

Museums

In Silicon Valley* — ranked by 2010 attendance

Rank 2010	Museum Address Phone, website	2010 total attendance/ 2010 budget/ square feet of exhibit space	Full-time employees/ Part-time employees/ Volunteers	Nature of operations	Top local executive(s) Year founded
1	Monterey Bay Aquarium 886 Cannery Row, Monterey 93940 651-648-4868, www.montereybayaquarium.org	1.7 million \$61 million 200,000	350 46 1,271	Nonprofit public aquarium dedi- cated to inspire conservation of the oceans	Julie Packard Executive director 1978
2	The Tech Museum 201 S. Market St., San Jose 95113 408-294-8324, www.thetech.org	502,456 \$11 million 132,000	90 ¹ 90 ¹ 500	To engage people of all ages in sci- ence and technology	Ann Bowers Chair of the Board 1998
3	Children's Discovery Museum of San Jose 180 Woz Way, San Jose 95110 408-298-5437, www.cdm.org	300,000 \$6.4 million 52,000	37 71 +	A center for learning and discovery for children, families and schools	Marilee Jennings Executive director 1990
4	Cantor Arts Center at Stanford University 328 Lomita Drive, Palo Alto 94305 650-723-4177, www.museum.stanford.edu	210,500 + 52,761	42 5 250	University art museum with global collections and exhibitions	Thomas K. Seligman ² Fridenrich director 1981
5	Triton Museum of Art 1505 Warburton Ave., Santa Clara 95050 408-247-3754, www.tritonmuseum.org	181,300 \$700,000 42,000	3 16 84	Fine art museum showcasing Cali- fornia art and artists	George Rivera Executive director 1955
6	East Bay Regional Park District, Ardenwood Historic Farm 34600 Ardenwood Blvd., Fremont 94555 510-544-2797, www.ebparks.org	180,000 \$1.2 million 900	11 6 176	Historic farm, regional park, educa- tional programs, organic farming, special events	Ira Bletz Supervising naturalist 1985
7	History San José 1850 Senter Road, San Jose 95112 408-287-2290, www.historysanjose.org	125,000 \$1.7 million 220,000	9 21 320	HSJ collects, preserves and shares stories of the Santa Clara valley	Alida Bray President and CEO 1971
8	Rosicrucian Egyptian Museum 1860 Park Ave., San Jose 95191 408-947-3671, www.egyptianmuseum.org	110,000 + +	+ + +	Largest collection of ancient Egyp- tian artifacts in Western North America	Julie Scott Executive director 1928
9	San Jose Museum of Art 110 S. Market St., San Jose 95113 408-271-6840, www.sanjosemuseumofart.org	93,129 \$3.8 million 21,075	24 27 169	Modern and contemporary art, pri- marily contemporary artists	Susan Krane Oshman executive director 1983
10	Hiller Aviation Institute & Museum 801 Skyway Road, San Carlos 94070 650-654-0200, www.hiller.org	82,000 \$1.4 million 37,000	6 6 120	Aviation museum where inspiration takes flight	Jeff Bass CEO 1998
11	Computer History Museum 1401 N. Shoreline Blvd., Mountain View 94043 650-810-1010, www.computerhistory.org	75,000 \$5.7 million 35,000	48 0 170	World's leading institution explor- ing the history of computing and its ongoing impact on society	John Hollar President and CEO 1999
12	Pacific Grove Museum of Natural History 165 Forest Ave., Pacific Grove 93950 831-648-5716, www.pgmuseum.org	73,000 \$650,000 +	+ + +	City-owned nonprofit museum dedi- cated to being a living guide to the California Central Coast	Lori Mannel Executive director 1883
13	Hakone Estate & Gardens 21000 Big Basin Way, Saratoga 95070 408-741-4994, www.hakone.com	85,000 + 3,000	5 12 400	Oldest Asian estate, gardens retreat and cultural center in the western hemisphere	Lon Søavedra Executive director 1915
14	Seymour Marine Discovery Center at Long Marine Laboratory, 100 Shaffer Road, Santa Cruz 95060 831-459-3800, www.seymourcenter.ucsc.edu	60,000 \$1.1 million 7,000	1 10 200	UCSC marine science visitors center, exhibit halls, aquarium and public tours	Julie Barrett Heffington Director 2000
15	San Mateo County History Museum 2200 Broadway St., Redwood City 94063 650-299-0104, www.historysmc.org	50,000 \$1.2 million 50,000	11 14 350	Member supported history museum and research archives	Mitch Postel Executive director 1935
16	Monterey Museum of Art 559 Pacific St., Monterey 93940 ³ 831-372-5477, www.montereyart.org	32,210 \$1.2 million 27,000	13 6 45	One great museum, two fabulous locations	E. Michael Whittington Executive director 1959
17	Los Altos History Museum 51 S. San Antonio Road, Los Altos 94022 650-948-9427, www.losaltoshistory.org	20,000 \$400,000 5,000	1 2 300	History museum featuring the story of Los Altos and Los Altos Hills	Laura Bajuk Executive director 1977
18	Museum of Art & History at McPherson Center 705 Front St., Santa Cruz 95060 831-429-1964, www.santacruzmah.org	20,000 \$800,000 +	+ + +	MAH is a museum of contemporary art and Santa Cruz city history	Nina Simon Executive director 1996
19	San Jose Institute of Contemporary Art 560 S. First St., San Jose 95113 408-283-8155, www.sjica.org	19,000 \$750,060 3,500	6 1 138	The Bay Area's leading contempo- rary art gallery	Cathy Kimball Executive director 1990
20	De Saisset Museum, Santa Clara University 500 El Camino Real, Santa Clara 95053 408-554-4528, www.scu.edu/desaisset	10,880 \$494,801 8,887	3 2 35	Fascilitates discovery and experi- ence through engaging objects of art and history	Rebecca Schapp Director 1955
21	New Almaden Quicksilver Mining Museum 21350 Almaden Road, San Jose 95120 408-323-1107, www.parkhere.org	7,500 \$8,000 3,000	2 3 35	Dedicated to the history, geology and mining communities of New Almaden	Julie Mark Acting Santa Clara County Parks director 1999
22	South Bay Historical Railroad Society 1005 Railroad Ave., Santa Clara 95050 408-243-3969, www.sbhrrs.org	5,000 \$70,000 10,000	0 0 50	Nonprofit railroad historical society	Robert Marshall Chairman of the Board 1985
23	Japanese American Museum of San Jose 535 N. Fifth St., San Jose 95112 408-294-3138, www.jamsj.org	2,300 \$123,000 5,680	0 0 70	Exhibits include Japanese American history, such as WWII incarceration and military service	Aggie Idemoto President 1987
24	Gilroy Museum 195 Fifth St., Gilroy 95020 408-848-0446, www.ci.gilroy.ca.us/cityofgilroy/community/museum	1,912 \$1,500 1,100	0 0 33	History museum dedicated to pre- serving Gilroy and vicinity's past	Connie Rogers ⁴ President 1963
25	Peninsula Museum of Art 10 Twin Pines Lane, Belmont 94002 650-654-4068, www.peninsulamuseum.org	850 \$40,000 1,300	0 0 15	Fine art museum serving the SF Peninsula communities	Ruth Waters Chairman of the Board 2004

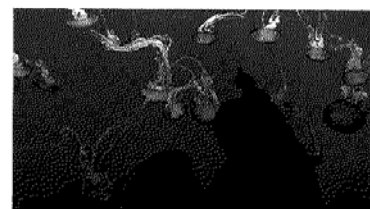
*Silicon Valley includes: Santa Clara County; Fremont, Newark and Union City in Alameda County; Atherton, Belmont, East Palo Alto, Foster City, Menlo Park, Portola Valley, Redwood City, San Carlos, San Mateo and Woodside in San Mateo County; and San Benito, Santa Cruz and Monterey counties. Although every attempt is made to ensure the accuracy and thoroughness of Business Journal lists, omissions sometimes occur. Information for obtaining commemorative plaques, reprints or Web permissions can be obtained from the Business Journal's designated partner company, Scoop ReprintSource at 800.767.3263 or scoopreprintsources.com. No

other companies offering similar services are affiliated in any way with the Business Journal.
NOTES: + - Did not disclose. NR - Not ranked.
Information was obtained from museum representatives and museum websites.
¹ figure includes total combined full time and part time employees.
² through December 2011. Connie Wolf starts as the new director on Jan. 1, 2012.
³ Second address: 720 Via Mirada, Monterey 93940

⁴ Gilroy Historical Society; and Tom Howard, lead volunteer.
If your company would like to be considered for next year's list, or if there are any corrections or additions, write to: Research, Business Journal, 125 S. Market St., 11th floor, San Jose, CA 95113; fax: 408.295.5028; or email: treyes@bizjournals.com.

Research by Lemery Reyes
List published Sept. 2, 2011

A CLOSER LOOK



MONTEREY BAY AQUARIUM/RANDY WILDER

No. 1 - Monterey Bay Aquarium

The Monterey Bay Aquarium is one of the largest aquariums in the world, with 550 species of animals and plants ranging from sea otters, purple-striped jellies, sharks and a Kelp Forest. The nonprofit aquarium opened on Oct. 20, 1984 and was established by David and Lucile Packard.

Square feet of exhibit space: 200,000

2010 budget: \$61M

Total endowments: \$75M

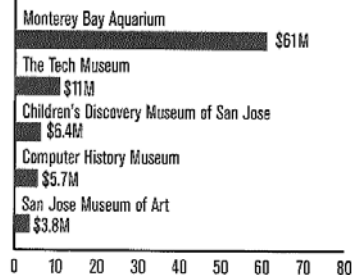
Total donations: \$16M

Membership dollars: \$9M

Members: 250,000

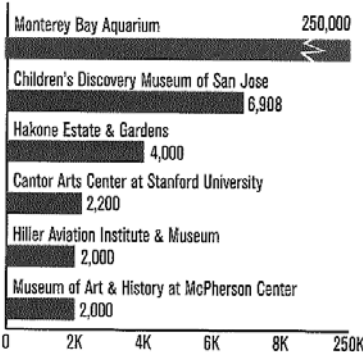
Largest budgets

The Monterey Bay Aquarium had the largest budget compared to other museums with a 2010 budget of \$61 million. The Cantor Arts Center at Stanford University, Hakone Estate & Gardens and Rosicrucian Egyptian Museum declined to provide this information.



Largest membership

The Monterey Bay Aquarium also had the most members of museums on our list, with 250,000. East Bay Regional Park District's Ardenwood History Farm House, Gilroy Museum, Pacific Grove Museum of Natural History, Rosicrucian Egyptian Museum, San Jose Museum of Art and the Tech Museum declined to provide this information.



SOURCE: BUSINESS JOURNAL RESEARCH

FYI

The Filoli Center, which ranked No. 7 on last year's list with a 2009 attendance of 105,000, declined to participate in this year's list. The following museums that ranked on last year's list were unable to submit on time for this year's list: The National Steinbeck Center, ranked No. 11 with a 2009 attendance of 60,000, and the Euphrat Museum of Art - De Anza College, ranked No. 15 with a 2009 attendance of 26,000.