

LEARNING & ENGAGEMENT PROGRAMS 2020-2024

	2020*		2021*		2022		2023		2024	
	# Partic.	Revenue	# Partic.	Revenue	# Partic.	Revenue	# Partic.	Revenue	# Partic.	Revenue
CHILDREN'S PROGRAMS										
Zoo Camps	0	0	762	226,961	1,714	588,746	1,729	666,901	1,757	700,785
Parent & Tot	62	496	0	0	148	740	520	2,600	582	2,890
Children's Programs (<i>themed programs for ages 4-16</i>)	152	7,986	17	917	70	8,685	44	8,939	77	11,525
Guide/Scout & Youth Group Overnight Program	47	3,525	0	0	0	0	409	31,440	797	64,671
Subtotal	261	12,007	779	227,878	1,932	598,171	2,702	709,880	3,213	779,871
FAMILY / ADULT PROGRAMS										
Bush Camp (<i>Wild Tails Family Camping for 2020</i>)	1,579	123,595	0	0	2,276	242,905	4,525	488,464	4,507	538,527
Themed Family Programs (<i>Halloween & Presentations</i>)	0	0	81	875	338	6,274	315	7,720	228	5,703
Adult Programs (<i>Valentine's, Bats & Beverages, Nature Journaling...</i>)	234	24,979	0	0	88	2,525	384	26,330	309	23,715
Subtotal	1,813	148,574	81	875	2,702	251,704	5,224	522,514	5,044	567,945
SCHOOL PROGRAMS										
Elementary Level Programs	34	238	534	1,884	4,246	17,499	9,388	42,775	9,805	44,778
Secondary & Post-Secondary Level Programs / Teacher PD	35	350	0	0	1,362	7,156	1,557	11,340	3,359	16,185
Zoo School (Gr. 11 course)	0	0	18	32,310	36	64,620	36	64,620	36	68,118
Grant Funding - Marganized Youth (Operation Conservation, CALL)	73	15,640	49	380,527	50	80,055	45	68,500	10	40,000
Subtotal	142	16,228	601	414,721	5,694	169,330	11,026	187,235	13,210	169,081
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	249	823
Classroom Connectionz (virtual programs for school groups)	11,804	13,443	23,099	63,534	3,410	10,519	1,513	5,279	368	1,217
Zoo Greetings (personalized videos sent from the Zoo)	29	1,765	62	4,484	30	1,307	4	180	1	45
Virtual Events (free themed virtual school & community events)	21,600	0	371,406	0	6,000	0	7,000	0	3,600	0
Subtotal	36,986	19,254	413,772	120,841	15,642	30,957	9,277	8,110	4,218	2,085
*NOTE: revenues for school programs are based on separate program fees and do NOT include general admissions revenue.										
TOTAL PROGRAMS	39,202	196,063	415,233	764,315	25,970	1,050,162	28,229	1,427,740	25,685	1,518,982

* denotes impacted by COVID-19

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 2024, the CALL program received \$40,000 from the TZWC to support program operations.

In addition to the school programs in 2024, a new school wide membership opportunity was created to support repeat visits by students to the Zoo. Four schools signed up for a 2024-25 membership generating \$12,500 in revenue.