IMPACT ANALYSIS
LOS ANGELES ZOO AND BOTANICAL GARDENS
This report was commissioned by the Los Angeles Zoo and Botanical Gardens (L.A. Zoo). The L.A. Zoo serves the community by creating an environment for learning, recreation and discovery. Through its support programs for biodiversity and conservation, the L.A. Zoo supports wildlife protection and welfare, both within Los Angeles and throughout the global community.

**Special Thanks To:**
- Denise Verret | Chief Executive Officer and Zoo Director
- Denise Tamua | Executive Assistant
- Mei Kwan | Director of Administration and Operations
- Dr. Jake Owens, PhD | Director of Conservation
- Beth Schaefer | General Curator and Director of Animal Programs
- Dan Keeffe | Director of Learning and Engagement

**Prepared by Beacon Economics, LLC**

**Project Advisors**
- Christopher Thornberg, PhD
  Founding Partner
  chris@beaconecon.com

- Adam Fowler
  Director of Research
  adam@beaconecon.com

**Project Team**
- Mazen Bou Zeineddine
  Practice Lead, Economic, Fiscal, and Social Impact Analysis
  mazen@beaconecon.com

- Brain Vanderplas
  Senior Research Associate
  brian@beaconecon.com

- Alissa Dubetz
  Research Associate, Economic, Fiscal, and Social Impact Analysis
  alissa@beaconecon.com
INTRODUCTION

In a city better known for its movie stars and entertainment scene, the Los Angeles Zoo and Botanical Gardens (the L.A. Zoo) is an attraction for locals and visitors that is unique and educational. At the northeast corner of Griffith Park, the L.A. Zoo opened in 1966 and currently spans 133-acres, and boasted a staff of roughly 330 full-time and 215 part-time workers during the 2018-19 fiscal year. The L.A. Zoo is home to more than 1,400 mammals, birds, amphibians and reptiles.

These animals represent 270 different species, 58 of which are endangered. Its lush grounds feature various plant species from around the world and California including many that are rare and endangered. Approximately 1.8 million people visit the L.A. Zoo every year, making it one of the top 20 paid attractions in the region. Of these visitors, over 184,000 are non-local, who spend an average of $248 on accommodation, food services, retail, and entertainment. The L.A. Zoo not only has a significant economic impact on economies throughout Southern California, but also is heavily involved in conservation, learning, community engagement and social programs that positively impact the local and global community.

The L.A. Zoo has a unique governance structure as a department of the City of Los Angeles with oversight by the Mayor and City Council. The Zoo is supported by its long-term partner, the Greater Los Angeles Zoo Association (GLAZA), a tax-exempt charitable organization established for the purpose of developing, beautifying, and improving the L.A. Zoo. This relationship, which is governed by an Operating Agreement between the City and GLAZA, provides a variety of services to support the Zoo, including fundraising, membership, marketing, special events, and docent and volunteer programs. The Operating Agreement also grants GLAZA the exclusive right to operate and maintain all approved concessions on the L.A. Zoo premises. The concessions program at the L.A. Zoo is provided by Service Systems Associates (SSA), LLC, under a subcontract with GLAZA.

This study evaluates the economic and fiscal impact the L.A. Zoo has on the economy and addresses the Zoo’s social contributions. This study comprehensively measures the L.A. Zoo’s economic impact, detailing the effects of ongoing operational activities, capital expenditures, concessions, and visitors from outside Southern California. To conduct this analysis, this study includes data from the L.A. Zoo, GLAZA, and SSA. The results show that the L.A. Zoo’s economic impact extends well beyond the Zoo itself, making positive economic contributions to the regional economy.
**KEY FINDINGS**

**ZOO-RELATED EXPENDITURES**
REACHED $50.2 MILLION IN THE CITY OF LOS ANGELES, $81.9 MILLION IN LOS ANGELES COUNTY AND $104.0 MILLION IN THE SOUTHERN CALIFORNIA REGION.²³

**ECONOMIC OUTPUT GENERATED**
FROM THE L.A. ZOO WAS $80.3 MILLION IN THE CITY OF LOS ANGELES, $144.0 MILLION IN LOS ANGELES COUNTY AND $199.1 MILLION IN THE SOUTHERN CALIFORNIA REGION.

**THE L.A. ZOO’S OPERATIONS**
SUPPORT 1,741 JOBS THROUGHOUT SOUTHERN CALIFORNIA: 752 IN THE CITY OF LOS ANGELES, AND 1,273 THROUGHOUT LOS ANGELES COUNTY.⁴

**TAX REVENUE GENERATED**
BY THE L.A. ZOO TOTALED $1.6 MILLION FOR THE CITY OF LOS ANGELES, $4.0 MILLION FOR LOS ANGELES COUNTY AND $5.5 MILLION FOR SOUTHERN CALIFORNIA.

¹ Non-local attendees are visitors who reside outside of Los Angeles County, Orange County, Ventura County, and the Inland Empire.
² For this analysis, the Southern California region is the counties of Los Angeles, Orange County, and Ventura, plus the Inland Empire.
³ The larger regions incorporate the smaller regions into the analysis with regards to expenditures, output, unemployment, and labor income. For example, the County of Los Angeles’ expenditures incorporate the City of Los Angeles’ expenditures in the estimates.
⁴ The total jobs represented here include the L.A. Zoo’s staff (Zoo, GLAZA and SSA) of 330 full-time and 215 part-time during the 2018-19 fiscal year.
Impact studies assume that any increase in spending has three effects: a direct effect, an indirect effect, and an induced effect. A **direct effect** is the output of goods or services resulting from immediate spending associated with the L.A. Zoo. The types of expenditures include zoo operations, capital expenditures, employee compensation, concessions, and visitor spending. An **indirect effect** is the additional output of goods or services generated by the L.A. Zoo’s supply chain. That is, the effect used to support the outputs produced by the direct effect. As businesses increase productivity from the direct and indirect effects, their payroll expenditures grow through more hiring or increased salaries. Subsequently, household spending patterns expand. These new personal market transactions, generating additional outputs of goods or services, are the **induced effect**. Using the IMPLAN modeling system, Beacon Economics estimates the direct, indirect, and induced economic impact of the L.A. Zoo and Botanical Gardens.

**Methodology**

<table>
<thead>
<tr>
<th>TOTAL IMPACT</th>
<th>DIRECT</th>
<th>INDIRECT</th>
<th>INDUCED</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>+</td>
<td>+</td>
</tr>
</tbody>
</table>

Impact studies assume that any increase in spending has three effects: a direct effect, an indirect effect, and an induced effect. A **direct effect** is the output of goods or services resulting from immediate spending associated with the L.A. Zoo. The types of expenditures include zoo operations, capital expenditures, employee compensation, concessions, and visitor spending. An **indirect effect** is the additional output of goods or services generated by the L.A. Zoo’s supply chain. That is, the effect used to support the outputs produced by the direct effect. As businesses increase productivity from the direct and indirect effects, their payroll expenditures grow through more hiring or increased salaries. Subsequently, household spending patterns expand. These new personal market transactions, generating additional outputs of goods or services, are the **induced effect**. Using the IMPLAN modeling system, Beacon Economics estimates the direct, indirect, and induced economic impact of the L.A. Zoo and Botanical Gardens.
Expenditures are any amounts of money spent in relation to the L.A. Zoo. The economic impact of the L.A. Zoo is based on five main expenditure categories:

**Zoo Operations** cover the cost of maintaining the L.A. Zoo, inclusive of GLAZA and concession programs (SSA), and include expenses related to animal care and animal health programs, conservation, groundskeeping, maintenance, animal food and veterinary supplies, special events or security services. The operational cost at the L.A. Zoo is considered an ongoing cost; the Zoo needs to expense them year by year to keep its doors open.

**Capital Expenditures** is defined as expenses needed to construct, upgrade, or maintain the buildings and properties owned. The L.A. Zoo’s expenses cover a range of capital expenditures, including building commercial structures, maintenance and repair of nonresidential structures, and architectural services.

**Employee Compensation** is defined as the expenses from salaries and benefits paid to workers of the L.A. Zoo, GLAZA, and SSA.

**Concessions** The L.A. Zoo offers numerous services and concessions throughout the property that supplement the zoo’s economic impact, including catering, merchandising/retail, transit (tram), and restaurant sales.

**Visitor Spending** The L.A. Zoo receives over 1.8 million visitors per year. Most are local, from Los Angeles County, Orange County, Ventura County, and the Inland Empire. But over 184,000 visitors in 2018-19 were non-local. Their expenses included accommodation, food services, transportation, entertainment, and retail.
ECONOMIC & FISCAL IMPACT
The L.A. Zoo has had a significant impact on the City of Los Angeles, generating notable economic output, supporting jobs across several industries, and contributing large amounts of labor income.

<table>
<thead>
<tr>
<th>Economic Impact</th>
<th>OUTPUT IMPACT</th>
<th>EMPLOYMENT IMPACT</th>
<th>LABOR INCOME IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct</td>
<td>$50.3M</td>
<td>579</td>
<td>$22.9M</td>
</tr>
<tr>
<td>Indirect</td>
<td>$15.8M</td>
<td>80</td>
<td>$5.5M</td>
</tr>
<tr>
<td>Induced</td>
<td>$14.2M</td>
<td>93</td>
<td>$5.0M</td>
</tr>
<tr>
<td>Total Effect</td>
<td>$80.3M</td>
<td>752</td>
<td>$33.4M</td>
</tr>
</tbody>
</table>

Source: IMPLAN; Analysis by Beacon Economics
Note: Totals may not be precise because of rounding.

In total, the L.A. Zoo was responsible for $80.3 million in output, with direct spending (expenditures) responsible for over 62% of the impact. Furthermore, roughly 750 jobs were supported in the City of Los Angeles as a result of the L.A. Zoo. Although most were a result of direct spending, over 170 jobs were supported as a result of indirect and induced spending. These jobs include but are not limited to real estate, employment services, wholesale trade, and management consulting services.

For the City of Los Angeles, the total labor income generated from the L.A. Zoo was $33.4 million, with several industries affected. The largest 10 industries with generated labor income from indirect and induced effects can be seen in Figure 1.
**FISCAL IMPACT**

Fiscal revenue collected from the L.A. Zoo totaled over $1.6 million in the City of Los Angeles for the 2018-19 fiscal year. The largest contributor was property tax, which is both the property taxes paid by businesses for commercial real estate and the residential property taxes paid by employees affected by the L.A. Zoo. Sales tax was also a significant contributor, accounting for roughly 35% of the total tax collected.

**L.A. Zoo Fiscal Impact, City of Los Angeles**

<table>
<thead>
<tr>
<th>Tax Type</th>
<th>2018-19 Fiscal Revenue (Millions of $)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property</td>
<td>0.8</td>
</tr>
<tr>
<td>Sales</td>
<td>0.6</td>
</tr>
<tr>
<td>Other Taxes and Fees</td>
<td>0.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1.6</strong></td>
</tr>
</tbody>
</table>

Source: IMPLAN; Analysis by Beacon Economics

Note: Totals may not be precise because of rounding.
Roughly $144.0 million in total impact was generated in the County of Los Angeles as a result of the L.A. Zoo. Because more supply chain options are available in the County than the City, there was a proportionally larger impact from the indirect effect in the County as a whole. About 43% of the total output in Los Angeles County was a result of indirect and induced effects.

L.A. Zoo Economic Impact, County of Los Angeles
Table 3

<table>
<thead>
<tr>
<th>OUTPUT IMPACT</th>
<th>EMPLOYMENT IMPACT</th>
<th>LABOR INCOME IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIRECT $82.0M</td>
<td>909</td>
<td>$36.4M</td>
</tr>
<tr>
<td>INDIRECT $30.5M</td>
<td>158</td>
<td>$10.7M</td>
</tr>
<tr>
<td>INDUCED $31.5M</td>
<td>206</td>
<td>$11.1M</td>
</tr>
<tr>
<td>TOTAL EFFECT $144.0M</td>
<td>1,273</td>
<td>$58.3M</td>
</tr>
</tbody>
</table>

Source: IMPLAN; Analysis by Beacon Economics
Note: Totals may not be precise because of rounding.

The L.A. Zoo was responsible for supporting over 1,270 jobs in the County of Los Angeles. An estimated 909 positions were a result of direct spending (expenditures), but over 360 jobs were supported by indirect and induced effects (28.6% of total jobs in the County). Some industries relied more on indirect and induced impacts for generating jobs. For example, in real estate, which supported roughly 42 jobs in the County as a result of L.A. Zoo, 67% of these jobs come from induced and indirect impacts. All jobs in employment services (such as temporary help services, temporary employment services, and employee leasing services) were supported by indirect and induced effects.

The labor income generated by the L.A. Zoo throughout the County topped $58 million in 2018-19, with over $36 million generated directly through expenditures. Induced and indirect effects created notable labor income for sectors including Real Estate, Hospitals, and Management of Companies and Enterprises, with a total of $21.8 million in labor income resulting from the two impact types combined.
FISCAL IMPACT

In 2018-19, the L.A. Zoo helped generate over $4.0 million in fiscal revenue for the County of Los Angeles. Over half came from property taxes ($2.4 million), and sales tax accounted for $1.0 million.

L.A. Zoo Fiscal Impact, County of Los Angeles

Table 4

<table>
<thead>
<tr>
<th>Tax Type</th>
<th>2018-19 Fiscal Revenue (Millions of $)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property</td>
<td>2.4</td>
</tr>
<tr>
<td>Sales</td>
<td>1.0</td>
</tr>
<tr>
<td>Other Taxes and Fees</td>
<td>0.6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4.0</strong></td>
</tr>
</tbody>
</table>

Source: IMPLAN; Analysis by Beacon Economics
Note: Totals may not be precise because of rounding.

THE BROAD AND THE ZOO IMPACT COMPARISON

The L.A. Zoo’s impact throughout the County is comparable to other notable institutions located in the County. For example, the Broad, which opened in fall 2015, has become a staple of contemporary art, hosting prominent artists and attracting thousands of visitors.

In an impact analysis conducted by the Los Angeles County Economic Development Corporation Institute for Applied Economics found that in 2015-16, the Broad’s inaugural year, the art museum generated roughly $54.5 million in economic output throughout the County.⁵

The L.A. Zoo and the Broad Impact Comparisons

Table 5

<table>
<thead>
<tr>
<th>Impact Type</th>
<th>L.A. Zoo</th>
<th>The Broad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment</td>
<td>1,273</td>
<td>490</td>
</tr>
<tr>
<td>Labor Income (Millions)</td>
<td>$58.3</td>
<td>$24.0</td>
</tr>
<tr>
<td>Economic Impact (Millions)</td>
<td>$144.0</td>
<td>$54.5</td>
</tr>
</tbody>
</table>

Source: IMPLAN, LAEDC Institute for Applied Economics; Analysis by Beacon Economics

The L.A. Zoo impacts much more than the City and County of Los Angeles. The effects of the L.A. Zoo’s operations ripple through much of Southern California, impacting Orange County, Ventura County, and the Inland Empire. In 2018-19, the L.A. Zoo generated over $199.0 million in economic output for Southern California as a whole.

<table>
<thead>
<tr>
<th></th>
<th>OUTPUT IMPACT</th>
<th>EMPLOYMENT IMPACT</th>
<th>LABOR INCOME IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct</td>
<td>$104.1M</td>
<td>1,180</td>
<td>$44.5M</td>
</tr>
<tr>
<td>Indirect</td>
<td>$44.6M</td>
<td>236</td>
<td>$15.2M</td>
</tr>
<tr>
<td>Induced</td>
<td>$50.4M</td>
<td>325</td>
<td>$17.1M</td>
</tr>
<tr>
<td><strong>Total Effect</strong></td>
<td><strong>$199.1M</strong></td>
<td><strong>1,741</strong></td>
<td><strong>$76.9M</strong></td>
</tr>
</tbody>
</table>

Source: IMPLAN; Analysis by Beacon Economics
Note: Totals may not be precise because of rounding.
Over 1,740 jobs were supported throughout Southern California from the L.A. Zoo, with 1,180 supported directly from expenditures and roughly 561 from indirect and induced impacts. Full-service restaurants benefit significantly from the L.A. Zoo, with 194 direct and 21 indirect/induced jobs supported.

The L.A. Zoo helped generate roughly $76.9 million in labor income in 2018-19 throughout Southern California; top industries were Museums/Zoos/Historical Sites/Parks, Hotels & Motels, and Full-Service Restaurants. The 10 largest industries with labor income generated $39.8 million, more than half of the total.

**Total Labor Income Generated (Direct + Indirect + Induced), Top 10 Industries**

Figure 2

- Museums, historical sites, zoos, and parks
- Hotels and motels, including casino hotels
- Full-service restaurants
- Retail - Miscellaneous store retailers
- Transit and ground passenger transportation
- Other amusement and recreation industries
- Securities and commodity contracts intermediation and brokerage
- Limited-service restaurants
- Real estate
- Air transportation

Source: IMPLAN; Analysis by Beacon Economics
FISCAL IMPACT

The L.A. Zoo’s fiscal impact throughout Southern California was significant in 2018-19, with over $5.5 million collected in total tax revenue. The largest contributions, as with the City and County of Los Angeles, were from property taxes (64.7%) and sales taxes (22.2%).

L.A. Zoo Fiscal Impact, Southern California
Table 7

<table>
<thead>
<tr>
<th>Tax Type</th>
<th>2018-19 Fiscal Revenue (Millions of $)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property</td>
<td>3.6</td>
</tr>
<tr>
<td>Sales</td>
<td>1.2</td>
</tr>
<tr>
<td>Other Taxes and Fees</td>
<td>0.7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5.5</strong></td>
</tr>
</tbody>
</table>

Source: IMPLAN; Analysis by Beacon Economics
Note: Totals may not be precise because of rounding.
THE L.A. ZOO AND DETROIT ZOO COMPARISONS

In 2019, CSL International, a development corporation, completed an impact analysis of the Detroit Zoo's impact on the Detroit Metropolitan Area. The Detroit Zoo attracts nearly 1.5 million guests per year, and as with the L.A. Zoo, has thousands of animals. The comparisons below show that the L.A. Zoo’s impact is as significant as other major zoos across the nation.

The L.A. Zoo and Detroit Zoo Economic Comparisons

<table>
<thead>
<tr>
<th>Impact Type</th>
<th>L.A. Zoo Southern California</th>
<th>Detroit Zoo Detroit Metropolitan Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Employment</td>
<td>1,741</td>
<td>1,916</td>
</tr>
<tr>
<td>Total Labor Income (Millions)</td>
<td>$80.3</td>
<td>$65.1</td>
</tr>
<tr>
<td>Total Economic Impact (Millions)</td>
<td>$199.1</td>
<td>$167.6</td>
</tr>
</tbody>
</table>

Source: IMPLAN, CSL International; Analysis by Beacon Economics

---

SOCIAL IMPACT
Thus far, benefits of the L.A. Zoo have been revealed through quantitative analysis of its economic and fiscal impacts. Beyond these effects, the L.A. Zoo has delivered extraordinary social contributions worldwide.

Through delivering a number of community engagement programs and supporting numerous conservation projects, the L.A. Zoo has a substantial social impact locally and globally. Educating diverse audiences is part of a determination to deepen humankind’s empathy for nature and harbor urgency for worldwide wildlife preservation efforts.
In the 2018-19 fiscal year, more than 500,000 people participated in the L.A. Zoo’s various community engagement programs, reshaping visitors’ curiosity and empathy towards wildlife. Through conservation education, community partnerships, and life-long learning opportunities, the L.A. Zoo plays a critical role in building a symbiotic relationship between humankind and nature.

**Conservation Education**

The L.A. Zoo implements a variety of educational programs that engage zoo visitors in learning experiences. Programs include on-ground talks, camps, overnight activities, and animal encounters. These interactive experiences transform people’s attitudes and behaviors towards animals and help support communities and wildlife.

**Presentations and Experiences**

The L.A. Zoo offers a variety of presentations and experiences to further engage its visitors. These presentations include the World of Birds, which attracted roughly 155,500 people in 2018-19 fiscal year; Muriel’s Ranch, which attracted 205,300 visitors; Giraffe Encounters, which attracted 90,600 people; Flamingo Mingle, which attracted 1,700 people; and the California Condor Rescue Zone, which attracted 18,100 people. Additionally, 90,500 people participated in on-grounds talks and tours, 3,282 people participated in camps, and 2,234 visitors participated in overnight activities.

**Zoo Camps**

Zoo Camps enable children to engage in activities surrounded by animals and the natural world. The L.A. Zoo organizes different types of Zoo Camps, including week long summer and seasonal camps, and single-day Safari camps during school holidays. Since 2010-11, the L.A. Zoo has awarded 763 scholarships worth $253,000. On average, 85 scholarships worth $26,000 have been awarded annually through donations secured by GLAZA.

Additional programs include sleepover programs such as Zoopendous Nights or Creature Camp Out (for overnight experiences); Boy and Girl Scout programs such as the Zoo World Patch Program (to earn a scout patch by learning about the Zoo and its animals); family programs such as Self-Care Saturdays (to unwind with meditation and yoga) and Family Nature Club (to explore nature up-close as a family through discovery and play); and adult educational experiences such as the Teacher Professional Development Workshop (to take the classroom outside).
In total, through funds raised by GLAZA, the L.A. Zoo provided $82,781 worth of scholarships in the 2018-19 fiscal year for numerous programs, a 30% increase from the previous fiscal year. Historically, most scholarships have been awarded to the Zoo Camp and Zoo Pals programs. In 2018-19, scholarships to Zoo Pals accounted for 60% of awards, Zoo Camps accounted for 11%. Other scholarships have been awarded to programs including the Boys and Girls Club, ZooMobile, and Condors in the Classroom.

Source: L.A. Zoo, Analysis by Beacon Economics
COMMUNITY PARTNERSHIPS

The L.A. Zoo partners with several organizations and institutions in order to best serve the surrounding community. L.A. Zoo outreach efforts include the North Hollywood High School Zoo Magnet Center, the Migrant Education Program, the Special Needs Outreach Program, partnerships with other organizations, and participation in community festivals and events.

NORTH HOLLYWOOD HIGH SCHOOL ZOO MAGNET CENTER

The North Hollywood High School Zoo Magnet Center (Zoo Magnet), established in 1981, is adjacent to the main campus of the L.A. Zoo, located on Zoo property. With an annual enrollment of 300 students from across the City, the program engages students through a curriculum focused on biological sciences and animal studies.7

The Zoo Magnet fosters students’ love of biological and zoological sciences in the Zoo’s outdoor classroom and living laboratory setting. Magnet students are mentored by L.A. Zoo staff, engaging in hands-on experiences learning animal welfare and behavioral research practices. Other subjects use the Zoo campus to conduct research on water quality, find inspiration for creative writing, and more.

In April 2019, the Zoo Magnet was one of 10 Los Angeles Unified magnet schools to receive the Magnet Schools of America Merit of Distinction Award, recognizing achievement in academic excellence, socioeconomic diversity, and community engagement.8

LOS ANGELES UNIFIED SCHOOL DISTRICT MIGRANT EDUCATION PROGRAM

In 2018-19, the L.A. Zoo welcomed 62 middle and high school students from Los Angeles Unified School District’s Migrant Education Program to engage in a four-week hands-on experience. This is a federally funded program that aims to meet the educational needs of children of migratory workers, who frequently move because of employment, such as seasonal employees who work in agriculture, forestry or livestock. Children of migratory workers may fall behind in school academics due to challenges such as transitioning to multiple schools in one year and language barriers.

The L.A. Zoo helps facilitate an experiential learning process for these children to deepen their engagement. Students work in small groups to create model Zoo exhibits by researching and observing the L.A. Zoo animals’ behaviors and needs. This immersive experience encourages students to challenge themselves academically and helps students grow their confidence and self-esteem.

8 “Thirteen Magnet Programs Honored With Magnet Schools of America (MSA) National Merit Awards” LAUSD, https://achieve.lausd.net/site/default.aspx?PageType=3&ModuleInstanceID=32276&ViewID=7b97f7ed-8e5e-4120-848f-a8b4987d588f&RenderLoc=0&FlexDataID=76011&PageID=11462
SPECIAL NEEDS OUTREACH PROGRAM

The Special Needs Outreach Program supports individuals who can’t visit the L.A. Zoo because of a disability. The Zoo’s Docent Program partners with local schools, childcare centers, hospitals and nursing homes that have children and adults with special needs to bring the zoo experience to them, serving over 4,000 people in the community annually. These audiences have the opportunity to interact with animals and learn about their behavior, diet, abilities, and habitat.9

ORGANIZATION PARTNERSHIPS

Other organizations the L.A. Zoo partners with include the Community Nature Connection’s Naturalist Explorer Program, the California Science Center and New Village Girls Academy, and the Compton Community College Upward Bond program. These partnerships are centered around career development for communities that require additional resources, by taking participants on field trips for special programs.

COMMUNITY FESTIVALS AND EVENTS

The Zoo partners with other City departments and agencies, such as Recreation and Parks, L.A. Sanitation and Environment, and El Pueblo de Los Angeles, to directly impact communities throughout the region. The Zoo’s outreach team brings Zoo ambassador animals to these community festivals and events, sharing nature experiences with those that might not be able to visit the Zoo’s campus. These partnerships represent the Zoo’s commitment to accessibility and inclusion.
The L.A. Zoo gives back to its community by developing programs aimed at promoting learning and engagement opportunities for all members of the community. To ensure that individuals from all communities can participate in these programs, the L.A. Zoo offers several opportunities for students and schools, including free or reduced-cost admission for student field trips and scholarship programs through Zoo Pals and Zoo Camp. These programs immerse students in nature and educate on the necessity of conservation efforts. Through the process, students are able to form new friendships, overcome language barriers, and learn about career opportunities. The programs expose students to a version of Los Angeles beyond concrete and traffic to one of nature and wildlife. Additional life-long learning opportunities include the Zoo’s volunteer program and the Family Nature Club.
**SCHOOLS**

The L.A. Zoo provides free or significantly reduced admission for educational field trips, which include students, teachers, and chaperones from K-12 schools, colleges, Head Start programs, and City of Los Angeles Recreation and Parks Centers. In the 2018-2019 fiscal year, the L.A. Zoo hosted 129,577 educational visits. Field trips to the Zoo are free for students from Los Angeles Unified School District (LAUSD), the largest public-school system in California and the second-largest system in the United States.¹⁰ During the 2018-19 fiscal year, 40,358 LAUSD district students, teachers and chaperones visited the L.A. Zoo. In the first year of the Zoo’s Animals Up Close program, 3,291 field trip participants spent time with Zoo educators, learning to explore the Zoo as a scientist. 3,033 of these participants participated in this school program free of charge as Title 1 schools.

---

**ZOO PALS**

Zoo Pals is a grant-funded program, made possible through donations to GLAZA, that provides Title 1 schools with free admission and transportation to the L.A. Zoo. In 2018-19, the L.A. Zoo awarded just under $50,000 worth of free admission and transportation to 86 schools, benefiting 5,383 students and 914 chaperones. Over 10 years, approximately $289,000 has been awarded to Zoo Pals participants.

---

¹⁰ “Fingertip Facts 2019-2020,” LAUSD.
Value of Scholarships, Zoo Pals, L.A. Zoo Figure 4

Source: L.A. Zoo, Analysis by Beacon Economics
Volunteering

Volunteers play a vital role in fulfilling the L.A. Zoo's mission of wildlife conservation. Volunteers either work behind the scenes or on the front line to assist and interact with visitors. Furthermore, volunteers are both a resource and an audience by supporting conservation programs, connecting visitors to nature, and strengthening their own relationships to the community and wildlife. In the 2018-19 fiscal year, 567 volunteers contributed 72,988 hours of service in areas including Docent touring, food preparation, and program and outreach support, such as for Muriel's Ranch, the World of Birds, and Special Needs Outreach. The high volume of volunteers emphasizes the community’s support of the L.A. Zoo’s mission for wildlife preservation.
The L.A. Zoo has a long history in its commitment to conservation and saving animals from extinction, and this effort is needed now more than ever. Wildlife species are facing global extinction on a massive scale. From rhinos to tigers to elephants, three out of four “familiar” animal species – those commonly thought of and well understood by the general public – will become extinct within three human lifetimes. This is just one more confirmation that Earth is in the midst of what’s become known as the “sixth mass extinction”, driven by human impacts, including runaway development, shrinking animal habitats, and climate change. Approximately 21% of the world’s mammal species, 12% of the bird species, and 33% of all amphibian species are threatened with extinction. Cranes, cheetahs, great apes, rhinos, elephants, and so many more species are in trouble.

The L.A. Zoo is one of the 240 institutions accredited by the Association of Zoos and Aquariums (AZA). AZA institutions are in a unique position to make a difference, as this distinction recognizes that the L.A. Zoo has met a rigorous set of standards, which are considered to be the benchmarks of excellence in, and a commitment to, a variety of areas including animal management and welfare, safety, conservation, and education. Nearly 30% of the species at the L.A. Zoo are critically endangered, endangered, or vulnerable. The L.A. Zoo is committed to protecting wildlife and improving human livelihoods through conservation efforts locally and around the globe. These efforts include species management and capacity building.

Species management programs are operated and enacted by the L.A. Zoo staff, and partners. The goal of these programs is to support threatened species, through Species Recovery Programs and the management of populations under human care, away from the dangers and threats that they face in their home ranges.

Species Recovery Programs

The L.A. Zoo plays critical roles in the long-term collaborative efforts to reestablish endangered species into the wild through its Species Recovery Programs. This program includes captive breeding, wild release, and post-release monitoring and assistance.

The breeding and release efforts on L.A. Zoo grounds for California condors and San Gabriel southern mountain yellow-legged frogs have helped secure the long-term existence of these species. The recovery of California condors is a globally recognized example of successful conservation action. The total number of California condors increased from a low of 22 individuals to over 500 today, including more than 230 in the wild.
ANIMAL ARK

The L.A. Zoo and its partnering organizations are the last barrier to extinction for more than 60 endangered and critically endangered species. Through ex-situ population management, the L.A. Zoo provides a safe haven for threatened species, making it possible to restore populations in the wild should they go extinct outside of captivity. Efforts are guided by Taxon Advisory Groups (TAG) and Species Survival Plans (SSP), in collaboration with participating AZA-accredited zoos, to manage populations with the best practices, resources, and expertise available, ensuring the sustainability of a healthy, genetically diverse, and demographically varied population. The L.A. Zoo manages several species through TAG and SSP Programs, include Asian elephants, snow leopards, orangutan, Armenian vipers, and Bali mynahs, to ensure they exist in healthy genetically diverse populations long into the future.

FIGHTING WILDLIFE TRAFFICKING

Wildlife trafficking is a primary driver of extinction for countless species around the world. In addition to its grave impacts on biodiversity, this practice is a significant threat to human health and livelihoods globally. The U.S. Fish and Wildlife Service estimates that the trade, in which live animals and animal products are trafficked for pets, skins or medicine, is a multibillion-dollar industry. This illicit activity not only increases the likelihood new diseases emerge, risk human lives, and severely disrupt global economies, but the trade also helps finance criminal enterprises and corruption that destabilize our society.

The L.A. Zoo is actively addressing this threat locally and abroad in a variety of ways, including assisting governmental agencies with confiscations and the quarantine, housing, and care of displaced wildlife, partnering with the Southern California Wildlife Confiscations Network and Wildlife Trafficking Alliance as part of its conservation alliance partnerships, educating the public with community outreach events, and supporting conservation organizations working in the field as they fight wildlife trade at its sources.

CAPACITY BUILDING

The L.A. Zoo supports a number of global biodiversity conservation efforts through funding and awards, partnerships, research, and education and training.

CONSERVATION GRANTS AND FINANCIAL SUPPORT

The L.A. Zoo has provided financial support to over 25 conservation projects worldwide each year, contributing $1.1 million over the last seven years from the successful fundraising efforts of GLAZA. In 2019, the L.A. Zoo provided $180,000 in funding, supporting these projects in a number of ways by enabling organizations to fulfill their core mission through expanding their capabilities and building new programs. Supported projects include the Gorilla Rehabilitation and Conservation Education Center; the Pan African Sanctuary Alliance; the Elephant Biodiversity Trust; the Paso Pacific Jaguar Conservation Project; and the Giant Otter Conservation Project.

**conservation**

**L.A. ZOO — GLOBAL IMPACT**

Conservation is a cornerstone of our mission. Endangered species on five continents are benefiting from conservation grants or field assistance provided by the Los Angeles Zoo in the last fiscal year. These projects are aimed at studying wild populations, creating sustainable breeding programs, reducing habitat destruction, and educating people about the challenges faced by imperiled species. This map illustrates the places where we’ve had an impact in the last year.

*For more information on these projects, visit lazoo.org/global-conservation*

### CONSERVATION GRANTS

$180,000

<table>
<thead>
<tr>
<th>Total Grants</th>
<th>30 Projects</th>
<th>35 Countries</th>
</tr>
</thead>
</table>

### FIELD CONSERVATION

4 Projects

3 Countries

---

**PHOTOS BY JAMIE PHAM, TAD MOTOYAMA, AND DR. MIKE MCGRADY**
Conservation is a cornerstone of our mission. Endangered species on five continents are benefiting from conservation grants or field assistance provided by the Los Angeles Zoo in the last fiscal year. These projects are aimed at studying wild populations, creating sustainable breeding programs, reducing habitat destruction, and educating people about the challenges faced by imperiled species. This map illustrates the places where we've had an impact in the last year.

For more information on these projects, visit lazoo.org/global-conservation

$180,000

TOTAL GRANTS

30 PROJECTS

35 COUNTRIES

FIELD CONSERVATION

4 PROJECTS

3 COUNTRIES
FIELD CONSERVATION EXPEDITIONS

Annually, the L.A. Zoo awards its staff, Zoo Magnet School students, and student volunteers with opportunities for immersive field conservation learning experiences made possible through funds raised by GLAZA. The following programs enable Zoo staff to gain more experience through field work building upon their knowledge and understanding of wildlife, as well as help range-country organizations develop new, and strengthen existing, programs that contribute to species preservation through their education, skills, experience and expertise. The students’ experiences underscore the value of teamwork, builds interpersonal and problem-solving skills, stimulates interest in conservation science, and encourages further exploration in science education.

Ornato Animal Keeper Advanced Studies Program awards grants to L.A. Zoo staff to provide opportunities for hands-on conservation field experiences. Founded in 2003 as the Sloan Animal Keeper Advanced Studies Fund, these grants have supported numerous L.A. Zoo animal keepers and Learning and Engagement team members to contribute to a variety of long-term conservation projects including Bali starling in Indonesia, wombats in Australia, African rhinos in South Africa and Caribbean flamingo in the Yucatán Peninsula.

The Duttenhaver Conservation Field Study Program offers opportunities to eligible Zoo Magnet Center students, and L.A. Zoo student volunteers to participate in international conservation projects through the Earthwatch Institute. Program participants gain valuable field research experience and exposure to the natural world. Students are teamed-up with Zoo adult mentors on a field research expedition working side by side with Earthwatch scientists, helping with data collection and research support tasks.

Since 2008, the program has sent 87 students and 39 mentors to nine countries. In 2019, the Duttenhaver Fund sent participants to Costa Rica to assist in the study of wild bees, other pollinators and pollination services.

The Stone Veterinarian Advanced Field Studies Program provides opportunities for the L.A. Zoo’s veterinary professionals to assist in wildlife conservation research, rescue, and relief in the field. The Fund also furthers our veterinary professionals' continued learning and understanding through field work that will allow them to advance their medical knowledge of exotic animals, as well as contribute their L.A. Zoo veterinary skills and expertise to animals in peril. The first L.A. Zoo veterinarian grant recipient collaborated with the Smithsonian Conservation Biology Institution, Cheyenne Mountain Zoo, and the Andean Bear Foundation to capture Mountain Tapirs in Cayambe Coca National Park in Ecuador to conduct general health exams, collect biological samples for health studies, and develop disease exposure assessments.
CONSERVATION ALLIANCE PARTNERSHIPS

Another pivotal role the L.A. Zoo plays in saving critically endangered species is through collaborations with AZA partners to develop survival plans for over 50 species at risk of extinction. One of these collaborations is through the AZA Saving Animals from Extinction (SAFE) program, which supports a number of conservation projects. The L.A. Zoo is a founding member of the AZA SAFE Programs for African lions, African vultures, and chimpanzees.

Additionally, the L.A. Zoo is one of five platinum members of the Wildlife Trafficking Alliance (WTA), which is a coalition of over 70 companies, non-profit organizations, and AZA-accredited zoos and aquariums whose goal is to reduce illegal wildlife trade. The L.A. Zoo consistently educates the public on the threat of wildlife trafficking and how to avoid purchasing illegal wildlife products, and in collaboration with its partners, was the first participating organization to host the 2019 Toss the Tuck event. This event encouraged learning and dialogue about solving the illegal wildlife trade crisis, one community at a time, and enabled individuals to give up wildlife products in their possession, including ivory and rhino horn, to be destroyed by the U.S. Fish and Wildlife Service. Voluntarily surrendering these types of items ensures that they will never be made available on the black market - and through this effort, communities across the country can reduce demand and keep elephants, rhinos, and other endangered animals alive for generations to come.

RESEARCH

The L.A. Zoo is constantly engaged in studies of animal behavior, evolution, and welfare. Researchers also conduct collaborative studies and test equipment, methods, and protocols that directly assist conservation efforts. Each year, roughly two Zoo Magnet interns and two university interns are led by the L.A. Zoo’s Director of Research to take part in these studies. These efforts aided in the recovery of the California Condor through innovative developments, including a new technique that enables mating pairs to care for two chicks a year, and improving the natural behavioral development of condors as they prepare for the wild. Other research outcomes include numerous published studies to improve captive species’ welfare, and testing GPS tracking devices on rehabilitated Grauer’s gorillas to monitor their transition into the wild.

TRAINING AND EDUCATION

L.A. Zoo experts use their knowledge to increase the capacity of partnered conservation programs through immersive training and educational experiences, including technical assistance, workshops, professional development training, and developing training materials. The L.A. Zoo’s efforts include: facilitating the 2020 Peninsular Pronghorn Working Group workshop to strategize a conservation plan for the peninsular pronghorn in Mexico; providing third-party assessments of population surveys and community engagement for Indian gharials in India; training horses, rangers, and grooms for anti-poaching units in South Africa; and assessing facilities and training techniques for rehabilitated chimpanzees, gorillas, and other primates at Limbe Wildlife Center in Cameroon.
CONCLUSION

Through its contributions to economic output, employment, labor income, and fiscal revenue – the Los Angeles Zoo and Botanical Gardens continues to have a significant impact on the economies of the City of Los Angeles, County of Los Angeles, and the Southern California region as a whole. Furthermore, the Zoo generates important social contributions to the local and global community through various community engagement programs and numerous conservation efforts. Through educational programs, community partnerships, and life-long learning experiences, the L.A. Zoo provides a unique and vital space that is welcoming to all for creating meaningful connections between people and animals through wildlife education. Furthermore, through species management and capacity building, the L.A. Zoo is a leader in local and worldwide conservation efforts and wildlife preservation.
GLOSSARY

DIRECT EFFECTS/IMPACTS
The set of expenditures made by the producers and/or consumers of an event, activity or policy. These expenditures are applied to the industry multipliers in an IMPLAN model, which result in further, secondary expenditures (known as the indirect and induced effects).

EXPENDITURES
Money buyers pay to sellers in exchange for goods or services.

INDIRECT EFFECTS/IMPACTS
The set of expenditures made by local industries on goods and services from other local industries as a result of the direct effects. This cycle of spending works its way backward through the supply chain until all money “leaks” from the local economy.

INDUCED EFFECTS/IMPACTS
The set of expenditures made by local households on local goods and services as a result of increased labor income generated by the direct and indirect effects.

INPUT-OUTPUT ANALYSIS
A type of applied economic analysis that tracks the interdependence of various producing and consuming sectors of an economy.

JOBS (EMPLOYMENT)
A job in IMPLAN is equal to the annual average of monthly jobs in that industry (this is the definition used by the U.S. Bureau of Labor Statistic and the U.S. Bureau of Economic Analysis, federal governmental statistical agencies that provide authoritative U.S. economic data). Thus, one job lasting 12 months is equal to two jobs lasting six months each, which is equal to three jobs lasting four months each. A job can be either full or part time.

LABOR INCOME
All forms of employment income, including employee compensation (wages and benefits) and proprietor income.

LEAKAGES
Expenditures, income, resources or capital outside the region of study. Because leakages do not affect local industries, they are not included in the economic impact results.

MULTIPLIER EFFECT
In simple terms, the phenomenon of final increased spending resulting from some initial amount of spending.
OUTPUT

The value of industry production. In IMPLAN, these are annual production estimates for the year of the data set and are in producer prices. For manufacturers, this is sales plus/minus changes in inventory. For service sectors, production is equal to sales. For retail and wholesale trade, output is equal to gross margin (not gross sales).

TOTAL EFFECT/IMPACT

The entire economic impact of an event, activity or policy, found by combining the direct, indirect and induced impacts.

FISCAL IMPACT

Tax revenue generated at the federal, state and local level. These expenditures are included in the total impact as government expenditures.
Founded in 2007, Beacon Economics, an LLC and certified Small Business Enterprise (SBE) with the state of California, is an independent research and consulting firm dedicated to delivering accurate, insightful and objectively based economic analysis. Leveraging unique proprietary models, vast databases and sophisticated data processing, the company specializes in sustainable growth and development, real estate market analysis, economic forecasting, industry analysis, economic policy analysis and economic impact studies. Beacon Economics equips its clients with the data and analysis required to understand the significance of on-the-ground realities and to make informed business and policy decisions.

**Practice Areas**
- Economic, Fiscal and Social Impact Analysis
- Economic and Revenue Forecasting
- Regional and Sub-Regional Analysis
- Housing, Land Use and Real Estate Advisory
- Litigation and Testimony
- Sustainable Growth and Development

Since 2011, Beacon Economics has conducted multiple comprehensive analyses that have provided reliable and quantifiable data about the economic impacts generated by large events across the nation and internationally. The analyses evaluate major economic impacts associated with the events, examine and define the demographic profile of attendees, and evaluate the fiscal impact of the various events’ operations on national, state and local governments. By combining sampling methods, event financial data, ticketing records, surveys and other available economic resources with current frameworks for studying economic impacts, Beacon Economics gauges the amount of economic activity generated in the local and broader economy by estimating the spending of event participants (staff, event volunteers, ticket purchasers and organizers) during their stay in the affected region.

**Contact Information**

**Sherif Hanna**
Managing Partner
sherif@beaconecon.com

**Rick Smith**
Director of Business Development
rick@beaconecon.com

**Victoria Pike Pond**
Director of Communications
victoria@beaconecon.com
CITY OF LOS ANGELES

Mayor
Eric Garcetti

City Council
Gilbert A. Cedillo, Council District 1
Paul Krekorian, Council District 2
Bob Blumenfield, Council District 3
David E. Ryu, Council District 4, Assistant President Pro Tempore
Paul Koretz, Council District 5
Nury Martinez, Council District 6, Council President
Monica Rodriguez, Council District 7
Marqueece Harris-Dawson, Council District 8
Curren D. Price, Jr., Council District 9
Herb J. Wesson, Jr., Council District 10
Mike Bonin, Council District 11
John S. Lee, Council District 12
Mitch O’Farrell, Council District 13
vacant, Council District 14
Joe Buscaino, Council District 15, Council President Pro Tempore

GREATER LOS ANGELES ZOO ASSOCIATION
Officers
Elisabeth Hunt Price, Chair
Richard Corgel, Vice Chair
Brian Diamond, Vice Chair
Laura Z. Wasserman, Vice Chair
Gregory D. Fuss, Treasurer
Phyllis Kupferstein, Secretary

Trustees
Alma Banuelos, Alexis Miller Buese, Michael Bustamante, Jillian Romero Chaves, Wendy Denham, Rob Ellis, Cassidy Horn, Tyler K. Kelley, Diann H. Kim, Anthony L. Kitchener, Richard Lichtenstein, Alan G. Lowy, Betty White Ludden, Bethany McClellan, Steve O’Connell, Marc L. Sallus, Patricia Silver, Slash, Jay Sonbolian, Erika Aronson Stern, Madeline Taft, Franco Terango, Ellia M. Thompson, Michael Wandell, Jennifer Thornton Wieland, Angela Yim-Sullivan

Tom Jacobson, President
Kait Hilliard, Vice President, Marketing & Communications
Gretchen Humbert, Vice-President, Chief Financial Officer
Dawn Petersen-Amend, General Counsel
Sara Rodriguez, Vice President, Operations and Events
Genie Vasels, Vice President, Institutional Advancement

BOARD OF ZOO COMMISSIONERS
Karen Winnick, President
Bernardo Silva, Vice President
Margot Armbruster, Commissioner
Christopher Hopkins, Commissioner
Daryl Smith, Commissioner
Richard Lichtenstein, Ex-Officio Member

LOS ANGELES ZOO
Denise M. Verret, Chief Executive Officer & Zoo Director
Mae Huey, Director of Human Resources
Dan Keeffe, Director of Learning & Engagement
Dr. Dominique Keller, Chief Veterinarian & Director of Animal Wellness Programs
Mei Kwan, Director of Administration and Operations
Tom LoVullo, Director of Construction and Maintenance
Dr. Jake Owens, Director of Conservation
Darryl Pon, Director of Planning and Development
Beth Schaefer, General Curator & Director of Animal Programs
April Spurlock, Communications Director

5333 Zoo Drive
Los Angeles, CA 90027