

NATURAL HISTORY MUSEUM, LA COUNTY & PAGE MUSEUM

Los Angeles, California

The Natural History Museum of Los Angeles County (NHM) underwent a major expansion to assist the museum in realizing its mission to inspire wonder, discovery and responsibility for our natural and cultural worlds. One of NHM's goals is to grow attendance to record levels during these years of expansion and sustain a higher attendance level for future years.

MR-ProFun has conducted several assignments for the Natural History Museum to assist with their expansion plans. MR-ProFun began with a complete analysis of the museum's history, market, attendance, and comparables, and developed design day and supply side models resulting in an operational business plan. All these elements were considered with review and input for the master plan. Work was also done on visitor segments, marketing, and sales programs to maximize attendance. MR-ProFun also developed a tour and travel group sales program for the Museum. A separate study focused on special exhibit opportunities, while yet another developed and implemented a Visitor Services Training program.

The Page Museum is an L.A. icon located in Hancock Park at the famous La Brea Tar Pits. After the bones of the Ice Age creatures are excavated from the Tar Pits outside, they are brought inside the Page Museum, where the best fossils are on display. MR-ProFun assisted the Page with a historical review of their attendance, visitor experience observations and a capacity analysis of the current museum and programming.

- Operations Planning
- Operational and Marketing Audit and Implementation
- Training and Service Excellence

