

DATE: February 4, 1998

SUBJECT: 1998 AQUARIUM ADMISSION RATES

CONSIDERATION

THAT the 1998 Aquarium admission fees as outlined in the attached letter be approved.

POLICY

The current lease agreement with the Vancouver Aquarium requires written approval of the Park Board for any change in admission prices.

DISCUSSION

The last fee increase for the Aquarium was approved by the Board on February 17, 1997, for the 1997 calendar year. The attached request from the Aquarium is for an increase to be implemented as soon as the Board approves the increase. The request includes details of the current rates as well as, the proposed increased rates. The percentage of increase ranges from 6.28% to 11.62% as outlined on the first page of the request.

JUSTIFICATION

The reasons for the changes are to address the following:

1. to adjust the admission rates, net of GST, in order to be consistent with the marketplace;
2. to adjust admission rates to be more comparative to market rates; and
3. for marketing and operational ease, the admission rates are rounded five cents close to a dollar

The net effect of these changes is an increase to an overall rate structure of between 6.28% to 11.62%.

The requested changes are recommended for approval as these will increase the competitiveness of the Vancouver Aquarium. Although some rates will be increased by 11.62%, in comparison to the market rates (aquariums in U.S. or other comparable tourist attractions in B.C.), the proposed changes are reasonable. It is also noted that the Vancouver Aquarium has been accepting the Leisure Access Cards. All cardholders are entitled to a 50% discount off the admission rate.

Board of Parks and Recreation
City of Vancouver
AH/lw Attachment

**FOR A COPY OF THE ATTACHMENT CONTACT
JULIE OR BARBARA AT 257-8448**
