

**City Council
Agenda Memo**



**City Council
Meeting Date: 10/7/13**

TO: Larry D. Gilley, City Manager

FROM: James W. Childers, Community Services Director

SUBJECT: Approve Increase of Entrance Fees to the Zoo

GENERAL INFORMATION

The Abilene Zoological Society (AZS) voted at the September 5, 2013 meeting to raise admission fees for the Abilene Zoo in the following categories:

<u>Regular admission</u>	<u>Current</u>	<u>Proposed</u>
Children (3yrs – 12yrs)	\$2.50	\$3.50
Adult (13yrs – 59yrs)	\$5.00	\$6.00
Seniors (60yrs and up)	\$4.00	\$5.00

<u>Group rate (groups of 10 or more)</u>	<u>Current</u>	<u>Proposed</u>
Children	\$1.50	\$2.50
Adults	\$3.00	\$4.00
Seniors	\$2.50	\$3.50

The proposed fee increases would still rank the Abilene Zoo 11th lowest out of a comparison set of 12 zoos in the region, state and country. Zoo entry fees were last increased \$1 for adults and \$0.50 for children in 2011.

Fee increases would be effective immediately following Council approval with public notification going out prior to the new fees being posted.

SPECIAL CONSIDERATIONS

In light of the potential impact the proposed increase may have on some of its patrons, the AZS will provide the following discounts and promotions for patrons:

- All AISD and WISD students admitted free of charge as part of school sponsored field trips.
- Admission \$2.00 per person every Tuesday in Jan & Feb
- All mothers admitted free on Mother's Day with paying child, regardless of age
- All fathers admitted free on Father's Day with paying child regardless of age

FUNDING/FISCAL IMPACT

The proposed fee increase is projected to generate an additional \$129,623 in revenue that will go back to cover operation expenses for the zoo.

STAFF RECOMMENDATION

The staff recommends approving the requested entrance fee increase.

BOARD OR COMMISSION RECOMMENDATION

AZS Board approved the rate increase with a unanimous vote at the regularly scheduled monthly meeting held September 5, 2013.

ATTACHMENTS

Prepared by: Name <u>James W. Childers</u> Title <u>Director of Community Ser.</u>	Item No. _____	Disposition by City Council <input type="checkbox"/> Approved Ord/Res# _____ <input type="checkbox"/> Denied <input type="checkbox"/> Other _____ City Secretary
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