

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

DEPARTMENT: El Paso Zoo

AGENDA DATE: 08/19/09

CONTACT PERSON/PHONE: Steve Marshall, Director 521-1850

DISTRICT(S) AFFECTED: All

SUBJECT:

An Ordinance amending Title 13 (Streets, sidewalks public places), Chapter 13.25 (El Paso Zoo) Section 13.25.010 (El Paso Zoo Fees); establishing Zoo Admission, Special Events and Facility Rental Fees and creating Special Education Programs; adding spouses of active military to Military Admission Fee Reduction; adding Special Education Program Fees; and limiting block advanced ticket purchases; with penalties not to exceed five hundred dollars (\$500.00) per day per violation as provided in section 13.08.180 of the El Paso City Code.

BACKGROUND / DISCUSSION:

Revision of the **Ordinance** to facilitate the following:

1. Including the **spouses** of active duty Military personnel when defining eligibility for Military discount.
2. Allowing the Zoo to generate revenue by offering education based community programs. See attached program examples.
3. Elimination of wording referring to Management of the Zoo by the Zoological Society.

PRIOR COUNCIL ACTION:

Has the Council previously considered this item or a closely related one?

Yes, Ordinance 016441, dated September 1, 2006.

AMOUNT AND SOURCE OF FUNDING:

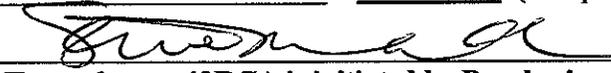
No funding required.

BOARD / COMMISSION ACTION:

Enter appropriate comments or 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:** _____

ORDINANCE NO.: _____

AN ORDINANCE AMENDING TITLE 13 (STREETS, SIDEWALKS AND PUBLIC PLACES), CHAPTER 13.25 (EL PASO ZOO) SECTION 13.25.010 (EL PASO ZOO FEES); ESTABLISHING ZOO ADMISSION, SPECIAL EVENTS AND FACILITY RENTAL FEES AND CREATING SPECIAL EDUCATION PROGRAMS; ADDING SPOUSES OF ACTIVE MILITARY TO MILITARY ADMISSION FEE REDUCTION; ADDING SPECIAL EDUCATION PROGRAM FEES; AND LIMITING BLOCK ADVANCED TICKET PURCHASES; WITH PENALTIES NOT TO EXCEED FIVE HUNDRED DOLLARS (\$500.00) PER DAY PER VIOLATION AS PROVIDED IN SECTION 13.08.180 OF THE EL PASO CITY CODE.

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

SECTION 1: That Section 13.25.010 of the El Paso City Code, El Paso Zoo fees, is amended as follows:

13.25.010 El Paso Zoo Fees

A. Fees. Fees for admission to the El Paso Zoo, special events and facility rental shall be in the amounts set forth in the budget resolution of the city council, subject to the guidelines and requirements set forth in this chapter. Such fees shall further comply with the following guidelines and criteria:

1. Regular Admission. Regular admission fees will be in the amounts established by resolution of the City Council and will be based on the age or military status of the person seeking to enter the zoo. Military status shall be limited to active military and spouses of active military. Age groups will be as follows: (a) children ages three through twelve when accompanied by an adult; (b) persons thirteen through sixty-one; and (c) persons sixty-two and older. There shall be no admission fee for children under three years of age. Children under the age of thirteen are not permitted without an accompanying adult.

a. General admission fees will not be charged to members or employees of the El Paso Zoological Society 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.

b. General admission fees will not be charged to members of the Association of Zoos and Aquariums, zoo activity volunteers, zoo designated special program participants and individuals conducting official business at the zoo. Members of other zoological societies that have a reciprocal admission agreement with the El Paso Zoological Society shall be admitted according to the respective reciprocating agreement provisions. Proof of association with such groups will be required prior to waiver of the regular admission fee. Admission fees for reserved school groups shall be discounted one dollar off the regular admission. An advance reservation and completed application will 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 discount. School groups are defined to include any public or private licensed child daycare, pre-kindergarten, kindergarten, primary, secondary and special education through grade twelve or other similar group as determined by the director.

2. Advance Ticket Discount Rate. The zoo concessionaire and the El Paso Zoological society shall be entitled to make advance ticket purchases in blocks of five hundred or more. The discount for such advance ticket purchases shall not be more than twenty percent off the regular admission fee, the actual discount to be determined by the director as appropriate to promote increased attendance, honor groups of importance to the city, when use is provided in conjunction with a community education program, or when use and ticket sales otherwise create good will in the community.

3. Zoo Designated Special Event Days. The director is permitted to designate up to eight days per calendar year as reduced price special event days when such designation is aimed at increasing attendance, honoring

groups of importance to the city, held in conjunction with a community education program, or otherwise creates good will in the community. On these zoo designated special event days, regular price admission fees may be reduced for the general public, in an amount as determined by the director, in compliance with the provisions in this chapter, not to exceed a fifty percent reduction from the regular admission fee. Group admissions will not be scheduled on any of the zoo designated special event days. No other discount offers will be accepted or permitted in conjunction with zoo designated special event days.

4. **Zoo Designated Promotional Events.** The director is permitted to provide for and administer special promotions that are separate and distinct from zoo designated special event days referenced in subsection (A)(3) when such promotional events are aimed at increasing attendance, honoring groups of importance to the city, held in conjunction with a community education program that educates the public as to the mission of and the benefits derived by the presence of a zoo in El Paso, or otherwise creates good will in the community. Admission for zoo designated promotions will require an authorized promotional coupon, ticket, or specified condition to obtain a discount, if any, on the regular admission into the zoo, such discount not to exceed fifty percent off the regular admission fee. In addition to community education programs, the Zoo may offer special education programs that are conducted by zoo staff and or zoo consultants. Admission to special education programs shall be by registration only. The charge for special educational programs shall be established by the director so as to cover the program costs and, when applicable, shall include an admission fee that shall not be discounted more than fifty percent of the regular admission into the zoo. No other discount offers will be accepted or permitted in conjunction with the zoo designated promotional admission or for special educational programs.

5. **Rental Authorization and Fees.** The city council of El Paso authorizes the rental of venues within the zoo in accordance with the following

guidelines. Such rental fees shall be in accordance with the amounts set by city council in the annual budget resolution. A cleaning/damage deposit in an amount not to exceed fifty percent of the rental fee may be required for all rentals, in accordance with written procedures established by the director and approved by the city manager.

a. Arrangements for use of facilities and sites or tables, chairs, sound systems or any other equipment must be coordinated by the renter with the zoo and approved by the director or designee prior to use of such.

b. All catered events, including the service of food and beverages, are coordinated and conducted through the zoo's concessionaire. No outside food or beverages will be permitted in a rented zoo venue without express written approval from the zoo's concessionaire.

c. If alcohol is to be served during a rental under this provision, the renter must make arrangements with the zoo's concessionaire, and must comply with the requirements of the Texas Alcohol and Beverage Commission as well as any relevant provision of the El Paso City Code.

d. All rentals will be based on availability and require a written agreement authorized by the director or designee.

6. The director is authorized to regulate El Paso Zoological Society sponsored events in accordance with the society's license agreement with city.

SECTION 2. Except as herein amended, Title 13 of the El Paso City Code shall remain in full force and effect.

ADOPTED THIS _____ day of _____ 2008.

CITY OF EL PASO

John F. Cook, Mayor

ATTEST:

Richarda Duffy Momsen
City Clerk

APPROVED AS TO FORM:



Mark Shoemith
Assistant City Attorney

APPROVED AS TO CONTENT:



Steve Marshall, Director
El Paso Zoo

**EL PASO ZOO
FISCAL 2009 ORDINANCE CHANGES**

Fee Description	Detail	FY2009 Fee Amount
		Proposed
General Admission	Active Duty Military Personnel & Spouses with Valid Id	\$4.00
Adventure Programs	AT the Zoo	\$3.00 per student
Adventure Programs	At the Zoo - program upgrades (additional)	\$7 per student/Americas \$14 per student / Asia \$10 per student Produce Hunt
Adventure Programs	At School / Institution - 10 to 40 students	\$110 first program, \$70 each additional program
Sales to the Public	Self-Guided Tour - Educational 3-ring binder	\$ 25 each
Animal Encounter Program	Teen Adventure Camp	\$40.00 half day session per person
Animal Encounter Program	Holiday Camp - 1/2 day sessions	\$40 per person
Animal Encounter Program	Spring Break Camp - 1day / 2day / 3day	\$60 / \$90 / \$120 per person
Animal Encounter Program	Asia Sleepover Adventure	\$80 per person
Animal Encounter Program	Toddler Treks	\$20.00 adult & child, \$10 additional attendees
Animal Encounter Program	Teacher workshop I	\$25 per person
Animal Encounter Program	Night Prowls	\$20 per person
Animal Encounter Program	Photo Safari	\$20 per person
Animal Encounter Program	Adult/Child program	\$20.00 adult & child, \$10 additional attendees
Animal Encounter Program	Sleepover	\$80 per person
Behind the Scene Tours	Tour of the Americas	\$15 per person
Behind the Scene Tours	Elephant Encounter	\$200 group of 5
Behind the Scene Tours	Produce Hunt	\$10 per person
Scout Program	Tiger, Bear & Wolf cub program - custom	\$30 per person
Outreach Program	Special request	to be determined by director
Booth Rental	Vendor Information Booth	\$40-1day/ \$75-2day
Zoo Animal Painting	small	to be determined by director
Zoo Animal Painting	Medium	to be determined by director
Zoo Animal Painting	Large	to be determined by director
Event Sponsorship	Individual Donor	\$40.00
Event Sponsorship	Event Donor	\$100 +
Event Sponsorship	Contributing Sponsor	\$ 250 +
Event Sponsorship	Patron Sponsor	\$ 500 +
Event Sponsorship	Business Sponsor	\$ 1000 +
Event Sponsorship	Exclusive Business Sponsorship	\$ 1,250 +
Event Sponsorship	Supporting Sponsor	\$ 2,500 +
Event Sponsorship	Title Sponsor	\$5,000 +
Event Sponsorship	Benefactor	\$10,000 +