



CITY OF SACRAMENTO

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DEPARTMENT OF PARKS AND COMMUNITY SERVICES

3520 FIFTH AVENUE SACRAMENTO, CALIFORNIA 95817
TELEPHONE (916) 449-5200

ROBERT P. THOMAS
DIRECTOR

G. ERLING LINGGI
ASSISTANT DIRECTOR

CROCKER ART MUSEUM DIVISION
GOLF DIVISION
METROPOLITAN ARTS DIVISION
MUSEUM AND HISTORY DIVISION
RECREATION DIVISION
PARKS DIVISION
ZOO DIVISION

May 29, 1985

Budget and Finance Committee
Sacramento, California

Honorable Members in Session:

SUBJECT: Zoo Division Fee Proposal

SUMMARY

This report recommends an admission fee adjustment for the Sacramento Zoo to be made effective January 1, 1986.

RECOMMENDATION

It is recommended that the Budget and Finance Committee review the attached report and refer it to the full City Council for action.

Respectfully submitted,

for *G. Erling Linggi*
ROBERT P. THOMAS, Director
Parks and Community Services

Recommendation Approved:

for *Solon Wisham, Jr.*
SOLON WISHAM, JR.
Assistant City Manager

RPT:s1
Attachment

June 13, 1985
District No. 4



CITY OF SACRAMENTO

DEPARTMENT OF PARKS AND COMMUNITY SERVICES

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TELEPHONE (916) 449-5200

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May 29, 1985

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: Zoo Division Fee Proposal

SUMMARY

This report recommends an admission fee adjustment for the Sacramento Zoo to be made effective January 1, 1986.

BACKGROUND INFORMATION

The Sacramento Zoo is the second largest paid tourist attraction in the greater Sacramento area, surpassed only by the California State Fair. Currently, Zoo attendance is approximately one half million persons per year, a fifty percent increase in attendance over the previous two years. In 1983-84 nearly 50,000 school children visited the Zoo free of charge. Additional educational programs and services currently offered by the Zoo include outreach visits involving a slide presentation and animals to schools; wildlife lectures; monthly publications; and summer animal demonstrations and classes with particular emphasis on children. Nearly 14,000 individuals participated in these activities. To better meet the public demand for educational programs and services, a temporary education building was recently installed by the Sacramento Zoological Society. The Zoo's role, as a valuable public resource and provider of recreational and educational opportunities, continues to increase.

The Zoo's fee schedule was last revised in 1981 when adult prices were increased and children's fees were decreased. The cost of living has increased 24% since the last fee increase. Approximately 38,000 Zoo visitors per year are between the ages of three and five years, while senior attendance averages 12,000 persons annually.

The proposed fee for seniors will be less than half the regular adult fee which is consistent with other Department operated activities such as the Crocker Art Museum, History Center, and golf courses. Attachment I provides a schedule of existing and proposed fees. Attachment II provides a fee comparison among comparable Zoos.

The recommended fee changes are proposed to become effective January 1, 1986. The fee changes are needed to not only maintain the current levels of educational, recreational, and animal care services, but also to improve services.

It is proposed that a Zoologist position be added to the FY 1985-86 budget (\$32,703). In addition, funds should be provided for building crates to safely move animals (\$8,100); advertising for Zoo (\$4,000); uniforms (\$4,560); increased security (\$18,000); and maintenance of equipment (\$4,446). These changes, totaling \$71,809, equal less than half the anticipated revenue to be generated by the fee change.

To maintain the current levels of educational and recreational services and the high quality of animal care, it is recommended that the fee changes as shown in Exhibit A be approved effective January 1, 1986. This fee increase will offset escalating costs, thereby enabling the Zoo to continue to provide quality service and to maintain a 65% level of operating self-sufficiency.

FINANCIAL DATA

The Zoo Division is supported by the City General Fund. Revenues derived from the Sacramento Zoo admission fees and concessions are deposited in the General Fund. Based on current attendance, the proposed fees would generate \$222,000 annually which reduces the actual demand on the General Fund. Attachment I compares the existing rates to proposed rates which will produce an additional \$111,000 for the second half of FY 1985-86. Below is a description of the Zoo Division budget and revenues generated by Zoo admissions and concessions:

FY 1984-85

Anticipated Revenue	\$552,000
Budget	\$815,000
Percent Self-sufficient -	67.7%

FY 1985-86 - As submitted.

Revenues	\$561,500
Budget	\$963,315
Percent Self-sufficient -	58.3%

FY 1985-86 - As proposed with fee changes and budget increase.

Revenues	\$672,500
Budget	\$1,035,124
Percent Self-sufficient -	65%

BUDGET AND FINANCE COMMITTEE ACTION

The Budget and Finance Committee will review this item at their meeting on June 13, 1985. Committee action will be presented verbally to the Council.

RECOMMENDATION

It is recommended that the City Council approve, by resolution, the proposed Exhibit A fee structure effective January 1, 1986, and the proposed additions to the FY 1985-86 Department of Parks and Community Services budget.

Respectfully submitted,

fn- D. Ealing Terzaggi
ROBERT P. THOMAS, Director
Parks and Community Services

Recommendation Approved:

WALTER J. SLIPE
City Manager

RPT:sl
Attachment

June 18, 1985
District No. 4

Proposed Zoo Fees

	<u>EXISTING</u>	<u>PROPOSED</u>	<u>CHANGE</u>
I. Standard Admission Fee			
Ages 5 years and under	Fee exempt	Ages 2 years and under: fee exempt	in age
Ages 6 through 12 years	\$.50	Ages 3 through 12 years	\$.50
Ages 13 through 64 years	\$2.00	\$2.50	\$.50
Ages 65 years and over	Fee exempt	\$1.00	\$1.00
II. Group Rate Schedule (For organized groups of 25 or more persons with one week's notification.)			
Ages 5 years and under	Fee exempt	Ages 2 years and under: fee exempt	in age
Ages 6 through 12 years	\$.25	Ages 3 through 12 years	\$.25
Ages 13 through 64 years	\$1.00	\$1.50	\$.50
Ages 65 years and over	Fee Exempt	\$.50	\$.50

FEE EXEMPTIONS

1. All organized school groups with one week's notification. one to ten student/adult ratio on regular school days only. No change
2. All physically/mentally handicapped groups with one week's notification on weekdays only. Assistance requirements depending on user group.
3. Sacramento Zoological Society Members shall be admitted into the Zoo at all times upon presentation of a valid membership card.

SPECIAL FEES

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

COMPARISON OF OTHER ZOO'S FEES
 FEE STRUCTURE AS OF JULY 1, 1985

SAN FRANCISCO ZOO

Seniors	\$.50	65 years of age and older
Adults	\$ 2.50	16 years of age thru 64 years
Children	FREE	15 years and under when accompanied by adult
Group Rate	\$ 1.00	per adult - organized groups of 10 or more adults all children free
School Rate		One adult for every 5 students free, all others pay \$1.00

SAN DIEGO ZOO

Seniors	\$ 5.95	No Discount/Special Discounts on Promotions Only
Adults	\$ 5.95	16 years of age and older
Children	\$ 2.50	3 years of age thru 15 years of age
Free	Free	2 and under

Group Rates		15 or more - 10% Discount
Deluxe Tour	\$ 9.15	Adults
	\$ 5.15	Children
Zoo Adventure	\$ 7.80	Adults
	\$ 4.25	Children
Behind Scene	\$13.25	Adult (4 hour tour)
	\$ 9.25	Children (4 hour tour)
	\$11.25	Adult (2 hour tour)
	\$ 7.25	Children (2 hour tour)

School Groups San Diego City or County Only are free, all others pay basic admission fee.

LOS ANGELES ZOO

Seniors	\$ 1.50	60 years of age and older
Adults	\$ 4.00	16 years of age thru 59 years
Children	\$ 1.50	5 years of age thru 15 years
4 and Under	FREE	

Group Rates: None

School Rates: K, 1st, & 2nd grade - 1/8 ratio all others pay \$ 1.50 each
 3rd grade and over, Docent Program - if they come in on
 Docent Program they will be free - If no Docent Tour every
 one pays \$ 1.50

FEE STRUCTURE AS OF JULY 1, 1985 (continued)

FRESNO ZOO

Seniors		1 free day per month/every 1st Wednesday of month
Adults	\$ 1.75	14 years of age thru 62 years of age
Children	\$.25	4 thru 13 years of age
3 and Under	Free	3 years of age and under
Group Rate		One free pass per year (handicapped, convalescent Seniors, etc.- groups of 5 or more)
School Rate		Same as general admission

SANTA BARBARA ZOO

Seniors	\$ 1.50	60 years of age and over
Adults	\$ 3.00	13 years of age to 59 years of age
Children	\$ 1.50	2 years of age thru 12 years of age
Under 2	Free	Under of 2
Group Rate		.25¢ less than general admission (groups of 10 or more - weekdays only)
School Rate	.50	for children (no age limit)
	\$ 2.75	for adults (1 adult free for every 10 students)

PORTLAND ZOO

Seniors	\$ 1.25	65 years of age and older
Adults	\$ 2.50	12 years of age thru 64 years
Children	\$ 1.25	3 years of age thru 11 years of age
Under 3	Free	2 and under free
School Rate	.75	per student - 1 adult for every 5 students free additional adults pay \$2.25 each (ONLY ON PRE-PAYMENT AND PRE-RESERVATION OF AT LEAST 24 HOURS IN ADVANCE)
Group Rate		15-49 persons 10% Discount off regular rate 50-99 persons 15% Discount off regular rate 100 plus persons 20 % Discount off regular rate (ONLY ON PRE-PAYMENT AND PRE-RESERVATION)

RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

RESOLUTION AMENDING FEES AND CHARGES FOR PARKS AND COMMUNITY SERVICES ZOO DIVISION

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

1. That effective January 1, 1986, Parks and Community Services Zoo Division fees are hereby amended as set forth in Exhibit A attached hereto and incorporated herein by reference;
2. That the City of Sacramento's Fee and Charge Report, page 48a is hereby amended to reflect the changes as set forth in Exhibit A.

ATTEST:

MAYOR

CITY CLERK

Zoo Fees

I. Standard Admission Fee

Ages 2 years and under	Fee exempt
Ages 3 through 12 years	\$1.00
Ages 13 through 64 years	\$2.50
Ages 65 and over	\$1.00

II. Group Rate Schedule

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

Ages 2 years and under	Fee exempt
Ages 3 years through 12 years	\$.50
Ages 13 years through 64 years	\$1.50
Ages 65 years and over	\$.50

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1. All organized school groups with one week's notification. One to ten student/adult ratio on regular school days only.
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Effective January 1, 1986