

**COUNTY EXECUTIVE'S 2008 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.

<b>BUDGET SUMMARY</b>				
<b>Account Summary</b>	<b>2006 Actual</b>	<b>2007 Budget</b>	<b>2008 Budget</b>	<b>2007/2008Change</b>
Personal Services (w/o EFB)	\$ 7,563,187	\$ 7,689,176	\$ 8,248,583	\$ 559,407
Employee Fringe Benefits (EFB)	3,161,737	4,508,094	4,221,291	(286,803)
Services	4,979,799	5,166,927	5,232,869	65,942
Commodities	2,668,446	2,928,254	3,032,730	104,476
Other Charges	0	(51,250)	0	51,250
Debt & Depreciation	0	0	0	0
Capital Outlay	188,007	203,678	271,415	67,737
Capital Contra	0	0	0	0
County Service Charges	2,146,691	1,914,470	1,900,458	(14,012)
Abatements	(1,246,027)	(952,009)	(25,000)	927,009
<b>Total Expenditures</b>	<b>\$ 19,461,840</b>	<b>\$ 21,407,340</b>	<b>\$ 22,882,346</b>	<b>\$ 1,475,006</b>
Direct Revenue	13,911,576	15,774,223	16,925,532	1,151,309
State & Federal Revenue	0	0	0	0
Indirect Revenue	0	0	0	0
<b>Total Revenue</b>	<b>\$ 13,911,576</b>	<b>\$ 15,774,223</b>	<b>\$ 16,925,532</b>	<b>\$ 1,151,309</b>
<b>Direct Total Tax Levy</b>	<b>5,550,264</b>	<b>5,633,117</b>	<b>5,956,814</b>	<b>323,697</b>

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<b>ADDITIONAL COSTS NOT INCLUDED IN TAX LEVY*</b>				
<b>Account Summary</b>	<b>2006 Actual</b>	<b>2007 Budget</b>	<b>2008 Budget</b>	<b>2007/2008Change</b>
Central Service Allocation	\$ 543,388	\$ 543,427	\$ 0	\$ (543,427)
Courthouse Space Rental	0	0	0	0
Tech Support & Infrastructure	256,510	164,311	0	(164,311)
Distribution Services	4	0	0	0
Telecommunications	30,537	30,095	0	(30,095)
Record Center	4	2	0	(2)
Radio	841	770	0	(770)
Computer Charges	53,335	35,763	0	(35,763)
Applications Charges	291,523	103,970	0	(103,970)
Apps Charges - Network	0	0	0	0
Apps Charges - Mainframe	0	0	0	0
HRIS Allocation	63,431	73,671	0	(73,671)
<b>Total Charges</b>	<b>\$ 1,239,573</b>	<b>\$ 952,009</b>	<b>\$ 0</b>	<b>\$ (952,009)</b>
<b>Direct Property Tax Levy</b>	<b>\$ 5,550,264</b>	<b>\$ 5,633,117</b>	<b>\$ 5,956,814</b>	<b>\$ 323,697</b>
<b>Total Property Tax Levy</b>	<b>\$ 6,789,837</b>	<b>\$ 6,585,126</b>	<b>\$ 5,956,814</b>	<b>\$ (628,312)</b>

\*\* In 2006 and 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, these costs are budgeted within the receiving department to show the tax levy cost in the department.

<b>PERSONNEL SUMMARY</b>				
	<b>2006 Actual</b>	<b>2007 Budget</b>	<b>2008 Budget</b>	<b>2007/2008Change</b>
Personal Services (w/o EFB)	\$ 7,563,187	\$ 7,689,176	\$ 8,248,583	\$ 559,407
Employee Fringe Benefits (EFB)	\$ 3,161,737	\$ 4,508,094	\$ 4,221,291	\$ (286,803)
Position Equivalent (Funded)*	253.1	250.3	246.3	(4.0)
% of Gross Wages Funded	96.0	96.1	97.0	0.9
Overtime (Dollars)**	\$ 308,106	\$ 355,593	\$ 379,672	\$ 24,079
Overtime (Equivalent to Position)	10.1	11.4	11.5	0.1

\* For 2006 Actuals, the Position Equivalent is the budgeted amount.

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

<b>PERSONNEL CHANGES</b>				
<b>Job Title/Classification</b>	<b>Action</b>	<b>Number of Positions/ Total FTE</b>	<b>Division</b>	<b>Cost of Positions (Excluding Social Security &amp; Fringe)</b>
Executive Assistant (Zoo)	Unfund	1/1.00	Administration	(36,248)
Custodial Worker 2	Unfund	2/2.00	Operations	(70,824)
Zoo Worker 2 (seasonal)	Create	0.9	Operations	17,039
Zoo Worker 3 (seasonal)	Create	0.57	Operations	13,045
			<b>TOTAL</b>	<b>\$ (76,988)</b>

\* For seasonal positions, only the FTE is shown.

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<b>ORGANIZATIONAL COST SUMMARY</b>					
<b>DIVISION</b>		<b>2006 Actual</b>	<b>2007 Budget</b>	<b>2008 Budget</b>	<b>2007/2008Change</b>
Animal Health and Management	Expenditure	\$ 5,725,526	\$ 6,601,328	\$ 6,762,412	\$ 161,084
	Abatement	(19,414)	(47,797)	0	47,797
	Revenue	39,289	81,000	81,000	0
	Tax Levy	\$ 5,666,823	\$ 6,472,531	\$ 6,681,412	\$ 208,881
Operations	Expenditure	\$ 7,130,291	\$ 7,771,972	\$ 7,927,311	\$ 155,339
	Abatement	(41,605)	(41,808)	0	41,808
	Revenue	10,005,106	11,402,102	12,010,046	607,944
	Tax Levy	\$ (2,916,420)	\$ (3,671,938)	\$ (4,082,735)	\$ (410,797)
Administration and Finance	Expenditure	\$ 5,305,361	\$ 5,338,572	\$ 5,498,701	\$ 160,129
	Abatement	(1,179,866)	(856,409)	(25,000)	831,409
	Revenue	858,123	764,918	804,918	40,000
	Tax Levy	\$ 3,267,372	\$ 3,717,245	\$ 4,668,783	\$ 951,538
Public Affairs and Services	Expenditure	\$ 2,546,746	\$ 2,647,477	\$ 2,718,922	\$ 71,445
	Abatement	(5,158)	(5,995)	0	5,995
	Revenue	3,009,065	3,526,203	4,029,568	503,365
	Tax Levy	\$ (467,477)	\$ (884,721)	\$ (1,310,646)	\$ (425,925)

**MISSION**

The Milwaukee County Zoo will inspire public understanding, support and participation in global conservation of animal species and their environment by creating a unifying bond between visitors and the living earth and 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;
- Sharing our knowledge with the intent to reinforce the human-animal-earth bond;
- 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.

**OBJECTIVES**

- Successfully maintain the Zoo's Association of Zoos and Aquariums (AZA) Accreditation.
- Successfully host the 2008 AZA Annual Conference.
- Complete the construction and opening of the Gathering Place.
- Make significant contributions to the improvement of animal care and the global conservation of animal species and their natural habitat.
- Make significant contributions to the body of scientific knowledge applied towards animal care and the global conservation of animal species.

**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 optimal animal care.

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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 exam programs 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, 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 also 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 without fringe benefits increase \$559,407, from \$7,689,176 in 2007 to \$8,248,583 in 2008.
- The following vacant positions are unfunded in 2008: 1.0 FTE Executive Assistant (Zoo) position and 2.0 FTE Custodial Worker 2 positions for a salary, social security and active fringe benefit savings of \$170,548.
- The following vacant positions that were unfunded in 2007 remain unfunded in 2008: 2.0 FTE Custodial Worker 2 positions, 1.0 FTE Assistant Zoo Maintenance & Grounds Coordinator position, and 2.0 FTE Zoo Vehicle Machine Operator positions.
- The Gathering Place, which is the final project of the joint \$29.6 million capital campaign between Milwaukee County and the Zoological Society, will open in 2008. The Gathering Place joins the existing North and South Administration Buildings. This project remodels the Flamingo Café, adds a sundries shop and provides for additional rental opportunities. Additional operating expenditures are budgeted at \$85,514 and revenues at \$124,000 for a net tax levy reduction of \$38,486. The following seasonal positions are created to support the new Gathering Place:
  - \$17,286 Zoo Worker 2 (.90 FTE)
  - \$13,234 Zoo Worker 3 (.57 FTE)

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- Zoo attendance is expected to be at the 2007 budgeted level of 1,350,000 visitors. However, the mix of free and paid admissions is adjusted to reflect an increase of 24,842 in free admissions, or 1.8%, from 48.9% to 50.8%.
- Zoo admission fees increase \$.75 to generate an additional \$442,988 in revenue in 2008. The detail regarding Zoo fees can be found in the fee schedule.
- The 2008 Budget includes a \$1.00 parking fee increase, from \$9.00 to \$10.00 per car, increasing revenue \$249,167 to \$2,466,948.
- Revenue from the Skyride is reduced \$150,000 to \$250,000 based on experience.
- The Sting Ray and Sharks special exhibit will continue in 2008 to help achieve an attendance level of 1,350,000 visitors. Admission for the exhibit is \$2.00 for adults and children.
- The Flamingo birds are returning in 2008. Visitors will have a new scenic overlook to view the birds. The Zoological Society of Milwaukee County funded \$600,000 for the construction of the bird holding facility. An appropriation of \$9,000 is included in 2008 for utility and food costs.
- The Zoological Department is requesting authority to enter into the following Professional Service Contracts in 2008. 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.

<b>Contract Amount</b>	<b>Description</b>	<b>Provider</b>
\$155,868	Sea Lion Show	Oceans of Fun, Inc.
\$113,107	Mold-a-Ramas	William A. Jones Co.

- 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 resale purchases for novelties and souvenirs in October of 2008.

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 2008 Zoo budget in lieu of separate review and approval during the budget year. The County Board of Supervisors may revoke this authority if 2009 funds are not appropriated for Zoo novelties and souvenirs during the 2009 budget deliberations in October 2008.

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

	2007	2008	2007/2008 Change
<b>Novelties</b>			
Revenues	\$ 1,926,128	1,926,128	0
Labor	278,890	\$ 278,890	\$ 0
CGS	698,822	698,822	0
Gross Profit	\$ 948,416	\$ 948,416	\$ 0
<b>Concessions</b>			
Revenues	\$ 3,985,398	\$ 4,077,898	\$ 92,500
Labor	736,880	825,782	88,902
CGS	1,128,866	1,163,866	35,000
Gross Profit	\$ 2,119,652	\$ 2,088,250	\$ (31,402)

- Expenditures for utilities, including electricity, natural gas, sewer, outside telephone service and water, increase \$116,658, from \$1,936,336 to \$2,052,994. This amount reflects a \$142,399 increase for electricity due to an anticipated price increase and \$23,000 for new construction requirements for the Gathering Place and Flamingo Exhibit. Offsetting a portion of this increase is a net reduction of \$37,225 in natural gas based on current year projections.
- The animal food budget increases \$38,495, from \$420,000 to \$458,495, based on projected food cost increases and actual experience.

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- Operating Capital outlay increases \$67,737, from \$203,678 to \$271,415. The increase in major maintenance is to be used for the Zoo's accreditation process in 2008 and for the Association of Zoos and Aquariums (AZA) annual conference, which the Zoo is hosting in September 2008.
- The Zoo will continue the following initiatives through 2008:
  - The flexibility to reallocate major maintenance projects and equipment purchases while remaining within the total appropriation.
  - Discounted admission fees of \$5.75 for adults and \$3.25 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.

- Expenditures of \$1,496,500 are budgeted for capital improvements in 2008 for capital improvements at the Zoo. This appropriation includes infrastructure projects that contribute to the continued health and safety of animals housed at the Zoo. In addition, funds are appropriated to design and construct new admission booths. For further detail, refer to the 2008 Recommended Capital Improvements Budget.
- Departments have the authority to fill unfunded positions provided they do not incur a salary deficit.
- ECP positions are not provided step increases or performance awards in 2008 as allowed in County Ordinance Section 17.265 (3).
- The abatement of Countywide crosscharges is discontinued in 2008. The tax levy previously held in the servicing department is redistributed to the recipient departments in an amount corresponding to the crosscharges. This results in a tax levy redistribution equal to the change in

abatements. Due primarily to this change in methodology, direct tax levy for this department increased \$323,697. The actual change in tax levy for this department from 2007 is a decrease of \$628,312.

- 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 severely 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 visitors' expenditures are estimated to be \$56.7 million in output (ten times the tax levy), \$18 million in earnings and 795 jobs.

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- 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 assure continued support for the Zoo, the County provides free admission for Society members throughout the term of the Memorandum of Understanding.
- The cost of the capital improvement program contained in the 2000-2009 Nine-Year Plan is \$29.6 million, which will be split equally between Milwaukee County and the Zoological Society.
- For 2008, the Zoological Society support of \$533,750 consists of:
  - \$310,750 in sponsorship revenue.
  - \$74,288 for various ticket reimbursement.
  - \$55,000 of summer exhibit support.
  - \$93,712 of miscellaneous support.

Reimbursement revenue from the Parking Plus Program increases \$131,806 to \$1,179,378 due to the Zoo parking fee increase.

In addition to the \$533,750 contribution, the Zoological Society will also provide additional support of \$428,365 which is comprised of:

- \$424,865 in revenue from Zoo Pass and Zoo Pass Plus Memberships increases.
- \$3,500 in website maintenance and management.

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<b>ACTIVITY AND STATISTICAL SUMMARY</b>				
	<u>2006 Budget</u>	<u>2006 Actual</u>	<u>2007 Budget</u>	<u>2008 Budget</u>
<u>Attendance</u>				
Paid Adult	465,245	423,417	460,318	438,326
Paid Junior	240,224	217,978	228,503	225,653
Free	<u>644,531</u>	<u>662,688</u>	<u>661,179</u>	<u>686,021</u>
Total Attendance	1,350,000	1,304,083	1,350,000	1,350,000
<u>Activities - Revenues</u>				
Parking Sales	\$ 1,946,000	\$ 1,891,632	\$ 2,217,781	\$ 2,466,948
Admission Sales	\$ 4,621,000	\$ 4,099,916	\$ 4,918,870	\$ 5,361,858
Food Concession Sales	\$ 3,540,000	\$ 3,716,556	\$ 3,819,398	\$ 3,911,898
Gift Sales	\$ 1,907,000	\$ 1,823,397	\$ 1,926,128	\$ 1,926,128
Sea Lion Show Sales	\$ 196,300	\$ 144,370	\$ 182,018	\$ 182,018
Carousel	\$ 255,539	\$ 167,069	\$ 200,000	\$ 200,000
Train Ride Sales	\$ 732,000	\$ 597,622	\$ 732,000	\$ 650,000
Zoomobile Ride Sales	\$ 88,000	\$ 66,371	\$ 88,000	\$ 80,000
SkyGlider	\$ 400,000	\$ 223,435	\$ 400,000	\$ 250,000

**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
\$1,075,523	\$1,075,523	\$ 0

Total 2008 expenditures and revenues for the Railroad Fund are \$1,075,523 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.

\$261,467 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.

\$192,458 Other commodities and supplies, expenses for conservation programs and grants, library operators and staff training, travel and conference expenses.

\$150,000 Appropriation for expenses related to the Association of Zoos and Aquariums annual conference, which is hosted by the Zoo in September of 2008.

Revenue

\$1,075,523 Reflects revenue of \$767,500 from operation of the train and Zoomobile, \$52,763 from miscellaneous revenue, a \$105,260 contribution from reserves and \$150,000 in registration and sponsorship revenues from hosting the annual Association of Zoos and Aquariums (AZA) annual conference in September of 2008.

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**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 2008 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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<b>GENERAL ZOO VISITOR FEE SCHEDULE</b>			
	2007	2008	
	<u>Rate</u>	<u>Rate</u>	<u>Change</u>
<b><u>Admissions</u></b>			
Adult summer-County	\$8.75	\$9.50	\$0.75
Junior summer-County	\$5.75	\$6.50	\$0.75
Adult summer-Non-County	\$10.50	\$11.25	\$0.75
Junior summer-Non-County	\$7.50	\$8.25	\$0.75
Adult winter-County	\$7.25	\$8.00	\$0.75
Junior winter-County	\$4.25	\$5.00	\$0.75
Adult winter-Non-County	\$9.00	\$9.75	\$0.75
Junior winter-Non-County	\$6.00	\$6.75	\$0.75
Adult discount day	\$5.25	\$6.00	\$0.75
Junior discount day	\$2.75	\$3.50	\$0.75
Adult education-County	\$6.75	\$7.50	\$0.75
Junior education-County	\$3.75	\$4.50	\$0.75
Adult education-Non-County	\$8.50	\$9.25	\$0.75
Junior education-Non-County	\$5.50	\$6.25	\$0.75
Adult group-County	\$7.75	\$8.50	\$0.75
Junior group-County	\$4.75	\$5.50	\$0.75
Adult group-Non-County	\$9.50	\$10.25	\$0.75
Junior group-Non-County	\$6.50	\$7.25	\$0.75
Senior summer-County	\$7.75	\$8.50	\$0.75
Senior winter-County	\$5.75	\$6.50	\$0.75
Senior summer-Non-County	\$9.50	\$10.25	\$0.75
Senior winter-Non-County	\$7.50	\$8.25	\$0.75
<b><u>Attractions</u></b>			
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	\$2.00	\$0.00
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
<b><u>Parking Fees</u></b>			
Cars	\$9.00	\$10.00	\$1.00
Buses	\$14.00	\$14.00	\$0.00
<b><u>Other Fees</u></b>			
Stroller-Single*	\$6.00	\$6.00	\$0.00
Stroller-Double*	\$8.00	\$8.00	\$0.00

\* Fee set by contract

\*\* Fee determined by type of special exhibit