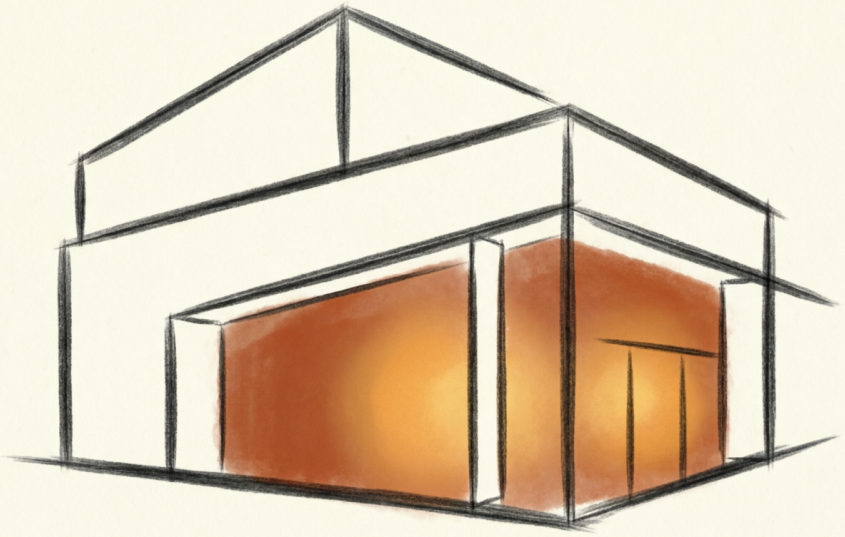
Northbank Museum Late-Opening Pilot

Should We Extend Thursday Evenings?



Late Hours

Museum tests late evenings

Four Thursdays tested; two gaps remain



Tickets yield $840 contribution

Marketing and satisfaction unknown

Pilot Data		Verification Required		Decision
Attendance 40 to 75	Revenue **$1,760** vs costs **$920**	Marketing cost ?	Visitor satisfaction ?	Extend or gather data

Figures are fictional test data

Attendance at 94%

Attendance climbed from 40 to 75

Reached 94% of 80-person capacity.

94% capacity

Weekly attendance data

Growth from 50% to 94% utilization.

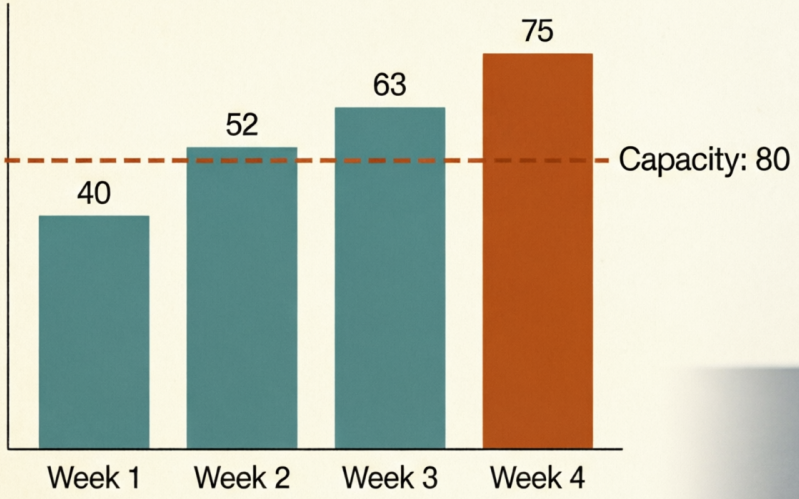
Week	Attendance	Capacity	Utilization
Week 1	40	80	50%
Week 4	75	80	**94%**

Figures are fictional test data for decision-framework illustration only.

Rising to 94%

Thursday pilot attendance

Steady crowds across four weeks, approaching the venue limit without breaching it.



Figures are fictional test data.

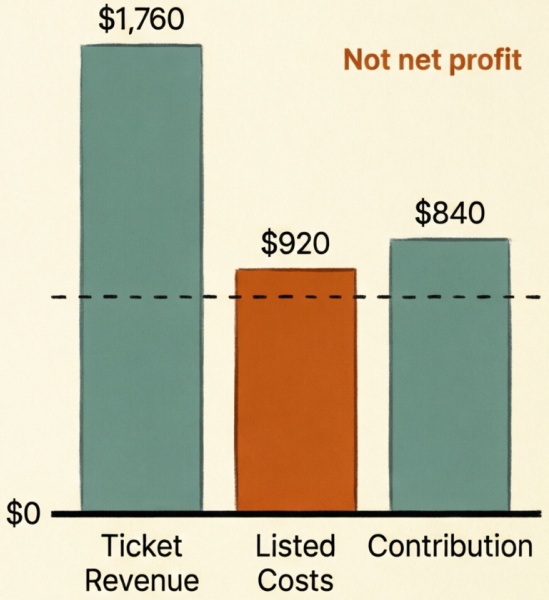


Revenue > Costs



Revenue and Costs

Marketing uncounted.
Test data.

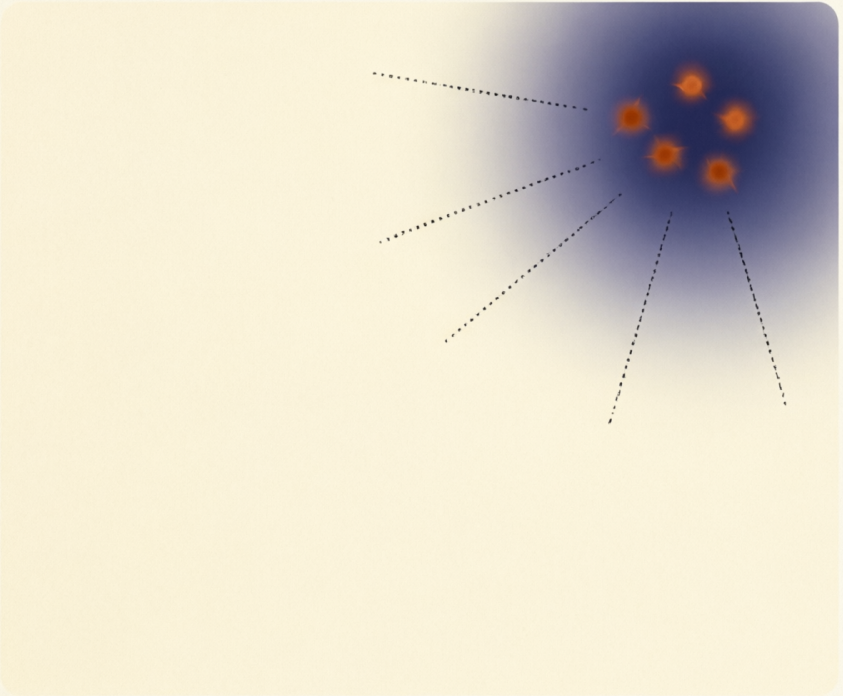


Figures are fictional test data for decision-framework illustration only.

Not Yet Proven

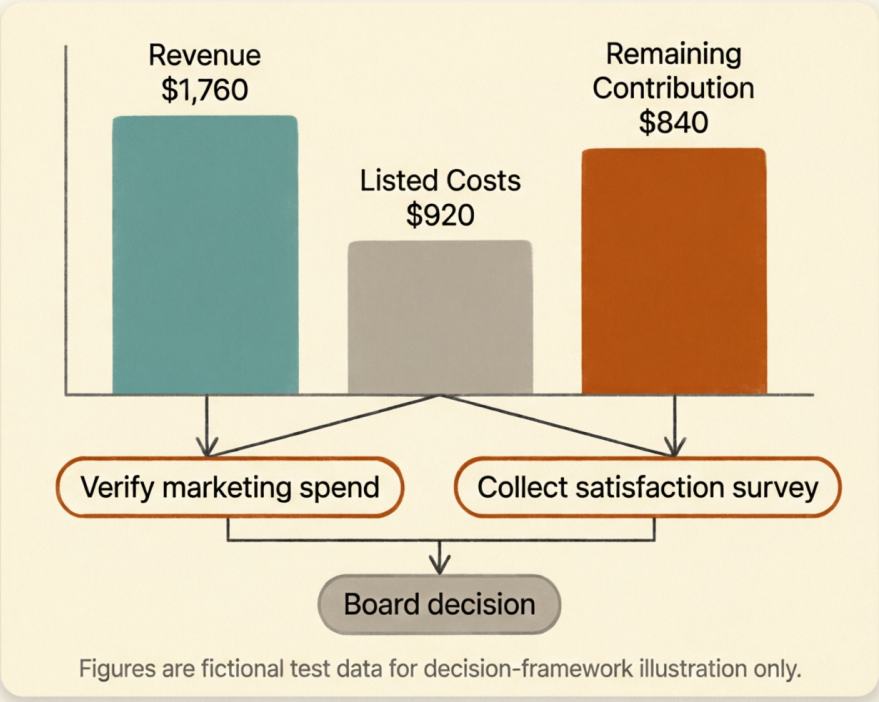
Three Gaps

Cause, trend, cost gaps persist.



Verify Before Extending

$1,760 less **$920** yields $840.



Figures are fictional test data for decision-framework illustration only.