



**Dane County's
FREE Zoo**

THE HENRY VILAS ZOO

Founded in 1911, thanks to a land grant from the Vilas Family with the stipulation we must remain forever free.

Our History



MISSION

The Henry Vilas Zoo is dedicated to providing exceptional **animal care** and **conserving wildlife** through local engagement and global partnerships, while consistently delivering a compelling and **inspirational guest experience** for all.



HENRY VILAS ZOO®

Dane County's Henry Vilas Zoo

**Dane County's Henry
Vilas Zoo Vision:**
Locally Loved
Community Treasure.
Globally Recognized
Conservation Leader.
Forever Accessible.



**Our
Vision**



HENRY VILAS ZOO®

Greatest Challenge Meeting Mission During COVID

Our Mission



- Keeping staff/animals safe while closed
- Meeting Revenue and Donation projections
- Balancing budget by decreasing expenses



HENRY VILAS ZOO®

Henry Vilas Zoo 2021 Budget

- **Operations:** **\$5,137,405**
 - Program Revenue: \$2,636,633
 - GPR Support: \$2,500,772
- Increase City of Madison Share (20%): **\$70,389**
 - GPR 2021 mandated reduction \$55,613
 - Laundry POS line item: \$14,776



**2021
Budget**



Henry Vilas Zoo 2021 Budget

- **Capital:**

- Develop RFP for Schematics on Zoo Capital Exhibit for 2021: \$300,000
- Zoo Improvement: \$100,000
- Animal Health Medical Equipment: \$75,000
- Primate/Cat Building Coolers: \$45,000
- Upper Gift Shop A/C Units: \$40,000
- Zoo Paving: \$30,000

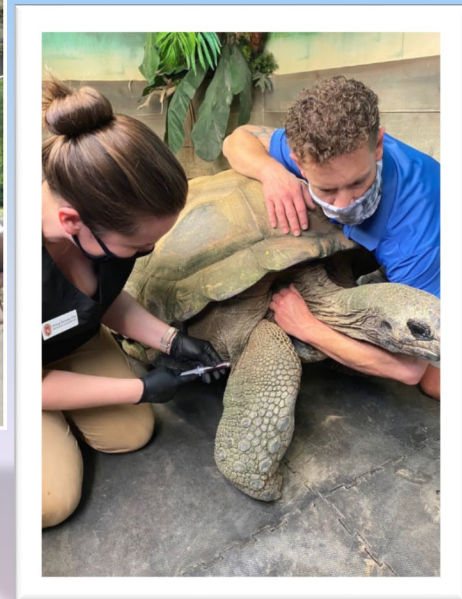
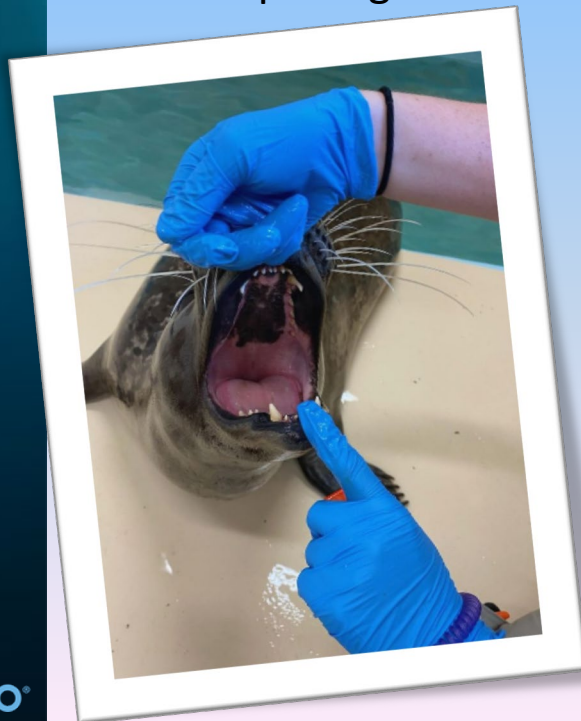


**2021
Budget**



Greatest Accomplishment during COVID

- Safe work environment for staff and animals
- Opening the zoo to visitors, volunteers and staff safely
 - Zoo Camp & School
 - 150,000+ visitors since reopening





**AZA
Zoos**

Greatest Accomplishments

- 750,000+ visitors each year (June-August 2020 – 150,000)
- 2020 Donations on site: \$120,000+
- Education revenue 2019: \$130,000 vs. 2020: \$73,000
- Volunteers have donated 1,100+ hours on grounds= \$28,000 in labor!!! (and used over 27 bottles of bleach solution to sanitize tables)
- Joined Sustain Dane and doing a waste audit and energy audit along with new roofs for the Aviary and Herpetarium



HENRY VILAS ZOO®



AZA Zoos



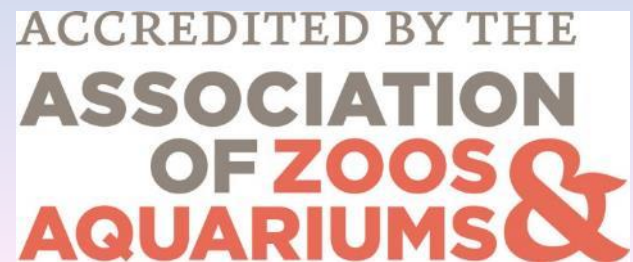
HENRY VILAS ZOO®

What is AZA Accreditation?

- ~2800 USDA licensed facilities only 240 are AZA accredited
- Only 4 AZA accredited facilities in Wisconsin
- **Only 10 Free AZA zoos** in North America
- Accreditation allows us to house Species Survival Plan (SSP) Animals such as: **Tigers, Lions, White Rhino, Red Panda, Polar Bear, Orangutans, Lemurs, Gibbons**, and more.
- Currently participating in **33 SSP's**.
- Community *helped each other succeed* during COVID-19



Species Survival Plan®



Unmet Needs

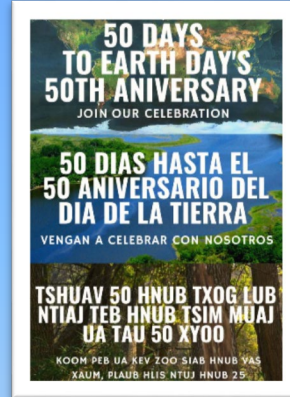


- Revenue generation – virtual offerings, cancelled events
- Educational programming options reduced
- Collection and master planning constraints
- Learning the new “normal”



Department Cuts and Commitment to Racial Equity

- Open to community as a safe, fun, family place
- Kulture City certified sensory inclusive facility
- Signage in different languages
- County scholarship of \$20,000
- Zoo School partnership with Bayview Foundation
 - Total of 20 high needs students - Providing Breakfast, lunch, snack and all needed school supplies.



Our Commitment



HENRY VILAS ZOO®

Thank You on Behalf of Dane County's FREE Henry Vilas Zoo!

AZA
Zoos



HENRY VILAS ZOO®