

Maximizing Your Budget

A Strategic Guide for Museums



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A STRATEGIC GUIDE FOR MUSEUMS

INTRODUCTION

In the face of budgetary challenges and shifting trends in philanthropy, museums are finding themselves at a crossroads, compelled to reassess their financial strategies. From the staffing shortages exacerbated by the Great Resignation to the ripple effects of COVID-related losses and changes in philanthropy patterns, institutions are grappling with the need to do more with less.

At Art Sentry, we work with museums to create security solutions that fit their current budget needs and deliver long-term cost savings. Museums are our specialty, so we understand that the last thing any museum needs is an expensive tool that quickly becomes another unsustainable investment.

This guide:

- Provides an overview of some of the most pressing budget issues we've heard from our customers
- Highlights some specific ways that Art Sentry helps address these issues
- Offers general tips and strategies for maximizing your museum security budget

BUDGET ISSUES

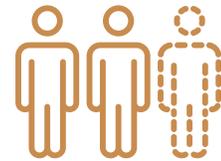
Navigating the Perfect Storm

Many museums function as nonprofit organizations; some are affiliated with local, state, or federal governments or institutions of higher education. These factors create a complex budgetary environment with issues compounded by museums' unique form and function.

Some of the budget-related issues the museums we work with have recently shared include the following:

Short-Staffing and Hiring Shortages

The impact of [the Great Resignation](#) on nonprofits has led to staffing shortages, particularly in frontline roles such as security officers, making it challenging for museums to function optimally.



Depleted Budgets and COVID Losses

Museums that reopened during COVID restrictions were forced to purchase PPE, additional signage, stanchions to facilitate social distancing, and sometimes offering onsite testing or hazard pay for staff. Museums closed longer suffered revenue losses from admission tickets, museum shops and restaurants, theaters, and paid programming.



Philanthropy Trends

A [decrease in overall giving](#) and a decline in individual donors have created fierce competition for philanthropic resources, especially for smaller museums.



The End of Government Subsidies

Museums forced to rely on pandemic-related government subsidies face funding gaps for essential projects and salaries.



Expensive Systems

As the cost of goods and services has risen during historic inflation, some institutions are grappling with the cost of maintaining expensive security systems that are no longer sustainable.



THE ART SENTRY SOLUTION

A Strategic Investment

In the face of these challenges, museums are turning to innovative solutions like Art Sentry to maximize their budget and enhance overall efficiency. Art Sentry helps address budgetary issues through:



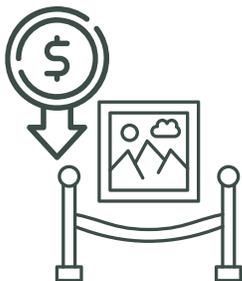
Advanced Guard Effectiveness

Guards can cover **3x more galleries** with Art Sentry, providing a technological edge over traditional security measures.



Cost-Effective Approach

Art Sentry offers a cost-effective solution by minimizing expenses related to hiring and training, while managing ongoing costs and implementing realistic plans for system sustainability.



Exhibition Cost Reduction

The system assists in minimizing exhibition costs, helping museums cover specific requirements, such as line of sight for loans, and streamlining operations.

THE ART SENTRY SOLUTION

A Strategic Investment

Visitor-Friendly Security

The system's unbiased alerts reduce visitor complaints about security, avoiding the risk of reputational damage and enhancing the overall visitor experience.



Liability Prevention

The visual data Art Sentry Gathers helps museums avoid potential liability issues, such as trip hazards or other safety concerns.



Insurance Impact

The advanced security measures offered by Art Sentry may positively impact insurance costs by demonstrating a commitment to comprehensive risk management.



Options for Staff Retention

Funds saved through the implementation of Art Sentry can be redirected toward staff retention programs.



STRATEGIC IMPLEMENTATION

Working Smarter, Not Harder

1

Utilize Technology to Support Staff

To address under-resourced teams, invest in technological tools that enhance staff efficiency and reduce time spent on mundane tasks. Be sure to elicit staff buy-in before, during, and after your decision-making process. The opinion of the end user is critical.

2

Choose Sustainable Security Solutions

When seeking new security tools, prioritize sustainable options with manageable costs, ongoing support, and sustainability plans.

3

Data-Driven Decision Making

Leverage the data provided by tools like Art Sentry to prevent costly damages, address liability issues, and collaborate across departments for a more cohesive approach to visitor experience, security, and collections management.

4

Ensure Security's Involvement

Find opportunities to showcase data-driven decision-making. When leadership understands the value of your input, you will guarantee that security has a seat at the decision-making table.

5

Allocate Savings to Retention Programs

The funds saved by adopting cost-effective technologies like Art Sentry can be reinvested in staff retention programs, including ongoing training, feedback channels, and increased resources.

EMBRACING INNOVATION AND COLLABORATION

The Path Forward

In addition to implementing cost-effective security solutions, museums should explore innovative strategies to maximize their budgets further.



Digital Engagement Initiatives

Leverage online platforms and digital technologies to enhance visitor engagement and expand your audience reach. Virtual tours, interactive exhibits, and online events can provide cost-effective alternatives to traditional outreach.

Collaborative Partnerships

Forge partnerships with other cultural institutions, local businesses, and community organizations. Shared resources and collaborative initiatives can help alleviate financial burdens while fostering a sense of community support.



Grants and Sponsorships

Actively seek grants and sponsorships from government agencies, foundations, and corporate partners. Establishing mutually beneficial relationships can provide additional funding streams and support for specific projects.

Adaptive Programming

Flexibility is critical. Be prepared to adapt your programming based on your audience's evolving needs and interests. This can enhance visitor satisfaction and contribute to long-term financial sustainability.



CONCLUSION

BUILDING RESILIENCE FOR THE FUTURE

In a time of financial uncertainty, museums must adopt a multifaceted approach to navigate challenges successfully.

By combining innovative solutions like Art Sentry with strategic budget allocations, digital engagement initiatives, collaborative partnerships, and adaptive programming, institutions can weather the storm and emerge stronger, more resilient, and better equipped to fulfill their cultural and educational missions.

CONCLUSION



ABOUT US

Since 2005, Art Sentry has helped to protect art and other treasures in prestigious museums, galleries, and institutions throughout the country. After 20 years of experience working closely with our customers, we have developed and perfected a quality method to protect art and historical objects from damage.

Our security system will increase the protection and preservation of the artwork and artifacts in your organization. Top US Art Museums have seen benefits including [preventing touches](#), [gathering data to better operations](#), and [creating a first-rate visitor experience](#).

For further information about these attainable security goals, [read our case studies](#) about antique and art protection.

CONTACT US

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