One Year Later

The Springfield Museums
Home of the Amazing
World of Dr. Seuss
June 2018
The Springfield Museums is Fast Becoming a Leading Cultural Attraction in New England
Opening of the Dr. Seuss Sculpture Garden in June of 2002
Capital Campaign to Build a Dr. Seuss Museum
It’s Showtime for Seuss!
Ribbon Cutting
Mulberry Street Parade

The CAT Comes HOME
#SeussInSpringfield
Dr. Seuss Family Festival
Saturday & Sunday, June 2-3
Spectacular Summer of Seuss
Seuss in Springfield as a Community-wide Initiative
Our Original Goals:

• Increase our Visitation by 25%

• Attract Regional, National and International Media Attention

• Establish Springfield as one of the foremost Tourist Destinations in the state

• Provide a Major Economic Boost to Springfield and the Region
Ticketed Attendance in Calendar Year 2017 was DOUBLE ticketed attendance during Calendar Year 2016.
Visitors have come from **EVERY** state in America and 17 countries around the world; visitation has more than **DOUBLED** from the top five states of CT, NJ, NY, RI and PA.

Massachusetts visitation has risen 37%.
The new Museum has been extensively covered by national, regional and local media outlets.

The Amazing World Of Dr. Seuss: And To Think That I Saw It On Edwards Street

Will the Dr. Seuss museum be one of the places you’ll go?

The Boston Globe

The Denver Post
Recognition as the Best of the Best

- Voted by *USA Today* as one of the top 20 visitor attractions in the country
- Featured in Southwest Airlines’ in-flight magazine, *Southwest, The Magazine*, as one of 19 Must-See Museums
- Highlighted as Editors’ Pick for *Yankee Magazine*
- Called out in the Sunday *Boston Globe* as a destination of note
Website Analytics: Springfieldmuseums.org

- 85% increase in users for Springfieldmuseums.org
- 111% increase in page views
- 95% increase in sessions
- Average session duration DOUBLED!

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<tr>
<th>% Sessions by City</th>
<th>Pre-Seuss</th>
<th>Post-Seuss</th>
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<tbody>
<tr>
<td>Springfield</td>
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<td>Boston</td>
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With the addition of the Dr. Seuss Museum, the Museums have a $16,000,000 economic impact on the City of Springfield every year!

According to the Americans for the Arts Economic Impact Calculator
The Springfield Museums at the Quadrangle

Leveraging Arts & Culture to Increase Tourism and Expand our Economic Impact Regionally