

Admission Summary

The basic facts:

1. The increase would take effect January 1, 2020 and relates to the York Street site.
2. The increase would take the top rate (non-member adult) from \$12.50 to \$15.00.
3. This rate keeps us at the low end in the marketplace.
4. It has been over a decade since we increased our rates.
5. The addition of the Freyer-Newman Center will offer substantial new experiences and opportunities for visitors while at the same increasing operational costs.
6. We will retain discounts for seniors, active military and veterans, children and students.
7. SNAP recipients pay only \$1.00 for admission.
8. Members are free.
9. All visitors on free days are free.
10. We participate in the Five by Five program.
11. We accept the My Denver Card.
12. We participate in Urban Advantage.
13. We provide caregivers free admission.
14. Patients and families associated with the Ronald McDonald House receive free admission.
15. The Gardens provides free transportation and admission to underserved communities through partner organizations.

Market comparisons of top admission rates		Senior	Child	Military/vets	Students
Proposed DBG	\$15.00	11.50	11.00	11.00	11.00
DMNS	\$19.95*	16.95	14.95	16.95	NA
Denver Zoo	\$20.00	17.00	14.00	NA	NA
Denver Art Museum	\$13.00*	10.00	00.00	NA	10.00
*Additional fees for special exhibits.					
New York BG	\$28.00	25.00	12.00	NA	25.00
Atlanta BG	\$21.95	NA	18.95	NA	NA
Longwood Gardens	\$23.00	22.00	13.00	NA	NA
Desert BG	\$29.95	NA	14.95	NA	NA
Fairchild BG	\$25.00	18.00	12.00	NA	12.00