

## North America's leading cultural commerce consultants

We are experts in museum retail planning and store design, hospitality services and other revenue-generating visitor amenities, as well as providers of creative services and management consulting for museums and cultural institutions. The firm provides business plans and feasibility studies for new earned income ventures, retail and food service assessments, operations analyses, audience and event program development, and best in class design for museum stores, ecommerce sites, custom products, publishing projects, and marketing campaigns. We also assist clients with product licensing and the creation of commercial partnerships.



## Expertise in museum retail and visitor engagement

Our core service offerings are in museum store design, retail program evaluation and KPI benchmarking, mission-driven product development, fine art publishing, collaborations, and brand enhancement. We also re-merchandise existing stores for performance improvement and analyze product assortments and inventory for productivity.

We counsel management and Boards at important junctures—before undertaking construction and renovation projects and when considering new systems initiatives—or generally, as business needs arise with questions about market opportunities or income potential. We work in architect teams and also advise developers, designers, academic institutions, attorneys, and specialty retailers.

## We increase revenue and improve the guest experience

MRP knows that exceptional visitor experiences are created by considering customers' and guests' needs first, but we also understand how to make museum stores, cafe operations, and marketing programs effective and profitable.

## Award winning, client-centric, and future-focused

We firmly believe in the words of astronaut and trailblazer Mae Jemison—"The future never just happened. It was created." Our consultants use data and industry insights to plan for the coming years in order to build enduringly valuable programs for our clients.

"The future never just happened. It was created."

- Mae Jemison

# The highest caliber and most diversified team, serving some of the largest and finest institutions

MRP consultants are experienced, hands-on practitioners who have worked with a wide range of museums, cultural institutions, and government agencies for more than 30 years. With focused expertise in the museum world and its particular characteristics we are able to serve our clients with a comprehensive understanding of nonprofit standards and curatorial needs and deliver results that are institutionally appropriate as well as contribute meaningfully to the bottom line. We are unique in the museum consulting arena because of our diverse expertise and holistic financial perspective, which values how an institution's revenue-generating disciplines function together.



We are proud to have worked with the National Gallery of Art, the U.S. Capitol Visitor Center, New York's Central Park Conservancy, Monticello, the Philadelphia Museum of Art, the Diplomatic Reception Rooms at the U.S. Department of State, the Lucas Museum of Narrative Art, Mount Vernon, and the Texas Historical Commission's many sites, among other organizations.

## Company information

Museum Revenue Partners is located in Ridgewood, New Jersey, in the Greater New York City area. The firm was founded in 2012 and evolved in 2019 with a mission to create and grow sustainable earned income for arts organizations. The company is privately held and is New Jersey state registered and insured.

WBE, WOSB & SBA Certified  
DUNS Number 052206225 | CAGE Code 8S3U2  
State of New Jersey Registration 2506323  
NYC Vendor (FMS) VS00071768

SAM Registered | UEI MLQBP6ADMJ3  
Primary NAICS 541611  
Primary NIGP 918-00  
SIC 8742

## Contact

We look forward to working with you. Please contact us to discuss your next museum project.

Janice Yablonski-Hickey, President  
janice@museumrevenuepartners.com

P.O. Box 1333  
Ridgewood, NJ 07451  
(201) 781-2406

f @ in



[museumrevenuepartners.com](http://museumrevenuepartners.com)