

The City of Waco

Cameron Park Zoo Update

10.01.2024



Brendan Wiley, Zoo Director

Cameron Park Zoo Update

Purpose

The purpose of this presentation is to provide updates regarding the Cameron Park Zoo including:

- General updates
- Current Initiatives
- Future strategies and governance study

GENERAL UPDATES

General Updates – Aging Animals

- African Elephant (Tembo) – 48 Years Old
- Sumatran Tiger (Maharani) – 18 Years Old
- King Vulture (Vivian) - 74 Years Old
- Jaguar (Tukari) – 20 years old
- Reticulated Giraffe (Jenny) – 34 years old

- Overall, the animal collection is in a good status with a broad age disparity.



General Updates – Births and Acquisitions

- 22 Black-footed penguins
- 1 Black footed cat
- 1 Binturong
- 6 Horned pit vipers
- 3 Turaco eggs
- 1 Penguin egg
- 3 Black-footed cats - pending
- 2 Sumatran tigers - pending
- 47 Australian lizards - pending



General Updates – Above and Beyond Medical Cases (1)

- Penguin (Mauri) – melanoma - chemotherapy
- Maribou stork (Abigail) – scalp degloving – skin grafts
- Snowflake Eel (Fu) – jaw abnormality - biopsy
- Kirk's dik-dik (Nyami) – fractured cervical vertebrae – stem cell therapy
- Gerenuk calf (Julius) – breech position - assisted delivery
- White rhinoceros (Jabba) – foot and toe issues – transdermal carbon dioxide therapy
- Sumatran tiger (Kucing) – lymphoma - chemotherapy

General Updates – Above and Beyond Medical Cases (2)



Kirk's dik dik

- House name - Nyami
- Female
- Born April 19, 2023

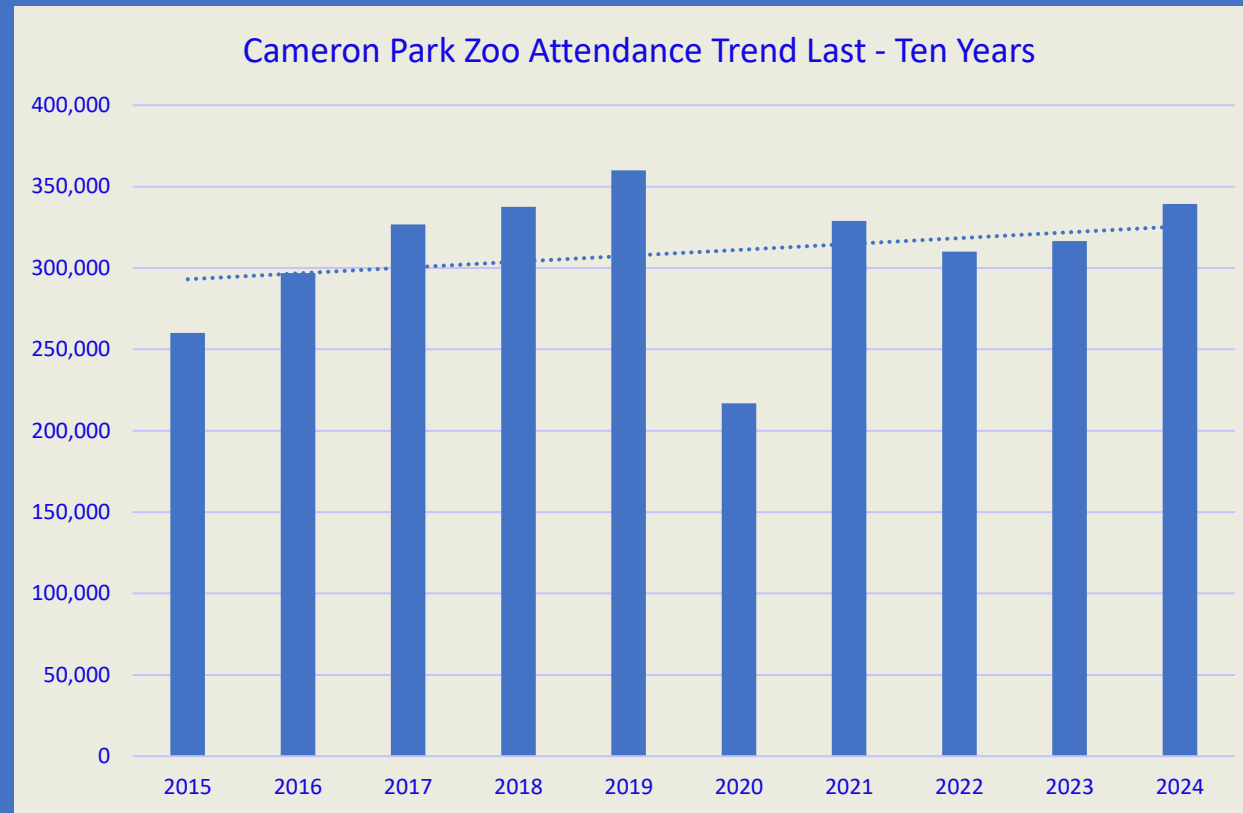
General Updates – Attendance and Reach (1)

Attendance Composition and Market Saturation

- Visitor age composition -
Current - 48% Child and 52% Adult.
Goal – 50% Child and 50% Adult.
- Origin of visitation -
Current - 42% from McLennan County.
Goal – 31% from McLennan County.
- Market Saturation Rate (visitation divided by MSA)
Current – 115%
Goal – 154% by 2030
- Guests per car average –
Current – 2.78 guests per car
Goal – 3.5 guests per car

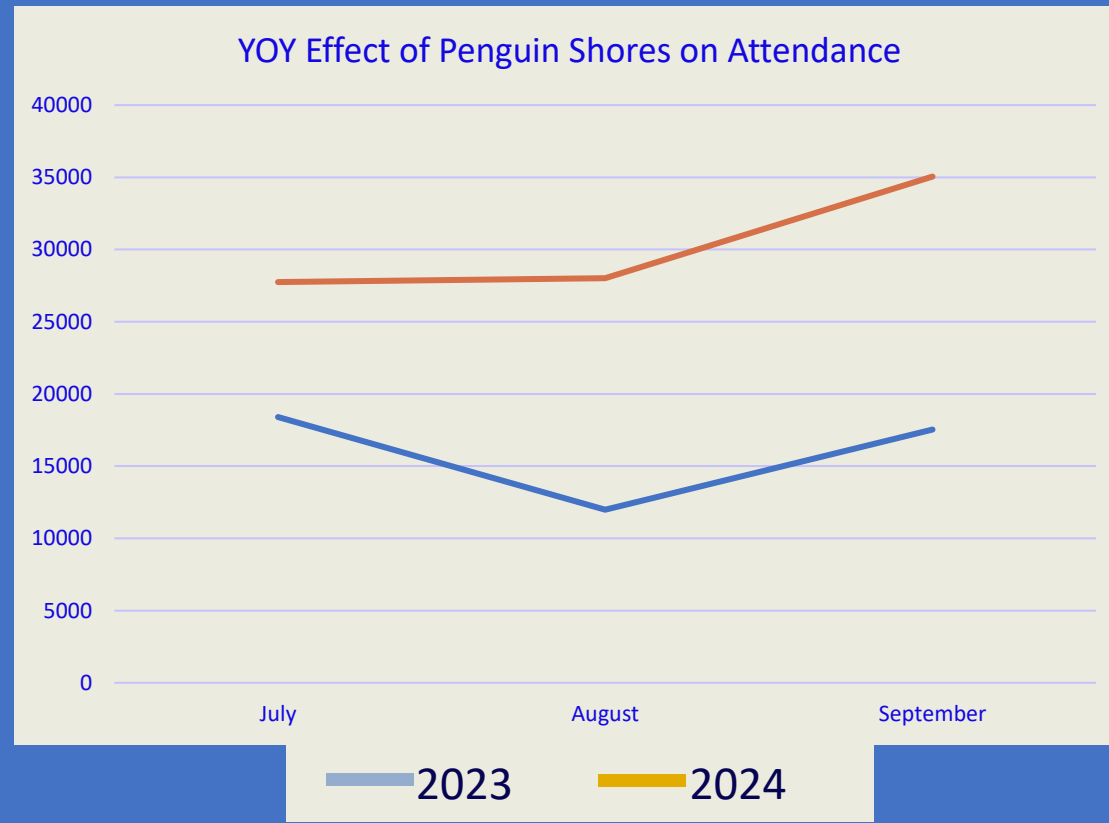
General Updates – Attendance and Reach (2)

- Attendance Peak in 2019.
- Upward trend in 2024 from Penguin Shores.
- Post Covid pattern is typical.



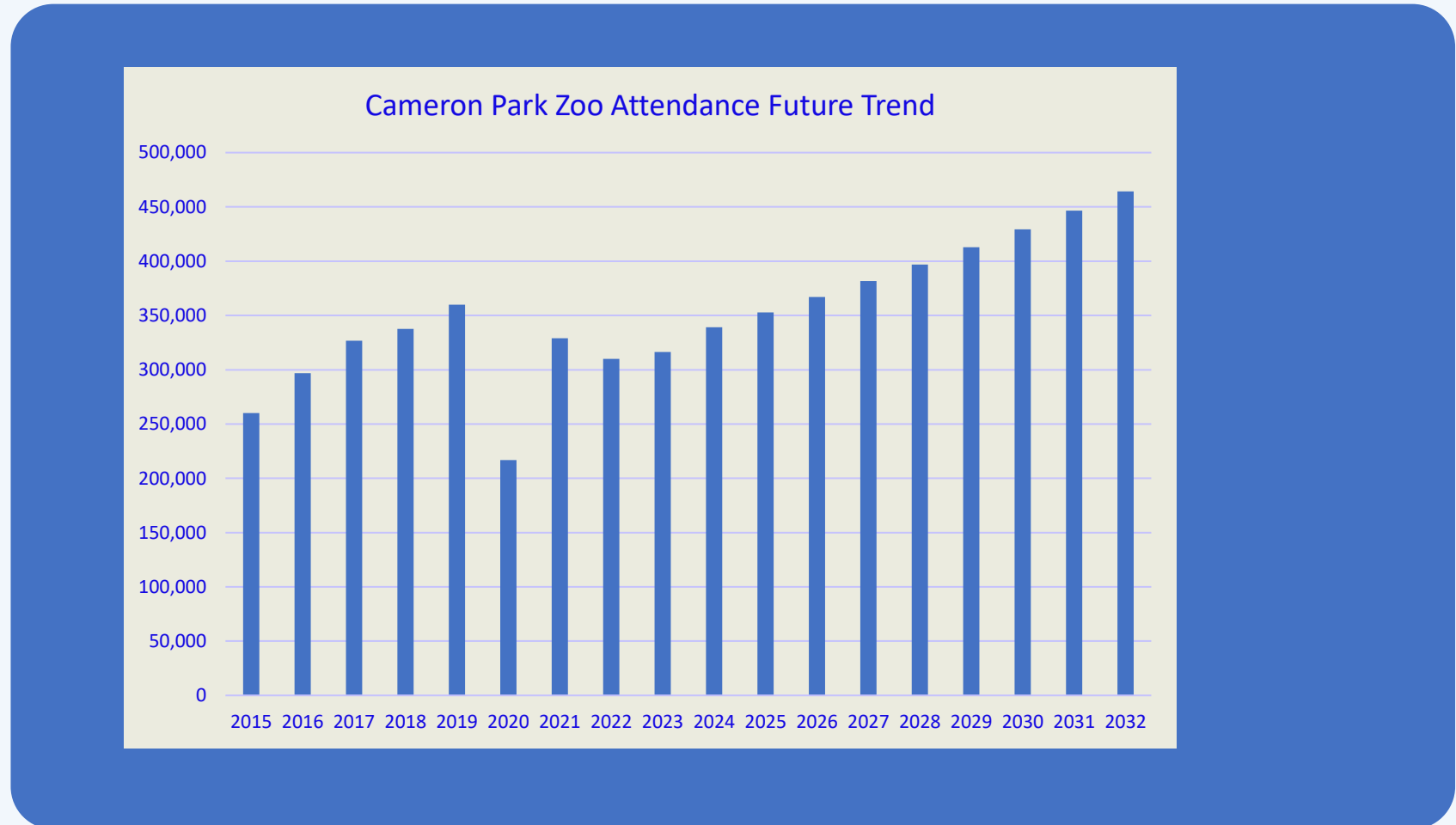
General Updates – Attendance and Reach (3)

- Since the opening of Penguin Shores have seen a YOY increase greater than 100%.
- Typical YOY annual increase with major exhibit opening is 10%.



General Updates – Attendance and Reach (4)

- Since the opening of Penguin Shores have seen a YOY increase greater than 100%.
- Typical YOY annual increase with major exhibit opening is 10%.
- 2025-2032 models 4% YOY growth.



CURRENT INITIATIVES

Current Initiatives – Onboarding New Facilities (1)

- Gloria & FM Young Penguin Shores
- Corwin, Estes & Jaynes Education Center
- Carol Schmidhauser Veterinary Hospital

Current Initiatives – Onboarding New Facilities (2)



Current Initiatives – Implement Small Changes

- Decision making.
- Budget management.
- Daily attendance goals.
- On-site signage and wayfinding.
- Irrigation repair and landscaping.
- Sound zones.
- Generating feedback.



Current Initiatives – Water Conservation

- Goal – Reduce usage of potable water by 80% and reduce overall water usage by 100,000 million gallons annually.
- Recirculate key water features.
- Repair gibbon lake.
- Repair irrigation system.
- Continue the initiative.



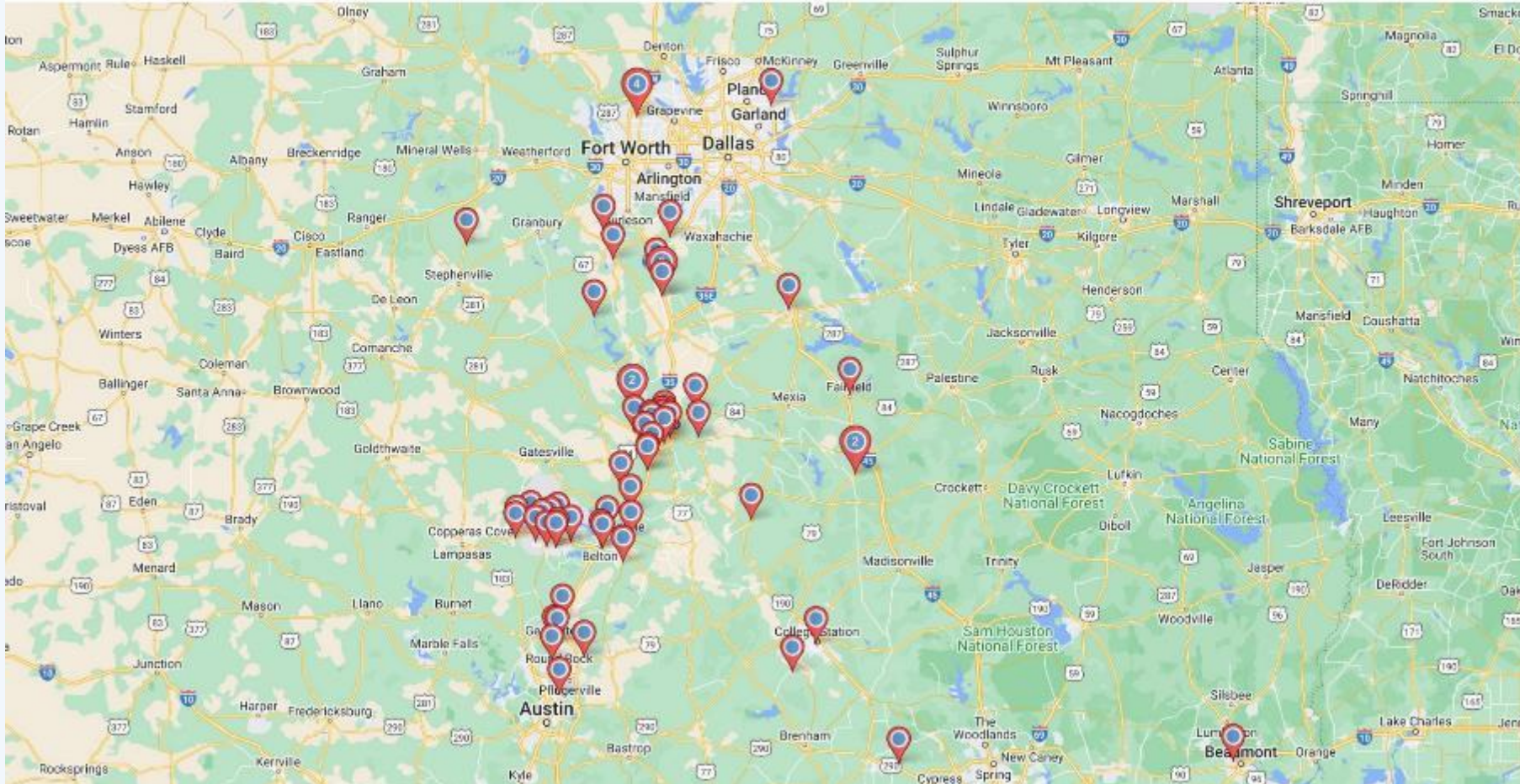
Current Initiatives - Be a Better Neighbor

- Accommodate more of the community with camp programs and offsite programming.
- Be cognizant of sewer capacity loads.
- Establish local conservation priorities.
- Field Trips:
 - Better scheduling.
 - Managed parking.
 - Public transportation.



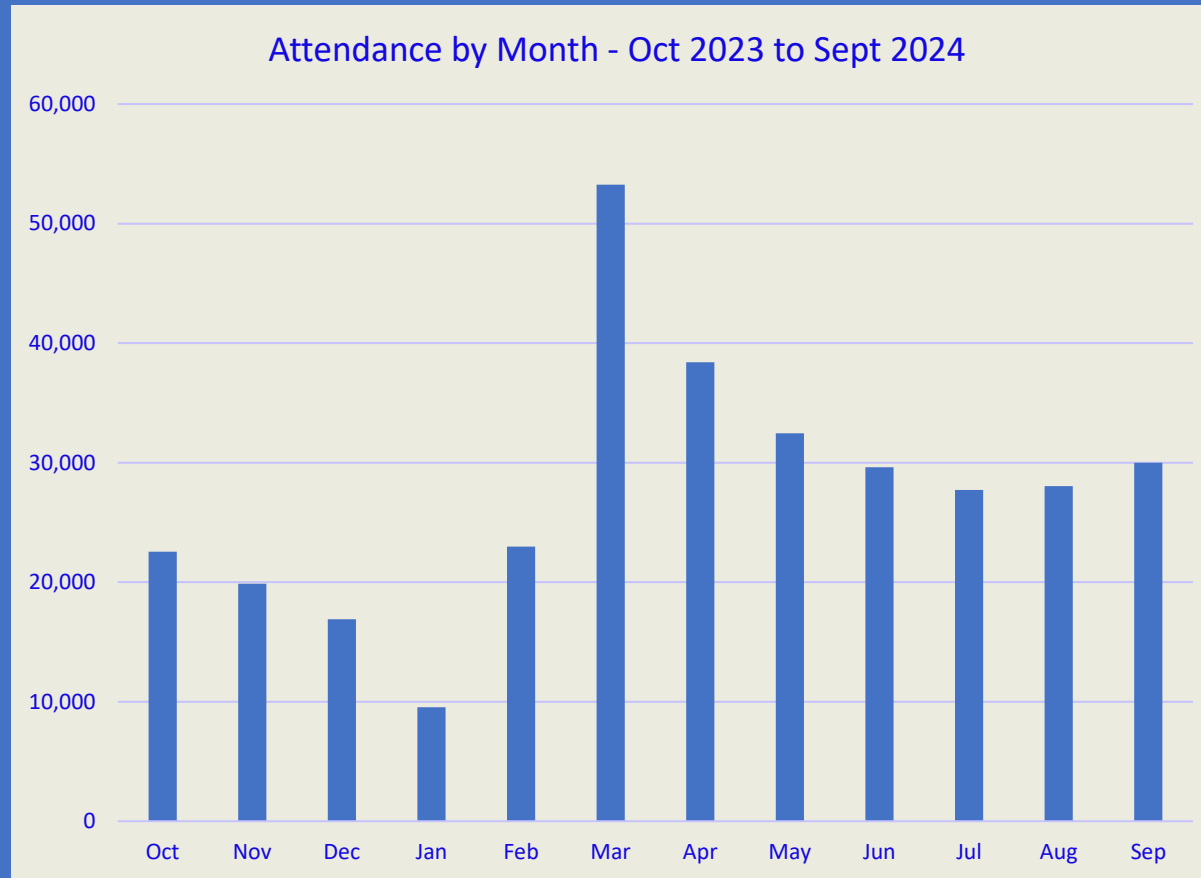
Current Initiatives - Field Trips (1)

School Districts Reached 2024



Current Initiatives - Field Trips (2)

It is typical to experience 40% of the annual attendance in March, April, and May.



Current Initiatives - Animal Wellness

- Transitioning to outcome-based enrichment program.
- Perform regular welfare assessments on every animal.
- Enhanced focus on continuing education for Animal Care staff.
- Enhancing protocols to continuously evaluate and refine enrichment and training activities.

Current Initiatives - Project Planning

- Jaguar Exhibit Expansion
- Brazos River Country Life Support System Updates
- Plaza Bathroom Renovation
- Ranch House Renovation
- Playground Updates
- Elephant Plan

*These projects are in an exploratory status. Cost estimates and funding have not been identified.



FUTURE STRATEGY

Future Strategy – Big Rocks

- Master Plan – How the site evolves over the next 30 years.
- Strategic Plan – Articulate the vision for the Cameron Park Zoo
 - Detailed plans for animal care, animal health, education, conservation, and guest experience.
- Business Plan – How we make the strategic and master plans reality.
- Governance Study – Understanding our foundation to guide our future.

Future Strategy – Why Study Governance

- Develops an understanding of what it costs to operate the zoo.
- Benchmarks Cameron Park Zoo practices with comparable zoos.
- Models future costs based on goals with and without modifications to the zoo's governance model.
- Provides a governing body with more information to direct future outcomes.

Future Strategy – Governance Study Resolution

- Tonight's agenda will include a resolution to engage Canopy Strategic Partners to study the governance of the Cameron Park Zoo.
- While a governance study is the first step in privatization, privatization is not on the table today.
- The study will conclude with a presentation of deliverables.
- With the deliverables in hand, the zoo's stakeholders will evaluate next steps.
- The Cameron Park Zoological and Botanical Society will fund 50% of the study.

Future Strategy – Governance Study Deliverables

- 15 Year forecast of key operational and financial metrics for both the City and Society under the same governance model.
- 15 Year forecast of key operational and financial metrics for both the City and Society under a revised partnership.
- Modeling will also highlight necessary capital improvements and novel revenue opportunities to improve financial position and long-term trajectory.
- Duration of study is expected to be 5-7 months.

Cameron Park Zoo Update

Summary

The Cameron Park Zoo is a vibrant local attraction poised for growth. As the zoo begins to define future goals and strategy, a governance study may be key to benchmarking objectives. To initiate the study, staff recommends approval of Resolution 2024-784.



THANK YOU.

- Please contact BrendanW@wacotx.gov for any questions

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