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DEPARTMENT OF PARKS  
AND COMMUNITY SERVICES

CITY OF SACRAMENTO  
CALIFORNIA

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ROBERT P. THOMAS  
DIRECTOR

July 23, 1987

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G. ERLING LINGGI  
ASSISTANT DIRECTOR

DIVISIONS:

CROCKER ART MUSEUM  
GOLF  
METROPOLITAN ARTS  
MUSEUM & HISTORY  
PARKS  
RECREATION  
ZOO

Budget and Finance Committee  
Sacramento, California

Honorable Members in Session:

SUBJECT: Sacramento Zoo - Special Koala Exhibit

SUMMARY

This report recommends a budget amendment of \$7,700 to the FY 1986-87 Zoo Division Operating Budget for the purpose of exhibiting a koala bear from August 16-24, 1987. Anticipated increase in admissions will offset the budget amendment.

BACKGROUND INFORMATION

The California Zoo and Aquarium Association (CZAA), which includes approximately 20 such facilities statewide, will be hosting an informal reception for the California State legislators on the evening of August 17, 1987 at the Sacramento Zoo. The purpose of this event is to acquaint legislators with the value of zoos as a public asset which contributes to community education, recreation and quality of life. Joan Embrey from the San Diego Zoo, who has been a frequent guest on the Tonight Show, will be bringing a koala bear to Sacramento for this event. The San Diego Zoo has graciously offered to leave the koala and its keeper at the Sacramento Zoo for the eight days following this event so that the Sacramento community may benefit from its visit.

The koala bear will be displayed in a small temporary exhibit which is being constructed with donations of funds, goods and services valued at \$5,000 from local businesses. The exhibit will include a large tent area to provide shade for waiting viewers. Education materials, to include videos about both koalas and their native Australian habitat, will be displayed at the tent. The temporary exhibit, including the tent, will be removed following the koala's return to San Diego.

Very few zoos exhibit koala bears and accordingly, the San Diego Zoo's "koala loan" program has been very popular in the last few years. Typically, the San Diego Zoo charges a large fee for the loan of their koalas. Participating zoos more than compensate for this expenditure by the increase in attendance which results from exhibiting the koala. The San Diego Zoo is waiving a fee for the loan of their koala in addition to assuming the majority of the cost for the koala's care while in Sacramento. The Sacramento Zoo will only be required to reimburse the housing and meal costs for the keeper who will accompany and care for the koala. These costs, plus some additional expenditures for zoo staffing and promotional expenses related to the special exhibit as well as a small sum for minor construction supplies, will require an addition of \$7,700 to the Zoo Division's operating budget.

There were approximately 12,500 zoo visitors during a comparable eight-day period in August of last year, resulting in \$20,000 of revenue to the City from admissions. Experience with koala promotions at other zoos suggests the Zoo could easily double both their regular visitation and subsequent level of revenue generated during this special exhibit. This would result in an increase in gate revenue of approximately \$20,000. There would also be additional revenue to the City from an increase in concession activity.

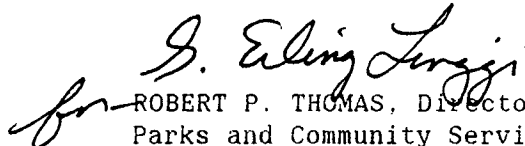
#### FINANCIAL DATA

A \$7,700 transfer of appropriations from the Administrative Contingency Reserve Fund is requested to support the special koala exhibit. Excess revenue from admissions (estimated at \$20,000), as well as additional concession rent to the City during this period, will offset this one-time use of Administrative Contingency Reserve Funds.


#### RECOMMENDATION

It is recommended that the Budget and Finance Committee approve this report and refer it to the full City Council for action. Further, it is recommended that City Council, by resolution, approve the amendment of the FY 1987-88 operating budget to provide \$7,700 for the special koala exhibit at the Sacramento Zoo.

Respectfully submitted,

  
for ROBERT P. THOMAS, Director  
Parks and Community Services

Recommendation Approved:

  
JACK R. CRIST  
Deputy City Manager

RPT:ja

August 4, 1987  
District No. 4

# RESOLUTION No.

Adopted by The Sacramento City Council on date of

RESOLUTION AMENDING THE FY 1987-88 BUDGET FOR  
THE DEPARTMENT OF PARKS AND COMMUNITY SERVICES,  
ZOO DIVISION, FOR THE SPECIAL KOALA EXHIBIT

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

1. That a special limited exhibit of a koala bear at the Sacramento Zoo requires an appropriation increase for the Department of Parks and Community Services' budget.
2. The City FY 1987-88 budget is hereby amended by transferring funds in the amount of \$7,700 from the General Fund Administrative Contingency to the Department of Parks and Community Services Zoo Division operating budget for the purpose stated in paragraph one above, as follows:

101-710-7012-4999	Administrative Contingency Reserve	[\$7,700]
101-450-4621-4101	Employee Services	\$ 400
101-450-4621-4102	Overtime	500
101-450-4621-4211	Advertising	2,500
101-450-4621-4258	Other Professional Services	600
101-450-4621-4262	Meals	400
101-450-4621-4471	Construction Supply	1,500
101-450-4621-4285	Extra Security	1,000
101-450-4621-4663	Lodging	<u>800</u>
	Total:	\$7,700

\_\_\_\_\_  
MAYOR

ATTEST:

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CITY CLERK