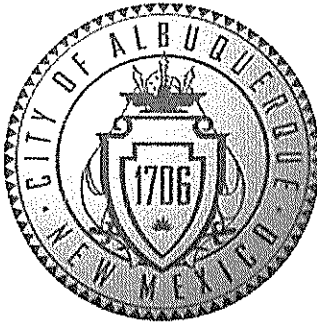


EC-21-472




CITY OF ALBUQUERQUE
Albuquerque, New Mexico
Office of the Mayor

Mayor Timothy M. Keller

INTER-OFFICE MEMORANDUM

October 19, 2021

TO: Cynthia Borrego, President, City Council

FROM: Timothy M. Keller, Mayor 

SUBJECT: Department of Arts & Culture FY/21 Priority Objective, Goal 7, Objective 4

Executive Communication to respond to the Department of Arts & Culture FY/21 Priority Objective 4, Goal 7 Community and Cultural Engagement as follows:


- PRIORITY OBJECTIVE 4: Complete a study of the options for creating a BioPark admissions assistance program for low income families. Submit a report of findings to the City Council by the end of the third quarter of FY/21.

Enclosed is the final report. We wish to complete the FY/21 Goal 7, Objective 4 reporting requirement with this communication.

SUBJECT: Department of Arts & Culture FY/21 Priority Objective, Goal 7, Objective 4

Approved:

Approved as to Legal Form:



Sarita Nair
Chief Administrative Officer

11/5/21

Date

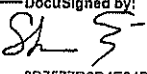
DocuSigned by:
Esteban A. Aguilar, Jr.

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Esteban A. Aguilar, Jr.
City Attorney

10/25/2021 | 11:58 AM MDT

Date

Recommended:

DocuSigned by:


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Dr. Shelle Sanchez
Director – Arts & Culture

10/25/2021 | 11:08 AM MDT

Date

Cover Analysis

1. What is it?

Executive Communication to respond to the Department of Arts & Culture FY/21 Priority Objective 4, Goal 7 Community and Cultural Engagement as follows:

PRIORITY OBJECTIVE 4: Complete a study of the options for creating a BioPark admissions assistance program for low income families. Submit a report of findings to the City Council by the end of the third quarter of FY/21.

2. What will this piece of legislation do?

This serves as the final report of findings for the FY/21, Goal 7: Community and Cultural Engagement Goal, Objective 4.

3. Why is this project needed?

n/a

4. How much will it cost and what is the funding source?

n/a

5. Is there a revenue source associated with this contract? If so, what level of income is projected?

n/a

6. What will happen if the project is not approved?

n/a

7. Is this service already provided by another entity?

n/a

Report to the Mayor and City Council

FY21 Annual Objectives

Community and Cultural Engagement

October 19, 2021

Recommendations for creating an ABQ BioPark
admissions assistance program for low income families



Recommendations for creating an ABQ BioPark admissions assistance program for low income families



In a continued effort to increase financial accessibility to the ABQ BioPark for low income families, the Department of Arts and Culture researched several opportunities. The following recommendations are submitted for Council's consideration for a new admissions program:

- 1 - Households with SNAP benefits**
- 2 - Title One students and families**
- 3 - Community organizations and nonprofits**

Details on each option can be found on the following pages. Each of these options have been implemented successfully in Albuquerque or in other markets.





SNAP Households

Families with SNAP benefits may use their EBT card to purchase up to 6 tickets per visit at \$3 for adults and \$1.50 for children and seniors

Considerations

- reaches 448,000 NM residents
- simple to implement at the gate
- beneficiaries are pre-approved by the State
- no need to create collateral
- could be launched immediately for on-site ticket sales
- can't be limited to Bernalillo County
- could embarrass a guest to have to ask for SNAP ticket
- sensitivity training could help the guest experience at the gates
- State communication partnership needed to inform SNAP beneficiaries





Title 1 Students & Families

Annual one-time Family Pass good for 4 admissions distributed through schools

Considerations

- can specifically serve families who live in BioPark neighborhoods
- multi-year and multi-event programming would provide benefits beyond free admission
- number of passes issued can be increased or limited to target desired audience (ex: Bernalillo County)
- relies on school partnership to distribute passes and communicate to families
- supplemental school programming requires donor- or grant-funded staff
- could take 1 year or more to implement
- school district partnership is essential to connect students and their families to the BioPark and help them identify as a welcome part of the science learner community





Community Organizations & Nonprofits

Organizations (nonprofit or governmental) that serve low income or underserved populations can apply annually for passes to distribute to their clients.

Considerations

- beneficiaries are screened and approved by the organization
- number of passes issued can be increased or limited as appropriate
- flexibility for fee-based or free passes
- could be implemented in about 4 months, and work could begin immediately
- requires staff time to review applications and distribute passes
- NMBPS already offers a similar program for reduced-rate tickets, so this option may not serve a large, new audience
- coordination with NMBPS is essential
- must establish clear criteria and develop application review process



The ABQ BioPark is the state's most visited site and an important element of Albuquerque's cultural landscape. It serves as an outdoor classroom, family-friendly destination and hub for conservation and science.

Reducing financial barriers to expand audiences and serve our community in the most equitable way meets the objectives of City Council and aligns with the ABQ BioPark's mission to *discover nature and inspire action*.

