

CITY OF SACRAMENTO

DEPARTMENT OF PARKS AND COMMUNITY SERVICES

ROBERT P. THOMAS
Director

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Assistant Director

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

July 2, 1986

Budget and Finance Committee
Sacramento, California

Honorable Members in Session:

SUBJECT: Reciprocal Agreement for Fee Exempt Status for Members of Other Zoo Societies

SUMMARY

This report recommends a fee exempt Sacramento Zoo admission policy for members of other zoological societies.

BACKGROUND INFORMATION

The Sacramento Zoological Society is a support organization for the Sacramento Zoo. Since the Society's formation in 1957, the organization has grown from a small group of 25 to 2,500 members in 1985. The Society has contributed greatly to capital improvements in the Zoo including the cheetah, hippopotamus, flamingo, and orangutan exhibits; and most recently, the chimpanzee exhibit. Last year, the Society constructed an education building for children's and adult programs and together with the Fairytale Town Board, formed the Joint Concessions Board to begin operation of the concession stands.

On March 2, 1982, the City Council adopted a resolution allowing Society members with a valid membership card fee exempt entrance to the Zoo. The Society feels that this has been one of the major factors in their recent membership growth. A continually expanding membership increases the Society's ability to support Zoo activities and capital improvements.

The Society wishes to have a reciprocal membership agreement with other Zoos as another important marketing strategy to obtain members. If the Society joins the zoos and aquariums that currently have reciprocal membership agreements, Society members will receive free admission to 85 zoos and aquariums throughout the United States and Canada (Attachment A). Conversely, members of other institutions with this agreement will receive fee exempt admission to the Sacramento Zoo.

This agreement will be cost effective for the growth of the Sacramento Zoological Society. Any loss of admission revenue will be offset by an expected increase in concession revenue from visitors who spend money on gifts and food at the Zoo. Admission and concession revenue and attendance figures at the Sacramento Zoo are provided in Attachment B.

In addition to admitting Sacramento Zoological Society members free, the Zoo currently provides fee exempt admission to all organized school groups and physically/mentally handicapped groups. Records of these fee exempt admissions are kept to ensure no substantial loss of revenue to the Zoo. Upon approval by City Council of the reciprocal agreement with other zoological societies, this category of fee exempt admissions will be added to the existing records.

FINANCIAL DATA

The Sacramento Zoo expects approximately 330 fee-exempt admissions at an estimated cost of \$500 annually as a result of this reciprocal agreement. It is anticipated that revenue from the Society's expected increase in membership and increased concessions revenue would more than recover this cost.

RECOMMENDATION

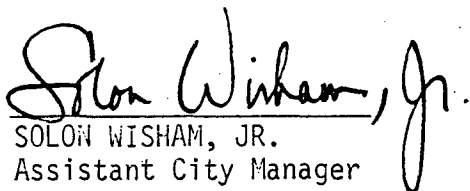
It is recommended that the Budget and Finance Committee approve this report and refer it to the full City Council for action. It is further recommended that the City Council approve, by resolution, the Zoo fee exempt admission policy for members of other zoological societies that participate in the reciprocal membership agreement.

Respectfully submitted,



ROBERT P. THOMAS, Director
Parks and Community Services

Recommendation Approved:



SOLON WISHAM, JR.
Assistant City Manager

RPT:ja

July 15, 1986
All Districts

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

MAYOR

ATTEST:

CITY CLERK

PARKS AND COMMUNITY SERVICES

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 through 12 years	\$.50
Ages 13 through 64 years	\$1.50
Ages 65 and over	\$.50

Fee Exemptions

1. All organized school groups with one week's notification. One to ten student/adult ratio on regular school days only.
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.
4. All other zoological societies' members whose societies participate in a reciprocal agreement for the fee exempt admission under the auspices of the AAZPA 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.

ALABAMA

Birmingham Zoo
Montgomery Zoo

ARIZONA

Reid Park Zoo, Tucson

ARKANSAS

Little Rock Zoo

CALIFORNIA

Knowland Park Zoo, Oakland
Los Angeles Zoo
San Francisco Zoo
Santa Barbara Zoo
Santa Ana Zoo
Sequoia Park Zoo Society, Eureka
Roeding Park Zoo, Fresno

CONNECTICUT

Beardsley Zoo, Bridgeport

FLORIDA

Jacksonville Zoo
Dicker Zoo, West Palm Beach
Maxham Park Zoo, Ft. Lauderdale
Miami Metrozoo, Miami

GEORGIA

Atlanta Zoo

ILLINOIS

Glen Oak Zoo, Peoria
John G. Shedd Aquarium, Chicago
Miller Park Zoo, Bloomington
Henson Robinson Zoo, Springfield

INDIANA

Fort Wayne Children's Zoo
Indianapolis Zoo
Mesker Park Zoo, Evansville
Potawatomi Zoo, South Bend

KANSAS

Sedgwick County Zoo, Wichita
Topeka Zoo
Sunset Zoological Park, Manhattan
Lee Richardson Zoo, Garden City

KENTUCKY

Louisville Zoo

LOUISIANA

Audubon Park & Zoo, New Orleans
Greater Baton Rouge Zoo, Baker
Louisiana Purchase Gardens & Zoo, Monroe
Alexandria Zoological Park, Alexandria

MARYLAND

Baltimore Zoo

MICHIGAN

Binder Park Zoo, Battle Creek
John Ball Zoo, Grand Rapids

MINNESOTA

Minnesota Zoological Garden,
Apple Valley

MISSISSIPPI

Jackson Zoo

MISSOURI

Dickerson Park Zoo, Springfield
Kansas City Zoo

NEBRASKA

Folsom Children's Zoo, Lincoln
Henry Doorly Zoo, Omaha

NEW JERSEY

Turtle Back Zoo, West Orange
Cohanzick Zoo, Bridgeton

NEW MEXICO

Rio Grande Zoo, Albuquerque

NEW YORK

Buffalo Zoo
Burnet Park Zoo, Liverpool
Ross Park Zoo, Binghamton
Seneca Park Zoo, Rochester
Staten Island Zoo
Utica Zoo

NORTH CAROLINA

North Carolina Zoological Park,
Asheboro

NORTH DAKOTA

Dakota Zoo, Bismarck

OHIO

Akron Zoo
Cleveland Zoo
Columbus Zoo
Toledo Zoo

OKLAHOMA

Oklahoma City Zoo
Tulsa Zoo

PENNSYLVANIA

Erie Zoo
Gettysburg Game Park, Fairfield
Philadelphia Zoo
Pittsburgh Zoo
ZOOAMERICA at Hersheypark, Hershey

SOUTH CAROLINA

Greenville Zoo
Riverbanks Zoo, Columbia

TENNESSEE

Memphis Zoo

TEXAS

Abilene Zoo
Central Texas Zoo, Waco
El Paso Zoo
San Antonio Zoo & Aquarium
Texas Zoo, Victoria
Dallas Zoo

UTAH

Hogle Zoo, Salt Lake City

WISCONSIN

Jo-Don Farms, Frankville

CANADA

Calgary Zoo, St. George's Island
Okanagan Game Farm, Penticton, B.C.

FREE MONORIAL RIDE ONLY:

Kings Dominion, Doswell, Virginia
Kings Island, Kings Island, Ohio

ATTACHMENT B

Sacramento Zoo

	1980-81	1981-82	1982-83	1983-84	1984-85	1985-86
Admission Revenue	\$314,374	\$302,219	\$342,765	\$438,711	\$450,508	\$519,315*
Concession Revenue	<u>52,973</u>	<u>55,868</u>	<u>40,203</u>	<u>70,867</u>	<u>93,954</u>	<u>98,164**</u>
TOTAL	\$367,347	\$358,087	\$382,968	\$509,578	\$544,462	\$617,479
Attendance	312,429	294,512	332,509	440,923	471,452	427,726*

* First eleven months only

**April-June estimated