



City Council Budget Presentation

April 30, 2015

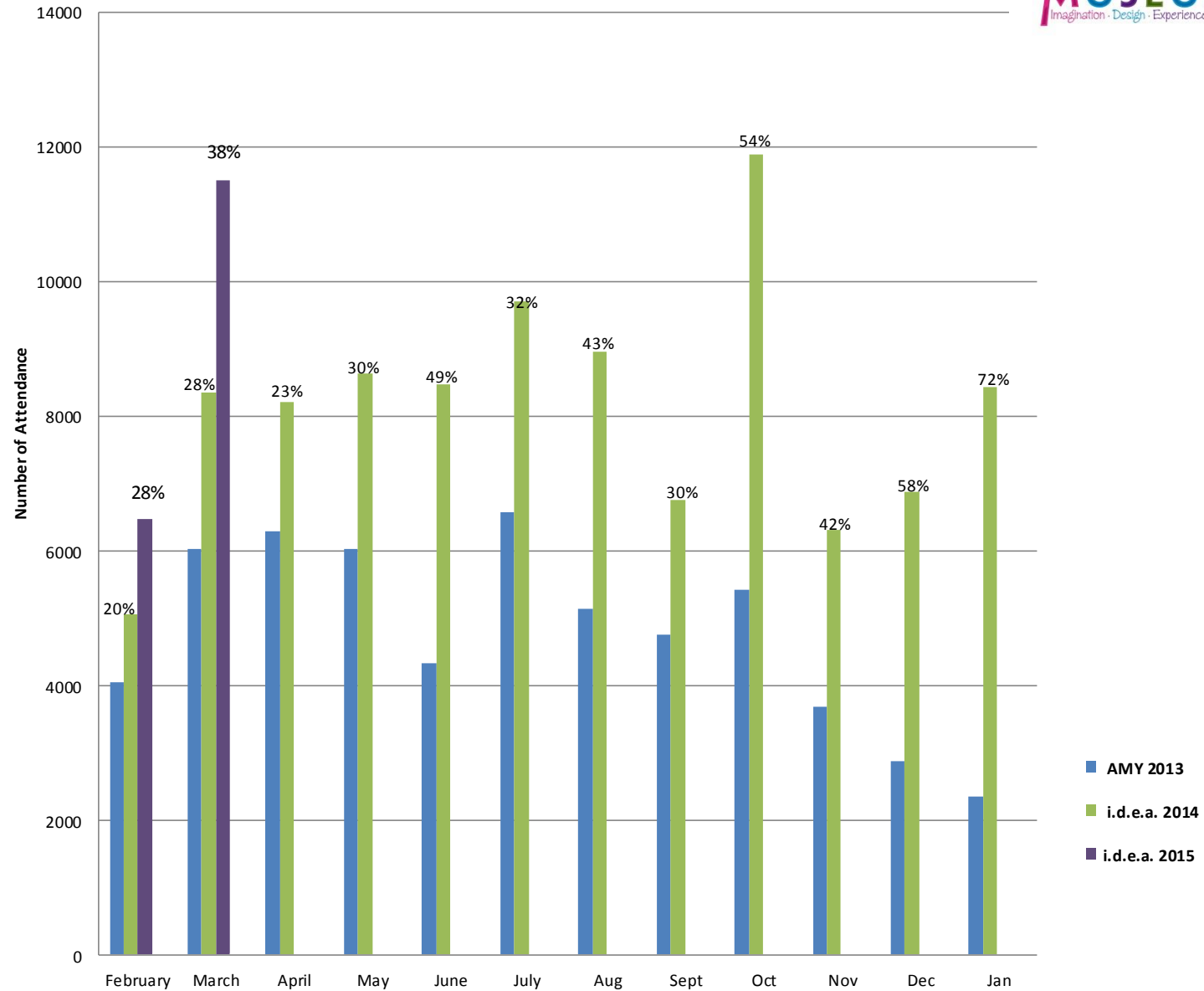
2014-15 Accomplishments



Significant growth of revenues,
participation and memberships since
the rebranding to i.d.e.a. Museum
(Imagination.Design.Experience.Art)

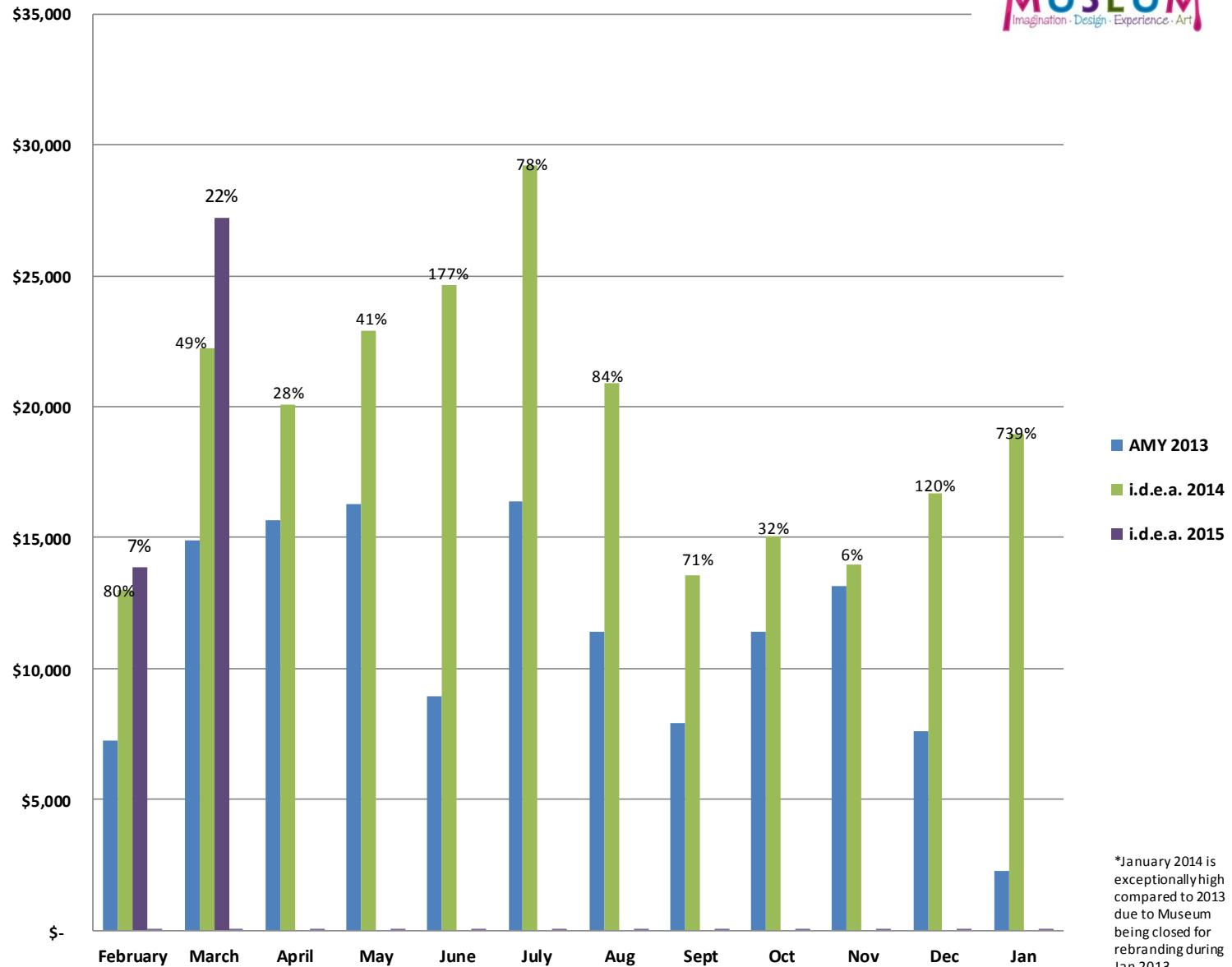
i.d.e.a. Museum Participation vs. Prior Year

Attendance comparison for AMY vs i.d.e.a.



i.d.e.a. Museum Revenue vs. Prior Year

Increase in Revenue Earnings after rebranding as i.d.e.a.



*January 2014 is exceptionally high compared to 2013 due to Museum being closed for rebranding during Jan 2013

BUILD IT BOARDS



CONSTRUCTION ZONE



2014-15 Accomplishments



Successful installation of new
Dinosaur Mountain featuring
three new robotic dinosaurs



2014-15 Accomplishments



Increased Activation with Pre-show Food Events, FreeFall Fridays, Festivals, new SPUN Chairs, Pilot Swing Dance Event.





October 2014

Dia de Los Muertos

Great Collaboration!

**HELD IN CONJUNCTION
WITH MAHC's
Latino Town Hall**



Classical Music Inside Out



Points of Pride for 2015-16



Featured Fall exhibition to celebrate Light Rail Arrival—Zoom Zoom: Trains & Planes, Oct. 2-Jan. 24.



Points of Pride for 2015-16



Significant grants will enable expansion of Mesa Grande Cultural Park education programs, service to Title One Schools, audience growth.



Points of Pride for 2015-16



- 10th Year Celebration
- Lincoln Center Partnership
- New Interactive Artwork late 2015

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CELEBRATING
• TEN YEARS •
MESA ARTS CENTER

- Public Event will be Season Kickoff Festival, September 11
- Monthly themed promotions throughout year
- Many special featured activities



Lincoln Center Partnership



Musical Shadows Interactive Artwork



Impact of 15-16 Arts and Culture Department Budget Adjustments

Arts and Culture reduced FY15/16 budget by \$130,000.

Notable reductions:

\$20,000 for materials & supplies, security contract

\$68,000 reduction in MAC core programs

\$42,000 – MAC spark! Festival

Impact of 15-16 Arts and Culture Department Budget Adjustments

Proposed \$87,417 in additional fee revenues for FY15/16,
all within approved rate structures:

\$23,600—Increasing fees for studio classes (25 cents/hr.)

\$30,435 –Increasing i.d.e.a. Museum revenue from higher
visitation (consistent 14-month trendline)

\$33,382—Raise child admission fee one dollar at AZMNH
(adult prices increased one dollar the prior year)

QUESTIONS?