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DEPARTMENT OF PARKS
AND COMMUNITY SERVICES

CITY OF SACRAMENTO
CALIFORNIA

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September 17, 1987

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DIVISIONS:

Budget and Finance Committee
Sacramento, California

CROCKER ART MUSEUM
GOLF
METROPOLITAN ARTS
MUSEUM & HISTORY
PARKS
RECREATION
ZOO

Honorable Members in Session:

SUBJECT: Special Koala Exhibit - Report Back

SUMMARY

This report relates the success of the recent special exhibit of a koala at the Sacramento Zoo and recognizes the support of the Sacramento community for this exhibit. This report is for information only.

BACKGROUND INFORMATION

The Sacramento Zoo, which is dedicated to wildlife education and conservation of endangered species, is an important civic asset which annually attracts hundreds of thousands of visitors from throughout the central valley of California. A key goal of the Zoo is to provide live animal exhibits and special programs which foster public understanding and concern for our threatened environment.

On August 4, 1987, the City Council approved a special exhibit of a koala on loan from the San Diego Zoo and amended the FY 1987-88 budget to provide \$7,700 from the General Fund Administrative Contingency to support the special exhibit. The koala was displayed in a temporary exhibit constructed with donations from local businesses of funds, goods, and services valued at \$5,000. Education materials, including videos about both koalas and their Australian habitat, were provided at the exhibit.

The koala "Megan" was on exhibit for eight days from August 18-25, 1987. The Zoo showed an increase of 15,680 visitors over the same eight-day period in 1986, a 135% increase. This represents an increase of \$21,684 in gate revenue. Additionally, the zoo concession revenue from food and beverages was up \$16,227 and gift income increased \$14,271, representing an approximate increase of \$4,800 in concession revenue to the City. Combining concession and admissions revenue, additional revenue to the City General Fund from the special koala exhibit was \$26,484.

Special exhibits such as the koala afford a unique opportunity for department facilities not only to provide wildlife education but also to: (1) increase the number of visitors; (2) gain media exposure and public attention; and (3) increase the level of operational self-sufficiency.

The Zoo Division is extremely grateful to the following groups and companies for their support of this worthwhile educational activity:

River City Glass	Glass for exhibit
Goodwin Cole	Tent for educational displays
Lukenbill Enterprises	Construction of exhibit
K108	Promotion of exhibit
Zoological Society of San Diego	Loan of koala and keeper
San Francisco Zoo	Education video
Sacramento Zoological Society Docents and Volunteers	Eight 12-hour days (9 a.m.-9 a.m.)
New York Seltzer (Saccani Distributing)	22 cases of beverage donated to concessions to sell
Koala Springs (Bell Distributing)	25 cases of beverage donated to concessions to sell

FINANCIAL DATA

On August 14, 1987, Council approved a \$7,700 transfer of appropriations from the FY 1987-88 General Fund Administrative Contingency to support the special koala exhibit at the Sacramento Zoo from August 18-25, 1987. The increase in admission and concession revenue during this eight-day period offset this one time use of the Administrative Contingency as follows:

Special Koala Exhibit - August 18-25, 1987

Zoo Admissions Revenue Increase	\$21,684
Zoo Concessions Revenue Increase	<u>4,800</u>
	\$26,484
General Fund Administrative Contingency	[7,700]
TOTAL INCREASE TO GENERAL FUND	\$18,784

RECOMMENDATION

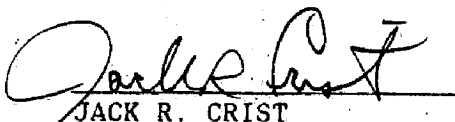
This report is for Council information only

Respectfully submitted,



ROBERT P. THOMAS, Director
Parks and Community Services

Recommendation Approved:



JACK R. CRIST
Deputy City Manager

RPT:ja

September 29, 1987
All Districts