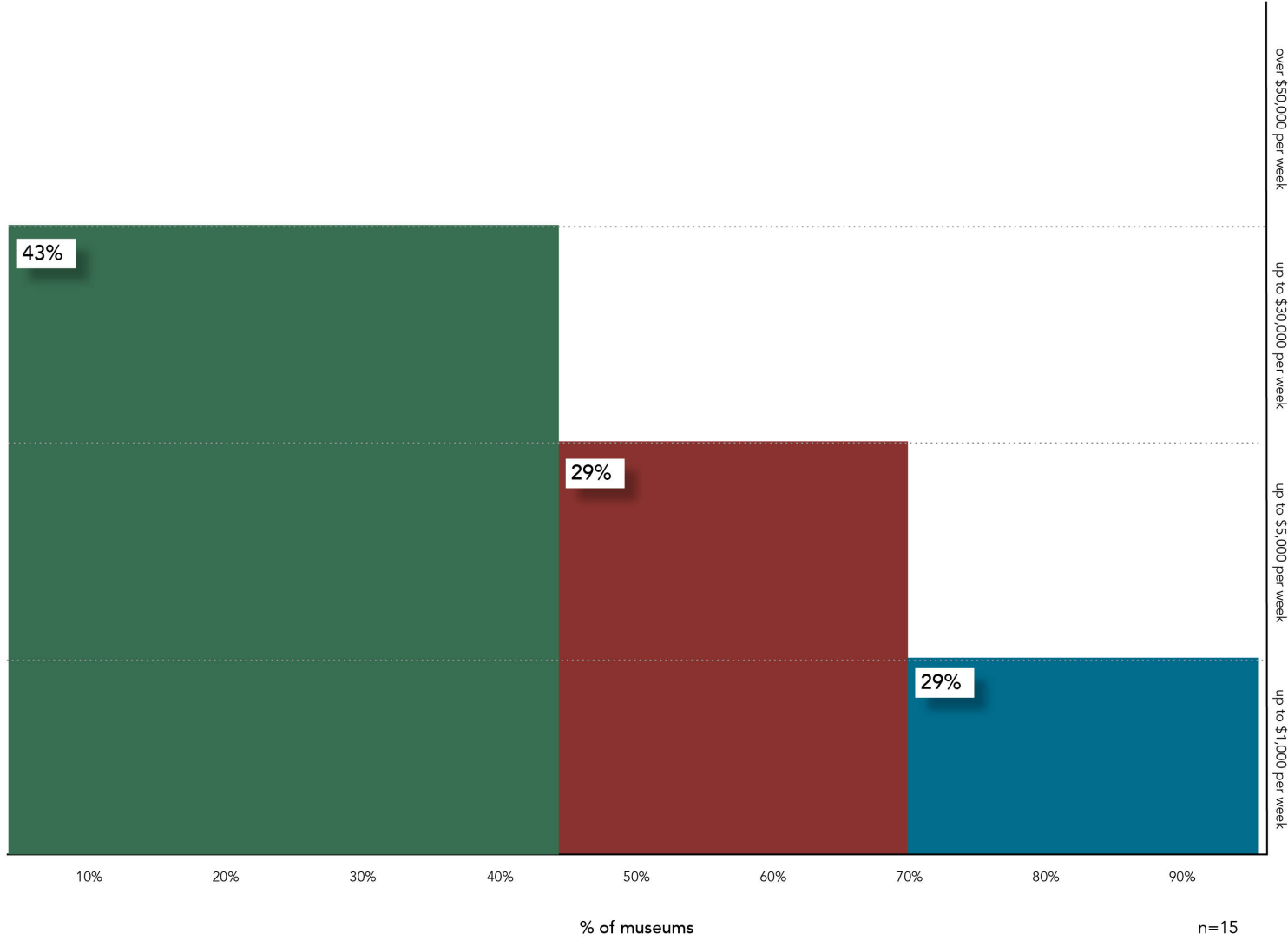
North Country



Southern Tier



Western Region



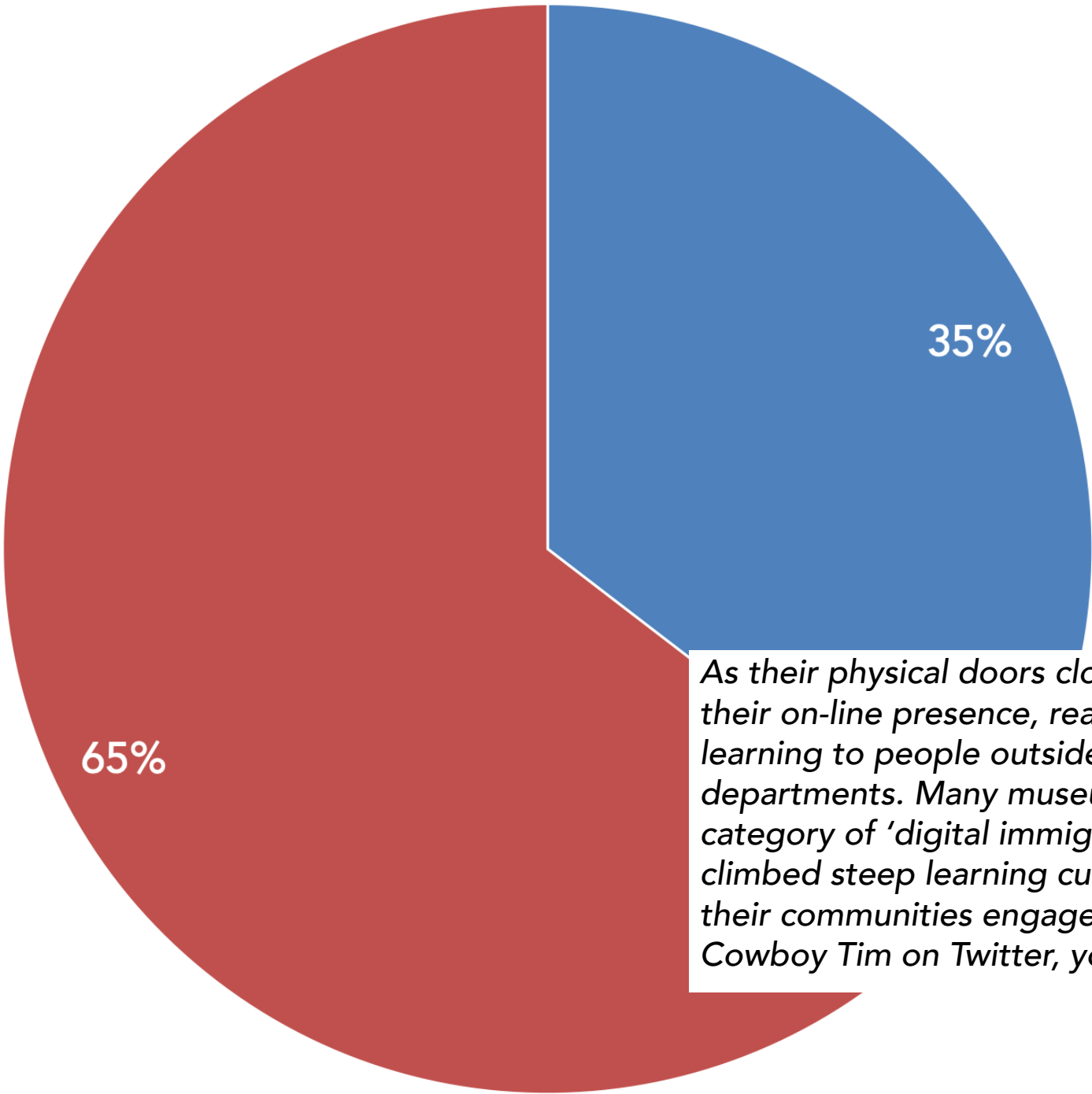
# Digital Activities

Yes No Not Sure

## New York State

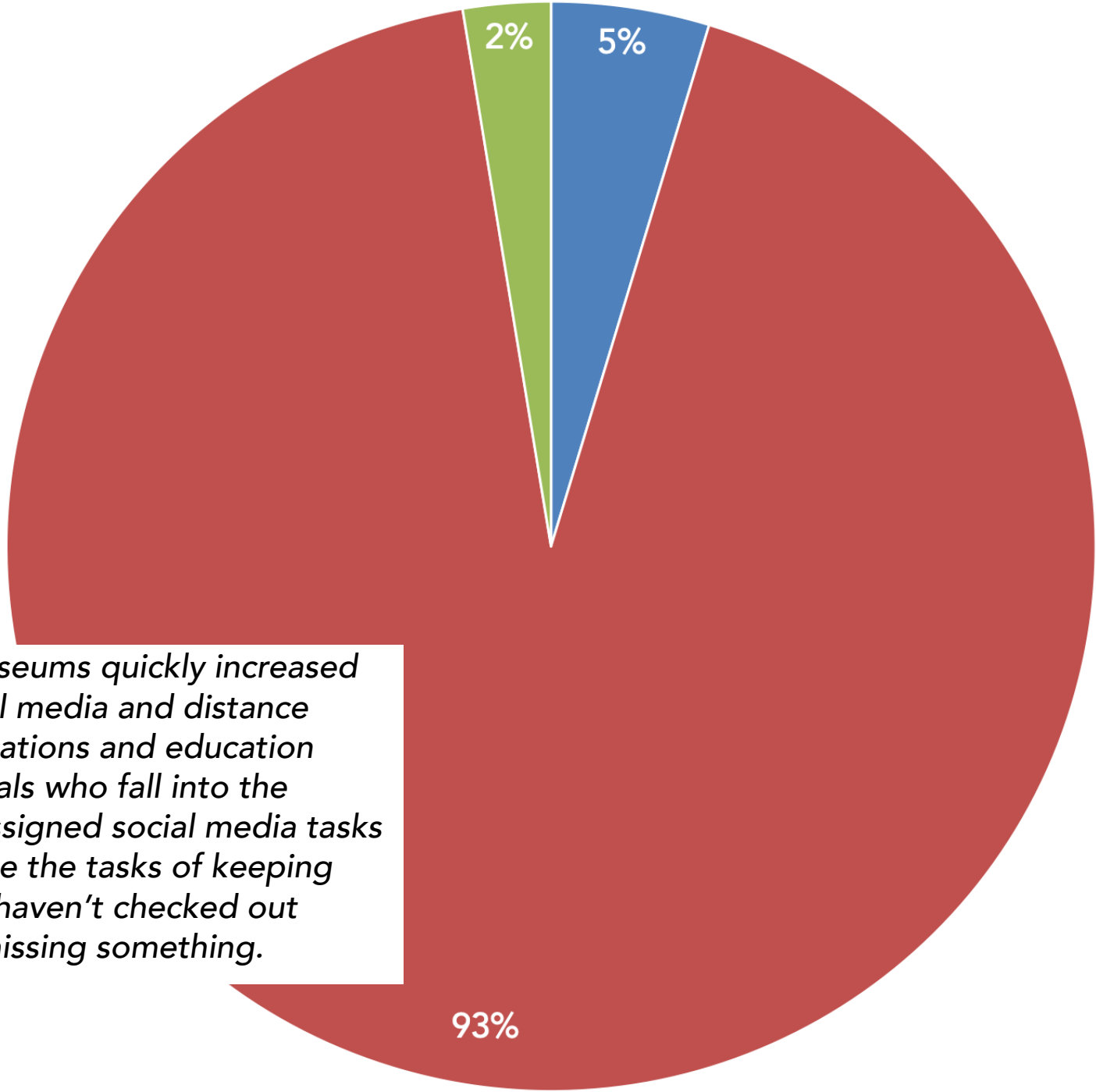
Have you changes staff responsibility so that someone who usually doesn't work with communications in managing the online presence (website, social media, newsletter, etc)?

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

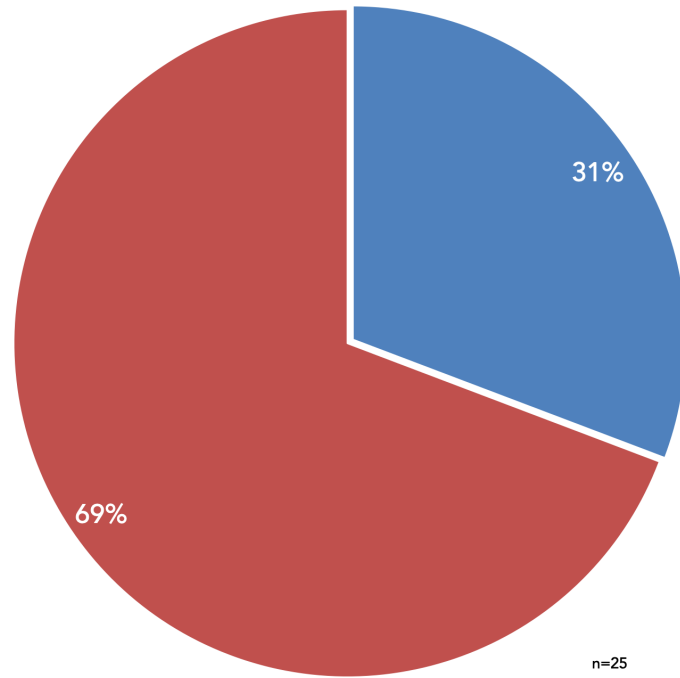




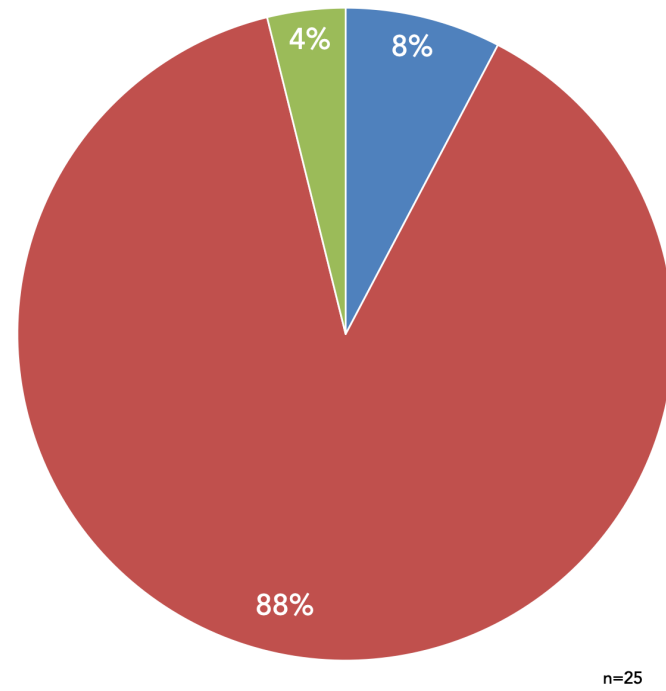
Yes No Not Sure

Capital Region

Changes in Staff Responsibilities

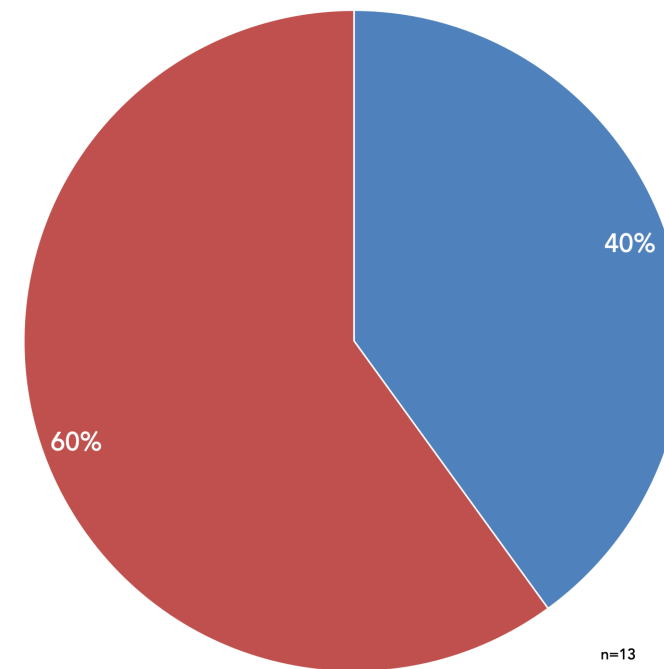


Hired New Staff

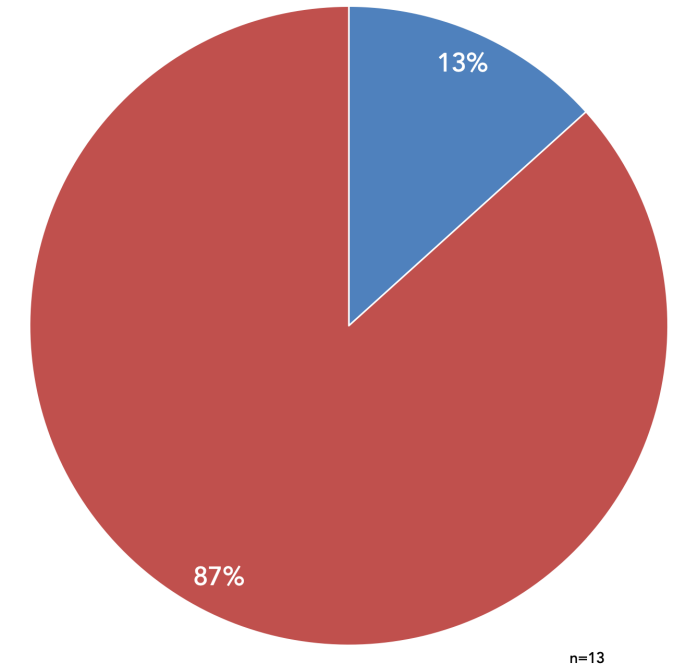


Central NY

Changes in Staff Responsibilities

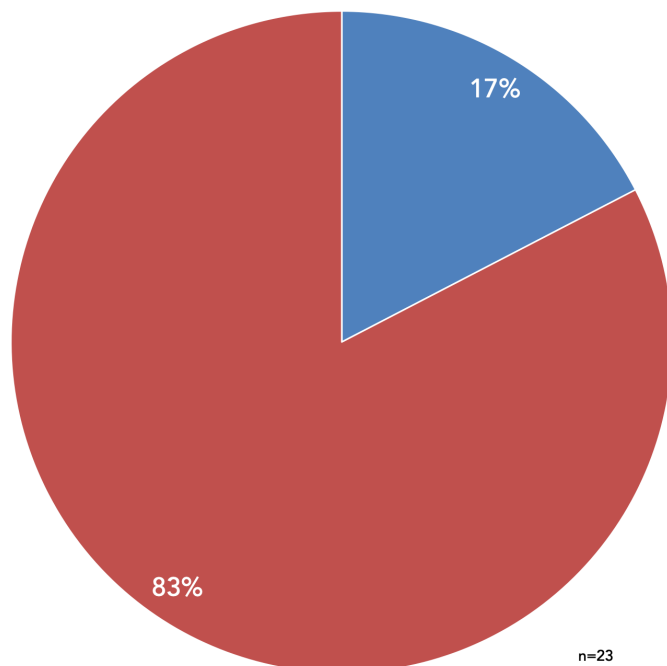


Hired New Staff

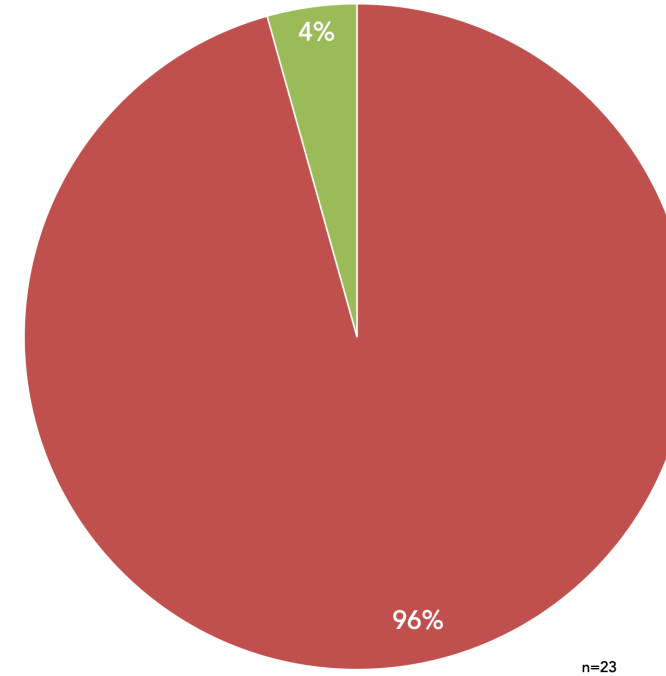


Finger Lakes

Changes in Staff Responsibilities

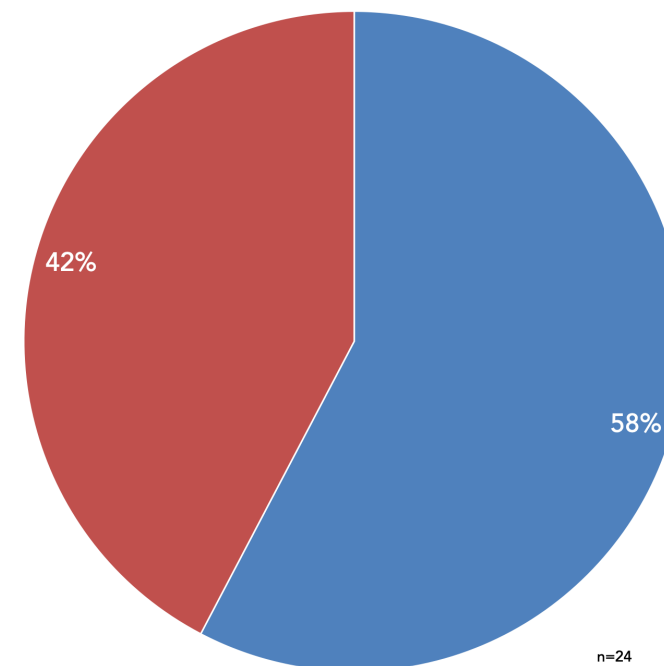


Hired New Staff

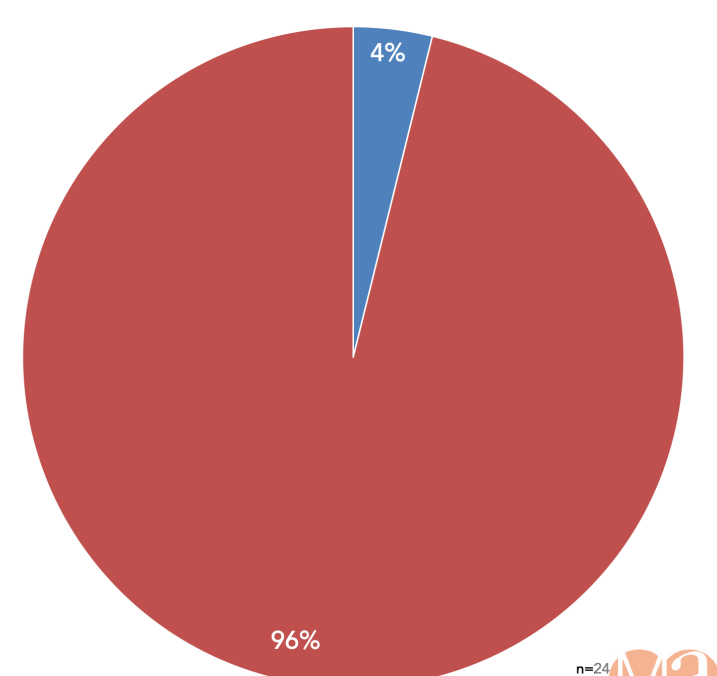


Long Island

Changes in Staff Responsibilities



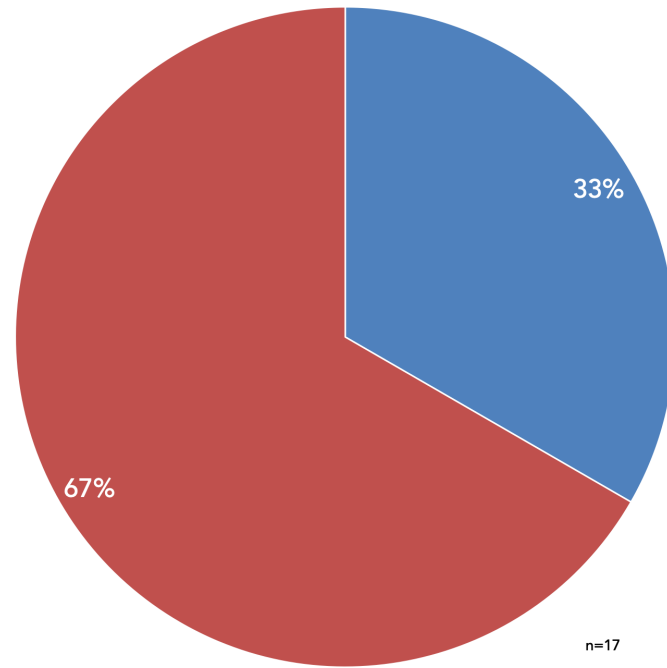
Hired New Staff



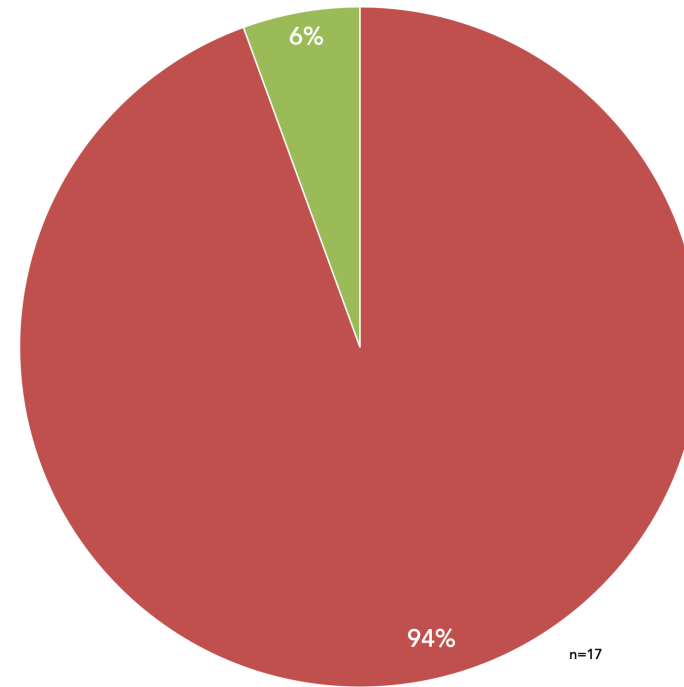
Yes No Not Sure

Mid-Hudson

Changes in Staff Responsibilities

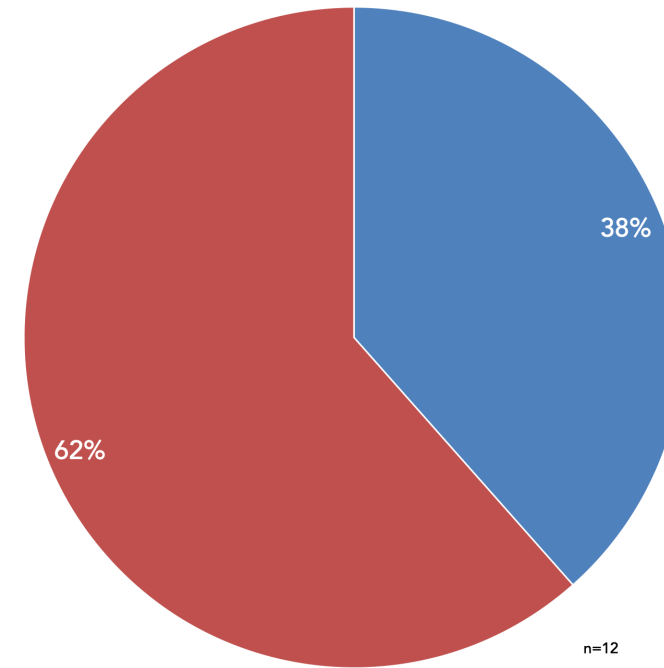


Hired New Staff

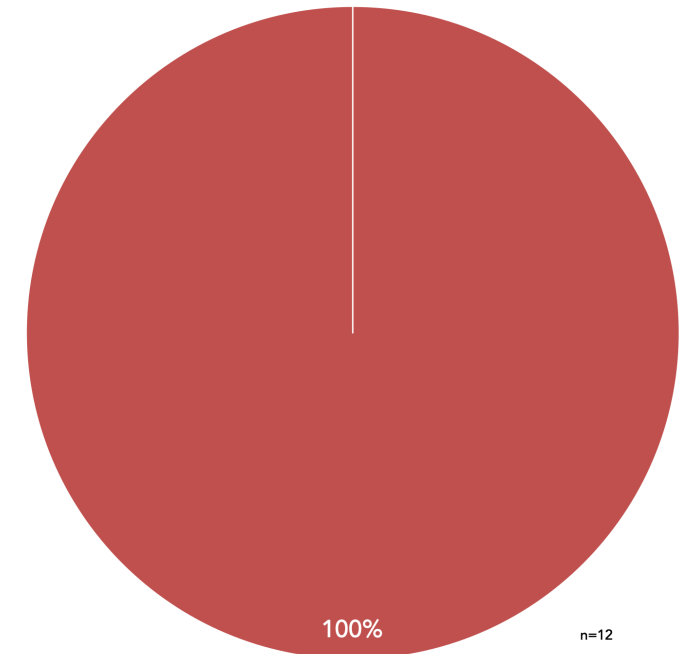


Mohawk Valley

Changes in Staff Responsibilities

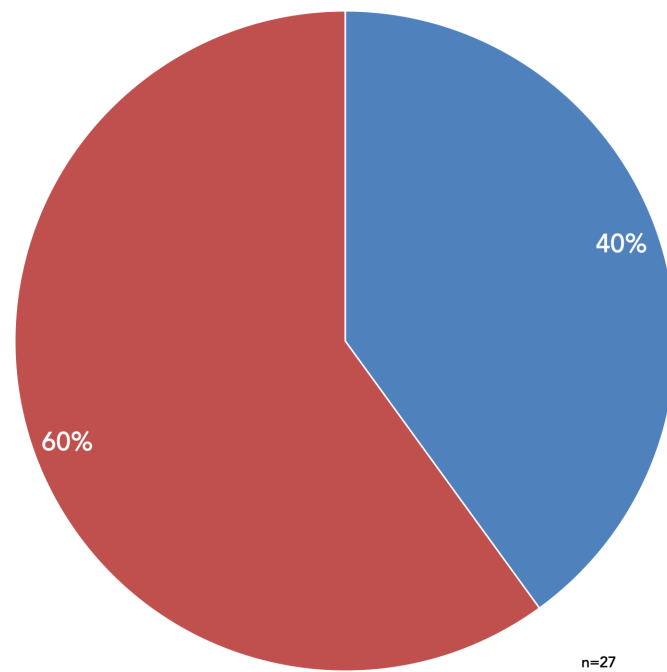


Hired New Staff

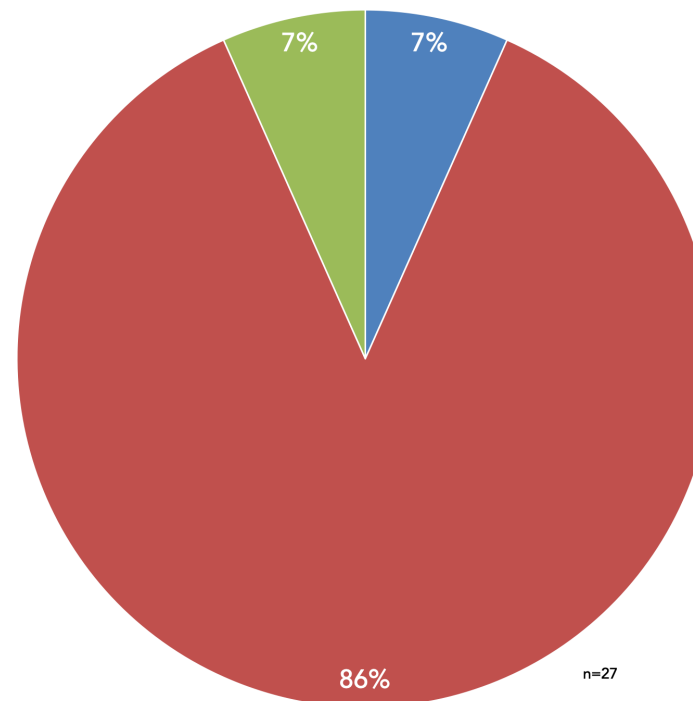


New York City

Changes in Staff Responsibilities

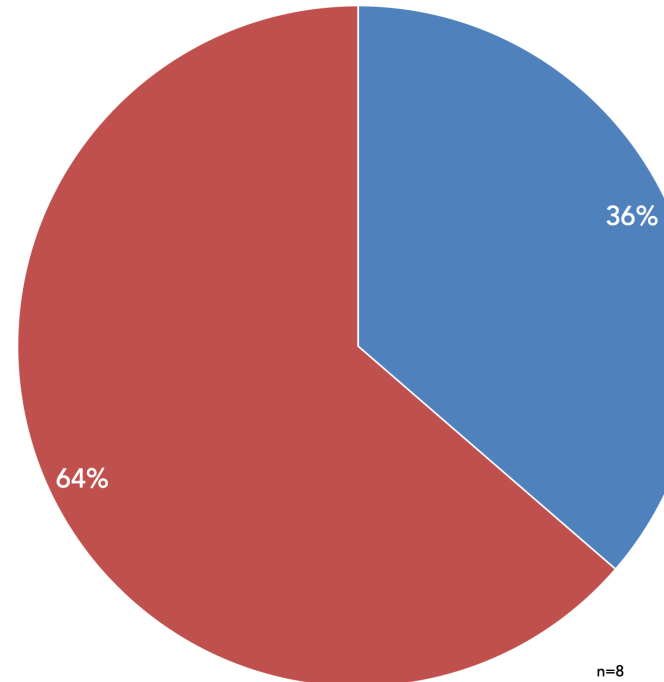


Hired New Staff

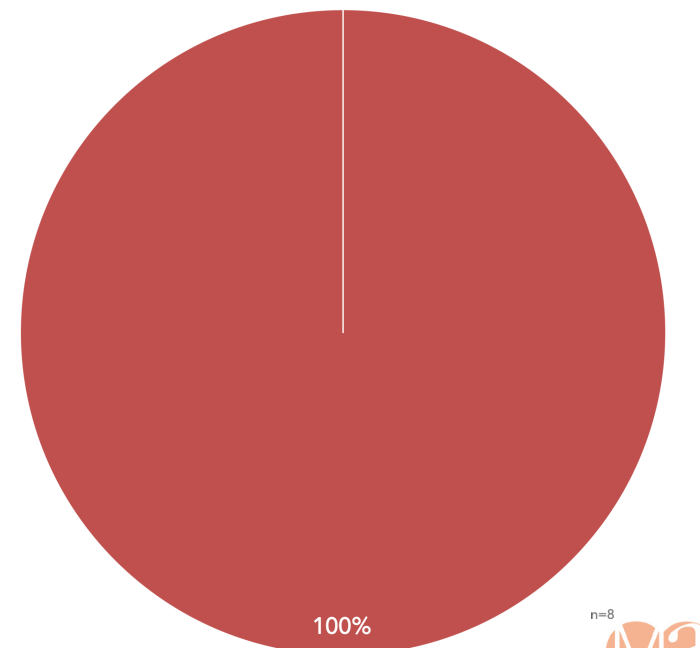


North Country

Changes in Staff Responsibilities



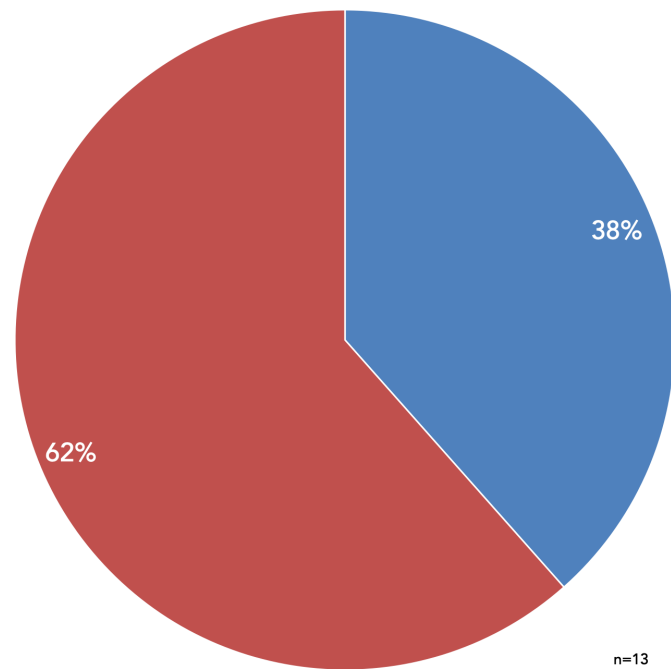
Hired New Staff



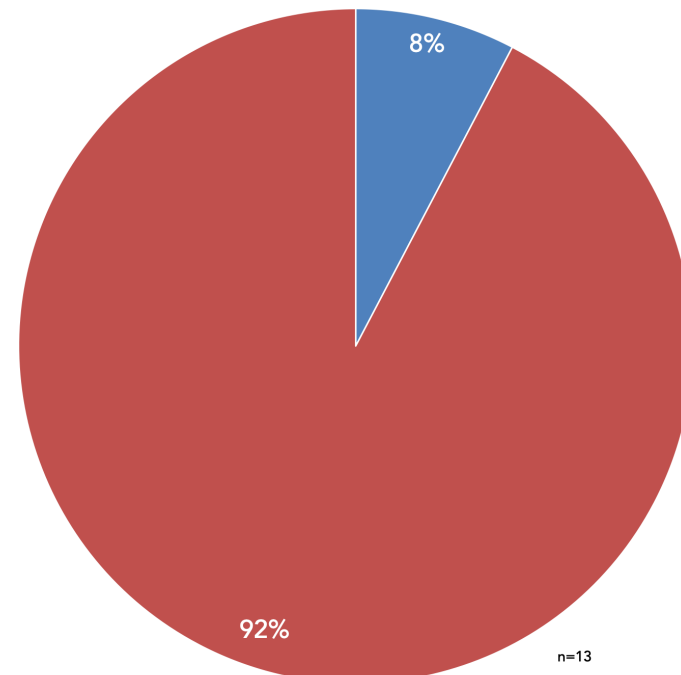
Yes No Not Sure

Southern Tier

Changes in Staff Responsibilities

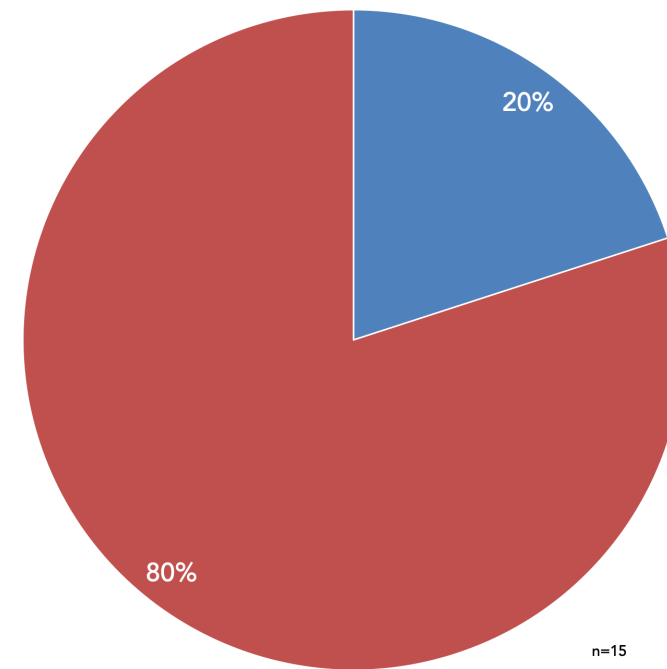


Hired New Staff

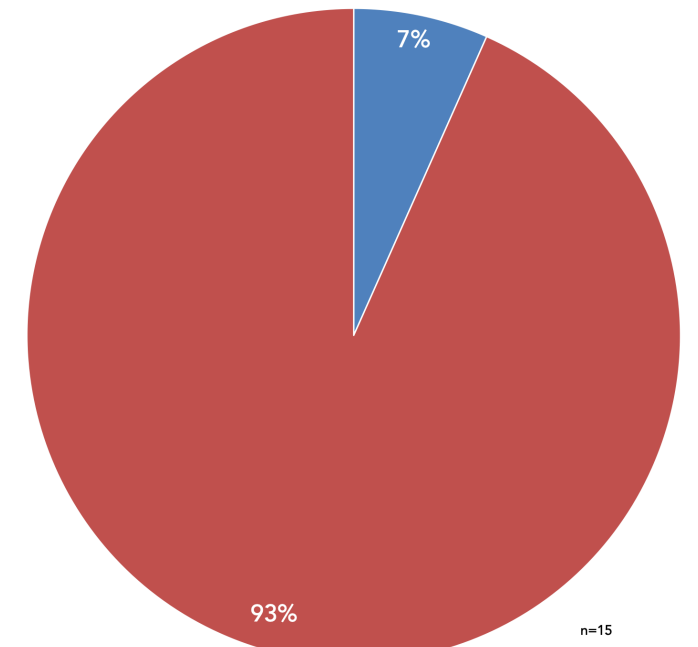


Western Region

Changes in Staff Responsibilities

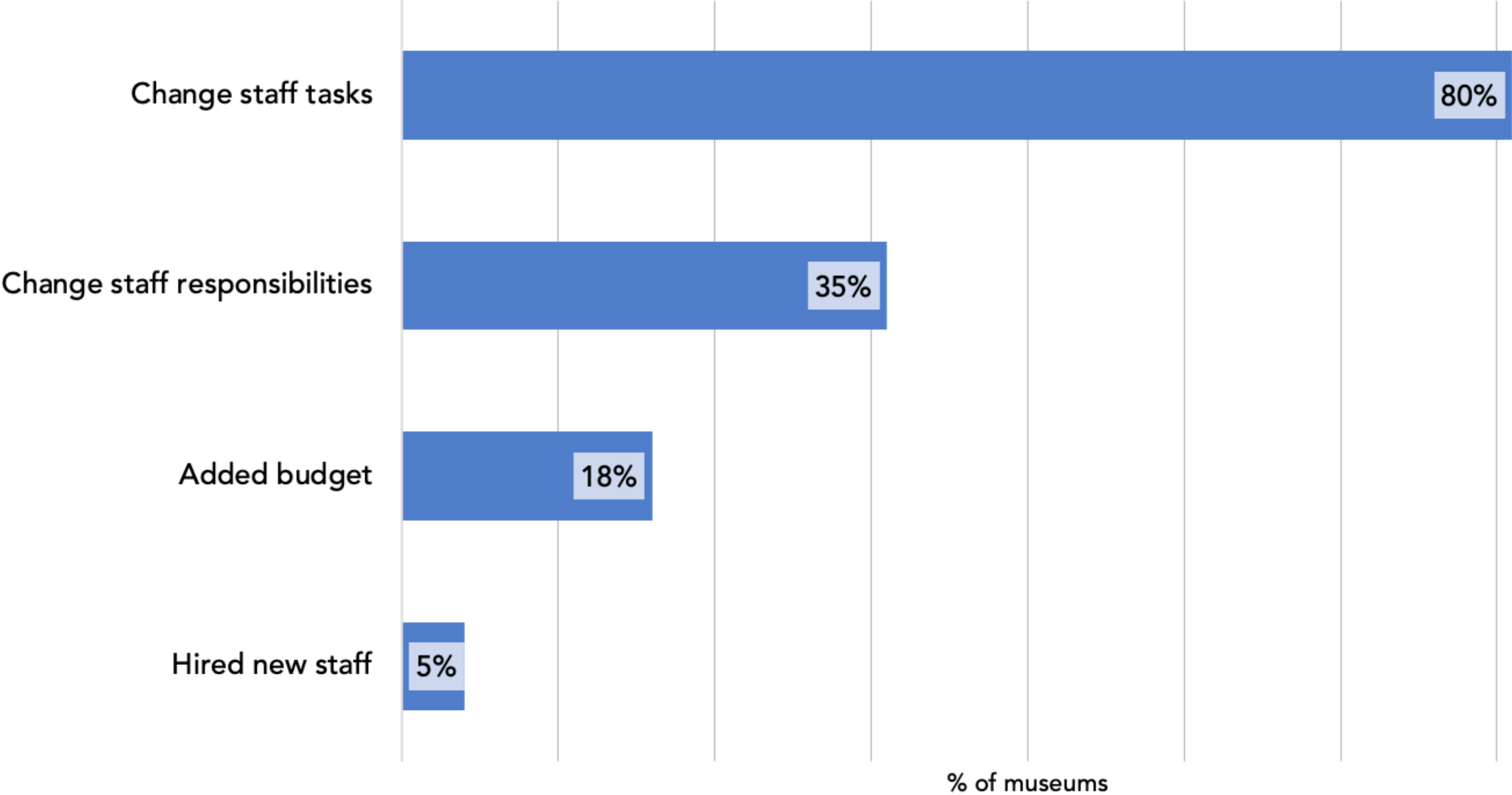


Hired New Staff



# Change in use of resources for digital activities

New York State



n=177

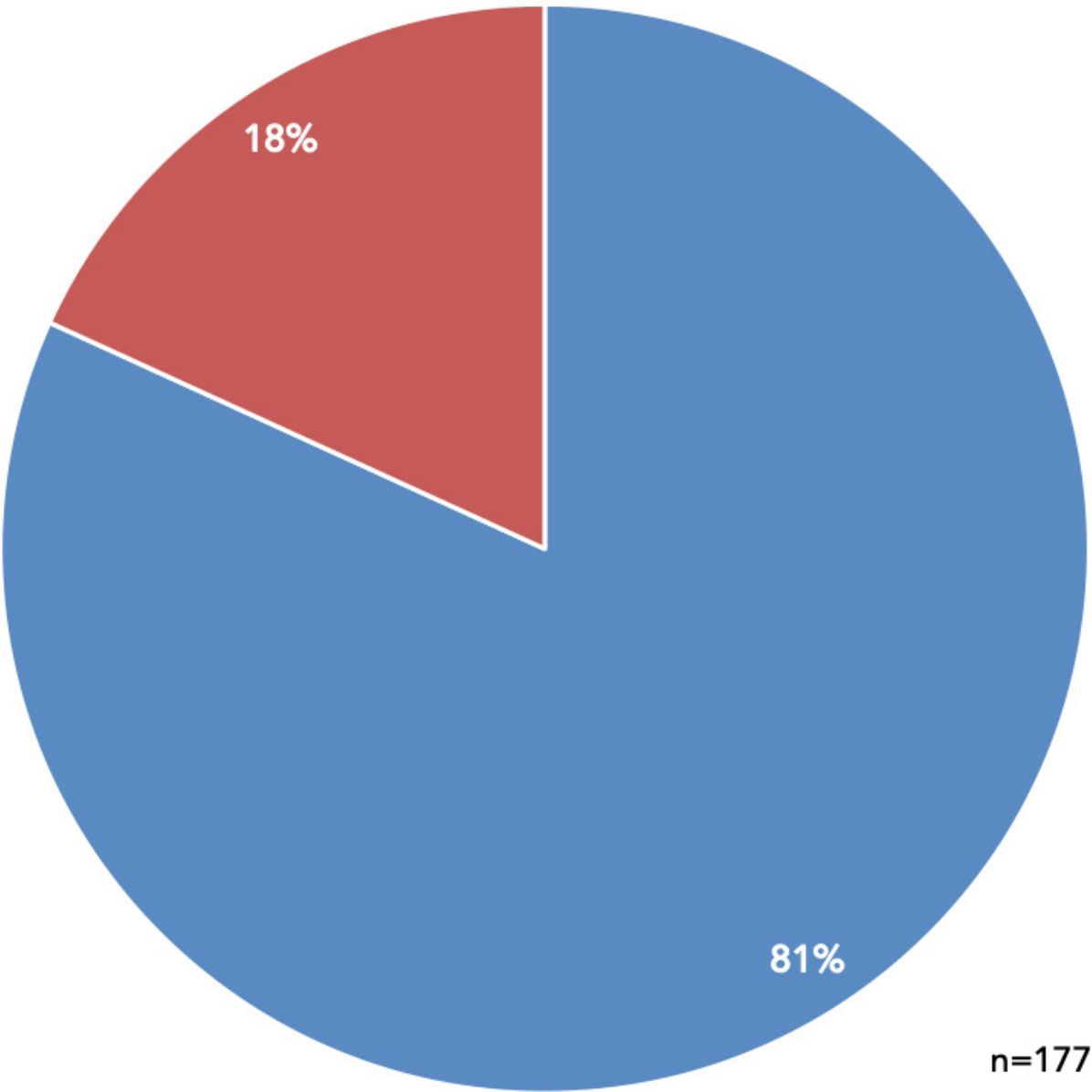


Social Media  
New York State

*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

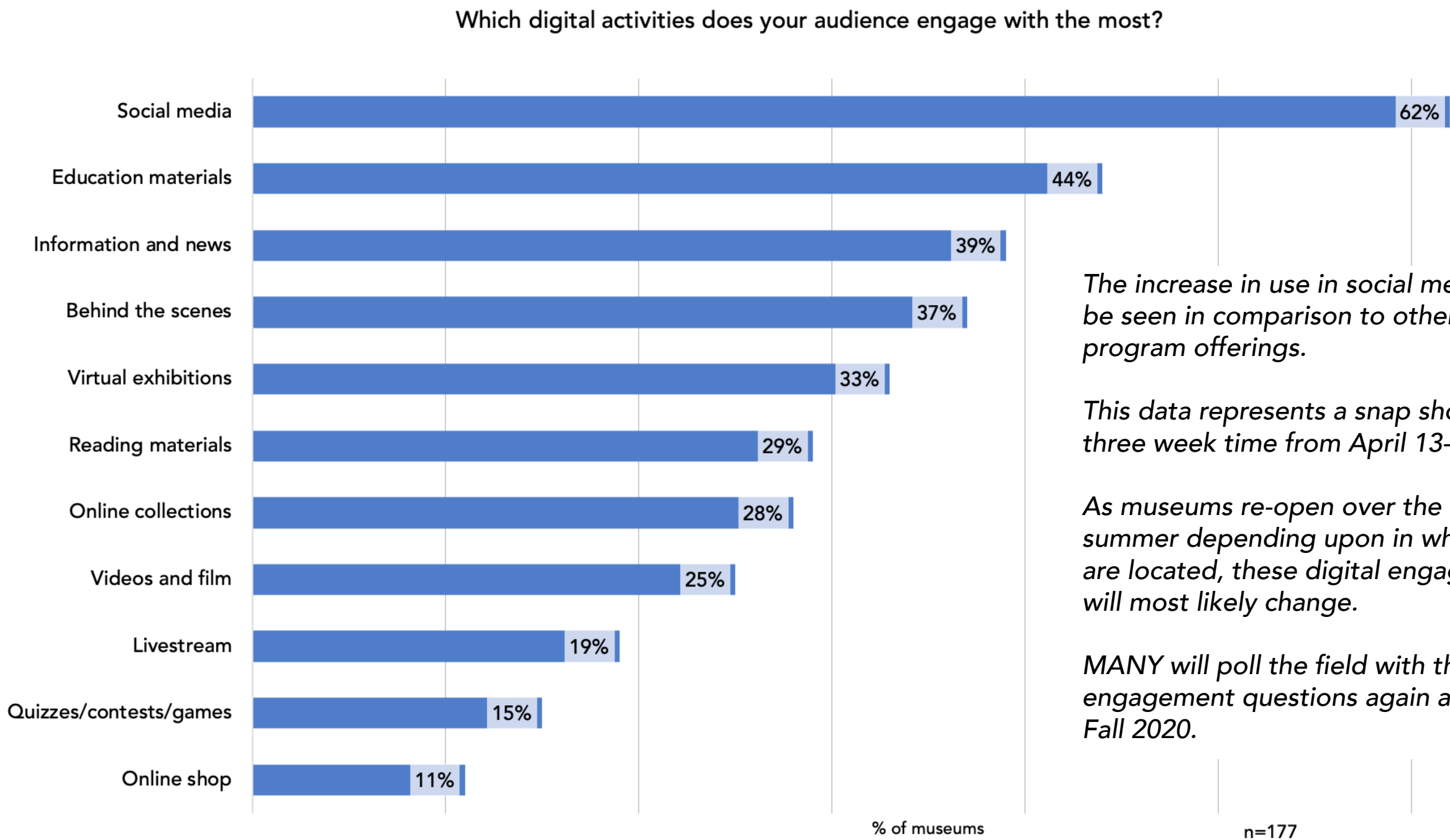


Since COVID-19, which social media platform has been the most engaging?



# Audience Engagement

New York State



*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 engagment metrics will most likely change.*

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

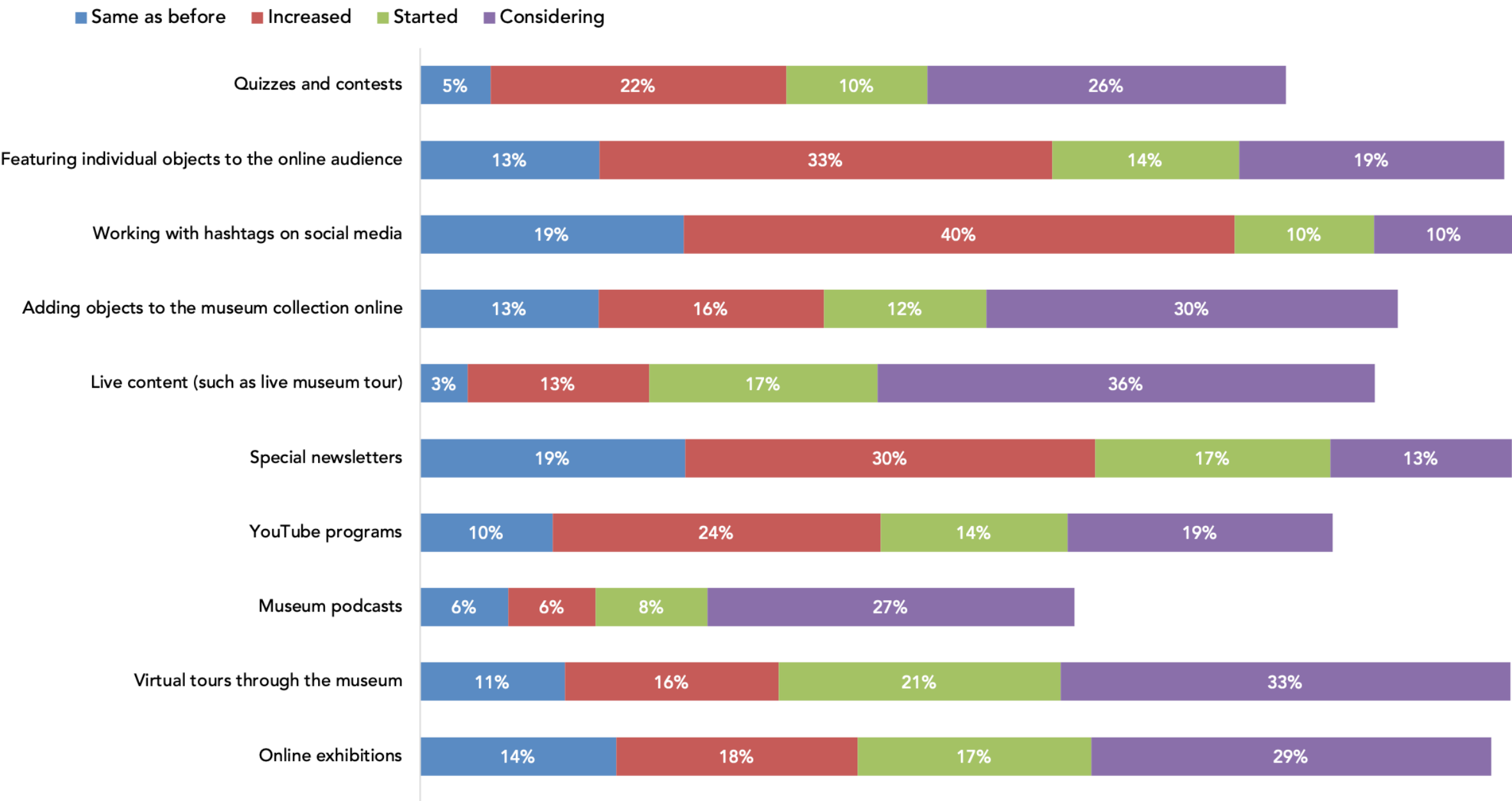




# Changes in Online Programming

New York State

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



# Alphabetical List of Respondents

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

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