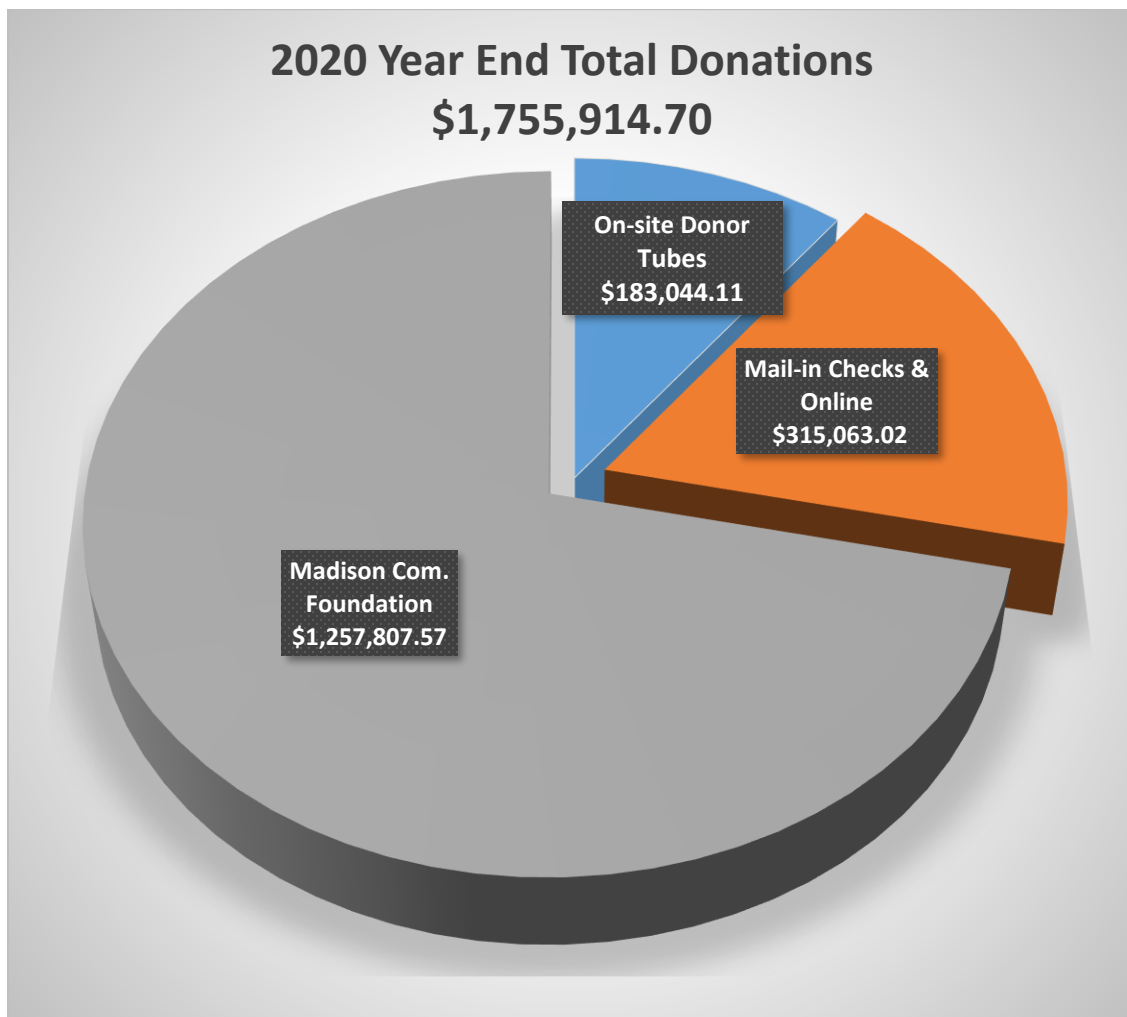


Zoo Commission Report (Donations, Madison Community Foundation, Attendance, and Membership)

The Henry Vilas Zoo receives donations through several pathways:

- On-site collection devices (Donor Tubes, Clear Donation Boxes, and Cash deposit Wind Machine)
- Mail-in Checks, and Online Credit Cards opportunities through the HVZ Website
- Madison Community Foundation (MCF) Passthrough accounts

2020 Donations coming through these various pathways total \$1,755,914.70

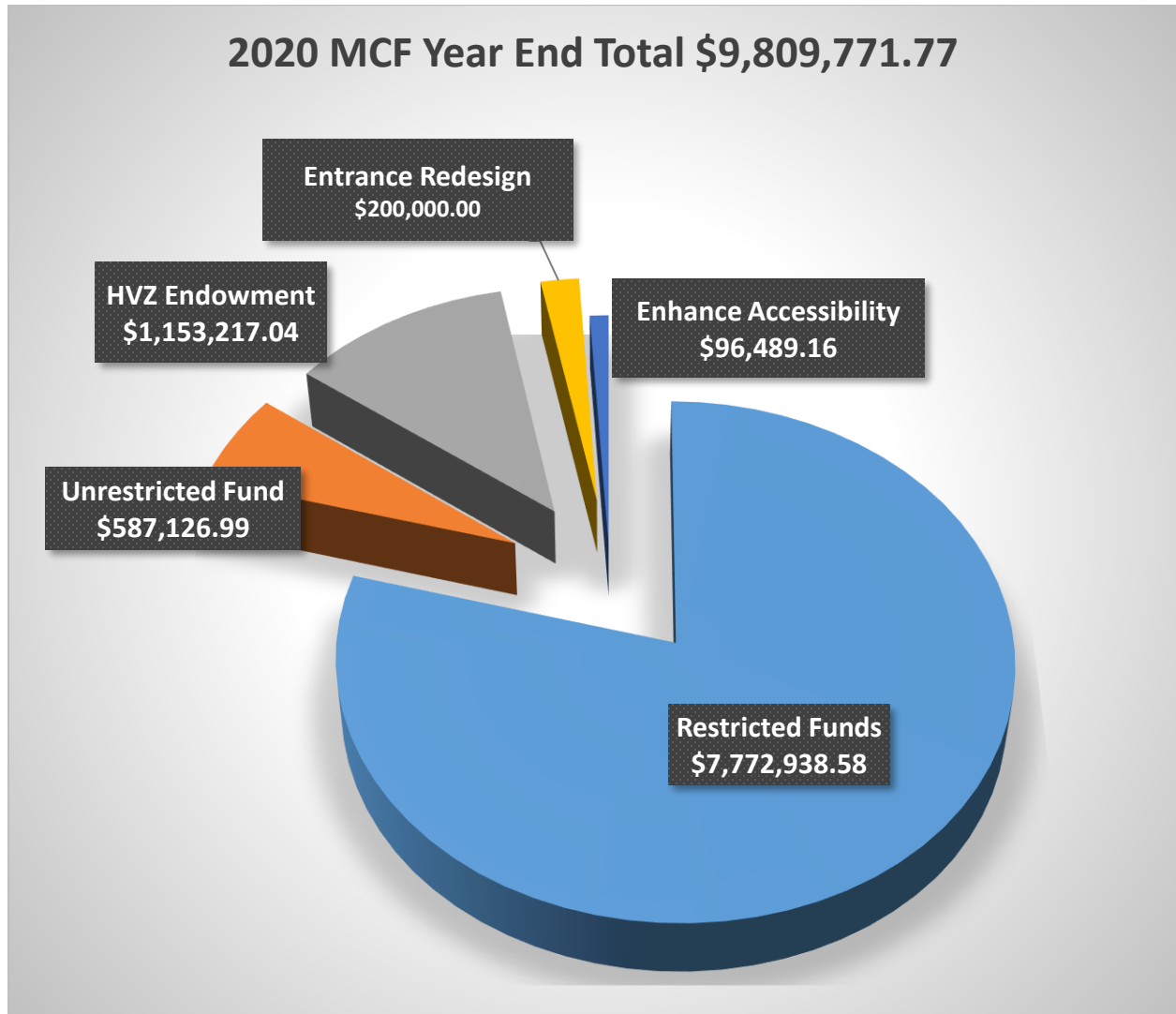


On-site collection devices consist mostly of cash donations. These cash donations are collected, counted and deposited into our County U.S. Bank account following the HVZ Money Control Procedures. Mail-in Checks are received via US mail services at 702. S. Randall Ave.—Administration Bld. All checks are documented and filed by HVZ Clerk, entered into our County Controller System (Munis) and deposited

into the County U.S. Bank account following the HVZ Money Control Procedures. Examples of checks received: personal checks; bequest amounts; Broker management (Trusts). All Online Donations received through the HVZ Website are recorded through DoubleKnot (data base management software). The County controller's office manages the credit card donation deposits. Reports can be pulled and issued by both the County controller's office and HVZ staff using the DoubleKnot software.

Madison Community Foundation 2020 Year End Total and Breakdown:

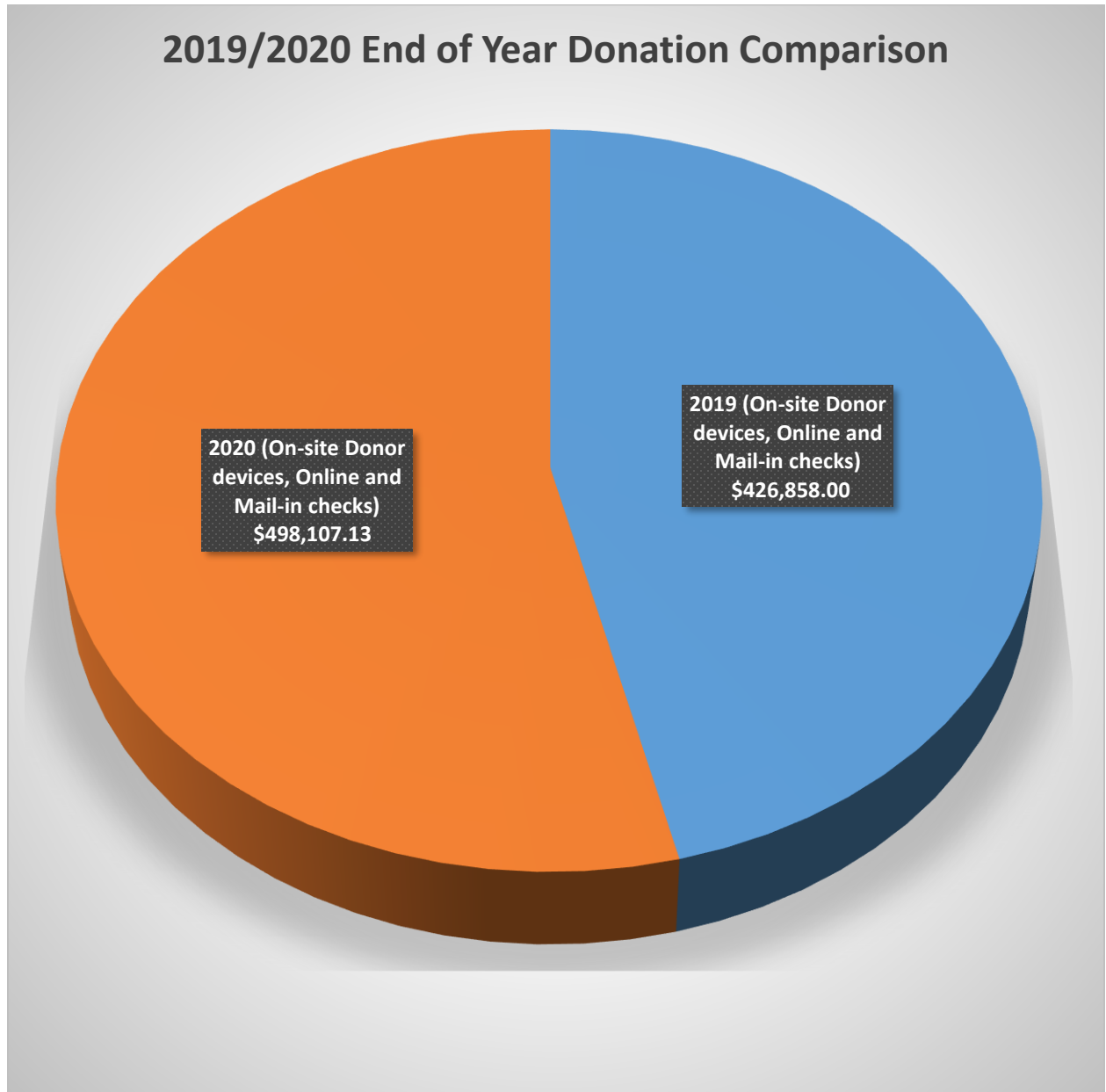
- Unrestricted Passthrough Fund (funds consisting of former Society's donor tube amounts and other revenue generated sources)
- Restricted Passthrough Fund (funds consisting of donations for the purposes of Education, Conservation, Animals, and Capital Projects)
- HVZ Zoo Society Endowment Fund
- Enhance Accessibility
- Entrance Redesign



The 2020 Restricted Passthrough Fund consists of: 2020 Donations (**\$1,257,807.57**), and the Existing/Original Society Transfer (**\$6,527,194.69**). The Entrance Redesign and Enhance Accessibility are separate accounts. The MCF Passthrough Fund consists of five separate accounts.

2019/2020 Year End Donation Comparison of On-site devices, Online, and Mail-in donations.

This comparison only focuses on HVZ staff's efforts of collecting money. The HVZ took in **\$498,107.13** in 2020. This is **16% (\$71,249.13)** more from 2019.



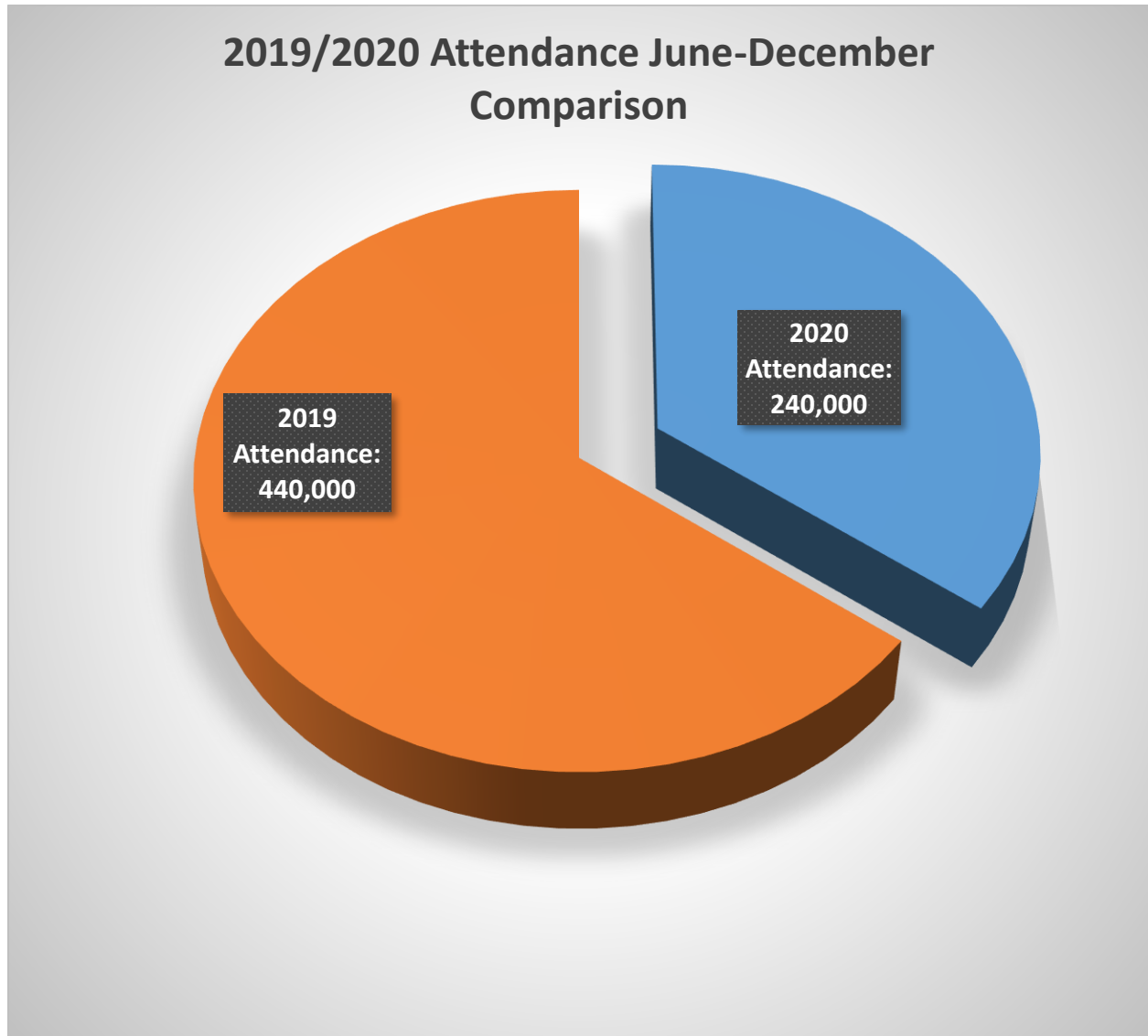
Note: Attendance for 2020 was down **62%** from 2019. Pandemic (Covid-19) and County Order's caused the zoo to shut down from March 14th thru June 17th.

2020 On-site devices and Online (\$183,044.11) plus Mail-in checks (\$315,063.02) = \$498,107.13

2019 On-site devices and Online (\$204,269.00) plus Mail-in checks (\$222,582.00) = \$426,858.00

2019/2020 Attendance June-December Comparison

This comparison focuses on the HVZ's reopening strategy. The Zoo implemented a new staffing plan, one-way path throughout the zoo, limited guests to specific animal viewing choices, offered modified concession and gift shop opportunities, and limited guest capacity (number of guests) entering the zoo.



Note: Onsite Donation devices (Tubes, Clear boxes, and Money Wind Machine) in 2020 from June-December were estimated to have taken in \$166,000.00. With 45.5% less visitation compared to 2019 for these months, the HVZ generated .6% more donations. Estimates were made due to the process and procedures of how money collection was dated, deposited, and accounted for in the County controller's system (Munis) for 2019 and 2020. All Year End totals are exact amounts (see previous Pie graphs, Pg. 4).

Membership

The Henry Vilas Zoo continues to expand its' Membership Opportunities. Listed are the membership categories and pricing:

- Advocate \$35 (64 members)
- Family \$75 (277 members)
- Guardian \$150 (42 members)
- Curator \$250 (37 members)

Total= **420 separate memberships**. Note: 1000+ individual HVZ members.

Below is a comparison to prior years along with January's total:

2019 Year End Total-	\$5400.00 (Membership was developed and offered for two months in 2019)
2020 Year End Total-	\$38,000.00
2021 (January)	\$10,525.00

2021 (January) Donations and Attendance

Moving forward these counts and amounts will be shared with the Zoo commission comparing each month of the year.

- On-site donations = **\$7385.40**
- Donations (Checks/Online) = **\$9775.14**
- Attendance = **10,449**