

AUSTIN MUSEUM PARTNERSHIP





Who are we?

- 501(c)3 non-profit organization
- Promotes and facilitates collaboration within the museum community for the benefit of our museums and the community at large
- Membership is open to cultural institutions in the Greater Austin area, businesses and organizations that provide museum-related services, and individuals interested in furthering the purpose of AMP





Who are we?

Governance

- 10 person volunteer board
- elected by membership at-large

Funding

- Member dues
- Sponsorships
- Grants



AMP Board Members (2013)



What do we do?

Connect with the Public:

- Austin Museum Day
- Educator's Night
- AMP Mobile App
- Website & Social Media
- Austin Public Library / Museum Pass Program - COMING SOON





What do we do?

Connect with Members:

- Professional Development
- Scholarships
- Networking & Knowledge Sharing





Austin Museum Day

- Since 1998, the Austin Museum Partnership has coordinated Austin Museum Day
- Participating institutions offer free admission and special programs
- Always held on the penultimate Sunday of the month in September



The Contemporary Austin - interactive mural



Austin Toy Museum



Elisabet Ney Museum - Portraiture in the Park



Austin Museum Day



Texas DPS Museum



Mexic-Arte Museum



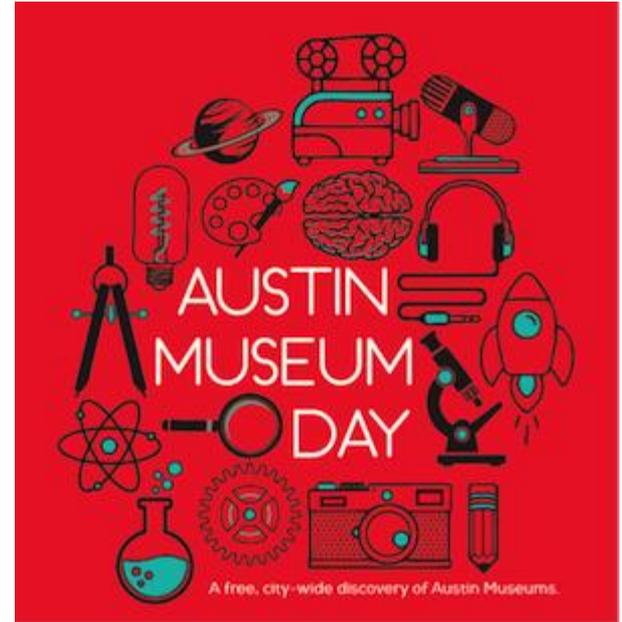
Asian American Resource Center



Austin Museum Day

Austin Museum Partnership responsible for...

- Organizing participating museums
- Sponsorships & fundraising
- Promotional materials, advertising, PR
- Updating AMP mobile app, website, social media sites
- Social media guide for museums
- Documentation and evaluation



Library - Museum Partnerships

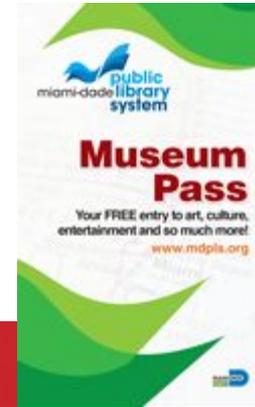
Discover and GO! - Contra Costa County, CA



[Seattle Public Library Museum Pass](#)

Chicago Public Library Kids Museum Pass

[Miami-Dade County Museum Pass](#)



New Mexico FamilyPass





austinmuseums.org

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AUSTIN MUSEUM PARTNERSHIP 2015 YEAR IN REVIEW

EDUCATOR'S NIGHT

Hosted first AMP Educator's Night on October 1, 2015 at the Bullock Museum with 21 participating members and 43 attendees

AMP MOBILE APP

16,000+ interactions
1000+ downloads
2500+ user sessions
31% Android, 69% Apple

Conducted first Austin Museum Day visitor survey via the app

MEMBERSHIP

51 Institutional Members
9 Individual Members

OUTREACH

1025 Facebook likes
668 Twitter followers
559 Instagram followers
AMP website avg. 1000+ page views per week

SCHOLARSHIPS

Awarded two scholarships to attend Texas Associations of Museums 2015 conference

PROFESSIONAL DEVELOPMENT

Label Writing
Social Media 201
Arts Advocacy

AUSTIN MUSEUM DAY

VISITORS

+/- 28,000

SPONSORS

City of Austin
HEB
Whataburger
Austin Chronicle
Capital Metro

ADVERTISING

Austin Chronicle
The Villager
Austin 360
Ahora SI
CultureMap
KUT

PRESS

Tribeza
CultureMap
Austin Woman
Austin Way
Statesman
KEYE
YNN
...and more!

Consider ways to engage in your community....

- What assets do you bring to potential partners?
 - Venue
 - Staff expertise
 - Contact database
- Are there compatible organizations with which you could share resources?
 - Shared staff members
 - Jointly hire marketing/PR firm
- Be active in the community!
 - Find out who in your community IS NOT coming to your site. What do they value? What are their interests?
 - Step outside your niche to find cross-discipline partners