



## **EXARC year report 2004**

For an overview over EXARC's goals and history, we refer to the website [www.exarc.net](http://www.exarc.net). In 2004, the members number raised with 7, without any old members leaving the organisation, bringing the total number to 30.

EXARC was moving towards providing itself with the instruments to move to being the leading network of archaeological open-air-museums working and, finally, a professional organisation.

### **Finances**

The financial report is summarised in attachment (1).

### **Board**

After a few interviews 2004, we succeeded in finding a good candidate for president in Paloma Gonzalez Marcén (ES) and she was subsequently elected in March, with Lars Holten as vice president. Furthermore, the board was extended with Anda Vilka (LV) and Wolfgang Lobisser (A).

### **EU**

In late Spring, news came from Brussels, the Culture 2000 project of 3 EXARC members (Unteruhldingen (G), Archeon (NL) and Arais (LV)) was successfully accepted. It will last until June 2005 and goes by the name Delphi.

At the meeting in Barcelona (March 2004), it was decided to set up a working group to get EXARC having its own INTERREG project. The workgroup met in May in Sweden and set up a plan, which was eventually presented at the EXARC meeting in November in Biskupin. It was not until January 2005, Brussels decided to postpone accepting any new applications under INTERREG.

### **Newsmails**

EXARC communicates with its members and affiliates by e-mail. At the beginning in 2001, these were sent every two months. In 2004, the frequency had turned to once every two weeks. This might be considered as too much, but members clearly asked to separate different subjects into different e-mails.

Two mail addresses. Once per month.

### **The centres**

Information, derived from the yearly questionnaire are summarised in attachment (2). Members who contributed to the results receive a full version of the results of the questionnaire.

## Attachment 1: financial report over 2004

On December 31<sup>st</sup>, 2004, the balance of our account was **623,56 €**, In the end of 2003 it was **307,35 €**. In 2004 we had a total income of membership fees of **1280,05 €** and expenses of **963,84 €** in total.

The expenses were:

Secretarial costs:	100,00 €
EXARC signboards:	668,06 €
Funeral costs:	50,00 €
Costs for homepage:	145,78 €
<b>In total:</b>	<b>963,84 €</b>

For 2005 we can count with an income of membership fees of **1425,00 €**. That means we'll be able to use up to **2000 €** for investments for our project if there won't be any further expenses.

The finances were examined by Marlise Wunderli and Peter Walter. The secretary has the results.

Gunter Schöbel, treasurer EXARC

## **Attachment 2: results questionnaire 2004**

EXARC grew in 2004 from 22 to 30 members. 20 of them filled out the questionnaire, which results can be compared to information dating back to 2001 to 2003.

### **2. Shop**

The amount earned per centre visitor is very different all across Europe. Probably, it has to be taken into account, that in some cases the number of shop costumers is taken instead of ALL centre visitors. This still has to be checked. Also, inbe should see, that the largest centre has up to 100 times more visitors than our "smallest" centre, meaning the total sum earned in one shop is totally different than of the other. There are two groups: one serie of members has an income of between E 0,22 and E 0,38 per visitor. The other group has an income of between E 1,25 and E 4,00 per visitor. In some cases, a centre's shop is just a book store, in other cases it is a tourist attraction in itself. What works well are items below E 5,00, made of natural materials, with a flair of prehistory or the Middle Ages, depending on where you are. Anither good group of products are souvenirs with logo (post cards, cups, key ring holders).

### **3. Living History**

Quite a few members rarely use Living History (LH) groups, like Eketorp, AÖZA, Hitzacker (Montale, Asparn, Kernave, Middelaldercentret) and Unteruhldingen. The latter is unique in not organising markets or festivals either, were LH groups or individuals are employed.

In other cases, it is striking to see the same names popping up in different centres. It is unclear in how far personel or volunteers act out as LH as well. The 50% who do use LH groups are not totally dependend on those for addressing the public.

### **4. Visitor numbers & entrance fees**

14 Museums grew in visitor numbers, compared to 2003 (hot summer back then), only in 4 cases, the numbers dropped. The total amount of visitors we counted in these museums were 1,3 million, 0,1 million more then in 2003. With Biskupin's visitor numbers remaining unchanged and Unteruhldingen dropping by 15.000 (6%) this is a remarkable growth.

Five members calculated a higher entrance fee, in most cases E 0,20 to E 1,10 per visitor. 9 members kept their prices the way they were. In some cases, comparisons could not be made, as numbers of both the years were unavailable.

### **5. Problems / succeses 2004**

The problems in general are a rising of the continuing expenses without enough rising of the income. In some cases, it is a matter of survival, with better possibilities when growing. In some cases, the tourist season is only 6 weeks long and a lot depends on one large event. There is a very fine line between failure and success. The risk cannot so easily be spread. Good PR is something members should invest in, both free publicity as paid. Modern facilities need to be improved, but often one is dependend on external funding. The members could generate more income by addressing the business adult group market (incentives).

### **EXARC Added Value**

The added value members seek in EXARC is very different. It starts with seeing a nice discussion group of like minded people, in the same business, to exchange of information, people and goods. Some even look further and see an exchange on business information, and research issues. The question remains:

- What is in it for me?
- What can I do for EXARC?

### **New questions**

We are looking into new questions for the questionnaire on 2005

f.ex: on budgets: how much in total is spent per visitor? How much income per FTE?

Compare figures

Roeland Paardekooper, secretary EXARC

EXARC is officially registred in Sweden in the "Riksskatteverkets Organisationsnummerregister" as a non-commercial association under number 893203-5440.