

REPORT 2020 October Cycle

GENERAL INFORMATION

Organization Information

Legal Name: San Antonio Children's Museum (The)		Federal Tax ID#: 74-2659746	
Address: 2800 Broadway	City: San Antonio	State: Texas	Zip Code: 78209
Website: www.thedoseum.org		Fax: (210) 572-0603	

Head Of Organization

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Application Contact

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REPORT INFORMATION

Report Funding Cycle: 2020 October Cycle	Report Date: 08/06/2021 12:00 am
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1: Please include in your report the dollar amount of the funds that were awarded, the date they were funded and what the funds supported.

Awarded Amount: 55,000	Date: 11/10/2020
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2: Were the objectives cited in your original proposal met? Please address each started objective and how it was met.

After reviewing the data, The DoSeum has met all objectives proposed in the original application:

The national utilization rate for the MFA discount across all participating organizations is between 3-4% of all general admissions ticket sales attributed to MFA. Knowing that San Antonio is a high needs area regardless of a pandemic, The DoSeum set a goal of 8% of our general admissions audiences be admitted through this discount. In an analysis of the MFA discount program use in 2020, the actual utilization rate was 10.65%. An analysis of The DoSeum's first two quarters of 2021 show a utilization rate of 12.2%; we look forward to analyzing the full year's data in 2022.

The DoSeum set an objective to track use of the discount use in low income zip codes to see if growth occurs over time. The DoSeum has tracked the discount's use by zip code in high needs area since it's implementation in 2018 through 2020. We noted that in zip codes with poverty rates higher than 20%, by the end of 2020, the MFA discount replaced Free Family Nights as the top discount used. This outcome reinforces our initial hypothesis that low income families face a barrier of time in addition to financial means when it comes to incorporating free museum programming into their schedule.

The DoSeum set a goal of serving 8,000 children through this discount during the grant period. The actual children served is over 11,460.

3: Please explain any changes from the original proposal and the circumstances that lead to the modification of the objective.

The DoSeum made no changes to the Museums for All discount program or objectives linked to the program.

4: What needs were addressed?

At the beginning of the grant cycle, low income children were identified as being the most at risk for learning loss from a school year spent inside a virtual classroom. By May 2021, standardized STAAR test data supported this hypothesis, charting a disproportionate loss in learning, especially in STEM, among school districts with high populations of disadvantaged students and families. The overall objective for the Museums for All discount program is to ensure equity in access for low income families seeking hands-on STEM resources during a hands-off time in education. With the discount's link to SNAP, WIC, and Pandemic-EBT benefits, families supported through these income-based programs during the grant cycle attended The DoSeum during normal operating hours and paid \$3 each for general admissions, up to four tickets. With time and cost barriers lessened for these families, their children enjoyed access to hands-on STEM resources like Spy Academy, an exhibit centered around Math, or Innovation Station, our area for Maker learning. With the typical visit to The DoSeum lasting 2-4 hours, participating children received several hours of joyful learning with each visit to The DoSeum through this discount.

5: What method of evaluation did you use to monitor and measure the project's outcome and what are the result?

The DoSeum captures zip code data linked to general admission sales, age, and discounts used. With this information, we can both track point in time use trends and trends in use over time. In 2020, the top zip codes for MFA utilization in descending order are as follows: 78245, 78223, 78227, 78233 78228, 78251, 78240, 78253, 78254, 78210. Half of these top zip codes are listed as having poverty rates higher than 20%. Out of the top five zip codes, four of those five zip codes have poverty rates 20% or higher. An additional analysis of MFA tickets showed that this discount acts as an unofficial membership to The DoSeum by enabling repeat visits. In a survey of MFA tickets sold from June 2020 through March 2021, 13% of families attended The DoSeum through this discount program at least twice. Notable data points include one caregiver and child using this discount to attend The DoSeum 19 times, while another family used this discount to attend 14 times. What is interesting to note about our discount utilization is the MFA discount is more popular to zip codes with high poverty rates than the Free Family Night program. As an example, when the discount first launched in 2018, Free Family Nights represented 64% of all discounts used by 78207 residents. By 2020, Free Family Nights dropped to 36% of discounts used in 78207; Museums for All represented 54%.

6: Do you plan to continue this project, and if so, how do you plan to sustain it?

The DoSeum will continue to offer this discount program due to its continued growth and popularity among a population in need of additional hands-on learning resources and family-building opportunities. The DoSeum budgets for the loss in revenue because of this general admissions discount and then identifies local partners like the Foundation to offset this loss. Outside of fundraising efforts, discounts like the Museums for All discount are supported by revenue-generating activities at The DoSeum, including ticket sales, private event rentals, and cafeteria and store sales.

7: Please provide any other comments of information relevant to this grant.

As stated before, our MFA discount utilization continues to grow above national averages and our own budgeted projections. Because this discount continues to grow, The DoSeum is investigating what local goals can be set for this popular discount and be more strategic with populations reached. For example, in 2019, the combined average percentage of general admission ticket sales in zip codes with poverty rates of 20% or higher sold through the MFA discount program was 17%, with individual averages ranging from 10%-24%. By 2020, those same zip codes had a combined average of 24% with individual averages ranging from 14.9%-41.8%. The DoSeum is considering setting an initial baseline measure of 15% of all general admission ticket sales in these low income zip codes be sold through the MFA discount and exploring different outreach methods to increase that percentage over time. For reference, the zip codes studied are as follows: 78201, 78202, 78203, 78207, 78208, 78210, 78211, 78214, 78218, 78219, 78220, 78221, 78223, 78225, 78227, 78228, 78229, 78237, and 78242.

8: Please provide an updated detailed projected budget with expenses for the received grant. Also include the totals for the budgeted and actual amount. Explain any discrepancies between the budgeted and the actual expenses for the project.

Line Item Description	Total Project Funds Allocation	Najim Requested Funds	Project Funds Actual	Najim Funds Allocation
Museum for All - SNAP/WIC EBT Discount	\$100,842	\$55,000	\$224,987	\$55,000
TOTAL:	\$100,842	\$55,000	\$224,987	\$55,000

Signature
Daniel Menelly