

Denver City Council Infrastructure & Culture Committee

August 27, 2014



Mission

Secure a better world for animals through human understanding

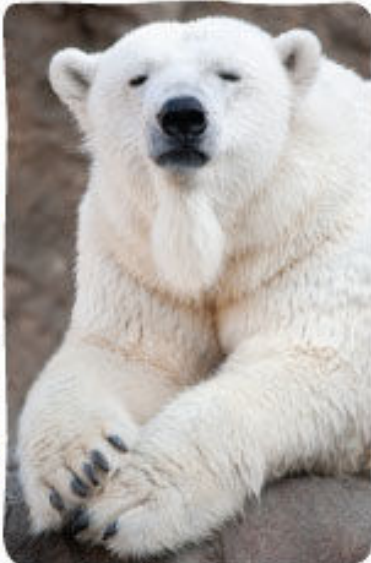
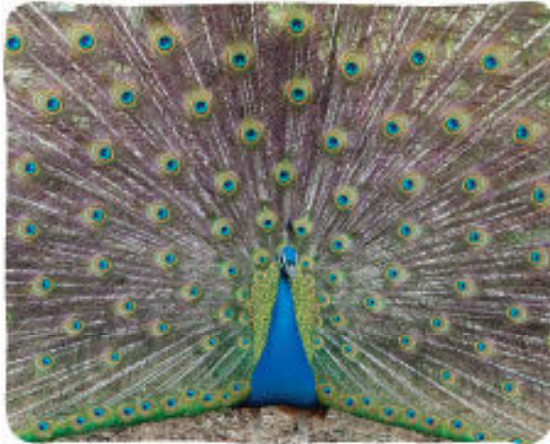
Vision

Continuously innovate to inspire life-changing human and animal connections

Strategic Imperatives



World Class Collection



One of the largest and most diverse animal collections on earth

Over 4,000 animals representing 613 species

Denver Zoo is home to over 50 endangered & threatened species

World Class Conservation



Denver Zoo has participated in over 600 conservation projects, in 62 countries, spanning 6 continents.

Denver Zoo was awarded Greenest Zoo in the country by the Association of Zoos & Aquariums

New Arrivals



Denver Zoo has welcomed 311 babies in the past 18 months, 37 of which were endangered or threatened species

World Class Community Partner



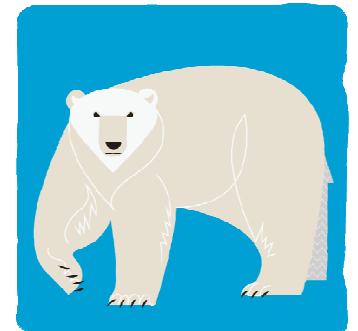
Denver Zoo educational programs serve over 150,000 students from 1,500 schools annually

During 2012 & 2013 Denver Zoo hosted 710,506 guests from out-of-state and an additional 769,006 from outside the Denver-metro area

Access for Schools & Families



- ❑ 69.1% of Denver Zoo Guests receive free or discounted admission
- ❑ 21% of guests admitted free in 2012 & 2013
 - 743,741 guests = \$10,040,531 in gate revenue
- ❑ 40% of 5 by 5 program redemptions
 - 30,000 children over the last two years
- ❑ Denver Zoo's Red Apple Fund for Lifelong Learning has distributed over \$1.5M providing over 300,000 students & 22,000 adults with access to the Zoo and educational programs
- ❑ 9 scheduled Free Days in 2014



Denver Zoo Admission Fees



	Current	Proposed
March-October		
General (12 & up)	\$15.00	\$17.00
Senior (65+)	\$12.00	\$14.00
Child (3-11)	\$10.00	\$12.00
Under 3	Free	Free
November-February		
General (12 & up)	\$12.00	\$13.00
Senior (65+)	\$10.00	\$11.00
Child (3-11)	\$8.00	\$9.00
Under 3	Free	Free



Billy the Elephant

Increases in animal food costs



Billy eats over 100 pounds of hay and produce each day

The cost of hay has increased 77% since 2012

Notable increases in food costs:

Frozen meat 27%

Dry food 18%

Groceries 16%

Frozen fish 12%

Mias the Orangutan

Increases in veterinary care costs



Mias has cystic fibrosis and must receive daily nebulizer treatments

The veterinary teams operational budget has increased 51% since 2012

Notable increases in vet care:

Vaccinations 100%

Anesthesia drugs 88%

Medications 150%

Diagnostic testing 108%

Facilities Maintenance

Increases in preventative & deferred maintenance



Denver Zoo is 118 years old, some of our buildings and infrastructure date back to 1898.

Our campus is 80 acres, with 105 buildings totaling 640,000 building sq./ft. to maintain

Facilities maintenance costs have increased 39% since 2012



Cultural Comparable

☐ Denver Museum of Nature & Science

	Museum only	+ Imax *	+Planetarium*	+Imax & Planetarium
▪ Adult	\$13	\$ 20	\$ 18	\$ 25
▪ Children	\$ 8	\$ 14	\$ 12	\$ 18
▪ Senior	\$10	\$ 16	\$ 14	\$ 20

▪ Members pay an additional \$7.00 for Imax or \$5.00 for Planetarium

▪ Temp Exhibits:

Maya

Adults	\$ 22.00
children	\$ 13.00
Seniors	\$ 17.00

* Most common purchase is Museum Admission + Imax or + Planetarium.



Local Zoo Comparable

☐ Cheyenne Mountain Zoo (Colorado Springs)

	Spring/Summer	Fall/Winter
▪ Adult	\$ 17.25	\$14.25
▪ Senior	\$ 15.25	\$10.25
▪ Children	\$ 12.25	\$12.25
▪ 2 & under	Free	Free

	Cheyenne Mountain Zoo	Denver Zoo
Acreage	40	80
Staff	206	310
Animals	750	4100
Attendance	577,505	1.9M
Operating Expenses	8M	30M



Thank You

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