



April 20, 2019

Budget and Finance Committee  
c/o Richard Williams, Office of the City Clerk  
Room 395, City Hall  
Los Angeles, CA 90012

Honorable Councilmembers:

*"Creating dynamic experiences to connect people and animals"*

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Daryl Smith

Richard Lichtenstein  
*ex officio member*

Denise M. Verret  
Interim Zoo Director

The Zoo Department respectfully submits this correspondence for your information regarding the Mayor's Fiscal Year 2019-20 Proposed Budget. The Zoo Department's proposed budget focuses on the pillars of change (Campus, Conservation and Care, Community, and Culture) from the Department's Strategic Plan. The Zoo's Strategic Plan has also informed the development of a new Vision Plan for the future of the Zoo and its campus which together frame the Department's budget priorities for Fiscal Year 2019-20.

Over the past decade, the visitor experience and expectations have changed. In response to meeting these expectations, providing a quality experience, and expanding our accessibility and engagement in the community, the Zoo's budget focuses on Animal Care and Welfare, Conservation, Sustainability, Community Engagement and Accessibility, Risk Management, and Visitor Experience. The requested resources ensure that we focus our efforts on what matters most to our 1.8 million visitors, as well as focusing on our core service of providing exceptional animal care and health services to the over 1,400 animals in our collection, and our steadfast commitment to making a difference for wildlife.

For the last five years, the Zoo has maintained its operating budget fully through revenue generation and receipts with no General Fund subsidy. The Proposed Budget of \$25.6 million for Fiscal Year 2019-20 includes a \$1 admission fee increase based on a comprehensive economic analysis and is again fully supported through admissions and other revenue and receipts generated by the Zoo.

The Los Angeles Zoo is committed to maintaining financial stability while being a community resource that provides a safe and exceptional experience by delivering accessible programs, learning and engagement opportunities, and broader outreach that foster responsible and conservation-minded citizens that enhance and positively impact the quality of life for people and animals in Los Angeles and beyond.

We look forward to your support of the Zoo Department's Proposed Budget.

Respectfully Submitted,

Denise M. Verret  
Interim General Manager

DMV:MK



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