

Attachment 3

LEARNING & ENGAGEMENT PROGRAMS 2019 - 2023

	2019		2020		2021		2022		2023	
	# Partic.	Revenue	# Partic.	Revenue	# Partic.	Revenue	# Partic.	Revenue	# Partic.	Revenue
CHILDREN'S PROGRAMS										
Zoo Camps	1,733	547,234	0	0	762	226,961	1,714	588,746	1,729	666,901
Parent & Tot	263	2,104	62	496	0	0	148	740	520	2,600
Children's Programs (<i>themed programs for ages 4-16</i>)	86	4,762	152	7,986	17	917	70	8,685	44	8,939
Guide/Scout & Youth Group Overnight Program	404	26,944	47	3,525	0	0	0	0	409	31,440
Subtotal	2,486	581,044	261	12,007	779	227,878	1,932	598,171	2,702	709,880
FAMILY / ADULT PROGRAMS										
Bush Camp (<i>Wild Tails Family Camping for 2020</i>)	3,453	326,287	1,579	123,595	0	0	2,276	242,905	4,525	488,464
Themed Family Programs (<i>Halloween & Presentations</i>)	425	9,145	0	0	81	875	338	6,274	315	7,720
Adult Programs (<i>Valentine's, Bats & Beverages</i>)	308	25,343	234	24,979	0	0	88	2,525	384	26,330
Subtotal	4,186	360,775	1,813	148,574	81	875	2,702	251,704	5,224	522,514
SCHOOL PROGRAMS										
Elementary Level Programs	14,095	81,404	34	238	534	1,884	4,246	17,499	9,388	42,775
Secondary & Post-Secondary Level Programs / Teacher PD	3,226	15,584	35	350	0	0	1,362	7,156	1,557	11,340
Zoo School (Gr. 11 course)	36	61,137	0	0	18	32,310	36	64,620	36	64,620
Grant Funding - Marganized Youth (Operation Conservation, CALL)	245	40,640	73	15,640	49	380,527	50	80,055	45	68,500
Subtotal	17,602	198,765	142	16,228	601	414,721	5,694	169,330	11,026	187,235
VIRTUAL PROGRAMS										
Zoo Connectionz (virtual programs for family, businesses, and groups)	-	-	3,553	4,046	19,205	52,823	6,202	19,131	760	2,652
Classroom Connectionz (virtual programs for school groups)	-	-	11,804	13,443	23,099	63,534	3,410	10,519	1,513	5,279
Zoo Greetings (personalized videos sent from the Zoo)	-	-	29	1,765	62	4,484	30	1,307	4	180
Virtual Events (free themed virtual school & community events)	-	-	21,600	0	371,406	0	6,000	0	7,000	0
Subtotal	0	0	36,986	19,254	413,772	120,841	15,642	30,957	9,277	8,110
*NOTE: revenues for school programs are based on separate program fees and do NOT include general admissions revenue.										
TOTAL PROGRAMS	24,274	1,140,584	39,202	196,063	415,233	764,315	25,970	1,050,162	28,229	1,427,740

Comments:

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.

In 2023, the CALL program received \$22,000 from Mitsubishi Corporation and \$5,000 from BASF to support program operations. The TZWC provided an additional \$41,500 in support for delivery of the program.