

A Valuable Asset for the People of Brookfield



# BROOKFIELD ZOO

Est. 1934

- » **145 jobs** and **\$3 million** in **wages** for Brookfield residents
- » **\$1.5 million** for Village of Brookfield small **businesses**
- » **\$3.7 million** in **economic activity** for the Village of Brookfield



## Brookfield Zoo Invests in the Community

### Brookfield Zoo Helps Drive the Local Economy

In 2009, 145 Brookfield residents worked at the zoo. They received \$3.5 million in wages and benefits. The zoo also generated \$3.7 million in economic activity for the Village of Brookfield while providing \$200,000 in direct sales tax and water infrastructure revenue for the zoo's hometown.

Brookfield's gas stations, restaurants, and other small businesses benefit from the positive economic ripple effect that Brookfield Zoo initiates. The zoo generates indirect sales tax revenue for the Village of Brookfield while indirectly supporting 80 jobs in the community.

**Approximately 38% of Brookfield residents are members, volunteers, or employees of Brookfield Zoo.**

### Supporting Small Business Owners

Between 2005 and 2010, Brookfield Zoo generated \$1.5 million in direct revenue for small businesses in the Village of Brookfield.



## Brookfield Zoo Helps Stabilize Local Home Values

Brookfield Zoo has a stabilizing effect on local home values. According to Dan Martin, Managing Principal at Market & Feasibility Advisors, LLC, the zoo helps maintain a balanced economy within the Village of Brookfield and promotes an improved quality of life. Martin states that the zoo contributes to the vitality of the community by offsetting the underdeveloped and undeveloped areas that have not experienced any economic growth. Brookfield Zoo's positive impact on the local economy and quality of life is real and tangible.

*"The extraordinary success of a cultural institution like Brookfield Zoo in supporting and fueling the local economy and quality of life as much as it does is rare."*

**—Dan Martin, Managing Principal  
Market & Feasibility Advisors, LLC**

**Brookfield Zoo employee Amy Lofgren with her extended family (right). Amy's family has lived in the Village of Brookfield for over 70 years. She works as an administrator in the zoo's Plant & Facilities department.**





## Brookfield Zoo Supports Local Schools

From its Good Works initiative for students with disabilities to its partnership with the School of Environmental Education, Brookfield Zoo is proud of its commitment to and partnership with Riverside Brookfield High School's students and teachers.

Students with disabilities at RB have the opportunity to fine-tune their skills through Good Works, an innovative after-school program. Zoo educators help School of Environmental Education staff shape curricula to focus on nature-based issues and solutions. In 2010, 567 Brookfield students and teachers enjoyed a free field trip to the zoo.

Also, many students, like RB senior Cassie Vynanek (above), enjoy paid after-school positions at the zoo.

**As part of Brookfield Zoo's partnership with the high school, Riverside Brookfield students and staff utilize over 220 zoo parking spaces (left) in addition to baseball fields located within the zoo's boundaries.**



## Brookfield Zoo is a Partner in the Community

As part of the zoo's investment in the Village of Brookfield's schools, vitality and cultural richness, zoo staff volunteer and partner with organizations like the **Brookfield Public Library and the Brookfield Beautification Commission.**

At the Brookfield Library, the "Language of Conservation" has taken shape with poetry presentations and lectures hosted by zoo staff such as "Bison Lead the Way." A Chicago Zoological Society Women's Board member even generously donated installation costs so conservation-themed literary and artistic elements could be added to the library.

In addition, the zoo's own extensive library collection is available to the public through the Metropolitan Library System.

In partnership with the Brookfield Beautification Commission, zoo staff are contributing their time and talents to help raise environmental awareness, enhance the village's scenic environment, and create a more aesthetically pleasing community.

**As part of Brookfield Zoo's partnership with the Brookfield Public Library, zoo staff members Casey Schulke and Dr. Dan Wharton (far right) teamed up with Brookfield Library officials to offer conservation-oriented programs and events and to make conservation a prevalent theme at the library.**





## Brookfield Zoo Puts Safety First

### Brookfield Zoo Keeps the Public Safe

There's only one zoo in the United States to have its own fully-accredited, cross-trained EMT police force: Brookfield Zoo. A team of 22 police officers and emergency medical technicians maintain a 24-hour patrol and respond to calls for service. With its own ambulance, Brookfield Zoo transports people in need to Loyola University Medical Center. Between 2005 and 2009, Brookfield Zoo's public safety team responded to more than 12,000 calls for service, including 270 ambulance transports that the zoo handled on its own. **What does this mean for the Village of Brookfield? The zoo rarely needs any assistance and invests significant resources in public safety.**



## What the Experts are Saying

*“Communities that are serious about creating jobs, attracting businesses, and contributing to sound regional growth will embrace cultural institutions such as Brookfield Zoo as community assets that help drive our economies and enhance our cultural landscapes.”*

**—MarySue Barrett, President, Metropolitan Planning Council**

*The Metropolitan Planning Council is an independent, non-profit, nonpartisan organization that serves Chicago-area communities and residents by developing, promoting and implementing solutions for sound regional growth.*

*“Brookfield Zoo is an important part of our region’s rich cultural life that has helped Chicagoland become the global leader it is today. Institutions like these should be supported whole-heartedly.”*

**—Jerry Roper, President, Chicagoland Chamber of Commerce**

*Founded in 1904 as the first regional chamber of commerce in the United States, the Chicagoland Chamber of Commerce works to make Chicagoland the most business-friendly region in the nation while benefiting members through advocacy, education and actionable information.*



## Frequently Asked Questions

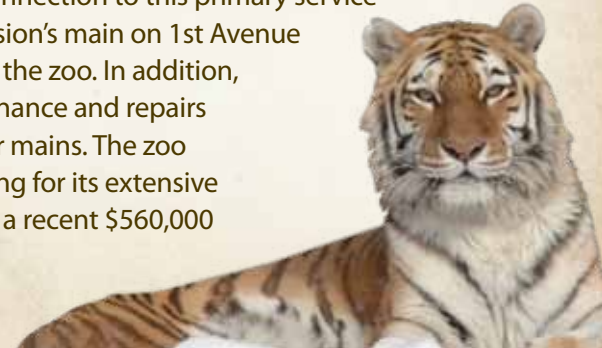


### **How does Brookfield Zoo contribute to the Brookfield economy?**

In 2009, Brookfield Zoo generated \$3.7 million in economic activity and \$200,000 in direct revenue for the Village of Brookfield. The zoo also employed 145 Brookfield residents providing them with \$3.5 million in wages and benefits. Between 2005 and 2010, the zoo pumped \$1.5 million directly into Brookfield small businesses. In addition, the zoo indirectly supports 80 local jobs while generating significant indirect sales tax revenue for the Village of Brookfield.

### **Does Brookfield Zoo get its water from the Village of Brookfield?**

Brookfield Zoo is not a residential water customer. Even though the zoo has paid a water infrastructure fee of \$105,000 annually to the Village of Brookfield in addition to water consumption costs, nearly 98% of the zoo's water comes from a water main located in the Village of Riverside that is owned by the Brookfield-North Riverside Water Commission. The village's only connection to this primary service is a short conduit between the commission's main on 1st Avenue and the water meter on the east side of the zoo. In addition, Brookfield Zoo also pays for the maintenance and repairs on its five miles of water lines and water mains. The zoo secures grants and other types of funding for its extensive water infrastructure network, including a recent \$560,000 U.S. Army Corps of Engineers grant.



## What services does the Village of Brookfield provide to Brookfield Zoo?

Brookfield Zoo is largely a self-sufficient facility. From its own team of public safety officers to its robust Plant & Facilities Department, the zoo's operations and maintenance are independent from the those of the village. However, the zoo does enjoy a successful partnership with the village. For example the Village Board has approved annual zoo raffles and provided assistance with a bond initiative in 2008.

## How often does Brookfield Zoo need local police or fire departments?

Rarely. With a team of 22 police officers/emergency medical technicians, Brookfield Zoo is primarily self-sustaining and rarely requests assistance from the Village of Brookfield or other area police and fire departments. **In fact, the zoo provides police assistance to the Village of Brookfield as often as it requests assistance from the village.** The zoo handles just about all of its own emergency calls. From 2005 to 2009, Brookfield Zoo's public safety team responded to more than 12,000 calls for service including 270 ambulance transports to Loyola University Medical Center. Although Brookfield Zoo's extensive public safety resources do not include fire-fighting equipment, the zoo is proud to have resources available from local municipalities including Riverside, Brookfield, and North Riverside.





### **Why did the zoo increase membership and admission rates in 2010?**

Membership and admission rates have always supported the hallmark care that zoo animals receive, infrastructure repairs, and zoo operations. However, the costs of providing extraordinary levels of care to more than 2,800 animals while maintaining a 216-acre facility that is 80 years old are significant. While costs continue to rise, Brookfield Zoo strives to provide its members and guests with extraordinary experiences while keeping rates affordable. Every dollar generated through membership and admissions is needed to support the zoo's animals and its facilities. Indeed, state law requires every dollar to be reinvested back into the zoo.

### **Why doesn't Brookfield Zoo pay property taxes?**

Just as the Village of Brookfield does not pay property taxes on its parks or on the land where the Village Hall is located, Brookfield Zoo does not pay property taxes since it is owned by the Forest Preserve District of Cook County.

### **Do zoo guests have any impact on the Village of Brookfield's roads?**

Extensive traffic studies indicate that zoo guests do not zigzag through Brookfield's interior roads as 80% of zoo guests arrive at the zoo's north parking lot. Recognizing that 38% of Brookfield's residents are members, volunteers, or employees at Brookfield Zoo, it is likely and expected that they utilize Brookfield's interior roads to arrive at the zoo.

## Brookfield Zoo Loves Its Members

### What makes Brookfield Zoo such a special place?

Its members, like Diane Hettasch of Brookfield and her family (right).

In the Village of Brookfield alone, 7,000 residents belong to the zoo. Brookfield Zoo is grateful to its members for their support and strives to provide them with value-pricing and exciting year-round opportunities to connect with nature and wildlife.

A Brookfield Zoo membership not only provides access to the zoo and new blockbuster exhibits like *Great Bear Wilderness*, but also peace of mind that every membership dollar directly supports the animals, zoo improvements, and zoo operations.

**The Hettasch family (right) of Brookfield have been members of Brookfield Zoo for 15 years.**

Approximately **38%** of **Brookfield residents** are **members, volunteers, or employees** of Brookfield Zoo.





## Brookfield Zoo: A Valuable Asset for the People of Brookfield



For 80 years, Brookfield Zoo has invested in the schools, students, and families of Brookfield. This world-famous cultural institution contributes to the quality of life, economic strength, and the vitality of the Village of Brookfield while being a strong partner in the community.

*The mission of the Chicago Zoological Society, which manages Brookfield Zoo, is to inspire conservation leadership by connecting people with wildlife and nature.*

# Brookfield Zoo

Jobs for Brookfield residents.

Revenue for the Village of Brookfield.

Partner in the community.



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