

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor’s Legislative Team

at MileHighOrdinance@DenverGov.org by **11 a.m. Monday**. Contact the Mayor’s Legislative team with questions

Date of Request: 9/30/2022

Please mark one: Bill Request or Resolution Request

1. Type of Request:

- Contract/Grant Agreement Intergovernmental Agreement (IGA) Rezoning/Text Amendment
- Dedication/Vacation Appropriation/Supplemental DRMC Change
- Other:

2. Title: (Start with *approves, amends, dedicates*, etc., include name of company or contractor and indicate the type of request: grant acceptance, contract execution, contract amendment, municipal code change, supplemental request, etc.)

For an ordinance amending Chapter 39 and of Denver Revised Municipal Code regarding certain Zoo rental and admission fees.

3. Requesting Agency: Denver Parks and Recreation

4. Contact Person:

| | |
|--|---|
| Contact person with knowledge of proposed ordinance/resolution | Contact person to present item at Mayor-Council and Council |
| Name: Alaina McWhorter | Name: Jesus Orrantia |
| Email: Alaina.McWhorter@denvergov.org | Email: Jesus.Orrantia@denvergov.org |

5. General description or background of proposed request. Attach executive summary if more space needed:

The Denver Zoological Foundation (DZF) inspires communities to save wildlife for future generations. Based on DZF’s current strategic plan there are four guiding program focus areas: Community Based Programs, On-Site Operations, Financial Assistance, and Cultural Perceptions. Our Community Connections program ensures equitable access to the zoo and to its wildlife programs for all community members. This ordinance request proposes an admission fee increase followed by a CPI model for determining fee increases and facility rentals capped at 5% per annum.

The fee proposal impacts all full priced admissions and facility rentals. Over 400,000 people enter the Zoo each year for free or at a reduced rate. DZF’s commitment to equity and access is paramount to their work. The fee proposal will directly impact only those who pay full priced admission.

The last time a fee increase was implemented was in 2018 at a \$1 increase. This proposed fee increase will raise full priced admission tickets by \$4 to compensate for increased staffing costs, animal welfare spending (including increased food/nutrition costs) and increased capital construction costs. After the increase, a CPI model is proposed which would allow DZF to set rates that reflect the market and general inflation conditions. At no time would the rates be raised in any single year more than 5%.

DRMC 39-121(#) Summary of Changes

- 1 Raise admission fees \$4 by March 2023 followed by future CPI fee increases not to exceed 5% subsequently on an annual basis.
- 2 Change the definition of eligible children’s pricing from 3-11 years to 3-16 years of age.
- 3 Adopt free admission for My Denver Prime card holders.
- 4 Adjust rates and structure of facility Rental Fees to set pricing by room size/capacity rather than by individual room.

To be completed by Mayor’s Legislative Team:

Resolution/Bill Number: _____

Date Entered: _____

6. City Attorney assigned to this request (if applicable): Jason Moore

7. City Council District: 9

8. ****For all contracts, fill out and submit accompanying Key Contract Terms worksheet****

Key Contract Terms

Type of Contract: (e.g. Professional Services > \$500K; IGA/Grant Agreement, Sale or Lease of Real Property):
N/A

Vendor/Contractor Name:

Contract control number:

Location:

Is this a new contract? Yes No Is this an Amendment? Yes No If yes, how many?

Contract Term/Duration (for amended contracts, include existing term dates and amended dates):

Contract Amount (indicate existing amount, amended amount and new contract total):

| <i>Current Contract Amount</i> (A) | <i>Additional Funds</i> (B) | <i>Total Contract Amount</i> (A+B) |
|---------------------------------------|--------------------------------|---------------------------------------|
| | | |

| <i>Current Contract Term</i> | <i>Added Time</i> | <i>New Ending Date</i> |
|------------------------------|-------------------|------------------------|
| | | |

Scope of work:

Was this contractor selected by competitive process?

If not, why not?

Has this contractor provided these services to the City before? Yes

Source of funds:

Is this contract subject to: W/MBE DBE SBE XO101 ACDBE N/A

WBE/MBE/DBE commitments (construction, design, Airport concession contracts):

Who are the subcontractors to this contract?

To be completed by Mayor's Legislative Team:

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