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APPROVED
BY THE CITY COUNCIL

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JUN 12 1991

OFFICE OF THE
CITY CLERK

DEPARTMENT OF PARKS
AND COMMUNITY SERVICES

CITY OF SACRAMENTO
CALIFORNIA

1231 I STREET
SUITE 400
SACRAMENTO, CA
95814-2977

ROBERT P. THOMAS
DIRECTOR

G. ERLING LINGGI
ASSISTANT DIRECTOR

WALTER S. UEDA
DEPUTY DIRECTOR

June 5, 1991

916-449-5200
FAX 916-449-8584

- DIVISIONS:
- GOLF
 - CROCKER ART MUSEUM
 - HISTORY AND SCIENCE
 - METROPOLITAN ARTS
 - SACRAMENTO ZOO
 - PARKS AND RECREATION
 - NORTH
 - SOUTH
 - CITY-WIDE

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: Parks and Community Services - Fee Increases

SUMMARY

This report provides information regarding various admission and recreation program fee increases. Further, this report recommends the City Council approve these fee increases to be effective July 1, 1991.

BACKGROUND

In response to the City's current budget shortfall, the Department proposes to raise child, junior and/or adult admission fees to most of its facilities in addition to various recreation programs. These fee increases are consistent with the City Manager's recommendations for the Department's proposed FY 1991-92 operating and revenue budgets.

Fee increases are recommended for child, junior and/or adult admission to the Sacramento History Museum, Sacramento Science Center, Crocker Art Museum, Sacramento Zoo, and Fairytale Town. Further, fee increases are recommended for various special interest recreation classes and tennis facility use. Specific increase amounts, revised admission/program fees and projected revenue figures are outlined in Exhibit A.

The impact of fee increases may result in an initial reduction in attendance for the Sacramento History Museum, Science Center, Zoo, and Crocker Art Museum. Department staff believes that the proposed fee increases for Fairytale Town and tennis facility use will not affect attendance.

Although fee increases tend to limit accessibility, the Department of Parks and Community Services has in place two programs which are aimed at increasing accessibility by senior and low income family populations. The Camellia Program offers senior residents a twenty percent discount to various facilities and

programs while those seniors who are qualified by MediCal as low income are afforded a fifty percent discount. Economically disadvantaged families who receive assistance through the Sacramento County Aid to Families with Dependent Children program receive Family Fun Coupons on a quarterly basis which offer coupons worth up to fifty percent off admissions and classes (see Exhibit B).

Prior to this request, City Council last approved admission fee increases to these facilities in FY 1987-88 and 1988-89.

FINANCIAL DATA

The recommended fee increases will generate an estimated total of \$300,115 in additional revenue to the General Fund. These increases will decrease the General Fund subsidy of various recreational facilities and programs.

POLICY CONSIDERATIONS

These fee increases are consistent with the Department's policy to recover costs while maintaining reasonable costs for public use of programs and facilities.

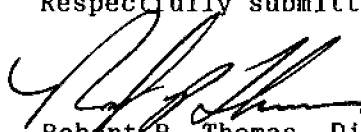
MBE/WBE EFFORTS

No impact.

RECOMMENDATION

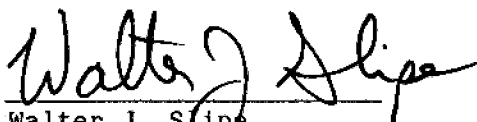
It is recommended that the City Council approve, by resolution, the recommended fee increases outlined in Exhibit A to be effective July 1, 1991.

Respectfully submitted,



Robert P. Thomas, Director
Parks and Community Services

Recommendation Approved:



Walter J. Slipe
City Manager

Contact Person: Lori Harder, Administrative Analyst - 449-5172

RPT:ja

June 5, 1991
All Districts

K:Council/LHRFees1

APPROVED
BY THE CITY COUNCIL

RESOLUTION NO.

91-429

JUN 12 1991

ADOPTED BY THE SACRAMENTO CITY COUNCIL

OFFICE OF THE
CITY CLERK

ON DATE OF _____

RESOLUTION AMENDING THE CITY OF SACRAMENTO
FEE AND CHARGE REPORT TO INCREASE VARIOUS
ADMISSION AND RECREATION PROGRAM FEES

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

1. That effective July 1, 1991, Parks and Community Services facility admission fees and various recreation program fees are hereby amended as set forth in Exhibit A attached hereto and incorporated herein by reference.
2. The City of Sacramento Fee and Charge Report is hereby amended to reflect the increased fees as set forth in Exhibit A.
3. Based upon information presented to it and upon all information in the public record and in compliance with Public Resources Code Section 21080(b)(8), the City Council finds:
 - a. The increased fees are for the purpose of meeting operating expenses.

MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____

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EXHIBIT A

ADMISSION FEES

FACILITY	CURRENT FEES (ADULT/CHILD)	RECOMMENDED INCREASE	REVISED ADMISSION FEE	PROJECTED AMOUNT OF ADDITIONAL REVENUE
Sacramento History Museum	\$2.50/1.25	\$.50/.25	\$3.00/1.50	\$ 13,100
Crocker Art Museum	\$2.50/1.25	\$.50/.25	\$3.00/1.50	20,000
Sacramento Zoo	\$3.00/1.50 weekday \$3.50/2.00 weekend	\$.50/.50	\$3.50/2.00/ weekday \$4.00/2.50/ weekend	149,150 (the projected amount of additional revenue includes combination weekdays and weekends)
Fairytale Town	\$1.75/1.25 weekday \$2.00/1.50 weekend	\$.50/.50	\$2.25/1.75/ weekday \$2.50/2.00/ weekend	69,565
Combination Ticket (Zoo and Fairytale Town)	\$4.25/2.50 weekday	\$.50	\$4.75/3.00 (weekends only)	(See Sacramento Zoo)
Sacramento Science Center	\$1.00	\$.50 (Child only)	\$1.50	6,000

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RECREATION PROGRAM FEES

PROGRAM	RECOMMENDED INCREASE	REVISED PROGRAM FEE	PROJECTED AMOUNT OF ADDITIONAL REVENUE
Special Interest Classes (Martial Arts, Aerobics, Dancing, Swimming and Tennis Lessons, etc.	Varies*	Varies*	\$ 25,000
Tennis Card Fee (yearly)	\$10.00	\$30.00	17,300
TOTAL PROJECTED REVENUE FOR FY 1991/92:	\$340,524.00		

*The prices for these classes are set by the Director and are based on class size, the instructors' cost, etc. Prices reflect full cost recovery.

Revised 5/28/91

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EXHIBIT B

... save money while having FUN!

Just cut out the coupon you want to use and give it to the cashier when you pay. These coupons expire June 30, 1991.

If you are on Aid to Families with Dependent Children (AFDC), you may get new coupons in the mail every three months. You don't need to call or apply for Family Fun Coupons. You receive coupons as long as you are on AFDC.

For hours of operation and admission fees, please call the phone numbers on the coupons. Use these coupons and treat yourself and your family to a good time in Sacramento!

Sacramento City Council

- Anne Rudin, Mayor
- Heather Fargo, District 1
- Josh Pane, District 3
- Joe Serna, Jr., District 5
- Terry Kastanis, District 7
- Lyla Ferris, District 2
- Thomas Chinn, District 4
- Kim Mueller, District 6
- Lynn Robie, District 8

- Walter J. Slipe, City Manager
- David Martinez, Deputy City Manager
- Jack Crist, Deputy City Manager

Department of Parks and Community Services

- Robert P. Thomas, Director
- G. Erling Linggi, Assistant Director
- Walt Ueda, Deputy Director

Sacramento County Board of Supervisors

- Grantland Johnson, District 1
- Sandra Smoley, District 3
- Toby Johnson, District 5
- Illa Collin, District 2
- Jim Streng, District 4

This program is brought to you by the City of Sacramento Department of Parks & Community Services with the assistance of the Sacramento County Department of Social Services.

For information on the Family Fun Coupons Program call 449-6780.

FAMILY FUN COUPONS



SACRAMENTO HISTORY MUSEUM

101 'I' Street 449-2057

ONE admission FREE with one paid admission of the same or greater value.
Not valid with another discount coupon.

EXPIRES JUNE 30, 1991

● *The Pride of Sacramento*

FAMILY FUN COUPONS



SACRAMENTO CITY GOLF COURSES

ONE Junior golfer (age 17 and under) plays FREE with a paying adult. WEEKDAYS ONLY, AFTER 1pm.

This coupon valid at Haggin Oaks, Bing Maloney and Land Park Golf Courses.

Not valid with another discount coupon.

EXPIRES JUNE 30, 1991

● *The Pride of Sacramento*

FAMILY FUN COUPONS



RECREATION ACTIVITIES

This coupon is good for up to 4 registrations at **HALF-PRICE**. This offer is limited to specially-marked activities in the City Recreation Class Magazine.

For details see back of coupon.

EXPIRES JUNE 30, 1991

● *The Pride of Sacramento*

FAMILY FUN COUPONS



SACRAMENTO ZOO 449-5885 AND FAIRYTALE TOWN 449-5233

Corner of Land Park Drive & Sutterville Road

ONE FREE combination admission to the Zoo AND Fairytale Town with one paid combination admission of the same or greater value.

Good Monday through Friday, except holidays.
Not valid with another discount coupon.

EXPIRES JUNE 30, 1991

● *The Pride of Sacramento*

FAMILY FUN COUPONS



SACRAMENTO SCIENCE CENTER

3615 Auburn Blvd. 449-8255

ONE admission FREE with one paid admission of the same or greater value.

Not valid for planetarium admission.
Not valid with any other discount coupon.

EXPIRES JUNE 30, 1991

● *The Pride of Sacramento*

FAMILY FUN COUPONS



CROCKER ART MUSEUM

3rd and O Streets 449-5423

ONE admission FREE with one paid admission of the same or greater value.

Not valid with another discount coupon.

EXPIRES JUNE 30, 1991

● *The Pride of Sacramento*