



Edmonton Valley Zoo
Opportunities to Reduce Reliance on the Tax Levy
Community and Public Services Committee, December 4, 2023

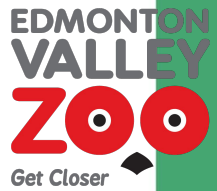


Committed to Animal Well-Being

Zoo by the Numbers

- 348,000 visitors
- 7,900 members
- 900 school programs with 21,000 students
- 246 volunteers log hours
- 22,000 social media followers
- 225 animals representing 84 species
- 10 species survival programs





WAZA

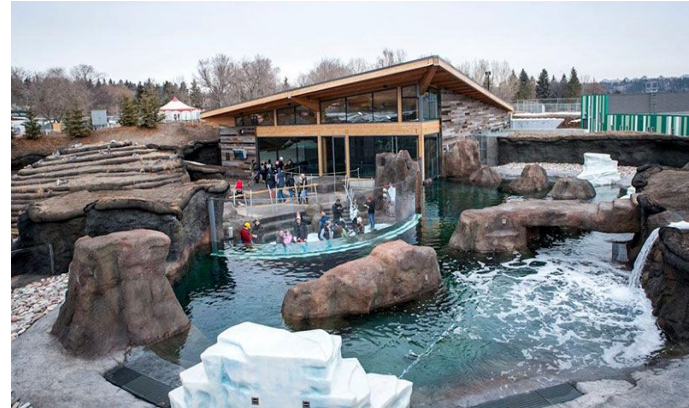
*World Association
of Zoos and Aquariums*

**ASSOCIATION
OF ZOOS &
AQUARIUMS**

Edmonton

2005 Master Plan Results

- Attendance growth: 178%
- Revenue growth: 354%
- Attendance up 58% since Arctic Shores
- Tax Levy down by 10% since 2019



The Transformation Continues



- Conservation
- Education
- Research
- Species survival
- Preserving biodiversity

And the awards goes to...



Zoo Ownership and Operation



- Zoning restrictions
- City operating investment regardless of operator
- Decommissioning challenges

Growing Revenue/Reducing Expenses



- Revenue Optimization Strategy
- Hosting touring exhibits
- Tourism partnership funded projects
- Expense reduction and productivity Initiatives

Industry Review

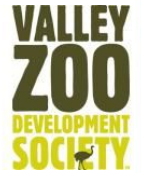
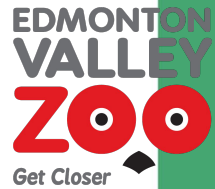
- Continuum of partner involvement
- Partners support fundraising, retail services, special events and rentals
- Maintenance and animal care delivered largely by the municipality
- Few partners lead capital projects, deliver education programs, security and communications
- In all cases, the owner provides fiscal support for operations, maintenance and capital growth

Partner Involvement

- Increasing partner involvement incrementally over time
- Current partnerships save operating costs
- Partners include school boards, post secondary institutions, conservation organizations, food service providers, other zoos and aquariums
- Valley Zoo Development Society has and continues to be the Zoo's primary partner

Valley Zoo Development Society

- Mandate: The continued development and awareness of the Edmonton Valley Zoo, including its Education and Conservation programs.
- Registered charity / registered corporate society in AB
- Volunteer board of 14 citizens and a shadow board
- Operational model that utilizes revenue generating business to offset expense budget to maximize donations made to the Zoo going 100% to the Zoo.



Capital Project Involvement

- Past projects:
 - Big Horn
 - Veterinary Hospital
 - Arctic Shores
 - Otter, Red Panda & Tiger Habitats
 - Nature's Wild Backyard I
 - Carousel Building (Community Led Project)
- Current projects
 - Masterplan
 - Wolf Habitat (Community Led Project)

An evolving and collaborative partnership

- Zootique
- Onsite fundraising
 - Adopt an Animal
 - Adopt an Exhibit
 - Zoobuilders
- Subcontracting food services
 - Ice Cream
 - 2023 - cafe
- Shared Events (Zoominescence / Boo / Zoo Brew)
- Interwoven Programs (Combining Funding & Delivery)
- Representation of the Zoo and of the Zoo's clients
 - AZA/CAZA/ Zoo Committees and Community Groups

Partnership Growth Opportunities

- Programs and Events
- Conservation, Education and Research
- Capital Project Development and Delivery
- Communications
- Corporate Sales
- Volunteer Management





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