

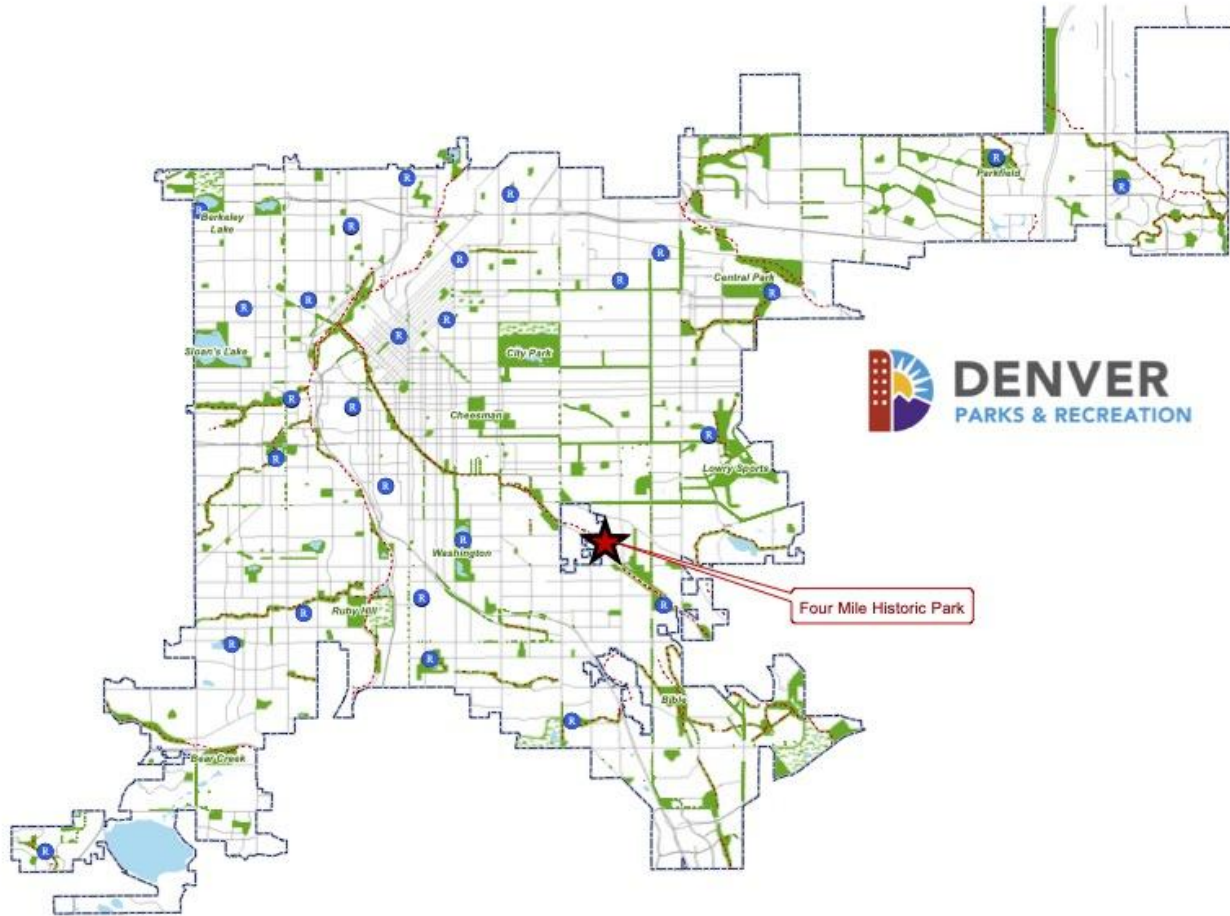


**General Admission Increase Request**

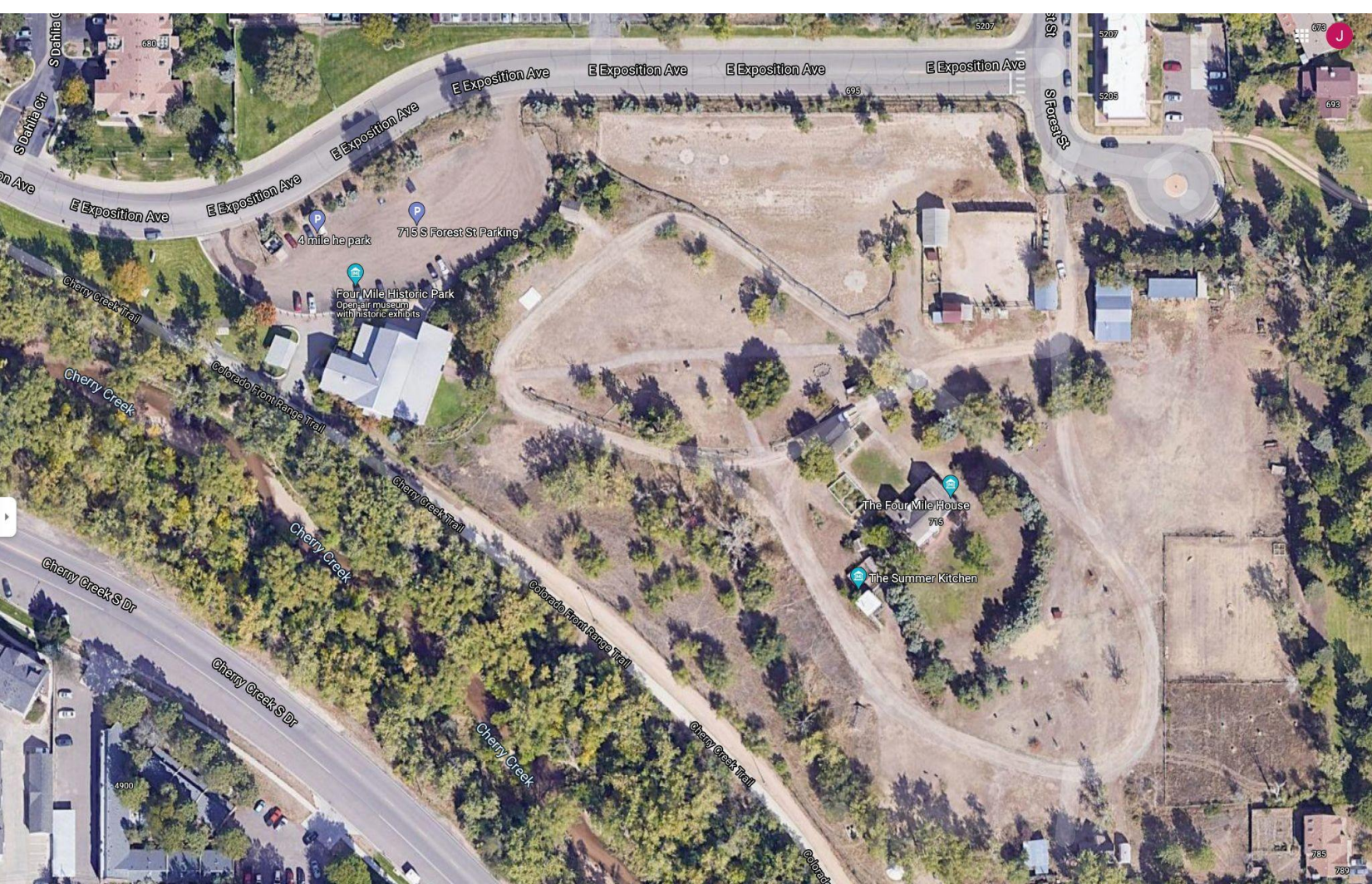
**Council Bill 21-1313**

**Tuesday, November 2, 2021**

**Denver City Council  
Land Use, Transportation and Infrastructure**









# What is Four Mile Historic Park?

Four Mile Historic Park is a portal to Denver's Western heritage, with historically accurate replicas and a 12-acre working farm with horses, goats, pigs, and chickens.

The centerpiece of the property is Denver's oldest standing structure, the Four Mile House Museum, built in 1859.







## Our Mission

To educate a diverse community through experiences which promote preservation, interpretation and enjoyment of Denver's Western heritage.

## Our Vision

To be Denver's premier destination for Western storytelling and educational experiences.

## Cultural Anchor

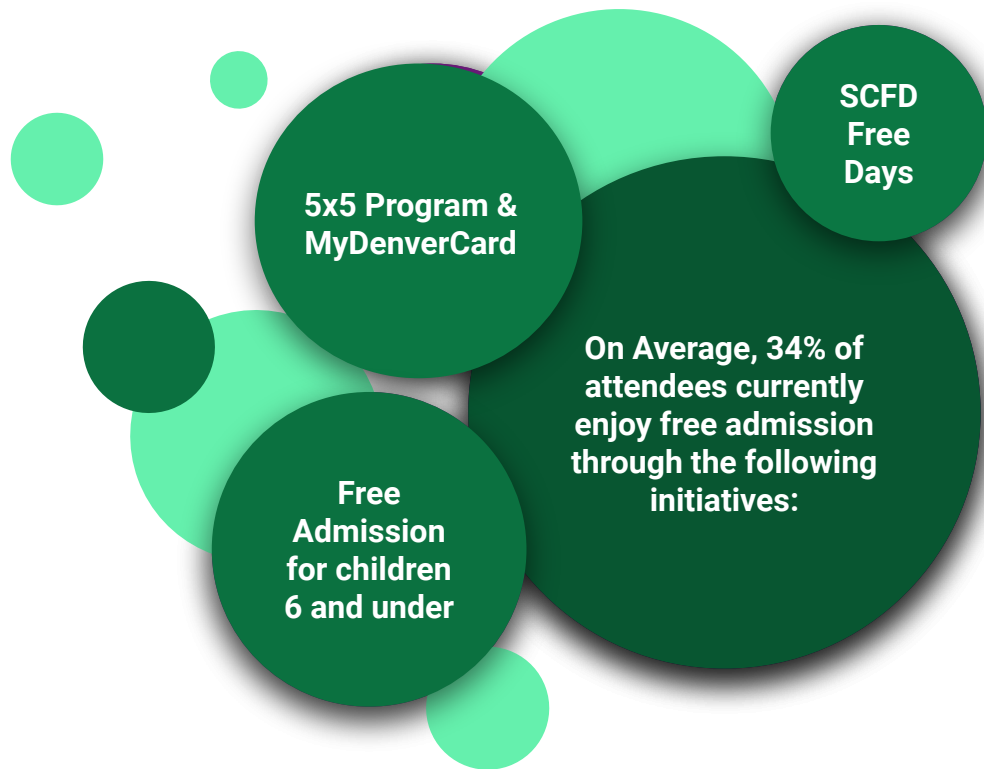
Visitor Experience

## Who Do We Serve?

**54%** of guests coming to the Park for general admission and special events were from Denver County.

**33%** of students served by Four Mile education programs were from Denver County.

**30%** of Denver County schools attending Four Mile education programs were from Title 1 schools and received free or reduced admission.





# Implementing Diversity, Equity, Inclusiveness and Accessibility

Intersectional  
Interpretation

Language  
Accessibility

Physical  
Accessibility

Ongoing  
Partnerships



# How Do We Serve Denver County?

Four Mile serves Denver residents through:

- General Admission
- Education Programs
- Partnership Programs
- Signature Events

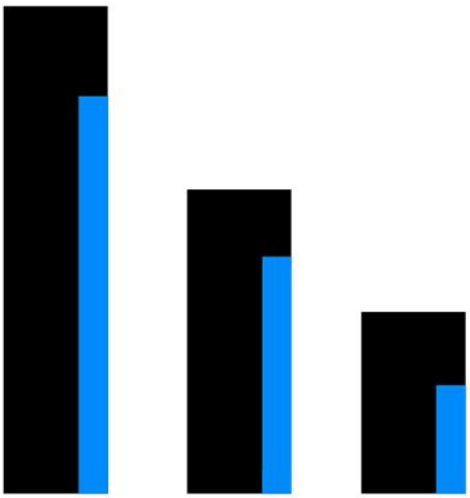




# Education at The Park



# BY THE NUMBERS



The image features a stylized graphic of three vertical bars of decreasing height from left to right. Each bar is black with a blue vertical line running through its center. The bars are positioned between the words 'THE' and 'NUMBERS'.

Bar	Relative Height
1	100%
2	~75%
3	~50%



# Program Services

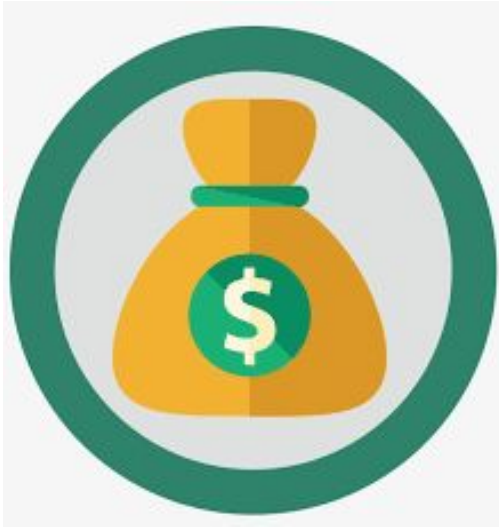


Our program services including; preservation, operations, and education account for 75% of our operating expenses.

General admission, special events, venue rental, and grant funding support equitable, quality education programs to our diverse Denver community.

With 2 horses, 3 goats, 2 pigs, and 5 chickens, the cost to feed and care for our animals exceeds \$25,000 annually.

# Operating Expenses



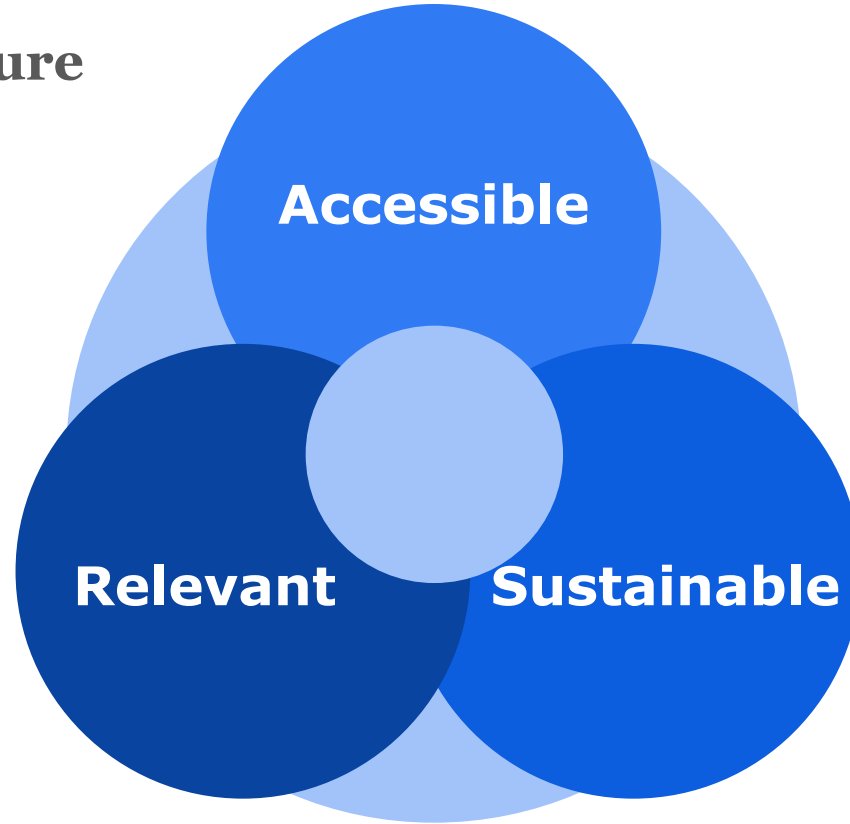
Operating expenses continue to increase and Four Mile relies heavily on general admission as part of the revenue mix to support our 12-acre educational space.

From FY 2018 to FY 2019, there was a 23% increase in operating expenses and hourly wages related to our program services.

We anticipate a 20% increase in the coming year as we move out of the Covid-19 pandemic and resume regular programming.



# Goals for the Future



## Summary of Request

Four Mile Mile Historic Park respectfully requests an increase in general admission pricing across all admission levels by \$3. Children 6 and under would remain free of charge.



<b>Current Pricing</b>	<b>Proposed Pricing</b>
Adults: \$5 Senior(65+)/Military: \$4 Youth (7-17): \$3 Youth (6 & Under): Free 4MHP Members: Free	Adults: \$8 Senior(65+)/Military: \$7 Youth (7-17): \$6 Youth (6 & Under): Free 4MHP Members: Free
11th out of 12 organizations	7th out of 12 organizations

Four Mile has not requested an increase in general admission in more than 12 years.



## **Market Analysis of 12 Organizations**



# General Admission Rates - High to Low

01	Molly Brown House Denver	<ul style="list-style-type: none"><li>• Adults: \$14</li><li>• Juniors \$10</li><li>• Seniors 65+/Military/Teachers/Students: \$12</li><li>• Free members and children 5 and under</li></ul>
02	Butterfly Pavilion Westminster	<ul style="list-style-type: none"><li>• Adult:\$13</li><li>• Senior (65+) : \$11</li><li>• Child (2-12): \$9   Child Under 2: Free</li><li>• Members: Free</li></ul>
03	Denver Botanic Gardens at Chatfield Littleton	<ul style="list-style-type: none"><li>• Adults: \$8</li><li>• Seniors 65+/Military/Veterans/Students: \$12</li><li>• Child (3-15)/Students: \$7</li><li>• Members: Free</li></ul>
04	Byers-Evans House Museum Denver	<ul style="list-style-type: none"><li>• Adults: \$8</li><li>• Seniors (65+)/Students: \$6</li><li>• Youth (7-11) \$4</li><li>• Child (6 &amp; under)/Military/Members: Free</li></ul>
05	Meeker Museum Greeley	<ul style="list-style-type: none"><li>• Adults: \$8</li><li>• Seniors (60+): \$6</li><li>• Youth (3-17):\$5</li><li>• Family Rate (max. 2 adults and 4 youth): \$25</li></ul>

## General Admission Rates - High to Low Cont.

06	Rosemount Museum Pueblo	<ul style="list-style-type: none"><li>• Adults: \$8</li><li>• Seniors (60+): \$6</li><li>• Youth (5-17): \$4</li><li>• Child under 5: Free</li></ul>
07	Four Mile Historic Park Denver PROPOSED PRICING	<ul style="list-style-type: none"><li>• Adults (18-64): \$8.00</li><li>• Seniors (65+) &amp; Military: \$7.00</li><li>• Youth (7-17): \$6.00</li><li>• 6 &amp; Under/Members: FREE</li></ul>
08	Humphrey Memorial Park & Museum Evergreen	<ul style="list-style-type: none"><li>• Adults: \$7</li><li>• Seniors: \$6</li><li>• Children 2 to 12: \$5</li></ul>
09	McAllister House Museum Colorado Springs	<ul style="list-style-type: none"><li>• Adults: \$7</li><li>• Seniors (62+): \$6</li><li>• Child 6 to 12: \$3</li><li>• Child under 6: Free</li></ul>
10	Healy House Museum and Dexter Cabin Leadville	<ul style="list-style-type: none"><li>• Adults: \$6</li><li>• Seniors (65+): \$5.50   Students (6-16): \$3.50</li><li>• Child (5 &amp; Under)/Military/AAA Members/Lake County Resident/Member: Free</li></ul>

## General Admission Rates - High to Low Cont.

11	Four Mile Historic Park Denver CURRENT PRICING	<ul style="list-style-type: none"><li>• Adults (18–64): \$5.00</li><li>• Seniors (65+) &amp; Military (with ID): \$4.00</li><li>• Youth (7–17): \$3.00</li><li>• 6 &amp; Under/Members: FREE</li></ul>
12	Lakewood Heritage Center Lakewood	<ul style="list-style-type: none"><li>• Adults: \$5</li><li>• Seniors (65+): \$5</li><li>• Youth (3-12): \$3</li></ul>



## Financial Impact



# 2022 Expenses

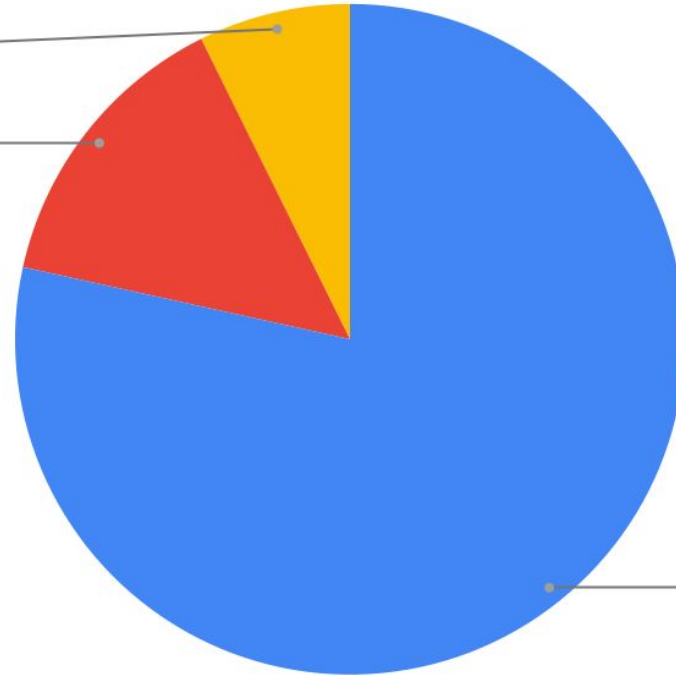
Total \$545,791

Fundraising

7.3%

Management & General

14.2%

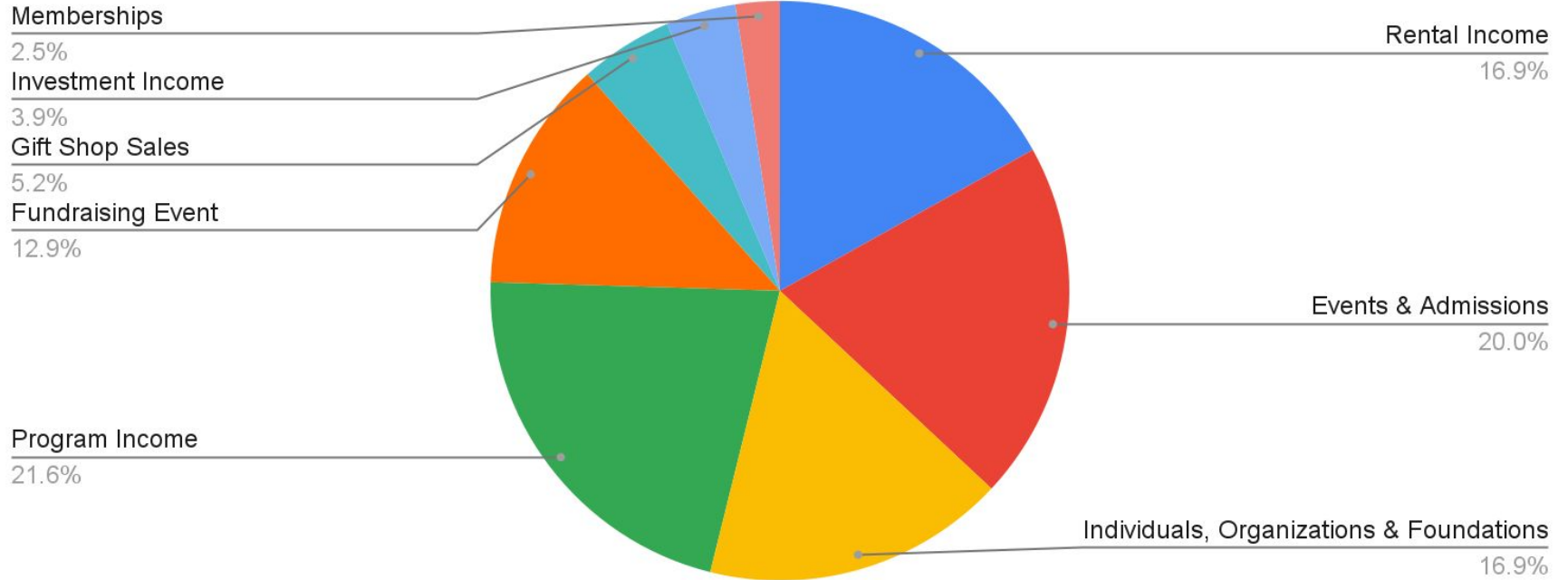


Program Services

78.5%

## 2022 Revenue Projection - No GA Change

Total Revenue: \$548,185 Net Income: \$2,394





# 2022 with GA Increase

Total Revenue: \$559,735 Net Income: \$13,944

Memberships

2.4%

Investment Income

3.8%

Gift Shop Sales

5.1%

Fundraising Event

12.6%

Program Income

21.0%

Rental Income

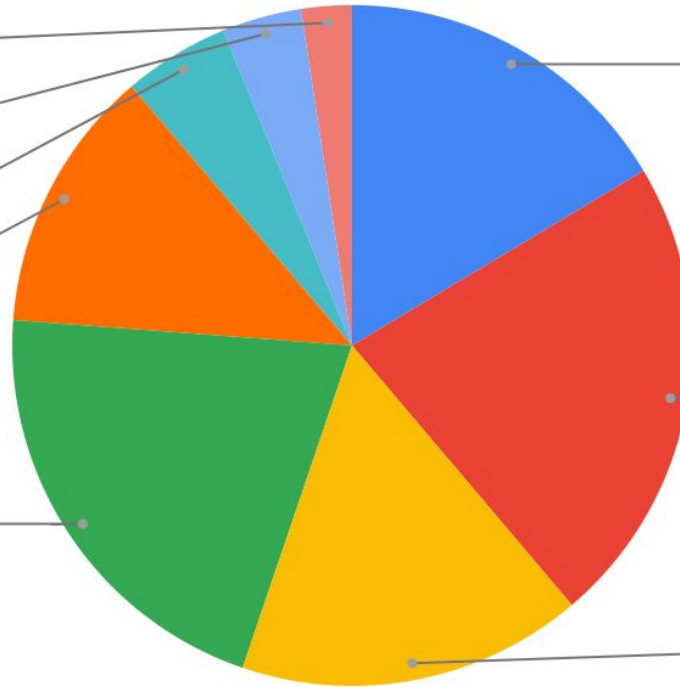
16.4%

Events & Admissions

22.4%

Individuals, Organizations & Foundatio...

16.4%



## Summary of GA Increase

	<b>2022 No GA Increase</b>	<b>2022 with GA Increase</b>
<b>Revenue</b>	\$548,185	\$559,735
<b>Expense</b>	\$545,791	\$545,791
<b>Net Income</b>	\$2,394	\$13,944

# Request For Approval - Council Bill 21-1313

Denver City Council - Land Use, Transportation and Infrastructure

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11th out of 12 organizations	7th out of 12 organizations
Net Revenue: \$2,394	Net Revenue: \$13,944

**Proposed Effective Date: January 1, 2022**

## Council Approval Timeline

October 13, 2021 - Parks and Recreation Advisory Board Approval

November 2, 2021 – LUTI Committee

November 9, 2021 – Mayor/Council

November 15, 2021 – First Reading

November 22, 2021 – Second Reading

