



MEMORANDUM

Council Agenda
Item No. IX.X.
5/30/2017

The City of OKLAHOMA CITY

TO: Mayor and City Council

FROM: James D. Couch, City Manager

Resolution approving Oklahoma City Zoological Park and Botanical Garden admission fee increase, effective July 1, 2017.

Background

The Finance Committee of the Oklahoma City Zoological Trust recently recommended increasing admission prices for the Zoo. The Zoo's last admission increase took effect on January 1, 2011. The Zoo has undertaken multiple projects since that time and has three new additions – Asia II, Picnic Area, and Parking Lot. Staff believes an adjustment to the fee structure is justified. The following fee structure adjustment, effective July 1, 2017, is recommended:

	Current	Proposed
Adults	\$8.00	\$11.00
Children 3 - 11	\$5.00	\$8.00
Senior Citizens	\$5.00	\$8.00

Reasons for the proposed adjustments are as follows:

- Admission price has increased only \$2 in the last twenty years.
- Currently the Oklahoma City Zoo's admission prices are well below comparable area attractions.
- The Oklahoma City Zoo's admission fees are well below comparable zoos of the same size and scope.
- As the Zoo enhances its attractions, there is an increasing need to generate more revenue on site so that we can direct more of the sales tax support to capital growth.

These adjustments were approved by the Zoological Trust on April 26, 2017.

Review

Municipal Counselor's Office

Recommendation: Resolution be adopted.

Attachment