



Visitor Service Reference Sheet

About Cool Culture and the Cool Culture Family Pass

Cool Culture was founded in 1999 by two children's educators who were concerned that NYC's renowned cultural institutions were not being utilized by low-income families. Over the past decade Cool Culture has developed a model of audience development that partners with early education programs that serve low-income families to promote and market our partner cultural institutions. ***Working with 80 museums, botanic gardens and zoos that are committed to audience development and providing families and young children with free and unlimited access, Cool Culture and its partners are unique in the nation as a coalition dedicated to breaking down barriers to cultural participation.***

- *Cool Culture Family Passes* provide free general admission to families of up to five people who present a Pass. Please note that the group may be made up of *any* combination of adults or children. Five adults may enter as well, providing parents with an opportunity to become acquainted with your institutions' collection prior to visiting with their children.
- *Cool Culture Family Passes* are valid for a one-year period and have the families' last name printed on the card. Some families may have two last names printed on their Pass.
- *Cool Culture Family Loaner Passes* display the name of the center and will have Loaner Pass printed on the front in lieu of a family name. These passes may be used by families that enroll in the program mid-year or that have lost their pass.
- Some *Cool Culture Family Pass* holders may **NOT** have personal identification; please note that a family does not need to show identification to enter Cool Culture partner institutions.
- **As many as three families can visit your cultural institution together.**
- Passes may not be used for school, class or group trips.

About the Diverse Audience Tracking Project

Cool Culture would like to understand the patterns of low-income families and their visitation rates among our partner museums, botanical gardens and zoos so that we can better promote our partner cultural institutions. **Each quarter, Cool Culture will contact you to collect monthly Cool Culture family visitation data. Information will be collected from 80 cultural institution partners in order to track seasonal trends.**

Here's what we're asking:

- Please track the exact number of Cool Culture visitors, please *avoid* using a system that approximates the number of individuals entering your institution with Cool Culture Family Passes.
- Please track visitation even during free days and hours, large events such as "family days" and children in strollers.
- Please track class trips separately from Cool Culture family visits.

We recognize that during the holidays and during your institution's "high season" it gets crowded at the ticket entrance, but we ask that you please work with us to track all Cool Culture visitors. We look forward to having our partner cultural institutions collect data which will allow us to precisely measure and publicize the impact of our work together.