



# Chicago Park District

## Legislation Text

File #: 17-2701-0412, Version: 1

### AUTHORIZATION TO CHANGE THE GENERAL ADMISSION FEE FOR THE MUSEUM OF CONTEMPORARY ART

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 Museum of Contemporary Art. The proposed general admission fee increase is to take effect on June 1, 2017. The museum has not increased its fees since 2009 and only the third time in the last 20 years.

The increase will also allow the Museum to be open later on Tuesdays and Fridays than the current schedule and provide children 17 and under with free admission as compared to the current policy of children 12 and under receive free admission.

#### II. Explanation

The proposed general admission fee increase is necessary to offset the Museum's increased costs associated with exhibitions and programming as well as other operating expenses. The proposed increase to the admission price will assist in covering those costs. Currently, revenues from admissions comprise only 5% of the \$20 million in operating expenses.

**The proposed pricing structure will be** competitive with Chicago's other major cultural attractions and other similar museums in the United States. The Museum of Contemporary Art will continue to offer 52 free days to Illinois residents as well as free school groups for students. Also, the museum provides free admission to active members of the military, veterans, police and firefighters. Approximately 107,000 individuals or 44% of the attendance in 2016 was free. In addition, the museum provides admission for only \$3 for up to 6 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>
Adult	\$12	\$15
Seniors and Students	\$7	\$8
Children under 12		Free
Children under 17		Free

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

The 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.