



Legislation Text

File #: 16-069, **Version:** 1

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SUBJECT: Appropriation of Funds Generated From Zoo Special Events and Activities

REPORT IN BRIEF

Accept and appropriate revenues from zoo special events and activities that are put on by the City of Merced staff.

RECOMMENDATION

City Council - Adopt a motion authorizing the Finance Officer to make appropriate budget adjustments

ALTERNATIVES

1. Approve, as recommended by staff; or,
2. Approve, subject to other than recommended by staff (identify specific findings and/or conditions amended to be addressed in the motion); or,
3. Deny; or,
4. Refer to staff for consideration of specific items (specific items to be addressed in the motion); or,
5. Continue to future meeting (date and time to be specified in motion).

AUTHORITY

Charter of the City of Merced, Section 200 and 1105.

CITY COUNCIL PRIORITIES

As provided for in the 2015-16 Adopted Budget.

DISCUSSION

With the addition of a second Zookeeper, the staff at Applegate Park Zoo are beginning to offer more events and programs, which generate revenue. One example would be the "Lights Before Christmas" event that was well received by the community with approximately 1,000 attendees. Other future plans include behind-the-scene zoo tours, an Easter event, movies at the zoo, and programs with the local schools.

There are currently no funds in the Zoo budget to pay for materials and supplies needed for these types of events, so an appropriation of the revenue generated from these programs is needed to pay for their costs.

The current contract with the Merced Zoological Society provides that the Society may undertake the following specific activities, one of which is "Collect an entry fee to the Zoo on behalf of the City for

group tours and special events". The contract also states that "While it is anticipated that this revenue will amount to approximately thirty percent (30%) of the operating budget for the Zoo for fiscal year 2015/2016, Society guarantees that the combined entry fees and Society's contribution will be at least Eighty-Five Thousand Dollars (\$85,000.00). In the event that entry fees and contributions exceed this amount, any additional monies collected in entry fees shall be given to City and used to reduce General Fund expenditures in the Zoo budget".

Given that the current budget does not include revenue or expenditure authority for these additional programs and the current contract requires any funds received beyond the \$85,000 to reduce General Fund support it is necessary to receive City Council authorization to use revenues received beyond the \$85,000 for specific new programs.

It is anticipated that the additional amount to be received in 2015/2016 is \$3,000.00

IMPACT ON CITY RESOURCES

There is no impact.