

THIS IS A PROPOSED DRAFT AND WILL BE REPLACED BY THE FINAL, SIGNED ORDINANCE OR RESOLUTION ADOPTED BY THE CITY COUNCIL.

AN ORDINANCE

AUTHORIZING AN AMENDMENT TO THE LEASE AGREEMENT WITH THE SAN ANTONIO MUSEUM ASSOCIATION D/B/A THE WITTE MUSEUM TO ALLOW ADMINISTRATIVE APPROVAL FOR ADJUSTING ADMISSION FEE INCREASES BY NO MORE THAN A CUMULATIVE 18% DURING ANY TWO-YEAR PERIOD.

* * * * *

WHEREAS, the San Antonio Zoo and the Witte Museum are two important cultural and visitor destinations located within Brackenridge Park; and

WHEREAS, both organizations provide a rich visitor experience through their innovative exhibits and diverse educational program offerings; and

WHEREAS, the San Antonio Zoo has a long history in our community dating back to the early 1900's and attracts over one million guests annually; and

WHEREAS, since its opening in 1923, the Witte Museum has grown to welcome an average of 600,000 visitors per year, including 250,000 school age children; and

WHEREAS, within the terms of the current lease agreements, the Parks and Recreation Department has the ability to administratively approve increases in admission fees up to a cumulative 20% over a three-year (3) period; and

WHEREAS, general admission fee increases exceeding this amount require City Council approval; and

WHEREAS, the proposed admission rate structure will allow the Parks and Recreation Department to administratively approve fees up to a cumulative 18% during any two-year (2) period while still requiring approval by City Council for any increases above this amount.

WHEREAS, the proposed amendments allow the San Antonio Zoo and Witte Museum to remain strategic in their business operations by granting a higher threshold in projecting future revenues generated from general admission fees and positions their fee structures to be comparable with other similar venues; and

WHEREAS, with significant investments made at their respective facilities, each of the organizations is committed to remaining a top-tier destination that will meet the educational needs and cultural interests of our city; and

WHEREAS, the Zoo has completed over \$5 million dollars in animal habitat upgrades since 2014 and expanded their operations to include the creation of 100 new jobs and an upgraded ticketing/entry system; and

WHEREAS, with the opening of the new Witte in March 2017, the museum has added 174,000 square feet of renovated and new space to the facility; and

WHEREAS, the opportunity to broaden community access and participation at both venues will be strengthened through a free or low-cost admission fee program; and

WHEREAS, the Zoo is implementing a discount rate program for San Antonio residents and the Witte Museum is continuing with hosting Free Knowledge Free Tuesday during the afternoon and evening; **NOW THEREFORE:**

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:

SECTION 1. The City Manager or her designee, or the Director of the Parks and Recreation Department or his designee is hereby authorized to execute an Amendment to the Lease Agreement with the San Antonio Zoological Society, Inc. to allow administrative approval for adjusting admission fee increases by no more than a cumulative 18% during any two-year period. A copy of said amendment is attached hereto and incorporated herein for all purposes as **Attachment I.**

SECTION 2. The financial allocations in this Ordinance are subject to approval by the Director of Finance, City of San Antonio. The Director of Finance may, subject to concurrence by the City Manager or the City Manager's designee, correct allocations to specific SAP Fund Numbers, SAP Project Definitions, SAP WBS Elements, SAP Internal Orders, SAP Fund Centers, SAP Cost Centers, SAP Functional Areas, SAP Funds Reservation Document Numbers, and SAP GL Accounts as necessary to carry out the purpose of this Ordinance.

SECTION 3. This Ordinance is effective immediately upon the receipt of eight affirmative votes; otherwise, it is effective ten days after passage.

PASSED AND APPROVED this ____ day of _____.

M A Y O R
Ron Nirenberg

ATTEST:

APPROVED AS TO FORM:

SW/ah
09/21/17
Item No. 00

Leticia M. Vacek, City Clerk

Andrew Segovia, City Attorney

DRAFT