

Meeting Agendas/Info

CITY COUNCIL COMMUNICATION:

ITEM _____

OFFICE OF THE CITY MANAGER CITY OF DES MOINES, IOWA

01-162

SYNOPSIS -

AGENDA:

The Des Moines Park and Recreation Board recommends approval of the proposed Fees and Charges for the Blank Park Zoo and the new Myron and Jackie Blank Discovery Center.

APRIL 2, 2001

SUBJECT:

FISCAL IMPACT -

BLANK PARK ZOO
FEES AND CHARGES

Fiscal Year 2001/2002 fee increases will result in an increase in per capita revenue of \$1.11 (from \$5.33 to \$6.44), totaling \$255,300.

TYPE:

RECOMMENDATION -

RESOLUTION
ORDINANCE
RECEIVE/FILE

Approval.

BACKGROUND -

SUBMITTED BY:

The proposed fees and charges for the Blank Park Zoo include increased fees for programs and services with the new Myron and Jackie Blank Discovery Center and fees for new programs.

DONALD M. TRIPP
PARK AND
RECREATION
DIRECTOR

The rationale for the proposed fees is based on several interrelated factors. The added value of the new Discovery Center is estimated to increase visitor stay at least one additional hour over the current visitor stay of one and one-half hours.

The staff reviewed fees of other comparable zoos and other local cultural attractions to determine comparable market rates for similar programs and services in recommending fees for both existing and new activities.

A greater emphasis on revenue generation is necessary to cover increased operating costs for new exhibits, employee compensation, vendor pricing, and to limit the reliance on tax-based subsidies.

The zoo will continue to reduce or waive fees, as necessary, to accommodate financially disadvantaged citizens and special education groups.

New fees will take effect with the opening of the zoo season Sunday, April 29, 2001.

Previous Council action on April 3, 2000, Roll Call No. 00-127, approved fee increases of \$0.25 for regular adult and child admissions.

Program Fees

Feast with the Beast Guided Tour: This tour has been changed to follow the same guidelines as the Wildlife Discovery Program. Since the group rate admission is already incorporated into the facility rentals, the only additional cost is for the actual program.

Pavilion Rentals with Catering: This rental replaces the \$1 per person custodial fee.

Tables and Chairs Rental: This fee only covers the cost of having to rent additional tables and chairs from what the zoo already owns.

Non-Corporate Large Groups: This is a flat rate per person for large groups that do not know how many guests will be attending. This will simplify rentals for wedding receptions, family reunions, etc. The per person fee covers facility rentals; group rate admissions; custodial, set-up, or table and chair fees; and maximum extended exhibit hours. Requires a minimum of 150 people guaranteed.

Train Ride: The Train Ride fees increase with the new added feature of the guided audio tour.

Stroller/Wagon Rentals: A higher quality stroller program as well as the added feature of wagons and double strollers for bigger families. The average price at other comparable zoos is \$4 for strollers and \$7 for wagons.

Linen Services: Fees have increased in direct relationship to rental costs.

Admissions: Comparative prices for other local cultural attractions:

Adult Child Senior

Science Center \$5.50 \$3.50 \$3.50

Art Center Free Free Free

Living History Farms \$10.00 \$5.00 \$9.00

Blank Park Zoo \$5.50 \$4.00 \$4.50

Summer Safari Day Camp: Comparative prices for other local one-half day children's day camps:

Science Center - \$68 members; \$91 non-members

Living History Farms - \$70

Art Center - \$48 members; \$60 non-members, for two hour class

Blank Park Zoo - \$66 members; \$85 non-members, for a four-hour day camp

Attached to the roll call are program fee details.