

**CITY OF EL PASO, TEXAS
AGENDA ITEM
DEPARTMENT HEAD'S SUMMARY FORM**

DEPARTMENT: Zoo

PUBLIC HEARING DATE: 10/15/2019

CONTACT PERSON NAME AND PHONE NUMBER: Joe Montisano – (915) 212-2800

DISTRICT(S) AFFECTED: All

STRATEGIC GOAL: Goal 4 - Enhance El Paso's Quality of Life through Recreational, Cultural and Educational Environments

SUBGOAL: 1.2 Enhance Visitor Revenue Opportunities

SUBJECT:

APPROVE a resolution / ordinance / lease to do what? OR AUTHORIZE the City Manager to do what? Be descriptive of what we want Council to approve. Include \$ amount if applicable.

That Schedule C, attached to the FY 2020 Budget Resolution and effective September 1, 2019, shall be amended, effective October 15, 2019, to establish the following fees:

1. Discounted El Paso Zoo admission tickets to be sold by community partners at a wholesale blended price of \$7.00 each.
2. Summer and Spring Break, week long day-camps for children ages 6-10 years and 11-16 years at a rate of \$200.00-\$300.00 per child with optional early and late care for an additional \$20.00 an hour, Zoo Members and Active Military will receive a 10% discount on camp prices.
3. Campout/Sleepovers at the El Paso Zoo priced at \$100.00-\$300.00 per adult and \$65.00-\$150.00 per child, Zoo Members and Active Duty Military will receive a 10% discount on Campouts/Sleepovers.

BACKGROUND / DISCUSSION:

Discussion of the what, why, where, when, and how to enable Council to have reasonably complete description of the contemplated action. This should include attachment of bid tabulation, or ordinance or resolution if appropriate. What are the benefits to the City of this action? What are the citizen concerns?

The El Paso Zoo would like to offer a consignment ticket that partners can use to bundle or resell that provides admission to the Zoo. These would be offered at a blended discount price to allow for adults, children, senior and teens to all get in under the same ticket. Possible ticket selling partners are the hotels that want to offer weekend getaway packages, they could be sold at the Chihuahuan Fashion Mall kiosk that visit El Paso currently staffs. The Outlet Mall would like to use them as a shopper incentive. The second item extends our summer and spring break camps to include full day and after camp care. We compared like institutions and also local camps to develop this price. Lastly, we would like to offer high end camp/sleepovers including several tours, special activities and 2 meals.

PRIOR COUNCIL ACTION:

Has the Council previously considered this item or a closely related one?

Not with these specifics, but it has approved bulk discount ticket purchases, camps and sleepovers. The request is for addition or more extensive modifications of these current offerings.

AMOUNT AND SOURCE OF FUNDING:

How will this item be funded? Has the item been budgeted? If so, identify funding source by account numbers and description of account. Does it require a budget transfer?

Self funded as it is revenue producing. It has not been budgeted on the revenue side but also has no expenses that will not be offset by the revenue. No budget transfer is required.

*****REQUIRED AUTHORIZATION*****

DEPARTMENT HEAD:

(If Department Head Summary Form is initiated by Purchasing, client department should sign also)

**RESOLUTION AMENDING SCHEDULE C FOR THE CITY OF EL PASO
FY 2020 BUDGET RESOLUTION**

WHEREAS, the City Council adopted the Budget Resolution for FY 2020 on August 20, 2019; and

WHEREAS, paragraph 47 of the Budget Resolution provides that revisions or additions to the fees set forth in Schedule C, attached to the Budget Resolution, may be approved by simple resolution of the City Council; and

WHEREAS, the City Council desires that the Director of the El Paso Zoo be authorized to offer El Paso Zoo admission tickets to be sold by community partners at a discounted wholesale blended price of \$7.00 each; and

WHEREAS, the City Council desires that the Director of the El Paso Zoo be authorized to offer summer and spring break, week long day-camps for children ages 6-10 years and 11-16 years at a rate of \$200-\$300.00 per child with optional early and late care for an additional \$20.00 an hour, Zoo Members and Active Duty Military will receive a 10% discount on camp prices; and

WHEREAS, the City Council desires that the Director of the El Paso Zoo be authorized to offer Campouts/Sleepovers at the El Paso Zoo priced at a range of \$100.00-\$300.00 per adult and \$65.00-\$150.00 per child, Zoo Members and Active Duty Military will receive a 10% discount on Campouts/Sleepovers; and

WHEREAS, this Amendment to Schedule C enhances El Paso's quality of life through recreational, cultural and educational environments and promotes transparent and consistent communication amongst all members of the community.

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL FOR THE CITY OF EL PASO:

That Schedule C, attached to the FY 2020 Budget Resolution and effective September 1, 2019, shall be amended, effective October 15, 2019, as set forth in Attachment A, to establish the following fees:

1. Discounted El Paso Zoo admission tickets to be sold by community partners at a wholesale blended price of \$7.00 each.
2. Summer and spring break, week long day-camps for children ages 6-10 years and 11-16 years, at a rate of \$200.00-\$300.00 per child with optional early and late care for an additional \$20.00 an hour, Zoo Members and active military will receive a 10% discount on camp prices.

3. Campout/Sleepovers at the El Paso Zoo priced at \$100.00-\$300 per adult and \$65.00-\$150.00 per child, Zoo Members and Active Duty Military will receive a 10% discount on Campouts/Sleepovers.

(Signatures appear on the following page)

APPROVED this _____ day of _____, 2019.


CITY OF EL PASO, TEXAS

ATTEST:

Dee Margo,
Mayor

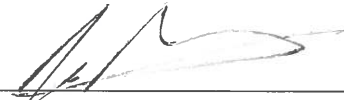
Laura D. Prine,
City Clerk

APPROVED AS TO FORM:



Russell T. Abeln
Assistant City Attorney

APPROVED AS TO CONTENT:



Joe Montisano
Director, El Paso Zoo

(Attachment "A" on the following page)

Department	Account	Fee Description	Detail	FY 2020 Proposed Fees
Zoo	440010	Consignment Ticket for Specified Zoo Partners with agreement.	All ages. Minimum # of tickets as outlined in agreement. No further discounts.	\$7.00 per ticket
Zoo	443020	Adventure Program	Campout/Sleepover (Deluxe) - Minors/Youths 17 years and under must be accompanied by a paid adult. Ratio: 1 adult for every 10 minors/youth. Minimum/Maximum # of participants applicable. Members and Active Duty Military receive 10% discount, must present I.D.'s	\$100 - \$300 per Adult \$65 - \$150 Child
Zoo	443020	Adventure Program	Spring Break & Summer weekly camps. Ages: 6 years - 10 years or 11 years - 16 years. Members and Active Duty Military receive 10% discount, must present I.D.'s	\$200 - \$300 per Youth/Week
Zoo	443020	Adventure Program	Spring Break & Summer weekly Early/Late Drop-off. Ages: 6 years - 16 years. Drop off hours before/after Spring/Summer Camp 7:30am - 9:00am & 3:00pm - 6:00pm. No discounts.	\$20.00 p/p/hr
Zoo	443020	Adventure Program	Career Vet Day - 2 hour program for High School students in a veterinarian program. Minimum age requirement applicable (Clinic workshop only)	\$20.00
Zoo	443020	Group Program	Deluxe Animal Encounter (includes admission ticket). Minimum/Maximum # of people applicable. Ages 7+	\$40 - \$100 p/p