

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF AMENDING ) ORDINANCE NO 99-804  
METRO CODE SECTION 4.01.050, AND )  
REVISING ADMISSIONS FEES AND ) Introduced by Mike Burton, Executive Officer  
POLICIES AT THE OREGON ZOO. )

WHEREAS, the Oregon Zoo periodically needs to increase admission charges to keep pace with increased operating costs; and

WHEREAS, Oregon Zoo admission fees have not been increased since January, 1994; and

WHEREAS, the Oregon Zoo's proposed FY 99-00 budget incorporates an admission fee increase; and

WHEREAS, updated Zoo admission policies are needed to meet the operating requirements of the Oregon Zoo; now, therefore,

THE METRO COUNCIL ORDAINS AS FOLLOWS:

1. That Metro Code Section 4.01.050 is amended to read as follows:

4.01.050 Admission Fees and Policies

(a) Regular Fee Schedule

Adult (12 years and over)	\$6.50
Youth (3 years through 11 years)	\$4.00
Child (2 years and younger)	free
Senior Citizen (65 years and over)	\$5.00

(b) Free and Reduced Admission

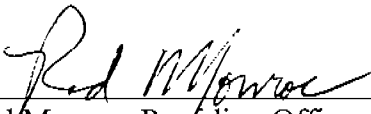
- (1) The Director may set free or reduced price admission rates for groups, special events, or as otherwise in accordance with this Chapter.
- (2) A free admission pass will entitle the holder only to enter the Zoo without paying an admission fee.
- (3) A reduced admission pass will entitle the holder only to enter the Zoo by paying a reduced admission fee.
- (4) 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 regular Zoo 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-transferable, 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.
- (5) Admission to the Zoo shall be free for all persons during a portion of a day each month, to be designated by the Director.

(c) 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 determined by the Zoo Director.

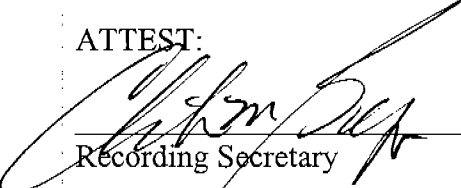
2. That the admission fee increase set forth above shall take effect October 1, 1999.

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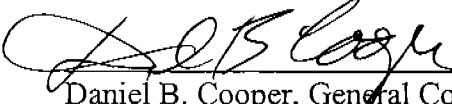
ADOPTED by the Metro Council this 27<sup>th</sup> day of May 1999.

  
\_\_\_\_\_  
Rod Monroe, Presiding Officer

ATTEST:

  
\_\_\_\_\_  
Recording Secretary

Approved as to Form:

  
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Daniel B. Cooper, General Counsel

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BEFORE THE METRO COUNCIL

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WHEREAS, the Oregon Zoo's proposed FY 99-00 budget incorporates an admission fee increase; and

WHEREAS, updated Zoo admission policies are needed to meet the operating requirements of the Oregon Zoo; now, therefore,

THE METRO COUNCIL ORDAINS AS FOLLOWS:

1. That Metro Code Section 4.01.050 is amended to read as follows:

4.01.050 Admission Fees and Policies

(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/escort, 18 years of age or older, for every five 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 20 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 students shall not qualify for the group discount).~~

~~(2) Regular Fee Schedule~~

<del>Adult (12 years and over)</del>	<del>\$5.50</del>	<del>6.50</del>
<del>Youth (3 years through 11 years)</del>	<del>\$3.50</del>	<del>4.00</del>
<del>Child (2 years and younger)</del>	<del>free</del>	
<del>Senior Citizen (65 years and over)</del>	<del>\$4.00</del>	<del>5.00</del>
<del>Education Groups (per student)</del>	<del>\$2.50</del>	
<del>Chaperons/Escorts 18 years or older admitted with education groups (maximum of one per five students)</del>	<del>free</del>	
<del>Driver(s)/Escorts 18 years or older admitted with groups other than education groups (maximum of two per twenty group members)</del>	<del>free</del>	
<del>Additional chaperons/escorts 18 years or older in excess of one per five students will receive the group discount adult rate (20 percent discount)</del>	<del>\$4.40</del>	
<del>Groups other than education groups 20 or more per group</del>	<del>20 percent discount</del>	<del>from appropriate fee listed above</del>

(b) Free and Reduced Admission Passes

(1) ~~Free and reduced admission passes may be issued by the director in accordance with this chapter. The Director may set free or reduced price admission rates for groups, special events, or as otherwise in accordance with this Chapter.~~

(2) A free admission pass will entitle the holder only to enter the zZoo without paying an admission fee.

(3) A reduced admission pass will entitle the holder only to enter the zZoo 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.~~

(54) 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 regular Zoo 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 zZoo. Cards shall bear the name of the volunteer, shall be signed by the director, shall be non-transferable, 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 zZoo 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 zoo. Such passes shall bear the name of the passholder, shall be signed by an authorized representative of the organization, shall be non transferable, 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-transferable.~~

~~(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.~~

~~(5) Admission to the Zoo shall be free for all persons during a portion of a day each month, to be designated by the Director.~~

~~(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.~~

~~(fc) Special Events. The zZoo, or portions thereof, may be utilized for special events designed to enhance zZoo revenues during hours that the zZoo 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 determined by the Zoo Director.~~

2. That the admission fee increase set forth above shall take effect October 1, 1999.

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ADOPTED by the Metro Council this \_\_\_\_\_ day of \_\_\_\_\_ 1999.

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Rod Monroe, Presiding Officer

ATTEST:

Approved as to Form:

\_\_\_\_\_  
Recording Secretary

\_\_\_\_\_  
Daniel B. Cooper, General Counsel

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**STAFF REPORT**

**CONSIDERATION OF ORDINANCE 99-804 AMENDING METRO CODE SECTION 4.01.050, AND REVISING ADMISSIONS FEES AND POLICIES AT THE OREGON ZOO.**

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Date: April 9, 1999

Presented by: Tony Vecchio  
Daniel Cooper

**FACTUAL BACKGROUND AND ANALYSIS**

In the past, the admissions charged at the Zoo were increased on a fairly regular basis to cover the increases in operating costs at the Zoo. The last fee increase was January, 1994. It was decided that admissions increases would be on hold during the construction of the Tri-Met station, the new parking lot, and new entry facilities. These three construction projects have been completed and although construction of the Great Northwest Project continues at the Oregon Zoo, it has been determined that an increase in the cost of admissions is needed.

Several factors have influenced this decision, the passage of Measures 47 and 50 which reduced the property taxes received by the Oregon Zoo to support operating costs; and as with all other departments at Metro, an increase in the cost of operating the Zoo. Also, even with the fee increase, the Oregon Zoo's admission fees remain the lowest among comparable zoos on the West Coast

The fees are proposed to change as follows:

	<u>Current</u>	<u>Effective</u> <u>October 1, 1999</u>
Adults	\$5.50	\$6.50
Children	\$3.50	\$4.00
Seniors	\$4.00	\$5.00

In conjunction with the admissions change, an update to the admissions fees and policy section of the Metro Code (4.01) is recommended. The changes simplify the code and allow the Zoo Director to establish discounts and passes as needed to meet the operating requirements of the Zoo. The overall admission fee however continues to be set by code.

**BUDGET IMPACT**

The additional revenue generated by the increase in admissions has been included in the proposed budget.

**EXECUTIVE OFFICER RECOMMENDATION**

The Executive Officer recommends approval of Ordinance No. 99-804.

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