

**OFFICE OF THE CITY MANAGER
LITTLE ROCK, ARKANSAS**

**BOARD OF DIRECTORS COMMUNICATION
MAY 6, 2014 AGENDA**

Subject:	Action Required:	Approved By:
A resolution to adopt a Master Plan for the Little Rock Zoo.	Ordinance ✓ Resolution Approval Information Report	Bruce T. Moore City Manager
SYNOPSIS	This resolution provides formal Board approval to the Master Plan for the Zoo that was recently discussed.	
FISCAL IMPACT	None. However, it is anticipated that the fulfillment of all stages of the Master Plan will cost several millions of dollars, public and private, over the course of implementation.	
RECOMMENDATION	Approval of the resolution.	
CITIZEN PARTICIPATION	The Zoo Board of Governors, and others, were involved in the development of this Master Plan.	
BACKGROUND	After a formal process, GLMV Architecture was selected as a consultant for development of a Zoo Master Plan. GLMV worked in conjunction with Zoo Advisors, LLC, and AFH Design, to develop, articulate, and illustrate, an overall plan for the expansion of Zoo exhibits, the development of new exhibits, and the utilization of all available land in the immediate area of the current Zoo.	

BACKGROUND

A presentation of this plan was made to the Board of Directors during a working session held on April 22, 2014, at the Zoo. Over the next ten (10) years, the Zoo will receive \$8 million for capital improvements from the 3/8-cent sales and compensating use tax approved by the voters in 2011.

The focus of the Master Plan is: 1) to capitalize on the Zoo as a trusted resource in terms of educational and animal content and serve as one of the voices, or messengers, for “conservation and education” of wildlife; 2) to become a leader in family entertainment by providing an exciting, engaging and memorable guest experience; 3) to support the Zoo’s operating budget with additional operating revenue and a balanced financial plan through increased annual attendance and new expanded revenue sources.

The plan is contained in a fifty-three (53)-page booklet that, because of size, cannot readily be made an exhibit to the resolution.