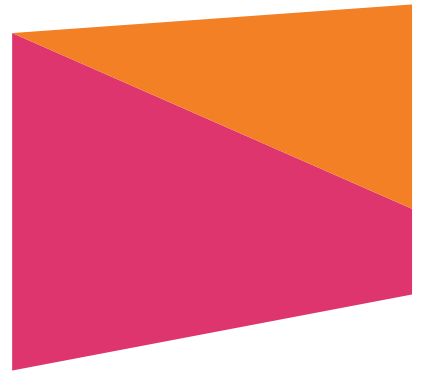




Jewish Museum in Prague 2019 Annual Report





1

Visitor numbers and visitor services

Total number of visitors			
		Adults	Children
January	33 482	24 128	9 354
February	37 645	24 013	13 632
March	58 946	36 888	22 058
April	80 155	51 797	28 358
May	70 752	57 443	13 309
June	53 012	39 331	13 681
July	63 181	44 068	19 113
August	72 110	52 174	19 936
in0September	60 765	47 816	12 949
October	57 362	43 373	13 989
November	38 935	30 920	8 015
December	51 154	39 812	11 342
TOTAL	677 499	491 763	185 736

In 2019 the Museum received 677,499 visitors – 43,694 (6.06%) down on the previous year. In a long-term year-on-year comparison, however, this is still one of the best economic results in the Museum's history.

The Museum introduced the option of payment by debit and credit cards at all of its ticket offices. By helping to speed up the entry process and improve visitor service, this should prospectively lead to a stabilization and slight increase in ticket sales.

Czech visitors purchased more discount tickets as part of the Museum's educational programme against antisemitism (which includes a tour of Prague's Jewish Town) than in the previous year. This programme was made available every Sunday at 11 a.m. at 2 p.m.

The Museum continued to provide discount tickets as part of the "Prague City Pass" and the "Lítačka" Prague travel card packages. Once again, the Museum's inclusion on the "Prague Card" sightseeing pass proved beneficial, attracting more than 26,000 visitors in 2019.

Open since 2014, the Museum's Information and Reservation Centre (Maiselova 15, Prague 1) served as the tour starting point for a larger number of visitors than in the previous year, and significantly helped to speed up the entry process and increase visitor satisfaction.

The Museum continued to provide considerable discounts for visiting school groups through its Department for Education and Culture. The activities of the Society of Friends of the Jewish Museum in Prague also helped to successfully promote the Museum.

In 2019, the Museum received a TripAdvisor® Certificate of Excellence for the Pinkas and Spanish synagogues and their exhibitions. Receiving this award highlights the uniqueness of the Museum's historic monuments and tourist attractions. It is only given to organizations that have consistently received excellent reviews from travellers across the world on TripAdvisor.



2

Finances

In 2019 the Museum received 677,499 visitors – 43,694 (6.06%) down on the previous year. As a result, receipts from ticket sales were down year-on-year by CZK 9,272,814 (4.56%). Total revenues were down by CZK 8,165,463 (3.6%) – less than the ticket sale decline, mainly due to an increase in income from rentals, other services, grants, subsidies and term deposits.

Expenses were up by CZK 8,097,413 (4.68%) compared to the previous year, mainly due to higher costs relating to the following components: goods sold at acquisition price, repairs and maintenance, representation, promotion, other services, wages, insurance, other costs and depreciation.

On balance, the Museum's financial results for 2019 were favourable, with gross profit of CZK 42,232,329 and net profit of CZK 34,420,269 (after paying CZK 7,812,060 in tax). Net profit was down by CZK 16,262,876 year-on-year.

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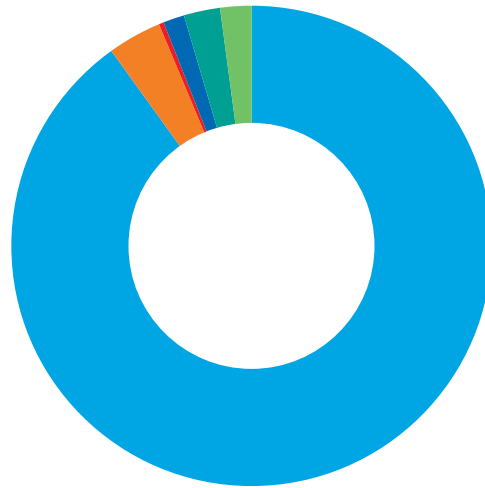
At Prague, 26 March 2020

Leo Pavlát
Director, Jewish Museum in Prague



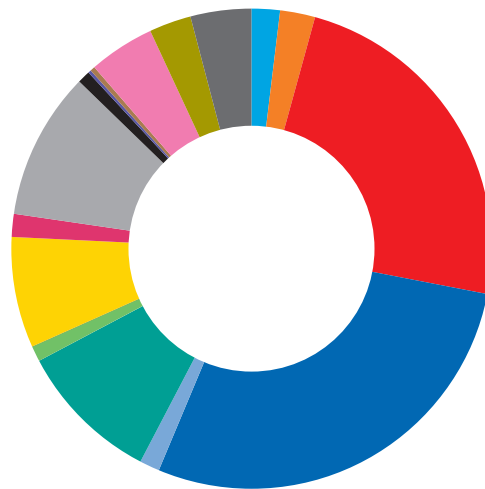
Appendix 1 – 2019 budget implementation

Revenues of the Jewish Museum in Prague (2019)



- 90.1 % Entrance fee
- 3.6 % Rent
- 0.3 % Sales
- 1.4 % Other services
- 2.4 % Donations and grants
- 2.1 % Other revenues

Expenses of The Jewish Museum in Prague (2019)



- 1.9 % Energy, water, gas
- 2.4 % Repairs
- 23.8 % Rent
- 28.3 % Salaries
- 1.3 % Other personal expenses
- 9.6 % Social insurance
- 0.9 % Mandatory fringe benefits
- 0.1 % Donations
- 7.5 % Depreciation
- 1.4 % Insurance
- 9.9 % Services
- 0.9 % Other costs
- 0.2 % Purchase of books
- 0.3 % Purchase of items for the collections
- 4.4 % Investments
- 2.8 % Material
- 4.1 % Income tax

Appendix 2 – Profit and loss statement (CZK '000)

	As of 31 Dec 2018	As of 31 Dec 2019
REVENUES	223 730	215 565
Sales of goods and services	13 796	11 572
Entrance fees	203 431	194 157
Subsidies	5 145	3 736
Recognition of provisions	0	0
Other revenues	1 358	6 100
OPERATING COSTS	161 848	173 333
Expenditures on realized sales	74 296	77 964
Personnel costs	70 497	76 640
Depreciation	12 865	14 250
Other operating costs and provisions	4 190	4 479
INCOME TAX	11 199	7 812
RESULT	50 683	34 420

Appendix 3 – Balance sheet (CZK '000)

	As of 31 Dec 2018	As of 31 Dec 2019
PERMANENT ASSETS	134 254	134 144
Intangible fixed assets	1 552	2 400
Tangible fixed assets	132 702	131 744
Financial investments	0	0
CURRENT ASSETS	352 636	373 112
Inventories	7 892	7 101
Receivables	10 422	13 221
Financial assets	331 755	349 749
OTHER ASSETS	2 567	3 041
TOTAL ASSETS	486 890	507 256
OWN SOURCES	461 246	482 198
Funds	410 563	447 778
Financial results in current accounting period	50 683	34 420
EXTERNAL RESOURCES	25 644	25 058
Short-term commitments	20 314	16 828
Provisions	0	0
OTHER LIABILITIES	5 330	8 230
TOTAL LIABILITIES	486 890	507 256

Appendix 4 – Staff structure

In accordance with its organisation manual, the JMP comprised eight departments in 2019. As of the end of 2019, it had an average of 128 employees, including those on maternity and parental leave and those whose salaries are fully or partially covered by grants. The number of individuals employed by the JMP in 2019 was 127 and the number of full time equivalent employees was 109.6.

Director	1
Research and specialist staff, including restoration staff	41
Education and culture staff	9
Staff in charge of the maintenance, repairs, refurbishment and administration of buildings and cemeteries	3
Publicity and exhibition staff	5
Reservation Centre staff	3
IT staff	3
Administrative staff	5
Economic staff, including exhibition ticket sellers	10
Security staff and custodians	47

Average monthly salary for JMP staff in 2019: CZK 30 624.

Appendix 5 – Building repairs and reconstruction (CZK '000)

Building	1995–2019
Spanish Synagogue	34 455
Administration building in Jáchymova st.	3 215
Maisel Synagogue	43 210
Pinkas Synagogue	22 937
Ceremonial Hall	3 278
Klausen Synagogue	10 455
Depository of textiles	4 514
New Administration and Research Centre	105 081
Department for Education and Culture, Information and Reservation centre	19 035
Smíchov Synagogue	78 662
Brandýs Synagogue	855
Depository of books Spořilov	215
Jewish Cemetery - Fibichova Pgue 3	11 980
Old Jewish Cemetery	13 865
Total	352 757

Independent auditor's report on the verification of the financial statements of the Jewish Museum in Prague as of 31 December 2019

for the management personnel of the accounting entity

Auditor's opinion

I have audited the enclosed financial statements of the Jewish Museum in Prague (hereinafter "the Accounting Entity"), which have been put together on the basis of Czech accounting regulations, comprising a balance sheet as of 31 December 2019, a profit and loss statement for the year ending 31 December 2019 and the appendices to these financial statements, which contain a description of the substantial accounting methods used and other explanatory information. The data relating to the Accounting Entity is set out in Section 1 as an appendix to these financial statements.

In my opinion, the financial statements give a true and fair view of the assets and liabilities of the Accounting Entity as of 31 December 2019, and of its expenses, income, financial results and cash flow for the year ending 31 December 2019 in accordance with Czech accounting regulations.

Accounting entity: Jewish Museum in Prague, an interest group of legal entities

Address: U stare školy 141/1, Praha 1

Business ID No.: 60459263

Statutory representative: Leo Pavlat, director

Authorized auditor: Ing. Libor Bosak

Auditor's Licence No. 407

Address: Českomalínská 206/17, 160 00 Praha 6

Business ID No.: 13139304

At Prague, 29 May 2020

(date of audit completion)

Ing. Libor Bosák

Independent auditor

Czech Chamber of Auditors, License No. 0407



Jewish Museum in Prague

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