

SMU RFP for Meadows Museum Public Relations Services

Questions and Answers

Updated: July 23, 2024

What baseline awareness/recognition or perception data exist for the museum and among its competitors?

We don't have this information.

Outside of North Texas, what markets/geographies most frequently visit the Meadows Museum today?

Per our reporting for the DTPID program for the 2022-2023 season, we had visitors from 145 unique zip codes and at least 7 foreign countries. Within Texas, Austin had the highest draw. Outside of Texas, top draws include south Florida, New York City, Boston, Washington (DC), Little Rock, Memphis, Kansas City and Chicago.

What are the average demographic breakdowns of visitors (age range, HHI, primary language spoken in home, etc.)?

We don't have this information.

Can you provide current or recent museum/exhibit traffic information for both DFW and national visitors, and comparing pre- and post-COVID traffic?

Recent attendance is approximately 20% of pre-COVID numbers.

	Attendance	From FY 16-17	From Previous Year	Notes
FY 16-17	40,043			
FY 17-18	42,906	+ 7%		
FY 18-19	52,360	+ 31%	+ 22%	Dali
FY 19-20	30,841	- 28%	- 41%	COVID
FY 20-21	7,890	- 80%	- 74%	COVID
FY 21-22	24,603	+ 39%	+ 212%	
FY 22-23	31,046	+ 22%	+ 26%	
FY 23-24	30,327	- 24%	- 2%	

Has Meadows explored or tested programs geared to specific affinity groups or cohorts, e.g. young adults/professionals?

Over the past 5 years the Meadows has made a concerted effort to provide more family-oriented programming, also hiring a School and Family Programs Manager.

Please describe the internal museum resources/personnel with whom we would collaborate and/or share executional duties?

Carrie Sanger, Asst. Dir. of Marketing & PR; Bridget Marx, Deputy Director; Amanda W. Dotseth, Director

Who serves as the primary press spokesperson for Meadows Museum?

Carrie Sanger, Asst. Dir. of Marketing & PR

What is the annual budget figure or range for services?

No budget set at this time. Please provide your best and final pricing.

What has been the historical investment or range for national and DFW efforts?

In recent years, our annual spend with a national agency has been approx. \$20-25K/year; locally, we've spent approx. \$15K/year strictly for exhibition support of selected shows.

What is the dollar or percentage break down between agency fees and hard costs?

The above are agency fees; other PR costs include approx. \$2500-\$3000 on media preview luncheons and approx. \$1,500-2,000 on translation services.