



2024 City Bond Request

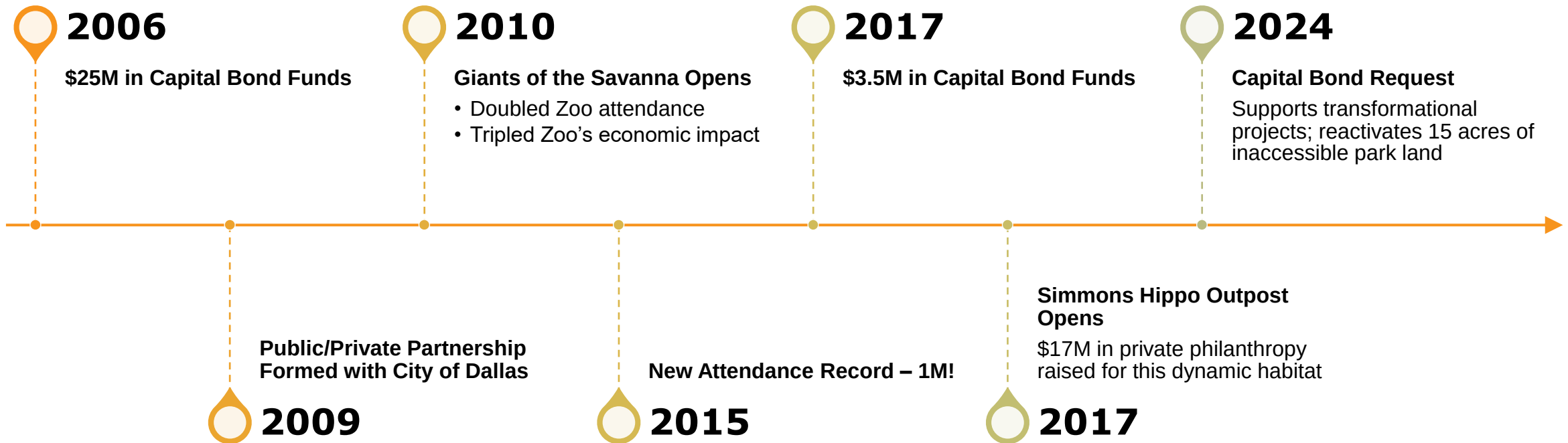
Transformational Investment in the Dallas Zoo

THE DALLAS ZOO

- Oldest and largest Zoo in Texas – est. 1888, 106 acres
- 2,000+ animals
- 350 species
- Approx 1M guests annually
- 100,000+ school tickets annually
- Local and global conservation
- Award-winning habitats
- \$245M+ economic impact
- 400+ staff – 25% live in Southern Dallas
- \$45M+ raised for improvements since 2009
- Association of Zoos and Aquariums (AZA) Accredited
- 100K+ FREE tickets and 340K+ discounted tickets in FY23



A Wildly Successful Partnership



Growing Economic Impact

	2009 (Under City Management)	2023 (Under Public/Private Partnership)
Annual Attendance	629,000	940,000
Expense Budget	\$16.3M	\$34M
Total Employees	228	414
School & Camp Programs	63,142	132,966
Conservation Programs	\$88,000	\$1.1M



**Growth made possible by
2006 \$25M City bond
investment supporting
Giants of the Savanna!**



City of Dallas



Dallas

Park & Recreation



Our Commitment to Affordability

Accessibility Programs	Rate	Tickets Distributed FY2023
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
Zoo Lights Community Nights	\$8	3,495
Tiger Tuesdays	\$8	26,900
Penguin Days	\$10	138,582
TOTAL		447,462



Our ability to provide these discounts is a direct result of the strength of our partnership with the City – thank you!

48% attended for \$10 or less!

11% attended for free!

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



A Strong Community Partner...



Community Impact Programs and Initiatives

- Paul Quinn College Intern Partnership: Zoo has hosted 12 paid PQ interns since partnership initiated in 2021
- \$15K in annual scholarships
- Bishop Arts Theatre Center Jazz at the Zoo
- Ongoing rollout of Spanish language signage, print materials, and audio resources
- 875 participants in "Take Action" weekends since Dec 2019, targeting 14 Dallas parks (selected by Park Dept)
- Engaged (and represented on Board of Directors) with Oak Cliff Chamber of Commerce
- Council District Days all year long



...With a Passion for Education



- 200 Southern Dallas families attended Zoo Camps in 2023 during school breaks, benefiting from an important out-of-school learning environment.
- 195 students have enrolled in the Wild Earth Preschool since its inception in 2018, 48% of them from Southern Dallas.
- Our broader capital campaign aims to expand our preschool offering by 4X.
- Decade-long partnerships continue with both Bryan Adams and Roosevelt High Schools, through PTECH program.
- 276 Animal Outreach programs were presented to schools and libraries in 2022-2023, 37 in Southern Dallas.
- 88 Oak Cliff homeschool families attended our Homeschool Day events at the Dallas Zoo last year, receiving vital science and STEM learning resources.



The Focus of our \$100M+ Capital Campaign

DISCOVERING WILDLIFE

Safari Trail

Elephant Great Room

INSPIRING GENERATIONS

Wild Earth Discovery Center

CONNECTING COMMUNITIES

South Parking Garage

Community Connectivity

Safety and Security

City bond request helps
support these projects



FUTURE PHASES



City of Dallas



Dallas
Park & Recreation



1. SGP Connection
2. S. Garage Xing
3. S. Parking Garage
4. Savanna Entry Gate
5. Event Center & Campground
6. Elephant Great Room
7. Marsalis Security Screen
8. Safari Trail
9. Wild Earth Discovery Center
10. Zoo North Refresh



Safari Trail: The Marquee Project

- Reactivates 15 acres of park land
- Half-mile safari-like walking trail experience
- New home for 24 species
- Rhinos return to Dallas
- Only US Zoo with rhino and cheetah mixed species habitat

Elephant Great Room

- Leaders in elephant care
- Growing, multi-generational family herd
- Climate-controlled indoor space
- Freedom to move in and out

Omaha Zoo





Wild Earth Discovery Center

- Only full-time nature-based preschool in North Texas
- 4X classroom space
- Multiuse auditorium
- Outdoor classroom
- Orientation space for field trips
- Enhanced secondary Zoo entrance



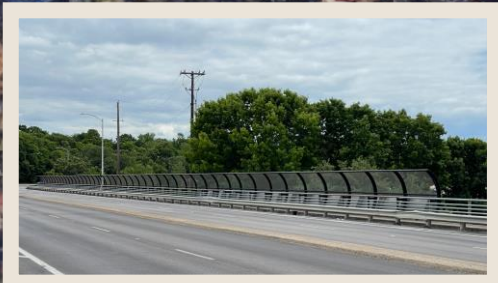
South Parking Garage

- 580 parking spaces
- Shared resource for Zoo and Southern Gateway Park
- New pedestrian connections for safe access to Zoo and Southern Gateway Park
- Leverages \$3.5M from 2017 bond program
- Secured \$10M in additional federal funding from NCTCOG
- Total cost to build: \$16M



Safety & Security

- The Zoo invested more than \$1.1M in security upgrades in last year
- Bond request will support ongoing investment in security enhancements to ensure a safe Zoo and benefit our surrounding neighborhoods.



Thank You

