



**LEGACY AMENDMENT ARTS AND CULTURAL HERITAGE GRANT
Como Park Zoo and Conservatory
FY 2012/2013 Report Minnesota Legislative Reference Library
January 15, 2011 – January 15, 2012**

The Minnesota State Legislature approved Minnesota Laws of 2011, Special Session, chapter 6, article 4, Arts and Cultural Heritage Fund appropriations for fiscal years 2012-13: “grants of \$200,000 each year to the Como Park Zoo...for programmatic development.”

Como Park Zoo and Conservatory is one of the top visited cultural destinations in the state of Minnesota, with over 2 million visitors each year, because it’s free, interactive, welcoming, and accessible for families. Como Park Zoo and Conservatory celebrates diversity in many forms, across cultures, ethnicity, economics and generations and visitors come from all over the state.

Como will create the following projects that will interweave the arts, culture and history into the guests that participate, along with increasing the number of participates and students that are exposed to the arts and culture. The Arts and Cultural Heritage FY 2012 & 2013 grant initiatives represent six projects:

- Music Under Glass & Lecture Series
- Interpretive Signage
- EdZOOcation Programs
- Special Exhibits
- Children’s Garden & Formal Garden
- Theatrical Show Presentation

Attached is a summary for each of these projects.

Project Name & Description

Music Under Glass & Literary Lecture Series

Como Park Zoo and Conservatory offers a unique venue to showcase musicians. These free programs also offer the venue in times outside of the standard public hours and introduce the arts to a new audience. The first series will begin January 12, 2012 and offers six evenings of music featuring local musicians in the Marjorie McNeely Conservatory. A second music series will begin in June 2012. The lecture series will begin in September 2012 and will feature experts in the fields of plant and animal conservation.

Contact

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City of Saint Paul – Parks & Recreation
Como Park Zoo and Conservatory
1225 Estabrook Drive
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Funding

Project Budget = \$30,140

Minnesota Law of 2011, Special Session, chapter 6, article 4, Arts and Cultural Heritage Fund appropriations for fiscal years 2012-13: “grants of \$200,000 each year to the Como Park Zoo...for programmatic development.”

Additional Funds

0

Duration

January 2012 – March 2013

FTEs

.2

Direct Expenses & Administration Costs

Direct Expense = \$30,140

Administrative Costs = 0

Measurable Outcomes

Guest Evaluations	Providing a community venue to provide local musicians and lectures an opportunity
Attendance Figures	Increase use of facility during non-open hours
Staff Evaluations/Observation	Use of space to create a memorable experience for guest and talent
Surveys	Create a baseline of information, follow-up survey after programs

Fiscal Agent

Minnesota Department of Administration

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Project Name & Description

Interpretive Signage: As a core to Como's mission on education, updating the aging interpretive signage and adding interactive and technology based interpretive and hands-on experiences is important. The cost to develop, design and produce these items is needed for African Hoofstock, Large Cats and the Japanese Gardens. The displays will demonstrate Como Zoo's commitment to world-wide conservation measures.

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Funding

Project Budget = \$81,000

Minnesota Law of 2011, Special Session, chapter 6, article 4, Arts and Cultural Heritage Fund appropriations for fiscal years 2012-13: "grants of \$200,000 each year to the Como Park Zoo...for programmatic development."

Additional Funds

0

Duration

- Large Cats -Signage development began in December 2011 and final execution will be complete by June 2012.
- African Hoofstock - Signage development will begin in February 2012 and final execution will be complete by August 2012.
- Japanese Gardens - Signage development will begin in April 2012 and final execution will be complete by January 2013

FTEs

.1

Direct Expenses & Administration Costs

Direct Expense = \$81,000

Administrative Costs = 0

Measurable Outcomes

Visitor Survey	Increasing knowledge, awareness and interest in topic
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Fiscal Agent

Minnesota Department of Administration

Project Name & Description

EdZOOcation Programs: Little Explorer Thursdays & Como's Nature Engineers: Como will develop a free weekly program series that will attract our youngest of guests for perhaps their first introduction to education experiences that will feature hands-on programming and interactives. The programs will be designed to encourage family learning and foster environmental awareness.

Education programs will “hit the road” with Como’s Nature Engineers, offering free programming to a variety of venues targeting under served communities in which financial barriers limit their access to our venue and other educational experiences at their locations.

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Funding

Project Budget = \$63,608.34

Minnesota Law of 2011, Special Session, chapter 6, article 4, Arts and Cultural Heritage Fund appropriations for fiscal years 2012-13: “grants of \$200,000 each year to the Como Park Zoo...for programmatic development.”

Additional Funds

0

Duration

Programming is offered January 2012– April 2012 and September 2012 – April 2013.

FTEs

.7

Direct Expenses & Administration Costs

Direct Expense = \$63,608.34

Administrative Costs = 0

Measurable Outcomes

Participation Numbers	Increase participant number for on-site and off-site programs
Participate Survey	Increase knowledge in conservation and make connections between living things in our lives.
Staff Evaluations/Observations	Provide meaningful programs and opportunities to expand knowledge and experience
Participate Evaluations	Meet and exceed guest expectations

Fiscal Agent

Minnesota Department of Administration

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Project Name & Description

Special Exhibits: Como will design, develop and produce a variety of opportunities in seasonal exhibits including *Roots, Shoots and Fruits: The Incredible Edible Garden* and a Bird Aviary. In addition special exhibits in the Gallery will also feature photography and build partnerships to feature exhibitions on topics like bears, wolves, and mushrooms.

- Gallery Exhibits will feature at least four rotating exhibitions beginning in November 2011, focusing on the off-peak season in 8 to 12 week runs.
- *Roots, Shoots and Fruits: The Incredible Edible Garden* will be featured May 2012-September 2012.
- Bird Aviary work will begin in September 2012 and open May 2013.

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Funding

Project Budget = \$103,521.66

Minnesota Law of 2011, Special Session, chapter 6, article 4, Arts and Cultural Heritage Fund appropriations for fiscal years 2012-13: “grants of \$200,000 each year to the Como Park Zoo...for programmatic development.”

Additional Funds

0

Duration

- Programming will be offered January 2012– April 2012 and September 2012 – April 2013 for a total of 52 weeks.

FTEs

.7

Direct Expenses & Administration Costs

Direct Expense = \$103,521.66

Administrative Costs = 0

Measurable Outcomes

Attendance Figures	Increase off-peak attendance during exhibitions
Visitor Surveys	Create opportunities to inspire public and educate

Fiscal Agent

Minnesota Department of Administration
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Project Name & Description

Children’s Garden & Formal Garden: One project on Como’s master plan is the design development of ornamental gardens in the form of a Children’s Garden and Formal Garden in front of the Visitor Center. The concept of the Gardens is to provide a central pedestrian mall as the primary organizing element related to the front entrance of Como Park Zoo and Conservatory and the Visitor Center. This includes a formal gardens, path ways, use of water features, seating, and plantings in the form of beds and topiaries. Also identified in this project is the need for better vehicle drop off points for added accessibility to the main entrances. In the meantime, additional resources to construct these gardens will be sought.

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Funding

Project Budget = \$77,000

Minnesota Law of 2011, Special Session, chapter 6, article 4, Arts and Cultural Heritage Fund appropriations for fiscal years 2012-13: “grants of \$200,000 each year to the Como Park Zoo...for programmatic development.”

Additional Funds

A \$50,000 grant from Como Friends, the non-profit partner of Como Park Zoo and Conservatory is leveraged as part of this project for a total project budget of \$127,000.

Duration

- June 2012 – June 2013

FTEs

.1

Direct Expenses & Administration Costs

Direct Expense = \$127,000

Administrative Costs = 0

Measurable Outcomes

Public Input - Open House, Web Page	Provide multiple opportunities for users to comment on design development
Interviews	Stakeholders on effectiveness of gardens

Fiscal Agent

Minnesota Department of Administration

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Project Name & Description

Theatrical Show Presentation: Como Park Zoo and Conservatory will work with local artisans and performers to develop, design and produce a live theatrical performance that will help visitors make a stronger connection to the animals, plants and gardens to foster appreciation, conservation and preservation. The shows will run three times a day, May through September 2012.

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Funding

Project Budget = \$40,730

Minnesota Law of 2011, Special Session, chapter 6, article 4, Arts and Cultural Heritage Fund appropriations for fiscal years 2012-13: “grants of \$200,000 each year to the Como Park Zoo...for programmatic development.”

Additional Funds

0

Duration

- December 2011 – September 2012

FTEs

.6

Direct Expenses & Administration Costs

Direct Expense = \$40,730

Administrative Costs = 0

Measurable Outcomes

Participation Figures	Meet or exceed goal of more than 200,000 guests touched by show
Visitor Survey	Increase knowledge in conservation and make connections between living things in our lives.
Staff Evaluations/Observations	Provide meaningful programs and opportunities to expand knowledge and experience

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