



MEMORANDUM

To: CITY COUNCIL

Agenda Date: 5/12/2020

ID #1

Subject: FY 2021 Proposed Budget – Junior Museum and Zoo Adjustments for Municipal Fees

On March 3, 2020, the Finance Committee reviewed and recommended to City Council a proposed operating plan for the Junior Museum and Zoo, including a recommended staffing complement and cost recovery levels. Since presenting to the Finance Committee, staff have updated the recommended operating plan in response to uncertainty around the economy, construction delays due to County Health Orders, and future potential limits on public gatherings. City Council will consider the scenarios presented to the Finance Committee in Staff Report [11093](#) and additional information presented in Staff Report [11222](#).

In light of the challenging budget situation that the City currently faces, staff recommend increasing the Junior Museum and Zoo’s (JMZ) cost recovery goals from approximately 50% to 85% with corresponding increases to ticket prices and memberships. Recommended pricing changes are included in the table below:

	Proposed to Finance Committee on 3/3/2020 <u>CMR 11093</u>	Proposed to City Council on 5/12/2020 <u>CMR 11222</u>
Daily Entrance Ticket	\$10 (\$0 - 2 and younger)	\$18 (\$0 - 2 and younger)
Discounted Ticket Fee	\$2	\$2
Annual Family Membership - Resident	\$110	\$150
Annual Family Membership - Non-Resident*	\$145	\$216
Annual Family Plus Membership - Resident	\$185	\$300
Annual Family Plus Membership - Non-Resident*	\$245	\$430

* Non-Resident fees are set at approximately 30% above resident fee rates

Family Membership fee structure updated to provide resident vs non-resident, and a Family Plus service that allows members to select a premium package with additional benefits. Ticket Admission fee structure updated to include a daily and a discounted ticket as additional options for non-membership entrance.

CITY COUNCIL MEETING

5/12/2020

Placed Before Meeting

Received at Meeting

These recommended changes would also require updates to the Municipal Fee Schedule as follows:

Family Membership	Originally Proposed Range: \$110 - \$245	New Range: \$150 - \$430
Ticketed Admission Fee	Originally Proposed Range: \$2 - \$13*	New Range: \$2 - \$24*

**Originally proposed fees ranged above the recommended \$10 ticket fee to allow for a non-resident ticket fee and/or a surge pricing ticket fee if desired after opening. The new proposed ticket range includes the same ability.*

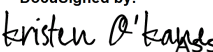
These changes will result in updated FY 2020-21 Resource Impacts which are outlined in the table below:

	Proposed to Finance Committee on 3/3/2020 <u>CMR 11093</u>	Proposed to City Council on 5/12/2020 <u>CMR 11222</u>	FY 2022* Projection for Full-Year of Operations
Revenue	\$1,917,000	\$1,871,000	\$3,200,000
Staffing Expense	\$2,380,000	\$2,117,000	\$2,380,000
Non-personnel Expense	\$498,000	\$498,000	\$498,000
Allocated Charges	\$900,000	\$900,000	\$900,000
Total Expense	\$3,778,000	\$3,515,000	\$3,778,000
Net General Fund Impact	\$1,858,000	\$1,644,000	\$580,000

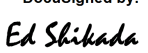
**In FY 2022, the JMZ is expected to be fully operational for a full-year. This column projects the resource impact of the facility in its first full year, showing an 85% cost recovery expectation. The updated pricing recommendations, public confidence in visiting large, high-trafficked facilities, and other data may impact this projection.*

These changes and the opening date delay from October 2020 to March 2021 (as detailed in CMR 11222) will result in approximately \$214,000 in decreased expenses to the General Fund than originally proposed in CMR11093/FY21 Proposed Budget.

DEPARTMENT HEAD:

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 Assistant Director Community Services
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CITY MANAGER:

DocuSigned by: Ed Shikada

 Ed Shikada, City Manager
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