



## Fees and Charges Report

**Date:** June 3, 2024

**To:** City Council

**Through:** Candace Cannistraro, Deputy City Manager

**From:** Richard Parison, Arts and Culture Director  
Illya Riske, Arts and Culture Assistant Director  
Kelly Farrow, Senior Fiscal Analyst

**Subject:** Arts and Culture Department Update to Schedule of Fees and Charges, Citywide

### Purpose and Recommendation

The Arts and Culture Department recommends adding i.d.e.a. membership fees to the Arts and Culture Fee Schedule. These fees have historically been collected by the i.d.e.a. Museum Foundation. The Department will now collect the fees to support operating expenditures. If approved by City Council, the fees will display on the Arts and Culture Fee Schedule on July 1, 2024.

### Background

The i.d.e.a. Museum Foundation has historically collected membership fees and selectively applied them to operations of the i.d.e.a. Museum. Because the purpose of the Foundation is collecting donations and advising on their use, it was agreed that membership fees do not fall under this purview. Unlike donations, memberships have a transactional nature and should fall under the general operations. In collaboration with the i.d.e.a. Museum Foundation, the Arts and Culture Department agreed to shift the collection of membership fees to the Arts and Culture Fund to cover programmatic expenses, providing the City direct funding oversight.

Membership levels and prices for the i.d.e.a. Museum have stayed consistent, ranging from the Basic membership of \$70 up to a Tertiary membership of \$190. Adding the memberships as a range from \$70 to \$250 to the Schedule of Fees and Charges will maintain consistency with other Council approved charges, while also providing flexibility to move with the market.

There are currently four membership levels at the i.d.e.a. Museum:

- Basic Membership - \$70
- Primary Membership - \$95
- Secondary Membership - \$150
- Tertiary Membership - \$190

Member benefits include unlimited visits to the i.d.e.a. Museum during membership period, members-only special events, invitation to exhibition previews, 10% discount on regular-priced items in the Museum shop, and \$1 off guest admission. Higher level memberships provide additional benefits as well.

### **Discussion**

In collaboration with the i.d.e.a. Museum Foundation, the Arts and Culture Department agreed to shift membership revenues from the Foundation to the Arts and Culture Fund, while also shifting the programmatic expenses that the Foundation was supporting with membership revenue to the Arts and Culture Fund, making this a budget neutral issue.

The Department proposes adding a range to membership fees, allowing more flexibility to adjust to market conditions.

### **Methodology**

The i.d.e.a. Museum membership fees are consistent with industry standards for similar venues.

### **Alternatives**

None

### **Fiscal Impact**

The estimated fiscal impact is approximately \$160,000 in revenue that will be offset by expenditures in the Arts and Culture Fund starting FY 2024/25.

### **Coordinated With**

This change has been reviewed and recommended for approval by the Office of Management and Budget, Arts and Culture Department, and the i.d.e.a. Museum Foundation.

## Fees & Charges Schedule – Key

### Heading Configuration

<b><u>Schedule of Fees &amp; Charges</u></b>
<b>Department</b>
Contact Information
<b>HEADING 1</b>
HEADING 2
<i>Heading 3</i>
Description of Fee
Description of Fee 2

### Font Indications

Font	Font Indications
Regular Font	Existing fee or language
<del>Strikethrough</del>	Fee or language will be deleted from the Fee Schedule
<b>BOLD CAPS</b>	Language is being added to Fee Schedule
<b>Bold</b>	New or increased Fee Amount

**Schedule of Fees & Charges**

**Exhibit A – i.d.e.a. Museum Memberships**

**Department: Arts & Culture**

<b>Description of Service</b>	<b>Current Fee Range</b>	<b>Proposed Fee Range</b>	<b>Unit</b>	<b>Revenue Source Code</b>	<b>Total Fiscal Impact</b>	<b>Notes</b>
i.d.e.a. Museum						
<b>MEMBERSHIP</b>		<b>\$70-\$250</b>	<b>ANNUAL</b>	<b>1109-3241</b>	<b>\$160,000.00</b>	Membership revenue to be collected by Arts and Culture Department, rather than the i.d.e.a. Museum Foundation.

**Estimated Total Annual Fiscal Impact:     \$160,000.00**