



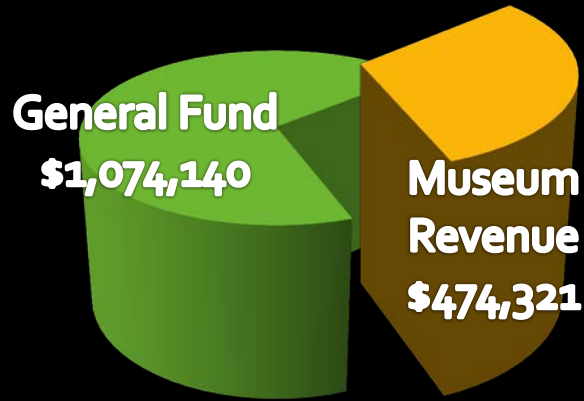
# CORPUS CHRISTI MUSEUM OF SCIENCE & HISTORY

Recap, Update &  
Next Steps

# MANAGEMENT AGREEMENT CONCEPT

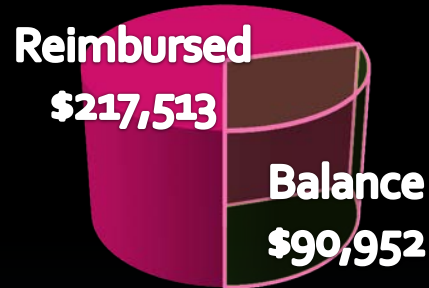
- New Management Structure for Museums
  - City owns Land, Building & Collections
  - Museum maintains Mission, Certification & Accreditation
  - CCMJV provides economies of scale for Promotions, Catering, Event Hosting & Improvements.
  
- September 1, 2012 - August 31, 2014
  - Option to Extend 5 years

# FIRST YEAR FINANCIALS



**Operations &  
Management**  
**\$1,548,461**

- Provided Operations Support Payment
- Exceeded Revenue Benchmark
- Began Facility Improvement Reimbursement
- No Revenue Sharing

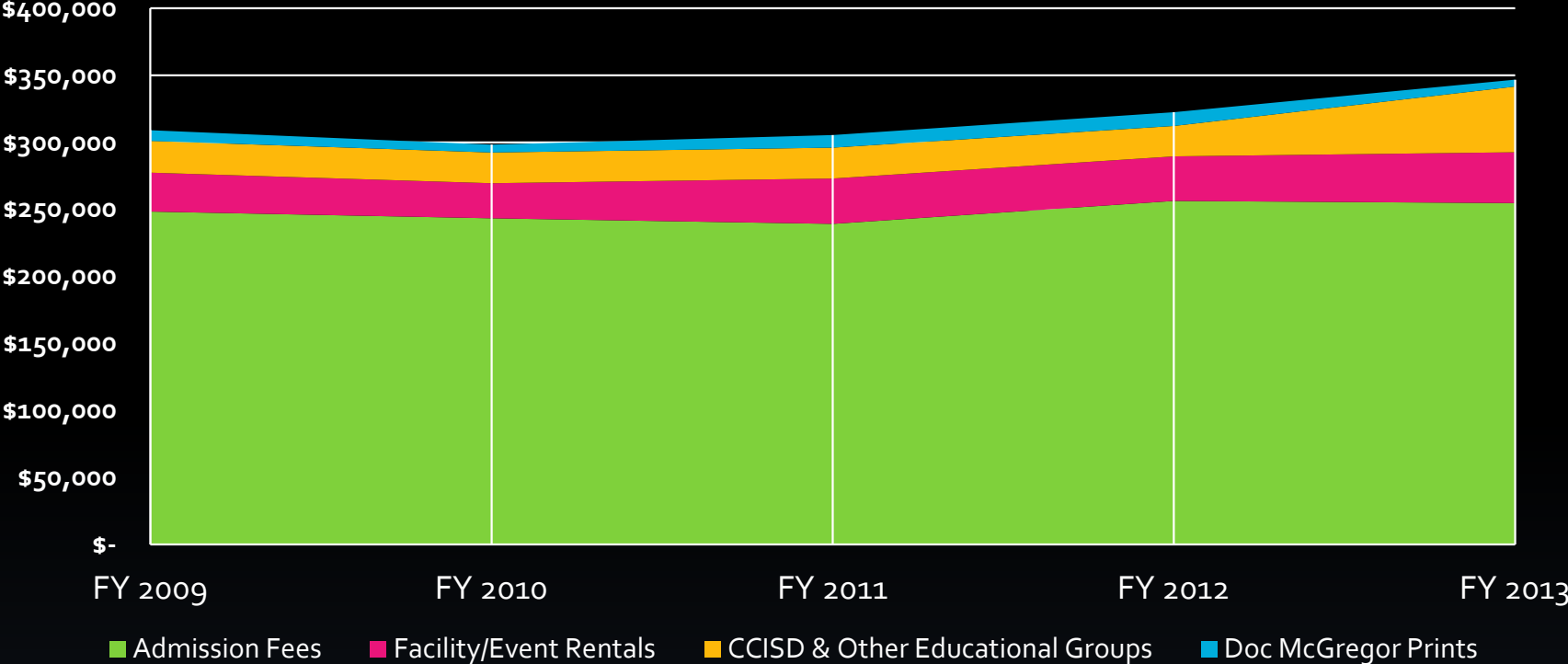


**Facility  
Improvements**  
**\$308,465**

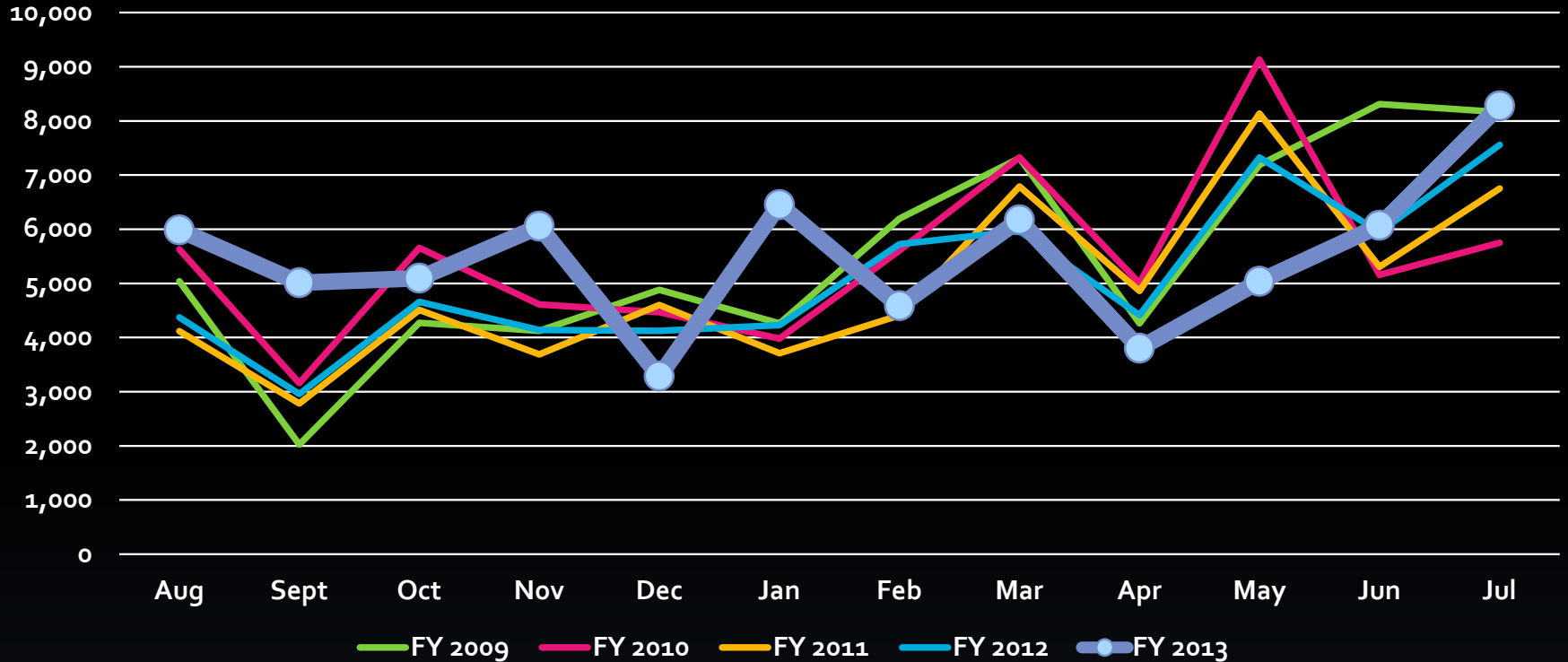


**Revenue  
Sharing**  
**\$0**

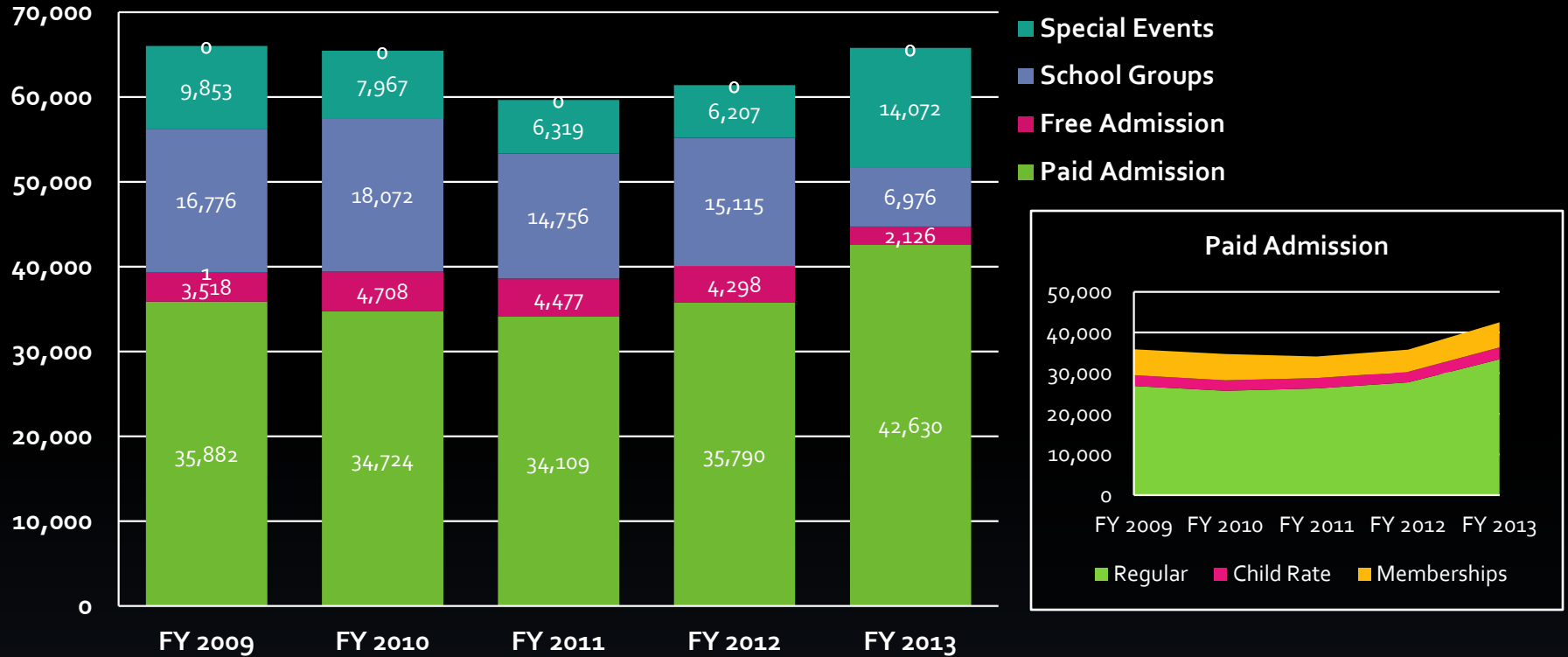
# HISTORICAL REVENUES



# HISTORICAL ATTENDANCE (BY MONTH)



# HISTORICAL ATTENDANCE (TYPE)



# ADMISSION & RENTAL RATE CHANGES

- In 2013, the City Manager approved CCMJV's proposed changes to the Admission Rates & Rental Rates.
- Brought Admission Rates in line with similar attractions in area.
- Created Kids' Camps.
- Expanded use of Museum Facilities for Special Events.

	New	Previous
Adults	\$9.00	\$12.50
Seniors (65+)	\$7.00	\$ 9.00
Military (Active)	\$4.50	\$ 9.00
Students	\$9.00	\$ 9.00
Children	\$7.00	\$ 6.00
Children Under 2	Free	Free
Group/School Rate	\$6.00	\$6.00

# FY 2013 – FACILITY IMPROVEMENTS

- *Renovated*
  - Museum Lobby & Entrances
  - Landscaping
  - Front Parking Lot
- *New!*
  - Geek & Chic Shop
  - Doc McGregor Gallery
- *Remodeled*
  - Lecture Hall
  - Museum Theatre





# FY 2014– FACILITY IMPROVEMENTS

- Continue Improvements to Interior, Exterior & Plaza
- Modernization & Clarification of Signage
- Updates & Renovations
  - Bridal Suite
  - Employee Offices & Lounge
  - Classrooms, adding Media Centers & Smart Boards
  - Water Garden Room
  - Museum 2<sup>nd</sup> Floor
- Creation of Academy



# FY 2013- PROGRAMMING



## Developed 2-Year Educational Plan

- 17+ TEKS focused lessons Field Trips & Discovery Stations

**Periodic Table of Focus Programs**

Lm Let's Move! 1hr	CC All Stars at the Circus 1hr	Sv Shock Value 2hr						Bh Behind the Scenes 2hr	
Wt Wave Tech 2hr	Ew Earth Worked 2hr	Ww Weather World 2hr	Na Native Americans 2hr	Jj Jurassic Journey 2hr	Sv Shock Value 2hr	Mx Mix It Up! 2hr	Ga Gross Anatomy 2hr	Et Eco Tales 2hr	Ew Earth Worked 2hr
Wb Web it Out! 2hr	Pu Power Up! 2hr	CC A Circus in the Garden Circus 2hr	6F 6 Flags Over Texas 2hr	Ga Gross Anatomy 2hr	Tn Tech Tales & News 2hr	Et Eco Tales 2hr	Tn Tech Tales & News 2hr	6F 6 Flags Over Texas 2hr	Cs Careers in Science 2hr

Includes a hands-on experiment/activity

Pre K - 1st    2nd - 6th    7th - 12th

*New!*

- Outreach Programming for Surrounding School Districts & Private Schools
- Summer Camps, CSI Corpus Christi, Robotics, Mad Scientist, Kitchen Chemistry, Bugsapaloosa & Totally Ballistics.

# FY 2014 - PROGRAMMING

- In-House Theater Troupe Performances
- “Let’s Move” Programming for CCISD
- New! Spring Break Week, a “Drop ‘n Shop” Day Camp & Winter Camp
- Expansion of Specialized Programming
- Distance Learning Center
- World Peace Foundation Partnership
- Science & Math-Based Educational Academy with Higher Ed



# ONGOING EFFORTS & FUNDRAISING

- 5 Grant Requests written
- Developing Industry Funded Energy Exhibit
- Over \$1 million bequeathed to the Museum
-  Community Partner Project

# NEXT STEP OPTIONS

- End Partnership
- Extend Management Agreement
- Enter into a Long Term Lease

Recommendation: