

# 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?**

-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%	FY 20 Dal
-21	7,890	- 80%	- 74%	COVID
FY 21-22	24,603	+ 39%		
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?**

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?**

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