

ZBGC Proposed Membership Program

Membership Level	Price Per Year	Anticipated Percentage	250 Memberships			500 Memberships			1,000 Memberships			1,500 Memberships		
			Estimated Number	Revenue	Waiver Amount	Estimated Number	Revenue	Waiver Amount	Estimated Number	Revenue	Waiver Amount	Estimated Number	Revenue	Waiver Amount
Individual	\$50.00	18.00%	45.00	\$2,250.00	\$450.00	90.00	\$4,500.00	\$900.00	180.00	\$9,000.00	\$1,800.00	270.00	\$13,500.00	\$2,700.00
Dual / Individual Plus Kids	\$65.00	47.00%	117.50	\$7,637.50	\$2,350.00	235.00	\$15,275.00	\$4,700.00	470.00	\$30,550.00	\$9,400.00	705.00	\$45,825.00	\$14,100.00
Family	\$80.00	18.00%	45.00	\$3,600.00	\$1,350.00	90.00	\$7,200.00	\$2,700.00	180.00	\$14,400.00	\$5,400.00	270.00	\$21,600.00	\$8,100.00
Supporter	\$125.00	12.00%	30.00	\$3,750.00	\$900.00	60.00	\$7,500.00	\$1,800.00	120.00	\$15,000.00	\$3,600.00	180.00	\$22,500.00	\$5,400.00
Contributor	\$250.00	2.00%	5.00	\$1,250.00	\$150.00	10.00	\$2,500.00	\$300.00	20.00	\$5,000.00	\$600.00	30.00	\$7,500.00	\$900.00
Sustainer	\$500.00	2.00%	5.00	\$2,500.00	\$150.00	10.00	\$5,000.00	\$300.00	20.00	\$10,000.00	\$600.00	30.00	\$15,000.00	\$900.00
Garden Patron	\$1,200.00	0.50%	1.25	\$1,500.00	\$75.00	2.50	\$3,000.00	\$150.00	5.00	\$6,000.00	\$300.00	7.50	\$9,000.00	\$450.00
Garden Leader	\$2,400.00	0.25%	0.63	\$1,500.00	\$56.25	1.25	\$3,000.00	\$112.50	2.50	\$6,000.00	\$225.00	3.75	\$9,000.00	\$337.50
Director's Circle	\$5,000.00	0.25%	0.63	\$3,125.00	\$75.00	1.25	\$6,250.00	\$150.00	2.50	\$12,500.00	\$300.00	3.75	\$18,750.00	\$450.00
		100.00%	250.00	\$27,112.50	\$5,556.25	500.00	\$54,225.00	\$11,112.50	1000.00	\$108,450.00	\$22,225.00	1500.00	\$162,675.00	\$33,337.50

The national average of visits per member for established membership programs is 3 times a year. 4 visits per year has been used in these calculations as new programs can have higher attendance.

Individual waiver estimate based on \$2.50 per adult admission (averaging resident and non-resident rates) x 4 visits per year x number of estimated memberships.

Dual / Individual Plus Kids waiver estimate based on \$5 for 2 adult admissions, or 1 adult + 2.5 children (\$5) x 4 visits per year x number of estimated memberships.

Family waiver estimate based on \$5 for 2 adult admissions + \$2.50 for 2.5 children x 4 visits per year x number of estimated memberships.

Supporter waiver estimate based on \$5 for 2 adult admissions + \$2.50 for 2.5 children x 4 visits per year x number of estimated memberships.

Contributor waiver estimate based on \$5 for 2 adult admissions + \$2.50 for 2.5 children x 4 visits per year x number of estimated memberships.

Sustainer waiver estimate based on \$5 for 2 adult admissions + \$2.50 for 2.5 children x 4 visits per year x number of estimated memberships.

Garden Patron waiver estimate based on \$10 for 4 adult admissions + \$5 for 5 children x 4 visits per year x number of estimated memberships.

Garden Leader waiver estimate based on \$15 for 6 adult admissions + \$7.50 for 7.5 children x 4 visits per year x number of estimated memberships.

Director's Circle waiver estimate based on \$20 for 8 adult admissions + \$10 for 10 children x 4 visits per year x number of estimated memberships.