

Zoo/Trek Authority

2015 Report to the Community



What is the Zoo/Trek Authority?

The Zoo/Trek Authority (ZTA) was established in 2001 to oversee disbursement of sales tax revenue to Point Defiance Zoo & Aquarium and Northwest Trek Wildlife Park. In 2000, Pierce County voters approved a one-tenth-of-a-cent increase in the local sales tax rate to support the Zoo, Northwest Trek and parks. One-half of this new revenue goes to Point Defiance Zoo and Northwest Trek. The other half is divided among park systems throughout Pierce County.



The ZTA is composed of seven elected officials appointed by city and county councils as follows:

- Pierce County Council: 3 members
- Tacoma City Council: 2 members
- Other Pierce County cities/towns: 2 members

The ZTA is charged with approving the biennial operating budgets for Point Defiance Zoo & Aquarium and Northwest Trek Wildlife Park prior to final adoption by the Metro Parks Tacoma Board of Commissioners.

2015 ZTA Members



Joe Lonergan, ZTA Chair
Tacoma City Council



Anders Ibsen
Tacoma City Council



Jim McCune
Pierce County Council



Douglas Richardson
Pierce County Council



Dan Roach
Pierce County Council



Milt Tremblay
Buckley City Council



Steve Vermillion
Puyallup City Council



2015 Highlights

Point Defiance Zoo & Aquarium

- **Welcomed over 732,000 visitors**, the highest total attendance in the Zoo's history.



- **Opened the new Jammin' with Jellies exhibit**, which mesmerized guests with the haunting beauty of five species of jellyfish.
- **Celebrated the births of four endangered clouded leopard cubs** and the debut of a new endangered Malayan tapir.
- **Launched an exciting, new shark dive experience**, allowing participants to get even closer to the Zoo's 16 sharks while learning about shark biology and conservation.

- **Provided \$23,000 in low-income field trip scholarship support** to enable Tacoma Head Start and public elementary school students to visit the Zoo.

- **Preparing to begin construction of a new aquarium to replace the aging North Pacific Aquarium.** This capital project is made possible through voter approval of a \$198 million Metro Parks Tacoma bond package.



Northwest Trek Wildlife Park

- **Set an all-time attendance record** with 214,696 visitors, capping a year-long celebration of the wildlife park's 40th anniversary.

- **Welcomed the first moose calf born at Northwest Trek in 15 years** and over a dozen other young animals, from bison, elk and caribou calves to bighorn sheep lambs and deer fawns.

- **Reared and released 254 state-endangered Oregon spotted frogs** into a Pierce County wetlands area. A collaborative partnership, including Northwest Trek, Point Defiance Zoo & Aquarium and other organizations, has returned over 7,300 frogs to a portion of their historic habit in Washington.



- **Collected more than a ton and a half of donated food** to help hungry families in Pierce County.

- **Began construction of Kids' Trek, a nature-inspired playground opening April 2.** The hands-on playground is designed to stimulate imaginations, encourage exploration and immerse kids in the natural world. It is funded through the voter-approved Metro Parks Tacoma bond issue, in partnership with the Northwest Trek Foundation.

2015 Metro Parks Tacoma Board of Park Commissioners



Tim Reid
President



Larry Dahl



Erik Hanberg



Aaron Pointer



Andrea Smith

Questions or comments?
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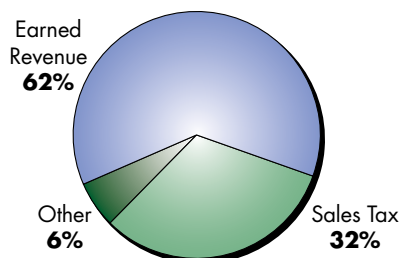
Finances

Point Defiance Zoo & Aquarium and Northwest Trek Wildlife Park are facilities of Metro Parks Tacoma. Since January 2001, both parks have been funded primarily through a combination of earned revenue, such as admission fees and food and gift sales, and sales tax revenue. The Zoo and Northwest Trek receive no direct funding from Metro Parks Tacoma.

Gifts and grants from the private, non-profit Zoo Society provide additional funding for the Zoo. Gifts and grants from the Northwest Trek Foundation provide additional funding for Northwest Trek.

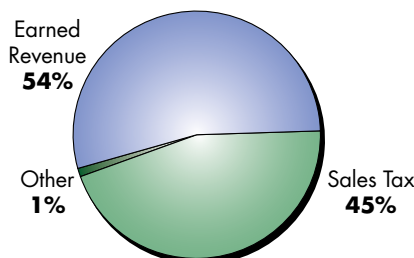
Point Defiance Zoo & Aquarium 2015 Revenue Sources (Est.)

\$15.3 million



Northwest Trek Wildlife Park 2015 Revenue Sources (Est.)

\$5.4 million



2015 Attendance

- 732,208 people visited the Zoo.
- 214,696 people visited Northwest Trek.
- 27,810 students, teachers and chaperones visited the Zoo on organized field trips.
- 13,045 students, teachers and chaperones visited Northwest Trek on organized field trips.