

## **FEE RECOMMENDATION**

**FOR:** Botanical Conservatory Admission Promotion in Partnership with Visit Fort Wayne; Fort Wayne Children's Zoo; Science Central; Fort Wayne Museum of Art

**COST CENTERS:** Botanical Conservatory/ 121-P270

### **FINANCIAL OBJECTIVE AND JUSTIFICATION STATEMENT:**

Parks and Recreation operates the Foellinger-Freimann Botanical Conservatory. This promotional fee looks to enhance visitorship of local attractions.

This partnership would allow for visitors to buy a 3-day excursion pass within the Fort Wayne market to visit all of the listed partners. The promotion looks to entice transient and conference visitors to add area attractions to their summer visit itinerary. Visit Fort Wayne is spearheading the effort and will incur all of the upfront software costs; the Botanical Conservatory will receive a monthly check payment for each pass purchased regardless of visitor attendance. Our partners at Visit Fort Wayne would like to develop and promote this pass for Summer 2022 and beyond, therefore the Department is recommending the following promotional fees effective April 1, 2022.

### **Fee Recommendation:**

Visit Fort Wayne has requested a 30% fee discount for the promotion, the following fees would apply:

| <b>RATES</b>        | <b>Current</b> |
|---------------------|----------------|
| <b>Adult (18+)</b>  | \$5.00         |
| <b>Youth (3-17)</b> | \$3.00         |

### **PROJECTED RESULTS OUTCOME:**

The excursion pass offers an exceptional opportunity for the Botanical Conservatory to benefit from a marketing campaign spearheaded by Visit Fort Wayne without experiencing any direct expenses. Passholders also receive the opportunity to experience three days of top-tier cultural attractions in Fort Wayne. There is no financial impact to General Fund 121, as the admission discounts will apply to fee revenue allocated to non-reverting operating Fund 439.