

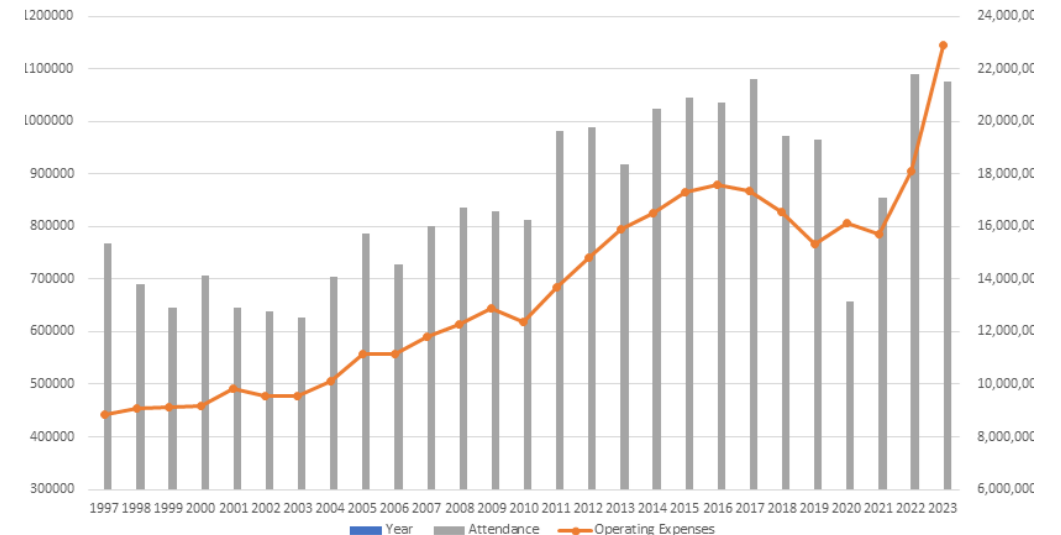
Admission Price Change 2023



Background

- The Zoo's admission rates are significantly lower than peer institutions, and below comparable area attractions
- Operating costs have increased \$4.2 M+ from last year, and nearly doubled from early 2000's
- Attendance has increased 350,000 guests/yr
- OK's largest cultural attraction with ~1 million annual visitors
 - 1,800 school groups and 45,000+ students
- Capital investment of nearly \$72M over 10 years
- More paid visitation and memberships are now from outside OKC
- **Admission price has only increased \$6 in last 25 years**
- Multiple access programs to better serve disadvantaged communities

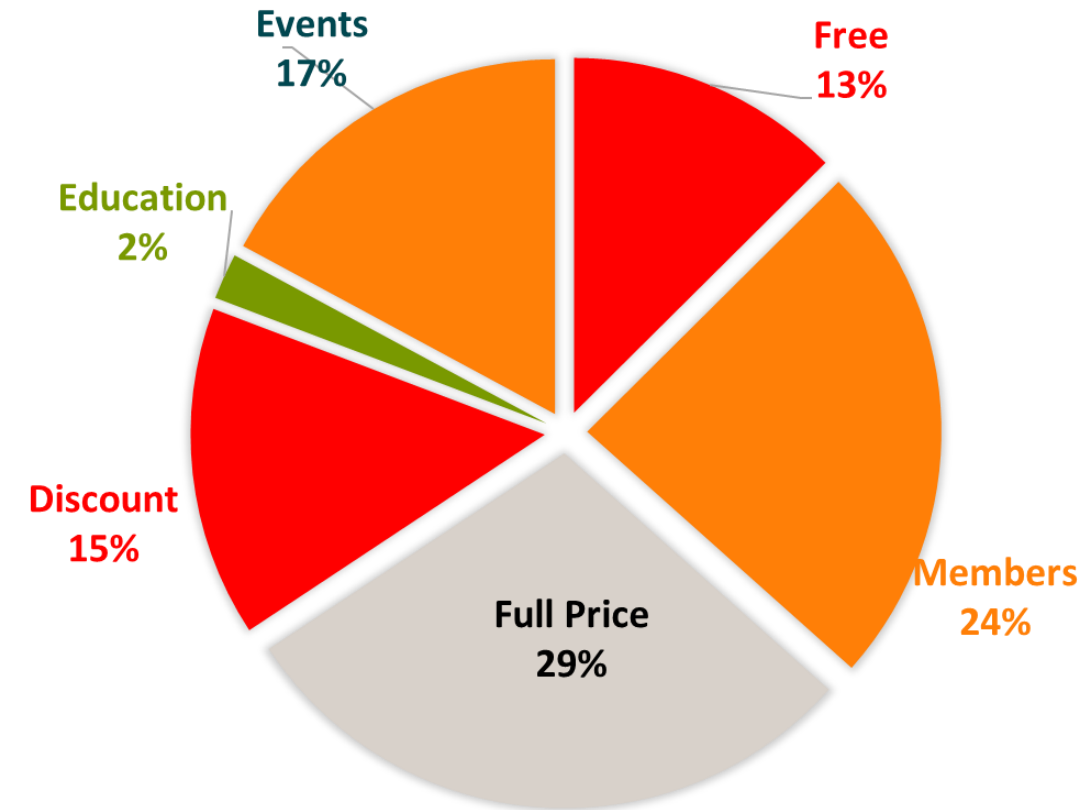
Attendance and Operating Expense



Visitation

- About 30% of attendance pay full-priced general admission
- About 25% of attendance is from members
- More than 25% of attendance is free or discounted

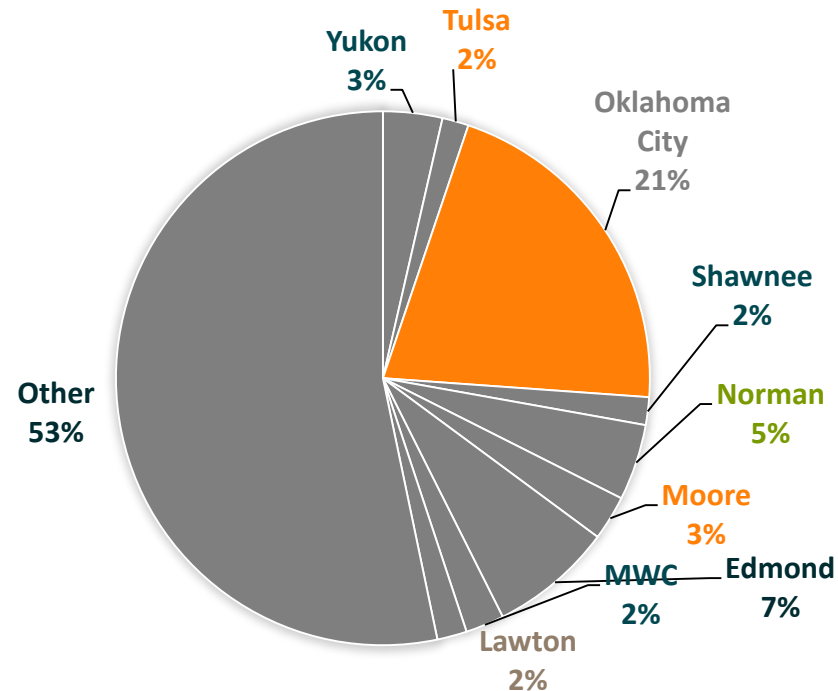
2022 ATTENDANCE



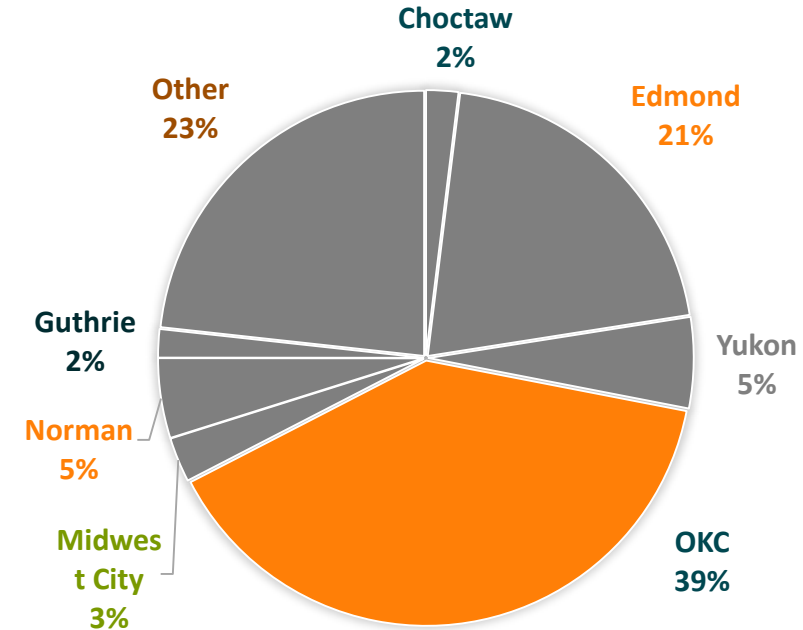
Visitation

- Only about 20% of full-priced General Admission is from Oklahoma City residents
- More than half (61%) of member households are outside Oklahoma City

FULL PRICE ATTENDANCE BY CITY



MEMBERS BY CITY



Admission Pricing

Price Ranking among AZA Accredited Zoos*

- Average Admission Price: **\$27 Adult/\$19 Child**
- OKC Zoo has the lowest admission price of all comparable institutions**

| | | | | | | | | |
|----|--|---------|----|---|---------|---|--|---------|
| 1 | Rainforest & Aquarium at Moody Gardens, Inc. | \$56.90 | 26 | Toledo Zoo & Aquarium | \$26.00 | 51 | Minnesota Zoological Garden | \$19.95 |
| 2 | ZooTampa at Lowry Park | \$45.95 | 27 | Louisville Zoological Garden | \$25.50 | 52 | Dallas Zoo | \$17.00 |
| 3 | Adventure Aquarium | \$44.99 | 28 | San Francisco Zoological Gardens | \$25.00 | 53 | Fort Worth Zoo | \$17.00 |
| 4 | Lion Country Safari | \$41.00 | 29 | Nashville Zoo, Inc. | \$25.00 | 54 | Milwaukee County Zoological Gardens | \$16.75 |
| 5 | San Antonio Zoological Society | \$39.99 | 30 | Virginia Aquarium & Marine Science Center | \$24.95 | 55 | North Carolina Zoo | \$15.00 |
| 6 | Ripley's Aquarium of the Smokies | \$39.99 | 31 | Zoo Knoxville | \$24.95 | 56 | Fresno Chaffee Zoo | \$14.95 |
| 7 | Newport Aquarium | \$39.99 | 32 | Audubon Zoo | \$24.00 | 57 | Albuquerque Biological Park | \$14.50 |
| 8 | Texas State Aquarium | \$39.95 | 33 | Oakland Zoo | \$24.00 | 58 | Akron Zoological Park | \$14.00 |
| 9 | Jacksonville Zoo and Gardens | \$39.95 | 34 | Philadelphia Zoo | \$24.00 | 59 | Tulsa Zoo | \$14.00 |
| 10 | Mystic Aquarium | \$39.00 | 35 | The Maryland Zoo in Baltimore | \$24.00 | 60 | Oklahoma City Zoo and Botanical Garden | \$12.00 |
| 11 | Phoenix Zoo | \$37.95 | 36 | Zoo Miami | \$22.95 | | | |
| 12 | Ripley's Aquarium in Myrtle Beach | \$36.99 | 37 | Franklin Park Zoo | \$22.95 | | | |
| 13 | Shark Reef Aquarium at Mandalay Bay | \$36.00 | 38 | Los Angeles Zoo and Botanical Gardens | \$22.00 | 2021 AZA Benchmark Survey of 60 comparable Zoos and Aquariums updated for 2022 | | |
| 14 | Tennessee Aquarium | \$34.95 | 39 | Riverbanks Zoo & Garden | \$21.99 | | | |
| 15 | South Carolina Aquarium | \$34.95 | 40 | Memphis Zoo | \$21.00 | The OKC Zoo is currently the lowest in 2022 | | |
| 16 | Seattle Aquarium | \$31.95 | 41 | Kansas City Zoo | \$20.00 | | | |
| 17 | Alaska SeaLife Center | \$31.70 | 42 | Point Defiance Zoo & Aquarium | \$20.00 | | | |
| 18 | Zoo Atlanta | \$30.45 | 43 | Central Park Zoo | \$19.95 | | | |
| 19 | Audubon Aquarium of the Americas | \$29.99 | 44 | Roger Williams Park Zoo | \$19.95 | | | |
| 20 | New York Aquarium | \$29.95 | 45 | Santa Barbara Zoological Gardens | \$19.95 | | | |
| 21 | Maritime Aquarium at Norwalk | \$29.95 | 46 | Utah's Hogle Zoo | \$19.95 | | | |
| 22 | Aquarium of the Bay | \$29.75 | 47 | Landry's Downtown Aquarium - Denver | \$19.50 | | | |
| 23 | Cheyenne Mountain Zoo | \$29.75 | 48 | Birmingham Zoo | \$18.95 | | | |
| 24 | Omaha's Henry Doorly Zoo & Aquarium | \$27.95 | 49 | Sedgwick County Zoo | \$18.69 | | | |
| 25 | Brevard Zoo | \$27.95 | 50 | Cleveland Metroparks Zoo | \$18.00 | | | |

Admission Pricing

OKC Zoo Admission Price among Lowest of OKC's Cultural, Educational and Entertainment Attractions



| Attraction | Adult Admission Price | Child Admission Price | Senior Admission Price |
|---|-----------------------|-----------------------|------------------------|
| Frontier City | \$74.99 | \$64.99 | \$64.99 |
| Hurricane Harbor | \$54.99 | \$44.99 | \$44.99 |
| Riversport Adventures - Adventures Pass | \$39.00 | \$29.99 | |
| Oklahoma City Dodgers | \$27.00-\$73.00 | | |
| OKC Thunder (300 - Level Ticket) | \$21.00+ | | |
| Science Museum of Oklahoma | \$20.95 | \$15.95 | \$15.95 |
| Jenks Aquarium | \$19.95 | \$15.95 | \$15.95 |
| OKC Blue Zoo | \$19.95 | \$16.95 | |
| First Americans Museum | \$15.00 | \$5.00 | \$10.00 |
| National Cowboy & Western Heritage Museum | \$15.00 | \$5.00 | |
| Oklahoma City National Memorial Museum | \$15.00 | \$12.00 | \$13.00 |
| Oklahoma City Museum of Art | \$14.95 | \$0.00 | \$12.95 |
| Tulsa Zoo | \$14.00 | \$10.00 | \$12.00 |
| Oklahoma History Center | \$12.50 | \$9.00 | \$9.00 |
| Museum of Osteology | \$12.00 | \$10.00 | |
| Oklahoma City Zoo | \$12.00 | \$9.00 | \$9.00 |
| Myriad Botanical Garden | \$10.50 | \$5.50 | \$9.00 |
| Oklahoma State Firefighters Museum | \$6.00 | \$3.00 | \$5.00 |

Admission Pricing

Community Access – 28% of Total Attendance is Free or Discounted

- **Despite low pricing, access is already an issue for disadvantaged**
- **Free**
 - **Free Afternoons:** Average 20,000 guests/year
 - **Read for Adventure Library Pass:** Free admission for 4. Average 12,500 guests/year
 - **Free Parking** - And, guests are also allowed to bring food and drink into the Zoo
- **Discounted**
 - **OK Fosters:** \$3 general admission for up to 4 guests
 - **OK SNAP/EBT/WIC and Tribal EBT/WIC:** \$3 general admission for up to 4 guests
 - **Big Brothers Big Sisters OK:** \$3 general admission for up to 4 guests
 - **Military Month (November):** Free admission for US veterans and active military, 50% off for family
 - **Healthcare / First Responders Months (Feb / March)** Free admission for employees, 50% off for family
 - **Curbside Chronicle:** Free ticket with purchase
 - **Zoo Fund for Kids:** Covers costs for schools and groups unable to afford admission fees or transportation costs to the Zoo. Reaches 12,000 students/year over last decade
 - **Reciprocal AZA Memberships:** 4+ million members of AZA certified zoos receive 50% discount on OKC Zoo admission

Proposed Pricing

The increase of admission fees will allow the Zoo to continue to implement its strategic plan (2022) and last elements of the master plan (2017) to connect people with our world's vanishing wildlife and wild places to inspire conservation action.

| | | current | proposed |
|--|-------------------|---------|----------|
| Single Ticket | ADULT (age 12-64) | \$12.00 | \$16.00 |
| | CHILD (age 3-11) | \$9.00 | \$13.00 |
| | SENIOR (65+) | \$9.00 | \$13.00 |
| Group (Any group of more than 15 guests age 3+) | ADULT (age 12-64) | \$9.80 | \$13.00 |
| | CHILD (age 3-11) | \$7.40 | \$10.00 |
| | SENIOR (65+) | \$7.40 | \$10.00 |
| Students | ADULT (age 12-64) | \$9.25 | \$9.00 |
| | CHILD (age 3-11) | \$6.15 | \$6.00 |
| | SENIOR (65+) | \$6.15 | \$6.00 |