Tom Thomson Art Gallery: Standard Operating Procedure for Tracking Attendance

Overview

The tracking of attendance and visitors at the Tom Thomson Art Gallery has been done for more than 25 years.

This Standard Operating Procedure is to standardize the methods of **tracking, recording and reporting** the attendance data for in-person visits to the Gallery and at offsite exhibitions, art installations, programs and events. Digital statistics are tracked and reported separately as part of engagement.

Key benefits of accurate data collection and standardized methodology includes:

1. **Resource Allocation**: Allows effective allocation of staff and resources based on peak visiting times, ensuring optimal visitor experience and operational efficiency.

2. **Data-Driven Insights**: Provides quantitative data to identify trends, popular exhibits, and visitor demographics, aiding in strategic planning and exhibition development.

3. **Support for Partnerships**: Demonstrates public interest and engagement to stakeholders, allowing partners to see the benefit of the Gallery.

4. **Security and Safety Management**: Monitors visitor numbers for capacity management to ensure safety protocols are met and helps in emergency preparedness.

5. **Marketing and Engagement Strategies**: Helps in tailoring marketing efforts by understanding visitor patterns and preferences, enhancing outreach and engagement efforts.

1. ATTENDNACE TRACKING

A) Tracking Visitors to the Gallery

> **1.Manual Tracking**
> Visitors and participants will be tracked manually by staff by using: the **TOM Daily Visitor Tracking Form**, the **TOM Program/Event Attendance Tracking Form** and **TOM Offsite Attendance/Participation Tracking Form**.
>
> These forms will be reviewed regularly for effectiveness and efficiency and amended as necessary for both public reporting of attendance, and for reporting of statistical data to funding bodies.
>
> o Staff at the Gallery Service Desk will use the TOM Daily Visitor Tracking Form to manually track each visitor into the gallery by engaging with the visitor and will record:
> - Approx. time
> - Visitor age
> - If the visitor is an OPEN Card Member
> - The visitor's postal code

- Purpose of visit (exhibitions, programming, gift shop, ticket sales, restroom, etc. as per the form)
- Any special notations
- It is understood that at busy times, staff may be unable to engage with every single visitor
  - A new TOM Daily Visitor Tracking Form will be used each day.
  - Multiple TOM Daily Visitor Tracking Forms for the same day will be numbered and stapled together.
  - Data Columns will be added at the end of each shift at closing and the totals recorded on the form.
  - Staff will complete training to correctly use the TOM Daily Visitor Tracking Form.
  - Data collected will be part of the Director's Quarterly Report to the Tom Thomson Art Gallery Advisory Committee.

2.Digital Tracking

Visitors will be tracked daily by digital **laser counters** at the following locations: **the front doors of the facility; the entrance to the exhibition spaces; the entrance to the studio.**

- Staff at the Gallery Service Desk will use the TOM Daily Visitor Tracking Form to record the data from each of the laser counters listed on the Form at the end of each day.
- Laser counters will be reset and activated as part of the Gallery's opening procedure.
- Laser counters will be reset as part of the Gallery's closing procedure.
- Staff will complete training to correctly record laser counter data, and to reset and activate the laser counters daily.
- Discrepancies between the manual count and the laser counters will be highlighted for further investigation.
- Notations will be made by staff explaining possible reasons for this difference.

B) Tracking Attendance and Participation at Programs and Events, presented by the Gallery at the Gallery

Attendees and participants will be tracked manually by the Staff Lead or Facilitator using the TOM Program/Event Attendance Tracking Form.

- The Lead Staff or Facilitator will use the TOM Program/Event Attendance Tracking Sheet to record:
  - Date of event
  - Time of event
  - Location of event
  - Event partners if applicable
  - Weather conditions if applicable
  - Tickets sold/completed registrations as anticipated attendees
  - Physical count of people attending using a hand-clicker or head/seat-count

- For drop-in activities, programs and events, it is acknowledged that the number of participants may be estimated
- Data will be compared to data recorded on the TOM Daily Visitor Tracking Form and integrated as necessary.
- The TOM Program/Event Attendance Tracking Form will be attached to the TOM Daily Visitor Tracking Form following the event.
- Staff will complete training to correctly use the TOM Program/Event Attendance Tracking Form.

C) Tracking Attendance and Participation at Exhibitions, Programs and Events, presented by the Gallery Offsite

Attendees and participants will be tracked manually by the Staff Lead or Facilitator using the TOM Offsite Attendance Tracking Form.

- The Lead Staff or Facilitator will use the TOM Offsite Attendance Tracking Form to record:
  - Date of event
  - Time of event
  - Location of event
  - Event partners if applicable
  - Weather conditions if applicable
  - Type of event or program (education, school visit, fundraising, movie, community festival etc.)
  - Tickets sold/completed registrations as anticipated attendees
  - Physical count of people attending and/or participating using a hand-clicker or head/seat-count
  - For drop-in activities, and community-wide programs and events, it is acknowledged that the number of participants may be estimated
- Data will be compared to tickets sold/registration.
- the TOM Offsite Attendance Tracking Form to be attached to the TOM Daily Visitor Tracking Form following the event.
- Staff will complete training to correctly use the TOM Offsite Attendance Tracking Form.

2. ATTENDANCE RECORDING

- Data from the TOM Daily Visitor Tracking Forms, TOM Program/Event Attendance Tracking Forms and the TOM Offsite Attendance Tracking Forms will be recorded in the Monthly Tracking Excel Spreadsheet weekly on SharePoint and aggregated by onsite visitors, programming participants by type, events by type, and offsite events and programs.
- Monthly totals will be recorded in the annual Attendance Spreadsheet that will aggregate the same criteria over the year.
- Total Attendance will include:
  - Visitors to the facility
  - Visitors to the Exhibition Spaces
  - Attendance at Programs and Events taking place at the Gallery
  - Attendance at Programs and Events presented by the Gallery offsite

3. ATTENDANCE REPORTING

- The previous month's attendance summary - facility and offsite - will be provided to the Director monthly.
- The Director will report year-to-date Attendance to the Tom Thomson Art Gallery Advisory Committee at its quarterly meetings.
- An annual attendance summary will be provided to the Director for a year-end annual report to go to the Tom Thomson Art Gallery Advisory Committee
- Data will be used to complete annual Canadian Arts Data / Données sur les arts au Canada (CADAC) as required by granting bodies.