

# METRO COUNCIL

## Work Session Worksheet

**PRESENTATION DATE:** June 27, 2017

**LENGTH:** 30 minutes

**PRESENTATION TITLE:** Operational Sustainability at the Oregon Zoo

**DEPARTMENT:** Oregon Zoo

**PRESENTER(S):** Dr. Don Moore, Executive Director, 503.220.2450, [Don.Moore@oregonzoo.org](mailto:Don.Moore@oregonzoo.org);  
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### WORK SESSION PURPOSE & DESIRED OUTCOMES

- Purpose: Provide an overview of the zoo's financial situation and key financial dynamics. Describe the process zoo staff are going through to create a long term financial plan.
- Outcome: Council members will have increased understanding of the zoo's financial situation and the work being done to create a long term financial plan.

### TOPIC BACKGROUND & FRAMING THE WORK SESSION DISCUSSION

At the May 30<sup>th</sup> Council work session, Metro's Finance Director reviewed the third quarter financial results and emphasized the revenue shortfall experienced by the zoo due to weather. During the session the Finance Director offered to bring zoo staff to an upcoming work session.

Oregon Zoo has a forecasted deficit spending over the next 5-year period, largely due to external economic forces on staffing costs and factors limiting attendance growth. The zoo does not have a sustainable business model at this time, despite years of planning and working with Oregon Zoo Foundation to raise additional monies to support the zoo's mission.

Therefore, the zoo needs to reexamine the current business plan, to review efficiency and effectiveness of all zoo programs, activities, events and processes.

Oregon Zoo staff are assessing current business plans and will create an updated plan, and take thoughtful proactive steps to design a sustainable operating model that balances expenses against available resources. Oregon Zoo management will go through the process of aligning financial capacity with long-term organizational vision, mission and values.

### QUESTIONS FOR COUNCIL CONSIDERATION

*List questions for Council's consideration that will help/guide the Council in providing policy direction.*

- Does council have any questions about the long term financial planning process?
- What additional information would council like to see regarding the zoo's long term financial plan in the future?

### PACKET MATERIALS

- Would legislation be required for Council action ☐ Yes ☒ No
- If yes, is draft legislation attached? ☐ Yes ☐ No
- What other materials are you presenting today? PowerPoint