

Agenda Item: ID#17-1167 (10:30 A.M.#1)

Date: 9/21/17

REC'D SEP 20 '17 PM 8:56
FRESNO CITY CLERK

FRESNO CITY COUNCIL



Supplemental Information Packet

Agenda Related Item(s) – ID#17-1167 (10:30 A.M.#1)

Contents of Supplement: Information submitted by Mr. Paul Saito
Item(s)

Presentation by Paul Saito regarding the extension of hours at the Shinzen Japanese Garden in Woodward Park

Supplemental Information:

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SHINZEN FRIENDSHIP GARDEN

REC'D SEP 20 '17 PM3:40
FRESNO CITY CLERK

To: **Fresno City Council**

Subject: **Extending Daily Hours during the week for the Shinzen Garden without raising Gate Fees.**

- 1 Currently the Shinzen Garden does not open during the week until 4 pm in the spring and summer months. Last year 4 million tourists visited Yosemite National Park and 3 million tourists visited Kings Canyon/Sequoia National Park. Because most tourists visit the National Parks during the daylight hours we miss the opportunity of capturing these tourists unless they come back through Fresno in the evenings when our garden is open.
- 2 Last year our paid attendance was 2,030 for adults, 5,417 for seniors, veterans and children and 5,417 for families, however, if you figure 3 persons for family the total for families would be 16,251 for an overall total attendance of 23,698 persons that entered the Garden generating a total income of \$51,988.
4. Based on last year's paid attendance 18% were adults, 48% were seniors, veterans and children and 34% were families, which indicates that a total of 82% of the paid attendance were seniors, children, veterans and families and only 18% of the attendance were adults.
5. If we captured only 2% of the 4 million tourists that attended Yosemite National Park last year, we have an opportunity of inviting 80,000 tourists to visit the Shinzen Garden and if we used an average ticket price of \$3, which includes children, seniors, veterans, families and adults it would generate \$240,000 in gate fees. Currently children, seniors and veterans pay \$1, families pay \$10 and adults pay \$5. Based on these projected attendance figures alone, there is no need to raise gate fees.
- 6 If you included 1% of the 3 million tourists attending Kings Canyon/Sequoia National Parks, it could generate over 30,000 tourists at a ticket price averaging \$3, which includes children, seniors, veterans, families and adults; it would generate at least \$90,000 more in gate fees.
7. Potential Gate fees generated from tourists attending Yosemite National Park would be \$240,000 and for tourists attending Kings Canyon/Sequoia National Parks would be \$90,000 for a total of \$330,000 from tourists visiting the 3 National Parks.
8. By extending the gate hours from 10 am to dusk, an average of 20 tour buses per week from China, Japan and Korea pass through Fresno. In nine months a minimum of 800 buses would pass through Fresno on the way to Yosemite National Park. If each bus had 40 passengers multiplied by 800 buses a total of 32,000 passengers would be passing through Fresno. If 32,000 tourists visited the Shinzen Garden and paid \$5 per adult, it would generate \$160,000 in gate fees.
- 9 If you added tour buses traveling to Kings Canyon/Sequoia National Parks with an average of only 5 tour buses a week passing through Fresno. In 9 months a minimum of 200 tour buses multiplied by 40 passengers it would total 8,000 passengers. If these 8,000 tourists visited the Shinzen Garden at \$5 per person another \$40,000 in gate fees would be generated.

- 10 By collecting gate fees from tour buses attending Yosemite National Park it would generate \$160,000 and from tour buses attending Kings Canyon/Sequoia National Park it would generate \$40,000 for a total of **\$200,000** generated from tourist visiting the 3 National Parks.
- 11 By adding gate fees generated from individual tourists visiting Yosemite and Kings Canyon/Sequoia National Parks totaling \$330,000 and from gate fees generated from Tour Buses at \$200,000, a grand total of **\$530,000** would be generated based on the current gate fees.
- 12 Hiring full time gate keepers 7 days a week would cost approximately **\$40,000**, which is a small price to pay if we could generate over a half million dollars by extending the gate hours daily from 10 am to dusk without raising gate fees for children, seniors, veterans and families.
- 13 If these projections of **\$530,000** in gate fees are cut in half the City would still generate **\$265,000** in gate fees and could still pay 6 full time gate keepers at a salary of \$40,000/year. If you have volunteer gate keepers, as many gardens do, the salaries for gate keepers could be reduced substantially. For many years Beth Taber was a volunteer gate keeper at the Shinzen Gardens until well into her 80's.
- 14 Our only problem of attracting more visitors is that our garden needs to be better maintained. Because we only have one gardener that must maintain 6 acres of a Japanese Garden that needs trained gardeners to do special pruning and care of certain plants, including the new bonsai display. It will take at least 3 full time gardeners to properly maintain this garden in a pristine condition to be on a par with other Japanese Gardens. Currently we have volunteers that come in one Saturday a month to help keep up on the maintenance; however, these persons are not trained and are not always the same persons coming back each month.
- 15 The Shinzen Garden has not taken advantage of its close location to 3 National Parks as a major tourist attraction to visitors attending these National Parks. I believe that extending the hours has the potential to raise much needed revenue for the City of Fresno to hire three full time trained gardeners and make much needed improvements to the Shinzen Garden and have it maintained in a pristine condition that visitors will remember and recommend to others increasing future attendance to the Garden.
- 16 The Shinzen Garden Committee is proposing to the City Council that they consider our recommendation to extend the hours to the Shinzen Garden 7 days a week from 10 am to Dusk by hiring full time Gate Keepers to allow more tourists to take vantage of visiting one of Fresno's prime tourist attractions as part of their itinerary in visiting the 3 National Parks generating much needed revenue to the City of Fresno and as revenues are generated from gate fees that 2 additional trained full time gardeners be added to maintain the Garden.

Submitted by: Paul M. Saito FASLA
Landscape Architect of the Shinzen Garden
Representing the Shinzen Garden Committee