

# CALIFORNIA ACADEMY OF SCIENCES

San Francisco, California

The California Academy of Sciences is among the largest museums of natural history in the world. The Academy, which began in 1853, still carries out a large amount of original research, with exhibits and education becoming significant endeavors of the museum during the 20th century.

Completely rebuilt in 2008, the building covers 400,000 square feet and is among the newest natural history museums in the United States.

Having worked with the Academy and their master planning team, MR-ProFun developed the operating budgets for an entirely new facility which opened in 2008.

A few years later, MR-ProFun was again retained to provide recommendations for Academy ticket packages and pricing. In addition, we prepared a membership study and analysis in preparation for the expansion.

- Operations Planning
- Marketing Audit



CALIFORNIA  
ACADEMY OF  
SCIENCES

