

San Antonio Zoological Society
Proposed Fiscal 2017 Operating Budget
(with Comparison to 2016 Budget and Actuals)

	Amount
Attendance	1,220,000
Revenue	
Gate Admissions	11,229,080
Memberships	2,411,367
Culinary Sales (see note 4)	3,795,100
Retail Sales (see note 5)	1,659,403
Rides	2,257,920
Animal Encounters	962,411
Other Concession Sales (see note 6)	658,449
Catering and Facility Rentals	356,895
Special Events (see note 7)	787,500
Education Programs	1,800,275
Grants and Contributions	672,375
Sponsorships (see note 8)	470,000
Other Income	116,709
Total Revenue	27,177,484
Expense	
Employee Expense	
Salaries and Compensation	13,621,673
Payroll Taxes	1,093,667
Other Employee Benefits	2,307,970
Total Employee Cost	17,023,309
Marketing & Development Expense	
Media	645,750
Marketing & Development	492,776
Operating Expense	
Equipment R&M	1,040,834
Building R&M	283,797
Utilities	909,000
General Maintenance Costs	723,528
Animal Care	912,327
Consumer Event Expense	564,160
Education Expense	152,500
Conservation Expense	40,700
General & Administrative Expense	
Insurance & Bonds	210,000
Professional Services	646,008
Administrative Contingency	65,546
Bank & Credit Card Fees	574,430
Interest Expense	355,149
Office Supplies & Postage	114,740
License, Dues & Subscriptions	165,331
Travel	225,126
Technology Expense	279,421
Total Expense	25,424,432
Net Reinvestment	1,753,052