

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF APPROVING THE)
REVISION OF METRO CODE SECTION)
4.01.050 REVISING ADMISSION FEES)
AND POLICIES AT METRO WASHINGTON)
PARK ZOO)

ORDINANCE NO. 94-568
Introduced by Executive
Officer Rena Cusma

THE METRO COUNCIL ORDAINS AS FOLLOWS:

Section 1. Amending the Metro Code. Section 4.01.050 Admission Fees and Policies is amended to read as follows:

4.01.050 Admission Fees:

(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, 18 years of age or older, for every five (5) 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 twenty-five (25) 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 (5) 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 accompanying 18 years or older admitted with education groups (maximum of one per five students)	free

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

Groups other than education groups 25 or more per group 20% 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.

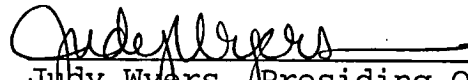
(2) Three additional special admission days may be allowed each year by the Director for designated groups. Any additional special admission days designated under this subsection must be approved by the Executive Officer.

(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 non-profit 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.

ADOPTED by the Metro Council this 13th day of October, 1994.


Judy Wyers, Presiding Officer

ATTEST:


Clerk of the Council

REGIONAL FACILITIES COMMITTEE REPORT

ORDINANCE NO. 94-568, APPROVING THE REVISION OF METRO CODE
SECTION 4.01.050 REVISING ADMISSION FEES AND POLICIES AT METRO
WASHINGTON PARK ZOO

Date: September 23, 1994 Presented by: Councilor McFarland

COMMITTEE RECOMMENDATION: At its September 21, 1994 meeting the Regional Facilities Committee voted 5-0 to recommend Council adoption of Ordinance No. 94-568. All Committee members were present and voted aye.

COMMITTEE DISCUSSION/ISSUES: Assistant Zoo Director Kathy Kiaunis presented the staff report. She discussed the background of the Zoo's policy toward chaperons for school groups, and said the purpose of the ordinance was twofold: to require that chaperons be at least 18 years old; and to preserve the Zoo's revenue-raising potential.

Council Analyst Casey Short asked whether it might make sense to change the chaperon-to-student ratio to 1 to 4 instead of 1 to 5, to give the groups greater flexibility in providing chaperons. He also asked how much money is expected to be generated by the policy change in the ordinance. Ms. Kiaunis said there would not normally be one person at the end of the line having to pay the 80% admission fee; the usual practice is that the group pays the total by check or it's worked out beforehand. The Zoo doesn't expect to make a lot of money from this, estimating that it will generate some \$12,000 per year.

Chair Hansen opened a public hearing and no one testified.

STAFF REPORT

CONSIDERATION OF ORDINANCE NO. 94-568
FOR THE PURPOSE OF AMENDING METRO CODE SECTION 4.01.060
REVISING ADMISSION FEES
AT METRO WASHINGTON PARK ZOO

Date: September 8, 1994

Presented by: Kathy Kiaunis

FACTUAL BACKGROUND AND ANALYSIS

Prior to 1991, the zoo's admission policy for groups requesting the education discount required one chaperon for every five students, registration at least two weeks in advance, and submission of a lesson plan (or purchase of curriculum materials.) Chaperons were charged the student admission rate. At times, groups arrived with insufficient numbers of chaperons to meet the minimum requirement to receive the education discount.

In 1991, in an attempt to encourage the attendance of supervising adults, the Zoo revised its admission policy to allow chaperons accompanying education groups to receive free admission. We now have over three years of experience with the new policy. In 1992-1993, the zoo had 1,411 school groups with an average of one chaperon per three students. In 1993-1994, 1,479 school groups visited, with a similar chaperon to student ratio. In fact, 20% of the groups had ratios of one chaperon for every two or fewer students.

Based on our experience, we recommend a refinement of the policy to require that chaperons be 18 years or older to qualify as a chaperon, and that chaperons in excess of the required one per every five students pay at the adult discount rate (\$4.40).

We believe that the revision will allow us to achieve the desired ratio of adult supervision while meeting our needs to generate revenue.



METRO

DATE: October 17, 1994

TO: Rena Cusma, Executive Officer

FROM: Paulette Allen, Clerk of the Council

RE: TRANSMITTAL OF ORDINANCE NOS. 94-568, 94-571, 94-569, 94-572A AND 94-573

Attached for your consideration are true copies of the ordinances referenced above adopted by the Council on October 13, 1994.

If you wish to veto any of the ordinances referenced above, I must receive a signed and dated written veto message from you no later than 5:00 p.m., Thursday, October 20, 1994. The veto message, if submitted, will become part of the permanent record. If no veto message is received by the time and date stated above, these ordinances will be considered finally adopted.

I, Paulette Allen, received this memo and true copies of Ordinance Nos. 94-568, 94-571, 94-569, 94-572A and 94-573 from the Clerk of the Council on 10/17/94.