

BILL/ RESOLUTION REQUEST

1. Title: Ordinance to modify admission fees and to adopt facility rental fees as described in the cooperative agreement with Denver Zoological Foundation.

2. Requesting Agency: Parks and Recreation

3. Contact Person *with actual knowledge of proposed ordinance*

Name:Fred Weiss

Phone:720-913-0735

Email:fred.weiss@denvergov.org

4. Contact Person *with actual knowledge of proposed ordinance who will present the item at Mayor Council and who will be available for first and second reading, if necessary*

Name:Chantal Unfug

Phone:720-913-0670

Email:chantal.unfug@denvergov.org

5. Describe the proposed ordinance, including what the proposed ordinance is intended to accomplish, who's involved

a. Scope of Work

Denver Zoo is one of the country's leading conservation & education institutions with a collection of nearly 4,000 animals. The zoo, located in District 8, serves nearly 1.9 million guests each year. Per the Cooperative Agreement established with the Denver Zoological Foundation (DZF), City Council has the authority to review and approve fees for admission and use of Denver Zoo facilities proposed by DZF to the Manager of Parks & Recreation.

Denver Zoo admission fees have been unchanged since 2004 except for one change to summer season adult ticket pricing in 2007. DZF has worked diligently to diversify its revenue sources over the years, both to increase programs and services to the community as well as to smooth out budget impacts when one source of revenue may decline in a given year. This has been very effective and has reduced the need for more frequent admission price adjustments. However, the zoo is faced with a current condition of significantly increasing costs coupled with a significant revenue decline in a few key revenue sources. For example, since our last admission fee adjustment, animal feed prices have increased 61.3%, veterinary costs are up 54.4%, medical insurance premiums have increased 42%, fuel costs have doubled, supplies to maintain physical facilities are up an average of 25.9%, and costs to manage computer systems have increased 71%. This is coupled by a sharp 13% (\$900,000) decline in SCFD revenue in 2009. Many cost saving measures have been employed, but adjustments to our admission pricing are necessary to sustain Denver Zoo's financial stability, to continue to maintain and protect the City's physical assets, and to better serve the community.

Denver Zoo is proposing a \$1.00 increase in our admission pricing in all categories. The proposal has been reviewed and unanimously endorsed by the DZF Board of Trustees prior to submission to the Manager of Parks and Recreation and City Council.

The current and proposed admission fee structure is as follows:

	Current Pricing	Proposed Pricing
March-October		
Adult	\$ 12.00	\$ 13.00
Senior	\$ 9.00	\$ 10.00
Child	\$ 7.00	\$ 8.00
Under 3	Free	Free
November – February		
Adult	\$ 9.00	\$ 10.00
Senior	\$ 7.00	\$ 8.00
Child	\$ 5.00	\$ 6.00
Under 3	Free	Free

The proposed fees are comparable with general admission fees for other Denver cultural attractions and with other significant zoos. Unlike many of our sister cultural organizations, Denver Zoo does not charge additional fees for special or temporary exhibits making zoo admission an extremely good value. Denver Zoo remains committed to make the zoo accessible to everyone. We will continue offering 8 free days each year, discount programs in conjunction with promotional partners, and scholarships for groups who demonstrate need. In 2009, nearly 369,630 people received free admission, 120,770 received discounted admissions, and 38,755 deserving students and families received scholarships for zoo education programs.

DZF is also requesting adoption of the zoo's facility rental fees. No modifications to these fees are proposed. They are described in more detail in the attached memo and executive summary.

- b. Duration**
Until fees change
- c. Location**
Denver Zoo
- d. Affected Council District**
8, Madison
- e. Benefits**
See above
- f. Costs**
N/A

6. Is there any controversy surrounding this ordinance, groups or individuals who may have concerns about it? Please explain.

We have no knowledge of any controversy, although fee increases are always sensitive.

Bill Request Number:

Date: