



**AGENDA
COMMITTEE OF THE WHOLE WORKSHOP
BOARD OF COUNTY COMMISSIONERS**

**Board Chambers
Suite 100
Escambia County Governmental Complex
221 Palafox Place**

**August 13, 2009
9:00 a.m.**

Notice: All meetings of the Escambia County Board of County Commissioners are televised. They are carried live on at least one local television channel and recorded for rebroadcast on digital channel 98/108.

1. Call to Order

(PLEASE TURN YOUR CELL PHONE TO THE SILENCE OR OFF SETTING.)

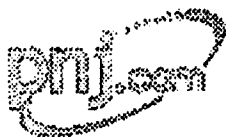
2. Was the meeting properly advertised?
3. Boys and Girls Clubs – (For Discussion No Backup)
(Kelly Gontarski / Crawford Henley – 15 min)
 - A. Discussion
 - B. Board direction
4. The Zoo Northwest Florida – Funding Issue
(Bob McLaughlin – 10 min)
 - A. Discussion
 - B. Board direction
5. Economic Development – (For Discussion No Backup)
(REFERRED FROM 7/16/2009 C/W)
(Bob McLaughlin – 15 min)
 - A. Discussion
 - B. Board direction

6. Economic Development Funding – Long Term Strategy – (For Discussion No Backup)
(Comr. Grover C. Robinson, IV – 15 min)
 - A. Discussion
 - B. Board direction

7. Technology Policy
(Alison Rogers – 10 min)
 - A. Discussion
 - B. Board direction

8. Adult Arcade / Amusement Centers – (For Discussion No Backup)
(Ryan Ross – 60 min)
 - A. Discussion
 - B. Board direction

9. Adjourn



County Commissioner

AUG 10 2009

August 10, 2009

Zoo sent searching for money

Louis Cooper
lcooper@pnj.com

Santa Rosa County's \$125,000 contribution to The Zoo Northwest Florida will either come from tourists' tax revenue or not at all.

While no formal vote was taken, three of the five Santa Rosa County Commissioners – Jim Williamson, Bob Cole and Lane Lynchard – explicitly said this morning that they could not support giving cash to the zoo in a lean budget year.

Last year, the commission granted a similar request, but Commission Chairman Don Salter he thought that was a one-time deal.

"Obviously, last year, we were in the same situation," Salter said. "We're back again this year, in a worse economy, in a worse budget year."

Instead, the commission voted, 3-1 with one abstention, to encourage the Santa Rosa County Tourist Development Council to fund the entire request.

Zoo officials had hoped the commission and the council would share the request, with Escambia County also donating \$125,000 to help the ailing nonprofit animal park.

Lynchard voted against the motion, and Goodin abstained because he has pending business with a member of the zoo's Board of Directors.

"It kind of looks like we're passing the buck," Lynchard said. "The TDC has the ability to do that right now. They know how we feel."

The tourist council next meets on Aug. 9.

"I am hopeful the TDC will recognize that 70 percent of zoo attendance is from outside of the tri-county (Santa Rosa, Escambia and Okaloosa) area," zoo Executive Director Danyelle Lantz.

Kate Wilkes, executive director of the tourist council, said she's not sure the council has \$125,000 to spare.

"Nobody wants to see the zoo go away," Wilkes said. "The TDC's main responsibility is to get people here (through marketing efforts). That helps attractions."

RESUME OF THE REGULAR BCC MEETING – Continued

REGULAR BCC AGENDA – Continued

7. Written Communication:

- A. May 6, 2009 – Communication from Robert Eugene Riley concerning Environmental Code Enforcement Case No.: CE 07-0200450, for property located at 213 Carver Street; and

Approved 4-0, with Commissioner Robinson absent, to deny the request (for \$90,000 reimbursement from the County for the dilapidated structure that was demolished by the County)

- X B. July 27, 2009 – Email communication from Danyelle Lantz, Executive Director, The Zoo Northwest Florida, regarding a proposal for continued County support for The Zoo Northwest Florida.

The Board heard the request from Commissioner White, with consensus, that the Board refer to the August 13, 2009, Committee of the Whole Workshop, the request from Danyelle Lantz for \$125,000, from the 4th Cent Tourist Development Tax, for The Zoo Northwest Florida

Speaker(s):

Danyelle Lantz

8. Recommendation: That the Board waive the reading of the legal advertisement(s) and accept, for filing with the Board's Minutes, the certified affidavit(s) establishing proof of publication for the Public Hearing(s) on the agenda, and the *Board of County Commissioners – Escambia County, Florida, Meeting Schedule*.

A. The following five Public Hearings on the agenda:

- (1) The 5:31 p.m. Public Hearing, advertised in the Pensacola News Journal on July 23, 2009, for consideration of vacating, on the Board's own motion, a portion of Virginia Avenue;
- (2) The 5:32 p.m. Public Hearing, advertised in the Pensacola News Journal on July 22, 2009, for consideration of the Petition to Vacate a portion of Dunaway Lane, as petitioned by Charles E. Bell;

(Continued on Page 4)



**PROPOSAL FOR
ESCAMBIA COUNTY
BOARD OF COUNTY COMMISSIONERS
FOR CONTINUED SUPPORT OF
THE ZOO – NORTHWEST FLORIDA**

AUGUST 6, 2009

Presented by:

**Charles Emling
President of the Gulf Coast Zoological Society**

**Danyelle Lantz
Executive Director of The ZOO Northwest Florida**

BACKGROUND

The ZOO Northwest Florida opened to the public in May 1984 on twenty acres of land in South Santa Rosa County. During the course of its initial ten years, The ZOO expanded with an additional thirty acres to create the Safari Line Limited Railway and open preserve setting for 150 animals. Over the years, several exhibits have been added, including the Cougar, Tamarin, Giraffe, Tigers, American Black Bear, River Otter, Marmosets, Gorilla and Chimpanzee Islands, Orangutans, American Alligators, African Wild Dogs, Japanese Gardens, Gift Shop and banquet facility.

The Gulf Coast Zoological Society, Inc. (GCZS) was formed in 2001 as a 501c(3) non-profit organization dedicated to serving as an educational resource for the community to promote wildlife conservation and biodiversity by supporting wildlife breeding programs, public education, animal research and numerous outreach programs. In an effort to financially stabilize The ZOO and to ensure that it continues to thrive within our community, the GCZS acquired operational control of The ZOO Northwest Florida in September 2004 through a credit sale with an option to purchase the land.

Although significant strides were made during the beginning of 2004 to initiate the capital campaign fundraising needed to renovate and expand The ZOO, the devastating impact of Hurricanes Ivan and Dennis left The ZOO in a tenuous financial position. The ZOO was closed for nearly 6 months as a result of damages caused by the disastrous weather, and suffered losses totaling in excess of \$1.0 million, creating a severe financial crisis. Since reopening after the storms, The ZOO has worked hard to reduce costs and raise funds. The ZOO management has streamlined operations, including eliminating non-essential positions and overlapping operations.

A \$3.0 million dollar fundraising campaign to Save The ZOO was launched in July 2007. The community responded with great concern and effort to ensure that \$1.0 million in cash, services and in-kind contributions were pledged by December 31, 2007. In October 2007, a new Executive Director, Danyelle Lantz, was hired. Mrs. Lantz has over twelve years of financial management experience and three years of fundraising experience. The outstanding debt was restructured to allow for more timely payments, a detailed operating budget was been put into place and a full review of the animal collection took place. Within the first six months, over 140 animals were moved to other zoos in an effort to improve the financial condition of The ZOO. Other efforts are ongoing to improve the professionalism, aesthetics and the education entertainment experience of guests coming to The ZOO. The ZOO's annual operating budget is approximately \$2.0 million with total debt outstanding and land purchase option of approximately \$4.6 million.

The economy has had a negative impact on the number of visitors to The ZOO this year. In 2007, approximately 128,600 visitors came to The ZOO. In 2008, attendance was down approximately 9.2% or 117,000 as compared to the prior year. The ZOO was able to move forward through 2008 with the combined support of Escambia and Santa Rosa counties as well as support from the local community and cost cutting measures within The ZOO.

FULFILLING OUR MISSION

Although we are the only zoological park of our size for approximately 200 miles or more in any direction, the mission of the Gulf Coast Zoological Society is focused on the tri-county area of Santa Rosa, Escambia, and Okaloosa Counties. Our mission is to promote wildlife conservation and biodiversity by supporting wildlife breeding programs, public education, animal research and numerous outreach programs. Our efforts to fulfill this mission during the past twelve months include:

- Providing ZOOMobiles at no charge to 34 non-profits focused on children, libraries and local festivals.

- Distribution of approximately 1,200 free child admission tickets to non-profits focused on children and events for under-privileged children including Santa Rosa Kids House, Gulf Breeze Fishing Expo, Big Brothers Big Sisters, American Cancer Society Rock Camp Program, etc.
- Participated in several research projects with the University of West Florida and Pensacola Junior College students and faculty.
- Reached approximately 11,000 participants through more than 20 educational programs (See Attachment A for a full description of each program.)
- Bred approximately 50 offspring some of which were sold to other zoological parks for approximately \$17,000
- PJC ZooTech Program re-launched at 182% increase over prior annual contract.
- Launched Lighthouse School Partnership at the ZOO with 110 students enrolled in VPK, Pre-K and 1st-4th grade programs generating over \$25,000 in facility and educational service fees.
- Launched new ZOOTots, Day Camp and ZOOTOgraphy Programs.
- Increased awareness of The ZOO, its mission and programs by participation in over 60 Public Service Announcements, Radio and TV appearances.

In comparison to other zoological parks throughout the South East, The ZOO Northwest Florida is ideally positioned to continue to positively impact the economic development, educational and tourism growth in our community.

	Developed Acreage	Animal Collection	Annual Visitors as a % of Metro Population	Adult Entrance & Family Membership	Governmental Support
Audubon Zoo	58	2,000 of 330 species	2.0 million or 169%	\$ 12.50 \$125.00	Land owned by City, 14% millage rate
Our ZOO	46	1,025 of 188 species	124,000 or 27.3%	\$ 11.50 \$ 75.00	Support received in 2008
Jackson MS Zoo	52	776 of 120 species	189,000 or 35.7%	\$ 6.00 \$ 45.00	Land owned. State & local funding
Birmingham Zoo	122	750 of 250 species	500,000 or 41.7%	\$ 12.00 \$ 99.00	Land owned. State & local funding
Montgomery Zoo	48	700 of 150 species	235,000 or 64.2%	\$ 8.00 \$ 50.00	Owned & Operated by City
Atlanta Zoo	35	850 of 200 species	700,000 or 13.0%	\$ 17.99 \$149.00	Land owned. State & local funding
Gulf Shores Zoo	17	290 of 80 species	105,000 or 62.1%	\$ 10.00 \$ 75.00	None

The fulfillment of our mission has only been made possible through the continued support of the local community.

COMMUNITY SUPPORT

As many in our community are not able to make monetary contributions due to the challenging economic climate, we have found that the hands-on support of The ZOO continues to increase. This is reflected by the following:

- Implementation and expansion of our Volunteer Program to offer a Youth & Family Volunteer Day twice a month and created a volunteer database which currently has over 175 individual volunteers and 30 organizations enrolled. Volunteers contributed approximately 5,000 hours to the renovation and maintenance of our zoo.

- Continued and expanded dedication of our Docent program who contributed approximately 13,000 hours to the renovation, maintenance and educational outreach programs at our zoo.

Additionally, The ZOO continues to see traction in our efforts to develop foundation, corporate and individual sponsorship of our mission. Through the six months ended June 2009, The ZOO has received monetary contributions of approximately \$140,000. The efforts were supported by volunteer led fundraisers Couture for A Cause, Sunset Stamped 5K Run and Feast with the Beast. For a detail report of contributions received through in 2009 see Attachment B. The ZOO has applied for 13 grants from local foundations and corporations and continues efforts to solicit corporate sponsorships through letter writing and personal follow-up. To date in 2009, 130 sponsorship contacts have been initiated.

Within the last two weeks, we have received the commitment from Mr. Dana Word with Florascapes to donate his services to create a master plan for restoring the botanical gardens and establishing commercial landscaping at The ZOO. Additionally, Mr. Patrick Lanza with Lambert & Lanza LLC has donated his firm's services to complete an audit of the financial statements for the year ended December 31, 2008.

Local billboard, newspaper, radio and television outlets have provided free advertising valued in excess of \$125,000. Most of these efforts have focused on the promotion of educational programs and events. For the 2009 Calendar of Events see Attachment B.

RECOVERY PLAN

In order for The ZOO to survive, the Society needs to eliminate assumed debt, develop both private and government partnership support programs, and grow attendance through planned program developments, Master Plan construction, and Capital Campaign sponsorships. State and local governments can play a significant role. Zoos across the country typically get 30% to 40% of their funding from some level of government, while The ZOO of NW Florida receives no public funds.

The recovery plan for The ZOO has five key initiatives. The initiatives are local governmental support, corporate sponsorships, state and federal appropriations, grants and sustained fundraising through three signature events. The recovery plan is based on similar efforts by Zoological parks throughout the nation to revitalize, renovate and financially stabilize the zoos in their community.

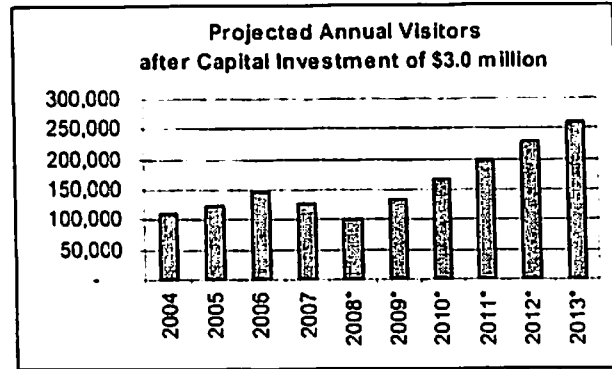
The ZOO has made the following progress since last year:

- 1st Clean USDA Inspection in over 17 years
- Clean Fish & Wildlife Inspection
- Paid back \$105,000 of trade payables & long term debt
- Eliminated \$95,000 recurring expenses through restructuring
- 2 New Signature fundraising events launched
- Expanded public awareness, educational programs & volunteer program
- Expanded distribution of rack cards (over 24,000 in past 10 months or 2,400 per month)
- Added yellow page advertising in Embarq; cover of Yellowbook
- Improved partnership for marketing with Escambia and Santa Rosa TDC boards to participate in regional marketing efforts

ECONOMIC IMPACT

In 2004, the Haas Center for Business Research and Economic Development The University of West Florida prepared an Economic Impact Study of The ZOO Northwest Florida on Northwest Florida's regional economy. The study found that The ZOO Northwest Florida:

- "Has an overall economic impact of approximately \$6.5 million in spending generated each year in the Northwest Florida economy;
- Directly or indirectly supports approximately 99 jobs in the area;
- Supports local household incomes of approximately \$2.55 million across a variety of industry sectors;
- Generates state and local tax revenues of over \$300,000 annually."



The average attendance at The ZOO over the last five years is 127,369. The Haas Study calculates the attendance predictions for The ZOO in five years "at 261,654 to 274,363 persons annually." The table below was excerpted from the Haas Study to illustrate the annual economic impact of the additional visitors.

Table 6 – Estimated Annual Economic Impact of The ZOO in 2009 Following Capital Investment

Estimated Annual Economic Impact of The ZOO	Current	In 5 Years After \$3,000,000 Investment	In 5 Years After \$5,000,000 Investment
Total Spending (Output)	\$6,497,768	\$10,702,539	\$11,399,033
Income Generated	\$2,556,196	\$4,225,867	\$4,498,393
Jobs Supported	99.2	167.2	177.5
State and Local Taxes Generated Annually	\$307,160	\$564,878	\$592,314

Although some questions have been raised as to the timeliness of the Haas Center study, a direct analysis of the payroll and expense spending output of The ZOO is approximately \$2,000,000 annual with 43 jobs supported. A high level corollary analysis of the economic impact of tourist visiting The ZOO is easily estimated in excess of \$4.0 million (assuming 1/2 night stay at \$50 for 80,000 visitors) See Attachment E.

PROPOSAL

Despite the recent economic downturn, Florida, and this tri-county region, is and will continue to be one of the fastest growing regions. To protect the agricultural history of our community and to secure the growth of the tourist industry, it is critical that we focus on engaging our residents and visitors and connecting them knowledgeably to the natural world around them. In 2006, the Santa Rosa County Economic Diversification Study and Marketing Plan stated that "the top 3 reasons that business leaders come to Santa Rosa County are quality of life, friendly business climate and the education system." The ZOO plays a key role in the quality of life, recreation and education for families and individuals in our community.

The ZOO is one of the only tourist attractions in the south end of Santa Rosa County and is a critical part of the tourism offerings in the tri-county area. With the economic challenges facing our community as it continues to struggle in its recovery from Hurricanes Ivan and Dennis and the impact of budgetary constraints, the members of the Gulf Coast Zoological Society and its supporters are requesting that Escambia County Board of County Commissioners provide \$125,000 of annual operational funding to support the operations and financial recovery of The ZOO Northwest Florida.

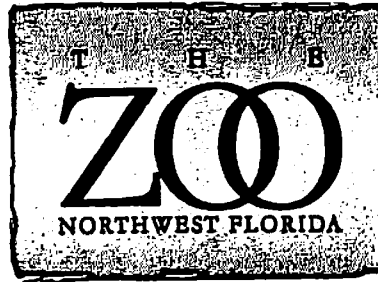
This investment will ensure that The ZOO Northwest Florida is able to reach its potential and impact hundreds of thousands of lives through the unique experience of encountering such diverse wildlife face to face, as well as generate an immediate and continued economic impact to the community. "The results of *The Economic Impact of Florida's Arts and Cultural Industry* prove that when Florida government invests in the arts it both enhances the quality of life in our communities and helps to build a diversified economy, ensuring our state's long-term economic health," said former Secretary of State Glenda E. Hood in January 2004.

BUSINESS PLAN

A five year business plan has been prepared to illustrate the sources and uses of funds. The business assumes that the negative impacts of the current economy continue through the end of 2009 and then begin a slow improvement over the next three years through 2012. Actual revenue and expenses have been entered through May 2009 and all trends are based on actual expenses for the last eighteen months. For illustrative purposes, the proposed local government investment has been shown which includes \$250,000 of annual operating funds provided and the debt retired. As this is an updated summary from what was originally provided in July 2008 when the first request for governmental funding was made, a copy of the original summary and a comparative performance of actual to this forecast are provided in Attachment D. The ZOO management is available to discuss any questions at your convenience.

	2008	2009	2010	2011	2012
No. of Visitors	114,915	112,655	115,741	122,171	128,601
Revenues:					
Gate Revenue	\$ 880,460	\$ 866,673	\$ 923,511	\$ 963,257	\$ 1,003,002
Train & Feed bags	207,608	208,700	198,385	207,228	216,071
Food Sales	135,661	119,966	119,472	124,903	130,334
Gift Shop	159,315	158,411	164,954	172,452	179,949
Membership	123,520	132,256	132,065	132,065	132,065
Educational Programs	114,325	104,606	85,180	85,180	85,180
Fundraising	294,608	344,623	332,000	332,000	332,000
Total Revenue	\$1,915,497	\$1,935,235	\$1,955,568	\$2,017,084	\$ 2,078,601
Expenses:*					
Cost of Goods Sold	\$ 179,470	\$ 177,898	\$ 183,987	\$ 191,374	\$ 198,760
Payroll	1,176,317	1,107,681	1,176,588	1,235,418	1,297,189
Animal Care	271,618	261,091	287,309	316,039	347,643
Operations & Maint	103,291	59,899	63,864	64,235	64,617
Administrative	361,076	385,728	392,264	405,511	417,093
Total Expenses	\$2,091,772	\$1,992,296	\$2,104,012	\$2,212,576	\$ 2,325,302
Operating Cash Flow	\$ (176,275)	\$ (57,061)	\$ (148,444)	\$ (195,492)	\$ (246,701)
Debt Repayment	(86,425)	(137,673)	(240,000)	(240,000)	(240,000)
State&Fed Grants	-	-	-	200,000	200,000
Intralocal Govt Funding	200,000	355,000	280,000	280,000	280,000
Beginning Cash Balance	\$ 177,696	\$ 114,996	\$ 275,262	\$ 166,818	\$ 211,327
Ending Cash Balance	\$ 114,996	\$ 275,262	\$ 166,818	\$ 211,327	\$ 204,626

*Assumes inflationary expense of 3% in controllable areas and 10% in feed costs



Education Program Overview

The ZOO is at once a living laboratory, science center and wildlife preserve. Conservation, education and outreach programs offered include:

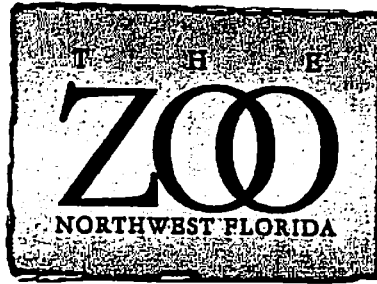
ZOOCamp: (Ages 6-17) Offered throughout the summer and during traditional school breaks, "Making Science Fun" is the focus with principles of zoology and biology highlighted. Activities are designed to foster an awareness and appreciation for the natural world through hands-on interaction with animals. ZOOCampers learn fundamental concepts of wildlife management and the role modern zoos play in endangered species recovery and sustainability. Biodiversity is emphasized and ZOOCampers are encouraged to employ teamwork and informed decision-making as problem-solving techniques in regard to the environment.

DayCamp: (Ages 6-12) Offered on two Saturdays during Fall, Winter and Spring from 9 to noon. "Making Science Fun" is the focus with principles of zoology and biology highlighted. Activities are designed to foster an awareness and appreciation for the natural world through hands-on interaction with animals. This is designed as a "mini-ZOOCamp".

Junior ZOOKeeper: (Ages 12-17) A program for teenagers which provides hands-on experiences as an animal keeper and in animal husbandry techniques. Topics covered include taxonomic comparisons, animal behavior research projects and the role of animal managers in today's zoos. Junior ZOOkeepers learn to handle reptiles, small mammals and birds of prey and conduct demonstrations for zoo visitors.

ZOOTots: (Age 5 & Under) Toddlers and parents explore the interrelationships between animals and the environment through hands-on animal encounters and informal lectures.

ZOOTography: (Adult) By partnering with Rob Cameras (formerly Ritz Camera), this program offers a half hour of professional photography instruction on using your camera. Additionally, an hour tour of The ZOO is included for an opportunity to test out your new photography skills with exclusive behind the scenes access. The class is offered twice a month and registration is available on zootographyclass.com.



Attachment A

ZOOSchool: Lighthouse Academy School at the ZOO for VPK, pre-school and 1st through 4th grade began in Aug. 2008 with 110 students enrolled.

The ZOO has partnered with Pensacola Junior College to offer one of eight two-year programs in Zoo Animal Technology programs nationwide. Pensacola Junior College (PJC) offers a two-year Associate of Science degree in Zoo Animal Technology in conjunction with The ZOO. Academic coursework is conducted at PJC and clinical training is carried out at The ZOO. The practicum includes hands-on practical training in exotic animal husbandry and seminars covering issues facing modern zoos today. A Bachelor of Science degree in Interdisciplinary Sciences and Zoo Science Specialty is offered by the University of West Florida in association with Pensacola Junior College (PJC) and The ZOO, one of only 12 programs of its kind nationwide.

ZOOSnooze: An overnight stay at The ZOO for groups and families. ZOOSnoozers pitch tents in The ZOO's camping area and eat meals outdoors. Educators conduct tours of The ZOO's large carnivore night houses, enabling close-up observations of the animals. Included in the program is a presentation of some of The ZOO's exotic and indigenous reptiles and a nighttime train ride through the 30-acre wildlife preserve.

ZOOMobiles: The ZOOMobile is a mobile educational presentation conducted at schools, churches, nursing homes and assisted living facilities, community festivals and private homes. Utilizing ZOO animals and biofacts in a hands-on format, educators present information on wildlife, environmental awareness, conservation strategies and renewable resource management.

Senior Keeper: Adults explore the interrelationships between animals and the environment through monthly lectures and hands-on animal encounters that highlight ongoing research and conservation efforts.

ZOO Tours: Guided tours for school groups are conducted by education department staff and docents.

Animal Assisted Therapy: Through a partnership with Lakeview Center, Inc., trained ZOO staff members conduct sessions that unite zoo animals with children with special needs. This goal-directed intervention program is accomplished with hands-on animal encounters and introductions to animal husbandry, utilizing a wide variety of zoo animals as therapeutic facilitators for the clients. Clients learn to handle a wide variety of animals such as

5701 Gulf Breeze Pkwy, Gulf Breeze, FL 32563 Phone: 850.932.2229
www.TheZooNorthwestFlorida.org



reptiles, small mammals and birds of prey. Treatment plans are provided by Lakeview staff and AAT activities are designed to achieve therapeutic goals by The ZOO's education director and Lakeview counselor. Through working with animals, clients establish life skills training; improve social, occupational and personal skills and develop routines to increase responsibility through the care and management of animals. According to regular assessments by Lakeview counselors, clients experience increased confidence, self-esteem and self worth.

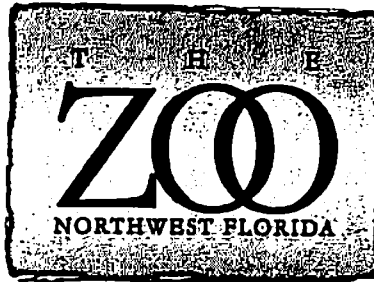
Docent Council: An active volunteer organization that receives extensive training to facilitate many educational programs, in addition to providing support to the animal care and maintenance staff throughout the ZOO. Currently, the Docent Council has 72 members with new training classes held twice a year.

Animal Encounters/Sidewalking: Educational presentations conducted at The ZOO utilizing animals and biofacts in a hands-on format. Educators present information on wildlife, environmental awareness, conservation strategies and renewable resource management. Encounters are held at set times on weekends throughout the year.

Volunteer Days: Every first Saturday is deemed "Volunteer Day" and every third Saturday "Youth Volunteer Day," designed for children ages 12-17. Projects are typically centered on landscaping and beautification of The ZOO.

Research Projects: As part of the American Zoo and Aquarium Association Gorilla Species Survival Plan, The ZOO is participating in a five-year project funded by the Morris Animal Foundation to develop assisted reproductive technology to improve the genetic diversity of the gorilla population and reduce the number of male gorillas born, allowing for better management of gorillas in captivity.

Safari Program: Pat Quinn, founder and Director Emeritus of The ZOO, and his wife Donna, have led more than 70 safaris into East and South Africa. Additionally, Janie Switzer offers safaris into South Africa and Tanzania.



Summary of Contributions 2009

Donations \$1 - \$99

Ms. Mary C. Bozeman
Bill & Barbara J. Vititow
Mr. Charles D. Stout
Ms. Meghan Condron
Caffe' Italia
Nick and Janet Chubb
Mr. Stuart Saulters
Ms. Janice Van Winkle

Ms. Joyce Dumars
Ms. Helen E. O'Connor
Ms. Jeanette B. Hurst
Cliff and Sharon Murphy
Dave Robau
Charles & Christie Pratt
Wes & Carolyn Reeder

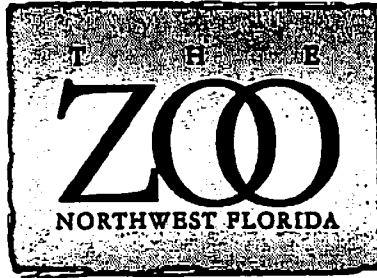
450 Participants in the 5K Run & Couture
for A Cause benefit

Donations \$100 - \$499

Mr. George C. Crews
Ms. Shawn LaGrua
Ms. Ann Livingston
Al & JoAnne Trotta
Ms. Judith W. Mann
Deborah Diane Berger
Pete and Carol Young
Ms. Barbara Bugg
Mrs. Charles Cade Pratt
Phil & Lolly Sandfort
Mrs. Barbara Agall
Wil & Jackie Pergande
Debbi Wein
Lewis & Belle Bear
Dr. MaryLee Jensvold
Mrs. Kevin Reilly

Mr. Alex Cyr
Mr. Allan Benton
Mr. Harold Rich
Mr. Christopher Traffanstead
Ms. Elaine Schaefer Davis
Mr. Stephen R. Holzwarth
Mr. Joseph Erhart
Ms. Julia Felker
Mr. Richard E. Stephens
Mrs. Mary Finley
Mr. Louis Pochet
Ms. Ann McLoone
Mr. Walter Prescott
Ms. Christine Frazier
Lighthouse Christian Academy
Northwest Florida Track Club

298 Guests at the Feast with the Beast



Attachment B

Donations \$500 - \$999

Ms. Justine Simoni
Pensacola Beach Women's Club
Mr. Richard Stephens

Destin Commons
Santa Rosa Health Department
Baptist Healthcare

Donations \$1000 – \$4,999

Mrs. Susan Robichaux
Wal-Mart Foundation
Pensacola High School IB Program
Allied Waste
IMS Expert Services
Mr. & Mrs. Sam Hutto
Innerlight

Santa Rosa Tourist Development Council
Levin, Papantonio, Thomas, Mitchell,
Eschner & Proctor, PA
Ms. Vicki Baroco
The Studer Group
App River

Donations \$5,000 – \$9,999

City of Gulf Breeze TDC funds

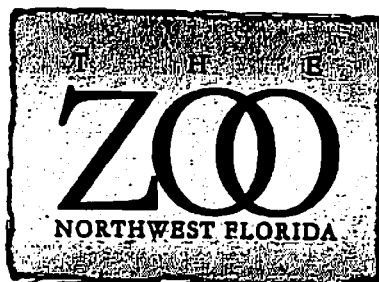
Donations \$10,000 or greater

Wells Richards (Sale of donated boat)

In-Kind Sponsors

Lewis Bear Company
Charlie & Fran Switzer
Bill Johnson
Lamar Advertising
New World Landing
The Smart Brothers
Marsha, Marsha, Marsha
Marcia Johnston
Holly Adams
ION Digital Outdoor
Pilates by Val
Highpointe Hotel Corp
Hall's Wholesale Florist
Mails a Breeze
Tom White the Printer

Pensacola News Journal
Ballinger Publishing
Docent Council 2009
Meredith Lumber
Peacock Photography
Bere Jewelers
Tenderleys
Bay Bridge Hair Salon
Angels Garden
Ideaworks
Navarre Properties
Lee Tracy
Pizzaz
The Skin Care Center of Gulf Breeze
WEAR Channel 3



Attachment B

In-Kind Sponsors (cont'd)

Dream Catcher Shuttle
A Downing Gray
Audubon Nature Institute
Fit For Women
J. Miller Furniture
PODS – Curt Morse
Santa Rosa Mall
Navarre Press
Gulf Breeze News
NBC 15
WKRQ 5
WUWF 88.1 FM
WMEZ 94.1 FM
WYCT 98.7 FM

Cat Country
Fishin Chix
Kristen Daniel
Christy Postle
SportClips
Publix
Winn Dixie
Wal-mart
Brunos
WTKX 101.5 FM
WXBM 102.7 FM
WEBY 1330 AM
WCOA 1370 AM
WNPR 1620 AM

Restaurants (In-Kind Sponsors)

Angus Seafood & Steak
Appetite 4 Life
Billy Bob's Beach Barbeque
Bullfeathers Beach Bar
The Cactus Flower Café Navarre
The Crab Trap
Dog House Deli
Famous Dave's Barbeque
Firehouse Subs
The Fish House
Guthrie's Dining Designs
The Happy Pig Café
Hopjack's Pizza Kitchen
Hubbard's Cupboard
Landry's Seafood House

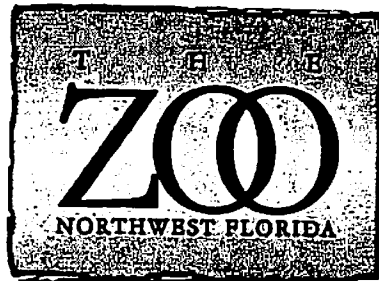
Melting Pot
Nellie's Deli
Moreno Cottage Café
Nouveau Pastries & Catering
Oar House
Paradise Bar & Grill
Peg Leg Pete's
Reverie Bakery Café
Royal Cup Coffee
Sailor's Grill & Bakery
Sidelines Sports Bar
Third Base Pub
Vinnie R's Italian Restaurant
Waffle House
Zea Restaurant



2009 CALENDAR OF EVENTS

Please see the 2009 Calendar for a detail of educational programs and volunteer activities planned.

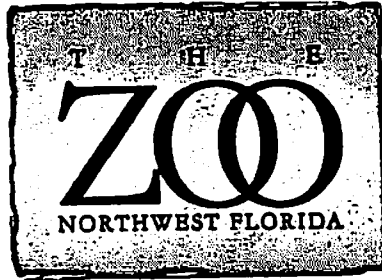
<p>January 1/17 - Hibernation Celebration</p> <p>February 2/14 - Come Fall in Love with the ZOO 2/28 - 3/1 - Rummage Sale benefit</p> <p>March 3/6 - Volunteer Appreciation Event 3/21 - St. Patrick's Day Event 3/31-4/5 - Santa Rosa County Fair</p> <p>April 4/11 - ZOO Hop - Easter Event 4/10-4/12 - Santa Rosa County All County Youth Arts Fair 4/18 - Couture for a Cause (Green Fashion Show) hosted by Seville 4/24-4/25 - Earth Day at The ZOO</p> <p>May 5/2 - Sunset Stampede 5K Run 5/9 - 2nd Annual ZOO Baby Shower</p>	<p>June 6/19 - Feast with the Beast</p> <p>July 7/18 - Larry the Lions Birthday Party</p> <p>August 8/8 - Back to School Bash</p> <p>September 9/19 - WXBM's Kids Fest</p> <p>October 10/9-10/31 Weekends - ZOObot & Nightmare on the Safari</p> <p>November 11/9 - Pumpkin Party 11/21 - ZOOGiving</p> <p>December 11/27-12/27 - ZOOLights</p>
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Attachment D

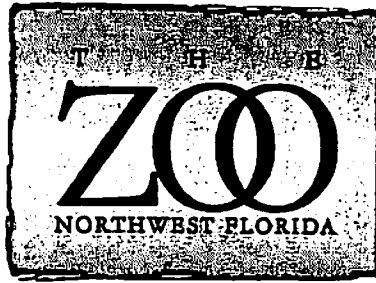
Business Plan Included in Proposal on July 2008

	2008	2009	2010	2011	2012
No. of Visitors	101,519	102,881	115,741	122,171	128,601
Revenues:					
Gate Revenue	\$ 821,138	\$ 844,020	\$ 923,511	\$ 963,257	\$1,003,002
Train & Feed Bag	183,462	180,699	198,385	207,228	216,071
Food Sales	118,117	108,610	119,472	124,903	130,334
Gift Shop	164,090	149,960	164,954	172,452	179,949
Membership	144,473	132,065	132,065	132,065	132,065
Education	114,005	85,180	85,180	85,180	85,180
Fundraising	304,169	382,000	382,000	382,000	382,000
Total Revenue	\$1,849,454	\$1,882,534	\$1,955,568	\$2,017,084	\$2,078,601
Expenses:					
Cost of Goods Sold	\$ 196,522	\$ 169,213	\$ 183,987	\$ 191,374	\$ 198,760
Payroll	1,147,046	1,120,560	1,176,588	1,235,418	1,297,189
Animal Care	262,137	240,588	240,588	240,588	240,588
Operations & Maint	84,208	63,337	65,004	65,004	65,004
Administrative	348,478	390,256	391,848	392,917	393,871
Total Expenses	\$2,038,391	\$1,983,954	\$2,058,015	\$2,125,300	\$2,195,412
Operating Cash Flow	\$ (188,937)	\$ (101,420)	\$ (102,447)	\$ (108,216)	\$ (116,811)
Debt Repayment	(192,178)	(202,000)	(202,000)	(202,000)	(132,000)
State/Fed.Grants	-	100,000	200,000	175,000	175,000
Intralocal Authority	250,000	275,000	275,000	250,000	250,000
Beg. Cash Balance	\$ 177,696	\$ 46,581	\$ 122,279	\$ 261,227	\$ 295,329
Ending Cash Balance	\$ 46,581	\$ 122,279	\$ 261,227	\$ 295,329	\$ 308,428



Comparison of 2008 Projections to Actual

	Projected 2008	Actual 2008	Variance	% Change
No. of Visitors	101,519	114,915	13,396	13%
Revenues:				
Gate Revenue	\$ 821,138	\$ 880,460	\$ 59,322	7%
Train & Feed bags	183,462	207,608	24,146	13%
Food Sales	118,117	135,661	17,544	15%
Gift Shop	164,090	159,315	(4,775)	-3%
Membership	144,473	123,520	(20,953)	-15%
Educational Programs	114,005	114,325	320	0%
Fundraising	304,169	294,608	(9,561)	-3%
Total Revenue	\$1,849,454	\$1,915,497	\$ 66,043	4%
Expenses:				
Cost of Goods Sold	\$ 196,522	\$ 179,470	\$ (17,053)	-9%
Payroll	1,147,046	1,176,317	29,272	3%
Animal Care	262,137	271,618	9,481	4%
Operations & Maint	84,208	103,291	19,083	23%
Administrative	348,478	361,076	12,598	4%
Total Expenses	\$2,038,391	\$2,091,772	\$ 53,381	24%
Operating Cash Flow	\$ (188,937)	\$ (176,275)	\$ 12,662	-20%
Debt Repayment	\$ (192,178)	\$ (86,425)	\$105,753	-55%
State&Fed Grants	-	-	-	0%
Intralocal Govt Funding	250,000	200,000	(50,000)	-20%
Beginning Cash Balance	\$ 177,696	\$ 177,696	-	0%
Ending Cash Balance	\$ 46,581	\$ 114,996	68,416	147%



Attachment D

Comparison of 2009 Projections to Revised Projections

	Projected 2009	Updated Projection 2009	Variance	% Change
No. of Visitors	102,881	112,655	9,774	10%
Revenues:				
Gate Revenue	\$ 844,020	\$ 866,673	\$ 22,653	3%
Train & Feed bags	180,699	208,700	28,002	15%
Food Sales	108,610	119,966	11,355	10%
Gift Shop	149,960	158,411	8,452	6%
Membership	132,065	132,256	190	0%
Educational Programs	85,180	104,606	19,426	23%
Fundraising	382,000	344,623	(37,377)	-10%
Total Revenue	\$1,882,534	\$1,935,235	\$ 52,701	3%
Expenses:				
Cost of Goods Sold	\$ 169,213	\$ 177,898	\$ 8,685	5%
Payroll	1,120,560	1,107,681	(12,879)	-1%
Animal Care	264,647	261,091	(3,556)	-1%
Operations & Maint	66,954	59,899	(7,055)	-11%
Administrative	358,460	385,728	27,268	8%
Total Expenses	\$1,979,834	\$1,992,296	\$ 12,462	-0.3%
Operating Cash Flow	\$ (97,300)	\$ (57,061)	\$ 40,239	3%
Debt Repayment	(202,000)	(137,673)	\$ 64,327	-32%
State&Fed Grants	100,000	-	(100,000)	0%
Intralocal Govt Funding	275,000	355,000	80,000	29%
Beginning Cash Balance	\$ 46,581	\$ 114,996	68,416	0%
Ending Cash Balance	\$ 122,281	\$ 275,262	152,981	125%

Tourist Tracker Sheet								
Manual Sheet Completed by Front Gate Personnel on a Daily Basis								
2/20 start date	January	February	March	April	May	June	Yes Staying	No
Alabama		60	110	163			288	45
Alaska			7				7	
Arizona			7	11			18	
Arkansas			14	6			20	
California			15	24			39	
Colorado		1	12	17			30	
Connecticut		1	15	13			29	
Deleware			11	22			33	
Georgia		3	21	23			44	3
Hawaii			6	1			7	
Idaho			15	28			43	
Illinois		8	16	14			35	3
Indiana		9	21	13			43	
Iowa		1	6	13			18	2
Kansas			17	10			27	
Kentucky			9	5			14	
Louisiana		14	47	50			91	20
Maine		8	9	4			19	2
Maryland		2	12	10			24	
Massachuselts		6	4	10			19	1
Michigan		31	30	28			86	3
Minnesota		5	19	14			38	
Mississippi		8	45	27			75	5
Missouri			30	6			36	
Montana			15				15	
Nebraska			5				5	
Nevada			6	1			7	
New Hampshire		2	5	7			14	
New Jersey		3	9	3			15	
New Mexico		1	0				1	
New York		4	5	3			12	
North Carolina		1	5	6			12	
North Dakota			3				3	
Ohio		7	9	23			35	4
Oklahoma		2	7	8			17	
Ontario		6	10				16	
Oregon			4	1			5	
Pennsylvania		2	10	3			18	
Rhode Island			15	5			20	
South Carolina		1	9	1			10	1
South Dakota			8				6	2
Tennessee		10	34	10			50	4

Tourist Tracker Sheet									
Manual Sheet Completed by Front Gate Personnel on a Daily Basis									
2/20 start date	January	February	March	April	May	June	Yes	Staying	No
Texas		6	62	35			100		3
Utah			6				1		5
Vermont			5				2		3
Virginia		2	2	10			13		1
Washington			1				1		
West Virginia		1	10	1			12		
Wisconsin		9	17	10			36		
Wyoming			4				4		
International		5	16	5					
Totals		219	780	644	1,643		1544		116
Average # of individuals in family/group		4	4	4			94.0%		7.1%
Est. # of individuals		876	3,120	2,576					
% surveyed		23%	30%	30%					
Actual attendance per month	4,859	6,098	11,913	14,742	10,646	10,228	58,486		
Est. # individuals surveyed		1,372	3,574	4,423					
% of surveyed that are tourists		63.8%	87%	58%					
Average # of tourists per month				69.8%					
Total Attendance		58,486							
Total Tourist		40,822							
Total Staying in a Hotel		38,362							
2008 Total Attendance		114,915							
Total Tourist		80,208							
Total Staying in a Hotel		75,375							



**Board of County Commissioners
Escambia County, Florida**

Title: County Commissioners' Technology Policy
Date Adopted:
Effective Date:
Reference:
Policy Superseded:

A. Purpose:

The purpose of this policy is to establish rules for how the County Commissioners use technology to communicate to ensure they conduct themselves in a responsible, professional, ethical and efficient manner, with an eye towards the public's perception of their elected officials and how they conduct business. Improvements and evolutions in technology are occurring so rapidly that it is difficult for the laws and rules that govern County business and elected officials to keep pace. The Florida Sunshine Law and Public Records Law pose special challenges to the County Commissioners who should follow not just the letter of those laws, but also their intent. It is vital to the credibility of Escambia County government that the public perceive their Commissioners are respectful of those laws and of the citizens they govern.

B. Policy:

1. **Applicability:** This policy is intended as an additional layer of control over the County Commissioners' use of technological resources, regardless of the ownership of those resources. This policy is intended to supplement any existing policy, rule or law that applies to the County Commissioners or to County-owned resources.
2. **Board Meetings:** Commissioners shall not use cell phones, PDAs, Blackberrys, laptops, netbooks or similar devices, regardless of ownership of the device, during any County Commission meeting, including workshops. Commissioners are encouraged to turn off or abandon all such devices during meetings. In the event of a perceived emergency, a Commissioner may use these devices but shall leave the Chambers or room where the meeting is held during use.

3. **Electronic Mail (E-Mail):** In order to ensure compliance with Florida's Public Records' Law, including record retention requirements, Commissioners shall not use private e-mail accounts to conduct County business. Private e-mail accounts include outside business e-mail accounts, personal accounts and any other e-mail account that does not operate through Escambia County's server. However, should a Commissioner receive e-mail in a private e-mail account, the Commissioner shall forward the e-mail to a County-maintained e-mail account and shall request that the author of the original e-mail use the County-maintained e-mail account for future communications. Such actions shall not be a violation of this policy.

Further, in the event of unavoidable circumstances, including, but not limited to, lack of access and unavailability or malfunction of the County e-mail system, a Commissioner's use of a private e-mail account to conduct County business shall not be a violation of this policy, so long as the Commissioner forwards such communications to a County-maintained e-mail account as soon as practicable. Failure to comply with this provision could result in a violation of Florida's Public Records' Law.

Commissioners are discouraged from using County-maintained e-mail accounts for personal business and may wish to sort any such e-mails that are present in a County-maintained account into a personal file or to a personal e-mail account to ease the task of records management and retention.

4. **Text Messaging and Instant Messaging:** Commissioners shall not use text messaging, instant messaging or similar types of instantaneous communications to conduct County business on any device capable of such methods of communication, regardless of ownership of the device. Where possible, Commissioners are encouraged to request that such functions be disabled on their County-owned devices.

5. **Social Networking Accounts, Twitter, Blogs and Similar Communications:** Commissioners shall not discuss County business on social networking sites, including, but not limited to, Facebook and Twitter, and shall not blog or otherwise communicate on the internet about County business other than via e-mail as provided above and in other applicable laws and regulations.

6. **Other County Policies:** Commissioners are responsible for compliance with all other applicable County policies.

C. Enforcement:

A majority of the County Commission may take any available enforcement action against a fellow Commissioner found to be in violation of this policy. Additionally, the County shall not be responsible for any costs resulting from a Commissioner's failure to follow this policy. Such costs are to include, but not be limited to, text messaging charges and attorney's fees, unless specifically allowed by State law. All other applicable laws, rules and policies may have other enforcement mechanisms that could apply. County Commissioners are responsible for compliance with the Sunshine Law and Public Records' Law at all times during their term.