

BEFORE THE COUNCIL OF THE  
METROPOLITAN SERVICE DISTRICT

FOR THE PURPOSE OF AMENDING )  
METRO CODE SECTION 4.01.060 TO )  
ALLOW FOR INCREASED FEES ON )  
SPECIAL ADMISSION DAYS )  
ORDINANCE NO. 90-354  
Introduced by Rena Cusma,  
Executive Officer

WHEREAS, The Metro Washington Park Zoo has held concerts at the Zoo for eleven years; and

WHEREAS, Attendance at the concerts has begun to decline; and

WHEREAS, It is in the best interest of the Zoo to upgrade the concert series to stimulate attendance and increase earned income; and

WHEREAS, The Zoo may present other special events at increased costs; and

WHEREAS, The FY 1990-91 budget includes projected revenues and costs for these special events; now, therefore,

THE COUNCIL OF THE METROPOLITAN SERVICE DISTRICT HEREBY ORDAINS:

Section 4.01.060 Admission Fees and Policies of the Metro Code 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 (5) 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 (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 requirements for the Education Discount).

(2) Fee Schedule:

Adult (12 years and over)	\$3.50
Youth (3 years through 11 years)	\$2.00
Child (2 years and under)	free
Senior Citizen (65 years and over)	\$2.00
Education Groups (per student)	\$1.00
Chaperons accompanying Education Groups	\$1.00
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 Ordinance.

(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 twenty 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 nontransferable.

(c) Special Admission Days:

(1) Special admission days are days when the rate established by this Ordinance 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 each Tuesday afternoon.

(e) Commercial Ventures: Proposed commercial or fund-raising ventures with private profit or nonprofit corporations 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.

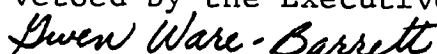
ADOPTED by the Council of the Metropolitan Service

District this 12th day of July, 1990.

  
Tanya Collier, Presiding Officer

ATTEST:

  
Gwen Ware-Barrett  
Clerk of the Council

I certify this ordinance was not vetoed by the Executive Officer  


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STAFF REPORT

CONSIDERATION OF ORDINANCE NO. 90-354  
REVISING THE METRO CODE SECTION 4.01.060  
TO ALLOW FOR INCREASED FEES ON SPECIAL ADMISSION DAYS

Date: May 31, 1990

Presented by: Y. Sherry Sheng

FACTUAL BACKGROUND AND ANALYSIS

For 11 years the Zoo has offered concerts that were free with Zoo admission. This next year, in an effort to increase earned revenue, we would like to raise the price of these special events. The cost would increase to \$5 for adults and \$2.50 for children and seniors for the regular series and \$15.00 for two premium concerts. The reasons for this change are as follows:

1. Because our concert format has been the same for so many years, we explored possible changes for the last two years, with an eye to keeping them "fresh" and at the forefront of the Portland concert scene. Last year we conducted several surveys to get the public's opinion on the proposed changes. In a telephone survey, singling out actual concert-goers, 91% wanted to see more national groups, even if it meant paying higher admission. For the increased fee we have substantially upgraded the programming of the regular series and two premium concerts will provide outstanding performers.
2. There may also be other special events offered after regular Zoo hours such as film festivals, for which it would be reasonable to charge a special fee.

These changes were discussed at the budget sessions and the revenues and costs associated with these changes are included in the 1990-91 budget.

Staff recommends amending that part of the Metro Code establishing zoo admission fees so that it will provide flexibility in special event fees.

EXECUTIVE OFFICER'S RECOMMENDATION

The Executive Officer recommends approval of Ordinance No. 90-354.

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## ZOO COMMITTEE REPORT

### ORDINANCE NO. 90-354, AMENDING METRO CODE SECTION 4.01.060 TO ALLOW FOR INCREASED FEES ON SPECIAL ADMISSION DAYS

Date: June 26, 1990

Presented by: Councilor McFarland

COMMITTEE RECOMMENDATION: At the June 21, 1990 Zoo Committee meeting, Councilors DeJardin, Gardner, Knowles and myself voted three to one (Gardner dissenting) to recommend Council adopt Ordinance No. 90-354. Councilor Ragsdale was excused.

COMMITTEE DISCUSSION/ISSUES: Ordinance No. 90-354 would authorize the ~~Executive Officer to set prices for Zoo special events in order to~~ increase earned revenue. Zoo management prepared the ordinance in response to this Summer's concert series which will offer two types of events: regular concert series performances for \$5 per adult and premium concert productions at \$12 per adult advanced purchase or \$15 at the door. Prior to this year, the Zoo's summer concert series was free with the regular Zoo admission price.

Zoo staff noted the flexible pricing policy proposed under Ordinance No. 90-354 is essential for the Zoo to pursue increased enterprise revenues, consistent with its charge per the Council's 50/50 revenue policy (50 percent of operating revenue to be earned through Zoo enterprise activities).

The Committee discussed Council staff's proposed amendments (see June 14 memo, Attachment 1 hereto) which would have set rates for the regular concert series and left premium priced events open to the Executive Officer's discretion up to a maximum of \$20. Concerts over \$20 would require Council approval. Council staff noted the amendments' purpose was to provide public accountability for the concert admission prices and to involve the Council in pricing of higher-priced premium concert events. Zoo staff emphasized they needed the latitude to respond to artists and event opportunities quickly. If prices are set in the Code, it would require an ordinance to change them -- a very lengthy process.

The Committee discussed the Zoo's charge to keep regular Zoo services as low-priced as possible; to increase revenues through optional services provided during non-regular hours (such as the concerts); and to provide enrichment activities in an entrepreneurial spirit. Councilor Gardner stated agreement with the premium priced concerts as primarily entrepreneurial ventures, but disagreed with the regular concerts being primarily a revenue generating effort. Based on the regular concerts for the last 11 years being free with Zoo admission, he felt the public saw them as part of regular Zoo services, for which a set rate should be adopted.

It was noted the Council can maintain an oversight role of special event pricing by having the Zoo report regularly on event development and pricing plans.

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**FINANCE COMMITTEE**

**ORDINANCE NO. 90-354, AMENDING METRO CODE SECTION 4.01.060 TO  
ALLOW FOR INCREASED FEES ON SPECIAL ADMISSION DAYS**

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Date: June 27, 1990

Presented By: Councilor Van Bergen

COMMITTEE RECOMMENDATION: At the June 21, 1990 Finance Committee meeting, all Councilors were present -- Collier, Devlin, Gardner, Wyers and myself -- and voted unanimously to recommend Council adopt Ordinance No. 90-354.

COMMITTEE DISCUSSION/ISSUES: Ordinance No. 90-354 was considered by the Zoo Committee, prior to Finance Committee review, and Councilor Gardner, Zoo Committee Chair, noted it was recommended for Council adoption by a 3 to 1 vote. Councilor Gardner was the dissenting vote and he explained his desire to incorporate a regular concert rate schedule into the ordinance, leaving premium concert pricing to Executive Officer approval.

The Committee discussed the Zoo summer concerts revenue raising intent and Councilor Gardner noted after 11 years of having free regular concerts, he believed the public viewed the regular series as a part of basic Zoo services. As a "regular" Zoo service, he felt the Council had a responsibility to keep the regular concert prices as low as possible. Councilor Gardner moved an amendment to incorporate a regular concert series fee scale in the ordinance, but the motion was defeated 3 to 2 (Van Bergen, Wyers, Collier opposing; Gardner and McFarland supporting).

It was noted the Council put pressure on the Zoo staff to raise enterprise revenues and there was confidence in the current Zoo administration to achieve that goal with sensitivity to public interests.

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METRO

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

# Memorandum

- ATTACHMENT 1 -

Date: June 14, 1990  
To: Zoo & Finance Committee Members  
From: Jessica P. Marlitt, Council Analyst  
Regarding: ORDINANCE NO. 90-354, AMENDING THE METRO CODE SECTION 4.01.060 TO ALLOW FOR INCREASED FEES ON SPECIAL ADMISSION DAYS

Ordinance No. 90-354 authorizes the Zoo to hold special events to "enhance Zoo revenues during hours that the Zoo is not normally open" to the public and authorizes the Executive Officer to approve the "number, nature of, and admission fees for such events."

At its June 7 meeting, the Zoo Committee reviewed the ordinance informally with Zoo staff and Council staff noted the following information should be provided for Council consideration:

- A. Total costs and revenues from Zoo concerts under the current pricing structure (perhaps from the past 3 Summers) versus total cost and revenue projections for the new pricing structure;
- B. Guidelines for setting future prices, e.g. profit margin percentage, market variables, etc.

In addition, Council staff recommends consideration of the following issue and suggestion:

- o This Summer's concert series will have two price tiers -- "standard" \$5.00 tickets and "premium priced" events of \$15.00. Zoo FY89-90 marketing research indicated a strong consumer willingness to pay higher prices for concerts, particularly notable artists. However, a major benefit for the public has been an affordable Zoo pricing structure which makes Zoo access available to all income levels.

While the \$5.00 tickets represent a modest entertainment cost, this standard price should be maintained as low as possible over time to ensure the concerts do not become events catering only to higher income brackets. Although the concerts are designed to raise additional revenue for the Zoo, a guiding principle for the series should be a pricing structure maintaining access to all income levels.

Staff recommends amending Ordinance No. 90-354, Section 4.01.060(f), page 4 of 4, to set a \$5.00 standard rate for the Summer concert series and a \$20 maximum rate for premium-priced events.



These changes would provide the following benefits:

- o Indicate to the public a set pricing structure which will not change without public consideration;
- o Maintain Council oversight of the fee schedule; if changes are recommended, the Council will have the opportunity to consider supporting information and rationales;
- o Provide the Administration with flexibility to price the premium events up to the \$20 cap.

Specific amendment language is proposed as follows (deletions are struck out and bracketed; new language is in bold and underlined):

- (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. For the Summer Concert series, which may be identified by a special promotional theme, a standard fee schedule shall be as follows:

<u>Adult (12 years and over)</u>	<u>\$5.00</u>
<u>Youth (3 years through 11 years)</u>	<u>\$2.50</u>
<u>Child (2 years and under)</u>	<u>free</u>
<u>Senior Citizen (65 years and over)</u>	<u>\$2.50</u>

The Summer Concert series may include special premium events, [F]the number, nature of, and admission fees for such premium events shall be subject to the approval of the Executive Officer, but no premium event shall have an admission fee greater than \$20.00.

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