



COUNTY OF MENDOCINO
MUSEUM

MEMORANDUM

Date: September 8, 2025

To: Board of Supervisors

From: Karen Mattson, Mendocino County

Re: Specific Fee Reduction Recommendations

The proposed Tiered Guided Activity Fees as they are prior to reductions or waivers increased by significantly due to including the A87. The average cost per individual was \$11.00 and with A87 the average cost per individual will be \$25.50.

The Museum offers a dynamic K-5 School Tour Program that combines docent led tours with guided activities. Museum data indicates that there is a price value point to the experience we provide for students. In 22/23 at the average cost per student was \$7.50 for a Tiered Guided Activity and visitation and revenue were at its highest. The introduction of increased Fees in 2023/2024 had a negative impact on school visitation which also reduced Museum staff's ability to train new volunteer docents, essential to keeping our staff time minimal.

The updated **Tier I Guided Activity** Fee is more than double our current **Tier II** ticket cost and exceeds the market value of educational field trip experiences at \$19.00 per ticket. To remain a relevant and accessible learning destination for Mendocino County School students, it is recommended that the Board of Supervisors consider adopting a fee similar to other educational institutions in the County.

The recommendation is to reduce the **Tier I Guided Activity** fee that provides a tour and guided activity at **\$6.00** per K-12 student and include FREE admission for up to 6 chaperones including a lead educator (per group of 30).

Potential Impact: Revenue loss per 233 students \$3,029.00 (based on project fees)

Alternatively, the **Tier I Guided Activity fee** could be waived, providing free tour access for K-12 Students and up to 6 Chaperones including a lead educator (per group of 30).

Potential Impact: Revenue loss per 233 students \$4,427.00 (based on project fees)

The Museum could request financial assistance from the Friends of the Museum to provide or reimburse any material or associated activity costs.

Educating and inspiring awareness of Mendocino County's peoples, communities and history is a significant aspect of our Museum Mission. By either reducing or waving the fee, we can continue to attract and connect our K-12 patrons with our collections.

In 2022/2023 FY our student attendance was 830 students and 120 school Chaperones.

Fees during this time were Tier I- \$3.00 Tier II \$6.00 and Tier III \$9.00 Tier IV \$12.00

Attendance: 830 Income generated **\$4,896.00**

In 2023/2024 FY our student attendance was 493 students and 30 school Chaperones.

Fees during this time were Tier I- \$3.00 Tier II \$9.00 and Tier III \$14.00 Tier IV 18.00

Attendance: 493 Income generated **\$4,233.00**

In 2024/2025 FY our student attendance was 233 students and unquantified school Chaperones.

Fees during this time were Tier I- \$3.00 Tier II \$9.00 and Tier III \$14.00 Tier IV \$18.00

Attendance: 233 Income generated **\$2,007.00**

It is also recommended that the Board Consider the following Fee Waivers for non-profit use in an effort to support community engagement and further access to collections.

Fee 24: Wonacott Room and Courtyard Day and Hourly Use Fee: The recommendation is to waive this FEE for non-profit organizations holding events that are free and open to the public (up to 12 times per year).

Fee 12: Image Use Fee for Non-profits: The recommendation is to waive this FEE for non-profit organizations.

Fee 14: Audio/Visual Use Fee for Non-profits: The recommendation is to waive this FEE for non-profit organizations.