



Impact Summary of: **2009 Sales Tax Exemption for the renovation and expansion of Zoo Atlanta.**
(OCGA 48-8-3 (87A))

Date Tax Exemption Expires: **June 30, 2011**

In July 2009, Zoo Atlanta became eligible for a sales tax exemption for the purchase of tangible personal property to be used for the renovation and expansion of our facilities. For the 12 months ending June 30, 2010, this exemption has had the following financial and economic impact:

Spending for renovation and expansion of Zoo Atlanta:	\$2,017,000
Portion of spending for tangible personal property:	\$1,165,000
Portion of spending for labor:	\$1,038,000
7% Sales tax exemption	\$ 60,900

Jobs Created:

Estimated during projects	30
Expansion of Zoo Atlanta facility and increase in	
<u>Animal care requirements</u>	<u>2</u>
Total	32

Future Financial and Economic Impact

Included in the above spending is design for an exciting new Zoo-Wide Master Plan which contemplates an almost complete renovation of the current facility. The Master Plan will see various improvements and enhancements thus allowing for new and exciting animal exhibits and educational programs for visitors including a new exhibit focusing on Georgia wildlife and ecosystems. We will also see the improvement and relocation of the main entrance, which will enhance the tourist experience as well as improve neighborhood traffic flow and parking. Zoo Atlanta hopes to increase tourist traffic by 40% after the renovation is complete. A 40% increase in foot traffic at Zoo Atlanta will be good for Georgia's tourism industry and our economy. In addition, the renovation project will create a significant number of jobs both during renovation and thereafter from the expanded facilities and added animals.

Estimate based on a 20-year implementation of the Zoo Atlanta Master Plan:

Jobs Created:

Annual jobs created during projects	More than	150
<u>Facility expansion</u>		<u>46</u>
	More than	196

Sales Tax Revenue:

In addition, based on projections supported by Economic Research Associates, annual visitors will increase over 40% after full construction. This results in a comparable increase in sales tax revenues to the state and local governments.



Zoo Atlanta Master Plan Summary

Zoo Atlanta attracts over 700,000 visits a year from across Georgia and outside the state. Among these are more than 100,000 school children from virtually every Georgia County, annually enjoying a wide range of educational opportunities and outreach programs, including Georgia curriculum-based programs. The Zoo also partners with institutions of higher education, including Georgia State University, the Georgia Institute of Technology, Fort Valley State University and the University of Georgia, to provide academic opportunities that transcend the traditional classroom. One such opportunity is the Veterinary Technology summer internship program established via a unique partnership between Zoo Atlanta and Fort Valley State University. Selected students shadow Zoo veterinarians, assist in lab evaluations and animal examinations and gain training in the health care and husbandry of exotic species.

Georgia's population continues to be among the nation's fastest growing with projected population growth of 13.1 percent between 2010 and 2020 and another 10.8 percent between 2020 and 2030. (Source: U.S. Census Bureau, Population Division, Interim State Population Projections, 2005). To better serve the Georgia community we began working with expert zoo planners at Torre Design Consortium Ltd., and have developed a forward-thinking Master Plan that will meet the needs of Zoo Atlanta and Georgia for decades to come. From this point forward, each capital project undertaken will be consistent with the long-range vision outlined in our Master Plan, and we are proceeding strategically on a project-by-project basis. One of the first of these projects will be a new Animal Health Complex that will allow the Zoo to broaden the university partnerships mentioned above while offering new learning opportunities in the field of animal health. Plans also include new exhibitry focused on native species and habitats, from the longleaf pine forests of South Georgia to the southern Appalachian Mountains, with messages targeting local conservation and environmental issues specific to our region.

As we implement the Master Plan, Zoo Atlanta will experience a remarkable transformation:

- **State-of-the-art exhibits**
A larger and much more diverse animal collection and upgraded exhibits. When future visitors explore these new exhibit spaces, they will find educational text, interactive touch screens, and hands-on learning opportunities around every corner.
- **Increased capacity**
Zoo Atlanta's pedestrian paths will extend to the edges of the property. Upon completion of the new path system, Zoo Atlanta will easily accommodate 10,000 people at one time – approximately **twice** as many individuals as can now comfortably enjoy the Zoo.
- **More indoor space**
The Zoo of the future will have approximately three times the amount of covered and climate-controlled facilities, helping greatly to "de-seasonalize" the Zoo, allowing attendance to remain high throughout the year, and making every day a possible "Zoo day."
- **Enhanced amenities**
Throughout Zoo Atlanta, there will be many places to stop and rest, to entertain children and to find dining, restrooms and gift shops. The reconfigured Zoo will also improve efficiencies for service vehicles, special events and school groups.
- **Creative use of the natural topography**
The Zoo entrance will be relocated to its historic location on Boulevard. From this high vantage point, future visitors will see the first of many stunning views and well-planned sight lines. They will wind their way through outdoor areas and ingenious multi-level structures tucked into the hillside. On the Zoo's lowest terrace, future visitors will find our premiere attraction, a wild African landscape reminiscent of the Serengeti savanna.



ABOUT ZOO ATLANTA

- Founded in Grant Park in 1889, making it one of the 10 oldest zoos in continuous operation in the United States;
- Zoo Atlanta maintains a collection of more than 1,000 animals, representing more than 200 species from around the world. Spanning nearly 40 acres of lush landscapes and inviting botanicals, the Zoo is a leader in building naturalistic habitats for wildlife;
- Governed by 501C3 non-profit board which consist of 60 private sector members representing major Georgia Corporations;
- President and CEO is former SunTrust executive Raymond King;
- Nearly 700,000 guests visit Zoo Atlanta each year;
- Zoo Atlanta membership tops 27,000 households;
- Over 200,000 school children annually participate in Zoo Atlanta's Education and Outreach programs, representing 145 of 159 Georgia Counties;
- Since 1985 the corporate and philanthropic community has contributed more than \$60 million to the Zoo;
- Zoo Atlanta is one of only four Zoological institutions in the United States that has Giant Panda program;
- The State of Georgia has invested nearly \$140,000 in Zoo Atlanta over the past few years including \$100,000 towards the design of a new animal hospital;
- Zoo Atlanta maintains an excellent partnership with the State of Georgia through various collaborations such as:
 - Collaborating with several colleges and universities in the State of Georgia to further animal research and conservation;
 - Partnering with the Department of Economic Development to maintain and strengthen Georgia's relationship with China through the Giant Panda Program and Tourism;
 - Partnering with the Georgia Department of Natural Resources on confiscating exotic animal quarantine.