



# Specialty Gardens/Coit – Flexible Admission Pricing

**BOARD OF SUPERVISORS  
BUDGET & FINANCE COMMITTEE**

**July 14, 2021**

# Reason for this Ordinance

- **Adopted Flexible Pricing for Tourist Attractions in 2019.**
- **Board Added Following Requirements:**
  - Request for a Report on use of flexible pricing (report was submitted in Spring 2021)
  - Sunset Clause to come back in 2021 for Provision to continue

# 2019 Approved Flexible Pricing at Specialty Gardens and Coit Tower

- **Applies to Four Major Tourist Locations**
  - 1) Japanese Tea Garden
  - 2) Conservatory of Flowers
  - 3) Botanical Garden
  - 4) Coit Tower Elevator (viewing of murals are free)
- **Allow Adjustments to Non Resident Adult Rates**
  - Increases of up to 50%
  - Decreases of up to 25%
- **Does not apply to SF Residents**
- **Does not apply to Non Resident Seniors or Youth**





# FREE ADMISSIONS

- **Specialty Gardens Provide a Number of Free Admissions for Low Income Including Nonresidents**

## **Gardens for All Program**

*Provides 4 free admissions to anyone with an Electronic Benefit Transfer card showing membership in the CalFresh or SNAP food-assistance programs, whether they live in the city or not.*

## **San Francisco For All Program**

*Also provides City residents in the Medi-Cal health insurance with their Medi-Cal card and proof of San Francisco residency.*

- **Botanical Garden open to all SF residents for Free**
- **Gardens have a variety of fee days and times**
- **Murals at Coit Tower open to all for free**

# Implementation at Japanese Tea Garden

- Code allowed a temporary increase of up to 50% during the months of March through October only
- Instituted in March 2020 increasing pricing by \$2 from \$10 to \$12 during the period for nonresident adults (20% increase)



# Implementation at Conservatory of Flowers

- Code allowed an increase of up to 50% on Fridays through Sundays only.
- Instituted in October 2019 increasing pricing by \$2 from \$9 to \$11 (22% increase)
- Note- Facility was closed due to Covid-19 for 9 months





# Implementation at Botanical Garden

- Code allowed a temporary increase of up to 50% on Saturdays and Sundays only
- Instituted starting in November 2019 increasing pricing by \$3 from \$9 to \$12 (33% increase)
- Museums for All

# Implementation at Coit Tower

- Code allowed a temporary increase of up to 50% between 11 am and 4 pm for an elevator ride
- Not Implemented
  - \* Intended to Start Implementing in Spring/Summer 2020
  - \* Coit Tower was closed at the time due to Covid 19 until just a few weeks ago
- Viewing of murals remains free and open to the public





# Comparison of Nonresident Adult Fees - Nationwide

	Adjusted	Applied	Normal
SF Japanese Tea Garden	\$12	March-Oct	\$10
SF Conservatory of Flowers	\$11	Weekends	\$9
SF Botanical Gardens	\$12	Weekends	\$10
Coit Tower	\$10	Not applied	\$10

New York Botanical Garden	\$25	Richmond, VA Botanical Garden	\$14
Atlanta Botanical Garden	\$25	Santa Barbara Botanical Garden	\$16
Brooklyn Botanical Garden	\$18	Philadelphia Japanese Tea Garden	\$12
Dallas Arboretum	\$17	Portland Japanese Garden	\$19
Missouri Botanical Garden	\$14	Empire State Building Elevator	\$42
Phoenix Botanical Garden	\$25-30	Seattle Space Needle	\$35

# Thank You

