

The Museum of Modern Art

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August 7, 1970

For those of you who are concerned enough to wonder why the increase in admission to the Museum from \$1.50 to \$1.75, I would like to offer a candid explanation and an appeal.

Like all privately financed educational institutions, the Museum is coping with rising operating costs. Unlike most museums, we do not receive any regular subsidy from city, state, or federal governments, and as a relatively new museum, we have only a small endowment fund.

Last year we faced a deficit of more than one million dollars, a deficit so high that it threatens the future existence of the Museum.

At the moment we are faced with two alternatives: we can cut our program drastically or we can increase our income. Raising the admission fee is, unfortunately, one of the most immediate ways of increasing income even though these fees account for only ten per cent of the Museum's operating costs.

We will maintain our free Mondays throughout the coming year and will continue to admit all New York City Public School groups free of charge, senior citizen groups, students in New York City tuition-free colleges, and groups who are participating in one of the numerous community anti-poverty programs. Other student groups will continue to receive a reduction in admission.

We also offer museum memberships of various kinds, including a \$10 annual membership for college students and a \$35 family membership plan. Our appeal is to ask those of you who would like to support our program by becoming members to join us now. Information on membership is available from the Membership Desk in the Lobby.

Although we are not able to make any definite commitments at this time, we hope that we will be able to be open free on additional evenings, so that those whose schedule makes it impossible to come here on Monday will have an opportunity to come some other part of the week.

John B. Hightower
Director