



REPORT

TO: Mayor Caul & Council

FROM: Jason Kabel, Community Services Division Manager

DATE: April 12, 2019

RE: Fort Frances Museum Special Exhibit Admission Fees

Preface

In the attached report from Sherry George, Museum Curator is the request to adjust admission fees for the upcoming traveling exhibit, **Echoes in the Ice: Finding Franklin's Ship**. Also attached is a table of admission fees in other municipalities who have hosted this exhibit prior to it being available in Fort Frances. It is being proposed to double admission fees as follows:

	Regular Fee (taxes included)	Special Exhibit Fee (taxes included)
Adult	\$4	\$8
Seniors/Children(6-12)	\$3	\$6
Family	\$12	\$24

In the 2019 operating budget, there was a \$1,700 increase in admission fees projected over 2018 revenues with the anticipated admission fee increase for the special exhibit (2018-\$5500, 2019-\$7200).

Recommendation

The Community Services Committee recommends Mayor & Council to endorse the Fort Frances Museum to increase admission fees for the imminent traveling exhibit **Echoes in the Ice: Finding Franklin's Ship** as listed.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "JKabel", is written over the printed name "Jason Kabel".

Jason Kabel

Council approval of this report will sanction the Fort Frances Museum to increase admission fees for the traveling exhibit, **Echoes in the Ice: Finding Franklin's Ship**, as listed.

Report

To: Executive & Council

From: Museum

Date: March 13, 2019

Re: Traveling Exhibit Admission Fees

Museum proposing that we have a different set of user fees for large traveling exhibits (similar to **Echoes in the Ice: Finding Franklin's Ship**) – loan fees in the \$10,000 range or more.

I suggest simply doubling the fees. If approved by council, then we needn't revisit this increase should we bring in a similarly expensive exhibit.

Fees currently stand at Adult \$4, Seniors/Children 6-12 \$3 and \$12 family rate; therefore increase to \$8, \$6 and \$24 (taxes included). Should there be increases in future, this agreement means those fees would be doubled.

Even should an exhibit be brought in during the off season, as we do expect visitors to make a contribution, I feel doubling the summer admission fee is still appropriate.

It should be noted that our average numbers for July - September (for past 3 years) is 1800 visitors. If only half that many buy an adult admission, our take would be \$7200.

Info around travelling exhibit **Echoes in the Ice: Finding Franklin's Ship** - borrowed for June 29-Sept 22, 2019

Museums	Adult	Senior	Child/Student	Family	Child 5 & Under	Population
New Brunswick Museum	\$10	\$8	\$6	\$22		71 890
Royal Alberta Museum	\$19	\$14	\$10	\$48	Free	932 550
Nova Scotia Museum of Natural History	\$6.30	\$5.70	\$4.05	\$17.95		403 130
Western Development Museum - Saska-	\$12.00	\$10.00	\$5-8.00	\$27.00	Free	246 375
Western Development Museum - Moose	\$10.00	\$9.00	\$4-7.00	\$25.00	Free	33 890
Markham Museum	\$6.00	\$5.00	\$4-5.00	\$17.00		328 965
Exploration Place	\$11.00	\$9.00	\$8-9.00	\$25.00		74 003
Niagra Falls Museums	\$5.00	\$4.00	\$5.00	\$15.00	Free	88 071
Simcoe Museum	\$8.00	\$6.00	\$5.00-6.00			19 059
Esplanade Museum	\$7.00	\$7	\$7	\$20.00	Free	63 260
Alberni Valley Museum	Donation	Donation	Donation	Donation		17 678
Average	\$7.86	\$6.48	\$5.21	\$18.08		

Above information shows communities that have exhibited the display, population size and fees charged. All communities are twice our size or larger.

As exhibit will be here in the summer when we have fees, we propose fees similar to Simcoe Museum. To make things simple we suggest that fees for large exhibits of this kind (costing us in the \$10,000 - \$15,000 range) should automatically be doubled from our usual admission fees, thus if we charge \$4 for adults, travelling exhibit fee for adults will be \$8. If \$4.25 then \$8.50. This is so council doesn't have to repeatedly change fees.

Much of our 2019 budget will reflect this expense as the loan fee is \$9300, transportation will cost roughly \$7500, advertising will go up. In addition however, we will apply for a MAP exhibition grant. For a much smaller exhibit 2 years ago, we received \$5000.

As we are the only museum in our area that has room to display an exhibit of this size, we will advertise to the region. We are also hoping that our locals will attend, although they typically only do so if bringing visiting family — much prefer to visit during off season.