# EXPANDING ACCESS AND INCLUSION THROUGH MEMBERSHIP

STEPHANIE WILKES MINDEE KASHIWAGI RHIANNON HOEWELER MEGHAN McCAULEY

# **WOODLAND PARK ZOO**

Total Member Households **36,000** 

Annual Attendance

1.4 million

Annual Member Visitation 478,000



## **STEPHANIE WILKES**

Membership Manager



## CALIFORNIA ACADEMY OF SCIENCES

Total Member Households **47,000** 

Annual Attendance
1.3 million

Annual Member Visitation 412,000



MINDEE KASHIWAGI
Director of Membership



# **CINCINNATI ZOO & BOTANICAL GARDEN**

Total Member Households

68,978

**Annual Attendance** 

1.8 million

Annual Member Visitation **900,000** 



## **RHIANNON HOEWELER**

Vice President of Visitor Experience, Strategy, and FUN



# PÉREZ ART MUSEUM MIAMI

Total Member Households

6,600

Annual Attendance **300,000** 

Annual Member Visitation **16,000** 

Pérez Art Museum Miami

**MEGHAN McCAULEY** 

Membership Manager

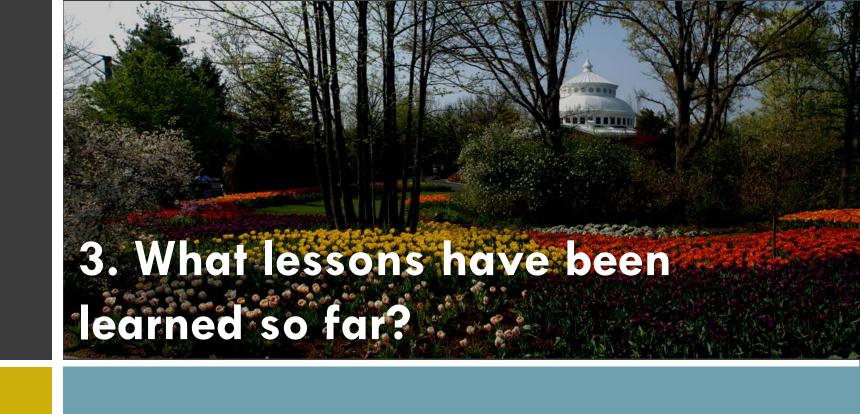


ORGANIZATION	Woodland Park Zoo	California Academy of Sciences	Cincinnati Zoo & Botanical Garden	Pérez Art Museum Miami
PROGRAM/LEVEL NAME	Explorer Pass	Community Value Membership	Zoo Access for All	PAMM Student Pass
# OF MEMBERSHIPS	490	3,723	2975	1,600
% OF TOTAL MEMBERSHIPS	1%	7%	4%	24%
# OF MEMBERSHIPS PER YEAR	NA, 7 months into year 1	Over 3,000 year 1, ~1,000 so far in year 2	Approx. 2500 -2800	NA, still in year 1
RENEWALS: # or %	NA	1,198 renewals or renewal upgrades	115	6%
WHEN STARTED	Application August 2018, for purchase September 2018	August 201 <i>7</i>	October 2017	March 2018

ORGANIZATION	Woodland Park Zoo	California Academy of Sciences	Cincinnati Zoo & Botanical Garden	Pérez Art Museum Miami
PROGRAM/LEVEL NAME	Explorer Pass	Community Value Membership	Zoo Access for All	PAMM Student Pass
PRICE	\$35	Started at \$129, adjusted to \$159 in November 2018 (as low as \$6/month on payment plan)	\$35 price point for FY2019, increased to \$40 as of January 2019	\$O
WHO COVERED	Up to 2 named adults and children age 18 and under (6 children included); same benefits as Annual Pass level	2 adults and their children; allows 220+ days of access a year	Up to 2 named adults and children/grandchildren age 18 and under (limit 8); same benefits as Family Standard level	Miami-Dade County Public School students pre-K-12 grade + 1 free adult guest
REQUIREMENTS/ VERIFICATION	EBT/Washington Quest card OR WIC voucher/appointment folder + photo ID	No verification of income required	SNAP (from any state) + photo ID	None
COMMON INQUIRIES	Why is this no longer available? Why is it only EBT & WIC? Can foster families get this?	What days are not available for me to visit?	Why are other communities groups not able to receive a reduced rate? Is this for the whole year? How long will the offer last?	What about private school/charter/home school? What verification do I need?









# **QUESTIONS?**



## **STEPHANIE WILKES**

Membership Manager

stephanie.wilkes@zoo.org



### MINDEE KASHIWAGI

Director of Membership

mkashiwagi@calacademy.org



#### RHIANNON HOEWELER

Vice President of Visitor Experience, Strategy, and FUN

rhiannon.hoeweler@cincinnatizoo.org

Pérez Art Museum Miami A

## **MEGHAN McCAULEY**

Membership Manager

mmccauley@pamm.org