



Chicago Park District

Legislation Text

File #: 19-1004-0116, **Version:** 1

AUTHORIZATION TO CHANGE THE GENERAL ADMISSION FEE FOR THE ADLER PLANETARIUM

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 Adler Planetarium. The proposed general admission fee increase is to take effect on March 1, 2019. The museum has not increased its fees since 2011.

II. Explanation

The proposed general admission fee increase is necessary to offset the Planetarium's increased costs relating to its operations such as salaries and employee benefits, facility expenses, as well as public safety. Before resulting to a fee increase, the Planetarium has restructured costs in personnel, operations, debt and IT as well as grown other revenue streams such as special events.

After the fee increase, the Planetarium will be at the median of the Museums in the Park that charge an admission fee and slightly below the average. It should be noted the Planetarium hired a consultant to assist in benchmarking the admission fee with other museums both local and nationally. Revenues from admissions represent approximately 40% of total revenues and support.

The Planetarium will continue to maintain the 52 free days to Illinois residents. In addition, admission is discounted or free for seniors, military personnel, veterans, teachers, students and Chicago's first responders. Also the Adler supports the "Museums for All" program provides additional free or discounted prices for premium shows, events and programs to a wide variety of audiences. From 2016 to 2018, approximately 40% of the total daily attendance visited the Adler Planetarium for free.

Similar to the Park District, the Planetarium has developed a teen program that focuses on providing technical and professional skills and mentorship to Chicago High School students of all backgrounds. Since 2017, over 2,800 students have participated in various programs.

Lastly, the Adler believes in diversity and uses several MBE/WBE and Veteran owned companies to provide services such as catering, security, and project management. In 2018, approximately 35% of contractual services were provided by MBE/WBE and Veteran owned companies.

[CONT.].

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>
Chicago Resident:		
Children ages 3-11	\$ 5	\$ 5
Seniors	\$ 8	\$ 15
Adults	\$ 10	\$ 17
Non-Resident:		
Children ages 3-11	\$ 8	\$ 8
Adults	\$ 12	\$ 19

In reviewing the Adler Planetarium's request we compared their proposed pricing structure with other museums in the Chicago area as well as other planetariums across the country including New York, San Francisco and Houston and concluded that the proposed pricing structure is in line with other institutions. In addition, the Adler hired a pricing consultant in developing the fees.

The Adler Planetarium is an invaluable resource to the people of Chicago. Increased admission fees will help allow the planetarium to continue to advance its mission and serve all Chicagoans while providing world-class experiences for guests of all ages; therefore, we respectfully request the Board's authorization for the requested increase.