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CITY OF SACRAMENTO

DEPARTMENT OF PARKS AND COMMUNITY SERVICES

ROBERT P. THOMAS
Director

G. ERLING LINGGI
Assistant Director

CROCKER ART MUSEUM DIVISION
GOLF DIVISION
METROPOLITAN ARTS DIVISION
MUSEUM AND HISTORY DIVISION
RECREATION DIVISION
PARKS DIVISION
ZOO DIVISION

June 3, 1986

Budget and Finance Committee
Sacramento, California

Honorable Members in Session:

SUBJECT: Crocker Art Museum Division Fee Proposal

SUMMARY

This report recommends an admission fee adjustment for the Crocker Art Museum to be made effective July 1, 1986.

BACKGROUND INFORMATION

The Crocker Art Museum is the major visual arts institution serving not only City residents, but many residents from the entire Northern California region as well as out-of-state visitors to Sacramento. The Museum annual attendance continues to increase with FY 1985-86 attendance estimated at 110,000. Surveys done in 1978, 1982 and 1983 indicate a consistent pattern of attendance: 40% City residents, 25% County residents, and 35% out-of-County residents.

The Museum's total attendance includes approximately 10,000 school children per year admitted free of charge. The travelling Art Ark serves an additional 20,000 children per year at school sites throughout Sacramento County.

The Crocker's fee schedule was last revised in 1981 when the admission price for adults ages 19-64 was increased from \$.50 to \$1.00. The cost of living has increased 19% since that time. All similar City facilities (Zoo, History Center) have a fee structure that is 100% or more higher than the Crocker's. The current and proposed fee structures are attached as Attachment I. The current Zoo and History Center fee structures are provided in Attachments 2 and 3 for comparison.

The fee changes are proposed to become effective July 1, 1986. The fee increases are needed not only to maintain current service levels, but also to improve services.

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The Co-Trustees of the Crocker Art Museum gave their approval to this fee increase at their May 27, 1986 meeting.

Currently, pre-scheduled school tours for students 12 and under are fee exempt with one week's notice. To accommodate the large numbers of such tours, it is recommended that notification time for group rates be changed from one week to two weeks. No change is recommended in Fee Exemptions and Special Fees.

FINANCIAL DATA

Projected revenue for FY 1986-87 under the proposed fee structure has been calculated as follows:

Revenue at current fee structure	\$34,000
Projected revenue under new fee structure	\$64,000
Net revenue increase under new fee structure	\$30,000

RECOMMENDATION

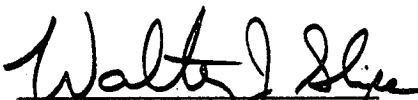
It is recommended that the Budget and Finance Committee approve this report for referral to the entire City Council. Further, it is recommended that the City Council approve, by resolution, the proposed Exhibit A fee structure effective July 1, 1986. The FY 1986-87 Crocker Art Museum Division budget reflects the proposed fee increase.

Respectfully submitted,



ROBERT P. THOMAS, Director
Parks and Community Services

Recommendation Approved:



SOLON WISHAM, JR.
Assistant City Manager

FOR

RPT:ja

June 10, 1986
All Districts

RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

RESOLUTION AMENDING FEES AND CHARGES FOR PARKS AND COMMUNITY SERVICES - CROCKER ART MUSEUM DIVISION

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

1. That Department of Parks and Community Services Crocker Art Museum Division fees and charges are hereby amended effective July 1, 1986, as set forth in Exhibit A, attached hereto and incorporated herein by reference.
2. That the City of Sacramento Comprehensive Fee and Charge Report, page 42a, is hereby amended to reflect the changes as set forth in Exhibit A.

MAYOR

ATTEST:

CITY CLERK

Crocker Art Museum FeesI. Standard Admission Fees Fees and Charges

Ages 6 and under	Exempt
Ages 7-17	\$1.00
Ages 18-64	\$2.00
Ages 65 and over	\$1.00

II. Group Rate Schedule

For groups of 15 or more with two weeks' notice

Ages 6 and under	Exempt
Ages 7-17	\$.50
Ages 18-64	\$1.00
Ages 65 and over	\$.50

III. Fee Exemptions

1. All organized school groups with two weeks' notification. One/ten adult/student ratio on regular school days only.
2. All physically/mentally handicapped groups with two weeks' notification on weekdays only. Assistance requirements depending on user group.
3. Invitational exhibition openings, receptions, special fundraising activities and other similar events as determined by the Co-Trustees. Only those events sponsored by Museum affiliated groups for the benefit of the Museum shall qualify for Co-Trustee consideration.
4. Members of the Crocker Art Museum Association committees and other art related groups requiring entry into the Museum for meetings and presentations.
5. Crocker Art Museum Association members shall be admitted into the Museum at all times, upon presentation of a valid membership card.

IV. Special Fees

For special, short-term promotions of the Crocker Art Museum, the admission fees may be modified at the discretion of the Director of Parks and Community Services so long as there is no significant revenue loss.

CROCKER ART MUSEUM
CURRENT AND PROPOSED FEES

CURRENTI. Standard Admission Fees

Age 12 and under	EXEMPT
Ages 13 - 18	\$.50
Ages 19 - 64	1.00
Age 65 and over	.50

II. Group Rate Schedule

For groups of 15 or more with one week's notice.

Ages 12 and under	EXEMPT
Ages 13 - 18	\$.25
Ages 19 - 64	.50
Ages 65 and over	.25

III. Fee Exemptions

1. All organized school groups with two weeks notification. One/ten adult/student ratio on regular school days only.
2. All physically/mentally handicapped groups with two weeks notification on weekdays only. Assistance requirements depending on user group.
3. Invitational exhibition openings, receptions, special fundraising activities and other similar events as determined by the Co-Trustees. Only those events sponsored by Museum affiliated groups for the benefit of the Museum shall qualify for Co-Trustee consideration.
4. Members of the Crocker Art Museum Association committees and other art related groups requiring entry into the Museum for meetings and presentations.
5. Crocker Art Museum Association members shall be admitted into the Museum at all times, upon presentation of a valid membership card.

IV. Special Fees

For special, short-term promotions of the Crocker Art Museum, the admission fees may be modified at the discretion of the Director of Parks and Community Services so long as there is no significant revenue loss.

PROPOSEDI. Standard Admission Fees

Ages 6 and under	EXEMPT
Ages 7 - 17	\$1.00
Ages 18 - 64	2.00
Ages 65 and over	1.00

II. Group Rate Schedule

For groups of 15 or more with two weeks' notice.

Ages 6 and under	EXEMPT
Ages 7 - 17	\$.50
Ages 18 - 64	1.00
Ages 65 and over	.50

EXISTING FEE STRUCTURE

IV. SACRAMENTO HISTORY CENTER*

A. Admission Fees

Age 6 years and under	Fee exempt
Age 7 - 17 years	\$1.00
Age 18 - 64 years	\$2.50
Age 65 and over	\$1.50

B. Fee Exemptions - Admissions

1. All organized school groups with one week notification: 10-1 student/adult ratio on regular school days only.
2. All physically/mentally handicapped groups with one week notification on weekdays only. Assistance requirements depending on user groups.
3. Members of the Friends of the Sacramento History Center shall be admitted into the Sacramento History Center upon presentation of a valid membership card.

C. Facility use

Building 5:00 p.m. to 11:00 p.m.	\$500
Damage deposit (refundable)	\$250
Security/staff	Direct Cost
Janitorial service ¹	Direct Cost
Insurance required	

D. Special Fees

For special, short-term promotions of the Sacramento History Center, the admission and rental fees may be modified at the discretion of the Director of Parks & Community Services so long as there is no significant revenue loss.

¹Approval required by the Director of Parks & Community Services

Zoo Fees

I. Standard Admission Fee

Ages 2 years and under	Fee exempt
Ages 3 through 12 years	\$1.00
Ages 13 through 64 years	\$2.50
Ages 65 and over	\$1.00

II. Group Rate Schedule

(for organized groups of 25 or more persons with one week notification)

Ages 2 years and under	Fee exempt
Ages 3 years through 12 years	\$.50
Ages 13 years through 64 years	\$1.50
Ages 65 years and over	\$.50

FEE EXEMPTIONS

1. All organized school groups with one week's notification. One to ten student/adult ratio on regular school days only.
2. All physically/mentally handicapped groups with one week's notification on weekdays only. Assistance requirements depending on user group.
3. Sacramento Zoological Society Members shall be admitted into the Zoo at all times, upon presentation of a valid membership card.

SPECIAL FEES

For special, short-term promotions of the Zoo, the admission fees may be modified at the discretion of the Director of Parks and Community Services as long as there is no significant revenue loss.

Effective January 1, 1986