

ALEXANDRIA

MEMORANDUM

DATE: APRIL 15, 2004
TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL
FROM: PHILIP SUNDERLAND, CITY MANAGER *ps*
SUBJECT: BUDGET MEMO # 47: OFFICE OF HISTORIC ALEXANDRIA REVENUES

This memorandum is in response to Councilman Krupicka's question, stating that "Historic Alexandria has targets for revenue production. Please explain how these are set, whether they should be higher and why revenues seem flat or down from previous years."

The Office of Historic Alexandria (OHA) has the capability to generate revenue from four of its sites. Gadsby's Tavern Museum charges admission fees; Archaeology hosts a field school (in conjunction with George Washington University) and charges for summer camps; Fort Ward Museum has a gift shop and some educational program fees; and the Lyceum has rental space available.

In FY 1994, as part of a City government-wide budget tightening, OHA's operating budget was reduced by \$108,156, or 4.1 percent. That same year, OHA was encouraged to engage in "entrepreneurial efforts" to maximize General Fund revenues and reduce the net City share of program expenditures. As an incentive, the Department was allowed to keep revenues in excess of established targets. The Approved FY 1994 budget projected that The Lyceum, Archaeology, Gadsby's Tavern and Fort Ward would generate a total of \$66,000 in General Fund revenue. These facilities generated General Fund revenues in FY 1994 of \$96,391. The revenue targets have remained the same since FY 2001, when they were set at \$23,000 for Archaeology, \$5,200 for Fort Ward Museum, \$10,000 for Gadsby's Tavern Museum, and \$40,000 for the Lyceum, for a total annual target of \$78,200.

Prior to submission of the FY 2006 Budget, we plan to review these targets and consider whether any additional properties, such as Lloyd House, should be included.

The attached chart (Attachment 1) depicts the targets and actual revenues received, by division, in the General Fund. Since FY 2001, General Fund revenues have increased, not fallen, from year to year, by 28.4 percent in FY 2002 and 20.6 percent in FY 2003. The Department has exceeded its total revenue target for the past several years, although not necessarily within each individual division. The Department is optimistic that continued efforts on behalf of staff and volunteers will result in General Fund revenues continuing to increase. In addition, other marketing and promotional efforts within the City that promote tourism should have a positive impact on OHA revenues.

The Office of Historic Alexandria makes every effort to charge reasonable fees that are comparable to others in the area, keeping in mind that the facilities are publicly owned. This is consistent with City Council's general user fees guidelines, adopted in FY 1994. OHA fees are evaluated on an annual basis, or when a new program is planned. Programs and fees at other metropolitan area museums and historic sites are monitored to assure that fees charged by OHA are comparable and competitive for similar events. OHA compares its rental fees to other area sites, such as Carlyle House, the Torpedo Factory, Lee-Fendall House, and the Campagna Center. Scholarships are available for all summer camps. A list of current program and rental fees is attached. (Attachment 2)

Attachments:

- 1 – General Fund Revenues
- 2 – Fee Schedule

OFFICE OF HISTORIC ALEXANDRIA – GENERAL FUND REVENUES

<u>DIVISION</u>	<u>Target</u>	<u>FY 2001 Actual</u>	<u>FY 2002 Actual</u>	<u>FY 2003 Actual</u>	<u>FY 2004 to date 4-09-04</u>	<u>FY 2005 Target</u>
Archaeology	23,000	21,047	26,110	34,306	25,779	23,000
Ft. Ward Museum	5,200	11,685	14,149	11,190	12,127	5,200
Gadsby's Tavern Museum	10,000	11,395	9,811	15,657	7,661	10,000
Lyceum	40,000	44,594	63,820	76,242	71,512	40,000
TOTAL	78,200	88,721	113,890	137,395	117,079	78,200
GENERAL FUND REVENUE IN EXCESS OF TARGET		<u>10,521</u>	<u>35,690</u>	<u>59,195</u>	<u>38,879</u> YTD	

Nov 2003
Attachment 2

OHA Program & Rental Fees

Administration

Rentals:

Wedding Ceremony	\$500 (up to 3 hours)
Wedding Reception/Dinner	\$1,500 for up to 6 hours. \$225/hour for each additional hour
Parties, Special Events, Fundraisers	\$200/hour (Sunday through Thursday)
Parties, Special Events, Fundraisers	\$250/hour (Friday and Saturday)
Meetings, Seminars & Workshops	\$50/hour with no food or drink \$100/hour if food/drinks will be served

Archaeology

Field School	\$1149.75/graduate student; \$801/undergraduate student
Summer Camp	\$300/student per week
Adventure Lessons (for schools & other groups)	\$2/student; \$20 minimum
Dig Day Program	\$5/person

Black History Resource Center

Rental Rates:

Meetings, Lectures, Workshops, Readings	\$75/hour
Reception/Party	\$125/hour
Non-profit rate	\$50/hour

Additional add-on fees:

Piano	\$75
TV and VCR	\$10

Fort Ward Museum & Historic Site

Lectures on Civil War topics	\$5.00 per person (generally)
Symposia (a full-day lecture program which includes lunch and sometimes a previous evening's keynote lecture and reception)	\$80 per person
Civil War Kids Camp (five-day program)	\$150 per child.
"Forts 101," a two-part course on Civil War forts	\$25 per person.
"Life During the Civil War" educational outreach kit for local teachers:	\$15/two weeks of classroom use; \$20/three weeks classroom use.

School tours \$1/student (Alexandria City schools free).

Adult tours (scheduled tours) \$2/adult

Living history programs and film series are free, but we suggest a donation of \$2.00/adults, \$1.00/children.

Rentals:

Library

Arrangements are occasionally made for civic and historical groups. Fees range from \$15 for the Alexandria Civil War Round Table, which has supported the Museum since its founding in the 1960s, to \$100, depending on the length of time the group meets.

Gadsby's Tavern Museum

Specialty Tours:

Lantern Tours

\$5 adult/ \$3 ages 11-17

Time Travels

\$4 adults/\$2 ages 11-17, scouts and children under 10 free

Hunt for History

\$5 adult/\$3 ages 6 -17

Interpretive Programs:

18th century dance classes

\$10 per class or \$25 for series

18th century balls

\$30 per person/\$40 night of event

Swordsmen's Rendezvous

\$4 adults, \$2 ages 5 to 17

Tavern Overnights

\$30 per person

Tavern Camp

\$150 per child

18th century teas

\$25 per person

Historic Hauntings

\$7 adult/\$10 night of event and \$3 ages 12 and under

Candlelight Tours

\$20 adult, \$15 senior, \$5 (ages 6-17)

Symposia

\$75 and up

Rentals:

Wedding Reception

\$2500 (both rooms), \$1750 (Ballroom only)

Wedding Ceremony

\$500

Rehearsal Dinner/Shower

\$750 (one room)

Meeting/Seminar/Workshop

\$100 per hour

The Lyceum

Meetings, classes, recitals, concerts, etc.	\$50 per hour
Parties, special events, fundraisers	\$250 per hour
Wedding ceremonies	\$500 for 3 hours; \$200/hr. each add'l.
Wedding receptions	\$1,500 for 6 hours; \$225/hr. each add'l.
Ceremony & reception	\$1,800 for 9 hours
Exhibit galleries open during evening event	\$50 flat
Use of museum slide or overhead projector	\$35 flat
Use of museum piano	\$100 flat