

BEFORE THE COUNCIL OF THE
METROPOLITAN SERVICE DISTRICT

FOR THE PURPOSE OF AMENDING THE) ORDINANCE NO. 90-326
METRO CODE SECTION 4.01.060)
REGARDING ADMISSION FEES AND) Introduced by Rena Cusma,
POLICIES AT METRO WASHINGTON) Executive Officer
PARK ZOO)

1. Metro Code Section 4.01.060 is amended to read as follows:

"4.01.060 Admission Fees and Policies:

"(a) Regular Fees:

(1) Definitions:

(A) An Education discount is offered to groups of five or more 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 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."

~~["School-Group"-is-defined-as-a-group-of
-five-or-more-students-of-a-state-accredited~~

~~-school-elementary,-middle,-junior-and-senior
-high-schools-or-registered-pre-school/daycare
-center-including-at-least-one-chaperon-for-
-every-five-students-of-high-school-age-or
-under.--Registration-for-a-specified-visit
-date-at-least-two-weeks-in-advance-is-required
-in-order-for-a-school-group-to-qualify-for
-the-school-group-rate.]"~~

"(B) The Group Discount is defined as any group of twenty-five (25) or more (including school groups that have not met the requirements for the Education Discount.)

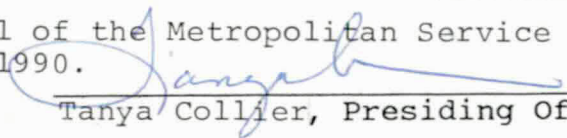
~~["Group-Other-Than-School-Group"-is-defined
as-any-group,-other-than-a-school-group,
of-twenty-five-(25)-or-more-members-who-have
purchased-tickets-at-least-one-day-in-advance.
All-advance-tickets-shall-bear-an-expiration
date-not-to-exceed-six-(6)-months-from-the-date
of-issuance.]"~~

"(2) Fee Schedule:

Adult (12 years through 64)	<u>\$3.50</u> [\$3.00]
Youth (3 years through 11 years)	<u>\$2.00</u> [\$1.50]

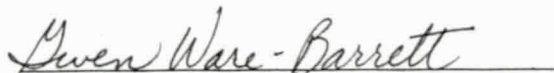
Child (2 years and under) free
Senior Citizen (65 years and over) \$2.00 [~~\$1.50~~]
Education [~~School~~] Groups (per student) \$1.00
Chaperons accompanying Education
[~~School~~] groups \$1.00
Groups other than Education [~~School~~] groups
25 or more per group 20% discount
from appropriate
fee listed above"

ADOPTED by the Council of the Metropolitan Service District
this 25th day of January, 1990.



Tanya Collier, Presiding Officer

ATTEST:



AMR:can
401060.amd
December 6, 1989

STAFF REPORT

CONSIDERATION OF ORDINANCE NO. 90-326 FOR THE
PURPOSE OF AMENDING THE METRO CODE SECTION
4.01.060 REVISING ADMISSION FEES AND POLICIES
AT THE METRO WASHINGTON PARK ZOO

Date: November 28, 1989

Presented by: Sherry Sheng

FACTUAL BACKGROUND AND ANALYSIS

In January 1984, the Metro Council adopted Resolution No. 84-444, which set forth financial principles and policies for the District. The specific financial policies relating to the operation of the Zoo include the following:

1. The Zoo shall rely on the property tax for a portion of its revenue:
2. A ratio of approximately 50 percent tax and 50 percent non-tax revenues shall be maintained for funding Zoo operations;
3. The Council shall annually review admission fees to assist in meeting policy 2 above; and
4. Any operating fund surplus will be periodically transferred to the Capital Improvement fund to implement the Zoo's Master Plan.

The Five-Year Financial Plan prepared in 1989 projected revenues and costs in accordance with these policies. Revenue projections were based not only on continued property tax support, but also on periodic admission fee adjustments, the next of which was projected by January 1, 1990. The last fee increase became effective April 1, 1988. It established the admission fees at the present \$3.00 for adults and \$1.50 for senior citizens and youth. The recommended new fee schedule is \$3.50 for adults, \$2.00 for senior citizens and youth, and \$1.00 for individuals in education groups, effective Feb. 1, 1990.

Table I shows projected non-tax revenues, as a percent of operation and maintenance costs for FY 1989-90 to 1992-93, as proposed in the Five-Year Financial Plan. The new admission fee schedule will assist in providing non-tax revenue at 50% or better of Operations and Maintenance costs in FY 1989-90, and at approximately 50% thereafter.

Table 1

NON-TAX REVENUES AS A PERCENT OF
OPERATIONS AND MAINTENANCE

	<u>FY 88-89</u>	<u>FY 89-90*</u>	<u>FY 90-91</u>	<u>FY 91-92</u>	<u>FY 92-93</u>
Operations and Maint. **	\$8,238,492	\$9,542,842	\$10,139,434	\$10,954,904	\$11,759,917
Non-Tax Revenues (1/1/90 Admission increase) ***	\$4,947,471	\$5,290,625	\$5,560,390	\$6,014,964	\$6,468,193
Percent of Operations and Maint. Costs	60%	55%	55%	55%	55%

The actual level of admissions and revenues during the fiscal year are subject to weather conditions and other non-calculable circumstances. Actual amounts may vary either positively or negatively compared to projections. So far this fiscal year admissions revenues are greater than estimated. Expenses are also greater than estimated. If revenue increases exceed cost increases into the spring, the excess revenue will be applied towards projects outlined in the Master Plan, as directed in the Metro guidelines. The fee increase is readily justifiable based on the expanded services provided by the Zoo since 1987 in the areas of capital improvements and programming.

*Figures are those in the projected FY 89-90 budget.

**Includes Personal Services, Materials and Services, Capital Outlay, Insurance, and General Fund Transfers.

***Includes all revenues except property taxes and the Fund Balance.

Capital Improvements

The newest improvement for visitors since 1987 is the just opened Africa Exhibit; the AfriCafe and the Aviary. This fiscal year 1989-90, work will start on the final phase of the Africa Exhibit - the African Rainforest.

Programming

The expanded programming at the Zoo includes:

1. Birds of Prey show
2. Animal Keeper Talks
3. World of Reptiles Show
4. ZooLights Festival

The new exhibits, animals and programming have contributed to lengthening the average stay per visit. The additional time spent at the zoo represents an increased value to the visitor for the admission price.

The proposed admission rate at the zoo still remains a bargain compared to similar institutions in the West and in the Metro area as shown in Table II and III. Disadvantaged residents of the Metro and surrounding areas may still benefit from free admission every Tuesday after 3:00 p.m. and the other special free days offered during the year. Even with the fee increase, the Zoo remains one of the most reasonable entertainment and educational values in the Metro area, compared to any other attractions, even to movies and sporting events. The recent trend of increased visitors does suggest that visitors to the Zoo are willing to pay a fair admission fee for a recreational experience that leaves them with some new knowledge in an increasingly sophisticated and pleasing environment.

Table II ADMISSION RATES AT WESTERN INSTITUTIONS

	ADULT	SENIOR	YOUTH
Wildlife Safari (Winston)	\$6.50	\$4.50	\$4.50
San Francisco Zoo	\$5.00	\$4.00	\$2.00
Los Angeles Zoo	\$4.50	\$3.50	\$2.00
Denver Zoo	\$4.00	\$2.00	\$2.00
Rio Grande Zoo	\$4.00	\$2.00	\$2.00
Point Defiance Zoo (Tacoma)	\$3.50 res. \$5.00 non-res.	\$3.00 \$4.50	\$2.25 \$3.50
Woodland Park Zoo (Seattle)	\$3.50	\$1.75	\$1.75
Hogle Park (Salt Lake City)	\$4.00	\$2.00	\$2.00

Table III

ADMISSION RATES AT SELECTED OREGON FACILITIES

	ADULT	SENIOR	YOUTH
Movie	\$5.50	\$3.00	\$3.00
OMSI	\$4.25	\$2.75	\$2.75
Shows at the Expo Center	\$4.00	\$4.00	\$2.00
World Forestry Center	\$3.00	\$2.00	\$2.00
High Desert Museum (Bend)	\$4.50	\$4.00	\$2.50
Metro Washington Park Zoo	\$3.50	\$2.00	\$2.00
Childrens Museum (requested donation)	\$3.00	\$2.50	\$2.50
Japanese Gardens	\$3.50	\$2.00	\$2.00

The proposed new rate will assist in paying for increased levels of activities and programming including:

- maintaining the approximate ratio of 50% for tax and 50% for non-tax revenues
- allowing us to adequately care for the service needs of increasing numbers of visitors (custodial, landscaping, visitor services, security, etc.)
- providing a contingency fund for some unanticipated costs that were not previously expected, including the anticipated increase in the minimum wage.

In addition to the changes in the fee structure, the definitions clause is being modified to better conform with the Zoo's efforts to encourage school groups to use the Zoo as an educational resource.

Recommendation:

It is therefore recommended, based on the foregoing information, that the admission rates be increased to \$3.50 for adults, \$2.00 for seniors/youths and \$1.00 for the educational rate for students and chaperons. It is also recommended that the definitions be modified as shown in the proposed ordinance.

EXECUTIVE OFFICER'S RECOMMENDATION

The Executive Officer recommends approval of Ordinance No. 89-326.

AMR:can
401060am.sr

ZOO COMMITTEE REPORT

ORDINANCE NO. 90-326, AMENDING THE METRO CODE SECTION 4.01.060
REGARDING ADMISSION FEES AND POLICIES AT THE METRO WASHINGTON
PARK ZOO

Date: January 19, 1990

Presented By: Councilor Knowles

COMMITTEE RECOMMENDATION: At the January 18, 1990, Zoo Committee meeting, Councilors DeJardin, Ragsdale and myself voted unanimously to recommend Council adopt Resolution No. 90-326. Councilors Gardner and McFarland were excused.

COMMITTEE DISCUSSION/ISSUES: Zoo Assistant Director Kay Rich presented the ordinance which increases Zoo admission fees for adults, senior citizens and youth by 50 cents effective February 1, 1990. The last fee increase was April 1, 1988, establishing the present level of \$3.00 for adults, \$2.00 for senior citizens and youth. Five-Year Financial Plan revenue projections prepared in 1987 included periodic admission fee increases. It was noted the ordinance also includes amended language describing group and education discounts, but the discount opportunities remain unchanged (\$1.00 per student in Education Groups; 20% discount for other groups of 25 or more). A public hearing was opened, but no one came forward to testify. The Committee raised no additional issues and the ordinance was passed without debate.

jpmthree
b:\90326.cr



METRO

2000 S.W. First Avenue
Portland, OR 97201-5398
503/221-1646

Memorandum

Date: January 30, 1990
To: Rena Cusma, Executive Officer
From: Gwen Ware-Barrett, ^{gwb} Clerk of the Council
Regarding: TRANSMITTAL OF ORDINANCE NOS. 90-326, and 90-329

Attached for your consideration are true copies of Ordinance Nos. 90-326 and 90-329 adopted by the Council on January 25, 1990.

If you wish to veto these ordinances, I must receive a signed and dated written veto message from you no later than 5:00 p.m., Thursday, February 1, 1990. 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, this ordinance will be considered finally adopted.

I, _____, received this memo and a true copy of Ordinance Nos. 90-326 and 90-329 from the Council Clerk on January 30, 1990.

Dated: _____

GWPB:lc
\MEM.ORD