

THE FIELD MUSEUM

Chicago, Illinois

The Field Museum was founded in September of 1893 as the Columbian Museum of Chicago. The name was changed to The Field Columbian Museum in May of 1894. The Field Museum's mission is to "Inspire curiosity about life on Earth while exploring how the world came to be and how we can make it a better place." The Field Museum has spent more than 120 years in the pursuit of scientific knowledge about the world around us.

MR-ProFun was initially retained by The Field Museum from 1997 to 2001. During that time, MR-ProFun assisted in various aspects of operational and business planning. MR-ProFun also evaluated the design and layout of the front entrance, access control, as well as improved ticket sales.

MR-ProFun was reengaged in 2009 to assist in developing their new pricing structure in order to maximize admissions revenue. Since then, MR-ProFun has continued to work with The Field Museum by assisting them in developing their daily, monthly, and annual attendance and admissions budget. MR-ProFun plays a vital role in monitoring the admission revenue and attendance, as well as paid programming performance on a monthly basis in order to help The Field Museum maximize attendance and admissions revenue.

- Pricing and Packaging Strategy
- Admission Budgeting & Planning



The Field
Museum

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