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CITY OF SACRAMENTO

DEPARTMENT OF PARKS AND COMMUNITY SERVICES

ROBERT P. THOMAS
Director

G. ERLING LINGGI
Assistant Director

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

June 4, 1986

Budget and Finance Committee
Sacramento, California

Honorable Members in Session:

SUBJECT: Fairytale Town Fee Increase and Admissions Policy

SUMMARY

This report provides information on Fairytale Town and recommends an admission fee adjustment to be made effective January 1, 1987. This report further recommends creating a rate policy for seniors, school groups, and organized community groups to be effective January 1, 1987; and creating a discounted Fairytale Town and Zoo combination ticket to be effective July 1, 1986.

BACKGROUND INFORMATION

Fairytale Town has provided over 30 years of entertainment and education to children. This nursery rhyme theme park provides miniature play sets and offers organized theater activities, puppet shows, and art, music and craft programs to children. Annual attendance for FY 1985-86 is estimated at 225,000, a 22% increase over the previous year.

Fairytale Town was built entirely by donations. Ongoing support and guidance is provided by the Fairytale Town Board, a nonprofit support organization, which has contributed over \$70,000 worth of capital improvements to the betterment of Fairytale Town within the last five years. Originally operated under the auspices of the Recreation Division, management of Fairytale Town was transferred to the Zoo Division on July 1, 1985 in order to create a unified operation within William Land Park.

Fairytale Town is operated as a trust with revenue from admissions utilized to offset the cost of operations and revenue from the Fairytale Town, amusement and pony rides concessions earmarked for capital improvements to the surrounding area.

It is imperative that an adequate fund balance be maintained in the Fairytale Town trust to meet the visitor demands for quality childrens' recreation.

The revenue needs of Fairytale Town can be met through an increase in gate fees of \$.50 per adult to \$1.50 and by \$.25 per child to \$.75. The admission fees at Fairytale Town have not been increased since April 1981. Attachment I provides a schedule of existing and proposed fees. The proposed fees are consistent with other department-operated activities such as the Zoo, Crocker Art Museum and History Center. (Attachments II, III and IV provide schedules of fees at these facilities.)

Fairytale Town and the Sacramento Zoo form a cohesive family attraction in the William Land Park area. A recent survey conducted by the Zoo Division revealed that approximately 40% of Zoo visitors also visit Fairytale Town. Since assuming responsibility for Fairytale Town, the Zoo has attempted to develop promotions and activities involving both facilities, thereby providing a fuller experience for the public. A major obstacle to these efforts is the fact that currently, visitors wishing to participate in a cooperative Zoo-Fairytale Town activity must pay one entry fee at the Zoo and a second entry fee at Fairytale Town.

The provision of a discounted Zoo and Fairytale Town combination ticket would allow the public to experience a full range of family recreational activities at a more affordable cost and would increase the usage of both facilities. Further, this service could promote longer visitation within the area and increase the revenue generated by the Zoo and Fairytale Town food concessions, currently operated by the nonprofit support organizations of each facility. In FY 1984-85, these concessions paid \$121,539 in rent to the City of Sacramento (\$97,527 to the General Fund and \$24,012 to the Fairytale Town trust), thereby helping to increase the level of self-sufficiency and reduce the General Fund obligation.

New cash registers purchased in FY 1985-86 will allow the production of a dual ticket for Fairytale Town and the Zoo. This ticket will be available for purchase at either facility. The slight loss in entrance fee revenue due to the dual ticket discount will be offset by the increased attendance at both facilities due to increased joint marketing and programming. Attachment I provides the proposed discounted Zoo and Fairytale Town combination fee.

The Zoo currently offers a variety of special admissions fees. Children participating in organized school field trips are fee exempt and seniors are admitted at a reduced rate. Discount rates for groups of 25 or more have encouraged a variety of groups to visit the Zoo. The establishment of group, school and senior rates at Fairytale Town would provide an additional public service and would make the operation more consistent with the Zoo. Other Department operations including the Crocker Art Museum, History Center and golf courses all offer reduced special fees for seniors and Crocker and the History Center offer special group and/or school rates. The increased visitation and subsequent increase in concession revenue, which historically results from the creation of special senior and group fees, offsets any loss of revenue caused by the discounts.

FINANCIAL DATA

Potential revenue loss from discounting the admissions fees for schools, organized community groups and seniors and for providing a discounted Zoo and Fairytale Town combination ticket would be more than compensated for by the increase in regular fees for adults and children. It is estimated that the proposed fees will generate an additional \$49,000 in revenue during the January 1 - June 30, 1987 period and an additional \$98,000 per each fiscal year thereafter. Projected Fairytale Town admissions revenue and level of self-sufficiency for FY 1986-87 under the proposed fee structure have been calculated as follows:

| | FY 1985-86 (Attendance 225,000) | FY 1986-87 (Attendance 236,000 & no fee increase) | FY 1986-87 (Attendance 236,000 with fee increase January 1, 1987) |
|------------------------------|------------------------------------|---|--|
| Projected Revenue | \$176,000 | \$185,000 | \$225,000 |
| Budget | 233,313 | 263,806* | 263,806* |
| Balance | [57,313] | [78,806] | [38,806] |
| Level of Self-sufficiency | 75.44% | 70.11% | 85.29% |

*Proposed

RECOMMENDATION

It is recommended that the Budget and Finance Committee approve this report for referral to the entire City Council. Further, it is recommended that the City Council approve, by resolution:

1. an increase in Fairytale Town admission fees as proposed in the Exhibit A fee structure effective January 1, 1987;
2. the establishment of discounted rates for schools, seniors and organized groups effective January 1, 1987; and
3. the establishment of a discounted Zoo and Fairytale Town combination ticket as proposed in Exhibit A effective July 1, 1986.

Respectfully submitted,



ROBERT P. THOMAS, Director
Parks and Community Services

Recommendation Approved:



SOLON WISHAW, JR.
Assistant City Manager

FOR

RPT:ja

June 10, 1986
All Districts

RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

RESOLUTION AMENDING FEES AND CHARGES FOR PARKS AND COMMUNITY SERVICES - ZOO DIVISION

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

1. That the Department of Parks and Community Services, Zoo Division, Fairytale Town fees and charges are hereby amended effective January 1, 1987, as set forth in Exhibit A, attached hereto and incorporated herein by reference.
2. That effective January 1, 1987, reduced fees for seniors, school groups and organized community groups shall be offered at Fairytale Town as set forth in Exhibit A.
3. That effective July 1, 1986, there shall be offered a discounted Zoo and Fairytale Town combination ticket as set forth in Exhibit A.
4. That the City of Sacramento Fees and Charges Report (page 47f for Fairytale Town and page 48a for the Zoo) are hereby amended to reflect the Parks and Community Services related fees and charges as set forth above.

MAYOR

ATTEST:

CITY CLERK

PARKS AND COMMUNITY SERVICES
FAIRYTALE TOWN

| | | | |
|------|---|---------------------|---|
| I. | <u>Standard Fees/Fairytale Town</u> | <u>Rate</u> | |
| | Ages 0 - 2 years | Fee exempt | |
| | Ages 3 -12 years | \$0.75 | |
| | Ages 13 - 64 years | \$1.50 | |
| | Ages 65 and over | \$1.00 | |
| II. | <u>School Groups</u> | | |
| | Students | \$0.50 | |
| | Accompanying adults | \$1.00 | |
| III. | <u>Group Rates</u> (<u>25 or More Entering at One Time</u>) | | |
| | Adult | \$1.25 | |
| | Children | \$0.50 | |
| | Senior | \$0.75 | |
| IV. | <u>Dual Ticketing</u> (<u>Zoo and Fairytale Town</u>) | | |
| | | <u>7/1-12/31/86</u> | <u>After 1/1/87</u> |
| | Ages 3 - 12 | \$1.25 | \$1.50 |
| | Ages 13 - 64 | \$3.25 | \$3.50 |
| | Ages 65 and over | \$1.75 | \$1.75 |
| V. | <u>Rental</u> | | |
| | Rental Fee | | \$100 per hour or fraction thereof, minimum two hours |
| | <u>Alcoholic Beverage Surcharge</u> | \$ 25 | |
| | Surcharge will be made for the use of alcoholic beverages. In addition, approved security will be required at a ratio of one security guard for every 150 persons and meet the standard \$500,00 insurance requirement. | | |
| | <u>Cleaning/Security</u> | | |
| | If cleaning of or damage to the facility is in excess of the deposit, the user will be billed for the additional amount. | \$100 deposit | |
| | Fund Raising Permit. | \$ 25 | |

A T T A C H M E N T I

I. Standard Fees/Fairytale Town

| | <u>Existing</u> | <u>Proposed</u> | <u>Change</u> |
|------------------|-----------------|-----------------|---------------|
| Ages 0 - 2 Years | Fee Exempt | Fee Exempt | None |
| Ages 3 -12 Years | \$0.50 | \$0.75 | \$0.25 |
| Ages 13-64 Years | \$1.00 | \$1.50 | \$0.50 |
| Ages 65 and Over | \$1.00 | \$1.00 | None |

II. School Groups

| | <u>Existing</u> | <u>Proposed</u> | <u>Change</u> |
|---------------------|-----------------|-----------------|---------------|
| Students | \$0.50 | \$0.50 | None |
| Accompanying Adults | \$1.00 | \$1.00 | None |

III. Group Rates -(25 Or More Entering at One Time)

| | <u>Existing</u> | <u>Proposed</u> | <u>Change</u> |
|----------|-----------------|-----------------|---------------|
| Adult | \$1.50 | \$1.25 | \$0.25 |
| Children | \$0.75 | \$0.50 | \$0.25 |
| Senior | \$1.00 | \$0.75 | \$0.25 |

IV. Dual Ticketing +(Zoo & Fairytale Town)

| | <u>Zoo</u> | <u>FTT</u> | <u>DUAL 7/1-12/31/86</u> | <u>Dual After 1/1/87</u> |
|----------------|------------|------------|------------------------------|------------------------------|
| Ages 3 - 12 | \$1.00 | \$0.50 | \$1.25 | \$1.50 |
| Ages 13-64 | \$2.50 | \$1.00 | \$3.25 | \$3.50 |
| Ages 65 & Over | \$1.00 | \$1.00 | \$1.75 | \$1.75 |

Zoo Fees

I. Standard Admission Fee

| | |
|--------------------------|------------|
| Ages 2 years and under | Fee exempt |
| Ages 3 through 12 years | \$1.00 |
| Ages 13 through 64 years | \$2.50 |
| Ages 65 and over | \$1.00 |

II. Group Rate Schedule

(for organized groups of 25 or more persons with one week notification)

| | |
|--------------------------------|------------|
| Ages 2 years and under | Fee exempt |
| Ages 3 years through 12 years | \$.50 |
| Ages 13 years through 64 years | \$1.50 |
| Ages 65 years and over | \$.50 |

FEE EXEMPTIONS

1. All organized school groups with one week's notification. One to ten student/adult ratio on regular school days only.
2. All physically/mentally handicapped groups with one week's notification on weekdays only. Assistance requirements depending on user group.
3. Sacramento Zoological Society Members shall be admitted into the Zoo at all times, upon presentation of a valid membership card.

SPECIAL FEES

For special, short-term promotions of the Zoo, the admission fees may be modified at the discretion of the Director of Parks and Community Services as long as there is no significant revenue loss.

Effective January 1, 1986

Crocker Art Museum FeesI. Standard Admission Fees Fees and Charges

| | |
|------------------|--------|
| Ages 6 and under | Exempt |
| Ages 7-17 | \$1.00 |
| Ages 18-64 | \$2.00 |
| Ages 65 and over | \$1.00 |

II. Group Rate Schedule

For groups of 15 or more with two weeks' notice

| | |
|------------------|--------|
| Ages 6 and under | Exempt |
| Ages 7-17 | \$.50 |
| Ages 18-64 | \$1.00 |
| Ages 65 and over | \$.50 |

III. Fee Exemptions

1. All organized school groups with two weeks' notification. One/ten adult/student ratio on regular school days only.
2. All physically/mentally handicapped groups with two weeks' notification on weekdays only. Assistance requirements depending on user group.
3. Invitational exhibition openings, receptions, special fundraising activities and other similar events as determined by the Co-Trustees. Only those events sponsored by Museum affiliated groups for the benefit of the Museum shall qualify for Co-Trustee consideration.
4. Members of the Crocker Art Museum Association committees and other art related groups requiring entry into the Museum for meetings and presentations.
5. Crocker Art Museum Association members shall be admitted into the Museum at all times, upon presentation of a valid membership card.

IV. Special Fees

For special, short-term promotions of the Crocker Art Museum, the admission fees may be modified at the discretion of the Director of Parks and Community Services so long as there is no significant revenue loss.

EXISTING FEE STRUCTURE

IV. SACRAMENTO HISTORY CENTER*

A. Admission Fees

| | |
|-----------------------|------------|
| Age 6 years and under | Fee exempt |
| Age 7 - 17 years | \$1.00 |
| Age 18 - 64 years | \$2.50 |
| Age 65 and over | \$1.50 |

B. Fee Exemptions - Admissions

1. All organized school groups with one week notification: 10-1 student/adult ratio on regular school days only.
2. All physically/mentally handicapped groups with one week notification on weekdays only. Assistance requirements depending on user groups.
3. Members of the Friends of the Sacramento History Center shall be admitted into the Sacramento History Center upon presentation of a valid membership card.

C. Facility use

| | |
|----------------------------------|-------------|
| Building 5:00 p.m. to 11:00 p.m. | \$500 |
| Damage deposit (refundable) | \$250 |
| Security/staff | Direct Cost |
| Janitorial services ¹ | Direct Cost |
| Insurance required | |

D. Special Fees

For special, short-term promotions of the Sacramento History Center, the admission and rental fees may be modified at the discretion of the Director of Parks & Community Services so long as there is no significant revenue loss.

¹Approval required by the Director of Parks & Community Services