

FY18 Budget

Presented to the Finance Committee

December 20, 2017

Highlights for 2017

- Group events/facility rental income projected to be 15% greater than budget at year end.
- Giraffe feeding continues to grow in popularity with 2017 revenue expected to exceed 2016 revenue.
- > Projected Net Surplus expected to exceed budgeted Net Surplus for the year.
- Volunteer Hours received through October 31st totaled 41,211
- Leading the way in progressive elephant care by performing first stem-cell therapy in the history of the zoo.
- > 2 new young Greater One-horned Rhinos were added in September.
- Guam Rails re-introduced to the wild.
- Celebrated the birth of an African Rhino.
- Successfully found a home for our last Asian Elephant.
- Wilderness Falls Waterplay Attraction construction to be completed by year end for a Spring 2018 opening.
- Deputy Director and CFO positions filled.

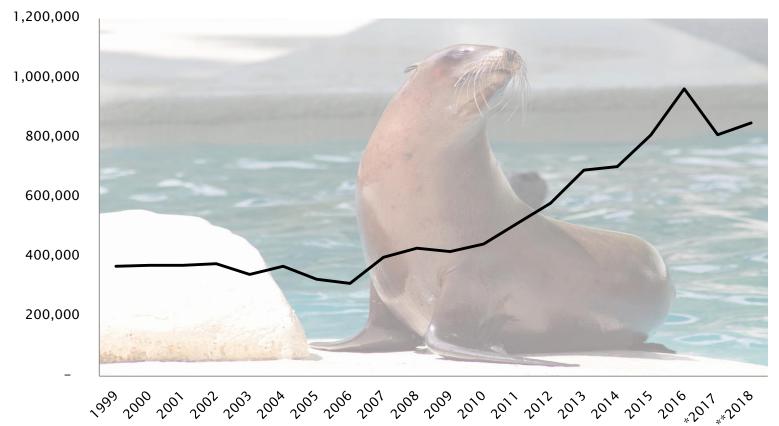
Attendance

- 2018 budgeted attendance of 850,000
- ▶ 2017 budgeted attendance of 950,000
- 2017 yearend projection of 816,000

Historical attendance figures: 2016 - 964,091 + 19%

2015 - 808,914 + 15%

2014 - 703,325 + 2%



* 2017 Projected ** 2018 Budget

2018 Budget Assumptions

- > 2018 budgeted attendance of 853,000.
- > 2018 self generated revenue increases \$1.9M over projected 2017 year end.
- Proposed budget includes admission price adjustments as follows:

	<u>20</u>	18 Price	<u>2017 Price</u>
• Adı	ılt	\$12.95	\$10.00
• Sen	ior	\$ 7.95	\$ 5.50
• Chi	ld	\$ 7.95	\$ 5.50
•	y School Group – Adult y School Group – Studen	\$ 6.00 nt \$ 3.00	\$ 5.00 \$ 2.50
Other Counties	s School Group – Adult	\$ 7.00	\$ 6.00
Other Counties	s School Group – Studen	t \$ 4.00	\$ 3.50

2018 Budget Assumptions (Continued)

- Fundraising increases \$78K over projected 2017 year end, \$25K from reclassification of Wells Fargo Grant from Special Events. Balance of increase from anticipated growth of sponsorships and donations.
- Membership Revenue increases \$82,000 over projected 2017 year end due to growth in membership numbers and price adjustments as follows:

	2018 Price	<u>2017 Price</u>
Individual – Fresno County	\$50.00	\$45.00
Family – Fresno County	\$75.00	\$65.00
Individual – Other Counties	\$60.00	\$55.00
Family – Other Counties	\$85.00	\$75.00

- Total operating expenses increase \$247K (2%) over 2017 approved budget. Personnel expenses decreases \$451K (-5%) due to budgeting for turnover rate. Other expenses increase \$698K (11%) over 2017 approved budget.
- 2018 will add 1 project manager in July and 1 seasonal staff position, and includes 4 promotions. Including proposed positions, headcount will be 139 full time positions and 94 part time positions in 2018.

	FY	18 Budget	FY	17 Budget	(17 Actual)/30/2017	 FY16 Audited
Attendance		853,000		900,000	641,593	964,091
REVENUE						
Self-Generated Revenue						
Admissions	\$	5,138,738	\$	4,303,500	\$ 2,765,064	\$ 4,099,886
Adopt an Animal		35,000		40,000	20,410	31,650
Board Designated for Endow		10,000		50,000	2,280	27,613
Education		441,850		435,600	368,701	411,879
Food Services		725,050		741,000	536,647	775,616
Gift Shop		477,680		503,500	351,107	499,947
Giraffe Feeding		580,040		460,000	424,191	450,838
Grants/Fundraising		325,000		400,650	188,572	471,797
Group Event/Facility Rental		575,000		480,000	410,932	604,641
Interest Income		380,000		377,500	132,728	269,031
Investment Income		-		-	876,788	390,063
Membership		1,337,750		1,250,000	992,992	1,323,499
Special Events		733,000		736,500	279,580	704,314
Stingray Exhibit		341,200		351,000	246,543	298,588
Other		84,000		69,000	43,537	28,671
Total Self-Generated Revenue	\$	11,184,308	\$	10,198,250	\$ 7,640,072	\$ 10,388,033

	FY	18 Budget	FY	17 Budget	Y17 Actual 9/30/2017	FY16 Audited
Attendance		853,000		900,000	 641,593	 964,091
EXPENSES						
OPERATING EXPENSES						
Personnel Expenses						
Administration	\$	1,103,542	\$	1,027,088	\$ 622,656	\$ 787,983
Animal		3,206,316		3,329,896	2,346,797	3,014,559
Education		961,204		1,109,640	719,534	913,049
Maintenance/Horticulture		906,885		1,044,051	665,637	848,399
Mem/Dev/Marketing		805,290		775,318	567,881	716,455
Operations		118,234		100,129	73,449	89,802
Veterinary		362,806		403,330	265,877	390,983
Visitor Services		802,357		928,289	586,084	795,715
Total Personnel Expenses	\$	8,266,634	\$	8,717,741	\$ 5,847,915	\$ 7,556,946
Other Expenses						
Advertising	\$	392,700	\$	367,500	\$ 174,200	\$ 354,470
Animal Services		562,000		484,725	343,990	460,911
Computer/Software		127,772		68,530	27,701	53,231
Community Support		75,000		20,000	347	2,600
Conservation		250,000		200,000	66,801	109,044
Contracted Services		562,600		660,050	396,060	630,664
Depreciation Expense		464,000		441,056	309,080	398,667
Dues		50,950		42,900	41,605	24,871
Equipment		204,675		220,450	161,025	177,662

		2010				
	F١	18 Budget	F١	(17 Budget	(17 Actual 9/30/2017	 FY16 Audited
Attendance		853,000		900,000	641,593	964,091
Event Expense		626,045		390,345	354,444	599,194
Fleet		39,100		50,560	14,295	21,643
Food/Catering		56,300		70,375	21,613	28,497
Insurance		185,000		175,000	148,964	179,461
Miscellaneous Business		19,838		21,100	11,216	67,073
Office Supplies		32,600		29,500	12,716	30,802
Postage		51,325		56,350	30,136	41,381
Printing		151,825		180,417	95,475	134,048
Professional Services		317,000		209,500	245,828	278,663
Repairs and Replacements		432,470		335,850	275,284	266,287
Service/Bank/Credit Card Fees		198,250		161,818	144,567	137,659
Signage		28,409		19,659	26,616	17,926
Specialized Services		51,750		41,800	27,057	25,305
Staff Development		209,762		186,466	50,162	112,352
Supplies		493,225		561,975	267,618	502,917
Recognition		12,100		7,550	2,626	5,719
Recruitment		12,200		13,700	20,945	18,857
Telephone		67,295		50,650	44,195	50,375
Uniforms		40,850		42,800	20,024	34,851
Utilities		790,000		674,500	539,618	683,102
Other		11,800		25,575	 9,105	 25,287
Total Other Expenses	\$	6,516,841	\$	5,810,701	\$ 3,883,313	\$ 5,473,520
TOTAL OPERATING EXPENSES	\$	14,783,475	\$	14,528,442	\$ 9,731,228	\$ 13,030,466
NET SURPLUS (DEFICIT) FROM OPERATIONS	\$	(3,599,168)	\$	(4,330,192)	\$ (2,091,156)	\$ (2,642,432)

F	(18 Budget	F۱	(17 Budget				FY16 Audited
	853,000		900,000		641,593		964,091
\$	-	\$	-	\$	-	\$	1,500,000
	-		-		1,162,304		(18,437)
_	4,442,222		4,522,000		3,519,003		4,190,869
\$	4,442,222	\$	4,522,000	\$	4,681,307	\$	5,672,432
\$	-	\$	-	\$	-	\$	1,018
\$	-	\$	-	\$	-	\$	1,018
\$	4,442,222	\$	4,522,000	\$	4,681,307	\$	5,671,413
\$	843,054	\$	191,808	\$	2,590,151	\$	3,028,981
\$	82,607,921	\$	78,969,963	\$	78,973,647	\$	79,578,940
\$	83,450,975	\$	79,161,771	\$	81,563,798	\$	82,607,921
	\$ \$ \$ \$ \$	\$ - 4,442,222 \$ 4,442,222 \$ 4,442,222 \$ - \$ - \$ - \$ 4,442,222 \$ 4,442,222 \$ 843,054 \$ 82,607,921	$ \begin{array}{c ccccccccccccccccccccccccccccccccccc$	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	FY18 Budget FY17 Budget 900,000 \$ 53,000 900,000 \$ - \$ - \$ - \$ - 4,442,222 4,522,000 \$ - \$ - 4,442,222 \$ 4,522,000 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ 4,442,222 \$ 4,522,000 \$ - \$ - \$ - \$ 4,442,222 \$ 4,522,000 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	FY18 BudgetFY17 Budget9/30/2017 $853,000$ 900,000 $641,593$ \$-\$-\$-\$1,162,304 $4,442,222$ $4,522,000$ $3,519,003$ \$ $4,442,222$ \$\$ $4,522,000$ \$\$ $4,681,307$ \$\$-

Note: Beginning fund balance made up of cash, investments, accounts receivable, and other assets less accounts payable and accrued liabilities.

Pricing Comparison

12-20-17 Calculation			Budgeted Revenue	Attenda	nce
Fares			2018		2,018
Adult	\$12.95	\$10.00	3,551,420	32.21%	274,241
Senior	\$7.95	\$5.50	207,571	3.06%	26,110
Child	\$7.95	\$5.50	1,068,246	16.05%	134,371
Fresno Co School Adult	\$6.00	\$5.00	14,979	0.29%	2,496
Fresno Co School Student	\$3.00	\$2.50	142,299	5.56%	47,433
Other Co School Adult	\$7.00	\$6.00	12,338	0.21%	1,763
Other Co School Student	\$4.00	\$3.50	133,951	3.93%	33,488
1/2 Group	\$5.50		5,513	0.12%	1,002
Group	\$9.00		2,421	0.03%	269
Events/Parties/Edu				8.19%	69,900
No Fee (Members, Infants, Free)		_		30.35%	261,927
Totals			5,138,738	100.00%	853,000
	Pe	er Cap	\$6.02		_
11 00 17 Coloulation			Budgeted		
11-20-17 Calculation			Revenue	Attenda	nce
Fares		_	2018		2,018
Adult	\$12.00	\$10.00	3,290,891	32.21%	274,241
Senior	\$10.00	\$5.50	261,096	3.06%	26,110
Child	\$7.00	\$5.50	940,594	16.05%	134,371
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Other Co School Adult	\$7.00	\$6.00	12,338	0.21%	1,763
Other Co School Student	\$7.00 \$4.00	\$6.00 \$3.50	12,338 133,951	0.21% 3.93%	1,763 33,488
Other Co School Student	\$4.00		133,951	3.93%	33,488
Other Co School Student 1/2 Group	\$4.00 \$5.50		133,951 5,513	3.93% 0.12%	33,488 1,002
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Other Co School Student 1/2 Group Group Events/Parties/Edu	\$4.00 \$5.50		133,951 5,513	3.93% 0.12% 0.03% 8.19%	33,488 1,002 269 69,900
Other Co School Student 1/2 Group Group Events/Parties/Edu No Fee (Members, Infants, Free)	\$4.00 \$5.50 \$9.00		133,951 5,513 2,421	3.93% 0.12% 0.03% 8.19% 30.35%	33,488 1,002 269 69,900 261,927

2018 Budget Revenue Increase Support

- 2018 admission prices increased in-line with recommendations from Morey Survey. The last price increase was in 2016.
- Concessions: 2018 budget \$18.5K under 2017 budget. 2017 per caps are \$0.84 at 9/30 compared to 2018 budgeted per cap of \$0.85.
- Giraffe feeding continues to grow in popularity with 2018 budgeted revenue \$40K greater than projected 2017 revenue.
- Grants/Fundraising: revenue increase of \$78K over projected 2017 revenue of \$247K. Increase is due to reclassification of Wells Fargo Wednesday Grant of \$25K from Special Events and anticipated increase of sponsorships and donations.
- Group events/facility rental: revenue increase of \$95K over 2017 budget. Projected 2017 revenue will exceed \$550K. 2018 budget is \$21K over projected 2017 revenue.

Operating Revenue

	2018	2017	2017	2016
	Budget	Budget	@ 9/30	Audit
Attendance	853,000	950,000	787,096	964,091
		,		
Per Cap				
Admissions	\$6.02	\$4.78	\$4.31	\$4.25
Concessions	\$0.85	\$0.87	\$0.84	\$0.80
Giraffe Feeding	\$0.68	\$0.54	\$0.66	\$0.47
Retail	\$0.56	\$0.59	\$0.55	\$0.52
Stingray Bay	\$0.40	\$0.41	\$0.38	\$0.31
<u>Revenue</u>				
Education	\$441,850	\$435,600	\$368,761	\$411,879
Group Events/Facility Rentals	\$575,000	\$480,000	\$410,932	\$604,641
Membership	\$1,337,750	\$1,250,000	\$992,992	\$1,323,499
Special Events	\$733,000	\$736,500	\$279,580	\$704,314

2018 Budget Expense Increase Support

	2018	2017	+/-	
Total Operating Expenses	14,774,975	14,528,442	246,533	2%
Salary & Benefits	8,266,634	8,717,741	(451,107)	-5%
Admin	1,103,542	1,027,088	76,454	Minimum wages increases, comp reviews, benefits increase and Project Manager
Animal	3,206,316	3,329,896	(123,580)	
Education	961,204	1,109,640	(148,436)	
Maintenance/Hort	906,885	1,044,051	(137,166)	
Mem/Dev/Mark/Events	805,290	775,318	29,972	Minimum wages increases, comp reviews, benefits increase, promotion of seasonal staff
Operations	118,234	100,129	18,105	Minimum wages increases, comp reviews, benefits increase
Vet	362,806	403,330	(40,524)	
Visitor Services	802,357	928,289	(125,932)	
Animal Services	562,000	484,725	77,275	
Animal Feed	420,000	400,000	20,000	2018 increase in feed cost
Animal Shipping	105,000	45,000	60,000	2018 transportation for elephants and others
Computer Software	127,772	68,530	59,242	
New Maintenace Software	10,000	-	10,000	Maintenance system for preventive/routine care
Cloud Based Accounting Software	10,000	-	10,000	Transition current software to cloud based version
New Purchse Order Software	10,000	-	10,000	Module to institute Purchase Order system
Centeman	20,000	-	20,000	Customer Service
Paycom	7,500	-	7,500	Payroll
Hardware Purchases	10,000	-	10,000	Replacement of old machines
Conservation	250,000	200,000	50,000	2018 increase annual commitment to conservation
Contracted Services	562,600	660,050	(97,450)	
Contracted Services-main	20,000	46,800	(26,800)	
Contracted Services-visitor serv.	257,000	325,000	(68,000)	
Contracted Services-IT	60,000	55,000	5,000	Increase in number of computers under contract
Depreciation	464,000	441,056	22,944	

2017 Budget Expense Increase Support

	2018	2017	+/-
Total Operating Expenses	14,774,975	14,528,442	246,533 2%
Equipment	204,675	220,450	(15,775)
Equipment lease/rental	163,300	96,950	66,350 2018 increase for equipment rentals related to maintainence
Equipment purchases	61,575	52,500	9,075 2018 increase for increased purchases related to vistor services
Food/Catering	56,300	70,375	(14,075)
Professional Services	317,000	209,500	107,500 2018 increase anticipated legal fees for contract reviews, etc.
Repairs and Replacements	432,470	335,850	96,620
Staff Development	209,762	186,466	23,296
Employee Survey	15,000	-	15,000
Supplies	493,225	561,975	(68,750)
Utilities	790,000	674,500	115,500

Expenses

Personnel

- 2018 Salaries and Benefits: 56% of total operating expenses are salary and benefits (industry benchmark of 58% - 63%). 2017 budget was 60% and projected year-end is 57%.
- 2018: Health insurance premium increase quoted at 9.9%. 3.5% of the increase is ACA fees.
- Other benefits: Excluding health insurance, benefit premiums are expected to increase slightly over 2017 rates and have minimal impact on the budget.
- Budget includes an increase of \$0.50/hour to minimum wage starting 1/1/18. Minimum wage will increase \$1.00/hour on 1/1/19, 1/1/20, 1/1/21 and 1/1/22.
- Current staff open positions total 10 full time and 15 part time. Projected head count at 2017 year end is 230.

Staffing Changes

Administration: 1 FT Project Manager beginning 7/1. Costs offset by savings from reduced dependence on contracted services. Much of salary will be reimbursed through Measure Z Capital Funding

Animal Department: 1 Seasonal LSS Staff for Wilderness Falls to maintain water quality, promotion of 2 Lead Keepers to Zoological Area Managers.

Horticulture: Promotion of Lead Horticulturist to Curator position.

Special Events: PT Seasonal Event Assistant promoted to FT.

No proposed changes for any other department

Deferred Maintenance Allocation

Budgeted Surplus for 2018	\$ 843,054
2018 Allocation to Deferred Maintenance	<u>\$ 200,000</u>
Balance Available for Capital Purchases	\$ 643,054

Allocation calculated at approximately 1% of Budgeted Expenses until assets are catalogued and assessed

Capital Request Detail

Exhibits	
Bird Show Improvements Improvements/replacement of back stage enclosures used by the bird show. Part of multi- year plan to improve this area.	\$ 100,000
Bird/Small Mammal Holding New holding areas to replace old ones removed for African Adventure construction. These are used for management and breeding a variety of birds and small mammals	\$ 100,000
Sea Lion Cove Shade	\$ 80,000
African Safari Irrigation Repairs	\$ 75,000
Stingray Bay Monitoring System	\$ 50,000
Wolf Woods Upgrade	\$ 40,000
Ungulate Shelter	\$ 40,000
Savanna 4 Fence Extension	\$ 26,000
Total Exhibits	\$ 511,000

Capital Request Detail (continued)

Hospital	
Digital Radiograph	\$ 80,000
Quarantine Shift	\$ 10,000
Taylor Dunn Carrier	\$ 10,000
Floors and Paint*	\$ 15,500
Concrete Pathways	\$ 8,000
Paving	\$ 8,000
Africa Speakers	\$ 6,000
Frog Chiller Unit	\$ 6,000
Oxygen Generator	\$ 5,000
Gate Motor	\$ 5,000
Medical Tank SRB	\$ 5,000
Radiograph Repairs	\$ 5,000
Total Hospital	\$ 163,500

* - Carried over from 2017

Capital Request Detail (continued)

Others	
Belmont Parking Add 200 temporary parking for overflow on busiest days (especially Mar-May), Includes a pedestrian beacon	\$ 400,000
Lodge Heating Install hot water furnace and pump to connect to radiant floor tubing in Kopje Lodge that was installed during construction	\$ 300,000
Solar Additions Partial cost to add solar array to the African Elephant Night House per study conducted by CSUF	\$ 100,000
Bobcat Tractor	\$ 35,000
Pergola	\$ 25,000
Boca Printers	\$ 11,000
Total Others	\$ 871,000
Total Capital Request	\$ 1,545,500

Capital Request Detail - Prioritized

\$ 75,000
\$ 100,000
\$ 80,000
\$ 35,000
\$ 400,000
\$ \$ \$

Total Prioritized Request\$ 690,000

2018 Measure Z Request

> 2018 Measure Z Operating Support Request: (2017 request was \$4,522,000)

•	Personnel Expenses:	
	Animal	\$ 3,206,316
	Veterinary Services	\$ 362,806
	Operating Expenses:	
	Animal Food	\$ 420,000
	Utilities	\$ 452,980
•		
	Bank Fees	<u>\$ 120</u>
	Total 2018 Operating Request	\$ 4,442,222

Projected 2018 Measure Z Funding (excluding interest):

	2018 FCZ
	Projected Revenue
Capital	\$ 8,885,778
Operating	\$ 4,442,222
Administration	<u>\$ 272,000</u>
2018 Projected Proceeds	\$13,600,000

2018 Measure Z Request (continued)

• 2018 Measure Z Operating Support Request:

2018 request:\$4,444,222 Percent of 2018 operating budget: 30%2017 request:\$4,522,000 Percent of 2017 operating budget: 33%Increase/(Decrease):\$(77,778)

- 2017 Projected Measure Z Operating: Projected receipts to be collected: \$4,522,000 Projected total claims: \$4,522,000 Projected surplus funds used: (\$ -0-)
- 2016 Measure Z Operating: Receipts collected: \$4,389,157 Total claims: \$4,150,000 Funds available: \$277,326

• Measure Z operating fund surplus of approximately \$6.1 million as of 9/30/2017.

All figures based on Zoo's fiscal year (January – December).

Measure Z Revenue Summary of Tax Proceeds

	2007-2008 Actual	2008-2009 Actual	2009-2010 Actual	2010-2011 Actual	2011-2012 Actual	2012-2013 Actual	2013-2014 Actual	2014-2015 Actual	2015-2016 Actual	2016-2017 Actual	2017-2018 Actual
July	\$819,900	\$813,500	\$671,700	\$659,300	\$719,800	\$826,000	\$903,500	\$864,900	\$900,800	\$952,000	\$930,800
August	1,093,200	1,084,700	885,300	857,600	921,200	1,033,100	\$1,106,000	\$1,149,600	\$1,201,100	\$1,269,300	\$1,241,000
Septembe	1,060,279	930,087	810,940	895,691	1,057,603	1,028,369	\$1,097,605	\$1,199,226	\$1,408,037	\$1,181,071	
October	853,500	792,200	678,000	677,000	694,100	850,500	\$857,400	\$879,100	\$911,400	\$941,400	
November	1,138,000	1,056,300	743,300	879,500	878,500	1,056,800	\$1,143,200	\$1,172,100	\$1,215,200	\$1,255,200	
Decembe	r 827,112	872,815	971,061	932,350	1,240,028	1,083,021	\$1,076,977	\$1,147,219	\$1,306,493	\$1,188,304	
January	831,200	766,900	719,900	710,700	770,100	799,900	\$836,700	\$884,100	\$915,800	\$955,400	
February	1,108,200	841,000	944,000	919,900	978,600	1,086,700	\$1,101,200	\$1,178,800	\$1,221,000	\$1,273,900	
March	762,907	959,801	628,563	821,858	1,006,649	1,021,734	\$1,113,584	\$1,087,121	\$1,226,517	\$1,114,146	
April	699,000	652,000	594,300	618,400	716,100	846,500	\$788,000	\$804,100	\$819,500	\$855,500	
May	932,000	860,800	847,200	876,500	897,100	1,493,700	\$1,050,600	\$1,072,100	\$1,092,700	\$1,140,700	
June	1,026,580	730,781	821,511	963,040	1,191,689	1,015,391	\$1,139,360	\$1,231,366	\$1,374,748	\$1,220,710	
Total	\$11,151,879	\$10,360,883	\$9,315,775	\$9,811,839	\$11,071,469	\$12,141,715	\$12,214,126	\$12,669,732	\$13,593,295	\$13,347,631	\$2,171,800
				Total received from inception		\$141,17	79,120				

Measure Z Operating Funds



* 2017 projected expenses

** 2018 budgeted expenses