



NEW Zoo and Adventure Park

Neil Anderson - Director
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MISSION

Connecting the community with wildlife and nature through engaging, interactive experiences.

PROGRAM DESCRIPTION

Accredited by the Association of Zoos and Aquariums, the NEW Zoo is a 43-acre facility located within the Reforestation Camp, which features 62 exhibits with over 200 live animals. Divided into several themed areas, including the North American Plains, Wisconsin & Northern Trails, Africa, Australia, a Children’s Zoo and an education building, the zoo offers self-guided tours through dozens of animal exhibits, as well as fun and educational programs such as Zoo Snooze sleepovers, “Adopt an Animal,” birthday parties, behind-the-scenes VIP programs and discovery stations. In addition, guests have an opportunity to browse in the “Paws and Claws” gift shop and dine in the Mayan restaurant. A Zoomobile provides educational outreach programs outside of the facility.

The zoo also hosts several annual major special events such as: Party for the Planet, EggStravaganZoo, Zoo Boo, Senior Citizen’s Day, Veterans’ Day, Princess and Zooper Hero day, Touch-a-truck Day, Brew at the Zoo, and Holiday Fest, as well as several other smaller scale events added annually. In addition, volunteer and internship opportunities exist for the community and students in many aspects of zoo operations, such as education, animal care, visitor services, maintenance landscaping, and special events.

The zoo maintains an extensive web site at www.newzoo.org as well as social media sites including Facebook and more. In addition, a weekly Fox 11, “What’s New at the Zoo” live morning news program provides educational and marketing opportunities on a weekly basis to a broad television audience.

The NEW Zoo and Adventure Park also operates a 16 element ropes course, 1,000’ zip lines, a children’s challenge course and a 3-sided climbing tower. Additionally, the NEW Zoo and Adventure Park will open a new 1,700 foot aerial canopy tour which connects the Adventure Park with the zoo. It is anticipated to open in the spring of 2022.

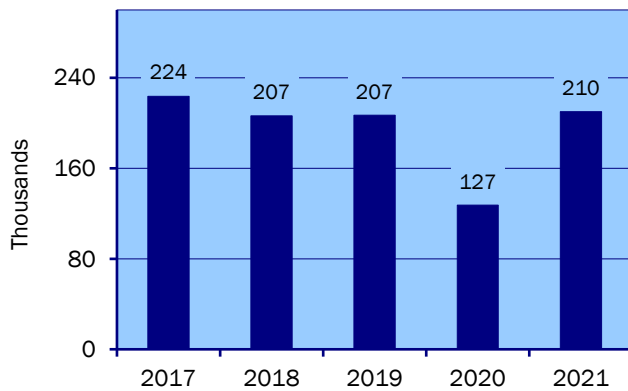
PERFORMANCE MEASURES	2020 Actual	2021 Estimate	2021 Budget	2022 Budget	Budget Change
Average Revenue per NEW Zoo Visitor	12.17	12.75	10.55	12.28	16.40%
NEW Zoo Compliance to USDA-Aphis Inspection	100%	100%	100%	100%	0.00%

INITIATIVES

Canopy Tour – There will be an addition of a 1,700 foot aerial canopy tour that connects the Adventure Park to the NEW Zoo. It will consist of 17 bridges and 5 educational platforms. The walkway will enable visitors to view the animal exhibits and site from as high as 22 feet above the ground. Zoo Membership pass holders will receive a discount of \$1 off per admission fee for the canopy tour as an added membership benefit.

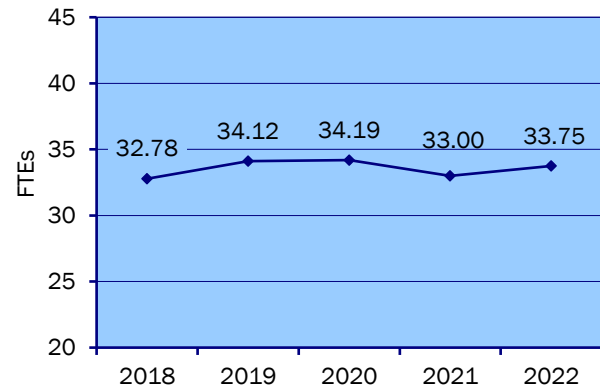
NEW Zoo Hours of Operation Change – Previously, the zoo was open in June, July and August until 8pm. Due to low guest numbers in the evening and an increase in staffing challenges, in July 2021, the zoo began to close at 6pm. This was very effective in solving the staffing challenges and allowed the zoo to maintain a higher quality guest experience. In 2022, normal hours of operation for the zoo will be 9am to 4pm November through March and 9am to 6pm April through October. In addition, in June, July and August, admission will be half price from 4pm to 6pm for Wild Wednesdays.

NEW ZOO ATTENDANCE



Note: Above chart is based on an MSA population for Green Bay of approximately 250,000. The average zoo is 60% self-funded and 40% subsidized, while the NEW Zoo is 100% self-funded.

STAFFING TRENDS



FINANCIAL SUMMARY

	2020 Actual	2021 Estimated	2021 Amended Budget	2022 Budget	Change from 2021 Amended Budget	
					\$	%
Intergov. Revenue	6,092	356	1,837	-	(1,837)	-100.00%
Public Charges	1,389,601	2,538,569	2,636,500	2,772,000	135,500	5.14%
Miscellaneous Revenue	447,387	70,486	84,740	72,500	(12,240)	-14.44%
Other Financing Sources	187,433	348,791	-	209,459	209,459	100.00%
Total Revenues	2,030,512	2,958,202	2,723,077	3,053,959	330,882	12.15%
Personnel Costs	1,316,970	1,231,055	1,407,706	1,433,712	26,006	1.85%
Operating Expenses	1,084,455	1,348,005	1,393,904	1,628,746	234,842	16.85%
Outlay	3,961	-	-	-	-	0.00%
Total Expenses	2,405,387	2,579,060	2,801,610	3,062,458	260,848	9.31%
Net Total Activity	(374,875)	379,142	(78,533)	(8,499)		

SUMMARY HIGHLIGHTS

- **Public Charges** – Increase in budgeted revenues due to recent visitor trends.
- **Miscellaneous Revenue** – Decrease expected in interest revenue, in-kind donations, and sponsorship revenues in 2022.
- **Other Financing Sources** – Increase is the result of an expected capital contribution from the Zoo Society for \$140,000 as well as a transfer into the Adventure Park for the use of staff by the NEW Zoo.
- **Operating Expenses** – Increase in operating expenses is based on a variety of factors including the following:
 - Increase in transfer out to the Adventure Park for staff usage by the NEW Zoo for roughly \$67,000
 - Increase in depreciation expense of \$59,000
 - Increase in intra-county expenses of about \$27,000
 - \$25,000 of equipment purchases of a cooler condenser replacement, commercial dishwasher, and a carry-all diesel cart
 - Various increases related to increased attendance including credit card service fees, concession and gift shop supplies, and advertising and marketing expenses

STAFFING SUMMARY

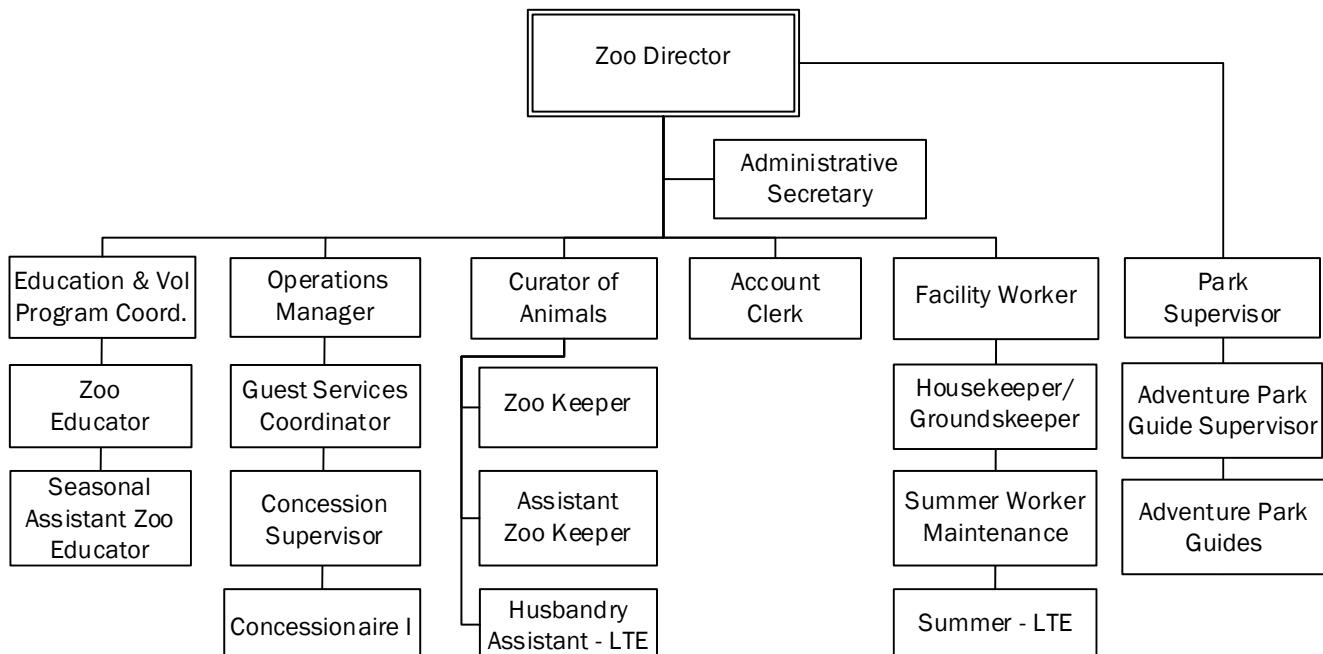
Position	FTE	Unit		Cost
		Rate	Hours	
Zoo Director	1.00	44.15	2,080	91,832
Curator of Animals	1.00	28.89	2,080	60,091
Operations Manager	1.00	27.87	2,080	57,970
Zookeeper	2.00	23.50	4,160	97,760
Park Supervisor	1.00	23.33	2,080	48,526
Education & Volunteer Prog Coord	1.00	22.70	2,080	47,216
Guest Services Coordinator	1.00	20.82	2,080	43,306
Facility Worker	1.00	20.27	2,080	42,162
Administrative Secretary	1.00	18.66	2,080	38,813
Account Clerk	1.00	16.67	2,080	34,674
Assistant Zookeeper	1.00	15.08	2,080	31,366
Assistant Zookeeper	4.00	15.07	8,320	125,384
Housekeeper/Groundskeeper	1.00	13.54	2,080	28,163
Zoo Educator	1.00	13.54	2,080	28,163
Concessionaire Supervisor	3.30	10.25	6,864	70,356
Adventure Park Guide Supervisor	1.00	10.25	2,080	21,320
Adventure Park Guide	2.06	9.50	4,280	40,706
Summer LTE	0.23	9.45	478	4,517
Seasonal Assistant Zoo Educator	0.69	9.05	1,435	12,989
Summer Maintenance Worker	0.23	9.05	478	4,326
Concessionaire I	5.99	8.25	12,459	102,788
Husbandry Assistant	2.25	8.25	4,680	38,610
Budgeted Overtime				13,506
	33.75		70,194	1,084,544

Regular Earnings 1,084,544

Fringe Benefits 349,168

Total 2022 Compensation 1,433,712

Salary Summary does not reflect 2022 cost of living or other potential compensation adjustments.



CONTRACTED & PROFESSIONAL SERVICES

Type of Service Provided	Annual Cost
NEW Zoo	
Security System Monitoring	8,000
Cleaning Contract	6,495
Fire Suppression Monitoring and Training	4,200
Digital Radio Contract	3,600
Waste Management	2,640
Pest Control	2,600
DJ Services	2,400
Entertainment	2,000
Fire Inspection	1,000
	<u>32,935</u>
Adventure Park	
Course Inspection	5,000
Auto Belay Inspections and Recertification	2,500
Digital Waivers	750
	<u>8,250</u>

STATEMENT OF FUNDS

	General	Donations	Total NEW Zoo	Adventure Park
Funds Available 1/1/21	\$150,559	\$356,293	\$506,852	\$60,251
Projected:				
2021 Revenues	2,771,362	31,500	2,802,862	155,340
2021 Expenses	(2,300,541)	(74,517)	(2,375,058)	(204,002)
2021 Earnings	470,821	(43,017)	427,804	(48,662)
Non-Cash Items:				
- Depreciation	189,211	-	189,211	32,314
- Capital Contribution	(320,000)	-	(320,000)	-
	(130,789)	-	(130,789)	32,314
Non-Expense Outlays:				
- Capital Outlay	-	-	-	-
- Principal Retirement	(44,000)	-	(44,000)	-
	(44,000)	-	(44,000)	-
			-	
Projected 2021 Funds Made Available	296,032	(43,017)	253,015	(16,348)
Projected Funds Available 12/31/21	<u>446,591</u>	<u>313,276</u>	<u>759,867</u>	<u>43,903</u>

	General	Donations	Total NEW Zoo	Adventure Park
<u>Funds Available 1/1/22</u>	\$446,591	\$313,276	\$759,867	\$43,903
Projected:				
2022 Revenues	2,772,000	31,500	2,803,500	250,459
2022 Expenses	<u>(2,707,047)</u>	<u>(92,500)</u>	<u>(2,799,547)</u>	<u>(262,911)</u>
2022 Earnings	64,953	(61,000)	3,953	(12,452)
Non-Cash Items:				
- Depreciation	235,178	-	235,178	32,314
- Capital Contribution	<u>(140,000)</u>	<u>-</u>	<u>(140,000)</u>	<u>-</u>
	95,178	-	95,178	32,314
Non-Expense Outlays:				
- Capital Outlay	-	-	-	-
- Principal Retirement	<u>(44,000)</u>	<u>-</u>	<u>(44,000)</u>	<u>-</u>
	<u>(44,000)</u>	<u>-</u>	<u>(44,000)</u>	<u>-</u>
Projected 2022 Funds Made Available	<u>116,131</u>	<u>(61,000)</u>	<u>55,131</u>	<u>19,862</u>
Projected Funds Available 12/31/22	<u><u>562,722</u></u>	<u><u>252,276</u></u>	<u><u>814,998</u></u>	<u><u>63,765</u></u>

NEW ZOO 2022 BUDGET

Account Description	2020 Actual Amount	2021 6- Month Actual Amount	2021 Estimated Amount	2021 Amended Budget	2022 Executive Budget
Fund: 640 - New Zoo					
REVENUES					
Capital asset disposal gain	1,175	-	-	-	-
Other grant revenue	6,092	356	356	1,837	-
Charges and fees Daily	727,537	678,242	1,457,028	1,457,000	1,604,000
Charges and fees ATM	282	545	1,500	1,500	2,000
Sales Vending nontaxable	4,740	5,125	12,000	65,000	30,000
Sales Passes	199,016	186,515	220,000	210,000	220,000
Sales Gift shop	230,786	275,514	373,000	335,000	335,000
Sales Concessions and Food	138,511	100,908	205,000	233,000	235,000
Sales Coin Op	51,623	38,877	70,000	100,000	80,000
Sales On-site	21,307	32,550	42,000	48,000	50,000
Sales Off-site	4,567	2,892	5,000	11,000	11,000
Sales Education Merchandise	9,775	8,305	10,000	4,000	6,000
Rent	142	-	-	-	-
Miscellaneous	1,949	-	100	250	100
Donations	200,494	1,651	2,000	-	2,000
Donations Conservation	-	1	1	-	-
Donations Zoo Society Support	142	-	-	2,500	2,500
Donations In-kind	-	-	13,000	17,000	14,000
Sponsorship	14,650	5,507	19,207	22,140	19,000
Interest	5,253	788	1,200	8,000	1,500
Rebates	231	-	-	-	-
Cash Over/Short	(658)	(54)	(30)	(150)	(100)
Online Transaction Fee	-	-	20,000	-	20,000
Capital Contribution	136,591	-	320,000	-	140,000
Transfer in	5,073	-	-	-	-
Intrafund Transfer In	130	-	-	-	-
REVENUES TOTAL	1,759,407	1,337,722	2,771,362	2,516,077	2,772,000
EXPENSES					
Cost of sales Gift shop	80,504	106,532	127,000	126,000	127,000
Cost of sales Concessions and Food	63,571	44,055	98,841	99,800	106,500
Cost of sales Coin op	10,466	12,220	20,000	20,000	22,000
Cost of sales Feeding	1,292	1,045	2,500	3,400	3,000
Regular earnings	784,028	381,036	820,000	951,476	960,486
Paid leave earnings Vacation	46,184	16,702	-	-	-
Paid leave earnings Personal	11,554	5,025	-	-	-
Paid leave earnings Casual time used	3,026	-	-	-	-
Paid leave earnings Holiday	22,011	5,269	-	-	-
Paid leave earnings Other (funeral, jury duty, etc)	1,344	270	-	-	-
Paid leave earnings Disability	1,280	-	-	-	-
Paid leave earnings Workers comp	-	182	-	-	-
Premium Overtime	3,597	1,915	5,000	13,506	13,506
Premium Comp time payout	193	174	-	-	-
Premium Casual time payout	9,776	580	-	-	-
Premium Holiday worked	5,366	1,463	-	-	-
Salaries reimbursement Short term disability	(1,280)	-	-	-	-
Fringe benefits FICA	65,655	30,444	63,425	73,825	74,512
Fringe benefits Unemployment comp	901	418	871	1,012	1,024
Fringe benefits Health insurance	152,186	71,127	142,254	144,795	150,341
Fringe benefits Dental Insurance	14,365	6,592	13,184	12,810	12,292
Fringe benefits Life Insurance	1,091	642	1,285	1,010	745
Fringe benefits LT disability insurance	2,797	1,340	2,680	2,828	2,871
Fringe benefits ST disability insurance	3,921	1,879	3,914	3,966	4,083
Fringe benefits Workers comp insurance	19,628	9,932	20,690	19,863	20,039
Fringe benefits Retirement	50,254	23,869	49,728	50,249	49,978
Fringe benefits Pension adjust	22,863	-	-	-	-

NEW ZOO 2022 BUDGET

Account Description	2020 Actual Amount	2021 6- Month Actual Amount	2021 Estimated Amount	2021 Amended Budget	2022 Executive Budget
Fringe benefits - Budget only	-	-	-	6,852	-
Uniform	1,083	835	2,845	3,900	3,000
Uniform Contra	(693)	(541)	(2,500)	(3,900)	(3,000)
Employee allowance	301	150	500	1,000	800
Employee allowance Clothing	602	303	700	1,250	1,250
Supplies	20,094	13,675	45,624	58,000	60,000
Supplies Office	1,339	485	1,500	2,000	2,000
Supplies Cleaning and household	9,138	7,018	11,000	11,500	11,500
Supplies Postage	5,664	1,866	5,337	4,725	5,775
Supplies Veterinary	117	-	-	-	-
Food	71,268	36,934	75,000	75,000	80,000
Printing	317	478	478	-	500
Dues and memberships	14,657	17,357	15,395	14,956	19,144
Maintenance agreement Software	1,707	140	2,100	2,100	2,170
Repairs and maintenance Equipment	17,193	8,857	17,750	20,750	27,250
Repairs and maintenance Vehicle	258	1,151	1,150	1,200	1,200
Repairs and maintenance Building	12,953	5,619	12,000	14,000	15,000
Repairs and maintenance Grounds	13,596	6,590	14,000	18,000	18,000
Vehicle/equipment Gas, oil, etc.	2,705	-	6,000	6,000	6,000
Advertising and public notice	24,329	10,728	27,425	27,425	35,000
Marketing	2,966	550	2,900	2,550	3,050
Books, periodicals, subscription	21,494	26,744	26,743	26,332	29,292
Travel and training	5,269	350	1,000	3,980	11,000
Permits	387	510	685	715	540
Volunteer expense	-	-	200	400	400
Service fees	18,910	11,754	40,000	30,000	40,000
Equipment - nonoutlay	10,048	-	500	500	25,700
Animal purchases	421	456	1,000	1,000	1,000
Electric	69,130	37,991	82,000	82,000	82,000
Gas, oil, etc.	18,238	10,346	20,000	23,000	20,000
Water & sewer Storm water management	1,787	-	2,000	2,000	2,000
Telephone	1,622	793	1,700	2,000	2,000
Telephone cell	2,521	1,418	3,000	2,700	3,000
Indirect cost	89,908	43,811	87,622	87,622	99,158
Intra-county expense Technology services	70,176	45,116	72,522	72,522	85,012
Intra-county expense Insurance	29,932	15,096	30,192	30,192	33,568
Intra-county expense Other departmental	2,915	744	2,769	3,125	3,125
Intra-county expense Highway	5,942	3,655	8,000	8,000	8,000
Intra-county expense Copy center	1,648	1,891	2,500	2,500	2,500
Intra-county expense Departmental copiers	3,810	1,905	3,810	3,810	3,810
Intra-county expense Document center	865	569	1,203	1,203	1,029
Contracted services	11,625	9,099	27,016	37,596	32,935
Medical services Veterinary	35,604	23,695	42,357	42,357	45,000
Medical services Medication	12,461	6,674	12,000	12,000	13,000
Medical services Laboratory	8,903	5,058	8,500	8,500	10,000
Medical services Supplies	1,486	1,125	4,000	4,000	4,000
Interest expense	7,782	4,270	8,365	8,365	7,325
Depreciation Land improvements	8,855	4,813	19,627	6,539	56,294
Depreciation Buildings	150,764	60,305	125,746	128,384	130,805
Depreciation Equipment	41,866	20,410	39,355	36,835	43,594
Depreciation Infrastructure	1,328	664	1,329	1,330	1,330
Depreciation Zoo animals	3,154	1,577	3,154	3,155	3,155
Capital asset disposal loss	3,961	-	-	-	-
Transfer out	-	-	-	-	2,950
Transfer out Wages	-	-	11,070	-	66,509
EXPENSES TOTAL	2,218,976	1,175,746	2,300,541	2,464,510	2,707,047

NEW ZOO 2022 BUDGET

Account Description	2020 Actual Amount	2021 6- Month Actual Amount	2021 Estimated Amount	2021 Amended Budget	2022 Executive Budget
REVENUE TOTALS:	1,759,407	1,337,722	2,771,362	2,516,077	2,772,000
EXPENSE TOTALS:	2,218,976	1,175,746	2,300,541	2,464,510	2,707,047
NET TOTALS:	(459,569)	161,977	470,821	51,567	64,953

Fund: 641 - New Zoo Donations

REVENUES

Donations	218,650	11,265	15,000	10,000	15,000
Donations Conservation	1,923	4,264	15,000	20,000	15,000
Interest	3,578	1,140	1,500	3,000	1,500
REVENUES TOTAL	224,151	16,669	31,500	33,000	31,500

EXPENSES

Supplies	22,803	13,808	20,000	20,000	20,000
Repairs and maintenance Equipment	-	3,254	16,000	5,000	5,000
Repairs and maintenance Building	900	-	8,000	30,000	35,000
Repairs and maintenance Grounds	65	2,885	4,000	5,000	5,000
Advertising and public notice	30	-	-	-	-
Travel and training	275	95	2,000	5,000	3,000
Equipment - nonoutlay	-	-	-	1,000	1,000
Animal purchases	-	-	2,000	2,000	2,000
Intra-county expense Highway	-	6,518	6,517	-	-
Conservation expense	3,219	6,575	16,000	28,530	21,500
Intrafund Transfer Out	130	-	-	-	-
EXPENSES TOTAL	27,423	33,135	74,517	96,530	92,500

REVENUE TOTALS:	224,151	16,669	31,500	33,000	31,500
EXPENSE TOTALS:	27,423	33,135	74,517	96,530	92,500
NET TOTALS:	196,729	(16,466)	(43,017)	(63,530)	(61,000)

Fund: 643 - Adventure Park

REVENUES

Charges and fees Annual	(164)	1,767	4,000	6,000	4,000
Charges and fees Daily	398	21,012	100,000	125,000	125,000
Sales Vending machine	656	592	4,000	8,000	12,000
Sales Salvage	-	41	41	-	-
Sales Programs	(413)	4,025	15,000	30,000	35,000
Sales Special events	-	-	-	2,000	2,000
Rent Equipment	838	-	-	1,000	1,000
Miscellaneous	-	-	3,500	-	-
Sponsorship	-	-	-	2,000	2,000
Cash Over/Short	-	8	8	-	-
Transfer in	45,639	-	-	-	2,950
Transfer in Wages	-	17,721	28,791	-	66,509
REVENUES TOTAL	46,954	45,166	155,340	174,000	250,459

EXPENSES

Regular earnings	50,502	32,920	77,000	93,607	110,552
Paid leave earnings Vacation	(123)	187	-	-	-
Paid leave earnings Personal	735	-	-	-	-
Paid leave earnings Casual time used	827	-	-	-	-
Paid leave earnings Holiday	1,532	373	-	-	-
Premium Casual time payout	(184)	-	-	-	-
Premium Shift differential	5	-	-	-	-
Premium Holiday worked	(77)	-	-	-	-
Fringe benefits FICA	3,906	2,444	5,091	7,161	8,458
Fringe benefits Unemployment comp	54	34	70	98	116
Fringe benefits Health insurance	23,719	9,029	18,057	15,701	16,668
Fringe benefits Dental Insurance	1,707	651	1,282	1,151	1,201
Fringe benefits Life Insurance	7	5	9	7	8

NEW ZOO 2022 BUDGET

Account Description	2020 Actual Amount	2021 6- Month Actual Amount	2021 Estimated Amount	2021 Amended Budget	2022 Executive Budget
Fringe benefits LT disability insurance	251	95	199	189	192
Fringe benefits ST disability insurance	352	134	279	265	269
Fringe benefits Workers comp insurance	3,522	1,311	2,730	2,621	3,096
Fringe benefits Retirement	3,791	1,587	3,307	3,237	3,275
Fringe benefits Pension adjust	5,702	-	-	-	-
Fringe benefits - Budget only	-	-	-	1,477	-
Uniform	-	193	300	500	300
Uniform Contra	-	(48)	(300)	(500)	(300)
Supplies	317	2,108	3,200	3,200	3,500
Supplies Office	49	22	100	200	200
Supplies Postage	551	515	600	600	700
Dues and memberships	-	42	42	-	945
Maintenance agreement Software	61	61	70	70	70
Repairs and maintenance Equipment	4,133	454	1,000	12,000	12,000
Repairs and maintenance Building	-	54	500	1,000	1,000
Repairs and maintenance Grounds	-	-	500	1,000	1,000
Advertising and public notice	3,386	2,525	4,500	4,500	5,250
Marketing	-	632	2,000	2,000	2,000
Vending	70	2,796	4,000	4,000	6,000
Travel and training	1,200	-	500	2,000	2,000
Electric	754	412	1,200	1,200	1,200
Gas, oil, etc.	527	269	500	500	700
Telephone cell	865	234	500	820	500
Intra-county expense Technology services	8,250	5,524	8,510	8,510	8,015
Intra-county expense Insurance	3,246	1,636	3,272	3,272	2,773
Intra-county expense Copy center	-	-	200	200	200
Intra-county expense Departmental copiers	296	148	296	296	296
Intra-county expense Document center	127	83	174	174	163
Contracted services	6,613	1,213	2,000	7,200	8,250
Depreciation Buildings	5,299	2,649	5,299	5,299	5,299
Depreciation Equipment	27,015	13,507	27,015	27,015	27,015
Transfer out	-	-	30,000	30,000	30,000
EXPENSES TOTAL	158,988	83,800	204,002	240,570	262,911
REVENUE TOTALS:	46,954	45,166	155,340	174,000	250,459
EXPENSE TOTALS:	158,988	83,800	204,002	240,570	262,911
NET TOTALS:	(112,034)	(38,633)	(48,662)	(66,570)	(12,452)
REVENUE GRAND TOTALS:	2,030,512	1,399,558	2,958,202	2,723,077	3,053,959
EXPENSE GRAND TOTALS:	2,405,387	1,292,680	2,579,060	2,801,610	3,062,458
NET GRAND TOTALS:	(374,875)	106,878	379,142	(78,533)	(8,499)