

Agenda Item: Galveston Naval Museum Admissions Program

Background: Periodically, Galveston Naval Museum reviews its admissions program to: 1) assess continued competitive position across related industry markets 2) meet revenue demands associated with fulfilling the Museum's mission 3) account for external economic factors influencing the value of the dollar.

CHF Board Recommendation: After assessment of the admissions program in place for FY19, to align with industry ticketing standards and to meet revenue demands, a modification of both the admissions structure (i.e., ticket levels) and price points is recommended for FY20.

2018-2019 Pricing: Adult 10, Senior, Child and Veterans 5.00 and Group 3

2019-2020 Pricing: Adult 13, Senior 10, Child 8, Veteran 7, Group (15+ with advanced reservation) 6

This program modification, with flat attendance between FY19 and FY20, will yield more than \$135K gross in admissions revenue.

Revenues are collected by the Park Board and allocated according to a 50/50 cost share with the Cavalla Historical Foundation. In 2018-2019, admissions for the sub and ship generated \$391,332.00.