

**CITY COUNCIL COMMUNICATION 98-099  
MARCH 23, 1998 AGENDA**

**SUBJECT:**

**BLANK PARK ZOO– 1998 FEES AND  
CHARGES**

**SUBMITTED BY:**

**DONALD TRIPP  
PARK AND RECREATION DIRECTOR**

**SYNOPSIS –**

The Park and Recreation Board recommends approval of the proposed Blank Park Zoo Fees and Charges for the 1998 season, effective May 1, 1998.

**FISCAL IMPACT –**

Impact on the Operating Budget is a projected increase in operating revenue of \$69,825 for Fiscal Year 1998-99.

**RECOMMENDATION –**

**Approval of 1998 Fees and Charges for Blank Park Zoo.**

**BACKGROUND –**

Admission fee increases averaging \$.50 are necessary to generate additional revenue to fund the increased operating expenses of \$69,825 for the new Great Cats Exhibit, scheduled to open in August 1998.

The proposed fees and charges are based on Zoo staff evaluation of similar fees in other Midwest zoos and the local recreation market. The overall result is that the Blank Park Zoo' s current charges for admission, programs, and some visitor services are below local market price. The Zoo' s proposed operating budgets are dependent on the fees to generate the additional revenue necessary to fund the growth in operating expenses associated with the new Great Cats Exhibit. Normally, fee increases at these levels tend to decrease attendance the first year, and this will

more than offset the negative impact of fee increases, resulting in a net increase in audiences beginning in August 1998.