

## Mayor's Office: Council Agenda Item Request Form

*This form and supporting documents (if applicable) are due the Wednesday  
before the COW meeting by noon.*

Date Received (office use)
-------------------------------

Date of Request	06/14/2017
Requesting Staff Member	Holly M. Yocom
Requested Council Date	06/20/2017
Topic/Discussion Title	Planetarium new price rates for new product distribution, Content Leasing rates, and a membership rate increase.
Description	<p>We are seeking Council's approval for price rates for</p> <ol style="list-style-type: none"> <li>1. Exhibit Software Leasing</li> <li>2. Content Streaming</li> <li>3. Membership rates</li> </ol>
Requested Action <sup>1</sup>	Discussion and Approval
Presenter(s)	Holly M. Yocom and Seth Jarvis
Time Needed <sup>2</sup>	10 minutes
Time Sensitive <sup>3</sup>	no
Specific Time(s) <sup>4</sup>	no
Contact Name & Phone	Holly M. Yocom (87052)
<p>Please attach the supporting documentation you plan to provide for the packets to this form. While not ideal, if supporting documents are not yet ready, you can still submit them by 10 am the Friday morning prior to the COW agenda. Items without documentation may be taken off for consideration at that COW meeting.</p>	Summary handout and fee chart provided

Mayor or Designee approval: \_\_\_\_\_



<sup>1</sup> What you will ask the Council to do (e.g., discussion only, appropriate money, adopt policy/ordinance) – in specific terms.

<sup>2</sup> Assumed to be 10 minutes unless otherwise specified.

<sup>3</sup> Urgency that the topic to scheduled on the requested date.

<sup>4</sup> If important to schedule at a specific time, list a few preferred times.



## Establishing Rates for Exhibit Software Leasing (New Product)

### Exhibit Software Leasing

Our Digital Interactive Science Exhibits are designed and manufactured by Clark Planetarium staff to enhance our visitors' experience. These exhibits are also marketable software products that numerous planetariums have expressed interest in purchasing. Rates and discounts are based on a Punt Consulting Group market study of potential buyers among planetariums and science centers. We propose three tiers of pricing to reflect the complexity and scale of the various exhibits.

Exhibit Software Leasing Rates	
Tier A Exhibits	
Defend the Earth Gravity Floor	\$10,000
Tier B Exhibits	
Moon Lander Weight on Other Worlds Solar System Explorer	\$7,000
Tier C Exhibits	
Black Holes Interactive Solar Flare Interactive Aurora Interactive Solar System Quiz	\$5,000

### Small Facility Rates for Exhibit Software Leasing

A 50% discount is offered to licensees that meet at least two of the following criteria:

- Operated by a school district or a school (K-University)
- Does not charge admission for exhibits
- Total annual attendance fewer than 75,000



## **Establishing Rates for Content Leasing and Clips (New Product)**

### **Content Streaming – New Product**

Planetarium dome theatre programs streaming over the Internet is an emerging delivery method. For a low short-term usage fee we will offer online access to our content, similar to Amazon and iTunes video delivery. We are aware of three other vendors of streaming content in the planetarium field. Our proposed rates are competitive with these vendors, and should be attractive to small school district and college planetariums with limited budgets who want to use our programs for short periods of time.

<b>Content Streaming Rates</b>	
7 Day Access	<b>\$100</b>
30 Day Access	<b>\$300</b>

### **Clips Rates – New Product**

Clips from our content or custom-produced clips for use in the licensee's facility.

<b>Clip Rates</b>	
Clip From Existing Material	<b>\$750 per minute</b>
Custom-produced Clip	<b>\$1,500 per minute</b>

### **Additional Discounts for Content Leasing**

A 10% discount for each qualifying criteria:

- Operated by a school district or a school (K-University)
- Does not charge admission for any planetarium show

A \$100.00 discount per order is offered to licensees that agree to forego delivery of physical media and take delivery of the show via FTP, Dropbox, or other electronic means.



## Rate Increase for Membership

A recent Utah State Tax Commission audit concluded that we should charge sales tax on our memberships. We propose an increase in our membership rates to cover the sales tax as well as a small increase. Rounding up to the nearest five dollars provides us a small increase in revenue and is in line with rates of similar institutions. Our last rate increase was in 2009.

Membership Levels	Duo (2)	Family (5)	Super Family (8)
Current Rate (no sales tax)	\$49.00	\$99.00	\$149.00
Sales tax	\$3.77	\$7.54	\$11.30
Rate Increase	\$2.23	\$3.47	\$4.70
New Rate (includes sales tax)	\$55.00	\$110.00	\$165.00