AGENDA

Potter Park Zoo Advisory Board
1301 S. Pennsylvania Avenue ~ Lansing, MI 48912
Telephone: 517.342.2776; Fax: 517.316.3894

The Board information packet is available on-line by going to www.potterparkzoo.org, selecting “About,” clicking on “Zoo Advisory Board” and clicking “June 12, 2024.”

POTTER PARK ZOO ADVISORY BOARD MEETING
Wednesday, June 12, 2024
6:00 PM

1. Call to Order
2. Approval of the March 13 and May 08, 2024 Meeting Minutes
3. Limited Public Comment – Limited to 3 minutes with no discussion
4. Late Items/Deletions/Consent Items

5. Action Items

6. Director’s Report
   a. Finance Report – Cynthia Wagner
   b. Admission and Parking Reports- Cynthia Wagner
   c. Director’s Report – Cynthia Wagner

7. New Business
   a. Emergency Memo Water Line Repair – Cynthia Wagner
   b. Vision Statement Discussion

8. Old Business
   a. Potter Park Zoo Economic Impact Study – Final
   b. Animal Health Facility Progress – Cynthia Wagner
   c. Fundraising Update – Cynthia Wagner

9. Board Comments
10. Limited Public Comment - Limited to 3 minutes with no discussion
11. Upcoming Meeting
    a. Zoo Advisory Board Meeting July 10, 2024 at 6:00 PM
12. Adjournment

Official minutes are stored and available for inspection at the address noted at the top of this agenda. Potter Park Zoo will provide necessary reasonable auxiliary aids and services, such as interpreters for the hearing impaired and audio tapes of printed materials being considered at the meeting for the visually impaired, for individuals with disabilities at the meeting upon five (5) working days’ notice to the Zoo. Individuals with disabilities requiring auxiliary aids or services should contact the Zoo by writing to: Zoo Director, 1301 S. Pennsylvania Ave., Lansing, MI 48912, or by calling 517.342.2776.
MINUTES – INGHAM COUNTY
POTTER PARK ZOO ADVISORY BOARD
1301 S. Pennsylvania Avenue,
Lansing, MI,
March 13, 2024

BOARD MEMBER
PRESENT: Chair Cheryl Bergman, Vice Chair Kyle Binkley, Commissioner Pawar, Commissioner Tennis, Caitlin O’Rourke, Mary Leys, Julie Pingston, Dr. Jack Kottwitz and Emily Linden

ALSO PRESENT: Cynthia Wagner, Zoo Director and Amy L. Morris-Hall, Zoological Society Executive Director

ABSENT: Kasey Kent, Dr. Richard Snider and Molly Korn

CALL TO ORDER: Meeting called to order at 6:01 p.m.

MINUTES: Moved by Emily Linden and supported by Caitlin O’Rourke to approve the minutes of the February 14, 2024 meeting as written, Yes-7; No-0; MOTION CARRIED

LIMITED PUBLIC COMMENT
None

LATE ITEMS/DELETIONS/CONSENT ITEMS
None

ACTION ITEMS
None

FINANCIAL REPORT
Director Wagner reported the 2023 financials are still preliminary and will be adjusted as final revenue and expenses are recorded for 2023. She stated on page 6 the Capital Outlay expenditure of $44,722 is for the animal care utility vehicle that was a CIP in 2023. The vehicle was ordered in 2023, but was not available until 2024. She also noted they are waiting on any additional CIPs until final tax revenue numbers are determined as they are very low currently. The year to date expenses have been normal.

Mary Leys arrived at 6:08PM

ADMISSION & PARKING REPORT
Director Wagner reported that admissions for February was down overall, but paid admissions was up. The reason the admission numbers were down overall was due to not holding Ice Safari and in February 2023 Michigan State University students and staff were admitted for free for one week so attendance was higher than normal.

ZOO DIRECTOR REPORT
Major Elements Reported by Director Wagner:
Zookeeper and binturong SSP coordinator, Annie Marcum, was asked to visit El Paso Zoo to make recommendations for their binturong exhibit.

The Zookeeper 1 position has been filled and it is hiring season for customer service seasonal attendants.

Artist, Art by Adrienne, will be painting several fences at the zoo in May. These fences continue to be popular and brighten the zoo.

Drills and trainings are starting to take place for 2024 including firearms through Ingham County Sherriff’s Department and Zoonotic Disease training.

April 1 zoo hours and rates change for the summer season.

Zookambi Summer Camp is 81% filled.

The Conservation Engagement team is leading Night at the Living Museum in coordination with the MSU Science Festival.

The Potter Park Zoo AAZK Chapter is holding a snake trivia event at High Caliber with all proceeds benefiting snake conservation efforts.

Jenna Worthington is the new Special Events Coordinator.

The otter pups are doing good and the female Eagle owl has been continuously sitting in the nest box.

There are many upcoming public communications including:
  - FrogWatch
  - Lynx going on exhibit
  - Okapi new exhibit – billboards go up May 13
  - Hospital ground breaking

The Society audit is in process and seemed to go very well.

Commissioner Tennis arrived at 6:22PM.

NEW BUSINESS
Emergency Memo – Water Main Break
Director Wagner stated this memo reflected the information discussed at the previous meeting regarding the repair to the water main in front of the Tiger Den along the exit drive. She stated the repair was less than expected at $3,685.00.

OLD BUSINESS
Animal Health Facility Progress
Director Wagner stated the design build process is allowing the RFP to go out for the prefabricated structure while design continues. She also stated that there is a problem with the current water main as the flow test failed that is required for approval to build the hospital. She stated additional testing is going to be completed to help determine next steps. Worst case scenario is that a new water main is required to be run from Pennsylvania Ave. which would significantly raise the cost of the project.
Community Project Funding Update
Director Wagner reported they had been notified that with the passing of the Federal budget that the zoo would be receiving $959,752 through Ingham County for the Stormwater Infrastructure Improvements Project that they applied for in the spring of 2023. These funds will be used primarily to get all farmyard storm drains out of the animal yards as well as replace or add gutters as recommended by the Army Corp of Engineers Best Management Practices. It can take 6-12 months to receive the money once required paperwork is completed with the federal agency that administers the grant.

Fundraising Update
Director Morris-Hall reported the high school class received a $48,000 grant through ERESA for new classroom furnishings and teaching tools. She also reported that the Spring Appeal is in process and will go out soon.

Economic Impact Study Update
Director Morris-Hall reported that the study is providing important numbers in regard to the zoo’s economic contributions to the Mid-Michigan region. A draft of the report will be ready at the beginning of April and a representative from the company preparing the information will be at the Society board meeting in April and the Zoo Board meeting May 8 to describe the findings.

NEW BUSINESS
DEAI Plan Presentation
Mariah Martinez presented information about the Potter Park Zoo DEAI plan including how the zoo’s DEAI committee is now comprised of voluntary members across all zoo departments as well as Feliz Rodriguez with Ingham County. Ms. Martinez shared several accomplishments in the plan including holding a de-escalation training suggested by a member of the committee, producing visitor and employee surveys, producing audio tours for Wonderland of Lights and the Reptile Building, and creating a visually impaired tour for all who request it. She explained the plan includes goals for advancement of the plan such as completing audio tours for the entire zoo, holding the first ever Diversity Day, offering additional trainings for staff, and incorporating accessibility at the forefront of every event. Ms. Martinez explained the plan is a living document that will be updated as goals are accomplished.

Commissioner Tennis commented that he appreciated that the plan included the A for accessibility.
Commissioner Pawar asked if there had been collaboration with the Parks Department. Ms. Martinez replied they had been invited to the de-escalation training and that she had participated in a training for their summer program coordinator. Commissioner Pawar stated she would be interested in future collaboration where it is possible. Ms. Martinez and Director Wagner agreed this would be good.
Julie Pingston commented that Potter Park Zoo started many of the DEAI efforts in this community and that Mariah does a great job.

BOARD COMMENTS
Chair Bergman asked that all board members introduce themselves, introductions ensued.
Commissioner Pawar commented that the Big Zoo Lesson had made a significant impact on her children’s life and that they still remembered what animal they observed. She stated it was a wonderful program.
LIMITED PUBLIC COMMENT
None

ADJOURNMENT
Meeting adjourned at 7:01 p.m.
MINUTES – INGHAM COUNTY
POTTER PARK ZOO ADVISORY BOARD
1301 S. Pennsylvania Avenue,
Lansing, MI,
May 08, 2024

BOARD MEMBER
PRESENT: Commissioner Pawar, Kasey Kent, Dr. Richard Snider, Mary Leys, Julie Pingston and Dr. Jack Kottwitz

ALSO PRESENT: Cynthia Wagner, Zoo Director, Kelly Rogers and Dayna Roth

ABSENT: Chair Cheryl Bergman, Vice Chair Kyle Binkley, Commissioner Tennis, Caitlin O’Rourke, Emily Linden and Molly Korn

CALL TO ORDER: Meeting called to order at 6:03 p.m.

MINUTES: Quorum not present, minutes were not voted on.

LIMITED PUBLIC COMMENT
None

LATE ITEMS/DELETIONS/CONSENT ITEMS
Director Wagner requested the Economic Impact Study presentation be moved first on the agenda. The board approved this change in agenda.

NEW BUSINESS
Economic Impact Study Presentation
Kelly Rogers presented information about how the economic impact study numbers were gathered and evaluated.

Julie Pingston stated she felt the out of state visitation should be highlighted more in the report. Commissioner Pawar asked if in-kind donations were accounted for in the report. Ms. Rogers replied that those were not accounted for. Director Wagner stated there wasn’t currently a good system to track all in-kind donations and that they would discuss how to track that moving forward. Some suggestions were made by board members on layout and all suggestions were acknowledged by Ms. Rogers.

ACTION ITEMS
Ice Cream Machine Purchase – Resolution
Director Wagner explained the current ice cream machine was not able to be repaired due to its age and lack of replacement parts. She shared the importance of being able to purchase the machine as soon as it is approved so that it is available for the summer season.

Commissioner Pawar asked if the Parks Department needs an ice cream machine and if it is possible to combine purchases for a better rate. Director Wagner replied she was not sure what food service equipment the Parks Department uses, but she would inquire for future needs. The board could not vote on the resolution, but all present were in support of moving forward with purchasing the ice cream machine as proposed.
FINANCIAL REPORT
Director Wagner reported the 2024 year to date financials show expenses and zoo revenue are in line with 2023 however tax revenue is down $200,000 compared to 2023. The fund balance is very low however it will increase through the summer months when revenue is high. Director Wagner stated she is waiting to hear if Ingham County expects the tax revenue to increase in 2024 or if this is final. She also stated that she will be keeping a close eye on the financials.

ADMISSION & PARKING REPORT
Director Wagner reported that admissions for April and year to date are up from 2023. She also stated that starting in the May report there will be a line item for Wild Wanderers.

ZOO DIRECTOR REPORT
Major Elements Reported by Director Wagner:

- The zoo started a new visitor survey. Director Wagner showed the postcard with the QR code. Kasey Kent asked if the survey was on the website and Director Wagner replied she would check and make sure it is added if it was not.
- Mothers get in free on Mother’s Day.
- The Wild Wanderers Club has been wildly successful with over 800 members signing up since first promoted. The first three days had 126 adults and 18 kids walk from 8-9 a.m. There are already a lot of regulars.
- Director Wagner is working with organizations such as Aspire, Peckham and Community Mental Health to provide work site training for several individuals.
- Big Zoo Lesson is done for the year and the Society has hired someone, as Jill Garnett is retiring.
- Night at the Living Museum in partnership with the MSU Science Festival had 1,181 attendees.
- Zookambi starts June 10, 2024 with only a few spots remaining in some of the older age classes.
- Arbor Day had 13 classes of 2nd graders attend that learned about trees and helped plant a tree. Director Wagner thanked commissioner Pawar for attending.
- Potter Park Zoo’s first annual Diversity Day will be May 18, 2024.
- There have been several animal updates and announcements recently including otter names, lynx, okapi on exhibit and lemur pup.

NEW BUSINESS
Tiger Concern
Director Wagner stated a concern about the tiger and the enclosure were reported to AZA. She stated that she had submitted a response to AZA with a full description of the care provided to tiger that was developed with information supplied by the carnivore keepers. AZA sent the information to the individual with the concern who replied that they were happy to hear the details of the tiger’s care and would be visiting in the future with a more
positive outlook. Director Wagner stated that continued welfare assessments and behavioral monitoring would be done by animal care staff and then reviewed to evaluate if changes to the space or care are needed.

OLD BUSINESS

Animal Health Facility Progress
The groundbreaking ceremony is May 22 and invitations were mailed out to all board members.

Fundraising Update
The Society received a grant through ERESA for the high school classroom. This will allow them to add cupboards and counters throughout the room as well as purchase some educational resources. The zoo maintenance team will be installing the cupboards.

BOARD COMMENTS
None

LIMITED PUBLIC COMMENT
None

ADJOURNMENT
Meeting adjourned at 7:23 p.m.
## POTTER PARK ZOO
### BALANCE SHEET - PRELIMINARY
#### AS OF MAY 31, 2024

### ASSETS
<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>CASH</td>
<td>$1,699,909</td>
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<tr>
<td>DEPOSITORY CASH</td>
<td>669,058</td>
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<tr>
<td>IMPREST CASH</td>
<td>8,000</td>
</tr>
<tr>
<td>TAXES REC - CURRENT LEVY</td>
<td>491,155</td>
</tr>
<tr>
<td>IFT TAX RECEIVABLE</td>
<td>-</td>
</tr>
<tr>
<td>TAXES REC - DELINQUENT</td>
<td>44,784</td>
</tr>
<tr>
<td>ESTIMATED UNCOLLECTIBLE DELINQUENT TAXES</td>
<td>(18,601)</td>
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<tr>
<td>ACCOUNTS REC-OTHER</td>
<td>428</td>
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<tr>
<td>PROPERTY TAX RECEIVABLE</td>
<td>-</td>
</tr>
<tr>
<td>INTEREST RECEIVABLE</td>
<td>2,627</td>
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<tr>
<td>DUE FROM STATE</td>
<td>-</td>
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<tr>
<td>INVENTORY</td>
<td>171,296</td>
</tr>
<tr>
<td>PREPAID EXPENSES</td>
<td>-</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$3,068,657</strong></td>
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### LIABILITIES
<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>VOUCHERS PAYABLE</td>
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<tr>
<td>DUE TO ZOOLOGICAL SOCIETY</td>
<td>49,275</td>
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<tr>
<td>TAX LEVY LIABILITY</td>
<td>19,100</td>
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<td>SALES TAX PAYABLE</td>
<td>8,558</td>
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<td>REFUND NOW</td>
<td>(61)</td>
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<td>REFUND APPLY</td>
<td>(865)</td>
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<tr>
<td>ACCRUED PAYROLL</td>
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<tr>
<td>ACCOUNTS PAYABLE</td>
<td>4,923</td>
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<tr>
<td>DEFERRED REVENUE - DELINQUENT TAXES</td>
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<tr>
<td>DEFERRED REVENUE - PROPERTY TAXES</td>
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<tr>
<td>DEF REVENUE -POTTER PARK</td>
<td>15,023</td>
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<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>122,581</strong></td>
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### FUND BALANCE
<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNSPENDABLE</td>
<td>171,296</td>
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<tr>
<td>UNRESTRICTED FUND BALANCE</td>
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<td>2,946,076</td>
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<tr>
<td><strong>TOTAL LIABILITIES AND FUND BALANCE</strong></td>
<td><strong>$3,068,657</strong></td>
</tr>
</tbody>
</table>

*NOTE: This is based on figures posted to fiscal year 2023 as of the current date. The county audit has not been completed, and these figures may change. Financial Services will provide a final financial statement once the audit has been completed.*

Prepared By: Eric J. Thelen
## Potter Park Zoo

**Year To Date Budget/Actual Report - Preliminary**

**For 4 Months Ending May 31, 2024**

### Revenues

<table>
<thead>
<tr>
<th></th>
<th>May 2024 YTD</th>
<th>Budget</th>
<th>Remaining</th>
<th>% of Budget</th>
<th>May 2023 YTD</th>
<th>% Diff Last Yr</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property Tax</td>
<td>$4,487,927</td>
<td>$4,181,048</td>
<td>$306,879</td>
<td>93.16%</td>
<td>$4,382,213</td>
<td>-4.59%</td>
</tr>
<tr>
<td>Unallocated Portion of Taxes (7 Months)</td>
<td>-</td>
<td>$(2,438,945)</td>
<td>-</td>
<td>0.00%</td>
<td>$(2,556,291)</td>
<td>0.00%</td>
</tr>
<tr>
<td>Admissions</td>
<td>$695,000</td>
<td>$295,244</td>
<td>$399,756</td>
<td>42.48%</td>
<td>$276,088</td>
<td>6.94%</td>
</tr>
<tr>
<td>Concessions, Gift Shop, Vending</td>
<td>$705,000</td>
<td>$314,438</td>
<td>$390,562</td>
<td>44.60%</td>
<td>$297,815</td>
<td>5.58%</td>
</tr>
<tr>
<td>Parking Fees</td>
<td>$180,000</td>
<td>$63,416</td>
<td>$116,584</td>
<td>35.23%</td>
<td>$57,187</td>
<td>10.89%</td>
</tr>
<tr>
<td>Interactive Sites</td>
<td>$95,000</td>
<td>$17,243</td>
<td>$77,757</td>
<td>18.15%</td>
<td>$23,436</td>
<td>-26.43%</td>
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<tr>
<td>Interest Income</td>
<td>$30,000</td>
<td>$25,921</td>
<td>$4,079</td>
<td>86.40%</td>
<td>$28,788</td>
<td>-9.96%</td>
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<tr>
<td>Other Revenues</td>
<td>$(324,576)</td>
<td>$138,349</td>
<td>$(462,925)</td>
<td>-42.62%</td>
<td>$120,916</td>
<td>14.42%</td>
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<tr>
<td><strong>Total Revenues</strong></td>
<td>$5,868,351</td>
<td>$2,596,714</td>
<td>$832,693</td>
<td>44.25%</td>
<td>$2,630,152</td>
<td>-1.27%</td>
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### Expenditures

#### Personnel Services

<table>
<thead>
<tr>
<th></th>
<th>May 2024 YTD</th>
<th>Budget</th>
<th>Remaining</th>
<th>% of Budget</th>
<th>May 2023 YTD</th>
<th>% Diff Last Yr</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries &amp; Wages - Full Time</td>
<td>$1,936,415</td>
<td>$727,282</td>
<td>$1,209,133</td>
<td>37.56%</td>
<td>$697,654</td>
<td>4.25%</td>
</tr>
<tr>
<td>Salaries &amp; Wages - Seasonal</td>
<td>$695,284</td>
<td>$304,109</td>
<td>$391,175</td>
<td>43.74%</td>
<td>$293,736</td>
<td>3.53%</td>
</tr>
<tr>
<td>Benefits</td>
<td>$1,120,034</td>
<td>$423,383</td>
<td>$696,651</td>
<td>37.80%</td>
<td>$424,418</td>
<td>-0.24%</td>
</tr>
<tr>
<td><strong>Total Personnel Services</strong></td>
<td>$3,751,733</td>
<td>$1,454,774</td>
<td>$2,296,959</td>
<td>38.78%</td>
<td>$1,415,808</td>
<td>2.75%</td>
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</tbody>
</table>

#### Controllable Expenditures

<table>
<thead>
<tr>
<th></th>
<th>May 2024 YTD</th>
<th>Budget</th>
<th>Remaining</th>
<th>% of Budget</th>
<th>May 2023 YTD</th>
<th>% Diff Last Yr</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supplies</td>
<td>$436,000</td>
<td>$172,369</td>
<td>$263,631</td>
<td>39.53%</td>
<td>$230,783</td>
<td>-25.31%</td>
</tr>
<tr>
<td>Animal Care</td>
<td>$317,000</td>
<td>$103,099</td>
<td>$213,901</td>
<td>43.74%</td>
<td>$122,071</td>
<td>-15.54%</td>
</tr>
<tr>
<td>Purchased Services</td>
<td>$647,000</td>
<td>$253,022</td>
<td>$393,978</td>
<td>39.11%</td>
<td>$352,964</td>
<td>-28.32%</td>
</tr>
<tr>
<td>Utilities - Telephone</td>
<td>$23,125</td>
<td>$7,174</td>
<td>$15,951</td>
<td>31.02%</td>
<td>$6,155</td>
<td>16.55%</td>
</tr>
<tr>
<td>Rentals &amp; Leases</td>
<td>$6,000</td>
<td>$3,208</td>
<td>$2,792</td>
<td>53.46%</td>
<td>$3,277</td>
<td>-</td>
</tr>
<tr>
<td>Other Expenses</td>
<td>$141,100</td>
<td>$60,486</td>
<td>$80,614</td>
<td>42.87%</td>
<td>$34,767</td>
<td>73.98%</td>
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<tr>
<td><strong>Total Controllable Expenditures</strong></td>
<td>$1,570,225</td>
<td>$599,358</td>
<td>$970,867</td>
<td>38.17%</td>
<td>$750,017</td>
<td>-20.09%</td>
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</tbody>
</table>

#### Non-Controllable Expenditures

<table>
<thead>
<tr>
<th></th>
<th>May 2024 YTD</th>
<th>Budget</th>
<th>Remaining</th>
<th>% of Budget</th>
<th>May 2023 YTD</th>
<th>% Diff Last Yr</th>
</tr>
</thead>
<tbody>
<tr>
<td>Utilities</td>
<td>$240,000</td>
<td>$91,444</td>
<td>$148,557</td>
<td>38.10%</td>
<td>$97,477</td>
<td>-6.19%</td>
</tr>
<tr>
<td>Insurance</td>
<td>$90,000</td>
<td>$53,410</td>
<td>$36,590</td>
<td>59.34%</td>
<td>$64,600</td>
<td>-17.77%</td>
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<tr>
<td>IT Support Expense</td>
<td>$215,899</td>
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<td>$139,288</td>
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<tr>
<td>Other Expenses</td>
<td>$494</td>
<td>$247</td>
<td>$247</td>
<td>50.03%</td>
<td>-</td>
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</tr>
<tr>
<td><strong>Total Non-Controllable Expenditures</strong></td>
<td>$546,393</td>
<td>$221,711</td>
<td>$324,682</td>
<td>40.58%</td>
<td>$266,988</td>
<td>-16.96%</td>
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### Capital Outlay

<table>
<thead>
<tr>
<th></th>
<th>May 2024 YTD</th>
<th>Budget</th>
<th>Remaining</th>
<th>% of Budget</th>
<th>May 2023 YTD</th>
<th>% Diff Last Yr</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Improvements</td>
<td>$ -</td>
<td>$44,722</td>
<td>$(44,722)</td>
<td>#DIV/0!</td>
<td>$171,088</td>
<td>-73.86%</td>
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<tr>
<td><strong>Total Capital Outlay</strong></td>
<td>$ -</td>
<td>$276,149</td>
<td>$26,251</td>
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<td></td>
</tr>
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### Total Expenditures

<table>
<thead>
<tr>
<th></th>
<th>May 2024 YTD</th>
<th>Budget</th>
<th>Remaining</th>
<th>% of Budget</th>
<th>May 2023 YTD</th>
<th>% Diff Last Yr</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Expenditures</strong></td>
<td>$5,868,351</td>
<td>$2,320,565</td>
<td>$3,547,786</td>
<td>39.54%</td>
<td>$2,603,901</td>
<td>-10.88%</td>
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</tbody>
</table>

### Total Change in Fund Balance

<table>
<thead>
<tr>
<th></th>
<th>May 2024 YTD</th>
<th>Budget</th>
<th>Remaining</th>
<th>% of Budget</th>
<th>May 2023 YTD</th>
<th>% Diff Last Yr</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Change in Fund Balance</strong></td>
<td>$ -</td>
<td>$276,149</td>
<td>$26,251</td>
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</table>

### Fund Balance as of 1/1/24

<table>
<thead>
<tr>
<th></th>
<th>May 2024 YTD</th>
<th>Budget</th>
<th>Remaining</th>
<th>% of Budget</th>
<th>May 2023 YTD</th>
<th>% Diff Last Yr</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Spendable</td>
<td>$171,296</td>
<td>$171,296</td>
<td>$171,296</td>
<td>100.00%</td>
<td>$171,296</td>
<td>0.00%</td>
</tr>
<tr>
<td>Unrestricted</td>
<td>$211,789</td>
<td>$211,789</td>
<td>$211,789</td>
<td>100.00%</td>
<td>$211,789</td>
<td>0.00%</td>
</tr>
<tr>
<td><strong>Total Fund Balance as of 05/31/24</strong></td>
<td>$383,085</td>
<td>$383,085</td>
<td>$383,085</td>
<td>100.00%</td>
<td>$383,085</td>
<td>0.00%</td>
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### Fund Balance as of 05/31/24

<table>
<thead>
<tr>
<th></th>
<th>May 2024 YTD</th>
<th>Budget</th>
<th>Remaining</th>
<th>% of Budget</th>
<th>May 2023 YTD</th>
<th>% Diff Last Yr</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Spendable</td>
<td>$171,296</td>
<td>$171,296</td>
<td>$171,296</td>
<td>100.00%</td>
<td>$171,296</td>
<td>0.00%</td>
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<tr>
<td>Unrestricted</td>
<td>$487,938</td>
<td>$487,938</td>
<td>$487,938</td>
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<tr>
<td><strong>Total Fund Balance as of 05/31/24</strong></td>
<td>$659,234</td>
<td>$659,234</td>
<td>$659,234</td>
<td>100.00%</td>
<td>$659,234</td>
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**Note:** The Fund balance beginning balance is based on figures posted to fiscal year 2023 as of current date. The county audit has not been completed, and these figures may change. Financial Services will provide a final financial statement once the audit has been completed.

Prepared By: Eric J. Thelen
## POTTER PARK ZOO
### MONTHLY PARKING REPORT
#### FOR MONTH AND YTD ENDING MAY 31, 2024

<table>
<thead>
<tr>
<th>ADMISSION TYPE</th>
<th>2023</th>
<th>2024</th>
<th>2024</th>
<th>2024</th>
<th>BETTER (WORSE) THAN PY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Gate</td>
<td>Online</td>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ANNUAL RESIDENT PASS</td>
<td>89</td>
<td>80</td>
<td>0</td>
<td>80</td>
<td>(9)</td>
</tr>
<tr>
<td>ANNUAL NON-RESIDENT PASS</td>
<td>7</td>
<td>12</td>
<td>0</td>
<td>12</td>
<td>5</td>
</tr>
<tr>
<td>PPZ MEMBER DELUXE/PREMIUM</td>
<td>407</td>
<td>569</td>
<td>0</td>
<td>569</td>
<td>162</td>
</tr>
<tr>
<td>DAILY RESIDENT PARKING</td>
<td>3,494</td>
<td>4,194</td>
<td>3</td>
<td>4,197</td>
<td>703</td>
</tr>
<tr>
<td>DAILY NON-RESIDENT PARKING</td>
<td>5,243</td>
<td>6,211</td>
<td>56</td>
<td>6,267</td>
<td>1,024</td>
</tr>
<tr>
<td>EVENTS</td>
<td>18</td>
<td>23</td>
<td>0</td>
<td>23</td>
<td>5</td>
</tr>
<tr>
<td>ANNUAL PASS RESIDENT ENTRY</td>
<td>88</td>
<td>381</td>
<td>0</td>
<td>381</td>
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<tr>
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<tr>
<td>WAIVED ANNUAL PASS</td>
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<tr>
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<td>216</td>
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<tr>
<td>TOTAL</td>
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<td>11,716</td>
<td>59</td>
<td>11,775</td>
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<tr>
<td>BETTER (WORSE) THAN PY</td>
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<td>184</td>
<td>(52)</td>
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<table>
<thead>
<tr>
<th>ADMISSION TYPE</th>
<th>2023</th>
<th>2024</th>
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<tbody>
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<td></td>
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<td></td>
<td></td>
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<tr>
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<td>80</td>
<td>0</td>
<td>80</td>
<td>(9)</td>
</tr>
<tr>
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<td>12</td>
<td>0</td>
<td>12</td>
<td>5</td>
</tr>
<tr>
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<td>0</td>
<td>569</td>
<td>162</td>
</tr>
<tr>
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<td>3</td>
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<td>6,267</td>
<td>1,024</td>
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<tr>
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<td>23</td>
<td>5</td>
</tr>
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<td>381</td>
<td>293</td>
</tr>
<tr>
<td>ANNUAL PASS NON-RESIDENT ENTRY</td>
<td>1</td>
<td>23</td>
<td>0</td>
<td>23</td>
<td>22</td>
</tr>
<tr>
<td>WAIVED ANNUAL PASS</td>
<td>11</td>
<td>7</td>
<td>0</td>
<td>7</td>
<td>(4)</td>
</tr>
<tr>
<td>OTHER (non-paying)</td>
<td>172</td>
<td>216</td>
<td>0</td>
<td>216</td>
<td>44</td>
</tr>
<tr>
<td>TOTAL</td>
<td>9,530</td>
<td>11,716</td>
<td>59</td>
<td>11,775</td>
<td>2,245</td>
</tr>
<tr>
<td>BETTER (WORSE) THAN PY</td>
<td>236</td>
<td>184</td>
<td>(52)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## POTTER PARK ZOO
### MONTHLY ATTENDANCE REPORT
#### FOR MONTH AND YTD MAY 31, 2024

<table>
<thead>
<tr>
<th>ADMISSION TYPE</th>
<th>2023 COUNT</th>
<th>2024 COUNT</th>
<th>BETTER (WORSE) THAN PY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gate</td>
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<tr>
<td>Online</td>
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### GENERAL

<table>
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<td>CHILD RESIDENT</td>
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<td>CHILD NON-RESIDENT</td>
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<tr>
<td>ADULT RESIDENT</td>
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<td>ADULT NON-RESIDENT</td>
<td>5,792</td>
<td>5,951</td>
<td>609</td>
</tr>
<tr>
<td>SENIOR/MILITARY RESIDENT</td>
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<td>493</td>
<td>1</td>
</tr>
<tr>
<td>SENIOR/MILITARY NON-RESIDENT</td>
<td>677</td>
<td>744</td>
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</tr>
<tr>
<td>GROUPS</td>
<td>6,050</td>
<td>12,570</td>
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</tr>
</tbody>
</table>

**SUBTOTAL**: 22,107 29,285 859 30,144 8,037 37,445 50,386 12,941

### MEMBERSHIPS/PROGRAMS

<table>
<thead>
<tr>
<th>Category</th>
<th>2023</th>
<th>2024</th>
<th>BETTER (WORSE) THAN PY</th>
</tr>
</thead>
<tbody>
<tr>
<td>PPZ MEMBERS/RECIPROCAL</td>
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<td>3,442</td>
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</tr>
<tr>
<td>SOCIETY PROGRAMMING/EVENTS</td>
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<td>0</td>
</tr>
<tr>
<td>MONDAY PROGRAM</td>
<td>2,070</td>
<td>947</td>
<td>0</td>
</tr>
<tr>
<td>ZIYH</td>
<td>607</td>
<td>614</td>
<td>7</td>
</tr>
<tr>
<td>OTHER (non-paying)</td>
<td>696</td>
<td>1,565</td>
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</tr>
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</table>

**SUBTOTAL**: 7,610 7,009 0 7,009 (601) 21,142 20,863 (279)

### GRAND TOTAL

<table>
<thead>
<tr>
<th>Category</th>
<th>2023</th>
<th>2024</th>
<th>BETTER (WORSE) THAN PY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wild Wanderers</td>
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<td>737</td>
<td>0</td>
</tr>
</tbody>
</table>

**Wild Wanderers**

<table>
<thead>
<tr>
<th>ADMISSION TYPE</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHILDREN RESIDENT</td>
<td>Children, Ingham County ages 3-16 ($5 April - October, $3 November-March)</td>
</tr>
<tr>
<td>CHILDREN NON-RESIDENT</td>
<td>Children, Out of Ingham County ages 3-16 ($5 April - October, $3 November-March)</td>
</tr>
<tr>
<td>CHILDREN - UNDER 3</td>
<td>All Children, any county under age 3 (Free)</td>
</tr>
<tr>
<td>ADULT RESIDENT</td>
<td>Adult of Ingham County ( $7 April 1 - Oct. 31, $4 November-March)</td>
</tr>
<tr>
<td>ADULT NON-RESIDENT</td>
<td>Adult Out of Ingham County ( $13 April 1 - Oct. 31, $4 November-March)</td>
</tr>
<tr>
<td>SENIOR/MILITARY RESIDENT</td>
<td>Seniors/Military of Ingham County ( $5 April 1 - Oct. 31, $4 November-March)</td>
</tr>
<tr>
<td>SENIOR/MILITARY NON-RESIDENT</td>
<td>Seniors/Military of Ingham County ( $11 April 1 - Oct. 31, $4 November-March)</td>
</tr>
<tr>
<td>PPZ MEMBERS</td>
<td>Visitors holding membership at PPZ - one time payment</td>
</tr>
<tr>
<td>SPECIAL EVENTS - PPZ</td>
<td>Admission included in event fee</td>
</tr>
<tr>
<td>SPECIAL EVENTS - COUNTY</td>
<td>Admission included in event fee</td>
</tr>
<tr>
<td>RECIPROCAL ZOO MEMBERS</td>
<td>Reciprocal Zoo memberships (Discount varies)</td>
</tr>
<tr>
<td>RECIPROCAL ZOO MEMBERS (100%)</td>
<td>Reciprocal Zoo Members (Free admission)</td>
</tr>
<tr>
<td>GROUPS</td>
<td>20 or more guests paying together ($1 off per person)</td>
</tr>
<tr>
<td>MONDAY PROGRAM</td>
<td>Ingham County and City of Lansing Residents free 9-12 PM on non-holiday Mondays</td>
</tr>
<tr>
<td>OTHER (non-paying)</td>
<td>Any coupon related attendee</td>
</tr>
</tbody>
</table>
Animal Hospital

The ground breaking went well on May 22, 2024. Thank you to everyone that attended!

Public Safety

- There have been 13 employee and two non-employee injury reports in 2024 compared to 13 employee and six non-employee in 2023.

- The Ingham County Health department will be at the zoo on June 11th to administer TB shots and will be back on June 13th to read the results. Animal care, maintenance and selected Society staff will be required to do the TB testing.

- The Zoo Emergency Response team will be doing three firearms trainings in 2024 that will be conducted by the Ingham County Sheriff’s Department. The second training will be August 6th.
Guest Services
Art of Adrienne has completed the mural by okapi and has started the murals by the Savanna Grill. Many guests stop to complement these murals.

Conservation Engagement

ERESA

- Wednesday, June 5th is the last day of class for the school year.
- Around 100 people attended the Habitat Design Fair this year, making it the biggest turnout yet. This is an end of the year project for the students where they make a model of an animal exhibit.
- Most of the furniture for the high school classroom has been delivered and renovations are starting! The zoo maintenance team is installing the cabinets. This will add a tremendous amount of storage.
- Ten students earned the San Diego Wildlife Alliance Academy’s Professional Certificate in Animal Care Fundamentals – a commitment of approximately 26 hours of online training. Several students have also asked to maintain access to the training over the summer so that they can complete the remaining modules required to complete this certificate.
- Forty-two students became certified in Pet First Aid and CPR through Pet Emergency Education, a RACE-approved training provider for veterinary professionals.
- Thirty-seven students earned the Project WILD Instructor-level Certification in Environmental Education.

End of year class survey results:

- 100% of students surveyed said they feel this class helped prepare them for further studies/a career in animal science and that they are more likely to take conservation actions in their daily lives based on what they learned in this class.
- Students shared they appreciate the supportive atmosphere at the zoo and the availability of things like the quiet room and fidgets in the classroom.

“This experience really helped me learn about animal science and what careers I can do in the field.”

“This class gives you a chance to truly learn about plenty of the careers that involve animals and wildlife. I learned a lot about what I don’t want to do and what is actually for me.”

“My experience here was amazing! I had so much fun learning about all the different animals and also getting to experience things either hands on or in person.”

“At the beginning of the year, when I was told that people in the class all became friends, I didn't quite believe it. However, on the final day, I have definitely made a ton of friends.”
• The Conservation, Engagement, and Learning Department has five conservation education interns starting full-time this week! They will be conducting tours, running conservation education stations or simply engaging with guests.

• Six educators will be teaching Zookambi beginning June 10. Asia, Ellie, Taylor, Bailey, Kalie, and Sydney are all eager to work with our campers throughout this summer! We will welcome 60 kids each weekday for seven weeks to participate in weeklong themed sessions revolving around animals and the natural world.

• Roxanne Truhn has accepted the Big Zoo Lesson Site Coordinator position.

• We are excited to welcome back Zoo Teens this summer! We have about fifty Zoo Teens this year with about thirty new and twenty returnees. Zoo Teens have begun helping out in the Contact Yard on the weekends and leading Conservation Stations. Zoo Teens began shadowing zookeepers June 1 to learn about what being a zookeeper is really like, and will help out with summer camp beginning June 10.

• This year, we have a new section within the Zoo Teen Program called Zoo Teen Leaders. We have five ambitious, passionate, and hard-working teens who will have the opportunity to gain leadership skills, plan Zoo Teen events, and create and present projects. We are very excited for the program this year!

• Fifty-eight guests registered for the Wild About Our Rivers clean up event June 1. This was the first year we partnered with Michigan Waterways Stewards for an even larger turn out!

• The first Twilight Adventures takes place Saturday, June 8.

Events

Zoo Nights is back with delectable treats from nearby eateries and drinks from local breweries and wineries. After hours, guests explore the zoo, mingle with friends, and create unforgettable moments together. Zoo Nights is the perfect blend of relaxation and exploration, designed for a
fun evening with friends and family.

Zoo Nights highlights:

- We introduced a new ticket type called Designated Driver. To promote safe driving after Zoo Nights, this ticket type was created at a discounted rate.
- Zoo Nights ticket prices were increased to offset the cost of having more drink vendors this year.
- This year Zoo Nights was able to secure event sponsorships with Shaheen Chevrolet of Lansing and Biggby Coffee.
- Zoo Nights has grown tremendously. Last year we had five drink vendors and three food vendors. This year we have nine drink vendors and up to seven food vendors per night.
- Events staff implemented a new vendor sign up form to make the process of signing vendors up for Zoo Nights easier and in one central system through Google Forms.
- Vendors for the June 13 event include Saugatuck Burgdorf’s winery, Dan Henry Distributing, Founders Brewing Company, Red Cedar Spirits, Archival Brewing, West Side Beer, Uncle John’s Cider, Texas Roadhouse, The State Room and Biggby Coffee. Kona Ice will be also be for sale.

Zoo Days highlights:

- Community Partners are signing up for Zoo Days, the goal is to have 20 to 30 community partners for both days.
- Events staff implemented a new Community Partner sign up form to make the process of signing vendors up for Zoo Days easier and in one central system through Google Forms.

Boo at the Zoo highlights:

- Community Partners are already signing up for Boo at the Zoo weekends (the last three weekends in October).
- Events staff implemented a new Community Partner sign up form to make the process of signing vendors up for Zoo Days easier and in one central system through Google Forms.

Private Events accomplishments:

- Events staff have been promoting Potter Park Zoo as a wedding venue on a site called Zola and since then, we have already begun booking private events into 2025.
- In March prices for the private event catering menu were increased and changes have been implemented in event billing, streamlining the process and helping events be more profitable.
- Thirty-one private events have been booked in 2024 so far with more inquirees still coming in!
DEAI

The next FALCONERS event is Friday, June 28, 5 - 8 p.m. Registration is open.

We had an amazing turnout for Diversity Day, with numerous guests joining in the festivities. Highlights of the event included:
- Free parking for all attendees (paid by the Zoological Society)
- 13 community partners stationed around the zoo
- Six restaurants/vendors providing information and samples
- Jay's Dogs delighting visitors in the parking lot

Zoo in Your Neighborhood

Outreach into the community through the Zoo in Your Neighborhood program continue June 7!

Membership

As of May 31, 2024, there are 7,100 members (not including children), representing 3,188-member households.

Volunteers

In May, 112 volunteers gave 1030 hours to the zoo and our Conservation Stations engaged with 5,450 individuals. Jackson National Life will be volunteering June 11.

Animal Care and Research

The veterinary technician position is filled and she will start June 10.

Emmett the male elk is back with the herd after being separated during rut and then for a medical procedure.

The eagle owls laid three eggs this year and sat on the nest, but none were fertile.

A pair of penguins have two eggs that appear fertile.

The Southern Ground Hornbill is back out with the bongos on exhibit. We currently have one female and are trying to get a male.

The otter pups are doing well and have been successfully introduced to dad on exhibit.

The screech owl is doing well on exhibit where the kestrel previously was.
Lucy the tufted deer has some medical issues and has been moved off exhibit. Clover and Dezi are still on exhibit.

We will have four new goats this year. They are in quarantine and will be introduced to the yard later this summer.

The black rhinos bred on Sunday, May 26.

The tree shrew may be pregnant, staff are monitoring closely.

The lemur pup is doing great and exploring off of mom’s back.

Zookeepers Delanie and Bryan participated in fieldwork earlier this month, locating eastern massasauga rattlesnakes for population monitoring through the EMR SSP. They had an outstanding year, with the team locating a total of 55 animals—17 were recaptures and 38 were new to the study.

The Patagonian mara studbook was published at the end of May by Sarah Foote.

Sarah is also working on correctly numbering animal holding and exhibit spaces in buildings and reviewing all of the zoo contingency plans as required by USDA AWA.
TO: Board of Commissioners County Services Committee  
FROM: Cynthia Wagner, Potter Park Zoo Director  
DATE: June 4, 2024  
SUBJECT: Emergency Water Line Repair  
For the meeting agenda of June 18, 2024

BACKGROUND  
On May 19, 2024 water was discovered coming up through the ground near the Red Panda exhibit. Upon further inspection, it was determined that an underground water line had broken.

Myers Plumbing & Heating Inc. was contacted and they responded to evaluate the damage. They were able to assemble an excavation and plumbing team to complete the repair on May 21, 2024. Emergency repair of the water line was approved by the Controller’s Office and the Purchasing Department.

ALTERNATIVES  
The repair could not be delayed as water is a requirement for animal and public health.

FINANCIAL IMPACT  
The final cost of the repair was $3,375.00. Funds to cover the total cost were available in Zoo Budget line item #258-69200-931000-30000.
Vision Statements

1. Birmingham Zoo (Birmingham, Alabama)
   “Creating a global community where all people value wildlife and wild places.”

2. Phoenix Zoo (Phoenix, Arizona)
   “I am a leader in improving people’s lives through interaction with nature, excelling in conservation, education, exhibition and recreation.”

3. Little Rock Zoo (Little Rock, Arkansas)
   “We envision a world where nature is in balance and all living things thrive.”

4. Los Angeles Zoo (Los Angeles, California)
   “Creating a just and sustainable world where people and wildlife thrive, together.”

5. Oakland Zoo (Oakland, California)
   “A flourishing planet where people and wildlife thrive together.”
   [https://www.oaklandzoo.org/about-us#:~:text=Our%20vision%3A%20A%20flourishing%20planet,champions%20for%20the%20natural%20world.](https://www.oaklandzoo.org/about-us#:~:text=Our%20vision%3A%20A%20flourishing%20planet,champions%20for%20the%20natural%20world.)

6. Smithsonian National Zoological Park (Washington, DC)
   “Humankind unites in support of a biodiverse planet where wildlife and nature thrive.”
   [https://nationalzoo.si.edu/about](https://nationalzoo.si.edu/about)
7. Brandywine Zoo (Wilmington, Delaware)
   “Play, Learn, Conserve, Explore, and Enjoy.”
   https://brandywinezoo.org/#:~:text=The%20Delaware%20Zoological%20Society%20is,Conserv
   e%2C%20Explore%2C%20and%20Enjoy!

8. Jacksonville Zoo and Gardens (Jacksonville, Florida)
   “A vibrant community energized by a connection to nature that enriches lives and inspires all to
   preserve and protect our natural world.”
   https://www.jacksonvillezoo.org/about#:~:text=Vision,and%20protect%20our%20natural%20w
   orld.

9. Zoo Miami (Miami, Florida)
   “Uniting everyone with nature to protect and restore wildlife.”
   https://www.zoomiami.org/about-the-zoo

10. ZooTampa at Lowry Park (Tampa, Florida)
    “Everyone we touch is motivated to join us in taking action to protect and preserve wildlife.”
    https://zootampa.org/about#:~:text=Our%20Vision,to%20protect%20and%20preserve%20wildl
    ife.

11. Zoo Atlanta (Atlanta, Georgia)
    “We envision a world where wildlife and humans flourish together.”
    https://zooatlanta.org/about/our-story/vision-mission-values/

    “A world thriving with aquatic life, sustained by people who love, understand and protect it.”
13. Lincoln Park Zoo (Chicago, Illinois)
“Inspire communities to create environments where wildlife will thrive in our urbanizing world.”

14. Potawatomi Zoo (South Bend, Indiana)
“To protect and preserve the diversity of species on Earth, to provide guests with a unique and meaningful animal experience that is memorable, up close, and personal, to be recognized as a premier regional destination.”

15. Topeka Zoo (Topeka, Kansas)
“We believe what we do changes the world. Every choice we make saves the planet.”

16. The Maryland Zoo in Baltimore (Baltimore, Maryland)
“Positively impact the conservation of wildlife for future generations through our dedication and unique expertise gained working with animals to save species from extinction in their native environments”

17. Detroit Zoo (Detroit, Michigan)
“To be force for positive change in a world where animals and nature are valued, understood and protected by all people.”
https://detroitzoo.org/about/your-detroit-zoo/

18. Binder Park Zoo (Battle Creek, Michigan)
“Turning apathy into empathy and compassion into action.”
19. Seneca Park Zoo (Rochester, New York)

“Seneca Park Zoo will be a national leader in education and conservation action for species survival.”

https://senecaparkzoo.org/about-2/

20. Tulsa Zoo (Tulsa, Oklahoma)

“The Tulsa Zoo will, working with our community, drive change for a future where wildlife and wild places thrive.”

https://tulsazoo.org/about/

21. Greenville Zoo (Greenville, South Carolina)

“The Greenville Zoo envisions a self-sustaining organization that inspires the community to share its values of caring for wild animals and natural habitats.”


22. Henry Vilas Zoo (Madison, Wisconsin)


23. Houston Zoo (Houston, Texas)

“Be a leader in the global movement to save wildlife.”

https://www.houstonzoo.org/about/
24. Milwaukee County Zoological Gardens

“The Milwaukee County Zoo will be a zoo of renown with a reputation as a leader in animal management, conservation, research, and education within a wholesome recreational environment, enjoying the admiration of the citizens of Milwaukee County as well as all zoo guests and other zoos of the world.”

https://milwaukeezoo.org/about-us/#:~:text=Our%20Vision,other%20zoos%20of%20the%20world.

25. Utah’s Hogle Zoo (Salt Lake City)

“A world where people and wildlife thrive together.”

https://www.hoglezoo.org/about-zoo/#:~:text=We%20value%20a%20future%20in,hope%20for%20a%20better%20tomorrow

26. Riverbanks Zoo and Garden (Columbia, South Carolina)

“We envision a world where every generation works to ensure that animals and plants thrive locally and globally.”

https://www.riverbanks.org/about/#:~:text=Mission%2C%20Vision%2C%20Values&text=We%20create%20connections%20and%20inspire,on%20wildlife%20and%20wild%20places.&text=We%20envision%20a%20world%20where,plants%20thrive%20locally%20and%20globally.
### Potter Park Zoo By the Numbers

<table>
<thead>
<tr>
<th>Visitor Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Visitors</td>
<td>184,000+</td>
</tr>
<tr>
<td>Local Visitors</td>
<td>127,000+</td>
</tr>
<tr>
<td>Nonlocal Visitors</td>
<td>57,000+</td>
</tr>
<tr>
<td>Event Attendees</td>
<td>33,900+</td>
</tr>
</tbody>
</table>

### Economic Output

- **$23.1 M** in annual economic output to the Greater Lansing area

### Output

- **$9.0 M**
  - **$5.8 M** direct
  - **$3.2 M** indirect and induced
- **$13.2 M**
  - **$7.6 M** direct
  - **$5.6 M** indirect and induced

### Value-Added

- **$13.2 M**
  - Regional income, also called gross regional product, which includes labor income

### Labor Income

- **$9.0 M**
  - **$5.8 M** direct
  - **$3.2 M** indirect and induced

### Direct Effect

- Economic impact directly through an organization’s employment and operations

### Indirect Effect

- Economic impact through spending on supply chain and supporting industries

### Induced Effect

- Economic impact through local re-spending of income by direct and indirect employees

### Tax Revenue

- **$3.0 M+** in tax revenue from direct and secondary transactions

### Local Revenue

- **$1.1 MILLION** of that revenue accrued at the local, county, and state levels

### Jobs Supported

- **175 JOBS** supported and sustained
- **98 JOBS** supported through zoo operations spending
- **77 JOBS** supported through visitor spending

### Economic Impact

- 175 JOBS supported and sustained
- 98 JOBS supported through zoo operations spending
- 77 JOBS supported through visitor spending

**EVERY $1 = +$0.82**

- in total spending
- in the local economy
ZOO OPERATIONS SPENDING

The effects on the Lansing area’s economy of all annual expenditures required to operate the zoo, including secondary expenditures such as vendors.

**OUTPUT**

$14.1 M  
$7.4 M direct  
$6.7 M indirect and induced

**EVERY $1 = +$0.91**  
in total spending  
in the local economy

**VALUE-ADDED**

$8.4 M  
$4.8 M direct  
$3.6 M indirect and induced

**LABOR INCOME**

$6.0 M  
$4.1 M direct  
$1.9 M indirect and induced

**ZOO VISITOR SPENDING**

All spending that happens outside of the zoo by local, state-based, and out-of-state visitors

**OUTPUT**

$9.0 M  
$5.3 M direct  
$3.7 M indirect and induced

**EVERY $1 = +$0.71**  
in total spending  
in the local economy

**VALUE-ADDED**

$4.8 M  
$2.8 M direct  
$2.0 M indirect and induced

**LABOR INCOME**

$2.8 M  
$1.6 M direct  
$1.2 M indirect and induced

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ZOO OPERATIONS SPENDING

The effects on the Lansing area’s economy of all annual expenditures required to operate the zoo, including secondary expenditures such as vendors.

**OUTPUT**

$14.1 M  
$7.4 M direct  
$6.7 M indirect and induced

**EVERY $1 = +$0.91**  
in total spending  
in the local economy

**VALUE-ADDED**

$8.4 M  
$4.8 M direct  
$3.6 M indirect and induced

**LABOR INCOME**

$6.0 M  
$4.1 M direct  
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**ZOO VISITOR SPENDING**

All spending that happens outside of the zoo by local, state-based, and out-of-state visitors

**OUTPUT**

$9.0 M  
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**EVERY $1 = +$0.71**  
in total spending  
in the local economy

**VALUE-ADDED**

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$2.8 M direct  
$2.0 M indirect and induced

**LABOR INCOME**

$2.8 M  
$1.6 M direct  
$1.2 M indirect and induced

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EST. 1920

Potter Park Zoo is a local institution and tourist attraction that inspires an appreciation for the natural world and advocates for conservation by engaging families from the Lansing area and beyond.

100+ YEARS

This award-winning, nationally accredited facility sparks unforgettable moments and lifelong memories for visitors. The zoo has also made significant contributions to the region’s economy and tax revenue.

The Potter Park Zoo and Potter Park Zoological Society partnered with Public Sector Consultants to estimate the economic contributions of the Potter Park Zoo’s spending on the Lansing area. The region of analysis includes Ingham, Eaton, Clinton, and Shiawassee Counties. Numbers are rounded to the nearest decimal point.

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1 Excludes any spending by these visitors within the zoo to avoid double counting