



Greater  
Los Angeles  
ZOO Association

DATE: March 21, 2014

TO: OFFICE OF THE CITY CLERK  
Room 395, City Hall  
ATTN: Arts, Parks, Health, Aging and the River Committee

FROM: CONNIE MORGAN, President  
Greater Los Angeles Zoo Association

SUBJECT: Memorandum of Understanding by and between the Los Angeles Zoo and Botanical Gardens and the Greater Los Angeles Zoo Association for Marketing and Public Relations and Site Rentals and Catered Events

Attached please find a letter sent to the Mayor and to all of the City Council members from Karen B. Winnick, President of the Board of Zoo Commissioners of the City of Los Angeles in connection with the above-referenced matter. I believe this matter is scheduled to come before the Arts, Parks, Health, Aging and the River Committee early next week.

Thank you for your consideration.

Attachment

*Benefiting the Los Angeles Zoo and Botanical Gardens*

March 19, 2014

Honorable Eric Garcetti

Mayor, City of Los Angeles

200 North Main Street, Room 800

Los Angeles, CA 90012

Dear Mayor Garcetti:

As the President of the Board of Zoo Commissioners, and a long-time supporter of our wonderful Los Angeles Zoo and Botanical Gardens, I urge you in the strongest possible way to support the Zoo's new three-year Business and Marketing Plan that is currently under review by the City Council. This plan is the joint effort of the Zoo and its integral partner, the Greater Los Angeles Zoo Association (GLAZA). Both organizations have been working hard to design a model that is both creative and financially sound. LA is a great city and we deserve the best possible zoo. All of us hope to ensure the LA Zoo's future as a cultural gem for our citizens.

A key component of this Plan is a new Memorandum of Understanding between the Zoo and GLAZA. This encompasses Marketing and Public Relations, Site Rentals and Catered Events. GLAZA has agreed to fund, staff, and manage a new \$2.6 million marketing and public relations effort. This plan is designed to reach new audiences, encourage repeat visitation, and raise market awareness. Past City funding was extremely limited, and resulted in only 12 percent market penetration of the Los Angeles metropolitan area of 18+ million residents. GLAZA's plan is a great opportunity to increase awareness and visitation at the Zoo.

Expanding the Zoo's partnership with GLAZA will help greatly to offset declining City funding for the Zoo. The City of Los Angeles has been forced to decrease the Zoo's annual General Fund support from \$10.6 million in 2006-07 to \$263,000 in 2013-14. These budget cuts have resulted in lost Zoo staff positions, limited education exhibits and programming. To have a great Zoo we are in dire need of GLAZA's support in increasing the Zoo's marketing reach.

Heightened awareness will increase attendance generating more revenue for our LA Zoo. That revenue will be used to support our animals, employees, programs and so forth. This is absolutely critical to our Zoo's future.

GLAZA has been the trusted partner of the LA Zoo for more than half a century. Truly, they are an integral part of the Zoo in so many ways-- mobilizing the community's support, raising funds, creating one of the largest membership programs in the region, coordinating Zoo concessions, producing award-winning publications, and recruiting and training hundreds of volunteers and docents.

It's crucial to our Zoo's survival and financial health that we support GLAZA's offer to fund a new marketing and branding campaign. The LA Zoo's future, its programs and the welfare of its animals depend on this partnership. For the sake of our wonderful LA Zoo City Council must approve both the Plan and the underlying MOU.

Sincerely,

Karen B. Winnick, President  
Board of Zoo Commissioners of the City of Los Angeles