

WYOMING STATE MUSEUM



130 Years of Preserving and Sharing Wyoming's Heritage.

Since its founding in 1895, the Wyoming State Museum has been dedicated to preserving and sharing the history of the entire state, the only museum in Wyoming to do so. Through 12,000 square feet of exhibits, over 75,000 artifacts, and education programs for schools and the public, we tell the story of Wyoming from the prehistoric to the present.

Economic Impact

\$3.8M in annual economic activity in Cheyenne.

\$4.72 for every \$1.00 the state spends on the museum.

Educational Impact

30,000+ students engage with WDE standards aligned programs at the museum each year.

Community Engagement

5,230 volunteer hours at the museum.

77 partner organizations participated in museum events.

Funding

Permanent staff expenses are funded through legislative appropriation. Museum activities are funded through a mix of:

- Competitive Grants (32%)
- Legislative Appropriation (29%)
- Friends Support (14%)
- Gift Shop Revenue (13%)
- Donations and Sponsors (12%)

Our Mission

The Wyoming State Museum serves as an educational, historical, and cultural institution, whose goal is to collect, preserve, and interpret artifacts that reflect the human and natural history of Wyoming.

Our Facilities

Barrett Building

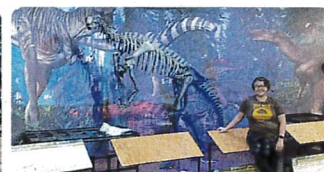
- 12,300 ft² Galleries
- 8,100 ft² Admin & Support
- 6,000 ft² Collection Storage
- 4,800 ft² Education & Visitor Services

Unicover Building

- 26,600 ft² Collections Storage
- 5,500 ft² Exhibit Shop
- 1,800 ft² Admin & Support

WSM Staff

Museum Director.....Kevin Ramler
 Supervisor of Collections Jennifer Alexander
 Supervisor of Exhibits and Programs.....Elisabeth DeGrenier
 Curator of CollectionsMandy Langfald
 Registrar..... Mariah Emmons
 Curator of Exhibits Carlos Santos
 Curator of Education.....Jeremy Thronbrugh
 Curator of Community Engagement Melisa McChesney
 Preparator..... Gabrielle Intenzo
 Capitol Curator..... Nathan Doerr



What we do at the Wyoming State Museum

Collections

The Wyoming State Museum collects objects representing and illustrating the many voices and landscapes from Wyoming's past and present. The collections staff catalogs, researches, and cares for over 75,000 artifacts representing Wyoming's natural history, historical events, and daily life. Significant components of the collection include:

- The Wyoming Stockgrowers collection
- The Native American collection
- Military collections
- The Western saddle and firearms collection
- The State of Wyoming art collection

The majority of the collection can be viewed online at [WyoMuseum.CatalogAccess.com](https://www.wyomuseum.com/catalog-access)

Exhibits

Visiting the museum is free and provides a highly rated visitor experience. According to Tripadvisor, visiting the State Museum is Cheyenne's #1 'thing to do'. The museum has been voted "Best Museum in Cheyenne" for three consecutive years. The core exhibits are supplemented by a small gallery featuring changing exhibits. The museum staff also manages permanent and rotating exhibits in the Capitol.

Visitor Profile

- 42% of visitors are from Wyoming, and 58% are tourists.
- 66% of Cheyenne visitors are repeat visitors.
- In FY24, we had visitors from all 50 states and 56 countries.

Programs

The museum provides free educational programs for students and the public, in FY24:

- 22,996 Wyoming students from 18 counties participated in a museum field trip.
- 12,686 students in 307 Wyoming classrooms learned from one of the museum's traveling education trunks.
- 6,618 people attended a community event at the state museum including Family Days, Dino Days, and Halloween at the Museum.
- 390 seniors attended Creative Aging or Digital Skills for Seniors classes.

Professional Museum Assistance

In addition to our statutory responsibilities, the museum supports other museums and cultural institutions around the state through free traveling exhibits and artifact loans. We also provide technical assistance and consulting services for small museums throughout Wyoming.

- In FY24, the museum sent 1,425 artifacts to 38 different institutions across the state for public display.
- In FY24, the museum provided traveling exhibits to institutions in Converse, Natrona, Campbell, and Sheridan Counties



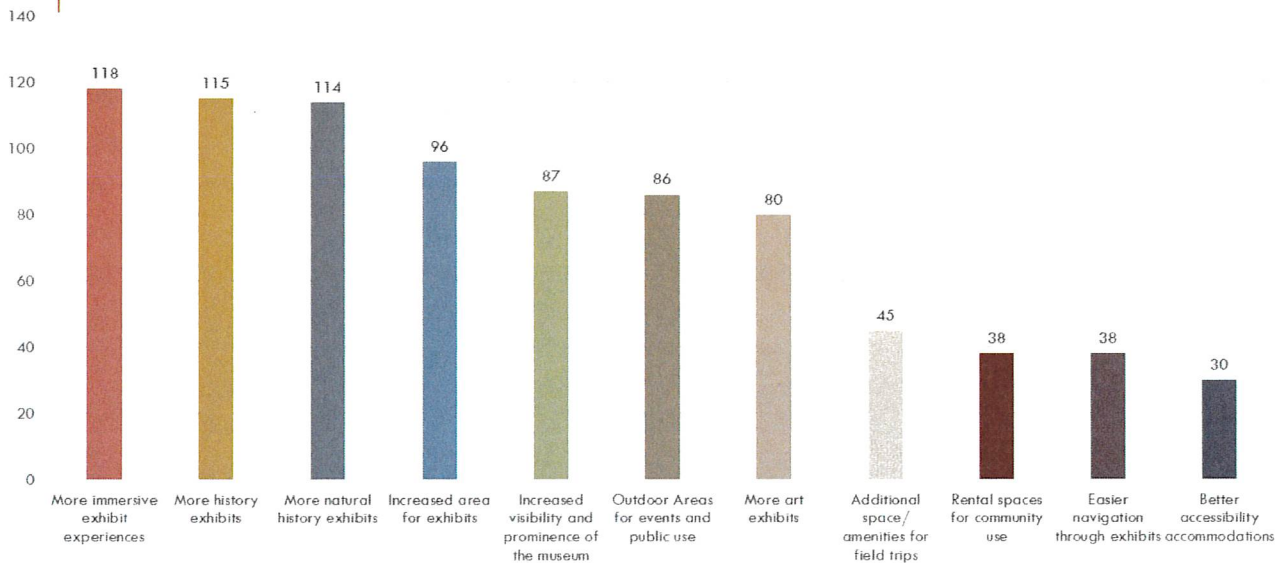
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Expanding Our Exhibits

A statewide survey in 2023 asked people about their vision for the future of the State Museum. When asked what changes we could make to positively impact their experience as a visitor, the overwhelming response was more exhibits.

Q8 - WHAT CHANGES COULD THE MUSEUM MAKE TO POSITIVELY IMPACT YOUR EXPERIENCE AS A VISITOR OR POTENTIAL VISITOR? CHECK ALL THAT APPLY.



Research

Although we can't provide more space for exhibits in our current facilities, we can strive to replace exhibits more frequently and to provide higher quality, more immersive experiences. The average cost of exhibits has skyrocketed over the past several years.

Exhibit Cost Examples

Average WSM core exhibit size - 1080 sf

Quebec 01 Phase 2 Exhibits	~\$672/sf
Medicine Lodge Interpretive Center	~\$400/sf
WSM Prehistoric Wyoming Exhibit	~\$300/sf
NE/SE Welcome Center Updates	~\$221/sf

Estimated funds for a fully contracted core exhibit - \$434,160.

Pricing Comparisons Mean \$8.46, Median \$9.00, Mode \$10.00

Regional Comps

Adult Ticket

History Colorado	\$15.00
Idaho State Museum	\$10.00
Montana State	NA
South Dakota Heritage Center	\$8.00
Utah State Museum	NA
Nebraska History Museum	\$5.00

Local Comps

Adult Ticket

Cheyenne Botanic Gardens	\$0.00
CFD Old West Museum	\$15.00
Nelson Museum	\$5.00
Depot Museum	\$10.00
Historic Governor's Mansion	\$0.00
Cheyenne Childrens Museum	\$10.00

State Historic Sites

Fees

Resident Adult	\$4.00
Non-Resident Adult	\$8.00
Under 18	Varies

WSM Level I & II Study

Fees

Non-Resident Adult	\$14.00
Non-Resident Youth	\$8.00

Initial projections suggest a gross revenue between \$150k and \$200k depending on the fee structure.

Additional Revenue Streams

Events & Rentals

- Birthday parties
- Receptions
- Meetings

Paid Programming

- School Programs
- Public Programs
- Summer Camps

Current Revenue

Annual Average FY 21-24

Store	\$17,183
Donations	\$15,983
Grants	\$42,491
Friends	\$18,941
Total	\$94,598
200/900 GF	\$38,589