



Legislation Text

File #: 22-1273, Version: 1

Other/Miscellaneous Request Template (Appointments; ROW; Code Changes; Zoning Action, etc.)

Date Submitted: 10-10-2022

**Requesting Agency: Denver Parks and Recreation
Division:**

Subject Matter Expert Name: Alaina McWhorter

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Phone Number:

Item Title & Description:

(Do not delete the following instructions)

*These appear on the Council meeting agenda. Initially, the requesting agency will enter a 2-3 sentence description. Upon bill filling, the City Attorney's Office should enter the title above the description (the title should be in **bold** font).*

*Both the title and description must be entered between the red "title" and "body" below. Do **not** at any time delete the red "title" or "body" markers from this template.*

A bill for an ordinance amending Sections 39-121(3) of the Revised Municipal Code of the City and County of Denver regarding the Schedule for Use of Facilities, specifically for the Denver Zoological Gardens.

Amends Chapter 39 of the Denver Revised Municipal Code regarding certain Denver Zoological Foundation rental and admission fees. The Committee approved filing this item at its meeting on 10-11-2022.

Affected Council District(s) or citywide?

Executive Summary with Rationale and Impact:

Detailed description of the item and why we are doing it. This can be a separate attachment.

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.

Address/Location (if applicable): 9

Legal Description (if applicable):

Denver Revised Municipal Code (D.R.M.C.) Citation (if applicable): Chapter 39

Draft Bill Attached? Yes