



THE GARDENS OF GOLDEN GATE PARK

**Budget and Finance Committee
Board of Supervisors
February 2022**

Overview

San Francisco's Golden Gate Park has 3 Specialty Gardens within a short walk of each other



Vision

**Improve visitor experience
and expand program
offerings at all 3 gardens**



- Enhanced public garden experience by linking all three gardens within Golden Gate Park
- Ease of visitor access across all three garden sites
- Expanded Education and Volunteer Programs
- Improved living plant collections and facilities

Two Approvals Requested

1) Create The Gardens of Golden Gate Park

- Merge admissions, education and outreach programs at the 3 specialty gardens under the San Francisco Botanical Garden Society by approving an amendment to their existing agreement.

2) Admissions Fee Ordinance

- Provide free admission for San Francisco residents to all three gardens.
- Fund Free admission, fund free admission for non-resident veterans, and more funding for capital improvements at the Gardens by extending the current option for Flexible Pricing for Nonresidents Adults and allow more leeway in setting it.



Proposed Terms

Amend the 2013 SFBGS Agreement to include the Conservatory of Flowers and Japanese Tea Garden:

- **Visitor Experience** – SFBGS will expand responsibility for visitor experience at all Gardens
- **Community Engagement** – SFBGS will expand educational and enrichment programs to all the Gardens
- **Oversight and Management of the Gardens** – The Department will continue to take responsibility for maintenance and management of physical assets, site planning, signage, improvements, and renovations of the Gardens in consultation with SFBGS
- **Admissions Receipts** - All admission receipts paid to the Department into a dedicated account and then allocated in accordance with agreement.





SFBGS Partnership History

- SFBGS is a non-profit partner with the Department since 1955
- Specialized expertise & experience related to public gardens
- Existing agreement with the Department was approved by the Board of Supervisors
- Large base of community support from members and volunteers
- Enjoys a healthy financial position
- Highly qualified, capable, and steady leadership at the staff and board levels
- Organizational commitment to equity, inclusion, and transparency



Proposed Fee Ordinance

- **Remove Resident Fees for All Gardens**
- **Continue Flexible Pricing for Non-Resident Adults to Fund:**
 - Lost revenue from elimination of resident fees
 - Provide free admission funding for non-resident veterans
 - Provide additional support for the Garden Improvement Fund



Proposed Fee Ordinance

CURRENT ADMISSION FEES & PROPOSED CHANGES				
	Resident Fees		NonResident Fees	
	Current	Proposed	Current	Proposed
Japanese Tea Garden				
Adult	\$ 7.00	No Fee	\$ 10.00	\$10-\$15 max
Senior - 65+	\$ 4.00	No Fee	\$ 7.00	no change
Youth, 12-17 years	\$ 4.00	No Fee	\$ 7.00	no change
Child, 5-11 years	\$ 3.00	No Fee	\$ 3.00	no change
Conservatory of Flowers				
Adult	\$ 7.00	No Fee	\$ 10.00	\$10-\$15 max
Senior - 65+	\$ 4.00	No Fee	\$ 7.00	no change
Youth, 12-17 years	\$ 4.00	No Fee	\$ 7.00	no change
Child (5-11)	\$ 2.00	No Fee	\$ 3.00	no change
Botanical Gardens				
Adult	No Fee	no change	\$ 10.00	\$10-\$15 max
Senior - 65+	No Fee	no change	\$ 7.00	no change
Youth, 12-17 years	No Fee	no change	\$ 7.00	no change
Child (5-11)	No Fee	no change	\$ 3.00	no change
Family	No Fee	no change	\$ 21.00	no change

Additional Free Admission Opportunities:

- **Museums for All Pass**
- **Botanical Garden:** Daily 7:30-9:00 am, 1 day per month and select holidays
- **Conservatory of Flowers:** 1 day per month
- **Japanese Tea Garden:** free hours on Mondays, Wednesdays, and Friday

**NOTE: there are no limits on price decreases, it can be 1%-100%. Price increase are limited to ensure it is never more than 50% of the Park Code Fee*



Museums for All

All 3 Gardens Provide **Free Admission** Under the Museums for All Program

- National program uses SNAP benefits (those eligible for food assistance)- applies to Residents and Non-Residents
- SF program uses Medi-CAL or EBT (Electronic benefit transfer cards for CalFresh or CalWORKs) cards.



Flexible Pricing for Nonresident Adults

- **Continues Flexible Pricing that was approved in 2019**
- **Applies to Non-residents adults only and limited to 50% of Park Code Fee** (current fee is \$10, maximum increase would be \$5).
- **Allows Greater Flexibility**
 - Prior provision allowed Flex Pricing to be applied differently to different gardens
 - Based on new management structure, the goal is to have all gardens ticketed under one system and to offer a joint ticket option. This would allow pricing to be set consistently based on overall demand, times and seasons.
 - Ability to try a range of approaches but never more than \$15
- **Any increase must be with at least 30 days advance notice. Decreases at any time including for purchase of a multi-garden ticket.**
 - Price changes would be posted on RPD's and the Garden's website and at each garden site at least 30 days in advance.
 - Expect seasonal price changes would happen at most once or twice a year. Special event price changes would happen if there were a special event but with plenty of notice.





Thank You

