



Voluntary Donations Background Information

Como Park Zoo and Conservatory is an admission free facility with a suggested voluntary donation of \$3 adults/\$2 child. In 2019 voluntary donations resulted in a net intake of \$1,373,401. 2016 was the highest year with donations resulting in a net intake of \$1,559,198. The last increase of the suggested voluntary donation was in fall 2012.

Como is currently executing a plan to introduce credit card kiosks for donations and to integrate a donation option during the time-ticketed, advanced online reservation process. Due to COVID-19, and the anticipation that Minnesota will be in Phase 4 in 2021, we estimate that 2021 attendance will be down 30% over 2019.

The 2020 budget revenue projection for the voluntary donations was \$1,700,000, \$200,000 of which was expected to be captured via the credit card donation station that would have been in place and active for the entire year. The increased projection of donations is with assumption Como will capture more guests that do not have cash on hand or guests will be more generous giving while going through the action of the transaction. Because of COVID-19, this work is ongoing with an anticipated deployment date set for November.

Parks and Recreation is proposing to increase the voluntary donation ask by \$1 to \$4/adult and \$3/child. The electronic kiosks will also offer a quick donation buttons of \$20, \$50 and \$100. We project this increase will result in an additional \$100,000 in donation revenue.

Como Park Zoo and Conservatory's mission is to inspire our public and a core value promises is access on how we make it easy for everyone to visit, feel welcome and get involved. One of the ways we can do this is by allowing those guests that can give to give and for those that cannot, not to be discouraged by a suggested price outside of their abilities. By keeping the per visitor suggestion down, anyone can give something within the realm, without feeling too far away from the amount and not feel guilty they cannot contribute fully.

	2021 Projected	2019 Actual
Estimated Attendance	1,215,000	1,716,751
Donation Revenue	\$1,800,000	\$1,373,401
Average Donation Per Cap	\$1.48	\$0.92

	<u>Average Donation Per Cap</u>	<u>Range</u>
2010-2012	\$0.67	\$.60 - \$.74
2013-2017	\$0.80	\$.63 - \$2.17
2018-2019	\$0.92	\$.58 - \$2.52

	<u>Estimated Attendance</u>	<u>Donation Revenue</u>
2019	1,716,751	\$1,373,401.35
2018	1,676,513	\$1,357,975.43
2017	1,805,853	\$1,462,790.66
2016	1,948,997	\$1,559,197.73
2015	1,915,987	\$1,532,666.29
2014	1,773,469	\$1,418,775.16
2013	1,868,695	\$1,494,975.29
2012	1,979,042	\$1,178,259.18
2011	1,884,772	\$1,112,015.35
2010	2,223,936	\$1,312,122.33