



Chicago Park District

Legislation Text

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AUTHORIZATION TO CHANGE THE GENERAL ADMISSION FEE FOR THE FIELD 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 Field Museum. The proposed general admission fee increase is to take effect on January 1, 2016. The museum has not increased its fees to Chicago residents since 2010 and for non-residents since January 1, 2014 .

II. Explanation

The proposed general admission fee increase is necessary to offset the Museum's increased maintenance and personnel costs. The building is over 100 years old and has continued maintenance issues. Like any business, personnel costs especially health care and pharmacy as well as salaries continue to increase. In addition, the museum is planning to upgrade certain exhibits and continue to provide education initiatives. The proposed increase to the admission price will assist in covering those costs. Currently, revenues from admissions comprise only 21% of operating expenses.

Previously, the museum has reduced staffing levels, restructured its retirement plans and enacted cost saving measures for utilities.

The proposed pricing structure will be competitive with Chicago's other major cultural attractions and will offer access to 91% of the public space (over 510,000 square feet) of the museum.

In 2014, the museum hosted 145,000 teachers and students on free field trips. These trips represented approximately 13% of total public attendance with a value of over \$1 million.

II. Explanation (continued)

[CONT.]

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

	<u>Current Admission Fee</u>	<u>Proposed Admission Fee</u>
Children under 3	Free	Free
Chicago Resident:		
Senior/Student	\$ 10	\$ 11
Children ages 3-11	\$ 8	\$ 9
Adults	\$ 13	\$ 17
Non-Resident:		

Seniors/Student	\$ 15	\$ 17
Children ages 3-11	\$ 13	\$ 15
Adults	\$ 18	\$ 20

In reviewing the museum's request we compared their proposed pricing structure with other museums in the Chicago area as well as other science museums across the country and concluded that the Field Museum's proposed pricing structure is in line with other museums.

The Field 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.