

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF AMENDING) Ordinance No. 04-1050
SECTION 4.01.050(B) OF THE METRO)
CODE TO PROVIDE FOR A REDUCED)
ADMISSION DAY AT THE OREGON ZOO) Introduced by Council President David Bragdon

WHEREAS, the Oregon Zoo recognizes the need to offer reduced admission prices to the community; and

WHEREAS, the Oregon Zoo's free admission day has caused traffic congestion and safety and security issues; now therefore,

THE METRO COUNCIL ORDAINS AS FOLLOWS:

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)	\$9.00
Youth (3 years through 11 years)	\$6.00
Child (2 years and younger)	Free
Senior Citizens (65 years and over)	\$7.50

(b) Free and Reduced Admission

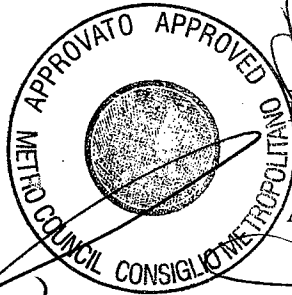
- (1) The Director may set free or reduced price admission rates for groups, special events, or as otherwise in accordance with this Chapter.
- (2) A free admission pass will entitle the holder only to enter the Zoo without paying an admission fee.
- (3) A reduced admission pass will entitle the holder 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 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 at a reduced rate ~~free~~ for all persons during a portion of a day each month, as determined ~~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.”

ADOPTED by the Metro Council this 27th day of April 2004.



[Handwritten Signature]

 David Bragdon, Council President

ATTEST:

Approved as to Form:

[Handwritten Signature]

 Christina Billington, Recording Secretary

[Handwritten Signature]

 Daniel B. Cooper, Metro Attorney

STAFF REPORT

IN CONSIDERATION OF ORDINANCE NO. 04-1050, FOR THE PURPOSE OF AMENDING METRO CODE SECTION 4.10.050, TO PROVIDE FOR A REDUCED ADMISSION DAY AT THE OREGON ZOO

Date: April 9, 2004

Prepared by: Tony Vecchio

BACKGROUND

The Oregon Zoo offers free admission to all visitors on the second Tuesday of each month from 1:00 PM until closing. On the free Tuesday in August of 2003, the Zoo accommodated over 16,500 visitors, a record high attendance, which resulted in safety issues for the visitors on grounds, parking issues, and significant traffic issues resulting in complaints from ODOT due to congestion impacting downtown traffic throughout the afternoon and evening. In addition, the Zoo faces significant financial pressure due to the extra staffing for gate and security staff required on those days without supporting admission revenue. The Zoo is also missing revenue opportunities, especially during the summer months, where tourists make up a large portion of our visitors.

The impact on social service agencies will be mitigated through complimentary Zoo admission passes for those groups who cannot otherwise afford to come to the Zoo.

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 offer free admission for all persons during a portion of a day each month, to be designated by the Director.
3. **Anticipated Effects** Anticipated effects include less crowds and additional revenue generated on the reduced admission days. The impact on social services groups will be mitigated through complimentary passes for less busy days. This will decrease safety and security issues and reduce traffic congestion.
4. **Budget Impacts** Additional revenue will be generated.

RECOMMENDED ACTION

The Chief Operating Officer recommends adoption of this ordinance.