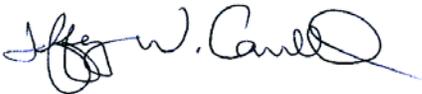
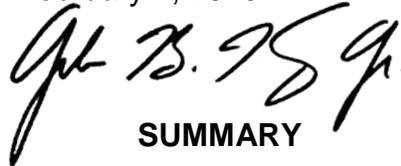




TO: Cultural Education Committee
FROM: Jeffrey Cannell 
SUBJECT: Office of Cultural Education (OCE) Revenue generating activities

DATE: February 4, 2013

AUTHORIZATION(S):


SUMMARY

Issue for Discussion

What is the status of other revenue raising activities for OCE, particularly fees for service?

Reason(s) for Consideration

For Information.

Background Information

OCE continues to make efforts to diversify funding sources and raise funds through fees for service and other value-added activities. Most notably, OCE has begun to actively pursue facility rentals and has increased efforts to encourage visitor contributions.

Facility rental activity has resulted in a three-fold increase in the level of rental activity for the Cultural Education Center. In the first ten months of the current fiscal year, OCE has received nearly \$77,000 in facility rental revenue, as compared to \$22,542 for the entire preceding fiscal year. Visitor contributions are also rising, although not at the same level. For the first ten months of the current fiscal year, visitor contributions were approximately \$58,000 as compared to \$54,000 for the entire preceding fiscal year. These fees provide unrestricted funds for program operations.

These funds are currently being used primarily to support the Museum's entire exhibit and public services programs. The funds provide supplies and materials, contractual services for program presenters and rentals of exhibits from other institutions.

OCE is currently soliciting proposals for a contractor for the Museum Shop and has expanded the use of credit cards to take payment for publication sales, duplication of library and archival materials and public program registration. In addition, OCE continues to explore the marketability of duplicates of materials from the collection such as posters and prints of historic photographs.

Recommendation

OCE should continue to expand facility use, more actively encourage visitor contributions, expand marketing and retail opportunities and other means to increase unrestricted revenue to support programmatic operations.