POTTER PARK ZOO
BY THE NUMBERS

EST. 1920
Potter Park Zoo is a local institution and tourist attraction that inspires an appreciation for the natural world and advocates for animal 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.

$23.1 M
in Annual Economic Output to the Greater Lansing Area

$13.2 M
$7.6 M direct
$5.6 M indirect and induced

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

OUTPUT
Total overall sales and revenue from zoo operations and visitor spending

VALUE-ADDED
Regional income, also called gross regional product, which includes labor income

LABOR INCOME
The total value employees and owners earn by working

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

$3 M+
Total tax contributions from zoo operational and visitor spending

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

175 JOBS
supported and sustained

119 JOBS
supported through direct operational and visitor spending

56 JOBS
supported by secondary transactions made by businesses and their workers
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.

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Direct</th>
<th>Indirect and Induced</th>
</tr>
</thead>
<tbody>
<tr>
<td>OUTPUT</td>
<td>$14.1 M</td>
<td>$7.4 M</td>
<td>$6.7 M</td>
</tr>
<tr>
<td>VALUE-ADDED</td>
<td>$8.4 M</td>
<td>$4.8 M</td>
<td>$3.6 M</td>
</tr>
<tr>
<td>LABOR INCOME</td>
<td>$6.1 M</td>
<td>$4.1 M</td>
<td>$2.0 M</td>
</tr>
</tbody>
</table>

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

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<tbody>
<tr>
<td>OUTPUT</td>
<td>$9.0 M</td>
<td>$5.3 M</td>
<td>$3.7 M</td>
</tr>
<tr>
<td>VALUE-ADDED</td>
<td>$4.9 M</td>
<td>$2.9 M</td>
<td>$2.0 M</td>
</tr>
<tr>
<td>LABOR INCOME</td>
<td>$2.9 M</td>
<td>$1.7 M</td>
<td>$1.2 M</td>
</tr>
</tbody>
</table>

ZOO VISITS
180,000+ visitors each year
120,000+ local visitors
33,900+ event attendees

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.