

DEPARTMENT OF PARKS
AND COMMUNITY SERVICES

ROBERT P. THOMAS
DIRECTOR

G. ERLING LINGGI
ASSISTANT DIRECTOR

CITY OF SACRAMENTO
CALIFORNIA

1231 I STREET
SUITE 400
SACRAMENTO, CA
95814-2977

916-449-5200

DIVISIONS:

CROCKER ART MUSEUM
GOLF
METROPOLITAN ARTS
MUSEUM & HISTORY
PARKS
RECREATION
ZOO

May 13, 1988

Budget and Finance Committee
Sacramento, California

Honorable Members in Session:

SUBJECT: Fairytale Town Admission Fee Increases

SUMMARY

This report provides information on Fairytale Town and recommends various admission fee increases for children ages 3-12 and adults accompanying school children, to be effective July 1, 1988.

BACKGROUND INFORMATION

Fairytale Town has provided over 30 years of entertainment and education for children. This park, based on nursery rhyme themes, provides various play sets and offers organized theatre activities, puppet and talent shows: art, music and craft programs as well as animal demonstrations which bring children in touch with domestic livestock. Annual attendance for FY 86/87 was 286,577, a 22% increase over the previous year. The attendance for the current FY has been predicted at 260,000, however, the current rate of attendance indicates that the total attendance may be closer to 300,000, an increase of 5%.

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 \$100,000 worth of capital improvements to the facility within the last six 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 and Fairytale Town concessions being utilized to offset the cost of the operation.

It is imperative that an adequate fund balance be maintained in the Fairytale Town trust to meet increased visitor demands for quality children's recreation programs and to maintain the facility in the highest manner possible.

To meet these increased needs for services and supplies, employee services, and facility maintenance, staff recommends an increase in gate fees of \$0.75 to \$1.00 per child, \$0.50 to \$0.75 per school child and \$1.00 to \$1.25 per school adult. These proposed fees in turn affect the group rate for children which will increase from \$.50 to \$.75, and the dual ticket for the zoo and Fairytale Town for children from \$1.50 to \$1.75. Fairytale Town's fee schedule was last revised on January 1, 1987, when adult, children's and senior rates were increased. Despite the fee increase, Fairytale Town attendance did not decline but continued to increase. In terms of budget management, the percent self-sufficiency for Fairytale Town is estimated to be 99% within the current fiscal year. With the proposed fee increases, the self-sufficiency should increase to 100% in fiscal year 88/89. Without the proposed fee increase, the self-sufficiency would drop to 88%. (See Financial Data). The proposed fees are consistent with other department-operated activities such as the Zoo, Crocker Art Museum and History Center. Attachment I provides a schedule of existing Fairytale Town fees and the proposed fees. Attachments II, III, and IV provide schedules of fees at other Department facilities for comparison.

FINANCIAL DATA

It is estimated that the proposed fees for Fairytale Town will generate an additional \$41,500 in revenue during FY 88/89 (based on estimated 87/88 attendance performance). Projected Fairytale Town admissions revenue and level of self-sufficiency for FY 88/89 under the proposed fee structure have been calculated as follows:

FAIRYTALE TOWN TRUST FUND

	FY 1987-88 (Attendance 260,000) (Projected)	FY 1988-89 (Attendance 273,000 & no fee increase)	FY 1988-89 (Attendance 273,000 with fee increase)
Gate Revenue.	\$245,000	\$253,000	\$294,500
Concessions Rent	30,000	32,000	32,000
Miscellaneous	14,500	13,000	13,000
Total:	\$289,500	\$297,500	\$339,500
F.T.T. Budget	\$267,000	\$312,120*	\$312,120*
Admin. Cost			
Transfer	25,148	27,348	27,348
Total:	\$292,148	\$339,468	\$339,468
Balance	[2,648]	[41,968]	32
% Self Sufficient	99%	88%	100%

*Proposed

RECOMMENDATION

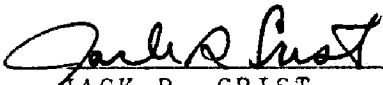
It is recommended that the Budget and Finance Committee approve this report and refer to the entire City Council for action. Further, it is recommended that the City Council approve, by resolution an increase in Fairytale Town admission fees as proposed in the Attachment I fee structure, effective July 1, 1988.

Respectfully submitted,



ROBERT F. THOMAS, Director
Parks and Community Services

Recommendation Approved:



JACK R. CRIST
Deputy City Manager

May 24, 1988
All Districts

RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

RESOLUTION AMENDING FEES AND CHARGES FOR
PARKS AND COMMUNITY SERVICES - FAIRYTALE TOWN

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 as set forth in Exhibit I, attached hereto and incorporated herein by reference, effective July 1, 1988.
2. That the City of Sacramento Fee and Charge Report (page 68B) is hereby amended to reflect the Parks and Community Services Zoo Division Fairytale Town admission fees as set forth in Exhibit I.

MAYOR

ATTEST:

CITY CLERK

EXHIBIT I

Fairytale Town Fee Structure

I. Standard Fees

Ages 0 - 2 Years	Fee Exempt
Ages 3 - 12 Years	\$1.00
Ages 13-64 Years	\$1.50
Ages 65 & Over	\$1.00

II. School Groups

Students	\$0.75
Accompanying Adults	\$1.25

III. Group Rates - 25 Or More Entering At One Time

Adult	\$1.25
Children	\$0.75
Senior	\$0.75

IV. Dual Ticketing - Zoo & Fairytale Town

Ages 3 - 12 Years	\$1.75
Ages 13-64 Years	\$3.50
Ages 65 & Over	\$1.75

ATTACHMENT I

Fairytale Town Fee Structure

I. Standard Fees

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

II. School Groups

Students	\$0.50	\$0.75	\$0.25
Accompanying Adults	\$1.00	\$1.25	\$0.25

III. Group Rates - 25 Or More Entering At One Time

Adult	\$1.25	\$1.25	None
Children	\$0.50	\$0.75	\$0.25
Senior	\$0.75	\$0.75	None

IV. Dual Ticketing - Zoo & Fairytale Town

Ages 3 - 12 Years	\$1.50	\$1.75	\$0.25
Ages 13-64 Years	\$3.50	\$3.50	None
Ages 65 & Over	\$1.75	\$1.75	None

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

PARKS & COMMUNITY SERVICES - CROCKER ART MUSEUM

I. STANDARD ADMISSION FEES

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. JOINT ADMISSION TICKET FOR CROCKER ART MUSEUM, SACRAMENTO HISTORY CENTER, CALIFORNIA STATE RAILROAD MUSEUM, SUTTER'S FORT, INDIAN MUSEUM, AND GOVERNOR'S MANSION

Children 5 and under	Fee exempt
Children 6 through 17	\$3.25
Adults 18 and over	\$8.50

IV. FEE EXEMPTIONS

- A. All organized school groups with two weeks' notification. One/ten adult/student ratio on regular school days only.
- B. All physically/mentally handicapped groups with two weeks' notification on weekdays only. Assistance requirements depending on user group.
- C. 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.
- D. Members of the Crocker Art Museum Association committees and other art related groups requiring entry into the Museum for meetings and presentations.
- E. Crocker Art Museum Association members shall be admitted into the Museum at all times, upon presentation of a valid membership card.

EXISTING FEE STRUCTURE

IV. SACRAMENTO HISTORY CENTER*

A. Admission Fees

Age 5 years and under	Fee exempt
Age 6 - 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 service 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