

## Bolz Conservatory Update and Request for Extension of Admission Fee

Due to the COVID19 Pandemic, the Bolz Conservatory was closed from mid-March through mid-October 2020. In September 2020, the Board of Park Commissioners approved a request from Olbrich Botanical Gardens staff increase the admission fee (from \$2 to \$6) to the Bolz Conservatory and adjust the revenue sharing between Olbrich Botanical Society and the City of Madison. This increased fee is required in order to provide staffing that can monitor the conservatory and ensure visitor safety while COVID19 is still present. The Board of Park Commissioners approved this request with the condition that there be a sunset clause of January of 2021 and that staff provide a report of the reopening report at the January meeting.

The Bolz Conservatory opened to the public on October 12, 2020, following much planning by staff. Benches were removed and a limit of 30 individuals at one time was set as the capacity. (total capacity is 200). Capacity is tracked by the cashier using a simple in/out counter. Masks are required. The re-opening announcement was low key without advertising on social media. Overall, visitors have been compliant and capacity has seldom been reached. Staff concerns about a waiting line in the lobby and unmasked visitors have not been a problem. Some individuals have been seen with their masks lowered, but corrective action has been taken immediately by staff.

Verbal comments have been minimal--both positive and negative. Parents of small children have been pleased to have a place to visit. Occasionally, there is a concern about the fee, but donor-funded scholarships help with that. Even though visitation is way down compared to previous years, staff are pleased to be able to offer a quality experience during the pandemic.

The charts below show the attendance and revenue over the past three months that the conservatory has been open:

Type	Attendance	Revenue	Expenses	Type	Attendance	Revenue	Expenses	Type	Attendance	Revenue	Expenses
<b>OCTOBER</b>				<b>NOVEMBER</b>				<b>DECEMBER</b>			
Free 5 & Under	72	\$0.00		Free 5 & Under	69	\$0.00		Free 5 & Under	107	\$0.00	
Member	322	\$0.00		Member	311	\$0.00		Member	725	\$0.00	
Scholarship	4	\$24.00		Scholarship	13	\$78.00		Scholarship	7	\$56.00	
Sat & Wed Free Morn	14	\$0.00		Sat & Wed Free Morn	222	\$0.00		Sat & Wed Free Morn	328	\$0.00	
General Admission	943	\$5,658.00		General Admission	960	\$5,760.00		General Admission	1033	\$6,198.00	
<b>Total Revenue</b>	<b>1355</b>	<b>\$5,682.00</b>		<b>Total Revenue</b>	<b>1575</b>	<b>\$5,838.00</b>		<b>Total Revenue</b>	<b>2200</b>	<b>\$6,254.00</b>	
Wages & benefits			(\$552.28)	Wages & benefits			(\$2,532.99)	Wages			(\$3,162.76)
Credit Card Fees			(\$104.91)	Credit Card Fees			(\$116.74)	Credit Card Fees			(\$124.82)
<b>Total Expenses</b>			<b>(\$657.19)</b>	<b>Total Expenses</b>			<b>(\$2,649.73)</b>	<b>Total Expenses</b>			<b>(\$3,287.58)</b>
<b>Net Revenue</b>			<b>\$5,024.81</b>	<b>Net Revenue</b>			<b>\$3,188.27</b>	<b>Net Revenue</b>			<b>\$2,966.42</b>
<b>City of Madison 50%</b>			<b>\$2,512.41</b>	<b>City of Madison 50%</b>			<b>\$1,594.14</b>	<b>City of Madison 17% of total revenue</b>			<b>\$1,063.18</b>
<b>Total Admissions</b>	<b>5130</b>										
<b>Total Revenue Share to City</b>	<b>\$5,169.72</b>										

The COVID19 Pandemic is still prevalent in our community, and Public Health Emergency orders remain in place, requiring reduced capacities and extensive sanitization and hygiene practices. Further, as the pandemic continues into the winter the community will need safe places to care for their mental and physical well-being, and Olbrich Botanical Gardens along with the Bolz Conservatory are one of those places. In order to keep the Bolz Conservatory open, utilizing a Cashier/Visitor Services staff person paid by Olbrich Botanical Society, staff request that the Board of Park Commissioners to extend this \$6 fee and revenue sharing program through the entirety of 2021. The fee and revenue sharing for 2022 will be presented along with all other Olbrich fees in the fall of 2021.