

FRESNO CHAFFEE ZOO FACILITY MASTER PLAN

While the Fresno Chaffee Zoo has a long and beloved history in the central valley, some of the antiquated facilities do not meet the needs of visitors, staff and most importantly, the animals. The Facilities Master Plan, formally adopted by Fresno's Chaffee Zoo Corporation and the Zoo Tax Authority in July 2007, is the guide for the Zoo's growth and revitalization. Implementation of the 20-year plan will dramatically change the lives of the animals in our care, greatly enhance the guest experience, and further develop conservation education initiatives. It will help achieve the mission of the Fresno Chaffee Zoo to provide a fun, unique and up-close experience that strengthens the bond between people and wildlife.

The Master Plan includes expanding the existing 18-acre Zoo to 39 acres; just 26% of Roeding Park's 147 acres. One of the goals stated in Measure Z was to "bring back large animal exhibits". In order to meet this goal and provide these animals with naturalistic habitats that are both physically and psychologically stimulating, the Zoo will need to expand beyond its current 18 acre footprint.

During the master plan process we make decisions regarding what animals may be a part of our Zoo. We do this by considering multiple criteria including identifying popular animals, facility requirements, operational needs and costs, climate suitability, species conservation status and availability from other institutions accredited by the Association of Zoos and Aquariums. The Facilities Master Plan identifies proposed species based on current information.



WHAT'S NEXT?

Before we can start to implement the Facility Master Plan or make major improvements to the existing site, we must have a completed Environmental Impact Report (EIR). The City of Fresno is the agency responsible for conducting the EIR, which is a process mandated by the State of California. The EIR researches every aspect of how and what will be built on the land and how it will affect the community. The process began in July 2007 and since EIR reports take a minimum of 10-18 months to complete we expect to receive the final document sometime in 2009. Until the report is approved, the Zoo cannot start any new major construction. However, we are doing everything possible to ensure that once the EIR is finished we will be ready to put shovels in the ground and begin making our vision an exciting reality.

HOW CAN YOU HELP?

These are exciting times for Fresno Chaffee Zoo. Attendance has increased 37.5% in the past two years with 429,000 people experiencing the central valley's premiere destination for fun, adventure and learning in 2008. And an independent survey conducted last summer showed that 89% of our visitors would strongly recommend a visit to Fresno Chaffee Zoo to their family and friends. We are making great progress and significant improvements thanks to the community's support, including the passage of Measure Z by an overwhelming 73% in 2004.

Over a ten year period Measure Z is expected to generate \$100 million for our Zoo. One-third, or about \$33 million, of Measure Z revenue is being used to support Zoo operations and two-thirds, or about \$66 million, of Measure Z money is dedicated to capital improvement projects. About 25%, or \$16.5 million, of the capital improvements will be for infrastructure such as electric, sewer and water. Another 25%, or \$16.5 million, of capital improvement dollars will be spent to enhance and revitalize visitor amenities such as restrooms, parking, education opportunities, and food concessions. This leaves 50% of the capital improvement projects budget, about \$33 million, for the construction and renovation of animal habitats.

While Measure Z funds make capital improvements possible, it is contributions from individuals, organizations and companies that will bring the Zoo experience to life. Simply put, public support enables, earned income sustains, and charitable donations enhance the mission of our 501 (c) 3 nonprofit organization. Philanthropic contributions bridge the gap that exists between earned and tax revenues and the true costs of running and maintaining a first-class Zoo. They provide the margin of excellence that transforms an ordinary Zoo into a magical learning adventure of a lifetime.