

Woodland Park Zoo Society (WPZS)

Operations and Management Agreement

City Council Public Assets and Native Communities Committee

September 10, 2021

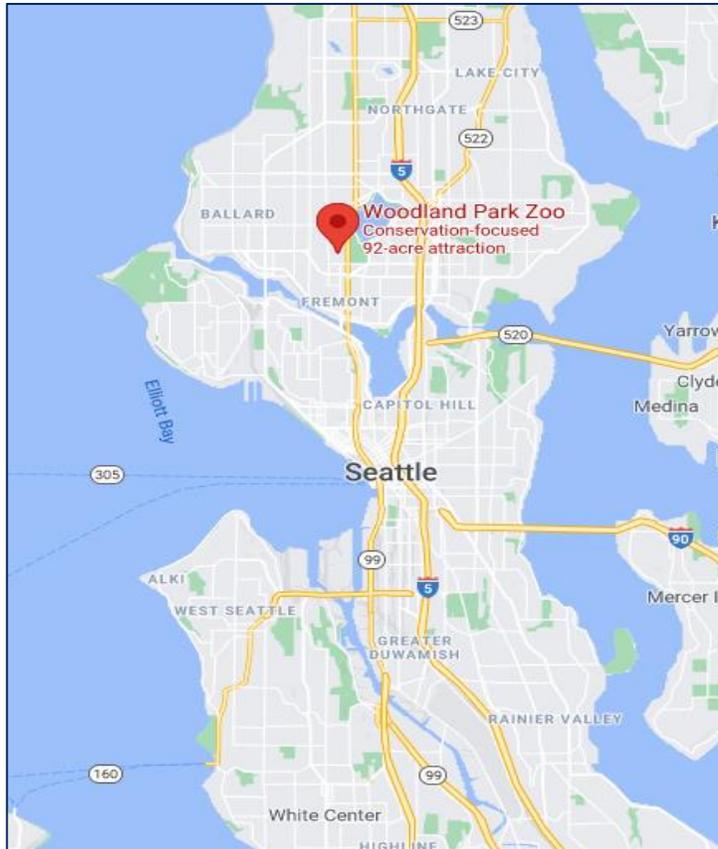
Seattle Parks and Recreation



City of Seattle

Zoo Location*

5500 Phinney Ave. N, Seattle, WA



*The Zoo also manages a 120-acre, off-site facility in Enumclaw, WA at 22327 SE 464th St.

At-a-Glance

Woodland Park Zoo Society

- 56-year partnership between the City and WPZS
- 92-acre property (owned by the City)

In 2019 (last year of normal operations/visitation):

- 1.2 million annual visitors
- 71,000+ visits by students, teachers and chaperones
- 668,000 guests attended public education programs
- 2,400 participants enrolled in camps and classes
- 800+ volunteers -approximately 92,500 volunteer hours
- 1,200+ animals representing 300 species (invertebrates excluded)

2019 WPZS budget

- \$47 million annual expense total (~20% City funding)

SPR – WPZS Partnership History



- ▶ **1965:** Nonprofit Woodland Park Zoological Society founded to raise charitable, scientific and educational support for Zoo. Zoo managed by City until 2002.
- ▶ **2001:** Ordinance 120697 approved 20-year operations and management agreement (expires Feb. 2022).
- ▶ **2004:** Ordinance 121620 provided general agreement amendments addressing visitor convenience and the Long-Range (capital) Plan.
- ▶ **2014:** Seattle Park District approved by voters and included funding for ongoing major maintenance support.

Proposed New Agreement – Key Terms

Term	20 years with one 10-year extension option – expires Dec. 2041
Financial Support	Inflationary adjustments to current level of support: \$7.6M (Operations) and \$2.1M (Major Maintenance) in 2022. 100% CPI inflation increase to be requested by SPR Superintendent in future annual budget cycles
Long-Range Plan	WPZS long-range capital plan to be submitted within 5 years of agreement; agreement details submission and City review process
Admissions	WPZS sets Zoo admission charges
Public Benefits	New Public Benefits section included to ensure public accessibility to Zoo and its programs (see subsequent slides for more information)
Equity & Inclusion, Labor Harmony	WPZS to implement City’s expectations for implementing non-discrimination, labor harmony, and social equity in contracting



Proposed New Agreement – Key Terms (continued)

Zoo Animals	Animals remain WPZS property; WPZS cares for the animals
Maintenance	WPZS maintains the property
Reporting	WPZS submits an annual report and annual plan to the City
Public Involvement	SPR Superintendent, Mayor, and City Council will each appoint one board member for a 3-year term. WPZS will assign a staff neighborhood liaison
Termination	Termination rights included for both the City and WPZS

Animal Care and Welfare



Zoo Community Engagement



Proposed Annual Public Benefits

(Example of Annual Public Benefit Values Based on Calendar Year 2019)

Service Category	Description	Target	Value
Public Access (free Zoo tickets)	Community Access Program (CAP) tickets + Carousel rides	100,000 Individuals	\$1,760,000
Scholarships	Zoo camp scholarships	59 Individuals	\$15,000
Programs	Explorer Pass, Discover Ticket, School Group Admission	750 Explorer memberships 3,500 Discover tickets 25,000 students	\$254,000
Community Outreach Events	Up CLOSE and programming for schools/community organizations	100 events	\$50,000
Capital improvements	Privately funded capital improvements	Depends on annual projects; \$500K-\$5M range	\$858,000
Specific Services to City / Miscellaneous Public Benefits	Discounts for seniors, military, guests with disabilities, Mayor's Office Gold and Flash Cards	# Tickets: Seniors (18,925); Military (18,551); Disability (944); Gold (1,593); Flash (226)	\$141,877
		Total:	\$3,078,877



Community Organization Partners

These organizations signed a letter supporting Zoo/City partnership

Ally's Alliance, Alaska Native Subsistence Families Outreach, Kyrheppie Learning Center, Washington State Department of Social & Health Services, Seattle Goodwill, Northwest Center for Community of Washington, Seattle Indian Health Board, Northwest School for Deaf and Hard of Hearing, Center for Deaf and Hard of Hearing, Transition Program, National Deaf Children's Society, OneLife Tutoring, Family Support Center, Seattle Children's Hospital, Open Doors for Multicultural Families, National Hispanic Leadership Initiative, Puget Sound Explorations Outdoor School, U.S. Environmental Protection Agency, Business and Community Development, Washington State Department of Social & Health Services, Cardinal Consulting Health Center, Northwest Area Council, Casa Latina Program, Multicultural Business Development Assoc., Catholic Community Services, Puget Sound Children's Charities of Champions Foundation, Western WA & AK, and the Log Cabin Home



Questions?

