

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF LOWERING THE	)	ORDINANCE NO 98-735
MINIMUM FOR GROUP DISCOUNT	)	
CLASSIFICATION FROM 25 TO 20 PERSONS	)	Introduced by Mike Burton
AND GRANTING COMPLIMENTARY	)	Executive Officer
ADMISSION TO THE DRIVERS AND ESCORTS	)	
OF PRE-FORMED TOUR GROUPS AT METRO	)	
WASHINGTON PARK ZOO	)	

WHEREAS, for many years, the Metro Washington Park Zoo has had a policy granting a 20% discount to pre-formed groups of 25 or more; and

WHEREAS, recent surveys of groups have shown that this number is too high for many of the groups to whom we market the discount; and

WHEREAS, most of our competitors offer a lower minimum; and

WHEREAS, the policy of offering complimentary admission to drivers and escorts of pre-formed groups is a standard practice in the group sales business;

THE METRO COUNCIL HEREBY ORDAINS AS FOLLOWS:

1. The minimum number of persons qualifying for a 20% group discount at the Metro Washington Park Zoo is lowered from 25 to 20, and complimentary admission is offered to drivers and escorts of pre-formed groups of 20 or more;
2. 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 2520 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) Fee Schedule

Adult (12 years and over)	\$5.50
Youth (3 years through 11 years)	\$3.50
Child (2 years and younger)	free
Senior Citizen (65 years and over)	\$4.00
Education Groups (per student)	\$2.50
Chaperons/ <u>Escorts</u> 18 years or older admitted with education groups (maximum of one per five students)	free

Driver(s)/Escorts 18 years or older admitted with groups other than education groups (maximum of two per twenty group members) free

Additional chaperons/escorts 18 years or older in excess of one per five students will receive the group discount adult rate (20 percent discount) \$4.40

Groups other than education groups 2520 or more per group 20 percent discount from appropriate fee listed above

(b) Free and Reduced Admission Passes

(1) Free and reduced admission passes may be issued by the director 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) The reduction granted in admission, by use of a reduced admission pass (other than free admission passes), shall not exceed 20 percent.
- (5) 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 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-transferrable, 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.
  - (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 Metro Washington Park Zoo. Such passes shall bear the name of the passholder, shall be signed by an authorized representative of the organization, shall be non-transferrable, 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-transferrable.

(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.

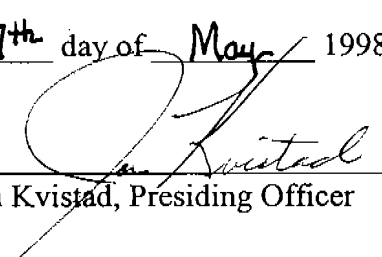
(d) Special Free Hours. Admission to the zoo shall be free for all persons from 3:00 p.m. until closing on the second Tuesday of each month.

(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.

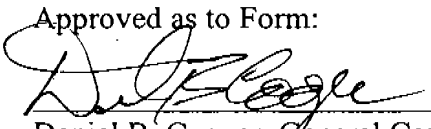
(f) Special Events. The zoo, or portions thereof, may be utilized for special events designed to enhance zoo revenues during hours that the zoo is not normally open to the public. The number, nature of, and admission fees for such events shall be subject to the approval of the executive officer.

(Ordinance No. 92-412A, Sec. 2. Amended by Ordinance No. 93-505; Sec. 1; Ordinance No. 94-568)

ADOPTED by the Metro Council this 7<sup>th</sup> day of May 1998

  
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Jon Kvistad, Presiding Officer

Approved as to Form:

  
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Daniel B. Cooper, General Counsel

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**REGIONAL FACILITIES COMMITTEE REPORT**

**CONSIDERATION OF ORDINANCE NO. 98-735, FOR THE PURPOSE OF LOWERING THE MINIMUM FOR THE GROUP DISCOUNT CLASSIFICATION FROM 25 TO 20 PERSONS AND GRANTING COMPLIMENTARY ADMISSION TO THE DRIVERS AND ESCORTS OF PRE-FORMED TOUR GROUPS AT METRO WASHINGTON PARK ZOO.**

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Date: April 28, 1998

Presented by: Councilor: Naito

**Committee Action:** At its April 22, 1998 meeting, the Regional Facilities Committee unanimously recommended Council adoption of Ordinance 98-735. Voting in favor: Councilors McCaig, Naito and McFarland.

**Council Issues/Discussion:** This ordinance lowers the criterion for group discount eligibility at the Zoo from 25 people per tour to 20. Approximately 16,000 more people are estimated to now be eligible for the discounted fee. Drivers and escorts of these groups will also now be granted complimentary admission.

There was no committee discussion of this ordinance.

## STAFF REPORT

### CONSIDERATION OF ORDINANCE NO. 98-735 FOR THE PURPOSE OF LOWERING THE MINIMUM FOR THE GROUP DISCOUNT CLASSIFICATION FROM 25 TO 20 PERSONS AND GRANTING COMPLIMENTARY ADMISSION TO THE DRIVERS AND ESCORTS OF PRE-FORMED TOUR GROUPS AT METRO WASHINGTON PARK ZOO

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Date: March 19, 1998

Presented by: Kathy Kiaunis

#### FACTUAL BACKGROUND AND ANALYSIS

Tour groups are an important market for the Metro Washington Park Zoo. With the completion of the Oregon project, the Zoo hopes to command a much larger share of this market. The marketing plan for the new exhibit seeks an additional 16,000 visitors in this category.

In a recent survey of tour organizers and commercial tour operators, we found that our minimum group size qualifying for a discount is higher than most places, and is detrimental to our ability to attract groups. Twenty people is the industry standard for group discounts, and some attractions offer discounts for groups as small as ten people (National Tour Association, 1995). Twenty-two passenger vans are now commonly used for groups organized by commercial tour operators and for church, youth and senior groups. Commercial tour operators often use this discount as their "commission," and are not as likely to come to the Zoo without it.

The Zoo has offered a 20% discount to pre-formed groups of 25 or more for more than 15 years. We would now like lower the group size eligible for a discount to 20.

The policy of offering complimentary admission to drivers and escorts of pre-formed groups is a standard practice in the group sales business and the Zoo would like to incorporate this provision into the ordinance.

#### BUDGET IMPACT

Reducing the group size requirement for discount admissions will not adversely effect Zoo revenues. It is believed that the impact of reducing the group size requirement will be offset by the increase in the number of total groups attending.

#### EXECUTIVE OFFICE RECOMMENDATIONS

The Executive Officer recommends adoption of Ordinance No. 98-735.