

FINANCE COMMITTEE MINUTES

February 9, 2006

The Finance Committee of the City of Mesa met in the lower level meeting room of the Council Chambers, 57 East 1st Street, on February 9, 2006 at 8:46 a.m.

COMMITTEE PRESENT	COUNCIL PRESENT	STAFF PRESENT
Tom Rawles, Chairman Janie Thom Claudia Walters	None	Debra Dollar

Deputy City Manager Debra Dollar advised that staff's recommendations are in response to the Council's direction that efforts should be expended to maximize cost recovery relative to the City's museum facilities. She stated that staff completed a market analysis on fee adjustments, and she added that the fee proposal is timed to coincide with the opening of a new show at the Museum for Youth.

Chairman Rawles suggested that the Committee's discussion address both agenda items as one rather than discussing each recommendation separately.

Arts Administrator Rob Schultz introduced Southwest Museum Administrator Tom Wilson and Museum for Youth Administration Coordinator Beth Bartholow. He advised that staff was present to answer any questions regarding the fee proposals outlined in the Committee Reports (see Attachment 1 regarding the Mesa Southwest Museum and Attachment 2 relative to the Arizona Museum for Youth).

Chairman Rawles expressed support for the fees recommended by staff.

1. Discuss and consider fee recommendations for the Mesa Southwest Museum.

It was moved by Committeemember Walters, seconded by Committeemember Thom, to recommend to the Council that staff's fee recommendations for the Mesa Southwest Museum be approved.

Carried unanimously.

2. Discuss and consider fee recommendations for the Arizona Museum for Youth.

It was moved by Committeemember Walters, seconded by Committeemember Thom, to recommend to the Council that staff's fee recommendations for the Arizona Museum for Youth be approved.

Carried unanimously.

3. Adjournment.

Without objection, the Finance Committee Meeting adjourned at 8:50 a.m.

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Finance Committee meeting of the City of Mesa, Arizona, held on the 9th day of February 2006. I further certify that the meeting was duly called and held and that a quorum was present.

BARBARA JONES, CITY CLERK

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Attachments (2)

Finance Committee Report

Date: January 19, 2006
To: City Council
Through: Christopher J. Brady
From: Debra Dollar, Deputy City Manager
Subject: Admission Fees – Mesa Southwest Museum
Citywide

Purpose and Recommendation

The Mesa Southwest Museum is seeking to maximize cost recovery this fiscal year. To that end, this report analyzes the admission fee structure at the Mesa Southwest Museum to determine the relationship of current fees to fair market value of the products and services rendered to the public, and to recommend new admission fees to recover additional revenues in FY05-06 and beyond.

We recommend adjusting admission fees to reflect current fair market value for products and services provided to visitors: \$8 for adults; \$4 for children three - 12; \$7 for seniors 65 and above; \$6 for students, group rates of \$3 for children/students, and \$5 for adults in pre-scheduled groups of 10 or more. The Mesa Southwest Museum will implement new rates for all categories, except groups, two weeks after City Council approval. The Museum will implement new group rates June 1, 2006, to reflect the fact that many groups are already booked for spring 2006.

Background

The Mesa Southwest Museum currently charges \$6 for general adult admission, \$3 for children three - 12 years of age, \$5 for seniors 55 and older, and \$5 for students. Persons are eligible for group rates of \$2 per person if they book a group of 10 or more persons in advance. The current fees have been in effect since 2000. The study was conducted to determine whether fees at Mesa Southwest Museum represent fair market value for goods and services provided to the general public in 2006.

Discussion

The accompanying table compares the general admission fees at the Mesa Southwest Museum to those museums and similar institutions of related size and complexity within Arizona and in surrounding states. The Phoenix Zoo, Arizona Sonora Desert Museum in Tucson, and the Desert Botanical Garden each has live collections, and institutions of this kind, zoos, botanical gardens, arboreta, and aquaria characteristically charge the public more than museums. Admissions to these institutions for a general adult admission range from \$9 to \$14.

Finance Committee Report

Date: January 19, 2006
To: City Council
Through: Christopher J. Brady
From: Debra Dollar, Deputy City Manager
Subject: Admission Fees - Arizona Museum for Youth
Citywide

Purpose and Recommendation

The purpose of this report is to present a recommendation to raise fees for admissions and workshops at the Arizona Museum for Youth. The Arizona Museum for Youth is seeking to maximize cost recovery this fiscal year. To that end, this report analyzes the admission fee structure at the Arizona Museum for Youth to determine the relationship of current fees to fair market value of the products and services rendered to the public, and to recommend new admission fees to recover additional revenues in FY05-06 and beyond.

The Arizona Museum for Youth recommends charging an admission fee of \$5.00 per person for everyone age one and up. Group tour fees would remain at \$3.50 per person. The Arizona Museum for Youth also recommends that the workshop/class program fees be amended from the current \$7 - \$12 range to the proposed \$1 - \$350 range.

Background

The Arizona Museum for Youth's admission fee is an outgrowth of its educational philosophy to promote intergenerational learning and interaction. ALL children under the age of 12 (our primary audience) MUST be accompanied by an admission paying adult.

While many museums have a range of fees, staff believes it is vital to maintain a one-fee general admission rate. Charging either adult or child a larger rate emphasizes to the public that we are either adult or child-based. Our mission states that we are for children and families.

The Museum's fees are reviewed annually. The current rate of \$3.50 per person (minimum admission rate required by one adult and one child is \$7.00) has been in effect since November of 2003. The charge per person for group tours is the same.

The Museum has increased programming by adding a "Birthday Party" component to our workshop/class programs. A trial period has proven that this is a popular addition to our programming and can be offered on a limited (due to staffing) basis.