



Legislation Text

File #: RES PH 17-324, **Version:** 1

Amending the financing and spending plans in the Department of Parks and Recreation in the amount of \$402,558 to reflect additional funding received from Como Friends for the MAC Roadmap project at Como Park Zoo and Conservatory.

WHEREAS, since May 2016, Como Friends and Como Park Zoo and Conservatory have worked together to develop MAC Roadmap, an ambitious three-year initiative designed to transform Como's visitor engagement strategies for the 21st century; and

WHEREAS, inspired by and modeled in part after the Denver Zoo's recent ROADMAP (Reaching Our Audiences through the Development of Mission-Aligned Programs) initiative, Como's version of this open-source engagement strategy would provide a valuable new iteration of this promising template for zoo visitor engagement, while offering a unique testing ground for program enhancement and delivery; and

WHEREAS, to begin the process, Como will create a new Learning Experiences division charged with leading the development of Como's Program Content Standards, which will form the backbone of a Guest Interaction Guide that will empower every member of Como's campus to engage in more meaningful interactions with Como's guests; and

WHEREAS, Como's goal with this transformative project is to improve educational outcomes and for our two million visitors to foster individual awareness about the need to care for animals and nature, to collaborate effectively with other leaders in the AZA movement, to learn throughout the project, and to expand the scale and reach of Denver Zoo's promising ROADMAP template; and

WHEREAS, Como Friends is providing \$402,558 to support the development and implementation of the MAC Roadmap initiative; and

WHEREAS, the Department of Parks and Recreation wishes to establish a new budget in the Grant Fund to receive the contribution revenue of \$402,558 and establish a 3 Year (2018-2020) spending plan for this funding; and

WHEREAS, the Department of Parks and Recreation wishes to thank Como Friends for their continued support for allowing Como Park Zoo and Conservatory to accomplish their mission to inspire the public to value the presence of living things in our lives; and

WHEREAS, the Mayor, pursuant to Section 10.07.01 of the Charter of the City of Saint Paul, does certify that there are available for appropriation, funds of \$402,558 in excess of those estimated in the 2017 budget; now, therefore, be it

RESOLVED, that the Council of the City of Saint Paul approves these amendments to the 2017 budget.

See attachment

