**Arts Mart** **Lesson 1**

**Introduction**
Students examine the goals of art museums and recognize that art museums provide goods and services to achieve those goals. Students work in museum groups to develop a business plan for a new museum.

**Related Areas**
language arts

**Objectives**
Students will:

1. identify the goals of an art museum as conservation, recreation, research, and education;
2. explain that businesses engage in activities that help achieve their goals; and
3. describe a business plan.

**Materials**
**Business Plan** for each group of three to five students
manila envelope for each group

**Time Required**
One and one-half hours

**Procedure**
1. Explain students will work in groups to plan and develop an art museum.

2. Ask what they would expect to find at an art museum. (*paintings, sculptures, pottery, special exhibits, gift shop, etc.*)

3. Explain art museums are businesses with four specific goals: conservation, research (study), recreation, and education. Write these goals on the board and define them.
Conservation -- Museums want to restore and preserve art and artifacts.

Research -- Museums scholars and students want to use the collections of art museums to study the various forms of art.

Recreation -- Art museum visitors want to spend their leisure time viewing art and artifact exhibits and displays.

Education -- Art museums want to educate visitors through exhibitions as well as formal classes.

4. Ask students to identify features or activities that help the art museum reach its goals. (Gifts from the gift shop help reach the goal of recreation for visitors. If some gifts are art books, the education goal may be reached. Art displays provide recreation, conservation, education, and opportunities for research. Art classes provide education.)

5. Explain that in order for a museum to reach its goals, it must have a business plan. A business plan describes a business's goals and how it plans to achieve those goals.

6. Divide the class into groups of three to five students, explaining that each group will develop a business plan for its art museum. Distribute a copy of Business Plan to each group.

7. Explain each museum group will purchase art for its collection from the art produced during the school year. Show an artwork sample from each culture/civilization. Each museum will specialize in the art of three cultures/civilizations. The group members must decide which cultures/civilizations they will collect.
8. Allow time for students to complete items I.A. through I.G. Students should write in complete sentences, when appropriate, and use correct punctuation and spelling.

9. Tell students that their business plan is confidential and should not be shared with other groups.

10. Explain students will complete the remaining sections of the business plan later.

11. Summarize the lesson:

   a. The goals of an art museum are conservation, recreation, research, and education.
   b. Businesses engage in activities that help achieve their goals.
   c. A business plan describes a business's goals and how it plans to achieve those goals.

12. Distribute a manila envelope to each group. Ask students to write their names on the front of the envelope, place their business plan in the envelope, and turn in the envelope.
Business Plan

I. Basic Information

A. What is the name of the business? (name of museum)

B. Who are the members of the board of directors? (student names)

C. What are the goals of the business? (goals of museum)

D. What features will be provided? (culture/civilization, gift shop, restaurant, etc.)?
E. How will each feature help the museum achieve its goals?

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________________________________________________________________________
________________________________________________________________________

F. What is the history of the business?

________________________________________________________________________
________________________________________________________________________

G. How would you describe the location?

1. What is the address of the building? (use school address)
   _______________________________________________________________
   _______________________________________________________________
   _______________________________________________________________

2. Is the building near major highways? Explain:
   _______________________________________________________________
   _______________________________________________________________

3. Is the building near public transportation and parking facilities?
   _______________________________________________________________
   _______________________________________________________________
4. What are the business hours? (When will tours be conducted?)

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________________________________________________________________________

H. Given current technology, what types of tools and equipment will be needed?

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II. Personnel

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________________________________________________________________________

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________________________________________________________________________
III. What are your museum's sources and uses of funds?  (see Budget and Income/Expense Statement)

IV. Market Analysis

A. Who are the customers?

______________________________________________________________________________

______________________________________________________________________________

B. How large is the region the business serves?

______________________________________________________________________________

C. Is the good or service a fad?

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D. How long will the good or service be needed?

______________________________________________________________________________

E. How will you advertise?

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