

**LEGACY AMENDMENT ARTS AND CULTURAL HERITAGE GRANT
Como Park Zoo and Conservatory
Work Plan & Project Budget
August 2009**



**COMO PARK
ZOO & CONSERVATORY**

LEGACY AMENDMENT ARTS AND CULTURAL HERITAGE GRANT Como Park Zoo and Conservatory Work Plan

Background

Como Park Zoo and Conservatory is an urban oasis in the heart of the Twin Cities. The Zoo and Conservatory is the number one family destination in the state of Minnesota, welcoming more than 2 million guests annually, because it is free, interactive, welcoming, accessible and family oriented. Como is also rich in history. The Zoo was established in 1897 and the Marjorie McNeely Conservatory was built in 1915. Como has been one of the state's greatest assets for more than 100 years because it:

- Is free with no charge for admission, parking, new exhibits or daily experiential learning.
- Strives to be an inspiring place that teaches children compassion and care for animals, plants and planet Earth. It feeds people's spirits, their need for time together as a family, and their connection to community, nature and the world.
- Provides up-close and personal views of the animals that people want to see at Como Zoo
- Immerses visitors in lush and luxurious gardens that feature the flora of the world at Marjorie McNeely Conservatory.

Como Park Zoo and Conservatory celebrates diversity in many forms, across cultures, ethnicity, economics and ages. Como celebrates diversity by offering animals and plants from every continent on the globe and the stories of the people and cultures of those distant places.

The Association of Zoos and Aquariums (AZA) provide the public with essential connections to the natural world. 216 AZA-accredited zoos and aquariums attract more than 175 million visitors every year, including the 2 million that will visit Como in 2009.

Como Park Zoo and Conservatory is an experiential learning center that engages visitors with a multitude of hands-on encounters of animals, plants and cultures. Around every corner, visitors now have the option of enriching their experience by learning about wildlife, habitats, and the cultures of people from around the world. Daily free education opportunities that teach about animals, plants and conservation include zookeeper and gardener talks, encounters with volunteer interpreters and the Sparky the Sea Lion Show. Formal education classes offer programs for three-year olds to adults and include live animal and plant ambassadors.

Como's guests come from all over the state, 1.2 million from the metro, nearly a million from outside of Saint Paul, over 418,000 from out side the metro and over 285,000 from out of the state – adding to the \$11 billion dollar tourism industry.

Como also welcomes tens of thousands of school children through field trips each year. More than 700 schools utilized the advance notification system, a fraction of our group visitors. Schools come from all regions of the state and for many; a Como Zoo visit is an established part of the annual curriculum. If you were to visit any given day you will see hoards of students unloading from buses, many with notebook in hand working on in-class projects on their adventure through the Zoo grounds

Objectives

Como Zoo will utilize the Legacy Amendment Arts and Cultural Heritage funds for four initiatives that would otherwise not be possible to offer to our guests as part of the Zoo's base funding. These initiatives include Educational and Interpretive Signage, Animal Shows, Temporary Art Exhibits, and a seasonal butterfly exhibit.

The state investment through the Legacy Amendment Arts and Cultural Heritage fund will also leverage private funding through Como's non-profit partner Como Friends.

The main objectives in these stated initiatives are:

Objective #1: Update the educational and interpretive signage in 2 animal collection areas over the next 2 years.

Objective #2: Offer a new animal stage show in summer 2010 to over 200,000 guests.

Objective #3: Develop 3 off-peak season art shows celebrating artists that have some connection with Como's mission of inspiring our public to value the presence of living things in our lives.

Objective #4: Present Blooming Butterflies, an experience to see hundreds of butterflies from around the world in the summer of 2010 to over 400,000 guests.

Objective #5: Meet all Constitutional Amendment Investment Goals set forth by the Cultural and Outdoor Resources Finance Division.

Objective #6: Prominently acknowledge of how the amendment made these project possible around the Como Zoo grounds that welcomes more than 2 million guests each year.

Project Descriptions

Educational and Interpretive Signage: As a core to Como's mission on education, updating the aging interpretive signage and adding interactive and technology based interpretive and hands-on experiences is important. The educational and interactive displays will use the latest technology to present engaging presentations to increase the interest, awareness and knowledge in viewers of all ages. Como Zoo will focus on two animal collections, primates and aquatics.

While the primary emphasis will be to enhance the existing rapport between the viewers and animal exhibits, there is a distinct opportunity to present information of an educational nature that helps the public better understand the animals, their physical characteristics, their needs, global region of origin, and the ongoing conservation efforts.

The displays will demonstrate Como Zoo's commitment to world-wide conservation measures and invite participation to help preserve primate habitat and population. The cost to develop, design and produce these items is needed.

The primate interpretive signage and interactives will also leverage private funding through Como's non-profit partner Como Friends for an aesthetic 'face-lift' of the exhibit building including sound absorbing overlay panels disguised as sandstone walls and overhead forest canopies, interactive displays and lighting enhancements.

Animal Shows: Creating connections with Como's animals, plants and gardens that foster appreciation, conservation and preservation is one Como's values. One way we are able to make these connections is through interactive opportunities such as our current offerings of keeper talks, story time, and Sparky the Sea Lion Show. Utilizing the Legacy Amendment Arts and Cultural Heritage funds, Como Zoo will develop and produce fun and educational performance presented daily May through June, providing our audience with an opportunity to be entertained as they learn about animals from all around the world.

While animal shows are enriching for Zoo visitors, show training is enriching for the animals too. Show animals are always trained to do natural behaviors, just on cue. Animals are motivated to perform behaviors by the use of positive reinforcement - toys and treats.

Show staff will keep current with today's most accepted and effective techniques, philosophy and ethics concerning animal training.

Temporary Art Exhibits: While Como is a natural setting with living art exhibits, it also houses many works of art as well as been an inspiration to some. Temporary and traveling exhibits include areas in the arts, animal and plant life. These exhibits offer unique education opportunities that are above the standard zoo visit and can add to class curriculums for the thousands of students Como touches. Como will utilize funds to introduce up to three shows, focusing on the winter seasons to offer an indoor opportunity to guests in the Gallery.

Butterfly Exhibit: Como Zoo introduced Blooming Butterflies in 2008 by the generous support of a two year grant by Como Friends and will sunset in 2010. Without the Legacy Amendment Arts and Cultural Heritage funds, Como would close the exhibit for good in 2009. Hundreds of butterflies from

Africa, Asia, North, Central and South America fly freely in an indoor, temporary exhibit among tropical plants in a lush garden environment at Como Park Zoo and Conservatory.

Blooming Butterflies offers visitors a total immersion experience. Featuring a thriving butterfly habitat that over the course of the summer will become home to over 100 species of butterflies from around the world, guests will delight in their interactions with the fascinating winged-creatures.

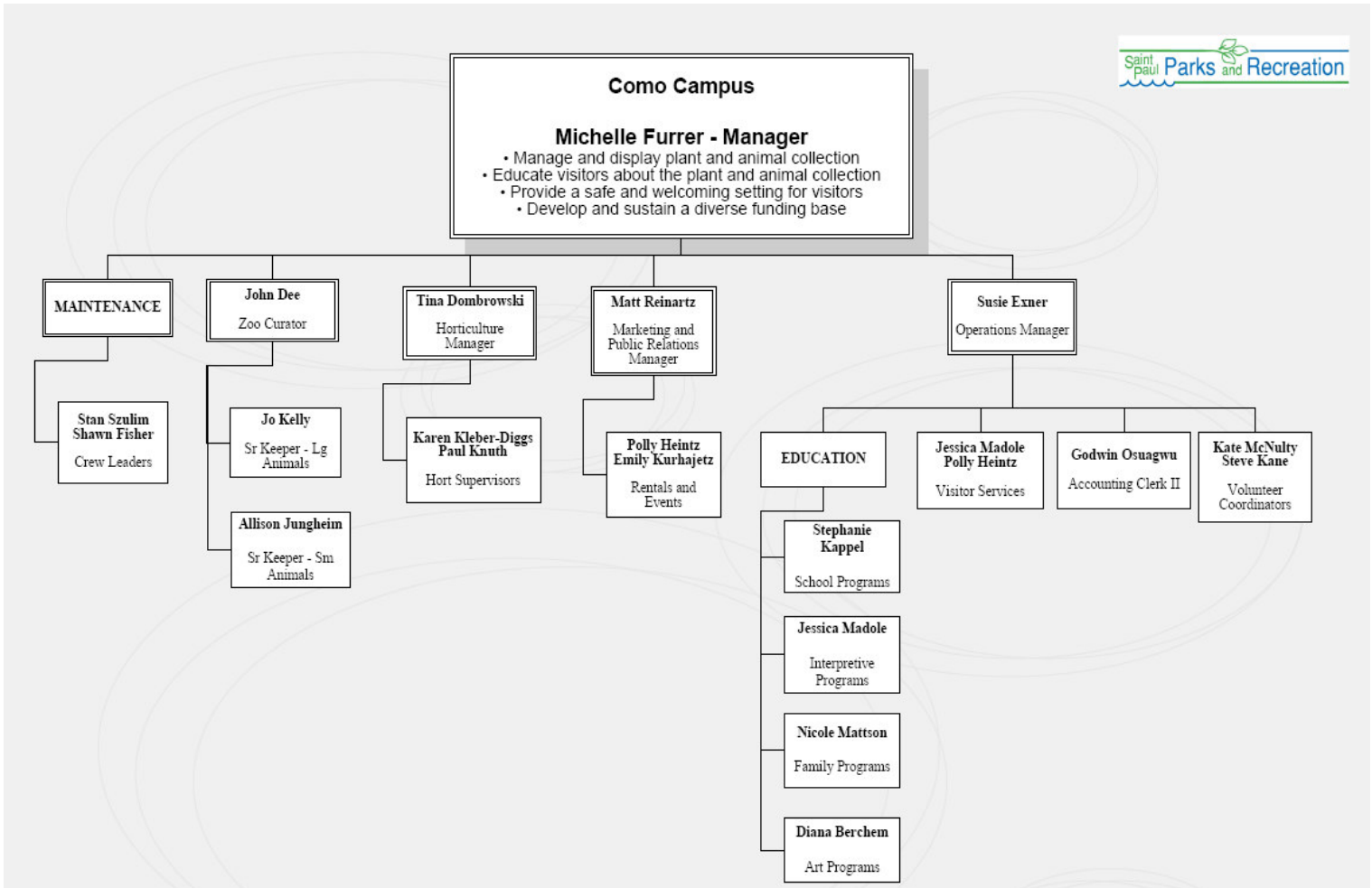
Blooming Butterflies presents visitors with a one of a kind opportunity to get closer to nature. Introducing families to the wonders of metamorphosis, Como's seasonal exhibit showcases intricate silk moth and monarch caterpillars, countless vibrantly-colored butterflies sipping nectar and taking flight and the chance to better understand and appreciate the life cycle of the creatures and their importance to the ecosystem. Inside you can chat with volunteers and ask questions or simply relax and enjoy the beautiful garden while butterflies flit and lazily fly around you and your family.

While a few of the butterflies exhibited in Blooming Butterflies are found in Minnesota, the bulk of them are not native. Como holds a special permit to exhibit these non-native butterflies.

Blooming Butterflies would open June-September 2010 to the delight of 400,000 guests. Blooming Butterflies also offers internship opportunities to over a dozen college students studying in the principals of horticulture, zoology and science.

Project Personnel

The primary personnel that will work to develop and introduce these exciting additions to Como Zoo include:



Timeline

Project	Activity	Timeline	Person(s) Responsible
Educational and Interpretive Signage - Primate Building	Develop plan, coordinate with 'face lift' project and bid sign design and production	Nov-09	Campus Manager, Interpretive Coordinator, Primate Keeper Staff
Blooming Butterflies	Order cuttings for planting in greenhouse production area	Nov-09	Horticulture Staff
Educational and Interpretive Signage - Primate Building	Finalize and execute contract and begin production	Dec-09	Operations Manager, Interpretive Coordinator
Educational and Interpretive Signage - Primate Building	Sign installation (3 months)	Jan-10	Operations Manager
Temporary Art Shows	Research opportunities and availability	Jan-10	Marketing Manager, Campus Staff
Animal Shows	Post employment ad for seasonal hires	Feb-10	Operations Manager
Educational and Interpretive Signage - Primate Building	Completed	Mar-10	
Animal Shows	Write and produce show	Mar-10	Zookeeper Staff, Education Staff
Blooming Butterflies	Exhibit area inspection, preparation for opening and proper permits	Apr-10	Horticulture Manager, Animal Curator
Animal Shows	Hire and train seasonal hires	Apr-10	Zookeeper Staff, Education Staff
Blooming Butterflies	Begin planting and arranging butterfly shipments	May-10	Horticulture Staff & Zoo Staff
Animal Shows	Begin offering daily shows through September	May-10	Education Staff
Blooming Butterflies	Open exhibit through Labor Day	Jun-10	Campus Staff
Educational and Interpretive Signage - Aquatic Building	Develop stakeholder group on sign development for Aquatics Building	Jun-10	Campus Manager, Operations Manager, Interpretive Coordinator, Aquatic Keeper Staff

Temporary Art Shows	Contracts and scheduling	Jul-10	Marketing Manager
Educational and Interpretive Signage - Aquatic Building	Hire consultant develop and design signage	Sep-10	Operations Manager
Educational and Interpretive Signage - Aquatic Building	Finalize design and begin production	Oct-10	Operations Manager, Interpretive Coordinator
Educational and Interpretive Signage - Aquatic Building	Sign installation (3 months)	Nov-10	Operations Manager
Educational and Interpretive Signage - Aquatic Building	Completed	Feb-11	
Temporary Art Shows	Displays	Nov 10-Dec 10, Jan 11-Feb 11, Mar 11-Apr 11	Operations Manager, Campus Staff

Evaluation Plan

As each project is completed, Como Zoo will consider the effectiveness of the project through a variety of quantitative measures relevant to each project. Project outputs will be tracked for all projects once completed.

Project	Measurement	Respondent	Purpose
Educational and Interpretive Signage	Visitor Survey	Guests	Did signs show a positive increase of 50% on interest, awareness and knowledge of visitors of animal area
	Visitor Survey	Guests	Was conservation an over arching theme by 75% and make the connection between the Zoo and world-wide issues
Temporary Art Shows	Attendance Data	Como Zoo	Analyze off-peak season attendance numbers looking for an increase of 5% during shows
	Visitor Survey	Guests	Was there a higher than 50% public awareness and appetite for such exhibits at Como Zoo
Blooming Butterflies	Participation Numbers	Como Zoo	Meet or exceed goal of 400,000 visitors viewing exhibit
	Visitor Survey	Guests	Did the exhibit educate and inspire the public the presence of living things in our lives by 80%
	Internship Opportunities	Volunteer Services	Were opportunities available for young people to prepare for careers in the zoological, animal science, and horticultural fields by recruiting more than 25 interns
Animal Shows	Participation Numbers	Como Zoo	Meet or exceed goal of more than 200,000 guests touched by the show
	Visitor Survey	Guests	Did show meet and exceed guest expectations, present training in a positive manner, and make connections with the animals by 80%
	Job Opportunities	Como Zoo	Were employment opportunities available by offering the shows by hiring 2 pt staff

Budget Narrative

Educational and Interpretive Signage

Educational Identification Signage	
Primate Building	\$18,000
Aquatics Building	\$18,000
Interactive Interpretive Stations	
Primate Building	\$39,800
Aquatics Building	\$39,800
Project Contingency 10%	
Primate Building	\$5,780
Aquatics Building	\$5,780
General Conditions/ OH & P 11%	
Primate Building	\$6,358
Aquatics Building	\$6,358

Animal Shows

Acquisition of new education animals	\$10,000
Staff – 2 seasonal pt positions	
25 weeks/30 hours each/\$12	\$18,000
40 hours of development to write and develop show	\$1,000
Signage – on-site promotion of show	\$1,000

Blooming Butterflies

Butterflies native and tropical butterfly pupae approx. 400 – 500 weekly	\$25,000
Plant Materials – tropical nectar food	\$10,000

Temporary Art Exhibits

Participation Fees	
3 shows at \$4,000	\$12,000
Exhibit Marketing & Opening Events	
3 shows at \$1300	\$3,900
Exhibit Signage	
On-site wayfinding and promotional	
3 at \$533	\$1,600

Budget Summary

	2009/2010	2010/2011	<u>Total</u>
A. Personnel	\$9,500	\$9,500	\$19,000
B. Supplies	\$35,000	\$10,000	\$45,000
C. Construction	\$57,800	\$57,800	\$115,600
D. Consultants/Contracts	\$6,358	\$18,358	\$24,716
E. Marketing		\$6,500	\$6,500
F. Other	\$5,780	\$5,780	\$11,560
Total Budget	\$114,438	\$107,938	\$222,376
Grant Amount 2009/2010	\$111,375		
Grant Amount 2010/2011		\$111,375	
Total Grant			\$222,750

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