

# AMERICAN MUSEUM OF NATURAL HISTORY

New York, New York

The American Museum of Natural History is among the most venerated cultural institutions in the United States and indeed the world, attracting millions of visitors each year from all over the globe. In its picturesque location across from New York's Central Park, the Museum has delighted its visitors since 1869, with a wondrous journey through the natural world.

Since our initial engagement in 1994 to audit the operational and marketing efforts of the museum's various departments, we've provided the museum's team with strategic direction in a number of areas, including the development of a new pricing and admissions program, hiring and training of museum staff, and the creation of a Visitor Services Department. We were also responsible for the development and implementation of the tourism industry ticket sales program at the Museum. Along with other strategic planning, we continue to perform supply-side analysis of all temporary exhibitions at the Museum and provide attendance and admission revenue projections each year.

We are proud of our work on the Museum's Rose Center for Earth and Space. We played a pivotal role in the development of this ambitious \$200 million expansion of the original Hayden Planetarium and in launching the Center to great acclaim in 2000. We provided operating standards and operational support and placed a full-time staff member at the Museum for 18 months to assist in developing the operating plan and to oversee the pre-opening and initial operations of the Rose Center.

- Business and Operations Planning
- Operational and Marketing Audit and Implementation
- Pre-Opening Support



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