



Chicago Park District

Legislation Text

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AUTHORIZATION TO CHANGE THE GENERAL ADMISSION FEE FOR THE MUSEUM SCIENCE AND INDUSTRY

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 for the Museum of Science and Industry. The proposed general admission fee increase is to take effect on February 1, 2018. This would be the first increase since 2013.

II. Explanation

The proposed general admission fee increase is necessary to offset the museum's increased costs in maintaining the 124 year old building, increased operating costs and to allow the Museum to continue expanding programming for guests and students. The Museum has reduced costs by restructuring their parking operations and healthcare plans, refinancing debt, and reducing operating costs with energy efficient lighting and equipment.

Even with those cost reduction efforts, the Museum requires an increase to the general admission fees to make the building more accessible for guests regardless of physical or financial limitations, improve security and create world-class content that educates and informs the public.

After the fee increase, the Museum will still have the lowest general admission fee of the four largest institutions within the Museums in the Parks and provide guests to access more than 75% of the exhibits and programs. The Museum will continue to offer 52 free days to Illinois residents as well as offer free admission to Illinois school groups and active members of the military. In addition, the Museum is the only member of the Museums in the Park to incentivize CPS students to attend the first day of school by providing more than 390,000 vouchers for free admission for the student and two family members. These programs and other applicable discounts had an effective value of over \$8 million and if all CPS vouchers were utilized the value would be an additional \$16 million.

Total admission revenues represent 21% of the operating budget for the museum with the remainder coming from contributions and grants, investment income and other services.

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:		

Children (3-11)\$9\$9.95

Adults (12 and up)\$ 15\$16.95

Non-Resident:

Children (3-11)\$11\$12.95

Adults (12 and up) \$18\$21.95

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

The Museum of Science and Industry 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.