

*House Public/Private Committee Presentation*  
*Wednesday, April 18<sup>th</sup>, 2012*



*North Carolina Zoo*

*The Future Zoo*  
*Governance and Expansion*

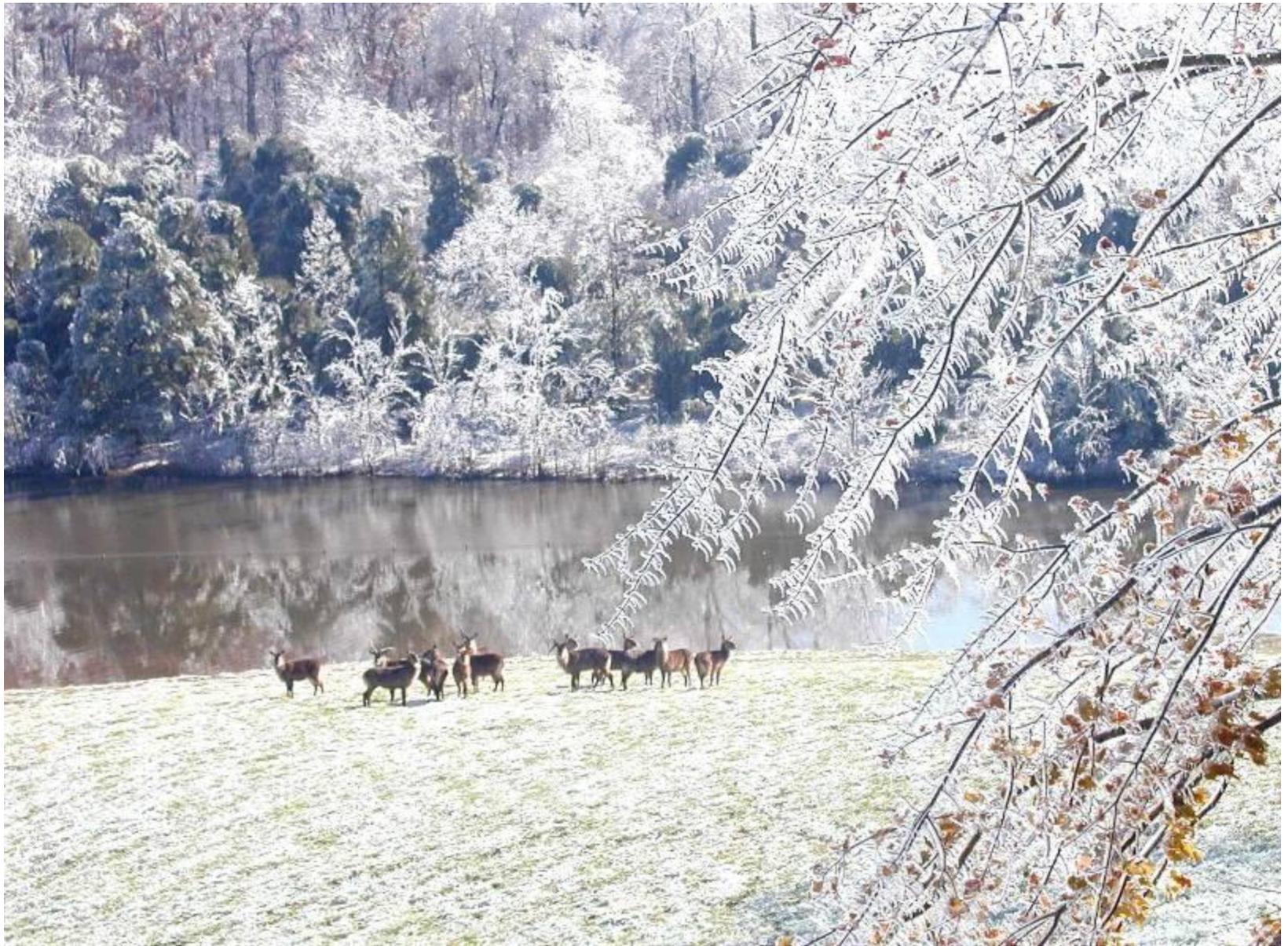




















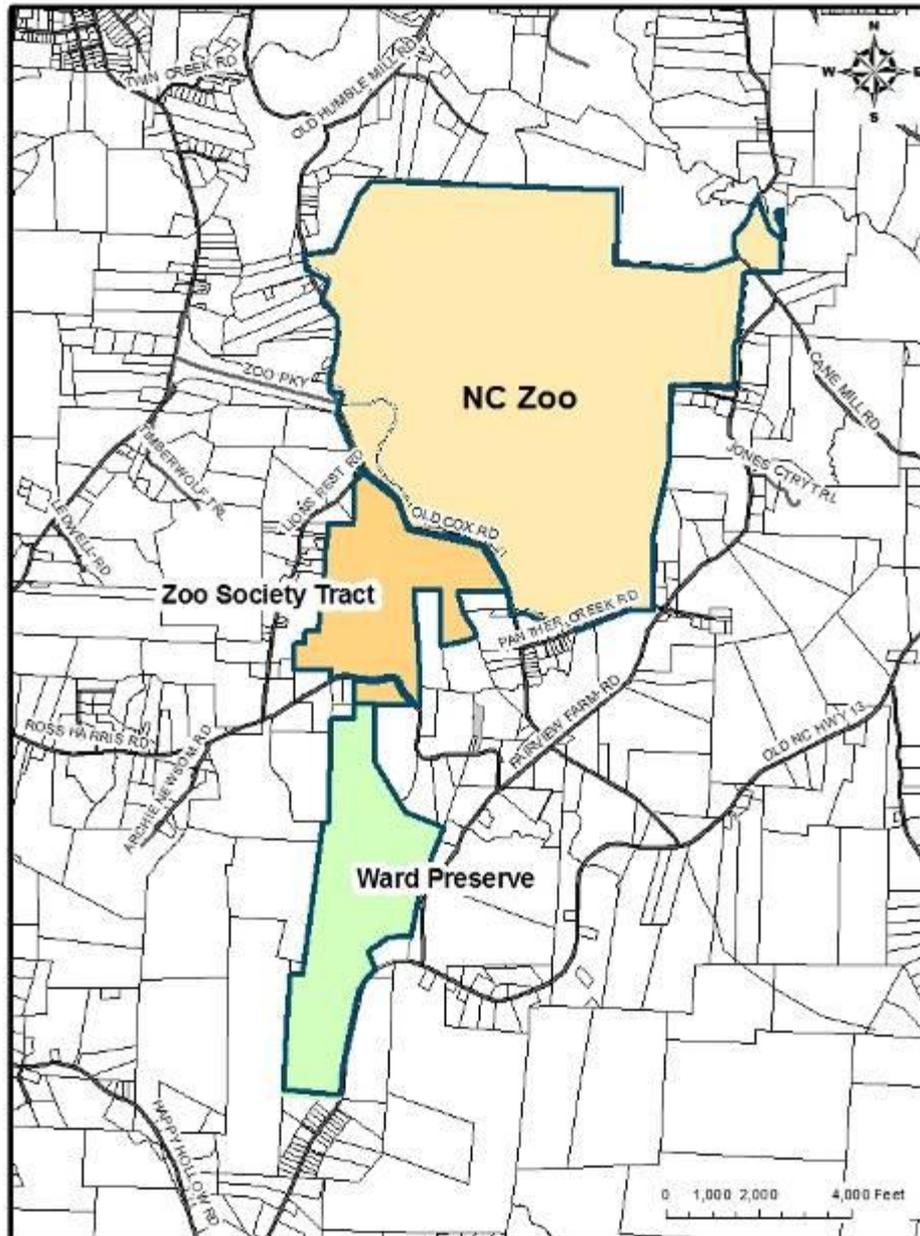






# *North Carolina Zoo*

## *Expansion Plans*



# china

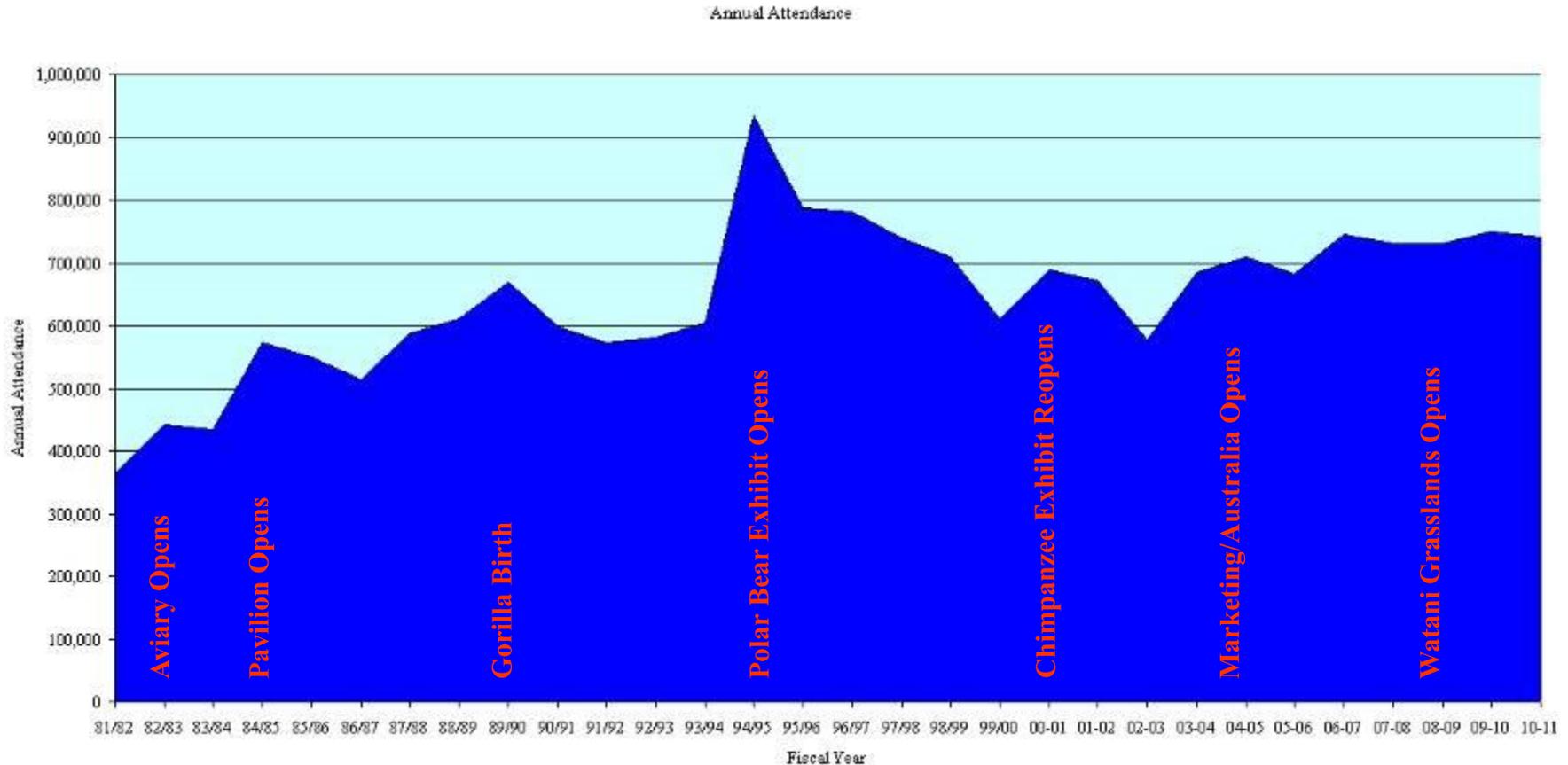
Idea gram for Village



Not to Scale  
D. RICE  
8.24.2010

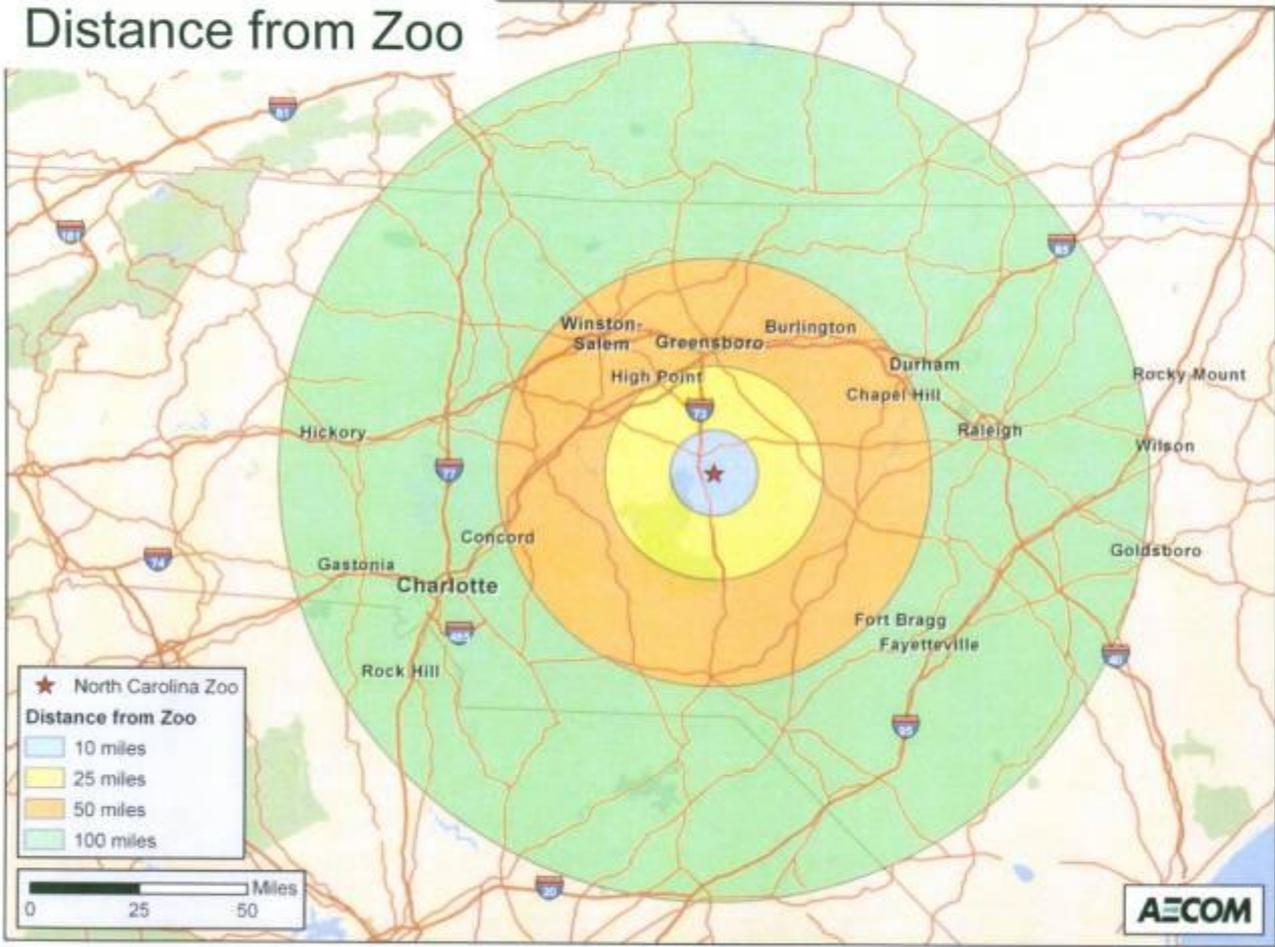
# North Carolina Zoo

## Annual Attendance by Fiscal Year



# Resident Market

## Distance from Zoo



# *North Carolina Population*

<i>25 Mile Radius</i>		<i>.27 Million</i>
<i>50 Mile Radius</i>		<i>1.8 Million</i>
<i>100 Mile Radius</i>	<i>(2011 Population Estimate)</i>	<i>7.5 Million</i>
<i>100 Mile Radius</i>	<i>(2014 Population Estimate)</i>	<i>8.2 Million</i>

# *Annual Economic Impact*

## *Existing Zoo Facilities*

*Expenditures: \$146 Million*

*Employment: 1,655 Jobs*

*Tax Impact: \$2.9m Randolph County*

*\$5.3m State of North Carolina*

# *Annual Economic Impact*

## *Peripheral Land*

### *Enhanced Peripheral land plus existing Zoo*

*Expenditures: \$264 Million*

*Employment: 2,630 Jobs*

*Tax Impact: \$5.3m Randolph County*

*\$9.7m State of North Carolina*



*North Carolina Zoo*  
*Governance Study Update*

# *Why Zoos Consider a Shift in Governance*

- **75%** of AZA accredited zoos under *private* management – most with *public* partners – true PPP... (public/private partnership)
- Creates an entrepreneurial business approach
- Provides flexibility in response to staffing & visitors
- Allows for cost efficiencies by eliminating the duplication of efforts and in purchasing services

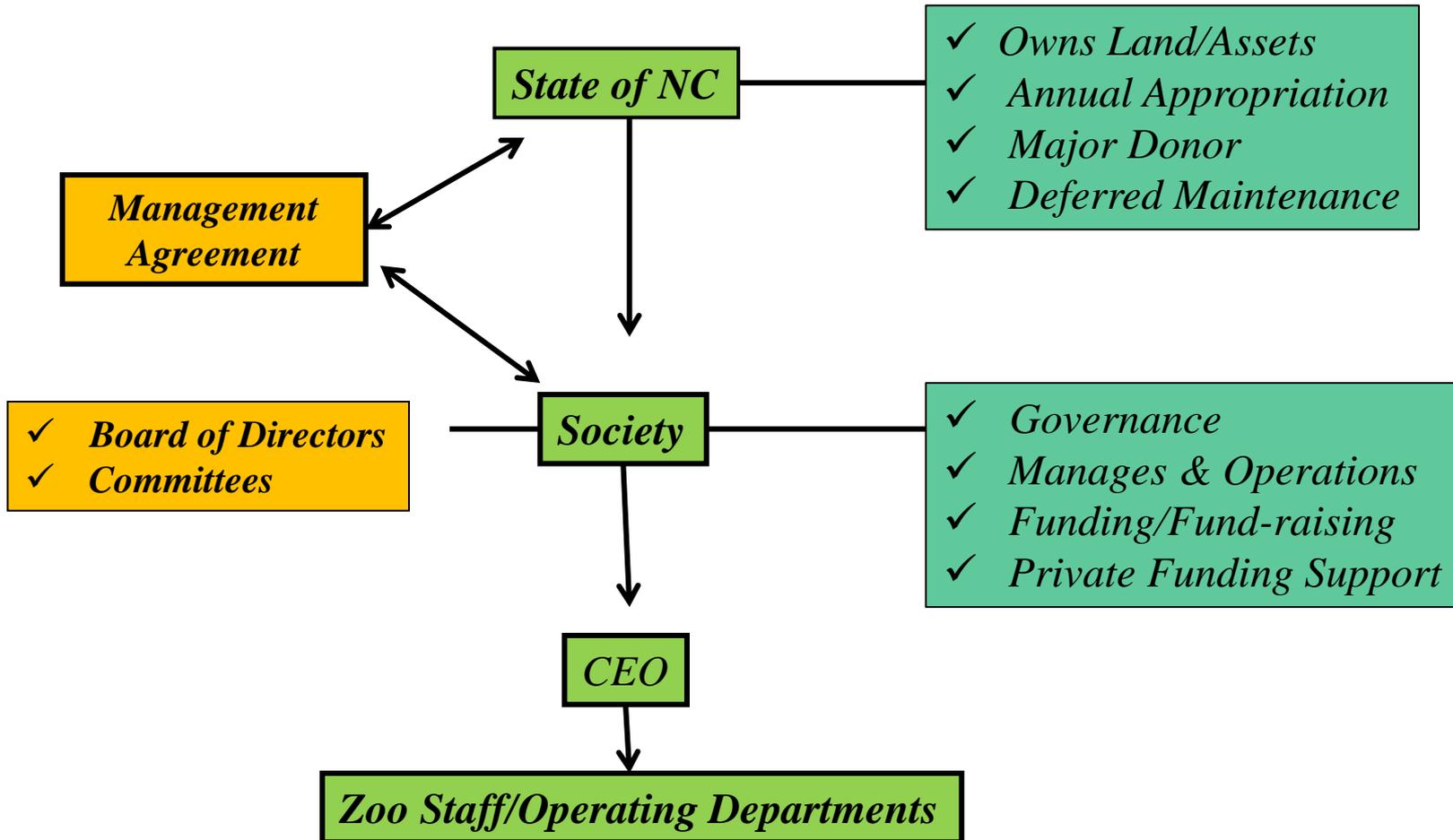
# *Why Zoos Consider a Shift in Governance*

- *Creates market-based pricing strategies*
- *Offers a re-investment strategy as “what is earned at the Zoo is invested in the Zoo”*
- *Strengthen private financial support for the Zoo*
  - *Investment in new facilities, exhibits and attractions*
  - *Provides new opportunities to engage the regional & State-wide communities*
- *Solidify the Zoo’s annual funding structure*

# *Why Zoos Consider a Shift in Governance*

- *Develop strategic partnerships to increase income and investment*
- *Speed up decision making process*
- *Encourage a management culture best suited to the Zoo's Needs*
- *Enables long-term planning and resultant timely actions*

# Potential Organizational Structure under PPP Structure



# *Deferred Maintenance*

*Building Repairs* 19.0 m

*Exhibits/Fencing/Glass* 4.0 m

*Parking/Roads/Paths* 2.5 m

*Heavy Vehicles* 2.0 m

*Water/Sewer/Irrigation* 1.5 m

*Electrical/Energy* 1.0 m

**30.0 Million**







# *Appropriations*

<b>FY</b>	<b>Actual Attendance</b>	<b>Actual State Appropriation</b>
<b>2001-02</b>	<b>671,619</b>	<b>\$7,363,259</b>
<b>2001-03</b>	<b>576,093</b>	<b>\$8,253,189</b>
<b>2003-04</b>	<b>676,956</b>	<b>\$8,075,991</b>
<b>2004-05</b>	<b>709,030</b>	<b>\$8,688,470</b>
<b>2005-06</b>	<b>682,977</b>	<b>\$9,437,318</b>
<b>2006-07</b>	<b>746,650</b>	<b>\$10,957,664</b>
<b>2007-08</b>	<b>729,500</b>	<b>\$11,472,868</b>
<b>2008-09</b>	<b>729,615</b>	<b>\$11,483,834</b>
<b>2009-10</b>	<b>749,627</b>	<b>\$11,131,782</b>
<b>2010-11</b>	<b>741,119</b>	<b>\$11,451,024</b>

# *Key Points*

- *\$10 Million in appropriations*
- *\$5 Million a year for 6 years to catch up on backlog maintenance (Total \$30 Million)*
- *\$3 Million transition*

# *Key Points*

- *Maintenance of High Quality, World Class Facility*
- *Flexible, Entrepreneurial, Time Sensitive Business Approach*
- *Increased Private Support*
- *Creation of Income Generating Partnerships*

