



City Council Report

Date: May 7, 2012
To: City Council
Through: Christopher J. Brady, City Manager
Scott Bouchie, Acting Assistant to the City Manager
From: Cindy Ornstein, Arts and Culture Director
Robert Schultz, Assistant Arts and Culture Director
Subject: Proposed Arts & Culture Fee Changes and Mesa Grande Cultural Park Fees

Strategic Initiatives



Purpose and Recommendation

The purpose of the report is to establish entry fees at Mesa Grande Cultural Park, add additional per hour rental fees at the Starlight Theater in the Arizona Museum of Natural History (AzMNH), and eliminate fees no longer being charged at Mesa Arts Center.

Staff recommends establishing a range of fees for entry at Mesa Grande Cultural Park, a new City of Mesa facility and regional asset operated by the AzMNH of the Arts and Culture Department, as well as establishing a fee range for each additional hours of use of the Museums Starlight Theater. Staff further recommends removing the language regarding Mesa Contemporary Arts (MCA) being free on Thursdays – as of July 1, 2011, MCA no longer charges an admission fee.

Background

Mesa Arts Center had a program, Stageworks, that produced stage plays for children. The program has since been cancelled and the range of fees needs to be taken off the Fees and Charges Schedule.

Mesa Grande is a Hohokam platform mound site that flourished from about A.D. 1100-1450. The site included a large village and special features such as a ball court, and served as a social and political center that dominated the large scale irrigation canals on the south side of the Salt River.

The City of Mesa purchased the six-acre site at the corner of Date and 10th Street in 1988. The Arizona Museum of Natural History (AzMNH) preserves Mesa Grande and plans to open the site as an official Arizona 2012 Centennial Legacy Project. Mesa Grande is on the National Register of Historic Places.

In 2006, a grant from the Salt River Pima-Maricopa Indian Community allowed planning and design development for a welcoming center, gathering place and interpretive trail at Mesa Grande. A grant from Arizona State Parks Heritage Fund allowed construction of the trail at

Mesa Grande in 2009. Further support from the City of Mesa and other sources will allow completion of the centennial project in 2012.

Public visitation at Mesa Grande Cultural Park will commence in fall 2012. The welcoming center will provide ticket sales and overall orientation to the site. The gathering place provides space to initiate tours and host special events. Tours can be self-guided with nine interpretive stations along the trail. Museum staff and volunteers will provide guided tours for school tours. A visit to the site will take one - two hours.

The purpose of the study is to establish fees that cover operating costs of the facility.

Arizona Museum of Natural History's Starlight Theater is a rental space for the Museum. The Museum is proposing a range of fees for each additional hour that is not included in the rental contract.

Discussion

Mesa Arts Center is proposing the following changes for Art Studio-Stageworks fees, as that program no longer exists, and Mesa Contemporary Arts (MCA), as of July 1, 2011, no longer charges admission, so the exceptions noted below are no longer needed.

Mesa Arts Center

MCA would be \$0 for all Thursdays, and during free campus festivals.

Art Studio-Stageworks

	<u>Current Fee</u>
Adult Ticket	\$14.00-\$22.00
Main Stage-Student Ticket*	\$13.00-\$20.00
Senior Ticket (55 years and over)	\$ 9.00-\$12.00
Student Productions*	\$ 0.00-\$15.00

AzMNH is proposing to reinstate a range of fees for each additional hour rental for the Starlight Theater beyond the initial use specified in each contract, inadvertently deleted in a prior year's Fees and Charges document.

Arizona Museum of Natural History (AzMNH)

Starlight Theater		
Each Additional Hour	\$ 0.00	\$80.00-\$100.00

The following table shows fees at federal, state and municipal cultural or historical parks. They are Arizona facilities that most closely parallel Mesa Grande Cultural Park. Their fee structures provide benchmarks against which the proposed fee ranges may be evaluated.

	Casa Grande National Monument	Pueblo Grande Museum Archaeological Park	Fort Verde State Historic Park
Adults	\$5.00	\$6.00	\$4.00
Seniors	-----	\$5.00	-----
Child (6-17)	Free	\$3.00	\$2.00
Child (0-6)	Free	Free	Free

Proposed Mesa Grande Admission Fee Ranges

Based upon the comparative information, staff recommends the following fee structure for Mesa Grande Cultural Park. The fee ranges allow staff flexibility to adjust fees according to market conditions.

Adult	\$3.00-7.00
Child (3-12)	\$1.00-4.00
Child (0-2)	Free
School Tours	\$3.00-7.00 single student and adult fee, enhanced value from guided tour
Group Visits	\$3.00-7.00 single child and adult fee, enhanced value from guided tour

Note: Initial fees will be \$5.00 for adults and \$2.00 for children 3-12. For children and adults on school or group visits, the fee will be \$4.00 and includes a guided tour.

Mesa Grande-AzMNH Joint Tickets

The Arizona Museum of Natural History has the opportunity to market tickets jointly to the Museum and Mesa Grande. This should greatly assist in driving attendance to both locations, but especially to introduce Mesa Grande to new visitors. To create an enhancement to purchase the joint tickets, the joint tickets carry a discounted price below the cost of the two tickets added together.

	AzMNH Admission	Joint Ticket
Adult	\$10.00	\$11.00-16.00
Senior	\$ 9.00	\$11.00-16.00
Student	\$ 8.00	\$10.00-15.00
Child (3-12)	\$ 6.00	\$ 7.00-9.00
School Tours	\$ 4.00	\$ 4.00-8.00
Group Visits	\$ 4.00 (child)	\$ 4.00-8.00
	\$ 7.00 (adult)	\$ 8.00-13.00

Note: Initial fees for joint tickets will be \$12 for adults and seniors; \$11 for students with I.D.; \$7 for a child (3-12); \$6 for students or children on school tours or group visits; and \$10 for adults on group visits. Tickets sold at one location will be valid at the second location without time limit.

Alternatives

ALTERNATIVE ONE: SET RANGES ABOVE OR BELOW THOSE PROPOSED

These ranges have not been calculated, because fees above or below those suggested would either be above fair market value for services and would make the site less accessible for Mesa residents, or be under fair market value and not cover operational costs.

ALTERNATIVE TWO: TAKE NO ACTION

Mesa Grande Cultural Park can be free to the public, if the City of Mesa will provide a subsidy for operations.

Fiscal Impact

Operations at Mesa Grande are based on an October 1 – May 15 annual cycle, 7.5 months or 30 weeks. The summer heat will discourage visitation. The site will be open Thursday-Saturday from 10-4, and Sunday from 12-4.

There will be two personnel at the site most times. One will manage welcoming center operations and ticket taking and the other will manage tours of the site. The proposed fee structure will provide revenues that will cover operating costs in the range of \$33,000-\$40,000.

Coordinated With

The Museum and Cultural Advisory Board unanimously recommended that City Council approve Alternative 1 at their meeting on January 26, 2012.

The Audit, Finance and Enterprise Committee recommended that City Council approve Alternative 1 at their meeting on March 15, 2012.

Tom Wilson, Administrator,
Arizona Museum of Natural History

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Scott Bouchie, Acting Assistant to the
City Manager

SCHEDULE OF FEES AND CHARGES

**Department: Arts & Culture
Proposed Changes to Fees and Charges**

Document of Change: Resolution

Description of Services:	Current Fee/Charge	Proposed Fee Charge	Date Last Revised	FY 12/13 Fiscal Impact	Notes
MCA Admission would be \$0 for all on Thursdays, and during free campus festivals.					MCA is free admissions
Art Studio-Stageworks					
Adult Ticket (19-54 years)	\$14.00-\$22.00	\$0.00	07/01/07	\$0.00	This program was discontinued
Main Stage-Student Ticket*	\$13.00-\$20.00	\$0.00			
Senior Ticket (55 years and over)	\$9.00-\$12.00	\$0.00	01/03/05		
Student Productions*	\$0.00-\$15.00	\$0.00	07/01/07		
ARIZONA MUSEUM OF NATURAL HISTORY					
Starlight Theater					
EACH ADDITIONAL HOUR	\$0.00	\$80.00-\$100.00	7/1/2011	\$0.00	Restoration of fees accidentally deleted 7/1/11
MESA GRANDE CULTURAL PARK					
ADMISSION					
ADULT	\$0.00	\$3.00-\$7.00	7/1/2012	\$33,000-\$40,000	NEW FACILITY
CHILDREN (AGE 3 TO 12)	\$0.00	\$1.00-\$4.00			NEW
CHILDREN (UNDER 3 YEARS)	\$0.00	FREE			
GROUP ADMISSION FEES (10 OR MORE PERSONS AND SCHEDULE THE GROUP VISIT ONE WEEK OR MORE IN ADVANCE)					GUIDED TOURS
CHILDREN (UNDER 3 YEARS)	\$0.00	FREE			
CHILDREN AND STUDENTS	\$0.00	\$3.00-\$7.00			
ADULTS	\$0.00	\$3.00-\$7.00			
JOINT ADMISSION FEES					DISCOUNTED PRICE
ADULT	\$0.00	\$11.00-\$16.00			
SENIOR (65 YEARS AND OVER)	\$0.00	\$11.00-\$16.00			
STUDENT (13 YEARS AND OVER)	\$0.00	\$10.00-\$15.00			
CHILDREN (AGE 3 TO 12)	\$0.00	\$7.00-\$9.00			
CHILDREN (UNDER 3 YEARS)	\$0.00	FREE			
GROUP JOINT ADMISSION FEES (10 OR MORE PERSONS AND SCHEDULE THE GROUP VISIT ONE WEEK OR MORE IN ADVANCE)					
CHILDREN (UNDER 3 YEARS)	\$0.00	FREE			
CHILDREN AND STUDENTS	\$0.00	\$4.00-\$8.00			
ADULTS	\$0.00	\$8.00-\$13.00			

*Other fee arrangements will be made on an "as needed" basis.