

MEMORANDUM

June 24, 1985

TO: The Office of Parks and Recreation
Attn: William Patterson

FROM: East Bay Zoological Society

RE: Decisions re 1985-86 Budget

This memorandum is intended to serve two purposes: (1) set forth certain financial problems relating to the proposed 1985-86 budget of Knowland Park and the Oakland Zoo and (2) present some facts concerning the Society's operation of the Park and Zoo since August 1982.

Finances:

As of April 30, 1985, the Society had a cumulative loss of \$77,237 for the 1984-85 fiscal year (not including depreciation). Normally, May and June revenues would more than offset this negative figure. However, May revenues were \$17,656 less than in 1984 with increased fees and charges in effect for this year. To date, June income is falling behind 1984 revenue for the same month. Our year-end deficit could run as high as \$80,000. This will create a serious problem as we work out our 1985-86 budget.

Unseasonable weekends have been a major cause of the revenue loss. Unexpected expenses and rising costs such as insurance and utilities have also been a factor in the deficit. Both insurance and utilities will present an even greater problem next year.

Attached to this memorandum is the Society's preliminary budget for the 1985-86 fiscal year for discussion purposes. At this stage it shows a deficit of \$544,480. It is an ambitious financial plan, but one that is called for if the Zoo and Park are to move forward.

Three Years Operation

August will mark three years of operation of the Park and Zoo by the Society under the contract with the City of Oakland. During this period, much has been done to improve the physical plant and to develop a number of programs and operational innovations. Some of these are listed below and detailed in attached documents.

1. More than \$300,000 have been expended for capital improvements and major Maintenance projects.
2. \$81,538 was expended for new equipment. ✓
3. \$31,895 was spent for animal acquisitions. ✓
4. Private funds secured or pledged for new or renovated improvements total \$228,000.
5. A full-time Veterinarian is in the position of General Manager.
6. Major improvements have been made in Security, Animal Care, Record Systems, Education, Signage, Public Relations and Personnel Development.

7. Detailed plans for entrance road revision, irrigation system, white house reconstruction and selected sets have been developed and work is under way or completed on many of these projects. ✓
8. Preliminary plans and estimates along with a model have been completed for a four to five acre Elephant/Rhino enclosure and a large group picnic area. ✓
9. Preliminary planning is under way on a major fund raising drive to finance new and existing animal enclosures. ✓

Knowland Park and Zoo are at a crucial point in their development. The foundation has been laid for a major recreation-educational facility that Oakland can be proud of. Adequate finances are the key at this stage.

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