

DALLAS ZOO PARK BOARD UPDATE



Thursday, May 16, 2024



City of Dallas



Dallas Park & Recreation
Bringing Communities Together



WELCOME

LISA NEW, CEO



City of Dallas



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With our busy spring season upon us, follow [these expert tips](#) to find parking, beat the crowds, and make the most of your Zoo visit.

- Search
- Account Login
- Cart
- Buy Tickets
- Give Now
- Membership



- Plan Your Visit
- Events
- Programs
- Support Us
- Save Wildlife

GET TO KNOW LISA NEW

99TH AZA BOARD CHAIR



ABOUT ME

There is a guiding principle that resonates deeply with me – Ikigai. It’s a Japanese concept that aids in aligning our passion, profession, vocation, and mission. If you’re good at it, if the world needs it, if you get paid for it – that’s not just a livelihood. That’s your purpose. That’s your mission.

As the current Board Chair for AZA, it is important for me to have a space where we can all come







WHEN IT COMES TO
COMMUNITY IMPACT,
THE DALLAS ZOO IS...

A CATALYST FOR ECONOMIC GROWTH

A study conducted by The Perryman Group in 2018 detailed the economic and fiscal benefits of the Dallas Zoo

- Dallas Zoo operations & tourism expenditures generate for the City of Dallas:
 - \$244.9M in annual gross product
 - 3,354 job across the economy, when multiplier effects are considered
 - \$16.6M in tax benefits to local governments in the region



A PROVEN PARTNER WITH GROWING IMPACT

Often cited by the City as its most successful public-private partnership, the Zoo serves as an engine for economic growth and driver of regional tourism

	2009 (Under City Management)	2023 (Under Public/Private Partnership)
Annual Attendance	629,000	940,000
Operational Budget	\$16.3M	\$36M
Total Employees	228	414
- Additional concessionaire staff		172
School & Camp Programs	63,142	132,966
Conservation Programs	\$88,000	\$1.1M



Over 35% of combined staff live in Southern Dallas

One of the largest employers in Oak Cliff!

LEADING THE WAY ON ACCESSIBILITY

Children 2 and under	Free	88,788
Council District Days – 6 Districts	Free	3,980
Teen All Access Pass	Free	2,876
Dallas Park and Recreation Dept.	Free	7,500
Dollar Days	\$1	50,018
Field Trip Guests	\$6	125,323
Dallas Zoo Lights Community Nights	\$8	3,495
Tiger Tuesdays	\$8	26,900
Penguin Days	\$10	138,582
TOTAL		447,462



As a direct result of your support:

48% attended for \$10 or less!

11% attended for free!

More than \$4.4M in free and discounted admissions in FY23!

WHEN IT COMES TO
COMMUNITY OUTREACH,
THE DALLAS ZOO IS...



A STRONG COMMUNITY PARTNER

We remain one of the most accessible, affordable, and engaged cultural institutions in the City

- Paid interns through partnership with Paul Quinn College since 2021
- \$15,000 in annual scholarships for education programs
- 875 participants in "Take Action" conservation events to help clean 14 Dallas parks
- 5 years of ongoing collaboration with Bishop Arts Theatre Center to host popular jazz concert at the Zoo
- Highly active member of Oak Cliff Chamber of Commerce
- Host free admission Council District Days throughout the year
- Ongoing rollout of Spanish-language materials and resources



A CHAMPION FOR EDUCATION

Unique nature-based environment with learning programs tailored for kids of all ages, led by expert educators

- 200 Southern Dallas families attended Wild Adventures Camp during school breaks in 2023 for critical out-of-school learning
- 195 students through Wild Earth Preschool since its 2018 debut, with 48% of them from Southern Dallas
- Decades-long PTECH program partnership with Bryan Adams and Roosevelt High Schools
- 88 local Oak Cliff families attended Dallas Zoo Homeschool Day events in 2023
- 276 schools and libraries visited by the Ambassador Animal team in FY23, with 37 in Southern Dallas
- Investment in new education building will increase preschool capacity by 4 times the current enrollment





COMMITTED TO DRIVING DIVERSITY INITIATIVES

CREATING A ZOO FOR ALL

Ensuring members of our community can see themselves in the Zoo, at the Zoo, and with the Zoo

- Guided by a 5-year DEIA Plan (as part of our Association of Zoos & Aquariums accreditation)
- Board committee focused on Community Impact & Engagement
- Performed belonging and inclusion baseline evaluation with recommendations for a more inclusive workplace & culture
- Certified as a Sensory Inclusive Location by KultureCity
- Hiring for VP of People and Culture



Dallas Zoo Inclusion Statement

The Dallas Zoo welcomes and celebrates everyone. We are committed to employing and partnering with all people regardless of race, ethnicity, religion, ability, gender, or orientation. We recognize that to welcome all we must intentionally reduce barriers to engagement within our park and community.

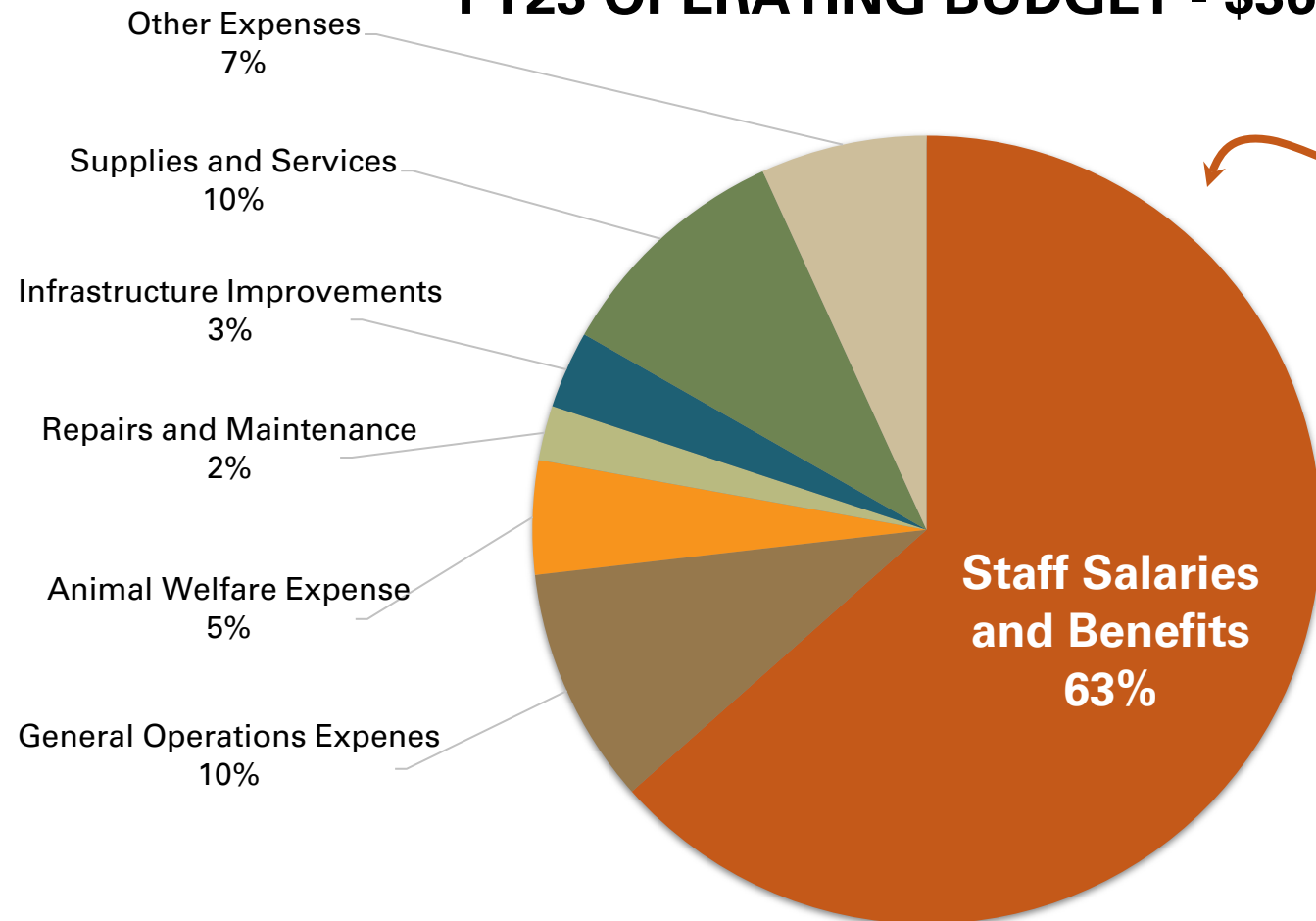
As we work to build diverse teams and reinforce work environments rooted in inclusion and equity, we continue to apply a consistent diversity, equity, inclusion, and accessibility (DEIA) lens within our Zoo and Dallas community.



WHEN IT COMES TO
PUBLIC/PRIVATE PARTNERSHIP,
THE DALLAS ZOO IS...

AN ECONOMIC ENGINE IN SOUTHERN DALLAS

FY23 OPERATING BUDGET - \$36M



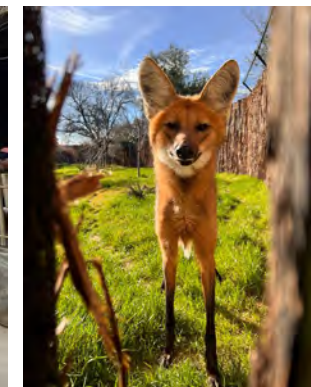
The City Management fee funded 63% of our largest expense – our staff.

Thank you for investing in one of the largest employers in Oak Cliff!

CARING FOR A VITAL CITY ASSET

Since 2021, the Dallas Zoo has invested \$9M in capital projects and park improvements across the Zoo's 106-acre campus to maintain and enhance this iconic City asset

- Animal Quarantine Building
- Maned Wolf Habitat
- Animal Health Center roof replacement
- Lacerte Family Children's Zoo animal and guest experience renovations
- Hornbill and Sloth habitat renovations
- Safari Marketplace and Serengeti Grill restaurant renovations
- Savanna shade structure replacements
- Staff office buildings
- Various infrastructure improvements

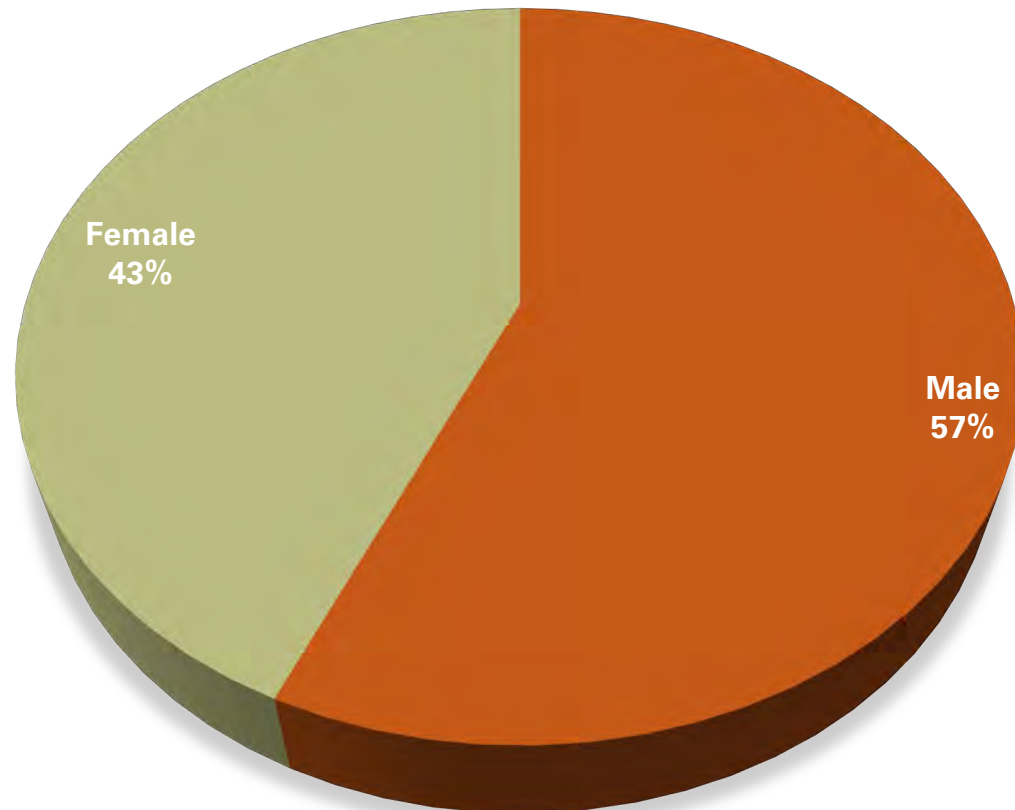




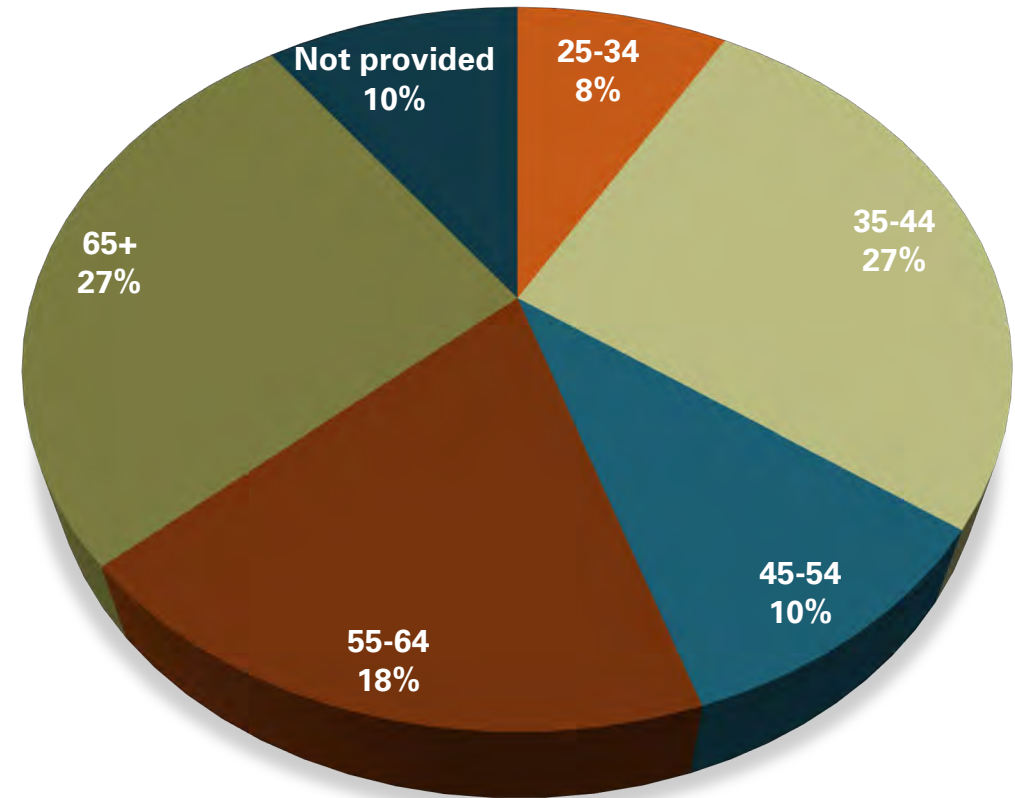
A LOOK AT OUR BOARD COMPOSITION

BOARD COMPOSITION

Gender



Age





BOARD COMPOSITION

Race & Ethnicity

	Dallas Zoo %	City of Dallas %	Dallas-Fort-Worth-Arlington MSA %
White	65%	53.8%	60.8%
Black or African American	17%	24.0%	15.9%
American Indian & Alaskan Native	0%	0.5%	0.5%
Asian	2%	3.5%	7.4%
Native Hawaiian and Other Pacific Islander	Included in 2% above	0.0%	0.1%
Some Other Race	4%	8.8%	6.7%
Two or more races	2%	9.3%	8.6%
Hispanic or Latino (of any race)	10%	42.0%	29.3%
Foreign Born	Not currently tracked	23.8%	18.7%

THANK YOU



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