

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF AMENDING ) ORDINANCE NO 01-915  
METRO CODE SECTION 4.01.050, AND )  
REVISING ADMISSIONS FEES AT ) Introduced by Mike Burton, Executive Officer  
THE OREGON ZOO EFFECTIVE )  
JANUARY 1, 2002 )

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 October 1, 1999; and

WHEREAS, the Oregon Zoo's Adopted FY 01-02 budget incorporates an admission fee increase; and

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)	<del>\$6.50</del> \$7.50
Youth (3 years through 11 years)	<del>\$4.00</del> \$4.50
Child (2 years and younger)	free
Senior Citizen (65 years and over)	<del>\$5.00</del> \$6.00

(b) Free and Reduced Admission

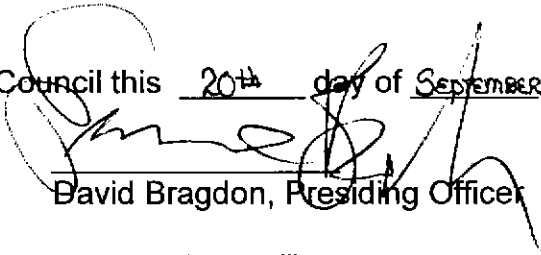
- (1) The Director may set free or reduced price admission rates for groups, special events, or as otherwise in accordance with this Chapter.

- (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.

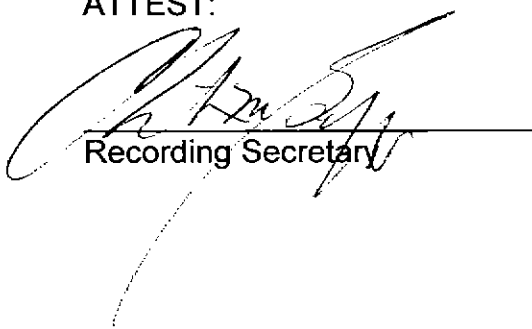
2. That the admission fee increase set forth above shall take effect January 1, 2002.

ADOPTED by the Metro Council this 20<sup>th</sup> day of September 2001.



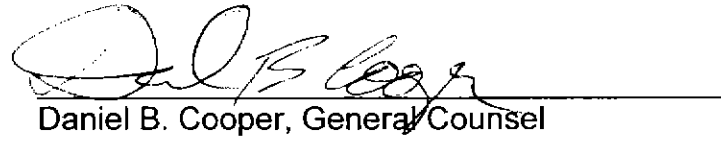
David Bragdon, Presiding Officer

ATTEST:

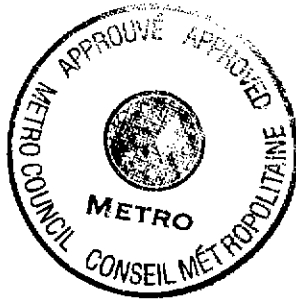


Recording Secretary

Approved as to Form:



Daniel B. Cooper, General Counsel



**STAFF REPORT**

**CONSIDERATION OF ORDINANCE 01-915 AMENDING METRO CODE SECTION 4.01.050, AND REVISING ADMISSIONS FEES AT THE OREGON ZOO EFFECTIVE JANUARY 1, 2002.**

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Date: July 25, 2001

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. It was decided that admissions increases would be on hold during the construction of the Tri-Met light rail station, the reconfiguration of the main visitor parking lot, and new entry facilities. Since the completion of those projects the first fee increase since January, 1994 was implemented on October 1, 1999. It has been determined that a new fee increase is needed January 1, 2002 to keep up with rising labor and benefit costs.

The fees are proposed to change as follows:

CLASS	CURRENT	PROPOSED	INCREASE	%
Adults	\$6.50	\$7.50	\$1.00	15.4
Children	\$4.00	\$4.50	\$ .50	12.5
Seniors	\$5.00	\$6.00	\$1.00	20.0

Since 1994 this represents an annualized increase of 4.5% for Adults; 3.6% for Children and 6.25% for Seniors.

**BUDGET IMPACT**

The additional revenue generated by the increase in admissions is estimated to generate \$242,000 for the remainder of fiscal year 2002 (January – June) or approximately \$500,000 annually. This estimate is based upon a budgeted attendance figure of \$1,100,000 and may be conservative based on the past two years having higher than 1,200,000 in attendance.

**EXECUTIVE OFFICER RECOMMENDATION**

The Executive Officer recommends approval of Ordinance No. 01-915

## REGIONAL FACILITIES AND OPERATIONS COMMITTEE REPORT

CONSIDERATION OF **ORDINANCE NO. 01-915**, FOR THE PURPOSE OF AMENDING METRO CODE SECTION 4.01.050, AND REVISING ADMISSIONS FEES AT THE OREGON ZOO EFFECTIVE JANUARY 1, 2002

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Date: 13 September 2001

Presented by: Councilor Burkholder

**Committee Recommendation:** At its September 13, 2001, meeting, the Regional Facilities & Operations Committee voted 3-0 to recommend Council adoption of Ordinance No. 01-915. Voting in favor: Councilors Park, Hosticka, and Burkholder. Voting against: None. Absent: None.

**Background:** Mike Burton, Executive Officer, presented the staff report. He stated that a key objective of the Zoo is to make it as accessible to the general public as possible, and that the decision to raise fees was a serious one. He noted that, because there is no charge to park in the lot adjacent to the Zoo, Metro is paying about \$500,000 annually to Tri-Met, and this is one way to help recover that cost. He is also exploring alternatives, and stated that this step is intermediate to resolving the issue in another way.

Kathy Kiaunis, Assistant Zoo Director, supplemented Mr. Burton's report by stating that the proposed Ordinance is based on this year's budget, in which the fee increase was explicit. She noted that the fees were increased for the first time in five years in October 1999, and that the Zoo is dealing with numerous cost increases apart from debt service on the parking lot; even with this increase, unless attendance rises, the Zoo will need to dip into the fund balance in the future.

**Committee Issues/Discussion:** Councilor Park asked about the possibility of issuing combination tickets with Tri-Met. Mr. Burton responded that, although this has been proposed, Tri-Met is not yet "on board".

Councilor Burkholder asked how this increase is likely to be perceived by the public in its timing? If we raise fees in January, how soon after would we be likely to consider implementing parking fees? Mr. Burton responded that the earliest would be sometime in 2002, but that there is much discussion required before this would occur.

Councilor Hosticka stated that it didn't seem like an attractive argument to tell people their fees were being raised to pay for ancillary operations, and that he felt it should be framed more constructively. He then asked if Metro has any indication of the impact of raising fees upon potential attendance. Ms. Kiaunis responded that, based on the 1999 increase, there should be no negative impact; Metro fees are still low compared to comparable zoos in the marketplace.

Councilor Park asked if the fee increase will be reflected in Metro's agreement with the Oregon Zoo Foundation (OZF). Ms. Kiaunis said that it would; when the Zoo fees go up, then the transfers from OZF go up as well. She stated that the estimated value is similar to a group discount – roughly 20% of what would have been paid at the gate. Councilor Park then asked what amount the Zoo will be giving away to OZF. Ms. Kiaunis stated that the Zoo does not look at it that way; that OZF exists solely to support and benefit the Zoo, and that OZF dollars are as much theirs as the Zoo's. Councilor Park expressed his concern about being able to explain to the public the nature of these transfers, stating that, in his opinion, this was a transfer of assets.

Councilor Hosticka noted that this proposal does not seem to be based on any established policy, but, instead, seems to be a target of opportunity, based solely on what can be plausibly charged.

**Key Public Testimony:** There was none.