



Illinois  
Association of  
Museums

Museum People  
Helping Museum People  
Be Better Museum People

# COVID 2020: Operating During a Crisis

NATURAL HISTORY  
PLANETARIUMS  
ARCHITECTURE  
BLACK HISTORY  
NATURE CENTERS  
ETHNIC MUSEUMS  
HISTORIC CEMETERIES  
CONTEMPORARY ART  
MILITARY MUSEUMS  
HISTORIC THEATERS  
PRESIDENTIAL LIBRARIES  
CHILDREN'S MUSEUMS  
HISTORIC LANDMARKS  
CONSERVATION INSTITUTES  
SCIENCE AND INDUSTRY  
UNIVERSITY MUSEUMS  
HISTORICAL SOCIETIES  
CULTURAL CENTERS  
SPORTS MUSEUMS  
BOTANIC GARDENS  
LIVING HISTORY  
HISTORIC SITES  
MODERN ART  
ARBORETUMS  
AQUARIUMS  
FOLK ART  
ARCHIVES  
HISTORY  
DESIGN  
ZOOS  
ART

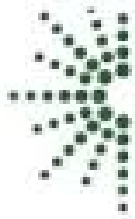
# National Updates



U.S. Small Business  
Administration



NATIONAL ENDOWMENT  
FOR THE HUMANITIES



INSTITUTE of  
**Museum and Library**  
SERVICES

NATIONAL  
ENDOWMENT  
for the **ARTS**  
 [arts.gov](http://arts.gov)

# SBA Loans to Nonprofits

- Loans offer up to \$2 million in assistance per small business/nonprofit (under 500 employees) experiencing a temporary loss of income due to COVID-19.
  - Loans may be used to pay fixed debts, payroll, accounts payable, and other bills that are unable to be paid due to COVID-19.
  - They are forgivable if the nonprofit maintained payroll from March to June
  - The typical timeline for loan approval is 2-3 weeks. Disbursement can take up to 5 days.
- Michael Frerich's office will begin accepting applications for funds soon (see the Treasurer's Office website for details)
  - For additional information about the SBA's Economic Injury Disaster Loan, please contact the SBA Disaster Assistance Customer Service Center at 800-659-2955 or [disastercustomerservice@sba.gov](mailto:disastercustomerservice@sba.gov)

TO APPLY:

<https://www.sba.gov/funding-programs/disaster-assistance>

# NEA/NEH/ IMLS

- NEA= \$75 million in grant dollars
- NEH= \$75 million in grant dollars
- IMLS= \$50 million in grant dollars
  
- ALL waive the matching requirements

# Advocate Now!

NATURAL HISTORY  
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**Illinois  
Museums  
MATTER!**

# Economic Impact of Museums

- ***Tourism:***

- Museums are a top reason tourists visit Illinois. Millions of visitors come each year to explore Illinois' museums, historic sites, science centers, zoos, and arboreta. Last year, **X million visitors** enjoyed museums throughout the state.

- ***Economic Growth:***

- Illinois museums are a major economic engine for the state with a total impact of \$2.66 billion on the economy in Illinois.
- Illinois museums **employ over 38,000 Illinoisans**, who conserve our state's treasures, educate residents and visitors of all ages, and make our unique stories accessible to millions.

# Educational Impact of Museums

- Museums provide essential educational services to millions of school children. Each year, Illinois museums serve over **X million** schoolchildren. This includes school visits to museums, guided tours, school outreach, traveling exhibits, after school programs, research assistance and much more.
- In 201X, Illinois museums empowered **teachers over X** times through professional development programs, school visits, and research and content support.

# Advocacy for museums

- Digital Museum Day: April 25
- Do you know your policy makers?
- Create your own economic and education impact statement and send to policy makers





## EDUCATIONAL IMPACT STATEMENT

for

*name of institution*

{Insert images, photos, graphics, or charts to help tell your story}

Amount spent by museum on educational programming: \$ \_\_\_\_\_

Number of schools participating in class trips: \_\_\_\_\_

Number of visits by schoolchildren each year: \_\_\_\_\_

School Districts Served: \_\_\_\_\_

List of schools participating in class trips: \_\_\_\_\_

Curriculum topics taught in cooperation with local school system:

\_\_\_\_\_ Admission fee, if any: \_\_\_\_\_

Number of educators that participated in teacher training programs:

\_\_\_\_\_ In your own words: *[Do you have letters from visitors that capture the educational value of your museums (from schoolchildren, teachers, veterans, families with special-needs children, seniors, or from someone who pursued an education or a professional career after being inspired at your museum)?]*

Get Out of Your 4 Walls  
(Digitally only please)

# How do we serve and preserve during COVID?

- MUSEUMS SERVE THE PUBLIC

Museums provide many social service programs that include serving children with special needs, English language learners, and adults with dementia. Museums are serving their communities through innovative and creative ways, including: veteran's programs, local food sourcing, literacy programs, new media and technology, critical thinking and problem solving for students, environmental initiatives, preservation of local heritage and much more.

HELPING TO TEACH, LISTEN, AND HEAL...

- MUSEUMS PRESERVE AND CONSERVE FOR THE FUTURE

Museums tell important stories by collecting, preserving, researching, and interpreting objects, both manmade and natural. They collect and preserve historic records so that we may learn from the past. Museums help us to better understand and appreciate our complex, culturally diverse world.

RAPID RESPONSE COLLECTING...

# How can you reinforce your role as a community anchor?

- Role as informal educator in your community
- Role as a voice of authority in your community
- Safe public place to digitally share ideas
- Discover who your audience is!
- Do you have community support?
- Partners make a project stronger

# Social Media Ideas