



Dallas Park & Recreation Board Meeting

Creating a Better World for Animals

Wednesday, May 2, 2019



Welcome

Kevin Hanrahan

Chair

Board of Directors

Dallas Zoological Society





2018 Challenges





Attendance Continues to be Strong!

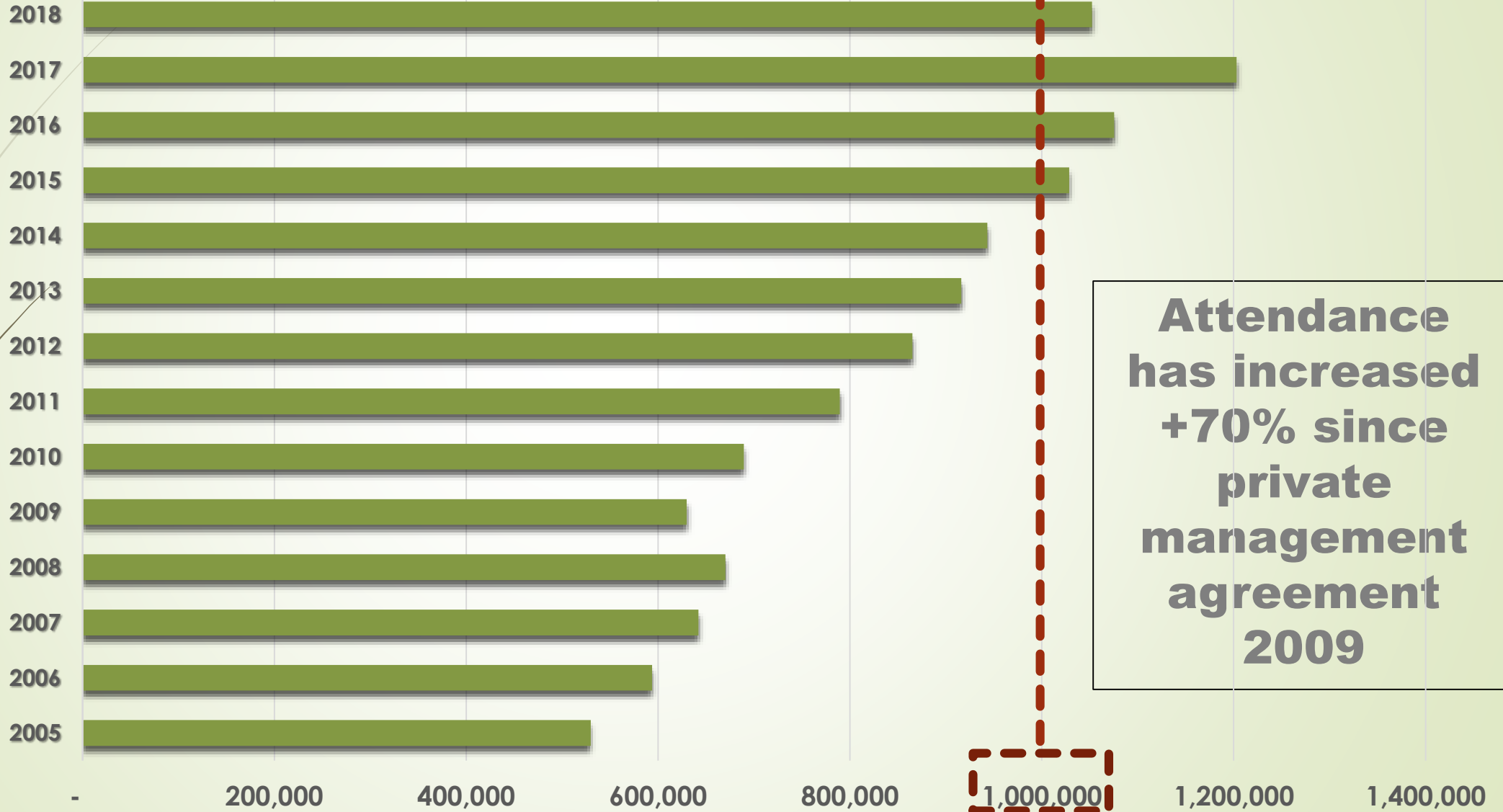


Fiscal Yr 2018:
1,052,282
Guests

4th Year in a
row Over 1M
Visitors



Attendance Continues to be Strong!





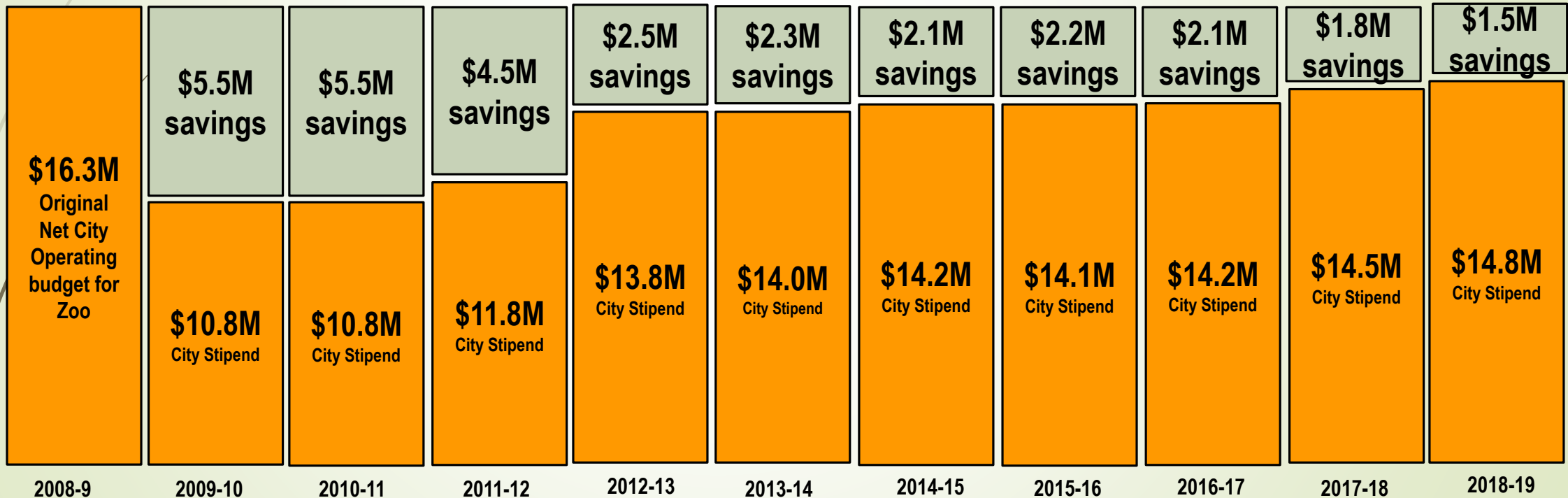
Growing Zoo Impact!

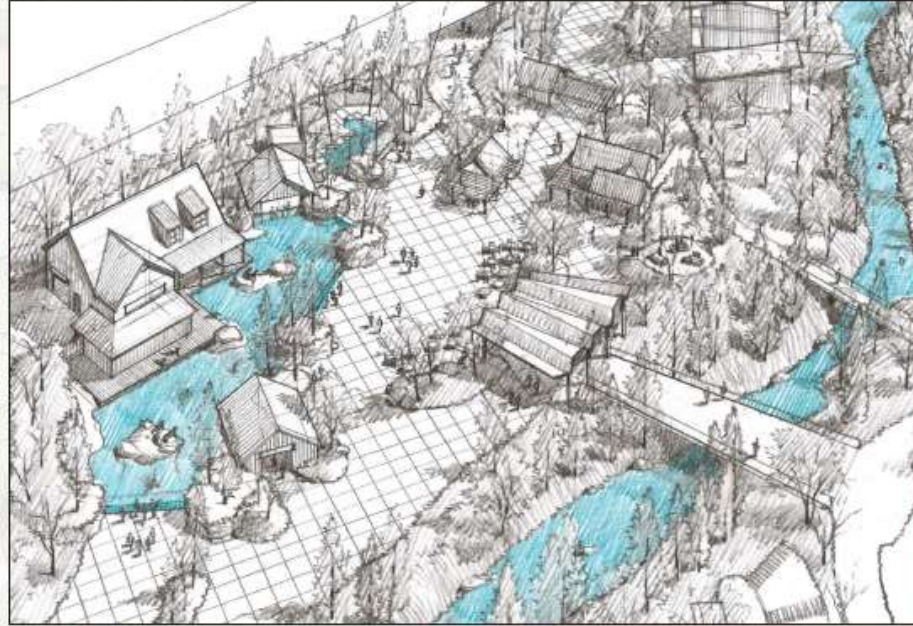
	<u>2009</u>	<u>2018</u>
Attendance	628,000	1,052,102
Expense Budget	\$16.3M	\$31.6M
Jobs (FTE)	203	350
School & Camp Programs	63,142	133,114
Conservation Programs	\$88,000	\$725,000
Economic Impact	\$72M Annual	\$326M Annual



10 Year Partnership

\$30.1M
in Savings to the City Operating Budget in 10 years.





DALLAS ZOO MASTER PLAN



APRIL 2019



Oak Cliff Cornerstone since 1912





Dedicated Community Partner





2018- The Year In Review

Creating a Better World for Animals

Saturday, December 1, 2018



Another Great Year!





Driving Our Success

**Safari
Nights**



Halloween



**Big
Events**

**Dollar
Day**





INAUGURAL DALLAS Brew *at the* Zoo





THE QUEST - CREATING A BETTER WORLD FOR ANIMALS



MISSION:

ENGAGING PEOPLE & SAVING WILDLIFE

WE WILL ACCOMPLISH OUR GOALS BY:



PILLARS:

- ✦ Implementing effective wildlife conservation and inspiring education efforts
- ✦ Maintaining the highest standards of animal welfare and husbandry
- ✦ Developing a long-term sustainable funding model and opportunities that positively impact our community
- ✦ Delivering excellent guest experiences everyday
- ✦ Creating a culture that supports staff excellence, leadership and passion
- ✦ Leading positive change in our profession and community through organizational excellence





Growth in Mission Impact



**Wild Beginnings
Early Childhood (10
months - 8 years
old)**

**Families and
Intergenerational
groups**

**Youth Volunteer
Programs
(11 - 17 years old)**



**Wild Adventures
Camps
(PreK - Grade 12)**

**Educators and
Schools
(PreK - Grade 12)**

**130,000+ students engaged with
over 300,000 hours of engagement**



Wild Earth PRESCHOOL





Volunteers are our backbone!



Intern Program



**Raised
\$100K+ for
Conservation**





Growth in Mission Impact

\$600K+ in direct Field Conservation Support





Radiated Tortoise Rescue

11,000+ Tortoises confiscated in Madagascar







Dinosaurs Return in 2019!







Driving Our Success

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**Big
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What's New 2019





WEEKEND ROADWORK
N & SB I-35E FROM MARSALIS TO 8TH ST
DALLAS

DEMOLITION & BEAM PLACEMENT
STARTS 9PM FRIDAY
ENDS 1 PM SATURDAY

OAK CLIFF

30

35E

342 TEXAS

PARK

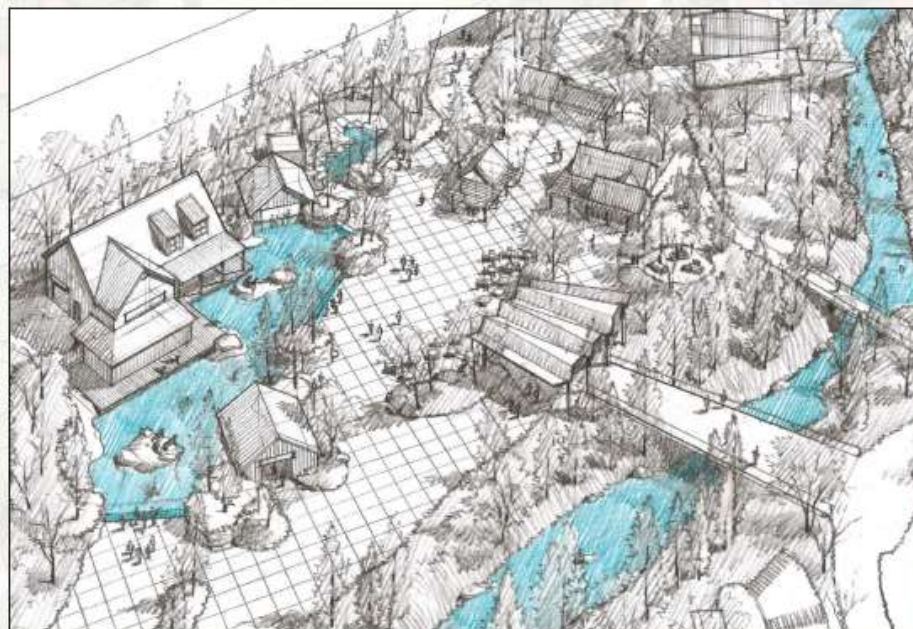
COCKRETT

FOX 4

DALLAS

The image is a satellite map of Dallas, Texas, with several informational overlays. A large blue banner at the top center reads "WEEKEND ROADWORK N & SB I-35E FROM MARSALIS TO 8TH ST DALLAS". A white circle on the map highlights the "OAK CLIFF" area, where Interstate 35E runs north-south. To the left, another blue banner reads "DEMOLITION & BEAM PLACEMENT STARTS 9PM FRIDAY ENDS 1 PM SATURDAY". The map shows major highways including I-30, I-35E, and State Road 342. Other labels include "PARK", "COCKRETT", and "FOX 4".





DALLAS ZOO MASTER PLAN



APRIL 2019