



**Admission Fees Proposal  
Land Use, Transportation  
& Infrastructure Committee  
February 18<sup>th</sup>, 2025**



## Year-Round Pricing Considerations

### General Admission Pricing

- Consistent with pricing structures at all other City of Denver cultural organizations
- Zoo has flexibility to discounts during cold weather
- Peak season pricing was updated in 2022
  - DPR has ability to approve annual increases based on CPI (up to 5%)
  - Today's request is to strike winter pricing to create year-round pricing structure as clean up to reflect DZCA's original intent in 2022.

### Helps DZCA meet rising costs year-round

- Revenue loss during winter months under current structure



## DZCA General Admission Pricing

|   | Rates effective in DRMC 2023* |                           | 2024 rate approved by DPR |                           | Proposed Change to year-round pricing |
|---|-------------------------------|---------------------------|---------------------------|---------------------------|---------------------------------------|
|   | March through October         | November through February | March through October     | November through February |                                       |
|   |                               |                           |                           |                           | Year-Round                            |
| 16 years and over (other than senior citizens)                | \$24.00                       | \$15.00                   | \$25.20                   | \$15.75                   | \$25.20                               |
| 3 years to 15 years, and accompanied by parent or other adult | \$18.00                       | \$10.00                   | \$18.90                   | \$10.50                   | \$18.90                               |
| Under 3 years and accompanied by parent or other adult        | No Charge                     | No Charge                 | No Charge                 | No Charge                 | No Charge                             |
| Senior Citizen, 65 years and over                             | \$21.00                       | \$13.00                   | \$22.05                   | \$13.65                   | \$22.05                               |
| Denver Zoological Foundation Members                          | No Charge                     | No Charge                 | No Charge                 | No Charge                 | No Charge                             |

\*Includes ability for DPR to administratively approve annual increases based on change in Consumer Price Index (max 5% increase) through 2029

## Community Connections

### Denver Zoo's Equitable Access Program

- Provide free and reduced admission to welcome community members who are experiencing financial hardship to visit Denver Zoo.
- Ensure Denver Zoo's on-site and off-site experiences are accessible and convenient for all.
- Continue to engage in community listening to best understand how Denver Zoo can effectively connect community members.
- Create meaningful exhibits, learning programs and community events that engage diverse audiences in wildlife conservation and the many benefits of nature-based experiences.



## Free and Reduced Community Program

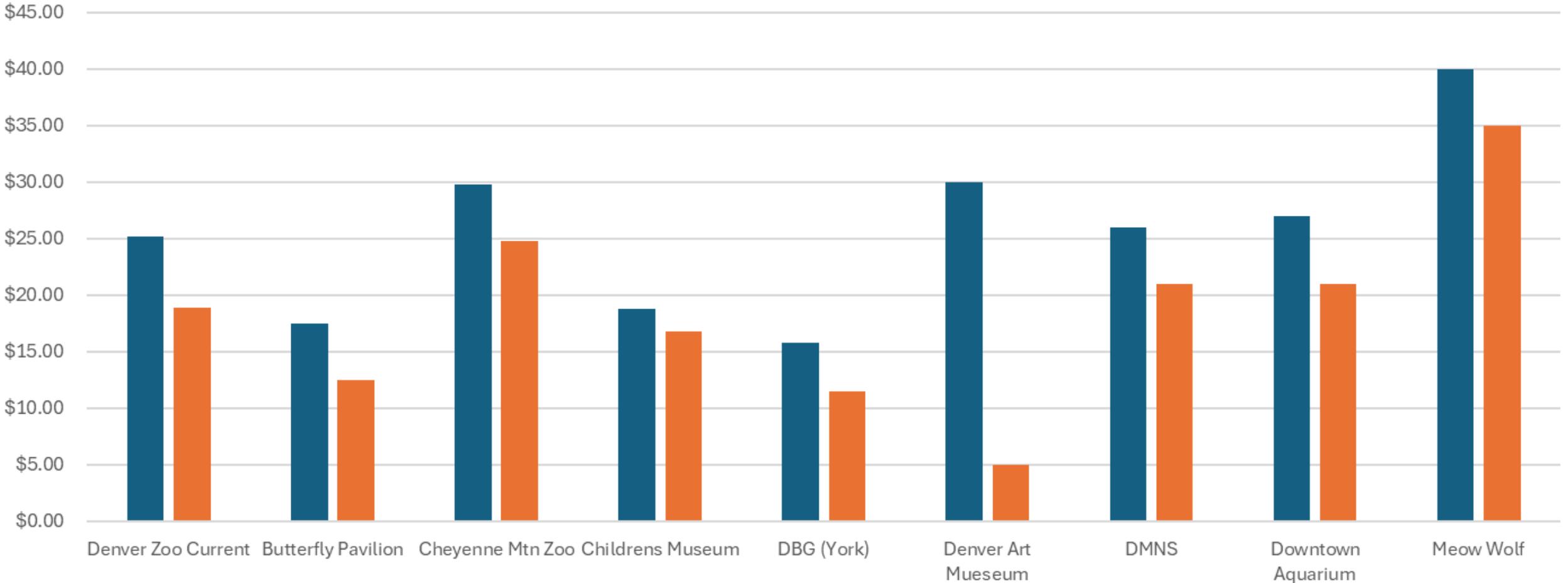
- Free Days – 7 annually
- 5x5 School Program
- My Denver Prime
- Free Self-Guided School Field Trips
- Transportation grant program
- SNAP Families \$3 per person up to 10 people
- Library Access Card
- Discount of up to 50% for nonprofit community groups and organizations

**Impacted Over 491,000 (28%) of our guests in 2023**

Local Attractions

Market Comparison – Local

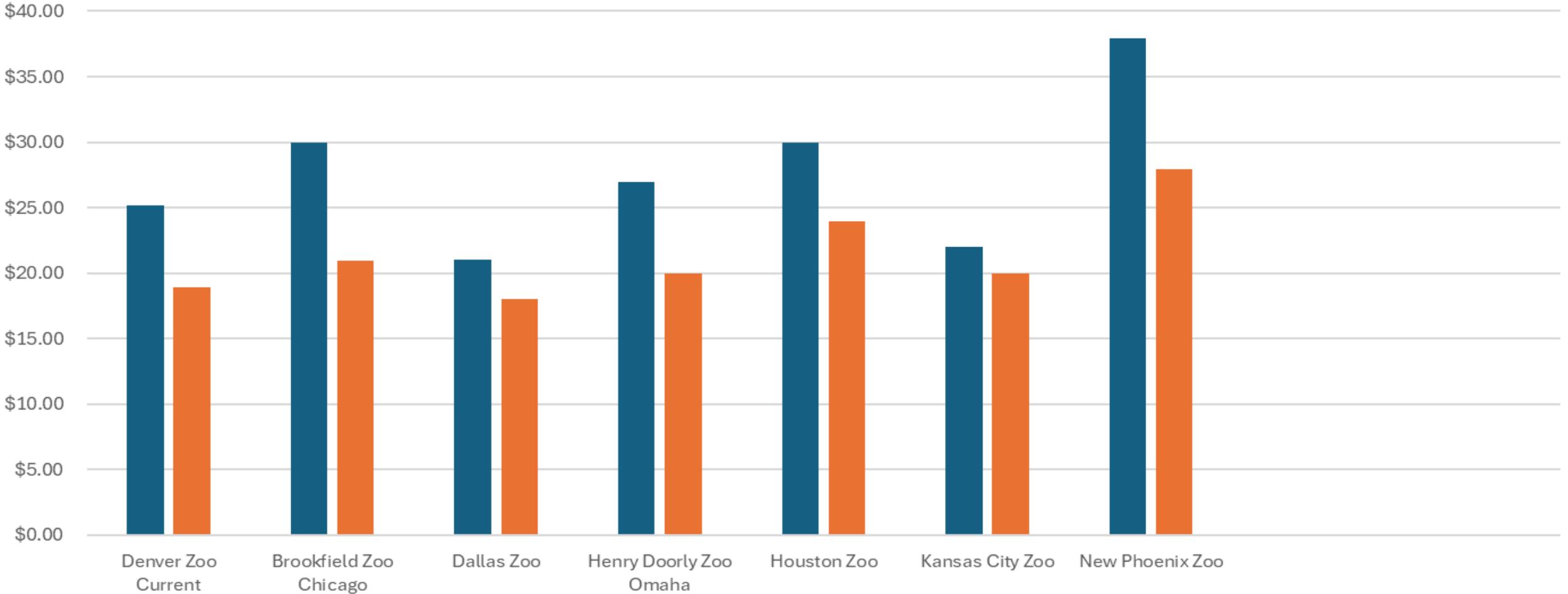
■ Adult ■ Child



### National Attractions

### Market Comparison – National Peer Zoos

■ Adult ■ Child



Thank You!

