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DEPARTMENT OF PARKS
AND COMMUNITY SERVICES

CITY OF SACRAMENTO
CALIFORNIA

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ROBERT P. THOMAS
DIRECTOR

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G. ERLING LINGGI
ASSISTANT DIRECTOR

November 2, 1987

DIVISIONS:

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

Budget and Finance Committee
Sacramento, California

Honorable Members in Session:

SUBJECT: Zoo Division - Institute of Museum Services 1988 Grant
Application

SUMMARY

This report requests authorization to submit a grant application to the Institute of Museum Services under the 1988 Operating Support Grant program. The purpose is to continue development of an overall graphics program based on a graphics master plan funded by the 1987 IMS grant, continue two of the positions funded by that grant, and to produce a Corporate Solicitation Portfolio.

BACKGROUND INFORMATION

Over the past six years, attendance at the Sacramento Zoo has increased 97% from 295,000 in 1981/82 to 581,000 in 1986/87. It is projected that the Zoo will again be visited by over a half a million people from Sacramento and 17 surrounding counties. This is due to a planned marketing and promotion campaign, opening of new exhibits, development of educational programs and the Adopt-An-Animal program. Increased public participation may also be seen the the increase of Zoological Society members from 396 in 1979 to 4,952 in June, 1987. Enrollment in paid summer education classes has increased from 112 students in 1983 to 1,166 in 1986/87.

The Institute of Museum Services encourages and assists museums in their educational role and in modernizing their methods and facilities so that they may be better able to conserve our cultural, historic, and scientific heritage. The purpose of the Operating Grant program is to ease the financial burden borne by museums as a result of their increasing use by the public.

Utilizing private and public funds, the Zoo continually improves animal exhibits, creating both optimal habitats for animal health and an interesting and positive experience for the public. The naturalistic exhibits which house many of the Zoo's animals serve as its prime educational effort. Exhibits are further enhanced by informative graphics and labels. It is paramount to the institution that visitors leave the Zoo with a greater understanding and appreciation of the animal world.

The graphics program at the Sacramento Zoo meets the important and primary educational goal of informing the public of wildlife conservation and of the behavior of individual animal species. In 1986/87, the Zoo received \$75,000 from the Institute of Museum Services for the purpose of developing a Graphics Master Plan, producing educational graphics and to increase clerical support for the Education and the General Curators. The use of this funding is currently well underway. The 1988 grant submitted by the Sacramento Zoo on behalf of the City of Sacramento again requests \$75,000 to continue producing educational graphics and labels, continue two of the three support positions requested from last years grant, and to produce a quality Corporate Solicitation Portfolio.

FINANCIAL DATA

The total project cost is estimated at \$75,000. Grant funds will be utilized to fund the project.

No City funds are requested.

RECOMMENDATION

It is recommended that the Budget and Finance Committee:

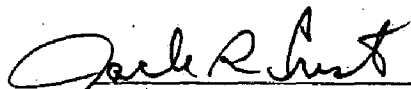
1. Approve this report and refer it to the full City Council for action; further
2. It is recommended that the City Council, by resolution, authorize the City Manager to submit a grant application to the Institute of Museum Services - 1988 Operating Support Grant.

Respectfully submitted,



ROBERT P. THOMAS, Director
Parks and Community Services

Recommendation Approved:



JACK R. CHRIST
Deputy City Manager

RPT:vb

November 24, 1987
All Districts

RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

RESOLUTION APPROVING THE APPLICATION FOR
INSTITUTE OF MUSEUM SERVICES FUNDS FOR
OPERATING SUPPORT TO THE
SACRAMENTO ZOO

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

That the City Manager is hereby authorized to submit a grant application to the Institute of Museum Services under the 1987 Operating Support Grant program for \$75,000 to continue the development of a graphics program and the necessary support staff; and to produce a Corporate Solicitation Portfolio.

MAYOR

ATTEST:

CITY CLERK