

FEE RECOMMENDATION

FOR: Botanical Conservatory Admission

COST CENTERS: Botanical Conservatory/ 121/439-P270

FINANCIAL OBJECTIVE AND JUSTIFICATION STATEMENT:

Parks and Recreation operates the Foellinger-Freimann Botanical Conservatory. This fee increase would enhance the largest earned revenue source supporting the operation of the Botanical Conservatory.

Comparing area admission rates would suggest that the increase is well-within the market's tolerance while maintaining the value and accessibility that our community cherishes. The last admission fee increase took effect in 2008. Rising operating and staffing costs have necessitated the increase. Due to these factors, the Department is recommending the following fee increases effective January 1, 2022.

Note: a \$1 admission discount will be observed during periods of facility interruption with the approval of the Conservatory Manager (ex. showchange, construction).

Fee Recommendation:

RATES	Current	Proposed
Adult (18+)	\$5.00	\$7.00
Youth (3-17)	\$3.00	\$5.00
Infant (2 & Under)	Free	-
Group Adult	\$4.00	\$6.00
Group Child	\$2.00	\$4.00

PROJECTED RESULTS OUTCOME:

The fee difference would deposit into non-reverting operating Fund 439 to support youth programming at the Botanical Conservatory with an anticipated revenue increase of \$59,000.

Attached:

- Fee Comparison

Fee Comparison

2021 ADMISSION RATES		
Foellinger-Freimann Botanical Conservatory Current	\$5.00	\$3.00
Foellinger-Freimann Botanical Conservatory Proposed	\$7.00	\$5.00
Local Attractions	Adult	Youth
Auburn Cord Dusenburg Museum	\$12.50	\$7.50
Fort Wayne Children's Zoo	\$15.00	\$11.00
Fort Wayne Museum of Art	\$8.00	\$6.00
The History Center	\$6.00	\$4.00
Science Central	\$10.00	\$10.00
Regional Public Gardens	Adult	Youth
Chicago Botanic Garden (Glencoe, IL)	\$25.00 / car	-
Fernwood Botanical Garden (Niles, MI)	\$10.00	\$5.00
Franklin Park Conservatory (Columbus, OH)	\$19.00	\$12.00
Frederick Meijer Gardens (Grand Rapids, MI)	\$14.50	\$11.00
Phipps Conservatory (Pittsburgh, PA)	\$19.95	\$11.95
Newfields (Indianapolis, IN)	\$18.00	\$10.00

FEE RECOMMENDATION

FOR: Botanical Conservatory Dollar Night Admission

COST CENTERS: Botanical Conservatory/ 121-P270

FINANCIAL OBJECTIVE AND JUSTIFICATION STATEMENT:

Parks and Recreation operates the Foellinger-Freimann Botanical Conservatory. This fee expansion would enhance attendance during slow periods at the Botanical Conservatory.

'Dollar Night' admission on the first Thursday of every month has been quite popular among members of the public and helps keep the Botanical Conservatory accessible to the community. While 'Dollar Night' is the first Thursday of every month, the Botanical Conservatory is currently open from 5pm until 8pm each Thursday night throughout the year. The Department is recommending that 'Dollar Night' rates be expanded to every Thursday night effective January 1, 2022.

Fee Recommendation:

The Botanical Conservatory will observe \$1 adult and child admission on every Thursday evening from 5pm – 8pm.

PROJECTED RESULTS OUTCOME:

While maintaining a commitment to community accessibility this fee expansion also offers the rare opportunity to decrease fees for a potential revenue increase. Dollar Night Admission Fees would continue to deposit into General Fund 121 to support the operation of the Botanical Conservatory with an anticipated a revenue increase of \$1,500.

Attached:

- Attendance & Revenue Analysis for Thursday Nights

Attendance & Revenue Analysis for Thursday Nights

Since 2018 there have been 185 Thursday evenings wherein the Conservatory was open to the public; 43 'Dollar Nights' and 142 Regular Admission evenings.

- **Attendance**

- On the 142 regular admission nights the Conservatory averaged 22 visitors
- On the 43 'Dollar Nights' the Conservatory averaged 133 visitors

- **Revenue**

- On the 142 regular admission nights the Conservatory averaged \$95.42 in admission revenue
- On the 43 'Dollar Nights' the Conservatory averaged \$133 in admission revenue