

Attachment I

LEARNING & ENGAGEMENT PROGRAMS 2021-2025

2021*		2022		2023		2024		2025	
# Partic.	Revenue	# Partic.	Revenue	# Partic.	Revenue	# Partic.	Revenue	# Partic.	Revenue

CHILDREN'S PROGRAMS

Zoo Camps	762	226,961	1,714	588,746	1,729	666,901	1,757	700,785	1,769	747,820
Parent & Tot	0	0	148	740	520	2,600	582	2,890	906	4,510
Children's Programs <i>(themed programs for ages 4-16)</i>	17	917	70	8,685	44	8,939	77	11,525	76	13,365
Guide/Scout & Youth Group Overnight Program	0	0	0	0	409	31,440	797	64,671	963	83,863
Subtotal	779	227,878	1,932	598,171	2,702	709,880	3,213	779,871	3,714	849,557

FAMILY / ADULT PROGRAMS

Bush Camp	0	0	2,276	242,905	4,525	488,464	4,507	538,527	4,808	588,176
Themed Family Programs <i>(Halloween & Presentations)</i>	81	875	338	6,274	315	7,720	228	5,703	360	5,933
Adult Programs <i>(Valentine's, Bats & Beverages, Nature Journaling...)</i>	0	0	88	2,525	384	26,330	309	23,715	336	27,189
Subtotal	81	875	2,702	251,704	5,224	522,514	5,044	567,945	5,504	621,298

SCHOOL PROGRAMS

Elementary Level Programs	534	1,884	4,246	17,499	9,388	42,775	9,805	44,778	9,466	56,347
Secondary & Post-Secondary Level Programs / Teacher PD	0	0	1,362	7,156	1,557	11,340	3,359	16,185	3,369	27,762
Zoo School (Gr. 11 course)	18	32,310	36	64,620	36	64,620	36	68,118	36	66,789
Grant Funding - Marganized Youth (Operation Conservation, CALL)	49	380,527	50	80,055	45	68,500	10	40,000	0**	0**
Subtotal	601	414,721	5,694	169,330	11,026	187,235	13,210	169,081	12,871	150,898

VIRTUAL PROGRAMS

Zoo Connectionz (virtual programs for family, businesses, and groups)	19,205	52,823	6,202	19,131	760	2,652	249	823	553	1,499
Classroom Connectionz (virtual programs for school groups)	23,099	63,534	3,410	10,519	1,513	5,279	368	1,217	135	366
Zoo Greetings (personalized videos sent from the Zoo)	62	4,484	30	1,307	4	180	1	45	1	45
Virtual Events (free themed virtual school & community events)	371,406	0	6,000	0	7,000	0	3,600	0	6,700	0
Subtotal	413,772	120,841	15,642	30,957	9,277	8,110	4,218	2,085	7,389	1,910

*NOTE: revenues for school programs are based on separate program fees and do NOT include general admissions revenue.

TOTAL PROGRAMS	415,233	764,315	25,970	1,050,162	28,229	1,427,740	25,685	1,518,982	29,478	1,623,663
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*denotes impacted by COVID

**as of 2025 the CALL Program moved to another department

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 addition to the school programs in 2025, the pilot school wide membership opportunity was extended to 21 local schools as a means to support repeat visits by students to the Zoo. Four schools signed up for a 2025-26 membership, representing 867 students and generating \$11,757 in revenue.