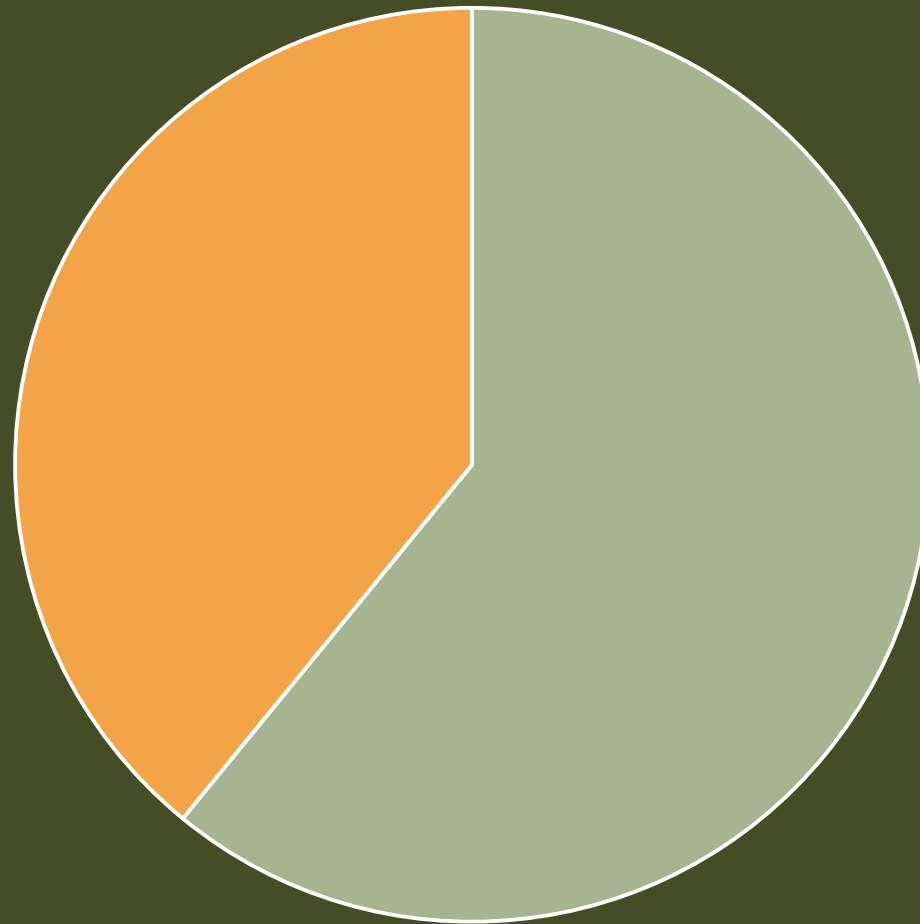




Fresno Chaffee Zoo



# Fresno Chaffee Zoo Revenue



■ Earned    ■ Measure Z

2014

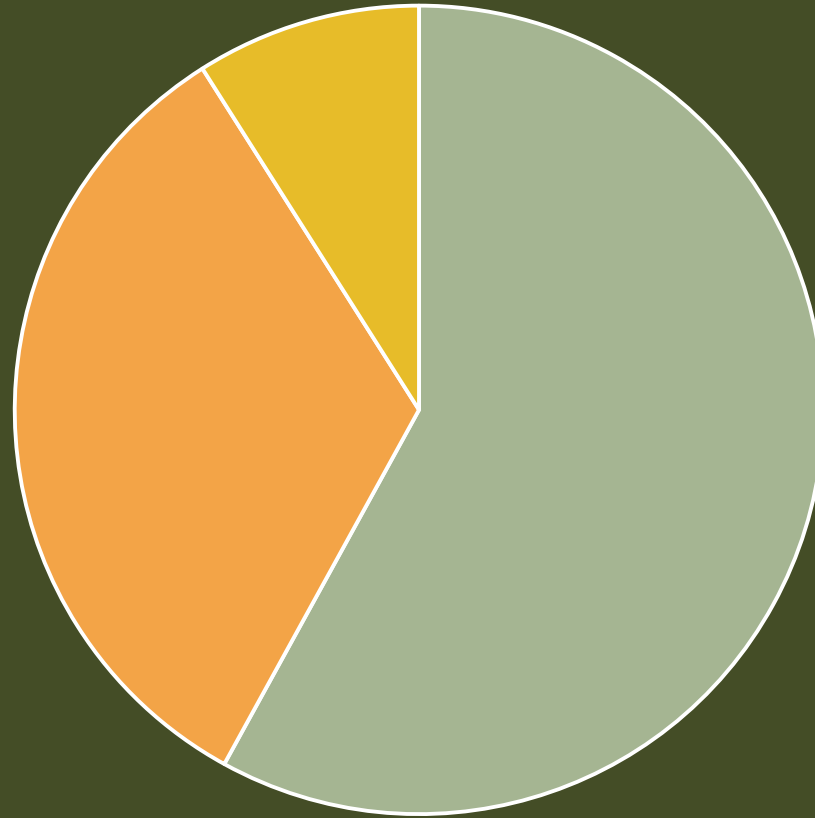
- Fresno Chaffee Zoo doubled in size, from 18 acres to 39 acres
- African Adventure opened – 13 acres of new exhibits and many new animals
- Full time staffing increased 51%
- Minimum wage increased, affecting 50% of our employees
- Health benefits increased in cost

These led to our budget increasing 17%

Measure Z revenues are projected to increase 3 %

2016 Budget Changes

# 2016 Budget Without Price Increase



■ Earned   ■ Measure Z   ■ Unfunded



Wells Fargo Wednesdays allow children to visit the Zoo free 12 times a year.

Active Military and Seniors receive discounted entry everyday.

Veterans + 1 guest are free on Veterans Day.

Dream Night: Terminally ill and children with disabilities can bring their families free for a special private evening at the Zoo. Typical attendance is 2000 guests.

Students with classes: \$ 2.50 Fresno County, \$ 3.50 other counties.

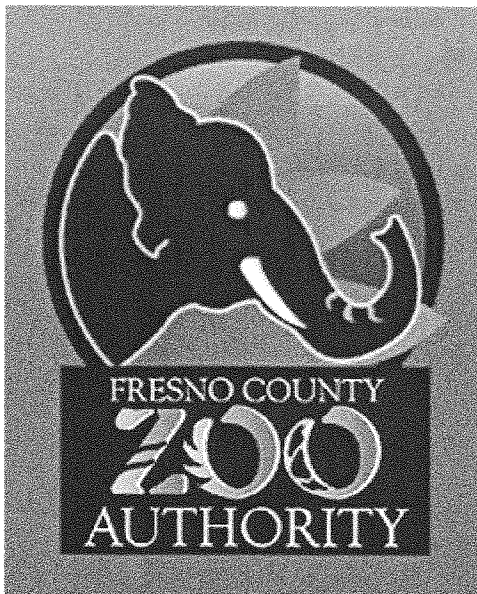
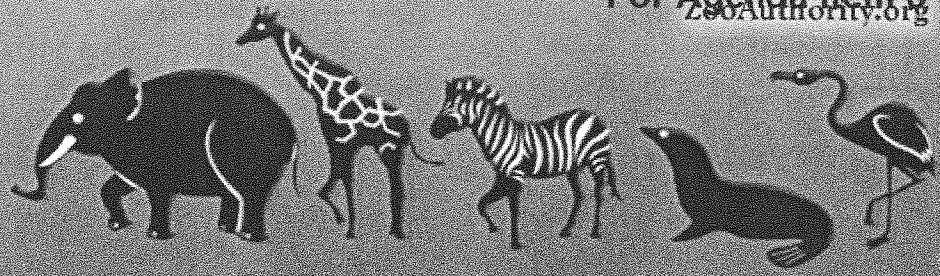
Fresno Chaffee Zoo Discounts





Fresno Chaffee Zoo



For Agenda Item 8  
ZooAuthority.org

## Welcome to the Fresno County Zoo Authority

Next Meeting:

Wednesday, February 24, 2016 - 9:00 AM

Zoo Authority  
Audio  
Broadcast



Location: Fresno County Employees' Retirement Association  
Building, 1111 H. Street, Fresno, CA 93721

Home Page

Board Members

Board Meetings

Documents

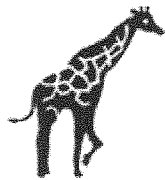
Links

Contact Us

February 24, 2016 Meeting Agenda

NEW!

Zoo Authority 10th Anniversary Annual Report and Audit for  
Fiscal Year 2014-15



The Fresno County Zoo Authority is the public agency responsible for the administration of Measure Z, the unique transactions and use tax (sales tax) which is collected throughout Fresno County for the support of the Chaffee Zoo in the City of Fresno. The sales tax, at the rate of 0.1%, is collected by retailers and sent to the State Board of Equalization (BOE). The BOE then deducts its administrative fee and forwards the remaining revenue (about \$11 million per year) to the Zoo Authority.

The Zoo Authority may spend up to 2% of the revenue for its own administrative expenses. Of the remaining 98%, at least 2/3 must be spent on capital improvement projects at the Zoo, and up to 1/3 may be spent on operations and maintenance at the Zoo.

The Zoo Authority is governed by a seven-member board. This board consists of six qualified electors (Fresno County voters) who are appointed by the Fresno County Board of Supervisors, plus the Mayor of Fresno. One of the

appointed members must have expertise in zoo matters, and is nominated by the Chair of the Board of Supervisors for the same (one-year) term as the Chair. The other five appointed members are each nominated by a member of the Board of Supervisors, and serve for the same (four-year) term as the nominating Board member. The Mayor may appoint an alternate and serves as long as he or she is in office. The Board Chairman acts as spokesman for the board. Requests for



information may be made by phone, mail or email to the Board Coordinator, who is the designated point of public contact for the Board.



The Zoo Authority Board is responsible for the tax funds. A different organization, the private non-profit entity, Fresno's Chaffee Zoo Corporation, that took over the Fresno Chaffee Zoo from the City of Fresno on January 1, 2006, is responsible for the Zoo. The Zoo Authority and the Zoo Corporation have entered into appropriate contracts to spend the tax proceeds.

**DISCLAIMER | ACCESSIBILITY**