

APPENDIX B

The North Carolina Arboretum Proposed Parking Fee

Since 1995, The North Carolina Arboretum has experienced visitor growth of more than 966%, from 16,500 in 1995 to 494,000 in 2001. The operating budget of the Arboretum has increased at a rate of about 4% annually during this same period, leading management to the conclusion that a plan to generate revenue is necessary to provide needed expansion funding.

Executive Director George Briggs has developed a plan that incorporates charges for parking, provides for the sale of food and gifts, and provides for charging for use of the facilities for special events. The Arboretum is now ready to proceed with the implementation of the charges for parking.

The North Carolina Arboretum Board of Directors has approved the plan prepared by Director Briggs which calls for implementing a parking fee not to exceed \$6 per passenger vehicle or \$45 for vehicles exceeding 14-passenger capacity, excluding registered school groups. The Board will review the rates periodically and make adjustments as needed.

It is recommended that the request of The North Carolina Arboretum be approved and that the plan to charge for parking be implemented effective September 1, 2002.