

OFFICE OF THE CITY MANAGER
DES MOINES, IOWA

CITY COUNCIL COMMUNICATION 97-147
MARCH 24, 1997 AGENDA

SUBJECT:	TYPE:	SUBMITTED BY:
BLANK PARK ZOO ADMISSION FEE INCREASES	◆ RESOLUTION ORDINANCE RECEIVE/FILE	DONALD M. TRIPP PARK AND RECREATION DIRECTOR

SYNOPSIS —

Approve admission fee increases for regular adult from \$3.50 to \$3.75 and regular child from \$2.00 to \$2.25.

FISCAL IMPACT —

Increased admission revenue is projected to be \$8,893 for FY1996-97 and \$17,128 for FY1997-98.

RECOMMENDATION —

Approval of admission fee increase.

BACKGROUND —

These fee increases are necessary to meet adopted Operating Budgets. FY1996-97: generate additional revenue in May and June to meet total revenue projection of \$573,335. FY1997-98: generate additional revenue to assist in paying for cost increases for employee compensation, contractual services, and commodities.

Admission fees were increased in 1995 for all admission categories an average of \$.50. At \$3.75 for regular adults (ages 12 through 64) and \$2.25 for regular children (ages 2 through 11), the Blank Park Zoo remains a competitively-priced recreational value (adults: Living History Farms, \$7.00; Science Center: \$5.00). Admission fees are within the range charged by comparable zoos (adults \$3.00-\$5.00).

The proposed fee increases are not expected to have a negative impact on attendance. The effective date is May 1, 1997. All other admission fee categories and other program fees will remain the same as 1996. The Zoo will continue to meet the needs of special audiences with fee discounts and waivers in order to serve a diverse community.