




Hamilton

INFORMATION REPORT

TO: Mayor and Members General Issues Committee	WARD(S) AFFECTED: CITY WIDE
COMMITTEE DATE: April 7, 2011	
SUBJECT/REPORT NO: Point of Sale System (CS11037) (City Wide)	
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SIGNATURE: 	

Council Direction:

At the General Issues Committee on February 3, 2011, Council received the "2011 Tax-Supported Operating Budget (FCS11023)". This Information Report is in response to Item (xiii) "will the City be implementing point-of-sale system at City museums to be able to track who is attending, what days; difficult to justify openings relative to demand".

Information:

The City of Hamilton Museums collect data on visitors at the point of entry. Each site generates a daily report on:

- general visitors (adult, senior, student, child, infant or family)
- group visitors (school, community group, bus tour)
- workshop visitors
- other users (meetings, receptions, etc.)
- special event visitors
- free or discount visitors (coupons, visitors to free events).
- revenue (cash, credit/debit, accounts receivable)

There are limitations to the available data Staff know how many adults visited a museum on a given day or month but not how many visited on (for example) Tuesdays in 2010 This calculation is done manually from the daily reports. As well, no on-going

system tracks visitor demographic data or why they visited. Staff periodically surveys for this information but the lack of accuracy and consistency limits the value.

What is required, and was supported by Council in the 2010 Capital budget, is a Point of Sale (POS) system. The POS system combines the cash register systems (to comply with cash handling and auditing requirements), facility and program booking systems and visitor information/marketing tracking systems. It will greatly enhance the accuracy of the visitor and marketing data and improve cash handling procedures.

The POS project has several stages:

a) Needs Assessment/development. This stage carefully defines and expands the understanding of the system:

- the system must
 - be able to operate on the city's network and must function as a single large database allowing input from a number of sites/museums.
 - generate pre-set and custom reports easily.
 - track gift shop inventory, admissions and a variety of visitor data.
 - reconcile box office returns and generate daily, weekly, monthly reports.
 - function as a booking system for workshops, group visits etc.
- it should
 - work seamlessly with a potential staff scheduling software.
 - generate MSEXcel reports
- it must not
 - be proprietary or compiled such that it cannot be modified or customized by staff.

This stage is substantially complete

b) Criteria Development. This stage converts the needs into specific criteria which can be matched against the capabilities of significantly different softwares. The analysis must fairly compare the CLASS system to POS systems developed specifically for museums. Stages a) and b) are scheduled for completion in April/May 2011

c) Compliance with IT/IS Needs The outcomes of the needs assessment and criteria development will be presented to the Community Services/IS project steering committee for comment and endorsement. Revisions will be made as a result of input at this stage of the project. This stage will also establish estimates for the final cost of the project. Implementation costs will vary significantly based on the system requirements.

d) RFP/RFQ Staff will develop tender documents based on revised criteria. Completion of Stages c) and d) is dependent on work flow across several Divisions and

Departments. Key milestones will be a capital budget submission, based on estimates developed in Stage c) by September 2011 and, subject to Council approval, tendering in Spring 2012.

e) System Development and Rollout. There will be a significant implementation phase. All existing admission, gift shop, box office and facility booking procedures will change. Similarly scaled projects at other municipal or provincial museums have had a minimum 2 year 'rollout' phase before every element has worked satisfactorily.

In 2010, as part of the project development, staff recognized that the end date for the project implementation phase was likely 2013 or 2014. The original capital budget request was to fund an outside consultant to conduct Stage a-c above. The final report would form the basis of a further capital request for implementation. This proved impractical within the allocated capital amount and, with Community Service/IS team assistance, the work was moved in-house.

In the interim, staff addressed immediate cash handling and data collection issues. Staff invested \$5,120 for new, up to date cash registers. These generate better quality data and cash handling processes.

The capital project available balance is \$14,880 Remaining funds will partially offset implementation costs Staff are investigating grant options.

Open Hours and the Community Museum Operating Grant (CMOG)

The City of Hamilton museums are open year round (and more or less every day). Full time (as opposed to seasonal) museums are eligible for operating grants from the Ontario Ministry of Tourism and Culture. This is the Community Museum Operating Grant program. Under the requirements for the program, eligible museums must be open to the general public 1080 hours per year and at least 20 days per month for 8 months. These totals do not include open hours for pre-booked groups or special events In practice, this means being open approximately 4 hours per day and 6 days per week year round

Most sites have established operating hours to mirror this standard with posted public hours between 1100 and 1400 hours per year.

Grants for all sites totaled \$217,000 in 2010 General admission revenue for visitation during regular public hours was \$241,000

