

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF APPROVING THE ) ORDINANCE NO. 93-505  
REVISION OF METRO CODE SECTION )  
4.01.050 REVISING ADMISSION FEES ) Introduced by Rena Cusma,  
AT THE METRO WASHINGTON PARK ZOO ) Executive Officer

THE METRO COUNCIL ORDAINS AS FOLLOWS:

Section 1. Amending the Metro Code. Section 4.01.050 Admission Fees and Policies is amended to read as follows:

4.01.050 Admission Fees:

(a) Regular Fees:

(1) Definitions:

- (A) An Education Discount is offered to groups of students in a state accredited elementary, middle, junior, or high school, or pre-school/daycare center. Qualifications for education discount include a minimum of one chaperon for every five (5) students of high school age or under; registration for a specific date at least two weeks in advance; and the purchase of curriculum materials offered by the Zoo, or submission of a copy of the lesson plan that will be used on the day of the visit.
- (B) The Group Discount is defined as any group of twenty-five (25) or more (including school groups that have not met the advance registration and curriculum requirements for the education discount; groups of students not accompanied by a minimum of one chaperon for every five (5) students shall not qualify for the group discount).

(2) Fee Schedule:

Adult (12 years and over)	<del>\$5.00</del>	\$5.50
Youth (3 years through 11 years)	<del>\$3.00</del>	\$3.50
Child (2 years and younger)	free	
Senior Citizen (65 years and over)	<del>\$3.50</del>	\$4.00
Education Groups (per student)	<del>\$2.00</del>	\$2.50
Chaperons accompanying education groups	free	
Groups other than education groups		

25 or more per group

20% discount  
from appropriate fee  
listed above

(b) Free and Reduced Admission Passes:

- (1) Free and reduced admission passes may be issued by the Director in accordance with this chapter.
- (2) A free admission pass will entitle the holder only to enter the Zoo without paying an admission fee.
- (3) A reduced admission pass will entitle the holder only to enter the Zoo by paying a reduced admission fee.
- (4) The reduction granted in admission, by use of a reduced admission pass (other than free admission passes), shall not exceed 20 percent.
- (5) Free or reduced admission passes may be issued to the following groups or individuals and shall be administered as follows:
  - (A) Metro employees shall be entitled to free admission upon presentation of a current Metro employee identification card.
  - (B) Metro Councilors and the Metro Executive Officer shall be entitled to free admission.
  - (C) Free admission passes in the form of volunteer identification cards may, at the Director's discretion, be issued to persons who perform volunteer work at the Zoo. Cards shall bear the name of the volunteer, shall be signed by the Director, shall be non-transferrable, and shall terminate at the end of each calendar year or upon termination of volunteer duty, whichever date occurs first. New identification cards may be issued at the beginning of each new calendar year for active Zoo volunteers.
  - (D) Reduced admission passes may be issued to members of any organization approved by the Council, the main purpose of which is to support the Metro Washington Park Zoo. Such passes shall bear the name of the passholder, shall be signed by an authorized representative of the organization,

shall be non-transferrable, and shall terminate not more than one year from the date of issuance.

- (E) Other free or reduced admission passes may, with the approval of the Director, be issued to other individuals who are working on educational projects or projects valuable to the Zoo. Such passes shall bear an expiration date not to exceed three months from the date of issuance, shall bear the name of the passholder, shall be signed by the Director and shall be non-transferrable.

(c) Special Admission Days:

- (1) Special admission days are days when the rates established by this Code are reduced or eliminated for a designated group or groups. Six special admission days may be allowed, at the discretion of the Director, during each calendar year.
- (2) Three additional special admission days may be allowed each year by the Director for designated groups. Any additional special admission days designated under this subsection must be approved by the Executive Officer.

(d) Special Free Hours: Admission to the Zoo shall be free for all persons from 3:00 p.m. until closing on the second Tuesday of each month.

(e) Commercial Ventures: Proposed commercial or fund-raising ventures with private profit or nonprofit entities involving admission to the Zoo must be authorized in advance by the Executive Officer. The Executive Officer may approve variances to the admission fees to facilitate such ventures.

(f) Special Events: The Zoo, or portions thereof, may be utilized for special events designed to enhance Zoo revenues during hours that the Zoo is not normally open to the public. The number, nature of, and admission fees for such events shall be subject to the approval of the Executive Officer.

(Ordinance No. 92-412A, Sec. 2)

Section 2. The amendment to the Metro Code provided for in this Ordinance shall take effect on January 1, 1994.

ADOPTED by the Metro Council this 9th day of  
September, 1993.

Judy Myers

, Presiding Officer

ATTEST:

Paula Allen

Clerk of the Council

## FINANCE COMMITTEE REPORT

ORDINANCE NO. 93-505 APPROVING THE REVISION OF METRO CODE SECTION 4.01.050 REVISING ADMISSION FEES AT THE METRO WASHINGTON PARK ZOO

Date: August 30, 1993

Presented By: Councilor Monroe

**COMMITTEE RECOMMENDATION:** At its August 25, 1993 meeting the Committee voted 4 to 1 to recommend Council adoption of Ordinance No. 93-505. Voting in favor were Councilors Buchanan, Devlin, Monroe and Van Bergen. Voting in opposition was Councilor Kvistad.

**COMMITTEE DISCUSSION/ISSUES:** Ms. Sherry Sheng, Zoo Director presented the Staff Report. She pointed out that the possibility of a Zoo admission fee increase was included as a key assumption in the Five Year Financial Plan prepared last year and that the Council recently adopted the FY 1993-94 Budget with projected revenue based on the fee increase as included in this ordinance. She also stated that the fee increase is needed to help meet the Council adopted financial policy of relying on non-property tax revenue for more than 50% of the Zoo's annual operating income.

She stated that the fee increase is proposed at this time rather than at some later time because of the difficulty in raising fees while the access to the Zoo is disrupted. During the next two years it will be very difficult to get in the facility because of the Highway 26 construction and the Light Rail Station construction in the parking lot.

In response to questions from councilors regarding the impact of free admissions to the Zoo and impact of the fee increase by type of user, Ms. Sheng presented information that 1) showed the Zoo currently provides free admissions equivalent to approximately \$305,000 in income (see Exhibit A to this report); and 2) showed that revenue from the adult user will make up the bulk of the increased revenue (see Exhibit B to this report).

Council Staff provided information showing the substantial increase in the Operating Fund fund balance during the past four years and suggested further analysis is needed to justify the fee increase request (see Exhibit C to this report). Ms. Sheng provided information which shows the Operating Fund fund balance will be substantially depleted during the next three fiscal years even with the fee increase and will fall far below the prudent target figure of \$2,000,000 by FY 1996-97 (see Exhibit D to this report).

One person, Mr. James Kusz from N.E. Portland, appeared in support of the ordinance. He indicated a willingness to pay more to ensure a healthy zoo for his children and for the future.

Two amendments to the ordinance were proposed by Councilors. Councilor Kvistad moved to raise the adult admission by a dollar (\$6.00) and leave the youth admission at its current level (\$3.00). In response to a question, Ms. Sheng indicated the impact of the

amendment would increase revenue to the Zoo. The motion failed by a vote of 1 yes to 4 nays.

Councilor Devlin moved to delay the fee increase for the youth category until January 1, 1995. This would leave the youth fee at the current \$3.00 level for calendar year 1994 and increased it to \$3.50 on January 1, 1995. The impact would be a reduction of revenue to the Zoo for FY 1993-94. The motion failed by a vote of 1 yes and 4 nays.

**FISCAL YEAR 92-93 FREE TUESDAY ATTENDANCE**

<b>JULY</b>	<b>15,416</b>	<b>JANUARY</b>	<b>190</b>
<b>AUGUST</b>	<b>4,866</b>	<b>FEBRUARY</b>	<b>986</b>
<b>SEPTEMBER</b>	<b>1,389</b>	<b>MARCH</b>	<b>1,993</b>
<b>OCTOBER</b>	<b>2,656</b>	<b>APRIL</b>	<b>1,318</b>
<b>NOVEMBER</b>	<b>737</b>	<b>MAY</b>	<b>4,480</b>
<b>DECEMBER</b>	<b>940</b>	<b>JUNE</b>	<b>3,529</b>

**TOTAL            38,500**

**Annual admission dollar equivalent: \$150,331**

**Other free attendees:        64,208**

**Children two and under  
Senior Day  
Chaperons, etc.**

**Annual admission dollar equivalent: \$154,996**

**TOTAL DOLLAR EQUIVALENT: \$305,327**

**IMPACT OF 50 CENT FEE INCREASE**

<u>CATEGORY</u>	<u>PERCENT OF PAID</u>	<u>1,000,000 ANNUAL ATTENDANCE</u>	<u>.50 FEE INCREASE</u>
ADULT	40.0	400,000	\$200,000
SENIOR	2.3	23,000	\$ 11,500
YOUTH	15.5	155,000	\$ 77,500
GROUP	6.0	60,000	\$ 30,000
 TOTAL PAID	 63.8	 638,000	 \$319,000





## METRO

## EXHIBIT C

(Fin. Comm.Rpt/Ord.93-505)

Date: August 23, 1993  
To: Jennifer Sims, Finance Director  
From: Donald E. Carlson, Council Administrator  
Re: Ordinance 93-505 Revising Admission Fees at the Zoo

The purpose of this memo is to request that you provide the Finance Committee five year financial projections for the Zoo Operating Fund for three scenarios relating to the proposed Zoo admission fee increase. I apologize for the lateness of this request but I have been on vacation since August 13. However, the ordinance does not have an emergency clause and has an effective date of January 1, 1994. This means for it to be effective on that date, the Council has until the last meeting in September to make a decision.

Before I set the three scenarios some background information is provided regarding the Zoo Operating Fund. Exhibit A attached shows that the Fund Balance has increased substantially over the last five years. During that period there have been three fee increases and a leveling off if not an out right reduction of property tax revenues as a result of Ballot Measure #5.

Would you please provide a set of annual revenue and expenditure projections for the Zoo Operating Fund through Fiscal Year 1996-97 based upon the following scenarios:

1. Assume the admission fee increases as proposed in Ordinance No. 93-505;
2. Assume no fee increases during the projection period; and
3. Assume the admission fee increases as proposed in Ordinance No. 93-505 with an effective date of January 1, 1995 (one year delay).

Please provide the revenue information by major categories (property taxes, total enterprise revenue etc) but segregate the admission fee revenue out of the enterprise amount. On the expenditure side, provide the projections by major categories for the entire fund. As always please provide a list of the major assumptions used in making these projections and I trust they will be suitably prudent.

Again, I apologize for the timing of this request. If you have any questions, please give me a call.

cc: Finance Committee  
Dick Engstrom  
Sherry Sheng

# ZOO OPERATING FUND

## FUND BALANCE AND FEE INCREASE INFORMATION

FISCAL YEAR	BUDGETED FUND BALANCE	ACTUAL FUND BALANCE	INCREASE		FEE INCREASE**
			AMOUNT	%	
1989-90	\$1,885,667	\$2,241,563	\$355,896	18.9%	Yes (4/1/90)
1990-91	\$1,493,142	\$2,341,734	\$848,592	56.8%	Yes (2/1/91)
1991-92	\$2,509,619	\$3,708,183	\$1,198,564	47.5%	Yes (1/1/92)
1992-93	\$4,694,322	\$5,558,568	\$864,246	18.4%	No
1993-94	\$5,711,864	\$5,924,465*	\$212,601	3.7%	??

\* Unaudited number based on first closing of books. Does not include accrued prior year property taxes to be received within 60 days of end of FY. Past experience indicates it could be as much as \$200,000 higher.

\*\* Admission fee history:

	4/1/88	4/1/90	2/1/91	1/1/92
ADULT	\$3.00	\$3.50	\$4.50	\$5.00
YOUTH	1.50	2.00	2.50	3.00
SENIOR	1.50	2.00	3.00	3.50
GROUP	1.00	1.00	2.00	2.00

## EXHIBIT D

(Fin. Comm. Rpt/Ord. 93-505)

ZOO OPERATING FUND  
UNAPPROPRIATED BALANCE PROJECTIONS

FISCAL YEAR	JAN. '94 FEE INCREASE	JAN. '95 FEE INCREASE	NO FEE INCREASE
1993-94	4,213,862	4,054,383	4,054,383
1994-95	3,385,091	3,064,149	2,917,288
1995-96	2,105,953	1,772,173 *	1,321,257 *
1996-97	663,786 *	316,655 *	(454,396) *

\* TO PROVIDE AN ADEQUATE CASH FLOW UNTIL THE TAX DISTRIBUTION OCCURS IN DECEMBER, IT IS NECESSARY TO MAINTAIN AN UNAPPROPRIATED BALANCE OF APPROXIMATELY \$2,000,000.

BALTABLE.WK3

## REGIONAL FACILITIES COMMITTEE REPORT

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ORDINANCE NO. 93-505, APPROVING THE REVISION OF METRO CODE  
SECTION 4.01.050 REVISING ADMISSION FEES AT THE METRO WASHINGTON  
PARK ZOO

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Date: August 19, 1993

Presented by: Councilor Hansen

**COMMITTEE RECOMMENDATION:** At its August 18, 1993 meeting the Regional Facilities Committee voted 3-1 to recommend Council adoption of Ordinance No. 93-505. Voting in favor were Councilors McFarland, Hansen, and McLain. Councilor Gardner voted in opposition. Councilor Washington was excused.

**COMMITTEE DISCUSSION/ISSUES:** Zoo Director Sherry Sheng presented the staff report. She said the committee had previously been advised that an admission fee increase was planned for January, 1994, during review of the five year financial plan last fall, and again during the 1993-94 budget process. She said the fee increase is planned to take effect January 1, 1994, and that the last increase was two years ago. She cited results of a survey of Zoo visitors that is taken three times a year. That survey showed 90% of respondents thought the Zoo is well managed, and 75% said the Zoo represents a good return on investment of tax dollars. Ms. Sheng reviewed the information in the staff report, citing increases in costs which include a \$250,000 increase in the transfer to Support Services for 1993-94. She said the fee increase was being proposed now rather than two or three years from now because Zoo staff did not want to raise fees while construction disrupted Zoo access, either Highway 26 construction or Light Rail station construction. She concluded by saying the Zoo continues to strive to meet Council's policy that property taxes will not exceed 50% of the Zoo's operating costs, and that the fee increase is necessary to continue to provide the services and programs the Council authorized in the budget.

Councilor McLain asked if the Friends of the Zoo's (FOZ) fees for a family pass were tied to Zoo admission fees. Ms. Sheng said the fee structures were separate, though parallel. The Zoo receives 2.5 times the cost of one adult admission for each FOZ membership. Councilor McLain asked if Zoo staff has input into FOZ' price package. Councilor McFarland said the only Metro input was to the extent that two Metro Councilors serve on the FOZ board.

Councilor McLain asked why the fee for education groups was increasing along with other categories. Ms. Sheng replied that the last time admission fees were increased, the fee for education groups stayed the same; this fee is examined whenever a fee increase is proposed to see if it's justified. The fee for education groups is increasing in this request because admission costs are less of a burden to these groups than transportation costs, and there continues to be a waiver for adult chaperons of

the school children. Councilor Hansen said she didn't think school teachers would be surprised by the increase, and that they find value in the educational materials the Zoo provides. She thinks teachers would support the increase if it supports the educational programs. She concurred with Ms. Sheng's point about transportation costs, and said the Zoo was a good place for teachers to be able to take their students using public transit.

Councilor Gardner asked what was the percentage increase in the Support Services transfer. Assistant Director Kay Rich said it was approximately 31%. Councilor Gardner asked for a breakdown of revenues from tax vs. enterprise sources. Ms. Sheng said property taxes represent 45% of revenues, enterprise activities are 50%, and 5% comes from donations. Of the \$6 million in enterprise revenues generated in 1992-93, admission fees were 42% and food service is 33%. The Zoo's aim is to increase the food service revenues in the next five years, when construction will disrupt access, through an aggressive catering program.

Councilor Gardner asked if the disruption from freeway and light rail station construction had been taken into account in forecasting attendance. Ms. Sheng said the five year plan couldn't take the construction fully into account because the schedule wasn't available at that time. She said attendance projections are affected by two things: the weather, which is most important and beyond anyone's control; and parking spaces, because most Zoo visitors come by car. She said Zoo attendance in the past five years had exceeded 1 million three times, and was around 975,000 - 980,000 the other two years. She said attendance could be as low as 750,000 with the parking lot under construction if the shuttle system was not well received; the Zoo is working with Tri-Met to improve transit service during the construction period. She said the range of attendance would be 750,000 - 1,000,000. Council Analyst Casey Short said the Zoo's attendance projections used in the 1993-94 budget process showed attendance remaining steady at 1,025,000 for the next five years.

Councilor McLain asked about the free Tuesday afternoon. (Admission is free the second Tuesday of each month after 3:00.) She wanted to know whether that program was affected by this ordinance, and how the program is publicized. Ms. Sheng said that program is not affected by this ordinance, and it is promoted through news releases, media notification, and it is included on the Zoo's public information phone lines.

Councilor McFarland opened a public hearing, and one person testified. Deborah Reynolds, 3612 NE 46th in Portland, spoke in opposition to the fee increase. She began by saying she didn't think enough notice was provided of the proposed fee increase. She said many people can't afford to go to the Zoo. She said the Convention Center was touted as bringing jobs to the region, but she didn't think those jobs pay very well. She said the cost of \$18 for a family of four to attend the Zoo was high, and that the Zoo was a family facility, not a tourist facility - it doesn't

compare with the San Diego Zoo. She regretted the loss of the petting zoo. Ms. Reynolds suggested that if we really need to increase fees, it should be balanced with more free days. She also suggested the Zoo should broaden its survey to include people who don't go to the Zoo, because the gate survey doesn't include people who can't afford to go. She objected to Metro employees being allowed into the Zoo for free. She said people who use transit may be the ones who can't afford the Zoo admission, and she suggested raising parking fees to help subsidize transit users.

Councilor McFarland responded to some of Ms. Reynolds' points, citing the ballot measure for the children's zoo and pointing out that the light rail line will have a Zoo station.

Councilor Gardner said the issue of notice was to a large extent controlled by the media: the agendas went out last week, and public notice was provided in The Oregonian. He added that property taxes do keep the fees lower, but those taxes are supposed to provide less than half the operating revenues. He added that the staff report did not compare our Zoo with San Diego, the newspaper made that comparison. He said that Councilors do consider the issues she raised, and it's difficult for them to raise Zoo admission fees. They know it does what she said it does, that the increases squeeze a few more people out of being able to attend. The free Tuesday tries to compensate for that, but it's only one day a month.

Councilor McLain supported the idea of a broader public survey. She spoke to the difference in rates for different groups, and Ms. Reynolds pointed out the Zoo does accept the FOZ pass for school field trips. Councilor McLain spoke to the issue of Metro employees getting free admission. Councilor McFarland then closed the public hearing.

Councilor Gardner said this is a difficult decision for him, but he concluded he cannot support the increase at this time. He said with the disruption that's coming, it is not the time to charge the public more to put up with the inconvenience to come to the Zoo. He said he understood that not raising the fee would result in a revenue reduction of some \$160,000 this fiscal year, and a comparable amount next year, and that fluctuations in weather could result in a similar revenue loss even with the increase. He concluded that since there will be no new attractions after January and the highway and ramp construction will make access harder, it is not the time to tell the public we're going to raise the cost. He said the Zoo does a good job with the funds they get, and there is not a lot of wasteful spending, but he thinks the public is telling government to make do with what they have now.

Councilor Hansen moved the ordinance. She said there is never a good time for some things, including this fee increase. She said if the increase isn't granted now, there would be another several

years before another increase. That would mean the Zoo would have to operate in 1996 with the same prices as 1991, and that isn't feasible. She said that even though it will be harder to attract people to the Zoo in the coming years, the operational costs will remain. In order to cut costs, we could cut valuable programs, or sell off some animals; restoring the lost programs later would be more expensive and require a much higher increase in the future. She said that's not cost effective. She said the Zoo provides a good service and we need to support it.

Councilor McLain said her concern is balance: she recognizes the increase is necessary to maintain the Zoo, but we must also recognize that some folks can't pay it. Her concern is that there is only one free afternoon a month. She suggested adding another period of free admission, and asked Zoo staff to provide information to the Finance Committee on the cost of the free day and the number of people who take advantage of it. She requested the Finance Committee to consider adding another free day.

Councilor McFarland said many cost-saving measures have been considered, including the possibility of closing the Zoo for a day a week to save money, but that wouldn't be cost effective because the animals still need to be cared for. The Zoo is a valuable educational resource and needs to be maintained.

COUNCILOR KVISTAD'S PROPOSED AMENDMENT  
TO ORDINANCE NO. 93-505.  
INCREASING ZOO ADMISSION FEES

The amendment calls for an additional increase in the adult admission fee, to \$6.00, and a reduction in the youth admission fee, to \$2.50. This would be an increase for adults of \$1.00 over the current fee, and \$0.50 above the requested increase. The decrease for youth would be \$0.50 below the current fee, and \$1.00 less than the requested fee.

The amendment would amend page 1 of the ordinance, at Section 4.01.050(a)(2) of the Code, as follows:

	<u>Current</u>	<u>Proposed in Ordinance</u>	<u>Proposed Amendment</u>
(2) <u>Fee Schedule:</u>			
Adult (12 years and over)	\$5.00	<del>\$5.50</del>	\$6.00
Youth (3 years through 11 years)	\$3.00	<del>\$3.50</del>	\$2.50
Child (2 years and younger)	free		
Senior Citizen (65 years and over)	\$3.50	\$4.00	
Education Groups (per student)	\$2.00	\$2.50	
Chaperons accompanying education groups	free		
Groups other than education groups 25 or more per group		20% discount from appropriate fee listed above	



## STAFF REPORT

### CONSIDERATION OF ORDINANCE NO. 93-505 FOR THE PURPOSE OF AMENDING METRO CODE SECTION 4.01.060 REVISING ADMISSION FEES AT METRO WASHINGTON PARK ZOO.

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Date: July 19, 1993

Presented by: Y. Sherry Sheng

#### FACTUAL BACKGROUND AND ANALYSIS

In 1984, the Metro Council adopted the following policies relating to the Zoo:

1. The Zoo shall rely on property tax for a portion of its revenue;
2. A ratio of approximately 50 percent tax and 50 percent non-tax revenue shall be maintained for funding zoo operations; and
3. The Council shall annually review admission fees to assist in meeting policy 2 above.

In accordance with the policy to keep the zoo revenue ratio at no greater than 50 percent from tax sources, we are recommending a zoo admission fee increase. This fee increase was used to calculate the revenue projections for the Fiscal Year 1993-94 budget, which has been approved by the Council. Beginning January 1, 1994, fees would be \$5.50 for adults, \$3.50 for youth, \$4.00 for seniors, and \$2.50 for educational groups.

The zoo's fund balance at this time is substantial. However, there are external as well as internal factors that will negatively offset this balance over the next five years. The external factors include annual inflation at approximately four percent per year and the construction during FY 93-94 of the on-ramp and bridge on Highway 26, adjacent to the zoo. In addition, the light rail station construction will begin in the fall of 1994 and continue to 1997. This project will eliminate approximately 280 parking spaces in the parking lot during the years of construction. These factors will seriously impact our attendance and revenue.

Also included are internal factors such as the increasing costs for support services at Metro and increases in the excise tax. For example, support services costs increased \$249,105 from FY 92-93 to FY 93-94. For that same year, the excise tax increased by one percent, reducing zoo-kept enterprise revenue by an additional \$54,495. If the one percent increase remains in effect over the next five years, it will reduce those after-tax enterprise revenues \$266,296.

If the fee increase is not approved, the zoo will lose the budgeted admissions revenue for FY 93-94 of \$159,480. The loss for FY 94-95 will be approximately \$304,376. Because no major exhibit improvements will be made for several years following FY 93-94, further admission fee increases are planned to be postponed accordingly. Without this increase the loss of after-tax admission revenue for the five year projection will amount to \$1,658,466.

The proposed admission rates at the zoo remain a good value compared to similar institutions in the West, and to other educational and entertainment facilities in the metro area, as shown in Tables I and II. Since the last admission fee increase, there have been several improvements made to the zoo. They include; pygmy goat petting area, ZooBloom, Elk Meadow exhibit, the reptile show, and several living history presentations. All these new areas and programs add value to the zoo visitor experience. In the current year a major improvement will occur at the elephant front yard.

TABLE I: SELECTED WEST COAST ZOOS

	<u>Adults</u>	<u>Youths</u>	<u>Seniors</u>
Wildlife Safari	\$9.95	\$6.75	\$8.50
San Francisco Zoo	\$6.50	\$1.00-\$3.00	\$3.00
Los Angeles Zoo	\$8.00	\$3.00	\$5.00
Denver Zoo	\$6.00	\$3.00	\$3.00
Rio Grande Zoo	\$4.25	\$2.25	\$2.25
Point Defiance Zoo (Tacoma)	\$6.25	\$4.50	\$5.75
Woodland Park Zoo (Seattle)	\$6.00	\$1.50-\$3.50	\$4.50
Hogle Park Zoo (Salt Lake)	\$4.00	\$2.00	\$2.00

TABLE II: SELECTED METRO AREA EDUCATIONAL/ENTERTAINMENT FACILITIES

	<u>Adults</u>	<u>Youths</u>	<u>Seniors</u>
Movie Theatres (avg.)	\$6.00	\$3.50	
OMSI	\$6.50	\$4.00	\$5.50
Shows @ Expo Center (avg.)	\$4.00	\$2.00	\$2.00
High Desert Museum (Bend)	\$5.50	\$2.75	\$5.00
Pittcock Mansion	\$3.50	\$1.50	\$3.00
Children's Museum	\$3.50	\$3.50	\$3.50
Japanese Gardens	\$5.00	\$2.50	\$2.50
Portland Art Museum	\$4.50	\$1.50	Free on Thurs.
World Forestry Center	\$3.00	\$2.00	\$2.00

In summary, the proposed new rate structure will assist to:

- provide over 50% of the costs for maintenance and operations from non-tax sources
- allow us to adequately care for the service needs of our visitors (custodial, landscaping, visitor services, security, etc.)
- provide proper care for the animals on exhibit
- maintain the considerable capital assets at the zoo

**Staff Recommendation:**

Based on the foregoing information, it is recommended that the admission rates be increased to \$5.50 for adults, \$3.50 for youths, \$4.00 for seniors, and \$2.50 for educational groups.

**EXECUTIVE OFFICER'S RECOMMENDATION**

The Executive Officer recommends approval of Ordinance 93-505.