

# 65 Years of Providing Employment & Enrichment to our City's Residents

**\$1,705,000**

In Employee Salaries and Benefits.  
Paid at Living Wage Standard.  
Nearly 1/2 of employees are Oakland Residents

**\$2,400**

Value of 4 passes given to many of  
Oaklands schools and Non-Profits  
for their fundraisers

**\$790,595**

Amount kept local/regional  
when buying food, supplies  
& maintenance

**\$96,093**

Value of Oakland Free &  
Subsidized Admissions

**\$5,000**

Summer Camp Scholarships  
60% are Oakland kids

**8,459**

Free & Subsidized Admissions  
for Oakland Schools & Agencies

**224,487**

Visitors to Fairyland

Annual City Subsidy per  
2013-2015 Budget

**\$53,500**

**Comparatively:**  
Oakland Zoo: \$635,000  
Chabot S&S: \$297,000

Transit Occupancy Tax  
Calendar Year 2014

**\$0**

**Comparatively:**  
Oakland Zoo: \$523,727.59  
Chabot S&S: \$523,717.59  
Oakland Museum: \$523,707.83

Annual City Subsidy in  
Operating Agreements

**\$83,000**

**Comparatively, Oakland Zoo:**  
\$172,414 in FY 2013-2014  
\$499,895 in FY 2011-2012



Oakland's Children's Fairyland continues to provide programs and educational services for Oakland's youth—providing them with safe, accessible activities and recreation outside of school.



## Talk Read Sing

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Hilary Clinton's National Talk Read Sing Campaign kicked off at Fairyland with 2,024 unique park visitors

Best Performing  
Arts Camp in  
Alameda County



Best Place  
to schedule  
a children's event

## Best Place to take the kids

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Repeat recipient of many local awards from Parents' Press, Oakland Magazine, etc



5 years of unchanged admission cost of \$8.  
Commitment to affordability for Oakland families

Oakland's Children's Fairyland creates good, local jobs, attracts more visitors to Oakland and increases overall tax revenues for City services.



**224,487**

**Total Visitors in 2014**

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Oakland's Children's Fairyland is ranked the 23<sup>rd</sup> most popular tourist attraction in the Bay Area

(according to SF Business Times)



**\$1,705,000**

**Salaries and Benefits**

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Paid at Living Wage Standard.  
Nearly 1/2 of employees are Oakland residents



**\$100,000+**

**Parking Fees**

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Estimated in Fairyland guests' parking revenue that goes to the Oakland Parks and Rec Dept