



LAKE COUNTY FOREST PRESERVES
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Preservation, Restoration, Education and Recreation

DATE: May 6, 2019

TO: Jessica Vealitzek, Chair
Operations Committee

Terry Wilke, Chair
Finance Committee

FROM: Nan Buckardt
Director of Education

RECOMMENDATION: Recommend Approval of an Ordinance Amending the Annual Fee Ordinance to approve a customer loyalty program for the Bess Bower Dunn Museum of Lake County.

STRATEGIC DIRECTIONS SUPPORTED: Public Access and Connections; Organizational Sustainability

FINANCIAL DATA: The proposed customer loyalty program would allow a customer to receive one free admission for every four admissions that are purchased.

BACKGROUND: Since the Bess Bower Dunn Museum of Lake County (Dunn Museum) opened in March 2018, staff has received numerous inquiries from visitors about the availability of a museum membership program. Visitors at the former Lake County Discovery Museum (LCDM) had the opportunity to purchase a one-year membership which provided free admission and other benefits during that one-year period. This program was started by the Friends of the Lake County Discovery Museum and later transitioned to the Preservation Foundation of the Lake County Forest Preserves. The membership program was discontinued in September 2016 prior to the closure of the LCDM at the Lakewood Forest Preserve.

The Lake County Forest Preserve District (District) is currently researching the feasibility of a District-wide constituent engagement program, which could include membership and benefits at the Dunn Museum; however it is likely this scale of program will take some time to implement.

In the interim, Dunn Museum staff would like to start a customer loyalty program that would allow staff to begin capturing customer information in exchange for reduced admission costs for our regular visitors.

REVIEW BY OTHERS: Executive Director, Chief Operations Officer, Director of Finance, Superintendent of Educational Facilities, Corporate Counsel.

**LAKE COUNTY FOREST PRESERVE DISTRICT
LAKE COUNTY, ILLINOIS**

**AN ORDINANCE AMENDING THE ANNUAL FEE ORDINANCE TO APPROVE A
CUSTOMER LOYALTY PROGRAM AT THE BESS BOWER DUNN MUSEUM OF
LAKE COUNTY**

WHEREAS, the Lake County Forest Preserve District (the "District") owns and operates the Bess Bower Dunn Museum of Lake County ("Dunn Museum"); and

WHEREAS, the Dunn Museum opened to the public at the District's General Offices in March 2018; and

WHEREAS, on July 11, 2018, the District approved "An Ordinance Establishing Fees and Charges for District Permits, Programs, Services and Facilities (Annual Fee Ordinance)" (the "Fee Ordinance"); and

WHEREAS, it is in the District's best interest to amend the Annual Fee Ordinance to approve a customer loyalty program at the Dunn Museum (the "Loyalty Program"), in substantially the form of the amendment attached hereto (the "Annual Fee Ordinance Amendment");

NOW, THEREFORE, BE IT ORDAINED by the Board of Commissioners of the Lake County Forest Preserve District, Lake County, Illinois THAT:

Section 1. Recitals. The recitals set forth above are incorporated as a part of this Ordinance by this reference.

Section 2. Approval of Annual Fee Ordinance Amendment. The Annual Fee Ordinance Amendment is hereby approved and the Annual Fee Ordinance is hereby amended in accordance therewith. The Executive Director, or his designee, is authorized to finalized and implement the details of the Loyalty Program.

Section 3. Effective Date. This Ordinance shall be in full force and effect from and after its passage and approval in the manner provided by law.

PASSED this ____ day of _____, 2019

AYES:

NAYS:

APPROVED this ____ day of _____, 2019

Angelo D. Kyle, President
Lake County Forest Preserve District

ATTEST:

Julie Gragnani, Secretary
Lake County Forest Preserve District

Exhibit No. _____

Annual Fee Ordinance Amendment

(5) General Public Services & Programs

(A) Museum Admission*		
Adults		\$ 6.00
Youth (ages 4 - 17) (limit 10 youth per adult)		\$ 3.00
Students (18 to 25) with proper I.D.		\$ 3.00
Seniors (62 and older), (month of October free)		\$ 3.00
Preschool (3 and under) No fee		
Discount Day (Tuesday)		
Adults		\$ 3.00
Students (18 - 25) with proper I.D.		\$ 1.50
Senior (62 and older)		\$ 1.50
Youth (ages 4 - 17) up to 5/adult		No fee
Youth (ages 4 - 17) 5- 10/adult		\$ 1.50

*Customer loyalty program: Each Adult customer will be offered a customer loyalty program that will award the customer one free Adult, Student, Senior, or Youth Museum admission for every four Adult admissions that are purchased by the customer.

Free admission to the museum will be offered annually in honor of Bess Bower Dunn's birthday. The day will be on or near August 23, Dunn's actual birthday.

The Executive Director or designee may periodically discount admission fees for promotional purposes.