

**CITY OF EL PASO, TEXAS
AGENDA ITEM DEPARTMENT HEAD'S SUMMARY FORM**

DEPARTMENT: El Paso Zoo

AGENDA DATE: August 13, 2013 – INTRODUCTION OF ORDINANCE
August 20, 2013 – PUBLIC HEARING & ADOPTION

CONTACT PERSON/PHONE: Steve Marshall, El Paso Zoo Director (915) 521-1850

DISTRICT(S) AFFECTED: ALL

SUBJECT:

AN ORDINANCE AMENDING TITLE 13 (STREETS, SIDEWALKS AND PUBLIC PLACES), CHAPTER 13.25 (EL PASO ZOO), SECTION 13.25.010 (EL PASO ZOO FEES) OF THE EL PASO CITY CODE TO UPDATE THE FEES AUTHORIZED TO BE CHARGED BY THE CITY THROUGH THE EL PASO ZOO, WHICH WILL BE SET BY THE CITY'S BUDGET RESOLUTION OR OTHER DULY AUTHORIZED RESOLUTION.

BACKGROUND / DISCUSSION: Authorize the El Paso Zoo to set/establish specific fees to be charged, through the annual budget resolution. Certain fees have been restructured and/or tiered for flexibility in order to meet market demand. Fees affected: Zoo designated promotional admission discounts, education programs, facility rentals and partner/concessionaire bulk ticket discounts. Request that the Zoo Director or designee be given authorization to offer special discounted days up to 50% for cold weather conditions. General Admission fees are not affected.

PRIOR COUNCIL ACTION:

Yes. Ordinance Nos. 16989 and 16441

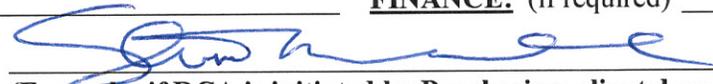
AMOUNT AND SOURCE OF FUNDING: N/A

BOARD / COMMISSION ACTION: N/A

*****REQUIRED AUTHORIZATION*****

LEGAL: (if required) _____ **FINANCE:** (if required) _____

DEPARTMENT HEAD: _____



(Example: if RCA is initiated by Purchasing, client department should sign also)
Information copy to appropriate Deputy City Manager

APPROVED FOR AGENDA:

CITY MANAGER: _____

DATE: _____

AN ORDINANCE AMENDING TITLE 13 (STREETS, SIDEWALKS AND PUBLIC PLACES), CHAPTER 13.25 (EL PASO ZOO), SECTION 13.25.010 (EL PASO ZOO FEES), OF THE EL PASO CITY CODE TO UPDATE THE FEES AUTHORIZED TO BE CHARGED BY THE CITY THROUGH THE EL PASO ZOO, WHICH WILL BE SET BY THE CITY'S BUDGET RESOLUTION OR OTHER DULY AUTHORIZED RESOLUTION

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

Section 1. That Title 13 (Streets, Sidewalks and Public Places), Chapter 13.25 (El Paso Zoo), Section 13.25-010 (El Paso Zoo Fees) of the El Paso City Code be amended to read as follows:

13.25.010 El Paso Zoo fee authorization

- A. Fees. Fees for admission to the El Paso Zoo, admission to zoo designated signature events, zoo designated promotional admission discounts, participation in zoo education programs and facility rental shall be in the amounts set forth in the budget resolution.
- B. The Director of the El Paso Zoo (director) is authorized to offer discounted admission to the zoo up to fifty percent of the established fee for no more than 20 days per year.
- C. No fee admissions.
 - a. General admission fees will not be charged to members or employees of the El Paso Zoological Society (EPZS) and the zoo concessionaire, pursuant to the terms of their respective contracts with the City of El Paso. Proof of association with such groups will be required prior to waiver of the general admission fee. Members of other zoological societies that have a reciprocal admission agreement with the EPZS shall be admitted according to the respective reciprocating agreement provisions.
 - b. General admission fees will not be charged for employees of the zoo.
 - c. General admission fees will not be charged to members of the Association of Zoos and Aquariums, zoo activity volunteers and individuals conducting official business at the zoo. Proof of association with such groups will be required prior to waiver of the regular admission fee.
 - d. Admission fees for reserved school groups shall be discounted one dollar off the regular admission. An advance reservation and completed application will

ORDINANCE NO. _____

be required of any school group prior to entrance at the zoo. School groups shall agree to comply with zoo policy concerning the conduct of school group members while at the zoo to be eligible for the school group admission fee discount. The director may accept reservations and the payment for food items provided to school groups by the zoo's concessionaire, as may be provided for in the effective contract between the city and the zoo's concessionaire. School groups are defined to include any public or private licensed child daycare, head-start, pre-kindergarten, kindergarten, primary, secondary, high school, home-school groups, and higher education entities. Minimum number of students may apply per school group.

Section 2. All other provisions of the El Paso City Code remain in full force and effect.

Section 3. This ordinance shall become effective on September 1, 2013.

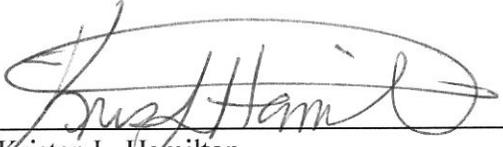
CITY OF EL PASO

ATTEST:

Oscar Leaser, Mayor

Richarda Duffy Momsen
City Clerk

APPROVED AS TO FORM:



Kristen L. Hamilton
Assistant City Attorney

APPROVED AS TO CONTENT:



Steve Marshall, Director
El Paso Zoo

Fee Description	Detail	Municipal Code Section	CITY ORDINANCE	Increase Based On:	FY2012 Amended	FY2013 Amended	FY2014 Proposed
General Admission	Children under 3 years (must be accompanied by an adult)	13.25.010	16989			Free	Free
General Admission	Children: 3 years up to 12 years (must be accompanied by an adult)	13.25.010	16989		\$6.00	\$6.00	\$6.00
General Admission	Ages: 13 years up to 59 years	13.25.010	16989		\$10.00	\$10.00	\$10.00
General Admission	Seniors 60 years and older	13.25.010	16989		\$7.50	\$7.50	\$7.50
General Admission	Active Duty Military Personnel & Spouse with Valid ID	13.25.010	16989		\$7.50	\$7.50	\$7.50
Reservation School Group Admission	Advance reservation & completed application required. Monday-Sunday, except for City Holiday. School groups include: Public or private license child daycare, pre-kindergarten, kindergarten, primary, secondary and special education through grade twelve, home school groups and higher learning groups (university/community colleges). Minimum # of students may apply.	13.25.010	16989		\$5.00	\$5.00	\$5.00
Reservation School Group Admission	Advance reservation & completed application required. Monday-Sunday, except for City Holiday or Zoo Special Event. School groups include: Higher learning groups (universities/community colleges). Minimum # of students may apply.						\$7.50
Reservation School Group Admission	Adult Chaperones (over 21 years of age) Ratio: 1 chaperone per 5 Headstart, Pre-K, and Kinder; 1 chaperone per 1 for Special Education Student; 1 chaperone per 10 students of any other age group or upon discretion of the director.	13.25.010	16989		\$7.50	\$7.50	\$7.50
Advanced Bulk Ticket Purchases for Specified Zoo Partners (blocks of 250)	Children: 3 years up to 12 years	13.25.010	16989		Up to 20% discount (from regular admission price)	Up to 20% discount (from regular admission price)	Up to 20% discount (from regular admission price)

Fee Description	Detail	Municipal Code Section	CITY ORDINANCE	Increase Based On:	FY2012 Amended	FY2013 Amended	FY2014 Proposed
Advanced Bulk Ticket Purchases for Specified Zoo Partners (blocks of 250)	Ages: 13 years or older	13.25.010	16989		\$7.50	Up to 20% discount (from regular admission price)	Up to 20% discount (from regular admission price)
Facility Rental-Birthday Parties through SSA - during regular zoo hours.	Designated outdoor areas - catering required by Taste of the Wild (SSA). Includes tables & chairs for 50 persons (10 tables & 50 chairs) and set up & tear down. (Grassy areas - Americas Plaza or Asia). Does not include exhibits nor admission; admission fee required.	13.25.010	16989	Market Value Adjustment	\$100.00	\$150.00 for 2 hours, \$60.00 each additional hour up to 8 hours.	\$100/3 hours, each additional hour \$50.00
Facility Rental Day Events/Picnics through SSA - during regular zoo hours	Designated areas - catering required by Taste of the Wild (SSA). Packages by number of guests, seating for 100 guests included, additional tables & chairs to be rented from SSA. Grassy areas - Americas Plaza or Asia or Discovery Centers. Does not include exhibits nor admission. Admission fee required for access to exhibits. Seating in Discovery Centers is limited to 50 or less.						\$200/3 hours: 1-199 guests \$300/3 hours: 200-299 guests \$400/3 hours: 400+ guests
Facility rental after hour events through SSA	Designated areas - catering required by Taste of the Wild (SSA). Packages by number of guests, seating for 100 guests included, additional tables & chairs to be rented from SSA. Grassy areas - Americas Plaza or Asia or Discovery Centers. Does not include exhibits. Seating in Discovery Centers is limited to 50 or less.						\$200/3 hours: 1-199 guests \$300/3 hours: 200-299 guests \$400/3 hours: 400+ guests Plus surcharge per person \$3.00
Facility Rental - Hunt Family Desert Spring splash pad - after hours only	Available in conjunction with after hours events only. Required staff not included.			New Rental Aminity			\$150 per hour

Fee Description	Detail	Municipal Code Section	CITY ORDINANCE	Increase Based On:	FY2012 Amended	FY2013 Amended	FY2014 Proposed
Facility rental with animal exhibit(s) - after hours in conjunction with after our events.	Designated zoo open areas - includes area & one animal staff member (per area). Additional staff/security may be required. List of available animals and display times to be provided at time of reservation. Request for specific animal may incur additional staff time fee. Catering through Taste of the Wild only, no outside food/beverage permitted.			Market Value Adjustment			\$500 per hour
Facility rental - sampling	Includes 10 X 10 outdoor space, one table, two chairs. Does not include zoo staff assistance. Additional needs will be charge per fee schedule. Indoor rental space will be charged as outlined in fee schedule. Sampling item approval required by Zoo Director.			Trending among zoos and incoming requests			Low Season (September-February)-\$500 for 4 hours; High Season (March - August) \$1,000 for 4 hours.
Equipment	Individual Chairs	13.25.010	16989		\$.50 each	\$0.75 each	\$0.75 each
Equipment	Tables (30"x 72")	13.25.010	16989		\$5.00 each	\$8.00 each	\$8.00 each
Special Program	Animal Encounter w/Birthday Party Package - Flat Fee	13.25.010	16989		\$75.00	\$75.00	\$75.00
Facility Rental-Indoor Meeting Room @ Asia Discovery Center	Available for rental. Any catering must be done through Association.	13.25.010	16989		\$40.00/half day	\$150.00 for 2 hours, \$60.00 each additional hour up to 8 hours.	Delete
Assoc - catered event package	Ages 2 years and older	13.25.010	16989			\$6.50 - \$13.00 p/person	Delete
Facility Rental-After Hours	Designated Zoo Open Areas - includes facility & required animal staff	13.25.010	16989		\$500.00	\$500.00/hour	Delete
Processing Fee	Processing Fee (events, rentals not through contract)	13.25.010	16989		\$10.00	\$10.00	Delete
Services/event fee	Additional Staff Required by the zoo	13.25.010	16989		\$30.00/hr.	\$45.00/hr.	\$45.00/hr.
Services/event fee	Security as required by the zoo	13.25.010	16989		\$20.00/hr.	\$30.00/hr. Supervisor, \$25.00/hr. dispatcher, guard \$22.00/hr.	\$30.00/hr. Supervisor, \$25.00/hr. dispatcher, guard \$22.00/hr.

Fee Description	Detail	Municipal Code Section	CITY ORDINANCE	Increase Based On:	FY2012 Amended	FY2013 Amended	FY2014 Proposed
Booth Rental	Vendor Information Booth - Zoo Mission/Conservation Events or Public/Themed Events	13.25.010	16989		\$40-1day/ \$75-2day	\$75.00 to \$150.00 day	Delete
Parking Fee Revenue	For use of Zoo parking lot whether Zoo events or other	13.25.010	16441	Same Amount; fee was omitted in FY13	\$3.00		\$3.00
Adventure Program	10% Discount on Adventure and Animal Encounter Programs to El Paso Zoological Society Members	13.25.010			10% Discount to Society Members	10% Discount to Society Members	10% Discount to Society Members
Adventure Program	Behind the scene tour: minimum of 5 people - maximum of 15 people (admission ticket not included but required).	13.25.010	16989		\$15 per person	\$15 per person	\$15 per person
Adventure Program	Zoo Bike Tour (Education led) - participants must bring bikes (admission ticket is required)	13.25.010	16989			\$7.00 p/person	Delete
Adventure Program	Teacher workshop I (TEKs): minimum 20 people - maximum 30 people (workshop only; does not include access to Zoo)	13.25.010	16989		\$25 per person	\$10 per person	\$10 per person
Adventure Program	Public Workshop - EPWU Discovery Center: minimum 15 people - maximum 30 people (workshop only does not include access to Zoo)	13.25.010	16989			\$5 per person	\$5 per person
Adventure Program	Public Workshop - EPWU Discovery Center only (Includes training materials): minimum 10 people - maximum 30 people (workshop only; does not include access to Zoo).	13.25.010	16989			\$10 per person	\$10 per person
Adventure Program	Night Time at the Zoo Tour (2 hours): Minimum 15 people - maximum 20 people. Adult chaperones (if required must be 21 years of age or over) . Ratio: 1 adult for every 10 minors/youth. Ages 7+	13.25.010	16989		\$20 per person	\$15.00	\$15 per person
Adventure Program	Sleepover - ages: 7 years and over. Youths 17 and under must be accompanied by a paid adult. Ratio: 1 adult for every 10 minors/youth. Minimum 15 people - maximum 25 people.	13.25.010	16989		\$40.00 per person	\$30.00 per person	\$30.00 per person

Fee Description	Detail	Municipal Code Section	CITY ORDINANCE	Increase Based On:	FY2012 Amended	FY2013 Amended	FY2014 Proposed
Adventure Program	Animal Produce Hunt - Minimum 15 people - maximum 25 people (purchase of an admission ticket required) . Ages 7+	13.25.010	16989		\$10 per person	\$5.00 per person	\$5.00 per person
Adventure Program	Badge Programs (workshop only; does not include access to the Zoo). Minimum 15 - maximum 30 people. Ages 5+	13.25.010	16989			\$15.00	\$15.00
Adventure Program	Career Vet Day - 2 hour program for High School students in a veterinarian program. (Clinic workshop only)			Introductory Program			\$20.00
Adventure Program	Toddler Treks (admission ticket required)	13.25.010	16989		\$20.00 adult & child, \$10 additional attendees	\$20.00 adult & child, \$10 additional attendees	Delete
Adventure Program	Adult/Child program - Mommy, Grandpa or Grandma & me (admission ticket required)	13.25.010	16989		\$20.00 adult & child, \$10 additional attendees	\$20.00 adult & child, \$10 additional attendees	Delete
Adventure Program	Breakfast with the Animals - Ages 13 years and older (includes admission ticket). Minimum 10 people - maximum TBD by program/space	13.25.010	16989	Adjusted for Market Value	\$20.00	\$25.00	\$28 per person
Adventure Program	Breakfast with the Animals - Children ages 12 years and under (price includes admission ticket). Minimum 10 people - maximum TBD by program/space.	13.25.010	16989	Adjusted for Market Value	\$15.00	\$16.00	\$20 per person
Adventure Program	Various Camps - STARR related curriculum based. Ages 11 years old up to 13 years of age. 1 week 3 hours a day. Minimum 15 people - maximum 30 people.	13.25.010	16989		\$60 / \$90 / \$120 per person	\$20.00 per day	\$20.00 day/\$100.00 per week
Adventure Program	Photo Safari (admission ticket required)					\$15.00	Delete
Adventure Program	Giraffe Animal Feeding - per item (Admission ticket required)	13.25.010			\$1.00	\$2.00	\$2.00
Group Program	Behind the Scenes Super Deluxe Elephant Encounter (includes admission ticket). Group 1-5 people. Ages 7+				\$200.00 group of 5	\$200.00 group of 5	\$200.00 group of 5

Fee Description	Detail	Municipal Code Section	CITY ORDINANCE	Increase Based On:	FY2012 Amended	FY2013 Amended	FY2014 Proposed
Adventure Program	Group Reservation Program - Classroom curriculum based. 4 years of age and older. Minimum 20 people - maximum 25 people.	13.25.010			\$3.00 per student	\$3.00	\$3.00
Adventure Program	Group Reservation Program - curriculum based	13.25.010			\$7.00 per student/Americas \$14.00 per student/Asia \$10.00 per student Produce Hunt	\$7.00	Delete
Adventure Program	Zoo at the School / Institution (offsite) - 10 to 40 students	13.25.010			\$110 first program, \$70 each additional program	\$110 first program, \$70 each additional program	\$110 first program, \$70 each additional program