



# CITY OF SACRAMENTO

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## DEPARTMENT OF COMMUNITY SERVICES

3520 FIFTH AVENUE  
(916) 449-5200

SACRAMENTO, CA 95817

CITY MANAGER'S OFFICE  
**RECEIVED**  
SEP 4 1980

CROCKER ART MUSEUM DIVISION  
GOLF DIVISION  
METROPOLITAN ARTS DIVISION  
MUSEUM AND HISTORY DIVISION  
RECREATION DIVISION  
PARKS DIVISION  
ZOO DIVISION

SOLOM WISHAM, JR.  
DIRECTOR

September 4, 1980

City Council  
Sacramento, California

Honorable Members in Session:

SUBJECT: Special Zoo Promotion Day

### SUMMARY

This report recommends that the City Council approve a one day reduction in admission fees to the Sacramento Zoo to provide for an attendance promotion to benefit the Zoo Capital Improvement Program.

### BACKGROUND INFORMATION

The City staff has negotiated a special activity day to promote attendance at the Sacramento Zoo. The staff, with the assistance of the Sacramento Zoological Society members, has completed arrangements with K-108 radio, Farmers Markets, Shakey's Pizza Parlors, and Fleet Feet to promote and to provide a full day of activities at the Zoo on Saturday, October 4, 1980. Radio K-108 will promote and co-sponsor the event, with assistance from selected Sacramento businesses and volunteer groups.

The City was requested to reduce the admission fees in an attempt to generate a higher attendance than normal at the Sacramento Zoo. The current fees are: 5 and under, fee exempt; 6-12, \$.75; and 13 and over, \$1.50. The recommended fees are: 5 and under, fee exempt; 6-12, \$.50; and 13 and over, \$1.08.

Activities at the Zoo will include three fun runs, an arts and crafts fair, children's games, a band concert, and promotional food and beverages by several business enterprises.

The City's proposed capital improvement for the orangutan exhibit will benefit from all promotional funds that are generated by and through the Sacramento Zoological Society as a part of this promotional day.

### FINANCIAL DATA

The one day reduction in Zoo admission fees will not result in a loss to the City since the special promotion is expected to more than double Zoo attendance on October 4. The promotion day is expected to increase the City's revenues from admission and concession sources.

**APPROVED**  
BY THE CITY COUNCIL  
SEP 10 1980

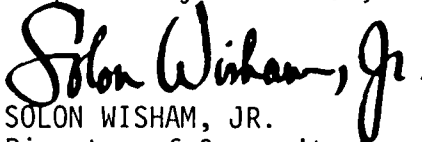
OFFICE OF THE  
CITY CLERK

City Council  
September 4, 1980  
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RECOMMENDATION


It is recommended that the City Council approve a resolution to reduce admission fees to the Sacramento Zoo for October 4, 1980.

Respectfully submitted,



SOLON WISHAM, JR.  
Director of Community Services

Recommendation Approved:

  
WALTER J. SLIFE  
City Manager

SW:js

September 10, 1980  
All Districts

# RESOLUTION NO. 80-587

Adopted by The Sacramento City Council on date of

September 9, 1980

## RESOLUTION ESTABLISHING SPECIAL ZOO ENTRANCE FEE FOR OCTOBER 4, 1980 ONLY

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

Notwithstanding the Zoo Entrance Fees provided for in Resolution No. 80-305 on page 45(a) of Exhibit A, the Zoo Entrance Fees shall be as follows for October 4, 1980 only:

Age 5 years and under	Fee exempt
Age 6 years through 12 years	\$0.50
Age 13 years and over	\$1.08
Senior Citizens*	Fee exempt

\*65 years and older with City residence or property within the City. A card is required.

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MAYOR

ATTEST:

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CITY CLERK

APPROVED  
BY THE CITY COUNCIL

SEP 10 1980

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