

Amendment #13

to

CB 120164: Woodland Park Zoo Operations and Management Agreement

Author: Councilmember Strauss

Require annual approval by the Superintendent for any increases in daily general admissions pricing structure; add three additional public access components to the Annual Public Benefits Table

Modify Section 10.1 of the Proposed Agreement as follows:

10.1 WPZS Responsibility. Subject to the continuous provision by WPZS of public benefits as required under Section 11.1, WPZS shall have the authority to set the amount of all prices and fees for admissions, services rendered or sales made to the public or otherwise at the Zoo, including without limitation, food and drink concessions, membership passes, retail, special exhibits and other special events. City and WPZS intend that the Zoo remain affordable to individuals from all economic circumstances and particularly, to families with children. In furtherance of that goal, WPZS will continuously provide the public benefits delineated in Section 11 and Appendix A. In general, WPZS's daily general admissions pricing structure should reflect market rate pricing determined by reference to the daily general admissions pricing structures of comparable attractions in Seattle. Prior written approval by the Superintendent shall be required annually for any increases in WPZS's daily general admissions pricing structure.

Modify Section 16.2 of the Proposed Agreement as follows:

16.2 Annual Plan to the Superintendent. At least thirty (30) days prior to the beginning of each Fiscal Year for WPZS, WPZS shall, at its sole expense, prepare and submit to

the Superintendent an Annual Plan. The Annual Plan shall, at a minimum, include (a) the one-year capital improvement plan for the Zoo; (b) a description of major programmatic changes planned at that time for the ensuing year; (c) a description and estimated cost of projects intended to be funded by Major Maintenance Support payments for the following year; and (d) admission charges WPZS plans to be implemented implement in the coming fiscal year that have been approved by the Superintendent as provided as set out in Section 10.

Modify Appendix A, Public Benefits Requirements, of the Proposed Agreement as follows:

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ANNUAL PUBLIC BENEFIT TABLE
Example of Annual Public Benefit Values Based on Calendar Year 2019

Service Category	Public Benefit Description	Target Metrics	Value of Services
Public Access (Free Zoo Tickets)	Community Access Program (CAP) tickets were distributed to community-based organizations (such as Seattle Housing Authority, El Centro de la Raza). Average Ticket Price was \$14.60 each in 2019.	100,000 Individuals	\$1,460,000
	A free carousel ride (\$3 value) was included on each CAP ticket	100,000	\$300,000
(Family Discount Days)	<u>Beginning in 2022, WPZS will create a program (working title "Family Discount Days") that offers a 50% discount over regular admissions for 18 days between October and March. These days will be advertised and will include one weekday and one weekend per month.</u>	<u>90,000 Visitors</u>	<u>\$720,000 (beginning in 2022)</u>
(Seattle Public Library Museum Pass Program)	<u>Beginning in 2022, WPZS will participate in the Seattle Public Library Museum Pass Program. If possible, such passes should be allocated for use by patrons of Library branches located in or near neighborhoods with high percentages of residents living below the poverty line.</u>	<u>Will vary with utilization</u>	<u>Will vary with utilization</u>

<u>(Promotion Commitment)</u>	<u>Beginning in 2022, WPZS will purchase annually up to \$25,000 in promotional advertising targeted at people who might use our free and discounted admission programs.</u>	<u>N/A</u>	<u>\$25,000 (beginning in 2022)</u>
Scholarships	Scholarships to Zoo camps, based on requested assistance applications. Camp scholarships are awarded to applicants based on their level of income.	59 Individuals	\$15,000
Programs	Zoo Admission Ticket and Membership Discount Programs for foster and kinship families (including Tribal welfare agencies) or recipients of Basic food benefit (EBT)/Washington Quest or State Woman, Infants, and Children Nutrition Program (WIC) assistance		
	<ul style="list-style-type: none"> Explorer Pass \$35 membership (avg discount of \$65) 	750 Explorer memberships	\$49,000
	<ul style="list-style-type: none"> Discover Ticket \$5 regular admission tickets (avg \$8.60 discount) 	3,500 Discover tickets	\$30,000
	<ul style="list-style-type: none"> Free School Group Admission for field trips for students from schools with 30% or more students eligible for free or reduced-price meals (avg. \$7 student rate) 	25,000	\$175,000
Community Outreach Events	Discounted Educational Programs: Up CLOSE (WPZS' ambassador animal outreach program) and programming for community organizations and schools are provided at subsidized rates (avg. discount of \$500)	100 events	\$50,000
Zoo Volunteer Programs	WPZS runs various Zoo Volunteer programs, which record approximately 92,500 hours per year from approximately 800 volunteers	N/A	N/A
Capital Improvements	Privately funded capital improvements to City Facilities 2019 spending on zoo exhibit improvements: the largest projects were remodeling the Northern Trail into the "Living Northwest Trail" and ZooDoo improvements.	Depending on annual projects, ranges between \$500K and \$5 million	\$858,000
Specific Services to City/ Miscellaneous Public Benefits	WPZS offers discounts for seniors, military personnel, guests with disabilities, City of Seattle's Mayor's Office Flash and Gold Cards*. Columns to the right include 2019 ticket prices.	Senior: 18,925 tickets	\$37,850
		Military: 18,551 tickets	\$74,204

	* <u>Gold Card</u> : - (Healthy Aging Resources for Seattle and King County Residents age 60+)	Disability: 944 tickets	\$1,593
	* <u>Flash Card</u> (Fun Leisure Access Savings and Health): - identification card for Seattle and King County adults with disabilities	Gold*: 1,593 tickets	\$24,802
		Flash*: 226 tickets	\$3,428
Total Public Benefit Provided			\$3,078,977 \$3,823,877

Effect: This amendment would require the Superintendent’s approval annually for any increases in WPZS’s daily general admissions pricing structure. The current agreement requires the City Council’s approval for increases above the rate of inflation being experienced by the Zoo.

The amendment would also add three new components to the public access category for the Annual Public Benefits Table: Family Discount Days, Seattle Public Library Museum Pass Program, and Promotion Commitment. The estimated value of these additional services in 2022 is \$745,000.