

Approximately **fifty Rotterdam-based businesses** support the Museum Boijmans Van Beuningen Foundation with a fixed annual contribution of **2,500 euros**. Several Rotterdam-based firms (Ploum Lodder Princen, Rabobank Rotterdam, the Port of Rotterdam, PriceWaterhouseCoopers) support the museum's activities over a number of years with services and resources to the value of **25,000 euros per year**.

### Artists and designers from Rotterdam, the City Collection

Museum Boijmans Van Beuningen structurally invests in artists and designers from Rotterdam via exhibitions, interventions, commissions and acquisitions. Including the investment in the Submarine Wharf together with the Port of Rotterdam in 2010, over the past five years the museum has spent **more than 2 million euros on art, artists and designers from Rotterdam**.

In addition the museum receives a municipal subsidy (formerly as state subsidy) of 177,000 euros per year (will be reduced to 130,000 euros per year). All other funds invested in this talented group were generated by the museum itself.

### Collections and exhibitions, global and local

Museum Boijmans Van Beuningen's collection is (inter)nationally renowned. The museum has a permanent display of **3,000 works**, ranging from old masters to contemporary art and from medieval utensils to industrial design. The collections are structurally displayed in the Van der Steur wing. Each year we lend **300 to 500** art works to exhibitions all over the world. These works are seen by **more than 3 million people** world-wide each year: they are the city's ambassadors.

Of the **140,000 objects** in the collection, over the past 163 years more than **30,000**

**art works** have been donated to the Boijmans Van Beuningen Foundation by more than **1630 individuals**, mostly from Rotterdam.

In addition to the approximate **25 exhibitions** in the museum at the Museumpark, for the coming five years Museum Boijmans Van Beuningen is developing a programme of international contemporary art exhibitions in the **Submarine Wharf** in the RDM complex. This is a partnership with the Port of Rotterdam, which has provided the necessary funding.

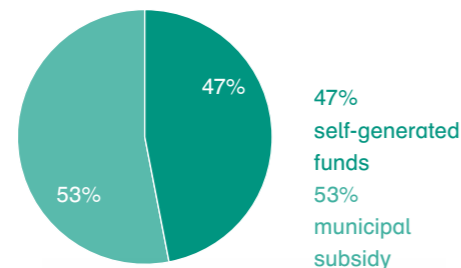
### Self-generated funds

Since 2010 the museum's municipal subsidy of **9.8 million euros no longer** covers the museum's salary costs and the rental and maintenance of the building.

All the museum's activities, including exhibitions, education and conservation are paid for by **funds generated by the museum itself** (entrance fees, shop sale, the restaurant, fundraising, sponsorship, and bequests). All acquisitions are also funded by third parties.

**An average of 7.1 million euros** was annually generated by the museum itself since its privatisation.

### Division of income



The museum's own **cost coverage percentage** amounted to 47% in 2010, one of the highest percentages of any museum in the Netherlands (the state standard is 17.5%). That means that the museum contributes 47% towards its own costs (which come in through third parties) and 53% is covered by municipal subsidy.

An important part of its self-generated funds consists of **special purpose subsidies**, for example for acquisitions and research (including BankGiro Lottery, SNS Reaal Fonds, VSBfonds, Mondriaan Foundation, Vereniging Rembrandt, Fonds W. van Rede) and **project subsidies** for exhibitions, websites (Volkskracht Foundation, Prins Bernhard Culture Fund, Elise Mathilde Fund, KF Hein Fund, VSBfonds, Ministry of Education, Culture and Science, country subsidies), and educational projects (VSBfonds, SNS Reaal Fund, Turing Foundation, Mondriaan Foundation).

### The value of the museum for the city

Through its collections, activities and knowledge, the museum provides challenging and meaningful experiences to 300,000 individual visitors and many more via the web and other media. That is what it is all about. Museum Boijmans Van Beuningen also functions as a meeting place and unifying element for the urban community in which many Rotterdam citizens – young and old, from north and south, rich and poor – come together and can be inspired and get excited by what previous generations have achieved. Museum Boijmans Van Beuningen is now eleven genera-

tions old. The twelfth and thirteenth generations are already actively taking possession of the museum.

### In conclusion

No inflation correction was applied to the municipal subsidy of 9.8 million euros over the past three years, and the city council has recently announced that it will again not apply any inflation correction this year. Furthermore, 2% of the budget for 2012 will be reduced. A new four-year budget cycle will start in 2013. It is already known that 20% of the municipal budget for art and culture will be reduced. This will badly affect the Rotterdam art world, which is forced to hand in 17 million euros out of approximately 90 million euros.

Museum Boijmans Van Beuningen is of course aware of the difficult position the city council is in, but it has to be said that a subsidy cut will have a dramatic effect on the effectivity and the continuity of the museum, and also on the contribution made by the museum to the quality of life in and appeal of Rotterdam. We can only cover a possible gap in the budget by reducing our staff and the scope and maintenance of the building. The presentation of the heritage of Rotterdam to the next generations will visibly suffer from these cutbacks.

Sjarel Ex,  
September 2011

This leaflet presents a summary of the complete 'facts & figures' of the museum. These are available at the website: [www.boijmans.nl](http://www.boijmans.nl)

# BOIJMANS FOR YOU

## Facts & figures

**museum boijmans van beuningen**

Museumpark 18-20  
NL-3015 CX Rotterdam  
+31 (0)10 44.19.400  
[www.boijmans.nl](http://www.boijmans.nl)

**museum boijmans van beuningen**

# Boijmans for you

The museum inventories each year its significance for the Rotterdam citizens and people far past them. In this leaflet we present a summary of the results, which provides a quantitative insight into the local and global nature of this 163 years old arts museum. In the context of the news about the rising cutbacks – the municipality of Rotterdam will reduce its arts budget of 90 million Euros by 20% in the coming years – we would like to bring these results to your attention. We are proud of it.

## General

Museum Boijmans Van Beuningen manages, conserves and safeguards a municipal collection of **140,000** works of art (126,000 property and 14,000 loans of third parties) and a (national) monument measuring **26,000 m<sup>2</sup>**.

Each year the museum receives an exploitation subsidy from the Rotterdam city council, which no longer fully covers the museum's rent, fixed costs and salaries (**9.8 million euros**).

On average, by itself, Museum Boijmans Van Beuningen generates **7.1 million euros** annually to contribute to its activities (education, exhibitions, acquisitions, conservation).

The organisation employs approximately **94 FTEs**. Taking into account part-time workers and volunteers, approximately 165 people work at the museum.

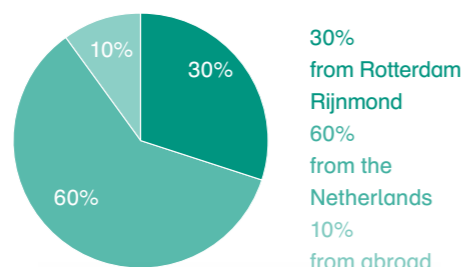
The museum draws upon a flexible pool of hundreds of suppliers, freelancers and (small) businesses with annual orders of **3-5 million euros**.

Since 2006, the museum has been **independent** and is managed by the Stichting tot Beheer Museum Boijmans Van Beuningen.

## Visitors

The museum's visitors spend approximately **9 million** euros in the city each year, which is excluding accommodation costs. On average approx. 230,000 people visit the museum per year.

### Origin of visitors



The number of visitors increased from 182,000 in 2006 to a record of **320,416** visitors in 2010.

## Publicity

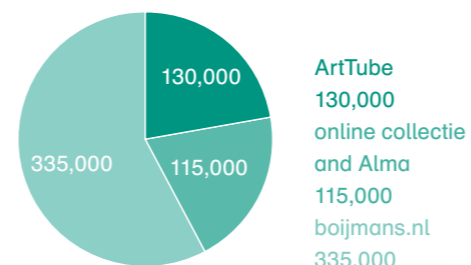
Museum Boijmans Van Beuningen appears more than **4,000 times per year in national and international newspapers and magazines**. This publicity (without exception of so-called 'free-publicity') represents a promotional value of **more than 12.5 million euros**.

Each year **scores** of regional, national and foreign **television and radio stations** cover Museum Boijmans Van Beuningen's programme of exhibitions and events.

## Boijmans as webmuseum and Boijmans TV

**Approximately 580,000 people** visit the museum **online** each year. In addition to general information it is also possible to use special integral collection programmes, such as Alma, ArtTube and the collection website.

### Online visitors



**Boijmans TV** (in association with RTV Rijnmond and Ro Theater) was launched in 2010 and is watched by more than **1.8 million people** in the Rijnmond region that year. Six episodes of Boijmans TV were broadcasted nationally on Cultura24 and on average these were watched by **300,000 viewers**.

## (Inter)national recognition

Within the Province of South Holland, Museum Boijmans Van Beuningen is in **first place** in terms of recognition of museums (research 2009/2010).

Within the Netherlands as a whole, Museum Boijmans Van Beuningen is in **fifth place** behind the Rijksmuseum, the Van Gogh Museum, the Open Air Museum and the Kröller-Müller Museum.

Museum Boijmans Van Beuningen won the BankGiro Lottery prize 2010 in 2010 for the most public-friendly museum, amounting to **100,000 euros**.



photo: studio Hans Wilschut

The percentage of **foreign visitors** has risen in recent years from about a small **20,000** in 2007 to **32,000** in 2010.

Museum Boijmans Van Beuningen is recognised as an **innovative and renewing museum** because of its educational work and activities on the web such as web channel ArtTube and Boijmans TV.

The museum has an excellent so-called '**loaning relationship**' with other museums. The quality of the Rotterdam collection makes it possible to secure loans of (exceptional) quality from museums such as Tate Modern, the Prado and the Louvre.

A number of successful exhibitions of Museum Boijmans van Beuningen recently went abroad to be displayed in **international institutions**.

## Schools and education

Museum Boijmans Van Beuningen offers educational activities for children from **3 years of age**.

The museum annually welcomes more than **27,000 primary and secondary schoolchildren, and more than 4,500 students**

**from vocational training and higher secondary education**, in particular from schools and trainings in Rotterdam and the surrounding area.

Each year **10,000 primary schoolchildren** are ferried from their schools to the Museum Boijmans van Beuningen and back again in a free bus sponsored by Turing Foundation.

The museum is the only museum in the Netherlands that has employed a **culture coach** since the school year 2009/2010. This culture coach teaches intensely all around the school year at **two primary schools** in a power-district as part of the schools outreach programme.

The museum receives approximately **40,000 visitors** per year who participate in activities such as symposiums, guided tours, courses, excursions, lectures etc.

The museum has a dedicated **educational space** (the Art Studio) for children and adults, where they successfully collaborate with permanent partners such as HipHopHuis and Ro Theater.

Each year the museum reaches more than **50,000 young visitors**, teenagers and those in their early twenties from all sections of the community partly through its educational programmes and partly through association with media partners.

Entry to the museum is **free for visitors up to the age of eighteen**.

## Boijmans for all Rotterdam citizens

Visitors to the Museum Boijmans Van Beuningen **never have to pay** for entry to the ground floor of the Bodon wing: the library, book shop, espressobar, VSB Art

Studio, print room and exhibitions in the Serra gallery and Willem van der Vorm gallery are admission-free.

In addition to the usual reductions, the **Rotterdam City Pass** is also valid at Museum Boijmans Van Beuningen.

Museum Boijmans Van Beuningen is available for hire for **receptions, parties and congresses** upon appointment.

The museum has **1,600 friends** of the museum – mostly from Rotterdam – with an annual membership of 40 euros.

Together with Villa Zebra and a few other museums, Museum Boijmans Van Beuningen welcomes over **1,900** children in Jeugd-vakantieland in Ahoy each summer.

Many people watch **Boijmans TV** in Rotterdam.

The museum is developing the project **174 + 1 Cultures / 174 + 1 Encounters** centring on the 174 nationalities that live and work in Rotterdam. In preparation for this, we looked at a similar project in Liverpool and we are now carrying out research supported by the Mondriaan Foundation.

The museum has established **Young Successful Associates**, a group representing the new generation who will help to shape the future of Rotterdam and the museum. The group reflects the demographic composition of urban Rotterdam.

## Rotterdam's (creative) business community

Museum Boijmans Van Beuningen stimulates the creative industry of Rotterdam to the tune of **3 to 5 million euros per year** via self-generated funds.