



April 22, 2016

Mr. Ed W. Clark
Superintendent
Gettysburg National Military Park
Eisenhower National Historic Site
1195 Baltimore Pike
Gettysburg, PA 17325

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GETT/EISE

Dear Ed,

The Gettysburg Foundation requests a fee increase, beginning in January 2017, for tickets for admission to the Cyclorama painting, Film and Museum Experience at the Gettysburg National Military Park Museum and Visitor Center. The Gettysburg Foundation also requests a ticket fee increase for Eisenhower National Historic Site, the David Wills House and tours by Licensed Battlefield Guides, beginning in January 2017. Ticket fees were last increased in January 2012, hence January 2017 will be five years since ticket fees for these venues were raised.

There are several key reasons why we determined the need to implement a fee increase: 1) many costs are rising which affect the operating costs of the Museum and Visitor Center despite effective cost controls and numerous efficiencies implemented at the facility; 2) the Gettysburg Foundation has experienced increased costs related to Museum exhibit artifact rotations, educational support and additional public offerings; 3) there are increased costs associated with our need to attract and retain qualified employees for our operations by providing competitive wages and cost of living compensation; and 4) the Gettysburg Foundation has incurred costs associated with the enhancement and modernization of visitor services functions in order to continue to provide a safe and efficient Museum and Visitor Center and remain competitive with other historic venues.

The partnership between the National Park Service and the Gettysburg Foundation requires the Gettysburg Foundation to operate the museum facility on behalf of the NPS and it obligates the Foundation to donate the museum facility and the land upon which it sits to the NPS, debt-free, at the conclusion of the partnership agreement in 2028.

The Gettysburg Foundation draws upon ticket fee revenues as well as proceeds from the Museum Book Store and Refreshment Saloon to: 1) pay down \$20Million in municipal bonds for construction of the facility; 2) meet operational expenses including facility and staff; 3) establish and maintain a reserve fund for exhibit enhancements and major facility repair and replacements; and 4) provide an annual donation to the National Park Service. These mandatory funding requirements amount to over \$3.3Million per year. In addition, the Gettysburg Foundation provides office space, work space, and artifact storage to Gettysburg National Military Park valued at \$550k per year, not including depreciation. Unlike other museums around the country, the Gettysburg Foundation is committed to not rely on any state or federal subsidies to operate; other museums suffer because those sources of funding can be retracted at a moment's notice.

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Proposed Fee Increase – The current fee of \$12.50 for the Adult ticket for the Cyclorama, Film and Museum is proposed to increase to \$15.00. The retail price of tickets to all venues would increase an average of 13% which amounts to 2.6% annually over the last five years. The proposed price increase for tickets to all venues is attached.

Average Ticket Price – The current average ticket price is only \$9.19, as we heavily discount prices for youth, students and groups. The proposed average ticket price is expected to increase to \$10.85, which is 28% below the full retail price of \$15.00.

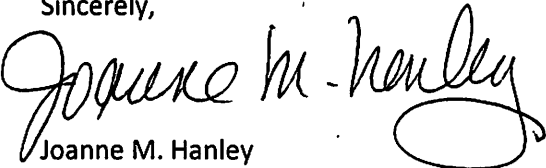
Research In Support of Proposed Fee Increase – The Gettysburg Foundation engaged a firm, Destination Analysis, to survey visitors of their receptiveness to the proposed prices. The results showed the suggested new ticket prices continue to reflect a good value for visitors. The findings illustrated the tremendous value visitors perceive in the venues as an affordable option and that the proposed prices can be absorbed by visitors without undue hardship or a significant decrease in visitation.

In addition, a review of Adult ticket prices at 32 comparable venues shows an average full price Adult ticket fee of \$19.99 for 2016 which is 33% higher than the proposed Adult fee of \$15.00.

Our Commitment – The Gettysburg Foundation is committed to our partnership with the National Park Service and the fulfillment of our financial obligations associated with that partnership. We feel it is financially prudent to implement the proposed fee increases to solidify our sustainability and complete our commitments.

We can provide more information to support our formal request for a price increase. If you have any questions, please let us know.

Sincerely,


Joanne M. Hanley
President

Attachment: Proposed Price Increase for January 1, 2017

GETTYSBURG

FOUNDATION

Proposed Price Increase for January 1, 2017

Ticket Type Existing Price Price Change New Price

FILM, CYCLORAMA, AND MUSEUM EXPERIENCE

Adult (Ages 13-64)	\$ 12.50	\$ 2.50	\$ 15.00
Seniors, AAA	\$ 11.50	\$ 2.50	\$ 14.00
Youth (Ages 6-12)	\$ 8.50	\$ 1.50	\$ 10.00
Group: Adults	\$ 10.00	\$ 3.00	\$ 13.00
Group: Students (K-12)	\$ 8.00	\$ 1.00	\$ 9.00
Child (5 and under)	Free		Free
Active Duty U.S. Military	Free	Recent change	Free

VALUE PACKAGE

FILM, CYCLORAMA, AND MUSEUM EXPERIENCE LBG GUIDED BUS TOUR

Adult (13+)	\$ 36.00	\$ 6.00	\$ 42.00
Youth (6-12)	\$ 23.00	\$ 4.00	\$ 27.00
Child (5 and under)	Free		Free

LICENSED BATTLEFIELD GUIDE TOUR

2 hour tour

1-6 Visitors (Car)	\$ 65.00	\$ 10.00	\$ 75.00
7-15 Visitors (Van)	\$ 90.00	\$ 10.00	\$ 100.00
Group: 16+ Visitors (Bus)	\$ 135.00	\$ 15.00	\$ 150.00

LBG GUIDED BUS TOUR OF BATTLEFIELD

Adult (13+)	\$ 30.00	\$ 5.00	\$ 35.00
Youth (6-12)	\$ 18.00	\$ 3.00	\$ 21.00
Child (5 and under)	Free		Free

EISENHOWER NATIONAL HISTORIC SITE

Adult (13+)	\$ 7.50	\$ 1.50	\$ 9.00
Youth (6-12)	\$ 5.00	-	\$ 5.00
Child (5 and under)	Free		Free
Group Adult (13+)	\$ 6.50	\$ 0.50	\$ 7.00
Group Youth (6-12)	\$ 5.00	-	\$ 5.00

WILLS HOUSE

Adult (Ages 13-64)	\$ 6.50	\$ 0.50	\$ 7.00
Youth (Ages 6-12) and Students	\$ 4.00	-	\$ 4.00
Child (5 and under)	Free		Free
Group: Adults and Seniors	\$ 5.50	\$ 0.50	\$ 6.00

RATE PAID TO LICENSED BATTLEFIELD GUIDE

2 hour tour

1-6 Visitors (Car)	\$ 55.00	\$ 8.00	\$ 63.00
7-15 Visitors (Van)	\$ 75.00	\$ 8.00	\$ 83.00
Group: 16+ Visitors (Bus)	\$ 120.00	\$ 12.00	\$ 132.00