



SEK MUSEUM PASSPORT GUIDELINES

The SEK Museum Alliance believes that the Passport Project is a key element in fulfilling its mission. The passport is **free to guests and patrons** and is a tool to promote SEK Tourism. The success of this project will be measured by the number of visitors that enjoy a meaningful, fun museum experience.

Passport Dates

- February 15, 2024 – Passport Public Release
- Non expiring

Where to get a FREE Passport

- 49 Participating Museums
- SEK Tourism
- Kansas Crossings Casino
- Participating Chambers of Commerce

Visitor's Passport

- Visit participating SEK Museum Alliance Museum.
- Museum location is designated on the SEK region map with a blue dot.
- Museum stamps page in the passport
- Museum knows neighboring museums and what they offer
- Encourage guests to visit as many museums as possible
- While Passports are free, admission is determined by each museum.

Instructions:

1. When persons visit your museum ask if they have a Passport. If not, give them one and explain the layout
2. Encourage staff to welcome visitors and encourage them to enjoy your museum. Try to avoid just stamping their Passport and letting them leave.

Upon completion of a visit:

1. **Stamp** your museum's passport page.
2. Draw their attention to the list of SEK Museums and the map.

Data Collection:

Accurate data collection is important in measuring effectiveness and provides valuable data for future grants. Please be diligent in collecting and recording **PASS PORT** visits.

- Record number of **PASSPORT** visitors by date, number, city, state, & country. Record number of visitors per passport. **One passport per line.**
 - A family of 5 (3 children & 2 adults) with **one passport** is recorded on **one line** as 3 Children & 2 Adults).
 - A family of 5 (3 children & 2 adults) with **two passports** is recorded on **two lines** with the appropriate split of children and adults.

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SEK MUSEUM PASSPORT DATA					
MUSEUM NAME:					
DATE of VISIT	# of Passport Visitors		CITY	STATE	COUNTRY
	Children*	Adults			
8/2/24	3	2	Uphle	MO	
3/4/2024	2	1	Zwick		Switzerland
3/5/2024	1	1	Zwick		Switzerland

*Children up to age 17. An estimate of age OK.