



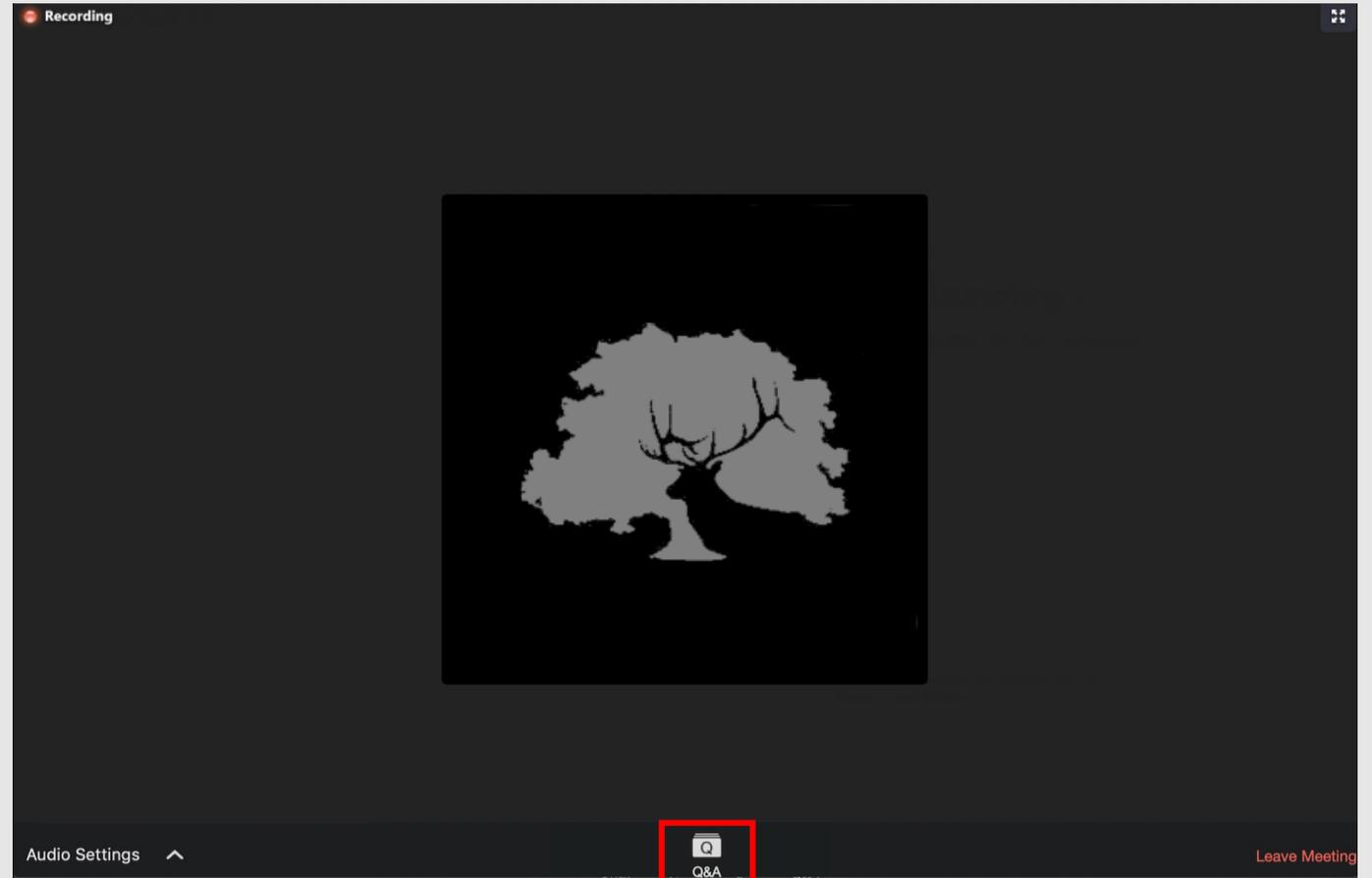
A Zoo in Elk Grove

Presentation of the Feasibility Study and
Economic Impact Analysis

March 10, 2022

Housekeeping

- We are recording this event
- Video and audio is disabled by default
- Questions:
 - Please use the Q&A button at the bottom of your screen



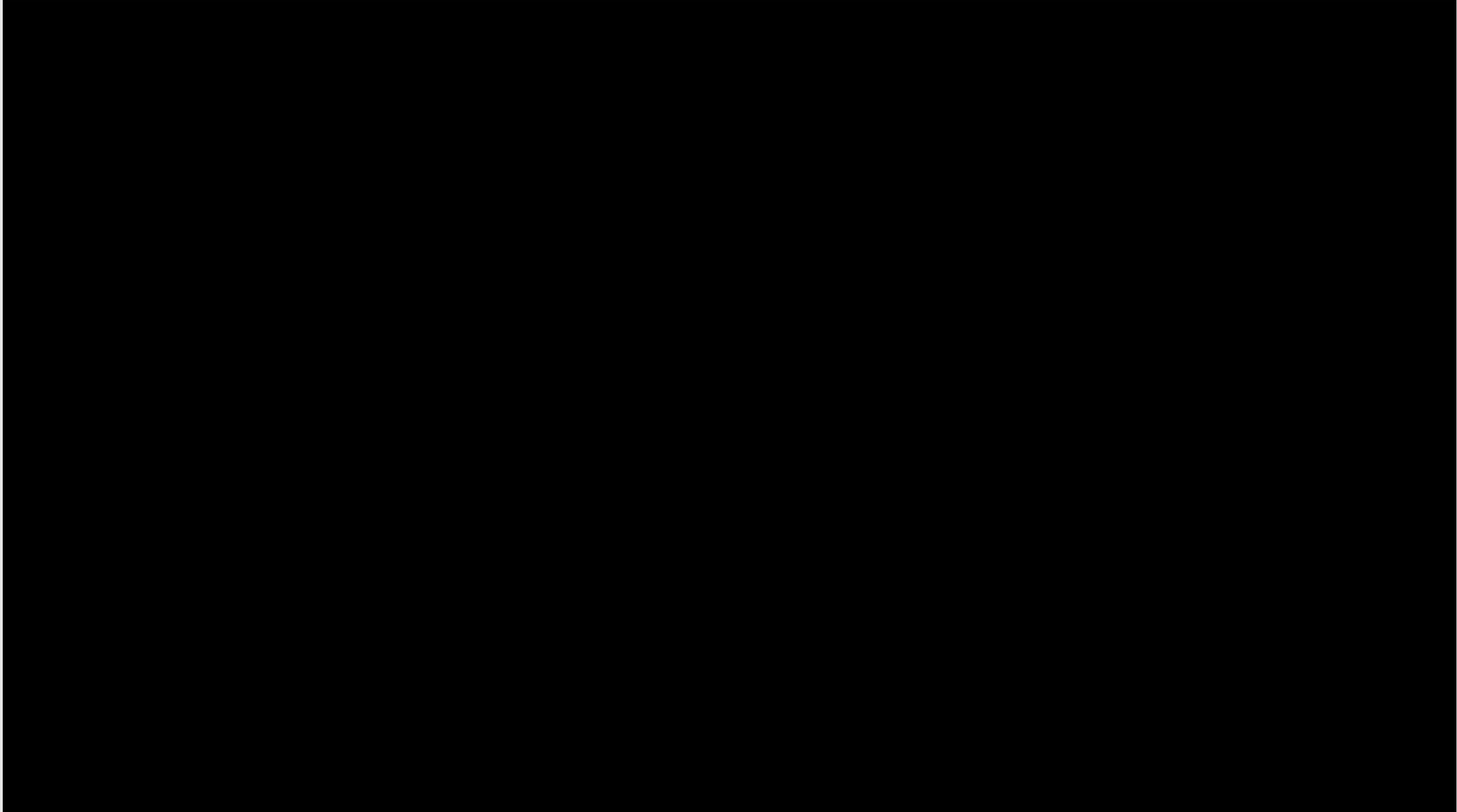
Agenda

6:00-8:00 PM

- Welcome
 - Project introduction
 - Feasibility Study Presentation
 - Economic Analysis
 - Financing Strategy
 - Next Steps
 - Q&A
-
- Materials from tonight will be posted to the City's website at www.elkgrovecity.org/zoo



Welcome from Mayor Singh-Allen



Project Introduction



About the Sacramento Zoo

- Current Zoo opened in 1927 on 4.2 acres in Land Park
- Today the Zoo covers 14.7 acres and includes 433 animals across 110 species
- Operated and managed by the Sacramento Zoological Society since 1997

About the Sacramento Zoo

- Expansion or relocation has been studied multiple times
 - Expansion is not viable due to impacts to Land Park and the adjoining residential areas and availability of parking
 - No alternative site has been selected by the City of Sacramento

Why Zoos Matter

- **Conservation** – help to preserve endangered species through programming, advocacy, and research
- **Education** – introduce the community to a wide variety of animal species and foster an appreciation of the natural world
- **Recreation** – provide safe, interactive, and unique experiences and opportunities for family fun

Presentation of the Feasibility Study





EXECUTIVE SUMMARY

Feasibility Study for a New Zoo in Elk Grove

March 2022

SACRAMENTO ZOO

INTRODUCTION

Purpose of Feasibility Study: to provide the information necessary for the Sacramento Zoological Society and the City of Elk Grove to make an informed decision about building a new zoo in Elk Grove – a truly **extraordinary opportunity**.

Prepared by well-renowned zoo planning firm with proven experience.

Key Priorities for the New Zoo:

- **Best practices in animal care and conservation, featuring iconic animals;**
- **Incredible visitor experiences; and**
- **World-class thinking and design directed at creating a modern zoological park.**

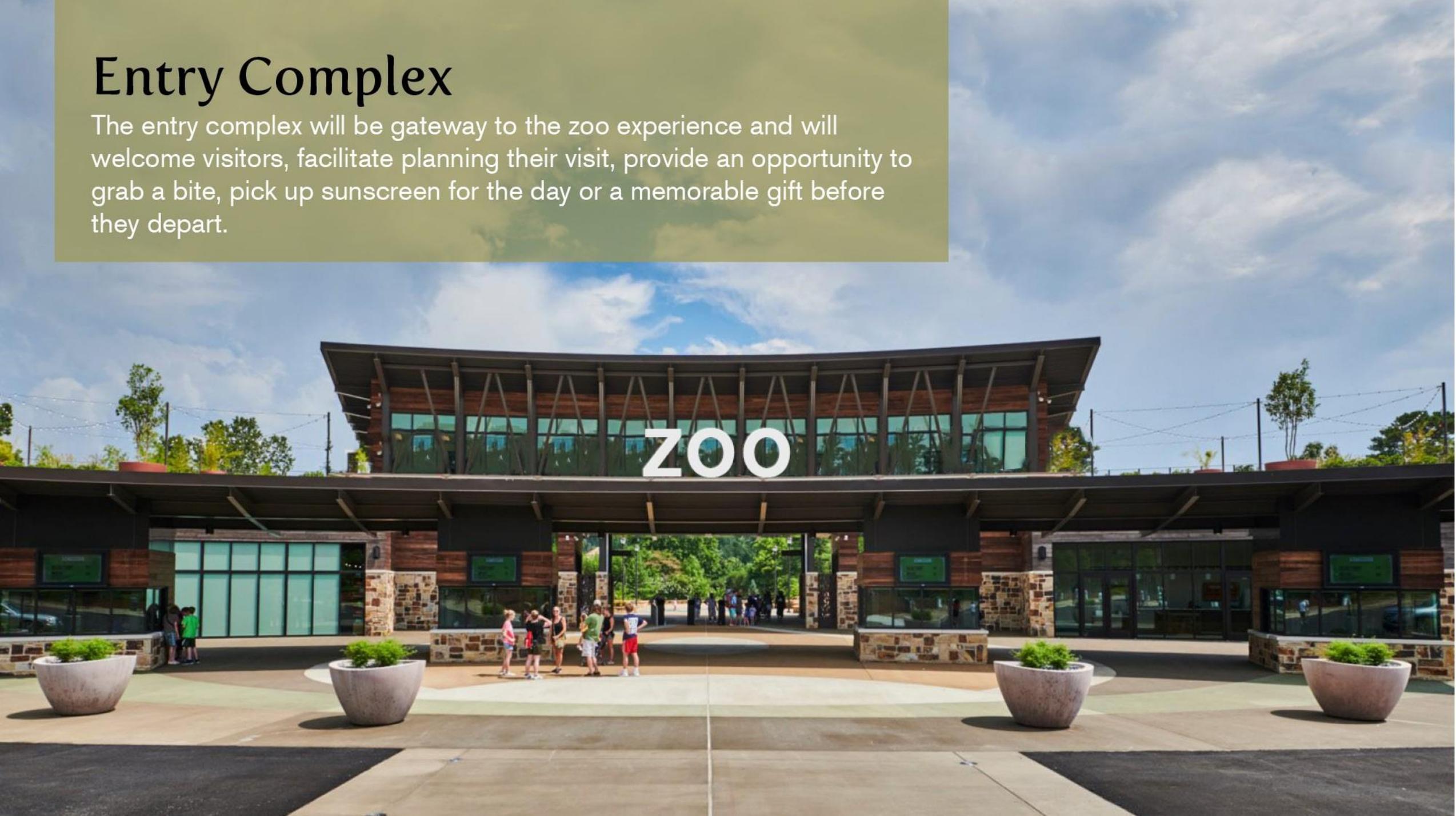
VISION

Develop a world-class zoo in Elk Grove, including:

- Fun and unique visitor experiences;
- Exciting animal collections with return of iconic animals;
- State-of-the-art animal care facilities;
- Engaging educational programs for students of all ages;
- Compelling conservation initiatives; and
- Innovative dining, entertainment, and retail amenities.

Entry Complex

The entry complex will be gateway to the zoo experience and will welcome visitors, facilitate planning their visit, provide an opportunity to grab a bite, pick up sunscreen for the day or a memorable gift before they depart.



African Savannah

The African grassland habitat that will be home to species such as white rhino, giraffe, warthogs, crowned crane and more.



African Savannah

Visit with the predators of African grasslands such as lions, wild dogs, cheetahs and meerkats through exhibits that are integrated with the central savannah.



African Savannah

Watch zebras, gazelles and ostriches mingle with other grassland animals as they do in the wild.



Unique Zoo Experiences

“Camp out” in comfort and spend the night with the animals at the zoo!



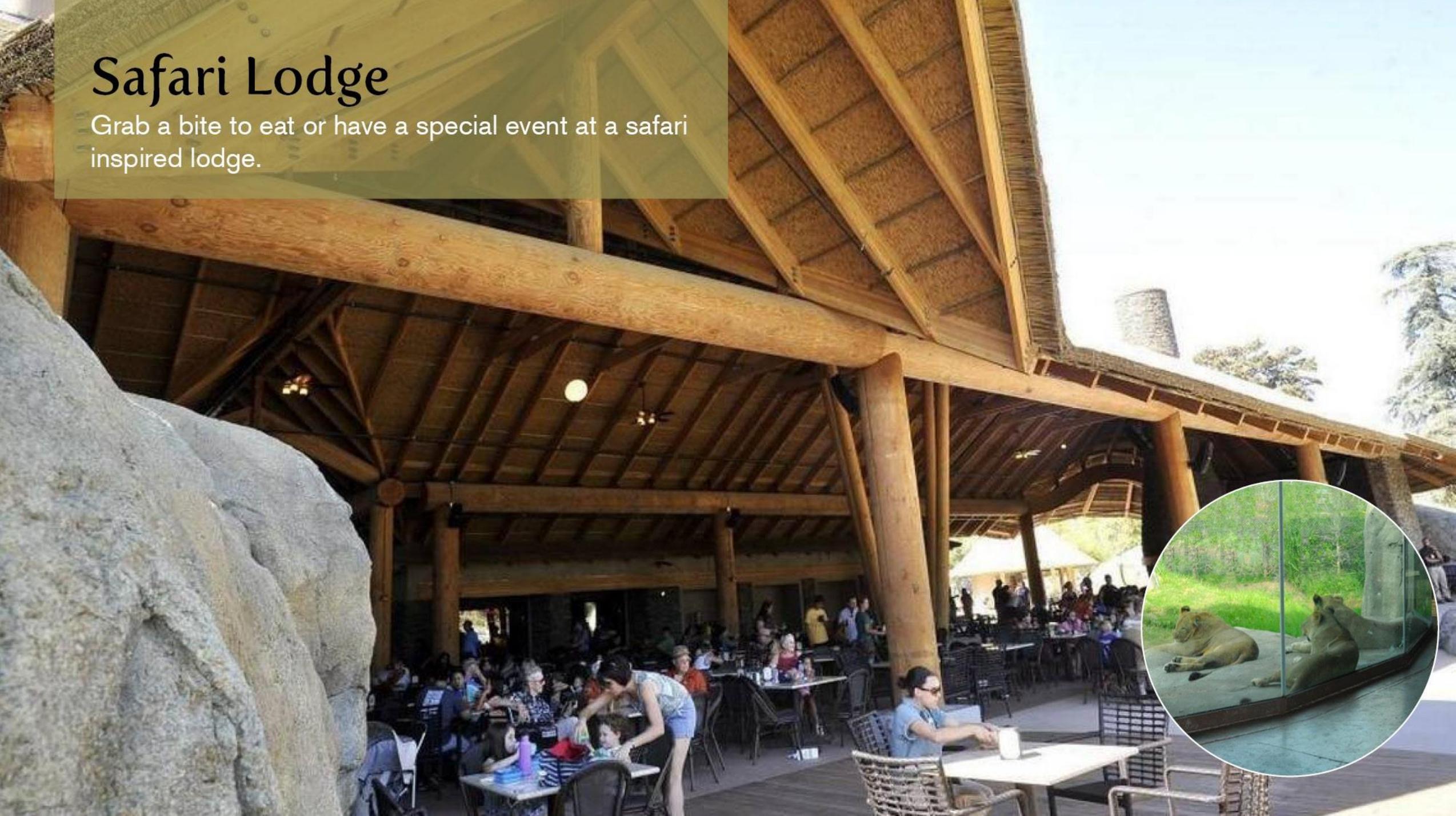
Animal Encounters

Get up close and personal with special experiences where you can learn more about the animals.



Safari Lodge

Grab a bite to eat or have a special event at a safari inspired lodge.



Okapi

Discover the okapi, a unique African forest animal, and a signature species for the zoo, which has been involved in okapi conservation efforts for years.



Hippos

View hippos in dramatic underwater and above-ground exhibits, as the Zoo brings a beloved animal back to this region.



Geladas

Discover a troop of unique monkeys, geladas who are found only in the highlands of Ethiopia.



Primate Playground

Kids can climb and play adjacent to a troop of ring-tailed lemurs or squirrel monkeys!



Veterinary Hospital

See the veterinarians in action through a special viewing opportunity in a state-of-the-art facility that will provide excellent health care for the zoo's animals. Potential partnership with UC Davis, the top-ranked veterinary program in the world.

An architectural rendering of a modern veterinary hospital. The building features a mix of horizontal wood slat siding and large glass windows. A prominent glass-enclosed staircase is visible on the right side. A sign on the wood-paneled wall reads "NASHVILLE ZOO AT GRASSMERE VETERINARY HOSPITAL". To the left of the sign are two large, stylized orange silhouettes of animal heads. A person is walking on a paved path in front of the building. The foreground is a lush green lawn under a clear blue sky.

NASHVILLE ZOO AT GRASSMERE
VETERINARY HOSPITAL



PHASE 2 / California

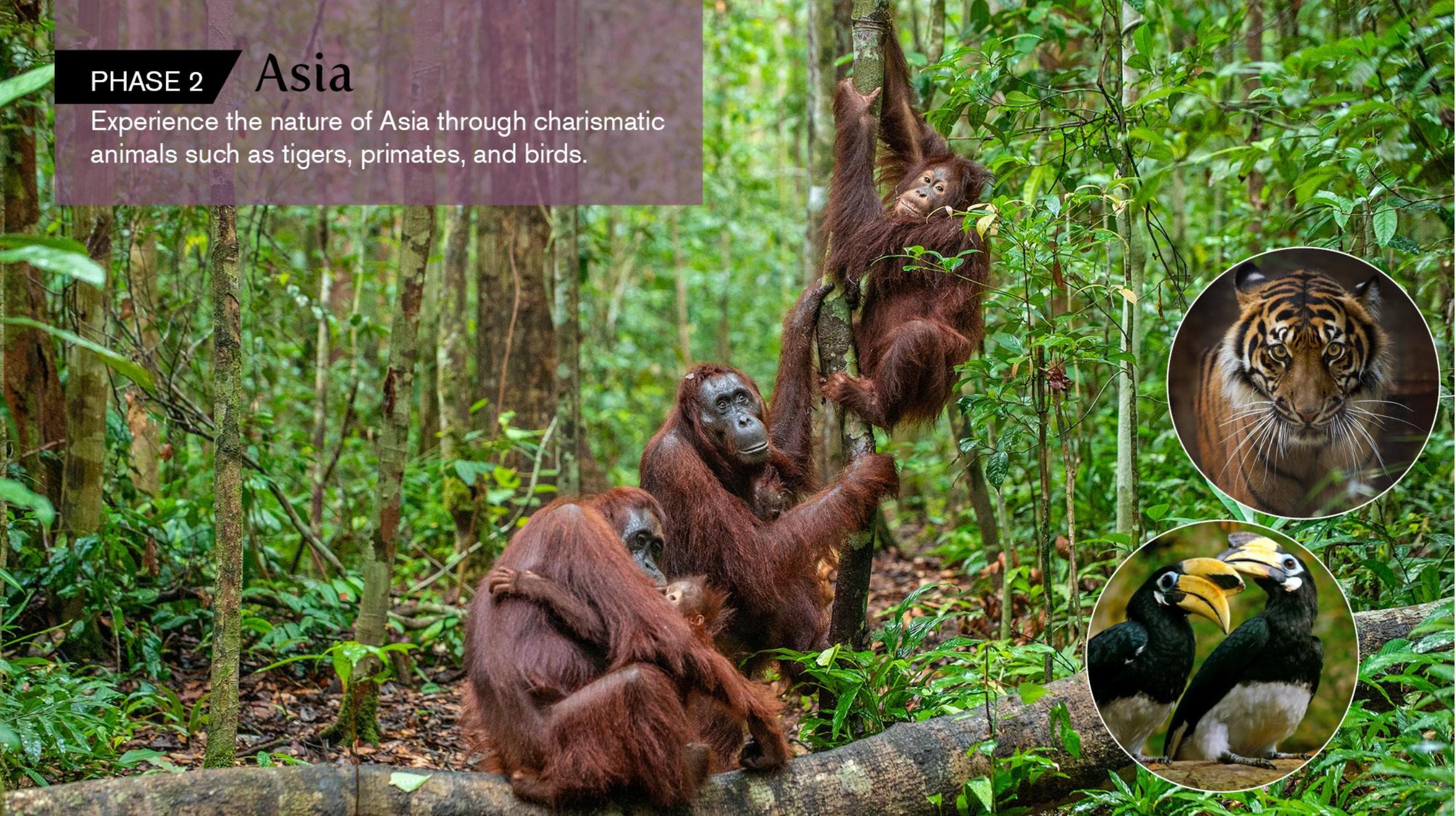
Celebrate California's native wildlife and connect to local nature through exhibits of grizzly bears, river otters, eagles, elk and trout.



PHASE 2

Asia

Experience the nature of Asia through charismatic animals such as tigers, primates, and birds.



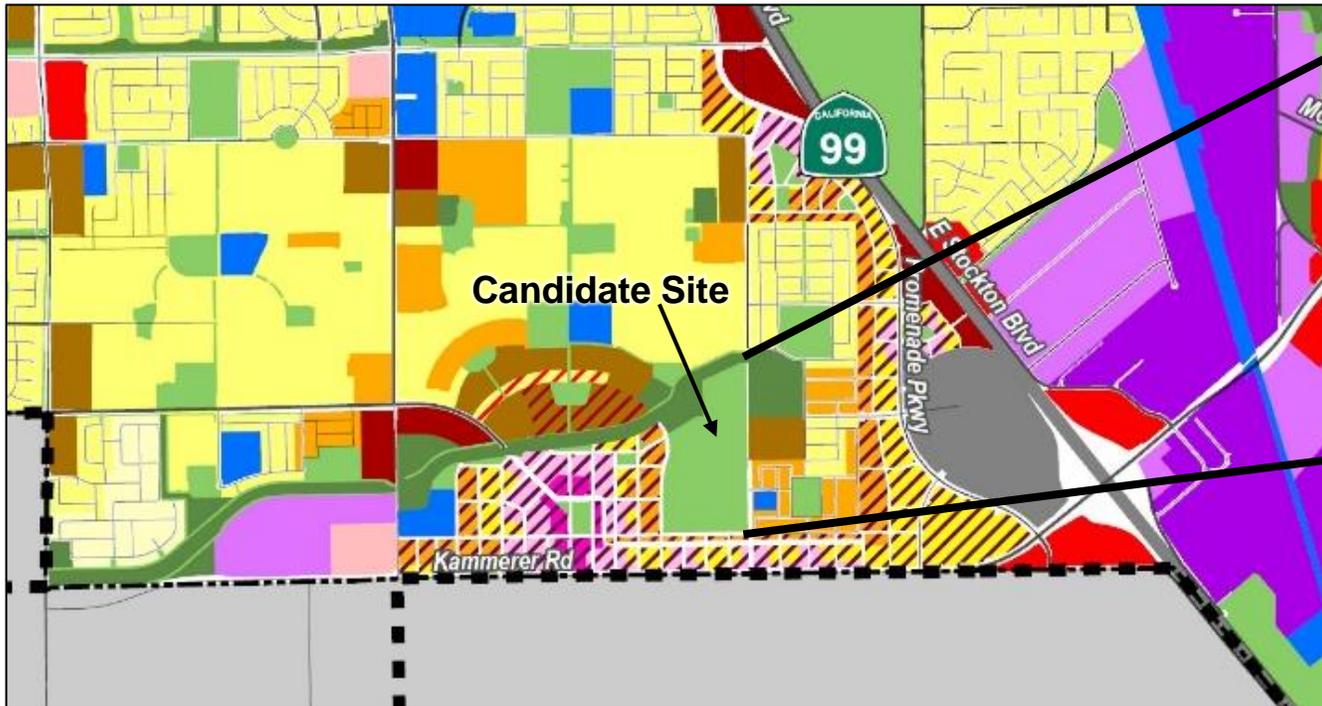
PHASE 2 / Australia

Explore one of the most unique regions in the world, learning about kangaroos, wallabies, emus, cassowaries, cockatoos and lorikeets.

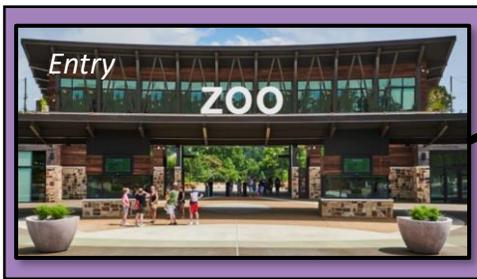
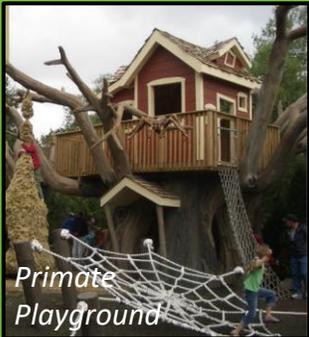


SITE PLAN

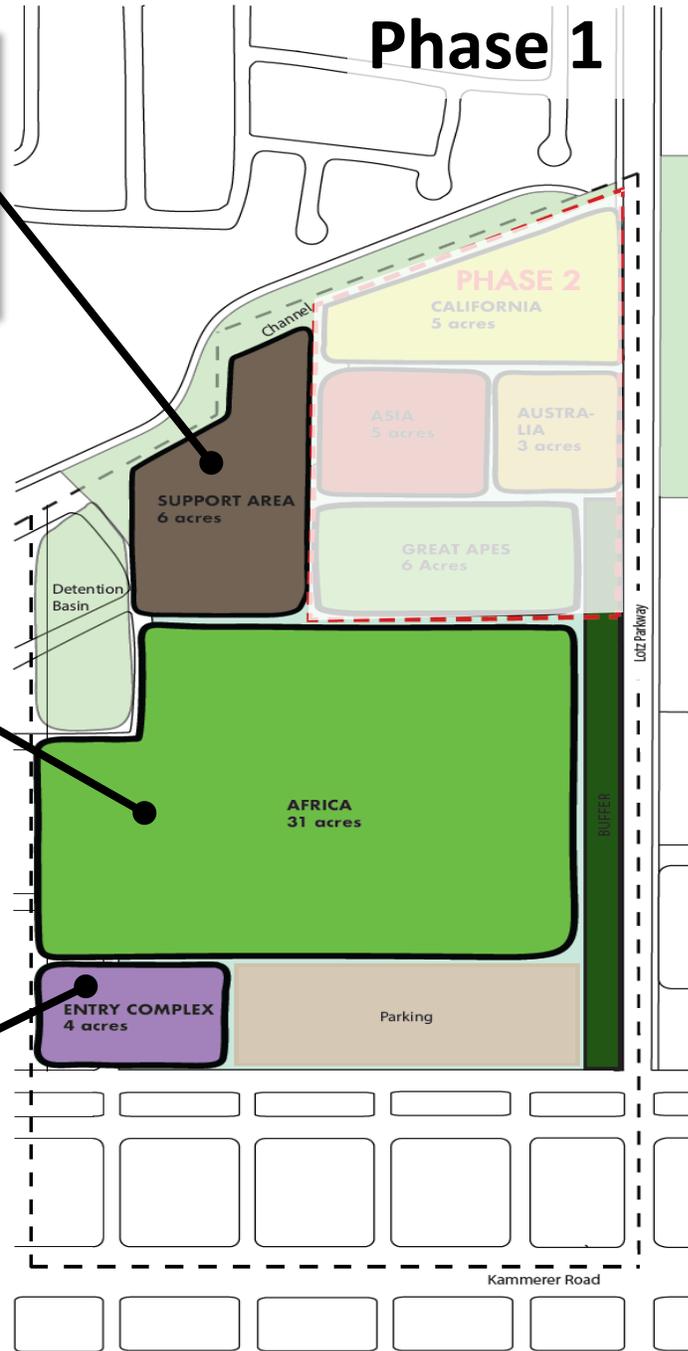
Phase 1 and Phase 2 Zoo development plan at the proposed ~70-acre site



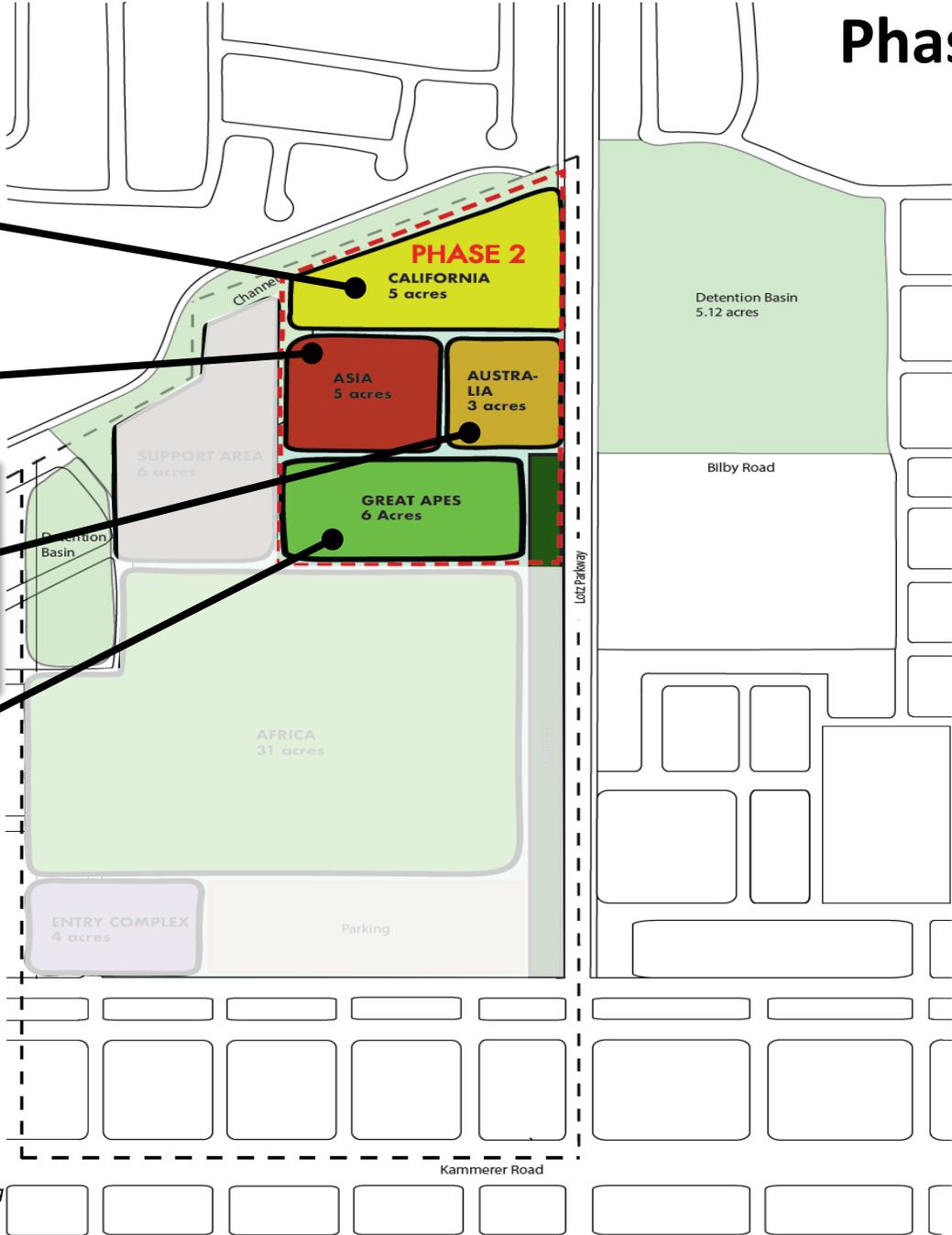
Note: Exact layout to be determined through subsequent master planning



Note: Exact layout to be determined through subsequent master planning; only a sampling of potential species are illustrated



Phase 2



Note: Exact layout to be determined through subsequent master planning; only a sampling of potential species are illustrated

SUMMARY OF CAPITAL INVESTMENTS

The New Zoo will be built in two phases and will be based on a public/private partnership funding model. The City and the Society will identify the sources of their respective public and private funding over the next nine months.

**Phase 1 total capital investment allocation: \$142.3MM - \$205.8MM
(mid-point planning baseline: \$174MM)**

- **Phase 1** = 41 acres of Zoo exhibits/experiences + 10 acres of parking; also included are support buildings and infrastructure.
- ROMs for each exhibit/amenity are based on benchmark/best model comparables.
- **Phase 2 total capital investment allocation: \$123.5MM - \$158.1MM
(mid-point planning baseline: \$140.8MM)**

SUMMARY OF FINANCIAL OPERATING MODEL

The five-year projections identify a viable and sustainable financial model with Phase 1 annual attendance peaking at 1,200,000 visitors and then stabilizing around 1,050,000 – 1,100,000 visitors annually.

- No annual operating support required from the City of Elk Grove.
- Projections based on benchmark MSA penetration from similar MSA communities with zoos.
- Elk Grove residents may receive a discount on Zoo membership fees, special benefits, and have the opportunity to participate in special events.
- The new Zoo would employ approximately **197 FTEs** – compared to 86 at the current Zoo.
- Anticipate a partnership with the UC Davis School of Veterinary Medicine.
- Projections reflect an conservative planning approach.

Economic Analysis



Economic and Revenue Impacts

- Total economic impact to the community, over five years, of \$223 million.
- 190 to 197 permanent jobs at the Zoo, with an annual payroll of \$12 million to \$13 million.
- 75 to 80 third-party food and retail concession employees with a payroll of \$2.9 million.
- Vendor purchases, employee spending, and visitor spending could support 138 jobs and \$5.9 million in payroll annually at other Elk Grove businesses.

Economic and Revenue Impacts

- One-time construction impacts are estimated at \$268 million along with 1,875 total jobs and \$108 million in labor income.
- Visitor and employee spending associated with the Zoo could generate an estimated \$2.6 million in City sales and transient occupancy tax revenues over five years

Other Benefits

- Overall business, visitor, and community brand enhancement
- Attraction of higher education institutions to the City (via the potential UC Davis partnership)
- Increased and elevated entertainment and recreation amenities for residents and visitors
- Enhanced and elevated architectural design
- Innovative land use and sustainable planning and development
- Regional leadership

Financing Strategy



Financing

- This project is a true public-private partnership
- Private capital campaign for corporate and individual sponsors and donors
 - \$29-59 million identified in Feasibility Study
- \$145-115 million in remaining construction costs
 - Revenues from Zoo operations to fund construction
 - Parking
 - Sales tax and Hotel tax revenues
 - Other related revenue sources
 - One-time construction financing
 - City Capital Reserve and Economic Development Incentive Funds
 - New revenue sources **not** required for ongoing City operations (e.g., tax in lieu payments from Sky River Casino)

Financing

- The exact amount of City financial support is unknown
- Will require refinement through further design and the success of the Capital Campaign
- A more detailed financial plan will be prepared in parallel with the project master plan

Financing

- Based upon the results of the studies, the Zoo appears financially feasible without diverting funds from other City priorities and services
- No ongoing City operating subsidy is anticipated

Next Steps



Next Steps

- March 23, 2022: City Council presentation

If the Council desires to move forward:

- **Memorandum of Understanding** – City and SZS will continue working together
- **Design and Financial Planning** - Prepare a master plan and formal financing plan
 - Opportunities for public input on zoo elements and design features
- **Environmental Review**
 - Evaluation of project impacts (traffic, noise, odors, etc.)
- **Memorandum of Agreement** – Memorialize the financing plan and roles and responsibilities for construction and operation
- Many steps and milestones before consideration of final project approvals, including public workshops and public hearings

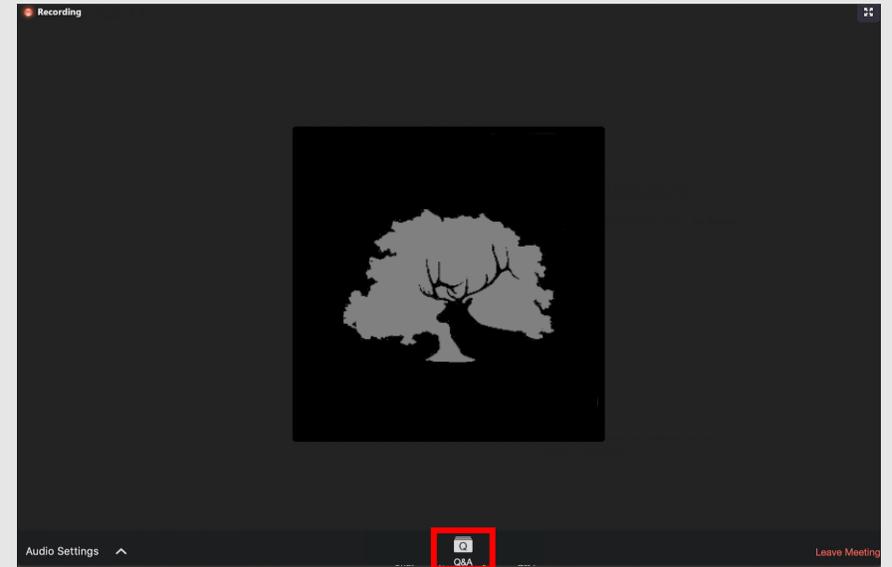
Q&A



Ask Questions and Provide Comments

- Please use the Q&A button to type your question
- Staff will read your question and team will respond

- Ways to provide comment:
 - On the website:
www.elkgrovecity.org/zoo
 - At the March 23 City Council meeting



Thank you for
joining us today

www.elkgrovecity.org/zoo





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