

Attachment 3

LEARNING & ENGAGEMENT PROGRAMS 2018 - 2022

	2018		2019		2020		2021		2022	
	# Partic.	Revenue	# Partic.	Revenue	# Partic.	Revenue	# Partic.	Revenue	# Partic.	Revenue
CHILDREN'S PROGRAMS										
Zoo Camps	1,631	496,806	1,733	547,234	0	0	762	226,961	1,714	588,746
Parent & Tot	106	644	263	2,104	62	496	0	0	148	740
Children's Programs (<i>themed programs for ages 4-16</i>)	22	1,190	86	4,762	152	7,986	17	917	70	8,685
Guide/Scout & Youth Group Overnight Program	319	19,757	404	26,944	47	3,525	0	0	0	0
Subtotal	2,078	518,397	2,486	581,044	261	12,007	779	227,878	1,932	598,171
FAMILY / ADULT PROGRAMS										
Bush Camp (<i>Wild Tails Family Camping for 2020</i>)	3,527	307,394	3,453	326,287	1,579	123,595	0	0	2,276	242,905
Themed Family Programs (<i>Halloween & Presentations</i>)	532	11,093	425	9,145	0	0	81	875	338	6,274
Adult Programs (<i>Valentine's, Bats & Beverages</i>)	233	18,215	308	25,343	234	24,979	0	0	88	2,525
Subtotal	4,292	336,702	4,186	360,775	1,813	148,574	81	875	2,702	251,704
SCHOOL PROGRAMS										
Elementary Level Programs	13,479	74,756	14,095	81,404	34	238	534	1,884	4,246	17,499
Secondary & Post-Secondary Level Programs / Teacher PD	3,446	15,465	3,226	15,584	35	350	0	0	1,362	7,156
Zoo School (Gr. 11 course)	36	56,700	36	61,137	0	0	18	32,310	36	64,620
Grant Funding - Marganized Youth (Operation Conservation, CALL)	249	40,640	245	40,640	73	15,640	49	380,527	50	80,055
Subtotal	17,210	187,561	17,602	198,765	142	16,228	601	414,721	5,694	169,330
VIRTUAL PROGRAMS										
Zoo Connectionz (virtual programs for family, businesses, and groups)	-	-	-	-	3,553	4,046	19,205	52,823	6,202	19,131
Classroom Connectionz (virtual programs for school groups)	-	-	-	-	11,804	13,443	23,099	63,534	3,410	10,519
Zoo Greetings (personalized videos sent from the Zoo)	-	-	-	-	29	1,765	62	4,484	30	1,307
Virtual Events (free themed virtual school & community events)	-	-	-	-	21,600	0	371,406	0	6,000	0
Subtotal	0	0	0	0	36,986	19,254	413,772	120,841	15,642	30,957
*NOTE: revenues for school programs are based on separate program fees and do NOT include general admissions revenue.										
TOTAL PROGRAMS	23,580	1,042,660	24,274	1,140,584	39,202	196,063	415,233	764,315	25,970	1,050,162

Comments:
Due to the pandemic, some in-person programs were unable to operate or had reduced capacity, such as Serengti Bush Camp, Parent & Tot, Valentine's, and Pyjama Party overnights.

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.

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.

Serengeti Bush Camp commenced overnights approximately 6 weeks later then usual due to school travel restrictions assoacited with the pandemic.

In 2022, the CALL program received \$22,000 from Mitsubishi Corporation to support scaling in collaboration with MaRS. The TZWC provided an additional \$58,055 in support for delivery of the program.