



Minnesota State Zoological Board.
Zoo-Related Organizations Files.

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CAPITAL CAMPAIGN FILM
PROPOSAL AND PLAN FOR USE

I. History of Proposal

During the Christmas holidays, Foundation Board member Ken Knopf reviewed the proposed capital expansion of the Northern Trail with Zoo Associate Director Brad House. Mr. House described in detail the next exhibit sequences, relating plans for the management and conservation of new animal species. Mr. Knopf was impressed with the scope of the planned zoo research and conservation, which he felt should receive greater emphasis from the Foundation's fund-raising programs.

During the same period, Mr. Knopf also screened a videotape on the Tropics written, produced and directed by KTCA producer Jeff Strate. The production, which focused on the design quality of the zoo, was originally developed for KTCA's Wyld Ryce program.

Mr. Knopf suggested that a videotape similar to that prepared by Mr. Strate might serve to introduce businessmen to the Zoo, its objectives and philosophy. On February 7, 1980, a brainstorming session was held to screen videotapes produced by Mr. Strate and the Zoo's audio-visual staff and to discuss the potential uses of visual media in a capital campaign. Mr. Knopf, Connie DeLand, Jim Hetland, Ed Kohn and Dave Bender of the Zoo staff, Bob Voigt and Kathryn Rosebear of the Foundation staff, and Jeff Strate were present. It was the consensus of individuals at that meeting that a visual production might be useful in capital campaign solicitation. It was suggested that a collaborative effort between Zoo staff and Mr. Strate be explored and a plan on use of a videotape be prepared for future consideration by the Foundation's Board of Directors.

II. Proposed Visual Production

A. Format

A quality, 3/4" color videotape production is proposed. This videotape would be written, produced and directed by Jeff Strate in full collaboration with Dave Carlson and Don Strand of the Zoo's Audio-Visual Department.

In investigating various formats used within the metropolitan area, it was apparent that there have been as many approaches to visual campaign productions as there have been campaigns. Multi-media slide shows, 16 mm. and Super 8 films and videotape have all been used. No "formula" for a successful production was evident. The primary objective of each production, however, was to build rapport with the prospect.

Videotape production offers certain advantages which make it the preferred medium for the Foundation:

1. Though both film and videotape offer the advantages of a moving image, the cost of videotape production appears to be approximately half the cost of film.

- a. Production quality can be maintained and adjusted in the field -- cameramen can immediately view the footage shot.
 - b. There is no additional expense of sending film to a lab for processing.
 - c. Videotape is quicker to edit than film, reducing editing costs.
 - d. Post-production can be completed either at the Zoo or at Channel 2.
2. In presentations to the public, videotape offers a consistent quality and ease of use.
- a. Sound quality and picture image of the videotape will not deteriorate with repeated use as quickly as film does.
 - b. Videotape equipment is quieter and easier to use than 16 mm. projection equipment.
 - c. Both 3/4" and 1/2" tapes can be duplicated, offering increased access to the in-house equipment of prospects.
 - d. Videotape can be screened in bright or lit rooms.

A videotape production would be most useful with small groups of no more than 12 to 15 individuals. Larger groups would have difficulty viewing the video monitors. In large group settings, large screen video equipment could be used. Rental cost, however, could inhibit extensive use; a SONY screen rents on a daily basis for approximately \$150.

B. Target Audience

The target audience of this production would be business and community leaders -- those individuals who personally or through their corporations or foundations make decisions on charitable giving. In essence, the interview group selected by the Shaver Company is representative of our audience.

According to Jeff Strate, the audience as defined is composed of extremely bright, well educated individuals -- who have viewed a substantial number of these productions. He suggests a "quiet, dignified, compelling" piece aimed directly at meeting their needs for information.

C. Content

A videotape production for the Foundation could be considered a "visual case statement" which, with other printed materials, will provide the prospect with all essential information on what the zoo is and what it can become. Content of the videotape should focus less on making the case for capital gifts and more on first making the case for the Zoo.

Ken Knopf has suggested that the production concentrate on the Zoo's design, implications of design on conservation efforts, the Northern Trail development, and the Zoo's role in perpetuating endangered species.

Production content can also be derived from the Shaver feasibility study, from which we hope to learn the chief concerns of constituent groups. Portions of the production can be directed to answering these concerns, transmitting key messages about the Zoo to community and corporate leaders and influencing their perceptions.

D. Plan for Use

To justify the expense, the videotape production should be screened during initial contact with each Foundation prospect. This requires the commitment of all Foundation Board members.

The production could be used in the following settings:

1. scheduled presentations to business and civic groups -- Rotary, Chamber of Commerce, etc.
2. presentations to all prospects, including Foundation and corporate giving staff and decision-making committees (Note: Foundations and corporate giving committees will often screen a film or videotape during their meetings, though they seldom invite representatives of an organization to make personal presentations.)
3. luncheon meetings, similar to those sponsored by Foundation Board members last summer
4. scheduled Zoo Theater presentations, i.e., during the Society's annual meeting day, corporate employee picnics, Foundation events and/or tours, etc.

The production could be particularly useful in presentations where the prospect has some difficulty in visiting the zoo. In the solicitation of outstate prospects in particular, the production could serve as an extremely powerful visual introduction to the Zoo. It would be relatively easy to locate copies of the production in key Minnesota cities, where Zoo supporters would have access to them.

It should be emphasized, however, that the production should serve as a primary introduction to the Zoo and should not replace site visits when that option is available.

E. Biography - Jeff Strate

Mr. Strate is currently a producer for the KTCA program, Wyld Ryce.

Awards and honors which he has received for his professional work include: three awards for documentaries from the Northwest Broadcast News Association; two first place awards in documentary from Sigma Delta Chi, the regional society for professional journalists; a Bronze Hugo award from the Chicago International Film Festival for the documentary "From China To Us," for which he was Associate Producer; and awards from the Minnesota Short Film and Video Festival and the Moore on Sunday Film Festival.

Mr. Strate also produced the eminently successful and popular "Attack of the Burger Pods," which received critical acclaim.

F. Budget

Production Budget

A. Remote		\$4,875.00
1. Personnel		
Engineer, 5 days	\$390.00	
Cameraman, 5 days	400.00	
Audioman, 5 days	280.00	
Grip, 5 days	200.00	
Unit Manager, 1 1/2 days	55.00	
2. Equipment Rental		
Camera & Camera Control Unit (CEI)	3,000.00	
Wireless Microphone	300.00	
3. Crew Transportation/Meals	250.00	
B. Audio tape editing, 1 hour		5.00
C. Videotape Editing, 5 days		2,400.00
D. Wild Sound Field Recording, 8 hours		237.00
E. Graphics, 5 to 8 hours		50.00
F. Logging, 2 days; writing, 3 days; review zoo materials, 2 days.		
G. Contingency, 15 percent		1,135.00

Sub-Total Production Budget: 8,702.00

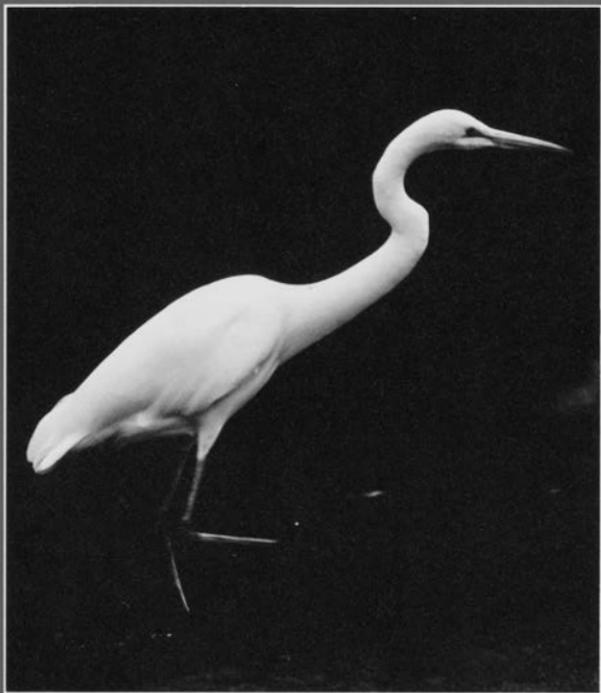
Post-Production Budget

A. Personnel		343.00
Character generator	30.00	
Visual mixer	48.00	
Floor manager	48.00	
Audio person	48.00	
Camera person	48.00	
Lighting (2 hours)	16.00	
Videotape engineer	75.00	
Tech engineer (1 hour)	30.00	
B. Equipment Rental		970.00
2-3/4 inch VTR	300.00	
1-1 inch VTR	300.00	
1-1 inch VTR (2 hours)	100.00	
Film Chain	210.00	
1-1 inch 30 minute tape-mastering	48.00	
1-1 inch 30 minutes tape-work tape	12.00	
C. Contingency, 15 percent		131.00

Sub-Total Post Production Budget: 1,444.00

Producer/Director/Writer's Fee 1,000.00

Total Project Cost 11,146.00



The Minnesota Zoo

An Alliance



TO THE CITIZENS OF THE STATE OF MINNESOTA -
THE STOCKHOLDERS OF THE MINNESOTA ZOO:

The Minnesota Zoo is one of our state's newest and finest resources. The Minnesota Zoo is a result of our state's public and private sectors working together to plan, design and build this educational and recreational facility.

The Minnesota Zoo's program, on-site and throughout the state, offers our families new opportunities to understand animal and plant life and ways to conserve these resources for the future. We are fortunate to have a zoo of this international magnitude here in Minnesota.

The Minnesota Zoo exists for you - the citizens of our state. Your continued enjoyment and support is an integral part of the Zoo's future.

Albert H. Quic, Governor
State of Minnesota

Minnesota Zoological Garden

Edward Kohn, General Director

The first endeavor of a public zoo is that it be enjoyable. Unless we succeed in that endeavor, we can afford no others. One feature that is fundamental to our business is that the Zoo is a voluntary experience. Return visits can only be a product of having had a happy time the last time.

Responsible zoos today work in the service of a simple cause - people's discovery, understanding, love and thus commitment to our wild animal and plant co-inhabitants on this planet. There is no other justification for captivity in a zoo.

The Minnesota Zoo excels in providing enjoyably an awareness of the inter-related life of the near reaches of our own woodlands and waters, of the northlands of the planet, and of that continent remotest from us, Asia. If discovery is our product then the pure capital on which we build is personal enjoyment. And at year's end our accounts were strong with those proceeds. Forty percent of our visitors had already repeated their visit. We counted 1,060,000 visits for the year - by national standards an excellent level - but for Minnesota just a fine start with good growth ahead.

When the Zoo first opened, many visitors were uneasy in not finding all the animals instantly and with conventional ease. Compounding the problem,

many of the animals were still wary of the people on the edges of their yet unfamiliar territory and sought every out-of-sight option.

As the year progressed, the animals became more at peace with the "safe distance" at which visitors remained and made freer use of their exhibit habitats. Many tenant improvements were negotiated on behalf of the animals and their visitors. The people used longer visiting hours and the Zoo ceased promoting heavily crowded days, with the result that nearly all could be accommodated in a more leisurely manner, one that best assured each visitor an enjoyable experience - the building block of this Zoo.

In administering the Zoo, we found many ways to improve visitor enjoyment and focused our promotions, and thus people's expectations, on the extraordinarily fine features of this progressive Zoo.

We gained by far the strongest winter attendance of any northern zoo and we conducted satisfactory pilot studies that show, for example, that fresh new visitors will come to the Zoo in winter for cross-country skiing and other participation activities (including the arts).

Our school-visit program was stronger than any zoo in the country, except for San Diego's long-established program. From 80 percent of the state's counties came 121,000 students - an extraordinary opening year accomplishment. The success was possible only because the efforts of our core staff

The Minnesota Zoo excels in providing enjoyably an awareness of the inter-related life of the near reaches of our own woodlands and waters, of the northlands of the planet, and of that continent remotest from us, Asia.



could be magnified through the dedicated and effective services of 350 trained volunteers - a great corps that contributed 45,000 hours of work in the first year.

As a result, the American Association of Zoological Parks and Aquariums honored the Minnesota Zoo with its 1979 Institutional Commitment to Education Award. The learning experience gained by the students was the primary and sufficient product of the program. But the investment made good business sense as well, as many thousands of enthusiastic young people brought back families and friends from throughout the state to share their discovery of the new Zoo. This contributed to the outstanding levels of out-state attendance in the summer.

On the animal and plant front, the fundamental achievement was one of successful transition from planning to presentation of our fine collection. We gained full operation of our technically efficient animal support facilities and of the overall finest representational habitat exhibits in the zoo world. A sound clinical health program was instituted with successful treatments predominating. Notable breeding successes with the Malayan tapir, Siberian tiger, Nilgiri tahr and Japanese macaques demonstrated the Zoo's commitment to effective long-term genetic custodianship and the success of the management plan for animal support. The interdependence of the exhibition and breeding objectives of the Zoo produced tangible benefits to the visitor experience.

As never before, zoos must respect the fact that they can no longer afford boundaries between them. The task of genetic custodianship in lieu of and for the vanishing wilds mandates that zoos share both genetic stock and responsibility. Zoos are increasingly sharing their capabilities with one another. The unique contribution of the Minnesota Zoo has been to create the International Species Inventory System (ISIS) - a captive animal data bank in the service of sustained reproduction of captive species at our and other zoos worldwide. By year's end, the program's costs were sustained entirely by its users and its 115 participating zoos.

The monorail reached the 95 percent completion stage at fiscal year's end, within budget and close to contract deadlines, despite a voluntary adjustment by the manufacturer to better assure cost-efficient operation in winters to come. On September 20, service began and thousands of riders have registered approval of the personally narrated program. Technical performance and ridership percentages are as projected. A financial problem related to payment of capital costs has emerged and must be resolved. With the monorail's completion, all 80 of the Zoo's animal exhibits were under cover for the visitor - making this indeed the most complete "Zoo for All Seasons".

Very importantly, and after intensive study, the State Legislature awarded the Zoo a secure base operating



budget on which our industrious staff will build the long-term programs that genetic custodianship demands. Only one major zoo in this country, and that one in a warm coastal, all-year vacation location, can claim to be close to self-sufficiency. Certainly no northern one is confident of closing the gap in the face of today's climbing costs and obligations. The hidden costs for responsible custodial management of captive life are too great. In that realistic context the Minnesota Zoo compares very favorably. Practically no northern zoo exceeds us in percentage of operating budget produced from on-site revenues, and we are working toward further improvements in this position.

Recognizing these factors, the Legislature awarded us annual appropriations independent of annual revenues but on the basis of our energetic pursuit of the maximum possible revenue returns to State funds. It is a contract in good faith to which we are committed. We also restructured our Capital Improvement Program with a revised and improved delineation of Northern Trail exhibits in the service of expanded peak-season capacity as an important precursor to further substantial attendance and revenue growth.

Solid performance in all departments, a resource base on which to meet today's objectives and to make long-term commitments, constantly improving visitor reactions and effective planning for the future are the highlights of our first year.

Thanks are due to many people in our community for their leadership and strength given to the development of the Minnesota Zoo. Their foresight and commitment have helped bring about a truly exciting educational opportunity for Minnesota.



The unique strengths of this zoo, so carefully designed into place, have become real. We present pathways for the joyous discovery of the diverse beauty in life of the wild; from the exotic Asian forms to those splendid emissaries from the deep, the Beluga whales, and to our own distinguished native species. The goal we are honored to share is a growing commitment worldwide to preserve and protect the remaining natural splendor around us. The Minnesota Zoo is mobilizing fully and efficiently in the service of that cause.

*James Hetland, Chairman
Minnesota Zoological Board*

The Minnesota Zoological Board, established by the State Legislature in 1969, is the principal governing unit of the Minnesota Zoo. Its 11 members are appointed by the governor to four-year terms. A twelfth member of the Board is a non-voting representative of Dakota County, the home of the Minnesota Zoo.

The initial concerns and planning for the Minnesota Zoo grew out of community interest in expanding the Como Park Zoo. Subsequent studies by the Minnesota Zoological Society, the Citizen's League and the Metropolitan Council Zoo Advisory Committee focused on the need for a new Twin City area facility. Each of these studies concluded that a

zoological garden would fill a massive cultural void, that it would be economically viable, and that it would bring benefits ranging from increased tourism to enrichment of educational experiences and provide a major contribution to our area's quality of life.

Based upon recommendations from the Metropolitan Council, in 1969, the Minnesota Legislature took the first step toward the Minnesota Zoo becoming a reality. With this leadership, the Minnesota Zoo became the first State zoo in the United States. The Minnesota Resources Commission provided funds for the development of the master plan which detailed philosophies, goals, and facilities that were subsequently submitted to the legislature for State funding.

The Minnesota Zoological Board was created with authority to study, construct, and operate the Minnesota Zoological Garden. Board members are charged with setting policy for the Zoo and assuring compliance with regulatory and budgetary requirements of the State. The Board has all powers necessary to discharge the duties imposed upon it by law and to operate the Zoo in a manner which best serves the public.

It is the goal of the Minnesota Zoological Board to provide the finest in educational experiences and

opportunities for all individuals in Minnesota. The educational programs do have a state-wide appeal to all ages and groups. The best available technology, facilities and management have been incorporated into the Zoo program. The Zoo is a year-round facility designed around the Minnesota climate and emphasizing both indoor climate controlled exhibits as well as outdoor exhibits that are at home in our State's climatic environment.

Dakota County and the City of Apple Valley were very helpful in the gift of the site in Apple Valley on which the new Zoo has been constructed. The 480 acres is part of a regional park system that includes more than 2,000 additional acres in parks, open space, trails and future recreational development programs.

The 1973 Minnesota Legislature provided \$23,025,000 in general obligation bonds for the initial phases of construction of the Minnesota Zoo. An additional \$2,350,000 of general obligation bonds were issued on a matching funds basis provided that an additional \$2,350,000 from non-State sources of support would be secured. This has since been accomplished with the help of the Minnesota Zoological Garden Foundation and Society.

Construction began in 1974 with an initial budget of \$26,036,000. As of June 30, 1979, the construction budget had grown to \$31,135,000. Funds for all of these expenditures were secured. An additional

\$1,887,625 are presently available from the Minnesota Zoological Garden Foundation in the form of grants and commitments toward future capital improvements. Future construction will be based upon a Zoo Board identification of need and close association with the Foundation's Development Program to seek gifts for capital projects not covered by State appropriations.

Substantial volunteer assistance has been provided for many years to the Zoo by the Minnesota Zoological Society. Thanks are due to many people in our community for their leadership and strength given to the development of the Minnesota Zoo. Their foresight and commitment have helped bring about a truly exciting educational opportunity for Minnesota.



MINNESOTA ZOOLOGICAL GARDEN
Summary of Financial Information
Year Ended June 30, 1979
(unaudited)

<i>Revenues:</i>	
Admissions and Parking Fees	\$1,762,481
Gift Store, Net of Expenses	139,276
Other	126,177
<i>State of Minnesota General Fund Appropriations</i>	<u>1,920,905</u>
Total Revenues and Appropriations	<u>\$3,948,839</u>

<i>Program Expenditures:</i>	
Biological Program (animal and plant care)	\$ 903,400
Operation and Maintenance of Facilities	1,757,540
Marketing, Advertising, and Promotion	486,102
Education and Information Services	354,807
Admissions, General & Administrative	<u>453,413</u>
Total Program Expenditures	<u>\$3,935,262</u>

Excess of Revenues and Appropriations
Over Expenditures \$ 13,577

Fund Balance End of Year \$ 13,577

Note: This information is subject to audit by the State of Minnesota Legislative Auditor in accordance with State regulations and procedures.

MINNESOTA ZOOLOGICAL GARDEN
Summary of Capital Funds
Aug. 1, 1973-June 30, 1979
(unaudited)

Source of Capital Funds Received or Committed:

Bonding and Related Income	
Original State of Minnesota Bond Issue	\$23,025,000
State of Minnesota Matching Fund Bonds	2,350,000
Less: Bond Issue Costs	(10,297)
Interest Earned on Bond Proceeds	3,720,656
	<u>\$29,085,359</u>

Other Sources, Exclusive of Private Gifts & Grants

Minnesota Zoo Ride, Inc. (for construction of Zoo Ride Station and for overhead costs of financing) (see note)	\$ 700,000
Federal Department of Energy Grant	313,458
Food Concession - owner participation in construction costs	234,500
	<u>\$ 1,247,958</u>

Private Gifts and Grants

Gifts Made Directly to the Minnesota Zoological Garden	\$ 831,423
Minnesota Zoological Garden Foundation (excluding \$1,200,000 committed to MZG for fiscal year 1980)	687,625
	<u>\$ 1,519,048</u>

<i>Total Capital Funds Received or Committed</i>	\$31,852,365
Less: Capital Funds Used For Construction	(31,135,000)
<i>Capital Fund Balance (uncommitted)</i>	<u>\$ 717,365</u>

Note (1) Minnesota Zoo Ride, Inc. is a separate corporation formed to facilitate the financing and construction of a monorail transportation system within the boundaries of the Minnesota Zoological Garden. An Installment Purchase Agreement between Minnesota Zoo Ride, Inc. and the Minnesota Zoological Board provides for the sale of the monorail system to the Zoo Board. By an assignment agreement, Minnesota Zoo Ride, Inc. assigned its rights under the Installment Purchase Agreement with the Zoo Board to an underwriter in exchange for \$8,071,688. A Bank Trust Department was engaged to act as fiscal agent. As of June 30, 1979, \$7,158,433 had been expended for construction and related costs.

Note (2) The above figures do not include the \$1.2 million land donation made by Dakota County in 1975.



MINNESOTA ZOOLOGICAL GARDEN

Summary of Capital Funds
June 8, 1973-June 30, 1979
(unaudited)

Application of Capital Funds:

Main Building Complex	\$11,925,947
Site, Utilities & Improvements	3,724,652
Northern Trail	3,412,463
Architecture, Engineering and Management	3,371,354
Internal Services	2,266,913
Minnesota Exhibit	1,221,950
Animals and Equipment	1,024,793
Main Building Exhibits	1,019,519
Plantings	750,799
Signs, Graphics, Interior Furnishings	577,135
Zoo Ride Station	532,519
Solar Energy	442,583
Food Service	332,270
Special Construction	274,788
Supplemental Contracts, Other	257,315
Construction Expenditures	<u>\$31,135,000</u>

Note: As of June 30, 1979, the Minnesota Zoological Garden Foundation has committed an additional \$1,200,000 toward the Zoo's Short-Range Development Program which is not included in the above amounts.

Minnesota Zoological Garden Foundation

Connie DeLand, President

The Minnesota Zoological Garden Foundation, an independent, non-profit corporation, was established in 1975 as the principal fund-raising organization for the Minnesota Zoo, making it the only zoo in the country with a permanent, private organization raising money on its behalf.

The Zoo Foundation raises money through contributions from the private sector for use by the Minnesota Zoological Board, the State agency that supervises Zoo operations.

The Minnesota Zoological Board retains primary authority for the identification of needs and design of future Zoo construction and expansion. After careful consideration and approval by the Zoo Board, capital needs are presented to the Zoo Foundation's Board of Directors for their consideration. Through inter-Board discussions of needs and a review of possible funding sources (individuals, corporations and foundations), decisions are made on the approaches that may best serve the development objectives of the Zoo and fund raising programs/efforts of the Foundation.

The Zoo Foundation's initial goal, to help raise \$2.3 million, was accomplished in 1978. That success enabled the Zoo to collect an equal amount in

matching funds from the State of Minnesota for application during the Zoo's initial construction phase.

Present programs coordinated by the Foundation continued to generate additional capital project funds. Future fund-raising activities are directed toward establishing a broad base of state-wide support including capital campaigns, development grants, special projects, and the many current, annual and deferred gift options by which individuals can help build the Minnesota Zoo.

The Zoo Foundation operates with a professional staff, assisted by Board members and many volunteers. The Foundation's goal is to help insure a permanent capital development program for the Minnesota Zoo.



MINNESOTA ZOOLOGICAL GARDEN
FOUNDATION

Summary of Financial Information
Year Ended June 30, 1979

<i>Receipts:</i>	
Contributions	\$ 367,609
Special Events, Net	39,962
Interest Income	93,794
Other	10,129
Total Receipts	\$ 511,494
<i>Disbursements:</i>	
Fund Raising	\$ 52,026
General and Administrative	30,581
Total Disbursements	\$ 82,607
Excess of Receipts Over Disbursements	428,887
Funds Provided to Minnesota Zoological Garden	(158,374)
Amount Added to Fund Balance	\$ 270,513
<i>Fund Balance End of Year (cash basis)*</i>	<i>\$1,224,104</i>

*(\$1,200,000 dedicated to MZG)
(Development Program, F.Y. 1980)

Note (1) Anyone desiring a copy of the audited financial statements may procure one by writing to the Minnesota Zoological Garden Foundation, 1422 West Lake Street, Minneapolis, Minnesota. The audit was prepared by Peat, Marwick, Mitchell and Company.

Note (2) The Minnesota Zoological Garden Foundation is a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code. The Foundation is the principal fund-raising organization for the Minnesota Zoo.



Minnesota Zoological Society

Robert Bonawitz, President

The Minnesota Zoological Society, an independent and non-profit membership organization, was formed in 1961 to enlighten Minnesota citizens about and promote support for a new zoo, incorporating representative animal habitats, in the Metropolitan Twin Cities area. Through its efforts and those of other community-based organizations, interest developed state-wide for the creation of the Minnesota Zoological Garden. The Society has always provided, and intends to continue to provide, enthusiastic, on-going support for the Minnesota Zoological Garden and its programs.

The Society cements a bond between people and the Minnesota Zoo, providing greater understanding of the world's natural systems and wildlife to more than 6,000 members and their families, and through them to the larger community beyond. Publications, programs, promotions and member services are the means used to inform members of the Zoo's programs and involve them with its recreational, educational and enrichment opportunities.

Volunteer services, Zoo guides, Speaker's Bureau activities, direct cash contributions, special events and community participation programs are some of the major Society contributions which help the

general public and the Society's members to obtain the maximum benefits from their Zoo.

The Minnesota Zoo, a most interesting and far-sighted institution, has enormous potential to provide an enhanced opportunity for the public to acquire a deep understanding of, appreciation for and commitment to preservation of the natural world in which we live. Through the Society's support and dedication, this potential will be realized.

MINNESOTA ZOOLOGICAL SOCIETY
Summary of Financial Information
Year Ended May 31, 1979

<i>Revenues:</i>	
Membership Dues	\$155,223
Contributions	103,163
Investment Income	16,988
Other	14,393
Total Revenues (see note 2)	<u>\$289,767</u>
<i>Expenses:</i>	
Membership Procurement	\$ 79,330
Membership Activities (principally publications)	55,115
General and Administrative	57,587
Other	5,793
Total Expenses	<u>\$197,826</u>
Excess of Revenues Over Expenses	91,941
Contributions to Minnesota Zoological Garden (see note 2)	(27,813)
Amount Added to Fund Balance	<u>\$ 64,128</u>
<i>Fund Balance End of Year (accrual basis)</i>	<u>\$228,238</u>
(see note 3)	

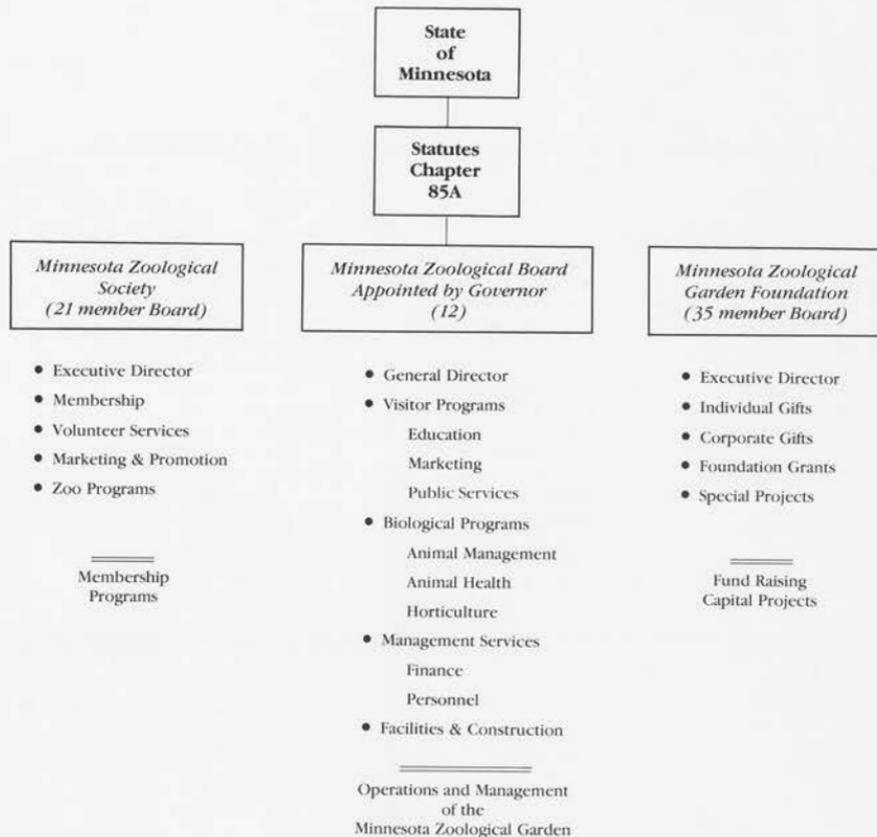
Note (1) Anyone desiring a copy of the audited financial statements may procure one by writing to the Minnesota Zoological Society, 555 Wabasha Street North, St. Paul, Minnesota 55102. The audit was prepared by McGladrey Hendrickson and Company.

Note (2) The Minnesota Zoological Society and the Minnesota Zoological Garden have a reciprocity agreement, subject to annual review, which provides for volunteer services. For fiscal year 1979, the value of all volunteer hours contributed to the MZG was \$130,164. Of this amount, \$96,259 was recognized as payment to the MZG for Society member admissions to the MZG in the same period. The cumulative year-to-year balance of \$49,191, recorded as of May 31, 1979, under the agreement, is available to offset future Society obligations to the MZG, but is in no part a cash balance which could be remitted to the Society.

Note (3) Carry forward for operations and program distribution.



MINNESOTA ZOO - TABLE OF ORGANIZATION - 1979



BOARD OF DIRECTORS 1979-1980

*MINNESOTA ZOOLOGICAL
BOARD*

Firmin L. Alexander
Richard Arndt
Patricia Davies, Vice-Chairperson
Robert H. Engels
Robert Ferguson
James L. Hetland, Jr., Chairman
James W. Kennedy
Sandra Stokesbary
John E. Tilton
Adolf Tobler
Jerome Wagner
Paul Zollman, DVM

*MINNESOTA ZOOLOGICAL
GARDEN FOUNDATION*

Firmin L. Alexander
Anthony L. Andersen, Treasurer
W. Andrew Boss
Wallace C. Dayton
Connie DeLand, President
Louis I. Gelfand
Richard G. Gray, Sr.
Kathy Gretsch
Reuel Harmon
Margee Kinney, Vice-President
Kenneth M. Knopf
Malcolm McDonald, Vice-President
John C. McKay
Dean McNeal, Secretary
Chy Morrison
Stanley Nelson, Vice-President
David W. Onan, II
Joseph T. O'Neill
Gordon Rosenmcier
Mary Ann Scroggins
Sandra Stokesbary
John E. Tilton

*MINNESOTA ZOOLOGICAL
SOCIETY*

Dennis P. Albrecht
Sandra Blomquist
Joseph G. Bohlen
Robert L. Bonawitz, President
Lloyd L. Brandt
Dale Chelberg, Secretary
W. Clough Cullen
Bruce E. Douglass, M.D.
Daniel F. Dolan
Karen Ferguson
Stephanie Fox
Paul I. Freeman
Gerard D. Hegstrom, Vice-President
Toni Hengesteg, Treasurer
L. David Mech, Ph.D.
Phillip R. Nelson
Terry Nelson
Marilyn Nordaune
Marialice Seal

Minnesota Zoological Garden Foundation
1422 West Lake Street
Minneapolis, Minnesota 55408
(612) 827-3661



We are Funding an Experience

the minnesota zoological garden

a first

One of Minnesota's newest and most exciting experiences!

It is the first "state zoo" in America so conceived and planned which emphasizes four vast areas of public service: recreation, education, conservation and research. It embodies a host of unique display concepts: animals visually free in their natural habitats, closed circuit television giving the visitor an intimate view of animal life, exhibits programmed to stimulate animal activity and to eliminate the stresses which confinement too frequently imposes!

location

The Minnesota Zoological Garden is located in Apple Valley on 480 lake-studded, rolling acres of timberland, 14 miles south of either downtown Minneapolis or St. Paul. The zoo will be served by a series of planned parkways that join the site to interstate highways and major state and local transit corridors. Access will be either from Galaxie Drive on the west, Johnny Cake Ridge Road on the east, Cliff Road on the north, or 134th Street on the south. The zoo will be accessible by Cedar Avenue and Zoo Road from Minneapolis (8 miles south of Metropolitan Stadium) or Pilot Knob Road from St. Paul.



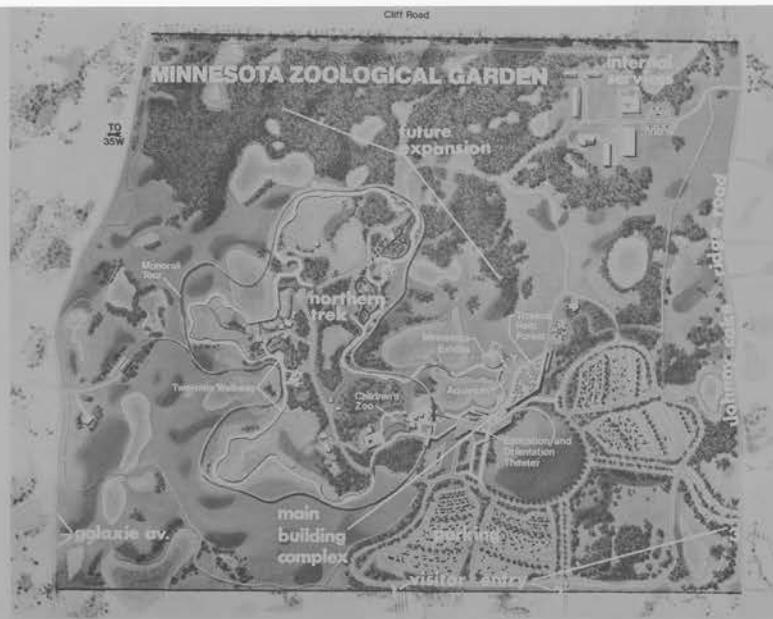
the history

planning

Plans for a major innovative zoological garden in Minnesota date back several decades. Initial concepts centered around an expanded Como Park Zoo. Subsequent studies by the Minnesota Zoological Society, the Citizens League, and the Metropolitan Council's Zoo Advisory Committee were undertaken from 1964-1968. Each study concluded that a zoological garden would fill a massive cultural void in the region, that it would be economically viable, and that it would bring a host of benefits ranging from increased tourism, to enrichment of educational experiences, to providing a major contribution to "quality of living" standards in the area.

action

Based upon collective recommendations, legislative action was sought to fund and establish such a facility through state tax revenues. The 1969 legislature accepted in principle the concept of a major zoological garden and appropriated funds for a development of a master plan, in fact, the first "state zoo" in the United States. An eleven member governor-appointed Minnesota Zoological Board was created to study, plan and acquire a site (subsequently selected in 1971). The 1973 legislature approved a master plan and approved a bonding program for the development of the zoo. Dakota County acquired the primary site and contributed it to the state. Construction commenced on May 1, 1974, and the first phase is scheduled for completion in 1977.



a unique experience

concept

The concept of the Minnesota Zoological Garden is to create and maintain a public recreation and education facility of national scope, featuring naturalistic displays of animals in which the human element is introduced into the animal environment rather than the animal forced into the "human environment".

No longer functioning as a "cabinet of natural curiosity" the Minnesota Zoological Garden will become a mirror to the environment, where visitors experience the animals in naturalistic surroundings, thus gaining a better understanding of the interconnection of life and the life-supporting environments of our planet.

development

The zoo development can be divided into three major development areas within the site, plus the basic internal systems, special services, and the access roads external to the site. The major areas are: a) the main building and parking lot; b) the Northern Trek; and c) the internal services area.

Extensive planning, research, control and coordination has been carried out among the many interests involved in the development of the zoo. The clear objectives and guidelines adopted by the Minnesota Zoological Board, and the careful design and budget review process which followed insure a significant improvement in the quality of life for the people of Minnesota.

a community resource

recreation

Since 1967, zoological gardens have attracted over 100 million visitors each year in the U.S.A. This far exceeds the total attendance at all professional sports events. The Minnesota Zoological Garden offers a total experience for the entire family from child to grandparent. It offers an opportunity to see many forms of animal and plant life, to gain new insight into our relationships with our world, and to observe how everything in nature depends upon everything else. This understanding becomes more important as man and nature continue to grow more and more out of balance.

education

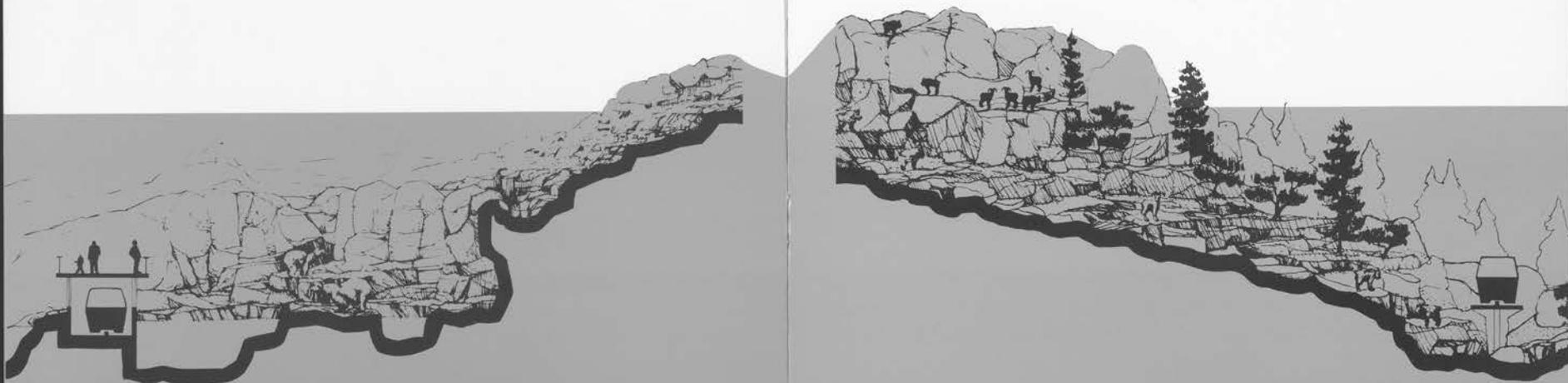
The Minnesota Zoological Garden offers an unparalleled educational experience. It has been more completely designed as an educational facility than any zoo in history. It offers programs through field trips, zoomobile visitations, resource materials for curriculum enrichment, and special learning programs tying the zoo visit to many fields of study including art, history, and the life sciences.

conservation

Zoos help save animals from extinction. At present, 290 mammals and 360 birds face the immediate danger of extinction. Some of these now exist only in zoos. Through environmental awareness programs and through active animal breeding, zoos help slow or stop this resource deterioration.

research

The Minnesota Zoological Garden offers unique research opportunities for many fields of investigation. The zoo will have a varied collection of animals available for the study of animal physiology, comparative nutrition, behavior, and animal medicine. Such studies will benefit both animals and people.



major exhibits/phase one

minnesota exhibit

The Minnesota Exhibit is based on an exciting naturalistic display featuring the animals of Minnesota. Some 75 mammals, 45 reptiles, 30 fish and amphibians and over 100 kinds of birds will be shown. Exhibits include a walk-through tank depicting a Minnesota lake filled with compatible fish, turtles, frogs and snakes, and displays of otter and beaver. Paths lead the viewer over, around, under and through interior displays. Outside, moose will wade in a spacious enclosed bog, and chipmunks, woodchucks, and squirrels will clamber over ledges and trees, free to come and go at will, as are the ducks, geese and swans on the lake. Special TV cameras will allow the visitor to peek into the little-known world of the beavers' dam or the pygmy shrews' tunnel. With interior exhibits and exterior walkways enclosed, this exhibit becomes open to the visitor year-round.

aquarium

Featuring Beluga whales, this specially-designed aquarium, approximately 560,000 gallons in size, allows plenty of room for the whales to swim, dive, or porpoise at the surface. The visitor can watch from above or below water. Special hydrophones will allow the visitor to "listen in" to the whales' conversations, and graphics will interpret these sounds. Nearby, refrigerated aquaria will feature many of the multicolored starfish, sea anemones, and other fascinating sea life representative of various oceans of the world.

education center

The education area in the western wing of the main building contains four classrooms with laboratory facilities, a small library, and a reading room. Although education programs make use of the entire zoo, this area is equipped to receive all special groups via a separate entrance, and is used as a base for all special education programs.

tropical exhibit

The Tropical Exhibit is a segment of tropical rain forests which is climate controlled and enclosed under a translucent roof. Visitors enter the exhibit from the main concourse and diverge on multi-level pathways into a conservatory of plants and animals. A pool features fresh water porpoises. One-third of this space is devoted to a series of free flight habitats containing brilliantly colored tropical birds. In every case, the exhibits enable the zoo to present the animals engaging in part of their normal life-style rather than residing in dull cages or cramped perches.

northern trek

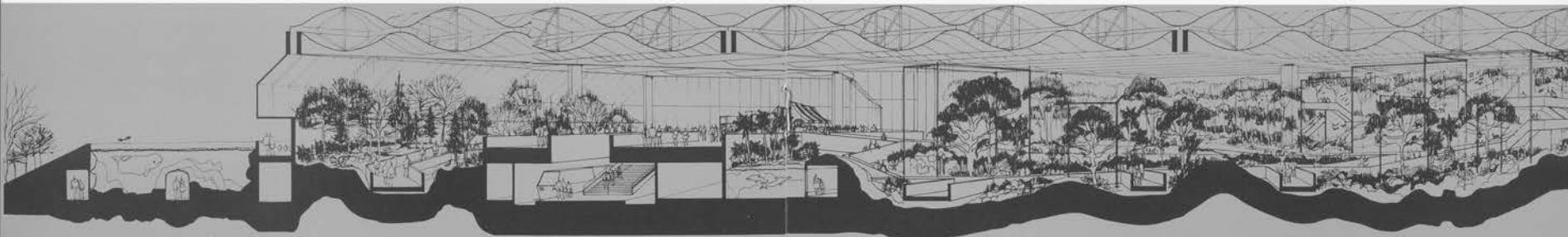
The largest developed portion of the site is referred to as the Northern Trek. It is intended to give the impression that the visitor is traveling across the northern hemisphere of the world and viewing those northern hemisphere animals in habitats reasonably similar to that found in their native areas. This would include habitats resembling plains, mountains, tundra, forests and marshland. It will include Siberian tigers, muskoxen, Bactrian camels, polar bears and other cold weather animals.

mini zoo

This area is designed to provide children and adults opportunities for intimate, close contact with large numbers of domestic animals, including waterfowl, cattle, sheep, goats. It also features many smaller, educational exhibits such as leaf-cutter ant colonies, small bird aviaries, and a functional animal nursery housing young animals requiring hand rearing.

future

Exhibits representing other zoogeographic areas of the world will be added in future phases of construction.



open year-round

attendance

Attendance is estimated to be 1,500,000 for the first full year of operation. This is based upon evaluation of visitor generation factors for other zoos in relationship to population. The annual attendance figure will perhaps increase 1.9 percent annually in direct proportion to population increase projections.

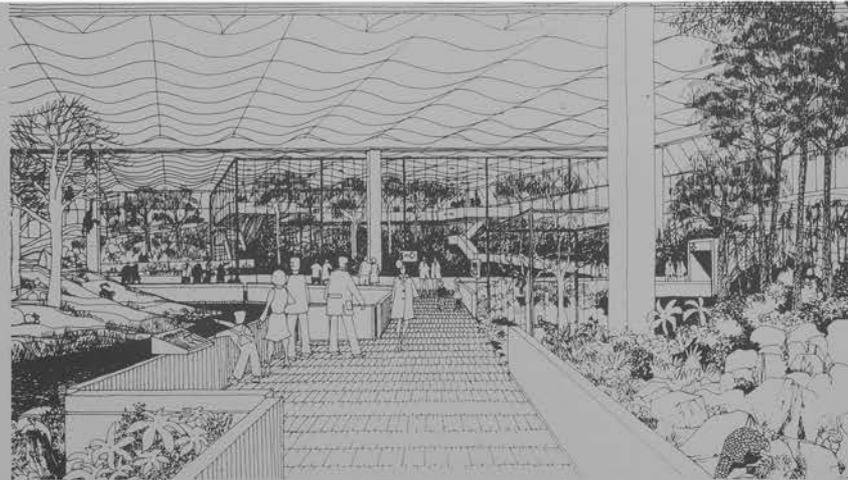
Research studies, traffic flow analysis, and projected attendance are estimated to peak at a maximum of 30,000 people per day. Sixty percent of the attendance will originate in the Twin City seven-county area. Parking lots are designed to accommodate 2500 cars. Traffic planning is continuing with the Metropolitan Transit Commission, highway department, municipal and county authorities, and the legislature.

income

An admission policy has been established calling for a general differential admission charge for adults and children. There will be 14 free days each year. Organized school-age groups will be admitted free of charge. A parking charge for each vehicle will contribute to the income of the zoo. The food and ride concessions will also produce income. Other revenues will accrue from animal sales or trades and operational grants.

need

AN ONGOING CAPITAL FUND RAISING PROGRAM NOW EXISTS TO PROVIDE SUPPORT FOR PRESENT AND FUTURE FINANCIAL NEEDS OF THE MINNESOTA ZOOLOGICAL GARDENS.



financial

funding

In 1971 original plans were based on a proposed design for exhibits and facilities estimated to cost \$38,000,000. In 1973, the legislature received a modified proposal, and subsequently approved funding to initiate construction of the first phase of this project by providing bonding authority as follows:

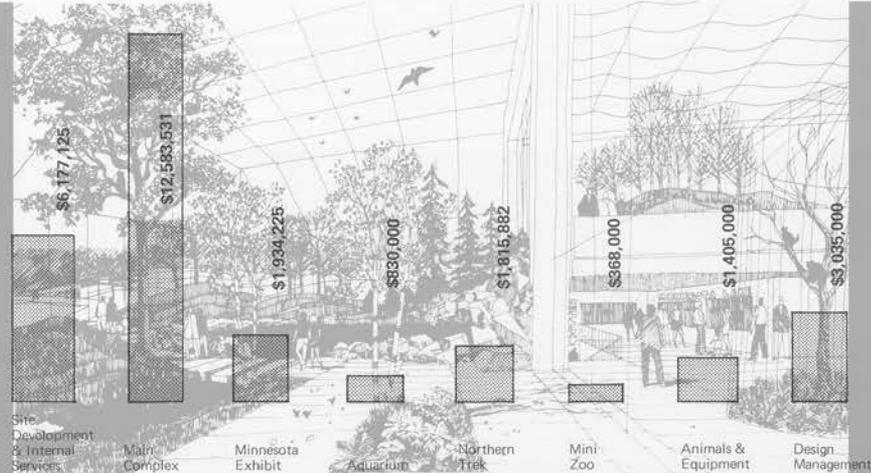
- \$23,025,000 in general obligation bonds
- \$2,350,000 in additional general obligation bonds to be issued upon a matching basis provided that
- \$2,350,000 from non-state sources would be secured through gifts, grants and donations.

The funding program also included:

- use of accrued interest on unused bond funds until disbursement for construction payment
- provision for payment of operational costs until the zoo is ready to open.

budget

The Minnesota Zoological Board has developed a capital budget of \$28,148,763, based upon income from bond sales, gifts, grants and donations, matching bond funds, and interest earned. However, because of inflation, it is now estimated that construction of Phase I will cost approximately \$32,000,000. Funds are needed now to fully complete the Northern Trek.



minnesota zoological garden foundation

purpose

The Minnesota Zoological Garden Foundation a 501 (c) 3 tax exempt non-profit corporation has been established for the immediate and ongoing support of the Minnesota Zoological Garden. After careful analysis of the zoo's goals and programs, and with planning geared to meeting the needs of the Minnesota Zoological Garden, the Foundation has embarked on a capital campaign to finance these needs.

goal

The immediate Goal of \$2,350,000 is a top priority in order to complete the zoo as designed and to secure the funds from non-state sources for an equal match of appropriation from the State of Minnesota.

future

Future development of the Minnesota Zoological Garden to the full extent of the master plan will be encouraged through permanent Foundation programs of financial development and individual support.

support

Gifts, grants, bequests and financial assistance of all kinds will truly help provide a valuable experience to all who visit the Minnesota Zoological Garden.

tax exempt

The Internal Revenue Service has reviewed the organizational structure and goals and has approved that gifts to the Foundation are fully tax deductible.

members

The members of the Foundation Board represent a cross section of our Minnesota community from industry, business, education, agriculture, labor, the professions and the arts. Their interest and purpose in serving on the Board is to build a permanent financial aid program for the growth and development of the zoo.

*John C. McKay, President, South Saint Paul; *David W. Onan II, Vice President, Wayzata; *G. Richard Palen, Secretary-Treasurer, Saint Paul; Robert S. Voigt, Executive Director, Minneapolis.

*Firmin L. Alexander, Saint Paul; W. John Driscoll, West Saint Paul; *Robert H. Engels, Minneapolis; Robert E. Ferguson, Eagan; Larry S. Freeman, Saint Louis Park; Louis I. Gelfand, Saint Louis Park; Norma Hanson, Goodridge; Reuel Harmon, Inver Grove Heights, E. Robert Kinney, Excelsior; Malcolm McDonald, Saint Paul; Reverend Alan W. Moss, Minneapolis; Richard Salet, Mankato; Mary Ann Scroggins, Afton; Dr. U. S. Seal, Bloomington; *John E. Tilton, Hopkins; Adolf Tobler, Saint Paul; Jerome Wagner, Anoka; Karla Williams, New Brighton.

*Executive Committee

Join us in funding this experience

"One of the most dynamic potential sources for environmental education is found in the modern zoological garden. Millions of visitors are attracted without threat or promise of reward other than the chance to enjoy a family outing and the experience of seeing many forms of animal and plant life. Such attendance provides a fertile field to plant the seeds of environmental education. No other institution can claim such potential."

Donald D. Bridgwater, Director
Minnesota Zoological Garden

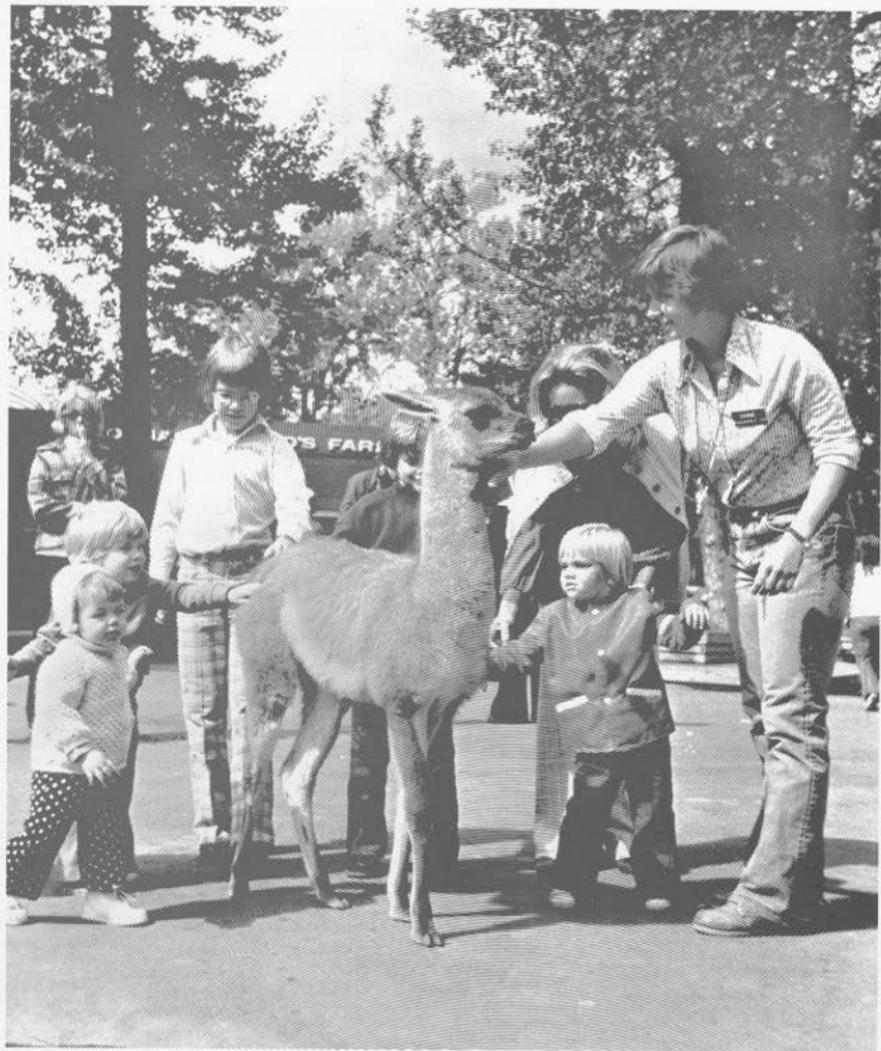
"Zoos have historically functioned as a park-related recreational activity meeting an apparent human need to view or experience other life forms. Recently, in response to changing cultural values, emphasis has been given to education, conservation and research roles for zoological gardens. Realization of the educational potential of modern zoos clearly will provide the greatest contribution to ecologically oriented conservation efforts in this country. In Minnesota it is anticipated that 80% of the population will visit the zoo during the first two years after its opening."

U. S. Seal, Ph.D., Professor of Biochemistry,
College of Biological Sciences,
University of Minnesota

"The importance of the Minnesota Zoological Garden Foundation to the success of the new zoo now being constructed in Apple Valley cannot be overemphasized. Gifts, contributions and bequests are all tax deductible. Funds received by the Foundation will make it possible for the Zoo Board and its director to fulfill the zoo's mission to provide recreation and education to the people of Minnesota and to help preserve endangered species which otherwise surely will become extinct."

Reuel Harmon
Chairman of the Board, Webb Publishing Co.
Past President, Minnesota Zoological Society
Former Vice Chairman, Minnesota Zoological Board
Former President, Bush Foundation





MINNESOTA ZOOLOGICAL GARDEN FOUNDATION

33 East Wentworth Avenue • West Saint Paul, Minnesota 55118 • Tel 457-2579