

ADOPTED 2009 BUDGET

DEPT: ZOOLOGICAL DEPARTMENT

UNIT NO. 9500
FUND: General - 0001

OPERATING AUTHORITY & PURPOSE

The Zoological Department is charged with the general management of the Zoo facility. Included are business operations, management of the animal collection, maintenance of buildings and grounds, visitor services, education, planning/oversight of construction related to the capital master plan and marketing of the Zoo.

The Zoo originally opened in the 1890s as an animal and bird display in Washington Park. It was

acquired by the County in 1937 and operated under the Park Commission until 1981 when it became an independent department. The Zoo moved to its present 200-acre site in 1960. The Zoo's animal collection and exhibits are acquired with the assistance of private funding. There are presently 16 animal groupings at the Zoo, including the Reptile and Aquarium group, Australian group, Asiatic group and the Family Farm.

BUDGET SUMMARY				
Account Summary	2007 Actual	2008 Budget	2009 Budget	2008/2009 Change
Personal Services (w/o EFB)	\$ 7,849,536	\$ 8,247,167	\$ 8,394,988	\$ 147,821
Employee Fringe Benefits (EFB)	4,109,485	4,151,578	4,366,253	214,675
Services	4,529,210	5,232,869	5,608,377	375,508
Commodities	2,876,712	3,032,730	3,323,431	290,701
Other Charges	0	0	0	0
Debt & Depreciation	0	0	0	0
Capital Outlay	148,127	271,415	310,916	39,501
Capital Contra	0	0	0	0
County Service Charges	1,974,497	1,891,471	1,839,715	(51,756)
Abatements	(1,013,934)	(25,000)	(25,000)	0
Total Expenditures	\$ 20,473,633	\$ 22,802,230	\$ 23,818,680	\$ 1,016,450
Direct Revenue	14,819,971	16,925,532	18,362,730	1,437,198
State & Federal Revenue	0	0	0	0
Indirect Revenue	0	0	0	0
Total Revenue	\$ 14,819,971	\$ 16,925,532	\$ 18,362,730	\$ 1,437,198
Direct Total Tax Levy	5,653,662	5,876,698	5,455,950	(420,748)

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ADDITIONAL COSTS NOT INCLUDED IN TAX LEVY*				
Account Summary	2007 Actual	2008 Budget	2009 Budget	2008/2009 Change
Central Service Allocation	\$ 543,427	\$ 0	\$ 0	\$ 0
Courthouse Space Rental	0	0	0	0
Tech Support & Infrastructure	196,837	0	0	0
Distribution Services	2	0	0	0
Telecommunications	38,205	0	0	0
Record Center	2	0	0	0
Radio	1,137	0	0	0
Computer Charges	25,846	0	0	0
Applications Charges	131,939	0	0	0
Apps Charges - Network	0	0	0	0
Apps Charges - Mainframe	0	0	0	0
HRIS Allocation	76,555	0	0	0
Total Charges	\$ 1,013,950	\$ 0	\$ 0	\$ 0
Direct Property Tax Levy	\$ 5,653,662	\$ 5,876,698	\$ 5,455,950	\$ (420,748)
Total Property Tax Levy	\$ 6,667,612	\$ 5,876,698	\$ 5,455,950	\$ (420,748)

* In 2007, these costs were included in other charging departmental and non-departmental budgets. They were reflected here to show the "total" amount of tax levy support for this Department. In 2008 and 2009, these costs are budgeted within the receiving department to show the tax levy cost in the department.

PERSONNEL SUMMARY				
	2007 Actual	2008 Budget	2009 Budget	2008/2009 Change
Personal Services (w/o EFB)	\$ 7,849,536	\$ 8,247,167	\$ 8,394,988	\$ 147,821
Employee Fringe Benefits (EFB)	\$ 4,109,485	\$ 4,151,578	\$ 4,366,253	\$ 214,675
Position Equivalent (Funded)*	250.3	246.3	251.8	5.5
% of Gross Wages Funded	96.1	97.0	94.5	(2.5)
Overtime (Dollars)**	\$ 287,402	\$ 379,672	\$ 385,440	\$ 5,768
Overtime (Equivalent to Position)	9.2	11.5	11.7	0.2

* For 2007 Actuals, the Position Equivalent is the budgeted amount.

** Delineated for information. (Also included in personal services.)

PERSONNEL CHANGES				
Job Title/Classification	Action	Number of Positions/ Total FTE	Division	Cost of Positions (Excluding Social Security and Fringe)
Zoo Worker 3	Create	10/2.0	Operations	\$ 44,760
Custodial Worker 2*	Fund	4/4.0	Facilities	-
Vehicle Machine Operator*	Fund	2/2.0	Grounds	-
Executive Assistant*	Fund	1/1.0	Director's Office	-
			TOTAL	\$ 44,760

**Positions were unfunded in 2008 but then funded in 2009 with a corresponding reduction in Vacancy & Turnover for a net tax levy impact of \$0.*

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ORGANIZATIONAL COST SUMMARY					
DIVISION		2007 Actual	2008 Budget	2009 Budget	2008/2009 Change
Animal Health and Management	Expenditure	\$ 6,654,155	\$ 6,719,426	\$ 7,036,985	\$ 317,559
	Abatement	(53,656)	0	0	0
	Revenue	42,790	81,000	81,000	0
	Tax Levy	\$ 6,557,709	\$ 6,638,426	\$ 6,955,985	\$ 317,559
Operations	Expenditure	\$ 7,498,853	\$ 7,908,344	\$ 8,258,978	\$ 350,634
	Abatement	(43,625)	0	0	0
	Revenue	11,104,610	12,010,046	12,623,751	613,705
	Tax Levy	\$ (3,649,382)	\$ (4,101,702)	\$ (4,364,773)	\$ (263,071)
Administration and Finance	Expenditure	\$ 4,916,688	\$ 5,485,219	\$ 5,768,427	\$ 283,208
	Abatement	(910,440)	(25,000)	(25,000)	0
	Revenue	729,717	804,918	1,298,402	493,484
	Tax Levy	\$ 3,276,531	\$ 4,655,301	\$ 4,445,025	\$ (210,276)
Public Affairs and Services	Expenditure	\$ 2,417,930	\$ 2,714,241	\$ 2,779,290	\$ 65,049
	Abatement	(6,230)	0	0	0
	Revenue	2,942,861	4,029,568	4,359,577	330,009
	Tax Levy	\$ (531,161)	\$ (1,315,327)	\$ (1,580,287)	\$ (264,960)

MISSION

The Milwaukee County Zoo will inspire public understanding of global conservation efforts by creating a unifying bond between visitors and the living earth. The Zoo will also provide an environment for personal renewal and enjoyment for guests by:

- Contributing to world-wide animal management, conservation and research efforts;
- Fostering sound physical, psychological and social development for the animal groups in our care;
- Improving the quality of our professional development, administration and operating environment;
- Striving for the financial self-sufficiency of the organization;
- Continuing the public-private partnership with the Zoological Society of Milwaukee County.

- Make significant contributions to the body of scientific knowledge applied towards animal care and the global conservation of animal species.
- Maintain and improve the Zoo's buildings and grounds.
- Continue to maximize efficiency of operations.
- Continue to explore new ways to generate revenue.
- Renegotiate the Memorandum of Understanding with the Zoological Society of Milwaukee County.
- Develop a new Master Plan for the Zoo for the next public/private capital plan initiative.
- Obtain revenue and service enhancements through implementation of a new point of sale system.
- Continue to expand safety, health and loss prevention programming.
- Coordinate and implement all scheduled public special events.

OBJECTIVES

- Make significant contributions to the improvement of animal care and the global conservation of animal species and their natural habitat.

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- Through group sales efforts, increase consignment ticket sales and rentals of the Gathering Place.
- Successfully coordinate, stage and promote the summer special exhibit to accomplish revenue and attendance goals.
- Continue to keep the Zoo a top-of-mind destination through successful marketing, public relations and advertising efforts.

DEPARTMENT DESCRIPTION

The Zoo's organizational structure is designed to maximize efficiency of operations, facilities, animal management and human resources. The Zoo includes four divisions: Animal Management and Health, Operations, Administration and Finance, and Public Affairs and Services. These divisions provide a work force organized to address the seasonal nature of operations, increase attendance and revenue-earning opportunities and provide optimum animal care.

The **Animal Management and Health Division** is responsible for the care and management of the extensive animal collection, which means maintaining fish, amphibians, reptiles, birds, mammals and invertebrates in good health to allow their conservation, propagation and display. This includes providing a well-balanced, nutritious diet, a preventive medicine program and routine physical exams for such animals as the great apes and the large cats. Specialized medical health services such as surgery, immunology, parasite control and drug and physical therapy are also performed. The animal facilities are designed and maintained to provide the proper environment for the animals and to provide an educational and entertaining experience to the visitor.

The **Operations Division** includes business and concessions functions related to the Zoo's major revenue sources such as admissions, parking lot, two restaurants with a patio complex, coffee shop, three major food concession facilities and various food stands, gift, novelty and souvenir stores, a miniature train ride, a Zoomobile ride and a carousel ride. In addition, this division provides for the maintenance, improvement and overall grooming of the grounds, which are critical to visitor satisfaction and return trade. Included in this area are

mechanical and preventive maintenance programs for equipment, ventilating, air-conditioning and heating systems, and minor electrical and plumbing repairs. Also included are housekeeping and general cleaning of the entire Zoo.

The **Administration and Finance Division** support functions include cash management, financial and capital project planning and control, accounts payable and receivable, personnel and payroll, reception, switchboard, radio dispatch, other general office services and all clerical support. This division provides the Zoo with planning direction, goals for all divisions, and daily financial and administrative management oversight control.

The **Public Affairs and Services Division** is responsible for public relations, promotional activities, special events and programs, group sales and entertainment program development to increase public use, enjoyment and awareness of the Zoo facility.

This division consolidates efforts and activities of marketing, special programs such as the sea lion and raptor shows and group sales rentals into a single division for improved coordination of promotional efforts. Through news releases, interviews and other promotional activities, the Zoo attempts to attract residents of major Wisconsin and northern Illinois markets. The Zoo engages in cross-promotions with other cultural and tourist attractions to increase attendance and encourage return visitation.

Included among annual special events activities held at the Zoo are "Milwaukee a la Carte," Sunset Zoofaris, Halloween Spooktacular, Family Farm Weekend, Egg Days and the Samson Stomp.

BUDGET HIGHLIGHTS

- Personal Services expenditures without fringe benefits increase by \$147,821 from \$8,247,167 in 2008 to \$8,394,988 in 2009.
- To assist in reconciliation of BRASS positions to Ceridian Position Control, the following positions that were unfunded in 2008 are funded in 2009 but offset with vacancy and turnover for a zero tax levy impact: 4.0 FTE Custodial Worker 2 positions, 2.0 FTE Zoo Vehicle Machine

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Operator positions and 1.0 FTE Executive Assistant (Zoo) position.

- Due to the seasonal nature of Zoo attendance and events and to provide more flexibility for the custodial operation during peak and non-peak periods, 2.0 FTE vacant positions of Custodial Worker 2 are put in vacancy and turnover for a salary and active fringe savings of \$106,763 and 2.0 FTE of Zoo Worker 3 hours are created at a cost of \$45,410 for a net savings of \$61,353.
- Zoo attendance is expected to be at the 2008 projected level of 1,350,000 visitors. However, the mix of free and paid admissions is adjusted to reflect an increase of 19,288 in free admissions, or 1.5%, from 50.8% to 52.3%.
- Hours for the Zoo are as follows:

Peak Season	
May 25 - September 7	9:00 am to 5:00 pm
Sundays & Holidays	See Seasonal Hours
Non-Peak Season	
September 8 - October 31	9:00 am to 4:30 pm
November 1 - February 29**	9:30 am to 2:30 pm
March 1 - May 24	9:00 am to 4:30 pm
Thanksgiving Day*	9:00 am to 3:00 pm
Christmas Day*	11:00 am to 4:00 pm

* The Zoo offers free admission on these holidays.

** The Zoo will be open weekends until 4:30 pm during these months.

- The A La Carte event will close at 8:00 pm (instead of 10:00 pm) with the gates to the Zoo closing at 7:00 pm for Sunday. The Zoo will remain open until 10:00 pm for the Thursday, Friday, and Saturday dates for this event.
- An Interactive Avian Special Exhibit is planned for 2009. This exhibit features seed-eating birds comprised of Parakeets, Cockatiels and Eastern Rosellas. Visitors will have the ability to feed the birds and also enjoy a "touch" experience. The admission price for this new special exhibit is \$2.50, an increase of .50 from the 2008 exhibit.
- The Zoological Department is requesting authority to enter into the following Professional

Service Contracts in 2009. They are included in this budget for County Board approval in lieu of separate review and approval during the budget year. These contracts are with an identified vendor.

Contract Amount	Description	Provider
\$170,000	Sea Lion Show	Oceans of Fun, Inc.
\$103,117	Mold-a-Ramas	William A. Jones Co.
\$84,200	Raptor Bird Show	World Bird Sanctuary

- In 2008, the County Board of Supervisors approved a Guaranteed Energy Savings Performance Contract with Johnson Controls to maximize energy cost savings by upgrading facilities and providing services to complement efforts of County staff. The Department of Administrative Services secured financing for a total cost of \$1,780,918, which is to be paid over a ten-year period. The budget includes \$178,092 for the 2009 debt service payment on the loan, which was projected to be offset by an energy reduction in the same amount. The 2009 energy savings of \$178,092 are partially offset by \$108,568 in projected price increases and a change in meter billings, for a net reduction of \$69,524. Also included in the budget as part of the energy savings program is \$30,000 for a new service agreement with Johnson Controls.
- The Zoological Department is requesting that the Milwaukee County Purchasing Administrator be authorized to issue and deliver letters of intent to overseas vendors at a cost not to exceed \$400,000 in aggregate for advance ordering of the Zoo's 2009 and 2010 resale purchases for novelties and souvenirs in October of 2008 and October 2009 respectively. This amount is approximately 57% of the total requested appropriation for resale novelties and souvenirs. A substantial portion of resale merchandise sold at the Milwaukee County Zoo is purchased from import vendors to provide the quantity and variety of items desired by the general public visiting the Zoo. Due to the distance and travel time required for overseas shipments, the Zoo must order resale merchandise in the fall for spring delivery. Precedent exists in past County Board authorization for the Zoo to purchase resale items for the upcoming year. Budget authority is included in the 2009 Zoo budget in lieu of separate review and approval during the budget

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year. The County Board of Supervisors may revoke this authority if 2010 funds are not appropriated for Zoo novelties and souvenirs during the 2010 budget deliberations in October of 2009.

- The following table identifies expenditures, revenues and gross profit for novelties and concessions.

Novelties and Concessions			
	2008	2009	2008/2009 Change
Novelties			
Revenues	\$ 1,926,128	1,933,285	7,157
Labor	291,668	\$ 285,611	\$ (6,057)
CGS	698,822	698,822	0
Gross Profit	\$ 935,638	\$ 948,852	\$ 13,214
Concessions			
Revenues	\$ 3,911,898	\$ 4,027,362	\$ 115,464
Labor	822,107	827,286	5,179
CGS	1,163,866	1,223,337	59,471
Gross Profit	\$ 1,925,925	\$ 1,976,739	\$ 50,814

- The animal food budget increases \$121,505, from \$458,495 to \$580,000 based on projected food cost increases and actual experience.
- The cost of gasoline increases \$60,000 based on experience and the current gas prices for both unleaded and diesel fuel.
- An appropriation of \$1,026,700 is included in the Zoo's 2009 Capital Budget for a new Point-of-Sale system. The current system is seven years old and the registers have been deemed by the manufacturer to be at the end of its useful life by December of 2008. The new system will include the ability to purchase tickets on-line, speed up transaction response time and allow for pre-registration of community and educational groups resulting in improved customer service and reduced waiting lines. In addition, self-serve kiosks, gift cards, expanded connectivity and targeted sales analysis reports will be utilized to improve the visitor experience. The operating budget includes an abatement of \$25,000 for staff time charges to the project. The department will absorb this specific cost in its Operating Budget should any portion not be eligible for bond financing.

- Zoo revenue increases \$1,437,198, from \$16,925,532 to \$18,362,730 due to the following:
 - \$46,000 in additional group sale revenue
 - \$128,000 for additional billboard revenue
 - \$6,000 for Breakfast with the Bunny
 - \$14,000 for increases in picnic permits
 - \$185,484 increase for the special Avian exhibit
 - \$112,464 for concessions
 - \$7,157 in novelty sales
 - \$(28,949) sales tax adjustment, Point-of-Sale enhancements (e-tickets, gift-card, donations) increases revenues by \$300,000
 - General Admission (Walk-In) fees are raised \$1.00 which increases revenue by \$644,675
 - Miscellaneous changes of \$22,367
- The fee for double strollers increases \$1.00, from \$8.00 to \$9.00. The fee is set by contract.
- Expenditures of \$2,035,230 are included in the Zoo's 2009 Capital Request for infrastructure improvements.
- The Zoo will continue the following initiatives through 2009:
 - The flexibility to reallocate major maintenance projects and equipment purchases while remaining within the total appropriation;
 - Discounted admission fees of \$7.00 for adults and \$4.50 for juniors and school groups for Milwaukee County residents on Wednesdays;
 - The Zoo Director's authorization is continued to discount or waive admission fees and to provide one free admission day per month during the months of January through April, and November and December.

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- All departments are required to operate within their expenditure appropriations and their overall budgets. Pursuant to Section 59.60(12), Wisconsin Statutes, "No payment may be authorized or made and no obligation incurred against the county unless the county has sufficient appropriations for payment. No payment may be made or obligation incurred against an appropriation unless the director first certifies that a sufficient unencumbered balance is or will be available in the appropriation to make the payment or to meet the obligation when it becomes due and payable. An obligation incurred and an authorization of payment in violation of this subsection is void. A county officer who knowingly violates this subsection is jointly and severally liable to the county for the full amount paid. A county employee who knowingly violates this subsection may be removed for cause."

ECONOMIC IMPACT OF THE MILWAUKEE COUNTY ZOO

In 2006, the Milwaukee County Zoo retained the Institute of Survey and Policy Research of the University of Wisconsin-Milwaukee to conduct a study of the Zoo's economic impact on the four-county area that includes Milwaukee, Ozaukee, Washington, and Waukesha. The Institute used statistics and formulas from the Bureau of Economic Analysis of the US Department of Commerce and Wisconsin Department of Tourism.

For a \$5.633 million annual direct tax levy contribution from Milwaukee County in 2007, the annual economic impact of the Milwaukee County Zoo from the study is as follows:

- Direct economic contributions from out-of-area visitor's expenditures are estimated to be \$56.7 million in output (ten times the tax levy), \$18 million in earnings and 795 jobs.
- Direct economic contributions from future construction are estimated to be \$10.7 million in output, \$3 million in earnings and 105 jobs.
- Indirect economic contributions from operating expenses are estimated to be

\$44.7 million in output, \$16.9 million in earnings and approximately 397 jobs.

- Induced economic contributions are estimated to be \$4.5 million in State revenues, \$1.7 million in local revenues and 968 jobs.

Total estimated direct and indirect impact of the Milwaukee County Zoo on the four-county area is \$112.1 million in output (20 times the tax levy), \$38.1 million in earnings and 1,297 jobs. As impact of construction on output, earnings and employment are only during the phase of construction, they must be excluded to obtain annual impacts. Assuming that operating expenses and revenue from tourism stay steady over time, annual impacts are \$101.4 million in output, \$35.1 million in earnings and 1,192 jobs.

The Milwaukee County Zoo is a major contributor to the economy of the four county Milwaukee-Waukesha PMSA (Primary Metropolitan Statistical Area). Milwaukee County Zoo is a vital quality-of-life institution with a significant positive economic impact on the entire four-county region.

ZOOLOGICAL SOCIETY SUPPORT

- The relationship between Milwaukee County and the Zoological Society began in 1910 when the Washington Park Zoological Society, now the Zoological Society of Milwaukee County, was organized to help raise funds for animal acquisition. The Society has functioned for many years for the purpose of aiding the County in the operation, maintenance and development of the Zoo and its animal collection. Its mission is to promote conservation, education, exhibition of animals, research and recreation through fundraising and volunteerism.
- In February, 1989, the relationship was formalized with a Memorandum of Understanding, thus forging a strong public/private partnership for the continuing support of the Milwaukee County Zoo. The Memorandum of Understanding was renewed in 1992 and again in 1996. The agreement provides office space for the Society on the Zoo grounds, including utilities, custodial and maintenance services and staff parking. To

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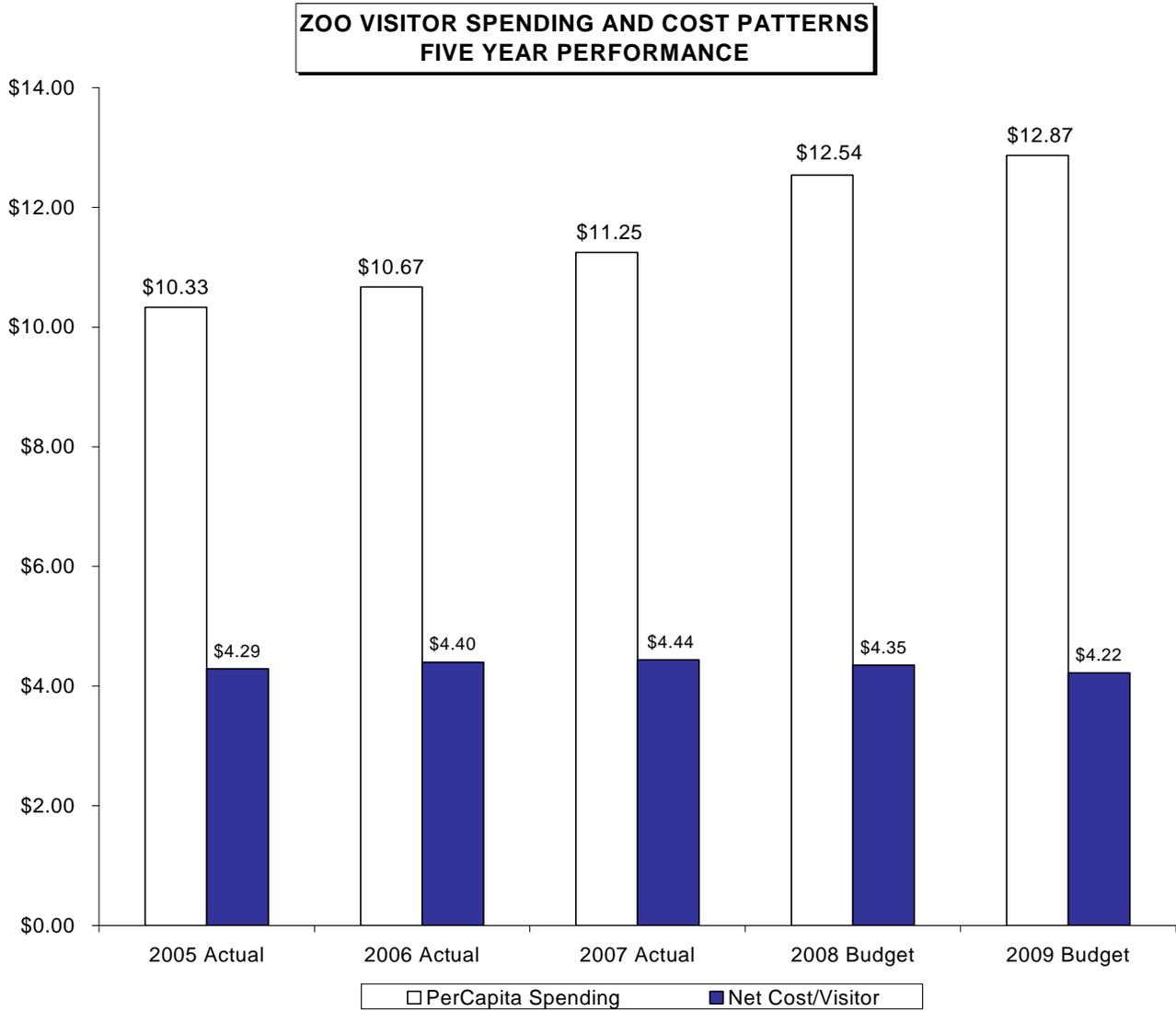
- assure continued support for the Zoo, the County provides free admission for Society members throughout the term of the Memorandum of Understanding.
 - \$424,865 continuation of 2008 additional support;
 - \$310,750 in sponsorship revenue;
 - \$74,288 for various ticket reimbursement for Society members;
 - \$55,000 summer exhibit support;
 - \$93,712 in miscellaneous support.
- For 2009, the Zoological Society support of \$958,615 consists of the following:

ACTIVITY AND STATISTICAL SUMMARY				
	<u>2007 Budget</u>	<u>2007 Actual</u>	<u>2008 Budget</u>	<u>2009 Budget</u>
<u>Attendance</u>				
Paid Adult	460,318	419,486	438,326	429,722
Paid Junior	228,503	209,847	225,653	214,968
Free	<u>661,179</u>	<u>688,508</u>	<u>686,021</u>	<u>705,310</u>
Total Attendance	1,350,000	1,317,841	1,350,000	1,350,000
<u>Activities - Revenues</u>				
Parking Sales	\$ 2,217,781	\$ 2,249,780	\$ 2,466,948	\$ 2,466,948
Admission Sales	\$ 4,918,870	\$ 4,495,694	\$ 5,361,858	\$ 6,294,545
Food Concession Sales	\$ 3,819,398	\$ 3,970,735	\$ 3,911,898	\$ 4,028,562
Gift Sales	\$ 1,926,128	\$ 1,837,095	\$ 1,926,128	\$ 1,933,285
Sea Lion Show Sales	\$ 182,018	\$ 154,043	\$ 182,018	\$ 182,018
Carousel	\$ 200,000	\$ 173,890	\$ 200,000	\$ 200,000
Train Ride Sales	\$ 732,000	\$ 651,508	\$ 650,000	\$ 660,000
Zoomobile Ride Sales	\$ 88,000	\$ 69,904	\$ 80,000	\$ 80,000
SkyGlider	\$ 400,000	\$ 194,006	\$ 250,000	\$ 250,000

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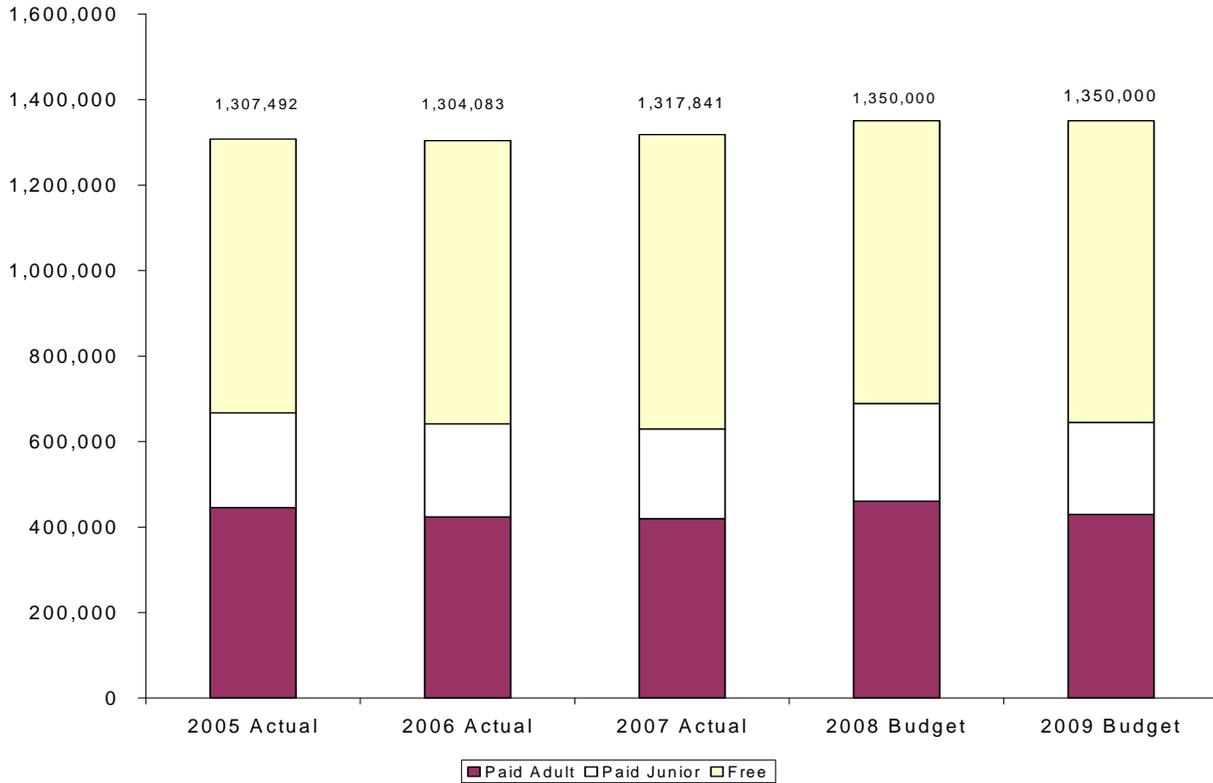


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**ZOO ATTENDANCE PATTERNS
 FIVE YEAR PERFORMANCE**



**RAILROAD EXPENDABLE TRUST ACCOUNT
 (Org. 0320)**

The Railroad Fund exists for the purpose of recording the receipt of all revenue derived from the operation of the Zoo's miniature passenger railroad.

Expenditure	Revenue	Tax Levy
\$930,155	\$930,155	\$ 0

Total 2009 expenditures and revenues for the Railroad Fund are \$930,155 and include the following:

Expenditures

\$443,598 – Reflects personal service charges from the Zoological Department for services provided by four Locomotive Engineers, eight Trackless Train

Operators and various seasonal and other support staff.

\$260,094 – Appropriation for the operation and repair of locomotives, track, ties, coaches and Zoomobiles, as well as train or coach purchases and train station improvements.

\$28,000 – Appropriation for animal purchases.

\$198,463 – Other commodities and supplies, expenses for conservation programs and grants, library operators and staff training, travel and conference expenses.

Revenue

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\$930,155 – Reflects revenue of \$740,000 from operation of the train and Zoomobile, \$90,263 from miscellaneous revenue, and a \$99,892 contribution from reserves.

**SPECIMEN EXPENDABLE TRUST ACCOUNT
(Org. 0319)**

The Specimen Fund exists for the purpose of recording receipts from the sale of animals. Disbursements are to be made for the purchase of animals and related expenditures such as freight and express charges on the shipment of animals.

Expenditure	Revenue	Tax Levy
\$ 47,235	\$ 47,235	\$ 0

Total 2009 expenditures and revenues for the Specimen Fund are \$47,235 and include the following:

Expenditures

\$34,970 – Freight charges and travel expenses related to animal shipments.

\$ 12,265 – Appropriation for animal replacement and miscellaneous commodity purchases.

Revenue

\$47,235 – Revenue from animal sales, miscellaneous investment earnings and giraffe feedings.

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GENERAL ZOO VISITOR FEE SCHEDULE			
	2008	2009	
	<u>Rate</u>	<u>Rate</u>	<u>Change</u>
<u>Admissions</u>			
Adult summer-County	\$9.50	\$10.50	\$1.00
Junior summer-County	\$6.50	\$7.50	\$1.00
Adult summer-Non-County	\$11.25	\$12.25	\$1.00
Junior summer-Non-County	\$8.25	\$9.25	\$1.00
Adult winter-County	\$8.00	\$9.00	\$1.00
Junior winter-County	\$5.00	\$6.00	\$1.00
Adult winter-Non-County	\$9.75	\$10.75	\$1.00
Junior winter-Non-County	\$6.75	\$7.75	\$1.00
Adult discount day	\$6.00	\$7.00	\$1.00
Junior discount day	\$3.50	\$4.50	\$1.00
Adult education-County	\$7.50	\$8.50	\$1.00
Junior education-County	\$4.50	\$5.50	\$1.00
Adult education-Non-County	\$9.25	\$10.25	\$1.00
Junior education-Non-County	\$6.25	\$7.25	\$1.00
Adult group-County	\$8.25	\$9.25	\$1.00
Junior group-County	\$5.25	\$6.25	\$1.00
Adult group-Non-County	\$10.00	\$11.00	\$1.00
Junior group-Non-County	\$7.00	\$8.00	\$1.00
Senior summer-County	\$8.50	\$9.50	\$1.00
Senior winter-County	\$6.50	\$7.50	\$1.00
Senior summer-Non-County	\$10.25	\$11.25	\$1.00
Senior winter-Non-County	\$8.25	\$9.25	\$1.00
<u>Attractions</u>			
Camel Ride*	\$4.00	\$4.00	\$0.00
Carousel	\$2.00	\$2.00	\$0.00
Pony Ride*	\$4.00	\$4.00	\$0.00
Sea Lion	\$2.00	\$2.00	\$0.00
SkyGlider*	\$3.00	\$3.00	\$0.00
Special Exhibit**	\$2.00	\$2.50	\$0.50
Train-Adult	\$2.50	\$2.50	\$0.00
Train-Child	\$1.50	\$1.50	\$0.00
Zoomobile-Adult	\$1.50	\$1.50	\$0.00
Zoomobile-Child	\$1.00	\$1.00	\$0.00
Zoomobile-Sr Citizen	\$1.25	\$1.25	\$0.00
<u>Parking Fees</u>			
Cars	\$10.00	\$10.00	\$0.00
Buses	\$14.00	\$14.00	\$0.00
<u>Other Fees</u>			
Stroller-Single*	\$6.00	\$6.00	\$0.00
Stroller-Double*	\$8.00	\$9.00	\$1.00

* Fee set by contract

** Fee determined by type of special exhibit