

Zoo Trek Authority

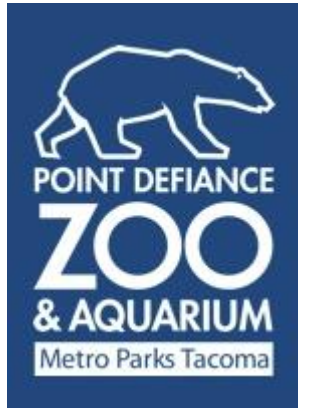
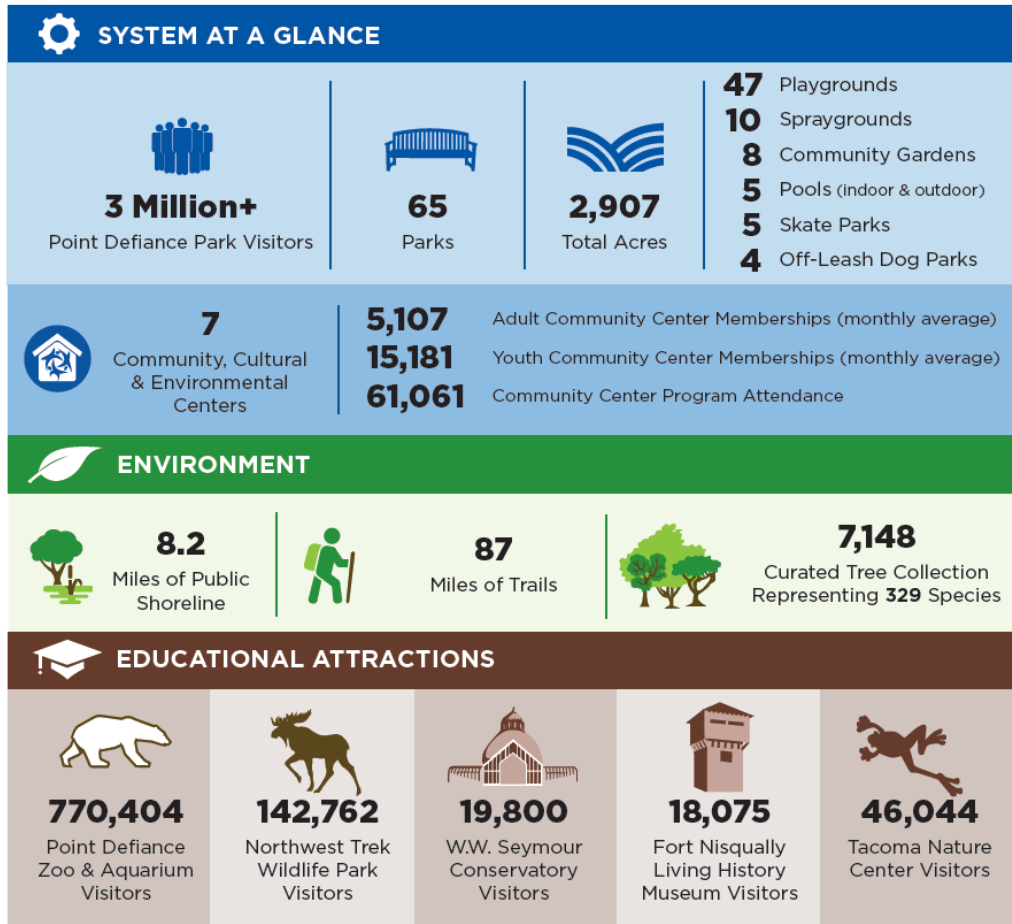
November 6, 2024



Parks System Overview & Budget Development Process



Parks System Overview



Budget Development

Development of key assumptions and drivers were based on:

Board Priorities & Budget Development Guidance

Guiding principals and policy direction

2024-2030 System Strategic Plan

Strategic alignment & data-driven decision-making

Macro/Micro Economic Indicators

Forecasting Revenue & Expenditures Assumptions

Public Outreach

Community Workshops

2024-2030 System & Strategic Plan

People

How the organization and services align with the diversity and changing demographics of our community

Program

Services MPT provides among its three mission areas and balancing investments across community needs

Places

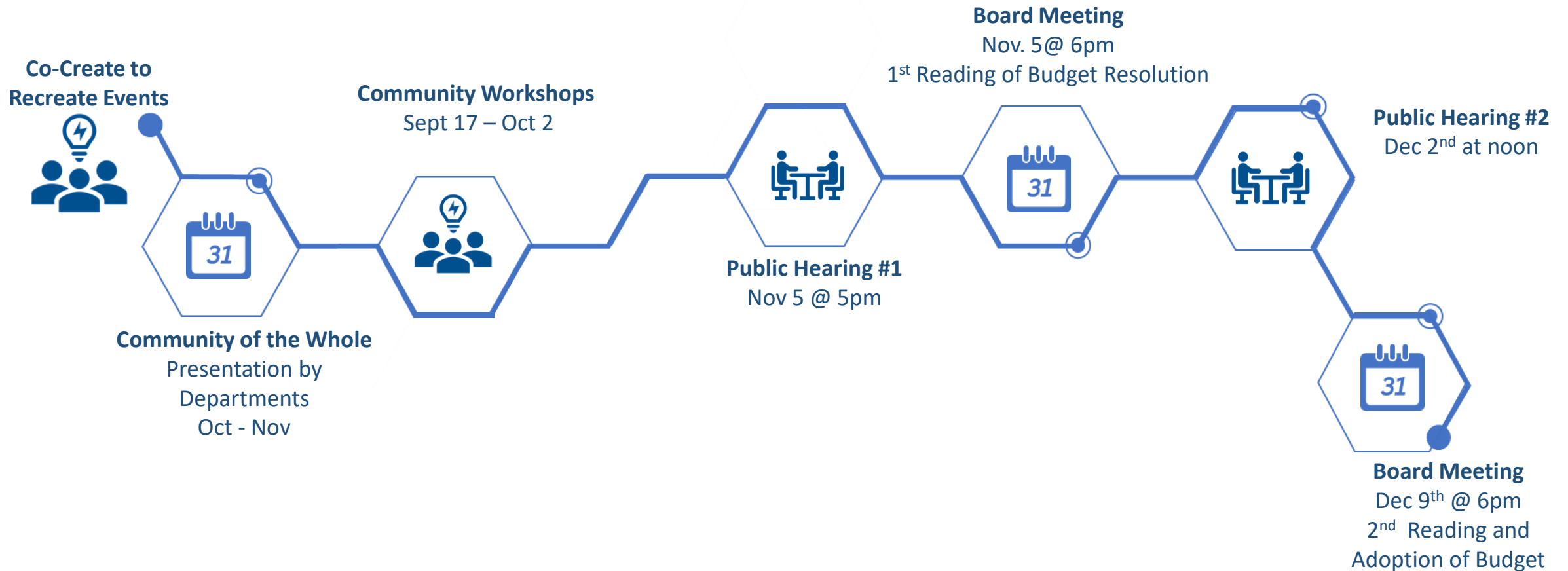
How community uses and participates in its park and recreation spaces

Pathways

Providing accessible amenities, facilities, programs, services and experiences reinforcing green infrastructure

2025-2026 Budget Timeline

Budget Engagement & Development Critical Path

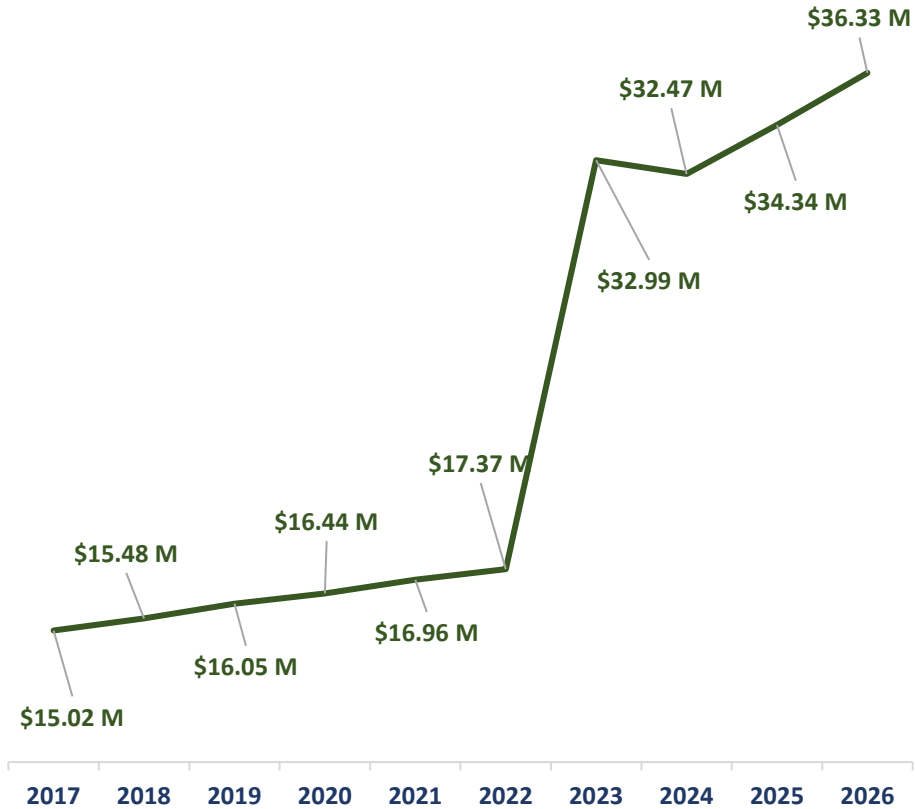


Budget Assumptions & Drivers



Budget Drivers & Assumptions

Property Tax Revenue



5.8% increase in 2025; 6% increase in 2026

Sales Tax Revenue



3% increase in 2025 and 3.9% increase in 2026

Budget Drivers & Assumptions

Earned Revenue Category includes the following funding sources:

- **Program & Activity Fees/Dues**
- **Admissions** (Events, Exhibits, Zoo, Northwest Trek)
- **Sales of Goods & Services** (Merchandise, Food, & Fuel)
- **Marketing Rights/Sponsorships**

Miscellaneous Revenue includes the following funding sources:

- **Equipment Rentals**
- **Facility Rentals**
- **Concessions** (*involve renting space to sell goods & services where the concessionaire pays the facility over a portion of their sales*)
- **Commissions** (*payments made for facilitating a sale, often a calculated percentage of the sale price*)

2025-2026 Earned & Misc. Revenue Assumptions

Parks & Rec General Fund Earned

- 49.1%

Meadow Park Golf Course Earned

- 37.8%

Marina Enterprise Earned

- 34%

ZEED Enterprise Earned

- 4.8%

Budget Drivers & Assumptions

Salaries & Benefits:

COLA increase 3% in 2025

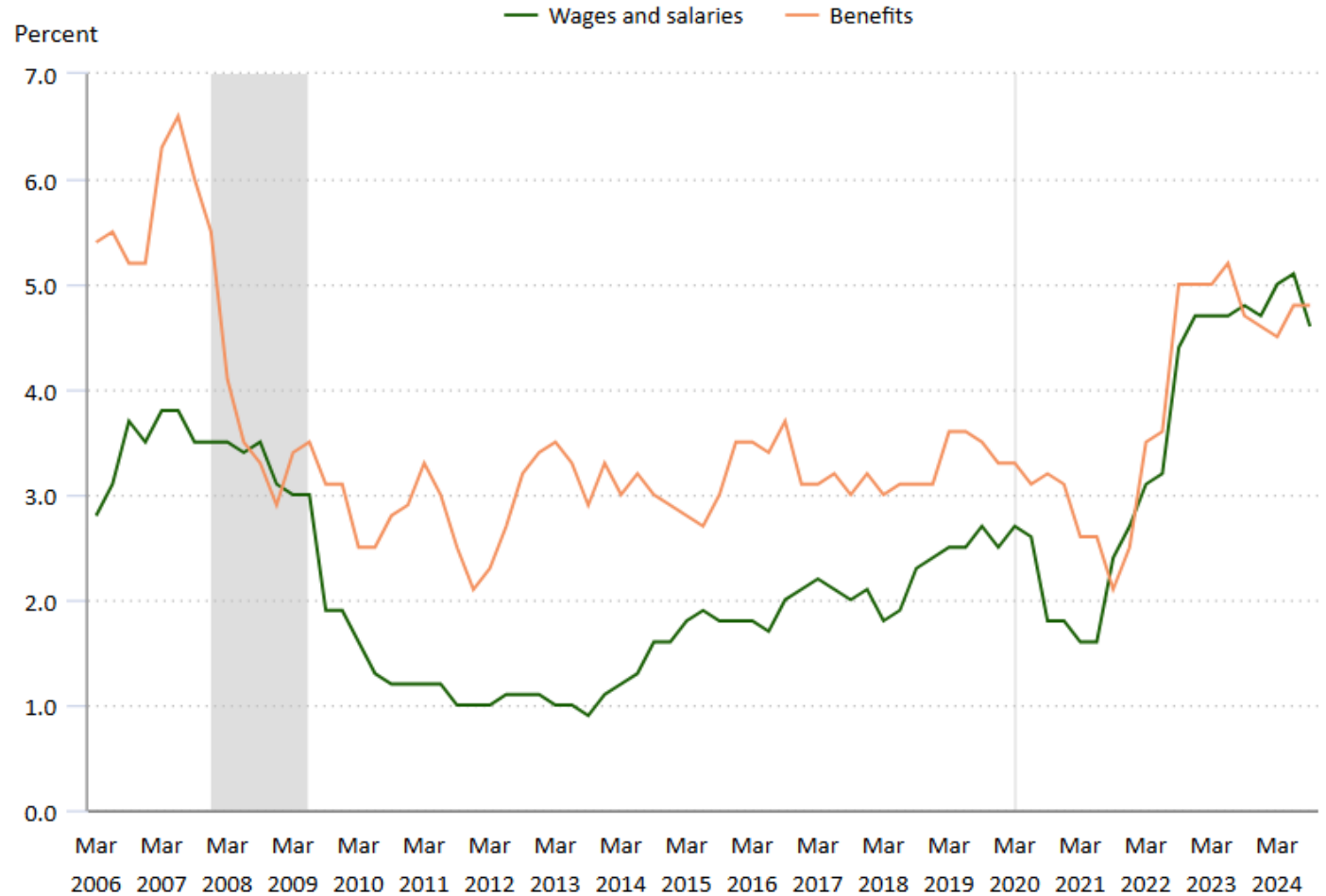
- Including performance-based merit increases
- 2026 projections available mid biennium

Medical Insurance Premiums

Increasing 8% in 2025

- 2026 projections available mid-biennium

Wages and salaries and benefits for state and local government, 12-month percent change, not seasonally adjusted



Source: U.S. Bureau of Labor Statistics

Budget Drivers & Assumptions

Districtwide Property & Liability Insurance:

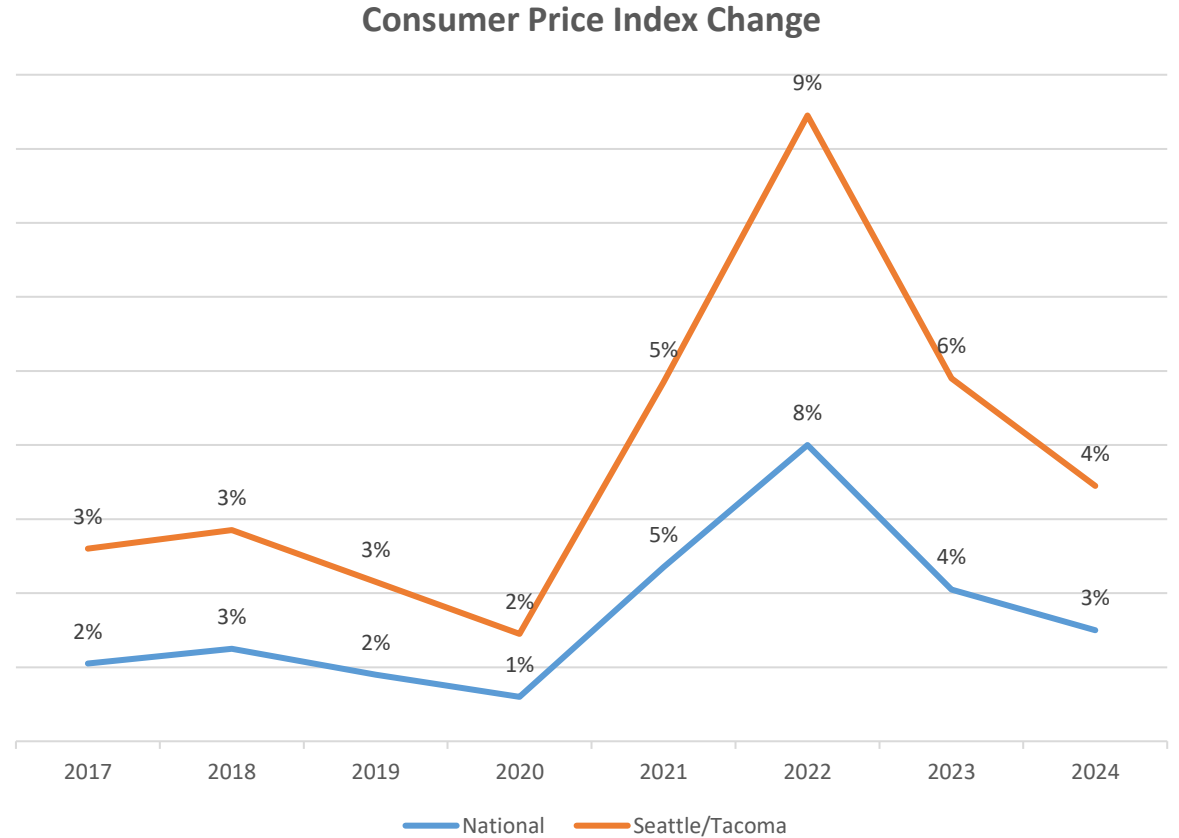
WCIA Assessment – 5-10% increase in 2025

Utility Rates:

Tacoma Public Utilities – 6% increase in 2025

General Inflation :

Tacoma Public Utilities – 6% increase in 2025



Source: WA State Economic Forecast Sept. 2024

2025-2026 Operating Budget

2025-2026 Funding Sources (Revenues)

Funding Sources:



Biennium Total: \$212,823,460

2025-2026 Uses (Expenditures)

Uses (Expenditures)

Salaries & Benefits

\$141.40M 66.4%

Services & Charges

\$46.80M 22.0%

Materials & Supplies

\$15.03M 7.1%

Transfer Out

\$3.85M 1.8%

Operating Reserve

\$2.15M 1.0%

Capital Outlay

\$1.89M 0.9%

Intergovernmental Charges

\$1.31M 0.6%

Debt Service

\$0.40M 0.19%

Biennium Total: \$212,823,460

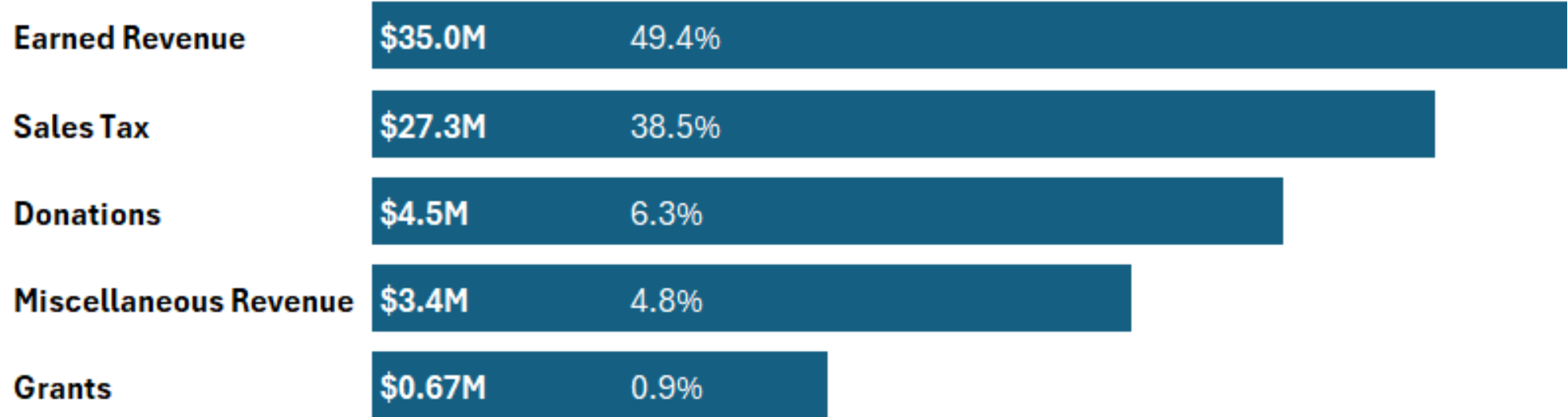
Total Districtwide Operating Budget

	General Fund	Marina Operations	Meadow Park Golf Course	Zoological & Environmental Education	Total Funds
Revenue Source					
Tax Revenue	76,603,516	-	-	27,279,754	103,883,270
Intergovt. Revenue	-	-	-	-	-
Grants	1,355,560	-	-	668,140	2,023,700
City of Tac Subsidy/Shared Costs	8,615,742	-	-	-	8,615,742
Donations - Private	49,400	-	-	3,654	53,054
Donations - Foundations	4,835,000	-	-	4,482,717	9,317,717
Earned Revenue	23,639,734	1,793,200	8,929,000	34,994,294	69,356,228
Miscellaneous Revenue	6,059,012	2,185,018	1,072,000	3,393,911	12,709,941
Transfers-In	1,089,019	-	-	-	1,089,019
Use of Fund Balance	5,774,789	-	-	-	5,774,789
Total	128,021,772	3,978,218	10,001,000	70,822,470	212,823,460

	General Fund	Boathouse Marina	Meadow Park Golf Course	Zoological & Environmental Education	Total Funds
Expenditures					
Salaries & Benefits	87,396,771	1,736,535	4,536,589	47,730,159	141,400,054
Materials & Supplies	6,793,882	1,396,176	1,273,931	5,570,224	15,034,213
Services & Charges	32,400,498	569,107	1,273,480	12,552,641	46,795,726
Intergovernmental Charges	698,152	76,400	52,000	480,473	1,307,025
Capital Outlay	732,471	200,000	700,000	252,735	1,885,206
Debt Service	-	-	-	400,624	400,624
Transfer Out	-	-	15,000	3,835,614	3,850,614
Operating Reserve	-	-	2,150,000	-	2,150,000
Total	128,021,773	3,978,218	10,001,000	70,822,470	212,823,460

2025-2026 ZEED Funding Sources (Revenues)

Funding Sources:



Biennium Total: \$70,822,470

2025-2026 ZEED Uses (Expenditures)

Uses (Expenditures)

Salaries & Benefits

\$47.73M

67.4%

Services & Charges

\$12.55M

17.7%

Materials & Supplies

\$5.57M

7.9%

Transfer Out

\$3.84M

5.4%

Intergovernmental Charges

\$0.48M

0.7%

Debt Service

\$0.40M

0.6%

Capital Outlay

\$0.25M

0.4%

Biennium Total: \$70,822,470

Zoological & Environmental Education Enterprise Fund (Revenue Detail)

Revenue Source	2023-24 Budget	2025 Budget	2026 Budget	2025-26 Budget	% Change
Sales Tax	26,420,735	13,372,428	13,907,326	27,279,754	
Intergovt. Revenue	144,000	-	-	-	
Grants	48,000	329,654	338,486	668,140	
Donations - Private	417,741	1,800	1,854	3,654	
Donations - Foundations	1,647,025	2,962,496	1,520,221	4,482,717	
Earned Revenue	36,577,819	17,117,997	17,876,297	34,994,294	
Miscellaneous Revenue	44,680	1,695,358	1,698,553	3,393,911	
Transfers-In	-	-	-	-	
Total	65,300,000	35,479,733	35,342,737	70,822,470	8.5%

Zoological & Environmental Education Enterprise Fund (Expense Detail)

	2023-24 Budget	2025 Budget	2026 Budget	2025-26 Budget	% Change
Expenditures					
Salaries & Benefits	42,768,247	23,207,016	24,523,143	47,730,159	
Materials & Supplies	4,250,345	2,733,126	2,837,098	5,570,224	
Services & Charges	16,468,537	6,300,503	6,252,138	12,552,641	
Intergovernmental Charges	447,809	239,081	241,392	480,473	
Capital Outlay	16,297	124,500	128,235	252,735	
Debt Service	-	200,312	200,312	400,624	
Transfer Out	-	2,675,195	1,160,419	3,835,614	
Operating Reserve	1,348,765	-	-	-	
Total	65,300,000	35,479,733	35,342,737	70,822,470	8.5%

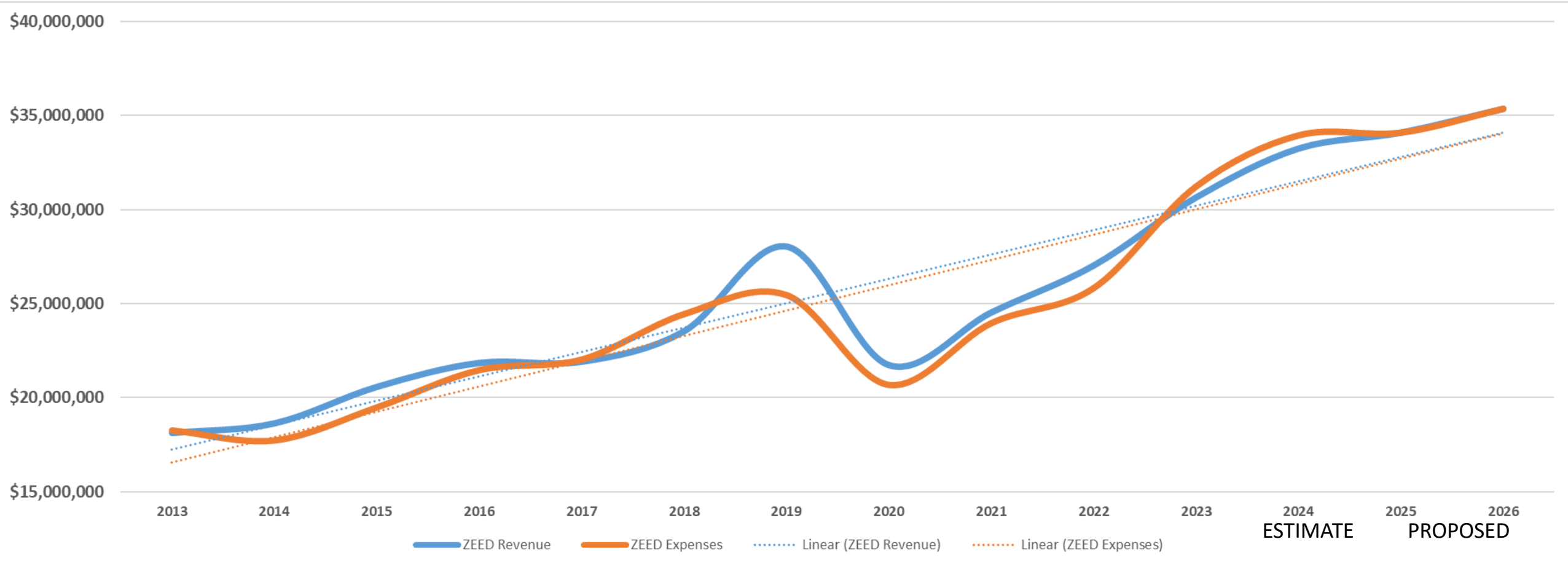


METROPOLITAN PARK DISTRICT OF TACOMA

ZEED Sales Tax Budget

2025/2026

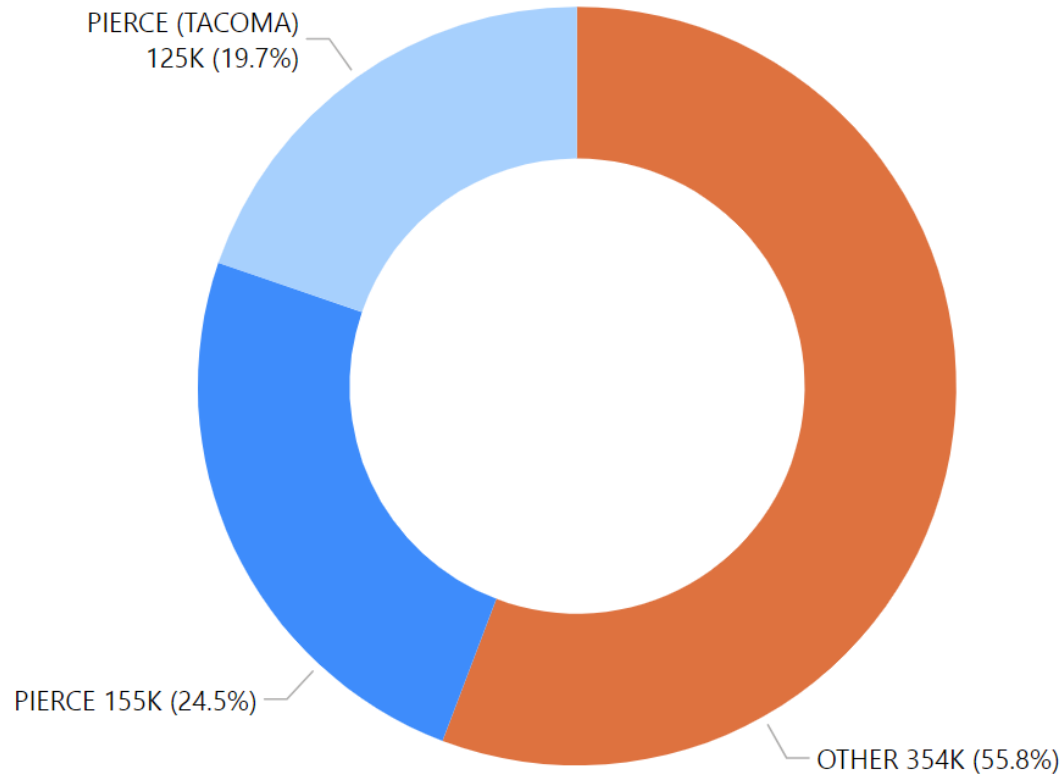
Zoological & Environmental Education Revenue and Expense (2013-2026)



2024 ZEED Visitor Residency Details

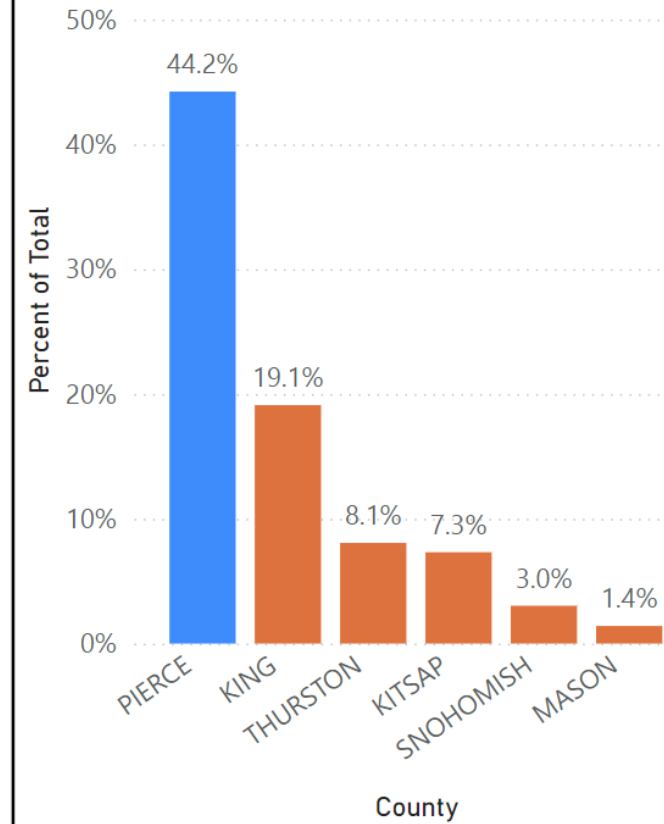
Percent of Attendance
by Residency

634,628
Attendance



DAYTIME
Admission Type

Top 6 Counties



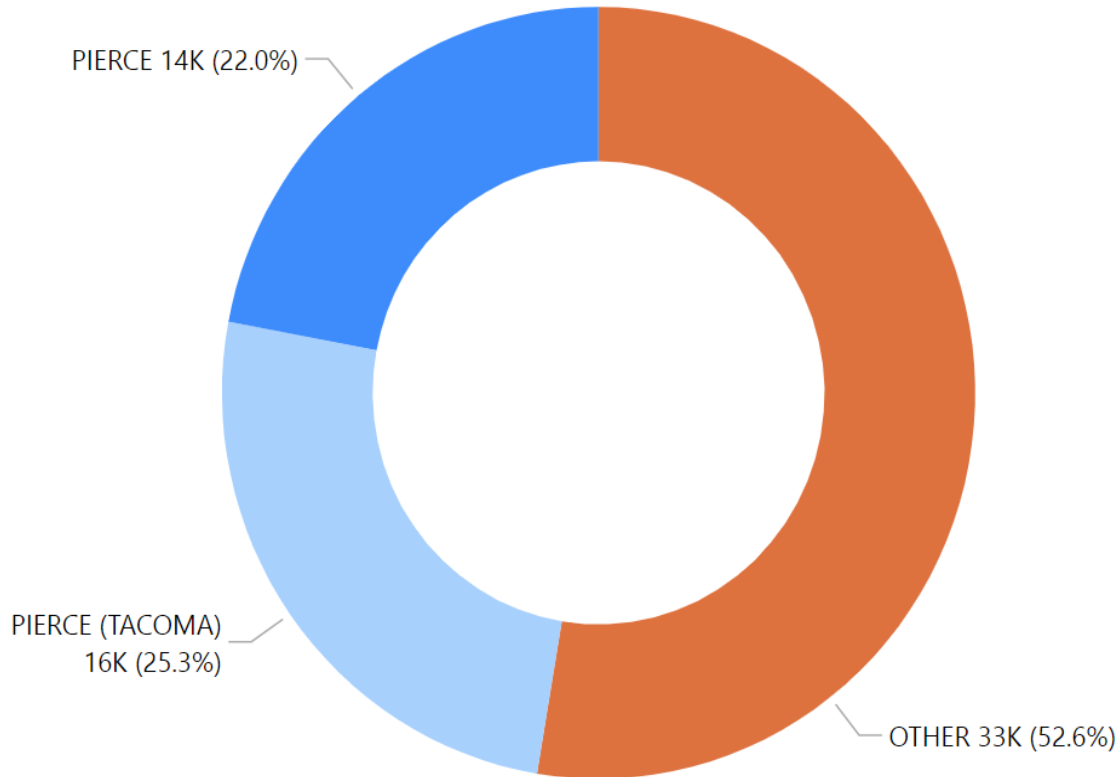
2024 ZEED Wild Access Visitor Residency Details

Percent of Attendance
by Residency

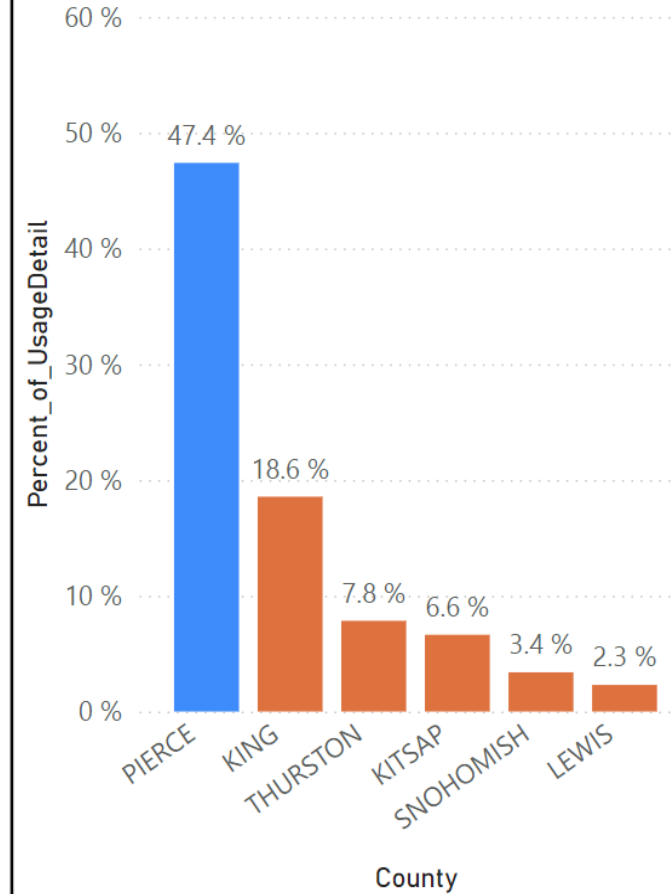
63,473
Attendance

DAYTIME

Admission Type



Top 6 Counties



Zoological & Environmental Education

Mission

Awakening a connection to *Wild Life* with everyone in the Pacific Northwest.

Core Services

- Prioritize relationships with all communities by growing our partnerships, creating meaningful connections, and actively reducing barriers to access.
 - Recognize our environmental impact and the ways in which we are interdependent with the environment and our communities.
 - Engage people in the care and protection of nature by taking a collaborative approach to identifying and addressing the challenges facing Wild Life and their ecosystems, both in expert human care and the wild.
 - Building a strong team and positive, trusting relationships. Investing in each other by developing the team, attracting diverse talent, supporting kindness and compassion, fostering open and safe communication, and cultivating our shared values to encourage the journey and inspire hope.
- **Care and Protection Plan**
Form a unified ZEED Care and Protection of Nature Committee and identify a set of conservation Signature Initiatives to serve as the guideposts for identifying and selecting projects for implementation and/or support. Explore community-initiated conservation to maximize engagement. Begin publishing annual Impact Reports to share ZEED's impact on the care and protection of nature locally and globally.
 - **Develop a ZEED Community Collaboration Plan in conjunction and alignment with MPT efforts**
Develop a department plan, including criteria and metrics to advance accessibility and belonging for guests and staff. Continue to grow the Nature Engagement Fellowship in collaboration with the Nisqually Tribe. In addition, explore partnership opportunities within MPT to further the environmental education and stewardship awareness of the community.
 - **Advance Safety within ZEED practices, operations, and facilities**
With the establishment of a new Safety Administrator role, review and refine safety practices for guest and staff safety. In addition, apply learning from the safety audit to guide facility changes and enhancements (such as increased pathway lighting)
 - **Advance community connection, animal care, and guest engagement**
Advance concept and planning design for improved and new exhibits at PDZA and NWT, with a focus on animal-being, guest engagement and experience, zoo and aquarium trends, and fiscal sustainability, including penguins, a Kids' Zone, a reptile focused exhibit in the former elephant area, a porcupine, beaver, and lynx habitats. Explore opportunities to enhance the ZEED brand in alignment with the MPT brand.
 - **Advance operational efficiency, effectiveness, as well as revenue generation**
Continue operational refinements with elements that impact guest experience, animal care, and fiscal sustainability, including operating the new electric trams, exploring overnight lodging opportunities, the opening of a new animal commissary and haybarn, enhanced perimeter fence, a conservation-based maze for guests, update the PDZA facility plan, and explore further dynamic pricing.
 - **Refine events to advance community belonging, awakening a connection to Wild Life, and marketing**
Both PDZA and NWT have facilitated a wide variety of events during the year. This initiative includes reviewing historical events against the primary goals and modifying, eliminating or adding event as needed to achieve goals.



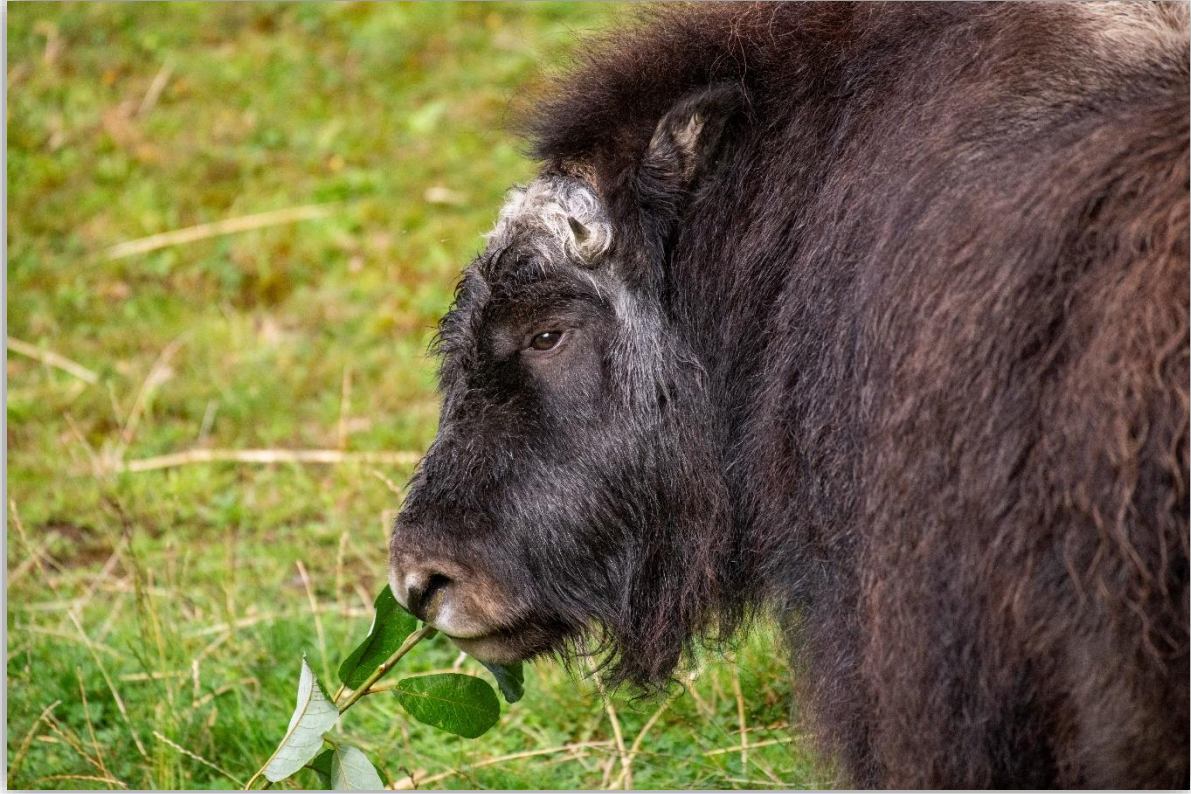
Questions?



METROPOLITAN PARK DISTRICT OF TACOMA

Point Defiance Zoo & Aquarium

Operations, Animal, & Project Updates







METROPOLITAN PARK DISTRICT OF TACOMA

Northwest Trek Wildlife Park

Operations, Animal, & Project Updates







Treatment	Tag Color	Total Count
NWT eggs to tadpole, finish refuge	Blue	5
NWT eggs to meta	Orange	26
Refuge eggs to meta	Red	3
OZ eggs to tadpole, finish refuge	Yellow	2
OZ eggs to meta	Pink	1
start unknown (pen escapee), finished refuge	Green	1
Unknown - couldn't see tag	None	7
		Total = 45