

# 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

### OUTPUT

Total overall sales and revenue from zoo operations and visitor spending



### \$13.2 M

**\$7.6 M** direct  
**\$5.6 M** indirect and induced

### VALUE-ADDED

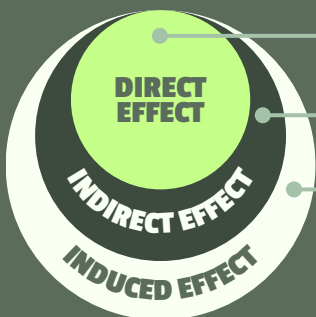
Regional income, also called gross regional product, which includes labor income

### \$9.0 M

**\$5.8 M** direct  
**\$3.2 M** indirect and induced

### LABOR INCOME

The total value employees and owners earn by working



Economic impact directly through an organization's employment and operations

Economic impact through spending on supply chain and supporting industries

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.

## OUTPUT

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

## VALUE-ADDED

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

## LABOR INCOME

**\$6.1 M** **\$4.1 M** direct  
**\$2.0 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

**\$4.9 M** **\$2.9 M** direct  
**\$2.0 M** indirect and induced

**\$2.9 M** **\$1.7 M** direct  
**\$1.2 M** indirect and induced

## VALUE-ADDED

## LABOR INCOME

120,000+  
local visitors  
33,900+  
event attendees



# 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.