



CITY OF SACRAMENTO

DEPARTMENT OF COMMUNITY SERVICES

3520 FIFTH AVENUE
(916) 449-5200

SACRAMENTO, CA 95817

SOLOM WISHAM, JR.
DIRECTOR

CITY MANAGER'S OFFICE
RECEIVED
MAR 10 1981

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

March 5, 1981

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: Special Zoo Promotion Weekend

APPROVED
BY THE CITY COUNCIL

MAR 17 1981

OFFICE OF THE
CITY CLERK

SUMMARY

This report recommends that the City Council approve a limited reduction in certain admission fees for one weekend as part of a large promotion of the Zoo and to aid the Zoological Society in the production of its 1982 calendar.

BACKGROUND INFORMATION

The Zoological Society sponsored a photo contest on two Saturdays during March of 1979. Attendance figures for those days reveal that there was an additional 500± visitors on each day over and above normal attendance. We did not offer reduced fees at that time and publicity was wide-spread but considerably less than anticipated this year. In 1979, nearly 800 photos were submitted by 120 photographers. At least five well-placed articles appeared in local newspapers concerning the contest.

The City staff has negotiated a special series of activities to promote the Zoo on the weekend of May 9 and 10, 1981. The main activity of the period will be a highly publicized photo contest to provide suitable photos for the Zoological Society's 1982 calendar. Kodak Corporation has agreed to provide 100,000 inserts in processed film and 40-50 "banners" to be exhibited in large film outlets. The Society will coordinate all activities and super-vised information booths as needed.

FINANCIAL DATA

The regular fees at that time will be \$2.00 for adults and \$.50 for children 6-12. The recommended admission policy is \$.50 reduction in the normal admission fee for persons presenting an approved entry form and a camera at the admission gate.

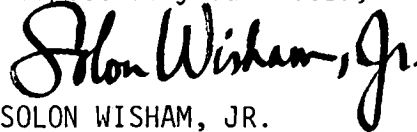
City Council
March 5, 1981
Page Two

The projected attendance is 1,500 additional persons over the two day contest period. This will more than compensate for the reduced admission fee for the program. We could also expect additional income through the concession stands.

RECOMMENDATION

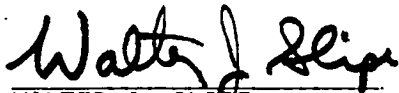
It is recommended that the City Council, by resolution, approve a reduced fee schedule for photography contest participants on May 9 and 10, 1981, exclusively, for the Sacramento Zoo.

Respectfully submitted,



SOLON WISHAM, JR.
Director of Community Services

Recommendation Approved:



WALTER J. SLIVE
City Manager

SW:js

March 17, 1981
All Districts

RESOLUTION NO. 81-192

Adopted by The Sacramento City Council on date of

RESOLUTION ESTABLISHING SPECIAL
ZOO ENTRANCE FEES FOR
MAY 9 - 10, 1981 ONLY

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

Notwithstanding the Zoo Entrance Fees provided in Resolution No. 81-158, dated March 3, 1981, the Zoo Entrance Fees on May 9 - 10, 1981, and only for persons presenting an approved Zoo Photo Contest Coupon and a camera at the admission gate, shall be as follows:

Age 5 years and under	Fee exempt
Age 6 years through 12 years	Fee exempt
Age 13 years and over	\$1.50
Senior Citizens*	Fee exempt

*65 years and older with City residence or property within the City. A card is required.

MAYOR

ATTEST:

CITY CLERK

APPROVED
BY THE CITY COUNCIL

MAR 17 1981

OFFICE OF THE
CITY CLERK