



**LEGACY AMENDMENT ARTS AND CULTURAL HERITAGE GRANT
Como Park Zoo and Conservatory
FY 2012/2013 and FY 2014/2015 Report Minnesota Legislative Reference Library
January 15, 2013 – January 15, 2014**

Como Park Zoo and Conservatory is pleased to submit this report of programmatic development projects funded through the Arts and Cultural Heritage Fund of the Minnesota Legacy Amendment in FY 12/13 of \$200,000 for each fiscal year and FY 14/15 of \$500,000 for each fiscal year.

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 has created projects that will interweave the arts, culture and history for the guests that participate, along with increasing the number of participates and students that are exposed to the arts and culture.

In FY 12/13, projects funded through the Arts and Cultural Heritage Fund included:

- Music Series
- Interpretive Graphics
- EdZOOcation Programs
- Special Exhibits
- Centennial Garden Planning
- Theatrical Show

During this current biennium of FY 14/15, the projects that will be funded include:

- Music Series
- EdZOOcation Programs
- Education Residency Program
- Habitat Renewal
- Special Exhibits
- Centennial Gardens

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Fiscal Agent

Minnesota Department of Administration

Project Name & Description

Music & Lecture Series

Music Under Glass is a free, live music six week series inside the Marjorie McNeely Conservatory's two-acres of tropical gardens during the winter months. These concerts feature Minnesota artists and are held outside of the standard public hours and introduce the arts to a new audience. The concerts touched more than 3,000 Minnesotans in 2013 and during FY 14/15 will expand to eight week series beginning each January.

Groovin' In The Garden - A live music series for the entire family during the summer months. While the grownups get their groove on with some of Minnesota's' finest musicians, the kids are entertained by a climbing wall, bouncy house, and lawn games. People are encouraged to pack dancing shoes, spread out a blanket & enjoy these free outdoor concerts & activities on the Visitor Center lawn. These are held outside of the standard public hours and introduce the arts to a new audience. During the summer of 2013, six weeks of performances were held with over 3,600 guests. This upcoming summer season will expand to eight weeks beginning in June, along with a new program offered during public hours between Memorial Day and Labor Day.

Six special lecture speakers were featured through September 2013 focusing on topics of conservation, art, history and botanicals.

Funding & Duration

Fiscal Year 12/13 Actual = \$30,298.47
Fiscal Year 14/15 Budget = \$49,706.45
Total Direct Expenses = \$80,004.92
Administrative Cost = \$756.93¹

January 2012 – June 2015

FTEs

.28

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 with 5,000 guests during FY14/15
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
Number of Local Bands	30 (FY 14/15)
Number of Off-Hour Program	24 (FY 14/15)

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 displays demonstrate Como Zoo's commitment to world-wide conservation measures.

Funding & Duration

Fiscal Year 12/13 Actual = \$84,052.65

January 2012- May 2013

Direct Expense = \$84,052.65

Administrative Costs = 0

FTEs

.1

Measurable Outcomes

Visitor Survey	Increasing knowledge, awareness and interest in topic
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Project Name & Description

EdZOOcation Programs:

Lil' Explorer Thursdays

Como developed Lil' Explorers as a free, weekly program series that would attract our youngest guests for perhaps their first introduction to education experiences. With interactive hands-on programming and live plant/animal visitors, the programs are designed to encourage family learning and foster early environmental awareness. Our hope is that this positive learning experience will foster a lifelong appreciation for living plants and animals. In the last year over 3,000 toddlers attended a Lil' Explorers program. The program is offered every Thursday morning September-April. In summer of 2014, an additional summer program will be added.

Como’s Nature Engineers:

Amazing technological advances have been made in all areas of science. Many of these advancements have been inspired by plants and animals. Como Park Zoo and Conservatory developed Nature’s Engineers that has participants of all ages learning from nature while exploring the science of bio-mimicry. Early Engineers begins with an exploration of how scientists look to nature to help solve problems. From here, each inquiry-based program provides students with the experience of building projects using plants and animals as their models for design. Not only are the participants inspired when they meet animals with amazing adaptations, they are thrilled with the opportunity to think like real scientists and design like real engineers. These STEM based programming is offered free of charge targeting under-served communities in which financial barriers limit their access to our venue and other educational experiences at their locations.

Over 766 programs have been held, including 346 Pre-K and Kindergarten “Mini Movers”, 358 K-8 “Early Engineers”, and 75 9th grade plus “Nature’s Wonders”.

Funding & Duration

Fiscal Year 12/13 Actual = \$69,294.89

Fiscal Year 14/15 Budget = \$76,989.00

Non-State Fund Contributions FY 14/15 = \$14,000.00

Administrative Costs = \$1,172.39

Total Direct Funds from State for FY12/13 & FY 14/15 = \$146,283.89

Programming has been offered January 2012– April 2015

FTEs

1.2

Measurable Outcomes

Participation Numbers	Increase participant number for on-site and off-site programs FY 14/15 – 20,000 total participants in 220 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

Project Name & Description

Special Exhibits: Development of new immersive educational experiences that engage visitors and reinforce conservation messages. Como will design, develop and produce a variety of opportunities in seasonal exhibits including *The Edible Garden*. Special exhibits in the Gallery that features local photography and build partnerships to feature exhibitions like *Tarantulas: Up Close and Alive* and *Dr. Entomo's Insects* opening spring of 2014.

In addition to being educational for the guests of Como, during the 2013 season, *The Edible Garden* distributed 441.9 lbs. of produce from the garden to the zoo animals as part of their daily diet and 1344.1 lbs. to the Saint Paul Rec Centers' Programs that were used for education purposes. That makes a total of 1786 lbs. harvested including 295.4 lbs. of tomatoes and 1,314 peppers, totaling 132.1 lbs.

Funding & Duration

Fiscal Year 12/13 Actual = \$102,074.19

Fiscal Year 14/15 Budget = \$248,170.40

Non-State Fund Contributions FY 14/15 = \$51,000.00

Administrative Costs = \$3,779.14

Total Direct Funds from State for FY 12/13 & FY 14/15 = \$ 350,244.59

November 2011 – June 2015

FTEs

1.85

Measurable Outcomes

Attendance Figures	Increase off-peak attendance during exhibitions FY 14/15 by 20%
Visitor Surveys	Create opportunities to inspire public and educate
Unique Experiences	FY 14/15 – create at least 6 new offerings

Project Name & Description

Centennial Children's Garden & Formal Garden: The first phase that was funded in FY12/13 was the concept plan for a Children's Garden & Formal Entrance Gardens. The second phase for FY 14/15 is to execute the first garden that will open in 2015 as part of the Marjorie McNeely's Conservatory's 100th anniversary. This project is on Como's master plan for the 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. Also identified in this project is the need for better vehicle drop off points for added accessibility to the main entrances.

Funding & Duration

Fiscal Year 12/13 Actual = \$71,802.97

Fiscal Year 14/15 Budget = \$186,522.11

Non-State Fund Contributions FY 14/15 = \$75,000.00

Administrative Costs = \$2,840.36

Total Direct Funds from State for FY 12/13 & FY 14/15 = \$258,325.08

June 2012 – June 2015

FTEs

.06

Measurable Outcomes

Public Input - Open House, Web Page	Provide multiple opportunities for users to comment on design development
Interviews	Stakeholders on effectiveness of gardens
Visitors	FY 14/15 – attract 25,000 visitors to opening festivities of new garden
Visitor Surveys	Build the recognition of historical significance of Conservatory's 100 year anniversary.

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.

Funding & Duration

Fiscal Year 12/13 Actual = \$38,476.86

December 2011 – September 2012 - Completed

Direct Expense = \$40,730

FTEs

.6

Measurable Outcomes

Participation Figures	Meet or exceed goal of more than 200,000 guests touched by show
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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

Project Name & Description

Education Residency Program: Como Park Zoo and Conservatory is developing an Education Residency Program where school classrooms immerse themselves into Como as part of week-long learning experiences with Como’s professional educational staff and engaging current classroom curriculums. The program also offers teachers an opportunity to be engaged and assist in developing on going curriculums that offer STEM based programs in their schools.

Funding & Duration

Fiscal Year 14/15 Budget = 184,081.24
 Non-State Fund Contributions FY 14/15 = \$35,000.00
 Administrative Costs = \$2,803.19

Total Direct Funds from State for FY 14/15 = \$184,081.24

December 2013- May 2015

FTEs

2.6

Measurable Outcomes

Reach of MN Teachers	Over 60 Teachers Engaged
Number of MN Students Touched	1,200 students actively touched with program in first year
Total Programs	25 Weeks of Programs
Participation Evaluations	Meet and exceed guest expectations and increase knowledge in conservation and make connections between living things in our lives.

Project Name & Description

Habitat Renewal: Improve interpretive graphics, add interactive elements, and expand encounters for both the guest and animal to better make the connection to inspire the public to value the presence of living things. In FY 14/15, Como will focus the renewal on the African Hoofstock area.

Funding & Duration

Fiscal Year 14/15 Budget = 229,680.80

Non-State Fund Contributions FY 14/15 = \$75,000.00

Administrative Costs = \$3,497.58

Total Direct Funds from State for FY 12/13 & FY 14/15 = \$229,680.80

December 2013- October 2014

FTEs

.11

Measurable Outcomes

Visitor Survey	Increasing knowledge, awareness and interest in topic
Visitor Survey	Create opportunities to inspire public and educate

ⁱ Administrative costs were determined based on the overall FY 14/15 budget and then calculated based on project total of full grant. No administrative costs were charged against projects in FY 12/13.