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| AGENCY NAME: | SC Museum Commission | | |
| AGENCY CODE: | H95 | SECTION: | 029 |

Fiscal Year 2015-16 Accountability Report

SUBMISSION FORM

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| AGENCY MISSION | Through innovative partnerships, comprehensive collections, and stimulating exhibits and programs, The South Carolina State Museum provides educational environments that entertain, inspire imagination and creativity, and enrich the lives of visitors. |
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| AGENCY VISION | The South Carolina State Museum is an ever-changing, innovative institution reflecting the essence and diversity of South Carolina, a catalyst for the cultural and educational development of our state and a model among museums nationally. |
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Please state yes or no if the agency has any major or minor (internal or external) recommendations that would allow the agency to operate more effectively and efficiently.

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| RESTRUCTURING RECOMMENDATIONS: | Yes |
|---------------------------------------|-----|


Please identify your agency's preferred contacts for this year's accountability report.

| | <i><u>Name</u></i> | <i><u>Phone</u></i> | <i><u>Email</u></i> |
|---------------------------|--------------------|---------------------|------------------------------|
| PRIMARY CONTACT: | William Calloway | 803-898-4930 | willie.calloway@scmuseum.org |
| SECONDARY CONTACT: | Bonnie Moffat | 803-898-5399 | bonnie.moffat@scmuseum.org |

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I have reviewed and approved the enclosed FY 2015-16 Accountability Report, which is complete and accurate to the extent of my knowledge.

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|---|---|
| AGENCY DIRECTOR (SIGN AND DATE): |  |
| (TYPE/PRINT NAME): | William Calloway |

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| BOARD/CMSN CHAIR (SIGN AND DATE): |  |
| (TYPE/PRINT NAME): | Gray Culbreath |

AGENCY'S DISCUSSION AND ANALYSIS

EXECUTIVE SUMMARY

- *WINNER – 2016 Governor's Cup – Best Tourism Project in the State!!*
- *Voted Best Museum by the readers of The State*
- *Voted Best Museum by the readers of the Free Times*
- *Voted Best Museum by the readers of Columbia Metropolitan Magazine*
- *Achieved goal for attendance – 161,372*
- *Achieved goal for earned revenue – \$2,023,150*
- *School visitation was over 68,000 and grew by 10%!*
- *Received 4 more awards for "Windows to New Worlds" renovation project, now totaling 14!*
- *Used \$194,500 of Boeing grant money for observatory distance learning initiatives.*
- *Received Accommodations and Hospitality tax grants from Richland County and the City of Columbia in the amount of \$62,500*
- *Utilized planetarium in unique ways such as a Friday night rock 'n roll laser show promotion, a Valentines night time event, and a kids holiday event based on the movie "Frozen"*
- *Program and rental business was very strong as we presented events such as Museum Road Show, Art Day, History Day, Fall Festival, Growl at the Moon, Toy Soldier Day, Winterfest, Bluegrass Tuesday nights, Story Fest, and Black Expo.*
- *Summer Camps extremely successful with over 300 campers and \$55,000 in revenue!*
- *Family membership revenue was \$425,100 with over 4,000 members!*
- *We estimated we lost 2,700 visitors and around \$23,000 in gross revenues as a result of the October floods.*
- *Canal work will not be complete for a year and some preliminary concepts include making the canal an accessible greenspace with educational panels adding to the cultural destination complex product.*
- *Updated the building and collections security system with \$100,000 approved in the 2015.16 state budget.*
- *Developed concept plan for proposed 4th Floor (cultural history) renovations.*
- *South Carolina Museum Foundation received its largest grant in history of \$1,400,000 from an individual estate. Funds are restricted to artifact acquisition and conservation.*
- *Senate oversight committee completed their review and a FINAL report was received with favorable comments.*
- *Presented blockbuster exhibit "Race – Are We So Different?" with funding support from Central Carolina Community Foundation.*

The key current and long term goal of the State Museum is to remain current, competitive, and unique in the market place while maintaining its educational point of difference. The State Museum is competing for discretionary dollars and leisure time with a multitude of other various attractions, events, and places. We must remain diligent listeners to the needs and expectations of the citizens of South Carolina who are the "owners" of the facility. We must remain respectful of the past but committed to the future.

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Key Comprehensive Goals Include:

- Increasing attendance and revenues in order to become more self-sustaining and to self-fund desperately needed core improvements and renovations to the permanent exhibits.
- Increasing citizen, corporate, and foundation private financial support for the museum including increasing the corporate, family, and individual membership base.
- Build, preserve and use collections of distinction.
- To improve exhibits, educational programs and public programs that provides lasting experiences and impact.
- To provide assistance to the statewide museum community and to forge strategic alliances and partnerships that will magnify the museum’s ability to provide benefits to the public.
- Provide facilities and technology that meet customer expectations, museum standards and programming needs.
- To secure a growing and diverse funding base to meet operational needs and to enable the museum to fulfill its vision of an ever-changing institution that is a model among museums nationally.
- Recapitalization and Renovation of dated core product.
- Maximize limited resources (time, staff, money, supplies, collateral)

2. Situation Analysis

Marketing-

Fiscal year 2015-2016 marketing plans centered on general museum promotion and branding. Post grand opening in 2014, the SCSM was dealing with a new identity due to the elements it added and the additional opportunities it was afforded by adding these elements, programs, staff and more. It was essential that after the grand opening that marketing concentrated on brand development and awareness. Although attendance and revenues hit their goal, as defined in these plans, for the year, launching a general awareness campaign does not yield immediate results on attendance. Brand development results in awareness which is converted later as attendance but is not immediate. The marketing department will always concentrate on brand development but not as heavily as in 2015-2016. It was crucial to establish the museum in the marketplace so the community understood the new identity and offerings since grand opening. This year, immediate attendance and revenue will be the focus more than general awareness.

In 2015-2016, the marketing department set out to increase and improve communications with schools and achieved this goal. 2016-2017 will focus on continuing to communicate with these teachers on a more regular basis and promote more opportunities to them throughout the year.

Since the grand opening in 2014, we have had the opportunity to learn a lot of valuable lessons. One of which being the promotion of the 4D theater. With Polar Express and now a successful Rio spring campaign, we are seeing that the 4D Theater works well as a main marketing message and can be used to attract attendance for the museum. With this learned trend, 2016-2017 will focus keeping consistent main marketing messages in order to not have any “dark” periods. This will allow the museum to have a larger presence in the marketplace at all times. There are 5 campaigns planned for 2016-2017, 4 of which are centered on 4D movies.

Education-

The education staff completed its first year as a unit, running the planetarium, observatory and all museum education school programs. In addition, the department is now responsible birthday parties and summer camps, previously part of public programs. One important area of improvement has been

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in intra- and interdepartmental communication. Scheduling of school and public programs, room use and staff needs is much improved, leading to better quality experiences and repeat visitation, particularly with birthdays and camps. The marketing of education programs and coordination between education and marketing has greatly improved awareness of and interest in museum programs.

All education programs are growing, as we prepare to add staff and expand offerings. New state funds will support three new full-time educators, part-time staff, supplies, and travel for outreach activities. The department is in the process of prioritizing museum-wide education responsibilities in order to develop roles for new staff. New staff will ease existing scheduling concerns, particularly after-hour public programs, events and rentals.

Though total education attendance is experiencing excellent growth, there are key areas in which we are not meeting goals. Planetarium attendance, as a percentage of total attendance experienced a decline in the summer of 2016. Likewise, high numbers of students, teachers and general attendance guests experienced a variety of formal classes and drop-in activities in the Boeing Observatory. However, teacher retention and follow-up distance learning participation is just 10 percent of teachers trained, far below the grant metric established.

Collections-

The Collections staff adjusted to structural changes that included merging the Collections Department with the Programming Department, and separating from the Education Department. Collections staff continues to clear registration of backlogged acquisitions and updating incoming and outgoing loans. Programs Manager has managed new quarterly, monthly and weekly evening programs that were developed utilizing the new facility.

This past year had unexpected challenges within collections department. The storage areas and artifacts suffered little damage during the October flood, just minor leaks, and we had prepared for this possibility in advance. A few months following, the collections staff discovered that the habitat areas on the 2nd floor had been affected by an insect infestation which quickly became the primary project for the entire collections staff for 2015/2016. While these issues are being corrected and addressed, this will continue to be one of our primary focuses for this coming year as well, ensuring the safety, long term care and ongoing monitoring of all items in the museum collection.

The department worked collaboratively to install artwork, artifacts and specimens in changing and permanent exhibitions throughout the museum. The department continues to adjust to the restructuring of the new museum model and developed many multi-disciplinary opportunities with the planetarium, observatory, 4d theater, and new and existing galleries, with public programs and exhibits. We continue to maintain our connection to the museum’s core mission and focus through the development of content.

The department has faced a number of challenges to meet the demands of the new facility, collections care, programming opportunities and exhibition schedule. 3.5 new positions were approved and will be filled this fiscal year to accommodate the demand.

Membership-

Membership steadied itself this last fiscal year. After the massive success of grand opening year, membership was expected to even out around \$400,000 in revenue but due to the BCBS of SC campaign partnership, were able to exceed that goal. However, in the recent months, as we get farther away from

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grand opening, we are finding member attendance to decrease which could result in fewer renewing members in the future. Revenue is always a goal of membership, but member attendance will also be an important goal for 16-17.

Operations-

The past year did not produce revenue growth as expected. It represented a small step back after the substantial growth brought about by the Windows to New Worlds expansion. With external challenges such as extreme weather, and internal challenges brought about by staff changes, there were many periods of adjustment during the past year. The most pressing need for 2016 is to resume growth, not only in revenue and attendance, but professionally and as a world class guest service institution.

This growth must come from management dedication, hard work, and new ideas. New federal wage restrictions will require a new approach to scheduling and time management. Old paradigms must be broken, and fresh concepts need to be introduced throughout the department. Continuing to do things the way they have been done will leave us at the mercy of the same variables that dictated negative growth last year. Innovation and the enthusiasm to try new things and make data driven decisions will facilitate new growth, and new ways to embrace the challenges we face.

Administration-

The Administrative staff has had to temporarily adjust its workload due to vacancies left by the Foundation accountant and the Purchasing Manager in an effort to ensure duties and responsibilities are supported throughout the department and Museum needs are met. Technology security, IT needs and support continue to be a day to day challenge. Maintaining ever changing State IT standards and policy updates is also challenging and time consuming.

Exhibits-

Challenging opportunities continue: developing, maintaining, and enhancing the changing exhibitions and the permanent exhibit areas; coordinating the building’s maintenance and scheduled upgrades with General Services; providing visual and logistical support for revenue opportunities. The ongoing purpose of the Public Safety Staff is to provide security for the building, security and safety response for our Guests, staff and the collections, provide staff safety training as well as to ensure artifacts, exhibits, and facilities are secure and protected. All to ensure Guests are provided with a safe environment for a great experience.

Foundation-

The absence of a capital campaign and the vacancy of the Foundation Executive Director position has given an opportunity for us to reorganize responsibilities and priorities. Without a specific project or program to fund, the past structure has struggled to generate sufficient income to offset the expenses incurred. The proposed business plan focus solely on fundraising initiatives and the Foundation organization with emphasis on reestablishing, retaining and enhancing donor relationships. The Foundation will be getting back to their grassroots and simplifying its focus.

Risk Assessment and Mitigation Strategies –

There are two main risks to the museum – damage to the artifact collection and public/staff safety.

A. Artifact Collection (Value in excess of \$5 million)

Due to the aging of the building and the building systems, the collection is subject to negative environmental impacts including fluctuations in temperature and humidity, water damage due to roof

leaks, and insect damage due to deteriorating windows and doorways which allow easy access.

Remediation options offered:

1. Replace all windows
2. Replace the roof
3. Replace and upgrade the HVAC systems

B. Public and Staff Safety

As a publically attended attraction, the museum risks exposure to its visitors and staff to harm from outside agitators ranging from active shooters to armed robbery.

Remediation options offered:

1. Fund an armed and trained officer for the lobby (provided and managed by SLED or BPS) and additional museum public safety officers
2. Fund the addition of metal detectors to entrances
3. Direct SLED to develop, present, and monitor training and reaction programs for all applicable state agencies such as museums and state parks.

Restructure Recommendations -

The Rent paid to the Dept. of Admin of \$1,800,000 is 62% of the museum's State appropriation. The biggest potential for cost savings to our budget would be a different approach to our building occupancy (rent) costs.

1. Pay Actual operating costs to Dept. of Admin (\$1,000,000)
 - a. The remaining \$800,000 goes into Dept. of Admin as "other" funds to fund General Services and all state building maintenance needs.
 - b. Dept. of Admin should be appropriated these funds directly to their budget rather than inflating cost to state agencies to fund.
2. Place all costs in Dept. of Admin and totally remove the cost from the museum's budget.
3. Sell the building to a private developer or the museum's foundation.

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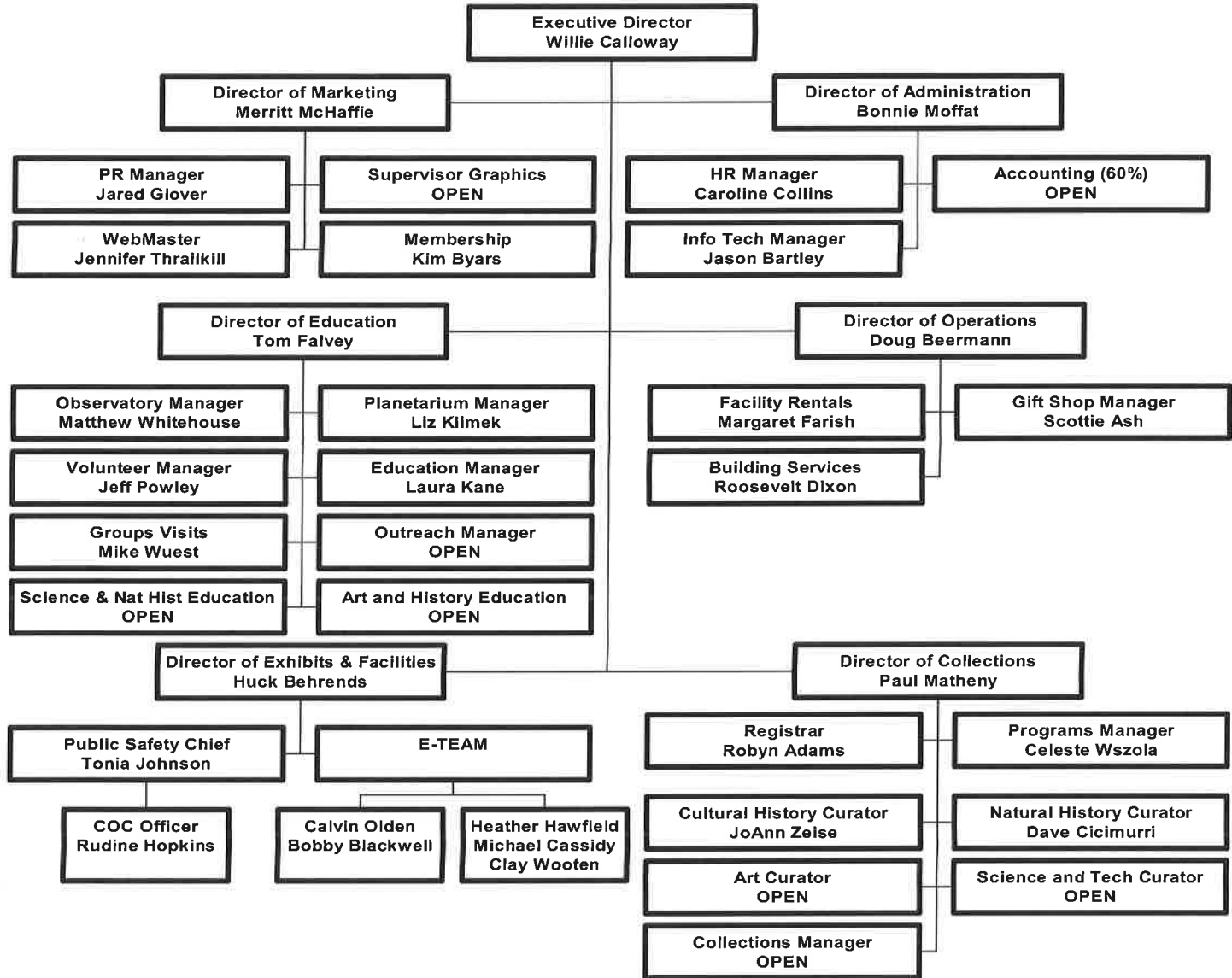
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SECTION:

029

STATE MUSEUM 2017



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Strategic Planning Template

| Type | Goal | Item # Strat | Object | Associated Enterprise Objective | Description |
|----------|------------|-----------------|--------|---|-------------|
| G | 1 | | | Public Infrastructure and Economic Development | |
| S | 1.1 | | | Maximize impact of Museum Operations | |
| | | 1.1.1 | | Effectively Market State Museum | |
| | | 1.1.1 | | Increase General Attendance | |
| | | 1.1.2 | | Reach a state wide audience | |
| | | 1.1.3 | | Increase Special attraction attendance | |
| S | 1.2 | | | Maximize Earned revenues | |
| | | 1.2.1 | | Ticket Revenue | |
| | | 1.2.2 | | Gift shop | |
| | | 1.2.3 | | Facility Rentals | |
| | | 1.2.4 | | Paid programs | |
| S | 1.3 | | | Be efficient with allocated resources | |
| | | 1.3.1 | | Use volunteers | |
| | | 1.3.2 | | Minimize cost per visitor | |
| S | 1.4 | | | Thru Museum Foundation garner citizen, corporate, and private financial support. | |
| | | 1.4.1 | | Membership | |
| | | 1.4.2 | | Community Partners | |
| | | 1.4.3 | | Annual Fund and Donations | |
| G | 2 | | | Education, Training, and Human Development | |
| S | 2.1 | | | Be a primary educational resource for SC schools | |
| | | 2.1.1 | | Teach standards-based lessons and classroom programs | |
| | | 2.1.2 | | Reach every county in the state | |
| | | | | Provide multi-grade level experiences | |
| S | 2.2 | | | Offer outreach programs to schools, libraries and other institutions throughout the state. | |
| | | 2.2.1 | | TEP | |
| | | 2.2.2 | | STARLAB | |
| | | 2.2.3 | | Boeing Observatory Outreach | |
| S | 2.3 | | | Partner with state-wide education organizations | |
| | | 2.3.1 | | ETV and Dept. of Ed | |
| | | 2.3.2 | | Organizations such as SC Science Council, SELA, NASA | |
| G | 3 | | | Education, Training, and Human Development | |
| S | 3.1 | | | Be the caretaker of South Carolina's History | |
| | | 3.1.1 | | Acquire, preserve and use collections of distinction | |
| | | 3.1.2 | | Increase accessions | |
| | | | | Increase objects | |
| S | 3.2 | | | Provide curatorial expertise | |
| | | 3.2.1 | | Thru ongoing Research, the publishing of papers, and community presentations | |
| | | 3.2.2 | | Respond to citizen inquiries | |
| G | 4 | | | Government and Citizens | |
| S | 4.1 | | | Deliver quality content | |
| | | 4.1.1 | | Develop and provide Exhibits of relevance and quality | |
| | | 4.1.2 | | Procure and install blockbuster exhibits | |
| | | | | Develop, write, produce and install changing exhibits in rotating galleries | |
| S | 4.2 | | | Provide Unique Program opportunities | |
| | | 4.2.1 | | Develop and make available overnight camp-ins, birthday parties and summer camps | |
| S | 4.3 | | | Create Signature Events specifically for the museum | |
| | | 4.3.1 | | Develop and hold multiple events including Museum Road show, Art Day, Tricks and Treats, Fa | |

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| Performance Measure | | Target Value | Actual Value | Future Target Value | Time Applicable | Data Source and Availability | Calculation Method | Associated Objective(s) |
|---------------------|--------------------------------------|--------------|--------------|---------------------|-------------------|------------------------------|--------------------|-------------------------|
| 1 | Attendance | 200,000 | 161,372 | 160,000 | July 1 - June 30 | Admissions Software/Daily | Actual Count | 1.1.1 |
| 2 | Richland and Lexington County | 55% | 53% | 55% | July 1 - June 30 | Admissions Software/Daily | Actual Count | 1.1.2 |
| 2 | All other SC | 30% | 32% | 30% | July 1 - June 30 | Admissions Software/Daily | Actual Count | 1.1.2 |
| 3 | Out of State | 15% | 10% | 15% | July 1 - June 30 | Admissions Software/Daily | Actual Count | 1.1.1, 1.1.2 |
| 4 | Blockbuster | 45,000 | 26,435 | 30,000 | July 1 - June 30 | Admissions Software/Daily | Actual Count | 1.1.3 |
| 5 | Planetarium | 67,500 | 53,480 | 60,000 | July 1 - June 30 | Admissions Software/Daily | Actual Count | 1.1.3 |
| 6 | 4D Theater | 55,000 | 46,296 | 50,000 | July 1 - June 30 | Admissions Software/Daily | Actual Count | 1.1.3 |
| 7 | Ticket Revenue | \$ 700,000 | \$ 555,662 | \$ 525,000 | July 1 - June 30 | Point of Sale/Daily | Actual Count | 1.2.1 |
| 8 | Blockbuster Revenue | \$ 175,000 | \$ 85,711 | \$ 75,000 | July 1 - June 30 | Point of Sale/Daily | Actual Count | 1.2.1 |
| 9 | Planetarium Revenue | \$ 240,000 | \$ 178,214 | \$ 175,000 | July 1 - June 30 | Point of Sale/Daily | Actual Count | 1.2.1 |
| 10 | 4D Theater Revenue | \$ 200,000 | \$ 159,980 | \$ 150,000 | July 1 - June 30 | Point of Sale/Daily | Actual Count | 1.2.1 |
| 11 | Store Revenue | \$ 850,000 | \$ 661,906 | \$ 650,000 | July 1 - June 30 | Point of Sale/Daily | Actual Count | 1.2.2 |
| 12 | Facility Events Revenue | \$ 250,000 | \$ 216,224 | \$ 210,000 | July 1 - June 30 | Point of Sale/Daily | Actual Count | 1.2.3 |
| 13 | Programs Revenue | \$ 125,000 | \$ 136,144 | \$ 140,000 | July 1 - June 30 | Point of Sale/Daily | Actual Count | 1.2.4 |
| 14 | Number of Volunteers | 150 | 238 | 200 | July 1 - June 30 | Manual Count/Annual | Actual Count | 1.3.1 |
| 15 | Volunteer Hours | 10,000 | 12,212 | 10,000 | July 1 - June 30 | Manual Count/Annual | Actual Count | 1.3.1 |
| 16 | Volunteer Hours Value | \$ 200,000 | \$ 251,079 | \$ 200,000 | July 1 - June 30 | Manual Count/Annual | Actual Count | 1.3.1 |
| 17 | Cost per Visitor (no rent) | \$ 25 | \$ 21 | \$ 25 | July 1 - June 30 | SCEIS | Actual Count | 1.3.2 |
| 18 | Paid MEDIA/Visitor | \$ 1.95 | \$ 2.15 | \$ 2.15 | July 1 - June 30 | SCEIS | Actual Count | 1.3.2 |
| 19 | Total Marketing Costs/Visitor | \$ 3.25 | \$ 3.53 | \$ 3.00 | July 1 - June 30 | SCEIS | Actual Count | 1.3.2 |
| 20 | % Paid Media of Earned Revenue | 15.0% | 17.0% | 15.0% | July 1 - June 30 | SCEIS | Actual Count | 1.3.2 |
| 21 | % Marketing Costs of Earned Revenue | 25.0% | 28.0% | 25.0% | July 1 - June 30 | SCEIS | Actual Count | 1.3.2 |
| 22 | Number of Memberships | 6,000 | 4,005 | 4,500 | July 1 - June 30 | Point of Sale/Daily | Actual Count | 1.4.1 |
| 23 | Community Partners | 50 | 29 | 35 | July 1 - June 30 | Point of Sale/Daily | Actual Count | 1.4.2 |
| 24 | Community Partners Revenue | \$ 75,000 | \$ 62,050 | \$ 75,000 | July 1 - June 30 | Point of Sale/Daily | Actual Count | 1.4.2 |
| 25 | Grant Revenue to Museum | \$ 200,000 | \$ 231,327 | \$ 250,000 | July 1 - June 30 | Point of Sale/Daily | Actual Count | 1.4.3 |
| 26 | Schools Attendance | 75,000 | 68,534 | 75,000 | July 1 - June 30 | Admissions Software/Daily | Actual Count | 2.1.1, 2.1.2 |
| 27 | Counties Represented | 46 | 46 | 46 | July 1 - June 30 | Manual Count/Annual | Actual Count | 2.2.1 |
| 28 | Grades Represented | K-12 | K-12 | K-12 | July 1 - June 30 | Manual Count/Annual | Actual Count | 2.2.1 |
| 29 | # of TEP's Available | 17 | 17 | 20 | July 1 - June 30 | Manual Count/Annual | Actual Count | 2.2.1 |
| 30 | TEP bookings | 20 | 21 | 25 | July 1 - June 30 | Point of Sale/Daily | Actual Count | 2.2.1 |
| 31 | Science Theater | 9,880 | 9,880 | 10,000 | July 1 - June 30 | Point of Sale/Daily | Actual Count | 2.1.2 |
| 32 | Stem Programs | 1,560 | 1,560 | 1,500 | July 1 - June 30 | Point of Sale/Daily | Actual Count | 2.1.2 |
| 33 | On-Floor Lessons | 3,548 | 3,548 | 3,500 | July 1 - June 30 | Point of Sale/Daily | Actual Count | 2.1.2 |
| 34 | Observatory Classes (on-site) | 3,178 | 3,178 | 3,500 | July 1 - June 30 | Point of Sale/Daily | Actual Count | 2.1.2 |
| 35 | Observatory Distance Learning | 1,706 | 1,706 | 5,000 | July 1 - June 30 | Point of Sale/Daily | Actual Count | 2.2.3 |
| 36 | StarLab Participants | 2,000 | 3,960 | 5,000 | July 1 - June 30 | Point of Sale/Daily | Actual Count | 2.2.2 |
| 37 | Number of Accessions Recorded | 50 | 62 | 50 | July 1 - June 30 | Collections Software/Annual | Actual Count | 3.1.1 |
| 38 | Number of Objects Collected | 500 | 1,049 | 500 | July 1 - June 30 | Collections Software/Annual | Actual Count | 3.1.2 |
| 39 | Number of Papers Submitted | 5 | 2 | 5 | July 1 - June 30 | Manual Count/Annual | Actual Count | 3.2.1 |
| 40 | Number of Inquiries Answered | 1,500 | 1,500 | 1,500 | July 1 - June 30 | Manual Count/Annual | Estimate | 3.2.2 |
| 41 | Number of Changing Exhibits Produced | 8 | 11 | 10 | July 1 - June 30 | Manual Count/Annual | Actual Count | 4.1.1, 4.1.2 |
| 42 | Dive Reports Received | 1,000 | 780 | 500 | July 1 - June 30 | Manual Count/Annual | Actual Count | 3.2.2 |
| 43 | Camp-In Participants | 300 | 309 | 500 | July 1 - June 30 | Admissions Software/Daily | Actual Count | 4.2.1 |
| 44 | Summer Camp Participants | 1,000 | 1,421 | 350 | June, July August | Admissions Software/Daily | Actual Count | 4.2.1 |
| 45 | Birthday Party Participants | 500 | 428 | 1500 | July 1 - June 30 | Admissions Software/Daily | Actual Count | 4.2.1 |
| 46 | Attendance by Event: | | | | | | | |
| 46 | Winter Road Show | 500 | 428 | 500 | 23-Jan | Admissions Software/Daily | Actual Count | 4.3.1 |
| 47 | Spring Road Show | 1,000 | 467 | 500 | 11-Jul | Admissions Software/Daily | Actual Count | 4.3.1 |
| 48 | Art Day | 750 | 393 | 500 | 7-Mar | Admissions Software/Daily | Actual Count | 4.3.1 |
| 49 | History Day | 1000 | 689 | 500 | 14-Feb | Admissions Software/Daily | Actual Count | 4.3.1 |

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H95

Section:

029

Performance Measurement Template

| Item | Performance Measure | Target Value | Actual Value | Future Target Value | Time Applicable | Data Source and Availability | Calculation Method | Associated Objective(s) |
|------|----------------------------|--------------|--------------|---------------------|---------------------|------------------------------|--------------------|-------------------------|
| 50 | MuzzleLoader | 500 | N/A | N/A | 11-Apr | Admissions Software/Daily | Actual Count | 4.3.1 |
| 51 | Cinco de Mayo | 1200 | 720 | 750 | 3-May | Admissions Software/Daily | Actual Count | 4.3.1 |
| 52 | Tricks and Treats (2 days) | 1,200 | 600 | 600 | 10/18,25 | Admissions Software/Daily | Actual Count | 4.3.1 |
| 53 | Fall Festival | 600 | 2,000 | 1,000 | 20-Sep | Admissions Software/Daily | Actual Count | 4.3.1 |
| 54 | Miniature Show | 1,000 | 540 | 500 | 9-Aug | Admissions Software/Daily | Actual Count | 4.3.1 |
| 55 | Story Fest | 2,000 | 2423 | 2000 | 6-Jul | Admissions Software/Daily | Actual Count | 4.3.1 |
| 56 | Growl at the Moon | 300 | 380 | 300 | 30-Oct | Admissions Software/Daily | Actual Count | 4.3.1 |
| 57 | Quadrivium | 150 | N/A | N/A | 30-Apr | Admissions Software/Daily | Actual Count | 4.3.1 |
| 58 | Through the Fire | 350 | N/A | N/A | 29-Jan | Admissions Software/Daily | Actual Count | 4.3.1 |
| 59 | College Art Day | | 120 | 150 | 4-Mar | Admissions Software/Daily | Actual Count | 4.3.1 |
| 60 | Toy Soldier Show | | 397 | 400 | 8-Aug | Admissions Software/Daily | Actual Count | 4.3.1 |
| 61 | Caesar Opening Day | | 450 | N/A | 26-Sep | Admissions Software/Daily | Actual Count | 4.3.1 |
| 62 | Saturnalia/Caesar | | 510 | N/A | 5-Dec | Admissions Software/Daily | Actual Count | 4.3.1 |
| 63 | Winterfest | | 1,553 | 1,500 | Var. through Dec. | Admissions Software/Daily | Actual Count | 4.3.1 |
| 64 | Holocaust Program | | 148 | N/A | 3-Apr | Admissions Software/Daily | Actual Count | 4.3.1 |
| 65 | Bluegrass night | | 643 | N/A | Last Tues. of Month | Admissions Software/Daily | Actual Count | 4.3.1 |
| 66 | Tasting Tuesday | | 348 | 350 | 8,15,22 Dec | Admissions Software/Daily | Actual Count | 4.3.1 |
| 67 | Frozen Sing-a-long | | 259 | 300 | 29-Dec | Admissions Software/Daily | Actual Count | 4.3.1 |
| 68 | That's Amore Y'all | | 218 | 250 | 12-Feb | Admissions Software/Daily | Actual Count | 4.3.1 |

Agency Name: **SC Museum Commission**

Agency Code: **H95** Section: **029**

| Program/Title | Purpose | FY 2015-16 Expenditures (Actual) | | | FY 2016-17 Expenditures (Projected) | | | TOTAL | Associated Objective(s) |
|-------------------|---|----------------------------------|------------|---------|-------------------------------------|------------|---------|--------------|--------------------------------|
| | | General | Other | Federal | General | Other | Federal | | |
| I. Administration | Executive Director, Finance, Info Tech, Human Resources, procurement, \$1.8 million of bldg. rent, general overhead | \$ 1,796,638 | \$ 472,585 | \$ - | \$ 1,740,969 | \$ 450,000 | \$ - | \$ 2,190,969 | All goals - 1,2,3,4 objectives |

| | | | | | | | | | |
|----------------------------------|---|--------------|--------------|------|--------------|--------------|------|--------------|--------------------------------|
| II. Programs - Museum Operations | All facets of Museum Operations including - Educational programming and conten, Collections, Curators, Marketing, Operations, Public safety, exhibit fabrication, janitorial, facility rentals, gift shop, school visit facilitation, artifact storage and conservation, public programs and signature events, volunteer management, 4D theater operation, Planetarium operation, Observatory programming and hosting, Web site, Graphic Design, Public Relations | \$ 1,075,369 | \$ 1,712,189 | \$ - | \$ 1,574,907 | \$ 1,650,000 | \$ - | \$ 3,224,907 | All goals - 1,2,3,4 objectives |
|----------------------------------|---|--------------|--------------|------|--------------|--------------|------|--------------|--------------------------------|

| | | | | | | | | | |
|--------------------------|-------------------|--------------|--------------|------|--------------|--------------|------|--------------|--|
| III C. Employee Benefits | Employee Benefits | \$ 437,159 | \$ 131,373 | \$ - | \$ 556,442 | \$ 138,000 | \$ - | \$ 694,442 | |
| | Total | \$ 3,309,166 | \$ 2,316,147 | \$ - | \$ 3,872,318 | \$ 2,238,000 | \$ - | \$ 6,110,318 | |

| Agency Name: | | SC Museum Commission | | |
|--|------------|----------------------|--|--------------------------------------|
| Agency Code: | | H95 | Section: 029 | |
| Item # | Law Number | Jurisdiction | Type of Law | |
| Statutory Requirement and/or Authority Granted | | | | |
| Legal Standards Template Associated Program(s) | | | | |
| 1 | 60-13-10 | State | <p>South Carolina Museum Commission created; membership; chairman; vacancies; terms of office.</p> <p>There is hereby created the South Carolina Museum Commission composed of ten members appointed by the Governor for terms of four years and until their successors are appointed and qualify. One member shall be appointed from each congressional district of the State and three members shall be appointed at large. One of the at-large members shall be appointed chairman of the commission by the Governor. Vacancies for any reason shall be filled in the manner of original appointment for the unexpired term.</p> <p>Notwithstanding the provisions above prescribing four-year terms for members of the commission, the members appointed from even-numbered congressional districts and one at-large member other than the chairman shall be initially appointed for terms of two years only.</p> | Administration and Museum Operations |
| 2 | 60-13-20 | State | <p>Meetings and officers of commission; compensation of members.</p> <p>The Commission shall meet at least quarterly and at such other times as the chairman shall designate. Members shall elect a vice-chairman and such other officers as they may deem necessary. They shall be paid such per diem, mileage and subsistence as provided by law for boards, committees and commissions</p> <p>Primary function of Commission.</p> | Administration |
| 3 | 60-13-30 | State | <p>The primary function of the Commission shall be the creation and operation of a State Museum reflecting the history, fine arts and natural history and the scientific and industrial resources of the State, mobilizing expert professional advice and guidance and utilizing all available resources in the performance of this function.</p> <p>POWERS OF COMMISSION:</p> <p>To carry out its assigned functions, the Commission is authorized to:</p> <ol style="list-style-type: none"> (1) Establish a plan for, create and operate a State Museum; (2) Elect an executive officer for the Commission, to be known as the Director; (3) Make rules and regulations for its own government and the administration of its museum; (4) Appoint, on the recommendation of the Director, all other members of the staff; (5) Adopt a seal for use in official Commission business; (6) Control the expenditure in accordance with law of such public funds as may be appropriated to the commission; (7) Accept gifts, bequests and endowments for purposes consistent with the objectives of the Commission; (8) Make annual reports to the General Assembly of the receipts, disbursements, work and needs of the Commission; and (9) Adopt policies designed to fulfill the duties and attain the objectives of the Commission as established by law. | Administration and Museum Operations |
| 4 | 60-13-40 | State | <p>The Director of the Commission shall be the Director of the State Museum, when such facility comes into existence and his qualifications shall reflect an ability to serve in that capacity. Compensation for the Director shall be determined by the General Assembly.</p> | Administration and Museum Operations |
| 5 | 60-13-50 | State | <p>The Director of the Commission shall be the Director of the State Museum, when such facility comes into existence and his qualifications shall reflect an ability to serve in that capacity. Compensation for the Director shall be determined by the General Assembly.</p> | Administration and Museum Operations |

Agency Name: SC Museum Commission

Agency Code: H95

Section: 029

Legal Standards Template
Associated Program(s)

| Item # | Law Number | Jurisdiction | Type of Law | Statutory Requirement and/or Authority Granted | Legal Standards Template Associated Program(s) |
|--------|------------|--------------|-------------|--|---|
| 7 | 29.1 | State | Proviso | (MUSM: Removal From Collections) The commission may remove accessioned objects from its museum collections by gift to another public or non-profit institution, by trade with another public or non-profit institution, by public sale, by transfer to the commission's education, exhibit, or study collection or to its operating property inventory; or as a last resort, by intentional destruction on the condition that the objects so removed meet with one or more of the following criteria: (1) they fall outside the scope of the South Carolina Museum Commission's collections as defined in the Collection Policy ; (2) they are unsuitable for exhibition or research; (3) they are inferior duplicates of other objects in the collection; or (4) they are forgeries or were acquired on the basis of false information; funds from the sale of such objects will be placed in a special revolving account for the commission to use solely for the purpose of purchasing objects for the collections of the State Museum. | Administration and Museum Operations |
| 8 | 29.2 | State | Proviso | (MUSM: Museum Store) The Museum Commission shall establish and administer a museum store in the State Museum. This store may produce, acquire, and sell merchandise relating to historical, scientific, and cultural sources. All profits received from the sale of such merchandise shall be retained by the Museum Commission in a restricted fund to be carried forward into the following fiscal year. These funds may be used for store operations, publications, acquisitions, educational programs, exhibit production and general operating expenses provided that the expenditures for such expenses are approved by the General Assembly in the annual Appropriation Act | Administration and Museum Operations |
| 9 | 29.3 | State | Proviso | (MUSM: Retention of Revenue) The Museum Commission may retain revenue received from admissions, program fees, facility rentals, professional services, donations, food service, exhibits and exhibit components, and other miscellaneous operating income generated by or for the museum and may expend such revenue for general operating expenses provided that such expenditures are approved by the General Assembly in the annual Appropriation Act. Any unexpended revenue from these sources may be carried forward into the current fiscal year to be expended for the same purposes. | Administration and Museum Operations |
| 10 | 29.4 | State | Proviso | (MUSM: School Tour Fee Prohibition) The commission may not charge admission fees to groups of children from South Carolina who have made reservations that are touring the museum as part of a school function. | Administration and Museum Operations |
| 11 | 29.5 | State | Proviso | (MUSM: Dining Area Rent) Of the space currently vacant in the Columbia Mills Building, space large enough for the museum to have dining space for school-aged children shall be provided to the State Museum at no cost. | Administration and Museum Operations |
| 12 | 29.6 | State | Proviso | (MUSM: Remittance to General Services) The State Museum is directed to remit not less than \$1,800,000 to the Budget and Control Board, Division of General Services as compensation for expenses associated with the premises it leases in the Columbia Mills Building. In the event the General Assembly or the Budget and Control Board implements a mid-year across-the-board budget reduction, the rent that the State Museum remits to the Budget and Control Board shall be reduced by the same percentage as the assessed budget reduction. | Administration and Museum Operations |

Specify only for the following segments: (1) Industry: Name; (2) Professional Organization: Name; (3) Public: Demographics.

Customer Segments

Service/Product Provided to Customers

| Divisions or Major Programs | Description | Service/Product Provided to Customers | Customer Segments |
|-----------------------------|--|--|---|
| Museum Operations | All facets of Museum Operations including - Educational programming and content, Collections, Curators, Marketing, Operations, Public safety, exhibit fabrication, janitorial, facility rentals, gift shop, school visit facilitation, artifact storage and conservation, public programs and signature events, volunteer management, 4D theater operation, Planetarium operation, Observatory programming and hosting, Web site, Graphic Design, Public Relations | Through innovative partnerships, comprehensive collections, and stimulating exhibits and programs, The South Carolina State Museum provides educational environments that entertain, inspire imagination and creativity, and enrich the lives of visitors. | School Districts |
| Museum Operations | All facets of Museum Operations including - Educational programming and content, Collections, Curators, Marketing, Operations, Public safety, exhibit fabrication, janitorial, facility rentals, gift shop, school visit facilitation, artifact storage and conservation, public programs and signature events, volunteer management, 4D theater operation, Planetarium operation, Observatory programming and hosting, Web site, Graphic Design, Public Relations | Through innovative partnerships, comprehensive collections, and stimulating exhibits and programs, The South Carolina State Museum provides educational environments that entertain, inspire imagination and creativity, and enrich the lives of visitors. | All demographics would be included as potential visitors and users of the State Museum: Families, seniors, young professionals, empty nesters, all races, all economic levels, all genders, all educational levels. |
| Museum Operations | All facets of Museum Operations including - Educational programming and content, Collections, Curators, Marketing, Operations, Public safety, exhibit fabrication, janitorial, facility rentals, gift shop, school visit facilitation, artifact storage and conservation, public programs and signature events, volunteer management, 4D theater operation, Planetarium operation, Observatory programming and hosting, Web site, Graphic Design, Public Relations | Through innovative partnerships, comprehensive collections, and stimulating exhibits and programs, The South Carolina State Museum provides educational environments that entertain, inspire imagination and creativity, and enrich the lives of visitors. | American Alliance of Museums, Southeast Museum Association, International Association of Theme parks and Attractions, South Carolina Museum Federation, Smithsonian Affiliates, Astronomy Associations, SC Squared, Columbia CVB Professional Organization |

Agency Name: SC Museum Commission

Agency Code: H95 Section: 029

| Name of Partner Entity | Type of Partner Entity | Description of Partnership | Associated Objective(s) | Partner Template |
|--|-------------------------------|---|-------------------------|------------------|
| Department of Education | State Government | School field trips and content support | All Goal 1-4 | |
| AAM (American Alliance of Museums) | Professional Association | Reaccreditation and support services | All Goals 1-4 | |
| ETV | State Government | Use of museum content broadcast thru ETV hardware and dedicated space inside museum | All Goals 1-4 | |
| PRT | State Government | Cross marketing and dedicated exhibit space inside museum | All Goals 1-4 | |
| Confederate Relic Room | State Government | Joint Ticketing and Programming | All Goals 1-4 | |
| State Library | State Government | Story Fest Annual Event | All Goals 1-4 | |
| State Archives | State Government | Educational Content and educational Programming collaboration | All Goals 1-4 | |
| State Arts Commission | State Government | Educational Content and educational Programming collaboration | All Goals 1-4 | |
| Archaeology and Anthropology | State Government | Educational Content and educational Programming collaboration | All Goals 1-4 | |
| NASA | Federal Government | Astronomy Content and programming | All Goals 1-4 | |
| Columbia Visitors Bureau | Local Government | Marketing and Advertising ands dedicated space inside museum | All Goals 1-4 | |
| Congaree Vista Guild | Non-Governmental Organization | Marketing and Advertising Collaboration | All Goals 1-4 | |
| Columbia Museums | Non-Governmental Organization | Joint Ticketing and Promotion | All Goals 1-4 | |
| Columbia Attractions | Non-Governmental Organization | Joint Ticketing and Promotion | All Goals 1-4 | |
| Smithsonian | Federal Government | Affiliation member and use of memberships for museum members | All Goals 1-4 | |
| City of Columbia | Local Government | Hospitality Tax funding for marketing | All Goals 1-4 | |
| Richland County | Local Government | Hospitality Tax funding for marketing | All Goals 1-4 | |
| SC Museum Foundation | Non-Governmental Organization | Private Fundraising for the museum | All Goals 1-4 | |
| Central Carolina Community Foundation | Non-Governmental Organization | Fund source and program collaboration | All Goals 1-4 | |
| Media Providers | Private Business Organization | Media trade | All Goals 1-4 | |
| SC Federation of Museums | Professional Association | Educational Content and educational Programming collaboration | All Goals 1-4 | |
| SC Science Teachers Education Leadership Association | Professional Association | Educational Content and educational Programming collaboration | All Goals 1-4 | |
| SC Science Council | Professional Association | Educational Content and educational Programming collaboration | All Goals 1-4 | |
| STEM Centers SC | Professional Association | Educational Content and educational Programming collaboration | All Goals 1-4 | |
| SC Council for the Social Studies | Professional Association | Educational Content and educational Programming collaboration | All Goals 1-4 | |
| Harvard Smithsonian Center for Astrophysics | Professional Association | Educational Content and educational Programming collaboration | All Goals 1-4 | |
| Smithsonian Affiliations Program | Professional Association | Educational Content and educational Programming collaboration | All Goals 1-4 | |
| Midlands Astronomy Club | Professional Association | Educational Content and educational Programming collaboration | All Goals 1-4 | |
| Astronomical Society of the Pacific | Professional Association | Educational Content and educational Programming collaboration | All Goals 1-4 | |
| International Astronomical Union | Professional Association | Educational Content and educational Programming collaboration | All Goals 1-4 | |
| SC Council on Competitiveness Aerospace Taskforce | Professional Association | Educational Content and educational Programming collaboration | All Goals 1-4 | |
| Carolina Area Planetarium Educators | Professional Association | Educational Content and educational Programming collaboration | All Goals 1-4 | |
| Southeastern Planetarium Association | Professional Association | Educational Content and educational Programming collaboration | All Goals 1-4 | |
| International Planetarium Society | Professional Association | Educational Content and educational Programming collaboration | All Goals 1-4 | |
| Richland Library | Local Government | Educational Content and educational Programming collaboration | All Goals 1-4 | |
| City of Columbia Parks | Local Government | Educational Content and educational Programming collaboration | All Goals 1-4 | |
| Girl Scouts of SC: Mountains to the Midlands | Non-Governmental Organization | Educational Content and educational Programming collaboration | All Goals 1-4 | |
| South Carolina Boy Scouts | Non-Governmental Organization | Educational Content and educational Programming collaboration | All Goals 1-4 | |
| SC Autism Association | Non-Governmental Organization | Educational Content and educational Programming collaboration | All Goals 1-4 | |
| Historic Columbia | Local Government | Educational Content and educational Programming collaboration | All Goals 1-4 | |
| Sonoco Recycling | Private Business Organization | Educational Content and educational Programming collaboration | All Goals 1-4 | |

Agency Name: SC Museum Commission

Agency Code: H95 Section: 029

| Name of Partner Entity | Type of Partner Entity | Description of Partnership | Partner Template |
|--|-------------------------------|---|------------------|
| Congaree National Park | Non-Governmental Organization | Educational Content and educational Programming collaboration | All Goals 1-4 |
| Midlands Association of Volunteer Administrators | Non-Governmental Organization | Educational Content and educational Programming collaboration | All Goals 1-4 |
| AARP | Non-Governmental Organization | Educational Content and educational Programming collaboration | All Goals 1-4 |
| United Way | Non-Governmental Organization | Educational Content and educational Programming collaboration | All Goals 1-4 |
| Urban League | Non-Governmental Organization | Educational Content and educational Programming collaboration | All Goals 1-4 |
| Benedict College | Higher Education Institute | Educational Content and educational Programming collaboration | All Goals 1-4 |
| USC English Programs for Internationals | Non-Governmental Organization | Educational Content and educational Programming collaboration | All Goals 1-4 |
| Retired Senior Volunteer Corps | Non-Governmental Organization | Educational Content and educational Programming collaboration | All Goals 1-4 |
| USC Irvin Department of Rare Books and Special Collections | Higher Education Institute | Educational Content and educational Programming collaboration | All Goals 1-4 |
| AmeriCorps | Non-Governmental Organization | Educational Content and educational Programming collaboration | All Goals 1-4 |
| Carolina Bridal Association | Professional Association | Sourcing Bridal Clients for Facility Rentals | Goal 1 |
| Junior Leagues | Non-Governmental Organization | Generating Retail Sales off site | Goal 1 |
| AMMC (American Museum Membership Conference) | Professional Association | Support services to membership program | Goal 1 |
| PRSA (Public Relations Society of America) | Professional Association | Support services fro Public Relations | All Goals 1-4 |
| South Carolina Motor coach Association | Professional Association | Access to database and joint marketing to pre-formed groups | Goal 1 |
| North Carolina Motor coach | Professional Association | Access to database and joint marketing to pre-formed groups | Goal 1 |
| Georgia Motor coach | Professional Association | Access to database and joint marketing to pre-formed groups | Goal 1 |

| | |
|--------------|----------------------|
| Agency Name: | SC Museum Commission |
| Agency Code: | H95 |
| Section: | 029 |

| Item | Report Name | Name of Entity Requesting the Report | Type of Entity | Reporting Frequency | Submission Date (MM/DD/YYYY) | Summary of Information Requested in the Report | Method to Access the Report |
|------|---------------------------|--------------------------------------|----------------|---------------------|------------------------------|---|-----------------------------|
| 1 | Accountability Report | Executive Budget Office | State | Annually | September 15, 2016 | Results and responsibilities of agency | Museum WEB Site |
| 2 | Budget Request | Executive Budget Office | State | Annually | September 30, 2016 | Financial needs for next fiscal year | Paper Copy |
| 3 | Info Tech Inventory | DTO | State | Annually | October 1, 2016 | Listing of all hardware and software | Paper Copy |
| 4 | Info Tech Plan | DTO | State | Annually | October 1, 2016 | IT needs and issues for upcoming year | Paper Copy |
| 5 | Minority Utilization Plan | Dept. of Admin | State | Annually | December 15, 2016 | Data on minority business use | Paper Copy |
| 6 | Year End GAAP reports | Comptroller | State | Annually | September 15, 2016 | Specific Year-End Financial Data | Paper Copy |
| 7 | Bank Account Transparency | Comptroller | State | Annually | July 1, 2016 | Use and balance of acquisitions checking account. | Paper Copy |
| 8 | Affirmative Action Plan | Human Affairs | State | Annually | January 15, 2016 | Plan on Diversity of workforce | Paper Copy |
| 9 | Debt Collection Report | Dept. of Admin | State | Annually | August 15, 2016 | Outstanding monies due museum | Paper Copy |
| 10 | Employment Wage | Dept. Employment & Workforce | State | Quarterly | Last day of Quarter | Data on wages paid | Paper Copy |
| 11 | Sales Tax Returns | Dept. of Revenue | State | Monthly | 21st of following month | Data on sales taxes collected | Paper Copy |
| 12 | State Fleet Mileage | Dept. of Admin | State | Monthly | 3rd of following month | Data on vehicle mileage used | Paper Copy |
| 13 | Salary Supplements | OHR | State | Annually | August 15, 2016 | Any supplements paid to museum staff from non-state sources | Paper Copy |
| 14 | Agency Head Review | Agency Head Commission | State | Annually | August 15, 2016 | Performance appraisal of Agency Head | Paper Copy |

Agency Name: **SC Museum Commission**

Agency Code: **H95** Section: **029**

Oversight Review Template

| Item | Name of Entity Conducted Oversight Review | Type of Entity | Oversight Review Timeline (MM/DD/YYYY to MM/DD/YYYY) | Method to Access the Oversight Review Report |
|------|--|----------------------|--|--|
| 1 | State Auditor | State | 07/01/2014 - 06/30/2015 | Auditor Web Site |
| 2 | Senate Oversight Committee | State | 07/01/2014 - 06/30/2015 | Senate Web Site |
| 3 | House Oversight Committee | State | 07/01/2014 - 06/30/2015 | Paper Copy |
| 4 | Chicora - Integrated Pest Management Study | Outside Organization | 03/01/2016 - 03/10/2016 | Paper Copy |
| 5 | University of W VA - Membership Study | Outside Organization | Sept 2015 - April 2016 | Paper Copy |