



Chicago Park District

Legislation Details (With Text)

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5/25/2017	1	Board of Commissioners	adopted	Pass
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AUTHORIZATION TO CHANGE THE GENERAL ADMISSION FEE FOR THE JOHN G. SHEDD AQUARIUM

To: The Honorable Board of Commissioners of the Chicago Park District

I. Recommendation

It is recommended that the Board of Commissioners adopt an order authorizing a change to the general admission fees for the Shedd Aquarium. The proposed change to the general admission fee is to take effect on July 1, 2017. The aquarium has not changed its fees since 2000.

II. Explanation

The proposed change to the general admission fee is not to increase revenues but rather to eliminate a complex tiered admission fee that was dependent on the specific exhibits the customer wanted to view. Currently, a patron can pay general admission and have access to the original historic aquarium galleries, which represents a small portion of the actual animals, purchase a Shedd Pass that provides additional galleries but excludes the aquatic presentation and special exhibits or purchase the Total Experience Pass that provides access to all galleries and special exhibits and presentations. By consolidating the fee structure, the aquarium will be providing access to all of the exhibits covered by the general admission fee as compared to today in which the general admission fee provides access to the original historic aquarium galleries. In addition, the simplified fee structure will reduce the time it takes to purchase tickets as well as eliminate internal ticket checkpoints throughout the aquarium.

The change will allow expanded access to the aquarium on the 52 Illinois Resident Discount Days as well, moving from the limited exhibit access to an all-inclusive access. In addition, a family of four purchasing the Total Experience Pass on a regular day would save \$68 under the proposed change.

The aquarium's operating budget is \$62.5 million with admission revenue comprising 76% of the revenues with the remaining revenues coming from donations and the Chicago Park District subsidy. Approximately 1.92 million people visited the aquarium last year and over 800,000 guests visited for free or with a discount.

II. Explanation (continued)

[CONT.]

The following is a summary of the proposed change to the general admission:

	<u><i>Current Admission Fee</i></u>	<u><i>Proposed Admission Fee</i></u>
Chicago Resident - Children ages 3-11:		
General Admission	\$ 3.00	\$ -
Shedd Pass	\$ 18.95	\$ -
Total Experience Pass	\$ 27.95	\$ -
Revised Admission	\$-	\$ 14.95
Chicago Resident Adult ages 12+:		
General Admission	\$ 5.00	\$ -
Shedd Pass	\$ 27.95	\$ -
Total Experience Pass	\$ 36.95	\$ -
Revised Admission	\$ -	\$ 19.95
Non-Resident - Children ages 3-11:		
General Admission	\$ 6.00	\$ -
Shedd Pass	\$ 21.95	\$ -
Total Experience Pass	\$ 30.95	\$ -
Revised Admission	\$-	\$ 29.95

Non-Resident Adult ages 12+:

General Admission	\$ 8.00	\$ -
Shedd Pass	\$ 30.95	\$ -
Total Experience Pass	\$ 39.95	\$ -
Revised Admission	\$ -	\$ 39.95

Note: A Separate Charge of \$4.95 for the 4D Theater Experience is not included in the proposed fees.

In reviewing the Shedd's request, we compared their proposed pricing structure with other institutions in the Chicago area as well as other nationally renowned aquariums across the country and concluded that the Shedd's proposed pricing structure is in line with other museums (see separate letter from Shedd Aquarium).

The Shedd Aquarium is an invaluable resource to the people of Chicago. The requested change in admission fees will allow greater access to the aquarium and continue to provide excellent experiences for guests of all ages; therefore, we respectfully request the Board's authorization for the requested change in the admission fees.