

# ZILKER BOTANICAL GARDEN

CITY OF AUSTIN &  
ZILKER BOTANICAL GARDEN CONSERVANCY

## TRANSITION GATE OPERATIONS

**REDUCE EXPENSES**  
of City by \$70,000

**GENERAL FUND**  
Neutral

**CULTIVATING A  
PUBLIC PRIVATE  
PARTNERSHIP**

**AMPLIFY  
VISITATION**

**EXPAND  
EDUCATIONAL  
PROGRAMMING**

**IMPROVE  
VISITOR  
EXPERIENCE**

**CULTIVATE  
DIVERSE MIX OF  
REVENUE  
SOURCES**

**REDUCE  
FINANCIAL BURDEN  
OF THE CITY  
OVER TIME**

**PLAN FOR  
REVENUE**

**\$150,000**  
Site  
Improvements

**\$200,000**  
Conservancy  
Staffing

**\$10,000**  
Visitor  
Enhancements

**\$70,000**  
Improved  
Visitor  
Entry

## CONSERVANCY INITIAL BENCHMARKS

**\$275,000** Funds Raised

**ESTABLISHED** Board and  
Nonprofit Status 2015

**HOSTED** Annual Fundraisers  
2017, 2018, 2019

**EXPANDED** educational  
Programming to Title-One Schools

Holding **\$35,000** for Site Plan

Funded **\$55,000** for  
Infrastructure Projects

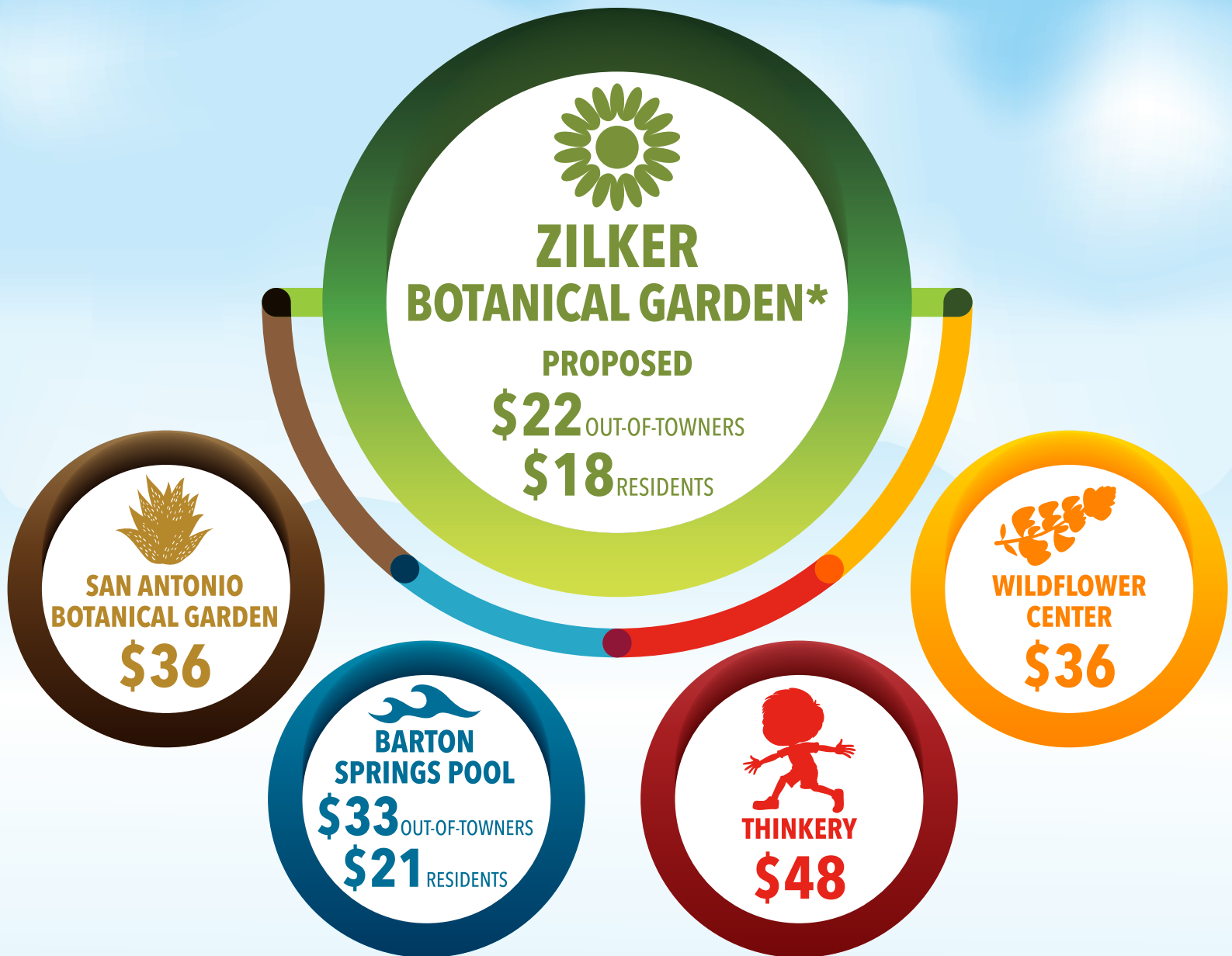
**CREATED** a  
Membership Program

**CREATED** Horticulture Internship

**SUPPORTED** Small Family Events  
at Garden to Boost Visitation

# COST COMPARISON

AT AREA SITES FOR A FAMILY OF FOUR, INCLUDING PARKING & ADMISSION



## CURRENT FEE (Parking & Entry)

CHILDREN (3-12) & SENIORS **\$1**  
RESIDENTS **\$2**  
OUT-OF-TOWNERS **\$3**

## ZILKER BOTANICAL GARDEN DETAILS

## PROPOSED FEE (Parking & Entry)

CHILDREN (3-12) **\$3**  
RESIDENTS **\$6**  
OUT-OF-TOWNERS **\$8**

\*For consistency the family of four included two adults and two teenagers.  
Parking is \$5 per car in Zilker Park from March through Labor Day.  
The entry fee to Zilker Botanical Garden includes parking.



**ZILKERGARDEN.ORG**