



LAKE COUNTY FOREST PRESERVES
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Preservation, Restoration, Education and Recreation

DATE: March 5, 2015

MEMO TO: Mike Rummel, Chair
Finance and Administrative Committee

FROM: Jim Ballowe
Director of Facilities

SUBJECT: 2015 National Endowment for the Arts Blue Star Museums Program

RECOMMENDATION: For Information Only – Museum participation in 2015 National Endowment for the Arts Blue Star Museums Program

BACKGROUND: The Lake County Discovery Museum has participated in the National Endowment for the Arts (NEA) Blue Star Museums Program since the program's inaugural year of 2010. The program involves participating museums waiving admission fees for active duty military personnel and their immediate families during the period from Memorial Day through Labor Day. Any and all museums are welcome to participate, insuring that every military family can find their ideal museum destination. Last year more than 2,200 museums offered free admission to active duty military personnel and their families providing more than 700,000 service personnel and families with outstanding museum experiences. In summer, 2014, the Lake County Discovery Museum hosted 22 visitors through the program. Participating families throughout the country praise the Blue Star Museums program as a welcome respite from their daily cares, and appreciate the gesture from the American arts community, honoring their service.

REASON FOR RECOMMENDATION: The District's Annual Fee Ordinance authorizes the President to approve waiver or reduction of fees, when in the best interest of the District, with notification to relevant Standing Committees.

REVIEW BY OTHERS: Chief Operations Officer

FINANCIAL DATA: Financial impact from participation in the Blue Star Museums program is negligible. Visitors are admitted free of charge; however, museum visitor studies show that most visitors to museums make purchases in the museum store during their visit resulting in some associated revenue.

PRESENTER: Jim Ballowe