



Chicago Park District

Legislation Text

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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 for the Chicago History Museum. The proposed general admission fee increase is to take effect on February 1, 2018. This would be only the second increase since 2006 when the museum was reopened after its reinvention. The last increase took effect on April 1, 2016.

II. Explanation

The proposed general admission fee increase is necessary to offset the museum's increased costs and to allow the museum to provide free admission to Illinois children ages 13 to 18 and extend free admission to all members of the military, active duty and veteran. The Chicago History Museum continues to develop additional revenues from fundraising and annual special events but increased costs related to building maintenance costs and utilities require a need to increase general admission fees.

As noted, the proposed pricing structure will allow children ages 13 to 18 to be free when they were previously charged \$12 if a city resident or \$14 if a non-Chicago resident. After the fee increase, the museum will be competitive with other major cultural attractions and will continue to offer 52 free days to Illinois residents as well as offer free admission to Illinois school groups. These programs and other applicable discounts had an effective value of \$850,000. The admission fee gives visitors full access to the Chicago History Museum; no additional fees for exhibitions are charged.

Total admission revenues represent 8.6% 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 12/18	Free	Free
Chicago Resident:		

Senior	\$12	\$ 15
Students 13-22/18-22	\$12	\$15
Adults	\$ 14	\$17
Non-Resident:		
Seniors	\$14	\$17
Students 13-22/15-22	\$14	\$17
Adults	\$16	\$19

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

The Chicago 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.