

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF AMENDING METRO)
CODE SECTION 4.01.050, AND REVISING)
ADMISSION FEES AT THE OREGON ZOO)
EFFECTIVE JANUARY 1, 2004)

ORDINANCE NO. 03-1016
Introduced by Mike Jordan, Chief Operating
Officer, with the concurrence of the Council
President

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 1, 2003; 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)	\$8.00	\$9.00	
Youth (3 years through 11 years)	\$5.00	\$6.00	
Child (2 years and younger)	free		
Senior Citizen (65 years and older)	\$6.50	\$7.50	

(b) Free and Reduced Admission

- (1) The Director may set free or reduced 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 elected officials 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.

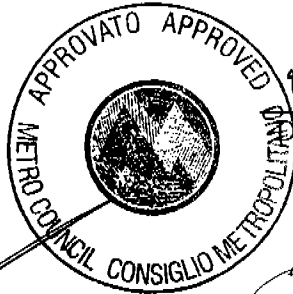
(5) Admission to the Zoo shall be free for all persons during a portion of a day each month, to be designated by the Director.

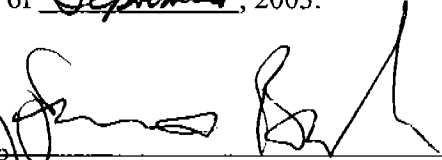
(c) Special Events

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.

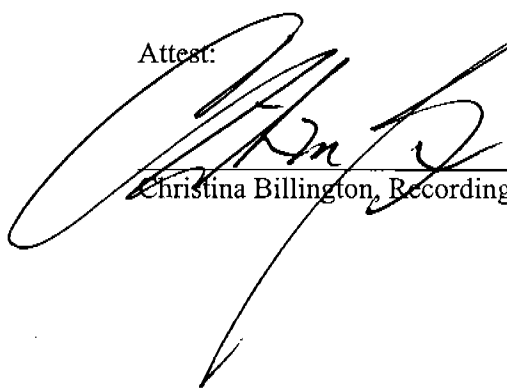
2. That the admission fee increase set forth above shall take effect January 1, 2004.

ADOPTED by the Metro Council this 4th day of September, 2003.

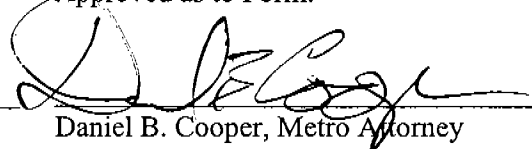



David Bragdon, Council President

Attest:


Christina Billington, Recording Secretary

Approved as to Form:


Daniel B. Cooper, Metro Attorney

STAFF REPORT

IN CONSIDERATION OF ORDINANCE NO. 03-1016, FOR THE PURPOSE OF AMENDING METRO CODE SECTION 4.10.050, AND REVISING ADMISSIONS FEES AT THE OREGON ZOO EFFECTIVE JANUARY 1, 2004.

Date: July 24, 2003

Prepared by: Tony Vecchio

BACKGROUND

A fee increase of \$1.00 is proposed in the development of the Zoo's FY03-04 budget, to take effect January 1, 2004. In the past, the admission fees charged at the Zoo were increased every other year 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 TriMet light rail station, the reconfiguration of the main visitor parking lot, and the new entry facilities. Since the completion of those projects the first fee increase since January, 1994 was implemented on October 1, 1999. The next fee increase was not implemented until January 1, 2002.

ANALYSIS/INFORMATION

1. **Known Opposition** None known.
2. **Legal Antecedents** Metro Code Section 4.01.050 Admission Fees and Policies identifies policies on Zoo admission fees, and requires the Zoo to request an amendment to increase fees. The proposed action amends Ordinance 02-949.
3. **Anticipated Effects** The \$1.00 fee increase proposed for 2004 would bring the adult admission rate to \$9.00. This rate is still the lowest of comparable facilities on the west coast and considerably lower than the two other AZA accredited facilities in Oregon. Since opening the new entry facilities, the Zoo has lengthened its monthly free hours. The free hours are well used by the community, offering assistance to families that might otherwise not be able to visit the Zoo as frequently.

West Coast Zoos and Aquariums	Location	Adult Admission
Oregon Coast Aquarium*	Newport, Oregon	\$10.75
Wildlife Safari*	Winston, Oregon	\$17.50
Woodland Park Zoo	Seattle, Washington	\$10.00
San Diego Zoo	San Diego, California	\$19.50
San Diego Wild Animal Park	San Diego, California	\$26.50
San Francisco Zoo	San Francisco, California	\$10.00
Los Angeles Zoo	Los Angeles, California	\$9.00
Monterey Bay Aquarium	Monterey, California	\$17.95
	AVERAGE	\$15.15
	Oregon Zoo Proposed January 1, 2004	\$9.00

* only other AZA accredited facilities in Oregon

By code, the Zoo is required to earn at least 50% of its operating revenue. The Zoo currently earns over 60% of its operating revenue. Periodic fee increases are required to help defray increases in the Zoo's operating costs. The Zoo has been impacted particularly hard by increases in utility costs and benefit costs.

The fee structure is proposed as follows:

<u>Category</u>	<u>Current</u>	<u>Proposed</u>	<u>Increase</u>
Adult	\$8.00	\$9.00	\$1.00
Children	\$5.00	\$6.00	\$1.00
Seniors	\$6.50	\$7.50	\$1.00

4. **Budget Impacts** The additional revenue generated by the increase in admissions is estimated to generate \$314,066 for the second half of the FY 03-04 fiscal year. These additional revenues are included in the revenue estimate in the FY 03-04 budget. This estimate is based on attendance of 1,275,000, and will vary with actual attendance.

RECOMMENDED ACTION

The Chief Operating Officer recommends adoption of this ordinance.