

14-0600-S223

ADOPTED BUDGET RECOMMENDATION

INSTRUCT the Zoo Department to report to the Arts, Parks, Health, Aging and River Committee on all of the City's MOUs with GLAZA, such as the carousel, membership, publications, volunteers, financial assistance, special events, concessions, public relations and marketing. The CAO should include a comprehensive analysis of funding that GLAZA receives from the City (example diversion of Zoo ticket sales, membership fees, recoup factor) and any funding provided by GLAZA to the Zoo Department. The report should address the difference and the interrelationship between the Business and Marketing Plan and the Marketing MOU, the reason for the projected deficits and the interrelationship between the gate fee and membership.

(Pursuant to adoption of the Mayor's 2014-15 Budget on May 21, 2014)

MAY 21 2014 REFERRED TO ARTS, PARKS, HEALTH, AGING
AND RIVER