

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF AMENDING METRO) ORDINANCE NO. 12-1287
CODE SECTION 4.01.050(a) RELATING TO ZOO)
ADMISSION FEES, EFFECTIVE FEBRUARY 1,) Introduced by Martha Bennett, Chief
2013) Operating Officer, with the Concurrence of
) Council President Tom Hughes

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

WHEREAS, the Oregon Zoo admission fees have not been increased since June 1, 2009;

WHEREAS, to help to balance the zoo's operating budget, on June 21, 2012, via Resolution 12-1274A, the Metro Council adopted Metro's fiscal year 2012-13 budget, assuming a \$1.00 increase in Zoo admission fees, said increase to take effect in 2013, now therefore,

THE METRO COUNCIL ORDAINS AS FOLLOWS:

1. That Metro Code Section 4.01.050(a) Admission Fees - Regular Fee Schedule, is amended to read as follows:

"4.01.050 Admission Fees and Policies

(a) Regular Fee Schedule

Adult (12 years and over)	\$10.25	<u>\$11.25</u>
Youth (3 years through 11 years)	\$7.25	<u>\$8.25</u>
Child (2 years and younger)	Free	
Senior Citizen (65 years and over)	\$8.75	<u>\$9.75</u>

2. All other provisions of Metro Code Section 4.01.050 Admission Fees and Policies remain the same.
3. The amendment to Metro Code Section 4.01.050(a) Admission Fees - Regular Fee Schedule, takes effect February 1, 2013.

ADOPTED by the Metro Council this _____ day of October 2012.

Approved Ordinance
Tom Hughes
Tom Hughes, Council President
METRO COUNCIL
Metro Council

Attest:

K. Newell

Kelsey Newell, Regional Engagement
Coordinator

Approved as to Form:

Alison Kean Campbell

Alison Kean Campbell, Metro Attorney

STAFF REPORT

IN CONSIDERATION OF ORDINANCE NO. 12-1287, FOR THE PURPOSE OF AMENDING METRO CODE SECTION 4.01.050(a) ADMISSION FEES, EFFECTIVE FEBRUARY 1, 2013

Date: August 28, 2012

Prepared by: Ivan Ratcliff (503) 525-4232

BACKGROUND

The purpose of this ordinance is to amend Metro code section 4.01.050(a) to increase admission fees by \$1.00, effective February 1, 2013. The last increase of \$.75 to the zoo admission fee was effective June 1, 2009.

ANALYSIS/INFORMATION

- 1. Known Opposition:** None known.
- 2. Legal Antecedents:** Metro Code Section 4.01.050(a) "Admission Fees and Policies" sets Zoo admission fees and identifies policies on Zoo admission, and requires the Zoo to request an amendment to the Metro Code to increase admission fees. Metro Code Section 4.01.050(b) "Conservation Admission Surcharge" adds a twenty-five cent (\$0.25) surcharge to each regular paid admission, dedicated to the funding of Oregon Zoo conservation initiatives.
- 3. Anticipated Effects:** The \$1.00 fee increase proposed for February 1, 2013, would bring the adult admission rate to \$11.25. This rate is the lowest of comparable facilities on the west coast and considerably lower than the two other Association of Zoos & Aquariums accredited facilities in Oregon. In addition, a recent rate study performed by an external consultant reported that Oregon Zoo admission rates are 15 to 20 percent below the average admission price of other west coast zoos. The zoo last increased admission rates effective June 2009. Applying the Portland/Salem Consumer Price Index increase of 6.84 percent from that date through June 2012 supports an admission price increase to maintain the zoo's ability to generate sufficient revenue to support increasing operating costs.

Community Tuesday admissions of \$4.00, offered the second Tuesday of every month, and periodic free zoo admission days are well attended, and offer opportunities to guests that might otherwise not be able to visit the zoo as frequently. The zoo's \$3.00 school group participant admission fee is not changing and encourages student visits.

West Coast Zoos, Aquariums & Attractions	Location	Adult Admission
Oregon Museum of Science and Industry	Portland, OR	\$12.00
Oregon Coast Aquarium *	Newport, OR	\$18.95
Wildlife Safari *	Winston, OR	\$17.99
Woodland Park Zoo	Seattle, WA	\$17.75
Point Defiance Zoo	Tacoma, WA	\$16.00
San Francisco Zoo	San Francisco, CA	\$15.00
Los Angeles Zoo	Los Angeles, CA	\$16.00
Sacramento Zoo	Sacramento, CA	\$11.25
Average		\$15.62
Oregon Zoo Proposed Fee as February 1, 2013		\$11.25

* The only other Association of Zoos & Aquariums accredited facilities in Oregon. The admission fee structure is proposed as follows:

<u>Category</u>	<u>Current</u>	<u>Proposed</u>	<u>Increase</u>
Adult	\$10.25	\$11.25	\$1.00
Child	\$7.25	\$8.25	\$1.00
Senior	\$8.75	\$9.75	\$1.00

The actual admission price at the gate will be \$11.50, \$8.50 and \$10.00, as a result of the addition of the Conservation Admission Surcharge.

- Budget Impacts:** The additional revenue generated by the admission fee increases is estimated at \$271,000 for February to June 2013. The fiscal year 2012-13 adopted budget assumes a \$1.00 fee increase and this revenue will help to balance the zoo's operating budget.

RECOMMENDED ACTION

The Chief Operating Officer recommends adoption of this Ordinance.