



Folsom City Council Staff Report

MEETING DATE:	5/27/2025
AGENDA SECTION:	Public Hearing
SUBJECT:	Resolution No. 11390 - A Resolution Rescinding Resolution No. 10697 and Adopting a New Fee Schedule for the Folsom City Zoo Sanctuary
FROM:	Parks and Recreation Department

RECOMMENDATION / COUNCIL ACTION

The Parks & Recreation Department recommends that the City Council pass and adopt Resolution No. 11390 – A Resolution No. 11390 - A Resolution Rescinding Resolution No. 10697 and Adopting a New Fee Schedule for the Folsom City Zoo Sanctuary.

BACKGROUND

The Folsom City Council adopted a strategic plan that sets the goals and priorities. The recommendation to increase the Folsom City Zoo Sanctuary entrance fee supports the City Council's priorities of financial stability. The Folsom City Zoo Sanctuary opened 62 years ago and was free to the public. Entrance to the zoo remained free until September 1989. Since 1989, fees have increased in the following manner:

- September 1989: Fees were initiated for adults (ages 13 and up) at \$1.50 a
- and \$.50 for children (ages 5-12).
- October 1992: Adult price increased to \$2. Children increased to \$1.
- September 1999: Fees increased when Phase One of the Bear Exhibit was opened. Adult prices increased to \$3 and the price for children increased to \$2.
- July 2006: Adult fees were raised to \$4 (with seniors staying at \$3), and children raised to \$3. Infants/toddlers ages 0-4 remained free.
- January 2009: Infant/toddler free entry age lowered to under 2 years, and a fee of \$3 for ages 2-12 was charged.
- July 2010: Weekend fees increased by \$1.
- January 2012: Adult and senior fees were increased by \$1 and the senior age was raised from 55 to 65.
- July 2017: Fees were increased by \$1 due to completion of the Barnyard Experience project.

- Due to the pandemic, the zoo was closed from March 17, 2020 – July 16, 2020. Upon re-opening July 17, 2020, ticket sales were only offered online. Having multiple price points was not feasible with the online ticket sales software. Features of additional value within the zoo decreased, i.e., the gift shop was closed, and interactive elements were removed. Therefore, a medium price point of \$5 “pandemic pricing” for ages two and older was established.
- In October 2021, the City Council adopted Resolution No. 10697, amending Resolution No. 9930, which adopted a new fee schedule for the Folsom City Zoo Sanctuary. All entry fees were raised to \$7.00 for all visitors ages 2 and up.

On September 3, 2024, the Folsom Parks and Recreation Commission received the proposed fee schedule and unanimously recommended that the Folsom City Council approve the increase in fee and establish the fee range.

POLICY / RULE

Folsom Municipal Code, Section 3.60.020 Service Charges. The fees for entrance to the Folsom City Zoo shall be established by resolution of the City Council. [Ord. 627 (1988)]

Folsom Municipal Code, Section 3.60.030 Collection of Zoo Entrance Fees. Fees shall be collected at the gate or as otherwise prescribed by the city council. The fees collected shall be used only to offset the costs of administering, maintaining and improving the zoo. [Ord. 627 (1988)]

ANALYSIS

Before establishing a new fee or recommending a fee increase or decrease, staff consider multiple elements. Staff reviewed market demand, user trends, competitors, and the cost of service before making recommendations regarding the proposed entry fee to the Folsom City Zoo Sanctuary.

Staff believe that the proposed fees for the Folsom City Zoo Sanctuary are consistent with other regional facilities and recreational opportunities that are similar to the zoo and/or last about the same amount of time as a zoo visit. An analysis of other zoo facilities and similar facilities that would welcome visitors is included in Attachment 2. The zoo has not had a fee increase since October 2021. Staff recommend raising fees to \$10 beginning July 1, 2025. Staff recommend the City Council approve an entry fee range of \$10 to \$15. The range will allow for flexibility to allow for future increases. Staff will return to the City Council for any proposed entry fee greater than \$15. Fees will be reviewed annually as part of the budget process.

Table 1 – Proposed Zoo Sanctuary Fee Schedule

Age	Daily Fee
Under 2 years	Free
Ages 2 and up	\$10-\$15

Cost Recovery

In accordance with the Parks & Recreation User Fees and Charges Policy, Zoo Sanctuary entrance fees fall within the low-cost recovery goal (0%-50%). The Zoo Sanctuary's mission, *Teaching Responsible Behavior Toward All Animals*, aligns with the broader public good, offering educational and conservation benefits that go beyond individual use and support the cost recovery goals. At present, the Zoo Sanctuary operates at a 43% cost recovery. The recommended fee increase is expected to improve cost recovery to approximately 53% with no anticipated increase in expenditures. This adjustment will support the continued sustainability of the Zoo Sanctuary.

FINANCIAL IMPACT

The Folsom City Zoo Sanctuary staff estimate that revenue could increase by approximately \$250,000 annually associated with the proposed fee increase. This increase could be higher or lower than estimated based on actual attendance. New entrance fees will be implemented on July 1, 2025.

ENVIRONMENTAL REVIEW

There is no environmental impact.

ATTACHMENTS

1. Resolution No. 11390 - A Resolution Rescinding Resolution No. 10697 and Adopting a New Fee Schedule for the Folsom City Zoo Sanctuary
2. Entrance Fee Analysis for Folsom City Zoo Sanctuary

Respectfully Submitted,

Kelly Gonzalez, Parks & Recreation Director