



CITY OF SACRAMENTO

DEPARTMENT OF COMMUNITY SERVICES

3520 FIFTH AVENUE
(916) 449-5200

SACRAMENTO, CA 95817

SOLON WISHAM, JR.
DIRECTOR

CITY MANAGER'S OFFICE
RECEIVED
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CROCKER ART MUSEUM DIVISION
GOLF DIVISION
METROPOLITAN ARTS DIVISION
MUSEUM AND HISTORY DIVISION
RECREATION DIVISION
PARKS DIVISION
ZOO DIVISION

March 19, 1981

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: Admission Fee Policy Modification--Sacramento Zoo

SUMMARY

This report recommends modifications in the admission schedule and policy for the Sacramento Zoo in partial response to a request by the Budget and Finance Committee to improve attendance and expand revenue potential.

BACKGROUND INFORMATION

The Budget and Finance Committee recently reviewed the fee schedule and admission policy of the Sacramento Zoo. The Committee approved a change in the standard admission fees based on a staff recommendation. Additionally, the Committee instructed the staff to return with proposals aimed at increasing attendance to the Zoo and expanding the revenue potential as a supplement to the admission fees. On March 3, 1981, the City Council approved changes in the standard admission rate effective April 1, 1981.

The change in regular admission fees is projected to cause an overall decrease in attendance to the Zoo. This condition will not unfavorably impact the gate revenues; however, it could possibly reduce the revenue potential through concessions. As an offset to the potential loss in attendance, the staff proposes the following changes in the admission policy:

1. Delete the City residency requirement on reduced group rates.
2. Delete the City residency requirement for organized school groups.
3. Delete the admission fee for all organized school groups.
4. Delete admission fees for organized groups representing physically and/or mentally handicapped persons.

APPROVED BY THE CITY COUNCIL
as amended Exhibit A
MAR 24 1981

OFFICE OF THE
CITY CLERK

5. Expand the group rate schedule for organized groups of all ages.
6. Expand the authority of the Director of Community Services to approve short-term promotionals at a special admission fee.

To accomplish the changes recommended herein, the following rate schedule and admission policy should be approved by the City Council:

EXISTING

I. Standard Admission Fee

- Age 5 years and under..... Fee exempt
- Age 6 years through 12 years... \$.50
- Age 13 years and over..... \$2.00

NEW

II. Group Rate Schedule

(for organized groups of 25 or more persons with one week notification)

- Age 5 years and under..... Fee exempt
- Age 6 years through 12 years... \$.25
- Age 13 years and over..... \$1.00

III. Fee Exemptions

- NEW 1. All organized school groups with one week notification. 1-10 student/adult ratio on regular school days only.
- NEW 2. All physically/mentally handicapped groups with one week notification on weekdays only. Assistance requirements depending on user group.
- EXISTING 3. Senior citizens age 65 years and older with City residence or property within the City. A card is required.

NEW

IV. Special Fees

For special, short-term promotions of the Zoo, the admission fees may be modified at the discretion of the Director of Community Services so long as there is no significant revenue loss.

City Council
March 19, 1981
Page Three

FINANCIAL DATA

Based on past experience, the staff estimates that there will be an immediate loss in gate revenue of approximately \$8,000 due to the new fee exempt status for school groups. However, the anticipated increase in attendance should offset the estimated loss of new revenue through the Zoo concession operations.

RECOMMENDATION

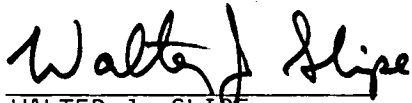
It is recommended that the Budget and Finance Committee approve and refer to the full Council the changes in admission fees and policies contained herein. Further, it is recommended that the City Council, by resolution, approve the the admission fee schedule and policies for use at the Sacramento Zoo effective April 1, 1981.

Respectfully submitted,



SOLON WISHAM, JR.
Director of Community Services

Recommendation Approved:



WALTER J. SLIPE
City Manager

SW:js

March 24, 1981
All Districts

RESOLUTION NO. 81-223

Adopted by The Sacramento City Council on date of

RESOLUTION AMENDING FEES AND CHARGES FOR VARIOUS COMMUNITY SERVICES RELATED LICENSES, PERMITS, SERVICES AND FACILITIES

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

1. That Resolution No. 80-427, which established fees and charges for various City licenses, permits, services and facilities, is hereby amended to reflect the Community Services related fees and charges as set forth in Exhibit A, attached hereto and incorporated herein by reference.
2. That the City of Sacramento Fee and Charge Report, page 45a, is hereby amended to reflect the Community Services related fees and charges as set forth in Exhibit A attached hereto.

MAYOR

ATTEST:

CITY CLERK

APPROVED
BY THE CITY COUNCIL

MAR 24 1981

OFFICE OF THE
CITY CLERK

DEPARTMENT OF COMMUNITY SERVICES

ZOO DIVISION

Effective April 1, 1981

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3. Senior citizens age 65 years and older with City residence or property within the City. A card is required.

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10

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