

# NEW Zoo

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## MISSION

Your NEW Zoo is an always - new natural adventure that promotes recreational education and conservation through encounters with live animals.

## PROGRAM DESCRIPTION

Accredited by the Association of Zoos and Aquariums, the NEW Zoo is a 17-acre facility located within the Reforestation Camp which features 62 exhibits with over 215 live animals. Divided into several themed areas including the North American Plains, Wisconsin & Northern Trails, Africa, Australia, a Children's Zoo and an education building, the Zoo offers self-guided tours through dozens of animal exhibits, as well as fun and educational programs such as zoo snooze sleepovers, "Adopt an Animal", birthday parties, and amphitheater programs. In addition, the Zoo Visitor Center offers visitors a "Paws and Claws" gift shop and an opportunity to dine in the Mayan "Taste of the Tropics" food court coming in Fall 2009. A Zoo-mobile provides educational outreach programs outside of the facility. The Zoo also hosts several annual major special events such as: the Giant Birthday Party, Zoo "Eggs" Stravaganza, Zoo Boo, NEW Zoo Palooza, Senior Citizen's Day, "Feast with the Beasts", Veterans' Day, Fun Day and "Holiday Fest," as well as several other smaller scale events added annually. In addition, volunteer opportunities exist for the community in all aspects of zoo operations such as education, animal care, visitor services, maintenance landscaping, and special events.

The Zoo maintains an extensive web site at [www.newzoo.org](http://www.newzoo.org) and a 24-hour-a-day, 7-day-a-week live web cam on certain exhibits. In addition, a weekly Fox 11 "What's New at the Zoo" live morning news program provides educational and marketing opportunities on a weekly basis to a broad television audience.

## PERFORMANCE MEASURES

	2008 Actual	2009 Estimate	2009 Budget	2010 Budget	Budget Change
Revenue per Zoo Visitor	6.13	6.05	5.99	6.38	6.18%
Percentage Compliant to USDA-Aphis Inspection	100%	100%	100%	100%	0.00%

## POLICY INITIATIVES

**Strategic Sustainability Plan Development** – During 2010, the NEW Zoo will continue work on development of a strategic sustainability plan that will guide all ongoing and future operations as well as future planning to help ensure the zoo remains a viable enterprise fund. This plan will be comprehensive, taking into account all previous guiding documents, strategic plans, business plans, etc., and will incorporate them into one integrated guiding document using sustainable and lean practices. The plan will also include best business practices of our industry, providing an industry model and helping secure the future of the NEW Zoo.

**FINANCIAL SUMMARY**

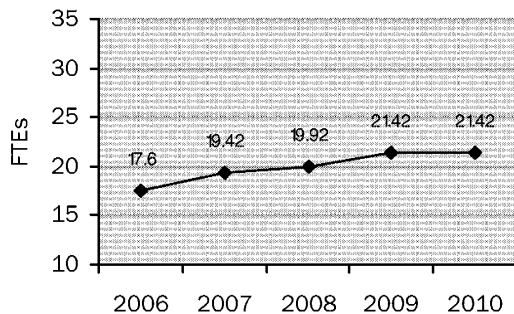
	2008 Actual	2009 Estimated	2009		Change from 2009	
			Amended Budget	2010 Budget	Amended Budget \$	%
Intergov. Revenue	-	178	-	-	-	0.00%
Public Charges	1,480,469	1,504,300	1,514,250	1,587,500	73,250	4.84%
Miscellaneous Revenue	115,906	45,800	45,632	39,025	(6,607)	-14.48%
Other Financing Sources	445,003	48,000	145,000	165,000	20,000	13.79%
<b>Total Revenues</b>	<b>2,041,378</b>	<b>1,598,278</b>	<b>1,704,882</b>	<b>1,791,525</b>	<b>86,643</b>	<b>5.08%</b>
Personnel Costs	693,470	753,000	776,341	802,033	25,692	3.31%
Operating Expenses	736,451	1,516,428	779,885	836,650	56,765	7.28%
Interdept. Charges	187,302	213,275	209,575	215,032	5,457	2.60%
Outlay	(101,397)	-	-	-	-	0.00%
<b>Total Expenses</b>	<b>1,515,826</b>	<b>2,482,703</b>	<b>1,765,801</b>	<b>1,853,715</b>	<b>87,914</b>	<b>4.98%</b>
Property Taxes	-	-	-	-	-	0.00%
Addition to (Use of) Fund Balance	525,552	(884,425)	(60,919)	(62,190)		

**SUMMARY HIGHLIGHTS**

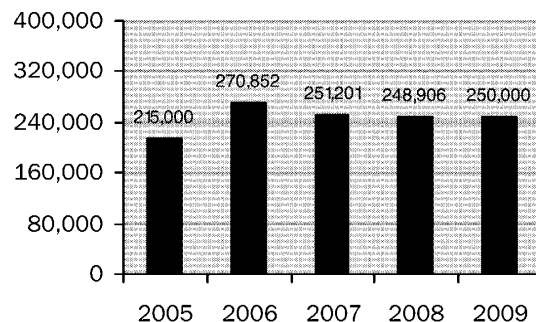
Public charges rose to reflect an anticipated increase in daily admission and yearly pass revenue as well as increased concession revenue related to the opening of the new Mayan “Taste of the Tropics” food court. Miscellaneous revenue decreased to reflect a drop in anticipated donations for 2010. Other financing sources increased because of anticipated capital contributions for an Aldabra Tortoise Exhibit which is currently being fundraised by the NEW Zoological Society.

Personnel costs increased slightly due to cost-of-living wage increases and associated fringe benefits for existing staff; however, this increase was mostly offset as a result of adjustments to the health insurance plan which reduced costs for 2010. Operating expenses also increased to reflect the opening of the new food court. Interdepartmental charges increased to reflect a more indepth allocation process for indirect costs; however, this was partially offset by a drop in Information Services and insurance chargebacks.

**STAFFING TRENDS**



**ATTENDANCE TRENDS**



**Note:** Above chart is based on an MSA population for Green Bay of 226,788. While attendance figures average 76% of MSA population based on performance of zoos in communities similar to Green Bay, the NEW Zoo's 2006 attendance figures averaged 119% of MSA population.

The average zoo is 60% self-funded and 40% subsidized, while the NEW Zoo is 100% self-funded.

**STAFFING SUMMARY**

Position	FTE	Unit Rate	Budget Hours	Base	Longevity	Cost
Zoo Director	1.00	31.98	2,080	66,510	0	66,510
Operations Manager	1.00	24.51	2,080	50,979	0	50,979
Curator of Animals	1.00	19.69	2,080	40,953	0	40,953
Education & Volunteer Prog Coord	1.00	19.69	2,080	40,953	0	40,953
Zoo Keeper	2.00	19.25 ^	4,160	80,074	0	80,074
Guest Services Coordinator	1.00	17.29	2,080	35,968	0	35,968
Administrative Secretary	1.00	16.61	2,080	34,542	0	34,542
Assistant Zoo Keeper	2.85	10.46	5,928	61,988	0	61,988
Concession Supervisor	3.07	9.75	6,386	62,264	0	62,264
Public Safety Officer	0.50	9.75	1,040	10,140	0	10,140
Husbandry Assistant - LTE	2.00	8.25	4,160	34,320	0	34,320
Concessionaire I	5.00	7.90	10,400	82,160	0	82,160
	<b>21.42</b>		<b>44,554</b>	<b>600,851</b>	<b>0</b>	<b>600,851</b>

^^ Salary Adjustment 3,213

Turnover Reduction 0

Regular Earnings 604,064

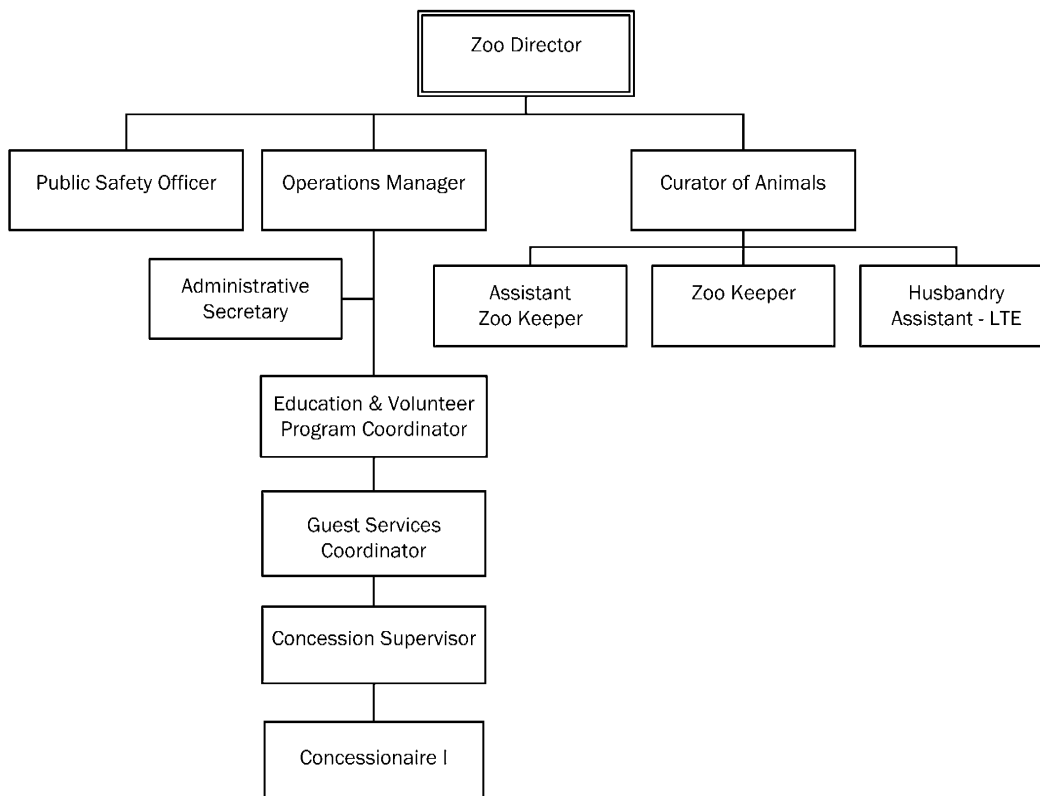
Premium Overtime 13,000

Fringe Benefits 184,969

2010 Total Compensation 802,033

^ 2009 Settled rate per contract

^^ Salary adjustment includes the adjustments for the negotiated rates



**STATEMENT OF FUNDS**

Funds Available 1/1/09		762,648
Projected:		
2009 Revenues	1,598,278	
2009 Bond Proceeds	150,000	
2009 Expenses	(1,718,108)	
2009 Earnings	<u>30,170</u>	
Non-Cash Items:		
- Depreciation	<u>221,925</u>	
	221,925	
Non-Expense Outlays:		
- Capital Equipment (Bonded)*	(764,595)	
- Capital Equipment	(96,864)	
- Capital Equipment (Capital Contribution)	(48,000)	
- Capital Lease Payment	(7,251)	
- Principal Retirement	<u>(22,000)</u>	
	(938,710)	
Projected 2009 Funds Made Available		<u>(686,615)</u>
Projected Funds Available 12/31/09		<u><u>76,033</u></u>

\* New Zoo expenses were reduced by \$764,595 which was a transfer to the Zoo Capital Projects Fund for the Mayan Food Court Project which is reported in non-expense outlay.

Funds Available 1/1/10		76,033
Projected:		
2010 Revenues	1,791,525	
2010 Expenses	(1,853,715)	
2010 Earnings	<u>(62,190)</u>	
Non-Cash Items:		
- Depreciation	<u>214,495</u>	
	214,495	
Non-Expense Outlays:		
- Capital Equipment (Capital Contribution)	(165,000)	
- Capital Lease Payment	(2,642)	
- Principal Retirement	<u>(28,000)</u>	
	(195,642)	
Projected 2010 Funds Made Available		<u>(43,337)</u>
Projected Funds Available 12/31/10		<u><u>32,696</u></u>

**NEW ZOO 2010 BUDGET**

Account Number	Description	2009				2010 Executive
		2008 Actual Amount	2009 Actual Amount	Estimated Amount	2009 Amended Budget	
<b>Fund: 640 - New Zoo</b>						
<u>Revenues</u>						
4303	Local grant revenue	-	-	178	-	-
4600.705	Charges and fees Daily	660,307	303,445	670,300	662,750	670,300
4600.763	Charges and fees Event parking	27	-	-	-	-
4601.004	Sales Vending machine	151,034	69,388	150,000	150,000	150,000
4601.770	Sales Passes	122,998	94,964	125,000	120,000	135,000
4601.771	Sales Programs	16,791	9,903	14,000	14,000	14,000
4601.772	Sales Special events	109,230	22,295	110,000	90,000	110,000
4601.773	Sales Gift shop	228,131	105,867	235,000	262,500	247,200
4601.774	Sales Concessions and Food	191,951	91,316	200,000	215,000	261,000
4601.775	Sales Birthday	-	-	-	-	-
4601.776	Sales Catering	-	-	-	-	-
4601.777	Sales Coin Op	-	-	-	-	-
4601.778	Sales Soda	-	-	-	-	-
4601.779	Sales Feeding	-	-	-	-	-
4601.780	Sales Rides	-	-	-	-	-
4601.781	Sales Stroller	-	-	-	-	-
4601.782	Sales ATM	-	-	-	-	-
4601.783	Sales On-site	-	-	-	-	-
4601.784	Sales Off-site	-	-	-	-	-
4601.785	Sales Animal adopt	-	-	-	-	-
4900	Miscellaneous	25,069	6,199	25,000	25,000	25,000
4901	Donations	44,957	4,462	8,000	10,000	8,000
4901.700	Donations Conservation	-	-	-	-	-
4902	Sponsorship	-	-	-	-	-
4905	Interest	13,039	1,415	2,000	300	300
9001	Capital Contribution	423,625	22,310	48,000	145,000	165,000
9002	Transfer in	-	-	-	-	-
<b>Revenues Total</b>		<b>1,987,158</b>	<b>731,564</b>	<b>1,587,478</b>	<b>1,694,550</b>	<b>1,785,800</b>

2009

Account Number	Description	2008 Actual		2009 Actual		2009 Amended		2010 Executive	
		Amount	Amount	Amount	Estimated Amount	Budget	Executive	Executive	
<u>Expenditures</u>									
5000.006	Cost of sales Concessions	-	-	-	-	-	-	-	-
5000.773	Cost of sales Gift shop	104,994	60,844	100,000	125,000	125,000	125,000	125,000	125,000
5000.774	Cost of sales Concessions and Food	78,488	38,752	79,000	85,000	85,000	95,000	95,000	95,000
5000.777	Cost of sales Coin op	-	-	-	-	-	-	-	-
5000.778	Cost of sales Soda	-	-	-	-	-	-	-	-
5000.779	Cost of sales Feeding	-	-	-	-	-	-	-	-
5000.780	Cost of sales Rides	-	-	-	-	-	-	-	-
5000.781	Cost of sales Stroller	-	-	-	-	-	-	-	-
5000.782	Cost of sales ATM	-	-	-	-	-	-	-	-
5100	Regular earnings	471,620	239,680	565,000	570,542	570,542	604,064	604,064	604,064
5102.100	Paid leave earnings Vacation	41,544	10,773	-	-	-	-	-	-
5103.000	Premium Overtime	7,861	3,978	8,000	13,000	13,000	13,000	13,000	13,000
5110.100	Fringe benefits FICA	38,560	19,162	180,000	192,799	192,799	45,169	45,169	45,169
5110.110	Fringe benefits Unemployment compensation	2,653	-	-	-	-	925	925	925
5110.200	Fringe benefits Health insurance	83,506	36,154	-	-	-	81,247	81,247	81,247
5110.210	Fringe benefits Dental Insurance	5,098	2,882	-	-	-	6,238	6,238	6,238
5110.220	Fringe benefits Life Insurance	59	46	-	-	-	94	94	94
5110.235	Fringe benefits Disability insurance	4,346	1,916	-	-	-	3,854	3,854	3,854
5110.240	Fringe benefits Workers compensation insurance	102	165	-	-	-	1,772	1,772	1,772
5110.300	Fringe benefits Retirement	17,733	8,854	-	-	-	19,929	19,929	19,929
5110.310	Fringe benefits Retirement credit	20,389	10,462	-	-	-	25,741	25,741	25,741
5200	Uniform	-	-	-	-	-	-	-	-
5200.900	Uniform Contra	-	-	-	-	-	-	-	-
5203.100	Employee allowance Clothing	564	820	900	800	800	1,200	1,200	1,200
5300	Supplies	18,660	12,618	24,000	29,860	29,860	24,260	24,260	24,260
5300.001	Supplies Office	625	24	1,000	1,000	1,000	1,000	1,000	1,000
5300.002	Supplies Cleaning and household	1,929	1,336	2,200	2,200	2,200	2,200	2,200	2,200
5300.004	Supplies Postage	5,727	3,971	5,000	3,000	3,000	5,000	5,000	5,000
5302	Food	47,761	27,810	45,000	44,000	44,000	48,000	48,000	48,000
5303	Copy expense	648	87	250	250	250	250	250	250
5304	Printing	4,286	3,916	4,200	3,000	3,000	4,200	4,200	4,200
5305	Dues and memberships	2,012	1,273	1,467	1,467	1,467	6,435	6,435	6,435
5306.100	Maintenance agreement Software	325	-	1,955	1,955	1,955	1,266	1,266	1,266

Account Number	Description	2009				2010 Executive
		2008 Actual Amount	2009 Actual Amount	Estimated Amount	2009 Amended Budget	
5307.100	Repairs and maintenance Equipment	12,532	5,872	14,580	16,580	15,580
5307.200	Repairs and maintenance Vehicle	-	127	500	1,000	1,000
5307.300	Repairs and maintenance Building	4,996	1,076	7,000	7,500	7,500
5307.400	Repairs and maintenance Grounds	7,944	4,259	18,000	20,500	14,500
5310	Advertising and public notice	142	-	150	-	-
5311	Marketing	-	-	-	-	-
5315	Vending	22,477	14,624	16,000	16,000	16,000
5330	Books, periodicals, subscription	25	-	18	18	200
5335	Software	-	-	2,870	2,870	-
5340	Travel	3,684	704	3,000	4,300	4,000
5365	Special events	42,147	11,950	37,000	37,000	40,000
5366	Volunteer expense	38	18	200	200	200
5390	Miscellaneous	-	100	200	-	-
5392	Service fees	7,242	4,175	4,200	1,850	1,850
5395	Equipment - nonoutlay	1,778	1,080	1,080	-	4,900
5396	Animal purchases	790	638	638	-	-
5501	Electric	58,037	26,250	50,000	55,008	63,000
5502	Gas, oil, etc.	20,963	11,968	25,000	25,720	25,720
5505	Telephone	7,927	4,778	8,000	6,000	8,000
5507	Other utilities	-	850	3,000	3,050	2,550
5600	Indirect cost	49,872	27,810	54,422	54,422	61,827
5601.100	Intra-county expense Information services	15,403	15,251	34,411	34,411	32,921
5601.200	Intra-county expense Insurance	3,374	4,721	9,442	9,442	5,284
5601.300	Intra-county expense Other departmental	118,653	56,616	115,000	111,300	115,000
5700	Contracted services	2,625	2,180	4,500	4,500	3,380
5708	Professional services	1,679	-	-	-	4,635
5761	Medical services	35,250	14,934	30,000	28,000	32,000
5800	Grant Expenditures	-	-	-	-	-
5803	Donated Items	13,753	-	-	-	-
5804	Conservation expense	-	-	-	-	-
5902	Interest expense	21,254	9,041	20,000	20,000	32,329
5903	Debt issue expense	863	-	-	-	-

Account Number	Description	2009				2010 Executive
		2008 Actual Amount	2009 Actual Amount	Estimated Amount	2009 Amended Budget	
6000.005	Depreciation Land improvements	1,285	642	1,286	1,286	1,285
6000.010	Depreciation Buildings	99,174	54,029	132,062	132,062	145,038
6000.020	Depreciation Equipment	59,046	26,943	82,961	82,961	62,454
6000.025	Depreciation Vehicle	-	-	-	-	-
6000.030	Depreciation Infrastructure	1,019	382	764	764	764
6000.040	Depreciation Zoo animals	4,903	2,477	4,852	4,852	4,954
6110	Outlay	-	-	-	-	-
6110.900	Outlay Contra	-	-	-	-	-
6190	Disposition of fixed assets	(99,397)	-	-	-	-
6190.040	Disposition of fixed assets Animals	(2,000)	-	-	-	-
9003	Transfer out	21,378	616,127	764,595	-	-
	<b>Expenditures Total</b>	<b>1,498,345</b>	<b>1,405,147</b>	<b>2,463,703</b>	<b>1,755,469</b>	<b>1,822,715</b>
	<b>Fund Revenue Total: 640 - New Zoo</b>	<b>1,987,158</b>	<b>731,564</b>	<b>1,587,478</b>	<b>1,694,550</b>	<b>1,785,800</b>
	<b>Fund Expenditure Total: 640 - New Zoo</b>	<b>1,498,345</b>	<b>1,405,147</b>	<b>2,463,703</b>	<b>1,755,469</b>	<b>1,822,715</b>
	<b>Fund Net Total: 640 - New Zoo</b>	<b>488,813</b>	<b>(673,583)</b>	<b>(876,225)</b>	<b>(60,919)</b>	<b>(36,915)</b>
<b>Fund: 641 - New Zoo Donations</b>						
<u>Revenues</u>						
4601.771	Sales Programs	-	1,000	-	-	-
4901	Donations	32,150	9,532	10,000	10,332	5,000
4901.700	Donations Conservation	469	44	500	-	500
4905	Interest	223	229	300	-	225
9002	Transfer in	21,378	-	-	-	-
	<b>Revenues Total</b>	<b>54,220</b>	<b>10,805</b>	<b>10,800</b>	<b>10,332</b>	<b>5,725</b>
<u>Expenditures</u>						
5300	Supplies	2,858	1,423	2,000	1,300	10,000
5307.300	Repairs and maintenance Building	1,300	-	-	-	2,000
5307.400	Repairs and maintenance Grounds	-	-	-	1,532	-
5340	Travel	-	522	3,000	3,500	3,000
5365	Special events	4,000	140	14,000	4,000	14,000
5395	Equipment - nonoutlay	9,323	-	-	-	2,000
5804	Conservation expense	-	-	-	-	-
	<b>Expenditures Total</b>	<b>17,481</b>	<b>2,085</b>	<b>19,000</b>	<b>10,332</b>	<b>31,000</b>

Account Number	Description	2009				2010 Executive
		2008 Actual Amount	2009 Actual Amount	Estimated Amount	2009 Amended Budget	
Fund Revenue	Total: 641 - New Zoo Donations	54,220	10,805	10,800	10,332	5,725
Fund Expenditure	Total: 641 - New Zoo Donations	17,481	2,085	19,000	10,332	31,000
Fund Net	Total: 641 - New Zoo Donations	36,739	8,720	(8,200)	-	(25,275)

Fund: 642 - New Zoo Capital Projects

Revenues

4905	Interest	-	1,166	-	-	-
9002	Transfer in	-	616,127	-	-	-
	<b>Revenues Total</b>	-	<b>617,293</b>	-	-	-

Expenditures

5902	Interest expense	-	-	-	-	-
6182	Construction	-	-	-	-	-
6182.100	Construction General	-	-	-	-	-
	<b>Expenditures Total</b>	-	-	-	-	-

Fund Revenue	Total: 642 - New Zoo Capital Projects	-	617,293	-	-	-
Fund Expenditure	Total: 642 - New Zoo Capital Projects	-	-	-	-	-
Fund Net	Total: 642 - New Zoo Capital Projects	-	617,293	-	-	-

Revenue Grand Totals:	2,041,378	1,359,662	1,598,278	1,704,882	1,791,525
Expenditure Grand Totals:	1,515,826	1,407,232	2,482,703	1,765,801	1,853,715
Net Grand Totals:	525,552	(47,570)	(884,425)	(60,919)	(62,190)