



Dallas Zoo Park Board Update

Thursday, May 4, 2023



GREGG HUDSON

Dawn Moore
Dallas Zoo Board Chair



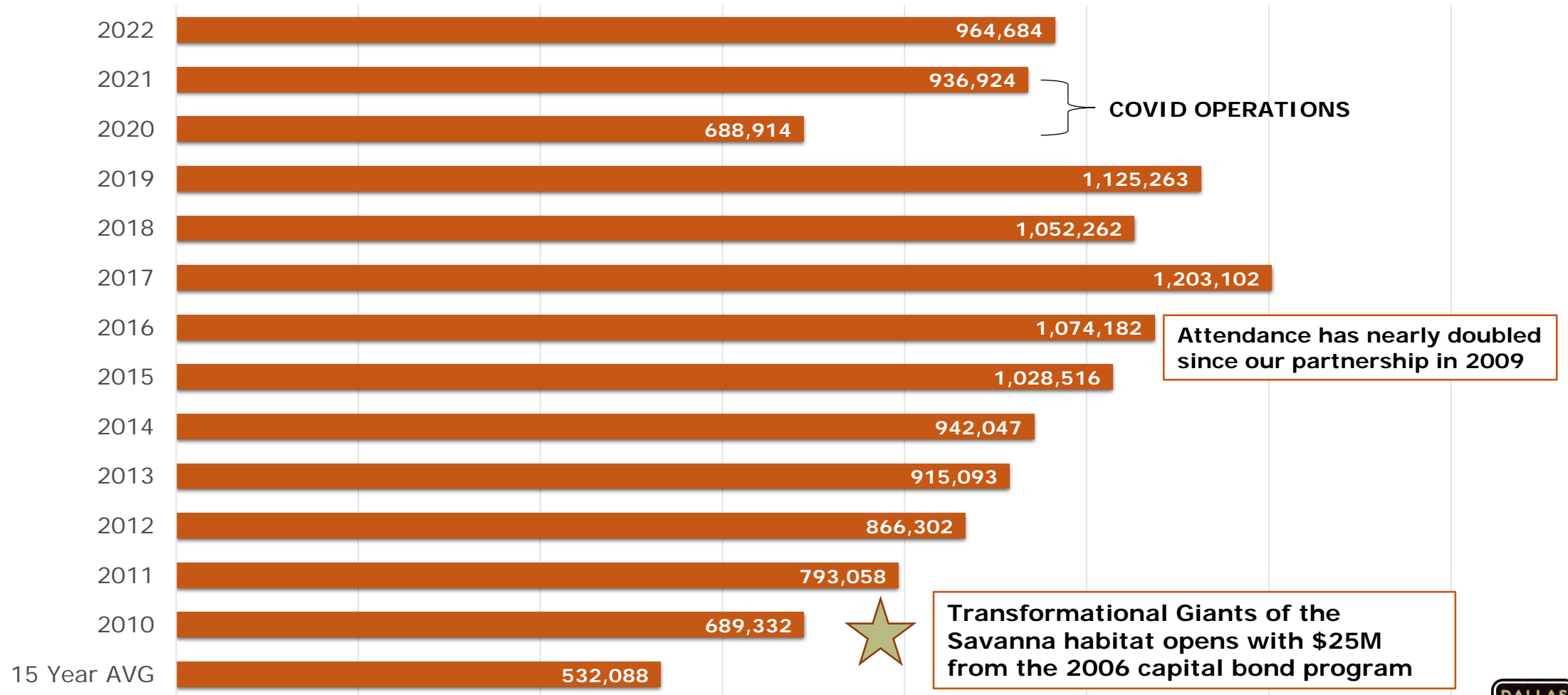


ABOUT THE DALLAS ZOO

- The oldest and largest Texas zoo with 2,000 animals across 106 acres
- 1M guests per year average
- 100,000 schoolchildren per year
- \$245M+ City economic impact
- More than 400 full-time and seasonal staff employed
- More than \$45 million privately raised for capital improvements since 2009
- Conservation efforts in 32 countries with 15+ Texas-based projects
- Accreditation by the Association of Zoos and Aquariums (AZA)



A core asset of Dallas and a major attraction



Admissions: Accessibility

> 70 days (annually),
with discounted
pricing...

Type	Cost	When Offered
Children 2 & under	Free	Everyday
Penguin Days: 85K+ guests in 2022	\$8 / \$8	January & February
Education Discount – student	\$6	Everyday
Dollar Days: 14K+ guests in 2022	\$1 / \$1	2 days during the year
Council District Days	Free	Varying days during the year
Tiger Tuesdays: 18K+ guests in 2022	\$8 / \$8	1 st Tuesday each month
Snap Card / EBT Program	\$8 / \$8	Everyday
Teen All Access Pass: 3K+ guests in 2022	Free	June, July, & August
Park Board Members	Free	500 tickets per Park Board Member to non-profits/education partners in each district





DEIA at the Dallas Zoo

Internally:

- Finalization of Dallas Zoo's 5-year Diversity, Equity, Inclusion, and Accessibility Plan
- Creation of Dallas Zoo Board's Community Impact Committee
- Engagement of DEIA Consultants, in collection of baseline metrics and early-stage cultural development

Continuous Zoo Community Impact Programs/Initiatives

- District Days at the Dallas Zoo: *Returning this Fall!*
- Franklin D. Roosevelt & Bryan Adams High Schools: *Partner School / DISD Industry Partner*
- Animal Adventures Outreach: *20 schools / 20 libraries \$15k scholarships*
- Take Action Weekends: *Oak Cliff Focus... 10-12 green spaces every year*
- Paul Quinn College Intern Partnership: *6 Interns*
- Bishop Arts Theatre Jazz at the Zoo: *Community Arts Partnership*
- Spanish Language Signage: *Herpetarium*

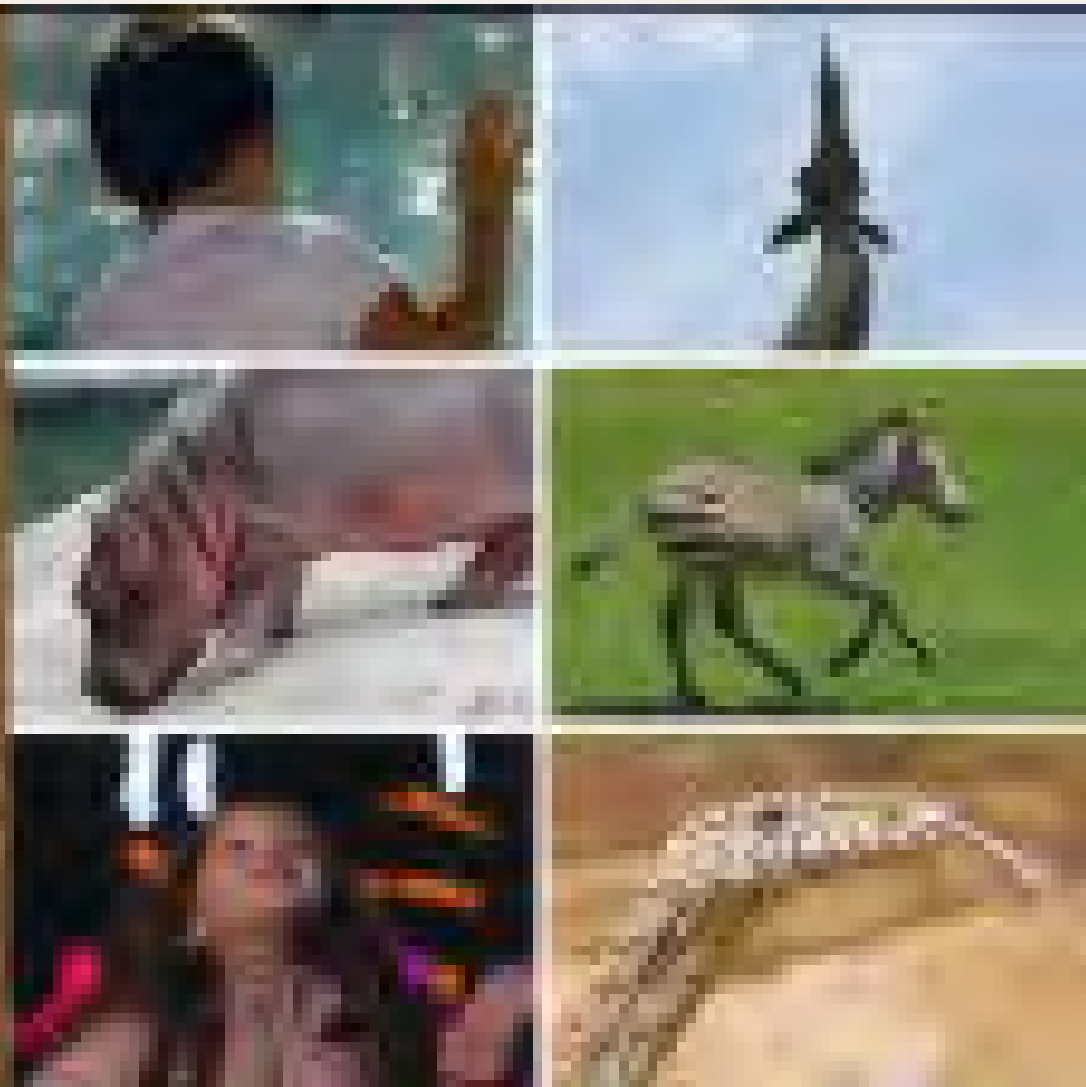
Dallas Inclusion Statement

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.



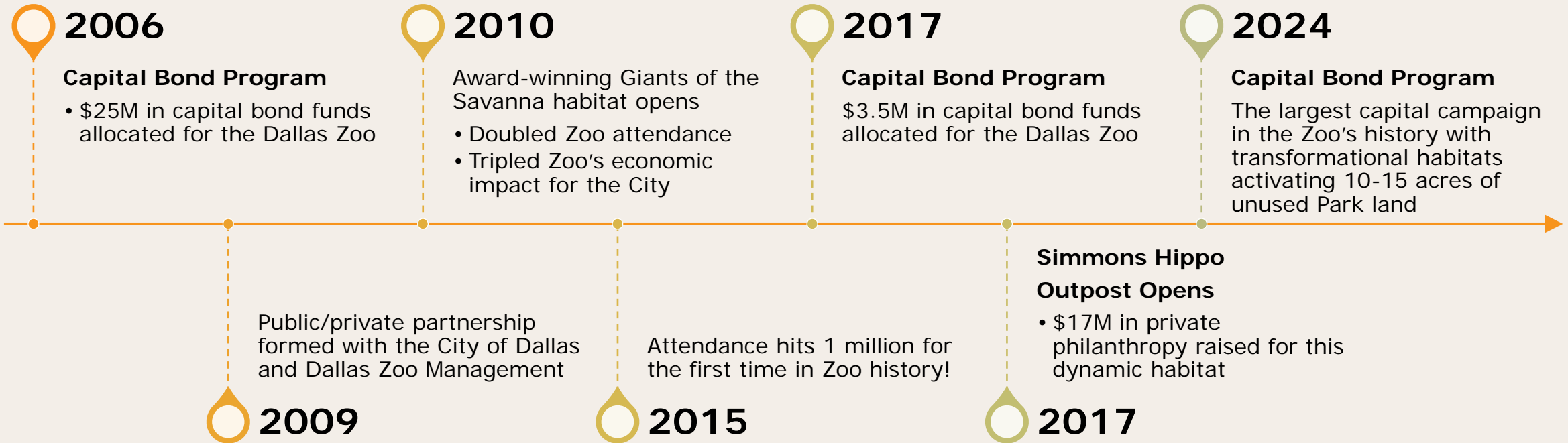
2022 YEAR IN REVIEW





Dallas Zoo 2024 Bond Request

A Wildly Successful Partnership





MASTER PLAN: A VISION FOR THE FUTURE



THE MASTER PLAN – est. \$250M+

Zoo North

- Guest Circulation and Hubs – Centralized with Loops
- Land Use – North Hill Expansion
- Satellite Reptile Exhibits
- Dynamic Habitat – Movement, Activity, Welfare
- Animal Encounter Center



Arrival, Parking & Entry

- Culvert Remediation Is Key
- Engage with Cedar Creek Ecology
- Emphasize Zoo's Presence in the Community
- Define Arrival Plaza
- New Parking Garage and Pedestrian Link
- Transformative Landscape



Transformative Landscape



Wild Earth Discovery Center

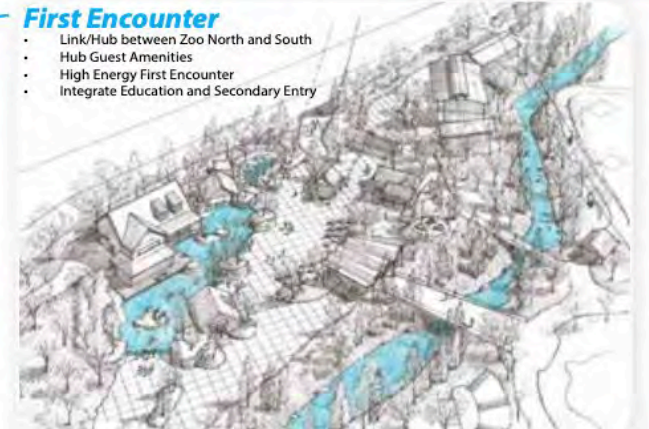
Zoo South

- Address Guest Flow and Circulation
- Renovations of Cutting Edge Exhibits
- Safari Events
- Base Camp West
- Service Enhancement
- GOTS Enhancement



First Encounter

- Link/Hub between Zoo North and South
- Hub Guest Amenities
- High Energy First Encounter
- Integrate Education and Secondary Entry

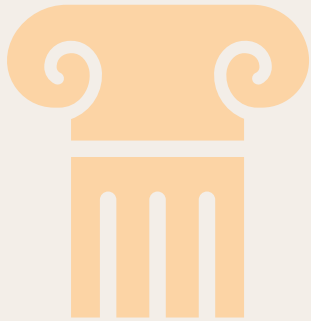


**THE
CAMPAIGN:
PHASE ONE**



PHASE ONE CAPITAL CAMPAIGN PILLARS: \$100-125M

COMMUNITY



South Parking Garage (\$18-21M) –

- 580 new parking spaces serving the Zoo and Southern Gateway Park

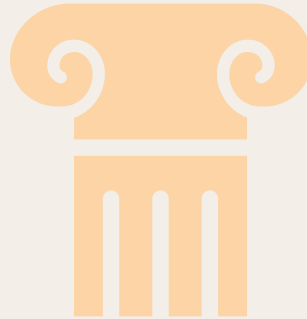
Community Connectivity (\$3M) –

- Pedestrian connections from South Parking Garage to Zoo front gate and Giants of the Savanna, and access to Southern Gateway Park

Safety and Security (\$2M)

- Lighting upgrades campus-wide
- Marsalis bridge security screening
- Technology enhancements

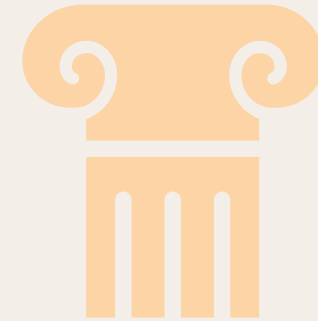
EDUCATION



Wild Earth Discovery Center (\$15-25M) –

- Permanent Indoor Classrooms: quadruples classroom space and inspiring campus for preschool, school children and families of all ages
- Outdoor Classroom: used on weekdays by preschool, open to public on weekends
- Auditorium: serves as an orientation site for 100,000 schoolchildren annually and plus lecture series and rentable event space options

ANIMALS



Safari Trail (\$50-65M) –

- Activates 10-15 acres of inaccessible Park land, engaging visitors in a safari-like experience with nearly two dozen species, including rhino & cheetah

Elephant Great Room (\$5M) –

- A safe, temperature-controlled space for elephant families



SOUTH PARKING GARAGE (\$18-21M)

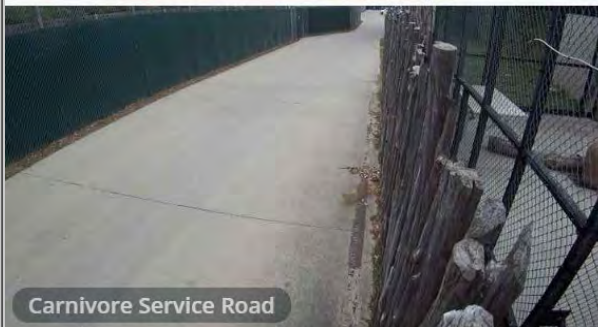
- Approximately 580 parking spaces
- \$15 million raised for funding combined with \$3.5M from the 2017 City bond program.
- New pedestrian connections for safe access to the Dallas Zoo and Southern Gateway Park
- Currently moving through the City permit process for construction early 2024





Security Enhancements

- Over \$1M spent on security enhancements since January 2023
- More than 2 miles of enhanced perimeter fencing added
- Approximately 50 new security cameras installed campus-wide
- New 24/7 security company installed in April 2023
- Security assessment report being prioritized for PHASE 2 implementation





WILD EARTH DISCOVERY CENTER (\$15-25M)

- The only full-time, nature-based preschool in North Texas
- Quadruples classroom space
- Multi-use auditorium
- Outdoor classroom
- Orientation space for field trips
- Removes disruption from front entrance
- Enhances secondary entrance for the Dallas Zoo





WILD EARTH DISCOVERY CENTER (\$15-25M)



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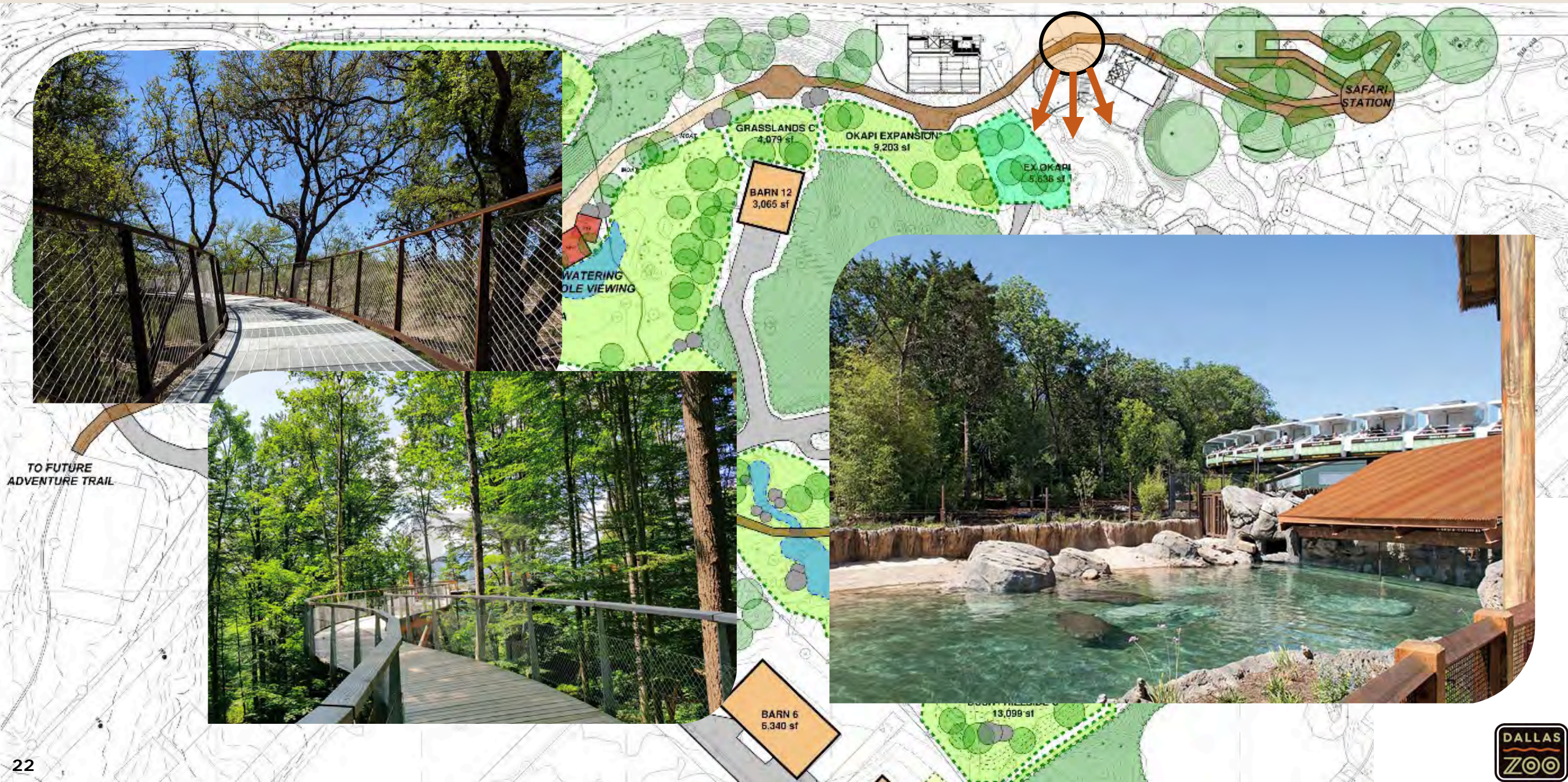


ELEPHANT GREAT ROOM (\$5M)

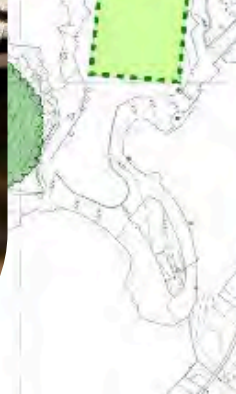
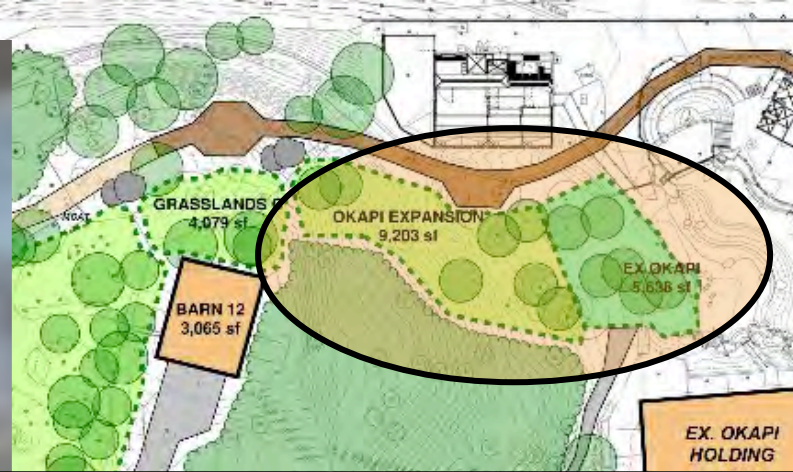
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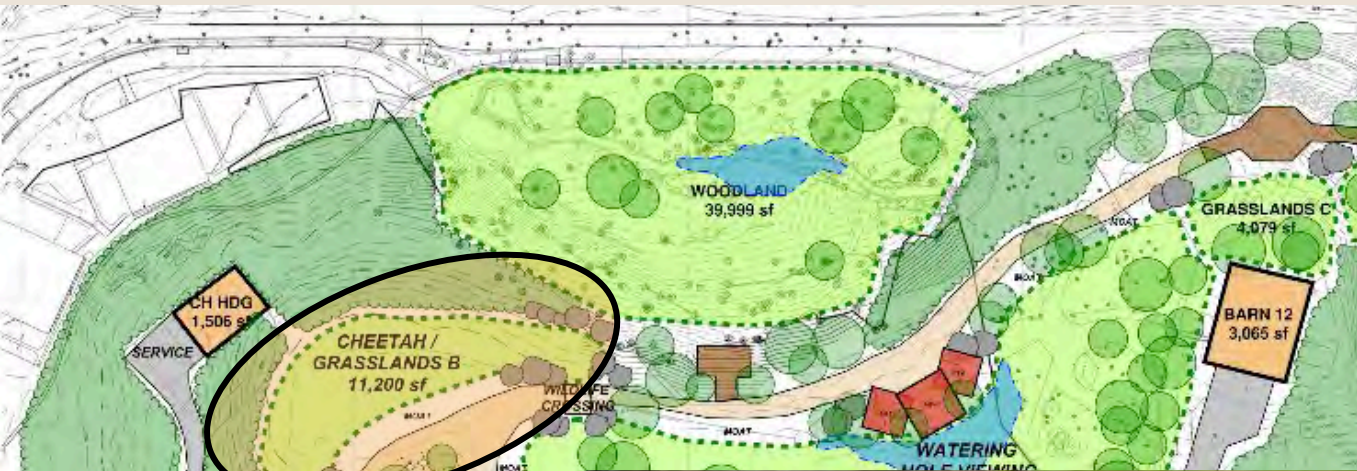
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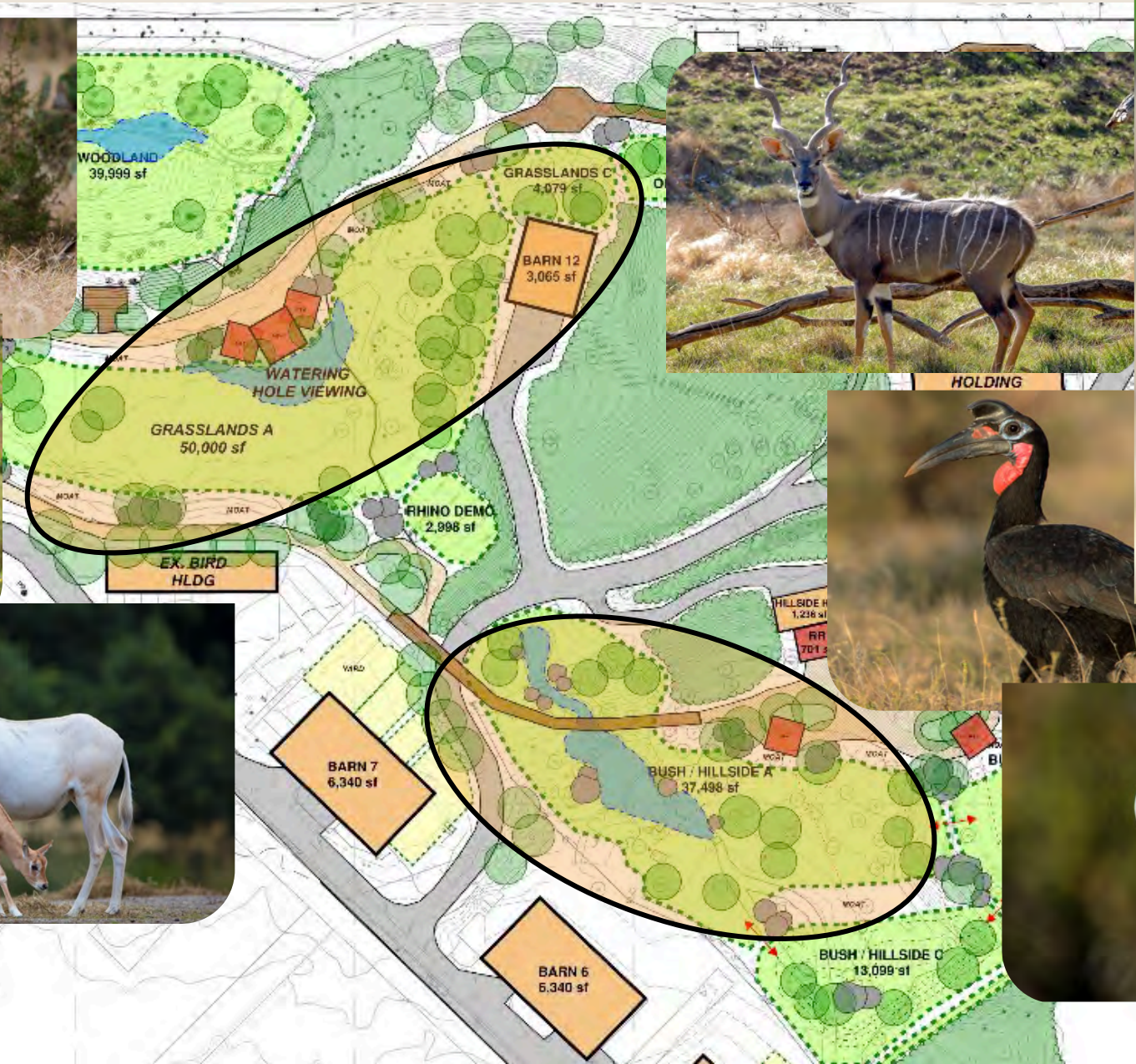


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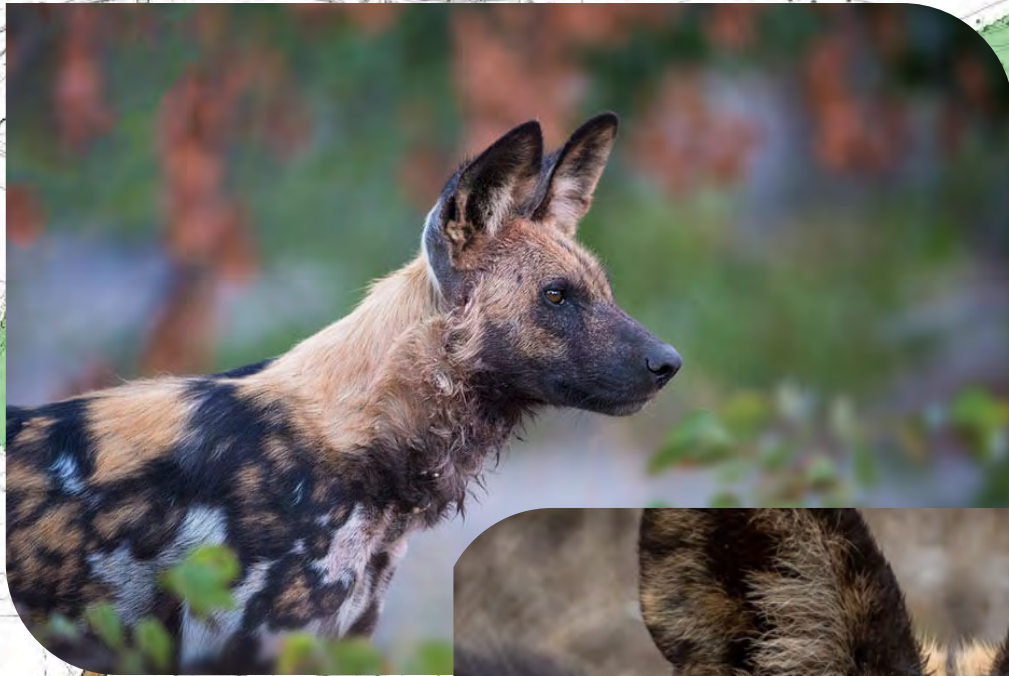




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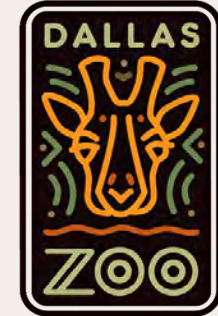
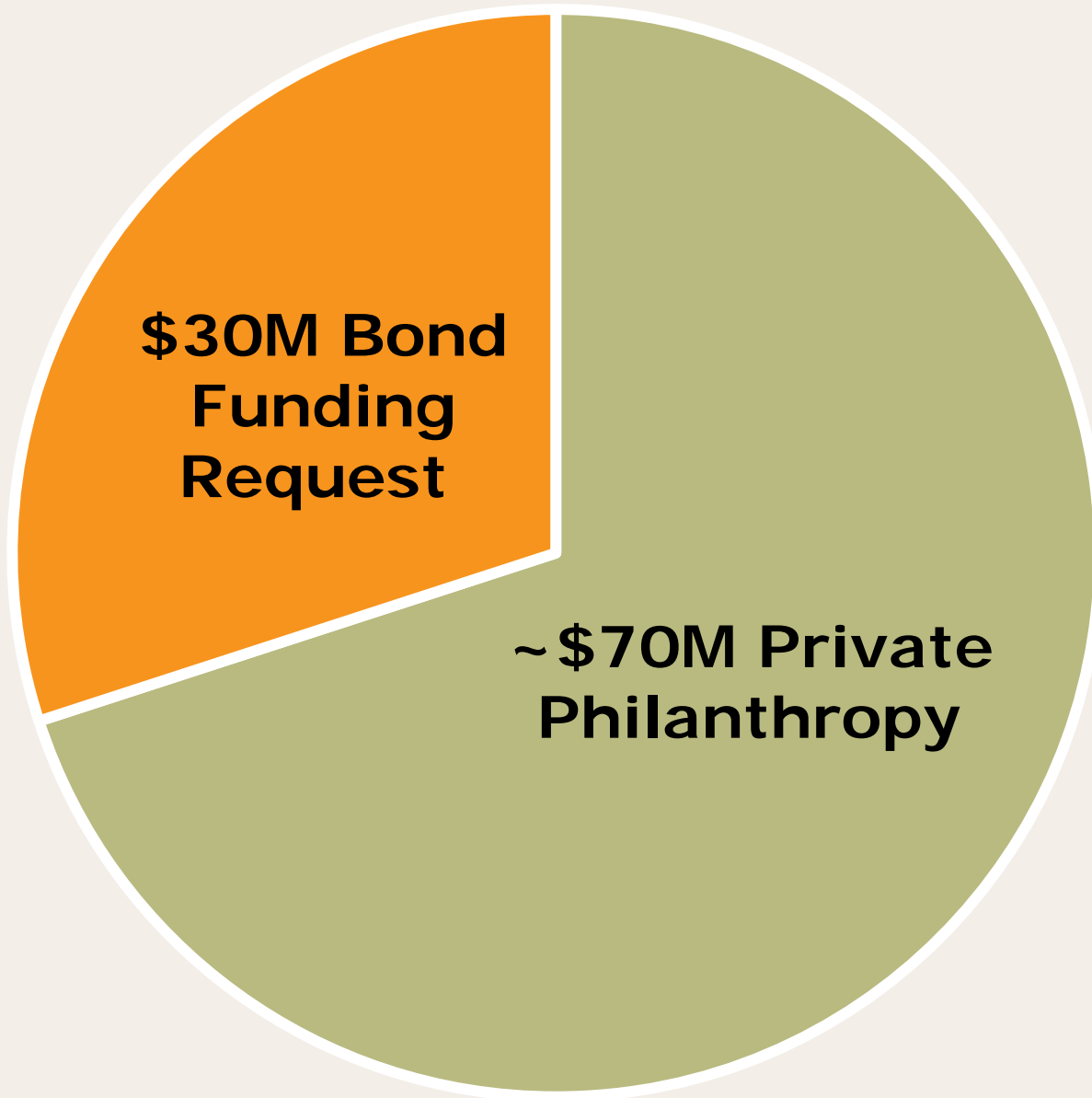


SAFARI TRAIL (\$50-65M)



NEXT STEPS





\$3.5M in City Capital Bond Program funding has been allocated for the Dallas Zoo in the last 17 years



2024 City Capital Bond Program

- \$30 million bond request will help **fund 50% of the new Safari Trail habitat as well as security enhancements** throughout the Zoo
- **10-15 acres of inaccessible Park land activated for guests** to experience two dozen animal species situated on a half-mile trail loop
- **Features rhino and cheetah together,** making the Dallas Zoo **one of the only zoos in the world** to combine these dynamic species in the same naturalistic habitat



City of Dallas



Dallas Zoo Private Philanthropy

- **>2:1 funding match** for City capital bond dollars
- **\$20M currently committed** to the campaign
- **The largest capital campaign in the Dallas Zoo's 135-year history** will also address Security, Parking, and Education programming needs
- **The Dallas Zoo has been a responsible steward of City resources** and continues to enhance a key anchor in Southern Dallas



City of Dallas





Thank You