

SEMINOLE COUNTY GOVERNMENT AGENDA MEMORANDUM

SUBJECT: Central Florida Zoological Society, Inc. Agreement

DEPARTMENT: Tourism Development **DIVISION:** _____

AUTHORIZED BY: Suzan Bunn **CONTACT:** Fran Sullivan **EXT.** 2906

Agenda Date 06-13-06 Regular <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Work Session <input type="checkbox"/> Briefing <input type="checkbox"/> Public Hearing – 1:30 <input type="checkbox"/> Public Hearing – 7:00 <input type="checkbox"/>

MOTION/RECOMMENDATION:

Approve and authorize Chairman to execute Agreement between Seminole County and the Central Florida Zoological Society, Inc. in the amount of \$300,000.

BACKGROUND:

The Central Florida Zoological Park is committed to providing an affordable zoological park and educational center in Central Florida. The 1988 Ordinance which established a 2% bed tax in Seminole County stated 25% of the monies generated would go to the Zoo for two (2) years, after which tax revenue would be expended for projects, programs and uses consistent with authorized uses set forth by Florida Statute. Since the initial payment of \$122,588 in FY 1988-89 funding has increased to its current level of \$270,000 annually. Additionally, the Zoo has received Tourist Development Tax funds in the amount of \$464,000 for special projects and capital improvements, and \$1,068,000 from the General Fund.

At their December 14, 2004 meeting, the Board of County Commissioners requested that the TDC consider a possible reduction of future funding for the Central Florida Zoo. A sub-committee of the Tourist Development Council was formed and met twice.. Based on their review of the Zoos' funding history, budget, marketing plan and visitor count, the sub-committee recommended FY 05/06 funding at \$270,000, and a reduction in FY 06/07 funding to \$200,000. The Zoo's impact on hotel business is probably less than 15%. Approximately 87% of 2005 attendance was within driving distance.

At the April 13, 2006 meeting, the Tourist Development Council increased the TDC sub-committee's recommendation of \$200,000 to \$300,000. The Tourism Development Department's FY 06/07 budget for the Central Florida

Reviewed by:
Co Atty: _____
DFS: _____
Other: _____
DCM: <u>[Signature]</u>
CM: <u>[Signature]</u>
File No. <u>RTD56</u>

Zoo is \$270,000. Therefore, if the \$300,000 is approved, monies will need to be taken from the reserve account to fulfill this contract.

A copy of the Zoo's request for funding in the amount of \$270,000 for FY 06/07 and history of the County's funding to the Zoo are attached.

PAYMENTS TO CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC

FISCAL YEAR	\$ AMOUNT
1988-89	122,588

The 1988 Ordinance which generated bed tax in Seminole County stated that the tax would be 2%, and 25% of the monies generated would go to the Zoo for 2 years. After that 2 years, the tax revenue would be expended in accordance with the law to projects and programs and uses consistent with authorized uses set by the Statute.

1989-90	173,831
1990-91	180,000
1991-92	180,000
1992-93	180,000

Tax was raised to 3% - May 1993

1993-94	180,000
1994-95	180,000
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2005-06	270,000

Special Projects	32,000
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1999-2004 Capital Improvements	432,000
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Total TDT	4,402,419
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1999-2004 General Fund	1,068,000
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Total Funds from Seminole County	5,470,419
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**CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
TOURIST DEVELOPMENT TAX FUNDING AGREEMENT**

THIS AGREEMENT is made and entered this _____ day of _____, 20____, by and between **SEMINOLE COUNTY**, a political subdivision of the State of Florida, whose address is Seminole County Services Building, 1101 East First Street, Sanford, Florida 32771, hereinafter referred to as the "COUNTY," and **CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.**, a Florida not-for-profit corporation, whose mailing address is Post Office Box 470309, Lake Monroe, Florida 32747-0309, hereinafter referred to as the "ZOO".

W I T N E S S E T H:

WHEREAS, the Florida State Legislature enacted *Section 125.0104, Florida Statutes*, known as the Local Option Tourist Development Act in response to the growing need of Florida counties to provide additional revenue sources for tourist development to stimulate the local economy; and

WHEREAS, the voters of Seminole County approved by referendum, the imposition of the Tourist Development Tax on transient rental accommodations in Seminole County; and

WHEREAS, the COUNTY, in coordination with the Tourist Development Council, appropriated Tourist Development Tax revenues to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate or promote the Central Florida Zoological Park which is operated by a not-for-profit organization and open to the public.

NOW, THEREFORE, in consideration of the mutual understandings and agreements set forth herein, the COUNTY and the ZOO agree as follows:

Section 1. Term. The term of this Agreement is from October 1, 2006, through September 30, 2007, the date of signature by the parties notwithstanding, unless earlier terminated, as provided herein.

Section 2. Termination. This Agreement may be terminated by either party at any time, with or without cause, upon not less than thirty (30) days written notice delivered to the other party or, at the option of the COUNTY, immediately in the event that the ZOO fails to fulfill any of the terms, understandings or covenants of this Agreement. The COUNTY shall not be obligated to pay for any services provided or costs incurred by the ZOO after the ZOO has received notice of termination. Upon said termination, the ZOO shall immediately refund to the COUNTY, or otherwise utilize as the COUNTY directs any unused funds provided hereunder.

Section 3. Services.

(a) The ZOO shall use funds from this Agreement in conjunction with monies granted by any public or private agency to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate or promote the Central Florida Zoological Park, operated by a not-for-profit corporation and open to the public, as set forth in Exhibit "A" attached hereto and incorporated herein.

(b) The ZOO shall be required to have and maintain a website for the purpose of promoting tourism to the ZOO. Such site shall be linked to the Seminole County Tourism website (www.visitseminole.com) and such link shall be maintained throughout the duration of this Agreement.

(c) The ZOO shall devote a portion of monies received pursuant to this Agreement to out-of-County advertising and promotion and shall, where appropriate, participate in the County's cooperative advertising programs.

Section 4. Membership. The ZOO shall provide and maintain full voting member seats on the Zoological Society Board for a COUNTY Commission member and a Tourist Development Council member. The aforementioned members shall be nominated by their respective

organizations and appointed by the ZOO. The ZOO shall not change the size of the Zoological Society Board without notification to the COUNTY'S Board of County Commissioners.

Section 5. Liability. COUNTY, its Commissioners, officers, employees and agents shall not be deemed to assume any liability for the acts, omissions and negligence of ZOO, its officers, employees and agents in the performance of services provided hereunder.

Section 6. Billing and Payment.

(a) The COUNTY hereby agrees to provide financial assistance to the ZOO up to a maximum sum of THREE HUNDRED THOUSAND AND NO/100 DOLLARS (\$300,000.00) payable at the rate of TWENTY-FIVE THOUSAND AND NO/100 DOLLARS (\$25,000.00) per month for a period of twelve (12) months, for all services provided hereunder by the ZOO during the term of this Agreement in accordance with the proposed projects outline set forth in Exhibit "A". Qualified expenditures are reimbursable upon:

(1) Receipt by the COUNTY of a Request for Funds form, attached hereto and incorporated herein as Exhibit "B," from ZOO requesting each monthly installment of the total contract amount as stated above in Exhibit "A".

(2) Verification by the Seminole County Tourism Development Director that the ZOO is providing the services for which reimbursement is sought and has complied with the reporting requirements contained hereinafter;

(3) Payment requests shall be sent to:

Original: Director
Seminole County Tourism Development
1230 Douglas Avenue, Suite 116
Longwood, Florida 32779

Duplicate: Director, Department of Finance
Seminole County Services Building
1101 East First Street
Sanford, Florida 32771

(b) If the ZOO misappropriates or misuses the funds provided herein, the ZOO shall repay the COUNTY the entire sum of this Agreement within ninety (90) days of notice, as provided hereinafter, from the COUNTY.

Section 7. Reporting Requirements.

(a) In the performance of this Agreement, the ZOO shall maintain books, records and accounts of all activities in compliance with normal accounting procedures. The ZOO shall transmit and certify interim records to the COUNTY monthly.

(b) The ZOO shall provide a quarterly report to the COUNTY's Board of County Commissioners setting forth general ZOO activities, and the progress of plans to expand its present Seminole County facility.

(c) The quarterly report referenced in subsection (b) herein shall include the progress of fund raising efforts regarding other central Florida governmental entities, such as Orange County, the City of Orlando and the Orange and Seminole County School Boards.

(d) The ZOO shall provide copies of its annual certified audit and annual report to the COUNTY within thirty (30) days of receipt of the audit and report by the ZOO.

Section 8. Non-Allowable Costs. The purpose for which Tourist Development Tax grant funds are provided to the ZOO shall not duplicate programs for which monies have been received, committed or applied for from another source. The monies provided hereunder shall not be expended on wages or salaries for administrative staff, feasibility studies for facilities to be located outside Seminole County, or administrative expenses other than those appearing, if any, in Exhibit "A".

Section 9. Unavailability of Funds. The ZOO acknowledges that the Tourist Development Tax revenues are the source of funding for this

Agreement and that no other COUNTY revenues shall or may be utilized to meet the COUNTY's obligations hereunder. If, for whatever reason, the funds pledged by the COUNTY to this program should become unavailable, this Agreement may be terminated immediately, at the option of the COUNTY, by written notice of termination to ZOO as provided hereinafter. The COUNTY shall not be obligated to pay for any services provided or costs incurred by the ZOO after the ZOO has received such notice of termination. In the event there are any unused COUNTY funds, the ZOO shall promptly refund those funds to the COUNTY or otherwise utilize such funds as the COUNTY directs.

Section 10. Access To Financial Records. The ZOO shall allow the COUNTY, its duly authorized agent and the public access to such of ZOO's records as are pertinent to all services provided hereunder, at reasonable times and under reasonable conditions for inspection and examination in accordance with Florida Statutes.

Section 11. Liaison. The ZOO shall submit original Request for Funds forms and any other required reports or correspondence, to the following:

Director
Seminole County Tourism Development
1230 Douglas Avenue, Suite 116
Longwood, Florida 32779

Section 12. Notices. Whenever either party desires to give notice unto the other, it shall be given in writing by certified United States mail, with return receipt requested, and sent to:

For COUNTY:

Director
Seminole County Tourism Development
1230 Douglas Avenue, Suite 116
Longwood, Florida 32779

For ZOO:

Joe Montisano, CEO
Central Florida Zoological Society, Inc.
Post Office Box 470309
Lake Monroe, Florida 32747-0309

Either of the parties may change, by written notice as provided above, the person or address for receipt of notice.

Section 13. Assignments. Neither party to this Agreement shall assign this Agreement, nor any interest arising herein, without the written consent of the other.

Section 14. Entire Agreement.

(a) It is understood and agreed that the entire Agreement of the parties is contained herein and that this Agreement supersedes all oral agreements and negotiations between the parties relating to the subject matter hereof as well as any previous agreements presently in effect between the parties relating to the subject matter hereof.

(b) Any alterations, amendments, deletions, or waivers of the provisions of this Agreement shall be valid only when expressed in writing and duly signed by the parties.

Section 15. Compliance with Laws and Regulations. In providing all services pursuant to this Agreement, ZOO shall abide by all statutes, ordinances, rules, and regulations pertaining to, or regulating the provisions of, such services, including those now in effect and hereafter adopted. Any violation of said statutes, ordinances, rules, or regulations shall constitute a material breach of this Agreement, and shall entitle the COUNTY to terminate this Agreement immediately upon delivery of written notice of termination to ZOO as provided hereinabove.

Section 16. Conflict of Interest.

(a) The ZOO agrees that it will not engage in any action that would create a conflict of interest in the performance of its

obligations pursuant to this Agreement with the COUNTY or which would violate or cause others to violate the provisions of Part III, Chapter 112, Florida Statutes, relating to ethics in government.

(b) The ZOO hereby certifies that no officer, agent or employee of the COUNTY has any material interest (as defined in Section 112.312(15), Florida Statutes, as over 5%) either directly or indirectly, in the business of the ZOO to be conducted here, and that no such person shall have any such interest at any time during the term of this Agreement.

(c) Pursuant to Section 216.347, Florida Statutes, the ZOO hereby agrees that monies received from the COUNTY pursuant to this Agreement will not be used for the purpose of lobbying the Legislature or any other State or Federal Agency.

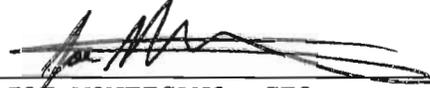
IN WITNESS WHEREOF, the parties to this Agreement have caused their names to be affixed hereto by the proper officers thereof for the purposes herein expressed on the day and year first above written.

ATTEST:

CENTRAL FLORIDA
ZOOLOGICAL SOCIETY, INC.



PATRICIA RACE, Secretary

By: 

JOE MONTISANO, CEO

(CORPORATE SEAL)

Date: MAY 4, 2006

ATTEST:

BOARD OF COUNTY COMMISSIONERS
SEMINOLE COUNTY, FLORIDA

MARYANNE MORSE
Clerk to the Board of
County Commissioners of
Seminole County, Florida

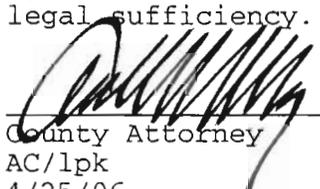
By: _____
CARLTON HENLEY, Chairman

Date: _____

For the use and reliance
of Seminole County only.

As authorized for execution
by the Board of County Commissioners
at their _____, 20____
regular meeting.

Approved as to form and
legal sufficiency.



County Attorney
AC/lpk
4/25/06
2007 zoo

Attachments:

- Exhibit "A" - Application for Tourist Development Sponsorship FY 2006-07
- Exhibit "B" - Request For Funds Form

EXHIBIT "B"
REQUEST FOR FUNDS FORM
SEMINOLE COUNTY TOURISM DEVELOPMENT

ORGANIZATION: **Central Florida Zoological Society, Inc.**

ADDRESS: **P.O. Box 470309, Lake Monroe, FL 32747-0309**

CONTACT PERSON: **Joe Montisano, CEO** PHONE _____ FAX _____

REQUEST PERIOD FROM _____ TO _____

REQUEST NUMBER _____

() INTERIM REPORT () FINAL REPORT

TOTAL CONTRACT AMOUNT \$ _____

EXPENSE	BUDGET	REIMBURSEMENT REQUESTED
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
TOTALS	_____	_____

NOTE: Furnishing false information may constitute a violation of applicable State and Federal laws.

CERTIFICATION OF FINANCIAL OFFICER: I certify that the above information is correct based on our official accounting system and records. Consistently applied and maintained and that the costs shown have been made for the purpose of an in accordance with, the terms of the contract. The funds requested are for reimbursement of actual costs made during this time period.

SIGNATURE _____

TITLE _____

INSTRUCTIONS FOR COMPLETING THE REQUEST FOR FUNDS FORM

FUNDS CAN ONLY BE REIMBURSED WHEN THIS FORM IS SUBMITTED to the Seminole County Tourism Development Department and it is completed correctly and required documentation attached. Allow at least 30 days for reimbursement. If this form is not completed correctly and/or required documentation is not attached, reimbursement will be delayed or denied.

ORGANIZATION: Your organization name.

ADDRESS: The address the reimbursement check should be sent.

CONTACT PERSON: The person who is responsible for the request.

TELEPHONE NUMBER: The number of the contact person.

REQUEST PERIOD: Beginning and ending date of the request period.

CONTRACT AMOUNT: The total of the contract with Seminole County.

REQUEST #: The sequential number of this request.

INTERIM/FINAL: Indicate what type of request this is.

EXPENSE: The category of the expense for which you are requesting reimbursement.

BUDGET: The amount budgeted for that expense from Exhibit "A" of the contract.

REIMBURSEMENT: The amount you are requesting for reimbursement.

TOTALS: Enter total for each column.

CERTIFICATION: Type in name, title and date the certifying Officer of your organization signs request.

PAYMENTS TO CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC

FISCAL YEAR	\$ AMOUNT
1988-89	122,588

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Special Projects	32,000
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1999-2004 Capital Improvements	432,000
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Total TDT	4,402,419
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1999-2004 General Fund	1,068,000
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Total Funds from Seminole County	5,470,419
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To: TDC Members

From: Suzan Bunn, Director
Tourism Development Department

Date: April 11, 2006

Subject: **BACKGROUND ON CENTRAL FLORIDA ZOOLOGICAL PARK
TOURIST DEVELOPMENT TAX FUNDING**

Chairman Bruce Skwarlo requested I provide you some background on the tourism development tax funding of the Central Florida Zoological Park since it is one of the applications being presented at the TDC meeting on Thursday.

- Of note, the Florida Statute provides for tourism tax funds to be used to acquire, construct, extend, enlarge, remodel, repair, improve, maintain operate or promote a zoological park.
- A TDC Sub-Committee was created and met twice in 2005 to recommend future tourist development funding of the Central Florida Zoological Park. The Sub-Committee was composed of Bruce Skwarlo, Diane Crews, Frank Fry and Suzan Bunn.
- During the Sub-Committee meetings, the team reviewed the Zoo's history of funding, its budget, marketing plan and visitor count. The Sub-Committee also compared Seminole County's level of funding in comparison to other zoos in the area, and found it to be much higher for its size and visitor count. Additionally, many zoos were funded by cities/counties. A discussion was also held on the idea of "school funding," since the Zoo provides educational field trips for many students in the Central Florida region.
- By Statute, the Zoo does not have to spend tourist development tax money on "out-of-the-area" marketing. In studying the Zoo's budget, the majority of the tourism dollars are used for operations, not marketing. The Sub-Committee felt that as a cooperative effort, the percentage used for "out-of-the area" marketing should be increased. The Zoo did agree to participate in this year's CVB's cooperative advertising program during their application presentation.

- The majority of visitors to the park are from Orange, Seminole and Volusia Counties, with less than a 15% potential impact on hotel stays.
- The final recommendation of the Sub-Committee was to retain the funding for FY 05/06 at \$270,000, and to reduce FY 06/07 to \$200,000. Subsequent years would be reduced in a like manner. The committee did not feel that they should micromanage the Zoo's spending, but they did feel there should be some accountability, and most definitely a mandate that they make an earnest effort to market outside the area.
- Please refer to the Zoo funding chart that was provided to you in your March TDC book for more detailed information.

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APPLICATION
TOURIST DEVELOPMENT SPONSORSHIP
FY 2006-07

I. GENERAL INFORMATION

To assist us in evaluating the impact your event may have on Seminole County and to better understand what support you are requesting, the following questions must be answered in full.

(1) **NAME OF ORGANIZATION:** Central Florida Zoological Society, Inc.

(2) **NAME OF EVENT/PROJECT:** Central Florida Zoological Park

DATE OF EVENT ongoing **LOCATION OF EVENT** Central Florida Zoo

(3) **CONTACT PERSON:** Joe Montisano, CEO

(4) **COMPLETE ADDRESS OF ORGANIZATION:**

STREET ADDRESS: 3755 N. Highway 17/92

CITY: Lake Monroe

ST: FL **ZIP:** 32747-0309

PHONE: 407-323-4450

FAX: 407-321-0900

EMAIL: joem@centralfloridazoo.org

(5) **ORGANIZATION'S CHIEF OFFICIAL:** Joe Montisano

TITLE: CEO

Address if different from above:

Not applicable

PHONE: 407-323-4450 EXT:116

FAX: 407-321-0900

email: joem@centralfloridazoo.org

(6) **INTENDED USE OF FUNDS:**

Promotions/Marketing

(7) **AMOUNT REQUESTED:** \$270,000

II. DETAILS ON YOUR ORGANIZATION:

In narrative form please describe your organization in the following areas. Use a separate sheet to complete these questions in detail.

1). What are your organization's goals and objectives?

STATEMENT OF PURPOSE

"The purpose of the corporation shall be to acquire through purchase, lease, gift or otherwise, suitable lands and facilities; to acquire animals and to operate, maintain, and control a zoological and botanical garden; to exhibit collections of insects, fish, amphibians, reptiles, birds and mammals with appropriate surroundings and environment for the instruction, recreation and pleasure of the public and for scientific study." - Article II, Articles of Incorporation of the Central Florida Zoological Society, Inc. 1971

MISSION STATEMENT

The Central Florida Zoo is dedicated to the conservation of wildlife and to engaging and educating our guests by sharing knowledge and celebrating our natural world.

VISION STATEMENT

The Central Florida Zoo is committed to excel as a dynamic regional resource providing a unique interactive experience with the natural world.

The Central Florida Zoological Park (CFZP) is nationally accredited by the Association of Zoos and Aquariums (AZA). Membership is also held with the Florida Association of Zoos and Aquariums (FAZA). CFZP is located 20 minutes north of downtown Orlando near Lake Monroe, and is easily accessible via U.S. Highway 17-92 and Interstate 4. As an affordable zoological park and educational center in Central Florida, the Zoo served nearly a quarter of a million children, adults and seniors in 2005. The site consists of 116 acres, 21 of which are currently used for zoological exhibitions and formal K-12 classroom (indoor and outdoor) presentations. The Zoo site is naturally suited for Florida-focused environmental and conservation education.

Capital infrastructure includes: the 28,000 square foot Wayne M. Densch Discovery Center and ZooLab which consists of two classrooms, a multi-purpose room capable of seating 300 and the Massey Services Insect Zoo; an environmental education building with four offices, classroom space and a teacher resource library; administration and maintenance facilities; veterinary hospital with commissary, isolation/quarantine facilities, and an operating room with laboratory and pharmacy; a 1200 square foot gift shop; multiple food service locations; an information kiosk; 12 acres of animal exhibits; and common areas associated with boardwalks, trails and outdoor assembly areas.

Since the development of the Central Florida Zoological Society's Articles of Incorporation in 1971, goals and objectives include an understanding of and an appreciation for native and exotic wildlife. Since 1975, CFZP has been providing the community with environmental education programs, participation in conservation programs which protect and preserve wildlife, and has conducted non-invasive research programs which further the understanding of a particular species' natural history. The Zoo also serves as a wholesome recreational experience for all to enjoy. Also during this period, CFZP has been one of the largest regional providers of zoological, scientific and conservation education in

Central Florida Zoo...Your Connection to the Natural World

Central Florida. As an organization committed to international species survival initiatives, CFZP houses major species exhibits and educational programs focusing on wildlife of Florida, Latin America, Africa and Australasia.

The educational approach is hands-on, showing everyone that the economic and cultural prosperity of humans is inextricably linked to the richness of life on earth. The two-fold goal is to make animals and habitats more familiar and worthy of conservation, and to elevate the level of Florida wildlife in our backyard so that we avoid taking it for granted. At the same time, this educational development is becoming a subcontracted educational resource for K-12 school systems, affordable to all students, providing on-site accredited science education classes within a sensory-rich zoo environment. While CFZP is a scientific and educational partner in the community, it is also a peer training organization, hosting teacher training and wildlife veterinary resources to K-12 and post secondary institutions. Curriculum development and species propagation methods both focus on CFZP's mission to participate in all facets of species survival initiatives, and illustrate the Zoo's responsibilities as an educational center, working science station, and conservation advocate.

Since opening the new Wayne M. Densch Discovery Center in April 2005, the Central Florida Zoo has become the second largest meeting space in Seminole County. The addition of the new multi-use room within the Discovery Center provides meeting space for area hotels that do not have meeting space available to guests. The Zoo has also hosted conferences, seminars, weddings, bar/bat mitzvahs, and Rotary meetings since the opening. This meeting space is fast becoming a sought after venue in Seminole County and it is anticipated that we will host over 10,000 guests, both local and out of the area, in various conferences, meetings and special events during 2006.

CENTRAL FLORIDA ZOOLOGICAL PARK MANAGEMENT STAFF

The following list represents the management staff of CFZP. These individuals are charged with the responsibility of the daily administration of the Zoo, including the development of financial resources, implementation of traditional and innovative conservation and educational programs, facility rental, continual effective maintenance and care of the animals and plants, promotion of public awareness, strategic planning, and the timely review of the purposes and goals of the institution.

Joe Montisano is Chief Executive Officer. Mr. Montisano received his Bachelor of Science degree in Business Marketing from The University of Akron. He is a Professional Fellow in the American Zoo and Aquarium Association, Founding Director in The Northwest Consortium for Wildlife Conservation Research and Chairman of the Board for Saving Grace Non-Profit Pet Adoption Center. Before his relocation to Florida he was a member of the Roseburg Chamber of Commerce and Visitor Center and on the board for several other non-profit organizations.

Fred Antonio is Director of Operations and General Curator. He has a Bachelor of Science in Fish and Wildlife Management from Montana State University. He is a Professional Fellow of the American Zoo and Aquarium Association (AZA), member of the AZA Wildlife Conservation Management Committee (WCMC), IUCN West Indian Iguana Specialists Group, a Steering Committee member of the Snake Taxon Advisory Group (TAG), Aruba Island Rattlesnake Steering Species Survival Plan (SSP), AZA Studbook Keeper and Population Manager for the Eastern Diamondback Rattlesnake and a member of the Society for the Study of Amphibians and Reptiles. He serves on the Santa Fe Community College Zoo Animal Technology Advisory Board.

Sandi Linn is the Director of Education. Ms. Linn received her Bachelor of Science Degree in Environmental Conservation, Empire State College, New York (SUNY). She is a Professional Fellow of the American Zoo and Aquarium Association (AZA), and serves as the Education Liaison to the Orangutan SSP. She also serves on the AZA Bushmeat Crisis Task Force Training Committee. Ms. Linn served on the Goldsboro Elementary Magnet School Advisory Council, and is a certified Florida Master Naturalist Instructor through the University of Florida Extension.

Jayna Fox is Director of Guest Services. Ms. Fox received her Bachelor of Science degree in Art History from the University of Colorado. She is a member of the National Wildlife Federation and Defenders of Wildlife, and an affiliate member of the American Zoo and Aquarium Association.

Patti Race is Director of Administrative Services. Ms. Race has extensive work experience in office and computer administration. Her primary responsibilities are grant writing, membership programs, and computer administration. She is an affiliate member of the American Zoo and Aquarium Association and serves as the Treasurer for FAZA (Florida Association of Zoos and Aquariums).

Chuck Grimes is Director of Accounting. Mr. Grimes received his Bachelor of Science Degree from Northern Illinois University, a CPA from University of Illinois and his MBA from Governors State University. He has been auditing and consulting in the not-for-profit sector for over three years and has been an auditor in public accounting, as well as a controller in the machining, construction, and promotional products industries.

Shonna Green is Director of Marketing and Public Relations. Ms. Green received her Bachelor of Science degree in Business Management from Arkansas State University. She is also a graduate of the Community Development Institute at the University of Central Arkansas. Ms. Green previously worked for the Little Rock Zoo and Memphis Zoo. She has been active in her community as a charter member of the Young Women in Philanthropy; chaired various programs for both the Little Rock and Memphis Junior Leagues; and active in local Chamber of Commerce committees.

2. What services does your organization provide?

Education Programs:

The CFZP continues to be a leader of informal science education for students of all ages throughout Central Florida. Whether on site with curriculum-based programs directly targeting the Florida Sunshine State Standards, or through our diverse outreach programs, the Zoo is a respected resource of innovative hands-on environmental education. During 2005, over 38,000 people have experienced our formalized education programs detailed below.

In spring of 2005 a very significant transformation of the department took place with the opening of the Wayne M. Densch Discovery Center and ZooLab. This 28,000 square foot multi-faceted complex includes indoor and outdoor classrooms, a large flexible auditorium space, the Outdoor Discovery Courtyard, the Interactive Exhibit Gallery, and ZooLab. The new space has allowed us to triple our capacity to provide programming for the students of Central Florida. Our popular curriculum-based programs, specifically targeting the Sunshine State Standards, *Two to the Zoo*, for second graders, and *Curric-Zoo-lum*, for third graders has been joined by a third specialized program for fourth and fifth grade students, *ZooLab*. At ZooLab, students experience learning stations, both indoors and out, taking part in tasks and experiments side by side with the zookeepers. The entire integrated math and science curriculum at ZooLab targets the Sunshine State Standards and helps the students prepare for FCAT.

All visitors to the Zoo are invited to experience the Interactive Exhibit Gallery, featuring the Massey Services Insect Zoo. In addition to the live invertebrates that are displayed, we have included several hands-on components for parents and children to enjoy together. These include games, challenges, a quiet reading area, and live animal presentations. The gallery also serves as a rotating art and essay exhibit area to display the work of local school children.

The multi-purpose space provides the community with one of the largest meeting spaces in Seminole County. Specifically designed to be flexible, this room serves as an assembly area for large group presentations, an area to display rotating exhibits, additional classroom space, and the perfect venue for weddings, meetings or other corporate functions.

The new education complex further establishes the Zoo as an important educational destination for the teachers and students of Seminole, Orange, Volusia, Lake and several other central Florida counties. Along with the curriculum-based grade specific programs, we also provide classes for all ages, from parent/toddlers, to seniors, to continuing education classes for teachers, for which they receive in-service points. In 2005, 5,350 children and adults were treated to our guided Planet Safari Zoo Tours and Animal Encounters. Through these experiences the participants are given the opportunity to have animal behaviors interpreted as they occur, as well as having the chance to have all of their questions answered by their knowledgeable Docent, or volunteer guide.

In addition to the programs presented on-site we also provide outreaches into the community throughout the year. During 2005, over 15,000 people have experienced outreach programs provided by the Zoo. These programs bring wildlife education to a myriad of venues, heightening the Zoo's impact beyond its physical boundaries. Included in this is our popular Z.E.A.L. (Zoo Education Action League) program. Through Z.E.A.L. we partner with several conservation partners to bring an awareness regarding environmental concerns while also instilling the concept that we can all be part of the solution. A

portion of the proceeds from these programs benefits two of our conservation partners, The Center for Ecosystem Survival and Defenders of Wildlife Habitat for Bears Campaign.

The ambiance of the wetland ecosystem where the Zoo is located provides a dramatic backdrop for our many programs. This dynamic living classroom allows visitors of all ages to experience the "real Florida" while also sharing time and space with endangered animals from all over the world. Our popular overnight adventures, Wild Nights and Snooze at the Zoo provide the opportunity to experience the sights and sounds of the Zoo at night, while also learning fascinating facts regarding nocturnal life. During 2005, 1,578 people participated in this program.

Girl Scout and Boy Scout troops also find the Zoo the perfect location to participate in programs designed exclusively for them. Many specific programs allow them to complete activities toward several badges.

Every Sunday afternoon Docents also present a free Wild Florida presentation for all Zoo visitors. During this popular encounter, guests delight in learning about the unique wildlife in Florida, whether they are local residents or one of the many out of state or out of country visitors we receive. In 2004/05, 968 guests attended this presentation.

Volunteerism at the CFZP is very strong. In 2005, 23,971 hours of volunteer service were donated to the Zoo through our Docent, Teen Team, Zoo Crew and college intern programs.

With the opening of the new Wayne M. Densch Discovery Center and ZooLab, we have laid the foundation for increased programming. A new roster of Home School Classes, new programs for Middle and High School students, new themed Animal Encounters, new week-long Summer Day Camps, additional Teacher Workshops and programs specifically targeting the new Massey Services Insect Zoo are all now available.

Animal Department:

The Central Florida Zoo remains a significant contributor to the conservation programs of the Association of Zoos and Aquariums (AZA) by participating in Species Survival Plans (SSP) and other recommended breeding programs. The Zoo continues to expand our conservation initiatives in AZA programs through 11 Species Survival Plans, 13 Taxon Advisory Groups and two Scientific Advisory Groups. The CFZP joins over 210 accredited zoos and aquariums to support and lend expertise to AZA programs. This pooling of resources makes possible meaningful programs, which help conserve wildlife not only in captivity but worldwide.

Births and hatchings in 2005 occurred in all major animal groups, from invertebrates to primates. These included black-footed cat (SSP - only one other zoo was successful reproducing this endangered species in 2005), cotton-top tamarin (SSP - endangered South American monkey), lesser spot-nosed guenon (SSP - rare in zoo collections), red kangaroo, kinkajou, prehensile-tailed porcupine, Boer goat, wreathed hornbill (our 6th successful year!), Palawan peacock pheasant, red-fronted macaw (Endangered), Maximillian's viper, prehensile-tailed skink, blue poison dart frog (Endangered), and eastern lubber grasshopper.

New exhibits in 2005 encompassed a wide range of projects for a wide variety of species. New exhibits included the Horizon Homes of Central Florida Australia exhibit featuring red kangaroos and emus; the

Massey Services Insect Zoo, our first major invertebrate exhibit for natives and exotics; and hyacinth macaw for our pair who is just reaching maturity. Together these improvements have changed the face of the zoo while providing enriched habitats for our animals.

In addition to new exhibits, significant renovations were completed for brown lemur, red-ruffed lemur, two-toed sloth, and African crested porcupine. Foremost of our renovations was the transition in our elephant barn from dry moats to stalls. This retrofit has now given us the ability to totally separate elephants (this helps with controlled feeding and individual elephant training), increases safety for elephant trainers, and provides for an Elephant Restraint Device (particularly useful for veterinary exams).

These new exhibit developments offers educational benefits to school groups and guests while encouraging the concern for wildlife conservation.

Animal Health Program

During 2005 veterinary services were provided by the University of Florida, College of Veterinary Medicine, Zoological Medicine Service. Dr. Darryl Heard, Chief of Service, and Post-doctoral Residents and senior veterinary students comprised the biweekly team for rounds at the Zoo. The primary focus of our program is preventative medicine accomplished through annual physicals. Active cases take priority and can be reviewed at the zoo or the College of Veterinary Medicine, accessing the veterinary specialists and current technologies of the university. The relationship with the University of Florida, established in 1984, has been a productive professional partnership both in animal health care and student and resident training.

Meeting and conferences in the zoo and aquarium field help not only to disseminate information but also offer forums and working sessions that develop national programs for conservation and education. During 2005 members of the animal staff participated in: Zoos and Aquariums Committing to Conservation, Biology of the Rattlesnakes Symposium sponsored by Loma Linda University, Snakebites in the New Millennium sponsored by the University of Nebraska Medical Center, Eastern Diamondback Rattlesnake Workshop sponsored by Wekiva Springs State Park, AZA Felid Taxon Advisory Group Mid-year Meeting, AZA Herpetology Taxon Advisory Group Mid-year Meeting, meetings of the AZA Wildlife Conservation Management Committee, and the AZA Clouded Leopard SSP meeting.

The staff of the Central Florida Zoo also helps facilitate animal management in AZA by producing studbooks for approved species. Currently the zoo maintains AZA Regional Studbooks and Population Management Plans for: Serval (Bonnie Breitbeil, Zoo Curator); Silvery-cheeked and Trumpeter Hornbill (Cindy Dupree, Bird Keeper), and Eastern Diamondback Rattlesnake (Fred Antonio, General Curator). These programs are key to the scientific management of our "national collection" and we are proud of the hard work and significant volunteer efforts by our staff. Additional volunteer time and resources in AZA leadership programs by staff include Fred Antonio, Vice-chair for Studbooks - Wildlife Conservation and Management Committee; Bonnie Breitbeil, Secretary of the Felid Taxon Advisory Group; and Sandi Linn, Education Liaison for the Orangutan Species Survival Plan. This level of professional commitment by zoo staff represents a community resource tapped by homeowners, community leaders, and university researchers when expertise is needed.

Staff participation in local field conservation focused on a partnership with the Florida Department of Environmental Protection (FLDEP) conducting a Limpkin Survey along the Weikiwa River. Limpkins

are large brown wading birds (similar in size to ibis) that feed on apple snails along the shallow vegetated areas of the river. The FLDEP believes they are seeing a decline in the limpkin populations and in the past has conducted informal surveys during limpkin breeding season. In 2005 a formal monthly study involved 18 zoo staff members surveying, devoting 140 hours to this project. Surveyors canoed the river with a handheld Global Positioning Satellite System to record the location and numbers of limpkins observed. During the survey we also counted other wildlife observed and recorded information on the weather condition, water quality, water level and the presence of apple snails along the Wekiva River. This information was sent to the FLDEP for inclusion in their data set. The Central Florida Zoo is proud to be involved in a local conservation project and hopes the assistance we are able to provide will ensure a future for the limpkins and all river species right here in our own backyard.

For many years the Zoo has hosted many special opportunities for community service projects for Eagle Scouts. This unique partnership in 2005 resulted in completion of three composting bins, ultimately benefiting our Horticulture Program while making our zoo "greener". This partnership presented scouts with opportunities in leadership while advancing many aspects of the zoo program.

Continuing Educational Opportunities at Central Florida Zoo

Seminole High School, Allied Health Program:

Senior students come to the Zoo and observe behind the scenes veterinary work. This experience offers a fantastic venue for students to compare and contrast human and veterinary medicine. For students interested in the field of veterinary medicine, the opportunity to converse with senior veterinary students from the University of Florida, practicing wildlife residents, and the Service Chief of Zoological Medicine is an experience found no where else.

University of Florida, College of Veterinary Medicine:

Senior veterinary students on wildlife rotation join the wildlife Resident and Service Chief for rounds at the Zoo. During this time many students have their first experience with wildlife medicine and the challenges of working with non-domestic animals.

Post-doctoral Residents in the Zoological Medicine and Wildlife Program:

Residents gain experience in wildlife cases under the direction of the Service Chief. The experience offers a variety of case approaches, from active cases to annual physicals. Communication skills are sharpened in "Grand Rounds" discussions with keeper staff at the end of the day.

Zoo Keeper Internship:

This three month "on the job" experience provides interns with real job experiences in specific animal departments. These departments include primates, felines, birds, and reptiles. The training includes appropriate husbandry, behavioral enrichment, and veterinary review and records systems.

Middle School and High School Programs:

Local students have the opportunity to learn more about zoological parks through career talks at their school, presented by keeper and curatorial staff. In addition, a one day "Job shadow" may also be scheduled to see first hand what being a zoo keeper is all about.

Zoo Guests and Visitors:

Memorable experiences for visitors are many when viewing our diverse collection, ranging from spiders to elephants. Attractive graphics, developed by Zoo staff, appear at each exhibit and offer information

on natural history and conservation. Emphasis is placed on the conservation initiatives of AZA. Information is interpreted through text, pictures and symbols. Signs identifying indigenous plants throughout the park further enhance the visitor's learning experience and appreciation of nature. Additionally, a special collection of animals (approximately 85) is maintained by the Education Department and used in interactive education programs, both at the Zoo and in outreach programs.

Guests and participants in education programs can receive personal encounters with Zoo keepers and the exciting information they have to share about their animals. These unique opportunities may arise through spontaneous conversations or during animal programs and demonstrations held on weekdays, weekends and holidays.

The opportunity to see and experience live animals is becoming a rare experience as Central Florida becomes more urbanized. The senses become sharpened and the mind is immersed in awe as kids, for the first time, gaze into the eyes of a leopard, hear an elephant trumpet or watch a crocodile swallow its meal. These memorable discoveries bridge relationships between people and animals, which help develop concern for wildlife and their conservation. Many times the concern for animals is the first step in a child's ethical development. We are proud to be able to contribute and share these ideals with the children of our community.

Marketing Programs:

The Central Florida Zoo offers affordable admission rates, innovative education programs and an up-close animal experience to attract tourists and residents. We are actively attempting to keep our admission rates as low as possible in order to maximize the volume of customers we can bring to this area. Currently we charge \$8.95 for adults, \$6.95 for seniors 60 years and over, \$4.95 for children 3-12 and free for children 2 and under. Members of the Central Florida Zoological Society receive free admission to the Zoo 363 days a year in addition to free or discounted admission to over 100 zoos and aquariums nationwide.

With the addition of the Wayne M. Densch Discovery Center we are not only capable of tripling our capacity for education but we also opened several new places for public and private gatherings in Seminole County. We host meetings, receptions, movie premiers and everything in between. In 2005 activities in the new center included conferences, events, weddings, bar/bat mitzvahs, seminars and themed event nights such as Casino Nights. Already scheduled for 2006 are medical conferences and home school conferences, all including out of area guests from all over Florida. The CFZP still maintains and offers the community two other outdoor facilities. The Rainforest Pavilion is a covered facility with two kitchens, ADA approved restrooms, and a seating capacity of 250. Peacha Wiggins Park is an outdoor shade covered area suitable for an intimate gathering that is capable of hosting 100. Birthday parties are available for children of all ages and they are facilitated by the Guest Services Department. Pricing begins at \$144.00 for a group of 21.

The Zoo gives back to the community through a number of programs and services. Under-privileged children and families affiliated with recognized non-profit groups in Orange County are eligible to receive free admission through funding provided by the Orange County Commission. Wayne M. Densch Charities also funds a grant to provide free admission to economically disadvantaged citizens within the Central Florida area. To support local non-profits in fundraising efforts, the Zoo provides complimentary admission tickets or memberships annually, for silent auctions or drawings with a cumulative fair market value of \$8,000.

Special events and promotions are held throughout the year, giving visitors new reasons to “Do the Zoo.” Some events are focused on educating guests about animals and their habitats. Others offer children and families fun, interactive activities. Select events invite the community or business leaders to learn more about the Zoo today and the vision for the future. A list of planned annual events and programming is provided below. Please note that new events and programs are added to this list frequently:

Dates	2006 Community Events & Education Programs	Ages	Attendance
January	Education Programs	All	1,426
February	Education Programs	All	1,621
March	Education Programs	All	1,677
	Snake and Alligator Awareness Classes	12 and up	100
	Annual Meeting	Adults	75
April	Education Programs	All	2,461
	Wild About Florida	All	1,500
	Hippity Hop Adventure	All	5,000
	A Day Down Under –Australia Day	All	2,000
May	Education Programs	All	1,812
	Fiesta en el Zoologico	All	1,500
June	Education Programs	All	1,255
	Celebration of Mary’s 60 th Birthday	All	2,000
July	Education Programs	All	1,394
	Red, White & Zoo	All	3,630
August	Education Programs	All	370
	17 th Annual Black Tie on the Wild Side	Adult	475
September	Education Programs	All	956
	Grandparent’s Day	Senior	1,000
October	Education Programs	All	1,200
	Sixth Annual Zoo Boo Bash	All	4,500
November	Education Programs	All	1,200
	Fourth Annual Fall Harvest Concert	All	1,500
	Night Sights	All	180
December	Education Programs	All	1,000

Dates	2007 Community Events & Education Programs	Ages	Attendance
January	Education Programs	All	1,400
February	Education Programs Annual Meeting	All Adults	1,600 75
March	Education Programs Wild About Florida	All All	2,600 1,500
April	Education Programs Hippity Hop Adventure A Day Down Under –Australia Day ZooTunes	All All All All	3,600 5,500 2,000 500
May	Education Programs Latin Celebration	All All	2,200 2,000
June	Education Programs	All	1,800
July	Education Programs Red, White & Zoo	All All	1,200 1,000
August	Education Programs 18 th Annual Black Tie on the Wild Side	All Adult	600 500
September	Education Programs	All	1,600
October	Education Programs Seventh Annual Zoo Boo Bash	All All	4,600 4,500
November	Education Programs Fifth Annual Fall Harvest Concert	All All	2,800 1,500
December	Education Programs	All	2,400

Development and Membership Programs:

The Central Florida Zoo is extremely fortunate to benefit from the generosity of the local community. The Central Florida Zoo receives operational support from area businesses, foundations, and individuals. The Zoo has been fortunate to receive contributions from the State of Florida, Dr. P. Phillips Foundation, Horizon Homes of Central Florida, Darden Restaurants Foundation, Bert W. Martin Foundation, Elizabeth Morse Genius Foundation, Chesley G. Magruder Foundation, Wayne M. Densch Charities, Seminole County Harley Owners Group, and the Florida Lake Management Society, and other groups throughout Central Florida.

The Zoo also receives support from the community through non-cash gifts. These gifts include plants, animals, animal care materials and gifts for Zoo sponsored events. The Zoo's Black-Tie on the Wild

Side fundraiser is partially funded through non-cash contributions from local merchants to be sold at the Silent Auction. Local Scout and service groups also perform hundreds of hours of community service annually.

Donor relationships are a significant part of the Zoo's development program. The Development Department offers advice and guidance to individuals and corporations regarding charitable contributions to the Central Florida Zoo. The CEO and the management staff create one-on-one relationships with donors to help them achieve their goals of supporting the Central Florida Zoo.

There are several different ways that individuals can support the Zoo:

- Gifts to the Annual Fund support ongoing daily operations. Annual Fund donations go toward the care and feeding of the animals, educational programming, and conservation efforts. A gift to the annual fund is truly a gift to all of the animals at the Central Florida Zoo.
- The Boardwalk Plank Program provides the perfect opportunity to recognize family members, friends, and special people. The plank is engraved with a name or message and placed on the Boardwalk that goes throughout the Zoo.
- Matching Gift Programs - Many employers offer matching gift programs to assist their employees in supporting their philanthropic pursuits. A company will sometimes match a gift 1 to 1 or 2 to 1.
- Planned Giving - Many people plan gifts for the Zoo that will mature upon their passing. These estate gifts help to provide for the future needs of the Zoo, while allowing the donor the opportunity to participate in the direction of the Zoo during their lifetime. A planned gift is any gift of any kind for any amount given for any purpose- operations, capital expansion, or endowment- whether given currently or deferred if the assistance of a professional staff person, qualified volunteer or the donor's advisors is necessary to complete the gift. In addition it includes any gift, which is carefully considered by a donor in light of estate and financial plans.

What's New at the Zoo in 2006-2007

We are very excited about the many facility and exhibit openings and renovations that took place in 2005. We look to the future with great anticipation and many new projects scheduled for 2006. On the drawing board and coming soon are:

- Spider Monkey exhibit sponsored by Community State Mortgage. This exhibit will create a new home for these long time Zoo residents. The new exhibit will feature natural substrate and landscaping and will be very similar to the current siamang exhibit.
- Remodeling of the concessions area is underway and expected to be complete during the first quarter of 2006.
- An off-exhibit clouded leopard breeding facility. The Central Florida Zoo has been a leader in the breeding and reproduction of this species with 11 births at this facility. Most of these animals are now located throughout the country at other facilities and producing offspring of their own. Our male and female are now retired from breeding, but will remain as exhibit animals for our

guests to enjoy. This new area will provide space for two pair of breeding leopards and their respective offspring.

- A new alligator/crocodile viewing deck has been sponsored by ProTech Air-Conditioning and construction will begin shortly.
- Coqui frog exhibit – this exhibit will be located in the herpetarium and will be completed during the second quarter of 2006.
- Additional boardwalk – a new corporate boardwalk area is planned to connect the gift shop to the new exhibit area.
- Splash Ground – we hope to finalize the funding and the plans for this piece of the master plan by mid year 2006.
- As well, we will begin the fundraising campaign for Swamp Forest (Tigers and Orangutans) and new full service restaurant that will serve both the general public and Zoo guests toward the end of 2006.

As with all of the Zoo's exhibits, educational programs and signage are designed to incorporate these unique exhibits and to educate school children and guests alike about these fascinating animals and their habitats.

3. How will your organization monitor expenditure of funds?

CFZS' accounting program is consistent with generally accepted accounting procedures as reflected in our annual audited financial statements. Restricted accounts are maintained reflecting obligated income/expenditures, as well as discretionary operational reserves for access during historically slower revenue producing months. An annual operating/capital budget is developed in cooperation with Department Managers and the Accounting Director. The annual budget is finalized by the CEO and presented to the Board for review and approval.

Detailed computerized accounting systems incorporate general ledger, accounts payable, payroll, and fixed assets. Reports are generated monthly displaying budgeted and actual monthly and year-to-date income and expenses. Monthly balance sheets, general ledger, consolidated and departmental income statements, and aging accounts payable reports provide timely and accurate information reflecting fiscal status. Managers are responsible for ensuring departmental budgetary guidelines are maintained and are provided with a monthly income statement for their respective departments.

The CFZS is audited by a certified public accounting firm on an annual basis, with the audited financial report presented to the CFZS Board of Directors, the Seminole County Board of County Commissioners, Tourist Development Council Executive Director and any other interested parties. The Seminole County Office of Management and Budget is provided a monthly income statement and general ledger for TDC reporting as well as the Seminole County Tourist Development Council office.

Every effort is made to accumulate income during peak periods to offset periods of reduced income. Our fixed assets are based on the accrual system. Financial records and reports are prepared and maintained by the Accounting Director. The CEO has discretionary approval for normal expenditures; the CEO, Director of Operations, Board President, and Vice President are the sole authorized signatories on the CFZS's bank accounts.

All computer generated fiscal information is backed up daily with copies maintained off-site in a fireproof safe deposit box.

In furthering the goals of creating an endowment that will maintain and increase the level of operating income available each year, the Zoo has established an endowment with the Community Foundation of Central Florida. The CFZS is also working towards establishing its own stand alone endowment and to date \$ 396,552.47 has been committed toward the \$1.0 million endowment goal. A financial manager that will serve to invest and protect the funds according to the CFZS's Investment Policy for Endowed Funds will govern the endowment. This policy has been reviewed and approved by financial professionals in the law, investment, and banking professions to allow for minimal risk and still provide growth income.

4. How will your event bring additional visitors and hotel room nights to Seminole County?

The Zoo's Marketing Department participates in the Seminole County Convention and Visitors Bureau's (SCCVB) programs and works closely with the SCCVB's Sales Manager to bring tourists visiting within the metro area to the Zoo as well as other in-county venues.

Zoo attendance in 2005 reached 204,718 with the following demographical breakdown:

County	Year to Date
Seminole	80378
Orange	43946
Volusia	40722
Brevard	2942
Flagler	1725
Lake	10235
Other FL counties	6875
Canada	318
Great Britain	599
Germany	114
France	24
Out of State	14791
Osceola	2049
Total YTD	204718

The Zoo is also an active member of the Orlando/Orange County Convention and Visitors Bureau (OOCVB) and is a Visit Florida partner. Through these organizations, as well as the SCCVB, the Zoo participates in nationwide and statewide promotions and familiarization tours. The Zoo also actively pursues the Public Relation Leads submitted by all three of these organizations.

Promotions allow the Zoo to reach out-of-state markets to influence potential visitors before they vacation in Florida. Familiarization tours have proven very successful for increasing public awareness of the Zoo in distant markets and within the state.

CFZP funding derived through the Seminole County Tourist Development Council provides opportunities to advertise and promote the Zoo both locally and nationally. Co-op advertising through the SCCVB has provided an affordable means to reach visiting tourists through publications like Best Read Guide, the Seminole County Visitors Guide and Undiscovered Florida, a publication of Visit Florida. The Orlando Sentinel has provided an in-kind, matching grant to supplement the advertising efforts of the Marketing Department. Nearly 100,000 rack cards are distributed annually to reach tourists through two state welcome centers, FPIS, area chambers of commerce, OOCVB and SCCVB information centers, AutoTrain, Orlando Sanford International Airport and area lodgings. The Zoo's billboards in Daytona Beach, Casselberry, and east bound I-4 at Maitland Blvd. serve to increase Zoo awareness and increase visitors to the County. The Zoo also has displays and kiosk advertising area and the Orlando Sanford Airport in both the domestic and international terminals. In addition to all of these we have several

cooperative billboards in outer market locations such as Jacksonville, Tampa and Miami. All of these contribute to the increased attendance from the outer market areas.

Local media has provided support of the Zoo as reflected by public service announcements, staff and animal appearances, feature stories, reports, photographs, calendar listings of Zoo events, and live broadcasts. The Zoo develops news releases on a consistent basis to build awareness of the Zoo and public service announcement scripts for all major events which are distributed to print, internet, and radio and television stations in Seminole, Orange, Volusia, Lake, Brevard and Osceola counties. We also promote the Zoo with listings in local publications and regional planning guides.

Adrenaline Films shot over 4 hours of professional footage on the Zoo and donated the services of editing and producing several public service announcements. These spots have aired on a wide variety of local and outer-market stations.

To entice travelers to visit, the Zoo offers 20% admission to AAA members and reciprocal visitation for members of more than 100 accredited zoos and aquariums throughout the United States through a partnership developed by the Association of Zoos and Aquariums. Discount coupons are published as part of our advertising in Best Read Guide the Seminole County Visitors Guide, Visit Florida Hot Deals and the SCCVB Friend and Family promotion. Free admission is offered for those in the travel industry to encourage them to distribute information about the Zoo to their clients. Zoo rack cards are distributed at Visit Florida's I-95 and I-75 welcome centers, through Central Florida hotels services by FPIS and through area Chambers of Commerce and CVB's.

All advertising promotes the Zoo's website at www.centralfloridazoo.org, which directs visitors to 109 pages of information on the Zoo's animal collection, facts and tickets, events and programs, conservation programs and services. This award winning website was launched in 1999 and increased visitation continues to grow with more than 250,000 visitors annually. A number of links have been established to increase traffic to the site through area CVB's, chambers of commerce, local attractions and area websites like InsideCentralFlorida.com and has registered key words with search engines. The web site was reformatted for ease of use and to provide additional information.

The Zoo also attends select trade shows and community festivals such as the Bear Festival in Umatilla, Lake Helen Water Festival, the Manatee Festival, and the Orange County Environmental Protection Division - Earth Day Celebration to reach niche markets and the community at large. The Zoo is also working on advertising partnerships with the Orlando Sanford Airport, Kennedy Space Center, Orlando Science Center, and Volusia County Chambers of Commerce to expand our reach and to keep out of town visitors in Seminole County for extended periods.

5. What is your organization's experience in managing sponsorships and grants?

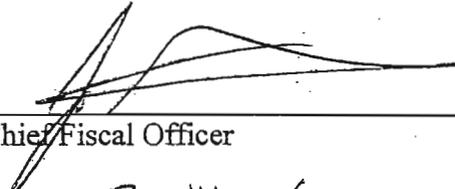
The CFZP continues to manage and utilize operational and capital grant funds from public, corporate, philanthropic, and individual benefactors. Specific entities have included the State of Florida, Seminole and Orange County Governments, Seminole County Public Schools, Bert W. Martin Foundation, Elizabeth Morse Genius Foundation, Dr. P. Phillips Foundation, Florida Lake Management Society, Lubee Foundation, Chesley G. Magruder Foundation, Darden Restaurants Foundation, the Community Foundation of Central Florida, Walt Disney World Co. Foundation, Wayne M. Densch Charitable Trust and the federally sponsored Institute of Museum and Library Services.

As with Seminole County TDC reporting protocol, many of the funding organizations mandate financial reporting during the term of the grant cycle as well as a detailed report at the conclusion of the funding cycle.

Intended Utilization of Tourist Funds

1. To partner with the Tourist Development Council on all the joint marketing and advertising projects. This will help attract visitors to the area by expanding the tourism options of this County.
2. Expand independent advertising and marketing into the outer markets to attract more visitors to Seminole County and extend the stay in this area to include overnights and multiple attractions.
3. Continued maintenance and enhancement of the Seminole County public park area along with trailhead opportunities of adjoining properties of the Central Florida Zoological Park.
4. Operational funding as authorized by Florida and Seminole County Statutes and to expand different functions of the Zoo including concerts, special events and targeted opportunities.
5. Enhancements to existing animal exhibits consistent with the Central Florida Zoological Park Master Plan along with expanding the educational opportunities available for students and the general public.

I have reviewed this Application for Funds from the Tourist Development Council for FY2006-07. I am in full agreement with the information contained herein. To the best of my knowledge, the information contained in this Application and its attachments is accurate and complete.

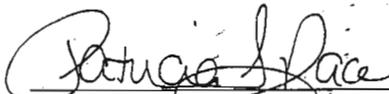


Chief Fiscal Officer

3-14-06

Date

Corporate Seal



Corporation Secretary

3-14-06

Date