

The Wild Center's Library *Discover Pass* Program for 2019

Background: From the beginning, the primary goal of our library pass program is improved accessibility to The Wild Center for lower income families. Our ability to achieve that goal seems to be based on four main factors:

- Having the Discovery Pass in as many libraries as possible.
- Making families aware that the Pass is available at their library.
- Keeping the Pass affordable for the library.
- Keeping the Pass affordable for the user.

After a trial run of a few years, in 2016 The Wild Center opened up the Discovery Pass library card program to any library that wants to participate. In 2018, after talking with staff at different libraries, and reviewing the cost of the program, we added a modest co-pay of \$10 for the adults using the card, while the children age 17 and under continue to be admitted at no charge. The adult co-pay allows us to keep the program available to lower income families, while keeping it affordable for libraries.

Main details about the Discovery Pass Program

- Any library may purchase up to three Discovery Passes at \$90 each. The pass program operates on the calendar year, so are good for 12 months – January through December.
- The Discovery Pass provides a discounted adult admission price of \$10 per adult - for up to two adults. The Wild Center's summer adult admission fee is \$22 per adult, so the pass provides a better than half-price discount for the adults using the Discovery Pass.
- With the Discovery Pass, admission is free for up to four youth admissions, ages 5 through 17. The children do not have to be related to the adult users of the Discovery Pass. Young children (age 4 and under) are always free, so are not counted as part of the four free youth admissions.
- The summer full ticket price for a family of 4 is \$74, compared to the \$20 cost for a family of 4 using the Discovery Pass.

Other Procedures and Policies:

Each Discovery Pass card will be printed with:

- the name and address of the library
- that 2 adults will be admitted with a \$10/each co-pay
- that their children under age 18 will be admitted for free
- a Wild Center bar-code for referencing the library at Admissions
- the card's expiration date
- address, phone number and web address for The Wild Center
- a summary of the Wild Center's hours and schedule during the year – our schedule changes seasonally, so it is important to check when we are open in the fall, winter and spring.

There is space on the front of the card for the library to add their bar code sticker.

At Admissions, Discovery Pass users may be asked to do one or both of these optional items: share their email address to receive our weekly *WildWire* email update, and/or, to complete a brief survey.

We hope that libraries will help us achieve our goal of reaching low income families, by continuing to promote and offer the Discovery Pass to lower-income families as much as possible.

For more information:

- See the Belong page at wildcenter.org for more details, and to find online links to this sheet and the Library Member form.
- See the Plan Your Visit page at wildcenter.org for the latest details on our hours, events, programs, etc. If you have questions, want to purchase a pass by phone, or would like promotional materials for The Wild Center, call or email Tim Holmes: 518-359-7800 x 1-107 or tholmes@wildcenter.org.



Stay/Become a Library Member



_____ **YES** I want to **RENEW** my Library Membership for 2019

_____ **YES** I want to become a **NEW** Library Member for 2019

The Wild Center Discovery Pass is \$90 per card, and is good for the calendar year (Jan-Dec)

Please indicate how many Discovery Pass cards you would like - up to 3 cards:

_____ **Cards at \$90 each, for a total of: \$** _____

Library Member Information

Library Name: _____

Abbreviated Name for the card: _____

Library Director/Contact Name: _____

Email Address: _____

Telephone: _____

Mailing Address: _____

Total amount charged: \$ _____ If paying by check, please make it out to *The Wild Center*.

MasterCard **Visa** **American Express** **Discover**

Card #: _____

Name on Card: _____ **Expire Date:** ____ / ____

Thank you!

Return to:

The Wild Center, 45 Museum Drive, Tupper Lake, NY 12986 518-359-7800 tholmes@wildcenter.org

The Wild Center is a not-for-profit 501(c)3 organization with a charter as an educational institution from the New York State Board of Regents.