



Legislation Text

File #: 15-0147, **Version:** 1

PROPOSED RESOLUTION

AUTHORIZING THE CHICAGO BOTANIC GARDEN TO INCREASE SEASONAL PARKING FEES FOR NON-MEMBERS

WHEREAS, the Chicago Botanic Garden (“the Garden”) has remained one of the top attractions in Cook County; and

WHEREAS, in 2005, the Garden attracted a total of 697,000 guests; and

WHEREAS, in 2014, attendance at the Garden surpassed the one-million-visit-benchmark with 1,058,000 visits, an increase of 6% over 2013 and a 52% increase since 2005; and

WHEREAS, although the number of guests have increased, the Garden has never charged an admission fee; and

WHEREAS, the Garden is one of the only major cultural institutions in the Chicagoland area to not charge an admission fee; and

WHEREAS, while the Garden is extremely proud of the increased attendance numbers, this success frequently becomes a detriment to the visitor experience and Garden-wide commitment to outstanding customer service; and

WHEREAS, weekend visitorship has increased, guests waiting to enter the garden experience lengthy delays and the Garden’s 1,200 parking spaces are quickly filled; and

WHEREAS, in an effort to meet this challenge and encourage guests to visit the Garden on days other than weekends the Garden requests support for **a seasonal parking rate increase of \$5.00 for non-members on the weekends and holidays from April 1st through October 31st**; and

WHEREAS, members of the Garden do not pay a parking fee; and

NOW, THEREFORE, BE IT RESOLVED, that the Board of Commissioners of the Cook County Forest Preserve District authorizes the Chicago Botanic Garden to increase its parking fee for Non-Members by \$5.00 on weekends and holidays from April 1st to October 31st.