

To: Board of Management

From: John Tracogna
Chief Executive Officer

Subject: **ECONOMIC IMPACT ANALYSIS**

Date: 2010-11-23

Summary:

The attached Economic Impact Analysis of the Toronto Zoo describes how the Zoo positively contributes to the region and province. The analysis points to the Toronto Zoo as a key employment, GDP, tax revenue and labour income generator. In addition, the Toronto Zoo is a leader in conservation, scientific research and education.

Recommendation:

It is recommended that the attached report "The Toronto Zoo: A Major Asset, Economic Impact Analysis" be received for information.

Background:

Although the Toronto Zoo is known as a leader in animal welfare and conservation and as a popular cultural attraction, its role as an economic engine has not been well defined or publicized. To further strengthen the Zoo's presence and relevance with our stakeholders, the consulting firm Economic Planning Group (EPG) was engaged to assess and summarize the economic impact of the Toronto Zoo.

The report prepared by EPG is attached.

Comments/Discussion:

As described in the attached report, the Toronto Zoo generates a significant level of economic activity annually. Based on an analysis of operating expenditures, revenues, capital expenditures and employment, the Toronto Zoo:

- Contributed \$39 million to Toronto's Gross Domestic Product (GDP) from Zoo operations.
- Supports over 600 jobs (full-time equivalents) from its operations, including direct jobs and jobs generated by the Zoo's spending.
- Generates significant tax revenue for Federal, Provincial and Municipal governments from its annual operations and capital expenditures.

*Note: the analysis does not include impacts of tourist spending

As noted in the report, there are other benefits that the Toronto Zoo brings to the surrounding community and region that cannot be measured quantitatively, but in due course lead to real economic benefits. The Toronto Zoo has an important role in wildlife conservation, scientific research, conservation education and as a leisure time destination for tourists and local residents. These benefits taken as a whole improve the quality of life for Torontonians and the region.

John Tracogna
Chief Executive Officer

List of Attachments:

1. The Toronto Zoo: A Major Asset, Economic Impact Analysis