


City of Alexandria, Virginia

MEMORANDUM

DATE: MAY 20, 2008

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER 

SUBJECT: RESOLUTION TO INCREASE ADMISSION AND RENTAL FEES AT
SELECT FACILITIES OF THE OFFICE OF HISTORIC ALEXANDRIA

ISSUE: Increase admission and/or rental facilities fees at Fort Ward Museum and Historic Site, The Lyceum - Alexandria's History Museum, Alexandria Black History Museum, Friendship Firehouse Museum and Lloyd House.

RECOMMENDATION: That City Council adopt the attached resolution.

DISCUSSION: The City of Alexandria currently charges admission fees at certain City-owned museums operated by the Office of Historic Alexandria, including Gadsby's Tavern Museum and Stabler-Leadbeater Apothecary Museum. Other facilities, including Fort Ward Museum and Historic Site, The Lyceum, Alexandria's History Museum, Alexandria Black History Museum, Friendship Firehouse Museum, and the Alexandria Archaeology Museum are open to the general public at no charge.

For FY 2009 the Office of Historic Alexandria proposed, and Council agreed during the budget process, to implement a new admission policy for select sites where there is no current admission charge. At The Lyceum, Alexandria's History Museum, Alexandria Black History Museum and Friendship Firehouse Museum, a policy of "Pay What You Can, But You Must Pay Something" would be established. A suggested admission fee of \$2.00 per person would be recommended, with a payment of no less than one cent required for each general admission. Visitors would determine their own admission cost based on their ability to pay. This "Pay What You Can, But You Must Pay Something" is a policy that has been successfully adopted by other museums, in that it raises new revenues without establishing a minimum threshold that would discourage museum attendance.

Rental fees for weddings, parties special events, fundraisers, meeting, seminars and workshops at Lloyd House and The Lyceum would also be raised about 20% above the current rates to be more aligned, but still competitive, with fees charged at nearby historic facilities operated by other agencies and organizations including Carlyle House, Lee-Fendall House, Woodlawn Plantation, Gunston Hall, and River Farm.

FISCAL IMPACT: Staff estimates that the new admission and rental fees would produce an increase of \$36,315 in additional revenue annually.

ATTACHMENT: Draft Resolution

STAFF:

Mark Jinks, Deputy City Manager

J. Lance Mallamo, Director, Office of Historic Alexandria

Laura B. Triggs, Director of Finance

RESOLUTION NO. _____

WHEREAS, under section 2.07 of the City Charter, City Council has the authority to establish fees to be charged for services provided by the City; and

WHEREAS, City Council has now determined that it is necessary and desirable to increase certain admission and rental fees for select facilities administered by the Office of Historic Alexandria, to offset increased expenses of approximately \$36,315 in the fiscal year 2009 operating budget of that Office; and

WHEREAS, the increase of admission and rental fees at these select facilities will have minimal financial impact on residents and visitors to these museums and sites and allow them to remain competitive with other historic attractions in the City of Alexandria;

**NOW, THEREFORE, BE IT RESOLVED
BY THE CITY COUNCIL OF ALEXANDRIA**

1. That, beginning in fiscal year 2009, new admissions and rental fee charges at select Office of Historic Alexandria facilities shall be as follows:

Fort Ward- Adult Fee for outdoor reenactments and special event activities-	\$2
Children/students to 18 years-	Free
The Lyceum-	
“Pay What You Can, But You Must Pay Something”- Suggested admission-	\$2
Minimum admission	\$.01
Alexandria Black History Museum-	
“Pay What You Can, But You Must Pay Something”- Suggested admission-	\$2
Minimum admission	\$.01
Friendship Firehouse Museum-	
“Pay What You Can, But You Must Pay Something”- Suggested admission-	\$2
Minimum admission	\$.01
Lloyd House Rentals-	
Wedding Ceremony	\$600
Wedding Reception	\$1,800
Additional \$ per hour (ph) after 6 hours	\$250 ph
Parties, Special Events, Fundraisers (Sunday-Thursday)	\$225 ph
Parties, Special Events, Fundraisers (Friday and Saturday)	\$275 ph
Meetings, Seminars and Workshops- No Food or Beverage	\$60 ph
Meetings, Seminars and Workshops- With Food and/or Beverage	\$120 ph

Lyceum Rentals-

Wedding Ceremony	\$600
Wedding Reception	\$1,800
Additional \$ per hour after 6 hours	\$250 ph
Parties, Special Events, Fundraisers (All days)	\$300 ph
Meetings, Seminars and Workshops- No Food or Beverage	\$60 ph
Meetings, Seminars and Workshops-With Food and/or Beverage	\$120 ph

2. That the admission and rental fees established in section 1 above shall apply to museum admission and site use rental services provided by the City during fiscal year 2009 and, unless and until revised by the City Council, to such services provided during subsequent fiscal years.

3. That this resolution shall be effective on the date and at the time of adoption.

Adopted: May 27, 2008

WILLIAM D. EUILLE MAYOR

ATTEST:

Jackie M. Henderson, CMC City Clerk

RESOLUTION NO. 2280

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WHEREAS, City Council has now determined that it is necessary and desirable to increase certain admission and rental fees for select facilities administered by the Office of Historic Alexandria, to offset increased expenses of approximately \$36,315 in the fiscal year 2009 operating budget of that Office; and

WHEREAS, the increase of admission and rental fees at these select facilities will have minimal financial impact on residents and visitors to these museums and sites and allow them to remain competitive with other historic attractions in the City of Alexandria;

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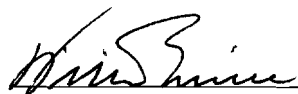
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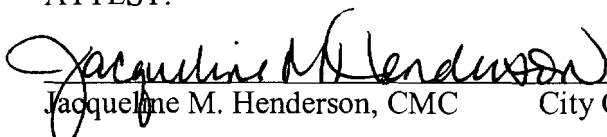
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ADOPTED: May 27, 2008


WILLIAM D. EUILLE

MAYOR

ATTEST:


Jacqueline M. Henderson, CMC City Clerk