



CITY COUNCIL

LAND USE, TRANSPORTATION & INFRASTRUCTURE COMMITTEE DECEMBER 6, 2011



TOYOTA ELEPHANT PASSAGE CONSTRUCTION



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DENVER ZOO ADMISSIONS

CURRENT PRICING

PROPOSED PRICING

MARCH-OCTOBER

GENERAL (12 & UP)	\$13.00	\$15.00
SENIOR (65+)	\$10.00	\$12.00
CHILD (3-11)	\$8.00	\$10.00
UNDER 3	FREE	FREE

NOVEMBER-FEBRUARY

GENERAL (12 & UP)	\$10.00	\$12.00
SENIOR (65+)	\$8.00	\$10.00
CHILD (3-11)	\$6.00	\$8.00
UNDER 3	FREE	FREE



NEED

TOYOTA ELEPHANT PASSAGE

- NEW EXHIBIT REQUIRES 22 NEW FULL-TIME STAFF
- INCREASED ANIMAL FEED & VETERINARY CARE
- INCREASED OPERATING COSTS – 10 NEW BUILDINGS, LIFE SUPPORT SYSTEMS, HORTICULTURE, EDUCATION
- SOME COSTS OFFSET BY WASTE TO ENERGY SYSTEM AFTER INITIAL START-UP
- ESTIMATED \$2.0 MILLION ADDITIONAL OPERATING COSTS.

RECOVERY FROM SHARP SCFD DECLINE

- DOWN \$900,000 IN 2009 COMPARED TO 2008
- EXPERIENCED RECOVERY TO 2007 LEVELS.
- MAY TAKE SEVERAL MORE YEARS TO RETURN TO 2008 INCOME LEVELS.



DENVER
THE MILE HIGH CITY



NEED

- INCREASED COSTS FOR SUPPLIES & SERVICES
 - ANIMAL FOOD +25%
 - VETERINARY COSTS +10%
 - PEST CONTROL COSTS +11%
 - SUPPLIES TO MAINTAIN FACILITIES + 9%
 - INSURANCE +12%



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COMPARABLES

DENVER ART MUSEUM

- ADULT \$10 - \$13
- CHILDREN \$3 - \$5
- PARKING \$ 1 /HR (FREE AT ZOO)
- TEMP EXHIBITS VARIES (FREE AT ZOO)
- TUT - ADULTS \$22 - \$30
- TUT - CHILDREN \$15 - \$16.50
- XU BEIHONG - ADULTS \$14.00

DENVER BOTANIC GARDENS

- ADULT \$12.50
- CHILDREN \$9.00
- SENIOR \$9.50
- PARKING FREE



COMPARABLES

☐ DENVER MUSEUM OF NATURE & SCIENCE

	MUSEUM ONLY	+ IMAX + PLANETARIUM	+ IMAX & PLANETARIUM
▪ ADULT	\$ 12	\$ 19	\$ 24
▪ CHILDREN	\$ 6	\$ 12	\$ 16
▪ SENIOR	\$ 8	\$ 14	\$ 18

- PARKING
- TEMP EXHIBITS
- BODY WORLDS

	ADULTS	CHILDREN	SENIORS	CURRENT T-REX	INCLUDED WITH GEN ADM.
	\$ 25.50	\$ 16.00	\$ 19.00		

NOTE: MEMBERS PAY \$4-\$7 FOR IMAX OR PLANETARIUM.



COMPARABLES

☐ CHEYENNE MOUNTAIN ZOO (COLORADO SPRINGS)

- ADULT \$ 17.25
- SENIOR \$ 15.25
- CHILDREN \$ 12.25
- 2 & UNDER FREE



MAINTAIN ACCESSIBILITY

- ❑ 8 FREE DAYS EACH YEAR (9 OFFERED IN 2012)
 - 420,913 PEOPLE RECEIVED FREE ADMISSION IN 2010
- ❑ ACTIVE DISCOUNT & MEMBERSHIP PROGRAMS
 - 64,000 MEMBER HOUSEHOLDS (UNLIMITED ADMISSION)
 - 212,450 PEOPLE RECEIVED DISCOUNT ADMISSION IN 2010 THROUGH VARIOUS PROGRAMS/PARTNERSHIPS
- ❑ SCHOLARSHIPS
 - 53,585 CHILDREN AND FAMILIES PARTICIPATED IN ZOO EDUCATION PROGRAMS AT NO COST.
 - SCHOLARSHIPS COVER COSTS FOR ANY NEED INCLUDING PROGRAM FEES, TRANSPORTATION COSTS, MEALS.



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THANK YOU

