

TED SILBERBERG

Senior Principal, Market and Financial Planning



Ted Silberberg is the Lord Cultural Resources Senior Principal responsible for Market and Financial Planning. For over 30 years Ted has been responsible for market analysis, attendance and revenue generation strategies, site evaluation, feasibility studies, business plans and other management consulting services for projects across the country and around the world. He is frequently sought after to carry out independent reviews of the attendance and financial projections of other consultants.

Ted's insight into the market for cultural institutions and attractions leads to effective strategies to maximize visitor attendance, length of stay, satisfaction levels, expenditures and repeat visits. He has consistently proven his ability to identify opportunities that increase the likelihood for implementation of our clients' projects by recognizing how the project may meet wider community needs. His worldwide reputation is based on the accuracy and credibility of his projections and his ability to not simply test the feasibility of projects but to identify ways and means to maximize feasibility.

One of his clients said of him, "You have rejuvenated my faith [in consultants]" (Maine Discovery Museum). Another remarked, "Several of the Trustees mentioned how pleased they were to receive hard information, straight talk, no-nonsense figures, and realistic expectations" (Planning for USS Monitor Center, The Mariners' Museum). His work has received accolades for being thorough (Dallas Museum of Nature and Science), brilliant (Please Touch Museum), honest (Wing Luke Asian Museum), impressive (NASA Goddard Space Flight Center), fantastic (Indianapolis Museum of Art) and realistic (Chicago Architecture Foundation).

In addition to being a Certified Management Consultant, Ted holds a B.A. in History and Political Science as well as a Master's Degree in Political Science (York University). His expertise in tourism management has proven to be invaluable for the market and financial analyses he performs for museums, galleries, heritage sites and cultural tourism studies. His depth of knowledge is demonstrated in the widely cited *Cultural Tourism Handbook*, which he co-authored. Ted contributed chapters on Market and Feasibility Analysis as well as Site Selection to *The Manual of Museum Planning*. He is a noted authority on downtown revitalization and has successfully planned the downtown relocation or new construction of museums in several cities and has spoken at a variety of conferences on issues associated with attendance and revenue generation as well as cost control.