

Proposed Private Event Rental Fees



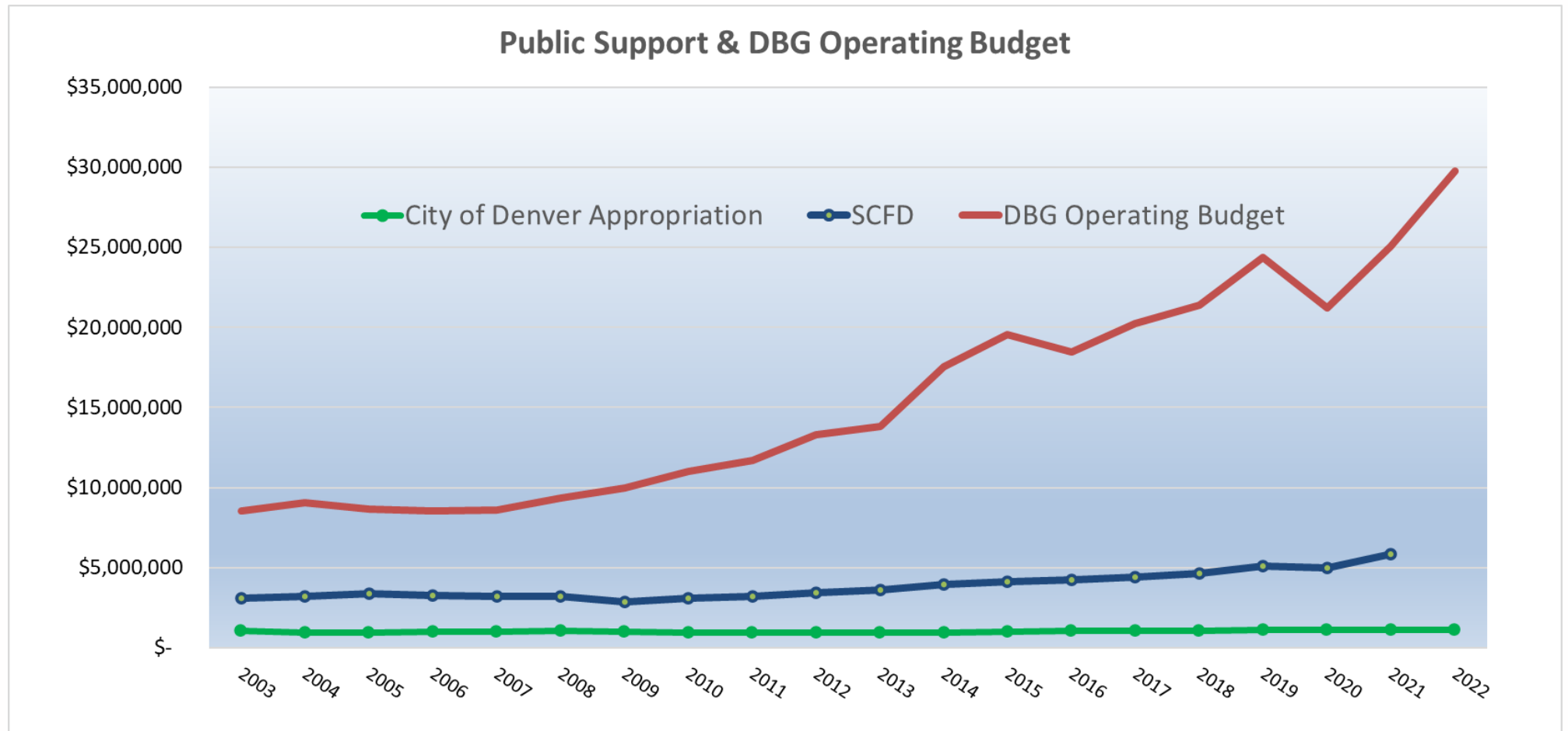
Key Points

- Rental rates last increased in 2016
- New rental spaces in Freyer-Newman Center
- Proposed rates are full-day maximum rates
 - Most rentals are ½ day which is ½ the full day rate
- Deep discounts for many nonprofits
 - All 501(c)(3) non-profit organizations receive 10% discount
 - Deeper discounts for groups aligned with our mission and when we can be recognized as sponsor in lieu of some or all of the fee.
- Rental program subsidizes DBG's mission
- Supports DBG's Living Wage: \$17.85/hr min. (effective 7/1/22)
- No increase for General Admissions (\$15 Adult currently)

Complimentary or deeply discounted events over the last year

- African Leadership Group: Afrik Impact Summit & Gala
- Denver Hispanic Chamber of Commerce: SABOR event
- Black Pride Colorado Gala
- Judaism Your Way: High Holy Days (since 2013)
- Denver Film Festival
- Denver Mayor Inaugural Celebrations (since 2003)
- Silent Film Festival
- SCFD: “Engage, Empower, Connect” event
- Dana Crawford Awards
- Pillsbury Theater Company
- Reach Out and Read

Diversified revenue sources have enabled DBG to grow.



Outreach

- 94,250 free tickets distributed for daily admissions including thousands for special events (Evenings at Fresco, Dia de los Muertos, Blossoms of Light).
- Free Shuttle Program (with free admission) has served 90 organizations and 6,279 individuals since its creation in 2016.
- 10 Free Days in 2022
- Additional Programs:
 - Five by Five
 - My Denver Card
 - Snap/Explorer
 - Ronald McDonald House
 - Growing Scientist
 - Self-Guided School Field Trips

Proposed Private Rental Rates

DENVER BOTANIC GARDENS RENTAL SPACES			
Venue Type	Capacity	2016 Approved Rates (Full Day Max)	2022 Proposed Rates (Full Day Max) *
Indoor	0-90	\$3,000	\$3,800
Indoor	91-150	\$3,500	\$4,500
Indoor	151 +	\$6,000	\$7,500
Outdoor	0-40	\$3,000	\$3,500
Outdoor	41-120	\$3,250	\$4,000
Outdoor	121-250	\$4,000	\$5,000
Outdoor	250+	\$7,000	\$8,000
Full Facility	-	\$15,000	\$20,000

* adjusted annually based on Consumer Price Index for Denver-Aurora-Lakewood, with a maximum annual increase of 5%.



General Admissions

- Last increase Jan. 2020
- No Increase thru 2023
- Requesting flexibility to raise in future years:
 - Based on CPI (Denver-Aurora-Lakewood), capped at 5% max annually.

General Admissions	Current
Adults	\$15.00
Senior Citizens & Military	\$11.50
Students	\$11.00
Youths (3-15)	\$11.00
Children (under 3)	No Charge
Botanic Gardens Members	No Charge

Comparables

Botanic Gardens, Museums, & Event Centers

Capacity 0-40	Venue	City	Cost	Note
Denver Art Musuem	Congdon Board Room	Denver, CO	\$ 1,000	F&B required
San Diego Botanic Garden	Waterfall Deck	San Diego, CA	1,000	
Atlanta Botanic Gardens	Sourwood Terrace	Atlanta, GA	1,500	
Denver Botanic Gardens	Proposed Outdoor 0-40 Capacity	Denver, CO	3,500	Max.
Clyfford Still Musuem		Denver, CO	4,300	
Capacity 41-90	Venue	City	Cost	Note
Denver Art Musuem	Standard Galleries	Denver, CO	\$ 800	F&B required
San Diego Botanic Garden	Lawn House Garden	San Diego, CA	2,000	
Denver Parks & Rec	Chief Hosa Lodge	Golden, CO	3,360	
Museum of Modern Art		Denver, CO	3,750	F&B required
Denver Botanic Gardens	Proposed Indoor 0-90 Capacity	Denver, CO	3,800	Max.
Denver Botanic Gardens	Proposed Outdoor 41-120 Capacity	Denver, CO	4,000	Max.
Atlanta Botanic Gardens	Edible Garden Outdoor Kitchen	Atlanta, GA	4,000	
Leach Botanical Garden	East Terrace	Portland, OR	4,800	
Capacity 91-150	Venue	City	Cost	Note
Denver Museum of Nature & Science	Schlessman Lobby	Denver, CO	\$ 2,500	F&B required
Grant Humphreys Mansion		Denver, CO	3,800	Full-day prici
Denver Botanic Gardens	Proposed Indoor 91-150 Capacity	Denver, CO	4,500	Max.
Red Butte Garden	Hemingway Orangerie	Salt Lake City, UT	4,500	
Denver Art Musuem	Ponti Restaurant/Terrace	Denver, CO	6,500	F&B Min.
Tower Hill Botanic Garden	Orangerie	Boylston, MA	9,800	

Capacity 151-250	Venue	City	Cost	Note
Denver Museum of Nature & Science	Science Atrium	Denver, CO	\$ 2,500	F&B required
Denver Art Museum	Kemper Courtyard	Denver, CO	4,000	F&B required
Denver Botanic Gardens	Proposed Outdoor 121-250 Capacity	Denver, CO	5,000	Max.
Waterfront Botanical Gardens	Graeser Family Education Center	Louisville, KY	5,000	
Hudson Gardens	Bloom Tent	Littleton, CO	5,600	
Denver Botanic Gardens	Proposed Indoor 151+ Capacity	Denver, CO	7,500	Max.
Capacity 251+	Venue	City	Cost	Note
Denver Art Museum	El Pomar Atrium/Level 2 Atrium	Denver, CO	\$ 5,000	F&B required
Denver Art Museum	South Strum Pavilion	Denver, CO	6,000	F&B required
San Diego Botanic Garden	Victorian Gazebo Lawn	San Diego, CA	6,500	
Atlanta Botanic Gardens	Day Hall & Lanier Terrace	Atlanta, GA	7,000	
Denver Botanic Gardens	Proposed Outdoor 250+ Capacity	Denver, CO	8,000	Max.
Denver Art Museum	Sturm Grand Pavilion	Denver, CO	8,000	F&B required
Full Facility	Venue	City	Cost	Note
Denver Art Museum	Campus	Denver, CO	\$ 22,000	F&B required
Denver Art Museum	Hamilton Building	Denver, CO	10,000	F&B required
Denver Art Museum	Martin Building	Denver, CO	15,000	F&B required
Denver Botanic Gardens	Full Facility	Denver, CO	20,000	Max.
Denver Museum of Nature & Science	Full Facility	Denver, CO	20,000	F&B required

Request Approval

Approval of BR22-1272: Amends Chapter 39 of the Denver Revised Municipal Code regarding certain Denver Botanic Garden rental and admission fees

Questions?

