

## Barbara Whitehorn

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**From:** Jonathan Hettrick <friends@wildwnc.org>  
**Sent:** Monday, March 23, 2015 10:52 AM  
**To:** Paul Fetherston; Barbara Whitehorn; Matt Kern; Douglas J. Tate  
**Subject:** Friends of WNC proposal for funding and Admission pricing  
**Attachments:** Small zoo analysis from AZA.pdf

Paul and Barbara

As requested at the meeting on Thursday we have put together some proposals and projections for you to share with the Finance Committee tomorrow. Please do not hesitate to contact me with any questions you may have. I hope this information is helpful.

- **The Friends will continue to provide the Direct and Indirect financial support to the Nature Center.** Examples of the direct support include but are not limited to, Rack card printing and distribution, sponsorship of Tourists baseball family section, billboards, Annual display at Visitor Center, and advertising in local media.
- **The Friends of the WNC Nature Center will provide the City with a onetime \$75,000 for the fiscal year 2015-2016 with the intention that the MOU will define a percentage of the membership income that will go the City for fiscal year 2016-2017 and going forward.** The percentage will be in line with the percentage of memberships from the City.
- **Recommend raising the gate fee by \$1.95.** This will change the \$8.00 general and \$6.00 City to \$9.95 general and \$7.95 City. This recommendation is in line with the financial projections as proposed by Zoo Advisors as part of the Friends PPP analysis. It also allows us to come closer to the AZA calculations for Cost per visitor (\$9.02) as noted in the 2014 Benchmarking report (Attached pg.13). At the 2014 paid admission rate this would increase revenue by just over \$150,000.
- **The Friends Board would then be able to raise the current family membership rates accordingly.** It should be noted that raising the cost of all of the memberships by \$2 would only result in an additional \$10,000.
  - Possible increases would be- Individual \$30.00 (no change) Dual from \$47.00 to \$49.95 and Family from \$64.00 to \$69.95

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