

October 11, 2022

Admission and Rental Fees Proposal



- Last increase, 2018
- General Admission and Event Rental Fees
- Key Highlights:
 - Expense Increase
 - Animal Care – food costs
 - Staffing





State of the Economy

- City Minimum Wage increase from 2019 from \$11.10 to \$17.29 in 2023, 36% increase (wages make up more than half of the Zoos expenses)
- Average cost of animal food increased 54%
- Natural Gas 36%
- Fuel 33%
- General supplies from 5% to 19%

Costs continue to significantly outpace our admission prices changes from 2018.



Consumer Price Indexing and Pricing

Year	Year over year (December)	Year over year (December) - % Increase	Rate Effective Date	March - October				November - February			
				12 to 64	3 to 11	Under 3	65+	12 to 64	3 to 11	Under 3	65+
2015	236.525										
2016	241.432	2.07%									
2017	246.524	2.11%									
2018	251.233	1.91%	3/1/2018	\$20.00	\$14.00	-	\$17.00	\$15.00	\$10.00	-	\$13.00
2019	256.974	2.29%	3/1/2019	\$20.38	\$14.27	-	\$17.32	\$15.29	\$10.19	-	\$13.25
2020	260.474	1.36%	3/1/2020	\$20.85	\$14.59	-	\$17.72	\$15.64	\$10.42	-	\$13.55
2021	278.802	7.04%	3/1/2021	\$21.13	\$14.79	-	\$17.96	\$15.85	\$10.57	-	\$13.74
2022 - estimated	283.716	8.00%	3/1/2022	\$22.62	\$15.83	-	\$19.23	\$16.96	\$11.31	-	\$14.70
2023 - using 2022 estimate			3/1/2023	\$24.43	\$17.10	-	\$20.76	\$18.32	\$12.21	-	\$15.88

* Maximum increase will not exceed 5% on a one-year basis

CPI for All Urban Consumers (CPI-U)



Community Connections

Denver Zoo's Equitable Access Program

Program Goals

- 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
- Five by Five
- My Denver Prime
- Free Self-Guided School Field Trips
- Transportation grant program
- SNAP Families \$1 per person up to 10 people
- Discount of 50% for nonprofit community groups and organizations throughout the year

Estimated to Impact Over 390,000 People

General Admission





General Admission

Current

Current

Adult -- Ages 12 - 64	\$20
Senior -- Ages 65+	\$17
Youth -- Ages 3 - 11	\$14
2 and under	Free

New

Effective 2022

Adult -- Ages 16 - 64	\$22
Senior -- Ages 65+	\$19
Youth -- Ages 3 - 15	\$16
2 and under	Free

Effective March 1st, 2023

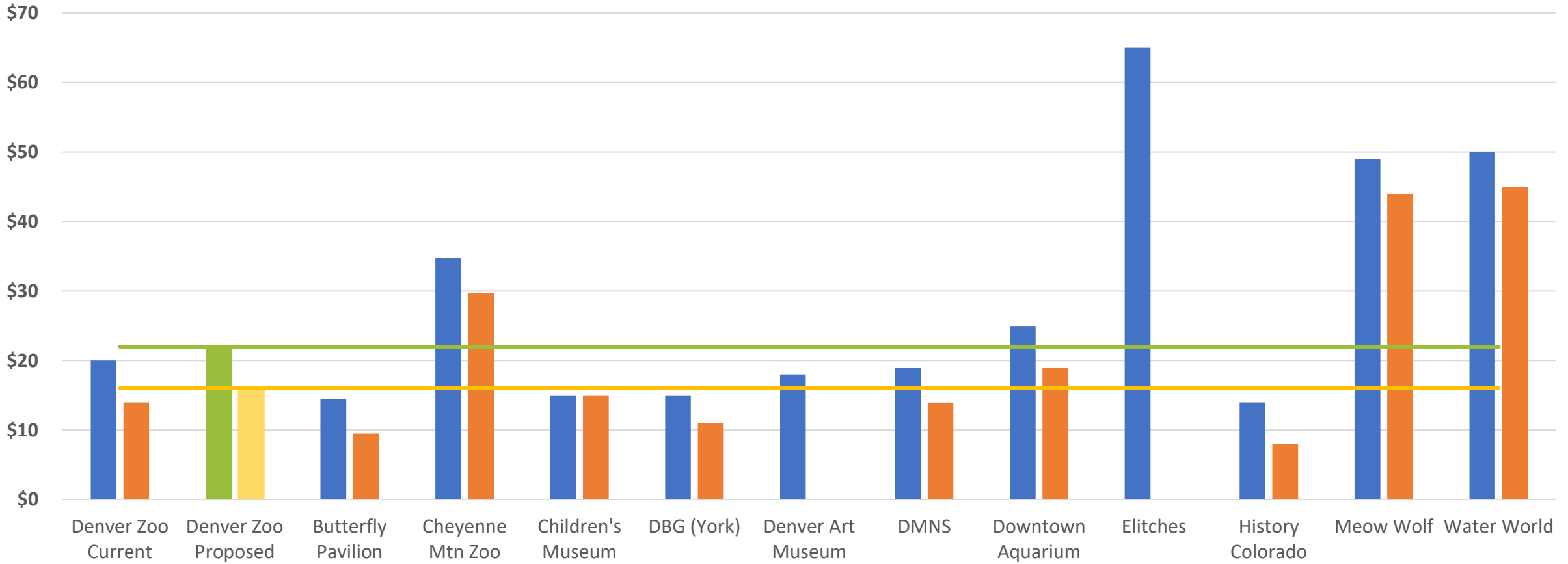
Adult -- Ages 16 - 64	\$24
Senior -- Ages 65+	\$21
Youth -- Ages 3 - 15	\$18
2 and under	Free



Market Comparison – Local

Local Attractions

■ Adult ■ Child

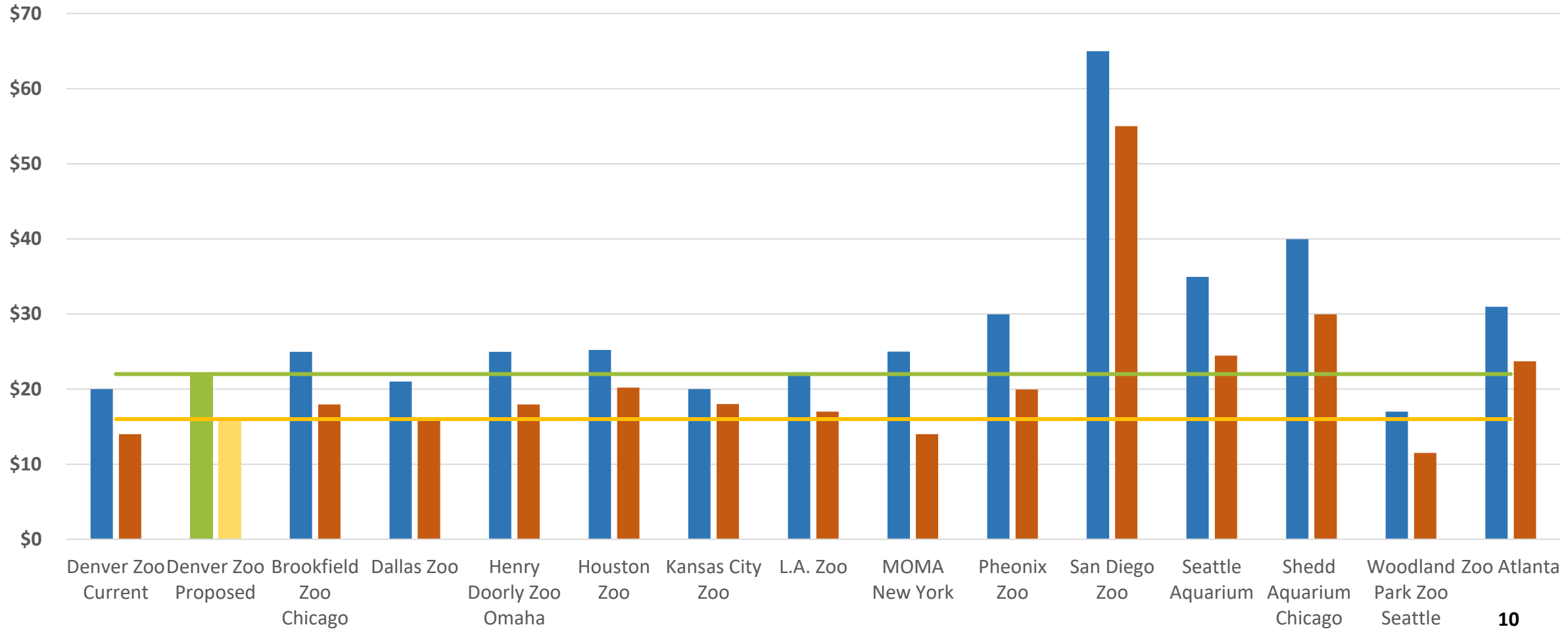




Market Comparison -- National

National Attractions

■ Adult ■ Child



Private Event Rentals





Private Event Rentals Fees – 2018

Norgren Hall	
3 Rooms/3 hours	\$2,800.00
3 Rooms/8 hours	\$3,500.00
2 Rooms/3 hours	\$1,600.00
2 Rooms/8 hours	\$2,100.00
1 Rooms/3 hours	\$800.00
1 Rooms/8 hours	\$1,000.00
Giraffe Meadows Tent	\$2,000.00
Conoco Zoo Gardens	
Whole Pavilion	\$7,000.00
Half Pavilion	\$3,700.00
After Hours	
Conoco Zoo Gardens Whole	\$6,750.00
Northern Shores	\$4,500.00
Norgren Hall	\$3,750.00
Buy Out	\$15,000.00



Private Event Rentals Pricing – Proposed Structure

DENVER ZOO RENTAL SPACES				
Venue Type	Square Footage	Free Tickets Included	2018 Approved Rates	2022 Proposed Rates
Small	750 or less	25 Max	\$1,000	\$1,080
Medium	2000 or less	75 Max	\$2000 - \$4,500	\$2,160
Large	6000 or less	200 Max	\$2,800 - \$7,000	\$8,250
Full Campus	Campus Wide	750 Max	\$15,000	\$17,500



Questions?