ZILKER BOTANICAL GARDEN
CITY OF AUSTIN &
ZILKER BOTANICAL GARDEN CONSERVANCY

TRANSITION GATE OPERATIONS
REDUCE EXPENSES
of City by $70,000
GENERAL FUND
Neutral

PLAN FOR REVENUE
$150,000 Site Improvements
$200,000 Conservancy Staffing
$10,000 Visitor Enhancements
$70,000 Improved Visitor Entry

CULTIVATING A
PUBLIC PRIVATE
PARTNERSHIP
AMPLIFY VISITATION
IMPROVE VISITOR EXPERIENCE
EXPAND EDUCATIONAL PROGRAMMING
CULTIVATE DIVERSE MIX OF REVENUE SOURCES
REDUCE FINANCIAL BURDEN OF THE CITY OVER TIME

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

ZILKER BOTANICAL GARDEN*
PROPOSED
$22 OUT-OF-TOWNERS
$18 RESIDENTS

SAN ANTONIO BOTANICAL GARDEN
$36

WILDFLOWER CENTER
$36

BARTON SPRINGS POOL
$33 OUT-OF-TOWNERS
$21 RESIDENTS

THINKERY
$48

CURRENT FEE
(Parking & Entry)
CHILDREN (3-12) & SENIORS $1
RESIDENTS $2
OUT-OF-TOWNERS $3

ZILKER BOTANICAL GARDEN DETAILS

PROPOSED FEE
(Parking & Entry)
CHILDREN (3-18) $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