

Individual Museums' Primary Challenges	# of Museums	Notes
Funding/financial sustainability	14	Declining revenue from government; identifying correct balance between long-term planning/investment and ongoing needs; growing endowment/donor base
Property and building maintenance	7	Parking, lighting, climate control, building conservation; campus master planning; optimization of site; deferred maintenance
Staffing/staff development	9	Lack of organizational structure; diversity; managing/growing volunteers; affordable staff housing
Growing attendance and membership	2	
No waterfront access	2	
Lack of Board involvement	2	
Growing educational programs	2	
Coordinating social media presence	1	
Primary Issues Facing Today's Maritime Museums	# of Museums	Notes
Lack of Funding/sustainability	10	Expenses and maintenance costs; managing scope/size of key assets (eg. boats, buildings)
Rapidly changing audience and maintaining relevance given defined niche of maritime museums	7	Keeping visitors and members engaged
Losing credibility/recognition (AAM)	4	Maritime affairs becoming less significant part of our culture
Communicating the maritime story	4	Including a broadening appeal while staying true to mission
Finding and retaining skilled people	3	Education
Keeping up with the latest technology	3	Effectively utilizing "new media"
Lack of volunteers	1	
Standing out from competition	1	

Security (theft/damage)	1	
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