



General Admission Increase Request

Proposed Effective Date:
January 1, 2022

Request Date:
Revised May 4, 2021

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What is Four Mile Historic Park?

Background

Four Mile Historic Park is a portal to Denver's Western heritage, with historically accurate replicas and a working farm with horses, goats, pigs, and chickens. The centerpiece of the property is Denver's oldest standing structure, the Four Mile House Museum, which served as a wayward inn and stop along the Cherokee Trail exactly four miles from Denver City.

Today, Four Mile enriches the community through youth and adult education, exhibits, demonstrations, and signature events. Annually, 15,000 - 20,000 guests visit the Park primarily from the Denver metro area. Lifelong learners immerse themselves in history through the unique setting of our historic park and hands-on activities. We also bring Four Mile to classrooms, libraries, and senior centers across the metro area. Preservation, education, and Western storytelling remain central to our mission.

How does Four Mile Historic Park Serve Denver County?

Four Mile serves Denver residents through monthly programs, partnerships, signature events, general admission, and enriches Denver County schools through outreach and field trip programs. We also offer an SCFD Free Day on the second Friday of each month as part of our commitment to accessibility.

Denver schools participating in onsite field trips gain valuable educational experiences about Colorado history while enjoying the benefits of time outdoors. A recent study (Steinhardt, NYU 2015) concluded that students perform better on standardized tests after utilizing field trips, citing the hands-on nature of field trips as a positive reinforcer to their curriculum.

Outdoor spaces are a crucial part of mental and physical well being for all urban residents. Visitors can enjoy our gardens, nature trails and historic structures throughout the year. As a working farm, the Park functions as a unique opportunity for visitors to meet animals and learn about agriculture. In 2021, we are establishing partnerships to preserve and elevate indigenous agriculture. Four Mile is also partnering with local theater, arts and other cultural organizations to provide experiences for broader audiences in Denver and provide a venue during the current pandemic.

Our signature events include Independence Celebration, Pumpkin Harvest Festival and December Delights. These enrichment focused events offer mission based

crafts, games, demonstrations and experiences that teach about Colorado History in an entertaining format, and create time and space for families to spend together. Our community events are created with participation from Colorado-based vendors and Denver-based partners as much as possible.

Education at The Park

Four Mile offers three onsite programs and four "Traveling Trunk" outreach programs. In 2019-2020, Four Mile served more than 4,000 students with accompanying adults. Onsite programs give students an experience of what life was like in Denver's early days with encouraging hands-on learning and positive group interactions. The "Pioneer Sampler" program is a collection of activities that allow students to experience 19th century farm life. Students complete various farm chores, pan for gold, make butter, or bake in our working wood stove. "Traveling the Cherokee Trail" takes students through the steps pioneers took to prepare for their journey West. Students explore our restored covered wagons and discuss the different supplies that would have been important for pioneers to pack in their wagons.

We also offer our high-demand "Westward Ho!" program for eight weeks in the spring. Six activity stations help students appreciate the work that went into the 700 mile, 12 week journey that brought settlers to Colorado. Students also learn about Native American history from interpreter Jessica Bordeaux-Vigil who highlights Lakota culture, artifacts, and traditions.

Our Traveling Trunks outreach programs can be delivered in person, virtually, or sent as a set of materials as a "Museum in a Box". Our most requested Traveling Trunk is "Daily Life on an 1859 Homestead," which explores homesteading in Colorado through the use of artifacts and supplemental materials. "Pioneer Schoolhouse" leads students through a typical day in an 1800s schoolhouse. Our "Indigenous Peoples" trunk highlights important people, events, and history of Native Americans in Colorado and the surrounding areas. Our newest "Women of Colorado" trunk presents students with important women and their contributions to Colorado history.

4MHP also partners with other non-profit organizations to create programs for the general public, including workshops, theater productions, and a concert series with Swallow Hill.

Program Evaluation

Program evaluation is data driven, with quarterly meetings to assess attendance data collected through our ticketing system and aggregated by TRG Data Arts, providing staff with a lens to learn about visitor socioeconomic makeup and make program adjustments based on identified areas of need. Visitor feedback and online reviews remain a powerful tool for the public to engage with the Park and inform our programming decisions.

Implementing Diversity, Equity, Inclusiveness, and Accessibility Practices for Authentic Engagement

The story of the residents of Four Mile House is essentially the history of white pioneers moving during Western Expansion, which only represents a fragment of the people of early Colorado. Our focus as an organization is visitor experience, and we strive to create an atmosphere that includes and celebrates stories beyond the traditional focus on white settlers. Staff regularly attend diversity training provided by the City of Denver and address topics of inclusion regularly during department meetings. We partner with indigenous and BIPOC led organizations in order to remain relevant to the community and let these communities share their history through their own words. Upcoming partnerships include workshops, theater productions, and art installations that make Colorado history feel personal and relevant.

The Park is also developing partnerships with indigenous communities to host an education garden which actively shares and preserves horticulture techniques of native people, functioning as an active, participatory land acknowledgement. Interpretative signage and informational documents in Spanish are currently being developed, and audio components such as the Clio tour have been implemented for the vision impaired.

4MHP has the ongoing SCFD Free Friday program to accommodate economic barriers, as well as a renewed partnership with the 5x5 program and inclusion in the My Denver Card program. Admission for children 6 and under remains free for all our programs including special events.

Pathways across the Park will be renovated in FY 20-21 to make the paths more easily navigated by wheelchairs and strollers, further expanding our accessibility to aging populations, people with disabilities, and families.

Summary of Request

Four Mile Mile Historic Park respectfully requests an increase in general admission pricing across all admission levels by \$3. Children 6 and under would remain free of charge.

Current Pricing	Proposed Pricing
Adults: \$5 Senior(65+)/Military: \$4 Youth (7-17): \$3 Youth (6 & Under): Free 4MHP Members: Free	Adults: \$8 Senior(65+)/Military: \$7 Youth (7-17): \$6 Youth (6 & Under): Free 4MHP Members: Free

Hours of Operation for General Admission

January to May 10am - 4pm Friday - Sunday	June through December 10am - 4pm Wednesday - Sunday
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On average, 34% of attendees currently enjoy free general admission through the following initiatives:

- SCFD Free Days
- Free Admission for Youth 6 and Under, for both special events and general admission
- 5x5 Program & MyDenverCard - working with Mikhail S. Vafeades, Director of Youth Leadership & Partnerships, to renew 4MHP in the 5x5 Program and to be added to the My Denver Card.

Four Mile has not requested an increase in general admission in more than 12 years and we have attached a summary of like organizations for review to illustrate that this pricing structure is reasonable in comparison to our peer institutions.

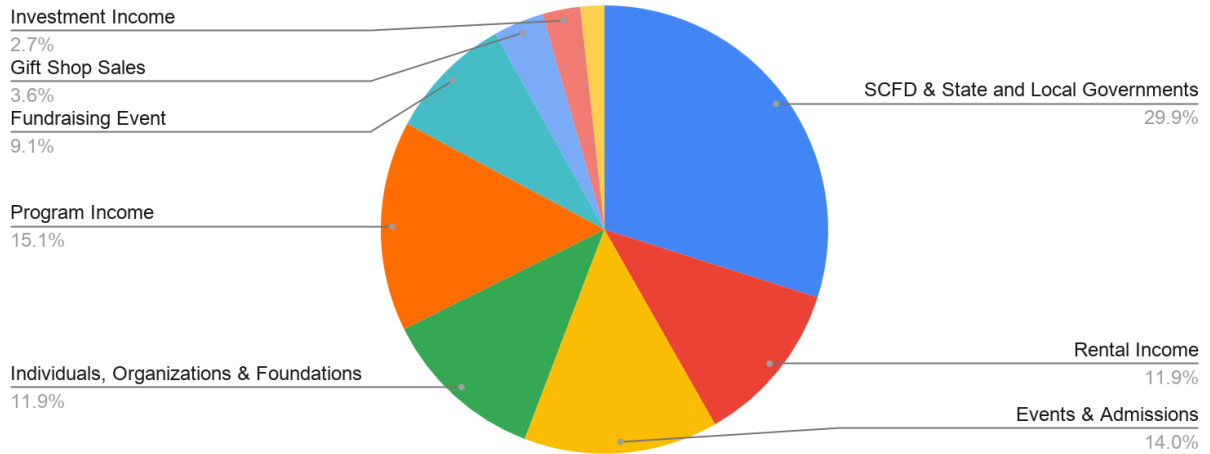
Our program services including; preservation, operations, and education account for 75% of our operating expenses. General admission, special event admission, venue rental, and grant funding support equitable, quality education programs to our diverse Denver community.

Operating expenses continue to increase and Four Mile relies heavily on general admission as part of the revenue mix to support our 12-acre educational space. From FY 2018 to FY 2019, there was a 23% increase in operating expenses and hourly wages related to our program services. We anticipate a 20% increase in the coming year as we move out of the Covid-19 pandemic and resume regular programming.

Budget Review

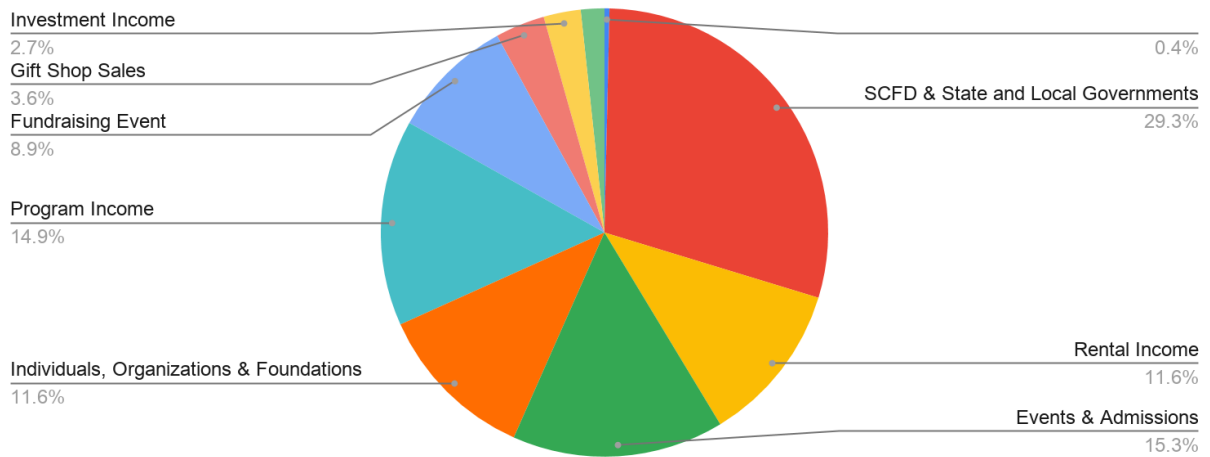
2022 Revenue Projection - No GA Change

Total Revenue: \$548,185 Net Income: \$2,394



2022 with GA Increase

Total Revenue: \$559,735 Net Income: \$13,944

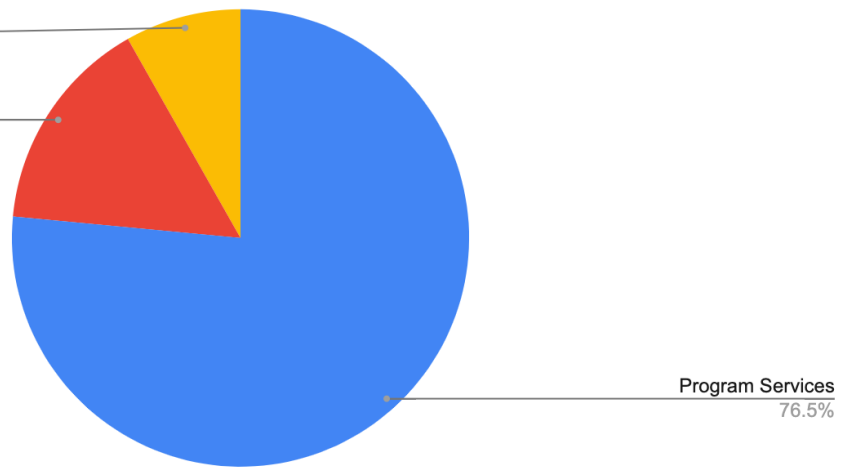


2022 Expenses

Total \$545,791

Fundraising
8.2%

Management & General
15.3%



	2022 No GA Increase	2020 with GA Increase
Revenue	\$548,185	\$559,735
Expense	\$545,791	\$545,791
Net Income	\$2,394	\$13,944

Comparable Organizations General Admission Rates

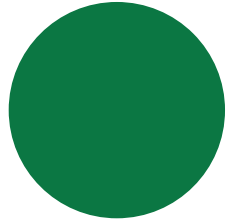
Molly Brown House	1340 Pennsylvania St. Denver, CO 80203	Colorado Residents: Adults (ages 19-64): \$14 Juniors (ages 6-18): \$10 Seniors (65+): \$12 Military/Teachers/College Students (with ID): \$12 FREE Members and children 5 and under
Butterfly Pavilion	6252 W. 104th Avenue Westminster, CO 80020	Adult: \$13 Senior (65+): \$11 Child (2-12): \$9 Child Under 2: Free Members: Free
Denver Botanic Gardens at Chatfield	8500 W Deer Creek Canyon Road Littleton, CO 80128	Adults: \$10 Seniors (65+), Military & Veterans (w/ID): \$7 Children (3-15) and Students (w/ID): \$7 Children 2 and Under: Free Members: Free
Byers-Evans House Museum	1310 Bannock St. Denver, CO 80204	Adults: \$8 Seniors (65+): \$6 Students (12-17): \$6 Youth (7-11): \$4 Child (6 & Under): Free Military: Free Members: Free
Meeker Museum	1324 9th Ave. Greeley, CO 80631	Adult: \$8 Seniors (60+): \$6 Youth (3-17): \$5 Family Rate (max. 2 adults and 4 youth): \$25

Rosemount Museum	419 West 14th St. Pueblo, CO 81003	Adults: \$8 Seniors (60+): \$6 Youth (5-17): \$4 FREE Under 5
Four Mile Historic Park - PROPOSED PRICING	715 Forest Street Denver, CO 80246	Adults (18-64): \$8.00 Seniors (65+) & Military (with ID): \$7.00 Youth (7-17): \$6.00 6 & Under: FREE Members: FREE
Humphrey Memorial Park & Museum	620 S. Soda Creek Rd. Evergreen, CO 80437	Adults: \$7 Seniors: \$6 Children 2 to 12: \$5
McAllister House Museum	423 N. Cascade Ave. Colorado Springs, CO 80903	Adults: \$7 Seniors (62+): \$6 children 6 to 12: \$3 Free for children under 6
Healy House Museum and Dexter Cabin	912 Harrison Ave. Leadville, CO 80461	Adults: \$6 Seniors (65+): \$5.50 Students (6-16): \$3.50 Child (5 & Under): Free Military: Free AAA Members: Free Lake County Resident: Free Member: Free
Four Mile Historic Park - CURRENT PRICING	715 Forest Street Denver, CO 80246	Adults (18-64): \$5.00 Seniors (65+) & Military (with ID): \$4.00 Youth (7-17): \$3.00 6 & Under: FREE Members: FREE

Lakewood Heritage Center	801 S. Yarrow St, Lakewood, CO 80226	Adults: \$5 Seniors (65+): \$5 Youth (3-12): \$3
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What is Four Mile Historic Park?

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Implementing

How Do We Serve Denver County?

Education at The Park

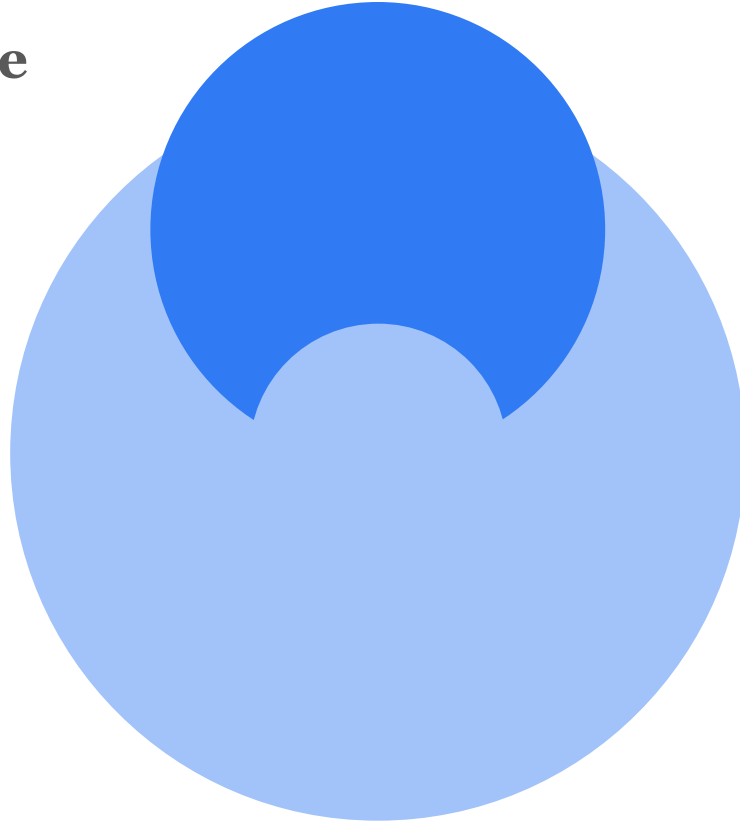
Operating Expenses



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Goals for the Future



Summary of Request







2022 Expenses

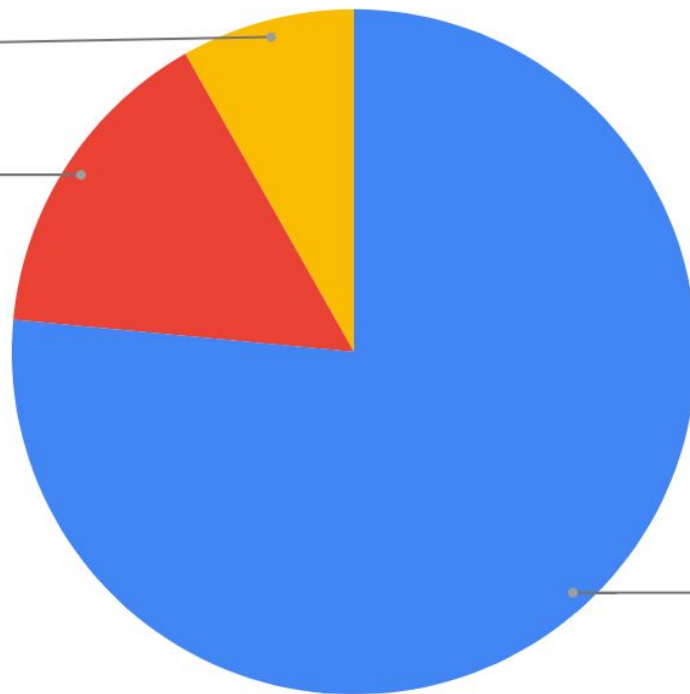
Total \$545,791

Fundraising

8.2%

Management & General

15.3%



Program Services

76.5%

2022 Revenue Projection - No GA Change

Total Revenue: \$548,185 Net Income: \$2,394

Investment Income

2.7%

Gift Shop Sales

3.6%

Fundraising Event

9.1%

Program Income

15.1%

Individuals, Organizations & Foundations

11.9%

SCFD & State and Local Governments

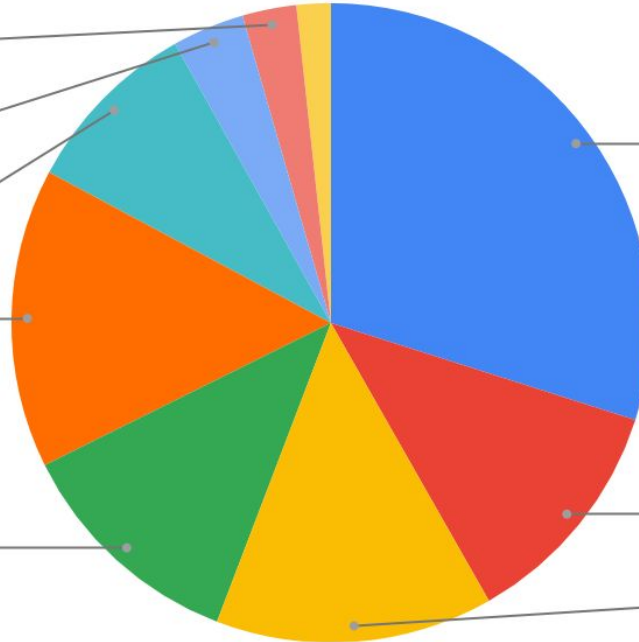
29.9%

Rental Income

11.9%

Events & Admissions

14.0%



2022 with GA Increase

Total Revenue: \$559,735 Net Income: \$13,944

Investment Income

2.7%

Gift Shop Sales

3.6%

Fundraising Event

8.9%

Program Income

14.9%

Individuals, Organizations & Foundations

11.6%

0.4%

SCFD & State and Local Governments

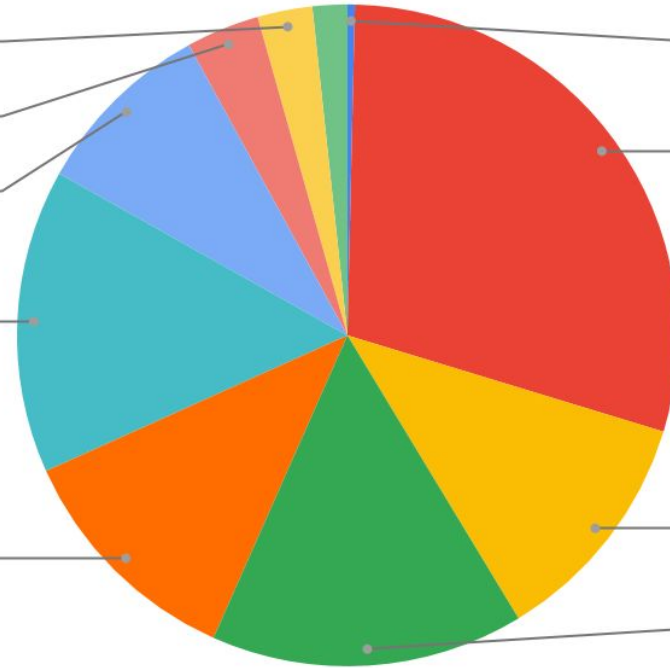
29.3%

Rental Income

11.6%

Events & Admissions

15.3%



Summary of GA Increase

Summary of Request Review