



Crossroads: After the Exhibition

When the *Crossroads* exhibition leaves your community, you will need to submit to HK the following, **within three weeks**:

1. **Final Expenditure Report.** This shows HK how your program funds were actually used. You'll need to use exact dollar amounts and note any major changes from the original budget. **(See sample expenditure report.)**
2. A copy of the **Closeout Report** with audience figures. This closeout report is provided for you in the Exhibition Support Manual. One copy of this report goes to the Smithsonian Institution and one copy is sent to HK. *A copy of the **Closeout Report** is at the end of this document.*
3. A summary of the information you collected from your **Visitor Survey**. A sample copy of this survey is in your packet. *Note: Please do not alter the questions in the visitor survey. HK will send an official survey prior to the exhibition opening.*
4. **A local contributions report. (See sample contribution report)** This is an estimate of the value of your community's investment in the *Crossroads* project, both cash and in-kind. You'll want to provide the following:
 - a. Total donation of paid staff hours (hours multiplied by hourly wages)
 - b. Total donation of volunteers (volunteer hours multiplied by \$15/hr)
 - c. Value of facilities (including exhibition site and program activity sites)
 - d. Value of advertising, both purchased and donated
 - e. Cash gifts received from local groups in support of the project (civic clubs, businesses, etc.)
 - f. Other (program expenses not covered by HK; administrative expenses such as telephone, copying, refreshments, etc.)
5. Copies of **publicity and evaluations**. Include photos, program brochures, press clippings, and so forth. Please include some feedback as to the success of the local exhibition and programs funded through the \$2,000 from HK.

MAINTAINING THESE RECORDS

The organizations managing the program funds at each site should maintain the records of all project expenditures for three years or forward the records to HK. This is a standard practice with all HK projects.



**HUMANITIES
KANSAS**



Sample Final Expenditure Report

ORGANIZATION
PROJECT DIRECTOR
CONTACT INFORMATION
DUNS # 123456789

CATEGORY	BUDGETED	ACTUAL
Companion Exhibition		
<ul style="list-style-type: none"> • Hire p/t researcher to find photos & write labels \$15/hr x 40 hours • Duplicating and mounting photos • Label printing and mounting • Graphic Design** • Artifact mounts 	\$600 \$300 \$200 \$200 \$200	\$300 \$400 \$300 \$300 \$200
Total:	\$1,500	\$1,500
Exhibition Advertising		
<ul style="list-style-type: none"> • 2 downtown banners @ \$100 • 2 local newspaper ads • Facebook ads 	\$200 \$200 \$100	\$200 \$200 \$100
Total:	\$500	\$500
TOTAL	\$2,000	\$2,000
TOTAL HK FUNDS EXPENDED		\$2,000



Sample Local Contribution Report

ORGANIZATION
PROJECT DIRECTOR

CATEGORY	IN-KIND*	CASH DONATION**
Donations of paid staff hours (hours X hourly wages) <ul style="list-style-type: none"> • Project Director, 300 hours X \$11 • Librarian, public library, 65 hours X \$10 • Chamber of Commerce rep, 35 hours X \$9 TOTAL:	\$3,300 \$650 \$315	
		\$4,265
Donation of volunteer time (hours X \$15/hour) <ul style="list-style-type: none"> • 250 hours X \$15/hr (16 volunteers: Rotary, historical society, Methodist church group) TOTAL:	\$3,750	
		\$3,750
Value of facilities (including exhibition site) <ul style="list-style-type: none"> • Exhibition space at XYZ MUSEUM, 6 weeks X \$200/week • Library meeting rooms for book discussion program, 2 X \$50 • Extension office meeting room TOTAL:	\$1,200 \$100 \$50	
		\$1,350
Advertising purchased or donated <ul style="list-style-type: none"> • Billboard purchased near highway • 16 donated PSAs on KQAW X \$25/each • Ads in the Daily Deliverer TOTAL:	\$400 \$650	\$350
		\$1,400
Cash received from local groups in support of the project <ul style="list-style-type: none"> • Convention and Visitors grant • Rotary Club • Sacred Heart Church TOTAL:		\$500 \$250 \$200
		\$950
Program expenses (not covered by HK funds) <ul style="list-style-type: none"> • Ceremonial ribbon cutting supplies • Refreshments for Speakers Bureau program • Photocopies • Program expenses not covered by HK • Long distance phone call TOTAL:		\$60 \$65 \$100 \$1200 \$100
		\$1,525
TOTAL LOCAL CONTRIBUTIONS:		\$13,240

*In-kind match includes the value of services or space donated/contributed to make the event possible.

**Cash Donation includes direct costs contributed by the host organization, community partners, local businesses, or other funders.



Sample *Crossroads* Visitor Survey

1. Home city and state: _____
2. Why did you visit today?
 to see the Smithsonian exhibition
 to attend a special program: _____
 other: _____
3. How did you hear about *Crossroads*?
 newspaper
 social media
 friend or relative
 newsletter
 radio announcement
 poster
 other: _____
4. How many times during the last year have you visited this venue?
 first time two or more
5. Are you visiting from out of town?
 yes no (skip rest of question)
- 5a. If yes, how many miles did you travel?
 less than 100 miles more than 100 miles
- 5b. If yes, as part of your visit, will you [check all that apply]:
 spend the night
 shop
 eat at least one meal
 visit another cultural institution
6. Do you live in a rural community?
 yes no
7. What is one change you would like to see in your rural community?

To receive more information about our organization and to sign up for Humanities Kansas e-newsletter, please leave your name and email address.

Name: _____

Email: _____

Please take a few minutes and answer the following questions at the conclusion of your hosting of the exhibition. SITES and state humanities councils use this information to analyze the impact of the Smithsonian traveling exhibition and related humanities programs and build financial support.

The long-term success of this project is dependent on you to provide examples of the vast array of programs, locally produced exhibitions, and other activities that happen in each of the host communities. Please email newspaper clippings, photographs of memorable moments and other printed material that are associated with your organization's hosting of this exhibition. We especially seek examples (photos especially) of visitors active in humanities programs and viewing the exhibition or your own locally produced exhibition.

Please return the completed form and the enclosures per email or postal mail to Terri Cobb within three weeks of the exhibition's closing (addresses listed on the end).

ORGANIZATIONAL PROFILE

MoMS Exhibition: _____

Opening Date: _____ Closing Date: _____

Name of Host Organization: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

E-Mail Address: _____ Phone Number: _____

Type of host organization:

Museum Library Historical Organization / Society Community Center

School / College Other: _____

Sq. Ft. of available exhibition space (temporary or permanent): _____

Total population of your town: _____

Number of paid staff: _____, equal to _____ full time equivalent (fte)

Number of volunteer staff: _____, equal to _____ full time equivalent (fte)

LOCAL STORY / PROJECT SCOPE

In one or two sentences describe your local story (as presented in your ancillary programs)?

How does the local story compliment the national story as represented in the MoMS Exhibition?

Will your companion exhibition be a permanent addition to the museum?

Yes No

Ancillary Programs

Please check what type of ancillary activities and programs that were developed to augment the Museum on Main Street exhibition. Indicate estimated attendance for each.

Activity	Attendance / Participation
<input type="checkbox"/> Local Exhibition (title: _____)	_____
<input type="checkbox"/> Speakers Bureau / Discussion program	_____
<input type="checkbox"/> Off site programs (e.g. in neighboring cultural organizations)	_____
<input type="checkbox"/> Reading discussion programs	_____
<input type="checkbox"/> Chautauqua	_____
<input type="checkbox"/> Photo contests	_____
<input type="checkbox"/> Student projects (contests, reading programs, etc.)	_____
<input type="checkbox"/> Festivals/openings	_____
<input type="checkbox"/> Radio/TV program	_____
<input type="checkbox"/> Musical performance	_____
<input type="checkbox"/> Craft demonstrations	_____
<input type="checkbox"/> Storytelling	_____
<input type="checkbox"/> Oral history workshops/projects	_____
<input type="checkbox"/> Preservation workshops	_____
<input type="checkbox"/> "How to . . ." workshops	_____
<input type="checkbox"/> Film festival / video discussion programs	_____
<input type="checkbox"/> Other (please describe: _____)	_____
Total ancillary attendance / Participation:.....	<div style="border: 1px solid black; width: 100px; height: 20px;"></div>

ORGANIZATIONAL / PROFESSIONAL DEVELOPMENT

Please indicate if the following workshops were helpful or not and explain why.

	Yes	Did not Attend	No	(please explain:)
Program Planning Workshop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____
MoMS Installation Workshop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____

Please check all that apply:

The participation in this project...

- ...improved professional practices among staff.
- ...increased knowledge of educational practices.
- ... provided ideas for new exhibition techniques within the organization
- ...Enabled research of local history in new ways.
- ...added new objects to the permanent collection.

Project Partners

Did other local organizations collaborate with you in support of this project? If so, please list.

Yes No

COMMUNITY IMPACT

In general, how would you characterize the audience's overall response to the project?

- | | | | | |
|----------------------|------------------------------------|-------------------------------|-------------------------------|-------------------------------|
| Exhibit Structure: | <input type="checkbox"/> excellent | <input type="checkbox"/> good | <input type="checkbox"/> fair | <input type="checkbox"/> poor |
| Content/Storyline: | <input type="checkbox"/> excellent | <input type="checkbox"/> good | <input type="checkbox"/> fair | <input type="checkbox"/> poor |
| Programs/Activities: | <input type="checkbox"/> excellent | <input type="checkbox"/> good | <input type="checkbox"/> fair | <input type="checkbox"/> poor |

Did the participation in this project create long-term/lasting connections with the community? [Mark all that apply]

The participation in this project...

- ...forged new alliance(s) with community groups.
- ...strengthened relations with government officials.
- ...enlarged our community membership base.
- ...created new fundraising partnerships
- Other? Please Describe: _____

Attendance Profile

What was the total (estimated) attendance for the duration of the exhibition booking?

For Exhibit: _____

For Programs/Activities: _____

Total Attendance:

Is this a change in (estimated) attendance compared to the same time period last year?

- Decrease
- No Change
- 1-20% increase
- 21-40% increase
- 41-60% increase
- More than 60% increase! It was a _____% increase!
- No comparable data (because: _____
_____)

Visitor Origin: (approximate percentage) Local _____%
Out of town _____%

Broadening access

Did you notice a change in visitor demographics during the project? Yes No

If so, in what way? (Please choose as many as apply)

- More school groups People who had never been to the museum before
- More professionals People who drove long distances
- More retired people More families
- Other? Please describe: _____

Did this project raise the visibility of your organization in your region? How so? Please explain.

Revitalizing Education

_____ # of school groups visited, with a total of _____ # of children.

_____ % Elementary School _____ % Middle School _____ % High School

How were students involved with the subject? (Describe student projects/Activities/Research):

Did you use the educational materials from the MoMS website? Yes No

If yes, were they: Excellent Good Sufficient Need Improvement

Did participation in this project create a positive collaboration with schools?

Yes No Collaboration at all No change from previous collaboration with schools

ECONOMIC IMPACT

In addition to the support you received from your state humanities council, did you seek and find **local financial support**? Yes No

If so, amount raised through:

Grants: _____

Active fundraising: _____

Gift shop sales: _____

Passive donations: _____

Other: _____ (specify:)

Total amount raised:

Did the participation in this project allow your organization to make capital improvements to your facility?

No Yes – Please describe and estimate the dollar value of improvements:

In-kind Support:

Please check ways in which you received **in-kind support** and estimated value if known.

- Contributed space _____
- Catering _____
- Materials (for locally produced exhibition, etc) _____
- Gift Shop/Merchandise _____
- Web site development _____
- Prizes for contests..... _____
- Printing for banners, posters, etc _____
- Mailings _____
- Lecturers, speakers, performers, etc _____
- Contributed time/volunteers..... _____
- Other (Please describe: _____) _____

Total in-kind support value (if known):.....

Volunteer Support:

Number of volunteers that served your organization during the MoMS Exhibition _____

Number of **new** volunteers for this exhibition: _____

Total number of hours volunteered during the MoMs Exhibition _____

Calculate! *This is a great way for your organization to discover the equivalent financial value for work done by volunteers during the exhibit. Use the formula below to discover just how much community support your organization has received by hosting this Museum on Main Street exhibition!*

Total Volunteer Hours _____ x _____ * = Total Volunteer Value \$ _____

*Notes: The value of volunteer time is based on the average hourly earnings of all production and nonsupervisory workers on private nonfarm payrolls (as determined by the Bureau of Labor Statistics in 2012). Independent Sector takes this figure and increases it by 12 percent to estimate for fringe benefits (<http://www.independentsector.org>)

Will any of the new volunteers continue serving your organization after the MoMS Exhibition closed?

- No Yes

PUBLICITY

Please list which publicity streams you used. Indicate type of publicity and estimated number of people reached with the coverage for each.

PRINT PRESS

Title of Press/ Magazine	Number of articles	Press Release	Reported News story	Estimated Reach
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____

BROADCAST MEDIA

Radio/TV Station & Program	Number of broadcasts	PSA	Reported News coverage	Estimated Reach
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____

DOOR TO DOOR DISTRIBUTION

	Approximate number distributed	Estimated coverage/reach
<input type="checkbox"/> Flyers	_____	_____
<input type="checkbox"/> Postcards	_____	_____
<input type="checkbox"/> Posters	_____	_____
<input type="checkbox"/> Other	_____	_____

Digital Media

	# of posts/pins	# of likes (on the posts)	# of followers of your organization
<input type="checkbox"/> Facebook	_____	_____	_____
<input type="checkbox"/> Twitter	_____	_____	_____
<input type="checkbox"/> Pinterest	_____	_____	_____

Did you use a Website to promote the MoMS Exhibition?

No Yes, namely: _____

Did you use hashtags? No Yes, namely: _____

Did you have any other forms of publicity? Please Describe: _____

Did you use the public relations material prepared on the MoMS website? Yes No

Did you use the disc of installation and press images prepared by MoMS? Yes No

Did you link to, or promote in any other way...

- Museum on Main Street website (<http://www.museumonmainstreet.org>)
- Museum on Main Street's Facebook page (<http://www.facebook.com/museumonmainstreet>)
- Museum on Main Street Twitter feed
- SITES exhibitions Facebook page (<https://www.facebook.com/sitesExhibitions>)
- Sites Exhibitions Twitter feed
- Other SITES social media accounts

EXHIBITION SPECIFICATIONS

How do you feel about the size of the exhibition? Too Big Too Small Just Right
Please explain.

How do you feel about the exhibition's installation/de-installation process? [Mark all that apply]
It was...

- ... mostly straightforward and fun!
- ... lot of work, but worth it in the end!
- ... difficult and/or confusing. (Please explain why?)

What is your opinion about the number of **interactive components** in the exhibition (including video, audio, flipbooks, spinners, etc.)?

Too Few Just the right number too many No opinion

The advanced interactive components (audio, video, etc)...

- ...added to the overall exhibition experience
- ...helped to engage visitors with exhibit content
- ...was distracting for the rest of the exhibition

Do you believe that there were too many or too few **artifacts** incorporated into the exhibit?

Too Few Just the right number too many No opinion

The overall "crowd pleaser" or favorite interactive component was:

In the future, would you rather work with batteries or extension cords and plugs when setting up the electric components (audio, video, etc.) of the exhibit?

- Batteries Extension cords and plugs No opinion/ difference

What is your opinion of the crates in which the exhibit was shipped? [Mark all that apply]

- There were too many crates
 The crates were too heavy
 The crates were well designed and easy to use.
 The crates were difficult to manage, but not too bad considering the amount of content they contained

OPTIONAL ANECDOTES

We truly value your input and want to take your feedback into account when planning for our next exhibit! Please use these “sentence-starters” to inspire your own response. We just *love* details and stories. Feel free to add more pages as needed.

“The exhibition gave us insight into American history and culture . . .”

“The MoMS exhibition spurred conversations between people of different ages, generations, and/or backgrounds, especially in the section that talks about . . .”

“This aspect of the experience was the most fun/rewarding for the community . . .”

OPTIONAL ANECDOTES

On the next page, please share an anecdote about your community’s experience with the exhibition. We may use your human-interest story in a future issue of SITES’ newsletter, *Siteline*, the exhibition catalog, *Update* or on the Museum on Main Street website.

THANK YOU!

When completed, Please email this form to Terri Cobb, Cobbt@si.edu
or send it per postal mail to:

Terri Cobb
Registrar, Museum on Main Street
Smithsonian Institution Traveling Exhibition Service
PO Box 37012, MRC 941
Washington, DC 20013

When completed, Please email this form to Abigail Kaup,
abigail@humanitieskansas.org or fax it to (785) 357-1723.