

Attachment 3

LEARNING & ENGAGEMENT PROGRAMS 2017 - 2021

	2017*		2018		2019		2020		2021	
	# Partic.	Revenue	# Partic.	Revenue	# Partic.	Revenue	# Partic.	Revenue	# Partic.	Revenue
CHILDREN'S PROGRAMS										
Zoo Camps	1,315	400,894	1,631	496,806	1,733	547,234	0	0	762	226,961
Parent & Tot	59	1,120	106	644	263	2,104	62	496	0	0
Children's Programs (<i>themed programs for ages 4-16</i>)	115	6,060	22	1,190	86	4,762	152	7,986	17	917
Guide/Scout & Youth Group Overnight Program	367	16,037	319	19,757	404	26,944	47	3,525	0	0
Subtotal	1,856	424,111	2,078	518,397	2,486	581,044	261	12,007	779	227,878
FAMILY / ADULT PROGRAMS										
Bush Camp (<i>Wild Tails Family Camping for 2020</i>)	2,226	198,930	3,527	307,394	3,453	326,287	1,579	123,595	0	0
Themed Family Programs (<i>Halloween & Presentations</i>)	588	8,129	532	11,093	425	9,145	0	0	81	875
Adult Programs (<i>Valentine's, Bats & Beverages</i>)	235	18,113	233	18,215	308	25,343	234	24,979	0	0
Subtotal	3,049	225,172	4,292	336,702	4,186	360,775	1,813	148,574	81	875
SCHOOL PROGRAMS										
Elementary Level Programs	9,331	53,035	13,479	74,756	14,095	81,404	34	238	534	1,884
Secondary & Post-Secondary Level Programs / Teacher PD	1,901	8,057	3,446	15,465	3,226	15,584	35	350	0	0
Zoo School (Gr. 11 course)	37	59,693	36	56,700	36	61,137	0	0	18	32,310
Grant Funding - Marganized Youth (Operation Conservation, CALL)	249	40,640	249	40,640	245	40,640	73	15,640	49	380,527
Subtotal	11,518	161,425	17,210	187,561	17,602	198,765	142	16,228	601	414,721
VIRTUAL PROGRAMS										
Zoo Connectionz (virtual programs for family, businesses, and groups)	-	-	-	-	-	-	3,553	4,046	19,205	52,823
Classroom Connectionz (virtual programs for school groups)	-	-	-	-	-	-	11,804	13,443	23,099	63,534
Zoo Greetings (personalized videos sent from the Zoo)	-	-	-	-	-	-	29	1,765	62	4,484
Virtual Events (free themed virtual school & community events)	-	-	-	-	-	-	21,600	0	371,406	0
Subtotal	0	0	0	0	0	0	36,986	19,254	413,772	120,841
*NOTE: revenues for school programs are based on separate program fees and do NOT include general admissions revenue.										
TOTAL PROGRAMS	16,423	810,708	23,580	1,042,660	24,274	1,140,584	39,202	196,063	415,233	764,315

* 2017 experienced a five-week labour disruption (May to June)

Comments:

Due to the ongoing pandemic, many in-person programs, such as Serengti Bush Camp, Parent & Tot, Valentine's, and Pyjama Party overnights continue to be on hold. Wild Tails did not operate in 2021 due to strained resources and other priorities

Zoo Camp once again welcomed children to our day camp; however, due to spacing limitations and health and safety considerations, numbers of registrations were reduced to best manage cohorts

Participation for virtual programs/events reflects those tuning in LIVE and is based on estimates, both as provided by the contact person for the group and by Learning & Engagement staff (estimates are due to the inability to accurately know how many people are watching the program on a device). Reach continues to grow through additional views for content posted online.

Both Classroom Connectionz and Zoo Connectionz include both 40 minute virtual tours, as well as the 15 minute Meet & Greets.

Free virtual events include programs delivered in conjunction with EBTSOYP, free school programs delivered live on Youtube, a podcast, and a free virtual event for schools by the CALL program.

In 2021, Zoo School operated only a single session of fully online learning. The course operated over six-weeks versus the usual four-weeks for in-person in order to provide the best learning experience for the students.

In response to the Organizational Review, starting in 2018 weekend children's programs were phased out in favour for offering more family group programming, with the exception of PA Day programs.

In response to the Organizational Review, starting in 2018 badge programs for Guides, Scouts, etc. were phased out in favour for offering more youth group overnight programming, which have lower participation capacity yet higher revenues.