



**2025 - 2026 MCC Governing Board
Regular Meeting
May 20, 2026 6:30 p.m.**

MINUTES

Board Members PRESENT: *(in-person)* Doug Jeffery, Chair; Venita Wang; Ron Keesing; Liz Lawson; Katie Gorka; Gloria Marrero Chambers; Michael Monroe

Board Members ABSENT: Peter Pin; Kathleen Cooney Porter; Katie Myshrall
***Anna Bartosiewicz resigned - effective March 2026**

MCC Staff present: Betsy May-Salazar, Executive Director; Jonathan Melendez, Deputy Director; Holly Novak, Executive Assistant; Jessica Wu, PIO; Sarah Schallern Treff, Performing Arts Director

Guests: Deb Bissen (MPA); Pascale Siegel; Minoos Razavi; Michael Solomon; Kevin Kierce (MCA)

CONVENE MEETING

Chair Doug Jeffery convened a Regular Meeting of the Governing Board of the McLean Community Center on May 20, 2026 at 6:35 p.m. It was open to the public attending in-person. With no changes requested, the agenda was adopted by acclamation. A courtesy announcement was made about the meeting being audio-recorded for purposes of Minutes.

APPROVAL OF MINUTES

DRAFT Minutes of April 22, 2026 Regular Meeting were reviewed. No changes were requested; accepted as written.

MOTION: To approve Minutes of April 22, 2026, Regular Meeting.

Gloria Marrero Chambers seconded the MOTION. It passed unanimously by a vote of seven.
Peter Pin, Kathleen Cooney Porter and Katie Myshrall were absent.

CHAIR'S ANNUAL LOOKBACK **remarks by Chair Doug Jeffery*

This is our last meeting of the 2025-2026 Board. Another McLean Day is done. That was a great event – great attendance! I liked how we opened it up and tied it to US 250th. My daughters are at the age now when they can enjoy some of the rides! I appreciate Betsy and the staff's focus – a lot of staff time and effort goes into that event. *(applause!)*

2026 Governing Board Election results are final. Some newly elected folks are here: Pascale Siegel and Michael Solomon.

I want to do a longer look-back at the year to celebrate our accomplishments but also to serve as a transition to the incoming board members. The best approach is to review the strategic questions I laid out at the start of the year and how we've progressed on them.

1. Develop a vision for how MCC's campus fits into downtown McLean. It will focus on physical integration of MCC, Library, McLean Central Park and broader McLean.
 - o This felt bold when proposed (and not a natural thing to do), but the need was clear. McLean Revitalization Corp. has big and exciting plans, but we are just outside the boundaries of MRC's area of focus (the McLean Commercial Revitalization District). MCC is just outside the map parameters for the MRC's restaurant guide – we had to step forth and assert that we are a part of that because **the MCC is the center of McLean by design. It demonstrated a need for coordination and active engagement to ensure that all these independent puzzle pieces are building something that fits together holistically.**
 - o CROSSWALK: After reviewing various plans for the McLean Commercial Revitalization District, our Capital Facilities Committee and I provided many suggestions which Betsy thoughtfully responded to. In the end, we

distilled it down to **advocating for a crosswalk**. This is a great idea for the community - no better physical manifestation of connections between the MCC, MCP, as well as the new MPA location and MRC. The crosswalk has a long history here and we are trying to improve the concept (with input from many stakeholders). Betsy effectively managed the connection with BOS and sent them a letter suggesting our MCC Governing Board's support for this. It is by no means a done deal, but the vision has been set. The goal is to determine a vision.

- RECONVENE CIVIC GROUP: A big development occurred: a McLean civic group (re-boot of a previous one) is being created to bring together key stakeholders (MCC, MPA, MRC and MCA, women's groups – a bigger civic group that had met frequently for a while and then went dormant). **This could be the beginning of broader initiative with long-term implications of synchronized efforts, better coordination and continuity.** I encourage whoever the Board Chair is next year to advance both these items.
2. Review how we provide content transparency to ensure adult content is limited to adult audiences. Crafted and passed a motion that ensures we are managing patrons' expectations and providing clear guidance on content offered here. It also provides basic enforcement around adult content that matches other venues. MCC serves adults and children alike, which is fantastic. MCC has a responsibility to ensure it is managing this content appropriately. **Doing this with transparency and appropriate guardrails in place allows us to continue offering all the programming we currently are doing; and none of these changes restricts what kind of material we can or cannot show.**
 3. Develop robust attendance reporting process across all programs –
 - MCC staff has spent a lot of time and effort developing detailed attendance reporting. **It highlights the attendance of MCC tax district residents. This is important because their real estate taxes provide 83% of our total funding. As a result, we have a special obligation to them, in particular.**
 - Betsy and staff provided a full review of attendance across the landscape of programming to determine takeaways and identify if any additional steps are needed. This information was very enlightening.
 - This will proceed to a regular deep dive with the board annually about the state of programming. Now looking at managing this going forward: maintaining reporting; but there is buy-in to continue.
 - A takeaway from this effort was that our MCC total attendance in 2025 exceeded 2024! That is a big deal and a big milestone! (*applause!*) *Registered programs only and estimated attendance in certain areas. This also does not include walk-in and passive attendance in the common areas, so we know it is higher.
 - The MCC effect is multifaceted in terms of what is offered and the needs it serves in the community. But if we are using one metric to determine if the MCC as the 'center' is successful or not, then I would argue it should be attendance – in particular, MCC resident attendance. Coming to meetings and giving public comments and survey responses are also important, but attendance is key.
 4. Financial Reviews:
 - Detailed review of how our classes' prices compared to nearby comparisons.
 - This review was primarily focused on how our resident rate compares to other venues nearby across all programs. It suggested we were in-line with, or cheaper than, those comparisons on average.
 - Comptroller Matt Hockensmith also thoroughly reviewed how our total source of income and expenses compared to other local community centers. In terms of the resident rate, there were no actions needed. However, considering the other community centers' models, it suggested there might be an opportunity to raise non-resident rates.
 - We asked MCC staff to share how they determine the pricing rates for the various programs. The intent was to determine which programs (special events; Alden; classes; OFC) relied more on the real estate tax proceeds

more than the costs to patrons. We call this a subsidy early on but that is not the appropriate way to think about it. That was very illuminating. It was determined there is no need for action.

- We also asked: Is the MCC resident rate and non-resident rate appropriate at the current levels? We discussed this previously but will revisit it again tonight.

5. Key Highlights:

- Lots of improvements: new OFC Mural unveiling, completion of our OFC ADA renovation – serving the needs of the whole community including SPARC; MPA's new downtown facility, and our QB statue. All of this we can expect to endure.
- Moreover, we enjoyed the start of this term with MCC 50th Anniversary and then going into the 250th of USA.
- I found the MCC 50th Celebration to be a great event! The staff got to relax and enjoy! We got to see all the long-time residents roll through the center all dolled-up. Carole Herrick's history talk was fantastic! It was particularly illuminating about **how the vision for the MCC and McLean Central Park was to be the 'Center of McLean.'** **We are that. McLean Day is a key reminder. This is the role we are, we should be, and we need to continue to live up to. And I believe the things we have accomplished over the last year will allow us to continue to be so.**

Thank you to Betsy, the MCC staff and my fellow Governing Board members for being such good partners in making all this possible. Thank you!

EXECUTIVE DIRECTOR'S REPORT **remarks by Executive Director Betsy May-Salazar*

It has been a great year – it's nice to hear everything summarized and the big projects that have been accomplished.

*McLean Day was a huge success; we are receiving great public comments!

-Estimated attendance: 18,000 to 20,000 people over two days.

-Many great highlights our staff did under the leadership of Mike Fisher, Mary Carter and Willie Montgomery – significant changes: costumed characters; story time; picture time > these anchors drew people to all aspects of the event layout.

-UTP played a bigger role (on porch performing). The opening ceremony was short (less than 15 minutes; it was fun).

-MCP performed a medley from "1776" – a great highlight about their upcoming performance.

The entire staff is tired... but happy. We have a lot of positive energy looking back at it.

Impressions of McLean Day *(comments from board members)*

*Michael Monroe and Ron Keesing stepped into the early 6:30 A.M. shift to help with load-in and were impressed with the organization of the staff and load in. Everyone knew where they would go. Amazing selection of food trucks! Everything was smooth.

*It was a great peek behind the curtain of getting the booths set-up; watching the orchestration of that was impressive.

*Every staff member seemed very relaxed this year. Great job!

*The Governing Board election ran well, from start to finish. Ron Keesing helped with the Absentee Voting envelopes on Tuesday, May 12. This annotation of the residential printouts showing all absentee ballots received was necessary advance work to prepare for accurate in-person voting at McLean Day.

UPDATE about Artfest 2026 1st Sunday in October: October 4, 2026

MCC has always been a major funder of that event, partnering with MPA. This year with all the changes MPA is balancing, they do not have the capacity to facilitate Artfest. Executive Director Betsy May-Salazar and MPA Executive Director Lori Carbonneau have discussed what is the correct balance of this combined effort.

Collaboration: After receiving input from many community members and meeting with MCC staff, it was decided that MCC will step into managing the event and facilitation of logistics. It will be branded as MCC and MPA. MPA will manage the call of artists and artist selection. We have reworked our budget: MCC is not doing PetFest this year; instead, we will redirect the monies to this event. Successful large-scale community events are our skill set. **MPA board and staff are very excited for Artfest to continue; our staff is excited too. It will require some adjustments – it will be a good event to gain increased public visibility and focus for MCC.**

2026 ELECTION RESULTS

**remarks by Elections & Nominations Committee Chair Liz Lawson*

We had a successful election. The adults had 2nd highest turnout in eight years! That is very impressive – largest McLean Day vote. Kudos to the candidates who drove traffic to the Voting Tent!

Recognition of newly elected ADULT board members: Four adults were elected on May 16 to serve on the 2026-2027 Governing Board: Mino Razavi; Pascale Siegel; Michael Signer; Michael Solomon (serving 2 years of Anna Bartosiewicz' unexpired term). Names will be provided to Supervisor Jimmy Bierman, who will take the recommendations to the BOS on June 9. For teens, McLean High School – Yingxi Zhao. Langley HS had a tie – we are in the process of resolving it. Per the ENC guidelines, it will be a coin toss with both candidates present. Congratulations to all who won! We look forward to having you on the Governing Board.

Call for Officers – Executive Committee 2026-2027 Governing Board

Personal statements of interest were expressed by individuals nominated to serve in officer positions: Board Chair; Vice-Chair; Secretary; Treasurer. Both Treasurer and Secretary need nominations. Note that candidates are able to run for more than one position, but please put in your name tonight and let us know during this meeting. It is suggested that officers have at least one year of experience on the board before running for an officer position. If we still have vacancies after tonight, ENC Chair Liz Lawson will reach out to the newly elected board members to see if they are interested. A final list of nominations will be published on June 4. Election for officers will occur at our June 10 meeting.

Statements expressing interest were read aloud: Ron Keesing - Chair; Michael Monroe - Chair; Liz Lawson – Vice Chair. Doug Jeffery nominated Peter Pin for Vice-Chair. Mike Monroe nominated Peter Pin as Treasurer. Michael Monroe expressed interest in Secretary.

CAPITAL FACILITIES UPDATE

**remarks by Vice-Chair Michael Monroe*

Two topics were presented for discussion and a MOTION to approve budgets for two projects.

1. CAMERAS: Adding three new cameras and adjusting existing cameras to improve sightlines and providing a monitor screen at Front Desk.

DISCUSSION:

Question: Previously, there was a concern about monitor screen and expectations on staff.

MCC staff will not be acting as security, and no one is dedicated to watch the monitor all the time. The screen is a resource for us. It's an added benefit but it's not expected that staff will become security guards. The monitor enables staff to quickly see activity on different levels of the building.

2. MCP PAVILION INFRASTRUCTURE: This electrical upgrade was always planned as part of the MCP amphitheater and as an MCC's cost in order to support the concerts we do at MCP. We decided to wait one year – to see how 2025 summer concert series went and determine what we really need. Also, a correction needs to be made by the Park Authority to the conduit runs in order to accommodate the needed electrical. This project will allow the control to be plugged in without the need for running cable for every concert. In addition it adds needed utility lighting.

DISCUSSION: Question: Can we expect that this will make the concert set-up process shorter and more flexible? Because of excessive heat, during the work period of set-up for concerts, it was too hot and we couldn't do the necessary preparation – thus, having to cancel the concert. So, something like this will give more flexibility.

Yes – all the cabling will be underground. It may not mean that we can hold programming in worse weather than we do now; however, we did tweak our policies about outdoor performances in heat conditions (adjusting the expectations).

UPDATE on OFC façade: The project changes were additional to the contract but do not require a vote because they are within budget. Changes include: curb design increased depth; resurfacing of concrete along façade; and replacement of wheel blocks. These things become much more noticeable with all the new façade components.

DISCUSSION:

Question: Has there been a reduction in usage because of the renovation construction?

During the ADA renovation project, all OFC programs were relocated to MCC. So even in that time, no loss of attendance. This project has been seamless – they built an interior wall on Day 1 and OFC Manager Andrew Carter had a brilliant idea to work with the contractor to let kids paint a mural on the plywood. We've had Sensory Day, Ignite, rentals > it looks like a bright space with a cool kid mural along the wall! It's been very well received. Also, on Tuesday, Jonathan Melendez,

Andrew Carter, Joe McGovern and Betsy May-Salazar went to Fairfax Govt. Center because both the architect and contractor received an award from the county for our OFC project. The contractor received three different awards for the work they've been doing. This contractor has been outstanding to work with. They are local; and strong community supporters, including the McLean 5K.

Question: What is the rough completion date on the OFC door project?

Aiming for early June – the red walls were supposed to go in today, but the rainy weather requires a delay. It needs a span of dry days to cure. Our goal is to be back in OFC before summer camps start.

MOTION: To approve final budgets for two projects that are part of the Adopted FY2026 Capital Projects Budget. As these project budgets were TBD, final numbers are being presented for approval: Security Cameras - \$17,000; and McLean Central Park Pavilion Infrastructure - \$10,000.

Ron Keesing seconded the MOTION. It passed unanimously by a vote of seven.

Peter Pin, Katie Myshrall and Kathleen Cooney Porter were absent.

MCC PRICING DISCUSSION **remarks by Executive Director Betsy May-Salazar and Board Chair Doug Jeffery*

Chair Doug Jeffery asked Executive Director Betsy May-Salazar to compile a document synthesizing MCC's program admissions and enrollment pricing philosophy. The spreadsheet and pyramid graphic are a definition of how we think about programming and where we put our resources. **presentation is in this Minutes document.*

***This is very detailed, very thorough. This is fantastic and the data is super helpful.**

One thing I would be really interested in seeing and helping to understand this better would be: How many people are being served in each of these programs? And how much of an additional budget beyond what is being earned through fees is being spent? There is an investment of taxpayer dollars in support for these programs; it would just be helpful to break it down: SIA is spending X dollars to support that beyond fees, and we are supporting X seniors the program.

***answering questions from the public with clear rationale about pricing**

I get this question from people all the time, especially SIA members: that residents are paying taxes so they should be getting things for free. This information would be a good answer. It's helpful as a board member to have this information to explain to people – they only see their little area (they don't see the whole thing).

MCC's biggest reach, to the most people, is entirely free = all our big festivals. Then, as you go upward on the pyramid graphic, the cost ratio changes.

***clarification about rentals** *I would also add a column where you put a cost range (typical low-end vs. high-end rental cost).*

It would also be helpful to know if non-profits get a special deal? Do for-profits pay more?

That's a different analysis. This presentation does not focus on our rental policies or what we charge for booths at McLean Day. There is a whole other aspect of participation in McLean Day or Community Parking Lot Sale – there are costs involved.

***This relates attendance to programming.**

Question: I know this is a budget discussion, but I could not remember: Is McLean Day a net loss or a net gain?

It's a net loss. We receive a revenue share for the rides. There is an opportunity to increase sponsorships for McLean Day beyond what we do. We purposely don't fundraise for many programs (because we've been asked by local organizations not to compete on everything against other McLean-based organizations). But McLean Day already has the sponsorship structure, and it is an event for the entire community and community organizations. If we build-up McLean Day and that's the one area where we can really raise our funds, there is potential there. There are big names in this community that we've never reached out to.

***When looking at resident rates vs non-resident rates, as you get to capacity, you add more where you can add more.**

OFC is a good example – Friday Night Dances are priced 40% higher for out-of-district participants. There is usually a wait list so having a bigger differential between residents and non-residents increases the number of spots available for in district attendance. We analyze this section by section. Erin Bieger (former Instructional Programs Manager) provided a proposal of pricing options for non-residents at different percentages. We need to evaluate all our classes to see what was at capacity and what wasn't – and determine what the impact would be to increase non-resident rates for a program that is not at capacity.

It could impact the ability to offer the class or reduce income overall. We must do it consistently and evaluate carefully before we decide that we want to make an adjustment. For OFC camps, we are looking at the pricing to see if we are keeping up with increased costs and determine what percentage of cost fees should cover.

Summary by Chair Jeffery: I like the pyramid – it's so visible; a nice visualization that tells the story of MCC programming. The Alden is competitive, but we think it is enticing more people into the audience. Your strategy makes sense: pulling these levers to put people in seats. Seeing the pricing rates stated tells the story when people have questions – so this is fantastic.

YOUTH AMBASSADORS – ANNUAL OVERVIEW **remarks by Venita Wang*

This year we worked together as the Governing Board Youth Ambassadors for the McLean Community Center to lead and support a variety of community initiatives and events. One of our biggest accomplishments was organizing the “Freedom Through My Eyes” Youth Arts and Writing Competition in celebration of Virginia’s 250th Anniversary where students shared their perspectives on freedom through creative art and writing. We also participated in important volunteer events such as Winterfest, Sensory Day and community cleanups (like the April Earth Day cleanup). This helped to strengthen community engagement and service. In addition, we filmed promotional videos to encourage student participation and raise awareness for the arts and writing competition.

Our team (Katie Myshrall, me, Mike Fisher) brought together selected student representatives from McLean High School; Langley High School; first ever: Thomas Jefferson High School for Science and Technology; and a private school – allowing us to represent a more diverse group of youth voices across the community.

Summary by Executive Director May-Salazar: The Youth Ambassadors program has been so impressive this year! The art and writing competition was wonderful! The awards were presented at a wonderful event.

OLD /NEW BUSINESS Chair Jeffery opened the floor to any matters of old or new business.

Question: The “Napoleon Dynamite” event at The Alden— how did that come to be?

It's sold-out! Sarah Schallern Treff explained that she is a big fan and Danielle Van Hook received a promo for it. It was not exceedingly expensive. Early June is a tough time to program – we are attempting a bigger audience (sold out!) Everyone is excited about it! Starting at 4:30 p.m. we will have a gourmet tater tot food truck! Meet-and-greet (sold-out) at 5:30 p.m. The meet-and-greet will have an excellent photographer - free pictures for all participants! A viewing of the movie. In For those that don't know Napoleon Dynamite they may know one of the actors, who will be here from White Lotus. We have been asked to source a banana seat bike to ride throughout the audience; also a tetherball (items from the movie). It will be a lot of fun! We are preparing the staff because tater tots are on the Tech Rider and will be thrown in people's mouths during the show!

Chair Jeffery commented that it's very exciting: interactive film component. It's a great movie for all ages - rated PG but no swearing. Fun!

Nothing else was mentioned as a further topic for discussion this evening.

UPDATE – MCLEAN PROJECT FOR THE ARTS **remarks by Deb Bissen*

- * Thanks to those of you who toured the current exhibition. Spring Solos exhibit continues through May 30; artist talk on the final day.
- * We are excited about the ribbon-cutting at Berlage Center in downtown McLean. It was a beautiful day and a great community event. The restaurant is very busy – we hope you will try it! Sunday mid-afternoon was packed!
- * There was an opening for the main exhibition: Yasmine Eskander's show (continuing through June 7). Dave Carlson also has art on display; there is an opening reception for him on May 28.
- * This summer will feature two artists from the community; in the fall there will be Solo exhibits.
- * Summer camps (about 75% of spots are full). Registration continues through June 22.
- * ArtReach program is busy. We hosted the 2nd graders from Beach Tree Elementary two weeks ago to visit the galleries. New program was introduced at a Title 1 school in Herndon. Sharon Fishel is doing an after-school program there.

- * We are very excited about the collaboration with MCC for ArtFest. About 6 years ago we did a non-profit study about how to raise the profile of ArtFest > everyone already thought MCC was in charge of it! Your experience is great.
- * With the new center opening, we've had a lot of input from the community: things to be put on the menu; new ideas Ideas@mpaart.org We love to hear from people in this consolidated place with new visibility for MPA.
Question: Is there a camera in the gallery? Has that idea ever been explored?
The existing camera covers the Atrium space.
- * Ceramics program – planning to start in Fall 2026.

PUBLIC COMMENT

Written comments:

No written comments were received in advance of this meeting.

No written comments were submitted during this meeting.

In-person comments: Chair Jeffery opened an opportunity for the public to express remarks. Each person would introduce themselves and state aloud their residential address to verify they are a Small District 1A-Dranesville resident. Anyone having requested in advance to speak was pre-verified as being a Small District 1A-Dranesville resident. Each person was allotted three minutes to speak.

No one had requested in advance to speak.

No members of the public in attendance requested to speak.

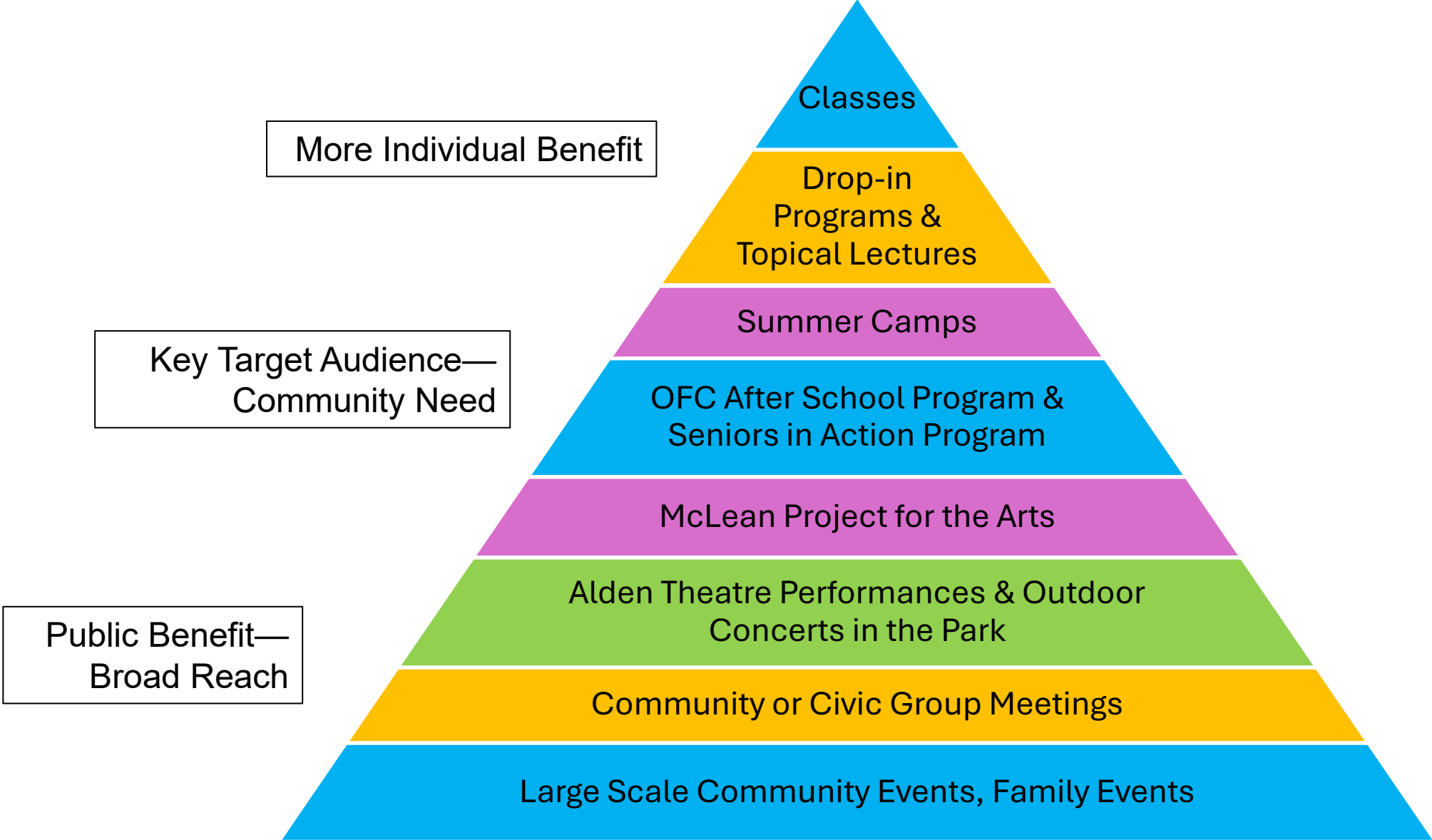
ADJOURNMENT

With all business matters concluded, Chair Jeffery thanked everyone for attending and adjourned the meeting at 7:55 p.m.

Respectfully submitted, Holly Novak – Executive Assistant

***MCC Pricing Analysis is attached.**

MCC Programming Pyramid



Definitions:

One way to look at our programming is on a spectrum from the widest public benefit and broadest reach – up to the more individualized benefit.

When considering programming with this lens it helps to shape where resources are focused and how fees are considered.

Largest Public Benefit and Broad Reach:

- Large scale community events and family events
- Community or Civic Group Meetings
- Alden Theatre Performances & Outdoor Concerts in the Park
- McLean Project for the Arts

Key Target Audiences and Filling a Community Need:

- Old Firehouse After School Program
- Seniors in Action Program
- Summer Camps

More individualized benefit:

- Classes
 - Drop-in Programs
 - Topical Lectures
-

McLean Community Center - Program Admissions & Enrollment Pricing Philosophy

| Type of Program | Resident Pricing | Non-Resident Pricing | pricing philosophy |
|--|--------------------------------|---|--|
| Instructional Programs | | | |
| More Individualized Benefit: Program developed to offer individualized benefit to residents, maximizing offerings and reducing financial risk or investment from MCC. | | | |
| <i>Assessment is underway of non-resident rate and cost/benefit analysis of increasing.</i> | | | |
| Instructional Classes | vendor fee + 20% | 10% additional | pricing set to cover vendor fee and a portion of administrative overhead. Allow MCC to offer vast array of program offerings without financial risk. |
| | | | All instructional pricing is set based on resident rate as residents are MCC's main audience. Non-resident rates are increased from this base rate. |
| Seniors in Action | | | |
| Key Target Audience - Community Need: Program developed in direct response to community feedback. SIA is a recreation program for independent adults 50+ that offers a robust mix of free and low-cost associated activities. | | | |
| <i>We have continually refined the SIA pricing model as the program has grown to meet the needs of community members and demands on programming.</i> | | | |
| Free Offerings: clubs, workshops, gallery tours, games, lunch socials, arts & crafts, senior movie day, health presentations | free offerings | free offerings | program philosophy is one of building community and having a regular meeting place around like interests. |
| SAIL classes | priced below vendor fee | 20% additional | specific exercise class for SIA - priced below vendor cost at affordable rate for SIA participants. Cost allows us to offer more programs and manage enrollment. Non-resident priced high to preserve in district seats for high-demand class. |
| Classes/Trainings/Workshops | priced below vendor fee | 20% additional | Additional program offerings priced below vendor cost at affordable rate for SIA participants. Cost allows us to offer more programs and manage enrollment. |
| Field Trips | priced at or below cost | 10% additional | Trips are priced to cover a majority of the costs. Non-resident priced lower because bus capacity allows for larger group. |
| Old Firehouse Center | | | |
| Key Target Audience -- Community Need: providing recreation, engagement, learning and afterschool program for McLean youth. | | | |
| <i>We are currently reviewing our longstanding pricing model to ensure it continues to meet organizational and community needs.</i> | | | |
| Afterschool Program | priced below cost | 8% additional | core program to target audience in community. Non-resident rate is set low because program has capacity for more enrollment and McLean schools serve both in district residents and non-residents. |
| Friday Night Dances | priced below or at cost | 40% increase | Core program to target audience in community. Further discount given to OFC members. Non-resident priced high to preserve in district seats for high-demand program. |
| Break Trips | priced below or at cost | 10-15% increase | Core program to target audience in community. Further discount given to OFC members. Drop-in center programming has recently been added in lieu of some break trips to increase visibility of services and minimize costs associated with field trips. |
| Summer Camps | | | |
| Key Target Audience -- Community Need: providing recreation, engagement, learning and summer break programming for McLean youth. | | | |
| <i>We are currently reviewing our longstanding pricing model to ensure it continues to meet organizational and community needs.</i> | | | |
| Camp McLean | competitively priced | 10% additional | Core program to target audience in community. Non-resident priced higher to preserve in district seats for high-demand camp weeks (camps are an introduction/extension of regular youth programming) |
| OFC Excursion Camp | competitively priced | 10% additional | Core program to target audience in community. Non-resident priced higher to preserve in district seats for high-demand camp weeks (camps are an introduction/extension of regular youth programming) |
| Instructional Camps | vendor fee + 20% | 10% additional | These camps are an extension of our instructional programming. Pricing set to cover contractor cost and a portion of administrative overhead. Allow MCC to offer vast array of program offerings without financial risk. |
| McLean Project for the Arts Summer Art Camps | managed by MPA | 5-7% additional | This camp offering is managed by MPA, our visual arts partner, subject to revenue share agreement. |
| Camp Shakespeare | 10% discount | managed by Shakespeare Theatre Company | The camp is managed by Shakespeare Theatre Company. MCC receives rental fee. |
| Alden Theater | | | |
| Public Benefit -- Broad Reach: Pricing is determined using a customer-facing philosophy vs. event cost. Goal is to provide affordable performing arts offerings to the community. Pricing set to encourage filling seats - maximizing attendance. Individualized attendance goals are set based on type of program. | | | |
| <i>Considerations when pricing: ticket prices of same acts other venues * past performances of the same or similar artists and feedback * making certain types of performances more accessible. Pricing regularly assessed and modified. Evaluated rate increases implemented for Fall.</i> | | | |
| free events in theater - foreign language film series, performing arts film series, perspective speaker series partnership with FCPL | free | free | Goal to offer free events welcoming the community. These events typically are lower cost to MCC or in partnership with other agencies and organizations |
| chamber music | competitively priced | 25% + higher than resident rate | Goal to make chamber music more accessible to encourage participation - with kids, family, on limited income, etc. |
| standard family shows | competitively priced | 25% + higher than resident rate | Pricing set in standard groupings |
| standard all ages and adults shows | competitively priced | 25% + higher than resident rate | |
| spotlight all ages and adult shows | competitively priced | 25% + higher than resident rate | Pricing set higher for large casts, big productions, big names, etc. |
| Large Scale Community Events & Family Events | | | |
| Public Benefit -- Broad Reach: These community events are typically free to the community and our largest reach to McLean residents. | | | |
| Large Scale Community Events, Family Events | free | free | Special Events are typically free to the community and our largest reach to McLean residents |
| Holiday Craft Show & Antique Show | competitively priced | same | These events are managed with outside partners and revenue is retained by them with small fee coming to MCC. These events are provided to the community as a community offering with minimal financial risk. |