



SAN FRANCISCO
ZOOLOGICAL SOCIETY
FISCAL YEAR 2011
OPERATING BUDGET

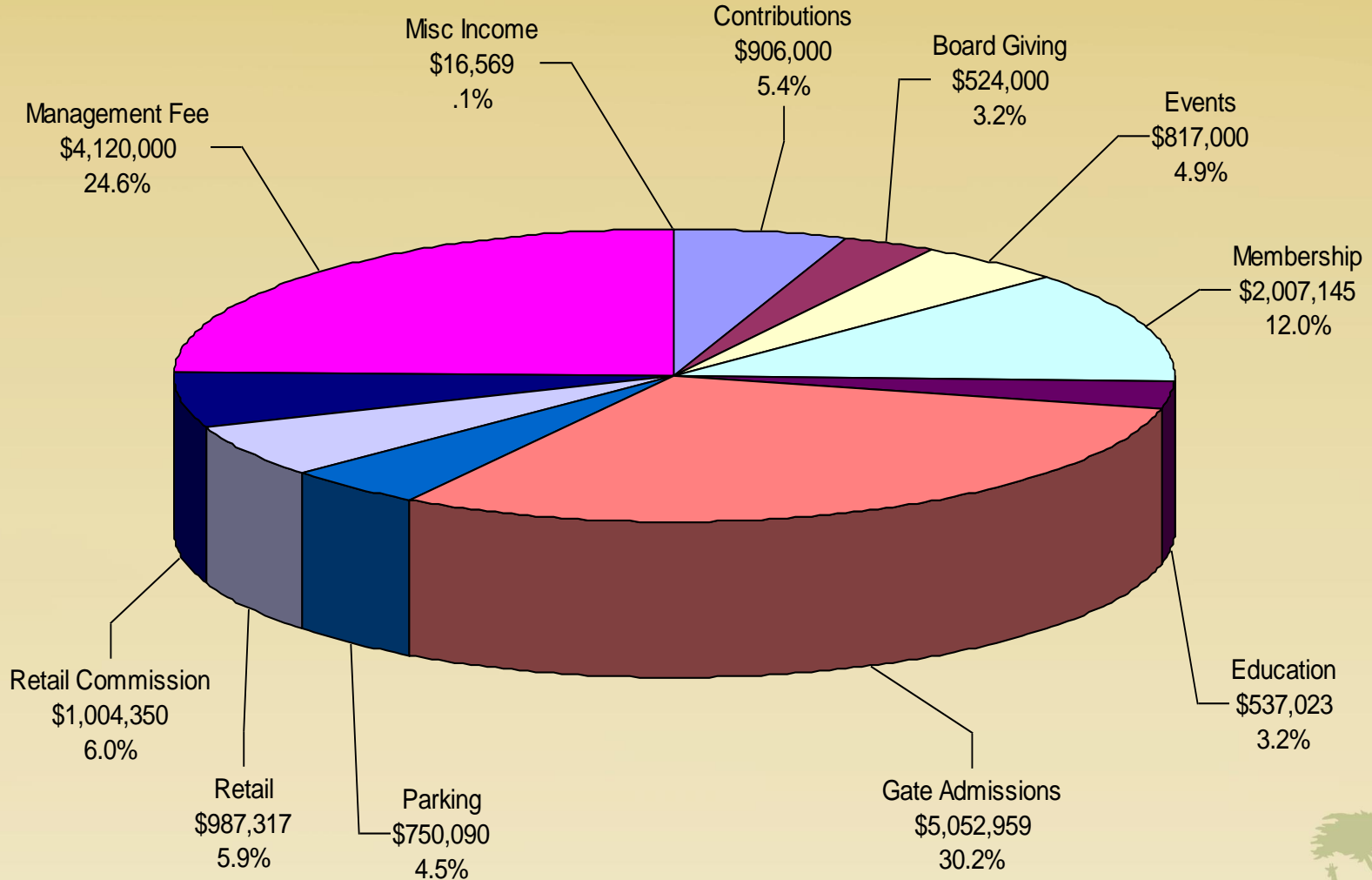
SAN FRANCISCO ZOOLOGICAL SOCIETY
STATEMENT OF REVENUES
FISCAL YEAR 2011 BUDGET vs 2010 EXPECTED



	BUDGET F/Y 2011		ACTUAL EXPECTED 2010		VARIANCE
	<u>Amount</u>	<u>% to Revenue</u>	<u>Amount</u>	<u>% To Revenue</u>	<u>INCR/(DECR) Amount</u>
Contributions	\$ 2,247,000	13.44%	\$ 2,141,278	12.85%	\$ 105,722
Membership	2,007,145	12.00%	1,890,251	11.34%	116,894
Education Income	537,023	3.21%	492,070	2.95%	44,953
Retail & Parking Revenue	2,741,757	16.40%	2,701,948	16.21%	39,809
Miscellaneous Income	16,569	0.10%	266,731	1.60%	(250,162)
Gate Admissions	5,052,959	30.22%	5,057,711	30.34%	(4,752)
Management Fee	4,120,000	24.64%	4,120,000	24.72%	-
TOTAL SUPPORT AND REVENUE	\$ 16,722,453	100.00%	\$ 16,669,989	100.00%	\$ 52,464



SAN FRANCISCO ZOOLOGICAL SOCIETY FISCAL YEAR 2011 BUDGETED REVENUE



Contributions	Board Giving	Events	Membership	Education	Gate Admissions
Parking	Retail	Retail Commission	Management Fee	Misc Income	



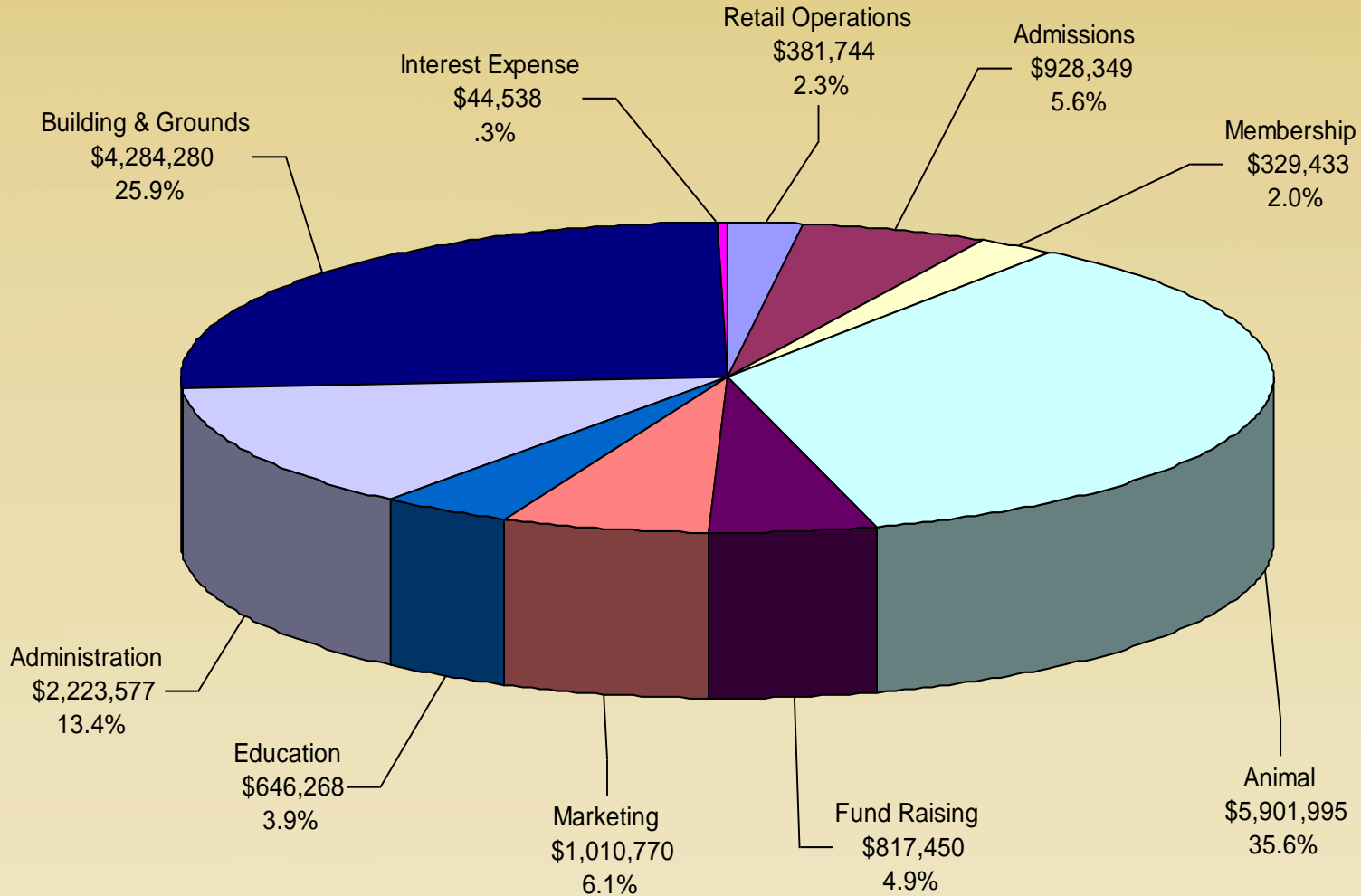












STATEMENT OF EXPENSES

	BUDGET F/Y 2011		EXPECTED 2010		VARIANCE
	<u>Amount</u>	<u>% to Revenue</u>	<u>Amount</u>	<u>% To Revenue</u>	<u>INCR/(DECR) Amount</u>
Retail Operations	\$ 381,744	2.28%	\$ 363,541	2.18%	\$ 18,203
Membership Services	329,433	1.97%	501,293	3.01%	(171,860)
Animal Department	5,901,995	35.29%	6,156,081	36.93%	(254,086)
Admissions	928,349	5.55%	737,424	4.42%	190,925
Fund Raising	817,450	4.89%	678,063	4.07%	139,387
Marketing	1,010,770	6.04%	1,200,103	7.20%	(189,333)
Education	646,268	3.86%	647,120	3.88%	(852)
General & Administration	2,223,577	13.30%	2,219,312	13.31%	4,265
Building & Grounds	4,284,280	25.62%	4,096,463	24.57%	187,817
Interest Expense	44,538	0.27%	34,800	0.21%	9,738
TOTAL EXPENSES & SERVICES	\$ 16,568,404	99.08%	\$ 16,634,200	99.79%	\$ (65,796)



SAN FRANCISCO ZOOLOGICAL SOCIETY FISCAL YEAR 2011 BUDGETED EXPENSES



 Retail Operations	 Admissions	 Membership	 Animal	 Fund Raising
 Marketing	 Education	 Administration	 Building & Grounds	 Interest Expense

SAN FRANCISCO ZOOLOGICAL SOCIETY
STATEMENT OF REVENUES AND EXPENSES
FISCAL YEAR 2011 BUDGET VS F/Y 2010 REVISED ACTUAL EXPECTED

Description	BUDGET F/Y 2011		ACTUAL EXPECTED 2010		VARIANCE	
	Amount	% to	Amount	% To	INCREASE/(DECREASE)	
		Revenue		Revenue	Amount	%
SUPPORT AND REVENUES						
Contributions	\$ 906,000	5.42%	\$ 789,959	4.74%	\$ 116,041	14.69%
Board Giving	524,000	3.13%	500,293	3.00%	23,707	4.74%
Events Revenue	817,000	4.89%	851,026	5.11%	(34,026)	-4.00%
Membership	2,007,145	12.00%	1,890,251	11.34%	116,894	6.18%
Education Income	537,023	3.21%	492,070	2.95%	44,953	9.14%
Retail Revenue	934,072	5.59%	936,916	5.62%	(2,844)	-0.30%
Retail Commission	1,004,350	6.01%	993,105	5.96%	11,245	1.13%
Children's Zoo Animal Food	53,245	0.32%	49,762	0.30%	3,483	7.00%
Interest	569	0.00%	1,745	0.01%	(1,176)	-67.39%
Miscellaneous Income	16,000	0.10%	264,986	1.59%	(248,986)	-93.96%
Gate Admissions	5,052,959	30.22%	5,057,711	30.34%	(4,752)	-0.09%
Management Fee	4,120,000	24.64%	4,120,000	24.72%	-	0.00%
Parking Revenue	750,090	4.49%	722,165	4.33%	27,925	3.87%
TOTAL SUPPORT AND REVENUE	16,722,453	100.00%	16,669,989	100.00%	52,464	0.31%
EXPENSES & SUPPORTING SERVICES						
Retail Operations	381,744	2.28%	363,541	2.18%	18,203	5.01%
Membership Services	329,433	1.97%	501,293	3.01%	(171,860)	-34.28%
Animal Department	5,901,995	35.29%	6,156,081	36.93%	(254,086)	-4.13%
Admissions	928,349	5.55%	737,424	4.42%	190,925	25.89%
Fund Raising	817,450	4.89%	678,063	4.07%	139,387	20.56%
Marketing	1,010,770	6.04%	1,200,103	7.20%	(189,333)	-15.78%
Education	646,268	3.86%	647,120	3.88%	(852)	-0.13%
General & Administration	2,223,577	13.30%	2,219,312	13.31%	4,265	0.19%
Building & Grounds	4,284,280	25.62%	4,096,463	24.57%	187,817	4.58%
Interest Expense	44,538	0.27%	34,800	0.21%	9,738	27.98%
TOTAL EXPENSES & SERVICES	16,568,404	99.08%	16,634,200	99.79%	(65,796)	-0.40%
ZOO GAAP OPERATING SURPLUS/(DEFICIT)	\$ 154,049	0.92%	\$ 35,789	0.21%	\$ 118,260	330.44%
BOND FUND REIMBURSEMENT	-		525,000		(525,000)	
ESTATE BEQUEST REVENUE	-		34,386		(34,386)	
NET OPERATING SURPLUS/(DEFICIT)	\$ 154,049		\$ 595,175		\$ (441,126)	

