



# Opening Doors to Virginia's Museums

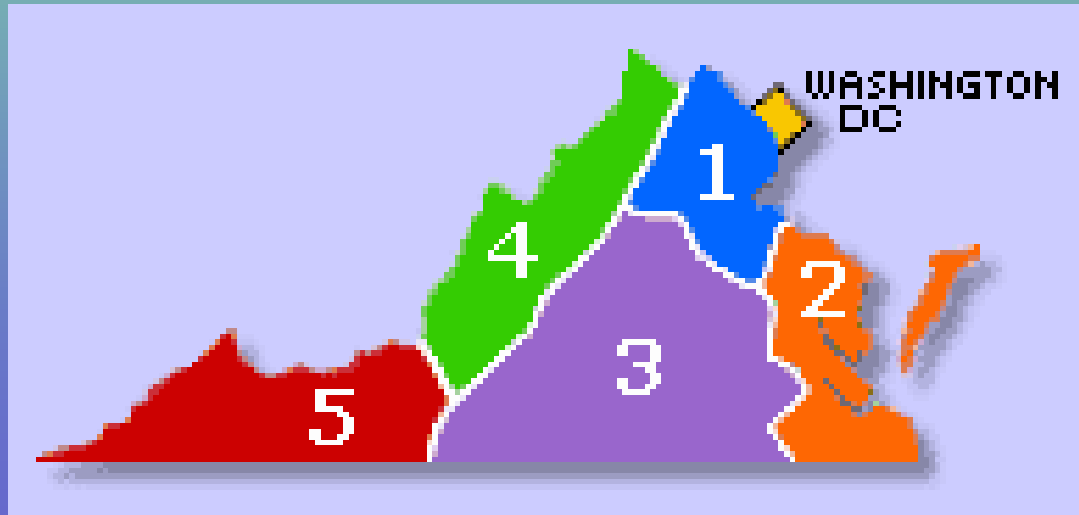


**The Virginia TimeTravelers Program** was created in 1996 through the Virginia History Initiative. The program's objectives are:

- *Support Virginia's **historic** and **cultural** resources by increasing visitation and community visibility.*
- *Promote summer **learning** experiences for multigenerational groups using over 1,000 SOL-based museum programs throughout the state*
- *Increase **tourism** revenue for Virginia by promoting multiple museum visits.*



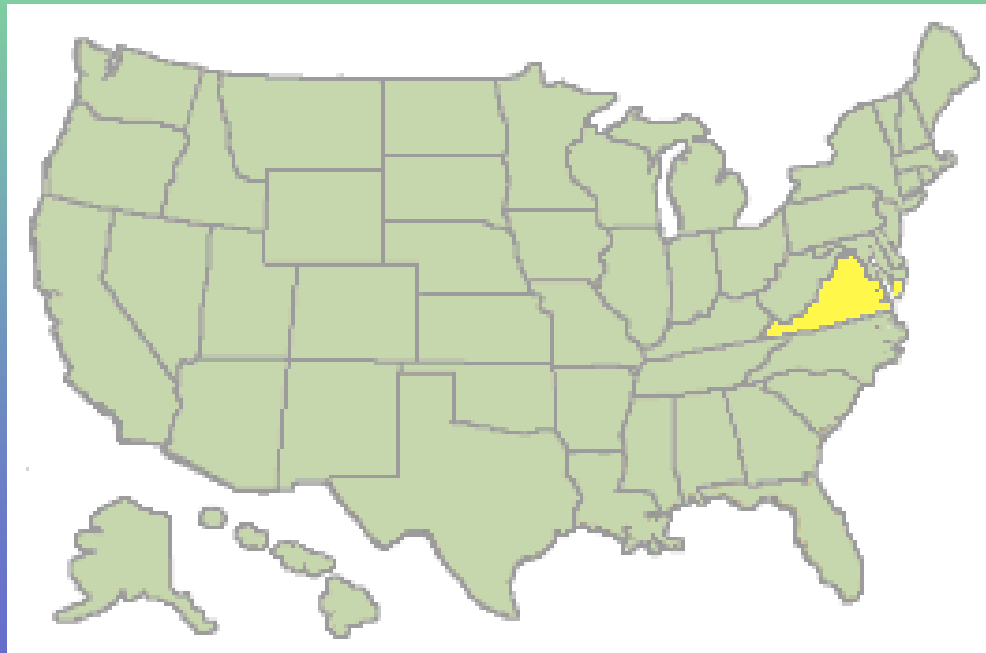
The user-friendly passport and website list 360 participating sites, their geographical locations, and contact information. Over 60% of sites currently offer **admissions discounts** to TimeTravelers participants.

A colorful compass rose with eight points, colored yellow, green, red, blue, purple, and yellow. The cardinal directions are labeled with stylized letters: 'E' for East, 'S' for South, and 'W' for West.

*Starts March 1 and runs through November 1 2006*



**No other state in the nation has a comparable program that links education and tourism.**

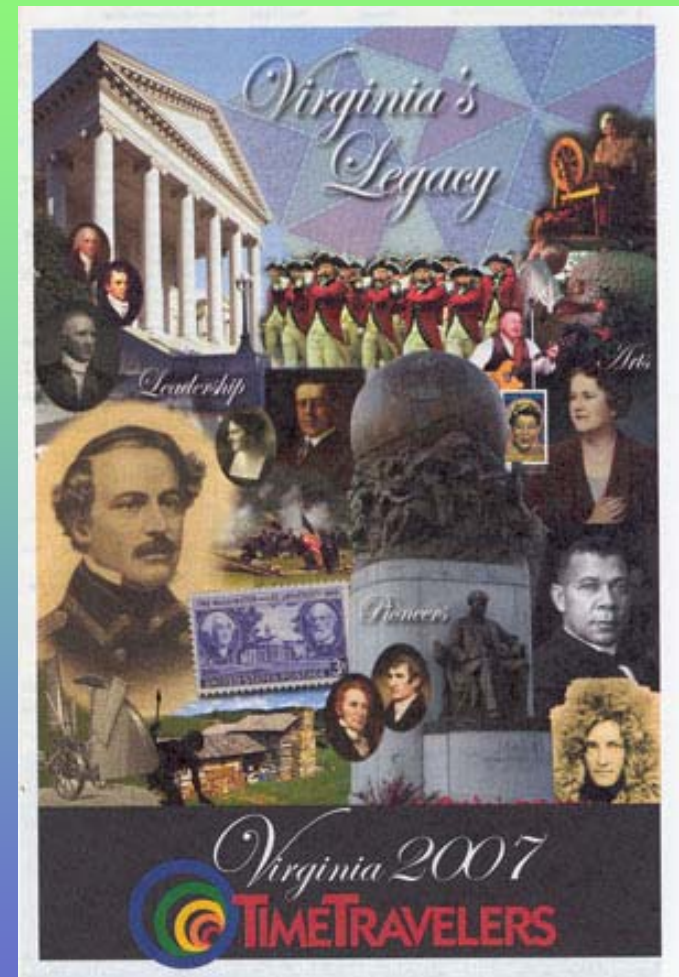




Each year over 355,000 colorful passports are distributed for free throughout the Commonwealth.

Children obtain passports from:

- 52 Virginia Visitor Centers and Welcome Centers
- 350 Participating Museums
- Public Libraries
- Ukrops Supermarkets
- Download from TT website [www.timetravelers.org](http://www.timetravelers.org)



# Rewards for completing the program include:



Children who visit more than six museums. A certificate of appreciation receive a special gold seal designating them "Master Travelers."



# How Does the Commonwealth Benefit from TimeTravelers?



🌟 HISTORIC RESOURCES

🌟 EDUCATION

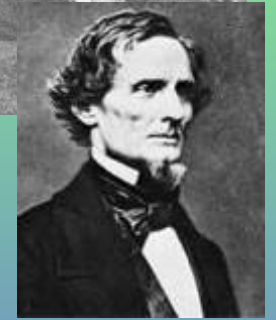
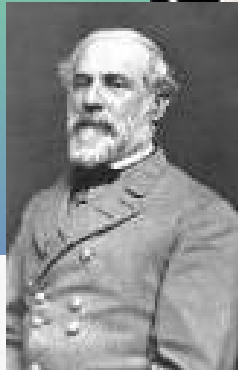
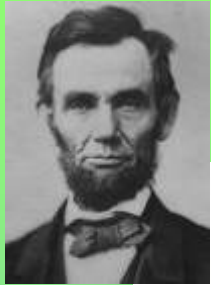
🌟 TOURISM

TimeTravelers can tell the “classic” Civil War stories . . .





... and also convey the period's context and diversity.





# Virginia TimeTravelers Program *Promotes Education . . .*



## According to our survey:



96% of parents agreed that TimeTravelers has influenced their child's understanding of history, heritage, and culture

92% of parents agreed that TimeTravelers was useful in keeping children engaged and interested in learning during the summer months

53% of parents agreed that TimeTravelers helped impart the knowledge necessary for the SOLs

33% of TimeTraveler visits were from school trips (class field trips or home school)



**97% of parents participating in TimeTravelers feel that the program has enhanced their child's education**





In 2006 TimeTravelers documented an economic impact of over **\$1.5 million** for the Commonwealth.



[Source: 2006 TT Parent Survey designed by VCU and analyzed by the Virginia Tourism Corporation]



## **TimeTravelers generated over 540,000 visits to 327 Virginia museums in 2006.**

93% of children visited TT sites with their families

80% traveled over 50 miles to visit TT sites

78% purchased gifts/souvenirs

69% purchased meals

60% spent at least one night away from home

32% purchased tickets to other area attractions



# TimeTravelers attracts:

## Out of State Visitors:

- In 2005, 28% of passports returned were from outside of Virginia
- Passports have been returned from every state in the U.S. as well as DC, Guam, and Puerto Rico

## International Visitors:

- Every year we have passports returned from several foreign countries
- There have been passports returned from Canada, South Africa, Germany, France, Singapore, Mexico, Belgium, Japan, Brazil, and the United Kingdom





**92% of survey respondents said that their experiences with TimeTravelers favorably influenced them to recommend Virginia to family and friends as a tourism destination.**





## **Participating Sites See *Increased Attendance and Visibility***

92% of parents credit TT with encouraging enjoyable family museum activities

91% said they made special trips to museums they wouldn't normally have visited because of the program

97% felt a greater understanding of Virginia's rich heritage

84% visited other TT museums even after the program had ended for the year



## Virginia's First Ladies have traditionally endorsed TimeTravelers:



Susan Allen



Anne Holton



Roxanne Gilmore



**It was fun to "get credit" for fun museum visits and to accumulate visits; it gives a sense of accomplishment to summer activities.  
--Claritza S., Alexandria, VA**



**It makes us stop and think about places to visit other than theme parks.  
--Leann F., Richmond, VA**



**We have enjoyed going as a family to the many different sites and events. Some of these places we would never have visited had it not been for the passport.  
--Christy B., Woodbridge, VA**



## How is TimeTravelers funded, and what are its prospects for the future?





TimeTravelers is currently administered by the Virginia Association of Museums (VAM). The operational budget is \$70,000 per calendar year. This covers printing, fulfillment and distribution costs, and one  $\frac{3}{4}$ -time employee.





Created as a state program, TimeTravelers has not received consistent state funding since the Car Tax Repeal of 1999.

For each of the past six years, the program has relied upon a combination of grants from foundations, in-kind contributions, and, currently, support from the Virginia Department of Historic Resources.



**Repeated efforts to secure corporate funding for operational costs have been unsuccessful.**

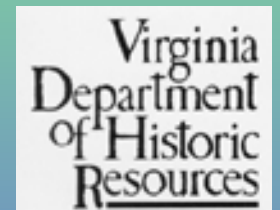


# Why can't VAM keep funding TimeTravelers this way?

- Foundation funding criteria have changed:
  - Eligibility cycles
  - Funding limitations for operating support
  - No interest in established programs
- In-kind support is finite:
  - We have gone through four pro-bono designers in six years
  - Reliance upon donated web support has hampered our ability to administer the program
  - Distribution of passports has been delayed or eliminated
- **VAM does not have the resources to support the TimeTravelers program as currently constituted.**

## Proposed Request for Ongoing Core TimeTravelers Funding:

- \$25,000 from the Virginia Tourism Corporation
- \$30,000 from the Virginia Department of Historic Resources
- \$30,000 from the Virginia Sesquicentennial of the American Civil War Commission







## **With this funding commitment, TimeTravelers can . . .**

- Provide core funding to keep the program viable from year to year
- Expand the program through marketing to reach a larger audience, including outreach to educators
- Distribute more passports to schools, visitor centers, VTC for tourism fulfillment, libraries, Civil War sites, museums and individuals





# Opening Doors to Virginia's Museums