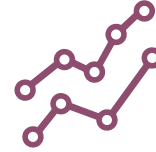




IDAHO STATE
MUSEUM
/ IDAHO STATE
HISTORICAL SOCIETY

OPENING IMPACT

Statistics are based off of numbers from September-January 2019 unless specified otherwise.



258
Memberships Sold

Over 22

In-person Interviews
With Media Outlets



PR AND MARKETING

38,263

Google Searches
for the Museum



\$574,172.86

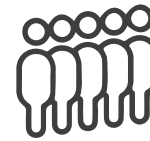
In Earned Media Coverage

Coverage From **17**
Individual Media Outlets



More than 500

Reviews, Tags, Check Ins, and Shares Online



Nearly 15,000
Visitors

PEOPLE INVOLVED



7 Pre-Opening Events

1,202 Pre-Opening Event Attendees

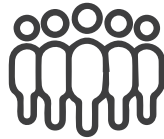
Including Idaho's Governor and First Lady, Donors, Contractors, and Content Contributors, Guests Attending the Textile Exhibit Release, Staff, and Members From Idaho's Five Federally Recognized Tribes

16



Foundation for
Idaho History
Members

71



Staff Members

84



Volunteers
Opening Weekend

7



Board of
Trustees
Members

1 Mayfull Foods Delegation From Taiwan Appreciation Dinner and Tour

1 Governor's Lewis and Clark Trail Committee Tour

1 Joint Finance Appropriations Committee Tour

1 Permanent Building Fund Advisory Council Tour

OPENING CEREMONY



1 Flag Raising
Ceremony

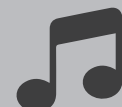
4



Tribal Drum Groups

11

Guest
Speakers



50 Schoolkids
Performed "Here We Have Idaho"

WORTH THE INVESTMENT



“The new Idaho State Museum provides educational opportunities for students and adults of all ages through a multitude of exhibits that focus on the arts, STEM, culture and history. If the enthusiasm shown from the children and adults on the day of the museum’s dedication is half of what is shown when someone walks through the front doors, the Idaho State Museum will be the premiere location for families to experience interactive exhibits to learn about our great state of Idaho.”

-Chris Taylor, Science, Social Studies, and Sustainability Supervisor, Boise School District

“The sincerity of allowing us to tell our story was apparent.”

-Gary Aitken Jr., Chairman of the Kootenai tribe of Idaho

“Beautifully done. A great mix of artifacts and interactive technology.”

-Rick, Facebook User

“Absolutely fantastic! New to Idaho a great way to learn about the history of my new home. Great exhibits, love the screens with the movies, especially the one about the fire. Great hands on exhibits fun for kids and adults alike. Great Job!!!”

-Peggy, Facebook User

“The remodel is amazing!! Lots to do for all ages but the interactions for kids makes history fun to learn!! Absolutely love it!!”

-Laura, Facebook User

“Very well done. Interactive and engaging.”

-Kathy, Facebook User

“The historical museum has reopened after four years of renovations. It is amazing and will take many visits to see everything.”

-Teresa, Google Review

“The new design and exhibits are fantastic. Extremely pleased with the experience. It is definitely worth the money.”

-McKenzie, Google Review

“A greatly expanded experience! Learned plenty of new information and could have spent hours more in this place. There is a kids section and a gift shop.”

-Garrett, Facebook User

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IDAHO STATE
**HISTORICAL
SOCIETY**

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