



# Chicago Park District

## Legislation Text

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March 9, 2016- Board Meeting

### **AUTHORIZATION TO CHANGE THE GENERAL ADMISSION FEE FOR THE CHICAGO HISTORY MUSEUM**

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 an increase in the general admission fees to the Chicago History Museum. The proposed general admission fee increase is to take effect on April 1, 2016. The museum has not increased its fees since 2006.

#### **II. Explanation**

The proposed general admission fee increase is necessary to offset the Museum's increased utilities, maintenance and personnel costs. Like any business, operating costs especially health care and pharmacy, water and sewer rates as well as salaries continue to increase. The proposed increase to the admission price will assist in covering those costs. Currently, revenues from admissions comprise only 8.4% of expenses.

Previously, the museum has reduced staffing levels to cover the increased costs, created additional special events to increase revenues as well as restructured the membership programs offered

The proposed pricing structure will be competitive with Chicago's other major cultural attractions and will continue to offer 52 free days to Illinois residents as well as free school groups for Illinois students. These programs had an effective cost of approximately \$830,000. In addition, the museum provides free admission to active members of the military and veterans and provides admission for only \$3 to individuals with EBT/Link cards.

#### **II. Explanation (continued)**

[CONT.]

The following is a summary of the proposed general admission increase:

	<u><i>Current Admission Fee</i></u>	<u><i>Proposed Admission Fee</i></u>
<b>Chicago Residents</b>		
Adult	\$12	\$14
Senior	\$10	\$12
Students (13 to 22)	\$10	\$12
Children under 12	Free	Free
<b>Non Chicago Residents</b>		
Adult	\$14	\$16

Senior	\$12	\$14
Students (13 to 22)	\$12	\$14
Children under 12	Free	Free

In reviewing the museum's request we compared their proposed pricing structure with other museums in the Chicago area and concluded that the Chicago History Museum's proposed pricing structure is in line with other museums.

The History Museum is an invaluable resource to the people of Chicago. Increased admission fees will help allow the museum to continue to provide world-class experiences for guests of all ages; therefore, we respectfully request the Board's authorization for the requested increase.