

Zoo New England
Fact Sheet
July 23, 2009

- Like most accredited zoos, ZNE is a public-private partnership and was created as a private non-profit by an act of the Legislature in 1992. In 1992, the Legislature directed the Zoo management to re-open and obtain accreditation at the Stone Zoo, maintain accreditation at the Franklin Park Zoo, and to “repair, enhance and otherwise improve the zoos and their collections.”
- We had record setting attendance in fiscal year 2009 of 568,797 visitors, a 9% increase over FY08. Total attendance has increased by 137% since 1996.
- ZNE’s overall operating budget in FY09 was \$11 million of which 40 % was from earned revenues and grants and donations.
- Fundraising revenue has increased by approximately 306%, from \$295,856 in 1996 to \$1.2 million in FY09. The number of donors has increased 8% for FY09 over FY08.
- Member families have increased 1,228% to over 14,000 family members in FY09 since 1996, and membership revenues increased to \$912,060.
- 39,282 Massachusetts school children visited the zoos for free in FY09. Free admission to MA school children is legislatively mandated.
- ZNE employs 65 inner-city teenagers in our award winning working and learning summer Zoo Teen program, celebrating its 10th anniversary this year. Other programs we offer include Zoo Teen Ambassador, Junior Zoo Teen, Youth Education Specialists, ECO Zoo Teen, Volunteer and Job Shadowing.
- ZNE has built 42 new and/or renovated exhibits, despite limited capital funding, including Stone Zoo’s popular Black Bear exhibit and Franklin Park Zoo’s recently renovated western lowland gorilla exhibit, now recognized as the best indoor gorilla exhibit in the world.
- Franklin Park Zoo and Stone Zoo draw from different markets and while the zoos have set record attendance of 568,000 last year, research shows there is much potential to grow attendance at each location.
- Stone Zoo is a revenue generator, accounting for 40% of attendance, gate revenues and on-site membership acquisition at only an estimated 22% of costs.
- ZNE has a long range strategic plan that has as a primary goal of moving to greater self-sufficiency. The plan includes ZNE’s first major capital campaign and will enable the zoos to build spectacular new exhibits, first rate visitor amenities and educational programming. It also includes revenue generating opportunities such as a new indoor function space at Stone Zoo, facilities for birthday parties, sleepovers and private events and enhanced food and gift retail locations—all of which are in high demand.
- Zoos are affordable destinations for families, living classrooms for children and teachers, tourist attractions, places of employment and a source of wonderful jobs programs for many of the youths in our urban area. ZNE is nationally recognized for its innovative and effective educational and youth programs, which have served as models for similar programs at zoos around the country.