



Council Report

Date: April 17, 2014
To: City Council
Through: Natalie Lewis, Assistant to the City Manager
From: Cindy Ornstein, Arts and Culture Director
Robert Schultz, Arts and Culture Assistant Director
Subject: Proposed Adjustments to Arts and Culture Fees and Charges
Citywide

Strategic Initiatives



Purpose and Recommendation

The purpose of this report is to propose adjustments to fees, and to create ranges of fees, charged by the Arizona Museum of Natural History, i.d.e.a. Museum, and Mesa Arts Center programs. Staff recommends that City Council approve fees and ranges of fees included in this Report.

Background

The Arizona Museum of Natural History, i.d.e.a. Museum, and Mesa Arts Center administer fee-based programs, which are periodically adjusted based in part on fees charged at similar Valley institutions, current market conditions, and to maximize, where appropriate, earned program revenue to support operational costs.

Discussion

Each year, staff provides any proposed updates to the City's Schedule of Fees and Charges to the Museum and Cultural Advisory Board. Board recommendations are then carried forward to City Council for final consideration. For FY14-15, staff is recommending the following updates:

Arizona Museum of Natural History – Establish Fee Ranges

The Arizona Museum of Natural History proposes a range of fees for admission to the Museum and modifications to the fee ranges at Mesa Grande Cultural Park to maintain fair market value for the experiences offered. The Arizona Museum of Natural History has not adjusted its entry fees since January 2009, five years ago.

The Arizona Museum of Natural History benchmarks its admission fees with other Arizona and regional institutions. Currently, institutions such as the Phoenix Zoo, Desert Botanical Garden, Heard Museum, Arizona Science Center and Phoenix Art Museum charge \$15-\$20 for general admission. Regionally, comparable museums in San Diego, Denver and Los Angeles charge \$12-\$17 for admission. Based on the proposed new fee ranges shown in the chart below, AzMNH will set new admission fees for adults at \$12 (from \$10 currently) and for seniors at \$10 (from \$9 currently). Within the ranges proposed, fees for students (\$8) and children 3-12 (\$6) will remain unchanged.

Note: The Museum Administrator is authorized to grant discounts or refunds, waive fees, or negotiate special pricing.

Chart #1: Arizona Museum of Natural History

Admission Category	Current Fee	Proposed Fee Range	Proposed FY14-15 Fee
Single Admissions			
Adult	\$10	\$10-16	\$12
Senior	\$9	\$9-14	\$10
Student	\$8	\$7-13	\$8
Children (3-12)	\$6	\$6-10	\$6
Group Admissions (10+ persons)			
Adult	\$7	\$7-12	\$9
Children/students	\$4	\$4-7	\$5
Mesa Grande Cultural Park			
Adult	\$5	\$4-9	\$5
Children	\$2	\$2-5	\$2
Mesa Grande Group Admissions (10+ persons)			
All Ages	\$4	\$4-10	\$4-7
Joint Admission (AzMNH + Mesa Grande)			
Adult	\$12	\$12-18	\$14
Senior	\$12	\$12-18	\$12
Children (3-12)	\$7	\$7-11	\$7
Joint Admission – Group (10+ persons)			
Adult	\$10	\$12-20	\$13-16
Children/students	\$6	\$6-14	\$7-11

i.d.e.a. Museum – Update General Admission Fee

The i.d.e.a. Museum is proposing to raise general admission fees from \$7 to \$8 per person. This falls within the current range of \$6-10 previously approved by City

Council, so there is no need to approve this action. This increase is shared as informational only.

Note: The Youth Museum Administrator is authorized to grant discounts or refunds, waive fees, or negotiate special pricing.

Performing Live & Rentals – Update Fees

Performing Live & Rentals is proposing to adjust fees charged to for-profit rental users of the theaters listed in Chart #2 below. These fees have not been increased for over five years. Please note that there is no change for the non-profit rate, and fees for the Founding resident Companies will also remain unchanged.

Note: The Performing Arts Center Administrator is authorized to grant discounts or refunds, waive fees, or negotiate special pricing.

Chart #2: Performing Live and Rentals

Facility/Service	Current Fee	Proposed Fee	FY14-15 Fiscal Impact
Ikeda Theater			
Industrial Rate, Daily	\$3,885	\$4,283	\$0
Commercial Rate Daily Plus Labor, FOH, and Box Office	\$2,835 vs. 5%***	\$3,126 vs. 5%***	\$3,100
Virginia G. Piper Theater			
Industrial Rate, Daily	\$2,100	\$2,315	\$0
Commercial Rate Daily Plus Labor, FOH, and Box Office	\$1,645 vs. 5%***	\$1,904 vs. 5%***	\$2,170
Commercial Rate Weekly	\$8,367 vs. 5%***	\$9,225 vs. 5%***	\$0
Nesbitt-Elliott Playhouse			
Industrial Rate Daily	\$1,050	\$1,158	\$0
Commercial Rate Daily Plus Labor, FOH, and Box Office	\$761 vs. 5%***	\$839 vs. 5%***	\$600
Commercial Rate Weekly	\$3,062 vs. 5%***	\$3,376 vs. 5%***	\$0
Cox-Farnsworth Theater			
Industrial Rate Daily	\$551	\$608	\$0
Commercial Rate Daily Plus Labor, FOH, and Box Office	\$394 vs. 5%***	\$435 vs. 5%***	\$330
Commercial Rate Weekly	\$1,470 vs. 5%***	\$1,621 vs. 5%***	\$0

*** Users will be charged the stated dollar amount or a maximum of 5% of gross ticket sales

Alternatives

CITY COUNCIL COULD CHOOSE NOT TO RECOMMEND PROPOSED FEE ADJUSTMENTS AND FEE RANGES.

Fees currently charged for services would remain at FY 2013-14 levels, and a fee range for Arizona Museum of Natural History charges would not be implemented.

CITY COUNCIL COULD CHOOSE TO RECOMMEND DIFFERENT FEE ADJUSTMENTS AND/OR FEE RANGES.

Depending upon Council recommendations, fees would be set at alternative levels, which would impact overall revenue projections and fiscal impact.

Fiscal Impact

For FY14-15, Arizona Museum of Natural History anticipates a total fiscal impact of approximately \$87,000 in additional program revenue.

For FY14-15, Arizona Museum for Youth anticipates a total fiscal impact of approximately \$20,000 in additional program revenue.

For FY14-15, Performing Live and Rentals anticipates a total fiscal impact of approximately \$6,200 in additional program revenue.

Coordinated With

The Museum and Cultural Advisory Board voted 5-1 to support these recommendations at their January 23, 2014 board meeting.