

AGENDA



Recommendation for Council Action

AUSTIN CITY COUNCIL

Regular Meeting: June 28, 2018

Item Number: **036**

Parks and Recreation

Approve an ordinance authorizing negotiation and execution of an agreement with the Zilker Botanical Garden Conservancy (Conservancy) for the creation of a membership program for the Conservancy, waiving certain fees in an amount not to exceed \$69,128 for fiscal year 2019, and authorizing the City Manager to seek waivers for a period beginning fiscal year 2019.

District(s) Affected: District 8

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| Fiscal Note | A fiscal note is attached detailing the maximum amount of building use fees, grounds use fees and entrance fees to be waived. Waiving fees for these items results in unrealized revenue for the General Fund not to exceed \$276,512. |
| For More Information | Vera Labriola, Business Process Specialist, 512-974-6716; Ricardo Soliz, Acting Assistant Director, 512-974-9452; Amanda Ross, Division Manager, 512-978-2601 |

Additional Backup Information:

The City and the Austin Area Garden Council have a longstanding relationship of over 50 years, which includes collaboration on development projects, educational outreach, volunteer opportunities, and garden club activities.

In 2015, the Austin Area Garden Council created the Zilker Botanical Garden Conservancy (Conservancy), a non-profit organization created to guide, enhance, and help fund the Zilker Botanical Garden (Garden). Since its creation, the Conservancy has worked to enhance programming, cultivate donors, and increase marketing and publicity for the Garden.

The Conservancy proposes to create a membership program where an individual would pay an annual fee to join and support the Conservancy. A Conservancy membership would cost \$50 for an individual, \$80 for a family, and up to \$5,000 for larger donors. A benefit of this membership would be free entrance to the Garden. The cost to waive entrance fees is estimated to cost the City \$22,225 and provide revenue to the Conservancy of \$108,450.

Fee waivers for room rentals would be used for current garden club meetings and plant shows and sales that are open to the public, as well as additional programming and fundraising for the Conservancy.

The City and the Conservancy currently have an agreement that is scheduled to expire in September 2018. The public private partnership between the Conservancy and the City is in its early stages with a shared goal of improving the Garden, which could include the Conservancy taking over operations of the Garden and ultimately reducing the financial commitment of the City. This will happen incrementally, as the Conservancy grows and is able to support more management functions at the Garden.