



Admission and Membership Pricing
City Council
May 30, 2017



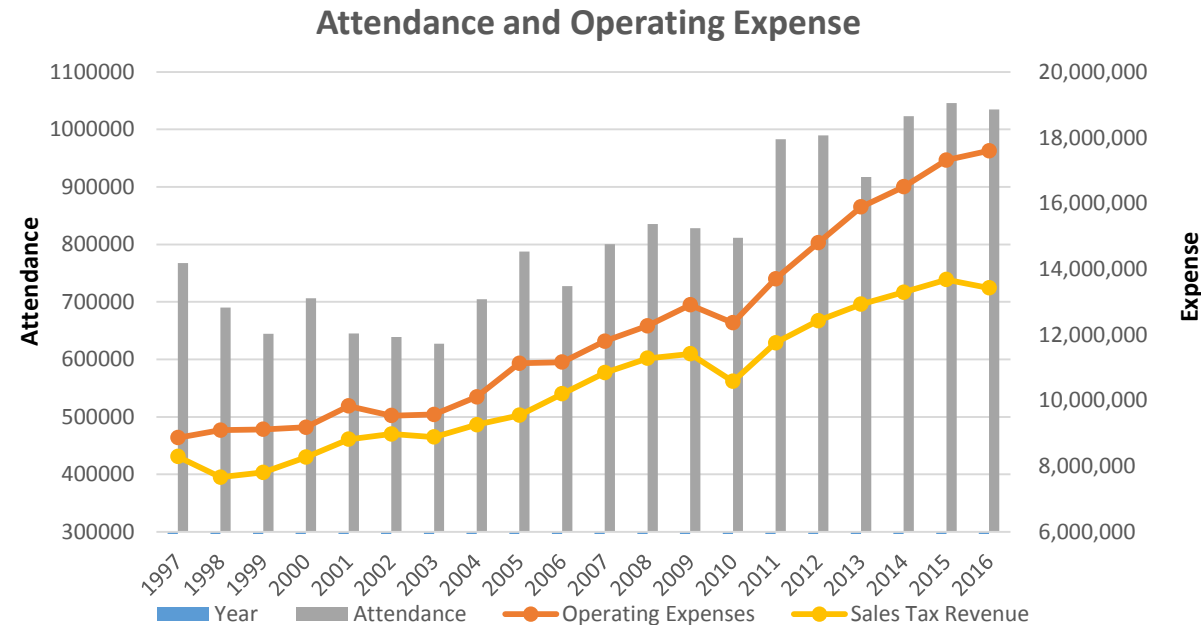
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Price Increase for Positive Impact

- The increase of admission fees will allow the Zoo to implement its new strategic plan (2016) and the latest elements of the master plan (2008) to become OKC's premier destination for connecting people and our world's vanishing wildlife and wild places. Specifically, the Zoo will invest in the following:
 - Higher and continually evolving standards of animal care and welfare
 - Better maintenance and upkeep of new and existing facilities
 - Enhanced visitor experiences that are interactive and personalized
 - Increased educational outreach throughout the Zoo and the community

Summary

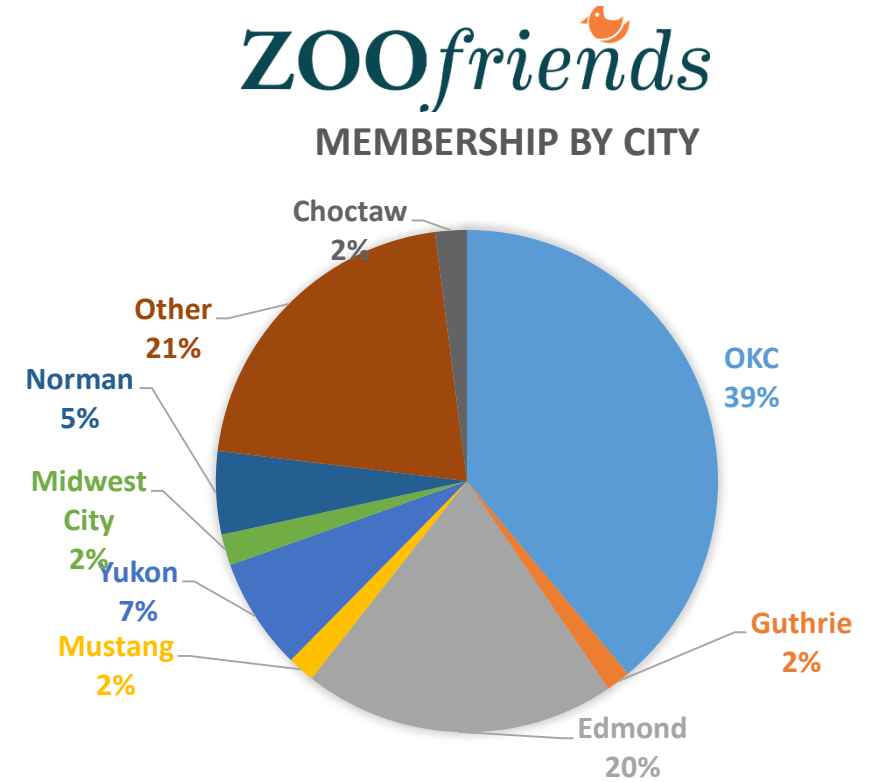
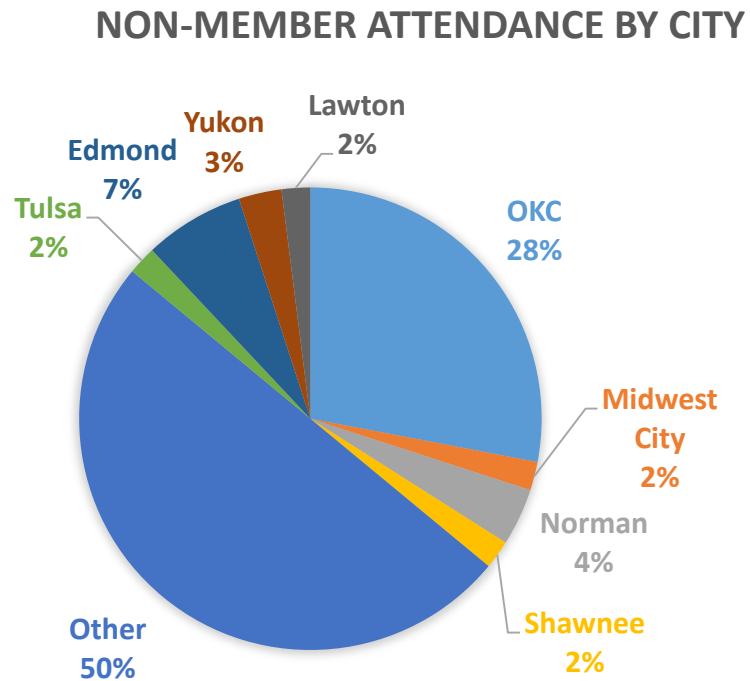
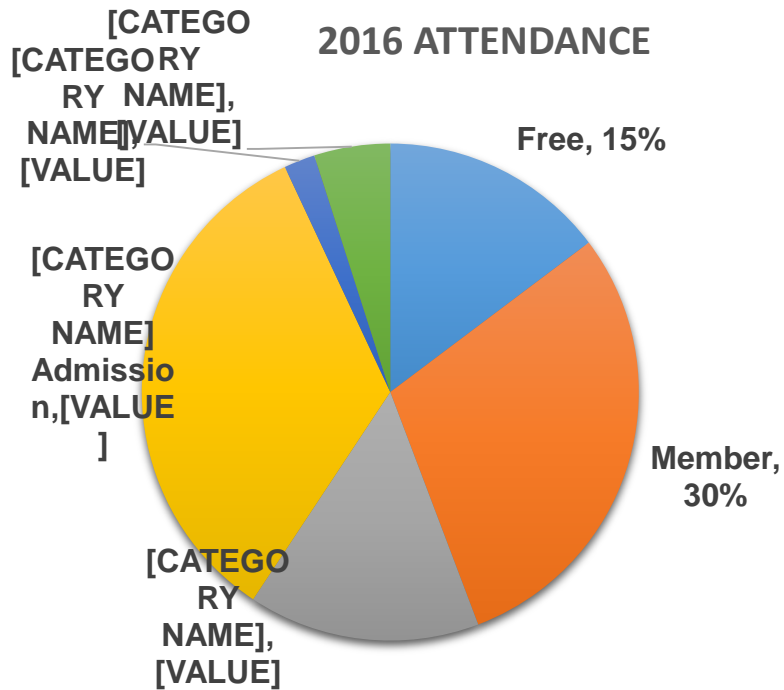
- Admission price has increased \$2 in last 20 years
- Operating costs have increased \$8.7M+
- Oklahoma's largest cultural attraction in 2016
 - 1 million+ annual visitors
 - 1,800 school groups = 45,000+ elementary students
- Admission and membership rates are significantly lower than peer accredited institutions, and are below comparable OKC attractions
- More paid visits/memberships come from outside of Oklahoma City
- Total economic impacts from operations/construction totaled almost \$45 million in 2015:
 - supported 494 total jobs
 - paid \$34.1 million in wages and benefits
- Need to focus on access programs to better serve disadvantaged communities



**The Metropolitan Area Impact of the Oklahoma City Zoo 2015, Kyle Dean and Russel Evans, Economic Impact Group, April 2016*

Visitation and Membership

- Only 1/3 of visitors pay full-priced General Admission
- About 1/4 of non-member attendance is from OKC
- 30,000 ZOOfriends member households generate 1/3 of attendance
- 61% of ZOOfriends members live outside Oklahoma City





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Price Ranking among AZA Accredited Zoos

- Average Admission Price*: \$17 Adult/\$12 Child (OKC Zoo - \$8)
- Average Family Membership Price*: \$130 (OKC Zoo - \$70)
- OKC Zoo has the lowest admission pricing and family membership rate of all comparable institutions**

1	Aquarium & Rainforest at Moody Gardens, Inc.	\$43.90
2	Lion Country Safari	\$31.50
3	Mystic Aquarium	\$29.95
4	Ripley's Aquarium of the Smokies	\$27.99
5	Tampa's Lowry Park Zoo	\$27.95
6	Adventure Aquarium	\$25.95
7	Tennessee Aquarium	\$24.95
8	South Carolina Aquarium	\$24.95
9	The Florida Aquarium	\$23.95
10	Audubon Aquarium of the Americas	\$23.95
11	Newport Aquarium	\$23.00
12	Zoo Atlanta	\$22.99
13	Ripley's Aquarium	\$22.99
14	Virginia Aquarium & Marine Science Center	\$22.00
15	Texas State Aquarium	\$21.95
16	Seattle Aquarium	\$21.95
17	Aquarium of the Bay	\$21.95
18	Alaska SeaLife Center	\$20.00
19	Albuquerque Biological Park	\$20.00
20	Philadelphia Zoo	\$20.00
21	Phoenix Zoo	\$20.00
22	The Living Desert	\$19.95
23	Maritime Aquarium at Norwalk	\$19.95
24	Knoxville Zoological Gardens	\$19.95
25	Los Angeles Zoo and Botanical Gardens	\$19.00

26	Landry's Downtown Aquarium - Denver	\$18.99
27	Audubon Zoo	\$18.95
28	Minnesota Zoological Garden	\$18.00
29	The Maryland Zoo in Baltimore	\$18.00
30	Shark Reef Aquarium at Mandalay Bay	\$18.00
31	Zoo Miami	\$17.95
32	Franklin Park Zoo	\$17.95
33	Oakland Zoo	\$17.75
34	Cheyenne Mountain Zoo	\$17.25
35	Toledo Zoological Gardens	\$17.00
36	San Francisco Zoological Gardens	\$17.00
37	Point Defiance Zoo & Aquarium	\$17.00
38	Brevard Zoo	\$16.95
39	Omaha's Henry Doorly Zoo & Aquarium	\$16.95
40	Jacksonville Zoo and Gardens	\$16.95
41	Louisville Zoological Garden	\$15.95
42	Memphis Zoo	\$15.00
43	North Carolina Zoological Park	\$15.00
44	Nashville Zoo, Inc.	\$15.00
45	Dallas Zoo	\$15.00
46	Birmingham Zoo	\$15.00
47	Pittsburgh Zoo & PPG Aquarium	\$15.00
48	Santa Barbara Zoological Gardens	\$15.00
49	Roger Williams Park Zoo	\$14.95
50	Utah's Hogle Zoo	\$14.95

51	San Antonio Zoological Society	\$14.25
52	Riverbanks Zoo & Garden	\$13.95
53	Sedgwick County Zoo	\$13.95
54	Kansas City Zoo	\$13.50
55	Cleveland Metroparks Zoo	\$13.25
56	Milwaukee County Zoological Gardens	\$12.50
57	Central Park Zoo	\$12.00
58	Fort Worth Zoo	\$12.00
59	New York Aquarium	\$11.95
60	Akron Zoological Park	\$11.00
61	Tulsa Zoo	\$10.00
62	Oklahoma City Zoological Park	\$8.00
63	Fresno Chaffee Zoo	\$7.00

- *2015 AZA Benchmark Survey of 60+ comparable zoos and aquariums
- **The OKC Zoo is currently the lowest in 2017



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OKC Zoo Admission Price among Lowest of OKC's Cultural, Educational and Entertainment Attractions



	Adult Admission Price	Child Admission Price	Senior Admission Price
Riversport Adventures - Adventures Pass	\$39.00	\$10.00	
Frontier City	\$38.99	\$30.99	\$30.88
White Water Bay	\$28.99	\$24.99	\$28.99
OKC Thunder (300- Level Ticket)	\$17.00		
Science Museum of Oklahoma	\$15.95	\$12.95	\$12.95
Oklahoma City National Memorial Museum	\$15.00	\$12.00	\$12.00
National Cowboy & Western Heritage Museum	\$12.50	\$5.75	\$9.75
Oklahoma City Museum of Art	\$12.00	\$10.00	\$10.00
Myriad Botanical Garden	\$8.00	\$5.00	\$7.00
Museum of Osteology	\$8.00	\$7.00	\$8.00
Oklahoma City Zoo	\$8.00	\$5.00	\$5.00
Oklahoma City Dodgers	\$8.00		
Oklahoma History Center	\$7.00	\$4.00	\$5.00
Oklahoma State Firefighters Museum	\$6.00	\$3.00	\$5.00

Community Access - 30% of Total Attendance is Free or Discounted

Despite low pricing, access is already an issue for disadvantaged

Free and Discounted Programs

- **Free Day:** July 11, 2017 (2nd Tuesday of July) Sales Tax Appreciation Day
- **Metropolitan Library Pass:** Free admission for 4
- **Free Parking** - Guests are also allowed to bring food and drink into the Zoo
- **Veteran's Day:** Free admission for all veterans
- **Military Discount:** 50% off General Admission for active military and their families
- **Two for Tuesdays:** Buy One Ticket, Get One Free every Tues. in Dec., Jan. and Feb.
- **Half Price Wednesdays:** Admission reduced 50% every Wed. in July and August
- **Mathis Brothers Membership Promotion:** ~40% of memberships at reduced rate
- **Teacher Appreciation Days (Sat. July 15, 2017 and Sat Feb. 24, 2018)** Teachers and their families (up to 4) receive free admission in exchange for learning about Zoo's Education classes, camps and outreach programs
- **Education Outreach (ZooMobile)** - For schools and groups unable to afford admission fees or transportation costs to the Zoo, The Zoo and ZOOfriends have waived or underwritten fees for visits to the Zoo or for the Zoo to visit their school. In 2016, the Zoo drove over 100,000 miles to visit more than 500 schools/groups
- **Reciprocal AZA Memberships** +4 million members of AZA certified zoos receive 50% discount on OKC Zoo admission







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Proposed Admission and Member Pricing

	Current		Proposed	
	Adult (ages 12-64)	\$ 8.00	Adult (ages 12-64)	\$ 11.00
	Child (ages 3 to 11)	\$ 5.00	Child (ages 3 to 11)	\$ 8.00
	Seniors (ages 65+)	\$ 5.00	Seniors (ages 65+)	\$ 8.00
	Junior Membership	\$ 15.00	Individual Membership	\$ 35.00
	Wildcard Membership	\$ 50.00	Wildcard Membership	\$ 60.00
	Family Membership	\$ 70.00	Family Membership	\$ 90.00
	Family Plus Membership	\$ 95.00	Safari Membership	\$ 120.00