

**Department of Environment and Natural Resources**  
**North Carolina Aquariums**  
**TEMPORARY RULE: PERMANENT IN PROCESS**

**Name of Fee: Admissions Fees**

**Purpose of Fee:** Admission fees augment appropriations to operate the three North Carolina Aquariums and Jennette's Pier.

**Current Fee:**

Aquariums:

Adults:	Age 13-61	\$8.00
Seniors:	Age 62 and over	\$7.00
Children:	Age 3-12	\$6.00

School groups and children age 2 and under are free. Active and retired military pay Senior rate.

Jennette's Pier:

Adult one day fishing from pier	\$12.00, (\$2.00 for each rod over two)
Youth one day fishing from pier	\$6.00 (\$1.00 for each rod over two)
Pin-Rig Fishing	\$3.00 (In addition to daily fishing fee)

**Revenue Generated (SFY 2012-13)** \$6,068,828

**Proposed Fee:**

Aquariums:

Adults:	Age 13-61	\$10.95
Seniors:	Age 62 and over	\$9.95
Children:	Age 3-12	\$8.95

School groups and children age 2 and under are free. Active and retired military pay Senior rate.

Jennette's Pier:

No Change in three fees listed above in Current Fee heading

Adult Three Day Fishing Pass	\$30.00 (any 3 days in a 7 day period from purchase date)
Youth Three Day Fishing Pass	\$15.00 (any 3 days in a 7 day period from purchase date)
Adult Seven Day Fishing Pass	\$65.00 (any 7 days in a 1 month period from purchase date)
Youth Seven Day Fishing Pass	\$32.50 (any 7 days in a 1 month period from purchase date)

Three and Seven Day Passes have a \$2.00 per rod per day fee for each rod over two

Adult Daily Sightseeing Pass	\$2.00 (age 13 and over)
Children Daily Sightseeing Pass	\$1.00 (age 12 and under)

**Additional Revenue Generated:**

Assuming 10 percent attendance reduction due to increased fees, it is estimated that an additional \$1,400,000 will be generated.

**Projected Total Annual Revenue:** \$7,469,000

**Rationale for Fee Increase:** The North Carolina Aquariums began charging admission fees in 1993. The fees were very modest and were increased slightly when the Aquariums were expanded in 2000, 2002, and 2006 to the current fee structure. In addition, industry averages for admission to aquariums have been increasing placing admission to the North Carolina Aquariums as third lowest in the United States among all AZA accredited aquariums. Finally, Section 14.1 of SL 2013-360 directs the Aquariums to “become more financially self-sustaining.” One element of becoming more self-sustaining is to increase admission fees in line with other Zoos and Aquariums.

**Who Pays:** Visitors, tourists, and residents who visit the Aquariums or sightsee and fish from Jennette’s Pier

**Number Affected by Fees:** More than 1,193,000 visitors in SFY 2012-13

**Effective Date of Fee:** March 1, 2014

**Statute Supporting Increase:** GS 143B-289

**Date of Last Change:** January 1, 2006